

2026 Annual Accountability Report

Department of Parks, Recreation & Tourism

Agency Code: P280

Table of Contents

Agency's Discussion and Analysis 1

Agency Organization Chart 9

Reorganization and Compliance 10

Strategic Plan Results 14

Strategic Plan Development 20

Budget Data 26

Legal Data 31

Services Data.....54

Partnerships Data.....58

Reports Data 62

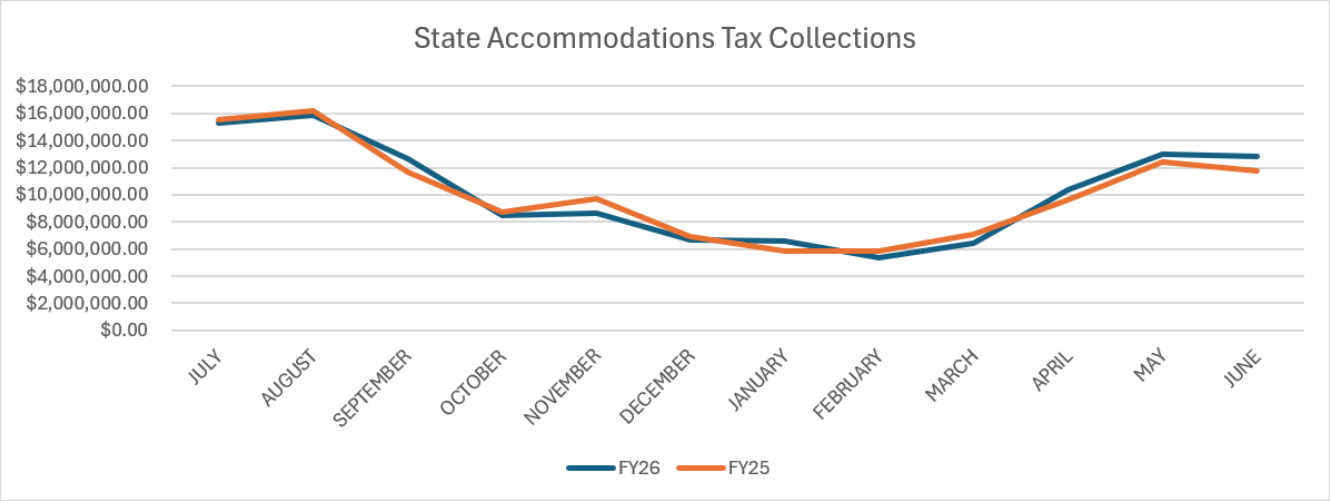
Submission Form.....64

AGENCY NAME:	DEPARTMENT OF PARKS, RECREATION & TOURISM		
AGENCY CODE:	P280	SECTION:	049

AGENCY'S DISCUSSION AND ANALYSIS

TOURISM ECONOMY

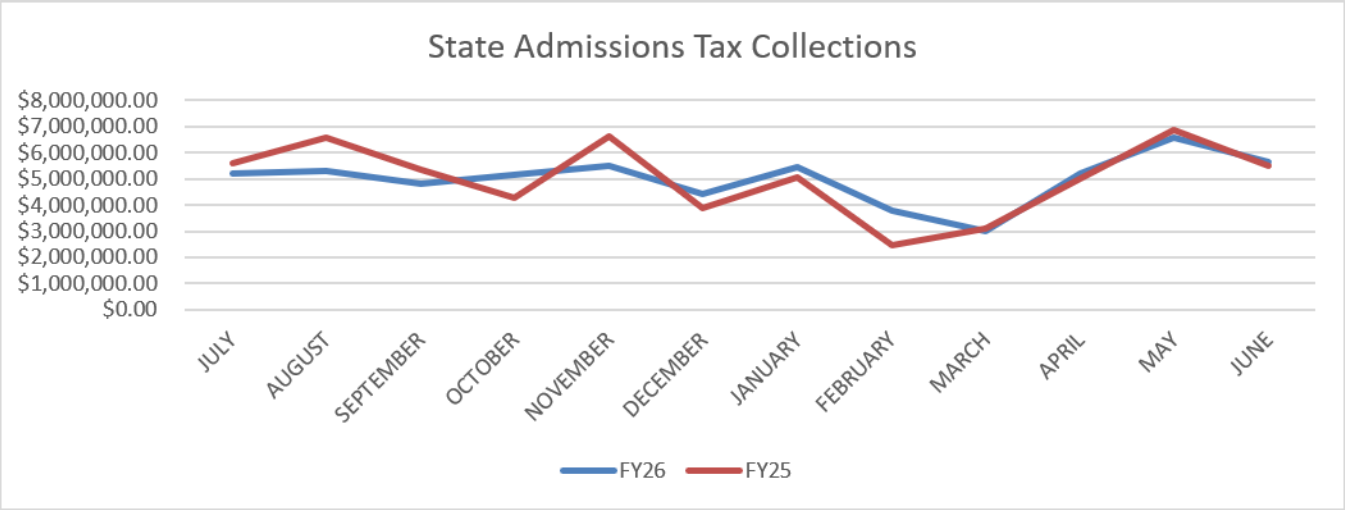
State Accommodations Tax Collections in FY 25-26 totaled over $122.1 million, a 0.6% increase compared to total collections in FY 24-25. Collectively, South Carolina's five coastal counties (Horry, Georgetown, Charleston, Colleton, Beaufort) generated approximately $88.9 million in State Accommodations Taxes, a 1.7% increase over the previous fiscal year. South Carolina's six Upstate counties (Anderson, Oconee, Pickens, Greenville, Spartanburg, Cherokee) experienced a 2.1% decrease in Accommodations Tax Collections, which totaled nearly $9.4 million for the year. The state's major destination counties in the Midlands (Aiken, Lexington, Sumter, Richland, York) experienced a 2.0% decrease, totaling approximately $11.7 million in FY 25-26.



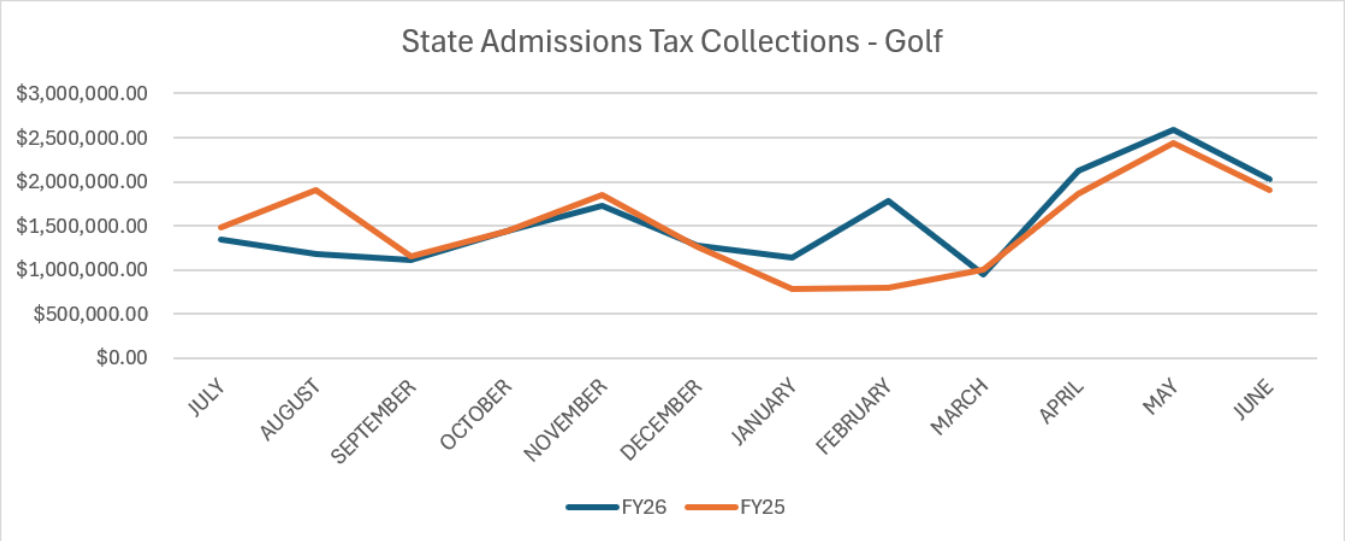
The number of lodging (hotels and short-term rentals) room nights available statewide in FY 25-26 was flat compared to the previous fiscal year; however, the number of lodging room nights sold in FY 25-26 decreased by approximately 3.5%. This decrease in room nights sold, which would result in a decrease in overall occupancy, was offset by increases in Average Daily Rates, yielding flat growth in lodging revenues for FY 25-26.

State Admissions Tax Collections in FY 25-26 totaled just under $60.0 million, a 0.2% decrease compared to collections in FY 24-25. The state's five Coastal counties generated approximately $31.2 million in Admissions Tax Collections, resulting in a 1.5% increase compared to FY 24-25. The state's six Upstate counties collected over $12.2 million, a 0.3% decrease compared to the previous fiscal year. And, the state's major destination counties in the Midlands generated approximately $10.9 million in State Admissions Taxes, representing a 9.7% decrease over FY 24-25 collections.

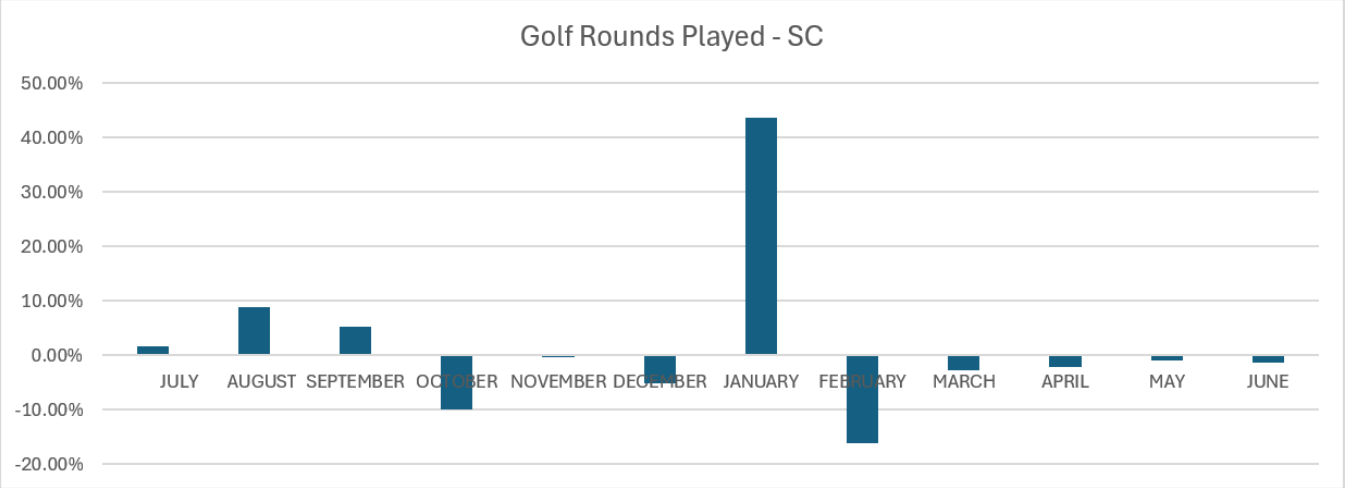
AGENCY NAME:	DEPARTMENT OF PARKS, RECREATION & TOURISM		
AGENCY CODE:	P280	SECTION:	049



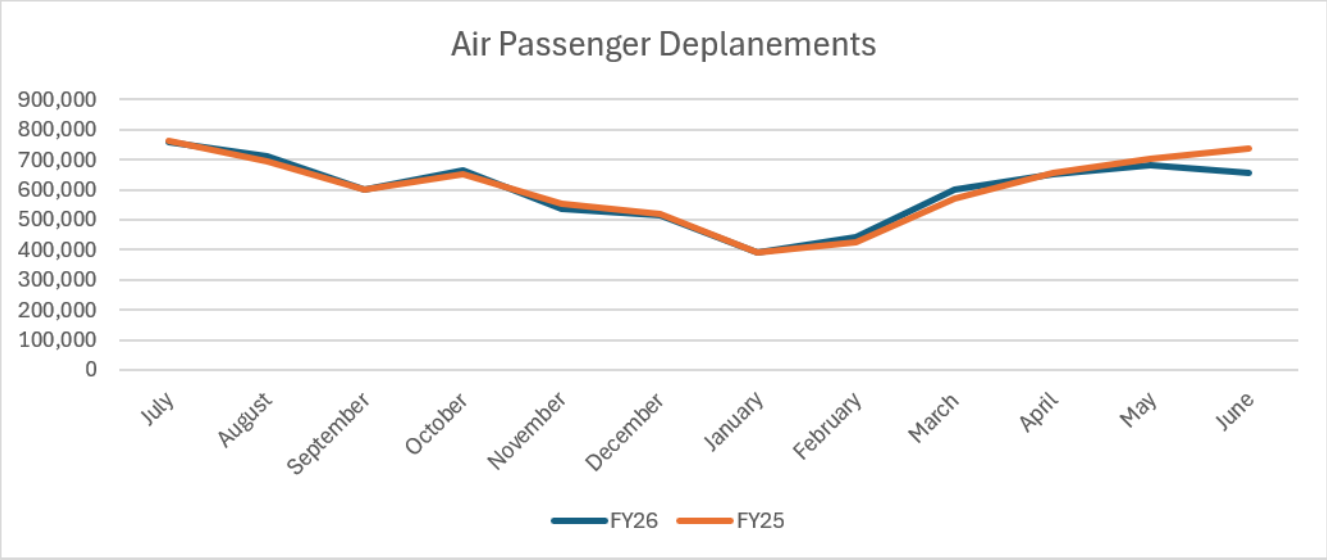
Admissions Tax Collections from Golf (a subset of State Admissions Tax Collections) totaled $18.7 million in FY 25-26, a 4.6% increase compared to collections in FY 24-25. South Carolina's five Coastal counties generated over $12.6 million in Golf-based Admissions Tax Collections, yielding a 1.8% increase compared to the previous fiscal year. Golf-based Admissions Tax Collections in the state's six Upstate counties totaled over $1.6 million, representing a 2.37% increase compared to FY 24-25. And, the state's five major destination counties in the Midlands experienced a 10.0% decrease, with collections totaling nearly $1.7 million.



Looking at the number of rounds played in South Carolina in FY 25-26, the most drastic monthly increases or decreases can be associated with either weather events that occurred in FY 24-25, or weather events that occurred in FY 25-26. Among the three major coastal golf destinations (Myrtle Beach, Charleston and Hilton Head Island), the number of rounds played in the Hilton Head Island area experienced the greatest YTD increases from January – June 2026, while Charleston and Myrtle Beach fluctuated month-to-month yielding flat growth for the first half of CY 2026.



Collectively, South Carolina's five major airports (CHS, CAE, GSP, HHI, MYR) experienced a 1.0% decrease in air passenger traffic in FY 25-26, with over 7.2 million deplanements total during the year. It should be noted, however, that the passenger deplanements for June 2026 at Columbia Metropolitan Airport were not publicly available at the time this report was created. Totaling over 1.5 million deplanements, Greenville-Spartanburg International Airport experienced the largest passenger volume increase during the year (+68,220 over FY 24-25 totals). Charleston International Airport experienced the second greatest increase (+42,677). Myrtle Beach International Airport and Hilton Head Island Airport experienced decreases in FY25-26. Myrtle Beach International Airport experienced the most significant decrease (-142,240) due to the loss of Spirit Airlines

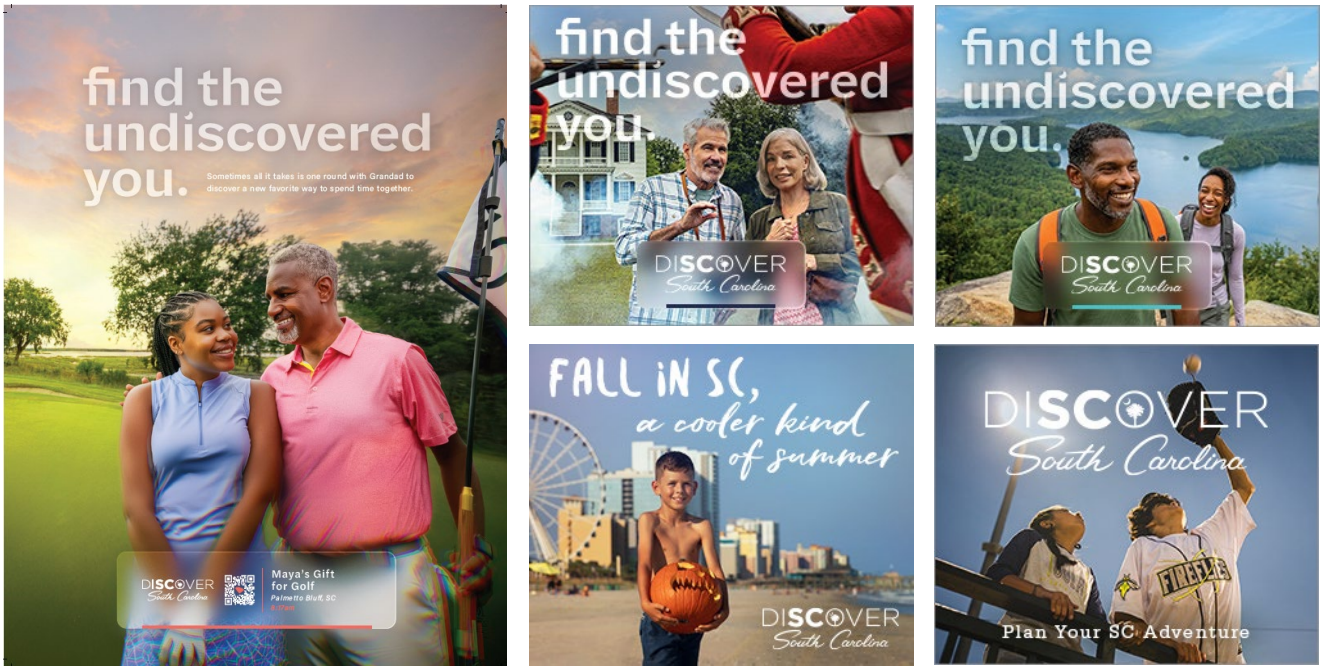


AGENCY NAME:	DEPARTMENT OF PARKS, RECREATION & TOURISM		
AGENCY CODE:	P280	SECTION:	049

TOURISM MARKETING

SCPRT's advertising generated 54% awareness nationally, reaching about 53.5 million households. The agency spent $0.10 per household reached, which indicated better than average efficiency compared to the industry norm of $0.24. The media plan continued to expose consumers to ads across multiple media channels and to generate overlap between the Leisure and Darius Rucker advertising. Ad awareness remained highest in the 350-mile radius markets, but Remaining National markets account for over half of ad-aware households – continuing to highlight the impact of the national advertising strategy for generating reach. Awareness of Leisure and Darius Rucker advertising both increased year-over-year. SCPRT's advertising influenced about 720,000 Undiscovered South Carolina trips, with 205,000 coming from the 750-mile radius states, 514,000 coming from the Remaining National states.

In FY25-26, SCPRT launched a new statewide advertising campaign – Find the Undiscovered You. Like previous campaigns, the new campaign highlights the variety of travel experiences South Carolina has to offer in both established and developing travel destinations. This campaign also ties into emerging leisure travel trends, such as skip-gen travel (grandparents traveling with grandchildren). SCPRT launched this campaign in the spring of 2026, alongside a mix of other advertising from previous campaigns.



SCPRT's marketing strategy is supported by a robust public relations plan. In FY 25-26, SCPRT's public relations activities generated 271 articles and 7.2 billion impressions, yielding an ad value of $66.8 million.

Three SCPRT PR features, with topics ranging from the opening of The Dunlin in John's Island to visitor experiences at Congaree National Park and Artfields, garnered national recognition in FY 25-26 from Hospitality Sales & Marketing Association International.

From May 2025 through April 2026, Discover South Carolina executed a high-impact PR campaign to amplify its acclaimed culinary scene on a national stage—building momentum leading into the March 2026 premiere of Top Chef Season 23, filmed across the Carolinas. This campaign, which received a Buzz-worthy Award at the 2026 ESTO Conference, consisted of a series of strategically orchestrated initiatives, including culinary

storytelling, chef-led narratives, immersive media experiences, integrated partnerships, and alignment with key industry moments. The campaign resulted in a surge in earned media, generating 111 placements, 4 billion impressions, and $36.7 million in ad value—a 61% year-over-year increase in culinary-focused coverage.

WELCOME CENTERS

Construction activities for the Fair Play and Blacksburg Welcome Centers continued throughout FY26, and both new centers are scheduled to open in early December 2026. Both centers will provide an improved Visitor Experience, both in terms of technology to aid travel counselors servicing Welcome Center guests, and in terms of aesthetic experience that is directly related to each center's surrounding tourism destinations. Both centers are being constructed to resemble mountain lodges. To save on cost, SCPRT utilized the same basic plans for both centers. The center at Fair Play will also include a water feature near the entrance and an improved view of Lake Hartwell. SCPRT worked with the US Army Corps of Engineers to remove trees and implement a vegetation plan for the nearby Lake Hartwell shore that would provide a better view of the lake while still controlling potential erosion.

SCPRT continued its efforts to reach the construction phase for the North Augusta Welcome Center. After many months, SCPRT secured easement permissions from nearby landowners so that a new water main could be installed. Most recently, SCPRT has been working to mitigate potential impacts to a federally protected plant species that exists on-site at the North Augusta Welcome Center.

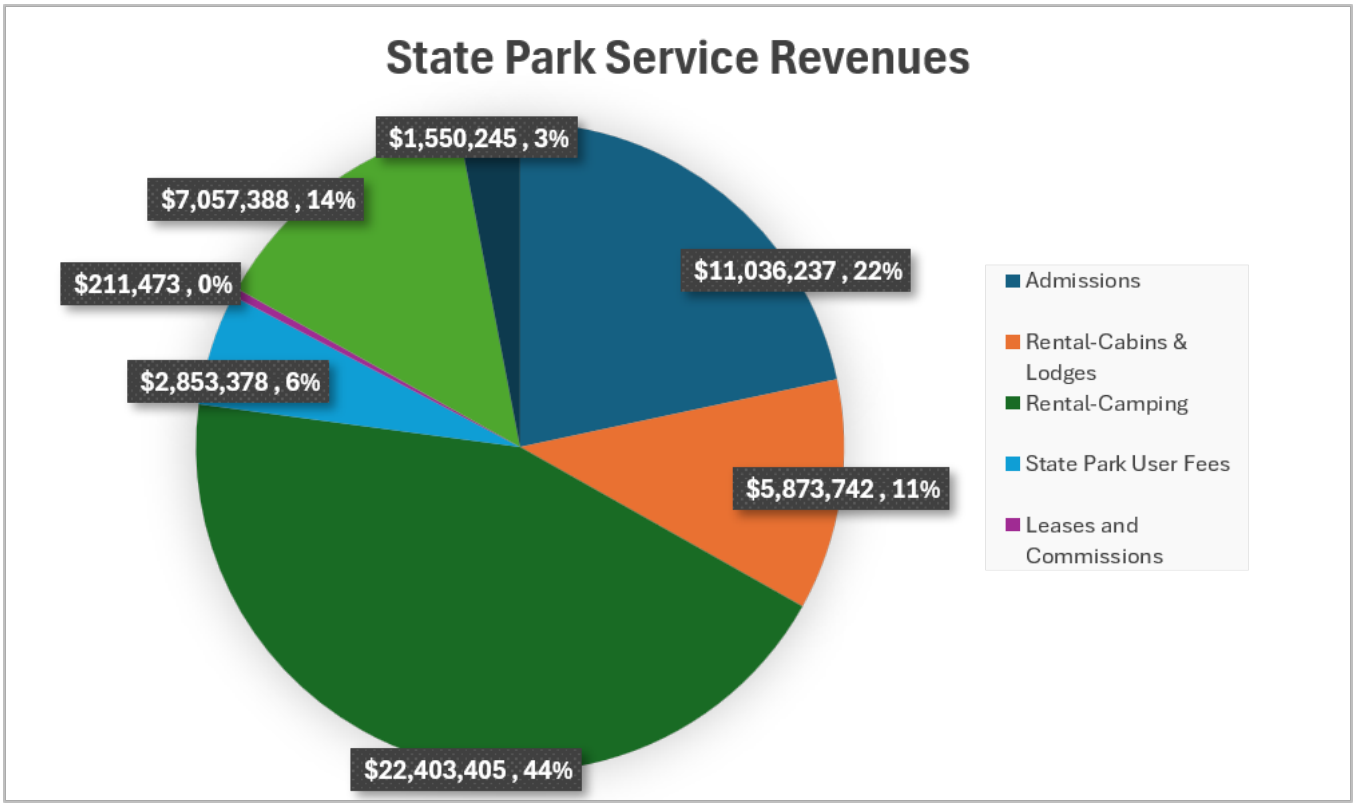
In FY26, the International Board of Credentialing and Continuing Education Standards (IBCCES) awarded the Certified Autism Center™ (CAC) designation to the South Carolina Welcome Centers. To achieve this designation, at least 80% of staff completed autism and sensory training to equip them with knowledge of best practices, skills, and resources to welcome and support every visitor, including autistic and sensory-sensitive guests and their families. In addition to training and certification, Welcome Center staff have quiet spaces for guests in need at each of the nine locations. Additionally, the SC Welcome Centers have sensory packets containing sunglasses, ear plugs, and sensory stickers.

STATE PARKS OPERATIONS

South Carolina State Parks achieved greater than 100% operational self-sufficiency for FY 26. Total revenue for the year reached $50.9 million, a 2.3% increase over FY 25 collections. Admissions-related revenue totaled $11.0 million, up 6.8% compared to the previous fiscal year. Revenue from retail sales also experienced growth in FY26, totaling just over $6.9 million for the year and representing a 15.0% increase over FY25.

In total, net sales for overnight accommodations experienced a marginal increase during FY26, totaling just over $28.0 million. While, overall, occupancy rates and room nights sold fell slightly for the year, Average Daily Rate (ADR) across accommodations experienced enough of an increase to yield gains in net revenue. These results were in line with broader tourism economic trends for FY26.

AGENCY NAME:	DEPARTMENT OF PARKS, RECREATION & TOURISM		
AGENCY CODE:	P280	SECTION:	049



STATE PARKS CAPITAL PROJECTS

Two new State Park locations were opened to the public during FY26. Pine Island State Park, located in Lexington County, opened to the public in October 2025. While the Sunset Hall meeting facility is currently undergoing renovations, the picnic areas and beach areas were made available for public use. Black River State Park, located in Williamsburg and Georgetown Counties, opened its Meadow Tract location in March 2026. The Meadows Tract location features a paved kayak launch, restroom facility and picnic area. SCPRT has continued to make progress on its other upcoming State Park locations. The agency anticipates opening Ramsey Grove State Park in the fall of 2026. During FY26, Duke Energy completed the pedestrian bridge for the new State Park at Dearborn Island in Great Falls. SCPRT also procured an Architectural/Engineering Firm for work related to the meeting facility at Misty Lake State Park in Aiken.

SCPRT completed several projects during FY26 that will enhance and safeguard revenue generation for the State Park System. These projects included the construction of a new, replacement marina at Calhoun Falls State Park, the completion of a new Visitor Center at Rose Hill Plantation State Historic Site, and the restoration of the Hunting Island Lighthouse. Along with these major projects, SCPRT conducted many smaller but essential repair projects throughout the system, including the installation of new roofs on two cabins at Poinsett State Park, new decking at the tackle shop at Santee State Park, and the installation of a new playground at Dreher Island State Park.

TOURISM & RECREATION DEVELOPMENT

Demand for SCPRT's tourism and recreation grant programs continued to grow during FY26. SCPRT recommended a record number of LWCF grants to National Park Service – 25 grants representing over $13 million in requested federal funds through the LWCF program. Recommended LWCF projects included improvements to McPherson Park (City of Greenville), Pete Smith Complex Renovations (City of Abbeville), Manchester Meadows Park Upgrades (City of Rock Hill), Weeks Tennis Center Court Renovations (City of Aiken), and an acquisition of adjoining property for Harbison State Forest (Irmo).

During FY26, SCPRT awarded five Undiscovered SC Grants totaling $750,000 to rural and developing destinations for the construction or renovation of publicly-owned tourism attractions. Projects awarded in FY26 included a new Veteran's History Center in Chester, a new statue of William Bartram in Westminster, and boardwalk/bridge replacement at the Walterboro Wildlife Sanctuary.

SCPRT awarded 11 non-motorized trail projects through the federally-funded Recreational Trails Program in FY 26. These projects included new trail development at the Dorchester Heritage Center and Burch's Mill site in Florence, as well as trail redevelopment at Cherry Park in Rock Hill and in the Port Royal Cypress Wetlands. SCPRT also awarded one motorized trail grant to Dorchester County to clear fallen trees from the Ashley River Scenic Blueway Trail.

Demand for the agency's Sports Tourism Advertising & Recruitment grant remained very high in FY26. During this FY, the agency awarded 23 projects totaling over $550,000 within the first four months of the fiscal year. Because of this continued high demand, SCPRT requested additional funding support for the STAR program for the FY 26-27 budget. Recruited sports events that were supported by the STAR program in FY26 included the AAU Southern Regional Gymnastics Championship (Greenville), the 2025 First Serve Open Tennis Tournament (Sumter), the Bassmaster Team Championship 2026 (Anderson), the 2026 Colonial Life Charity Classic (Columbia), and the 2026 Bassmaster High School and College Series Tournament (Santee).

FILM

SCPRT recruited five small feature film projects in FY26: *Memento Mori* (Horry); *Run Hide Fight: Infidels* (Cherokee); *Straight Shot* (Richland); *Panic Button* (Greenville) and *Butcher's Mountain* (Anderson, Greenville, Edgefield). Combined, these five projects were projected to generate over $11.5 million in in-state spending and create approximately 694 jobs for South Carolina-based crew.

In conjunction with Trident Technical College, the South Carolina Film Commission awarded two Indie Grant projects: *The Dairy Bar* and *Brothers-in-Arms*. These grants provide crucial funding for independent short film projects while offering valuable hands-on training opportunities for the state's emerging production workforce. Each selected project is produced with professional crews from top to bottom, with emerging crew members working under those professionals as immersive, practical experience. *The Dairy Bar*, filmed in Columbia, provided on-set work experience for four trainees. *Brothers-in-Arms*, filmed in Moncks Corner, provided experience for eight trainees.

The South Carolina Film Commission and Trident Technical College also arranged on-set paid internships on two recruited projects in FY25-26: *Memento Mori*, which was filmed in Horry County, and *Outer Banks Season 5*, which was filmed in Charleston.

In addition to the on-set internships and Indie Grants projects, eight film-related workshops or training events were supported through the SC Film Commission's Production Fund. In total, there were 718 participants in FY 25-26.

- Young Filmmakers Project Contest
- Young Filmmakers Pitch Conference
- LONG LENS Production Entrepreneurial Program
- Film Financing Webinar
- Beaufort International Film Festival Test Screening
- Reedy Reels Film Festival Test Screening
- South Carolina Young Filmmakers Project Screening
- The Business of Independent Production

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 crews 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.

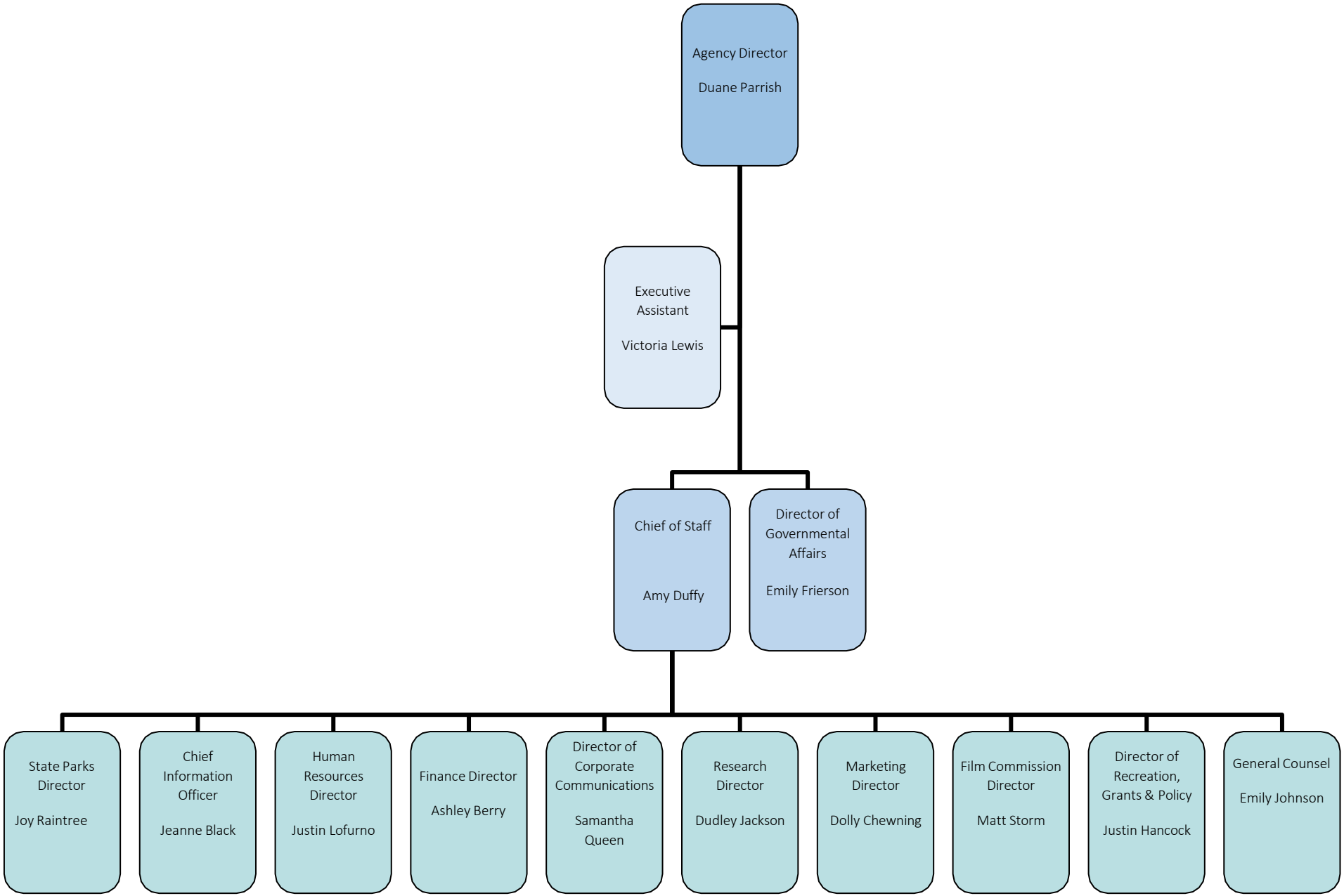
In order to avoid these risks, the State must ensure the following:

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

AGENCY NAME:	DEPARTMENT OF PARKS, RECREATION & TOURISM		
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2026

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:	2026

To elevate South Carolina by preserving and promoting our State Parks, empowering local recreation, and advancing the state as the premier destination for tourism and film.

Agency Vision	Adopted in:	2026

We make South Carolina a place where every resident and visitor experiences the very best in public parks, memorable hospitality, and inspired storytelling.

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 FY2026

Description of Event	Start	End	Agency Measures Impacted	Other Impacts
Pine Island State Park opened to the public	October	June	State Parks Operational Self-Sufficiency	New recreational opportunity in Lexington County
Pine Island State Park opened to the public	October	June	State Parks Total Earned Revenue	New recreational opportunity in Lexington County
Pine Island State Park opened to the public	October	June	State Parks Admission Revenue	New recreational opportunity in Lexington County
Market Competitiveness Salary Plan implemented in Central Office and Field	December	January	SCPRT Employee Turnover Rate	Overall Employee Satisfaction
Black River State Park opened to the public	March	June	State Parks Operational Self-Sufficiency	New recreational opportunity in Williamsburg County
Black River State Park opened to the public	March	June	State Parks Total Earned Revenue	New recreational opportunity in Williamsburg County

Black River State Park opened to the public	March	June	State Parks Total Earned Revenue	New recreational opportunity in Williamsburg County
Black River State Park opened to the public	March	June	State Parks Admission Revenue	New recreational opportunity in Williamsburg County
SC Welcome Centers earn Certified Autism Center Accreditation	April	June	Overall Welcome Center Visitor Experience Rating (Five Point Scale)	Enhanced Visitor Services and Accommodations
Hunting Island Lighthouse reopened after restoration project	May	June	State Parks Operational Self-Sufficiency	Protection of historic resource
Hunting Island Lighthouse reopened after restoration project	May	June	State Parks Total Earned Revenue	Protection of historic resource
Hunting Island Lighthouse reopened after restoration project	May	June	State Parks Admission Revenue	Protection of historic resource

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. § 30-1-10 through 30-1-180) and the South Carolina Uniform Electronic Transactions Act (S.C. Code Ann. § 26-6-10 through 26-10-210).	Yes
Does the law allow the agency to promulgate regulations?	Yes
Law number(s) which gives the agency the authority to promulgate regulations:	**51-3-70**
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)	

FY2026

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	96.50%	100%	126.25%	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	$49,885,325.55	$53,000,000	$50,985,867.57	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	$10,330,735.78	$11,000,000	$11,036,236.85	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	62%	67%	59.69%	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	33.10%	31.19%	30.10%	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	47.20%	54%	44.90%	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	50.50%	53%	47.93%	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	43,110	42,000	27,968	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	Golf Courses at Hickory Knob and Cheraw have been closed for renovations beginning in late FY 25-26

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
1.1.9	State Parks Total Volunteer Hours	162,594	100,000	208,483	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	32	24	34	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	52	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	
1.2.3	Number of Sea Turtle Nests	359	360	226	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	4,537	2,000	721	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	10,365	11,000	11,086	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	$282,403	$150,000	$286,341	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	$103,000	$60,000	$74,000	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	$677,545	$500,000	$680,066	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	

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
1.3.4	SCPRT Website Advertising Sales Total	$120,800	$100,000	$144,860	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	SCPRT Media Sales	$58,603	$50,000	$67,481	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	19.97%	22%	9.60%	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)	31	32	26.5	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**			
2.1.1	Total Number of SC Film Hires	830	500	694	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	$61,413,726	$50,000,000	$11,713,391.90	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	9,646	10,000	6,405	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	0	10	19	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	

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
2.2.2	Number of Parks and Recreation Development Fund New Projects	74	75	77	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	0	35	26	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	65	65	74	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	5	5	5	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	32	20	23	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	1	1	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	$121,390,172.39	$121,000,000	$122,174,516.43	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	$60,120,776.37	$60,000,000	$59,994,550.59	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	62.10%	60%	60.30%	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.	$83.47	$84	$82.87	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	

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
3.1	**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	42%	39%	54%	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	816,000	500,000	720,000	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	1,608,832	1,000,000	1,514,102	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	3,977	5,000	2,720	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	6,220	1,500	4,123	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)	4.97	4.5 -5.0	4.91	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	4,972	5,500	5,557	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**			

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
4.1.1	Number of Production Fund Grants Awarded	3	3	4	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	9	5	8	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	776	500	718	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	1,211,139	500,000	2,743,790	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	
4.2.2	Discover Carolina Educational Program Attendance	14,690	15,000	13,657	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	

FY2027

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	126.25%	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	$50,985,867.57	$53,000,000.00	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	$11,036,236.85	$11,000,000.00	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	59.69%	67.25%	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	30.10%	31.19%	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	44.90%	50.00%	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	47.93%	55.00%	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	27,968	25,000	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	208,483	150,000	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**				

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
1.2.1	Number of Red Cockaded Woodpecker Clusters	34	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	52	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	
1.2.3	Number of Sea Turtle Nests	226	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	721	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	11,086	11,000	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	$286,341	$150,000	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	$74,000	$60,000	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	$680,066	$500,000	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	SCPRT Website Advertising Sales Total	$144,860	$100,000	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	

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
1.3.5	SCPRT Media Sales	$67,481	$50,000	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	9.60%	22%	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)	26.5	32	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**			
2.1.1	Total Number of SC Film Hires	694	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	
2.1.2	Total Amount of Qualified (for Rebate) Spending with SC Vendors	$11,713,391.90	$25,000,000	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	6,405	5,000	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**			

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
2.2.1	Number of Recreational Trail Grants	19	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	77	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	26	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	74	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	5	5	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	23	20	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	1	1	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	$122,174,516.43	$122,000,000	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	$59,994,550.59	$60,000,000	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	

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
2.3.3	Statewide Hotel Occupancy Rate	60.30%	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.	$82.87	$84	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	54%	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	720,000	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**				
3.2.1	Number of Guests Assisted	1,514,102	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	2,720	2,500	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	
3.2.3	Number of Assisted Attractions Reservations	4,123	3,000	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	
3.2.4	Overall Welcome Center Visitor Experience Rating (Five Point Scale)	4.91	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**				

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
3.3.1	Number of Visitors who have completed the Ultimate Outsider Challenge	5,557	5,500	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	4	3	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	8	5	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	718	500	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	2,743,790	776,087	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	
4.2.2	Discover Carolina Educational Program Attendance	13,657	16,271	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	

Budget Data

2026

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) General	(Projected) Other	(Projected) Federal	(Projected) Total
0100.050200X000	First in Golf	First in Golf specialty license Plate fees.	$ -	$ 75,000.00	$ -	$ 75,000.00	$ -	$ 75,000.00	$ -	$ 75,000.00
0100.050300X000	Sports Development Fund	Fees for NASCAR specialty license plates.	$ -	$ 50,000.00	$ -	$ 50,000.00	$ -	$ 50,000.00	$ -	$ 50,000.00
0100.050600X000	Palmetto Trail	Passthrough funds for the Palmetto Conservation Foundation	$ 1,000,000.00	$ -	$ -	$ 1,000,000.00	$ 1,000,000.00	$ -	$ -	$ 1,000,000.00
0102.010000.000	Executive Offices	The Executive Office include the Director's Office, Human Resources and Internal Audits.	$ 1,198,557.00		$ -	$ 1,198,557.00	$ 1,348,557.00	$ -	$ -	$ 1,348,557.00
0102.050000.000	Administrative Services	Administrative Services includes Finance and Technology Services.	$ 5,193,113.00	$ -	$ -	$ 5,193,113.00	$ 5,890,235.00	$ -	$ -	$ 5,890,235.00
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.	$ 812,082.00	$ -	$ -	$ 812,082.00	$ 912,082.00	$ 105,000.00	$ -	$ 1,017,082.00
5000.250500X000	Regional Promotions	South Carolina Association of Tourism Regions - These are pass through funds.	$ 4,625,000.00	$ -	$ -	$ 4,625,000.00	$ 4,625,000.00	$ -	$ -	$ 4,625,000.00
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.	$ 16,014,793.00		$ -	$ 16,014,793.00	$ 17,514,793.00		$ -	$ 17,514,793.00

State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General	(Projected) Other	(Projected) Federal	(Projected) Total
5000.251600X000	Destination-Specific Advertising	Destination Specific Marketing Grant Program	$ 24,000,000.00	$ -	$ -	$ 24,000,000.00	$ 24,000,000.00	$ -	$ -	$ 24,000,000.00
5000.254100X000	Sports Marketing Grant Program	Funding for Sports Tourism related Legislative Grant projects.	$ 2,000,000.00	$ -	$ -	$ 2,000,000.00	$ 2,000,000.00	$ -	$ -	$ 2,000,000.00
5000.300000.000	Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	$ 1,657,316.00	$ 5,406,240.00	$ -	$ 7,063,556.00	$ 1,637,316.00	$ 4,026,240.00	$ -	$ 5,663,556.00
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.	$ 5,749,941.00	$ 41,535,245.00	$ -	$ 47,285,186.00		$ 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.	$ 114,083.00		$ -	$ 114,083.00	$ 139,083.00	$ -	$ -	$ 139,083.00
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.	$ 201,994.00		$ -	$ 201,994.00	$ 226,994.00	$ -	$ -	$ 226,994.00
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.	$ 24,931,639.00	$ -	$ -	$ 24,931,639.00	$ 24,931,639.00		$ -	$ 24,931,639.00
5000.870100.000	Recreation, Grants & Policy	This office administers eight tourism or recreation-related grant programs.	$ 401,329.00		$ 6,200,000.00	$ 6,601,329.00	$ 441,329.00	$ -	$ 4,479,110.00	$ 8,541,329.00

State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General	(Projected) Other	(Projected) Federal	(Projected) Total
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.	$ 500,000.00	$ -	$ -	$ 500,000.00	$ 750,000.00	$ -	$ -	$ 750,000.00
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.	$ 500,000.00	$ -	$ -	$ 471,833.00	$ 500,000.00	$ -	$ -	$ 500,000.00
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.	$ 100,000.00	$ 35,000.00	$ -	$ 135,000.00	$ 182,000.00	$ 322,000.00	$ -	$ 504,000.00

State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General	(Projected) Other	(Projected) Federal	(Projected) Total
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.	$ 4,371,357.00	$ 6,634,471.00	$ 25,041.00	$ 11,030,869.00	$ 5,204,527.00	$ 6,882,368.00	$ 26,000.00	$ 12,112,895.00
9800.120000X000	Advertising-Statewide	Additional funding for statewide advertising by SCPRT.	$ -	$ -	$ -	$ -	$ 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.	$ 9,850,000.00	$ -	$ -	$ 9,850,000.00	$ 18,000,000.00	$ -	$ -	$ 18,000,000.00
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	$ 1,100,000.00	$ -	$ -	$ 1,100,000.00
9803.890000X000	PRT Revitalizations	Passthrough funding for recreation related Legislative Grant projects.	$ -	$ 150,000.00	$ -	$ 150,000.00	$ -	$ -	$ -	$ -
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.	$ -	$ -	$ -	$ -	$ 1,524,000.00	$ -	$ -	$ 1,524,000.00

State Funded Program No.	State Funded Program Title	Description of State Funded Program	(Actual) General	(Actual) Other	(Actual) Federal	(Actual) Total	(Projected) General	(Projected) Other	(Projected) Federal	(Projected) Total
9805.420000X000	Sports Development Fund	Passthrough funding for recreation related Legislative Grant projects.	$ 5,000,000.00	$ -	$ -	$ 5,000,000.00	$ 4,000,000.00	$ -	$ -	$ 4,000,000.00

2026

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 FY2026
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
51-1-40	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
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
51-3-50	State	Statute	Overrides Sections 51-3-10 through 51-3-40; allows State Parks to resume normal operations	Not related to agency deliverable		Amended
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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
60-11-410	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

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
Proviso 117.100 2025-26 S.C. Appropriations Act Part 1B	State	FY24-25 Proviso	Requires SCDOT to fund the State's 9 Welcome Centers until recurring general funds is appropriated for this purpose.	Funding agency deliverable(s)	Amount of transfer specified; allows for amount to be increased commensurate with any statewide state employee salary increases or fringe increases	Amended
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 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allocation of funds to SC Association of Tourism Regions	Distribute funding to another entity	Amount distributed to Lake Wylie Chamber of Commerce	Amended
Proviso 49.2 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Guidelines for Destination Specific Marketing program	Distribute funding to another entity		Reenacted
Proviso 49.3 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows carry forward for the advertising funds, advertising grants and Destination Specific grants.	Funding agency deliverable(s)		Reenacted
Proviso 49.4 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows for the Motion Picture Incentive Act funds be used fund the programs operations.	Funding agency deliverable(s)		Reenacted

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
Proviso 49.5 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows SCPRT to charge an application fee. However, application fees are not currently charged.	Requires a manner of delivery		Reenacted
Proviso 49.6 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows SCPRT the discretion of closing the State House Gift Shop on the weekends.	Requires a manner of delivery		Reenacted
Proviso 49.7 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	PARD interest must be used for the program and carry forward.	Funding agency deliverable(s)		Reenacted
Proviso 49.8 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 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 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 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
Proviso 49.10 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows SCPRT the authority to reimburse local governments for prior year grant expenditures.	Funding agency deliverable(s)		Reenacted
Proviso 49.11 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Clarifies 51-1-40	Requires a manner of delivery		Reenacted

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
Proviso 49.12 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows the State Park Service to procure/manage vending services.	Requires a manner of delivery		Reenacted
Proviso 49.13 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 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 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 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 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 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 49.16 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Specifies that non-recurring funds for the Destination Specific Marketing program do not require match.	Funding agency deliverable(s)		Reenacted
Proviso 49.17 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows for deduction of State Park housing from State Park employee compensation.	Not related to agency deliverable.		Reenacted

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
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 49.18 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows SCPRT to carryforward any prior year unexpended general operating funds allocated to State Parks.	Funding agency deliverable(s)	Proviso 49.18 (FY23-24)	Amended Proviso Number Only
Proviso 49.19 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)		No Change
Proviso 49.20 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.		No Change
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		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
Proviso 49.21 2024-2025 S.C. Appropriations Act Part 1B	State	FY24-25 Proviso	Transfer funds remaining from Act 102 of 2023 Proviso 118.19(B)(86)(i) to Barnwell County for the Barnwell Outdoor Amphitheater	Distribute finding to another entity		No Change
Proviso 49.22 2024-2025 S.C. Appropriations Act Part 1B	State	FY24-25 Proviso	Prohibits Dept of Parks, Recreation & Tourism from expending funds to establish additional road access to Paris Mountain State Park from Altamont Road	Requires a manner of delivery	Vetoed by Governor, but General Assembly had not taken up vetoes by the time this report was submitted	No Change
Proviso 49.23 2024-2025 S.C. Appropriations Act Part 1B	State	FY24-25 Proviso	Transfer funds appropriate in Act 83 of 2023, Section 118.19, Item (86)(w) to Cherokee County for the Midway Complex	Distribute finding to another entity		No Change
Proviso 49.24 2024-2025 S.C. Appropriations Act Part 1B	State	FY24-25 Proviso	Directs Department of Parks, Recreation & Tourism to utilize a portion of advertising funds to promote inland lakes for tourism and fishing, hunting opportunities throughout the state and non-profit owned and administered trail systems in the state	Requires a manner of delivery	Vetoed by Governor, but General Assembly had not taken up vetoes by the time this report was submitted	No Change
Proviso 49.25 2024-2025 S.C. Appropriations Act Part 1B	State	FY24-25 Proviso	Transfers remaining funds from Act 239 of 2022, Proviso 118.19(B)(93)(ffff) to the Criterion Club of Dillon	Distribute finding to another entity		No Change

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
Proviso 49.28 2025-2026 S.C. Appropriations Act Part 1B	State	FY25-26 Proviso	Allocates $2,000,000 from Sports Marketing funds to Darlington Raceway	Distribute finding to another entity		Added
Proviso 49.24 2025-2026 S.C. Appropriations Act Part 1B	State	FY25-26 Proviso	Allows for Film Projects with a project budget between $250,000 and $999,999 to qualify for film rebates	Requires a manner of delivery		Added
Proviso 49.26 2025-2026 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	SCPRT directed to utilize previously appropriated funds to begin construction of Calhoun Falls State Park Marina	Funding agency deliverable(s)		Added
Proviso 49.27 2025-2026 S.C. Appropriations Act Part 1B	State	FY25-26 Proviso	Requires SCPRT to only allow reserved visitation to Pine Island State Park	Requires a manner of delivery	This Proviso was vetoed by the Governor in June 2025	No Change
Proviso 49.19 2026-2027 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows SCPRT to carryforward any prior year unexpended general operating funds allocated to the South Carolina Film Commission for Local Film Promotion	Funding agency deliverable(s)	Amended to update Fiscal Year.	Amended
Proviso 49.23 2026-2027 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows SCPRT to carryforward any prior year unexpended general operating funds allocated to Regional Promotions	Funding agency deliverable(s)		Added

Law number	Jurisdiction	Type	Description	Purpose the law serves:	Notes:	Changes made during FY2026
Proviso 49.24 2026-2027 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Allows SCPRT to carryforward any prior year unexpended general operating funds allocated to the South Carolina Film Commission for Post-Production Promotion	Funding agency deliverable(s)		Added
Proviso 117.202 2026-2027 S.C. Appropriations Act Part 1B	State	FY26-27 Proviso	Transfers funds designated for numerous community projects	Distribute funding to another entity		Added

2026

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 FY2026	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	

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 FY2026	Summary of changes to services
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	
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	

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 FY2026	Summary of changes to services
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 FY2026	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	No Change	

2026

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

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
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
State Government	SC Office of Resiliency	Flooding/Extreme Weather Preparedness and Recovery	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
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	No Change
State Government	SC Department of Transportation	State Park Road Paving Coordination	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Higher Education Institute	Clemson University	Development of Statewide Comprehensive Outdoor Recreation Plan	No Change
Higher Education Institute	Clemson University	Film Production Fund Grants and Workshops	No Change

Reports Data

2026

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-25	Annually	Governor or Lt. Governor AND Legislative entity or entities	Provided to LSA for posting online	https://scprt.widen.net/s/cjnnl8tflk/fy21-scprt-accountability-report	No Change	
Comprehensive Permanent Improvement Plan	§2-47-55	5 year plan of capital improvement projects for the agency	July-25	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-26	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-25	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	June-26	Annually	South Carolina state agency or agencies	Available on agency's website	https://scprt.widen.net/s/k9sktx6fgq/accommodations-expenditures-of-fy2023_24	No Change	
Fees & Fines Report	117.71	Report Fee and Fine Collections	September-25	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-25	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	April-26	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-25	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-25	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-26	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Ashley Berry, 803-734-1759, aberry@scprt.com	No Change	
PCI DSS Compliance	n/a	The Payment Card Industry Data Security Standard Requirements and Testing Procedures, consists of the 12 PCI DSS principal requirements, detailed security requirements, corresponding testing procedures, and other information pertinent to each requirement.	April-26	Annually	South Carolina state agency or agencies	Hard copy available upon request.	Jeanne Black, jblack@scprt.com, 803-734-1305	No Change	
Real Property Report	§1-11-58	Real Property updates on acreage owned	July-25	Annually	South Carolina state agency or agencies	Electronic copy available upon request	Matt Elswick, melswick@scprt.com, 803-734-0288	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
Recycling Report	§44-96-140	Recycling Information	September-25	Annually	South Carolina state agency or agencies	Available on another website	https://scdhec.gov/environment/recycling-waste-reduction/state-agency-recycling-responsibilities	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-26	Annually	Legislative entity or entities	Available on agency's website	https://www.scprt.com/film-commission/filmography	No Change	

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

2026
Accountability Report

SUBMISSION FORM

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

- Data Template
  - Reorganization and Compliance
  - FY2026 Strategic Plan Results
  - FY2027 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 ***(SIGN AND DATE)*:**	**SIGNATURE ON FILE**	**Signature Received:** 09/15/2026
***(TYPE/PRINT NAME)*:**	Duane Parrish	

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