**A** **HOUSE RESOLUTION**

TO RECOGNIZE AND HONOR THE OUTSTANDING ACCOMPLISHMENTS OF THE CAPITAL CITY LAKE MURRAY COUNTRY REGIONAL TOURISM BOARD AND TO CELEBRATE THE THIRTY‑FIFTH ANNIVERSARY OF ITS SUCCESSFUL WORK IN SHOWCASING THE REGION.

Whereas, Capital City Lake Murray Country (CCLMC) Regional Tourism Board is marking thirty‑five years during April 2016; and

Whereas, CCLMC’s mission is to promote tourism and the region’s great outdoors for Richland, Lexington, Newberry, and Saluda counties and to market and promote events that bring visitors to the region and increase the tourism revenues for our State; and

Whereas, with a staff of seven or fewer employees, CCLMC has generated over $941 million in tourism revenues since 1981, using some forty‑nine percent of its budget to market tourism through television, radio, print media, digital online ads, and billboards; and

Whereas, golfers, tour operators, and vacationing families find scenic historical and recreational sites showcased by CCLMC; and

Whereas, CCLMC has received numerous awards for generating $25,754,745 in economic impact as a result of the 2014 Forrest Wood Cup with 43,000 visitors from forty states, a collaborative effort with some twelve community organizations. CCLMC was presented the 2008 South Carolina Governor’s Cup on Tourism for the 2008 Forrest Wood Cup and Fantasy Fishing Competition; and

Whereas, to ensure safety for boaters on Lake Murray, CCLMC successfully obtained funds to maintain and provide reference lights on Lake Murray, a project completed in 1990; and

Whereas, CCLMC has spearheaded numerous television airings that have showcased the Lake Murray area to 578 million households nationally and internationally in 2014‑2015 alone, and the “Come Alive” TV Campaign has lasted almost eight years; and

Whereas, national and regional tourism and travel publications feature CCLMC’s full‑page magazine ads, while outdoor journalists nationwide have been lured to the region to experience the tourism attractions, and they return home to publish articles and produce radio shows and blogs that assist the efforts of marketing; and

Whereas, CCLMC’s motorcoach conferences attract hundreds of tour operators who visit the region and realize the group attractions, resulting in over 327 motorcoaches returning to the region; and

Whereas, numerous shows such as WLOS Asheville’s *Road Trippin*’, SyFy Channel, and the *Spirit of America* have featured the Lake Murray region, and *Boating* magazine named Lake Murray the Best Place to Boat and Live in the United States in 2012; and

Whereas, CCLMC maintains a thorough Call to Action website with over 3,200 pages for visitors and residents planning vacations and outings in the region, and represents nine cities and towns in the region on Trip Advisor, the premier travel site worldwide for planning trips. Through paid advertising and marketing, CCLMC produced over 78.1 million digital media impressions last year; and

Whereas, CCLMC has funded and created numerous projects and events related to tourism, including restoration of the historic Lorick House and Lake Murray’s Fourth of July Celebration, one of Southeast Tourism Society’s top‑twenty Southeastern events; and

Whereas, since 1999, CCLMC has lured thirty‑one national and regional fishing events to Lake Murray, paying out $12.8 million in cash prizes to participants, and has brought golfers from Canada and Ohio to the region by creating Mountains to Midlands Golf; and

Whereas, the unique purple martins on Lake Murray and CCLMC’s creative marketing have brought visitors from across the country during the summer to encounter the Purple Martin Phenomenon; and

Whereas, through AtlantaVideo360 Productions, the making of a documentary for SCETV will showcase lake living and the historic, economic, and fishing importance of Lake Murray. Now, therefore,

Be it resolved by the House of Representatives:

That the members of the South Carolina House of Representatives, by this resolution, recognize and honor the outstanding accomplishments of the Capital City Lake Murray Country Regional Tourism Board and celebrate the thirty‑fifth anniversary of its successful work in showcasing the region.

Be it further resolved that a copy of this resolution be provided to the Capital City Lake Murray Country Regional Tourism Board.

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