Fiscal Year 2019–2020 Accountability Report

SUBMISSION FORM

	The mission of the Patriots Point Naval and Maritime Museum is to make Patriots Point a national destination of excellence for preservation and passing to current and future generations America's history, traditions and values.
AGENCY MISSION	

Agency Vision	The vision of the Patriots Point Naval and Maritime Museum is to honor the past and to inspire the future.

Does the agency have any major or minor recommendations (internal or external) that would allow the agency to operate more effectively and efficiently?

	Yes	No
RESTRUCTURING		
RECOMMENDATIONS:		

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

	Yes	No
REPORT SUBMISSION		
COMPLIANCE:	\boxtimes	

AGENCY NAME:	PATRIOTS POINT DEVELOPMENT AU	JTHORITY
AGENCY CODE:	P360	Section:

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

	Yes	No
RECORDS		
MANAGEMENT	\boxtimes	
COMPLIANCE:		

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

	Yes	No
REGULATION		
Review:		

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

	<u>Name</u>	<u>Phone</u>	<u>Email</u>
PRIMARY CONTACT:	Larry Murray	843-881-5920	Larry.murray@patriotspoint.org
SECONDARY CONTACT:	Jessica Steinberg	843-881-5920	jsteinberg@patriotspoint.org

I have reviewed and approved the enclosed FY 2019–2020 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR (SIGN AND DATE):	Signature on file
(Type/Print Name):	Larry G. Murray, Jr.

Board/Cmsn Chair (Sign and Date):	Signature on file
(Type/Print NAME):	Wayne Adams

AGENCY NAME:	PATRIOTS POINT DEVELOPMENT AU	JTHORITY
AGENCY CODE:	P360	SECTION:

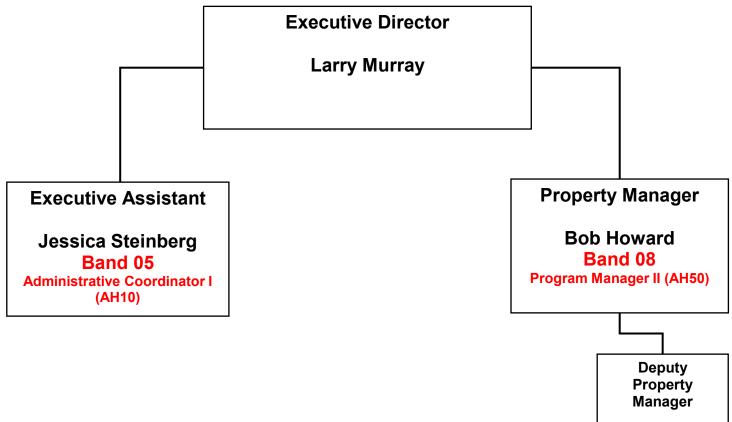
AGENCY'S DISCUSSION AND ANALYSIS

Patriots Point, located on the Charleston Harbor in Mt. Pleasant, South Carolina, is a major historical site of significance for both South Carolina and the United States. The Patriots Point Naval and Maritime Museum is home to the World War II era USS Yorktown CV-10 aircraft carrier, the USS Laffey destroyer, and the USS Clamagore submarine. The museum also includes the Cold War Memorial and the Vietnam Experience, the only Vietnam Support Base Camp in the US. Patriots Point also serves as the headquarters for the Congressional Medal of Honor Society and the Society's official Medal of Honor Museum.

With 29 aircraft on display from conflicts ranging from World War II to present-day operations, Patriots Point is one of the top sites in the country for naval aviation enthusiasts and is currently South Carolina's top heritage attraction. It is the fourth largest naval museum in the country and one of only two museums with more than two ships. Patriots Point Naval and Maritime Museum has been awarded the TripAdvisor Certificate of Excellence every year since 2013, which officially recognizes its consistently high visitor ratings. The museum is listed by TripAdvisor as the top attraction in Mt. Pleasant (*Goal 1; Strategy 1.2; Objectives 1.2.1, 1.2.2; Goal 3; Strategy 3.2; Objective 2.2.1*)). Patriots Point Naval and Maritime Museum also provides educational programming that serves over 40,000 K-12 South Carolina students with multiple innovative programs and Overnight Camping year round (*Goal 3; Strategy 3.1, 3.2; Objectives 3.1.1, 3.1.2, 3.1.4; Strategy 2.3*).

Patriots Point Development Authority is also charged with the mission of managing 400 acres of land bordering the Charleston Harbor as a place of tourism and recreation. To this end, PPDA has entered into lease agreements with a golf course, a hotel and College of Charleston athletic facilities (*Goal 1; Strategy 1.1; Objective 1.1.1*). Although the historic ships are owned by the state of South Carolina, Patriots Point currently receives no state or federal funding for the substantial ship repair and restoration costs associated with their upkeep. To address this issue and ongoing financial viability, PPDA has entered into a 99-year lease agreement for approximately 60 acres of the property in order to create a steady stream of income to provide the necessary funding for all required ship repair and restoration of historical ships, piers, and landside facilities (*Goal 1; Strategy 1.1; Objective 1.1.1*). This revenue stream will prevent the state of South Carolina from having to pay to maintain the ships or engage in the far more costly effort of ship disposal (*Goal 1*).

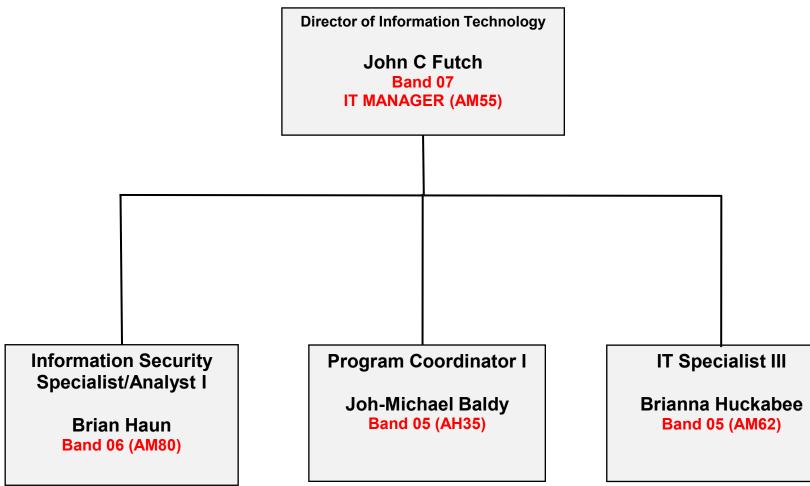
COVID-19 struck in early March 2020. Patriots Point Development Authority, according to state guidelines, was forced to close the Museum doors to the public on March 18, 2020. This closure greatly impacted the revenue of the Museum, as the operating budget is contingent upon ticket sales. 57 temporary employees were laid off and "bare-bones" budget was adopted. Many goals, strategies and measures were not met since the closure due to COVID-19. Education programs for school groups, overnight camping and aviation were not conducted which affects both projected numbers of attendance and revenue. The projected budget for FY 20-21 is at 50% to normal, as camping and education programs have not resumed, and travel of potential guests is still not at typical numbers. The Museum is being very conservative with it's budget, ticket sales andx projected growth in social media followers (*Goal 2; Strategy 2.2; Objectives 2.2.1, 2.2.2, 2.2.3, 2.2.4*).

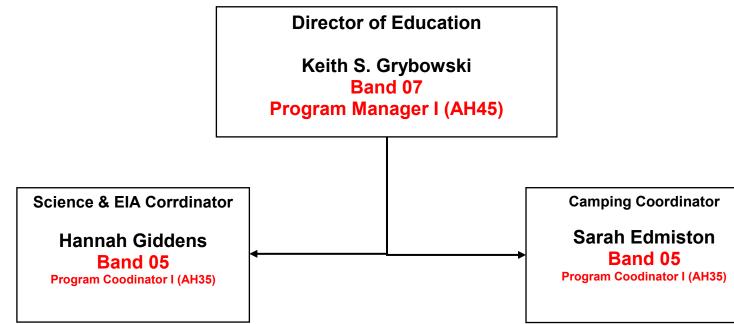


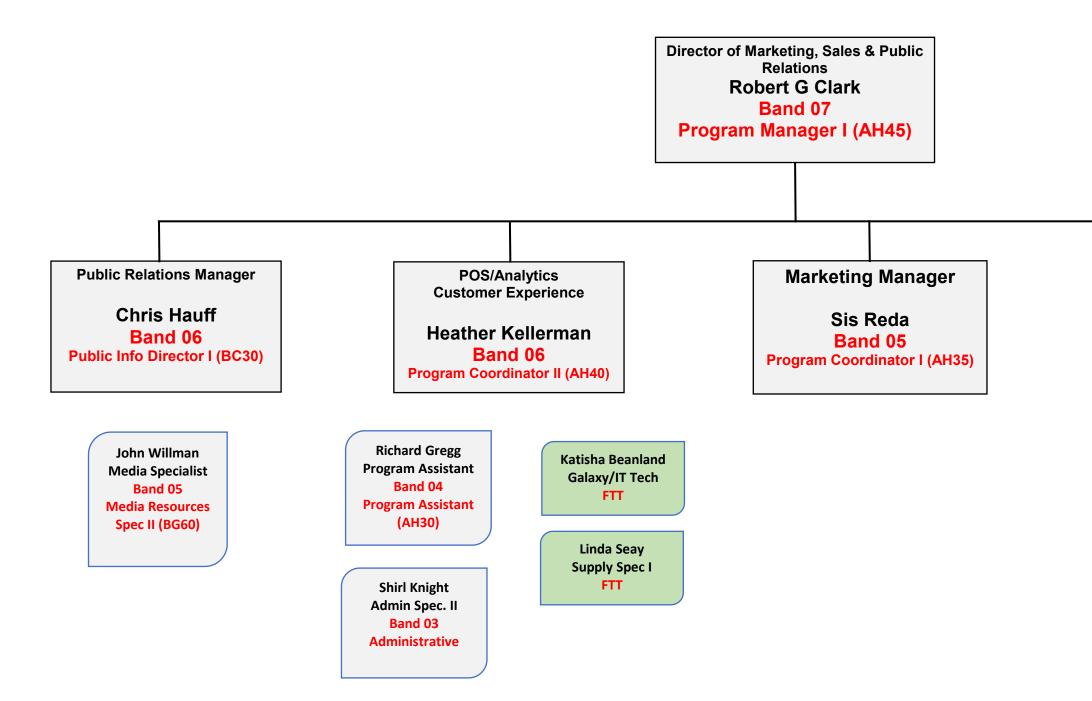


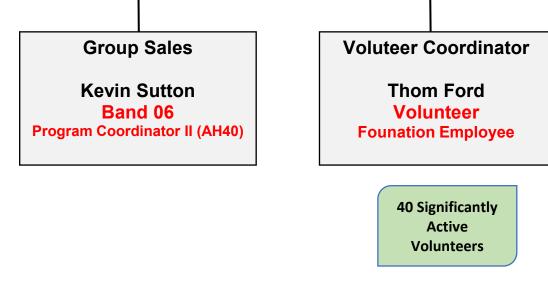
FINANCE/ ADMIN/GIFTSHOP



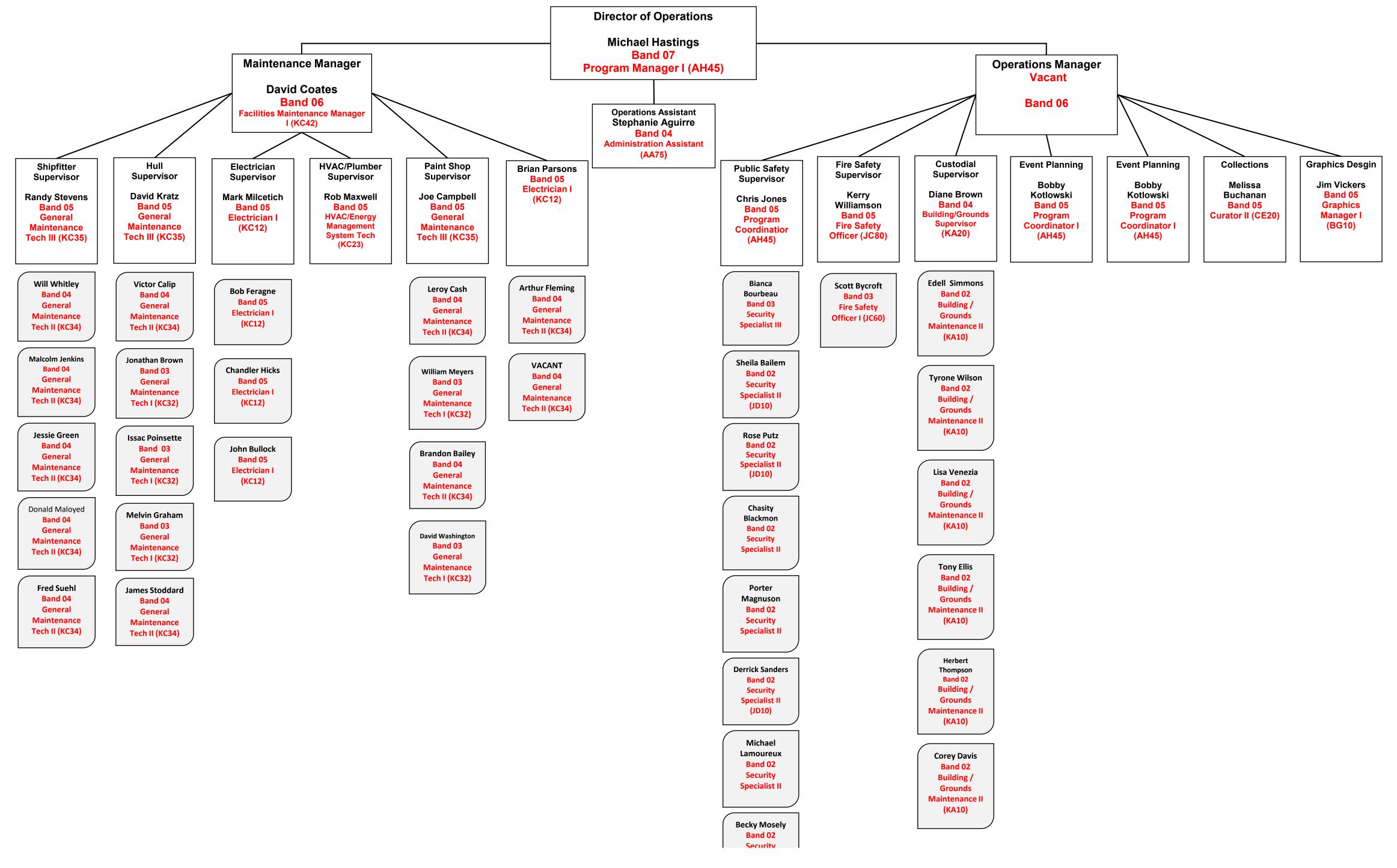








100 Total Volunteers on books



Agency Code: P360 Statewide Enterprise Strategic Objective Type Goal Goal Public Infrastructure and Economic Development G M M M M S M M M M M M M M M M M M M M M M M M M M M M M M M M M M M M G S S	1 1.1.1 1.1.1 1.1.2 1.2 1.2.1 1.2.2 1.2.3 1.2.4 1.3	52 Description Ensure Patriots Point Naval and Maritime M Maximize the land value managed by Pl Continue working w/ partner developers to g Maintain existing land leases and partnership Increase ticket sales to 300,000 per year Increase ticket sales to 300,000 per year Develop statewide awareness of Patriots Poi Create profitable value added partnerships Improve Naval and Maritime Museum "prod	Ba useum maintains financial self s PDA through land leases et zoning approval & begin const s 31	20	Time Applicable Actual 999055 year end Jun 193,294 July-June	Availability	Strategic Planning and I Calculation Method	Accountability Rep Performance Measurement Templ Meaningful Use of Measure lease revenues
Goal Public Infrastructure and Economic Development G S M M M S M M M M M M M M M M M M M M M M M Maintaining Safety, Integrity and Security S M G	Strategy Measure 1 1.1 1.1.1 1.1.2 1.1.2 1.1.2 1.2.1 1.2.1 1.2.2 1.2.2 1.2.3 1.2.4 1.2.4 1.2.4	Ensure Patriots Point Naval and Maritime M Maximize the land value managed by Pl Continue working w/ partner developers to g Maintain existing land leases and partnership Increase ticket sales to 300,000 per year Increase ticket sales to 300,000 per year Develop statewide awareness of Patriots Poi Create profitable value added partnerships	Ba useum maintains financial self s PDA through land leases et zoning approval & begin const s 31	Base Target A 201	Actual 999055 year end Jun	Availability e	Calculation Method	Meaningful Use of Measure lease revenues
ublic Infrastructure and Economic Development G S M M M S M M M M M M M M M M M M M M M M M M M Iaintaining Safety, Integrity and Security S M M G M	Strategy Measure 1 1.1 1.1.1 1.1.2 1.1.2 1.1.2 1.2.1 1.2.1 1.2.2 1.2.2 1.2.3 1.2.4 1.2.4 1.2.4	Ensure Patriots Point Naval and Maritime M Maximize the land value managed by Pl Continue working w/ partner developers to g Maintain existing land leases and partnership Increase ticket sales to 300,000 per year Increase ticket sales to 300,000 per year Develop statewide awareness of Patriots Poi Create profitable value added partnerships	Ba useum maintains financial self s PDA through land leases et zoning approval & begin const s 31	Base Target A 201	Actual 999055 year end Jun	Availability e		lease revenues
ublic Infrastructure and Economic Development G S M M M S M M M M M M M M M M M M M Iaintaining Safety, Integrity and Security S M M G M	1 1.1.1 1.1.1 1.1.2 1.2 1.2.1 1.2.2 1.2.3 1.2.4 1.3	Ensure Patriots Point Naval and Maritime N Maximize the land value managed by Pl Continue working w/ partner developers to g Maintain existing land leases and partnership Increase ticket sales to 300,000 per year Increase ticket sales to 300,000 per year Develop statewide awareness of Patriots Poi Create profitable value added partnerships	useum maintains financial self s DA through land leases et zoning approval & begin const s	20	99055 year end Jun		Total Paid Visitors	
M M S M M M M M aintaining Safety, Integrity and Security S M G	1.1.1 1.1.2 1.2 1.2.1 1.2.2 1.2.3 1.2.4 1.3	Continue working w/ partner developers to g Maintain existing land leases and partnership Increase ticket sales to 300,000 per year Increase ticket sales to 300,000 per year Develop statewide awareness of Patriots Poi Create profitable value added partnerships	et zoning approval & begin const s		·		Total Paid Visitors	
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S M M M M aintaining Safety, Integrity and Security S M G	1.2 1.2.1 1.2.2 1.2.3 1.2.4 1.3	Increase ticket sales to 300,000 per year Increase ticket sales to 300,000 per year Develop statewide awareness of Patriots Poi Create profitable value added partnerships	3	05576 311688	193,294 July-June	Paid Attendance	Total Paid Visitors	
M M M M aintaining Safety, Integrity and Security S M G	1.2.1 1.2.2 1.2.3 1.2.4 1.3	Increase ticket sales to 300,000 per year Develop statewide awareness of Patriots Poi Create profitable value added partnerships		05576 311688	193,294 July-June	Paid Attendance	Total Paid Visitors	
M M M aintaining Safety, Integrity and Security S M G G	1.2.2 1.2.3 1.2.4 1.3	Develop statewide awareness of Patriots Poi Create profitable value added partnerships		05576 311688	193,294 July-June	Paid Attendance	Total Paid Visitors	
M M aintaining Safety, Integrity and Security M G G	1.2.3 1.2.4 1.3	Create profitable value added partnerships	nt and its mission through variou					Sustained Growth/Self-Sufficent
aintaining Safety, Integrity and Security S M G	1.2.4 1.3	<u> </u>						
aintaining Safety, Integrity and Security S M G	1.3	Improve Naval and Maritime Museum "prod						
M G								
G		Ensure that the annual budget will supp						
	1.3.1	Continue to produce a balanced budget ever						
S S	2	Enhance Patriots Point Naval and Maritime						
	2.1	Implement Museum Master Plan recom						
S	2.2	Promote Patriots Point Naval and Marit						
M	2.2.1	Facebook	19		268,536 July-June	#Followers	Count of total followers	Continued growth of audience
M	2.2.2	Instagram		2450 3450	5500 July-June	#Followers	Count of total followers	Continued growth of audience
M	2.2.3	Twitter	450	6517 7000	6796 July-June	#Followers	Count of total followers	Continued growth of audience
M	2.2.4	Earned Media		0,000 \$2.5M \$1	100,000 July-June	Meltwater/TVEyes	Total \$	Total \$ Earned Media
S	2.3	Enhance and improve exhibits and prog	ams					
ucation, Training, and Human Development G	3				continuous			
<u></u>	3.1 3.1.1	Increase presence by furthering program Expand History, Science and Aviation program		0 >0	continuous	groups		
M	3.1.2	Expand distance learning programs	15	0 >0		groups		
M	3.1.2	Improve Professional Teacher Development	Program	0 >0				
M	3.1.4	Improve digital distrubition of onsite program		0 >0	continuous			
S	3.2	Optimize museum assets to attract/eng		0 >0	continuous			
	3.2.1	Develop programs using diverse stories						
M	3.2.2	Develop new, interactive, guest accessible pr	ograms		Continuous			
S	3.3	Transform Patriots Points' infrastructure			continuous			
M	3.3.1	Provide IT services leveraging virtualization a						
M	3.3.2	Explore the user of IaaS (Infrastructure as a S			Continuous			
S	3.4	Proivde resources and processes that cu						
M	3.4.1	Develop a capacity planning and continuous	-	·				

agency Name:		PATRIOTS POINT DEVELOPME	NT AUTHORITY							Fiscal Year 2019-20
agency Code:	P36	50 Section:	52							Accountability Repo
Statewide Enterprise Strategic Objective	Туре	<u>Item #</u> Goal Strategy Measure	_	Description		20-21 arget Actual	Time Applicable	Data Source and Availability	Strategic Planning and I Calculation Method	Performance Measurement Templa Meaningful Use of Measure
ublic Infrastructure and Economic Development	G	1	Ensure Patriots Point Naval a	nd Maritime Museum maintains financial self s		arget Actual				
	S	- 1.1		managed by PPDA through land leases		0954				lease revenues
	М	1.1.1		developers to get zoning approval & begin const						
	М	1.1.2	Maintain existing land leases						Collected rent	
	S	1.2	Increase ticket sales back	up to 300,000 per year						
	М	1.2.1	Increase ticket sales to 300,00	00 per year	193,294 1	43,251	June-July	Paid attendance	Total Paid Visitors	Sustained Growth/Self-Sufficency
	М	1.2.2	Develop statewide awareness	of Patriots Point and its mission through variou						
	М	1.2.3	Create profitable value added	· · ·						
	М	1.2.4	•	Museum "product" through implementation of r						
	S	1.3		udget will support all approved/authorized ope						
	Μ	1.3.1	Continue to produce a balanc							
Aaintaining Safety, Integrity and Security	G	2		and Maritime Museum status as a world class	I					
	S	2.1		ter Plan recommendations						
	S	2.2		aval and Maritime Museum through wide rang						
	Μ	2.2.1	Facebook			75,000	June-July	# followers	Count of Total Followers	Continued growth of audience
	M	2.2.2	Instagram			10,000	June-July	# followers	Count of Total Followers	Continued growth of audience
	М	2.2.3	Twitter		6796	7,000	June-July	# followers	Count of Total Followers	Continued growth of audience
	M	2.2.4	Earned Media	hibits and programs	\$100,000 \$10	00,000	June-July	Reporting	Total \$	Total earned media \$
duration. Training and Human Development	S	2.3	Enhance and improve ex	hibits and programs						
ducation, Training, and Human Development	G	3	lu ano a a marca a lu fant	de entre en en en el e esticiste e			Continuous			a the second second
	M	3.1 3.1.1	Expand History, Science and A	hering programs and activities	0 >0		Continuous	Groups	attendance in program	
	M	3.1.2	Expand distance learning prog			60,000		Groups	attendance in programs attendance in programs	# youth reached # youth reached
	M	3.1.3	Improve Professional Teacher		300	400		Groups Groups	attendance in programs	# youth reached
	M	3.1.3	Improve digital distrubition of			15,000	Continuous	Groups	attendance in programs	# youth reached
	S	3.2		to attract/engage the community as the leadin		15,000	Continuous	Groups		
	M	3.2.1	Develop programs using diver							
	M	3.2.2	Develop new, interactive, gue							
	S	3.3	-	s' infrastructure and application services to bet						
	M	3.3.1		virtualization and cloud-based technologies whe						
	M	3.3.2	00	structure as a Service) options where appropriat						
	S	3.4		ocesses that cultivate continuous improvement						
	М	3.4.1	Develop a capacity planning a	nd continuous improvements practice including						
		5.4.1								

Agency Name:	PATRIOTS POINT DEVELOPMENT AUTHORITY

Agency Code: P360

											Program Template
Program/Title	Purpose		<u>FY 2018-19 Expen</u>	ditures (Actual)			<u>FY 2019-20 Expe</u>	nditures (Projected)			Associated Measure(s)
Filling and fille	rupose	General	Other	Federal	TOTAL	General	Other	Federal		TOTAL	Associated Weasure(s)
	Operate a naval and Maritime Museum										
Patriots Point Naval and	employing historic ships, exhibits, history		\$ 12,725,077	\$	12,725,077		\$ 7,040,745		\$	7,040,745	
Maritime Museum	programs, overnight camping, group		Ϋ́ΞΖ,723,077	Ý	12,723,077		Ş 7,040,743		Ŷ	7,040,745	
	education programs and camps										
				\$	-				\$	-	
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52

Section:

Fiscal Year 2019-2020 Accountability Report

Program Template

Agency Name	PATRIOTS POINT DEV	ELOPMENT AUT	THORITY]				Fiscal Year 2019-2020
Agency Code	P360	Section:	52	1				Accountability Report
								Legal Standards Template
Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Does this law specify who your agency must or may serve? (Y/N)	Does the law specify a product or service your agency must or may provide?	<u>If yes,</u> what type of service or product?	<u>If other service or product</u> , please specify what service or product.
1	51-13-710	State	Statute	To establish and develop a National Naval Museum of ships and to develop and improve		ριονίαει		
				the Patriots Point area to provide a place of education and recreation to foster among				
2	42.26.00	Ctata	Chatuta	the people pride and patriotism in our nation and its heritage.				
2	43-26-90	State	Statute	Title 43, Chapter 26- Operation of Vending Facilities by Blind Persons, Section 43-26-90 Buildings not subject to Chapter. Patriots Point is exempted from this regulation.				
3	60-11-150	State	Statute	Title 60, Chapter 11- Libraries, Archives, Museums and Arts-Archives Act and Civil War				
	00 11 100			Sesquicentennial Advisory Board. Section 150 appoints Executive Director of Patriots				
				Point to serve on the Advisory Board.				
4	56-3			PPDA License tag				
5	Section 1- 5- 40	State	Statute	Title 1, Chapter 5- Administration of Government, Secretary of State. Section 40 Duty to				
C		Fodoral	Statuta	monitor state boards and commissions, certification of dates of terms of service.				
0	P.L. 1028, 84th Congress, 10 USC 7308	Federal	Statute	The Act of Aug. 10, 1956 authorizes the Secretary of the Navy to transferby gift or otherwise, on terms prescribed by him, any obsolete vessel of the Navy to any State,				
	10 050 7500			municipal corporation of the United States. This Law is cited in the contracts for all three				
				ships located at Patriots Point.				
<u> </u>								

Agency Code and Section:P36052	
Service/Product Provided to Customers Customer Segments Specify only for the following Segments: Division Organization: Name; (3) Public: Demographics. Division	ns or Major Programs
	s Point Naval & Maritime m

Customer Template

Description

A Naval and Maritime Museum employing historic ships, exhibits, history programs, overnight camping, group education programs and camps

	Agency Name:		PATRIOTS POINT DEVELOPMENT AUTHORITY	Fiscal Year 2019-202
l l l l l l l l l l l l l l l l l l l	Agency Code and Section:	P360	52	Accountability Repor
Name of Partner	r Entity	Type of Partner Entity	Description of Partnership	Partner Template Associated Goal(s)
ollege of Charleston		Higher Education Institute	Land lease for Athletic Facilities	Strategic Goal 1.1
ongressional Medal of Honor Mus		Private Business Organization	Housing of Congressional Medal of Honor Museum	Strategic Goal 2
ennett Hospitality		Private Business Organization	Land Lease for cottages	Strategic Goal 1.1.2
ennett Hospitality		Private Business Organization	Land lease for golf course	Strategic Goal 1.1.2
op Shelf Catering		Private Business Organization	Catering, Restaurant and Concessions for the Museum	Strategic Goal 1.2.2
light Avionics		Private Business Organization	Operation of the Flight Simulator	Strategic Goal 1.2.2
piritline Cruises		Private Business Organization	Ft. Sumter/Harbor Tour Commissions	Strategic Goal 1.2.2
' harleston Battery		Private Business Organization	License for Temporary Land Use	Strategic Goal 1.2.2

Agency Name:	F	PATRIOTS POINT DEVELOPMENT AUTHO	RITY					Fiscal Year 2019-2020
Agency Code:	P360	Section:	52					Accountability Report
<u> </u>								Report and External Review Template
ltem	Is this a Report, Review, or both?	Report or Review Name	Name of Entity Requesting the Report or Conducting Review	Type of Entity	Reporting Frequency	<u>Current Fiscal Year:</u> Submission Date or Review Timeline (MM/DD/YYYY)	Summary of Information Requested in the Report or Reviewed	Method to Access the Report or Information from the Review
	External Review and Report		SC House Legislative Oversight Committee	State	Annually	June 30, 2020		Request from SC House Legislative Oversight Committee
	External Review and Report		Department of Administration	State	Annually	March 1, 2020		Request from SC Department of Administration
	External Review and Report		Department of Administration	State	Quarterly	10/15/2019; 1/15/2020; 4/15/2020; 7/15/2020		Request from SC Department of Administration
	External Review and Report		Department of Administration	State	Annually	August 31, 2020		Request from SC Department of Administration
	External Review and Report		Department of Administration	State	Annually	August 31, 2020		Request from SC Department of Administration
	External Review and Report		Commission on Human Affairs	State	Annually	October 15, 2019		Request from SC Department of Administration
	External Review and Report		Department of Administration	State	Annually	February 28, 2020		Request from SC Department of Administration
	External Review and Report		Department of State Auditor	State	Annually	October 15, 2019		State Auditor's Office
	External Review and Report		Naval History and Heritage Command	Federal	Annually	April 30, 2020		Request sent from Naval History and Heritage Command
	External Review and Report		National Naval Aviation Museum	Federal	Annually	April 30, 2020		
	External Review and Report		United States Marine Corps	Federal	Annually	April 30, 2020		Request sent from United States Marine Corps Artifacts Loan Program
	External Review and Report		United States Army- Tanks Automotive and Armaments	Federal	Annually	April 30, 2020		Request sent from US Army Artifacts Loan Program
	·		Command Division (TACOM) South Carolina Energy Office, to					
	External Review and Report		report on progress to the General Assembly	State	Annually	September 29, 2019		iparris@energy.sc.gov
	External Review and Report		State Fleet Management	State	Annually	Last day of the month- March, June, Sept, Dec.		alexis.cook@admin.sc.gov
	External Review and Report		SC Department of Health and Environmental Control, Office of Solid Waste Reduction and Recycling	State	Annually	August 26, 2019		vasinsle@dhec.sc.gov
	External Review and Report		State Engineers	State	Quarterly	Last day of the month- March, June, Sept, Dec.		Request sent from State Engineers Office