

AGENCY NAME:	South Carolina Parks, Recreation & Tourism		
AGENCY CODE:	P280	SECTION:	49

Fiscal Year 2016-2017 Accountability Report

SUBMISSION FORM

AGENCY MISSION	Growing South Carolina's economy by fostering sustainable tourism economic development and effectively marketing our state to increase visitation and improve the quality of life for all South Carolinians.
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AGENCY VISION	<p>Grow the state. (the economy, jobs, the product base, etc.)</p> <p>Enhance the authentic experiences. (Remain true to what makes South Carolina special.)</p> <p>Sustain the resources. (Protect and preserve.)</p> <p>Lead the way.</p>
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Please select yes or no if the agency has any major or minor (internal or external) recommendations that would allow the agency to operate more effectively and efficiently.

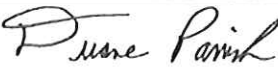

	Yes	No
RESTRUCTURING RECOMMENDATIONS:	<input type="checkbox"/>	<input checked="" type="checkbox"/>

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

	<i>Name</i>	<i>Phone</i>	<i>Email</i>
PRIMARY CONTACT:	Amy Duffy	803-734-3272	aduffy@scprt.com
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I have reviewed and approved the enclosed FY 2016-2017 Accountability Report, which is complete and accurate to the extent of my knowledge.

AGENCY DIRECTOR (SIGN AND DATE):		
(TYPE OR PRINT NAME):	Duane Parrish	

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

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AGENCY'S DISCUSSION AND ANALYSIS

SC TOURISM ECONOMY

AS OF 2015, TOURISM GENERATES AN ANNUAL IMPACT OF \$20.2 BILLION ON SOUTH CAROLINA'S ECONOMY, A 6.1% INCREASE FROM 2014. TOURISM SUPPORTS ONE IN TEN JOBS IN SOUTH CAROLINA AND GENERATES MORE THAN \$1.5 BILLION IN STATE AND LOCAL TAX REVENUES.

STATEWIDE HOTEL OCCUPANCY IN 2016 INCREASED 3.2% AND, COMBINED WITH A 3.9% INCREASE IN AVERAGE ROOM RATES, YIELDED A 7.2% INCREASE IN HOTEL REVENUE PER AVAILABLE ROOM (REVPAR). IN THE FIRST HALF OF 2017, STATEWIDE HOTEL OCCUPANCY HAS INCREASED 3.1% OVER THE SAME TIME PERIOD IN 2016. HOTEL REVPAR IN THE FIRST SIX MONTHS OF 2017 HAS INCREASED 7.8% STATEWIDE.

TOURISM MARKETING

SCPRT CONTINUES TO EXPAND ITS UNDISCOVERED SC MARKETING STRATEGY, WHICH CONTINUES TO YIELD STRONG, POSITIVE RESULTS FOR MOTIVATING VISITORS TO SOUTH CAROLINA TO EXPLORE THE STATE'S RURAL AREAS AND DEVELOPING DESTINATIONS. BASED ON FINDINGS FROM THE MOST RECENT ADVERTISING EFFECTIVENESS STUDY, SCPRT'S UNDISCOVERED MARKETING EFFORTS YIELDED AN ADVERTISING AWARENESS RATE OF 50% OF HOUSEHOLDS IN TARGETED MARKETS AND INFLUENCED APPROXIMATELY 618,000 VISITS TO THE STATE'S RURAL AND DEVELOPING DESTINATIONS, WITH AVERAGE VISITOR SPENDING PER TRIP OF \$100.00 MORE THAN THE TRADITIONAL LEISURE VISITOR AVERAGE.

THROUGH A PARTNERSHIP WITH THE SOUTH CAROLINA ASSOCIATION OF TOURISM REGIONS THAT SPANNED MORE THAN TWO YEARS AND CONCLUDED IN DECEMBER, SCPRT AND THE STATE'S ELEVEN TOURISM REGIONS NOW HAVE A SHARED LIBRARY OF 100+ HOURS OF HD VIDEO AND 3,000 IMAGES, COMPRISING THE MOST COMPREHENSIVE STATEWIDE ARCHIVE OF VISUAL ASSETS IN THE AGENCY'S HISTORY.

SCPRT ALSO COLLABORATED WITH SCDNR AND THE STATE'S TOURISM REGIONS TO PRODUCE A MARKETING INITIATIVE THAT HIGHLIGHTS FAMILY-FRIENDLY FISHING OPPORTUNITIES THROUGHOUT THE STATE. THE INITIATIVE INCLUDED THE PRODUCTION OF A SOUTH CAROLINA FAMILY FISHING INSERT IN THE ANNUAL DISCOVER GUIDE AND A FAMILY FISHING PHOTO CONTEST, WHICH DRIVES TRAFFIC TO THE FISHINSC LANDING PAGE WITHIN THE DISCOVER WEBSITE.

A COLLABORATIVE EFFORT BETWEEN SCPRT AND THE SOUTH CAROLINA RECREATION AND PARKS ASSOCIATION LED TO THE DEVELOPMENT OF A NEW TRAILS WEBSITE AT [WWW.SCTRAILS.NET](http://www.SCTrails.net). THE NEW SITE IS A GPS-INTEGRATED, MULTI-PLATFORM WEBSITE THAT ALLOWS USERS TO ACCESS CONTENT EASILY, WHETHER THEY ARE ON THEIR HOME PC OR OUT ON THE TRAIL. THE NEW SITE FEATURES AN ENHANCED SEARCH FUNCTION THAT ALLOWS USERS TO SEARCH BY TRAIL USE, GEOGRAPHIC LOCATION, AND DIFFICULTY USING EITHER THE SEARCH ENGINE OR BY NAVIGATING THE SITE'S MAP. THE CONTENT IS ALL INCLUSIVE, OFFERING INFORMATION ON EQUESTRIAN, WALKING, BIKING, ATV AND WATER TRAILS. IN ADDITION TO BASIC TRAIL INFORMATION, THE WEBSITE ALSO PROVIDES HEALTH AND WELLNESS-FOCUSED INFORMATION FOR EACH OF THE TRAILS. THE NEW TRAILS WEBSITE HAS ALSO IMPROVED THE FLOW OF INFORMATION BETWEEN TRAIL OWNERS AND TRAIL USERS, ESSENTIALLY PROVIDING REAL TIME CONTENT MANAGEMENT AND GREATER OPPORTUNITIES FOR USER INTERACTION.

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STATE PARKS

FOR THE PAST SEVERAL YEARS, SCPRT HAS CONTINUED TO PURSUE ITS GOAL OF OPERATIONAL SELF-SUFFICIENCY, REACHING A RECORD HIGH OF 96% IN FY 16. IN THE FIRST QUARTER OF FY 17, SC STATE PARKS WERE ON TRACK FOR ANOTHER RECORD YEAR OF REVENUE GENERATION AND OPERATIONAL SELF-SUFFICIENCY; HOWEVER, THE IMPACT OF HURRICANE MATTHEW - IN TERMS OF BOTH PHYSICAL DAMAGES AND REVENUE DISRUPTION - CREATED SUBSTANTIAL CHALLENGES FOR STATE PARKS OPERATIONS. SCPRT ESTIMATES THAT HURRICANE MATTHEW CAUSED APPROXIMATELY \$8.7 MILLION IN PHYSICAL DAMAGES TO SOUTH CAROLINA'S STATE PARKS AND RESULTED IN REVENUE LOSSES TOTALING OVER \$3 MILLION IN FY 17. WHILE MOST OF THE 18 PARKS IMPACTED BY THE STORM WERE REOPENED AND RESUMED REGULAR VISITOR CAPACITY AND OPERATIONS WITHIN THREE WEEKS AFTER HURRICANE MATTHEW, THE EXTENSIVE DAMAGES INCURRED AT TWO OF SYSTEM'S MOST POPULAR PARKS – EDISTO BEACH AND HUNTING ISLAND – HAVE RESULTED IN SIGNIFICANTLY DIMINISHED VISITOR CAPACITY AND, CONSEQUENTLY, RESIDUAL REVENUE DISRUPTIONS THAT WILL CONTINUE WELL INTO THE NEXT FISCAL YEAR. HOWEVER, INCREASES IN REVENUES AT STATE PARKS NOT AFFECTED BY HURRICANE MATTHEW ULTIMATELY OFFSET APPROXIMATELY TWO-THIRDS OF THIS REVENUE LOSS AT EDISTO BEACH AND HUNTING ISLAND STATE PARKS.

SCPRT CONTINUES TO UTILIZE A MULTI-PLATFORM APPROACH FOR MARKETING SOUTH CAROLINA'S STATE PARKS, WITH A HEAVY EMPHASIS ON DIGITAL AND SOCIAL MEDIA MARKETING. THESE STRATEGIES HAVE LED TO SIGNIFICANT SUCCESS IN GENERATING VISITATION TO STATE PARKS, PARTICULARLY WITH THE ULTIMATE OUTSIDE PROGRAM AND THE GEO-CACHING CHALLENGE, WHICH BEGAN IN EARLY FALL OF 2016. LIKE THE ULTIMATE OUTSIDE CHALLENGE, THE GOAL OF THE GEO-CACHING CHALLENGE IS TO ENCOURAGE VISITORS TO EXPLORE THE WIDE RANGE OF EXPERIENCES OFFERED AT PARKS ACROSS THE STATE AND DRIVE GREATER VISITATION TO SOME OF THE SYSTEM'S MORE UNDER-UTILIZED LOCATIONS. SCPRT ALSO CONTINUES TO EXPLORE OPPORTUNITIES TO ENHANCE VISITATION FOR ONGOING PROGRAMS. FOR EXAMPLE, AT THE END OF THE 2016 CALENDAR YEAR, STATE PARKS MARKETING STAFF FOCUSED THEIR EFFORTS ON INCREASING PARTICIPATION IN FIRST DAY HIKES BY INVITING ALL MILITARY PERSONNEL TO COMPETE IN FIRST DAY HIKES ON NEW YEAR'S DAY TO SEE WHICH BRANCH OF THE ARMED FORCES CAN HIKE THE MOST MILES IN A SINGLE DAY. FIRST DAY HIKES ARE RANGER-GUIDED OUTINGS AND SPECIAL EVENTS HELD AT MORE THAN 30 STATE PARKS ACROSS SOUTH CAROLINA ON JAN. 1.

IN ADDITION TO TRADITIONAL MARKETING ACTIVITIES, STATE PARKS MARKETING AND SOCIAL MEDIA EFFORTS ALSO PLAYED A CRITICAL ROLE IN MANAGING THE FLOW OF INFORMATION FOR PARK VISITORS AFTER NATURAL DISASTERS, SUCH AS THE WILDFIRE THAT IMPACTED TABLE ROCK AND THE PARKS THAT WERE CLOSED DUE TO HURRICANE MATTHEW. THROUGH THESE ONLINE EFFORTS, THE STATE PARK SERVICE WAS ABLE TO EFFECTIVELY COMMUNICATE PARK CLOSINGS AND RE-OPENINGS, AND ALSO NOTIFY VISITORS OF CHANGES TO PARK OPERATIONS THAT RESULTED FROM THESE EVENTS. THIS MESSAGING WAS ESPECIALLY BENEFICIAL FOR THE REOPENING OF HUNTING ISLAND STATE PARK, AS STAFF WERE ABLE TO INFORM POTENTIAL VISITORS OF OPTIMAL ARRIVAL DAYS AND TIMES AND AVOID AGGRAVATED CONGESTION OR CONFUSION THAT MAY HAVE RESULTED FROM THE LIMITED CAPACITY AND ACCESS CAUSED BY THE DAMAGES FROM HURRICANE MATTHEW.

SOUTH CAROLINA STATE PARKS RECEIVED APPROXIMATELY \$124,000 IN PRIVATE CONTRIBUTIONS AND \$17,000 IN GRANTS DURING FY 17. IN SEPTEMBER 2016, THE SC STATE PARK SERVICE ACHIEVED ITS GOAL OF ACQUIRING A HEART DEFIBRILLATOR FOR ALL 47 PARK LOCATIONS AFTER RECEIVING SIGNIFICANT GRANTS FROM THE SOUTH CAROLINA OFFICE OF RURAL HEALTH AND THE SOUTH CAROLINA CHAPTER OF THE AMERICAN COLLEGE OF CARDIOLOGISTS. IN ALL, SOUTH CAROLINA STATE PARKS RECEIVED GRANTS AND DONATIONS OF OVER \$55,000 TO BUY THE AEDS (AUTOMATED EXTERNAL DEFIBRILLATORS), WHICH IMPROVE THE PARKS' ABILITIES TO RESPOND TO

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A MEDICAL EMERGENCY. IN MARCH 2016, A NEW 100-FOOT-LONG FISHING PIER OPENED AT CROFT STATE PARK OVER LAKE CRAIG. THE \$125,000 PROJECT WAS FUNDED WITH GRANTS FROM DUKE ENERGY FOUNDATION'S WATER RESOURCES FUND (\$75,000) AND SC DEPARTMENT OF NATURAL RESOURCES' WATERCRAFT FUND (\$50,000.) THE PIER PROVIDES AN ADDITIONAL PLATFORM FOR VISITORS TO ENJOY RECREATIONAL FISHING AT THE PARK AND INCLUDES A PARKING AREA AND ADA-ACCESSIBLE SIDEWALK AND RAMPS. IN ADDITION, INTERPRETIVE SIGNAGE INSTALLED ON THE PIER PROVIDES INFORMATION ON THE NATURAL SIGNIFICANCE OF THE LAKE AND THE WILDLIFE THAT DEPEND ON IT.

WELCOME CENTERS

SCPRT COMPLETED THE RECONSTRUCTION OF TWO WELCOME CENTERS IN FY 17. THE NEW CENTER AT FORT MILL ON I-77 WAS OPENED IN MARCH 2017 AND THE NEW CENTER ON I-95 IN HARDEEVILLE WAS OPENED IN MAY 2017. BOTH NEW CENTERS HAVE BEEN REDESIGNED INCORPORATING TECHNOLOGY AND VISITOR SERVICE UPGRADES, INCLUDING SELF-SERVE KIOSKS WITH TRAVEL INFORMATION, MONITORS THAT BROADCAST REAL-TIME WEATHER UPDATES AND ROAD CONDITIONS, TABLETS THAT ARE BE USED BY STAFF TO FURTHER ASSIST TRAVELERS WITH ACCESS TO INFORMATION. BOTH CENTERS ALSO FEATURE A MORE OPEN, CUSTOMER-FRIENDLY LOBBY AND A MORE SECURE INDOOR VENDING AREA WITH A LIGHTED NIGHT ENTRANCE. IN ADDITION TO VISITOR SERVICE IMPROVEMENTS, BOTH CENTERS WERE REDESIGNED TO BETTER REFLECT THE NATURAL OR CULTURAL CHARACTERISTICS OF THEIR SURROUNDINGS AND CREATE A MORE WELCOMING "FRONT PORCH" ATMOSPHERE FOR TRAVELERS TO SOUTH CAROLINA. THE FORT MILL WELCOME CENTER'S EXTERIOR BRICKWORK FEATURES THREE DISTINCT LAYERS OF COLOR TO MIMIC THE SOIL USED IN LOCAL CATAWBA POTTERY. THE NEW CENTER AT HARDEEVILLE FEATURES AN EXPANSIVE ENTRANCEWAY, SHADED BY EXPOSED WOOD RAFTERS ON TOWERING METAL COLUMNS, INSPIRED BY THE REGION'S TOWERING PINES AND SHADY OAK CANOPIES. SCPRT IS CURRENTLY IN THE PLANNING PHASE FOR THE CONSTRUCTION OF A NEW WELCOME CENTER ON I-95 AT DILLON, WHICH IS EXPECTED TO BE COMPLETED IN THE SUMMER OF 2018.

BEACH RENOURISHMENT

FOLLOWING THE EVENTS OF HURRICANE JOAQUIN, THE KING TIDES AND FLOODING IN 2015, SCPRT COLLECTED INFORMATION FROM ALL OF SOUTH CAROLINA'S COASTAL DESTINATIONS REGARDING THE AMOUNT OF EROSION THAT HAD RESULTED FROM THESE EVENTS AND THE ASSOCIATED COSTS OF RENOURISHING THE IMPACTED PUBLIC BEACHES. BASED ON THE INFORMATION RECEIVED, SCPRT ESTIMATED THAT THE STATE HAD APPROXIMATELY \$40 MILLION IN BEACH RENOURISHMENT NEEDS, INCLUDING BOTH EMERGENCY AND CYCLICAL RENOURISHMENT NEEDS. IN THE FY 17 BUDGET, SCPRT RECEIVED \$30 MILLION IN NON-RECURRING APPROPRIATIONS FOR BEACH RENOURISHMENT. SCPRT STAFF MET WITH STAFF FROM DHEC-OCRM AND, UTILIZING BACKGROUND INFORMATION FROM THIS MEETING, DEVELOPED A BEACH RENOURISHMENT FINANCIAL ASSISTANCE GRANT PROGRAM, IN WHICH THE STATE PROVIDES A 1:1 MATCH FOR LOCAL FUNDS ALLOCATED FOR HARD COSTS ASSOCIATED WITH BEACH RENOURISHMENT PROJECTS. IN THE WAKE OF HURRICANE MATTHEW IN 2016, SCPRT AGAIN POLLED SC'S COASTAL DESTINATIONS AND ESTIMATED THAT THIS EVENT RESULTED IN AN ADDITIONAL \$3 MILLION IN BEACH RENOURISHMENT NEEDS. IN Fy 17, THE FOLLOWING GRANTS WERE AWARDED FOR BEACH RENOURISHMENT: TOWN OF EDISTO BEACH: \$6,800,000; EDISTO BEACH STATE PARK: \$3,270,624; Horry COUNTY REACH 3 (SURFSIDE & GARDEN CITY): \$3,637,427; AND ISLE OF PALMS: \$3,382,816.

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TOURISM & RECREATION GRANTS

IN FY 17, SCPRT AWARDED FIVE SPORTS TOURISM ADVERTISING & RECRUITMENT (STAR) GRANTS TOTALING \$173,400 FOR THE FOLLOWING EVENTS: CAA MEN'S BASKETBALL CHAMPIONSHIPS (CHARLESTON); 2017 UCI BMX WORLD CHAMPIONSHIPS (ROCK HILL); NCAA MEN'S BASKETBALL TOURNAMENT (GREENVILLE); NAIA MEN & WOMEN'S LACROSSE CHAMPIONSHIPS (GREENVILLE); AND THE USA KARATE NATIONAL CHAMPIONSHIPS & TEAM TRIALS (GREENVILLE).

THROUGH THE UNDISCOVERED SC GRANTS, WHICH PROVIDE MATCHING FUNDS FOR HARD COSTS ASSOCIATED WITH TOURISM DEVELOPMENT PROJECTS, SCPRT CONTINUES TO ENCOURAGE THE DEVELOPMENT OF TOURISM PRODUCT IN THE STATE'S RURAL AREAS AND DEVELOPING DESTINATIONS. IN FY 17, SCPRT AWARDED TWO UNDISCOVERED SC GRANTS TOTALING \$325,000 FOR THE FOLLOWING PROJECTS: THE MAULDIN CULTURAL CENTER AUDITORIUM RENOVATION, AND THE WALTERBORO WILDLIFE SANCTUARY DISCOVERY CENTER.

FILM RECRUITMENT

IN FY 17, SOUTH CAROLINA RECRUITED ONE FEATURE FILM (NETFLIX'S "NAKED"); ONE TELEVISION PILOT (USA'S "THE SINNER"); AND THREE TELEVISION SERIES - THE DIRECTTV SERIES "MR. MERCEDES," THE CINEMAX/HBO SERIES "OUTCAST," AND THE LITTON SYNDICATION SERIES FOR CBS "THE INSPECTORS." IN TOTAL, THESE PROJECTS RESULTED IN OVER \$57 MILLION IN SPENDING WITHIN SOUTH CAROLINA, INCLUDING OVER \$31 MILLION IN CREW WAGES AND \$26 MILLION IN SPENDING WITH SOUTH CAROLINA SUPPLIERS.

RISK ASSESSMENT AND MITIGATION STRATEGIES

THE AGENCY'S FAILURE TO MEET ITS PRIMARY TOURISM GOALS AND OBJECTIVES WOULD RESULT IN A SUBSTANTIAL NEGATIVE IMPACT TO THE STATE'S ECONOMY AND THE QUALITY OF LIFE FOR SOUTH CAROLINIANS. WITHOUT A COORDINATED STATEWIDE MARKETING STRATEGY, MANY OF SOUTH CAROLINA'S DESTINATIONS WOULD BE UNABLE TO COMPETE EFFECTIVELY IN DOMESTIC AND INTERNATIONAL TOURISM MARKETS. THIS WOULD ULTIMATELY RESULT IN LOSSES OF TOURISM MARKET SHARE, MEANING LESS VISITOR SPENDING TO SUPPORT JOBS AND GENERATE TAXES UPON WHICH STATE AND LOCAL GOVERNMENTS RELY HEAVILY TO FUND CORE SERVICES. THIS WOULD ALSO LEAD TO LESS INVESTMENT IN TOURISM AND RECREATION PRODUCTS, SUCH AS STATE AND LOCAL PARKS, THAT ARE ENJOYED BY MANY STATE RESIDENTS. IN ORDER TO ENSURE THE CONTINUITY OF SOUTH CAROLINA'S TOURISM SUCCESS, THE STATE MUST CONTINUE TO INVEST IN STATEWIDE TOURISM MARKETING, AND ALSO CONTINUE TO PROVIDE FUNDING FOR OUR STATE'S RECREATIONAL ASSETS AND TOURISM INFRASTRUCTURE, INCLUDING PUBLIC BEACHES. WHEN PRACTICAL, THE STATE SHOULD CONTINUE TO ENCOURAGE GREATER COOPERATION BETWEEN STATE AND LOCAL GOVERNMENTS TO ENSURE THE MOST EFFICIENT AND EFFECTIVE USE OF FINANCIAL AND HUMAN RESOURCES.

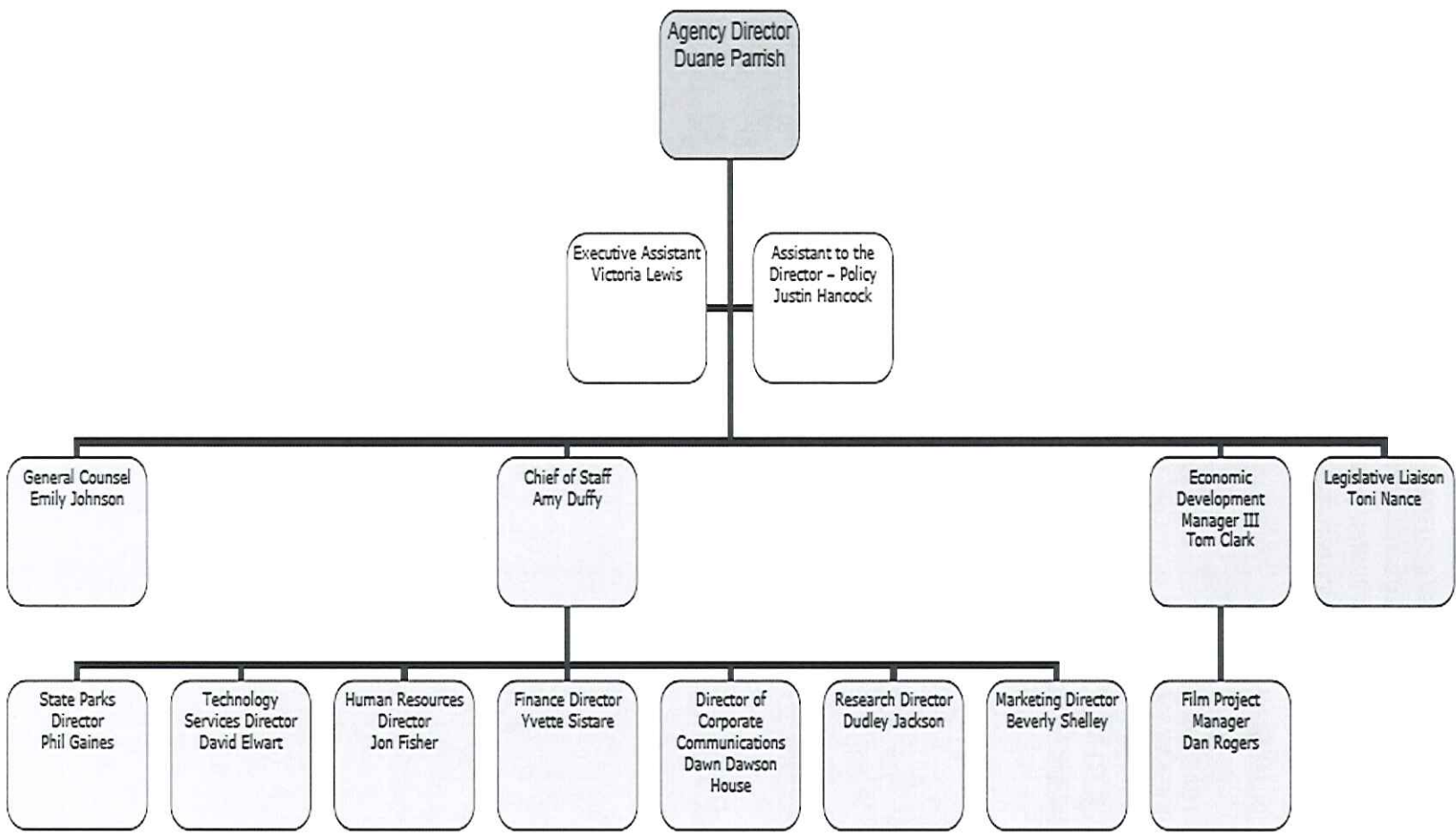
IN TERMS OF SOUTH CAROLINA STATE PARKS, THE MOST NEGATIVE IMPACT WOULD BE THE LOSS OF PUBLIC RECREATION AREAS AND EDUCATIONAL OPPORTUNITIES DERIVED FROM THE PARKS' NATURAL HABITATS AND HISTORIC SITES AND STRUCTURES. IN ORDER TO GUARANTEE THE CONTINUITY OF STATE PARKS OPERATIONS, THE STATE MUST CONTINUE TO PROVIDE SUPPORT FOR CAPITAL IMPROVEMENTS THAT ENSURE PUBLIC SAFETY AND ALSO ALLOW STATE PARKS TO OPERATE WITH FINANCIAL EFFICIENCY. THESE CAPITAL PROJECTS INCLUDE INFRASTRUCTURE MAINTENANCE, SUCH AS PAVING, ELECTRICAL AND SEWER UPGRADES, AS WELL AS BEACH RENOURISHMENT AND STRUCTURAL IMPROVEMENTS.

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Strategic Planning Template

Type	Goal	Item # Strat	Object	Associated Enterprise Objective	Description
G	1			Government and Citizens	Stewardship of Agency Resources
S		1.1			Effectively Operate State Parks with Standard Business Management Practices
O			1.1.1		Increase State Parks revenue
O			1.1.2		Increase State Parks Visitation and Usage
O			1.1.3		Enhance the State Park product through corporate partnerships and public support
S		1.2			Protect and Preserve Natural and Cultural Resources in South Carolina State Parks
O			1.2.1		Monitor and protect Red Cockaded Woodpecker Clusters
O			1.2.2		Monitor and protect Sea Turtle Nesting Sites
O			1.2.3		Increase Restored Forest Acreage
O			1.2.4		Encourage Participation in Discover Carolina Educational Programs
O			1.2.5		Encourage Participation in Discover Carolina Family Programs
S		1.3			Develop and Promote Advertising and Cooperative Advertising Opportunities for the Local Tourism Industry Partners
O			1.3.1		Encourage Participation in SCPRT's Cooperative Advertising Program
O			1.3.2		Encourage Participation in SCPRT's Welcome Center Advertising Program
O			1.3.3		Encourage Participation in SCPRT's Visitor Guide Advertising Program
O			1.3.4		Encourage Participation in SCPRT's Website Advertising Program
G	2			Public Infrastructure and Economic Development	Encourage Business Development and Economic Growth
S		2.1			Develop the State's Film Industry through Project Recruitment and Educational Opportunities
O			2.1.1		Recruit Film/Television Projects that Provide Employment Opportunities for SC-Based Crew
O			2.1.2		Recruit Film/Television Projects that Generate Expenditures with SC-Based Suppliers
O			2.1.3		Recruit Film/Television Projects that Generate Additional Hotel Occupancy
O			2.1.4		Encourage Workforce Development through Educational Workshops for SC-Based Crew and Students
O			2.1.5		Encourage Film-Related Academic Learning through Production Fund Grants
S		2.2			Enhance the State Park Product to Encourage Visitation
O			2.2.1		Identify, Prioritize and Address State Parks Deferred Maintenance Projects
O			2.2.2		Identify and Pursue Revenue-Generating Projects for State Parks
S		2.3			Provide Assistance to DMOs and Local Governments for Tourism and Recreation Development
O			2.3.1		Coordinate and Administer the Recreational Trails Program Grants
O			2.3.2		Coordinate and Administer the Parks and Recreation Development Funds Grants
O			2.3.3		Coordinate and Administer Land and Water Conservation Fund Grants

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Strategic Planning Template

Type	Goal	Item # Strat	Object	Associated Enterprise Objective	Description
O			2.3.4		Coordinate and Administer Tourism Advertising Grants
O			2.3.5		Coordinate and Administer Undiscovered SC Enhancement Grants
O			2.3.6		Coordinate and Administer Sports Tourism Advertising & Recruitment Grants
G	3			Public Infrastructure and Economic Development	Effectively Market South Carolina as a Travel Destination
S		3.1			Engage Consumers through SCPRT's Leisure Marketing Program
O			3.1.1		Increase the Number of Ad-Aware Households in Key Target Markets
O			3.1.2		Actively Engage Consumers through Social Media Outlets
O			3.1.3		Increase Leisure Travel Website Visitation and Usage
O			3.1.4		Provide Travel and Tourism Assistance to Welcome Center Visitors
S		3.2			Engage Existing and Potential State Parks Visitors through Marketing
O			3.2.1		Actively Engage Consumers through Social Media Outlets
O			3.2.2		Increase State Parks Website Visitation and Usage
O			3.2.3		Increase Participation in the State Parks Ultimate Outsider Program
S		3.3			Monitor Travel and Tourism Related Statistics and Economic Metrics
O			3.3.1		Track Travel and Tourism Related Tax Collections
O			3.3.2		Track Lodging Data
O			3.3.3		Track State Parks Performance Measures

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Performance Measurement Template

Item	Performance Measure	Last Value	Current Target Value	Current Value	Future Target Value	Time Applicable	Data Source and Availability	Calculation Method	Associated Objective(s)	Meaningful Use of Measure
1	State Parks Total Revenue	\$28,053,715.19	\$29,500,000.00	\$27,168,600.00	\$28,000,000.00	07/01/2016 - 06/30/2017	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		1.1.1; 1.1.2; 3.2.1; 3.2.2	Provides overview and tracking of State Parks' financial performance
2	State Parks Admissions Revenue	\$5,725,666.53	\$6,000,000.00	\$6,041,160.67	\$6,000,000.00	07/01/2016 - 06/30/2017	State Park Staff submit to Central Office Finance, Reported to SCEIS Daily		1.1.1; 1.1.2; 3.2.1; 3.2.2	Indicates day use visitation of State Parks
3	State Park Cabin Occupancy	61.74%	66.00%	52.68%	55.00%	07/01/2016 - 06/30/2017	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	1.1.1; 1.1.2; 3.2.1; 3.2.2	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions
4	State Park Lodge Room Occupancy	29.74%	33.00%	31.94%	33.00%	07/01/2016 - 06/30/2017	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	1.1.1; 1.1.2; 3.2.1; 3.2.2	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions
5	State Park Campsite Occupancy	37.31%	40.00%	34.11%	40.00%	07/01/2016 - 06/30/2017	Central Reservation System, Data Available Daily	(Room Nights Sold/Total Available Room Nights)*100	1.1.1; 1.1.2; 3.2.1; 3.2.2	Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions
6	State Park Golf Rounds	33,532	35,000	35,589	36,000	07/01/2016 - 06/30/2017	State Park Staff submits to State Park Central Office Weekly		1.1.1; 1.1.2; 3.2.1; 3.2.2	Provides information on usage of Golf Courses at Cheraw and Hickory Knob State Parks
7	State Park Corporate/Private Donations	\$178,000	n/a	142,936	n/a	07/01/2016 - 06/30/2017	Data is collected and maintained by SCPRT staff on an internal network drive		1.1.1; 1.1.3	Indicates levels and trends of corporate or private support for State Parks
8	Check Off for State Parks Collections	\$11,000	n/a	\$20,914	n/a	07/01/2016 - 06/30/2017	SCDOOR sends data to SCPRT and it is entered into SCEIS		1.1.1; 1.1.3	Indicates public support of State Parks
9	Number of State Parks Volunteer Hours	n/a	n/a	110,340	n/a	07/01/2016 - 06/30/2017	State Park Staff submits to State Park Central Office Weekly		1.1.3	Indicates public support of State Parks
10	Number of Red Cockaded Woodpecker Clusters	13	13	15	15	07/01/2016 - 06/30/2017	SCPRT enters information into internal database		1.2.1	Allows tracking of efforts to restore RCW habitats
11	Number of Red Cockaded Woodpecker Fledglings	18	19	29	30	07/01/2016 - 06/30/2017	SCPRT enters information into internal database		1.2.1	Allows tracking of efforts to restore RCW habitats
12	Number of Sea Turtle Nests	400	276	285	217	07/01/2016 - 06/30/2017	SCPRT enters information into internal database		1.2.2	Allows tracking of efforts to protect sea turtles
13	New Forest Restoration Acreage	2,722	1,223	2,420	2,803	07/01/2016 - 06/30/2017	SCPRT enters information into internal database		1.2.3	Allows tracking of forest maintenance activities
14	Total Forest Restoration Acreage	7,482	8,705	9,902	12,705	07/01/2016 - 06/30/2017	SCPRT enters information into internal database		1.2.3	Allows tracking of forest maintenance activities
15	Discover Carolina Educational Programming Attendance	19,960	20,000	16,242	18,000	07/01/2016 - 06/30/2017	SCPRT enters information into internal database		1.2.4	Measures effectiveness of State Parks educational programming
16	Discover Carolina Family Programming Attendance	654,546	650,000	484,556	500,000	07/01/2016 - 06/30/2017	SCPRT enters information into internal database		1.2.5	Measures effectiveness of State Parks educational programming
17	Cooperative Advertising Sales Total	\$421,575	n/a	\$348,100	n/a	07/01/2016 - 06/30/2017	SCPRT staff maintains this data on an internal network drive		1.3.1	Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
18	Welcome Center Advertising Sales Total	\$76,290	n/a	\$53,469	n/a	07/01/2016 - 06/30/2017	SCPRT staff maintains this data on an internal network drive		1.3.2	Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
19	Visitors Guide Sales Total	\$544,159	n/a	\$605,549	n/a	07/01/2016 - 06/30/2017	Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports		1.3.3	Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners
20	Website Advertising Sales Total	\$50,700	n/a	\$35,900	n/a	07/01/2016 - 06/30/2017	SCPRT staff maintains this data on an internal network drive		1.3.4	Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners

21	Total Number of SC Film Hires	2,322	n/a	2,284	n/a	07/01/2016 - 06/30/2017	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	2.1.1	Indicates effect of film recruitment efforts on employment of SC-based crew
22	Total Amount of Film-Related SC Spending (qualified spend only)	\$19,586,955	n/a	\$26,067,848	n/a	07/01/2016 - 06/30/2017	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	2.1.2	Indicates effect of film recruitment efforts on local business
23	Total Number of Film-Related Hotel Nights	9,699	n/a	7,852	n/a	07/01/2016 - 06/30/2017	Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive	2.1.3	Indicates effect of film recruitment efforts on local business
24	Welcome Center Accommodations Reservations	14,706	12,588	12,581	n/a	07/01/2016 - 06/30/2017	Welcome Center Managers input data into internal Enterprise Database daily	3.1.4	Provides information on visitor behavior and travel patterns
25	Welcome Center Attractions Reservations	4,623	4,196	4,704	n/a	07/01/2016 - 06/30/2017	Welcome Center Managers input data into internal Enterprise Database daily	3.1.4	Provides information on visitor behavior and travel patterns
26	Percent of Leisure Travel Ad-Aware Households in Target Markets	54%	39%	50%	39%	07/01/2016 - 06/30/2017	SMART sends reports to SCPRT yearly	3.1.1; 3.1.2; 3.1.3	Indicates market and cost effectiveness of PRT's advertising
27	Total Accommodations Tax Collections	\$57,477,236.53	n/a	\$69,559,226.90	n/a	07/01/2016 - 06/30/2017	SCDOR sends reports to SCPRT monthly	3.1.1; 3.1.2; 3.1.3	Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
28	Total Admissions Tax Collections	\$36,875,068.59	Unavailable	Unavailable	n/a	07/01/2016 - 06/30/2017	SCDOR sends reports to SCPRT monthly	3.1.1; 3.1.2; 3.1.3	Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
29	Statewide Hotel Occupancy Rate	62.30%	62.30%	64.00%	64.00%	01/01/2016 - 12/31/2016	Smith Travel Research sends weekly and monthly reports to SCPRT	3.1.1; 3.1.2; 3.1.3	Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing
30	Statewide Hotel RevPAR Rate	\$65.36	\$65.36	\$69.86	\$69.86	01/01/2016 - 12/31/2016	Smith Travel Research sends weekly and monthly reports to SCPRT	3.1.1; 3.1.2; 3.1.3	Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing

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Program Template

Program/Title	Purpose	FY 2016-17 Expenditures (Actual)				FY 2017-18 Expenditures (Projected)				Associated Objective(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	\$ 911,818	\$ 2,000		\$ 913,818	\$ 965,282			\$ 965,282	All Objectives
Administrative Services	Administrative Services includes Finance and Technology Services.	\$ 2,981,398	\$ 93,715		\$ 3,075,113	\$ 2,940,801	\$ 35,000		\$ 2,975,801	2.3.5; 2.3.6
Administrative Services	Recreation grants administered by the Finance office.	\$ 1,675,719		\$ 1,146,672	\$ 2,822,391	\$ 6,416,518	\$ 1,592,000	\$ 1,765,805	\$ 9,774,323	2.3.1; 2.3.2; 2.3.3
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.	\$ 665,826			\$ 665,826	\$ 781,420			\$ 781,420	1.3.1; 1.3.2; 1.3.3; 1.3.4; 2.3.4; 3.1.1; 3.1.2; 3.1.3; 3.1.4; 3.2.1; 3.2.2; 3.2.3
Regional Promotions	South Carolina Association of Tourism Regions - These are pass through funds.	\$ 2,475,000			\$ 2,475,000	\$ 275,000			\$ 275,000	
Advertising	PRT develops and implements an annual, multi-faceted marketing plan that promotes the state's cultural, natural and man-made tourism resources for the purpose of attracting visitors to the state.	\$ 13,202,444	\$ 850,000	\$ -	\$ 14,052,444	\$ 13,214,793	\$ 1,800,000	\$ -	\$ 15,014,793	1.3.1; 1.3.3; 1.3.4; 3.1.1; 3.1.2; 3.1.3
Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	\$ 1,418,988	\$ 3,490,649		\$ 4,909,637	\$ 1,468,593	\$ 4,026,240	\$ -	\$ 5,494,833	3.1.4
Destination Specific Tourism	Destination Specific Marketing Grant Program	\$ 14,000,000			\$ 14,000,000	\$ 14,000,000			\$ 14,000,000	
State Park Service	The Park Service manages and protects more than 80,000 acres of South Carolina's natural and cultural resources, which includes 47 operational parks and eight historic properties.	\$ 2,897,782	\$ 26,467,538	\$ 232,689	\$ 29,598,009	\$ 2,867,631	\$ 24,955,267	\$ 19,773	\$ 27,842,671	1.1.1; 1.1.2; 1.1.3; 1.2.1; 1.2.2; 1.2.3; 1.2.4; 1.2.5; 2.2.1; 2.2.2; 3.2.1; 3.2.2; 3.2.3
Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	\$ 97,128			\$ 97,128	\$ 289,858			\$ 289,858	

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Program Template

Program/Title	Purpose	FY 2016-17 Expenditures (Actual)				FY 2017-18 Expenditures (Projected)				Associated Objective(s)
		General	Other	Federal	TOTAL	General	Other	Federal	TOTAL	
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	\$ 138,700			\$ 138,700	\$ 140,993			\$ 140,993	3.3.1; 3.3.2; 3.3.3
Film Commission	This program's purpose is to recruit film and television projects and support the development of the state's film industry through grant programs and educational workshops.		\$ 11,879,811		\$ 11,879,811	\$ 17,031,639			\$ 17,031,639	2.1.1; 2.1.2; 2.1.3; 2.1.3; 2.1.5
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.	\$ 2,882,621	\$ 3,797,977	\$ 19,232	\$ 6,699,830	\$ 3,394,129	\$ 3,940,966	\$ 26,000	\$ 7,361,095	

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Legal Standards Template

Item #	Law Number	Jurisdiction	Type of Law	Statutory Requirement and/or Authority Granted	Does this law specify who (customer) the agency must or may serve? (Y/N)	Does the law specify a deliverable (product or service) the agency must or may provide? (Y/N)
1	51-1-10	State	Statute	Established Agency	No	No
2	51-1-20	State	Statute	Provides SCPRT Director the ability to hire employees	No	No
3	51-1-30	State	Statute	Provides the the Agency shall be composed of a Division of Travel and a Divison of Parks and Recreation.	No	No
4	51-1-40	State	Statute	Allows SCPRT to charge admissions fee, sell souvenirs and retain those revenues in restricted accounts.	No	Yes
5	51-1-50	State	Statute	Allows SCPRT to hire staff for State Welcome Centers	No	No
6	51-1-60	State	Statute	Lists powers and duties of SCPRT	Yes	Yes
7	51-1-70	State	Statute	Transfers funds from various state park departments to SCPRT	No	No
8	51-1-80	State	Statute	Allows SCPRT to enter into certain contracts with political subdivisions within the State	No	No
9	51-1-90	State	Statute	Transfers functions from State Recreation Commission to SCPRT	No	No
10	51-1-300	State	Statute	Establishes the Division of Community Development	No	No
11	51-1-310	State	Statute	Provides purposes and duties for Division of Community Development	Yes	Yes
12	51-3-10	State	Statute	Control and maintenance of State Parks by SCPRT	No	No
13	51-3-20	State	Statute	Limited Use of State Parks Facilities for Public	No	Yes
14	51-3-30	State	Statute	Penalties for violating 51-3-10 and 51-3-20	No	No
15	51-3-40	State	Statute	Closed Edisto Beach State Park; Limited activities at Santee State Park	No	No
16	51-3-50	State	Statute	Overrides Sections 51-3-10 through 51-3-40; allows State Parks to resume normal operations	No	Yes
17	51-3-60	State	Statute	Allows persons over the age of 65, persons with disabilities, blind persons and veterans free admission to State Parks and reduced campsite rental fees	Yes	Yes
18	51-3-65	State	Statute	Allows fee structure adjustments; Sets minimums for discounts; Provides discounts for SC National Guard members	Yes	Yes
19	51-3-70	State	Statute	Allows SCPRT to set rules and regulations for State Parks	No	No
20	51-3-80	State	Statute	Allows SCPRT to acquire land donations and other contributions for State Parks	No	No
21	51-3-90	State	Statute	Allows SCPRT to sell, exchange of lease State Park lands; funds must be credited to Recreation Land Trust Fund	No	No
22	51-3-100	State	Statute	Grants SCPRT necessary and incidental powers to further State Parks	No	No
23	51-3-110	State	Statute	Allows SCPRT to expend unobligated funds from land leases and sales	No	No
24	51-3-120	State	Statute	Allows revenues to be used for acquisition, management and development of State Parks	No	No
25	51-3-130	State	Statute	Requires land acquisition obligations be paid for by revenues generated by State Parks	No	No
26	51-3-140	State	Statute	Makes defacement of State Parks property unlawful	No	No
27	51-3-145	State	Statute	Lists unlawful acts at State Parks	No	No
28	51-3-146	State	Statute	Stipulates penalties for unlawful acts at State Parks	No	No
29	51-3-147	State	Statute	Grants park staff authority as state constables	No	No
30	51-3-150	State	Statute	Stipulates penalties for trespassing at State Parks	No	No
31	51-3-160	State	Statute	Allows Dept of Corrections and SCDNR to cooperate in the development of recreational facilities at State Parks	No	No
32	51-7-10	State	Statute	Allows SCPRT to develop Hunting Island State Park	Yes	Yes

33	51-7-20	State	Statute	Allows SCPRT to set aside land at Hunting Island State Park for residential leasing	Yes	Yes
34	51-7-30	State	Statute	Allows SCPRT to construct roads and water supply systems at Hunting Island State Park	No	Yes
35	51-7-40	State	Statute	Allows SCPRT to establish recreation centers at Hunting Island	Yes	Yes
36	51-7-50	State	Statute	Allows SCPRT to issue or sell bonds to obtain funds for infrastructure construction at Hunting Island	No	No
37	51-7-60	State	Statute	Sets terms of revenue obligations	No	No
38	51-7-70	State	Statute	Lists abilities of SCPRT to pay revenue obligations	No	No
39	51-7-80	State	Statute	Grants rights of holders of revenue obligations	No	No
40	51-7-90	State	Statute	Makes revenue obligations tax-exempt	No	No
41	51-7-100	State	Statute	Prevents revenue obligations from becoming debts of the State	No	No
42	51-7-110	State	Statute	Requires SCPRT to set rates, charges and rentals in consideration of debt service obligations	No	No
43	51-9-10	State	Statute	Requires SCPRT to acquire Fort Watson area on Lake Marion	No	No
44	51-9-20	State	Statute	Designated this area as Fort Watson Memorial	No	No
45	51-9-30	State	Statute	Requires SCPRT to maintain Fort Watson Memorial area	No	Yes
46	51-11-10	State	Statute	Established Recreation Land Trust Fund	No	No
47	51-11-15	State	Statute	Allows SCPRT to grant funds to local governments for acquisition of recreational land through the Recreation Land Trust Fund	Yes	Yes
48	51-11-20	State	Statute	Sets restrictions on use of trust funds	No	No
49	51-11-30	State	Statute	Transfers funds from Tricentennial Fund	No	No
50	51-11-40	State	Statute	Requires SCPRT to submit a copy of the 1970 Outdoor Recreation Plan to the Secretary of State	No	No
51	51-11-50	State	Statute	Requires approval of State Fiscal Accountability Authority for all Recreation Land Trust Fund expenditures	No	No
52	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	No	No
53	51-23-10	State	Statute	Definitions of Chapter	No	No
54	51-23-20	State	Statute	Allocation of proceeds from Parks and Recreation Fund	Yes	Yes
55	51-23-30	State	Statute	Requires SCPRT to develop a grant program for administration of funds	No	No
56	51-23-40	State	Statute	Allows SCPRT to use up to five percent of funds for administration costs	No	No
57	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.	Yes	Yes
58	12-21-6520 to 12-21-6590	State	Statute	Establishment of extraordinary retailer. SCPRT certifies the establishment as an extraordinary retailer to ensure compliance with the code section and will be responsible for issuing incentives.	Yes	Yes
59	12-62-10 to 12-62-100	State	Statute	Motion Picture Incentive Act - The Film Commission is an office within SCPRT. The Film Commission administers all incentive associated with this title.	Yes	Yes
60	56-3-5200	State	Statute	First In Golf - administer the funds associated with the First In Golf license plates	Yes	Yes
61	56-3-8700	State	Statute	NASCAR - administer the funds associated with the NASCAR license plates.	Yes	Yes
62	49.1	State	Proviso	Allocation of funds to SCATR	Yes	Yes
63	49.2	State	Proviso	Guidelines for Destination Specific Marketing program	Yes	Yes
64	49.3	State	Proviso	Allows carry forward for the advertising funds, advertising grants and Destination Specific grants.	No	No
65	49.4	State	Proviso	Allows for the Motion Picture Incentive Act funds be used fund the programs operations.	No	No
66	49.5	State	Proviso	Allows SCPRT to charge an application fee. However, application fees are not currently charged.	No	No
67	49.6	State	Proviso	Allows SCPRT the discretion of closing the State House Gift Shop on the weekends.	No	No

68	49.7	State	Proviso	PARD interest must be used for the program and carry forward.	No	No
69	49.8	State	Proviso	Allows SCPRT to use any uncommitted funds remaining at year end for the film program, State Parks or the Welcome Centers.	No	No
70	49.9	State	Proviso	Reduces the calculation of an across the board cut exempt any items restricted by Executive Budget Office or the General Assembly.	No	No
71	49.10	State	Proviso	Allows SCPRT the authority to reimburse local governments for prior year grant expenditures.	No	No
72	49.11	State	Proviso	Clarifies 51-1-40	No	No
73	49.12	State	Proviso	Allows the State Park Service to procure/manage vending services.	No	No
74	49.14	State	Proviso	Allows SCPRT to carry forward state funded PARD, Undiscovered SC and Sports Marketing Grants and to be used for the same purpose.	No	No
75	49.16	State	Proviso	Required the SPS to open a pedestrian, non-motorized vehicular and golf cart ingress and egress to Myrtle Beach State Park.	Yes	Yes
76	49.17	State	Proviso	Motion Picture Incentive Act funds may be used without distinction of the source of funds.	No	No
77	117.111	State	Proviso	Requires SCDOT to fund the State's 9 Welcome Centers until recurring general funds is appropriated for this purpose.	No	No
78	133-100	State	Regulation	General program information for Parks and Recreation Development Fund	Yes	Yes
79	133-101	State	Regulation	Administration of Parks and Recreation Development Fund	Yes	Yes
80	133-102	State	Regulation	Guidelines for Planning Assistance	No	Yes
81	133-103	State	Regulation	Guidelines for Development Assistance	No	Yes
82	133-104	State	Regulation	Guidelines for Renovation Assistance	No	Yes
83	63-339	State	Regulation	Guidelines for Tourism-Oriented Directional Signage Certification	Yes	Yes

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Customer Template

Divisions or Major Programs	Description	Service/Product Provided to Customers	Customer Segments	Specify only for the following segments: (1) Industry; Name; (2) Professional Organization; Name; (3) Public; Demographics.
Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Provides information on SCPRT's programs and services	Industry	SC-Based Destination Marketing Organizations
Executive Office	The Executive Office include the Director's Office, Human Resources and Internal Audits.	Provides information on the state of tourism in South Carolina	Executive Branch/State Agencies	
Administrative Services	Administrative Services includes Finance and Technology Services.	Coordinates and administers state tourism-related grants	Local Govts.	
Administrative Services	Recreation grants administered by the Finance office.	Coordinates and administers state and federal recreation grants	Local Govts.	
Tourism Sales & Marketing	This service area is responsible for implementing agency policy and programs related to the development of South Carolina's domestic and international tourism marketing, sales and grant programs. Group tour operators and consumers can find details about attractions, accommodations and restaurants, plus contact information for South Carolina's tourism regions.	Provides assistance to local DMOs for advertising placement	Industry	SC-Based Destination Marketing Organizations
Tourism Sales & Marketing	This service area is responsible for implementing agency policy and programs related to the development of South Carolina's domestic and international tourism marketing, sales and grant programs. Group tour operators and consumers can find details about attractions, accommodations and restaurants, plus contact information for South Carolina's tourism regions.	Provides travel and tourism-related information across multiple platforms	General Public	Domestic and International visitors to South Carolina
Tourism Sales & Marketing	This service area is responsible for implementing agency policy and programs related to the development of South Carolina's domestic and international tourism marketing, sales and grant programs. Group tour operators and consumers can find details about attractions, accommodations and restaurants, plus contact information for South Carolina's tourism regions.	Coordinates marketing and public relations efforts to reinforce statewide marketing strategies	Industry	SC-Based Destination Marketing Organizations
Advertising	PRT develops and implements an annual, multi-faceted marketing plan that promotes the state's cultural, natural and man-made tourism resources for the purpose of attracting visitors to the state.	Provides cooperative advertising opportunities to industry partners	Industry	SC-Based Destination Marketing Organizations
Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	Provides travel and tourism-related information	General Public	Domestic and International visitors to South Carolina
Welcome Centers	Facilities maintenance for the state's nine Welcome Centers.	Provides space for promotional information materials such as brochures and rackcards	Industry	SC-Based Destination Marketing Organizations

State Park Service	The Park Service manages and protects more than 80,000 acres of South Carolina's natural and cultural resources, which includes 47 operational parks and eight historic properties.	Provides outdoor recreation opportunities	General Public	South Carolina residents and visitors
State Park Service	The Park Service manages and protects more than 80,000 acres of South Carolina's natural and cultural resources, which includes 47 operational parks and eight historic properties.	Provides enhanced, hands-on opportunities for students to learn more about South Carolina's history, culture, and ecology	School Districts	South Carolina Schools
Communications	This area is responsible for communications between the agency, news media and key stakeholders and partners statewide.	Provides tourism-related information for news media	Industry	News Media
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs within SCPRT.	Provides travel and tourism data useful for planning purposes	Industry	SC-Based Destination Marketing Organizations
Research	The Research program tracks economic and other performance measures for both the state's tourism industry and other programs	Provides travel and tourism data useful for planning purposes	Local Govts.	
Film Commission	This program's purpose is to recruit film and television projects and support the development of the state's film industry through grant programs and educational workshops.	Provides employment and business opportunities by recruiting television and film projects to the state	Industry	SC-based film crew and businesses
Film Commission	This program's purpose is to recruit film and television projects and support the development of the state's film industry through grant programs and educational workshops.	Provides opportunities for professional development through educational workshops	Industry	SC-based film crew

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Partner Template

Name of Partner Entity	Type of Partner Entity	Description of Partnership	Associated Objective(s)
SC Department of Agriculture	State Government	SC Chef Ambassador Program	3.1.2.3.1.3
SC Department of Commerce	State Government	Business Recruitment efforts	
SC Department of Natural Resources	State Government	Natural Resource Management at State Parks	1.2.1; 1.2.2; 1.2.3
SC Forestry Commission	State Government	Prescribed burns for forest preservation and restoration	1.2.3
SC Department of Revenue	State Government	Posting of tourism-related tax collection data for public information	3.3.1
SC Department of Revenue	State Government	Processing film incentives for projects occurring in SC	2.1.1, 2.1.2, 2.1.3
Brand USA	Federal Government	Cooperative International Marketing/Advertising Purchases	3.1.1; 3.1.2; 3.1.3
Travel South USA	Non-Governmental Organization	Cooperative International Marketing	3.1.1; 3.1.2; 3.1.3
SC Commission for the Blind	State Government	Vending Services at Welcome Centers	3.1.4
BFG Communications	Private Business Organization	Ad Agency of Record for all SCPRT marketing activities	3.1.1; 3.1.2; 3.1.3; 3.2.1; 3.2.2
SC Association of Tourism Regions	Local Government	General Leisure Tourism Marketing efforts	3.1.1
SC-Based Destination Marketing Organizations	Non-Governmental Organization	General Leisure Tourism Marketing efforts	3.1.1

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Report Template

Item	Report Name	Name of Entity Requesting the Report	Type of Entity	Reporting Frequency	Submission Date (MM/DD/YYYY)	Summary of Information Requested in the Report	Method to Access the Report
1	Annual Accountability Report	Executive Budget Office	State	Annually	September 15, 2016	Agency Goals, Strategies, Objectives & Performance	Agency Website: https://www.scprr.com/about/accountability
2	Debt Collection Report	Executive Budget Office	State	Annually	February 1, 2017	Report Agency Debt	
3	Fees & Fines Report	Executive Budget Office	State	Annually	September 15, 2016	Report Fee and Fine Collections	Agency Website: https://www.scprr.com/about/accountability
4	Schedule of Federal Financial Assistance	State Auditors Office	State	Annually	September 15, 2016	Annual Audit of Federal Programs	
5	Minority Business Report	Executive Budget Office	State	Annually	September 15, 2016	Small and Minority Business Contracting & Certification	
6	IT Plan	SC Department of Administration - Division of Technology	State	Annually	October 1, 2016	Any IT projects costing \$50,000 or more	Report collected by Division of Technology; Not publicly available
7	IT Data Collection Workbook	SC Department of Administration - Division of Technology	State	Annually	August 1, 2016	IT Inventory, Fiscal Spend and Planning for FY17, FY18, FY19; Procurement Forecast; Project Forecast	Report collected by Division of Technology; Not publicly available
8	Info Sec and Privacy Data Collection	SC Department of Administration - Division of Technology	State	Annually	August 1, 2016	Cyber Security Framework to identify, protect, detect, respond, recover maturity levels	Report collected by Division of Technology; Not publicly available
9	Expenditures of Annual Accommodations Tax Revenues	Tourism Expenditure Review Committee	State	Annually	October 1, 2016	Expenditures of 2% State Accommodations Tax revenues by local governments	SCPRT Website: https://www.scprr.com/research
10	South Carolina Film Incentives Report	House Ways & Means/Senate Finance	State	Annually	January 13, 2017	List of all film projects receiving wage or supplier rebates, including production company name, rebate amounts and location of project.	SC Film Office Website: http://filmsc.com/about/reports/annual/default.aspx
11	Comprehensive Permanent Improvement Plan	SC Department of Administration - Capital Budgeting Office	State	Annually	June 30, 2017	5 year plan of capital improvement projects for the agency	SC Department of Administration Website: http://www.admin.sc.gov/files/P28%20Parks%2C%20Recreation%20and%20Tourism.pdf
12	Energy Report	SC Office of Regulatory Staff	State	Annually	September 15, 2016	Energy information regarding facilities	
13	Recycling Report	SC Department of Health & Environmental Control	State	Annually	September 15, 2016	Recycling information	
14	Real Property Report	Comptroller General	State	Annually	July 1, 2017	Real Property updates on acreage owned	

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External Review Template

Item	Name of Entity Conducted External Review	Type of Entity	External Review Timeline (MM/DD/YYYY to MM/DD/YYYY)	Method to Access the External Review Report
1	Office of the State Auditor	State	07/01/2015 - 07/01/2016	Currently Unavailable