



SOUTH CAROLINA
DEPARTMENT OF
PARKS, RECREATION
& TOURISM

FY 2025-2026 Economic Development Subcommittee



Agency Attendees

- Duane Parrish, Agency Director
- Amy Duffy, Chief of Staff
- Ashley Berry, Finance Director
- Emily Frierson, Governmental Affairs Director
- Tonisha James, Governmental Liaison and State Grants Coordinator



Agency Leadership Team:

Agency FTE Count	As of December 5, 2024			
	State	Federal	Other	Total
Authorized	199.75	1.00	248.25	449.00
Filled	179.50	1.00	237.50	418.00
Vacant	20.25	0.00	10.75	31.00





Statewide Marketing Efforts

- The ***Palmetto Porch Podcast*** series is in its third season. This year we have expanded the podcast to be both audio and visual on our YouTube channel.
- The ***Greatness Grown*** video series masterfully intertwines South Carolina’s rich culinary heritage with the allure of travel. Through the eyes of the state’s Chef Ambassadors, the series highlights deep-rooted traditions and innovative approaches, inviting viewers to explore and savor the Palmetto State’s unique cuisine.
- The 2023/2024 paid media efforts drove over **279 million impressions** and **\$149 million in projected hotel revenue** bookings.
- Hosted 40 International journalists in South Carolina and 6 International Tour Operators on familiarization tours in South Carolina so that they can experience our tourism product firsthand and promote our destination internationally.
- Promoting the 7 South Carolina State Parks that are pet friendly cabins, villas and camper cabins. We know families want to bring the entire family on vacation.
- The [DiscoverSouthCarolina.com](https://www.discoverouthcarolina.com) website **had 7.9 million pageviews** in 2023/2024, which is a 152% increase from site launch in 2014/2015.





Statewide Public Relations Efforts

Generating media awareness of South Carolina's rich Black history is central to Discover South Carolina's PR strategy.

Our campaign amplified the stories of Black South Carolinians, past and present, through engaging storytelling and immersive experiences highlighting Gullah Geechee and Black culture. While the **opening of Charleston's International African American Museum** was a focal point, our core objective was to showcase the diverse experiences and voices throughout the state, emphasizing the importance of local stories and communities in shaping our cultural narrative.

- Black-history-related articles on [Discoversouthcarolina.com](https://discoversouthcarolina.com) saw a **121.3% increase** in page visits from January 2023–May 2024 when compared to January 2022 – May 2023.
- Secured **22 published articles** that featured the International African American Museum in Charleston.
- Hosted **10 writers on media trips** with a black history focus. All hosted media visited two or more regions of the state.
- Hosted two black social media content creators/influencers in Greenville and Hickory Knob State Park. Each influencer exceeded deliverable requirements, resulting in a combined total of: six in-feed Instagram posts, 25+ Instagram stories, and five image assets produced. The campaign's combined results included **339,700 impressions and a 15% engagement rate** (national average is ~1.5%).
- Introduced 10 Black, Indigenous and People of Color (BIPOC) business owners/chefs/historians to national media.



2024 ESTO Award Winner
Amplifying Diverse Voices in SC



Showcasing South Carolina as a premier golf destination

Through this dynamic **five-year collaboration**, the PGA TOUR employs various strategic tactics to showcase South Carolina as a premiere golf destination. This includes a high-impact digital media package on PGATOUR.com and mobile app valued at \$100,000 annually during Q1, strategically reaching the target audience. Additionally, **securing eighteen (18) thirty-second ad** units on GOLF Channel amplifies visibility, reinforcing South Carolina's position as a premier golf destination.

- The partnership between the PGA TOUR and SCPRT has demonstrated the strong alignment between audiences, driving significant engagement and economic impact, with a projected **hotel bookings revenue of \$8.56 million**.
- Display ads with the PGA logo saw a click-through rate (CTR) of 0.46%, nearly 2.5 times higher than the overall CTR for Golf Display while CTV observed a 98.5% VCR, a slight increase (+3%), compared to the overall VCR for Golf CTV video.
- On Facebook, video posts with the PGA logo drove a 1.45% CTR (+8% from other Golf FB videos) and a **20.7% engagement rate** (+10% from other Golf FB videos), accounting for a significant portion of total digital clicks and engagements.
- The campaign drove a combined **530K pageviews** to the designated Golf landing pages on [DiscoverSouthCarolina.com](https://www.discoverouthcarolina.com), for a total traffic lift of almost **300% during the campaign** timeframe.





Bob Redfern's Outdoor Magazine TV Series and FishInSC.com

Our partnership with Bob Redfern's Outdoor Magazine TV series spotlights South Carolina as a premier destination for fishing.

Bally Sports South is the nation's leading provider of national and regional sports. Bob Redfern's Outdoor Magazine continues to be the premier and longest running Outdoor TV program on the network with over 24 years of dedicated programming featured weekly in both prime time on Saturday at 10:30 am and Sunday at 11:30 am, with weekly re-broadcasts at the discretion of the network.

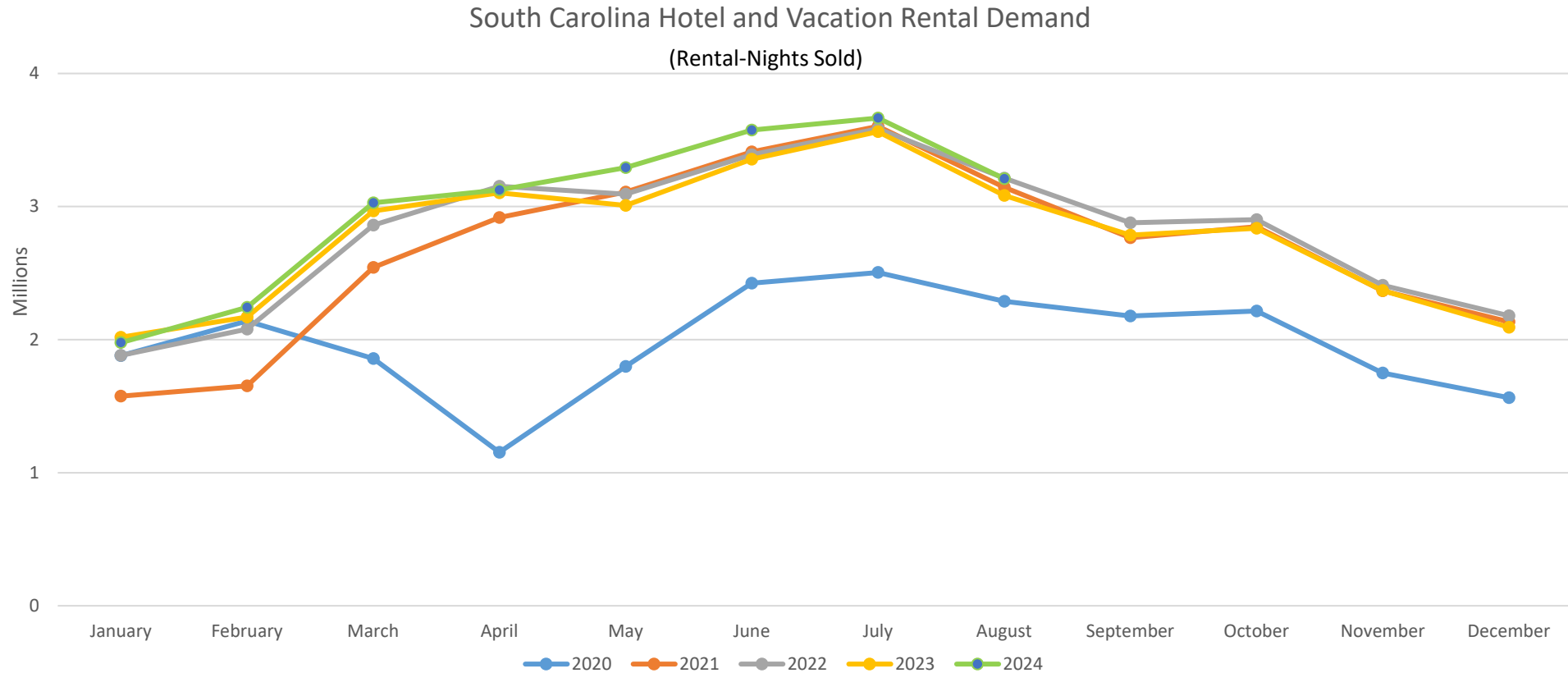
Commercial spots will run during the program and **four locations** to film the show will take place at South Carolina State Parks including Greenwood, Devils Fork, Santee and Edisto.





South Carolina Hotels & Vacation Rentals

In 2023, statewide hotel and vacation rental demand decreased 0.8% compared to 2022. Statewide average daily rates (ADR) for hotels and vacation rentals in 2023 decreased 1.4% and RevPAR (revenue per available room) decreased 3.8% compared to 2022.



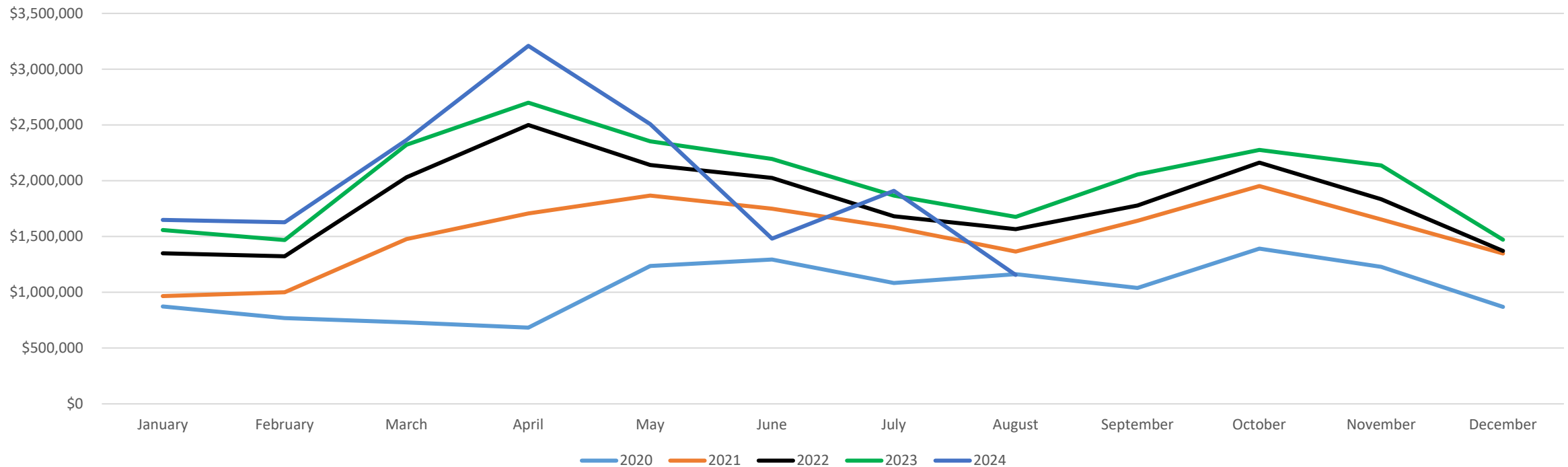
Through August 2024, statewide hotel and vacation rental demand increased 3.7% compared to the same time period in 2023. Statewide ADR increased 5.5% and RevPAR increased 5.9%.



South Carolina Golf

Statewide Admissions Tax collections from Golf (a subset of total Admissions Tax collections) in CY2023 increased 10.6% over CY2022. Based on data provided by Golf Data Tech, the number of golf rounds played in South Carolina increased 4.0% in 2023, compared to the number of rounds played in 2022.

Admissions Tax Collections - Golf



Through August 2024, Admissions Tax collections from Golf decreased 1.4% and the number of golf rounds played has decreased 0.7% compared to the same time period in 2023.



South Carolina State Parks



FY 24
Cabin Occupancy
67.25
33,107 Nights



FY 24
Campsite Occupancy
54.35%
507,832 Nights



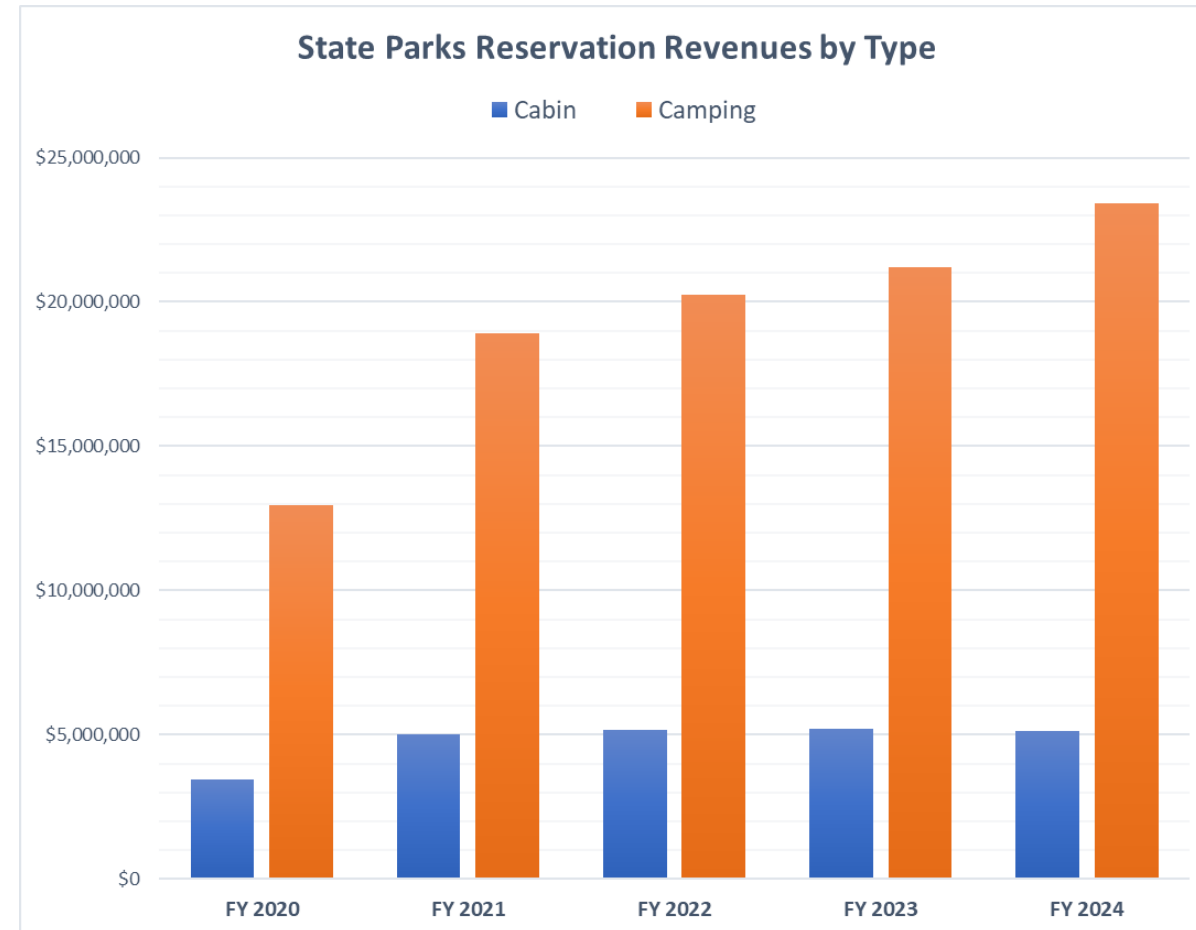
FY 24
Golf Rounds
46,224



State Parks Growth

South Carolina State Parks officially have 48 State Parks open to the public. With anticipation of Ramsey Grove, Black River, Misty Lake, Pine Island and Great Falls State Parks opening in the coming years. The South Carolina State Parks expect to continue adding parks over the next few years.

- South Carolina State Parks experienced record level revenue in FY 23-24, with revenue totaling just over **\$53 million for the year – a 6.5% increase** over total revenue in the previous fiscal year.
- Revenue from State Parks Admissions increased by nearly **6.9%**, **totaling \$11.3 million**. State Park User Fees also experienced a significant **increase, up 30.8%**, and totaled just over \$2.8 million.
- Revenue from Cabin & Lodging Rentals increased marginally by 0.8% and totaled **\$6.1 million**. Revenue from Campsite Rentals experienced a significant increase, up **10.1% over the previous fiscal year, and totaled approximately \$23.3 million**. The increases in overnight accommodations revenue (including both campsite and cabin rentals) were driven largely by increases in Average Daily Rates across the State Park System.





Budget Requests

FY 2025 - 2026 Prioritized Budget Request Summary

South Carolina Department of Park, Recreation, & Tourism

FY 2025 - 2026 Prioritized Budget Request Summary										
South Carolina Department of Park, Recreation, & Tourism										
Budget Requests			Funding Source			Full Time Employee Request				
Priority	Request Type	Request Title	General	Other	Total	State	Federal	Earmarked	Restricted	Total
1 of 21	Recurring	Market Competitiveness Salary Adjustment	\$ 3,121,959.00		\$ 3,121,959.00	0.00	0.00	0.00	0.00	0.00
2 of 21	Recurring	Statewide Marketing	\$ 3,700,000.00		\$ 3,700,000.00	0.00	0.00	0.00	0.00	0.00
3 of 21	Capital	Agency Property Development	\$18,000,000.00		\$18,000,000.00	0.00	0.00	0.00	0.00	0.00
4 of 21	Recurring	Brookgreen Gardens Huntington Beach Lease	\$ 600,000.00		\$ 600,000.00	0.00	0.00	0.00	0.00	0.00
5 of 21	Recurring	State Parks Insurance	\$ 815,000.00		\$ 815,000.00	0.00	0.00	0.00	0.00	0.00
6 of 21	Recurring	Welcome Centers Facility Operating Funds	\$ 5,140,727.00		\$ 5,140,727.00	15.00	0.00	-15.00	0.00	0.00
7 of 21	Recurring	Information Technology – Technology Lifecycle Upgrades & increased cost	\$ 413,000.00		\$ 413,000.00	0.00	0.00	0.00	0.00	0.00
8 of 21	Non-Recurring	Sports Marketing Program	\$ 4,000,000.00		\$ 4,000,000.00	0.00	0.00	0.00	0.00	0.00
9 of 21	Recurring	Undiscovered South Carolina Grant Program	\$ 500,000.00		\$ 500,000.00	0.00	0.00	0.00	0.00	0.00
10 of 21	Recurring	Position - Recreational Trails Program Grant Coordinator			\$ -	0.00	1.00	0.00	0.00	1.00
11 of 21	Capital	State Park Maintenance, Repairs, and Upgrades	\$11,500,000.00		\$11,500,000.00	0.00	0.00	0.00	0.00	0.00
12 of 21	Capital	Road Paving	\$ 6,000,000.00		\$ 6,000,000.00	0.00	0.00	0.00	0.00	0.00
13 of 21	Recurring	Destination Specific	\$ 6,000,000.00		\$ 6,000,000.00	0.00	0.00	0.00	0.00	0.00
14 of 21	Non-Recurring	Beach Renourishment Grants	\$15,000,000.00		\$15,000,000.00	0.00	0.00	0.00	0.00	0.00
15 of 21	Recurring	Maintenance Position Rose Hill/Musgrove Mill		\$ 54,208.80	\$ 54,208.80	0.00	0.00	1.00	0.00	1.00
16 of 21	Recurring	Senior Ranger Position Sesquicentennial/Goodale		\$ 62,768.16	\$ 62,768.16	0.00	0.00	1.00	0.00	1.00
17 of 21	Recurring	Administrative Assistant Position Edisto Beach		\$ 50,827.68	\$ 50,827.68	0.00	0.00	1.00	0.00	1.00
18 of 21	Recurring	Assistant Retail Manager Position Huntington Beach		\$ 44,297.28	\$ 44,297.28	0.00	0.00	1.00	0.00	1.00
19 of 21	Recurring	Park Manager Position Dearborn		\$ 72,648.00	\$ 72,648.00	0.00	0.00	1.00	0.00	1.00
20 of 21	Recurring	Park Manager Position Kings Bottom/Nesbit		\$ 80,640.00	\$ 80,640.00	0.00	0.00	1.00	0.00	1.00
21 of 21	Recurring	State Park Payroll Authority		\$ 545,000.00	\$ 545,000.00	0.00	0.00	0.00	0.00	0.00
Total Budget Request			\$74,790,686.00	\$ 910,389.92	\$75,701,075.92	15.00	1.00	-9.00	0.00	7.00



FM Budget vs Actual Fiscal Year 2024-2025 - Current

Fund		Current Budget	YTD Actual Expense	Commitments and Other Transactions	Remaining Balance
10010000	EXECUTIVE OFFICES	\$ 1,398,557.00	\$ 788,686.38	\$ 23,197.00	\$ 586,673.62
10010000	ADMINISTRATIVE SVCS	\$ 5,181,113.00	\$ 1,907,399.15	\$ 531,836.33	\$ 2,741,877.52
10010000	TOURISM SALES & MKT	\$ 812,082.00	\$ 443,003.33	\$ 4,739.49	\$ 364,339.18
10010000	ADVERTISING	\$ 18,485,687.34	\$ 5,006,181.74	\$ 10,891,858.11	\$ 2,587,647.49
10010000	WELCOME CENTERS	\$ 2,282,316.00	\$ 1,027,204.63	\$ 46,316.29	\$ 1,208,795.08
10010000	STATE PARKS SERVICE	\$ 7,188,695.51	\$ 2,322,356.67	\$ 166,928.26	\$ 4,699,410.58
10010000	COMMUNICATIONS	\$ 114,083.00	\$ 58,564.21	\$ 0.00	\$ 55,518.79
10010000	RESEARCH	\$ 201,994.00	\$ 100,182.39	\$ 1,489.10	\$ 100,322.51
10010000	RECREATN, GRNT & POL	\$ 262,349.00	\$ 153,125.02	\$ 5,599.97	\$ 103,624.01
10010000	PARD GRANTS	\$ 500,000.00	\$ 492,218.84	\$ 0.00	\$ 7,781.16
10010000	VENUES ARSENAL HILL	\$ 435,000.00	\$ 126,581.93	\$ 47,847.94	\$ 260,570.13
10010000	STATE EMPLOYER CONTR	\$ 4,538,882.00	\$ 2,332,659.43		\$ 2,206,222.57
10010000	UNOBLIGATED CARRYFORWARD	\$ 1,806,980.40	\$ 260,000.00	\$ 325,000.00	\$ 1,221,980.40
30350000	STATE PARKS SERVICE	\$ 41,354,790.29	\$ 19,521,683.51	\$ 4,154,947.99	\$ 17,678,158.79
30350000	STATE EMPLOYER CONTR	\$ 6,218,471.00	\$ 3,700,049.23	\$ 0.00	\$ 2,518,421.77
30370000	WELCOME CENTERS	\$ 4,741,240.00	\$ 2,372,958.23	\$ 2,056,614.13	\$ 311,667.64
30370000	STATE EMPLOYER CONTR	\$ 273,000.00	\$ 162,287.56	\$ 0.00	\$ 110,712.44
37070000	FILM COMMISSION	\$ 24,931,639.00	\$ 337,684.89	\$ 5,665.76	\$ 24,588,288.35
37070000	STATE EMPLOYER CONTR	\$ 82,000.00	\$ 48,852.96	\$ 0.00	\$ 33,147.04



FM Budget vs Actual End of Fiscal Year 2023-2024

Fund	Section	Current Budget	YTD Actual Expense	Remaining Balance
10010000	EXECUTIVE OFFICES	\$ 1,417,460.15	\$ 1,417,460.15	\$ 0.00
10010000	ADMINISTRATIVE SVCS	\$ 3,191,003.02	\$ 3,191,003.02	\$ 0.00
10010000	TOURISM SALES & MKT	\$ 799,184.72	\$ 799,184.72	\$ 0.00
10010000	ADVERTISING	\$ 14,868,585.11	\$ 14,868,585.11	\$ 0.00
10010000	WELCOME CENTERS	\$ 2,932,432.45	\$ 2,932,432.45	\$ 0.00
10010000	STATE PARKS SERVICE	\$ 5,062,110.98	\$ 5,062,110.98	\$ 0.00
10010000	COMMUNICATIONS	\$ 113,013.84	\$ 113,013.84	\$ 0.00
10010000	RESEARCH	\$ 182,634.76	\$ 182,634.76	\$ 0.00
10010000	RECREATN, GRNT & POL	\$ 256,983.40	\$ 256,983.40	\$ 0.00
10010000	VENUES ARSENAL HILL	\$ 257,983.43	\$ 257,983.43	\$ 0.00
10010000	STATE EMPLOYER CONTR	\$ 4,184,290.54	\$ 4,184,290.54	\$ 0.00
30350000	STATE PARKS SERVICE	\$ 41,616,571.10	\$ 39,549,573.87	\$ 2,066,997.23
30350000	STATE EMPLOYER CONTR	\$ 6,299,330.10	\$ 6,295,648.85	\$ 3,681.25
30370000	WELCOME CENTERS	\$ 4,405,799.01	\$ 3,947,859.11	\$ 457,939.90
30370000	STATE EMPLOYER CONTR	\$ 272,985.13	\$ 272,985.13	\$ 0.00
30370001	VENUES ARSENAL HILL	\$ 287,000.00	\$ 17,318.64	\$ 269,681.36
37070000	FILM COMMISSION	\$ 24,099,928.60	\$ 16,013,121.55	\$ 8,086,807.05
37070000	STATE EMPLOYER CONTR	\$ 81,939.63	\$ 81,939.63	\$ 0.00