EXECUTIVE ORDER 94-15

WHEREAS, tourism is an important industry worldwide and the second leading industry in South Carolina; and

WHEREAS, there is a growing domestic and international market for cultural and heritage tourism; and

WHEREAS, developing sustainable economies in the rural areas of our state often requires that we employ creative non-traditional economic development methods; and

WHEREAS, many urban areas, small towns and rural areas are major repositories of the historic, ethnic, religious, artistic, political, agricultural and industrial traditions of our state and of the nation; and

WHEREAS, small towns and rural areas need to diversify and strengthen their economies; and

WHEREAS, by assembling and linking the cultural and natural resources of the rural areas with the infrastructure of the more urban areas, a critical mass of attractions and services can be pooled to fashion viable and appropriate tourist attractions; and

WHEREAS, a bill is before Congress to designate a corridor in the western part of the State which runs from Oconee to Charleston and includes fourteen counties and over 40 towns as a national heritage corridor; and

WHEREAS, other significant areas of our state have the potential for developing heritage areas or corridors; and

WHEREAS, heritage tourism balances both environmental and cultural conservation with economic development; and

WHEREAS, successful development of these areas will improve the social and economic viability of participating communities and, in turn, of the State, and

WHEREAS, the State's ability to provide technical assistance and a limited amount of funding to leverage private investment, conservation, preservation and reinvestment efforts will be crucial to the success of these efforts and program support from federal agencies, private foundations and the present system of parks will also be necessary;

NOW, THEREFORE, under the authority vested in me by S.C. Code Ann. Section 1-30-10 (Cum. Supp. 1993), I do hereby charge the South Carolina Department of Parks, Recreation and Tourism to create a heritage program for economic revitalization in South Carolina.

Furthermore, The South Carolina Department of Parks, Recreation and Tourism may work with:

The South Carolina Downtown Development Association;
The South Carolina Department of Commerce;
The South Carolina Department of Archives and History;
The South Carolina Department of Education;
The South Carolina Department of Transportation;
The South Carolina Department of Natural Resources;
The South Carolina Museum Commission;
The South Carolina Arts Commission;
The South Carolina Educational Television Network;
The South Carolina Department of Agriculture;

and other appropriate private and public institutions and agencies at the State and local levels to assist the South Carolina Department of Parks, Recreation and Tourism in this particular area of public concern.

Carroll A. Campbell, Jr.
Governor
July 19, 1994