

P2375
3.A22
1998/99

copy 1

South Carolina

Department of Parks, Recreation & Tourism

Finance Office

208

October 15, 1999

Office of State Budget
Attention: Karen Amos
1122 Lady Street, 12th Floor
Columbia, South Carolina 29201

RECEIVED
OCT 18 1999
Budget & Control Board
OFFICE OF STATE BUDGET

Dear Ms. Amos,

Please find enclosed the FY1998-1999 Accountability Report for the South Carolina Department of Parks, Recreation and Tourism. This report reflects the agency's major functions and has been written according to the defined guidelines.

The objective of the report are to provide a comprehensive understanding of the major functions of the agency and how they relate to the agency's mission statement.

Please feel free to contact either Ron Carter, Chief of Staff, at 734-0170 or Mandy Kibler, Director of Finance, at 734-1778, if there are any questions or comments.

Sincerely,



William R. Jennings

S. C. STATE LIBRARY
OCT 25 1999
STATE DOCUMENTS

**THE SOUTH CAROLINA DEPARTMENT
OF PARKS, RECREATION AND
TOURISM**

Annual Accountability Report
Fiscal Year 1998-1999

THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM

EXECUTIVE SUMMARY

The 1998-1999 Accountability Report provides an opportunity to review the services that our agency has to offer South Carolina's citizens, communities, visitors and industry. By looking at our major programs and clearly stating their objectives and outcomes, a strong and successful year of initiatives emerges.

Our many programs integrate a wide range of activities that illustrates how SCPRT serves its customers, the SC visitor and its related industry. Parks, Recreation and Tourism is pursuing its visitor services goals in a much more comprehensive, team-oriented manner. Through more partnering with industry partners, our visitors are seeing what South Carolina is all about.

Our communities also rely on SCPRT to provide the technical expertise vital to their strategic planning and decision making. SCPRT works one on one with communities through our Heritage, Business Development and Recreation offices. We provide many services from planning to grants.

Our State Parks Service has continued its new vision through enhancing, improving, preserving and protecting South Carolina's unique natural and cultural resources.

The contribution that Parks, Recreation and Tourism makes toward the promotion of South Carolina's citizens, communities and industry is expressed in the manner in which SCPRT staff and offices work together and with its customers. Working together to promote a product that they believe in – the unique heritage, attractions and natural resources that South Carolina has to offer.

THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM

MISSION

The agency's mission is to improve the economic well-being and quality of life of South Carolinians by promoting state, national and international tourism; developing tourism / entertainment businesses; and conserving our unique community, cultural and physical environments.

THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM

LEADERSHIP SYSTEM

The Director is actively and personally involved with the division directors and office directors of the Department in setting directions and developing and maintaining an effective performance-based leadership system for Parks, Recreation and Tourism.

Strategic Planning

The Director, Chief of Staff, Division Directors and Office Directors formed a team to develop the department's strategic plan. The Department focused on the following goals in the strategic plan:

- I. Exercise and strengthen PRT's leadership role in the development of public policy and as the advocate for parks, recreation and tourism in South Carolina.
- II. Contribute significantly to the economic growth and quality of life through sustainable development of parks, recreation and tourism in South Carolina.
- III. Contribute significantly to the economic growth and quality of life in South Carolina through conservation, education and responsible use of our unique and diverse resources.
- IV. Provide excellence in the workplace by promoting a culture of open communications, teamwork, diversity and creativity.

Quality and Training

The Department has made great strides in the area of quality and training, by establishing an overall quality and training program. This program has been developed as a result of our internal communications study.

- Completed agency-wide needs assessment.
- Established a quality and training improvement team.

Communications

The Directorate, Division Directors and Office Directors chartered a team to study the agency's internal communications process and to develop recommends and an implementation plan for an agency communications program. The team completed its work and reported its recommendations to the Director. The following recommendations have been implemented:

- Designated an agency Communications Director.
- Established an agency Intranet site as a way to communicate policies, procedures, new hires and minutes from various meetings.
- Explored implementing a Wide Area Network (WAN) for field locations.

**THE SOUTH CAROLINA DEPARTMENT OF PARKS,
RECREATION AND TOURISM**

OUR CUSTOMERS

GENERAL PUBLIC

TOURISM INDUSTRY

LEGISLATURE

PARTNERS

OUR EMPLOYEES

TOURISTS/VISITORS

COUNTY AND CITY

GOVERNMENTS

LOCAL RECREATION
COMMISSIONS

OTHER STATE AGENCIES

**THE SOUTH CAROLINA DEPARTMENT OF PARKS,
RECREATION AND TOURISM**

Program Title: Marketing – Advertising/Inquiry/Public Relations

Program Rank: 1

Program Cost:

State:

Federal:

Earmarked: \$8,934,003

TOTAL: \$8,934,003

ADVERTISING

Program Goal: To maximize the return on South Carolina's investment in its tourism industry by positioning the state as a preferred global destination for domestic and targeted international leisure travel consumers.

Program Objective: Influence consumer travel decisions through aggressive and effective advertising strategies. Aggressively develop broad-based consumer awareness within the dominant tourism products of beach and golf, while targeting highly defined niche markets that represent the most opportunity for growth in market share through vertical media campaigns.

Program Results:

PRINT MEDIA

General Consumer/Family:

- Utilized a print media mix of Women's service, Family, Travel, Lifestyle, and Special Interest Magazines, as well as newspapers.
- Created impact and branding of SC through 1/2 pg. 4-color spread ads with Business Reply Cards, in addition to a partner co-sponsored magazine insert in *Better Homes and Gardens* and *Ladies Home Journal*, and two dedicated South Carolina newspaper inserts (Fall '98 and Spring '99) to reach the general consumer/family audience.
- Utilized 1/6 pg. B/W small space ads, travel directories, and brochure page units to provide continuity in reaching the segment while generating an efficient cost per inquiry (CPI).
- Secured targeted, multi-pronged and integrated value-added promotions.

History/Heritage:

- Utilized a print media mix of special interest publications, travel magazines, and lifestyle magazines.
- Created image branding of SC as a premier destination and additional reach of the History/Heritage audience through the development of one advertorial in *American Heritage*.
- Utilized 1/6 pg. B/W small space ads and travel directories to provide continuity in reaching the segment.

Active Traveler:

- Utilized a print media mix of special interest publications.
- Created image branding of SC as a premier destination through the placement of 1/2 pg. 4-color spread ads with Business Reply Cards in addition to executing two partnership magazine programs.
- Partnership programs were utilized to extend the budget and cross promote destinations and unique events with both in-state and national partners.
- Utilized 1/6 pg. B/W small space ads and travel directories to provide continuity in reaching the segment.

Outdoor:

- Utilized a print media mix of special interest magazines.
- Utilized 1/6 pg. B/W small space ads and travel directories to provide continuity in reaching the segment.
- Impact in this market will be capitalized upon by other segment efforts (general consumer, active traveler and golf) as they provide significant reach of this target audience and will be cross-promoted as such.

Golf:

- Utilized a print media mix of sports publications and business/finance publications.
- Created impact and branding of SC as a premier golf destination through the development of partner co-sponsored magazine inserts.
- 16-pg. Magazine insert appeared in *Travel & Leisure Golf*.
- 16-pg. Magazine insert appeared in *New York Times Magazine*.
- Utilized FP 4-color ads, with Business Reply Cards, to implement and execute a new sweepstakes promotion exclusively for the golf segment incorporating Jay Haas into the sweeps.
- Utilized 1/6 pg. B/W small space ads to provide continuity and reach for this segment.
- Secured targeted, multi-pronged and integrated value-added promotions.

African-American:

- Utilized a print media mix of ethnic lifestyle publications, ethnic travel publications, and newspapers.
- Utilized 1/6 pg. B/W and 1/4 pg. B/W small space ads to provide additional reach against African-Americans.

TELEVISION

- Utilized Direct Response Television (DRTV) in customized partnership programs to provide an integrated campaign which meets the needs of both SCPRT and the partner while leveraging state funds with private sector dollars to extend consumer awareness of SC travel products in the niche markets of: General Consumer/Family, Outdoor and Golf.

CREATIVE

- Initiated future development of a new comprehensive creative message and image campaign for SC with a targeted spring, 2000 launch.

COLLATERAL/INQUIRY/FULFILLMENT

Program Goal: To maximize the return on South Carolina's investment in its tourism industry by positioning the state as a preferred global destination for domestic and targeted international leisure travel consumers.

Program Objective: Produce user-friendly collateral materials consistent with South Carolina's branding and image which serve to drive consumer leisure travel decisions. Continue to utilize the SC Travel Guide and the State Highway Map as the state's primary fulfillment collateral, while providing the most expedient fulfillment delivery systems possible.

Program Results:

- Responded to 409,004 travel inquiries during FY 98-99.
- Produced 1999 SC Travel Guide in its current form.
- Evaluated the SC Travel Guide's total concept as the State's primary and effective fulfillment/cross sales mechanism. Implement findings for year 2000 guide.
- Updated and published the SC Highway Map. Developed co-op partnership with SC DOT in securing corporate financial underwriters.
- Evaluated the current delivery systems to ensure and enhance expeditious out-of-state consumer inquiry fulfillment. Tracking program, evaluation and analysis of current fulfillment system is ongoing.
- Supported the marketing and sales efforts of industry partners by providing timely, qualified leads for fulfillment.
- Continued to integrate the PRIZM analysis into the TIPS program.

PUBLIC RELATIONS

Program Goal: To maximize the return on South Carolina's investment in its tourism industry by positioning the state as a preferred global destination for domestic and targeted international leisure travel consumers.

Program Objective: Implement a pro-active PR campaign to support paid advertising in key domestic, Canadian, international and niche leisure markets.

Program Results:

- Professional Memberships - Utilized memberships in SATW and PRSA to better develop travel writer relationships to enhance editorial coverage opportunities.
- Created a master editorial calendar for consumer publications and utilized as a tool to identify and capitalize on opportunities.
- Direct Mail - Implemented monthly direct mail targeting consumer publications and freelance writers utilizing *SC Travel Update*, the *Calendar of Events*, and *What's New*.
- Familiarization Tours (FAMS)- Developed media FAMS for individuals or small groups to promote editorial coverage of niche products and markets. Provided support for European and U.K. travel writer FAMS
 - Encourage repeat "surfing" by refreshing current Web site on a regular basis.
 - Identified appropriate partner links for SC web site.
- Developed and implemented a tracking system to measure return on investment and effectiveness of PR program.

**THE SOUTH CAROLINA DEPARTMENT OF PARKS,
RECREATION AND TOURISM**

Program Title: State Park Service
Program Rank: 2
Program Cost:

State:

Federal:

Earmarked: \$20,853,459

TOTAL: \$20,853,459

*67% of total budget is from monies generated from fees and services provided by the Park Service. (*Ranked 6th nationally)*

Program Goal: To provide natural resources-based recreational opportunities with emphasis on conservation, education and interpretation of the natural, cultural and historical resources of the state through a system of state parks and historic sites.

- Program Objectives:**
- 1) To provide a variety of visitor services consistent with aforementioned program goals, to include but not limited to, overnight accommodations, interpretation and education of the resources while meeting or exceeding visitor expectations.
 - 2) To administer a comprehensive maintenance program that ensures the upkeep of state park facilities and grounds, while protecting and preserving historic resources through adaptive reuse and management of such facilities; while ensuring the health and safety of the park visitor and park employee.
 - 3) To establish new and innovative programs and partnerships that complements and expands opportunities for the park service and it's constituents.

Program Results:

Objective 1: The South Carolina State Park Service hosted 9,563,410 visitors during fiscal year 1999, (*Ranked 24 nationally). The Park Service provides outdoor recreational programs and activities in natural and historic settings ranging from more traditional activities such as camping to more unique programs and activities such as the Women in the Outdoors Weekend, canoe and kayaking, archaeology programs, historic tours of Antebellum Mansions and golf. Over 208,000 people used a state park cabin last year while over 969,000 camped at a state park.

These numbers along with various mechanisms for tracking customer satisfaction confirm the satisfaction and support that these activities have with the visiting public. Survey cards are used to solicit input and comments on the level of service and condition of the facilities assist in meeting and fulfilling the visitor's expectations of their visit. A sampling of the over 1000 survey cards express the overall satisfaction of the visitor.

Over 100,000 school children attended one of the Park Services educational programs last year. In addition to the school programs the Park Service also provided over 500 educational and interpretative programs to the general public.

In addition numerous customer service-training sessions have been conducted throughout the year to assist personnel to better deliver the wide variety of visitor service that the Park Service provides.

Objective 2: The State Park Service has over 1500 facilities that range in age from buildings that were constructed in the mid-1990's to historic homes and building dating back to the 16th century. The maintenance and upkeep of such an inventory requires constant management and attention, along with a high degree of sensitivity and knowledge.

During the last year projects ranging from the rehabilitation and renovation of historic CCC (Civilian Conservation Corps) buildings to the construction of a new office facility were completed. Other projects included repairs and engineering to the numerous infrastructure needs throughout the park system, to include water and sewer at Hunting Island to repairs to the dam at Little Pee Dee. Emergency response to specific areas in need such as Edisto Beach and Hunting Island were accomplished this year as the coast experienced some of the most severe beach erosion in recent history.

The 2.5 million dollars spent on maintenance during the last year has been an investment in the future, an investment that ensures the health and safety of both the park visitor and park employees while securing facilities and grounds for the next generation of park visitors.

Objective 3: The Park Service has embarked on several new initiatives this past year, that will not only better serve the park service, its visitors, and constituents but have a significant impact on the financial stability of the agency. Effective partnerships with Honda of South Carolina, McDonalds, Bi-Lo and the Sierra Club have been established that assist in the operation and marketing of the State Park Service.

Honda of South Carolina donated 10 ATV's at a value of \$70,000.00. The Park Service has used the ATV's in operations ranging from search and rescue to park patrols and visitor contact. The partnership with McDonalds provides the Park Service with the opportunity for exposure to nearly 1 million people that visit a McDonalds store through a tray liner that invites people to visit the park, while introducing Discover Carolina, an educational program that will be implemented in FY 2000.

Partnerships with Bi-Lo and the Sierra Club offered discounts on the yearly Park Passport that meant an additional \$ 4760.00 in Passport sales. In addition the Sierra Club partnership created a constituency of advocates for South Carolina's State Parks (The Sierra Club was instrumental in assisting PRT in securing a Capital Improvement Bond for FY2000). These partnerships will assist the Park Service in providing the best possible services to the citizens of South Carolina and its park visitors.

***Source: The National Association of State Park Directors, Annual Information Exchange**

**THE SOUTH CAROLINA DEPARTMENT OF PARKS,
RECREATION AND TOURISM**

Program Title: Tourism: Visitor Services

Program Rank: 3

Program Cost:

State:

Federal:

Earmarked: \$1,437,400

TOTAL: \$1,437,400

Program Goal: To maximize the return on South Carolina's investment in its tourism industry by positioning the state as a preferred global destination for regional, national and international travelers.

Program Objective: To influence consumer travel decisions and extend visitors stays. Encourage repeat business and promote non-traditional destinations as well as increase visitor-based expenditures by implementing aggressive and effective visitors service strategies and front-line sales opportunities through the network of the state's welcome centers.

Program Results:

Welcome Centers

- More than **7 million travelers** stopped at a South Carolina Welcome Center. The staff personally assisted over **1,417,960** of these travelers in FY 98-99.
- Nearly 8 million brochures representing SC tourism industry were distributed through the welcome centers.
- South Carolina's Welcome Center program offers free accommodation and attraction reservation service for travelers and our industry partners.
 - Accommodation reservations made through the Welcome Centers resulted in **60,233** room nights, representing **\$3,636,868.54** in direct room revenue for South Carolina lodging properties (based on average daily rate of \$60.38).
 - **2164** attraction reservations were made through the state's Welcome Centers.
- Over **1560** group tours/motorcoaches visited a South Carolina welcome center.
- Welcome Centers promote and distribute discount coupons to travelers at no cost to our industry partners.
- The Welcome Center program plays an integral role in the Crisis Communication and Business retention Plan as well as with the State's Emergency Preparedness Plan and the Donated Resources program.

- Internal staff training initiatives included 6 product familiarization tours throughout the state.
- Received State Travel Information Center Director's Alliance (STICDA) certification for 26 South Carolina Travel Coordinators.
- Welcome Centers partnered with local school districts. Many centers participated in shadowing programs and visited schools for presentations about South Carolina. The Blacksburg Welcome Center received the Cherokee County School District Volunteer and Business Partnership Award for their efforts with Blacksburg Elementary School. Throughout the school year, the welcome center has displayed the children's artwork, and has also invited the 3rd grade chorus to the center to perform during various events, including National Tourism Week and the holiday season.
- The SC Welcome Centers participated in "*Hands Across America*". This is a program with local, county and state law enforcement agencies to promote the use of seatbelts, child restraints and general highway safety.

State House Tour Service

- Total Visitation (August 22, 1998 - June 30, 1999) : **196,878**
- Total Tours conducted (August 22, 1998 - June 30, 1999): **over 2,900**
- State House re-opened August 1999.
- Implemented system to notify House and Senate members when groups from their districts will be touring the State House.
- Hosted 2-book signings.
- Produced self-guided tour brochure and rack-card brochure.

**THE SOUTH CAROLINA DEPARTMENT OF PARKS,
RECREATION AND TOURISM**

Program Title: Tourism: International
Program Rank: 4
Program Cost:

State:
Federal:
Earmarked: \$1,125,673
TOTAL: \$1,125,673

Program Goal: To maximize the return on South Carolina's investment in its tourism industry by positioning the state as a preferred global destination for international trade and consumer markets by providing materials and services that influence a customer's decision to travel to South Carolina travelers.

Program Objective: To effectively target key international travel trade and consumer-based travel markets through integrated sales strategies including direct sales, advertising, direct mailings, brochures and guides, professional memberships and partnerships.

Program Results:

International - Multi Markets

- Development of an integrated and targeted **multi-state** sales campaign designed to leverage South Carolina's presence in the international arena, to include:
 - United Kingdom and Japan: Travel South, USA (12-state regional tourism marketing organization).
 - United Kingdom: partnership with North Carolina – 3 consumer shows.
 - Germany: development of a Tri-State (NC, SC, VA) Golf promotion targeting the German consumer.
- Participated with industry partners in the 1999 Discover America International POW WOW was held in Miami, Florida. POW WOW is the largest international travel trade show in the United States. SCPRT met with nearly 200 qualified international travel trade companies, 78 of which either agreed to book business in South Carolina or expressed interest in listing South Carolina travel product in their catalogs.

German Market

- **Coastal, South Carolina, USA / SC PRT Sales Mission**
 - The first coordinated sales mission in conjunction with Coastal South Carolina was held in the cities of Munich and Frankfurt, Germany - September 29 & 30, 1998.

- Met with a total of 17 tour operators and 19 media professionals, which resulted in a film crew coming to SC and development of stronger media and operator relations which aired on channel TM3 on December 10 and December 13 in Germany.
- **Tour Operator Familiarization (FAM) Tour**
 - Three tour operators and our German representative visited SC for a FAM tour over the dates of April 18-25, 1999, which resulted in an increase in SC product with all three operators and stronger relations with the operators.
 - Hieko Kaminiarz, Contracting Manager for TUI, visited SC over the dates of July 31-August 4, 1998. Resulted in two full pages featuring SC hotels in TUI's catalog.
 - Michael Frese, Vice President Intercontinental Travel for DER, visited SC over the dates of March 26-10, 1999. Resulted in an offer to feature 2 pages of SC hotels in the 99-2000 DER brochure.
- **Creation of the German Language Guide**
 - Development began for the creation of a 28-page German language guide, completion and printing of the guide was diverted to next fiscal year due to budget cuts.
- **Advertising and Inquiry Status**
 - Although the 1998-99 budget cuts considerably decreased the amount of advertising dollars available for the German market, inquiries remained comparable to last year.

	1997-1998	1998-1999
Advertising Dollars	\$127,562	\$36,744
Total # Ads	46	16
Total # Inquiries	7,535	7,031

- **BMW Open**
 - The South Carolina German Tourism Office cooperatively participated in the BMW Open with the South Carolina German Department of Commerce Office over the dates of August 27-30, 1999.
 - German golf tour operator Fairtime Touristik staffed the show as well and provided "bookable" golf packages to SC.
- **Rheinland-Pfalz / Mainz Trade Show**
 - In support of South Carolina's sister-state relationship with Rheinland-Palatinate and Brandenburg, Germany, PRT participated for the 2nd year in the Mainz tradeshow in March 1999. Staff distributed 1500 South Carolina travel guides.
- Continued German contract representation to enhance information delivery and brand image development.

United Kingdom Market

- RFP process completed to renew United Kingdom /Ireland contract representation to enhance information delivery and brand image development. Travel & Tourism Marketing was awarded a two year contract for representation services with three one-year contract renewals.

- Assisted Delta Vacations (Hermis Travel) and Whole World Golf to produce the Delta Vacations Golf America catalog. South Carolina is the featured golf package with 20 pages. Advertising, direct mail distribution and Delta Frequent Flyer distribution.
- SC/Delta Roadshow - educational sessions for 165 UK trade professionals.
- Developed an 8-page supplement in *Selling Long Haul* magazine. The publication reaches 20,000 UK trade professionals. Overruns of the supplement are used for initial consumer inquiry fulfillment – saving the expense of mailing the larger South Carolina guide. The piece is also distributed at consumer travel shows. Distributed 10,000 of the guides this fiscal year.
- South Carolina has ventured into partnership opportunities with nearby states in an effort to attract a larger share of the international fly-drive market. Partnered with North Carolina Tourism at 3 consumer shows in the UK (The Holiday and Travel Show, Manchester; The Interhol Show, Bournemouth; Destinations 99, London) and with Georgia Tourism for several travel trade and media familiarization tours.
- Print advertisements placed in 11 consumer publications and 2 trade publications. Approximately \$50,000 in ads, resulting in approximately 5,000 responses.

Japanese Market

- Designed, developed and produced a full-color Japanese-language brochure for wide distribution to both travel trade and general consumers in Japan.
- Participated in seven travel trade shows and marketplaces that produced 344 sales leads for South Carolina's travel industry.
- Generated six newspaper and magazine articles devoted to coverage on specific South Carolina destinations reaching in excess of 3.2 million potential readers, including 1.2 million newspaper readers in Hokkaido, Japan, and special eight-page article in the United Airlines in-flight magazine, "Rising Star."
- Developed and placed in full operation special Fax on Demand pages on major South Carolina destinations that reach a potential 10 million users throughout Japan.
- SCPRT staff has personally met with more than 150 Japanese tour operators, wholesalers and travel producers in a series of individual sales calls and seminars.
- SCPRT secured the visit of some 25 top Japanese finance personnel for a technical tour of the Charleston and Beaufort area in January 1999.
- SCPRT has coordinated and staffed two special journalist tours of South Carolina that have produced magazine articles in Japanese publications on fishing, motorsports, and general tourism.
- SCPRT has become one of the first non-resident members of the Japan Visit USA Committee and has also secured the distribution of more than 2,000 South Carolina brochures to key Japanese travel agents.
- SCPRT is working with Travel South, USA, to secure special Japanese-language material and visuals on a new Web site in Japan.

THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM

Program Title: Tourism: Domestic
Program Rank: 5
Program Cost:

State:
Federal:
Earmarked: \$ 713,225
TOTAL: \$ 713,225

Program Goal: To maximize the return on South Carolina's investment in its tourism industry by positioning the state as a preferred global destination for regional and national trade markets by providing materials and services that influence a customer's decision to travel to South Carolina travelers.

Program Objective: To effectively target key domestic travel trade markets including the convention, meeting and group tour travel markets through integrated sales strategies including direct sales, advertising, direct mailings, brochures and guides, professional memberships and partnerships.

Program Results:

Group Tour Market

- Established statewide *Group Tour Task Force*, which includes fifteen representatives from diverse segments of the industry to plan for South Carolina's future in this highly competitive and changing market. The task force met 2 times this year.
- Produced an addendum to the *South Carolina Group Travel Planner*, extending the shelf life of this marketing tool.
- Participated in six travel trade shows. (NTA, ABA, VMC, TS Showcase, What's Up Down South, NTA Spring Meet) resulting in over 100 one-on-one appointments with tour operators.
- Advertised in 6 trade publications including the *Group Travel Leader* with a 19-page South Carolina supplement, which reached 31,000 tour professionals.
- Partnered with the South Carolina Association of Tourism Regions (SCATR) and produced a one-page insert produced in conjunction with the *Group Travel Leader* supplement. Received \$8,000 in partner advertising support. Insert appeared in *Courier, Destinations*, and 2 issues of the *Group Travel Leader*, reaching a combined circulation of 73,000 group travel leaders and tour professionals.
- Distributed over 1500 group tour/ motorcoach leads to industry partners.
- Hosted over 800 delegates for the final night event for Travel South Showcase 1999 in Greensboro, NC in preparation for hosting Travel South Showcase 2000 in Charleston, SC. Delegates included over 300 operators and 50 media. Raised sponsorship dollars (\$18,750) from SC tourism industry to offset expenses.

- Tour Operator Familiarization Tours:
 - In conjunction with the Virginia Motorcoach Association trade show held in Myrtle Beach, the South Carolina Association of Tourism Regions (SCATR) hosted nine FAM tours across the state for approximately 200 group travel leaders.
 - In conjunction with Travel South Showcase 1999, coordinated a FAM tour for 21 tour operators for 3 days in South Carolina.

Awards:

- Recognized by the American Bus Association's *Destination* magazine as the best Destination Marketing Organization promotion targeting the group tour market for a direct mail campaign sent to over 300 tour operators.
- Received Honorable Mention from the American Bus Association for a direct mail campaign, which was a partnership between the Florence Convention and Visitors Bureau, Youngs Pecans and SC PRT.

Meetings and Conventions Market

- Development of an integrated sales campaign designed to complement industry partner efforts, which included coordinating a state presence at major national trade shows to leverage sales opportunities.
- Produced South Carolina Meeting Planners Guide (MPG) –5,000 printed with immediate mailing of approximately 500 and a direct mail sent 1500 planners & 50 media contacts. Received 29 requests for more information from the direct mail and 4 articles/editorial run in trade publications (*Meeting News, Travel Age, Travel Agent, Black Meetings & Tourism*).
- Direct mail for 3 trade shows. The pre-show direct mail, with reply cards to qualify planner needs, continued to increase traffic at trade show booths and the MPG mailing provided a unique way to introduce the new guide.
- *The Meeting Place* newsletters –two issues in 98-99 FY = Fall (November) 1998 and Summer (June) 1999. Received 27 requests (22 from summer 98 & 5 from fall 98) for more information.
- Hospitality Sales & Marketing Association International (HSMAI) Meetings Quest in Dallas, Texas – new trade show added this fiscal year - number of contacts 52 + additional profiles from another 104 planners. First show targeted to the “west of the Mississippi market” for the state.
- Developing a program with the University of South Carolina's Hotel Restaurant and Tourism Administration Program, which will be a meeting and convention lead-generator for our industry partners and will serve as a “real-life” educational experience for students.

Awards:

Awards won –American Society of Association Executive's (ASAE) PRIMA (Promoting and Recognizing Innovation in Marketing to Associations) award in the category of “Promotion for One-Time Event”. The 1997 ASAE Annual Meeting direct mail campaign was awarded first place and recognized for its outstanding marketing initiatives. The judges comments included, “very integrated, effective campaign; successfully carried the puzzle theme through each piece; clear, consistent message that integrates with audience; and excellent production quality”.

THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM

Program Title: Development: Film Office
Program Rank: 6
Program Cost: State:
Federal:
Earmarked: \$422,697
Total: \$422,697

Program Goal: To recruit and facilitate motion picture production in the State of South Carolina.

Program Objectives:

- 1) To increase revenues derived from motion picture production in South Carolina
- 2) To increase the number of projects filmed in the state
- 3) To establish a business climate conducive to the growth of the motion picture industry in S.C.

Program Results:

The Film Office generated a record \$74.8 million in direct spending by the motion picture industry in South Carolina, a 320% increase over 1998 figures. Films announced this period included *The Patriot* with Mel Gibson, *The Legend of Baggar Vance* with Robert Redford, *Forces of Nature* with Sandra Bullock

Marketing & Promotion

- Increased direct sales trips to production centers by 10%.
- Increased entries in resource guide by 4%.

Quality

- Nominated for Directors Guild of America award for Excellence for contributions to the film industry.

Intergovernmental Cooperation

- Assisted three communities in the development of filming guidelines.
- Successfully collaborated with Departments of Transportation, Coastal Council, Public Safety, Department of Revenue to resolve issues affecting the film industry.

<p>THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM</p>

Program Title: Heritage Tourism
Program Rank: 7
Program Cost:

State:	\$
Federal:	\$ 500,000
Earmarked:	\$ 453,658
TOTAL:	\$ 953,658

Program Goal: Assist heritage areas in South Carolina with development of their projects, including South Carolina National Heritage Corridor, Carolinas Backcountry and South Carolina Cotton Trail.

Program Results:

- Provided administrative oversight and management of South Carolina National Heritage Corridor as joint federal-state-local-private project.
- Worked with non-profit South Carolina National Heritage Corridor board of directors and chairman, facilitating four quarterly board meetings and annual retreat; office director serves as board president.
- On behalf of SCNHC, office director presented at 52 Annual Preservation Conference of National Trust for Historic Preservation in Savannah and represented SCNHC as officer and committee chairman of Alliance of National Heritage Areas.
- Assisted Carolinas Backcountry with marketing development and organizational capacity; assisted Cotton Trail with marketing and operational concerns.

Program Goal: Work with local grassroots committees on strategic planning and community inventorying, marketing and visioning.

Program Results:

- Initiated *Hometown Discovery* process in Lancaster, Chester and Union counties.
- Provided physical link through roundtable meetings with 11 agencies that comprise Governor's task force to support heritage tourism development.
- Provided on-site facilitation and technical assistance for development of local and regional work plans.
- Contracted with South Carolina Downtown Development Association to provide planning and grants administration services.
- Awarded first round of grants at \$50,000 as part of quarterly program; held grants development workshops in Orangeburg and Anderson.

- Planned, administered and staffed the Southern Heritage Tourism Conference, which included more than 30 presentations, 200 registrants from 20 states and ancillary meeting and training session of Alliance of National Heritage Areas.

Program Goal: Provide direct service delivery in creation and enhancement of heritage tourism products.

Program Results:

- Developed *Product Development Process and Guidelines* that includes project notification, planning and updates on tourism product development.
- Developed nationwide requests for proposals and hired national caliber contractor to develop exhibits and interpretive elements for regional Discovery Centers, integrated Discovery Stops and area sites of interest.
- Assisted facility development of Discovery Center projects with building improvements, grants and fund-raising assistance, marketing and public relations.
- Contractual agreement developed and signed with State Museum Commission to provide research and curatorial assistance.
- Initiated community-based outreach effort to support longer range programmatic effort to develop significant resources related to African American heritage.
- Assisted groups interested in developing river trails in the Catawba River and Edisto River Basin areas.
- Assisted Bed & Breakfast, Paddlesports, Nature-Based Tourism associations and Artisans Center with development of organizational capacity and programs.

Program Goal: Provide coordination and assistance to heritage attractions and businesses in developing appropriate marketing to attract new visitors into market.

Program Results:

- Produced Heritage Corridor map guide brochure.
- Produced 12-minute video on Heritage Corridor with South Carolina Educational Television.
- Developed plan for media advertising.
- Participated in special section in *Southern Living* with 10 other advertisers as cooperative marketing effort.
- Assisted development of Corridor-wide web-site and regional brochures.
- Developed Civil War heritage program to support trail development.

**THE SOUTH CAROLINA DEPARTMENT OF PARKS,
RECREATION AND TOURISM**

Program Title: Business Development Office
Program Rank: 8
Program Cost: State:
Federal:
Earmarked: \$152,979
Total: \$152,979

Program Goal: To manage prospects and all aspects of new and expanding tourism and entertainment-related destination projects in South Carolina.

Program Objectives:

- 1) To increase capital investment and job creation for new and expanding tourism destination properties.
- 2) Maximize state's investment in business development by turning qualified prospects into investors by creating value for 100% of qualified prospects.
- 3) Provide technical assistance to state and local governmental officials and prospects on the application of the Tourism Infrastructure Admissions Tax Act.

Program Results:

- Recruiting and facilitating capital investments from tourism and entertainment-related destination properties.
 - Facilitated capital investments in excess of \$152 million during the calendar year 1998.
 - Provided assistance to 25 clients in the areas of site location, labor, visitor data, infrastructure, permits and incentives.
- Responsible for providing technical assistance to state and local officials in the application of the Tourism Infrastructure Admissions Tax Act.
 - Assisted 10 local governments and 36 businesses by providing consultation in understanding and specific application of tax act.

**THE SOUTH CAROLINA DEPARTMENT OF PARKS,
RECREATION AND TOURISM**

Program Title: Marketing - Research
Program Rank: 9
Program Cost:

State:
Federal:
Earmarked: \$234,147
TOTAL: \$234,147

Program Goal: To maximize the return on South Carolina's investment in its tourism industry by positioning the state as a preferred global destination for domestic and targeted international leisure travel consumers.

Program Objective: Continue to gather data to profile out-of-state domestic, Canadian, U.K., German and niche leisure travelers to SC to utilize in media buying and message decisions.

Program Results:

Integrated findings from the following research programs into marketing strategies:

- Advertising Conversion Study.
- Travel Conversion Study.
- Secondary Research.
- ID media schedules of in-state industry partners, NC, and GA.
- PRIZM profiling.
- DMA reports.
- Media regression/saturation analysis.

Program Goal: Maximize SCPRT's leadership role in the South Carolina tourism industry.

Program Objective: Provide timely assistance and information to industry partners to better aid in their individual marketing efforts.

Program Results:

- Maintain research library and Internet work stations.
- Provides up to date consumer research and statistical information.
- Produces an annual tourism industry economic impact analysis report.
- Produces a quarterly *SC Travel Barometer* showing lodging trends by county and tourism region.
- Provides reliable coastal population estimates for EPD during times of tropical storm activity.

**THE SOUTH CAROLINA DEPARTMENT OF PARKS,
RECREATION AND TOURISM**

Program Title: Marketing – Tourism Marketing Partnership Program (TMPP)

Program Rank: 10

Program Cost:

State: \$1,206,552

Federal:

Earmarked: \$2,430,400

TOTAL: \$3,636,952

Program Goal: Enhance attainment of SCPRT's marketing objectives through the Tourism Marketing Partnership Program.

Program Objective: Matching Grants – Continue to leverage and enhance SCPRT's marketing efforts by providing matching fund reimbursements at the local level through the TMPP Program.

Program Results:

- Project funding level \$2.2 million.
- 122 projects approved for funding representing all 46 counties.
- Conducted focus group sessions to seek input and involve industry in planning, development and evaluation of the existing program.
- Conducted preliminary workshops to advise and direct industry professionals toward innovative marketing programs.
- Maintained program application and award timing to assist and enhance industry partners with their marketing efforts.
- Continues to provide TMPP work sessions during the annual Governor's Conference.
- Continues to assist grant recipients with guidelines and compliance.
- Identifies economic impact of TMPP program through compilation of data.

THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM

Program Title: Recreation, Planning and Engineering
Program Rank: 11
Program Cost:

State:	\$ 358,875
Federal:	\$3,500,000
Earmarked:	\$3,254,734
TOTAL:	\$7,113,609

Program Goal: To implement the process for local parks and recreation assistance and grants administration that specifically focuses on projects with regional and/or statewide significance.

Program Objectives:

- 1) Provide technical assistance and administration of the Parks and Recreation Development Fund (PARF), Land and Water Conservation Fund (LWCF), National Recreation Trails Fund (NRTF), Recreation Land Trust Fund (RLTF), and the Palmetto Trail Fund programs as a coordinated effort with the statewide recreation planning and engineering assistance programs.

- 2) Develop a marketing strategy for trails and other parks and recreation resources.

- 3) Provide technical assistance to communities with an emphasis on projects with regional and/or statewide significance.

Program Results:

Objective 1: Managed 20 projects totaling \$800,475 under the LWCF and RLTF. Within the PARF program, approved 155 new projects totaling \$1.9 million, administered 227 active projects totaling \$2.3 million, and audited, inspected and closed out 197 projects totaling \$2 million. Managed the NRTF including 15 new projects totaling \$630,213. Three new sections of the Palmetto Trail were opened.

Objective 2: Revised the SC Trails Website. Organized and hosted the State Trails Conference and Pathways to Health Conference in conjunction with National Trails Day. Completed and published a *Study of Local Government Parks and Recreation Departments in South Carolina*. Organized three training seminars across the state relative to attracting sports events.

Objective 3: Provided technical assistance to 48 communities, 7 were in partnership with the SC Recreation and Parks Association.

Program Goal: To provide the leadership and expertise in statewide planning, masterplanning, special projects, landscape architecture and property transactions to ultimately achieve and maintain statewide coordinated parks and recreation development and resource conservation.

Program Objectives:

- 1) Solicit input from public agencies and private groups to exchange information, prioritize issues and establish planning and trails project priorities.
- 2) Provide master planning, landscape architecture/facility design and property transactions for the agency.
- 3) Partner with other state, local, federal agencies and organizations to plan, design, develop and obtain funding for projects of mutual interest particularly in the areas of conservation, education and nature based tourism.

Program Results:

Objective 1: Convened the SC Recreation Resources Forum to establish planning issues and prioritize projects; published the *SC Recreation Resources Network* as a source of information exchange; held nine public meetings around the state for input in the *SC Trails Plan*.

Objective 2: Completed 12 landscape and facility design projects; updated two master plans; and conducted 18 property transactions.

Objective 3: Partnered with the SCDNR to obtain a NOAA grant in the amount of \$1 million to build an environmental education center at Edisto Beach State Park. Partnered with SCDOT and 5 towns along the Savannah River National Scenic Highway to obtain a \$165,560 FHWA grant to improve town entrances (total project cost \$207,000). Succeeded in applying for and obtaining National Scenic Highway Designation for the Savannah River Scenic Highway which will provide opportunities for additional grant funds. Partnered with OCRM to obtain a \$40,000 grant to undertake emergency nourishment at Hunting Island State Park. Partnered with Pickens County, FHWA (\$224,000 ISTEAF funds) and the NRCS (\$150,000) to build the Table Rock Visitors Center. Partnered with SC Forestry and SCDNR to build facilities (\$192,000) at the H. Cooper Black Field Trial Area. Partnered with NPS to build an ADA accessible overlook at Caesars Head (\$48,000 LWCF funds). Partnered with NPS to construct pedestrian access along the causeway (\$40,000 LWCF funds) at Huntington Beach State Park.

Program Goal: To provide building and facility design, regulatory oversight, and construction management services in a manner which ensures quality, resource sensitivity, cost efficiency, public safety and expedient completion.

Program Objectives: Provide design, bidding and construction management services for the agency's Permanent Improvement Projects.

Program Results:

Objective: Completed 62 projects for the Park Service, Tourism Sales Office, Heritage Tourism Office, and the Directorate relating to facility design and construction/renovation, utilities, paving, and surveys and appraisals.

THE SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION AND TOURISM

Program Title: Administration and Executive Office
Program Rank: 12
Program Cost:

State: \$
Federal: \$
Earmarked: \$2,822,631
TOTAL: \$2,822,631

Program Goal: To obtain a secure source of funds to be used for operations and to obtain capital funds needed for State Parks capital and maintenance.

Program Objectives:

- 1) Submit a funding plan with three alternative plans.
- 2) Work with Ways and Means, Senate Finance and Governor's Office staff to obtain secure funding.

Program Results:

- Submitted a funding plan to House Ways and Means, Senate Finance and Governor's Office.
- Trade out Admissions Tax funding with State Appropriations.
- Received \$8 million in non-recurring to repay PARD loan and to restore operations.
- Received \$10 million in Bonds for maintenance and capital needs in State Park

Program Goal: Ensure that all computer hardware systems, desktop hardware and application software, network infrastructure is Y2K compliant no latter than June 30, 1999.

Program Objectives:

- 1) Review for compliance all mission critical systems including Financial Systems, Procurement Systems and HRM Systems. Replace or re-write all non-compliant systems.
- 2) Review for compliance all desktop application software. Replace all non-compliant software.
- 3) Review for compliance all hardware (desktops, laptops, networks, AS400). Replace all non-compliant hardware.

Program Results:

- All mission critical systems software was reviewed for compliance. These systems include the SAAS financial system; requisition, purchase order, payroll and personnel. All review for compliance was the Land-water Conservation Fund, and Recreation Land Trust Fund.
- The SAAS financial system and its associated modules were renovated to meet Y2K compliance. All systems were thoroughly tested, with implementation into a production environment occurring in May of 1999.
- The Land-Water Conservation Fund and Recreation Land Trust Fund applications were re-written as PC based applications. These systems were fully tested, implementation into a production environment occurring in June of 1999.
- Desktop application software (Operating System, E-mail and Office Suite) was upgraded and is Y2K compliant.
- All 281 desktop PC's in the agency are currently Y2K compliant. To accomplish this the Agency entered into a lease agreement with Dell Computer in November of 1998. 150 PC's were leased from Dell Computer for central office, 76 Y2K compliant PC's were re-deployed from the central office to field offices as replacements for non-compliant PC's. The Network infrastructure (cabling and switches) was replaced to bring the network into Y2K compliance.