

# Accountability Report: Fiscal Year 2017-2018

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## South Carolina Department of Parks, Recreation & Tourism (SCDPRT)

### Stakeholder(s):

Duane Parrish :  
*Director*

### Vision

Grow the state. (the economy, jobs, the product base, etc.) Enhance the authentic experiences. (Remain true to what makes South Carolina special.) Sustain the resources. (Protect and preserve.) Lead the way.

### Mission

To grow 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.

# 1. Agency Resources

## Stewardship of Agency Resources

### 1.1. State Parks

Operate State Parks with Standard Business Management Practices

#### Stakeholder(s):

State Parks

#### Performance Indicators

##### 1.1.1 State Parks Operational Self Sufficiency

Description	Type	Start Date	End Date	Percentage
Target: 96.00%	Target	2018-07-01	2019-06-30	96
Base: 98.62%	Actual		2018-07-01	98.62
Actual: TBD	Actual	2018-07-01	2019-06-30	98.62

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: State Park Staff submit to Central Office Finance, Calculated Monthly Calculation Method: (Total State Parks Revenue/Total State Parks Expenditures)\*100 Meaningful Use of Measure: Provides overview and tracking of State Parks' financial performance

##### 1.1.2 State Parks Total Revenue

Description	Type	Start Date	End Date	Dollars
Target: \$28,000,000.00	Target	2018-07-01	2019-06-30	\$28,000,000.00
Base: \$30,683,592.00	Actual		2018-07-01	\$30,683,592.00
Actual: TBD	Actual	2018-07-01	2019-06-30	\$30,683,592.00

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: State Park Staff submit to Central Office Finance, Reported to SCEIS Daily Calculation Method: Meaningful Use of Measure: Provides overview and tracking of State Parks' financial performance

##### 1.1.3 State Parks Admissions Revenue

Description	Type	Start Date	End Date	Dollars
Target: \$6,500,000.00	Target	2018-07-01	2019-06-30	\$6,500,000.00
Base: \$6,492,694.00	Actual		2018-07-01	\$6,492,694.00
Actual: TBD	Actual	2018-07-01	2019-06-30	\$6,492,694.00

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: State Park Staff submit to Central Office Finance, Reported to SCEIS Daily Calculation Method: Meaningful Use of Measure: Indicates day use visitation of State Parks

**1.1.4 State Parks Cabin Occupancy**

Description	Type	Start Date	End Date	Percentage
Target: 55.00%	Target	2018-07-01	2019-06-30	55
Base: 51.73%	Actual		2018-07-01	51.73
Actual: TBD	Actual	2018-07-01	2019-06-30	51.73

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: Central Reservation System, Data Available Daily Calculation Method: (Room Nights Sold/Total Available Room Nights)\*100 Meaningful Use of Measure: Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions

**1.1.5 State Parks Lodge Room Occupancy**

Description	Type	Start Date	End Date	Percentage
Target: 33.00%	Target	2018-07-01	2019-06-30	33
Base: 31.93%	Actual		2018-07-01	31.93
Actual: TBD	Actual	2018-07-01	2019-06-30	31.93

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: Central Reservation System, Data Available Daily Calculation Method: (Room Nights Sold/Total Available Room Nights)\*100 Meaningful Use of Measure: Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions

**1.1.6 State Parks Campsite Occupancy**

Description	Type	Start Date	End Date	Percentage
Target: 40.00%	Target	2018-07-01	2019-06-30	40
Base: 36.72%	Actual		2018-07-01	36.72
Actual: TBD	Actual	2018-07-01	2019-06-30	36.72

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: Central Reservation System, Data Available Daily Calculation Method: (Room Nights Sold/Total Available Room Nights)\*100 Meaningful Use of Measure: Provides information on overnight visitation trends in State Parks and informs rate adjustment decisions

**1.1.7 State Parks Golf Rounds**

Description	Type	Start Date	End Date	Number
Target: 36,000	Target	2018-07-01	2019-06-30	36,000
Base: 34,772	Actual		2018-07-01	34,772
Actual: TBD	Actual	2018-07-01	2019-06-30	34,772

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: Central Reservation System, Data Available Daily Calculation Method: Meaningful Use of Measure: Provides information on usage of Golf Courses at Cheraw and Hickory Knob State Parks

**1.1.8 State Parks Corporate/Private Donations**

Description	Type	Start Date	End Date	Dollars
Target: n/a	Target	2018-07-01	2019-06-30	
Base: \$144,448.00	Actual		2018-07-01	\$144,448.00

Description	Type	Start Date	End Date	Dollars
Actual: TBD	Actual	2018-07-01	2019-06-30	\$144,448.00

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: Data is collected and maintained by SCPRT staff on an internal network drive Calculation Method: Meaningful Use of Measure: Indicates levels and trends of corporate or private support for State Parks

**1.1.9 State Parks Total Volunteer Hours**

Description	Type	Start Date	End Date	Hours
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 106,765	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: State Park Staff submits to State Park Central Office Weekly Calculation Method: Meaningful Use of Measure: Indicates public support of State Parks

**1.2. Natural & Cultural Resources**

*Protect and Preserve Natural & Cultural Resources in State Parks*

**Stakeholder(s):**

State Parks

**Performance Indicators**

**1.2.1 Number of Red Cockaded Woodpecker Clusters**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 16	Actual		2018-07-01	16
Actual: TBD	Actual	2018-07-01	2019-06-30	16

Time Applicable: 07/01/17 - 06/30/18 Data Source and Availability: SCPRT enters information into internal database Calculation Method: Meaningful Use of Measure: Allows tracking of efforts to restore RCW habitats

**1.2.2 Number of Red Cockaded Woodpecker Fledglings**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 31	Actual		2018-07-01	31
Actual: TBD	Actual	2018-07-01	2019-06-30	31

Time Applicable: 07/01/17 - 06/30/18 Data Source and Availability: SCPRT enters information into internal database Calculation Method: Meaningful Use of Measure: Allows tracking of efforts to restore RCW habitats

### 1.2.3 Number of Sea Turtle Nests

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 195	Actual		2018-07-01	195
Actual: TBD	Actual	2018-07-01	2019-06-30	195

Time Applicable: 07/01/17 - 06/30/18 Data Source and Availability: SCPRT enters information into internal database Calculation Method: Meaningful Use of Measure: Allows tracking of efforts to protect sea turtles

### 1.2.4 New Forest Restoration Acreage

Description	Type	Start Date	End Date	Acres
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 3,470	Actual		2018-07-01	3,470
Actual: TBD	Actual	2018-07-01	2019-06-30	3,470

Time Applicable: 07/01/17 - 06/30/18 Data Source and Availability: SCPRT enters information into internal database Calculation Method: Meaningful Use of Measure: Allows tracking of forest maintenance activities

### 1.2.5 Total Forest Restoration Acreage

Description	Type	Start Date	End Date	Acres
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 10,444	Actual		2018-07-01	10,444
Actual: TBD	Actual	2018-07-01	2019-06-30	10,444

Time Applicable: 07/01/17 - 06/30/18 Data Source and Availability: SCPRT enters information into internal database Calculation Method: Meaningful Use of Measure: Allows tracking of forest maintenance activities

## 1.3. Advertising

*Develop and Promote Cooperative Advertising Opportunities for Local DMOs*

### Stakeholder(s):

Local DMOs

### Performance Indicators

#### 1.3.1 Cooperative Advertising Sales Total

Description	Type	Start Date	End Date	Dollars
Target: n/a	Target	2018-07-01	2019-06-30	
Base: \$267,113.00	Actual		2018-07-01	\$267,113.00
Actual: TBD	Actual	2018-07-01	2019-06-30	\$267,113.00

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal network drive Calculation Method: Meaningful Use of Measure: Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners

**1.3.2 Welcome Center Advertising Sales Total**

Description	Type	Start Date	End Date	Dollars
Target: n/a	Target	2018-07-01	2019-06-30	
Base: \$88,442.00	Actual		2018-07-01	\$88,442.00
Actual: TBD	Actual	2018-07-01	2019-06-30	\$88,442.00

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal network drive Calculation Method: Meaningful Use of Measure: Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners

**1.3.3 Visitors Guide Sales Total**

Description	Type	Start Date	End Date	Dollars
Target: n/a	Target	2018-07-01	2019-06-30	
Base: \$502,677.00	Actual		2018-07-01	\$502,677.00
Actual: TBD	Actual	2018-07-01	2019-06-30	\$502,677.00

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: Data is collected by vendor (Madden Media) and shared with SCPRT through yearly reports Calculation Method: Meaningful Use of Measure: Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners

**1.3.4 Leisure Website Advertising Sales Total**

Description	Type	Start Date	End Date	Dollars
Target: n/a	Target	2018-07-01	2019-06-30	
Base: \$26,500.00	Actual		2018-07-01	\$26,500.00
Actual: TBD	Actual	2018-07-01	2019-06-30	\$26,500.00

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal network drive Calculation Method: Meaningful Use of Measure: Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners

**1.3.5 State Parks Website Advertising Total**

Description	Type	Start Date	End Date	Dollars
Target: n/a	Target	2018-07-01	2019-06-30	
Base: \$15,750.00	Actual		2018-07-01	\$15,750.00
Actual: TBD	Actual	2018-07-01	2019-06-30	\$15,750.00

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal network drive Calculation Method: Meaningful Use of Measure: Indicates effectiveness and usefulness of PRT's tourism advertising plan to local partners



## 2. Development & Growth

*Encourage Business Development and Economic Growth*

### 2.1. Film Industry

*Encourage Economic Growth for the State's Film Industry through Project Recruitment*

**Stakeholder(s):**

Film Industry

**Performance Indicators**

**2.1.1 Total Number of SC Film Hires**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: Currently Unavailable	Actual		2018-07-01	

Description	Type	Start Date	End Date	Number
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive Calculation Method: Meaningful Use of Measure: Indicates effect of film incentives on employment of SC-based crew

**2.1.2 Total Amount of Film-Related SC Spending (qualified spend only)**

Description	Type	Start Date	End Date	Dollars
Target: n/a	Target	2018-07-01	2019-06-30	
Base: Currently Unavailable	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive Calculation Method: Meaningful Use of Measure: Indicates effect of film incentives on local business

**2.1.3 Total Number of Film-Related Hotel Nights**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: Currently Unavailable	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: Reported to SCPRT by Production Company at Project Completion, Data maintained on internal network drive Calculation Method: Meaningful Use of Measure: Indicates effect of film incentives on local business

**2.2. Assistance**

*Provide Assistance to Local Governments and DMOs for Tourism and Recreation Development*

**Stakeholder(s):**

Local Governments

DMOs

**Performance Indicators**

**2.2.1 Number of Recreational Trails Program Grants**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 19	Actual		2018-07-01	19
Actual: TBD	Actual	2018-07-01	2019-06-30	19

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Determines effectiveness of SCPRT's grant programs

**2.2.2 Number of Parks and Recreation Development Fund New Projects**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 145	Actual		2018-07-01	145
Actual: TBD	Actual	2018-07-01	2019-06-30	145

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Determines effectiveness of SCPRT's grant programs

**2.2.3 Number of Land and Water Conservation Fund Grants**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 12	Actual		2018-07-01	12
Actual: TBD	Actual	2018-07-01	2019-06-30	12

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Determines effectiveness of SCPRT's grant programs

**2.2.4 Number of Tourism Advertising Grants**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 71	Actual		2018-07-01	71
Actual: TBD	Actual	2018-07-01	2019-06-30	71

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Determines effectiveness of SCPRT's grant programs

**2.2.5 Number of Undiscovered SC Enhancement Grants**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 2	Actual		2018-07-01	2
Actual: TBD	Actual	2018-07-01	2019-06-30	2

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Determines effectiveness of SCPRT's grant programs

**2.2.6 Number of Sports Tourism Advertising & Recruitment Grants**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 3	Actual		2018-07-01	3

Description	Type	Start Date	End Date	Number
Actual: TBD	Actual	2018-07-01	2019-06-30	3

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Determines effectiveness of SCPRT's grant programs

### 2.3. Tourism

Grow South Carolina's Tourism Economy

**Stakeholder(s):**

Tourists

**Performance Indicators**

**2.3.1 Total State Accommodations Tax Collections**

Description	Type	Start Date	End Date	Dollars
Target: n/a	Target	2018-07-01	2019-06-30	
Base: \$72,032,863.09	Actual		2018-07-01	\$72,032,863.09
Actual: TBD	Actual	2018-07-01	2019-06-30	\$72,032,863.09

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCDOR sends reports to SCPRT monthly Calculation Method: Meaningful Use of Measure: Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing

**2.3.2 Total State Admissions Tax Collections**

Description	Type	Start Date	End Date	Dollars
Target: n/a	Target	2018-07-01	2019-06-30	
Base: \$39,505,146.46	Actual		2018-07-01	\$39,505,146.46
Actual: TBD	Actual	2018-07-01	2019-06-30	\$39,505,146.46

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCDOR sends reports to SCPRT monthly Calculation Method: Meaningful Use of Measure: Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing

**2.3.3 Statewide Hotel Occupancy Rate**

Description	Type	Start Date	End Date	Percentage
Target: 64.00%	Target	2018-01-01	2019-12-31	64
Base: 64.20%	Actual		2018-12-31	64.20
Actual: TBD	Actual	2018-01-01	2019-06-30	64.20

Time Applicable: 01/01/2018 - 12/31/2018 Data Source and Availability: Smith Travel Research sends weekly and monthly reports to SCPRT Calculation Method: Meaningful Use of Measure: Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing

**2.3.4 Statewide Hotel RevPAR Rate**

Description	Type	Start Date	End Date	Dollars
Target: \$73.11	Target	2018-01-01	2018-12-31	\$73.11
Base: \$73.11	Actual		2018-12-31	\$73.11
Actual: TBD	Actual	2018-01-01	2018-12-31	\$73.11

Time Applicable: 01/01/2018 - 12/31/2018 Data Source and Availability: Smith Travel Research sends weekly and monthly reports to SCPRT Calculation Method: Meaningful Use of Measure: Provides insights on tourism economic trends in the state used to inform agency decisions for tourism marketing

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### 3. Marketing

*Effectively Market South Carolina as a Travel Destination*

#### 3.1. Leisure

*Engage Consumers through SCPRT's Leisure Marketing Program*

##### Performance Indicators

##### 3.1.1 Percent of Leisure Travel Ad-Aware Households in Target Markets

Description	Type	Start Date	End Date	Percentage
Target: 39%	Target	2018-07-01	2019-06-30	39
Base: 49%	Actual	2018-07-01		49

Description	Type	Start Date	End Date	Percentage
Actual: TBD	Actual	2018-07-01	2019-06-30	49

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SMARI (Research Vendor) sends reports to SCPRT yearly Calculation Method: Meaningful Use of Measure: Indicates market and cost effectiveness of PRT's advertising

### 3.1.2 Number of Total Trips Generated by Advertising

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 1,230,000	Actual		2018-07-01	1,230,000
Actual: TBD	Actual	2018-07-01	2019-06-30	1,230,000

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SMARI (Research Vendor) sends reports to SCPRT yearly Calculation Method: Meaningful Use of Measure: Indicates market and cost effectiveness of PRT's advertising

### 3.1.3 Number of Undiscovered Trips Generated by Advertising

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 608,000	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SMARI (Research Vendor) sends reports to SCPRT yearly Calculation Method: Meaningful Use of Measure: Indicates market and cost effectiveness of PRT's advertising

## 3.2. Travel Assistance

*Provide Travel Assistance to Welcome Center Visitors*

### Stakeholder(s):

Welcome Center Visitors

### Performance Indicators

#### 3.2.1 Number of Total Welcome Center Visitors (by door count)

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 3,232,816	Actual		2018-07-01	3,232,816
Actual: TBD	Actual	2018-07-01	2019-06-30	3,232,816

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Provides information on visitor behavior and travel patterns

**3.2.2 Number of Guests Assisted**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 1,346,367	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Provides information on visitor behavior and travel patterns

**3.2.3 Welcome Center Accommodations Reservations**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 12,687	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Provides information on visitor behavior and travel patterns

**3.2.4 Welcome Center Attractions Reservations**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 4,759	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Provides information on visitor behavior and travel patterns

**3.2.5 Overall Welcome Center Visitor Experience Rating (Five Point Scale)**

Description	Type	Start Date	End Date	Rating
Target: 4.5	Target	2018-07-01	2019-06-30	
Base: 4.89	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Provides information on visitor experience with WC staff and facilities



### 3.3. Marketing

*Engage Existing and Potential State Parks Visitors through Marketing*

**Stakeholder(s):**

State Parks Visitors

**Performance Indicators**

**3.3.1 Number of State Parks User Who Have Completed the Ultimate Outsider Challenge**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 875	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Indicates effectiveness of State Parks Marketing

**3.3.2 State Parks Advertising Awareness Percentage**

Description	Type	Start Date	End Date	Percentage
Target: n/a	Target	2018-07-01	2019-06-30	
Base: n/a	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SMARI (Research Vendor) sends reports to SCPRT yearly Calculation Method: Meaningful Use of Measure: Indicates effectiveness of State Parks Marketing

**3.3.3 Number of State Parks Visits Generated by Advertising**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01		
Base: n/a	Actual	2019-06-30	2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SMARI (Research Vendor) sends reports to SCPRT yearly Calculation Method: Meaningful Use of Measure: Indicates effectiveness of State Parks Marketing

## 4. Education, Training & Human Development

[To be described]

### 4.1. Film Industry

*Develop the State's Film Industry through Educational and Training Opportunities*

**Stakeholder(s):**

Film Industry

**Performance Indicators**

**4.1.1 Number of Production Fund Grants Awarded**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 2	Actual		2018-07-01	

Description	Type	Start Date	End Date	Number
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Measures effectiveness of Film Commission educational programming

#### 4.1.2 Number of Educational/Training Workshops Conducted

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 1	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Measures effectiveness of Film Commission educational programming

#### 4.1.3 Number of Workshops Participants

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 52	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Measures effectiveness of Film Commission educational programming

## 4.2. Educational Opportunities

*Provide Educational Opportunities for Students at South Carolina State Parks*

### Stakeholder(s):

Students

South Carolina State Parks

### Performance Indicators

#### 4.2.1 Discover Carolina Family Program Attendance

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 511,764	Actual		2018-07-01	
Actual: TBD	Actual	2018-07-01	2019-06-30	

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Measures effectiveness of State Parks educational programming

**4.2.2 Discover Carolina Educational Program Attendance**

Description	Type	Start Date	End Date	Number
Target: n/a	Target	2018-07-01	2019-06-30	
Base: 16,885	Actual		2018-07-01	16,885
Actual: TBD	Actual	2018-07-01	2019-06-30	16,885

Time Applicable: 07/01/18 - 06/30/19 Data Source and Availability: SCPRT staff maintains this data on an internal database Calculation Method: Meaningful Use of Measure: Measures effectiveness of State Parks educational programming

**Administrative Information**

**Start Date:** 2018-07-01

**End Date:** 2019-06-30

**Publication Date:** 2018-12-11

**Source:** <https://www.scstatehouse.gov/reports/aar2018/P280.pdf>

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