

# COUNTY COUNCIL OF BEAUFORT COUNTY

ADMINISTRATION BUILDING  
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CHAIRMAN

STEWART H. RODMAN  
VICE CHAIRMAN

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COUNTY ADMINISTRATOR

BRYAN J. HILL  
DEPUTY COUNTY ADMINISTRATOR

JOSHUA A. GRUBER  
COUNTY ATTORNEY

SUZANNE M. RAINEY  
CLERK TO COUNCIL

## AGENDA FINANCE COMMITTEE

3:00 p.m.

Tuesday, May 14, 2013  
Large Meeting Room, Bluffton Branch Library  
120 Palmetto Way, Bluffton

### Committee Members:

Stu Rodman, Chairman  
Rick Caporale, Vice Chairman  
Steven Baer  
Brian Flewelling  
William McBride  
Jerry Stewart

### Staff Support

David Starkey, Chief Financial Officer  
Alicia Holland, Comptroller

1. CALL TO ORDER – 3:00 P.M.
2. CONSIDERATION OF CONTRACT AWARD
  - A. Planting of Old Savannah Highway Medians ([backup](#))
3. DESIGNATED MARKETING ORGANIZATION 2014 PLANNED EXPENDITURES
  - A. Hilton Head Island-Bluffton Chamber of Commerce ([backup](#))
  - B. Beaufort Regional Chamber of Commerce ([backup](#))
4. SCHOOL DISTRICT FY 2014 BUDGET – 4:00 P.M.
5. CONTINUING DISCUSSION ON COUNTY FY 2014 BUDGET – 5:00 P.M.
6. CONSENT AGENDA – CONTRACTS
  - A. \$158,863.92 Hardware and Software Support for County MIS Department ([backup](#))
  - B. \$59,361.48 Mailing Services for Beaufort County Assessor's Office ([backup](#))
  - C. \$28,727.00 One 2013 Ford XLT, 4x4, Super Cab F150 Truck for Sheriff's Office ([backup](#))
7. DISCUSSION OF REAPPOINTMENTS AND APPOINTMENTS
  - A. Tax Equalization Board
8. ADJOURNMENT

### Open and Priority Retreat Items

Transfer Station Analysis  
Road Financing  
Burton Wells Regional Park Financing  
Sports Complex Economic Analysis

### 2013 Budget Cycle

Business License Fees  
2014 Millage Policy  
Joint Use of School Facilities  
Airport Business Plan





**COUNTY COUNCIL OF BEAUFORT COUNTY  
PURCHASING DEPARTMENT**

Building 2, 102 Industrial Village Road  
Post Office Drawer 1228, Beaufort, SC 29901-1228  
Phone: (843) 255-2353 Fax: (843) 255-9437

**TO:** Councilman Stewart H. Rodman, Chairman, Finance Committee

**VIA:** Gary Kubic, County Administrator *GKUBIC*  
Bryan Hill, Deputy County Administrator *BHill*  
David Starkey, Chief Financial Officer *DStarkey*  
Anthony Criscitiello, Planning Director *AC*

**FROM:** Dave Thomas, CPPO, Purchasing Director *dtb*

**SUBJ:** Request to Fund the Planting of the Old Savannah Highway Medians

**DATE:** April 30, 2013

**BACKGROUND:** The Purchasing Department received a requisition over \$25,000 from the Beaufort County Planning Director requesting to fund the planting of the recently installed Old Savannah Highway Medians. The Town of Port Royal has offered to maintain the landscaping after installation. This project includes the cost of site preparation/grade; a four month hand watering program to facilitate plant establishment; plants and installation of plants; pine straw mulch. Because the proper installation and maintenance needs are heavily linked, the County would prefer that the Town contract for the installation of the plants on the medians. The County agrees to provide up to \$61,884 for the site preparation/grade; a four month hand watering program to facilitate plant establishment; plants and installation of plants; and provision of pine straw mulch.

<u>VENDOR VIA TOWN OF PORT ROYAL:</u>	<u>Cost</u>
1. The Greenery, Inc., Beaufort, SC	\$61,884

**FUNDING:**

1. Funding from account 20120011 Tree Replacement Fund. Available budget is \$298,818.

**FOR ACTION:** Finance Committee meeting on May 6, 2013.

**RECOMMENDATION:** The Purchasing Department recommends that the Finance Committee approves the contract for median landscape installation from the aforementioned vendor via the Town of Port Royal for a total amount of \$61,884.

cc: Richard Dimont

**ATTACHMENTS:**

1. Median Planting Proposal and design from The Greenery, Inc.
2. Town of Port Royal letter of endorsement



## Highway Medians - Port Royal, SC

### ▶ Town of Port Royal - Median Landscape ◀

ITEM	QTY	UNIT	TOTAL COST	NOTES
<b>SITE PREP/GRADE</b>				
Fine grade (Fill N.I.C.)	1	LS	\$3,127.00	Fill N.I.C.
<b>IRRIGATION</b>				
Hand Watering Program (4 Months)	1	LS	\$3,570.00	Water Provided by TPR
<b>PLANTING</b>				
<b>OLD SAVANNAH HIGHWAY MEDIANS</b>				
Miscanthus sinensis "Morning Light"	549	3 gal		
Muhlenbergia capillaris	1934	3 gal		
Pennisetum alopecuroides "Hameln"	1400	1 gal	\$39,401.85	
<b>OTHER</b>				
Mulch- Pinestraw	2,300	Bales		Planted Areas
Traffic Control	1	LS	\$15,785.00	
<b>COST ESTIMATE SUMMARY</b>			<b>\$61,883.85</b>	
<b>WORK PROPOSAL TOTAL</b>			<b>\$61,883.85</b>	

**GENERAL NOTES**

- 1) Rough grading to +/- .1 is to be done by others.
- 2) Power for the irrigation controller is to be provided by others.
- 3) Unless specifically noted, the price for clearing, grubbing, and tree work is not included in this bid.
- 4) Irrigation sleeves are to be installed by others unless otherwise noted.
- 5) This bid is based on our best estimate from the landscape planting plan provided.
- 6) Maintenance for the trees, shrubs, groundcovers, and lawns beyond final acceptance of the landscape is not included in this bid. A separate landscape maintenance quote can be provided upon request.
- 7) Prices are subject to change if notification of intent to enter into a contract is not received within 45 days of the quotation date.

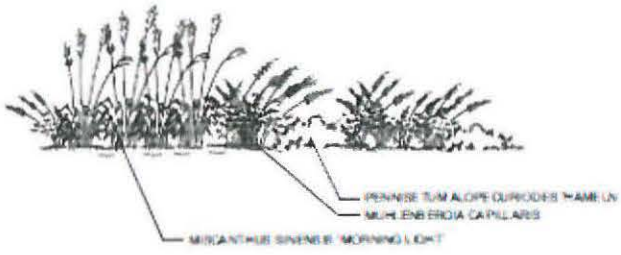
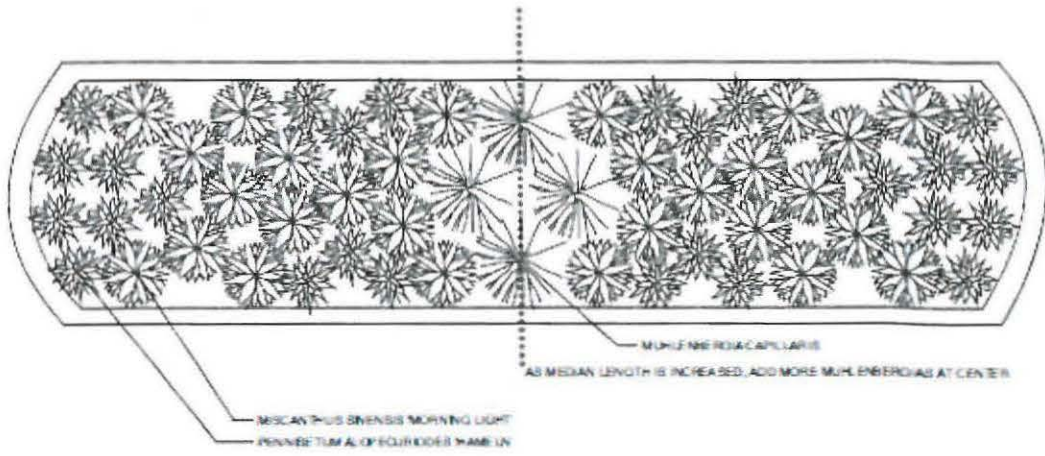
The Greenery, Inc. guarantees all plants that are covered by an automatic sprinkler system for one full year. Plants not covered by a sprinkler system are guaranteed to be healthy and properly planted at the time of installation. Guarantee shall not apply to plants, the loss of which is due to abuse, vandalism, animal, fire, lightning, hail, vehicular damage, freeze, neglect, or Acts of God. The Greenery, Inc. does not guarantee the life of transplanted plants. Damage to or loss of plants due to Deer is not covered by any warranty expressed or implied.

\_\_\_\_\_  
The Greenery, Inc.  
Jerry Ashmore, Branch Manager

\_\_\_\_\_  
Date

\_\_\_\_\_  
Town of Port Royal

\_\_\_\_\_  
Date



SAVANNAH HIGHWAY MEDIANS  
 THE GREENERY, INC.  
 MANAGER: JERRY ASHMORE    DRAWN BY: ANSLEY WHITE  
 JANUARY 9, 2012  
 NOT DRAWN TO SCALE (APPROX. 1" = 3' - 0")

# Town of Port Royal, South Carolina

## Council

Samuel E. Murray  
Mayor

Vernon DeLoach  
Mayor Pro Tempore

Mary Beth Heyward  
Tom Klein  
Joe Lee



Van Willis  
Town Manager

T. Alan Beach  
Chief of Police

Jeffrey S. Coppinger  
Daniel G. Lemieux  
Operations

Uinda Bridges  
Planning

March 15, 2013

Mr. David Thomas  
P O Drawer 1228  
Beaufort, SC 29901

RE: Town of Port Royal's  
Previous Work with The Greenery, LLC

Dear Mr. Thomas:

The Town of Port Royal has enjoyed an excellent relationship with the Greenery. Two years ago, the Greenery was selected by the Town to provide all landscape, grass cutting and other maintenance services such as trimming on Ribaut Road and other specific roads within the Town.

Previous to and since being awarded this contract, the Greenery has also preformed a number of landscaping projects for the Town, all of which were sole sourced to the Greenery. These projects include:

- Design and installation of planting beds at the end of the SC 802 bridge and grassing of adjoining right-of-ways
- Design and installation of landscaping for the Cypress Wetland Amphitheater and plaza
- Invasive species control and removal in the Cypress Wetland
- Design and installation of many smaller planting islands within the Town such as the Richmond Ave. median and the areas at Mossy Oaks and Ribaut Road
- Grass cutting and clearing within the SCSPA property - SCSPA worked directly with the Greenery to perform this work in the Town
- Repairs to damaged roadway island plantings resulting from car accidents
- Renovation and improvements to landscaping at Town Hall

In all cases the Greenery has provided an exceptional level of quality, cooperation and maintenance of the landscaping they have installed for the Town. The Greenery has stood behind its work for the Town and has quickly and responsibly responded to any issues related to landscaping for work they have performed.

P.O. Drawer 9 • Port Royal, SC 29935-0009 • Telephone (843) 986-2211 • Fax (843) 986-2210  
[www.portroyal.org](http://www.portroyal.org)

We would appreciate endorsement of the plan for the County to transfer funding for median planting to the Town of Port Royal so that we may directly contract with the Greenery for the landscaping in the medians on Savannah Highway. This will enable the Town to continue to receive the same high quality and professional installations the Town has become accustomed.

The Town is also committing to the provision of long-term maintenance of the Savannah Highway median landscaping after installation.

Sincerely,

A handwritten signature in black ink, appearing to read "Van Willis", written over the word "Sincerely,".

Van Willis  
Town Manager





HILTON HEAD ISLAND-BLUFFTON  
CHAMBER OF COMMERCE

## Southern Beaufort County DMO Budget

Fiscal 2013-2014

		Paid by Bluffton	Paid by Beaufort Co
<b>Revenues:</b>	<b>Total</b>		
Town of Bluffton DMO	75,000	75,000	
Southern Beaufort County DMO	156,000	0	156,000
Beaufort County Local ATAX	<u>150,000</u>	<u>0</u>	150,000
Total	381,000	75,000	306,000
<b>Bluffton Marketing Expenditures:</b>			
Website SEO	6,000	1,608	4,392
Social Media			
Bluffton FaceBook page	5,000	1,340	3,660
Bluffton Blog	5,500	1,474	4,026
SEM/PPC	36,000	9,648	26,352
Print Media			
Preservation Magazine	10,000	2,680	7,320
Digital & Print Ad Production	2,500	670	1,830
VisitBluffton.org Upgrades & Mobile Site	12,000	3,216	8,784
Bluffton quarterly Enewsletter	10,000	2,680	7,320
Photography Bluffton	7,500	2,010	5,490
Videography Bluffton	3,000	804	2,196
Research	40,000	10,720	29,280
Group Tour	6,000	1,608	4,392
Select Service Program	5,000	1,340	3,660
Bluffton Collateral	23,000	6,164	16,836
Fulfillment	8,500	2,278	6,222
<b>Marketing, Sales and Administration/ Operations Town of Bluffton DMO</b>			
	25,025	25,025	
Visitor Information Services	30,000		30,000
Daufuskie Island Marketing	22,050		22,050
<b>Marketing, Sales and Administration/ Operations Beaufort County Co-DMO</b>			
	117,425		117,425
Contingency	<u>6,500</u>	<u>1,728</u>	<u>4,772</u>
<b>Total:</b>	<b>381,000</b>	<b>75,000</b>	<b>306,000</b>







## **HILTON HEAD ISLAND-BLUFFTON CHAMBER OF COMMERCE**

### **2013-2014 Southern Beaufort County Marketing Plan**

#### **Mission**

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**Mutually lead our membership and travel and tourism industry by marketing and guiding the Hilton Head Island, Bluffton, Daufuskie Island and Southern Beaufort County destination brand experience to generate sustainable economic vitality.**

#### **Bluffton's Brand Commitment**

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**Bluffton is a beautiful southern town that is the heart of the South Carolina Lowcountry. Bluffton celebrates the:**

- **May River**
- **Old Town Bluffton National Register Historic District**
- **Unique Bluffton Character**
- **Entrepreneurial Spirit**
- **Eclectic Art and Artists**

#### **Daufuskie Island's Brand Commitment**

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**Daufuskie Island is Hilton Head's closest neighboring sea island, yet it remains a world in itself, unspoiled and at peace with nature. The Island moves at a slower pace, which visitors find seductive. Daufuskie evokes a simpler and more elegant time. Its championship golf courses, equestrian and waterway experiences envelope the visitor in nature. Artist enclaves and historic sites are a special cultural discovery for visitors. And life-long residents are eager to share Island hospitality with their guests.**

## Guiding Principles

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- Serve as a voice and advocate for the business community
- Maintain the highest ethical standards in all we do
- Work to preserve and enhance the prudent growth, quality of life and character of our region
- Develop collaborative partnerships only in areas where the partnership can accomplish that which our organization cannot do alone
- Develop and implement programs and services that benefit the economic well-being and common interests of our members
- Initiate programs for which there is funding and staffing resources
- Make decisions based on long-term perspective

## Bluffton Marketing Committee

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The Visitor & Convention Bureau's destination marketing plan recognizes the fact that major socio-political and economic forces on the macro/global level as well as changing consumer cultural and behavioral trends on the micro level have significantly impacted the travel and tourism industry, along with the entire business community – both globally, across the US and locally here in Beaufort County, South Carolina.

The Hilton Head Island Visitor & Convention Bureau has approached long range strategic planning for the destination from a New Normal perspective. Our steps:

**Proactive engagement** with local stakeholders, influential and industry thought leaders.

**Expansion of** the Bluffton Marketing Committee representing lodging, sports, cultural, retail, restaurants, attractions and Town of Bluffton local stakeholders.

**Investment** in a comprehensive Brand Assessment Development project with the Town of Bluffton as well as the business, residential and visitor communities.

## **Bluffton Marketing Plan**

### **A. Bluffton Creative Brief Highlights**

#### **Main Idea**

Enrich yourself with arts, history, dining, shopping and authentic Coastal South Carolina culture

#### **Brand Personality**

Warm and relaxed, historic, artsy, eclectic, independent-minded

#### **Support:**

- Old fashioned Southern Hospitality with a coastal flair
- Tapestry of eclectic arts, crafts and shops
- Historic sites, characters and stories
- Lowcountry cuisine – local, coastal and fresh
- Natural beauty of the May River and Lowcountry environs
- Bluffton is open for Business: Entrepreneurial spirit

#### **Key Attributes:**

- Rich history and heritage
- Legacy of creative and cultural appreciation
- Strong arts presence
- Independent spirit
- May River
- Balance of tradition and new ideas
- Bluffton retail, business and residential centers
- Complementary contrast to resort luxury image of Hilton Head Island
- Fast growing residential community with an evolving brand identity

## **B. Bluffton Marketing Committee Goals & Markets**

The Bluffton Marketing Committee became an official Chamber standing committee under the Bluffton-Okatie Business Council in early 2003, with two appointed co-chairs, and became a standing committee of the Chamber's Visitor & Convention Bureau in 2008.

The group is committed to the following goals:

1. Support the destination's brand position throughout all marketing programs.
2. Increase overnight visitation in Southern Beaufort County, particularly Bluffton and Daufuskie Island, which together contribute over 50% of the county's accommodations taxes collected.
3. Goal for 2013-2014 is 4% lodging revenues increase.
4. Increase visitor's expenditures at Beaufort County attractions, retail and dining facilities, particularly in Bluffton. Thus, increase Bluffton and Beaufort County's attraction, hospitality, and sales taxes collected.
5. Goal for 2013-2014 is 2% overall visitor spending increase and visitor tax base increase.

Marketing tactics and strategies will focus on the following markets:

1. Affluent consumers visiting Old Town Bluffton for cultural, historic, tours, shopping and culinary activities as day visitors.
2. Overnight stays in Bluffton for new visitors as well as repeat visitors to region.
3. Group Tour Planners and their customers with interest in Southeastern destinations, particularly as central location for hub and spoke coastal, historic, shopping, cultural, heritage, cuisine and environmental tours.

Hilton Head Island's Visitor & Convention Bureau's investment in destination digital content management, capable and qualified staff content managers/ editors and a professional, well executed public relations, digital social media and promotion program is key to operating a robust destination marketing program in today's competitive and cluttered travel communications environment – particularly with limited funding available for paid space media – this aspect of our work has become increasingly important – even over the past 12 months -- as new communications channels emerge and evolve to give consumers more choices, more channels and more content.

## C. Marketing Tactics

### Leisure Brand Marketing

Over the past ten (10) years of managing the Bluffton Marketing Committee and destination marketing program for the Town of Bluffton, the Chamber's VCB has expanded our branding efforts through buys in national historic/cultural niche publications and websites in key drive markets targeting travel and cultural enthusiasts with a HHI of \$100,000.

In 2013-2014, we plan to continue this national branding campaign with a core focus on digital platforms and a scaled back print presence.

#### **Print & Digital Ad Production AD CREATIVE & PRODUCTION COST: \$5,500**

We plan to use a local graphic designer/agency to produce all print and digital advertising components.

#### **1. Bluffton-specific e-newsletter on a quarterly basis Budget \$10,000**

August 2013 issue: 9<sup>th</sup> Annual Bluffton Arts and Seafood Festival

November 2013 issue: Bluffton Christmas Parade Weekend events

January 2014 issue: Spring Art Walk

March 2014 issue: 36<sup>th</sup> Annual Bluffton Village Festival

#### **2. Social Media Plans**

**Budget: \$ 5,000**

a. **Bluffton's FaceBook page will be launched in the second half of 2013.**

##### FaceBook Audience

55% Female as compared to 45% Male

Key Age Ranges: 43% are between the ages of 18-34; 20% are between the ages of 35-49

Somewhat Affluent: 30% earn between \$60 - \$100K; 32% earn \$100K or more

##### Engagement Tactics

- User Generated Content
- Contests/Sweeps
- Interactive/ Targeted Apps
- Follow local attractions & events to re-post

### Facebook "Like" Campaign

With more than 750 million users worldwide, Facebook is the leading social network.

The average Facebook user spends 50 minutes on Facebook a day.

We will continue to use Facebook as an opportunity to efficiently drive "Like" fans that we can then market to via our ongoing social media program.

### 3. Organic Search Engine Marketing (SEO)

**Budget \$6,000**

The VCB will launch a program to expand and broaden our organic keyword search engine rankings on Google, yahoo, YouTube and Bing for a targeted list of key search terms that best correlate with Bluffton's target visitor and visitor experiences.

In September of 2012 we completed redesigned the [www.VisitBluffton.org](http://www.VisitBluffton.org) website. Between September 2012 and February 2013 there has been a marked increase in website visitation as noted in the chart below:

#### Total Website Visitation – Bluffton

- ▶ Total website growth continues to trend higher
- ▶ Already in Jan-Feb 2013 > over 11k Website Visits



7.

Sept-12 - Feb-13

VERB

Source: Bluffton 2012 Review and 2013 Recommendations report

### 4. Monthly Bluffton Blog

**Budget: \$ 5,500**

The Chamber's VCB plans a monthly Bluffton Blog and connect it to [VisitBluffton.org](http://VisitBluffton.org). We will feature local freelance blog writers and bi-monthly posts with interviews of locals, Bluffton local event and happenings photography, storytelling and interactive online engagement with Bluffton aficionados.

- Identify key influencers, affinity groups, associated blogs and Facebook/Google+ communities to share and syndicate blog stories to attract engagement and content consumption
- Encourage partners to re-post blog content
- Add more visual content to blogs – larger photos, more video, infographics
- New posts in each category twice per month= 16 posts per month and 192 posts per year

**5. Search Engine Marketing (SEM) PPC Campaign:**

**Budget \$36,000**

SEM/PPC marketing is a key driver of VisitBluffton.org website visitation and measurable conversions. 2013-2014 campaigns will include the following:

- Local Search
- US Search
- Contextual
- Remarketing
- Interest categories

We will expand the PPC effort to build on the most efficient and effective channel plus ads banner campaigns. We will add Mobile and Video Campaigns

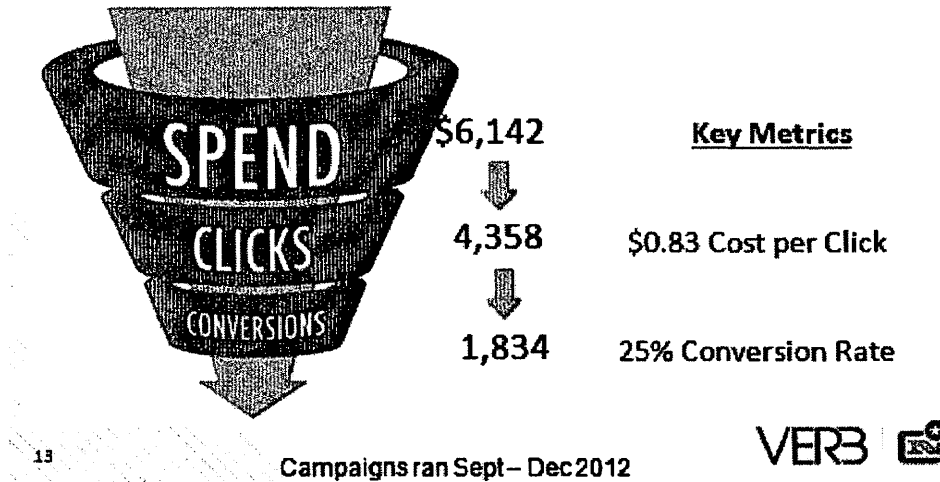
- Additional ad groups and keywords-consumers continue to search in new ways resulting in the need to continually expand and optimize
- This SEM program will drive traffic to specific pages on **VisitBluffton.org** based on the messaging in the PPC ads. We will also set up tracking for the PPC ads to measure success for these ads.

Included in our fee by the digital agency are monthly reports on the measurable metrics of the SEM program. We will measure Cost per Click, Resulting Time/Pages Viewed on our Website, Conversion to the VCB Visitor Database, Fulfillment ordered, and where appropriate, Conversion to Partner Web Sites. Estimated Website Visitor click thrus: 30,000.



## 2012 Bluffton SEM/PPC Results

- In total, the 2012 SEM/PPC efforts for Bluffton proved to be cost-effective and highly-qualified source of website traffic and conversions



### 6. Print Advertising

Budget \$10,000

#### Preservation Magazine

*Preservation* is the bi-monthly publication of the National Trust for Historic Preservation. It is a trusted source of news, features and travel writing on America's historic places. It reaches 375,000 readers per issue with an average household income of \$184,000. *Preservation* has been chosen because of the historic travel target audience it reaches. Recent research shows that *Preservation* readers in the last year:

Visited the South: 52%

Visited the West: 46%

Visited the Northeast: 42%

Visited the Midwest: 29%

Visited Any Historic Places in the Last 2 Years: 88%

Stayed Overnight in a Hotel/Motel in the Last Year: 86%

Average Nights Stayed: 21

Average Overnight Trips in the Last Year: 6.8

Average Amount Spent: \$6,485

Traveled on a Commercial Airline: 73%

Registered for a Hotel/Destination Stay Online in the Last 2 Years: 58%

Has a valid passport: 77%

We plan to place advertisements in two special issues:

- Fall (Sept/Oct) 2013 Civil War Trails: \$5,000
- 1/3 page vertical full-color ad
  - Two-month banner advertising campaign across PreservationNation.org
  - 60 words of copy and image to appear as editorial along with our ad
  - Reader service for four months
  - Link on PreservationNation.org/reader-services directly to **VisitBluffton.org**

- Winter (Jan/Feb) 2014 Treasures of the Historic Southeast \$5,000
- 1/3 page vertical full-color ad
  - Two-month banner advertising campaign across PreservationNation.org
  - 60 words of copy and image to appear as editorial along with our ad
  - Reader service for four months
  - Link on PreservationNation.org/reader-services directly to **VisitBluffton.org**

7. **Destination Photography** **Budget \$7,500**  
Photography will be tied into the new Bluffton Branding Project to be completed by the end of 2013

8. **Destination Video** **Budget \$3,000**  
Produce 3 videos to be tied into the new Bluffton Branding Project to be completed by the end of 2013.

## 9. Research & Market Planning

Budget \$40,000

The Hilton Head Island Visitor & Convention Bureau invests staff management time and resources, as well as significant budget investment with qualified research partners with these goals:

- Understand current and long term trends that drive consumer behavior
- Develop strategic plans that weigh both local stakeholder input and the consumer's voice through quantitative and qualitative research
- Follow the Destination Marketing Association International's DMO Best Practices in research, planning and reporting
- Develop tools that both the VCB staff and the local tourism industry can use to improve marketing, sales and visitor services
- Provide timely results metrics and tourism industry information, particularly through our [ThinkBluffton.com](http://ThinkBluffton.com) economic and business metrics portal
- Provide transparent accountability metrics and travel industry data that local and state government and related agencies can use to make better public policy and program decisions

### **Budgeted programs for FY 2013-2014 include:**

- Bluffton Brand Study 2013
  - Complete a thorough, research-based brand assessment for the Town of Bluffton and its designated destination marketing organization, the Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau. Formulate a long term brand development strategy and recommendations in collaboration with the Town, Chamber and its Visitor & Convention Bureau, the business community and the residential community.
  - From the assessment, develop a new comprehensive, community-wide strategic brand position and accompanying logo mark/ tagline. (Visitors + Residents + Business)
  - Collaborate to bring prosperity to the Town of Bluffton through economic development. Part of that process is to develop a comprehensive brand identity that will define the Town to appropriate economic development targets. This shall be geared towards site selectors, business owners, and the general public.
  - Identify and recommend steps for the Town of Bluffton to build a focused, visually compelling brand and a dynamic online presence to support the mission of attracting and growing businesses within the Town of Bluffton.
  - Develop strategic and tactical recommendations for a Bluffton community-wide brand culturalization program for short and long term implementation. The brand identity will convey the Town's economic strengths, superb quality of life, and other assets in a way to emphasize that Bluffton is authentic, progressive and memorable.

- Visitor Profile Study 2013 to research the following areas
  - Visitor Buying Habits
  - Visitor Media preferences
  - Comparison to the findings of the 2009 Visitor Profile
  - Economic Impact of market segments
  - Competitive set comparison
  
- Updating and maintenance of [www.ThinkBluffton.com](http://www.ThinkBluffton.com), the Chamber's online economic metrics portal.
- Smith Travel Research weekly and monthly reports. Measures lodging occupancy, average room rates, room demand and RevPAR for hotels only. Includes monthly comparative report with competitive destinations.
- V-Trip monthly Home & Villa lodging reports on occupancy, average room rates, RevPAR and six month forward booking pace reports. Two-source V-Trip report crunches back end Smith Travel hotel data with V-Trip back end home and villa data to produce a monthly destination report on total destination accommodations tax paying occupancy, average room rates and RevPAR.
- Monthly and YTD Visitor Traffic and Segmentation Reports by USCB's Dr. John Salazar.
- Economic Impact of Tourism on Hilton Head Island, Bluffton and Southern Beaufort County Study. A comprehensive study of the past 10 years of tourism in our region and its economic impact. The study will include comparatives with South Carolina, Southeast and US Travel economic impact data. We will also include US Travel forecast information for the next several years, as available, and our own V-Trip booking pace data.
- Subscription to the US Travel Association's Travel Monitor Program and related reports.

While the VCB's overall marketing research and strategic planning budget is \$135,000 for Fiscal Year 2013-2014 the Beaufort County/ Town of Bluffton budget allocation is specifically to support the **Bluffton brand project (\$30,000)** and a portion of the **Visitor Economic impact Study (\$10,000)**.

#### 10. Group Tour Market

**Budget \$6,000\***

The Bluffton Marketing Committee will continue to focus on marketing the Bluffton corridor and unincorporated areas of Beaufort County as the 'central hub' for group tour adventures. We have experienced tremendous results from these marketing and sales efforts, and look forward to expanding our share of this market in FY 2013-14.

The Motorcoach market generates more than \$55 billion annually in economic transactions. The American Bus Association estimates that motor coaches account for 700 million passengers annually, second behind airlines (785 million). Students and seniors use motor coaches for educational trips, sports outings, and cultural and historical destinations.

Motorcoach consumers are becoming more knowledgeable. They seek more visceral, emotional experiences, including more hands-on and soft-adventure activities like culinary arts, water-based trips, themed dining and group participation in theater/cultural events, all of which are becoming more popular.

We intend to draw group tour visitors by:

- Build relationships with operators by attending various industry meetings (ABA, OMCA, SC Motorcoach Assoc.)
- Leverage your networks.
- Educate our partners on what it means to be a group friendly community
- Offer tiered pricing/packaging attractions with accommodations

Trade shows continue to be a productive avenue for generating qualified group tour prospects and leads. We plan to target potential leads by attending American Bus Association (ABA), Ontario Motorcoach Association (OMCA), and the Motorcoach Association of South Carolina.

**\$3,000 The American Bus Association (ABA)**, the trade association of the inter-city bus industry, represents the motor coach industry's interests in Washington, DC. It also facilitates relationships between North American motor coach and tour companies and all related segments of the travel and supplier industries and promotes travel by motor coach to consumers.

ABA represents approximately 1,000 motor coach and tour companies in the United States and Canada. Its members operate charter, tour, regular route, airport express, special operations and contract services (commuter, school, transit). Another 2,800 member organizations represent the travel and tourism industry and suppliers of bus products and services who work in partnership with the North American motor coach industry.

In January 2014 ABA Marketplace, buyers and sellers (the Chamber) will take advantage of pre-scheduled appointments with pre-qualified operators to promote and sell Bluffton and the Lowcountry.

**\$15,000 Motor coach Association of South Carolina (MCASC)** is an affiliate member of the American Bus Association and the United Motorcoach Association to stay abreast of issues and concerns at the national level. There is an annual meeting and marketplace

when all the members come together for information sharing and selling. Hilton Head Island has been chosen to be the official host of this meeting August 18-22, 2013 at the Omni Hilton Head Island Resort. Exposure from this convention will position our Island for future group tour trips by offering pre and post FAMS for attendees over the duration of the conference

**\$3,500 Ontario Motorcoach Association (OMCA)** OMCA has over 1100 members and represents more than 75 bus operators, over 100 tour operators, 62 bus product & services, and some 800 affiliated sellers to the group tour industry including attractions, destinations, hoteliers and retail outlets across North America.

The OMCA Marketplace is the premier event in Canada for North American packaged travel. Over a period of 4 days buyers and sellers will meet face to face during the 7 minute pre-scheduled appointments.

\*Town of Hilton Head Island budget covers additional \$18,500 in costs.

**11. Select Service Co-op Program**

**Budget \$5,000\***

Hotels partner with the VCB to work on various initiatives throughout the year in targeting mega churches, military, government, small corporate and transient business markets. This year, the Co-op will target group tour operators by supporting the upcoming Florida/South Carolina joint meeting being held in August 2013 at the Omni Hilton Head Island Resort. Group Tour operators from the Southeast will be in attendance and the select service properties will assist with both pre-conference and post-conference FAMS. Atlanta and Charlotte will be the group's main target drive markets for scheduling qualified appointments with planners affiliated with mega churches, government and small corporate businesses.

\*Town of Hilton Head Island budget covers additional \$5,000 in program costs.

**12. VisitBluffton.org upgrades, Insiders Program & mobile site Budget \$12,000**

**Bluffton Insiders Program:** Generate a specific email marketing distribution list. Visitors will sign up to become a Bluffton Insider and receive our bi-monthly Bluffton "insider" blog posts, Bluffton quarterly E-newsletters plus an information package including a regional vacation planner and our Bluffton walking tour map.

### 13. Festivals and Special Events

We will continue to work with local partners who produce area destination events to generate regional and national attention to the events and to support corresponding travel packages. There are many special events in Greater Bluffton including

- Bluffton Arts and Seafood Festival
- Palmetto Bluff Music to your Mouth
- Bluffton International & Craft Beer Fest
- Palmetto Bluff Face Your Fears Mud Run
- Bluffton Village Festival
- Art Walks
- Palmetto Bluff Half Marathon
- Bluffton Christmas Parade
- Bluffton Historic Preservation Society/Heyward House events
- Historic Bluffton Farmers Market
- Buckwalter Place Farmers Market
- Hampton Lake Market Days
- Bluffton Sunset Party Series
- Delirium Ultra 24 hour Endurance Race
- Palmetto Bluff Concerts on the Green
- Other opportunities that may develop in the year ahead

Visitor focused events are promoted in a variety of ways:

- Vacation Planner
- Online Calendar of Events
- Facebook, Twitter, Google+ , Blogs
- Rotating features on VisitBluffton.org
- E-newsletters to insiders
- Mobile site & app

#### C. Bluffton Collateral and Fulfillment

**Budget \$31,500**

1. **I-Vacation:** With the rapidly growing use of tablets by travel consumers, the Visitor & Convention Bureau is currently researching options for development of a truly engaging, useful and relevant online Vacation Planner for tablets to complement our printed Vacation Planner, or an I-Vacation tool. This will not be just an online PDF of the printed planner – it will be designed and developed with the tablet user’s needs and use habits specifically at the forefront.
2. **2014 Vacation Planner Print and Online**  
The Visitor & Convention Bureau completed refreshed and expanded content promoting Bluffton in our 2013 Vacation Planner, including a 10 page color section with a map of Calhoun Street and all merchants, art galleries,

restaurants, and shops highlighted. In 2014, we would like to expand this map through the Promenade area of Old Town Bluffton, as well as continue to feature Greater Bluffton areas for visitors such as Station 300, the New River Trailhead and Buckwalter centers. Our Vacation Planner is distributed to 100,000 consumers annually as our inquiry fulfillment piece as well as Welcome Centers throughout South Carolina and the region, at trade shows and to Insider inquiries. Qty: 100,000 printed Vacation Planners, and Digital Tablet version.

1. **Bluffton Walking Tour Map:** We also plan to distribute our popular Bluffton Walking Tour Map brochure in the coming fiscal year to Bluffton and historic/arts visitor inquiries, at the Heyward House Historic Center and official Bluffton Welcome Center, at the Chamber of Commerce Bluffton Business office, at SCPRT state welcome centers, at the Lowcountry and Resort Islands Tourism Commission Center, etc.
  
2. **Fulfillment:** Postage, Shipping and Mail Operations for Bluffton fulfillment for 12 months.

**Collateral and Fulfillment**

2014 Vacation Planner 10 page Bluffton section:	\$	23,000
Fulfillment:	\$	<u>8,500</u>
<b>Budget Total:</b>	<b>\$</b>	<b>31,500</b>





**DAUFUSKIE ISLAND**  
*the paradise beyond*

**Daufuskie Island Marketing and Fulfillment**

Marketing the unique adventure of a Daufuskie Island experience is ideally suited to today's personal touch of Internet and social media. Daufuskie is an island destination that's hard to describe for those who haven't been there -- without sounding excessively poetic.

But those who take the 40-minute boat ride from Hilton Head Island to explore Daufuskie on golf carts, discover a rich Gullah culture, stop at a few eclectic food shops, art studios, a retro farm and a lively night spot usually return enlightened, if not amazed.

And they tell their friends.

The Hilton Head Island-Bluffton Chamber's Visitor & Convention Bureau recently executed a complete redesign, upgrade and build out of the Daufuskie website, [www.visitdaufuskie.org](http://www.visitdaufuskie.org) presently contained within the [www.hiltonheadisland.org](http://www.hiltonheadisland.org) site. The database work included posting business listings, adding enhanced content, managing that content and allowing for dynamic content updating.

In the year ahead, we will focus on:

1. Social media integration to the marketing of Daufuskie Island
2. Website & Microsite content refresh
3. New four page section featuring a *Tour of Daufuskie Island* for visitors in our Vacation Planner, distributed to 100,000 consumers as our inquiry fulfillment piece as well as Welcome Centers throughout South Carolina and the region.

Projected budget items include:

Social Media & SEM	\$ 7,000
VisitDaufuskie.org and site content refresh:	\$ 10,000
New Tablet version along with printed version of 2014 Vacation Planner	\$5,050
<b>Budget Total:</b>	<b>\$ 22,050</b>

**D. Welcome Center & Visitor Information Services:**

We service over 100,000 visitors per year through mail and phone inquiry fulfillment, and over 1.5 million per year through the internet and mobile devices. The chamber is in the process of developing a new digitally-based Visitor Information Services program.

The Chamber board's decision on an overall information strategy, including the welcome center has been based on thorough consumer research and evaluation.

In the near term, the chamber will continue to operate its walk-in visitor information services out of the chamber business office located at 1 Chamber of Commerce Drive on Hilton Head Island in addition to the chamber office located at 216 Bluffton Road in the heart of Bluffton's Old Town. The chamber will continue to provide visitor information services through our website, mobile sites, mobile app, social media sites, business office walk-ins, phone information specialists and online concierge.

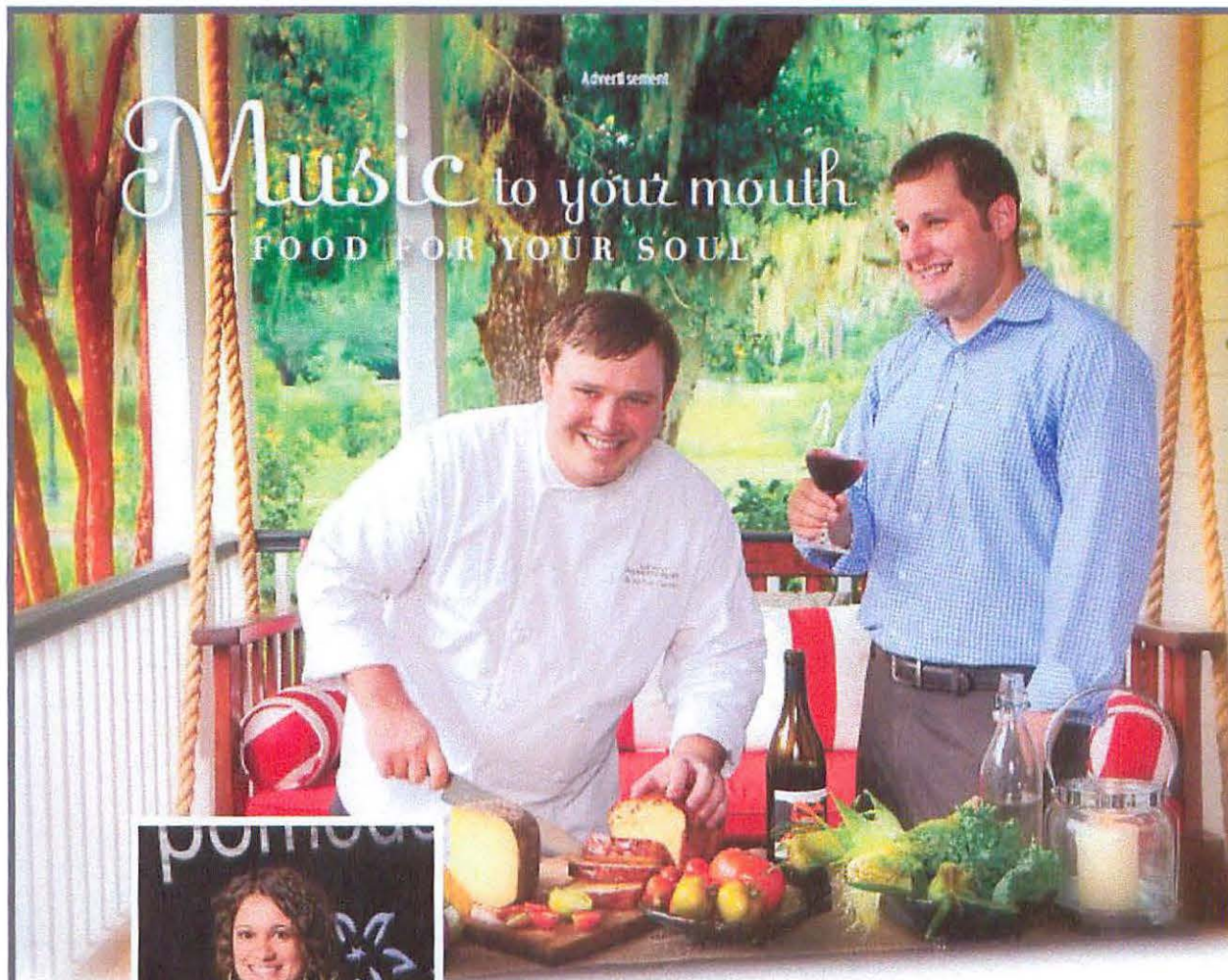
Additionally, we are launching our new iPad visitor information program at the Chamber's social media lounge at the 2013 RBC Heritage. iPad visitor information stations will subsequently be deployed at five area locations with high levels of visitor traffic. Our staff will work with each location to monitor results.

**Budget: \$ 30,000**



# Bon Appetit – November 2012

## Music to Your Mouth Featured



Advertisement

*Music* to yourz mouth  
FOOD FOR YOUR SOUL



"Food and family are at the core of Italian culture. We serve traditional Italian food – very good, fresh ingredients simply prepared. And Pomodori has been a family affair from day one."  
— Pomodori Owner and Chef Amanda Russ on Hilton Head Island, South Carolina

"Gathering together and creating meaningful experiences in the world of food and wine – that's *Music to Your Mouth*. It takes a lot of work, but we have a heck of a good time doing it."  
— Executive Chef Brandon Carter and Beverage Manager David Mason at the Inn at Palmetto Bluff.

At the Inn at Palmetto Bluff, guests experience dining with a sense of place. And what a place it is, tucked away on its own private peninsula in Bluffton, South Carolina, where the Lowcountry setting and local bounty inspired the creation of *Music to Your Mouth*. The year-long series of food and wine events combines the country's best wineries with renowned southern chefs, and culminates in a celebration November 13-17, 2012.

On Hilton Head Island Chef Amanda Russ of Pomodori draws her inspiration from Italy, where she did her culinary training. Her traditional 'food for the soul' and intimate atmosphere have quickly earned her Italian eatery a devoted, family-like clientele.

Learn more about about the area's diverse dining experiences, including Pomodori, the Inn at Palmetto Bluff and the *Music to Your Mouth* celebration at [hiltonheadculinary.com](http://hiltonheadculinary.com).



HILTON HEAD ISLAND  
South Carolina



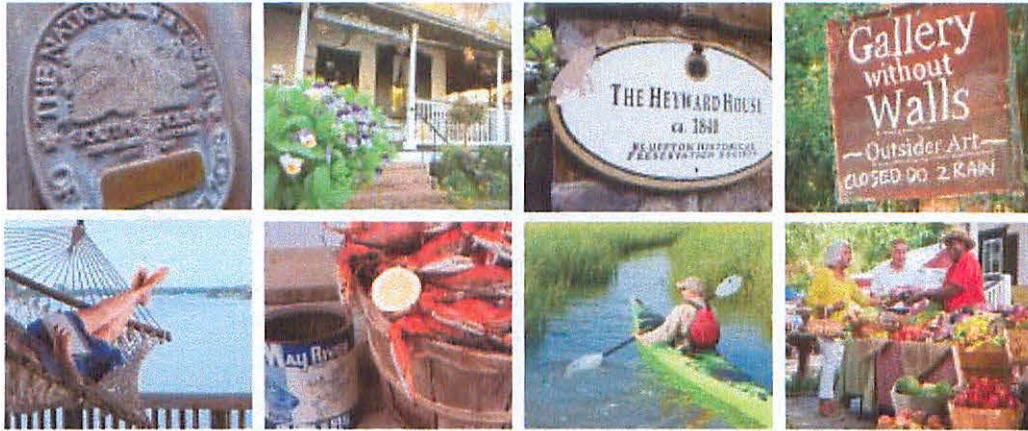
BLUFFTON  
Discovers something wonderful



Hilton Head Island – Bluffton Visitor & Convention Bureau | [www.hiltonheadculinary.com](http://www.hiltonheadculinary.com) | 800.523.3373

# Preservation Ad - Fall 2012

*Some places are meant for Discovery.*  
HERE, THE OLD AND NEW VIE FOR VIEW  
— Nature keeps the peace —  
AND WONDERS NEVER CEASE



Explore the intriguing past and eclectic present of Old Town Bluffton, Hilton Head Island's neighboring historic district. You'll be inspired by its history, art and Lowcountry cuisine, and refreshed by its natural beauty on the banks of the May River.

Learn more at [VisitBluffton.org](http://VisitBluffton.org) or call 866-448-5707.

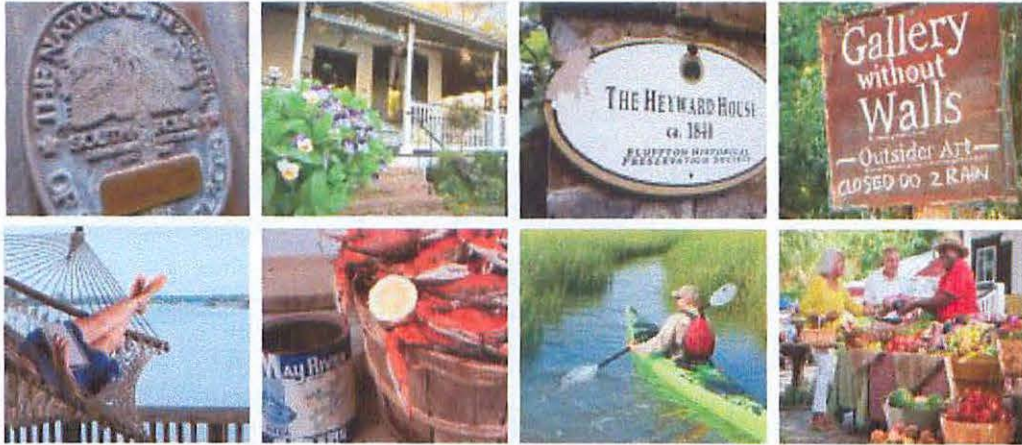


**BLUFFTON**  
*discover something wonderful*

Bluffton Farmers Market | Thursdays, March 15 - December 20 | [farmersmarketbluffton.org](http://farmersmarketbluffton.org)  
8th Annual Historic Bluffton Arts & Seafood Festival | October 14-21 | [blufftonartsandseafoodfestival.com](http://blufftonartsandseafoodfestival.com)  
Bluffton International & Craft Beer Fest | November 3 | [blufftonbeerfest.com](http://blufftonbeerfest.com)  
Palmetto Bluff Music to Your Mouth | November 13-18 | [music toyourmouth.com](http://music toyourmouth.com)  
Holiday Art Walk | November 23 | [oldtownbluffton.com](http://oldtownbluffton.com)  
Bluffton Christmas Parade | December 1 | Old Town Bluffton

# Preservation Ad - Winter 2013

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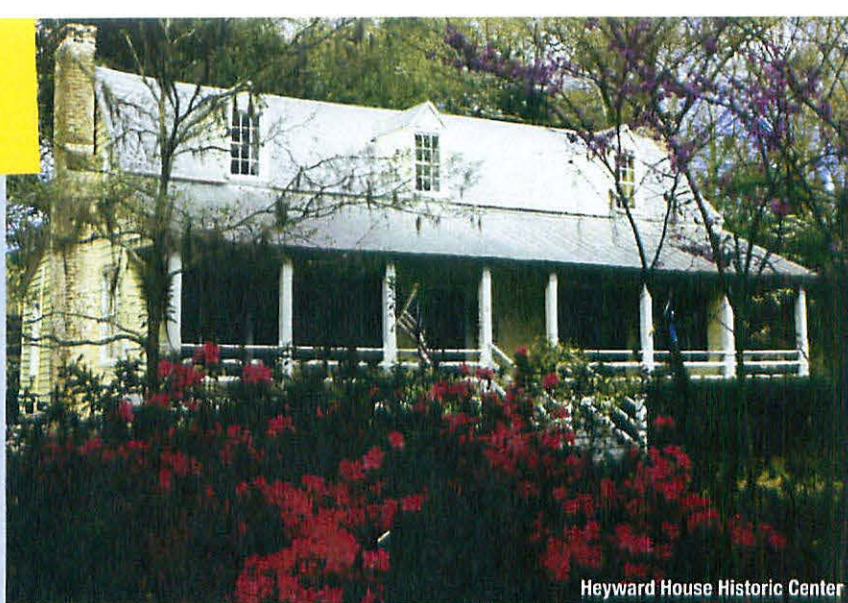
Bluffton Farmers Market | Thursdays, January 10 – December 19 | [farmersmarketbluffton.org](http://farmersmarketbluffton.org)  
Delirium Ultra Marathon Buckwalter Place Greenway Trail | February 9 | [lowcountryultras.com](http://lowcountryultras.com)  
Palmetto Bluff Face Your Fears Mud Run | February 23-24 | [faceyourfearsbluffton.com](http://faceyourfearsbluffton.com)  
Palmetto Bluff Half Marathon | March 10 | [palmettobluff.com](http://palmettobluff.com)  
Spring Art Walk | April 19 | [oldtownbluffton.com](http://oldtownbluffton.com)  
Palmetto Bluff Concert on the Green | May 1 | [palmettobluff.com](http://palmettobluff.com)  
35th Annual Bluffton Village Festival | May 11 | [blufftonvillagefestival.com](http://blufftonvillagefestival.com)



Jacob Preston  
Pottery Studio



The Cottage



Heyward House Historic Center

## The Heyward House Historic Center

**A** circa 1840 house on Boundary Street was the summer home of a plantation owner. This antebellum home is being restored as an official project of the Save America's Treasure Program. It still has an original slave cabin and summer kitchen on the property.

Docent tours of the house and Old Town Bluffton maps for a self-guided stroll through oak studded Calhoun Street are available.

### **SoBA – Society of Bluffton Artists**

A Lowcountry-inspired gallery featuring local artists

### **Jacob Preston Pottery**

Watch master potter Jacob Preston ply his craft at his studio and showroom

### **Pluff Mudd Art**

A cottage/gallery display of works of the town's creative residents

### **Maye River Gallery**

Eclectic artistic creations and a charming sculpture garden

### **Madhouse Vintage**

A step back in time with vintage dresses and accessories

### **The Storybook Shoppe**

A charming children's bookshop with handcrafted toys

### **Fantozzi's Wrought Iron Design**

A backyard studio of inventive ironworks

### **The Complete Home**

Unique home furnishings and accessories

### **FishBone Gallery & Gifts**

Local artists' wares from photography to pottery

### **Vineyard 55 Market & Bistro**

A casual spot with specialty pizzas

### **The Filling Station**

An eclectic art gallery in a former gas station

### **Eggs 'n' Tricities**

Funky, fashionable, functional—Bluffton's most unusual shop

### **Bluffton Antiques & Gifts**

A treasure-trove of collectibles

### **The Cottage Café, Bakery & Tea Room**

This 1868 home-turned-café's menu spans from North to South

### **Gigi's Boutique**

Trendy women's clothes, jewelry, shoes and more

### **Sprouts**

Find the perfect gift for a friend (or something for yourself!)

### **The Store**

Bluffton's oldest gift emporium of fun finds

### **Gallery Without Walls**

Artist Pierce Giltner's works, created from reclaimed tin and wood

### **Church of the Cross**

Overlooking the May River, there is a graceful simplicity in this wooden landmark

### **Old Town Dispensary**

Join the locals on the outdoor deck, where a lively atmosphere won't disappoint

### **The Promenade**

More boutique shops and dining options across May River Road

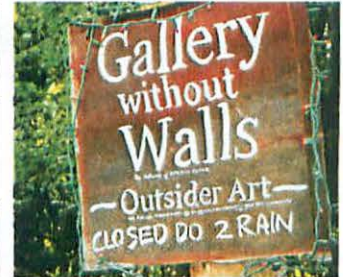
For more information, contact the Hilton Head Island-Bluffton Chamber's Visitor and Convention Bureau at 800-523-3373 or [hiltonheadisland.org](http://hiltonheadisland.org).

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*discover something wonderful*

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**Bluffton Christmas Parade** | December 1 | Old Town Bluffton






VERB

netconversion  
internet strategy | marketing | results

# Bluffton

2012 REVIEW AND 2013 RECOMMENDATIONS

DRIVING  
CONVERSIONS FOR THE  
TRAVEL & HOSPITALITY  
INDUSTRY 

# Overview

- ▶ Online Travel Research
  - ▶ *Traveler's Road to Decision plus Affluent Cut of report*
- ▶ Search Interest Trending for Bluffton
- ▶ 2012 Total Website Performance
- ▶ 2012 Paid Online Marketing Review
  - ▶ Media Overview
  - ▶ US Channel Performance
- ▶ 2013-14 Online Marketing Recommendations
  - ▶ Strategy
  - ▶ Campaigns
  - ▶ Budget

## Key Findings:

- 1 What Travelers Value**  
Travelers seek value from trusted brands. Business travelers seek convenience.

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- 2 Internet and Search**  
Leisure travelers turn to search engines to plan travel online; business travelers rely more heavily on supplier sites.

---

- 3 Mobile**  
Travelers increasingly turn to mobile devices to plan and book travel.

---

- 4 Online Video**  
Travelers watch a mix of user generated videos and professionally made videos at all stages of travel planning.

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- 5 Loyalty**  
Business travelers are enrolled in more loyalty programs than leisure travelers. Neither group uses all of the programs in which they are enrolled.

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- 6 Destinations**  
Most leisure travelers and 70% of affluent travelers begin researching travel online, without a specific destination or mode of travel in mind.

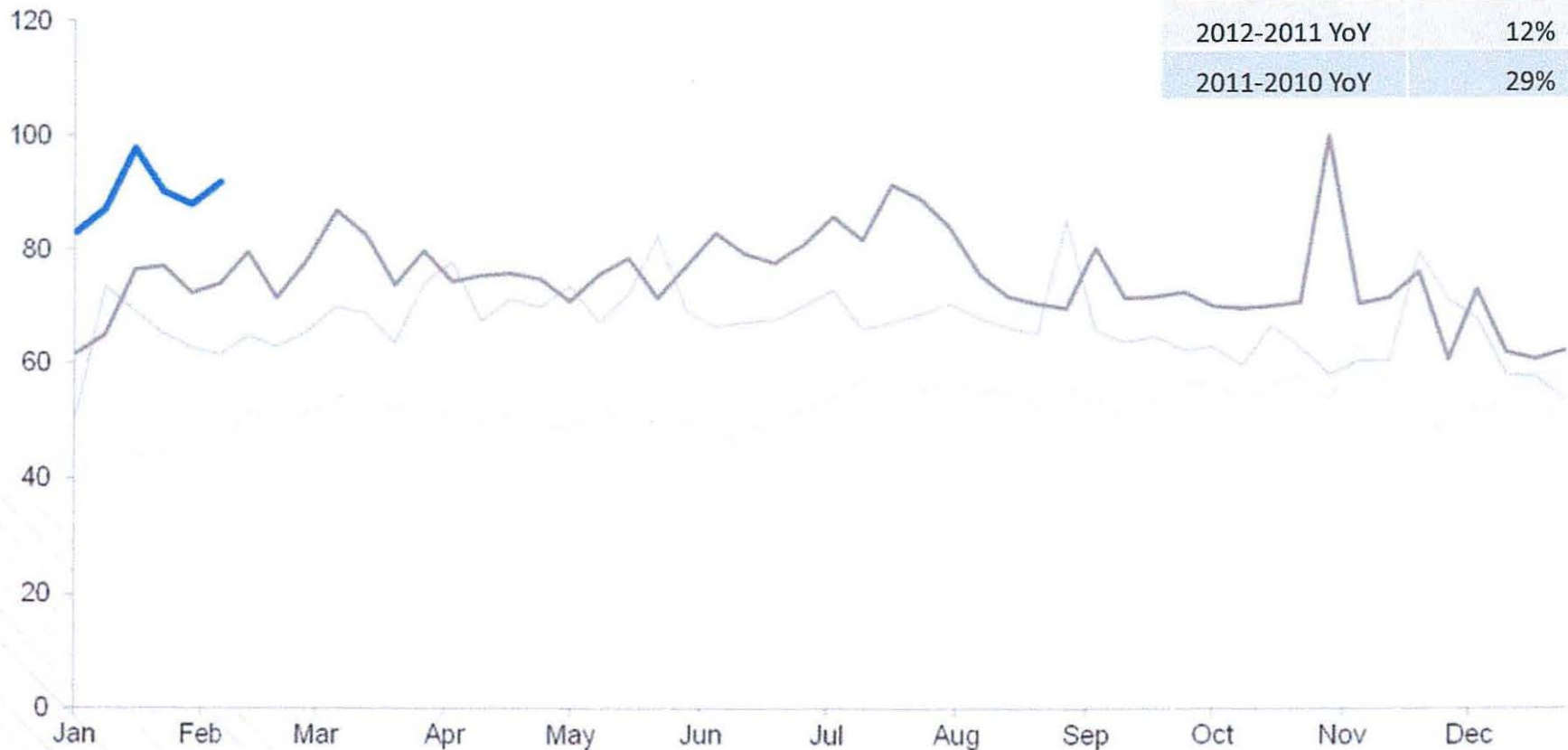
Key Findings ~ Affluent segment (avg. HHI of \$316k/yr):

- 1** The **Internet continues to be the most prevalent tool** for Affluents when planning travel, as they decrease their use of traditional sources such as print, TV and radio. Most use **search engines as their go-to sources** of information.
- 2** Affluent Travelers continue to **increase their use of smartphones and tablets** to research travel. 1 in 2 Affluents has booked travel on mobile devices **due to its convenience**.
- 3** Affluents **consult different types of online videos** throughout the planning process, and in many cases videos **prompt their destination decision**.
- 4** **Comparison shopping continues to be high** in Affluent Travelers for flights, hotels, car rentals and cruises.
- 5** The most popular loyalty programs among Affluents are **air and hotel programs**. **87% are somewhat or very loyal** to their programs.

# Bluffton Interest

**Search Demand for Bluffton Travel**  
*Indexed Query Volume, Google.com, US*

2010 — 2011 — 2012 — 2013



	Queries
2013 YTD YoY	21%
2012-2011 YoY	12%
2011-2010 YoY	29%

# Total Website Visitation – Bluffton

- ▶ Total website growth continues to trend higher
- ▶ Already in Jan-Feb 2013 > over 11k Website Visits

HHB: Total Website Visits



# 2012 Bluffton Website Performance

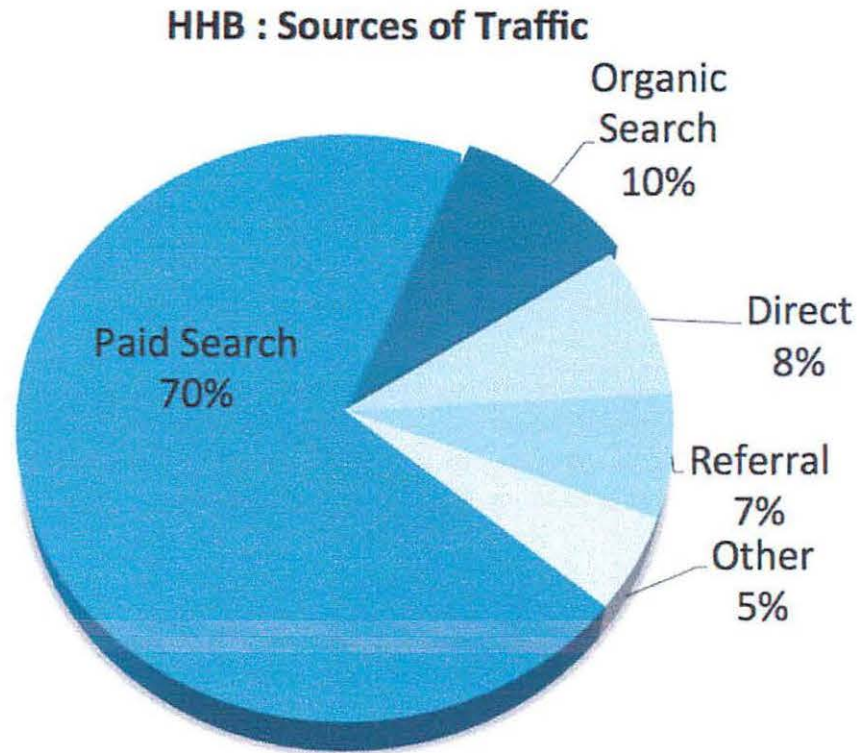
- ▶ New site launched in Sept thru Dec 31, 2012 ~ almost 12k website visits
- ▶ The majority of all conversions are outgoing links to the partners





# 2012 Bluffton Website Visits by Channel

- ▶ Bluffton SEM/PPC campaigns are the main driver of website visitation at 70% of total traffic



- ▶ *SEM/PPC campaigns played a role in the success of the website in 2012. Along with some adjustments and refinements, the campaigns will maintain a recommended place in the 2013-14 plan.*

# 2012 Bluffton Media Highlights

- ▶ Bluffton Paid Online Marketing efforts began in Sept 2012.
- ▶ The campaigns utilize select, targeted, digital marketing channels and campaigns to cost-effectively engage users, and drive them to the [www.VisitBluffton.org](http://www.VisitBluffton.org) for measurable engagement and conversion actions.

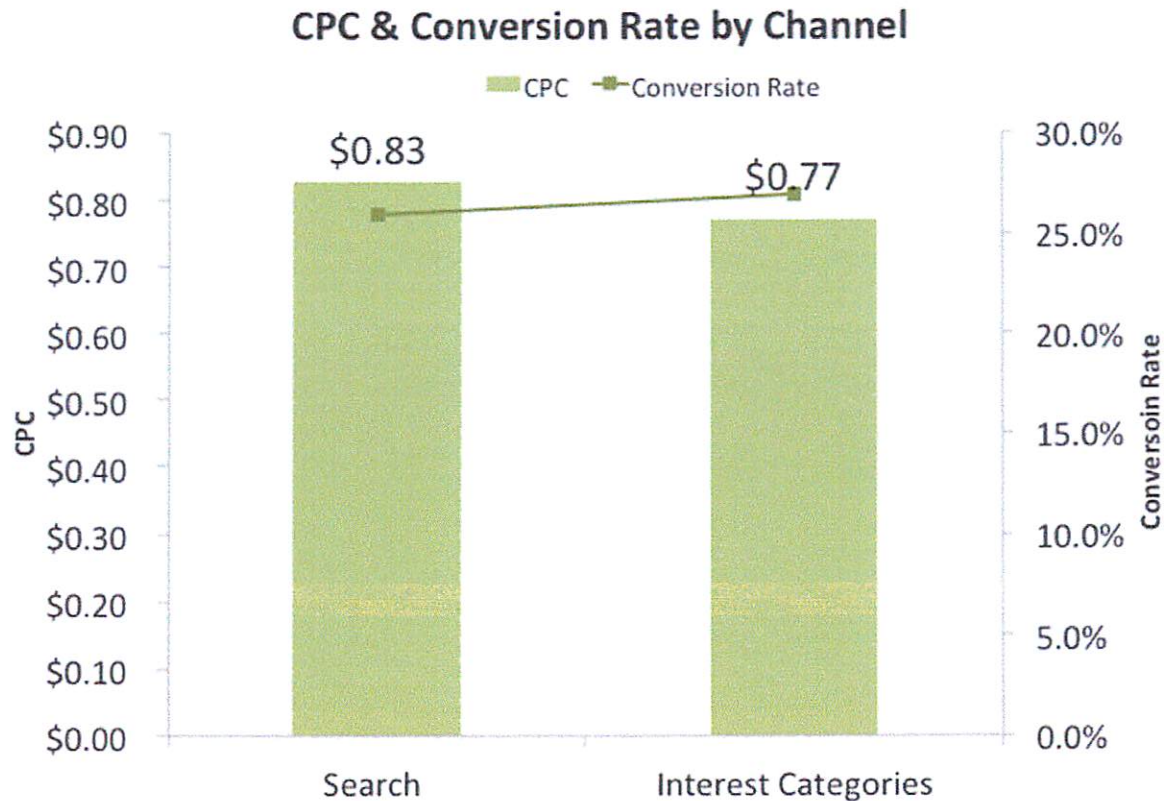
- ▶ Campaigns targeting:
  - ▶ Search Engine Marketing
  - ▶ Contextual advertising
    - ▶ Remarketing
    - ▶ Interest Categories



- ▶ All campaigns are tracked against key performance indicators:
  - ▶ Spend > Clicks > Shoppers > Conversions

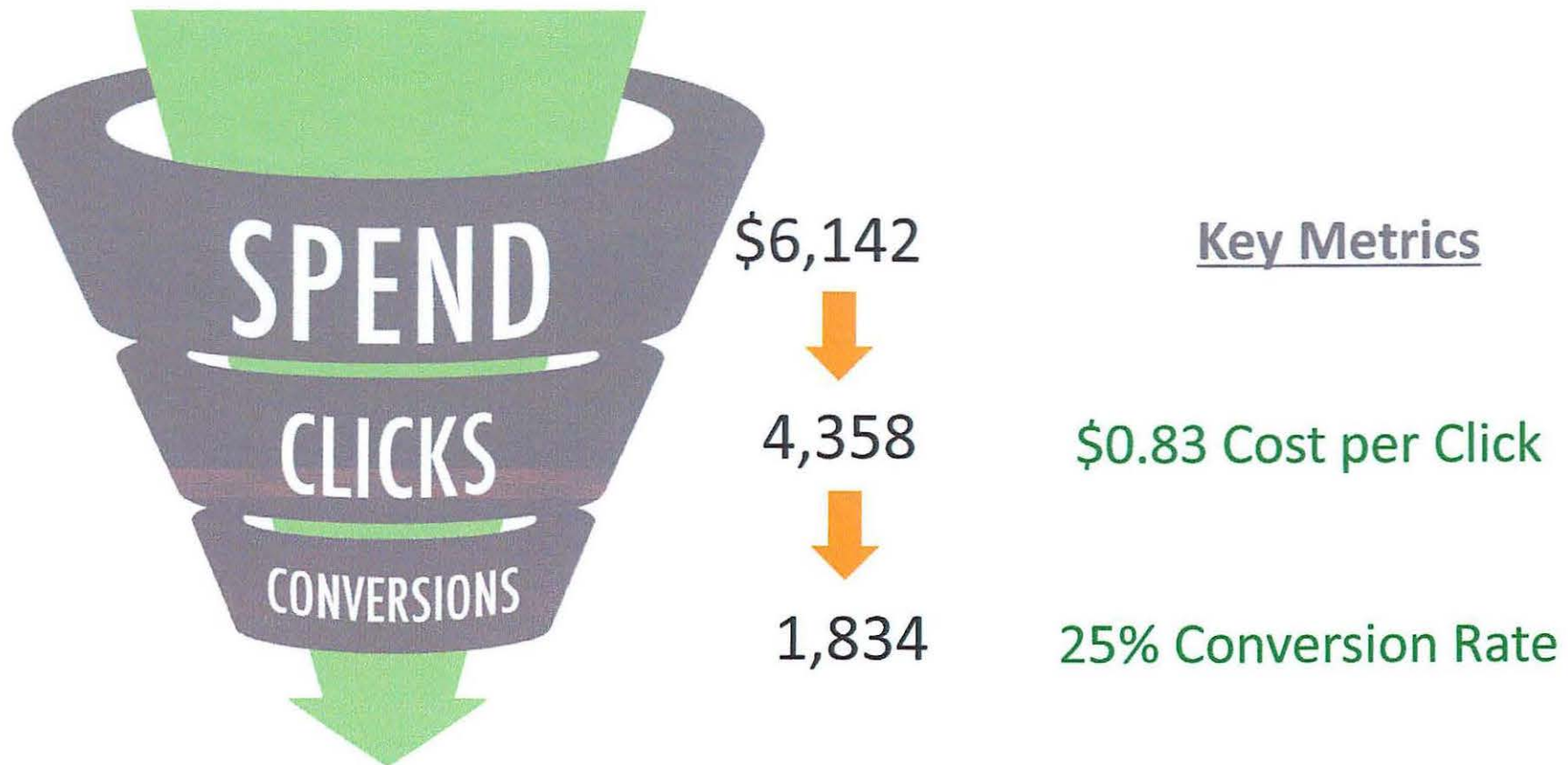
# 2012 Bluffton Cost-per-Click & Conversions

- ▶ Paid campaigns detailed by *Search* and *Interest Category* channels



# 2012 Bluffton SEM/PPC Results

- ▶ In total, the 2012 SEM/PPC efforts for Bluffton proved to be cost-effective and highly-qualified source of website traffic and conversions



# 2013-14 Bluffton Paid Campaigns

- ▶ SEM/PPC marketing is a key driver of Bluffton website visitation and measurable online conversions. 2012 campaigns included:



- ▶ Recommended Bluffton updates for 2013-14:

- ▶ *Additional ad groups and keywords* > consumers continue to search in new ways requiring us to continually expand and optimize
- ▶ *NEW* – consider additional channels that have proven successful for HHI:
  - ▶ *Mobile* > growth opportunity to target website visitor via mobile and measure specific conversion metrics
  - ▶ *Banners/Display* > effective ads that can be integrated into existing campaigns including Contextual, Remarketing & Interest Categories
  - ▶ *Video* > YouTube TrueView represents an effective way to utilize video ~ :30 pre-roll video, only pay only for completed views, currently ~\$0.12 per completed view



# Email Marketing

- ▶ Email marketing is a top driver of conversion for any travel business.
- ▶ It is recommended that a specific email marketing distribution list is generated for the Bluffton Website - the “Bluffton Insider”
- ▶ Optimizing campaigns to be properly formatted on mobile devices is a top priority.
- ▶ Quarterly campaigns should be scheduled to start with increased distribution as the list continues to grow.

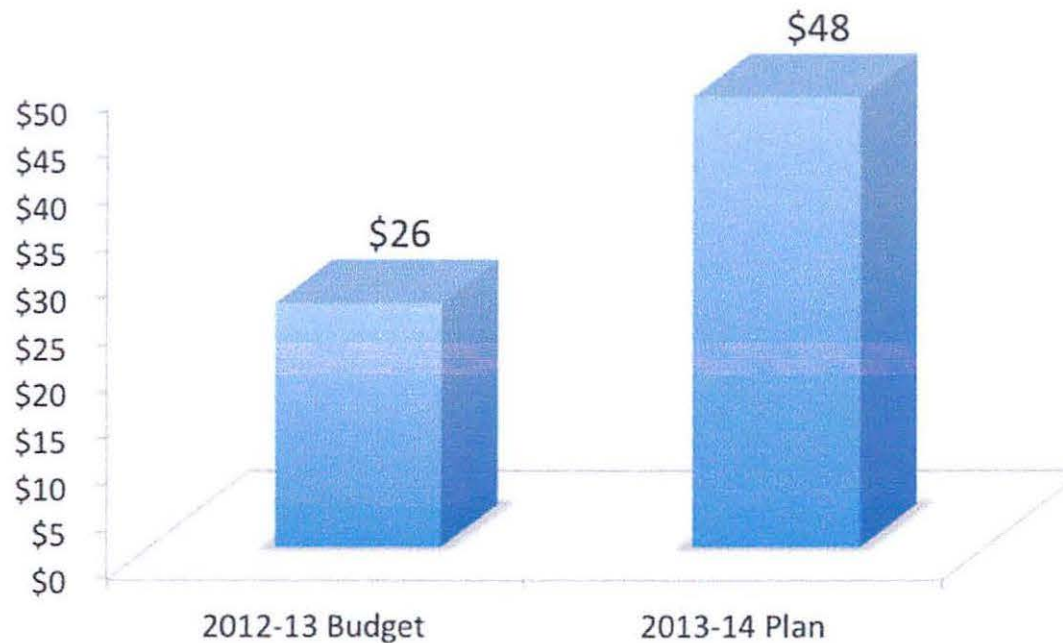
# Social Media

- ▶ The Website will serve as a hub for all social activities, as the social strategy is focused on measurement and conversion.
- ▶ Engage with current and prospective customers via Social Networks
  - ▶ Focus will be placed on Facebook, Twitter, Pinterest, YouTube and niche travel blogs.
- ▶ Monthly approved content calendars will be prepared to tell the story of Bluffton, while also encouraging others to share their Bluffton State of Mind.
  - ▶ Content units consisting of in-market advertising, photo/video engagement, all while addressing “What’s In It For Me?” for the prospective customer.
- ▶ Social Media Monitoring via Radian6 and analysis via Google Analytics will play a key role in the ongoing success, moderation and enhancements to the social media strategy.

# 2013–14 Bluffton Paid Online Marketing Budget

- ▶ To build on the success of the 2012 efforts, the overall paid online marketing budget recommendation for 2013-14 for Bluffton is \$48k
  - ▶ Expands PPC budget to build on the most efficient and effective channel plus ads banner campaigns
  - ▶ Supports the addition of Mobile and Video campaigns

**Bluffton Online Marketing Budget**  
(\$ in thousands)





# Monthly Enewsletter

## Theme: Discover Old Town Bluffton

Sent out: October 2012

HILTON HEAD INSIDER

LIKE US ON FACEBOOK

FOLLOW US ON TWITTER

### Discover Old Town Bluffton

**BLUFFTON**  
discover something wonderful

Visit historic, laid-back [Bluffton, South Carolina](#) for seasonal fall celebrations, spectacular golf getaways and the best of Lowcountry-inspired cuisine.

[Learn more about visiting Bluffton >](#)

[Check out our new Bluffton Blog >](#)

[What's Your Bluffton State of Mind? Let us know and we entered to win! >](#)

#### Festivals & Events

With more Southern hospitality, family-friendly activities and locally caught seafood than you can toss a cast net at, the eighth annual [Historic Bluffton Arts & Seafood Festival](#) lights up Old Town Bluffton October 14-21. The festival kicks off with the Blessing of the Fleet boat parade, and for those with a hankering for oyster-bliss, Oyster Fest, on the 14th. Throughout the week immerse yourself in the Bluffton state of mind with daily kayak and paddle board tours, environmentally-focused Family Night, the colorfully quirky Art-Sea Dash and more. The fun culminates at the Art & Seafood Street Fest that includes a juried fine art and craft show held along the breezy, moss-draped streets of Old Town. (Saturday and Sunday, Oct. 20-21) From fresh local seafood specialties to southern barbeque favorites this is THE place for the best in down-home food festival fare!



If your tastes turn to hops, then [The Bluffton International & Craft Beer Festival](#) (Saturday, Nov. 3) is your ticket to an exceptional selection of over 125 of the world's best ales, stouts, lagers, pilsners and more. Tasty food offerings from local Bluffton eateries and live music make this festival a must for the beer aficionado. For the serious gourmand with a fancy for all things Southern, the annual [Music to Your Mouth Festival](#) kicks into gear on November 13th at gorgeous [Palmetto Bluff](#). The six days and nights of extraordinary culinary adventure - with celebrity Southern chefs like Sean Brock and Chris Hastings in attendance - includes a wine blending class, Kiss the Pig Oyster Roast, Potlikker block party, culinary festival with a "bacon forest" and much more. [View all upcoming Bluffton festivals and events.](#)



# Smithsonian Cultural & Travel Enewsletter – September 2012



[Smithsonian Kids Dino Table](#)  
Item #68177

-Advertisement-



#### 8th Annual Bluffton Arts and Seafood Festival

In Historic Bluffton, South Carolina we're celebrating our eclectic charm, quirky artisans and river beauty by serving up delicious Lowcountry Cuisine and fine art with a heap of Southern Hospitality. Make your plans now for the Historic Bluffton Arts and Seafood Festival October 14-21, 2012.



#### South Africa - A Truly Awe Inspiring Destination

South Africa is the ultimate adventure and luxury destination where you can leave the ordinary behind. From wildlife to beauty, culture and history, you will be emotionally charged and inspired. Packages from \$1999. Visit [www.southafrica.net/deals](http://www.southafrica.net/deals)

## TRAVEL WITH SMITHSONIAN JOURNEYS



#### Costa Rica and the Panama Canal

An adventure cruise showcasing the natural wonders of land and sea

Jan 12 - 19, 2013

An exploration by sea aboard the *National Geographic Sea Lion*


**Starting at \$5,330**

[More Details »](#)

[Visit SmithsonianJourneys.org »](http://Visit SmithsonianJourneys.org)

# Preservation Online Banner Ad

*I'm in a....*

A photograph of a man and a woman standing on the steps of a building entrance. The man is wearing a white shirt and khaki pants, and the woman is wearing a blue top and white pants. They are looking at something together. The building has a blue frame around the entrance and a red door. There are potted plants on either side of the steps.

**Bluffton  
State  
of Mind**

[VisitBluffton.org](http://VisitBluffton.org)

# Smithsonian Online – October Travel Wire

 **Smithsonian**  
Seriously Amazing™

**Questions Come Alive at Smithsonian!**  
The Smithsonian asks and answers questions about science, art, history and culture, exciting the learning in everyone, every day. Learn more about the Smithsonian by visiting our new website [seriouslyamazing.com](http://seriouslyamazing.com)

**Questions come alive at [seriouslyamazing.com](http://seriouslyamazing.com)**

[Click to learn more](#)

 **Smithsonian**  
Seriously Amazing™

Promotional support provided by Target®

**Historic Bluffton Arts and Seafood Festival**  
In Historic Bluffton, South Carolina we're celebrating our eclectic charm, quirky artisans and river beauty by serving up delicious Lowcountry Cuisine and fine art with a heap of Southern Hospitality. Make your plans now for the Historic Bluffton Arts and Seafood Festival October 14-21, 2012.

**BLUFFTON**  
Historic Bluffton, South Carolina  
[www.bluffton.org](http://www.bluffton.org)

**Discover Trinidad & Tobago,**  
**The True Caribbean**  
Discover the beauty and culture of Trinidad and Tobago



# Smithsonian Cultural & Travel Enewsletter – October 2012

## How to Keep Your Jack-O-Lantern Looking Crisp & Bright

Pumpkin expert Thomas Andreas, of the New York Botanical Garden, provides tips for prolonging the life of your pumpkin

[Read More »](#)

[Pumpkin Carving Ideas From Around the Smithsonian »](#)

## The Michelin Guide: Why We Look to Automotive Experts for Dining Advice

How did a tire company get in the restaurant reviewing business?

[Read More »](#)

[Science Explains Why Steak and a Bold Bordeaux Go So Well Together »](#)

## Welcome to Seoul, the City of the Future

The once poor South Korean city has bloomed into a cultural capital with high-profile architecture, top museums and an influential arts scene

[Read More »](#)

[360° Interactive Panoramas: Looking into Seoul »](#)



**7 Night Cruises on the Mississippi River**  
[CLICK HERE](#)  
For a free brochure

## Featured Quote

"I awakened with Lincoln every morning and thought about him every night. I still miss him. He's the most interesting person I know."

— *Doris Kearns Goodwin, author of Team of Rivals in "Mr. Lincoln Goes to Hollywood"*

## More From the Blogs

### SmartNews

[There's No Such Thing As Espresso »](#)

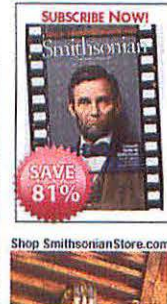
### Threaded

[Taking a Closer Look at an Odd Pair of Very, Very Old Socks »](#)

### Think Fast

The famed mask worn by Michael in the horror movie *Halloween* was originally a mask of who or what?

- A. A Hockey Mask
- B. The Scream
- C. The President
- D. Captain Kirk



Smithsonian Cultural & Travel Enewsletter –  
October 2012



# Online Event Calendar – featuring 5<sup>th</sup> Annual Marsh Tacky Beach Race on Daufuskie Island

The screenshot shows a web browser window with the URL <http://www.hiltonheadisland.org/event-calendar/details/5th-annual-marsh-tacky-beach-race/>. The browser's address bar shows the page title "Hilton Head Island, SC Festi...". The website header features a banner image of two people's legs on a beach, with buttons for "HILTON HEAD ISLAND INSIDER" and "BECOME AN INSIDER". Below the banner is an "EVENT CALENDAR" section with a "Submit an Event" link and a Facebook "EVENTS ON FACEBOOK" button. The main content area is titled "5TH ANNUAL MARSH TACKY BEACH RACE ON DAUFUSKIE ISLAND" and includes a "Today's Events | This Month's Events" link. A sidebar on the left promotes becoming a "HILTON HEAD INSIDER" with details about exclusive incentives. The main text describes the event as a one-day race on Saturday, April 27, 2013, aimed at raising funds for the Marsh Tacky horse. A large graphic for the "5TH ANNUAL MARSH TACKY BEACH RACES" on Daufuskie Island is shown on the right. An "Optimal Resolution Notification" pop-up is visible in the bottom right corner of the browser window. The Windows taskbar at the bottom shows the system tray with the time 12:15 PM and date 3/26/2013.

Browser Address Bar: <http://www.hiltonheadisland.org/event-calendar/details/5th-annual-marsh-tacky-beach-race/>

Page Title: Hilton Head Island, SC Festi...

Navigation: File Edit View Favorites Tools Help

Page: Page Safety Tools

Header: HILTON HEAD ISLAND INSIDER, BECOME AN INSIDER

Section: EVENT CALENDAR

Submit an Event

EVENTS ON FACEBOOK

5TH ANNUAL MARSH TACKY BEACH RACE ON DAUFUSKIE ISLAND

Today's Events | This Month's Events

5th Annual Marsh Tacky Beach Race on Daufuskie Island

Saturday, April 27, 2013  
This is an All Day Event

The Annual Marsh Tacky Beach Races is a one-day event that developed in 2009 to raise funds and awareness for the Marsh Tacky horse and its current status, history, heritage, and importance to the Lowcountry. Designated the South Carolina State Heritage Horse in 2010, the endangered Marsh Tacky is protected in part by the non-profit Carolina Marsh Tacky Association. Major in-kind donations and sponsorships to make this event possible are by JSW Corporation, Calibogue Cruises and Melrose on the Beach. The event will be organized with intent to grow into a new, annually recurring tradition that will promote Daufuskie Island tourism, local businesses, and more. A portion of all proceeds will be donated to the Carolina Marsh Tacky Association.

Races will take place on Saturday, April 27th on the beach and surrounding Beach Club grounds inside Melrose on the Beach Resort.

This year, there will be an exciting weekend full of events scheduled that will showcase the Marsh Tacky and Daufuskie

BECOME A HILTON HEAD INSIDER

Sign up to become a Hilton Head Insider and you'll enjoy exclusive incentives on everything from unique dining and spa treatments to golf and tennis packages, beach and bike rentals, entertainment and more

[Sign up now - it's FREE!](#)

[View All Offers](#)

5TH ANNUAL MARSH TACKY BEACH RACES

Daufuskie Island

Optimal Resolution Notification

This is not the optimal screen resolution for the primary display device. The optimal resolution is 1920 x 1080. Click this notification for more information.

12:15 PM  
3/26/2013

Bluffton  
Billboards



*I'm in a....*  
Bluffton State of Mind



VisitBluffton.org

EXIT 8



*I'm in a....*

Bluffton State of Mind

VisitBluffton.org

EXIT 8

*I'm in a....*

**Bluffton  
State of Mind**

[VisitBluffton.org](http://VisitBluffton.org)

**EXIT 8**

**MAY RIVER**  
BRAND  
FRESH  
**OYSTER**



*I'm in a....*  
**Bluffton**  
**State of Mind**

[VisitBluffton.org](http://VisitBluffton.org)    **EXIT 8**



*I'm in a....*  
**Bluffton  
State of Mind**

[VisitBluffton.org](http://VisitBluffton.org) EXIT 8



A WALK THROUGH TIME IN BLUFFTON'S  
NATIONAL REGISTER HISTORIC DISTRICT



**OLD TOWN BLUFFTON**  
*discover something wonderful*

**BLUFFTON, SOUTH CAROLINA  
HISTORIC WALKING TOUR**

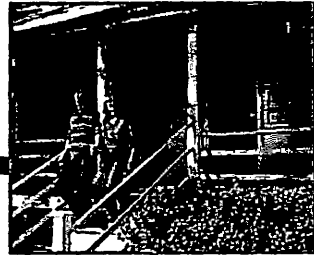
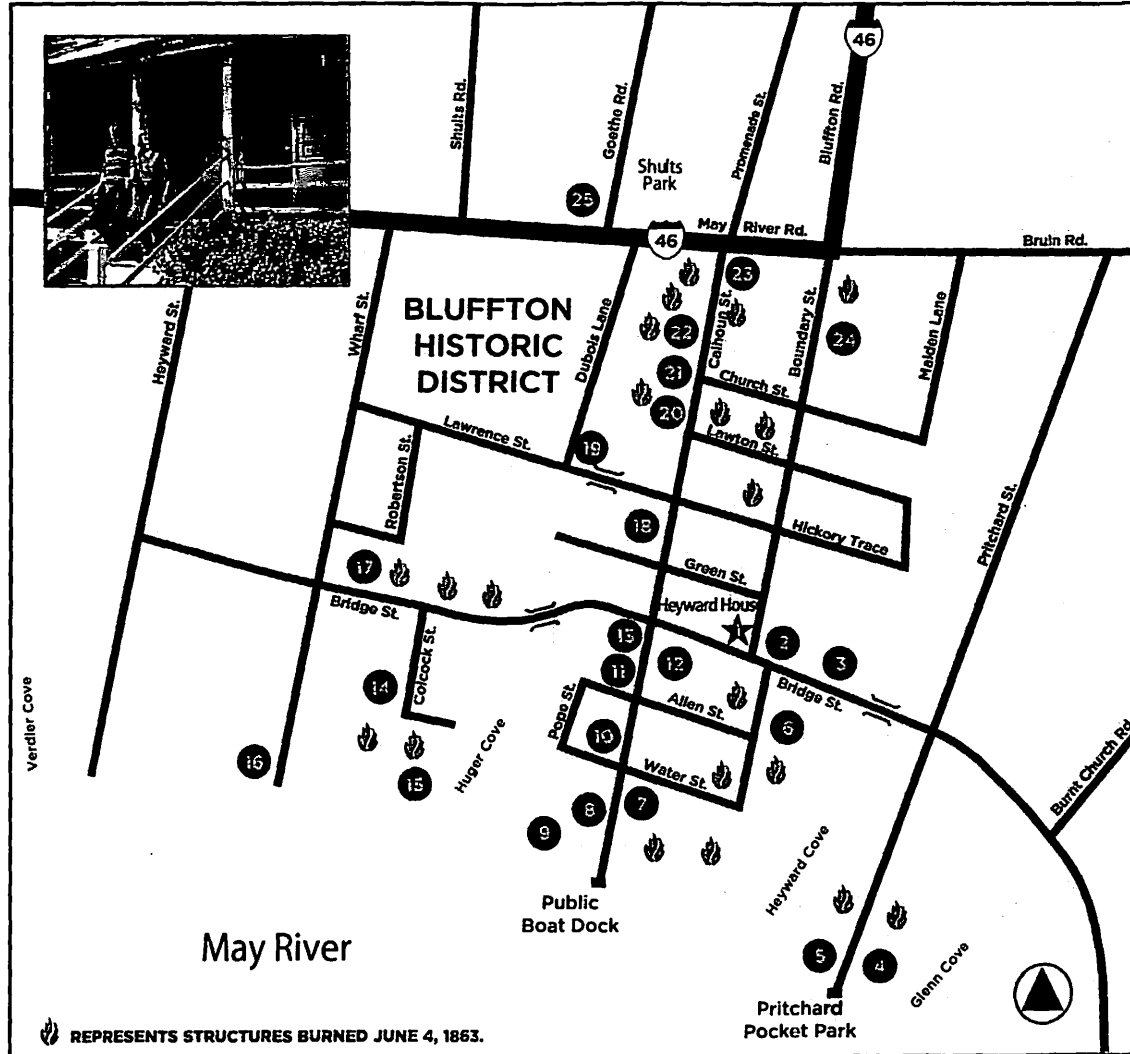


**YOUR STARTING POINT**

★ Your starting point is the Heyward House Historic Center\* located at 70 Boundary St. The house is open to the public as a welcome center and for guided tours Monday-Friday, 10 a.m. to 4 p.m., and Saturdays from 11 a.m. to 2 p.m. Historic District Walking Tours are available by appointment. Please call (843) 757-6293 or e-mail info@heywardhouse.org.

# Bluffton, South Carolina

HISTORIC RIVERFRONT COMMUNITY

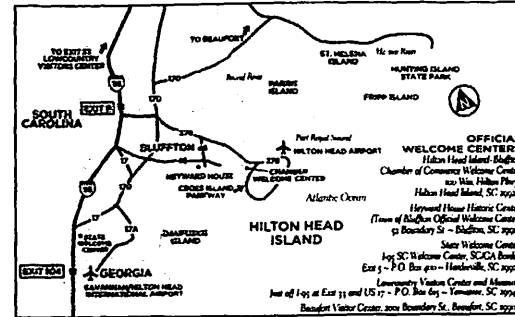


REPRESENTS STRUCTURES BURNED JUNE 4, 1863.

Private residences are not open to the public. Parking is available on Bridge Street and Calhoun Street. No parking on Boundary Street.

\*Bluffton Historic Preservation Society, P.O. Box 742, Bluffton, SC 29910.

**HOW TO REACH  
HILTON HEAD ISLAND & BLUFFTON**



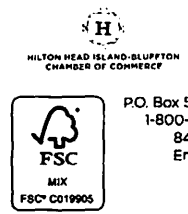
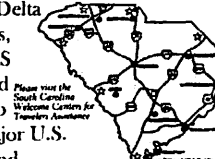
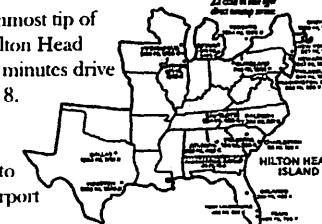
Located at the southernmost tip of South Carolina, the Hilton Head Island area is about 20 minutes drive time from I-95 via Exit 8.

**BY AIR.** US Airways Express offers daily

flights from Charlotte to Hilton Head Island Airport (HHH). The nearest international airport is Savannah/Hilton Head International Airport (SAV), 40 minutes from the Island. Delta, Delta Connection, Continental Express, Allegiant Air, United Express, US Airways, US Airways Express and American Eagle offer 44 nonstop service flights to and from 12 major U.S. cities. All flights are met by ground transportation companies.

**BY TRAIN.** Amtrak service is available via Savannah, Georgia, located 45 minutes from the Island.

**DRIVING.** From I-95, take Exit 8 onto Hwy. 278 direct to Bluffton and Hilton Head Island. The fastest route to the south end of Hilton Head Island is via Cross Island Parkway; \$1.25 toll for 2-axle vehicles and \$.75 for each additional axle



P.O. Box 5647, Hilton Head Island, SC 29938 USA  
1-800-523-3373 (Accessible in USA only) •  
843-785-3673 • Fax: 843-785-7110  
Email: info@hiltonheadisland.org •  
Website: hiltonheadisland.org

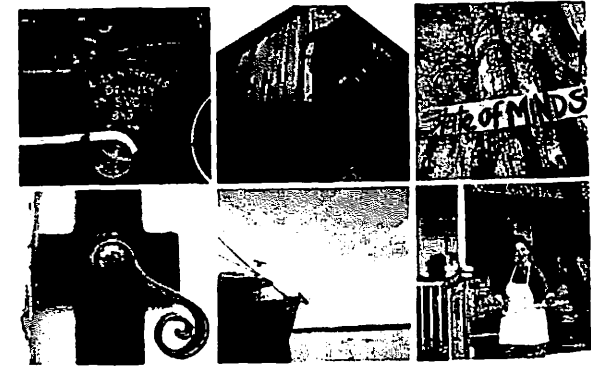
September 2011 • 45,000 printed

**A WALK THROUGH TIME IN BLUFFTON\*  
NATIONAL REGISTER HISTORIC DISTRICT**



**OLD TOWN BLUFFTON**  
Discover something wonderful

**BLUFFTON, SOUTH CAROLINA  
HISTORIC WALKING TOUR**





# BLUFFTON WALKING TOUR LOCATORS

- ★ **The Heyward House**  
Built 1840. Museum open to the public, 70 Boundary Street
  - 2 **The Fripp House**  
Built c. 1835, renovated 1998. Private residence, 48 Bridge Street
  - 3 **The Card House**  
Built c. 1825, renovated 1998. Private residence, 34 Bridge Street
  - 4 **Pritchard House**  
Built 1890, restored 1996. Private residence, 131 Pritchard Street
  - 5 **The Bluff**  
Built 1883, rebuilt c. 1921. Private residence, 132 Pritchard Street
  - 6 **Pine House**  
Built 1905. Private residence, 85 Bridge Street
  - 7 **Squire Pope's Summer House**  
Built c. 1850, joined c. 1865. Private residence, 111 Calhoun Street
  - 8 **Church of the Cross**  
Built 1857. Episcopal Church, 110 Calhoun Street
  - 9 **Huger-Gordon House**  
Built before 1855. Private residence, 9 Water Street
  - 10 **Allen-Lockwood House**  
Built c. 1850. Private residence, 94 Calhoun Street
  - 11 **Seven Oaks**  
Built c. 1860. Private residence, 82 Calhoun Street
  - 12 **Graves House**  
Built 1915. Private residence, 85 Calhoun Street
  - 13 **Fripp-Lowden House**  
Built 1909. Private residence, 80 Calhoun Street
  - 14 **Colcock-Teel House**  
Built 1890. Private residence, 46 Colcock Street
  - 15 **Cedar Bluff**  
Built 1890. Private residence, 51 Colcock Street
  - 16 **Bluffton Oyster Factory**  
Original structure built c. 1900. Current structure built 1954.  
Commercial business, 63 Wharf Street
  - 17 **Orange Cottage**  
Built c. 1930. Private residence, 92 Bridge Street
  - 18 **The Store**  
Built 1904. Retail store, 56 Calhoun Street
  - 19 **The John A. Seabrook House**  
Built c. 1850s. Private residence, 47 Lawrence Street
  - 20 **D. Hasell Heyward Sr. House**  
Built 1914, restored 1998. Private offices, 32 Calhoun Street
  - 21 **Patz Brothers' House**  
Built 1892, restored 1995. Private residence, 26 Calhoun Street
  - 22 **Planter's Mercantile**  
Built c. 1890. Private offices & residence, 20 Calhoun Street
  - 23 **Cordray House**  
Built c. 1910. Private residence, Hwy. 46 & Calhoun Street
  - 24 **Campbell Chapel AME Church**  
Built 1853. African Methodist Episcopal Church, 23 Boundary Street
  - 25 **The Bruin House**  
Built c. 1915. Private residence, Hwy. 46 & Goethe Road
-

## BLUFFTON HISTORY

Bluffton's birth and growth were intimately intertwined with the rise of the Lowcountry rice and cotton plantations during the antebellum period. Like other coastal communities, it provided a refuge from the harsher plantation environment that often manifested itself in yellow fever and malaria outbreaks. The high bluffs facing the May River welcomed the comforting southerly winds, keeping the mosquitos at bay and making sultry summer days bearable. The town was a place where children could attend school and planter families could socialize and discuss the politics of the day.



Calhoun Street

Bluffton's first small dwellings were constructed in the early 1800s on the river's bluffs, which gave encouragement for others to follow. The layout of the town's streets in 1830 indicated that it had become a summer haven, and soon a commercial center for isolated plantations in the vicinity that received their goods from Savannah via the May River. Literally a hotbed for political rhetoric, in 1844, cries of secession were first given voice and debate here. With the Civil War raging and the eventual occupation of Hilton Head Island and Beaufort by Union Forces, the town was mostly abandoned by residents and utilized as a base for Confederate pickets observing Union troop movements. The town was pillaged by Union forces on several excursions up the May River and eventually burned in June 1863.

Although the overall destruction was severe, 15 houses and two churches survived, including the c. 1840 Heyward House. By the turn of the century, the town again experienced growth with the opening of several hardware and dry-goods stores and the growth of a burgeoning oyster-harvesting business. Lowcountry residents returned to Bluffton, a place many continued to call home for the summer. The 1922 construction of the Houlihan Bridge from Port Wentworth SC Highway 17 ended commercial trade by water several years later. The shift away from being a center of trade ushered in a new phase of Bluffton development, where again it became predominantly a summer getaway. Over the past 50 years, it has attracted many full-time residents due to the growth of Hilton Head Island as a major southeastern vacation destination.

Sunday afternoon in Bluffton, c. 1900



Your starting point — The historic Heyward House

### Heyward House Historic Center and Official Welcome Center for Bluffton

This home was built as a summer residence for John Cole, a local plantation owner schooled in the building trade. Believed to be built by Cole's slaves, it is both a fine and well-preserved example of the Carolina Farmhouse style of architecture, a style brought to the colonies by planters from the British West Indies. The house, slightly enlarged between the 1850s and 1900, boasts much of its original materials both on the interior and exterior and is assembled using the post-and-beam, mortise-and-tenon method of construction. It also has two historical outbuildings on the property: an original slave cabin and a summer kitchen. The main house is the third-oldest structure remaining in southern Beaufort County. This house museum is open to the public as a welcome center for visitors to Bluffton and offers docent-guided tours of the site for a nominal fee. It also contains a gift shop focused on local books and other items of historic interest.

Opened to the public by the Bluffton Historical Preservation Society in 1998, the Center offers guided house tours Monday through Friday from 10am until 4pm, Saturday from 11am until 2pm, and historic district guided walking tours by appointment. It also serves the community as a historical, educational and cultural site for special events.

### The Fripp House

This three-story frame building on eight-foot-high piers is believed to have been built in the late 1830s by James L. Pope, who died in 1863. William J. Fripp acquired the home in 1885 and owned it for 34 years. Substantial renovations were made by subsequent owners. It was later used as a bed and breakfast until 1999.



### The Card House

According to legend, during a high-stakes poker session held in the house in the 1840s, William Eddings Baynard won the deed to Braddock's Point Plantation on Hilton Head Island from John Stoney. However, local records do not necessarily back up this claim. Although the home was known for its late night poker games in the 19th century, it was more likely given its name because its straight lines and symmetry make it appear to be a home made of cards.



### Allen-Lockwood House

Built in 1850 by William Gaston Allen, this house is a classic Lowcountry summer cottage with its gabled roof, high ceilings, and numerous windows. Like many other homes in the area, it is raised off the ground to help ventilate the house. It also has a wide front porch facing the direction of the river which may have been used as a sleeping porch.

Although Allen was bankrupt by 1866, at a forced sale in 1873, his daughter Susan Virginia (Mrs. Thomas Postell Lockwood) bought the house for \$10. It remained in the family's hands until 1953.

### Seven Oaks

This house was built in 1860 and owned by Colonel Middleton Stuart who lived here with his wife Emma Barnwell Stoney. The Stuarts did not return to Bluffton after the Civil War. During the heyday of Bluffton's prosperity as the commercial center of this area of Beaufort County up the 1920s, Mrs. Elizabeth Sanders operated Seven Oaks as a popular boarding house for salesmen and summer visitors. The interior of the original section has been virtually unchanged through time.



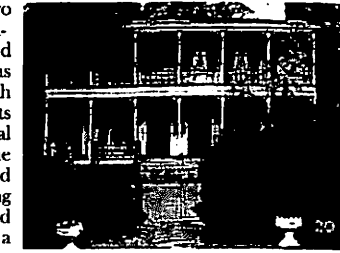
### Pritchard House

This home, constructed in 1890, embodies the charm and simplicity of the Carolina Farmhouse architecture along with Queen Anne-style ornamentation. The original house which burned during the Civil War was built by the owner of nearby Oakland Plantation, Dr. Paul Fitzsimmons Pritchard. His son, Charles Teft Pritchard, built the house you see today. After his death at the age of 49, his wife took in boarders to make ends meet. This home was restored in the mid-1990s, and the two wings were added at that time.



### Patz Brothers' House

This home is named for two brothers from Baltimore, Maryland who moved to Bluffton in the 1890s to open the Planter's Mercantile (building to the right of the house), a dry-goods store. In 1892 after the store had been established, the two brothers built this Folk-Victorian semi-detached double residence. It was originally designed with mirror image apartments on each side of a central partition dividing the building in two. Behind the doors, the dividing wall has been removed and replaced with a central staircase.



### The Church of the Cross

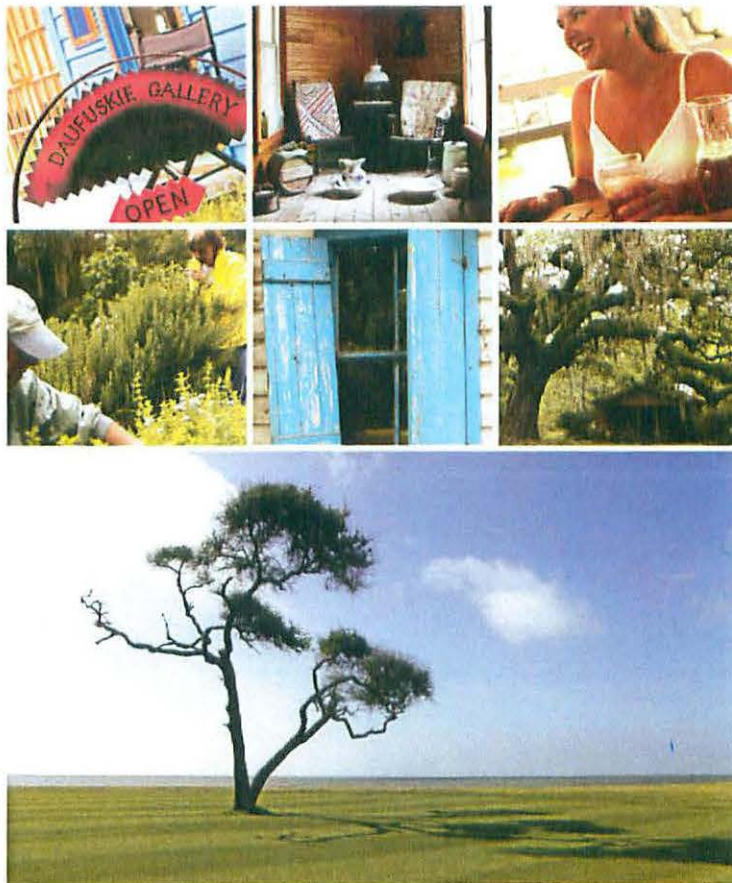
The construction of the this handsome Gothic cruciform building was begun in 1854 to replace an earlier and much smaller Chapel of the Cross located on the southeast corner of Calhoun and Bridge Streets. An advertisement in the Charleston Courier names the architect as Edward Blake White, well known in the 19th century who had designed other churches in Charleston and Columbia. The church was completed in 1857 at a cost of \$5000. Reverend James Stoney was the first rector.

While the Federal troops spared the church during the firing on Bluffton, the great storm of 1893 was not so kind. While repairing the church at that time, the narthex was altered to house the small winter congregation in heated comfort. Extensive restoration of both the interior and exterior include: the copper standing seam roof diamond paned rose glass windows, and palmetto frond shutters.





DAUFUSKIE ISLAND  
*the paradise beyond*





## Beyond fairway traffic jams

These are rounds of golf you'll tell your friends about. On Daufuskie Island, golf means the challenge of today, with the courtesy of golf's golden age. Championship courses by Nicklaus, Weiskopf and Rees Jones promise a wealth of possibility. Oceanside fairways create vistas and triumphs you'll treasure. Get the tee time you want, plenty of room between foursomes, and a pace of play that suits you. You'll see why players who can go anywhere keep the Daufuskie tags on their bag for as long as they play the game.

### LOCAL GOLF COURSES

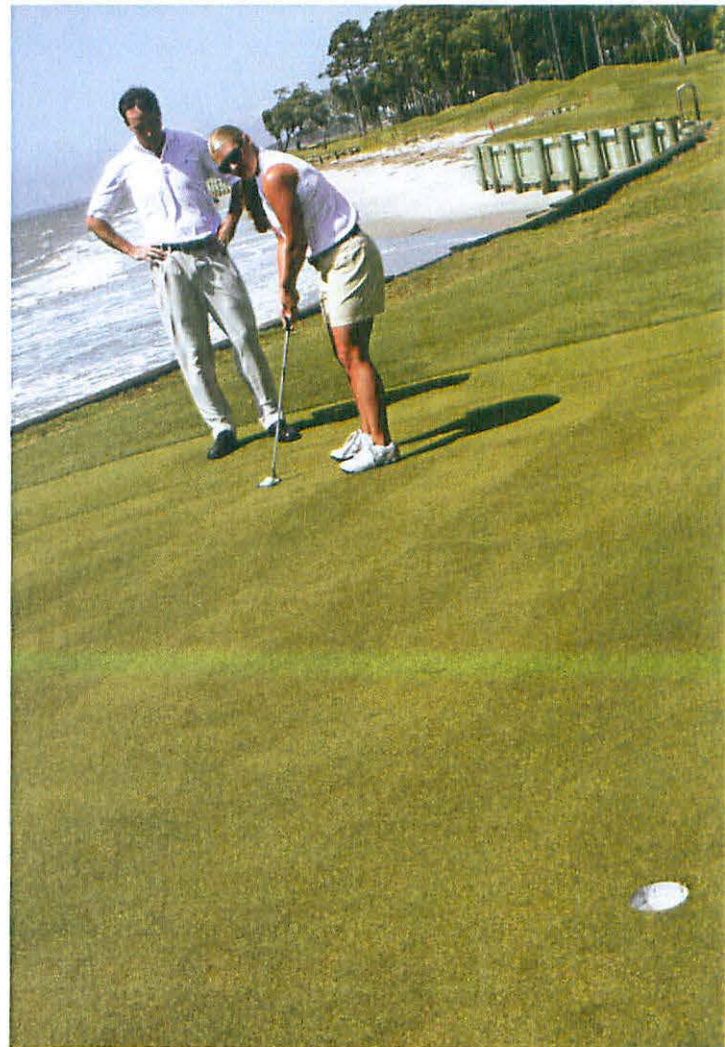
Haig Point Golf Shop  
843.341.8155  
HaigPoint.com

Melrose Golf Pro Shop  
843.785.5029

### REAL ESTATE

Norma Jenkins,  
Sales Professional  
Dunes Marketing Group  
843.384.1484  
norma@normajenkins.com

RBC Enterprises  
843.842.5560  
lduggan@rbcenterprises.com



# Beyond a passing hello

We've had a lot of practice getting along here. Something about island life builds character – and characters. On Daufuskie we make room for big dreams or quiet courtesy with an equal measure of warmth, so when you talk with an islander you'll feel more than welcome, you'll feel part of something special. Whether you're interested in golf, tennis, fishing, exploring, kayaking, beachcombing, dining or art collecting, you'll find someone who is happy to make those arrangements effortless.

## LODGING & RENTALS

Daufuskie Rentals  
800.445.8664  
DaufuskieVacation.com

Haig Point Club  
& Community  
866.267.4227  
HaigPoint.com

Orchid House B&B  
843.351.5740  
91 Carvin Road  
CarolynOrchid@yahoo.com

Island Accommodations  
843.785.8021

## LOCAL DINING

Orchid House B&B Catering  
843.351.5740  
91 Carvin Road  
CarolynOrchid@yahoo.com

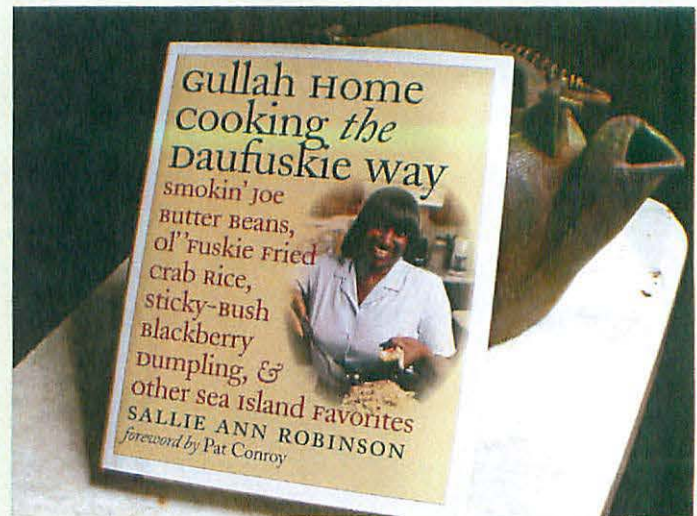
Dirt Road Diner  
843.341.5911

Farmers Market  
843.842.8999

Fappy Ice Cream  
843.422.6024

Marshside Mama's Restaurant  
843.785.4755

Old Daufuskie Crab Co.  
at Freeport Marina  
843.785.6652



Daufuskie native Sally Robinson spun local dishes and the stories behind them into a kind of recipe for living. Sally's proud grade school teacher, Pat Conroy, wrote that the day *Cooking The Daufuskie Way* was published "...ranked with the best days of my life."



GALLERIES, SHOPS  
& MUSEUMS

The Iron Fish Gallery  
& Studio  
843.842.9448  
168 Benjies Point Road  
IronfishArt.com

Billie Burn Museum  
843.842.2435

Daufuskie Art Gallery  
843.341.3337

Island T-Shirt Shop  
843.686.4058

Silver Dew Pottery  
843.842.6419

Silver Dew Winery  
843.684.4445

TRANSPORTATION  
& TOURS

Calibogue Cruises  
843.342.8687  
thehiltonhead-daufuskie  
connection.com

H2O Sports  
877.290.4386  
h2osportsonline.com

Outside Daufuskie  
800.686.6996  
OutsideDaufuskie.com

Vagabond Cruise  
843.363.9023  
vagabondcruise.com

Freeport Marina  
843.785.8242

Centuries and generations have left gentle reminders on Daufuskie, and time has done little to remove them. At the

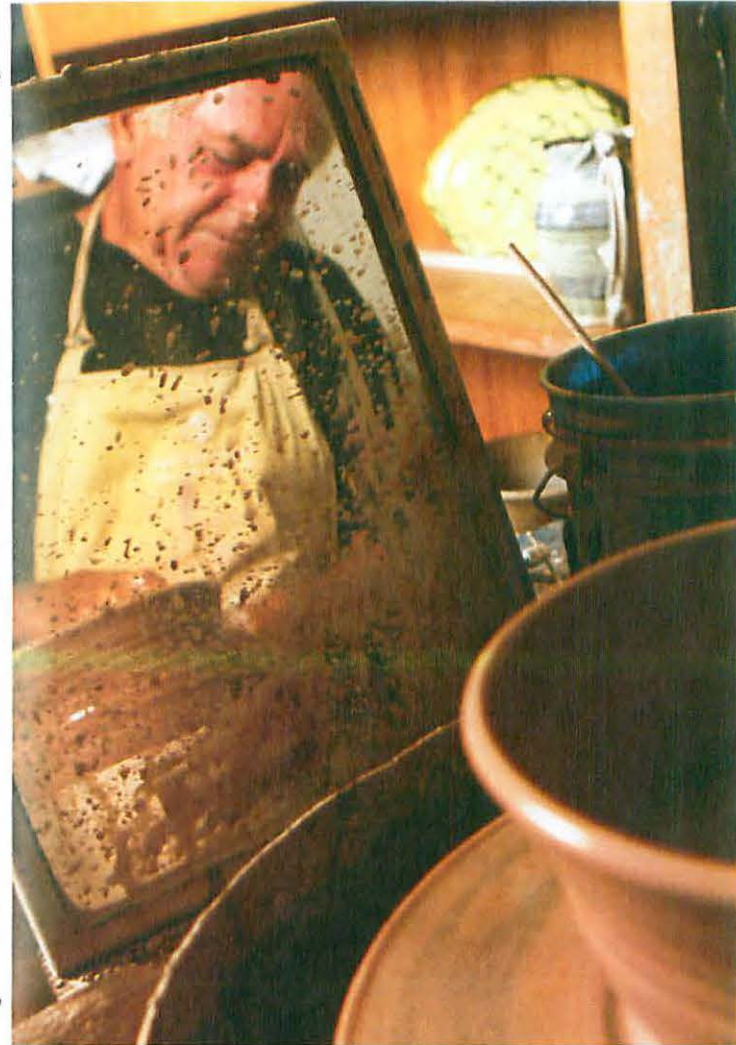
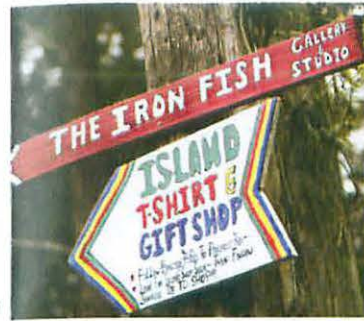


Billie Burn Museum you can have a look at some things folks left behind. From quilts to cutlasses, the story is still here, in very personal terms.



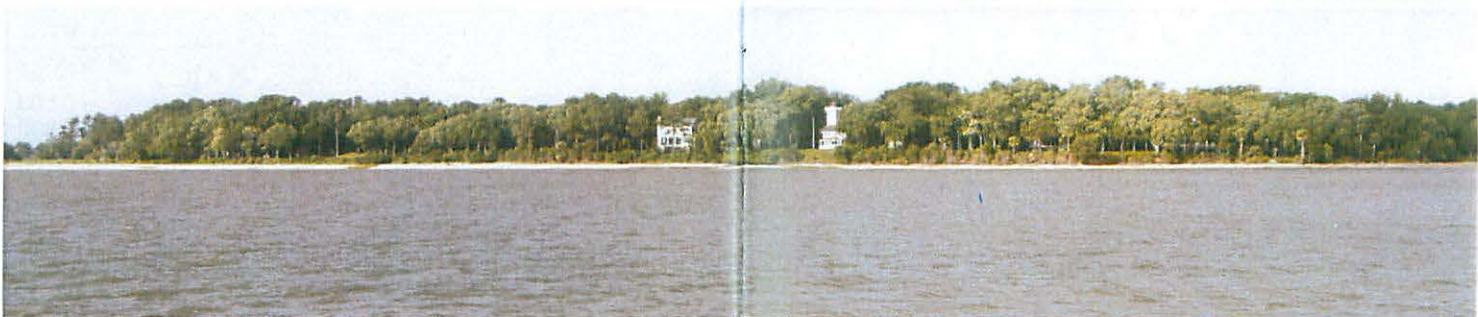
## Beyond imitation

The wonder of spending time with practicing artists and artisans on Daufuskie is that we share not only in their art, but also in their inspiration. Writers from Somerset Maugham to Pat Conroy have found here everything from characters, to the peace in which to write about them. Painters and sculptors discover subjects and feelings that are elusive, never exhausted, remaining always a little too beautiful to capture. The clay of Daufuskie itself has held timeless shapes and answers for potters from pre-history to the kind, colorful storyteller who lives just down that road over there.



## Beyond the limits of land

The hum of the ferryboat is like a magic incantation. The dolphins that escort you wish you good fortune as they play. Your cares float into the distance as you ride the Intracoastal Waterway and Calibogue Sound to the welcoming wharf of the marina. In just a little more than a half hour, life has begun to look different. Getting to Daufuskie Island is an experience that gently wraps your visit in an attitude adjustment. You arrive renewed, already changed, and ready for the magic to unfold.





# How to reach Daufuskie Island

An island so close, yet so different. The way we get here is part of what makes Daufuskie Island special.



From Interstate 95 take Exit 8.

Go east on highway 278 to Hilton Head Island.

Then take your choice of ferries to Daufuskie Island:

- Turn left on Squire Pope Road and follow to Salty Fair Marina for the Palmetto Ferry. 843.757.7819 PalmettoFerryCompany.com
- Turn right on Spanish Wells Road for 2 miles to stop sign. Turn left on Marshland Road for 1 mile to the Broad Creek Marina entrance on right. 843.342.8687 DaufuskieFreeport.com



DAUFUSKIE ISLAND  
the paradise beyond

HILTON HEAD ISLAND-BLUFFTON  
CHAMBER OF COMMERCE

P.O. Box 5647, Hilton Head Island 29938

800.523.3373 in the U.S. / +1.843.785.3673 outside the U.S.

VisitDaufuskie.org

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**MARKETING PLAN**

Beaufort Chamber 2013-2014 Media Plan	Third Quarter 2013									Fourth Quarter 2013									First Quarter 2014									Second Quarter 2014																			
	JUL			AUG			SEP			OCT			NOV			DEC			JAN			FEB			MAR			APR			MAY			JUN													
	1	8	15	22	29	5	12	19	26	2	9	16	23	30	7	14	21	28	4	11	18	25	2	9	16	23	30	6	13	20	27	3	10	17	24	31	7	14	21	28	5	12	19	26	2	9	16

Market - PA, NY, DC, MD, GA, SC, NC, VA and eastern TN  
 Demo - W35+  
**GROSS MEDIA**

Print		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
Coastal Living - Circ. 450,000 (Eastern - NC, SC, VA, GA, FL, WV, PA, NY, MD, DE, NJ, CT, RI, MA, VT, NH, ME, WI, IL, KY, TN, MS, AL, IN, MI, OH) 1/3 Page Square 4-Color ad for Mar Issue Added Value - In-Book & Online BRC Listing and Destinations Listing, PLUS travel section advertorial	\$ 14,332												
Madden Media - OI Magazine and Food & Wine Magazine Coastal SC co-op - circulation 600,000 w/ National BRC exposure 1/2 Page Horizontal 4-Color ad in August issue of OI and Food & Wine Added Value - Digital Edition w/ photos, videos, links; Mobile Version, Sojern Rich Media Banners, Email Marketing, SEM, Facebook Banner Campaign, VacationFun.com Landing Page	\$ 25,478												
OI/Madden Media - Circ.700,000 (Eastern - NC, SC, VA, GA, FL, WV, PA, NY, MD, DE, NJ, CT, RI, MA, VT, NH, ME ) 1/3 Page Square 4-Color ad in Mar Issue Added-Value - VacationFun.com - Hyperlink, lead generation, eZine listing	\$ 16,099												
Yankee Magazine - circulation 460,000 1/2 Page 4c - Sept/Oct Foliage Issue and May/June Travel Issue Added Value - Online lead gen, PR-Yankee Insider (1/6 pg free), TWO Yankee Giveaways (2-3 night stay)	\$ 12,330												
Southern Living - 980,000 circulation in SC, NC, GA, VA, MD, DC, DE, PA, NJ, NY 1/3 Page Square 4-Color ad in Mar 2014 Issue Added Value - SouthernLivingVacations.com monthly bonus ad + hyperlink + pdf of promotional materials, reader response, Travel eBlast	\$ 27,916												
AAA Going Places - 430,000 circulation in Georgia (370,000 in Atlanta alone) 1/3 Page Horizontal 4c ad in Jul/Aug 2013 Issue Added Value - AAA marketplace, reader service program, banner ad for 2 months on aaagoingplaces.com edit pages	\$ 6,953												
AAA Go - 1,120,000 circulation in NC and SC 1/3 Page Square 4-color ad - fix rate in Jul/Aug 2013 Issue Added Value - reader service to full circulation, online virtual Go with direct links and YouTube video links	\$ 7,200												
SC Official Vacation Guide 2014 - circulation 400,000 1/3 Page Square 4c ad* Added value - online leads	\$ 7,505												
STS/Madden - Explore the Southeast NSP Insert - Circ. 851,000 (AL, DC, FL, GA, IL, IN, KY, LA, MD, MI, MO, NC, NY, OH, PA, TN, TX) 1/4 Page 4-Color Ad in Spring 2014 Insert Added Value - Vacationfun.com listing, campaign launch eBlast, eZine, SEM, lead delivery	\$ 12,549												
Carolina Living - Hot Carolina Destinations Print & Online Pkg - Nat'l circ. 500,000 affluent looking to travel to Carolinas 1/3 Page Square 4-Color ad in CarolinaLiving Guide April and October Issues Added Value: City Highlight Jumbo Banner Program (12 mo.), lead generation	\$ 7,600												
Garden & Gun - circulation 261,854 1/2 Page 4c - Apr/May 2014 Issue Added Value - Recommended Listing on Live the Life on gardenandgun.com for 2 months	\$ 14,437												
<b>Print Total</b>	<b>\$ 152,400</b>												

\*Rate subject to change as 2014 pricing released

Online/Mobile		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN
<b>GROSS MEDIA</b>													
TripAdvisor SC Content Destination Pages - 225,000 Impressions per flight 300x250, 728x90, 160x600, 300x600 Charleston Pages - 225,000 Impressions per flight 300x250, 728x90, 160x600, 300x600 Savannah Pages - 225,000 Impressions per flight 300x250, 728x90, 160x600, 300x600 Festival Promotions - shared Impressions Added-Value - Impressions 300x250, 728x90, 160x600, 300x600	\$ 9,531 \$ 9,531 \$ 9,531												
Travel Spike Travel Ad Network Lead Generation Program (CPL): 300x250, 728x90, 160x600 display ads, textlinks, emails through travel platform Festival Promotions - Lead Generation Program (CPL): 300x250, 728x90, 160x600 display ads, shared Impressions	\$ 23,561												
Carolina Living - Compass eNews Monthly Personalized Emails sent to 25,000 Subscribers (2x/month) Spot xChange Video Pre-Roll Ads Cost Per Completed View Pre-Roll Video Ads - Atlanta Cost Per Completed View Pre-Roll Video Ads - Charlotte	\$ 1,165 \$ 2,353 \$ 2,353												
Collinson Online Banner Ad Network (Geotargeted to PA, NY, DC, MD, GA, SC, NC, VA, and eastern TN) Demographically targeted to Women 35+, propensity to travel, HHI \$75k+ Festival Promotions - Demographically targeted to Women 35+, propensity to travel, HHI \$75k+, shared clicks	\$ 45,223												
Email Campaigns Families/Couples who take vacations or have an interest in history, HHI \$75k+ - Emails sent per Broadcast (75,000) targeting DC, GA, MD, NC, NY, OH, PA, SC, TN, VA	\$ 10,589												
PPC Search Engine Marketing geographically, demographically and behaviorally targeted and retargeted The Weather Channel (Weather.com) Online and Mobile weather triggered ads - demographically and geographically targeted	\$ 28,235 \$ 23,529												
<b>Online Total</b>	<b>\$ 165,601</b>												

**Total Media Costs Planned for 2013-2014** \$ 318,000



# **BEAUFORT, SC**

## HISTORIC DOWNTOWN WATERFRONT PORT ROYAL & SEA ISLANDS

2012-2013 Marketing Plan  
Beaufort Regional Chamber of Commerce  
Tourism Division

## Objectives/Strategies/Tactics/Metrics

### **Objective #1: Develop & Execute Integrated Marketing Plan**

Using current analysis from previous campaigns, we will deliver on an advertising campaign that allows us to draw more visitors into the area. With a focus on increasing overall economic impact for the destination, the campaigns will have a clear call to action that incorporates partner participation to increase our overall market participation.

#### **Strategy #1: Launch Integrated Marketing Plan that focuses on achieving the goals set forth by the Tourism Advisory Committee**

Building on the 2011-2012 campaigns, the strategy is to expand Beaufort's message by reinforcing our brand positioning through an integrated approach that includes an appropriate mix of Traditional, Online, Social, and Public Relations. The intent is to protect loyal repeat guests' interest while pioneering new markets and guest profiles.

#### **GUIDING STRATEGIES:**

- Total transparency
- Lean on continued research to confirm that our guests believe what we believe
- Influence product development consistent with the brand
- Total integration of all marketing channels, ensuring cross promotion of messaging, content and those products/assets

#### **REDEFINING MARKETING:**

- Strategic channel applications and integration = total engagement
- Passionate development of a true "brand tribe" who will be our evangelists
- Communicate as if we are speaking to each individual interest
- Be fluid as trends develop
- Build a powerful reporting matrix

#### **THE GAME PLAN:**

- Target conversions from marketing campaigns (how the brand generates visitation and bookings)
- Embrace all things digital, maintaining a careful blend of traditional and new media
- "Be specific" ...by season, interest, profile and point of origin segmentation
- Create, maintain and update a dynamic database of signature assets, calendars, events and facts
- More conversions...from strategic social media to interactive communications tools



- Protect strongholds (Spring and Fall season and in-state saturation), while venturing out (Summer seasons and broader regional appeal)
- Develop private sector partnerships

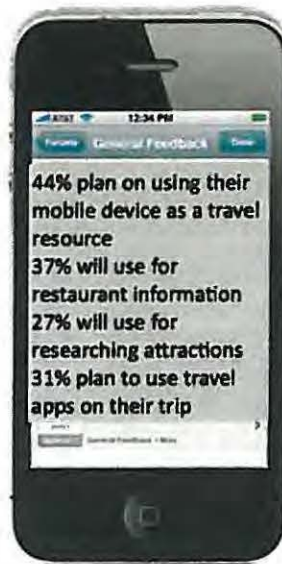
### THE PLAYING FIELD:

#### TRAVEL TRENDS WE NEED TO NOTICE:

- Growth in U.S. economy is static. However, tourism spending increased over 3% (first quarter of the year)
- Americans are feeling more confident about the economy
- Although Americans still plan to travel more, they continue to look for deals
- Two thirds of travelers are influenced by peer reviews
- Seventy-nine percent of respondents plan to spend a minimum of \$3,000 on vacations in the coming year
- 57 percent will pay out at least \$5,000
- 21 percent will invest \$10,000 or more on 2012 leisure travel.
- Ninety percent of respondents are planning to take two or more leisure trips next year, and 24 percent are planning five or more getaways.

#### REASONS FOR TRAVEL:

1. Beach trip (44%)
2. Cultural trip (42%)
3. Road trip (40%)
4. City trip (36%)
5. Guys/girls getaway (24%)



Source: TripAdvisor's Annual Travel Trends

**THE PLAYING FIELD con't:**

**Lodging Barometer: Travelers' Accommodation Picks for 2012**

	<i>Stayed in 2011</i>	<i>Planning to stay in 2012</i>
<b>Going Up:</b>		
Vacation Rentals	35%	36%
B&Bs/ Inns	24%	26%
All-inclusive resorts	16%	18%
<b>Going Down:</b>		
Hotels	87%	83%
Staying with friends/family	45%	43%

*Source: TripAdvisor's Annual Travel Trends*

**CHALLENGES:**

- Fragmented funding mechanism (competition for funds and legitimate "pulls", such as infrastructure and beach renourishment)
- Technology...keeping up with essential tracking, lead management, booking needs and transition to digital concierge visitor services
- Industry Participation/Reporting
  - Hotel response to leads
  - Occupancy & ADR
  - Industry Surveys
  - Website updating - area offerings
- Fluctuating SC Tourism Funding
- Aggressive establishment of one unified brand
- Competing intelligently (sample funding):
 

(1) -Myrtle Beach	\$23 million
(2) -Charleston	\$11 million
(3) -Outer Banks	\$5,895,897
(4) -Hilton Head Island	\$5 million

### KEYS TO MEETING CHALLENGES:

- Build the brand
- Total marketing integration
- Visitor service
- Industry support
- Digital transformation
- Research
- Reporting

### Channel Saturation:

- EARNED:
  - i) -Amplify Beaufort's voice beyond imagination
  - ii) -Expand the brand's story
- OWNED:
  - i) -Claim our space
  - ii) -Constant communication
  - iii) -Clearinghouse for lead generation and cross-media
    - (a) Enhancements
- PAID:
  - i) -Balanced and purposeful
  - ii) -Targeted
  - iii) -Trackable

### EARNED STRATEGIES = PR STRATEGIES:

- Leverage media relations to garner positive media coverage of Beaufort
- Foster open communication with area restaurants, hotels and attractions to maximize efforts
- Identify or create newsworthy events and celebrations
- Maximize efforts by keeping the SCPRT informed and up to date on Beaufort news

PR Tactics: Editorial calendar research, Added-value opportunities per paid channels, Media Hosting/FAM trips/Desksides/Tours, SCPRT media relations outreach, Field organic media inquiries and qualify leads, Solicit information from Chamber members fit for media distribution; Communicate media highlights and PR efforts to Chamber members, News release development, distribution and follow up



**OWNED STRATEGIES = SOCIAL MEDIA**

- Actively build and engage a social media fan/follower base
- Enhance existing platforms to amplify Beaufort's social media footprint and exposure
- Increase the number of fans, followers and viewers
- Utilize social media as a customer service tool
- Use Social Media to increase traffic to Beaufort's website
- Use Social Media to acquire more opt-in email addresses

**PAID STRATEGIES = CORE OBJECTIVES**

- Balance...even in the face of a massive shift to digital
- CTA is the new acronym for destinations...invite interaction in all we do
- Don't spread too thin. Claim a footprint and grow it
- Targets that are true to the brand
- Efficiency and measurability

*Paid Media Plan 2012-2013*

Beaufort Chamber Media Plan 2012-2013	2012												2013											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<b>2012</b>	Total: \$100,000																							
Radio	Total: \$10,000																							
TV	Total: \$50,000																							
Print	Total: \$40,000																							
Direct Mail	Total: \$10,000																							
Search	Total: \$10,000																							
Display	Total: \$10,000																							
Video	Total: \$10,000																							
Mobile	Total: \$10,000																							
Other	Total: \$10,000																							
<b>2013</b>	Total: \$100,000																							
Radio	Total: \$10,000																							
TV	Total: \$50,000																							
Print	Total: \$40,000																							
Direct Mail	Total: \$10,000																							
Search	Total: \$10,000																							
Display	Total: \$10,000																							
Video	Total: \$10,000																							
Mobile	Total: \$10,000																							
Other	Total: \$10,000																							

## **Objective #2: Conduct Research**

*“Research is formalized curiosity. It is poking and prying with a purpose.”  
~ Zora Neale Hurston*

In an effort to continue to assemble as much information from our target market as possible, it's essential that research be expanded to include as many different avenues as possible.

### **Strategy #1: Identify and secure research sources**

Continue to promote and expand research to all festivals and events. We desire to focus our efforts on expanding participation to conduct research at the festivals/events/attractions.

Timing: Ongoing throughout the year

Success metrics: Secure at least two additional festivals/events in 2012-2013 to partner with an educational institution to conduct research.

### **Strategy #2: Baseline Visitor Profile Data**

Utilizing the existing longitudinal databases, we will capitalize on the opportunity to capture key data on our existing customer base. The existing database is a derivative from our leads programs, as well as our email/e-newsletter opt-in form. We will initiate web based surveys at several locations including: Visitor Center, Hunting Island, (as funds permit marina, Fripp Island, etc).

Timing: Ongoing – Begin process September 2012

Success metrics: Gain a better understanding to narrow our advertising/marketing focus for budget efficiency and effectiveness.

### **Strategy #3: Baseline Visitor Industry Data**

Promoting and encouraging all accommodations partners to participate in the Smith Travel Research (STR) report is essential to accessing the full scope of visitor travel into our area. To date 13 out of 24 total properties are sharing their data with STR. BRCCOC will also work with our vacation rental properties/VRBOs to develop a reporting plan and mechanism to deliver the most accurate picture of our diverse travel market.

Timing: Ongoing – Beginning Sept 2012

Success metrics: Finalize sign-up/registration for remaining 19 properties with STR; receive monthly reporting from 14 lodging properties

### **Strategy #4: Complete Competitive Set Analysis**

To ensure we're remaining competitive in the marketplace and differentiating ourselves from the competition, it's essential that we conduct research on our competition. Information gathering is essential to marketing and advertising



**BEAUFORT, SC**

HISTORIC DOWNTOWN WATERFRONT  
PORT ROYAL & SEA ISLANDS

efforts, specifically with search-engine optimization, keywords & rankings. We will use 2 different sets. One will contain three comparative cities. The second set will be South Carolina small town specific.

Timing: Ongoing

Success metrics: Task completion. The Comparative cities are as follows: New Bern, NC; Brunswick, GA; St. Augustine, FL / Smith Travel Research SC Small Cities set.

**Strategy #5: Conduct Research with Group Travel Tour Operators (Motorcoach, Cruise Ship, etc)**

It's mutually beneficial to conduct an electronic survey for new learnings and to better understand how we can simplify their process for the financial benefit of Beaufort, Port Royal & the Sea Islands. If we can better understand their decision-making process, including travel routes/itineraries, there's a greater possibility that the region can increase the economic impact of such groups.

Timing: Surveying tour operators will begin in Spring 2013.

Success metrics: Completed survey with report analysis presented to the public via website.

**Strategy #6: Complete Conversion/ROI Analysis per month**

Monthly metrics will be provided by our partner agency that keeps the advertising campaigns in-line with the core goals set forth by Tourism Board.

Timing: Length of Advertising Schedule.

Success metrics: N/A

**Objective #3: Sustain Stakeholder Relationships/Partnerships**

*"What we want to do, we can do and will do, together. A glorious future!"*

*~ Ingvar Kamprad*

As the leader of the tourism industry in Northern Beaufort County, we must collaborate with our stakeholders to ensure we present the very best destination to our visitors.

**Strategy #1: Continue and Expand Co-op Marketing Opportunities**

Co-op marketing opportunities allow for an extension of marketing dollars and budget through negotiated advertising rates, which represent significant savings.

Timing: Begin of Advertising Campaign / Ongoing

Success metrics: Number of co-ops, industry participation volume and total revenue generated - \$20,000 Budgeted Line Item



**Strategy #2: Conduct Regular Director of Sales/General Manager Roundtables**

Roundtable discussions to be initiated to review results, share research, implement ideas, and continue communicating on a combined front. Developing packages for events, partnering for group travel promotion, tradeshow updates, lead generation suggested best practices are examples of industry data that will be shared during these meeting.

Timing: Quarterly Meeting (or as necessary) – Beginning September 2012

**Strategy #3: Strengthen partnership With Port Royal & the Sea Islands**

It's important to ensure successful partnerships with Port Royal and the Sea Islands as they are also within our DMO. We will continue to strike a balance to effectively promote these areas – in conjunction to marketing Beaufort.

Timing: Ongoing

Success metrics: Public Relations tracking through Meltwater News monitoring service

**Strategy #4: Build on Existing Relationships with Festivals and Events**

We will form partnerships and play larger development roles in the marketing of events & festivals to increase the overall reach of audiences in markets that are key to overnight travel. In addition, there are organizations that have expressed interest in creating new partnerships such as the Storytelling Festival and Beaufort Water Festival.

Research conducted by USCB for the Shrimp Festival and the 2011 MCAS Beaufort Air Show, indicate that approximately 90% of the polled population (in combination of both surveys) indicated that they would return again the following year.

Timing: Conversations are in progress currently. Schedule a meeting of event/festival stakeholders.

Success metrics: Stakeholder participation and overall coordination.

**Objective #4: Influence Product Development Consistent With Brand**

To capitalize on the quality and amount of products available to tourists, the TTCD needs to initiate and facilitate all communications surrounding this objective in order to ensure all tactics are consistent with the overall brand.

**Strategy #1: Serve as a Liaison between the Festivals/Events and Lodging Partners**

The various festivals/events taking place every year in our area, is of significant opportunity for the BRCOC to develop packages that can assist in the increase of overnight stays.

Timing: To begin during Lodging Partners Roundtable  
Success metrics: Stakeholder participation and overall coordination.

**Strategy #2: Develop Beaufort Area Relocation Guide**

Develop, design, & create a relocation guide that provides important local information. The guide will be distributed to those inquiries that are actively pursuing the area as a potential new residence.

Timing: Early Fall begin sales to advertisers. Production and release in Early 2013  
Success: Meet revenue goals and distribution goals.

**Strategy #3: Manage Content on Travel Sites Featuring or Promoting the Beaufort, SC, Area**

It is a common and healthy practice to ensure destination information is being communicated accurately.

Timing: Begin July 2012 – ongoing  
Success metrics: Compile list & ensure accurate information on all partner sites  
Cost: Time

**Strategy #4: Redesign BeaufortSC.org to better disseminate destination information and to provide a mobile platform for visitors.**

The new website will present the destination in an aesthetically appealing manner allowing for visitors to navigate the site with greater ease. It will also be offered in a mobile platform for users on the go. The data on the site will consolidate with the current chamber database (Chamber Master) and allow for data to be updated in an easy to sync method. There will be an emphasis on the collection of pertinent data for research as well as leads for our partners to share.

Timing: Begin in early fall 2012  
Success metrics: Completion of the site

## **Objective #5: Increase Group Travel**

While we know group travel is an important part of our destination and our annual revenue, it's important that we qualify the extent that holds true. The DMO needs to lead a more concerted effort in quantifying the area's group market but also qualifying those segments to determine which are advantageous for us to pursue.

### **Strategy #1: Develop Protocol for Handling Group Leads**

With a group lead form already in the works, finalizing the format and posting it to the web site is a priority in finalizing the group lead process. And to ensure a positive experience, the TTCD will confirm that once the lead forms are compiled on the front end, a protocol and execution process is in place on the back end, to ensure that the customer receives the information they requested. Group lead categories to be considered on the form:

- Meetings
- Motorcoach
- Weddings
- Students/Education
- Families/Reunions
- Religious
- Recreational Group

Timing: October 2012

Success metrics: Complete automation and back end fulfillment process

### **Strategy #2: Attend Industry Tradeshows/Sales Missions**

Whether it is a face-to-face sales pitch at ABA Marketplace or a three city sales mission, we have to be where potential group business does their business. With the recommendations from area properties, we will develop a list of events, tradeshows, and missions that we will target in the next year.

Timing: Fall 2012

Success metrics: Compile list of events, tradeshows, and missions ; determine budget and partners; and attend the events providing leads to those who partner for that event.

## **Objective #6: Extend Length of Stay**

### **Strategy #1: Develop Packages and Suggested Itineraries & Evaluate Offers to Include Additional Nights at Special Offers**

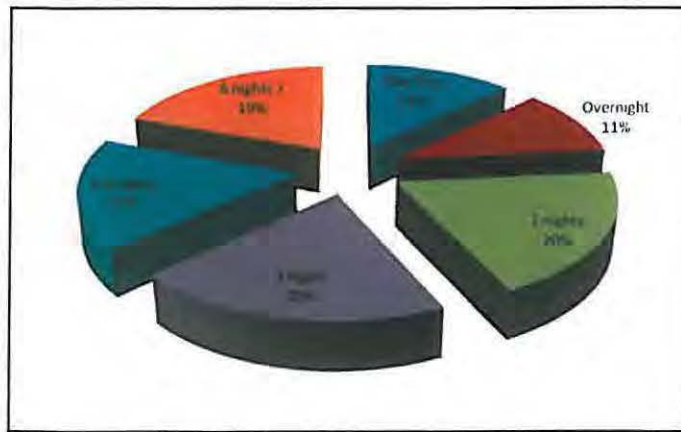
Will implement the strategy from 2011-2012 Marketing Plan by developing packages around festivals and events, as to ensure we're doing all that we can to

impact this goal. It should also be considered that we partner with the festivals and events to inquire about sending our email marketing offers to their database list.

Timing: Prior to January

Success metrics: Increase overnight stay from 2.4 nights to 2.6 nights.

*Length of Stay*



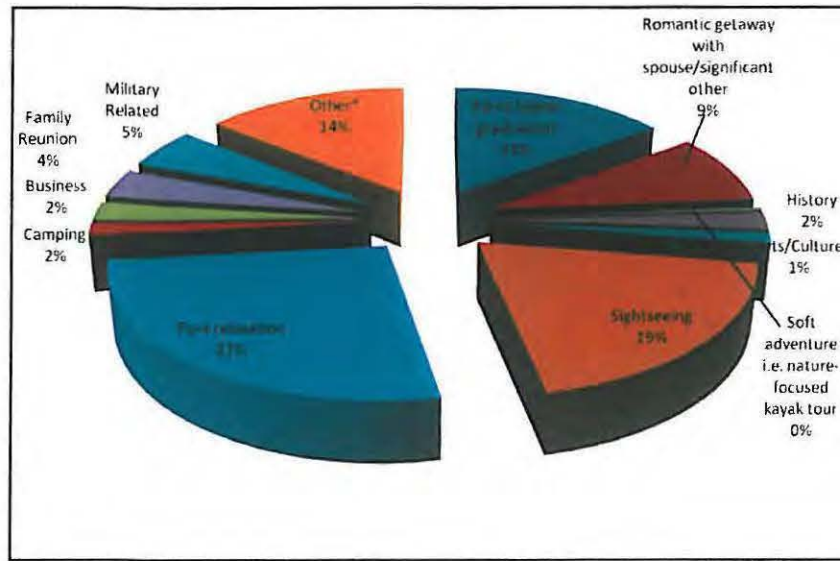
**Strategy #2: Provide Pre and Post Military Graduation Trips**

With the military being the third highest-represented ‘trip purpose’ based on the branding study, indicated in the graph below, focusing our efforts on marketing to them with cost-effective advertising, can be a substantial revenue generator for the TTCD and the area hotels and restaurants. Based on the revised and segmented Visitor Guide request form previously mentioned, we’ll be able to actively market special pre and post packages to the military families coming to town for graduations at Parris Island or other military-related events. Once they have self-identified, we can easily partner with businesses to offer them incentives to extend their stay or come a day prior than they were originally anticipating.

Timing: Launch following the revision of the VG request form

Success metrics: Number of pre and post packages clicked-thru or purchased through our booking engine

*Reasons Visitors Come to the Beaufort Area*







October Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	719	33,989	2.12%	\$ 390.80
Collinson	160x600, 728x90, 300x250	44	25,481	0.17%	\$ 116.91

November Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	2,239	100,718	2.22%	\$ 1,240.88
ValueClick	160x600, 728x90, 300x250	7,545	4,311,737	0.19%	\$ 11,911.76
Collinson	160x600, 728x90, 300x250	1,513	1,117,932	0.14%	\$ 5,129.34

December Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	3,926	175,849	2.23%	\$ 2,605.33
Collinson	160x600, 728x90, 300x250	2,046	1,422,282	0.17%	\$ 6,517.99

January Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	5,116	209,279	2.44%	\$ 3,417.45
January Print	Ad Size		Circulation		Spend
SC Vacation Guide	Full Page 4c		400,000		\$ 15,770.00

February Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	3,038	123,412	2.46%	\$ 2,031.72
Compass eNews	February Email Banner Ad		11,075	OR: 21-25%	\$ 582.35
TripAdvisor	160x600, 728x90, 300x250	72	38,009	0.19%	\$ 757.35
ValueClick	160x600, 728x90, 300x250	2,730	2,383,617	0.11%	\$ 4,335.88
February Print	Ad Size		Circulation		Spend
SC Vacation Guide	leads still being received		400,000		\$ -
O! Magazine	1/2 Page 4c		700,000		\$ 25,570.00
Coastal Living	1/2 Page 4c		450,000		\$ 17,710.59

March Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	3,820	153,376	2.49%	\$ 2,236.59
Collinson	160x600, 728x90, 300x250	2,401	1,245,623	0.19%	\$ 4,857.93
TripAdvisor	160x600, 728x90, 300x250	532	291,976	0.18%	\$ 5,880.98
ValueClick	160x600, 728x90, 300x250	4,957	2,728,545	0.18%	\$ 7,872.88
3rd Party Eblast (3/6)	Exclusive	2,290	Opens: 23,547	OR: 15.7%; CTR: 1.5%	\$ 3,529.41
3rd Party Eblast (3/13)	Exclusive	2,263	Opens: 23,958	OR: 16.0%; CTR: 1.5%	\$ 3,529.41
3rd Part Eblast (3/27)	Exclusive	2,509	Opens: 20,728	OR: 13.8%; CTR: 1.7%	\$ 3,529.41



March Print	Ad Size		Circulation		Spend
SC Vacation Guide	leads still being received		400,000		\$ -
O! Magazine	leads still being received		700,000		\$ -
Coastal Living	leads still being received		450,000		\$ -
Southern Living	1/3 Page 4c		980,000		\$ 27,235.29
Yankee Magazine	Great Yankee Giveaway		460,000		\$ -
AAA Go	1/2 Page 4c		1,120,000		\$ 12,600.00
STS NSP Insert	1/4 Page 4c		851,000		\$ 12,549.41

**Fall 2012-Mar. 2013 Total Spend as of 3/31:** \$ 181,909.66  
**Fall 2012-Mar. 2013 Total Leads as of 3/31:** 11,259  
**Fall 2012-Mar. 2013 CPL as of 3/31:** \$ 16.16

*\*Note: These numbers are as of 2/28/13*

**Spring 2012 Total Spend:** \$ 173,592.00  
**Spring 2012 Total Leads:** 76  
**Spring 2012 CPL:** \$ 2,284.11

*\*Note: These are raw numbers pulled from the Rockett Interactive Spring 2012 media audit*

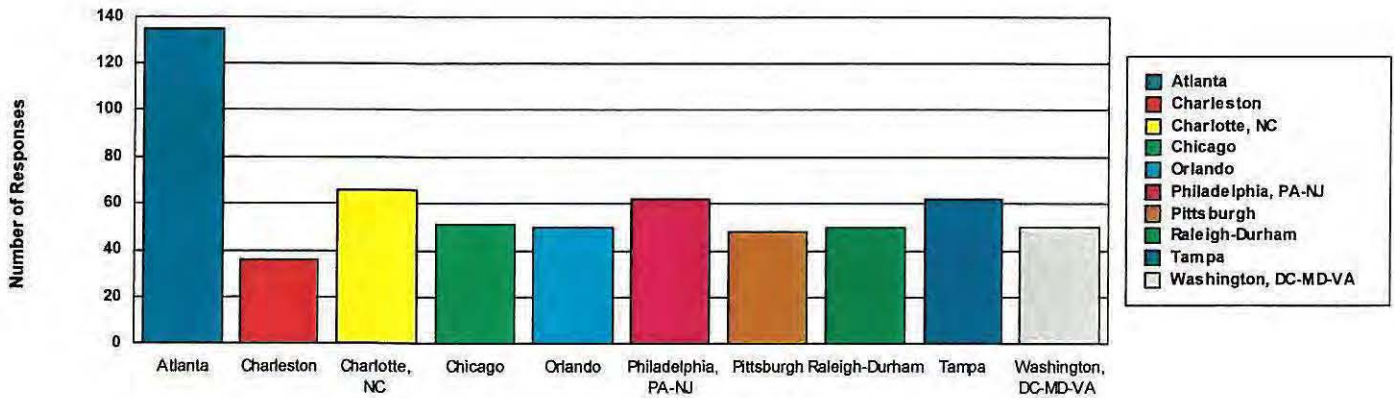
*\*\*OR means open rate for the email campaigns.*

### Regional Lead Distribution Analysis

O - The Oprah Magazine - March - East  
Beaufort (Greater) Chamber of Commerce  
Insert Date: 02/08/2013  
Process Date: 04/03/2013

Total Leads This Mailing:	215	Total Email Opt-Ins to Date:	721
Total Program Leads to Date:	2,608	Total Website Click-Throughs to Date:	237

### Top 10 Lead Generating Metro Areas to Date



**Regional Lead Distribution Analysis**  
 Southeast Tourism Society Spring Insert Campaign  
 Beaufort (Greater) Chamber of Commerce  
 Insert Date: 03/21/2013  
 Process Date: 04/03/2013

**Current Leads**

Bonus VacationFun.com Leads:	576
In Market Leads:	355
AAA Leads:	0
Total Leads This Mailing:	931

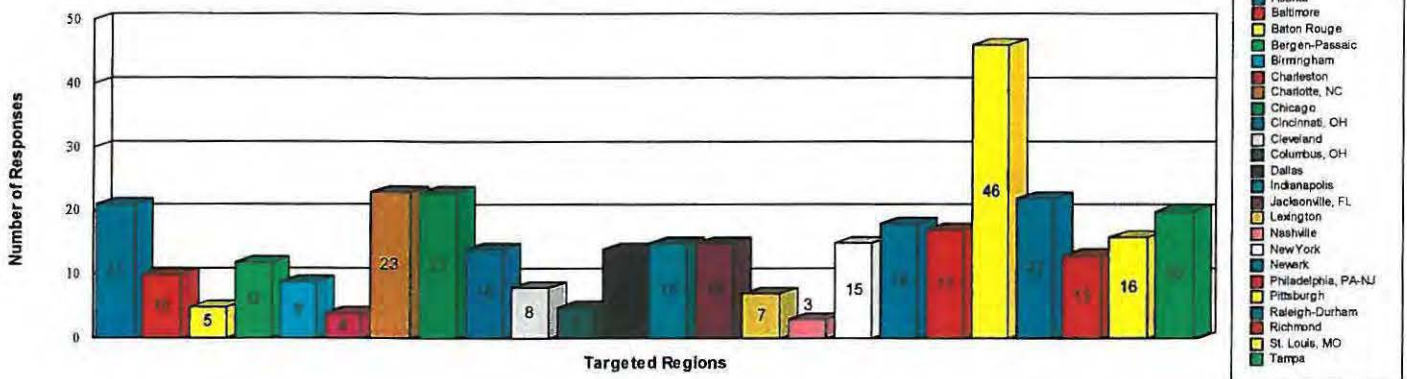
**Current Fulfillment Breakdown**

* eBrochure Leads:	0
Standard Leads:	931

**To-Date Campaign Summary**

Total Website Clicks To-Date:	153
Total Program Leads To-Date:	931
Total Email Opt-Ins To-Date:	434

**Top Responding Metro Areas for Current Leads**



**BUDGET**

2012-2013 DESTINATION MARKETING BUDGET  
 NORTHERN BEAUFORT COUNTY

**TOTAL**

Jul '12 - Jun 13

Ordinary Income/Expense

Income

40000 · REVENUES

43000 · GOVERNMENT SUPPORT/GRANTS

43200 · DMO FUNDING

43205 · CITY DMO FUNDING 80,000.00

43210 · COUNTY DMO FUNDING 115,000.00

Total 43200 · DMO FUNDING 195,000.00

43300 · OTHER ATAX FUNDING 150,000.00

43400 · HOSPITALITY FEES 55,000.00

43500 · GRANTS

43505 · CITY ATAX GRANT 75,000.00

43510 · COUNTY ATAX GRANT 50,000.00

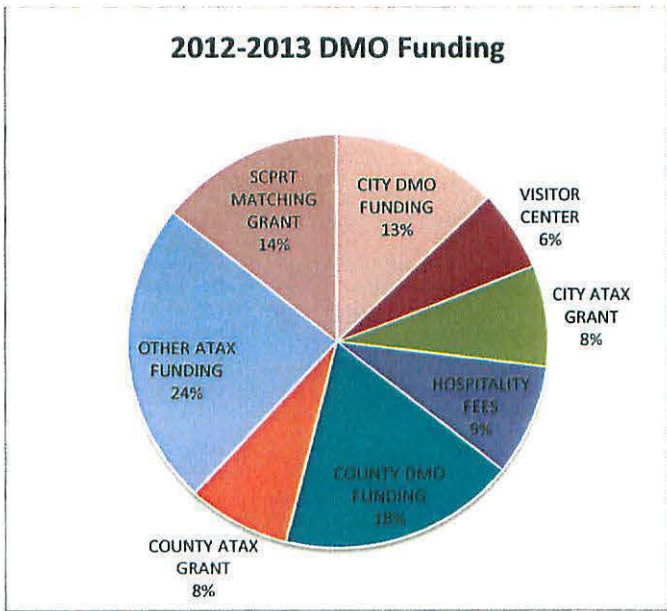
43515 · SCPRM MATCHING GRANT 90,000.00

Total 43500 · GRANTS 215,000.00

Total 43000 · GOVERNMENT SUPPORT/GRANTS 615,000.00

Total 40000 · REVENUES 615,000.00

<b>Total Revenue</b>	<b>615,000.00</b>
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**Expense**

**Total 50000 · PERSONNEL EXPENSES** 65,128.00

**60000 · NON-PERSONNEL EXPENSES**

**61000 · GENERAL EXPENSES**

**Total 61200 · PRINTING** 70,000.00

**Total 61300 · ADVERTISING** 270,000.00

**61700 · TRAVEL/MEALS/ENTERTAINMENT**

**61770 · FAM TOURS** 5,000.00

**61771 · MOTORCOACH** 6,500.00

**Total 61700 · TRAVEL/MEALS/ENTERTAINMENT** 11,500.00

**61800 · DUES & SUBSCRIPTIONS** 4,000.00

**Total 61000 · GENERAL EXPENSES** 355,500.00

**64000 · CONTRACT SERVICES/PROF. FEES**

**64400 · RESEARCH** 15,000.00

**64500 · WEBSITE** 60,000.00

**64600 · DESIGN/PHOTOGRAPHY SERVICES** 10,000.00

**64700 · FULFILLMENT SERVICES** 15,000.00

**64900 · OTHER SERVICES**

**64920 · CLIPPING SERVICE** 5,000.00

**Total 64900 · OTHER SERVICES** 5,000.00

**Total 64000 · CONTRACT SERVICES/PROF. FEES** 105,000.00

**69000 · OTHER EXPENSES**

**69300 · BOOKING ENGINE** 10,000.00

**Total 69000 · OTHER EXPENSES** 10,000.00

**Total 60000 · NON-PERSONNEL EXPENSES** 470,500.00

<b>Total Expense</b>	<b>535,628.00</b>
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**EXECUTION**





**BEAUFORT, SC**  
 HISTORIC DOWNTOWN WATERFRONT  
 PORT ROYAL & SEA ISLANDS

Beaufort Chamber Media Plan 2012-2013		Third Quarter 2012									Fourth Quarter 2012									First Quarter 2013									Second Quarter 2013									
		JUL			AUG			SEP			OCT			NOV			DEC			JAN			FEB			MAR			APR			MAY			JUN			
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	1	2	3	4	5	6	7

Market - PA, NY, DC, MD, GA, SC, NC, VA and eastern TN		GROSS MEDIA																																																							
Demo - W45+																																																									
Print																																																									
Coastal Living - Circ. 400,000 (Eastern - NC, SC, VA, GA, FL, WY, PA, NY, MD, DE, NJ, CT, RI, MA, VT, NH, ME, WI, IL, KY, TN, MS, AL, IN, OH)																																																									
1/2 Page 4-Color ad for Mar - The Color Issue, May - Before & After Makeovers		\$	15,420																																																						
Added Value - In-Book & Online BRC Listing and Destinations Listing, PLUS travel section advertorial in May & June issues																																																									
City/Market Media - Circ. 700,000 (Eastern - NC, SC, VA, GA, FL, WY, PA, NY, MD, DE, NJ, CT, RI, MA, VT, NH, ME)																																																									
1/2 Page 4-Color ad		\$	25,370																																																						
Added Value - VacationFun.com - hyperlink, lead generation, eZine listing																																																									
Southern Living - 980,000 circulation in SC, NC, GA, VA, MD, DC, DE, PA, NJ, NY																																																									
1/3 Page 4-Color ad in Mar 2012 issue		\$	27,235																																																						
Added Value - SouthernLivingVacations.com monthly bonus ad + hyperlink + pdf of promotional materials, reader response																																																									
Yankee Magazine - circulation 460,000																																																									
1/2 Page 4c - Mar/Apr issue		\$	6,165																																																						
Added Value - Online lead gen, PR-Verbee Insider (1/5 pg free), Yankee Giveaway (2-3 night stay)																																																									
AAA Go - 1,120,000 circulation in NC and SC																																																									
1/2 Page 4-color ad - 6x rate in Mar/Apr issue		\$	12,600																																																						
Added Value - reader service to full circulation, online virtual Go with direct links and YouTube video links																																																									
SC Official Vacation Guide 2013 - circulation 400,000																																																									
Full Page 4c ad		\$	15,770																																																						
Added Value - online leads																																																									
STV/Market - Explore the Southeast MSP insert - Circ. 851,000 (AL, DC, FL, GA, IL, IN, KY, LA, MD, MI, MO, NC, NY, OH, PA, TN, TX)																																																									
1/4 Page 4-Color Ad in Spring 2013 issue		\$	12,549																																																						
Added Value - VacationFun.com listing, campaign launch effort, eZine, SEM, lead delivery																																																									
Print Total		\$	138,310																																																						

Online		GROSS MEDIA																																																							
TripAdvisor																																																									
SC Content Destination Pages - 225,000 impressions per flight 300x250, 728x90, 160x600, 300x600		\$	4,764																																																						
Charleston Pages - 225,000 impressions per flight 300x250, 728x90, 160x600, 300x600		\$	7,148																																																						
Governor's Pages - 225,000 impressions per flight 300x250, 728x90, 160x600, 300x600		\$	7,148																																																						
Added Value - Impressions 300x250, 728x90, 160x600, 300x600																																																									
Carolina Living - Compass online																																																									
Monthly Personalized Emails sent to 25,000 subscribers		\$	582																																																						
ValueClick Media - geo-targeted to PA, NY, DC, MD, GA, NC, SC, VA and eastern TN																																																									
300x250 display ads - Geo-targeted to PA, NY, DC, MD, GA, NC, SC, VA and eastern TN		\$	40,542																																																						
Collinson Online Banner Ad Network (Geo-targeted to PA, NY, DC, MD, GA, SC, NC, VA, and eastern TN)																																																									
Demographically targeted to Women 45+, propensity to travel, H88 5736		\$	35,306																																																						
Email Campaigns																																																									
Parent/Grandparents who take vacations or have an interest in history, H88 5736 - Emails sent per Broadcast (150,000) targeting DC, GA, MD, NC, NY, OH, PA, SC, TN, VA		\$	21,177																																																						
PPC																																																									
Search Engine Marketing (geographically, demographically and behaviorally targeted and retargeted)		\$	18,000																																																						
Online Total		\$	124,690																																																						

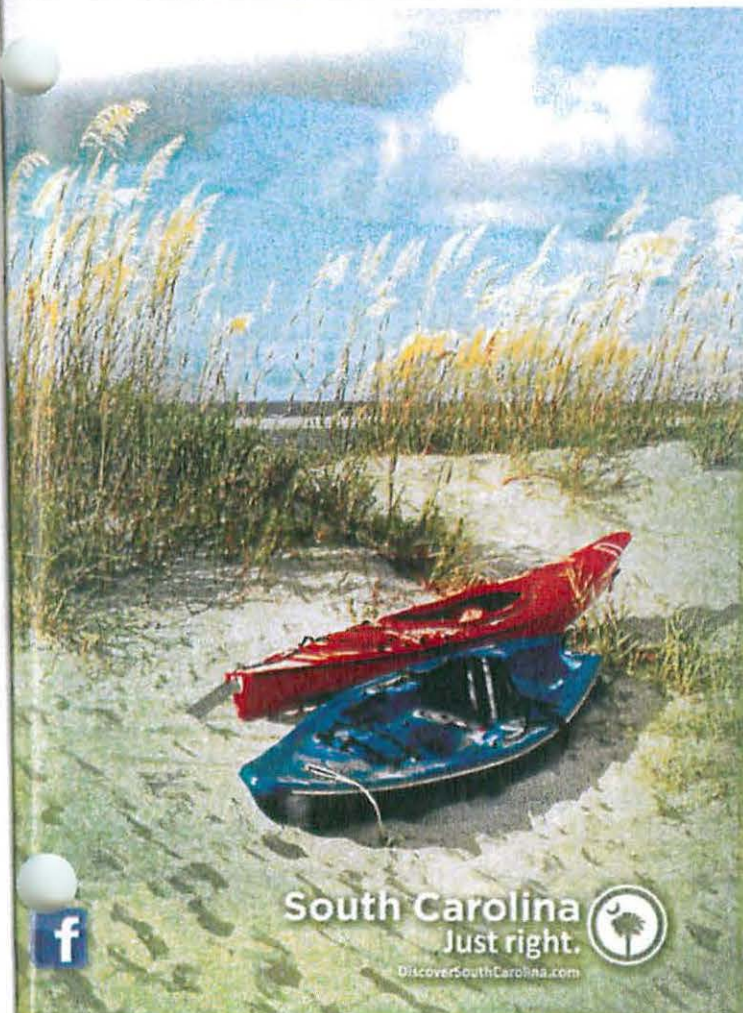
Total Media Costs Planned for 2012/2013	\$	270,000
Total Media Costs Budgeted for 2012/2013	\$	270,000
Contingency Budget Remaining	\$	0



A&G Concrete Pools constructed the pool; Hayslip Landscape designed the flora.

**6 Go natural.** The homeowners were originally drawn to the house's architecture and lush outdoor spaces, where the only colors that matter are the vibrant greens of the tropical foliage and the cool blue of the pool water. "The landscape has a formal but easy Caribbean aesthetic," Coleman says. "The rows of tall palm trees in the courtyard give a lot of scale to the house and ensure that there's a beautiful view through nearly every window." **For more information, see Sources, page 104.**

"THE LANDSCAPE HAS A FORMAL BUT EASY CARIBBEAN AESTHETIC. THE ROWS OF TALL PALM TREES ENSURE A BEAUTIFUL VIEW THROUGH NEARLY EVERY WINDOW"



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BEAUFORT, SC  
HISTORIC DOWNTOWN WATERFRONT  
PORT ROYAL & SEA ISLANDS

EVENTS, CONTESTS &amp; MORE

# what's making a splash!



## 2013 Coastal Living Showhouse Site Revealed

We've been busy planning and building the 2013 *Coastal Living* Showhouse! This year's stylish, waterfront retreat is located on Daniel Island, S.C.—Charleston's island town. Tours begin Summer 2013. To learn more about this beautiful coastal community visit [danielisland.com](http://danielisland.com)



## Enrich Your View Of The South

Beaufort, S.C., stands strong as a living landmark, handcrafted from the storied history of the south.

Rediscover the legends of those who walked here generations before you and unearth new treasures that will enrich your life forever. 866-463-8591. [beaufortsc.org](http://beaufortsc.org)

[coastalliving.com/marketplace](http://coastalliving.com/marketplace)



# marketplace

## good stuff guide

Order free advertiser information here or at [coastalliving.com/marketplace](http://coastalliving.com/marketplace)

### home

#### 500 Building

1. Belgard Hardscapes
2. Benjamin Moore & Co.
3. Moen, Incorporated

#### 501 Coastal Living Collection

4. Jaipur Rugs
5. Lloyd Flanders
6. Stanley Furniture
7. Vanguard Furniture

#### 502 Home Goods

8. Gloster
9. Sunbrella

### lifestyle

#### 503 Automobile

10. Go RVing

#### 504 Food & Beverage

11. The Florida Department of Agriculture Bureau of Seafood and Aquaculture

#### real estate

#### 505 Outer Banks

12. Joe Lamb Jr. and Associates

#### 506 South Carolina

13. Callawassie Island
14. Daniel Island

### travel

#### 507 Caribbean

15. Aruba Tourism Authority

#### 508 Florida

16. Amelia Island CVB
17. Boca Raton Resort & Club

18. Fort Pierce/Port St. Lucie/Hutchinson Island

19. Garrett Realty
20. Lago Mar Resort & Club
21. Ponte Vedra Inn & Club
22. Resorts of Pelican Beach
23. Sandestin Golf and Beach Resort
24. South Walton
25. The Edgewater Condominiums
26. The Lodge & Club
27. Visit Pensacola Beach
28. Visit Sarasota County
29. Visit St. Petersburg/Clearwater

#### 509 Hawaii

30. Aston Hotels and Resorts
31. Hyatt Regency Waikiki Beach Resort and Spa

#### 510 North Carolina

32. North Carolina Tourism
33. North Carolina's Brunswick Islands

#### 511 Outer Banks

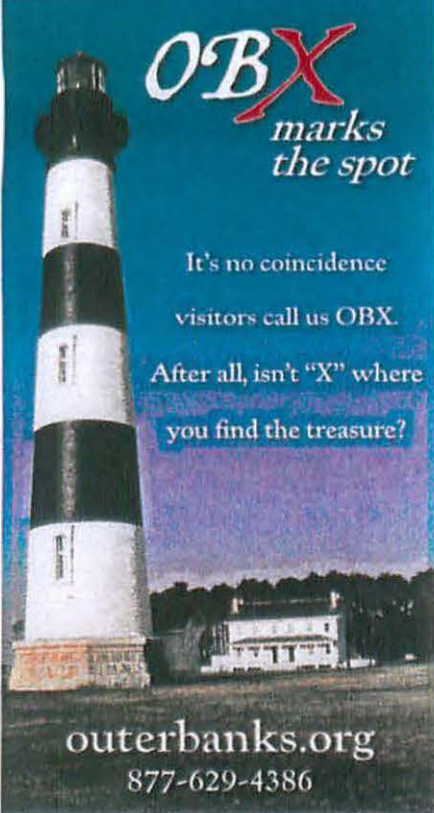
34. Currituck Outer Banks Tourism
35. Sun Realty
36. The Outer Banks of North Carolina

#### 512 South Carolina

37. Beaufort Regional Chamber of Commerce
38. Hilton Head Marriott Resort & Spa
39. Hilton Head Island Wine & Food Festival
40. Hilton Head Island-Bluffton Chamber of Commerce
41. The Westin Hilton Head Island Resort & Spa

#### 513 Texas

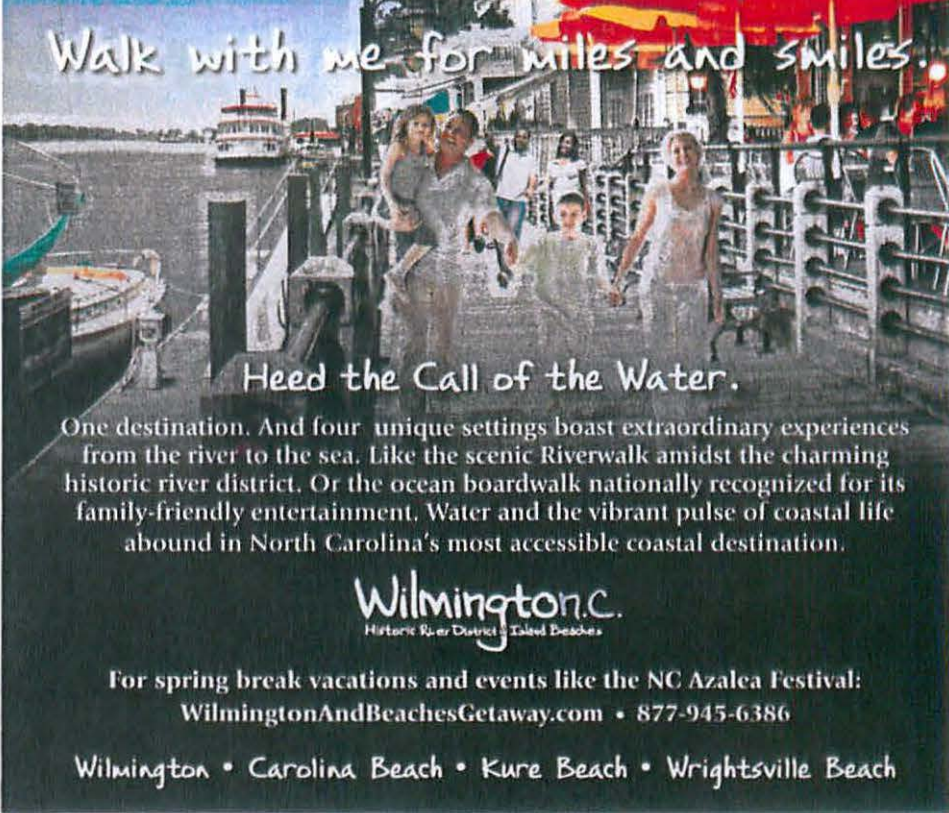
42. Texas Tourism



**OBX**  
marks  
the spot

It's no coincidence  
visitors call us OBX.  
After all, isn't "X" where  
you find the treasure?

[outerbanks.org](http://outerbanks.org)  
877-629-4386



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Heed the Call of the Water.

One destination. And four unique settings boast extraordinary experiences from the river to the sea. Like the scenic Riverwalk amidst the charming historic river district. Or the ocean boardwalk nationally recognized for its family-friendly entertainment. Water and the vibrant pulse of coastal life abound in North Carolina's most accessible coastal destination.

**Wilmington, C.**  
Historic River District • Island Beaches


For spring break vacations and events like the NC Azalea Festival:  
[WilmingtonAndBeachesGetaway.com](http://WilmingtonAndBeachesGetaway.com) • 877-945-6386

Wilmington • Carolina Beach • Kure Beach • Wrightsville Beach

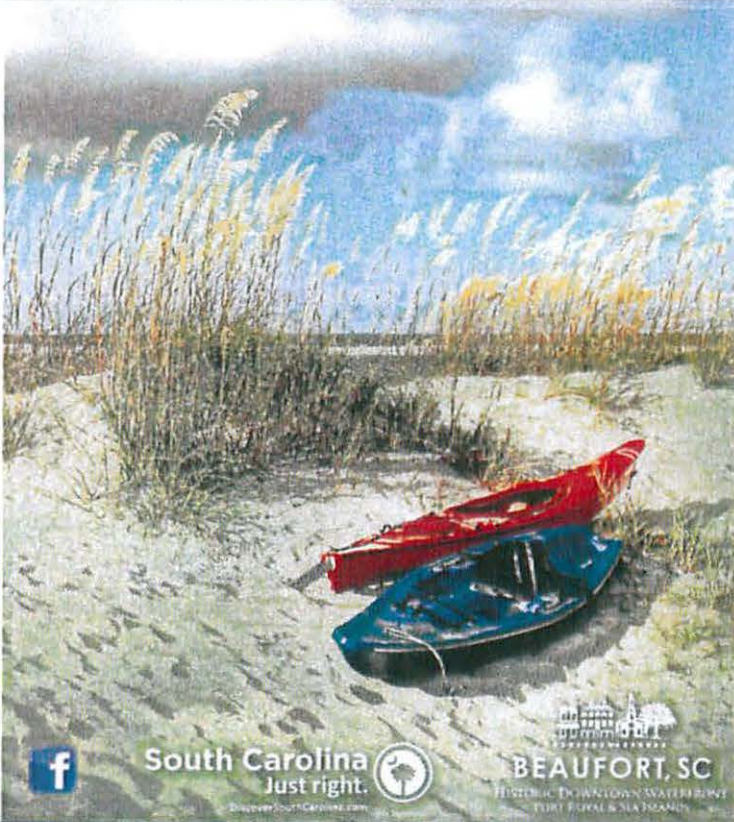
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OR CALL 1-877-416-9687.


 **Fripp Island**  
GOLF & BEACH RESORT

[WWW.FRIPPISLANDRESORT.COM](http://WWW.FRIPPISLANDRESORT.COM)



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**BEAUFORT, SC**  
Historic Downtown Waterfront  
Fort Pulaski & Salt Marsh

**win!**  Enter to win a getaway on South Carolina's beautiful beaches at [VacationFun.com/wildlife](http://VacationFun.com/wildlife).

Visit our blog at [yourbestjourney.com](http://yourbestjourney.com)

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BEAUFORT, SC  
HISTORIC & PORTSIDE WALKER  
FORT BEAUFORT & WALTON

## Hot off the Skillet

What's new and noteworthy near you



meet 'n' three

### KACEY MUSGRAVES

► Get to know this Golden, Texas, native who's been on the music circuit since she was 8. This month, her debut album, *Same Trailer, Different Park*, puts Kacey on the map as the songwriter of her generation.

- 1) **Country Music Anthem:** "Loretta Lynn's 'You Ain't Woman Enough (To Take My Man)' is sassy as hell and funny." a Christmas-themed double-wide near the fairgrounds that's divey and always a good time."
- 2) **Music City Hangout:** "In Nashville, when I'm not at home, I'm at Santa's Pub [615/593-1872]. It's
- 3) **Retail Therapy:** "I always stop at Dolly Python [[dollypythonvintage.com](http://dollypythonvintage.com)] in Dallas for vintage boots and T-shirts."

#### style notes

### GOING GREEN

Every year, Pantone, the be-all authority on color, announces the official hue of the year, a decision that influences everything from runways to home decor. The crown jewel of 2013—emerald green—is best flaunted as arm candy. We're loving this line of bracelets made by Texas native Leigh Elena Navarro using materials such as snakeskin and lizard skin mixed with dressed-up cowgirl buckles. [leighelena.com](http://leighelena.com); from \$69



# ENRICH: YOUR ADVENTUROUS SPIRIT.

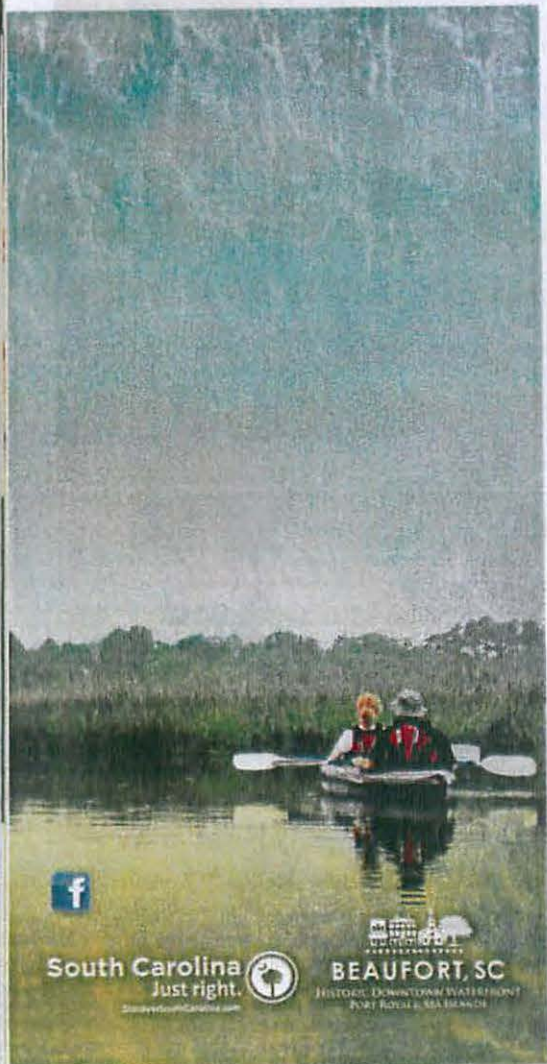
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BEAUFORT, SC  
HISTORIC DOWNTOWN WATERFRONT  
PORT FULTON & SEA BRANCH

TRAVELER

southeast insider

WHERE TO SHOP NOW

## Savannah

Thank the Savannah College of Art and Design for the city's infusion of artisan-crafted gifts and wares



### SHOPPING BREAK

After work, young shop owners head to new cocktail lounge **THE SPARETIME** for a Triple Lindy made with rye and mezcal (\$12) and wood-fired Neapolitan-style pizzas ([sparetimesavannah.com](http://sparetimesavannah.com)). At **CHOCOLAT BY ADAM TURONI**, the Culinary Institute of America grad whips up habanero caramels (\$2.25) and almond bark medallions dusted with 24-karat gold (\$2.50-\$4.25; [chocolatat.com](http://chocolatat.com)).

# YANKEE INSIDER {Events, Giveaways, Special Offers & Promotions}

## CRAFTBOSTON SPRING 2013

APRIL 19-21, 2013

SEAPORT WORLD TRADE CENTER  
200 SEAPORT BLVD., BOSTON, MA

Melt away your winter blues at Craftboston Spring, featuring 200 artists showcasing one-of-a-kind and limited edition pieces in baskets, ceramics, fiber, art to wear, furniture, glass, jewelry,



leather, metal, mixed media, paper, and wood.

Entertaining and educational, visit this highly regarded event for a weekend of learning about contemporary craft, meeting the artists, and expanding your collection of handmade fine craft!

Visit [www.craftboston.org](http://www.craftboston.org) for more information.

Present this ad for \$3 off one general admission ticket.

## Northern New England Home, Garden, Flower Show

MAY 17-19, 2013

FRYEBURG FAIRGROUNDS  
154 MAIN STREET, RTE. 5  
FRYEBURG, ME

Eight buildings, 300 booths showcasing home, energy and garden related products plus five acres of outdoor garden related displays, zone hardy perennials, annuals, seedlings. Garden artists, speakers.

[www.homegardenflowershow.com](http://www.homegardenflowershow.com)

800-359-2033 or

[info@homegardenflowershow.com](mailto:info@homegardenflowershow.com)



## SIMON PEARCE



### RESTAURANT WINE DINNER SERIES

WEDNESDAY, APRIL 10, 2013 6:00 - 9:00 PM

1760 QUECHEE MAIN STREET • QUECHEE, VERMONT

Exuberant New Zealand with Mitchell Weissberg of Constellation Brands. Each dinner includes 5 courses with wine pairings. The cost for each event is \$80 each per person plus tax and gratuity.

[www.simonpearce.com](http://www.simonpearce.com)

Space is limited to each of our monthly wine dinners.

To make a reservation please call 802 295 1470

## OLD VILLAGE OF PORT ROYAL SOFT SHELL CRAB FESTIVAL

APRIL 20, 2013 12:00 - 5:00 PM

OLD VILLAGE PORT ROYAL ON PARIS AVENUE  
PORT ROYAL, SC

Join us for a festival fun day with our famous "Soft Shell Crabs", food and craft vendors, entertainment and lots of other exciting activities. Fun for all ages.

[www.oldvillageportroyal.com](http://www.oldvillageportroyal.com)

Go to [YankeeMagazine.com/Promotions](http://YankeeMagazine.com/Promotions) for giveaways, events, special promotions and more for Yankee readers.

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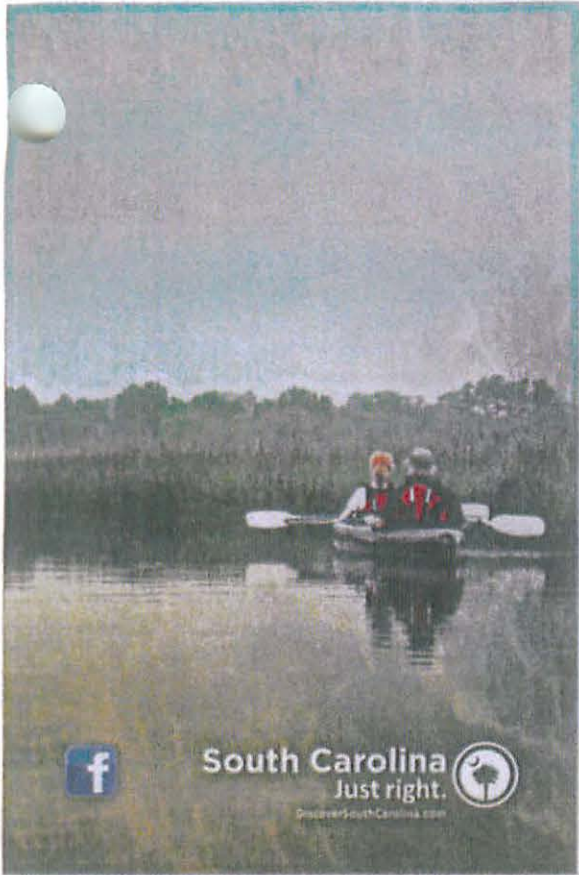
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[www.dataw.org](http://www.dataw.org)



## FARMERS' MARKET PACKAGE

AT THE LORD JEFFERY INN

PACKAGE INCLUDES a 2-night stay at The Lord Jeffery Inn in Amherst, a wine and artisan cheese amenity and breakfast for 2 at 30Boltwood. On Saturday, join Chef Dino Giordano for your private shopping trip to the Amherst Farmers' Market to personally select ingredients for your private lunch prepared by the Chef at 30Boltwood.

Call 413.256.8200 for reservations

Max 4 packages available over selected weekend dates  
Rates start at \$550 and are based on double occupancy



30 Boltwood Avenue - Amherst, MA 01002 - 413.256.8200 - [lordjefferyinn.com](http://lordjefferyinn.com)



## Carolina Beaches Beckon

By Sam Boykin

**T**he Carolinas have some 500 miles of coastline and its beaches are among the most beautiful and eclectic in the country. From family-friendly activities and adrenaline-pumping watersports to breathtaking scenic beauty, you can find it all right here.

### OUTER BANKS

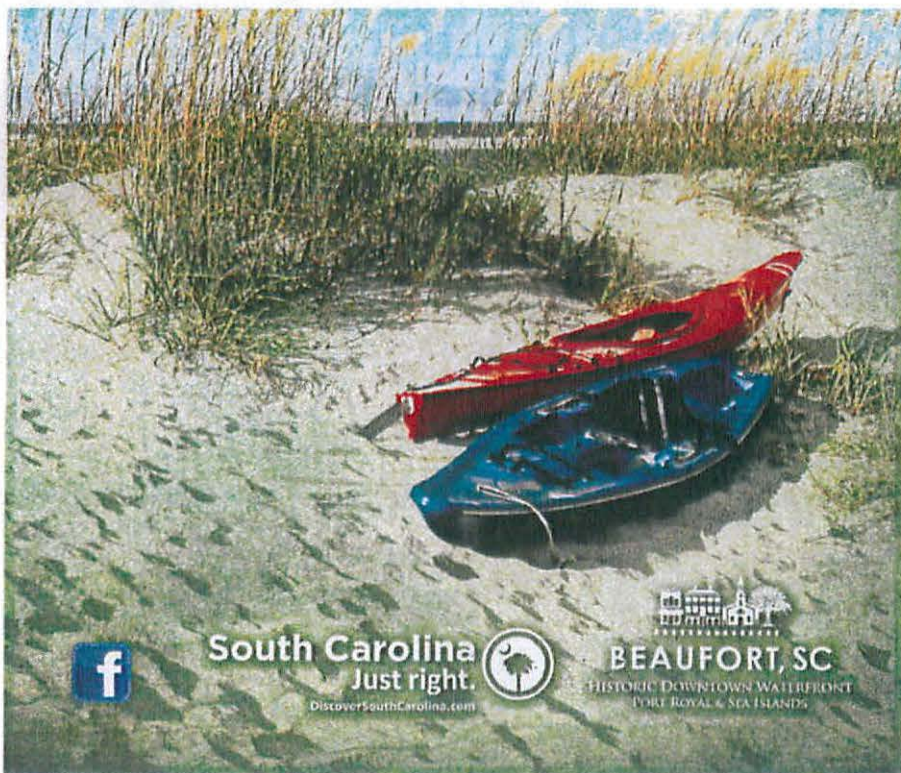
This 200-mile stretch of barrier islands boasts some of North Carolina's most pristine beaches and is a natural playground for young and old. Cape Hatteras is a favorite among surfers and kiteboarders.

Bodie Island Lighthouse is one of several notable lighthouses in the Outer Banks (left). The Wilmington waterfront dazzles when the sun goes down (center). The iconic pineapple fountain in Waterfront Park is a true symbol of Charleston, SC, and its hospitality (right).

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BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT  
PORT ROYAL & SEA ISLANDS

At Jockey's Ridge State Park in Nags Head, hang glide along one of the tallest natural sand dune systems in the country. Kitty Hawk Kites, the oldest hang gliding school on the East Coast, offers beginner and advanced lessons.

Built in 1872, the Bodie Island Lighthouse has undergone extensive renovations over the past several years. When renovations are complete in April, the lighthouse will open for public climbing for the first time. Pronounced "body," the lighthouse is thought to be named after the many bodies that washed up from shipwrecks; a plaque inside reads "Body Island."

### CRYSTAL COAST

Covering 85 miles, North Carolina's Crystal Coast features a handful of pristine beaches, typically less crowded and developed than communities to the north. Cape Lookout National Seashore is a state park and preserve teeming with marine life including dolphins and sea turtles.

Visitors can take a ferry from Morehead City or Beaufort to must-see destinations like Shackleford Banks, where feral horses run free, or the 163-foot Cape Lookout Lighthouse, with its iconic diamond-shaped pattern.

At Emerald Isle, grab a burger or land a flounder from the newly renovated Bogue Inlet Pier. Atlantic Beach, sit-



2013  
SPRING  
USA  
*Getaway  
Guide*

# EXPLORE THE SOUTHEAST

*Alabama x Arkansas x Florida x Georgia x Kentucky x Louisiana x Mississippi x North Carolina x South Carolina x Tennessee x Virginia x West Virginia*





South Carolina  
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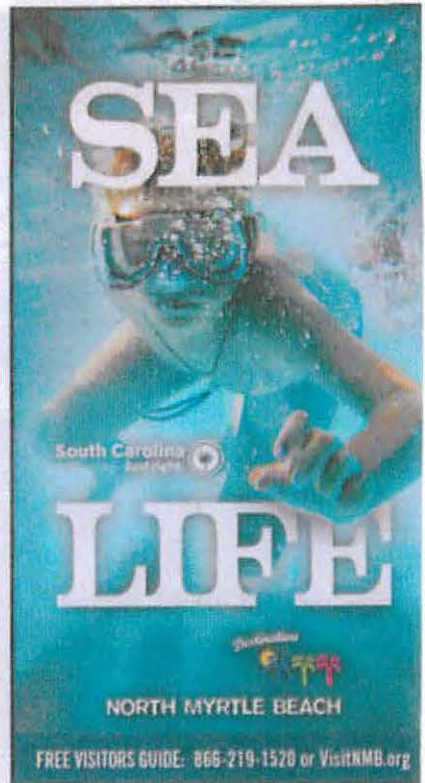
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CIRCLE #23 ON THE BACK PAGE COUPON



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# SEA LIFE

NORTH MYRTLE BEACH

FREE VISITORS GUIDE: 866-219-1520 or [VisitNMB.org](http://VisitNMB.org)

CIRCLE #27 ON THE BACK PAGE COUPON

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Outdoor Recreation in  
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ATV Trails, Hiking &  
Mountain Biking Trails,  
Fishing, Festivals, and More!  
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[facebook.com/MCCVB](https://facebook.com/MCCVB)  
[www.visitmercercounty.com](http://www.visitmercercounty.com)

**MERCER COUNTY WV**  
CONVENTION & VISITORS BUREAU  
[MERCERCOUNTY.WV.COM](http://MERCERCOUNTY.WV.COM)

[WVTOURISM.COM](http://WVTOURISM.COM)  
**West Virginia**  
*Wild and Wonderful*  
800-225-5982

CIRCLE #43 ON THE BACK PAGE COUPON

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VALLEY**  
WEST VIRGINIA  
[www.greenbriervw.com](http://www.greenbriervw.com)  
800-607-9506 • #MeetGBV

[WVTOURISM.COM](http://WVTOURISM.COM)  
**West Virginia**  
*Wild and Wonderful*  
800-225-5982

CIRCLE #42 ON THE BACK PAGE COUPON

## → SHADY SUMMER

If you want to take a hike in the woods, you have lots of options at your feet—forests cover nearly 75% of West Virginia.



# BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT  
PORT ROYAL & SEA ISLANDS



COME  
OUT &  
PLAY



Visit Hunting Island State Park

For a list of our events:  
[friendsofhuntingisland.org](http://friendsofhuntingisland.org)

## Southern Side of Summer

Beaufort Water Festival

July 19-28, 2013

[bftwaterfestival.com](http://bftwaterfestival.com)



Beaufort Shrimp Festival

Oct. 4-5, 2013



South Carolina  
Just right.



[DiscoverSouthCarolina.com](http://DiscoverSouthCarolina.com)



[WWW.BEAUFORTSC.ORG](http://WWW.BEAUFORTSC.ORG) | 1-888-745-3492



*The Spanish Fleet 1514*

*The French Fleet 1562*

*The English Fleet 1779*

*The Union Fleet 1861*

*Your Fleet 2012*

## *The Rest Is History.*

Restaurants, Inns, Hotels, Groceries, Cool Shops—a five minute walk.

### **Dataw Island Marina**

100 Marina Drive, Dataw Island, SC 29920 • [www.datawmarina.com](http://www.datawmarina.com) • 843-838-8410

### **The Downtown Marina of Beaufort**

1006 Bay Street, Beaufort, SC 29902 • [downtwnmarina@islc.net](mailto:downtwnmarina@islc.net) • 843-524-4422

### **Fripp Island Resort**

201 Tarpon Boulevard, Fripp Island, SC 29920 • [www.frippislandresort.com](http://www.frippislandresort.com) • 843-838-2131

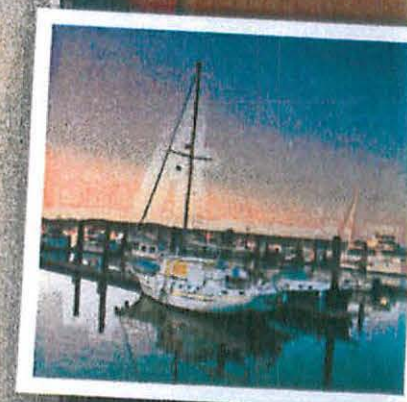
### **Port Royal Landing Marina**

1 Landing Drive, Port Royal, SC 29935 • [www.portroyallandingmarina.com](http://www.portroyallandingmarina.com) • 843-525-6664



800-638-3525  
[www.beaufortsc.org](http://www.beaufortsc.org)

South Carolina  
Made for Vacation



# ENRICH: YOUR INNER PEACE.

BEAUFORT, S.C., STANDS STRONG AS A LIVING LANDMARK, HANDCRAFTED FROM THE STORIED HISTORY OF THE SOUTH. REDISCOVER THE LEGENDS OF THOSE WHO WALKED HERE GENERATIONS BEFORE YOU AND UNEARTH NEW TREASURES THAT WILL ENRICH YOUR LIFE FOREVER.

MAKE YOUR FIRST VISIT TO BEAUFORT, S.C., NOW AT [WWW.BEAUFORTSC.ORG](http://WWW.BEAUFORTSC.ORG) OR CALL 1-888-745-3423.



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BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT  
PORT ROYAL & SEA ISLANDS



**BEAUFORT, SC**

HISTORIC DOWNTOWN WATERFRONT  
PORT ROYAL & SEA ISLANDS

**EXIT 33**



**PROJECTS**





# enrich: YOUR adventurous spirit.

## Welcome To Beaufort, SC

Tucked into narrow interlocking streets and adorned by natural foliage and centuries-old, moss-draped live oak trees, this area is one of the focal points of the city's historic district, and is best viewed with a professional guide, either walking, by horse-drawn carriage, or touring van. Additionally, fine homes from the Civil War era can be found in the eastern portion of town, many with unrivaled water views.

Step-on guided island coach tours, boat tours, and kayak tours showcase the history, heritage and natural beauty of the coastal Lowcountry. Sport fishing, bike tours,

horseback riding and adventure tours are also popular year-round.

Tour tickets are available for purchase daily at our Visitor Center. Walking, van, boat and carriage tours are offered by certified professional guides regularly. Contact us for pricing and current scheduling information.

Group planners or tour operators may request planning assistance or itinerary suggestions from the Visitor Center.

### About The Area



Enjoy some leisure views of the Beaufort, SC area.

[Read More >](#)



The shopping and dining precinct of northern Beaufort County, Lady's Island is located just north of...

[Read More >](#)

### Things To Do



ART works is a creative machine, concerts and plays in the theater, artists working in...

[Read More >](#)



Tucked in the heart of the South Carolina Sea Islands between shimmering marshes and deep...

[Read More >](#)

### Lodging

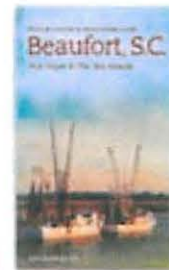
#### Book a Room

Check-in

Check-out

All Lodging

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Search Now

# FACEBOOK CAMPAIGN



Change Cover

## Visit Beaufort, SC

18,656 likes · 4,224 talking about this

Liked

Travel/Leisure

Learn about Beaufort, Port Royal & the Sea Islands for your next vacation! <http://www.beaufortsc.org/>



18,656



2

About

Photos

Likes

Pinterest

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Highlights

Status Photo / Video Offer, Event +

What's on your mind?

Visit Beaufort, SC  
12 hours ago

Beaufort & Friends: Show your support for Candice Glover and be sure to vote after American Idol tonight by going to [www.americanidol.com/](http://www.americanidol.com/)

Let's all vote to make the St. Helena Island, SC native the next American Idol!

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AAA Storage City

Along with our auction on Saturday one of the many busi...  
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Seiglers carpet steaming and pressure washing

We are starting to give free carpet steaming deals for peopl...  
Tuesday at 1:33pm



AAA Storage City

Storage Auction at AAA Storage City in Cherry Point this Sat...

**PUBLICITY**



# **BEAUFORT, SC**

**HISTORIC DOWNTOWN WATERFRONT  
PORT ROYAL & SEA ISLANDS**

**Beaufort Regional Chamber of Commerce  
Strategic Overview: Public Relations Efforts  
Q3 2013 – Q2 2014**

**Public Relations Goal:**

Our public relations goal for the following year is to generate an increase of 10 percent in media coverage and impressions than secured in the initial year of PR/media relations efforts (Q3 2012 – Q2 2013.)

**Public Relations Strategy:**

During the upcoming year, we will rely heavily on media relations to generate results, which includes the following tactics:

1. Continue to draft press materials about newsworthy events and accolades, and pitch these to media, as well as post to the website.
2. Supplement selected key press releases with distribution on the news wire, in addition to pitching to media and posting to the website.
3. Identify one major story angle and specific theme to focus on per quarter to help concentrate efforts and build momentum for specific events or attractions.
4. Focus editorial pitching on key feeder markets where advertising dollars are also being concentrated by the area and state of South Carolina (i.e. Charlotte, Greenville, Atlanta areas.)
5. Host two media FAMs during this period to increase media coverage and story angles featured about the area. Timeframes for the FAMs are fall and spring, and specific emphasis will be placed on enlisting participation by media from Charlotte, Greenville and the Atlanta areas.
6. Increase and improve responses from Chamber members to 'call for information' emails and also increase the frequency of these outbound emails.

Additional public relations strategies include maintaining consistent messaging throughout all owned media channels, such as the website and e-newsletters.



# **BEAUFORT, SC**

**HISTORIC DOWNTOWN WATERFRONT  
PORT ROYAL & SEA ISLANDS**

## **Beaufort Regional Chamber of Commerce**

### **Strategic Overview: Social Media**

**Q3 2013 – Q2 2014**

#### **Social Media Goals**

Our social media goal(s) for the following year are as follows:

- Facebook Fans: 20,000 fans by June 2014
- Twitter Followers: 2,500 followers by June 2014
- Pinterest Followers: 2,000 followers by June 2014
- Foursquare: Let this platform grow organically, unless we pull together a conglomerate to provide rewards for checking in.

#### **Social Media Strategies:**

- Actively build and engage a social media fan/follower base for Beaufort.
- Enhance existing platforms to amplify Beaufort's social media footprint and exposure throughout the travel and tourism spectrum.
- Increase the number of fans, followers and viewers across all social platforms, including: Facebook; Twitter; Pinterest; YouTube; Foursquare and any new/associated platforms.
- Utilize social media as a customer service tool to increase the overall Beaufort experience for both vacationers and locals.
- Use Social Media to increase traffic to Beaufort's website, and in turn bookings/revenue.
- Use Social Media to increase interest in Beaufort and its offerings through monthly contests (photo/video) with moderate prizes and two over-arching, larger contests during the year with larger, more robust prizes/rewards
- Use Social Media to acquire more opt-in email addresses and user generated content (photos, videos) to use throughout social media platforms.

RESEARCH

# 2012 MSA Visitor Demand Analyses for the Town of Beaufort, SC

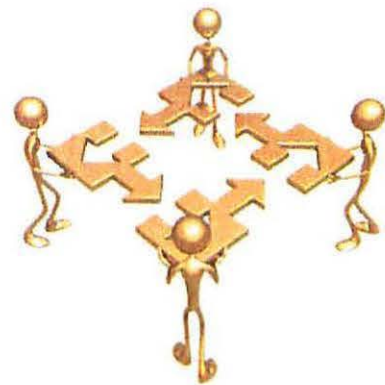


*The Lowcountry & Resort  
Islands Tourism Institute*

Prepared by:  
*John Salazar, Ph.D.*  
*Director, Lowcountry and Resort Islands Tourism Institute (LRITI)*  
*University of South Carolina Beaufort*

## **Data for this analysis were made available to LRITI by:**

- Hunting Island
- Beaufort Regional Chamber of commerce





# Visitor Inquiries Are Only Part of the Story

- What other secondary sources of data can be compared as a result of the zip codes?
  - Nielsen DMA Rankings: Television\*
  - Arbitron DMA Rankings: Radio\*
  - Mediamark DMA Rankings: National Print Media
  - Scarborough DMA Ranking: Local Print Media\*



\* = Arbitron/Nielsen/Scarborough ranking share data used for comparisons in this report

## Controlling for Population Formula: A Share Comparison Analysis

% Share of Zip Code Frequency – MSA Arbitron Population Share = Adjusted Share  
% Share of Zip Code Frequency – MSA Nielsen Population Share = Adjusted Share  
% Share of Zip Code Frequency – MSA Scarborough Population Share = Adjusted Share

A positive (+) % Share = MSA generates more zip codes when compared to the populations that listen to the radio, watch television, and read newspapers. The ratio reflects that the % Share of Zip Code Frequency is beating market expectations – therefore this is a strong market because the population is interested in visiting the area.

A negative (-) % Share = MSA generates less zip codes when compared to the populations that listen to the radio, watch television, and read newspapers. The ratio reflects that the % Share of Zip Code Frequency is *not* beating market expectations – therefore this market generates interest because the MSA population is large.

## Beaufort Leads Top 25 MSA Markets: According to Freq % Share Ranking

Freq % Share Rank	% Share Rank after Controlling for Population	Metropolitan Area	Sum of Zip Codes by MSA	% Share of Beaufort Inquiries	Arbitron Share	Nielsen Share	Scarb Share	BF%-A%S	BF%-N%S	BF%-S%S
1	25	New York-Northern New Jersey-Long Island, NY-NJ-PA MSA	292	12%	22%	19%	13%	-10%	-7%	-1%
2	2	Atlanta-Sandy Springs-Marietta, GA MSA	290	12%	6%	6%	7%	5%	6%	5%
3	1	Greenville, SC MSA	187	8%	1%	2%	1%	6%	5%	6%
4	3	Charlotte-Gastonia-Concord, NC-SC MSA	173	7%	3%	3%	3%	4%	4%	4%
5	16	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	142	6%	6%	6%	9%	0%	0%	-3%
6	20	Philadelphia-Camden-Wilmington, PA-NJ-DE-MD MSA	117	5%	6%	8%	7%	-1%	-3%	-2%
7	4	Augusta-Richmond County, GA-SC MSA	114	5%	1%	1%	0%	4%	4%	-5%
8	24	Chicago-Naperville-Joliet, IL-IN-WI MSA	104	4%	11%	9%	10%	-7%	-5%	-6%
9	5	Columbia, SC MSA	94	4%	1%	1%	0%	3%	3%	-4%
10	21	Detroit-Warren-Livonia, MI MSA	93	4%	6%	5%	6%	-2%	-1%	-3%
11	10	Pittsburgh, PA MSA	79	3%	3%	3%	3%	0%	0%	0%
12	22	Boston-Cambridge-Quincy, MA-NH MSA	78	3%	6%	5%	6%	-2%	-2%	-3%
13	17	Tampa-St. Petersburg-Clearwater, FL MSA	75	3%	3%	5%	3%	0%	-2%	0%
14	11	Cincinnati-Middletown, OH-KY-IN MSA	70	3%	3%	2%	3%	0%	1%	0%
15	20	Baltimore-Towson, MD MSA	65	3%	3%	3%	3%	-1%	0%	-1%
16	9	Virginia Beach-Norfolk-Newport News, VA-NC MSA	60	2%	2%	2%	2%	1%	1%	0%
17	7	Jacksonville, FL MSA	57	2%	2%	2%	2%	1%	1%	0%
18	23	Miami-Fort Lauderdale-Miami Beach, FL MSA	55	2%	5%	4%	4%	-3%	-2%	-2%
19	15	Columbus, OH MSA	53	2%	2%	2%	3%	0%	0%	-1%
20	6	Charleston-North Charleston, SC MSA	52	2%	1%	1%	1%	1%	1%	1%
21	12	Nashville-Davidson--Murfreesboro, TN MSA	51	2%	2%	2%	3%	0%	0%	-1%
22	18	Cleveland-Elyria-Mentor, OH MSA	50	2%	3%	4%	4%	0%	-2%	-2%
23	14	Raleigh-Cary, NC MSA	49	2%	2%	3%	2%	0%	-1%	0%
24	13	Hartford-West Hartford-East Hartford, CT MSA	42	2%	1%	3%	3%	0%	-1%	-1%
25	8	Knoxville, TN MSA	39	2%	1%	1%	2%	1%	0%	0%
			2481	100%	100%	100%	100%	0%	0%	0%

## Beaufort Leads Top 10 MSA Markets: According to Affinity Ranking

% Share Rank after Controlling for Population	Metropolitan Area	Sum of Zip Codes by MSA	% Share of Beaufort Inquiries	Arbitron Share	Nielsen Share	Scarb Share	BF%-A%S	BF%-N%S	BF%-S%S
1	Greenville, SC MSA	187	8%	1%	2%	1%	6%	5%	6%
2	Atlanta-Sandy Springs-Marietta, GA MSA	290	12%	6%	6%	7%	5%	6%	5%
3	Charlotte-Gastonia-Concord, NC-SC MSA	173	7%	3%	3%	3%	4%	4%	4%
4	Augusta-Richmond County, GA-SC MSA	114	5%	1%	1%	0%	4%	4%	-5%
5	Columbia, SC MSA	94	4%	1%	1%	0%	3%	3%	-4%
6	Charleston-North Charleston, SC MSA	52	2%	1%	1%	1%	1%	1%	1%
7	Jacksonville, FL MSA	57	2%	2%	2%	2%	1%	1%	0%
8	Knoxville, TN MSA	39	2%	1%	1%	2%	1%	0%	0%
9	Virginia Beach-Norfolk-Newport News, VA-NC MSA	60	2%	2%	2%	2%	1%	1%	0%
10	Pittsburgh, PA MSA	79	3%	3%	3%	3%	0%	0%	0%

Top MSA market: Greenville

## Hunting Island Standard Sites Top 25 MSA Markets: According to Freq % Share Ranking

Freq % Share Rank	% Share Rank after Controlling for Population	Metropolitan Area	Sum of Zip Codes by MSA	% Share of Hunting Island Standard Sites	Arbitron Share	Nielsen Share	Scarb Share	HISF% A%S	HISF% N%S	HISF% S%S
1	1	Greenville, SC MSA	3333	23%	2%	4%	2%	21%	19%	21%
2	3	Columbia, SC MSA	1871	13%	1%	2%	0%	12%	11%	-13%
3	2	Augusta-Richmond County, GA-SC MSA	1862	13%	1%	1%	0%	12%	12%	-13%
4	4	Charleston-North Charleston, SC MSA	1517	11%	1%	1%	1%	9%	9%	9%
5	5	Charlotte-Gastonia-Concord, NC-SC MSA	1294	9%	5%	5%	5%	4%	4%	4%
6	17	Atlanta-Sandy Springs-Marietta, GA MSA	1269	9%	11%	10%	13%	-2%	-1%	-4%
7	6	Knoxville, TN MSA	370	3%	2%	2%	3%	1%	0%	0%
8	7	Kingsport-Johnson City, TN MSA	255	2%	1%	1%	0%	1%	0%	-2%
9	16	Walterboro, SC MSA	234	2%	0%	0%	0%	-2%	-2%	-2%
10	15	Orangeburg, SC MSA	231	2%	0%	0%	0%	-2%	-2%	-2%
11	14	Hickory-Lenoir-Morganton, NC MSA	185	1%	0%	0%	0%	-1%	-1%	-1%
12	13	Athens-Clarke County, GA MSA	184	1%	0%	0%	0%	-1%	-1%	-1%
13	24	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	175	1%	10%	10%	16%	-9%	-9%	-15%
14	25	New York-Northern New Jersey-Long Island, NY- NJ-PA MSA	173	1%	38%	33%	24%	-37%	-31%	-23%
15	12	Seneca, SC MSA	162	1%	0%	0%	0%	-1%	-1%	-1%
16	11	Greenwood, SC MSA	158	1%	0%	0%	0%	-1%	-1%	-1%
17	8	Myrtle Beach-Conway-North Myrtle Beach, SC MSA	145	1%	1%	1%	0%	0%	0%	-1%
18	21	Cincinnati-Middletown, OH-KY-IN MSA	142	1%	4%	4%	6%	-3%	-3%	-5%
19	10	Statesboro, GA MSA	134	1%	0%	0%	0%	-1%	-1%	-1%
20	18	Jacksonville, FL MSA	124	1%	3%	3%	4%	-2%	-2%	-3%
21	19	Winston-Salem, NC MSA	122	1%	3%	3%	2%	-2%	-2%	-1%
22	20	Raleigh-Cary, NC MSA	118	1%	3%	5%	4%	-2%	-4%	-3%
23	9	Newberry, SC MSA	117	1%	0%	0%	0%	-1%	-1%	-1%
24	23	Detroit-Warren-Livonia, MI MSA	117	1%	9%	8%	12%	-9%	-8%	-11%
25	22	Cleveland-Elyria-Mentor, OH MSA	106	1%	4%	7%	8%	-4%	-6%	-7%
			14398	100%	100%	100%	100%	0%	0%	0%

## Hunting Island Standard Sites Top 20 MSA Markets: According to Affinity Ranking

% Share Rank after Controlling for Population	Metropolitan Area	Sum of Zip Codes by MSA	% Share of Hunting Island Standard Sites	Arbitron Share	Nielsen Share	Scarb Share	HISF%-A%S	HISF%-N%S	HISF%-S%S
1	Greenville, SC MSA	3333	23%	2%	4%	2%	21%	19%	21%
2	Augusta-Richmond County, GA-SC MSA	1862	13%	1%	1%	0%	12%	12%	-13%
3	Columbia, SC MSA	1871	13%	1%	2%	0%	12%	11%	-13%
4	Charleston-North Charleston, SC MSA	1517	11%	1%	1%	1%	9%	9%	9%
5	Charlotte-Gastonia-Concord, NC-SC MSA	1294	9%	5%	5%	5%	4%	4%	4%
6	Knoxville, TN MSA	370	3%	2%	2%	3%	1%	0%	0%
7	Kingsport-Johnson City, TN MSA	255	2%	1%	1%	0%	1%	0%	-2%
8	Myrtle Beach-Conway-North Myrtle Beach, SC MSA	145	1%	1%	1%	0%	0%	0%	-1%
9	Newberry, SC MSA	117	1%	0%	0%	0%	-1%	-1%	-1%
10	Statesboro, GA MSA	134	1%	0%	0%	0%	-1%	-1%	-1%

Top MSA market: Greenville

## Hunting Island Cabins Top 25 MSA Markets: According to Freq % Share Ranking

Freq % Share Rank	% Share after Controlling for Population Rank	Metropolitan Area	Sum of Zip Codes by MSA	% Share of Hunting Island Cabins	Arbitron Share	Nielsen Share	Scarb Share	HICF%S-A%S	HICF%S-N%S	HICF%S-S%S
1	1	Columbia, SC MSA	38	21%	1%	2%	0%	20%	19%	-21%
2	2	Greenville, SC MSA	36	20%	2%	4%	3%	18%	16%	17%
3	3	Charleston-North Charleston, SC MSA	13	7%	1%	1%	2%	6%	6%	6%
4	23	Atlanta-Sandy Springs-Marietta, GA MSA	12	7%	11%	11%	15%	-5%	-4%	-8%
5	7	Charlotte-Gastonia-Concord, NC-SC MSA	9	5%	5%	5%	6%	0%	0%	-1%
6	4	Augusta-Richmond County, GA-SC MSA	8	4%	1%	1%	0%	3%	3%	-4%
7	22	Walterboro, SC MSA	8	4%	0%	0%	0%	-4%	-4%	-4%
8	20	Greenwood, SC MSA	5	3%	0%	0%	0%	-3%	-3%	-3%
9	5	Wilmington, NC MSA	4	2%	1%	1%	0%	2%	1%	-2%
10	16	Sumter, SC MSA	4	2%	0%	0%	0%	-2%	-2%	-2%
11	18	Cincinnati-Middletown, OH-KY-IN MSA	4	2%	5%	4%	7%	-2%	-2%	-4%
12	24	Chicago-Naperville-Joliet, IL-IN-WI MSA	4	2%	20%	17%	21%	-18%	-14%	-18%
13	17	Athens-Clarke County, GA MSA	4	2%	0%	0%	0%	-2%	-2%	-2%
14	12	Georgetown, SC MSA	3	2%	0%	0%	0%	-2%	-2%	-2%
15	13	The Villages, FL MSA	3	2%	0%	0%	0%	-2%	-2%	-2%
16	14	Rome, GA MSA	3	2%	0%	0%	0%	-2%	-2%	-2%
17	6	Madison, WI MSA	3	2%	1%	2%	0%	0%	0%	-2%
18	8	Knoxville, TN MSA	3	2%	2%	3%	3%	0%	-1%	-2%
19	15	Morristown, TN MSA	3	2%	0%	0%	0%	-2%	-2%	-2%
20	21	Pittsburgh, PA MSA	3	2%	5%	6%	6%	-3%	-4%	-5%
21	25	New York-Northern New Jersey-Long Island, NY-NJ-PA MSA	3	2%	39%	36%	28%	-38%	-34%	-26%
22	10	Hinesville-Fort Stewart, GA MSA	2	1%	0%	0%	0%	-1%	-1%	-1%
23	9	Tulsa, OK MSA	2	1%	2%	3%	3%	-1%	-1%	-2%
24	19	Indianapolis-Carmel, IN MSA	2	1%	4%	5%	7%	-2%	-4%	-5%
25	11	Seneca, SC MSA	2	1%	0%	0%	0%	-1%	-1%	-1%
			181	100%	100%	100%	100%	0%	0%	0%

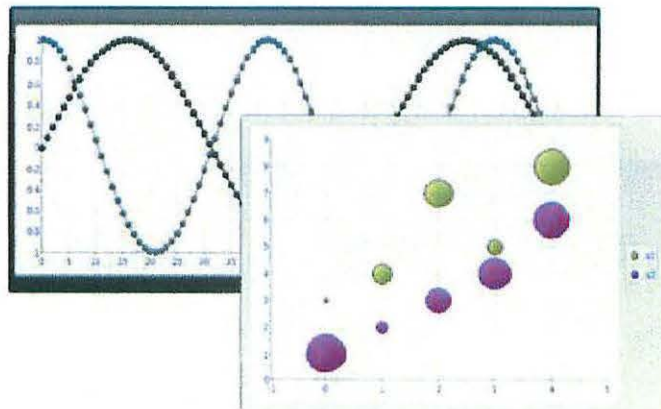
### Hunting Island Cabins Top 3 MSA Markets: According to Affinity Ranking

% Share Rank after Controlling for Population	Metropolitan Area	Sum of Zip Codes by MSA	% Share of Hunting Island Cabins	Arbitron Share	Nielsen Share	Scarb Share	HICF%S -A%S	HICF%S- N%S	HICF%S- S%S
1	Columbia, SC MSA	38	21%	1%	2%	0%	20%	19%	-21%
2	Greenville, SC MSA	36	20%	2%	4%	3%	18%	16%	17%
3	Charleston-North Charleston, SC MSA	13	7%	1%	1%	2%	6%	6%	6%

Top MSA market: Columbia



# Scatter Plots Identifying Key MSA Markets



## Scatter Plot Ratios

**% Share of Zip Code Frequency Average Ranking x Ratio Score Based on # of times MSA Appears in All Ranking Tables = Adjusted % Share of Zip Code Frequency Ranking**

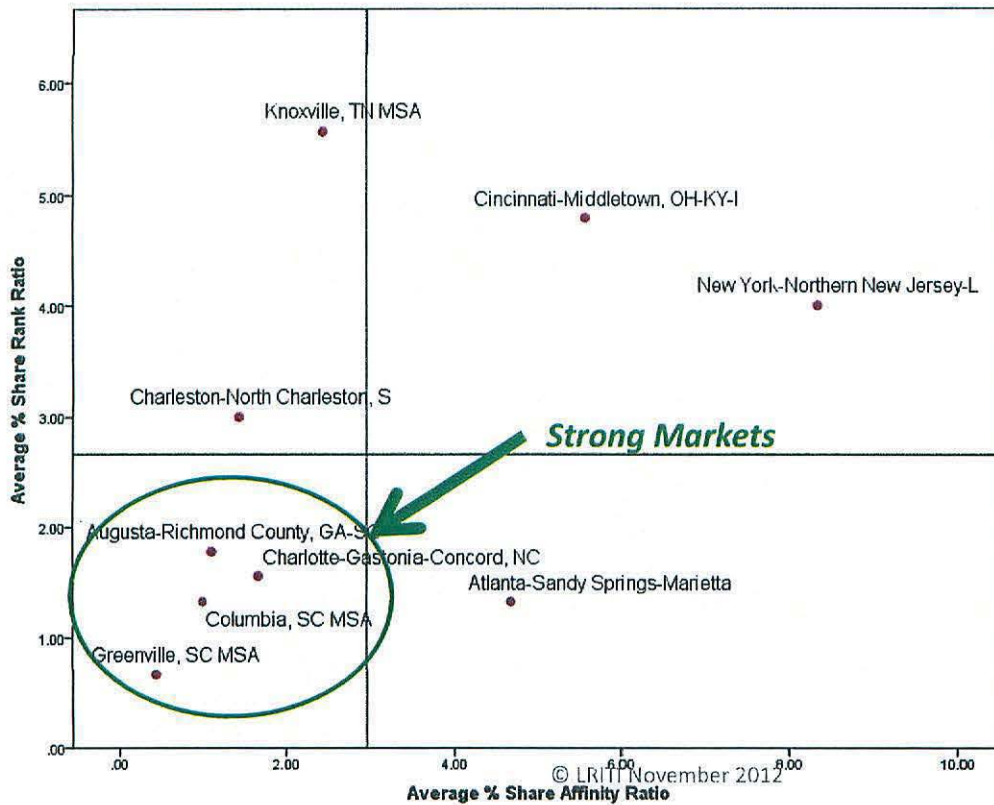
**% Share of Zip Code Frequency After Controlling for Population Average Ranking x Ratio Score Based on # of times MSA Appears in All Ranking Tables = Adjusted % Share of Zip Code Frequency After Controlling for Population Ranking**

**MSAs plotted in the lower left quadrant reflect strong markets for the area.**

## Table Ranking of Top 24 MSAs (Non Weighted): Order by Average % Share Rank *Strong Markets*

MSA	# of Times MSA Appeared in 3 Top Tables	Average % Share Rank All Tables	Average % Share Controlling for Population All Tables
Greenville, SC MSA	3	0.67	0.44
Columbia, SC MSA	3	1.33	1.00
Atlanta-Sandy Springs-Marietta, GA MSA	3	1.33	4.67
Charlotte-Gastonia-Concord, NC-SC MSA	3	1.56	1.67
Augusta-Richmond County, GA-SC MSA	3	1.78	1.11
Charleston-North Charleston, SC MSA	3	3.00	1.44
New York-Northern New Jersey-Long Island, NY-NJ-PA MSA	3	4.00	8.33
Cincinnati-Middletown, OH-KY-IN MSA	3	4.78	5.56
Knoxville, TN MSA	3	5.56	2.44
Walterboro, SC MSA	2	5.33	12.67
Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	2	6.00	13.33
Chicago-Naperville-Joliet, IL-IN-WI MSA	2	6.67	16.00
Greenwood, SC MSA	2	8.00	10.33
Athens-Clarke County, GA MSA	2	8.33	10.00
Pittsburgh, PA MSA	2	10.33	10.33
Detroit-Warren-Livonia, MI MSA	2	11.33	14.67
Jacksonville, FL MSA	2	12.33	8.33
Seneca, SC MSA	2	13.33	7.67
Raleigh-Cary, NC MSA	2	15.00	11.33
Cleveland-Elyria-Mentor, OH MSA	2	15.67	13.33

## Beaufort Top 9 MSA Markets Scatter Plot



### Scatter Plotting MSAs

- Average Freq % Share Rank x % Ratio
- Average Affinity % Share Score Rank x % Ratio

T3 Appearance	Ratio Score
1	100.0%
2	66.6%
3	33.3%

## So what does all this mean?

- Greenville (includes Spartanburg and Ashville), Columbia, Charlotte, and Augusta MSAs are important geographic target markets for the Town of Beaufort.
- The Atlanta MSA can grow in its affinity for the area.
- The Charleston MSA can grow in its volume of visitors due to their strong affinity for Beaufort.
- New York, Cincinnati, and Knoxville MSAs are potential markets for increased penetration.



**For more information contact:**

**John Salazar, Ph.D., CHE**

**University of South Carolina Beaufort**

**and**

**The Lowcountry & Resort Islands Tourism Institute**





**COUNTY COUNCIL OF BEAUFORT COUNTY  
PURCHASING DEPARTMENT**

Building 3, 102 Industrial Village Road  
Post Office Drawer 1228, Beaufort, SC 29901-1228  
Phone: (843) 255-2353 Fax: (843) 255-9437

**TO:** Councilman Stewart H. Rodman, Chairman, Finance Committee  
**FROM:** Dave Thomas, Purchasing Director *DT*  
**SUBJ:** Request to Purchase Hardware and Software Support from a Sole Source Vendor for the Beaufort County MIS Department  
**DATE:** May 7, 2013

**BACKGROUND:** The Purchasing Department received a request from the MIS Department to renew the annual maintenance and software support contract from Thomas Reuters for the Manatron tax assessment software package suite. This contract will cover services for all of fiscal year 2014.

**SOLE SOURCE VENDOR INFORMATION:**

Thomas Reuters/Manatron, Portage, MI

**COST**

\$158,863.92

**FUNDING:** Account # 10001150-51110 Maintenance Contracts

**FOR ACTION:** Finance Committee meeting occurring on May 13, 2013.

**RECOMMENDATION:** The Finance Committee approves and recommends to County Council the contract award for software support services from Thomas Reference/Manatron for a total contract cost of \$158,863.92.

**CC:** Gary Kubic, County Administrator *GKubic*  
Bryan Hill, Deputy Administrator *BH*  
David Starkey, Chief Financial Officer *DS*  
Dan Morgan, MIS Director *DM*  
Richard Dimont, Contract Specialist

Att: Pricing Information, Non-Competitive Purchases Form

**MANATRON**  
A Thomson Reuters Business

February 2013

Dear Thomson Reuters Customer:

In many ways, 2012 was a transformative year, but there has also been continued economic uncertainty coupled with additional legislative pressure impacting local government. Regardless, our team remains focused on delivering an unparalleled customer experience by improving the quality and value of our products and services. During 2013, we will invest nearly \$20 million back into our solutions to ensure that your mission-critical solutions operate more effectively in this ever-changing technological world.

Our most significant transformation has been to fully embrace the Thomson Reuters brand. Aside from assuming the well-recognized brand, we are focusing a significant amount of our energy towards improving your experience as our customer. In 2013, you will see a significant change in the way that we seek your feedback via Internet based surveys as well as a closed-loop follow-up process. Ultimately, receiving your feedback in a timely manner is essential to understanding your needs as well as what will enable your office to achieve higher levels of success. Our focus on your customer experience underscores that you continue to make the right choice in retaining us as a key solution provider.

As we have committed to do each year, Thomson Reuters provides you with pricing guidance to plan for your upcoming budget cycle. The enclosed schedule includes current software and/or hardware with future maintenance and support pricing that can be used for your planning purposes. More specifically, the schedule itemizes the products, pricing and coverage period, along with the billing date of the next invoice.

As a few reminders, please note the following:

- **This is not an invoice**
- Coverage periods can be changed to coincide with your fiscal year
- Cancellations require a 30-day written communication

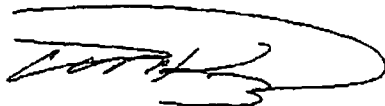
If any changes are necessary, please contact:

Barbara Fitzgerald  
269-388-2612  
barbara.fitzgerald@thomsonreuters.com

Thomson Reuters hopes to see you at our annual User Group Conference in San Diego, CA - September 22-27, 2013. Please visit [grm.thomsonreuters.com](http://grm.thomsonreuters.com) frequently for updates.

We greatly appreciate your business and look forward to continuing our service to you and your jurisdiction. If you have any questions or concerns, please do not hesitate to contact us.

Sincerely,



G. William McKinzie  
Managing Director, Government  
Thomson Reuters, Tax & Accounting

2013 FEB 21 PM 2:18  
COUNTY FINANCE



# MANATRON

BEAUFORT COUNTY FINANCE

Maintenance and Support Schedule  
and/or Note Schedule

For Internal Use Only

0019705

7/15/2013

MAN07ANN-Y

ACCT# 4007000

BEAUFORT COUNTY ADMINISTRATION  
P.O. DRAWER 1228  
100 RIBAUT ROAD

BEAUFORT SC 29901-1228

JULY-JUNE

1.00 SY	ANNUAL MAINTENANCE & SUPPORT	\$0.00	\$0.00
1.00 PER	THE PERIOD 7/1/13-6/30/14 FOR	\$0.00	\$0.00
1.00 CON	CONTRACT #SC2007.001.01 FOR	\$0.00	\$0.00
1.00 PAPP-S	PROVAL PLUS SUPPORT	\$30,992.09	\$30,992.09
1.00 GRM-TAX BILL-S	GRMTax Bill&Collections Support	\$90,496.93	\$90,496.93
1.00 GRM-CASHIERING-S	GRM Cashiering Spt *Included*	\$0.00	\$0.00
1.00 GRM-TAX ADMINP-S	GRM Record Admin Spt *Included*	\$0.00	\$0.00
1.00 GRM-ASSMT ADMIN-S	GRM Assessment Admin Spt *Included*	\$0.00	\$0.00
1.00 GRM-PPC-S	GRM Personal Property Spt *Included*	\$0.00	\$0.00
1.00 PROPERTYMAX-S	PROPERTYMAX SOFTWARE SUPPORT	\$7,029.01	\$7,029.01
1.00 WEBHOSTPROPERTY-S	WEBHOSTING OF PROPERTY SITES	\$3,905.00	\$3,905.00
1.00 PROPERTYMAX-DATA-S	PropertyMax Data Extract Spt	\$4,686.01	\$4,686.01
1.00 COLLECTMAX-S	COLLECTMAX SOFTWARE SUPPORT	\$7,029.01	\$7,029.01
1.00 WEBHOSTCOLLECT-S	WEBHOSTING FOR COLLECTMAX	\$3,853.25	\$3,853.25
1.00 COLLECTMAX-DATA-S	CollectMax Data Extract Spt	\$4,686.01	\$4,686.01
1.00 GEOANALYST-S	PV GeoAnalyst Support	\$6,186.61	\$6,186.61

Subtotal	158,863.92
Tax	\$0.00
<b>Total</b>	<b>\$158,863.92</b>



# Non-Competitive Purchases Form



This form shall be completed for any non-competitive purchase over \$2,500 that is not exempt.

(a) A County contract may be awarded without competition when the Purchasing Director determines in writing, after conducting a good faith review of available sources, that there is only one source for the required supply, service, or construction item. The Purchasing Director shall conduct negotiations, as appropriate, as to price, delivery, and terms. A record of sole source procurements shall be maintained as public record and shall list each contractor's name, the amount and type of each contract, a listing of the items procured under each contract, and the identification of each contract file.

(b) Sole source procurement of a used item from the open market may only be considered, provided that:

(1) The using agency recommends purchase; (2) condition of the item is verified by appropriate County official; and (3) price analysis justifies purchase when the following factors are considered: (a) new acquisition price; (b) current book value; and (c) maintenance costs.

Code 1982 SS 12-19 Sec. 2-51B Sole source procurement

The County Council may by resolution, exempt specific supplies or services from the purchasing procedures required in the Code. The following supplies and services shall be exempt from the purchasing procedures required in this division; however, the Purchasing Director for just cause may limit or withdraw any exemption provided for in this section. (1) Works of art for museum and public display (2) Published books, library books, maps, periodicals, technical pamphlets (3) Copyrighted educational films, filmstrips, slides and transparencies (4) Postage stamps and postal fees (5) Professional dues, membership fees and seminar registration fees (6) Medicine and drugs (7) Utilities including gas, electric, water and sewer (8) Advertisements in professional publications or newspapers (9) Fresh fruit, vegetables, meats, fish, milk, bread and eggs (10) Oil company credit cards (11) Articles for commercial sale by all governmental bodies

Code 1982 SS 12-14 Ord. No. 2000-1 S 1, 1-1-0-2000 Sec. 2-514 Exemption from procedures

Notwithstanding any other section of this division, the Purchasing Director may make or authorize others to make emergency procurements of supplies, services, or construction items when there exists a threat to the functioning of county government; for the preservation or protection of property; or for the health, welfare or safety of any person, provided that such emergency procurements shall be made with such competition as is practicable under the circumstances. A written determination of the basis for the emergency and for the selection of the particular contractor shall be included in the contract file. As soon as practicable, a record of each emergency procurement shall be made and shall set forth the contractor's name, the amount and type of the contract, a listing of the items procured under the contract, and the identification number of the contract file.

Code 1982 SS 12-20 Sec. 2-519 Emergency procurements

Requesting Department: MIS Requested Account Code: 10001150-5110

Description of Requested Services  
Annual maintenance and support

Please provide a listing of the items purchased, if additional pages are necessary please attach to this form:  
Proval support, tax bill & collections support, cashiening, record admin, assessment, personal property, Propermax software support, webhosting, and Aka Analysty support.

Cost of Requested Services: 158,803.92

Requested Vendor Name: Thomson Reuters/ Manatron

Requested Vendor Address: 510 East Millman Ave Portage, MI 49002

Requested Vendor Phone Number: 604-712900 Requested Vendor Email Address: \_\_\_\_\_

Type of Service Requested (Please check one) Construction  Services  Supply/Good

Please attach any documentation provided by the vendor that provides back up for the claims in this document.



## Non-Competitive Purchases Form

Please select a reason below as to why this is a non-competitive purchase and provide a brief explanation.

- It is not possible to obtain competition. There is only one source available for the supply, service, or construction item.*
- The procurement is for a used item from the open market. The item may only be considered if, (1) the using agency recommends purchase, (2) condition of the item is verified by appropriate County official, (3) Price analysis justifies purchase when the following factors are considered: (a) new acquisition price; (b) current book value; and (c) maintenance costs.*
- The item is a single source purchase. Other sources may be available but purchases are directed to one source because of factors unique to Beaufort County. Please select an option below:*
- Standardization*
  - Warranty*
  - Other, if selected please specify below.*

- An emergency exists that threatens the functioning of County government.*
- An emergency exists that threatens the preservation or protection of County property.*
- An emergency exists that threatens the health, welfare or safety of any person within the County.*

What steps have been taken to verify that these features are not available elsewhere?

- Other brands/manufacturers were examined (please list names and contact information, and explain why they are not suitable for use by the County-attach additional pages as necessary):*

- Other vendors were contracted (please list names and contact information and explain why those contacted did not meet the needs of the County-attach additional pages as necessary):*

Requester Name: Shakeya Polite Requester Signature: Shakeya Polite Date: 5/6/13

Department Head Name: Daniel R. Morgan Department Head Signature: [Signature] Date: 5/6/13



# Non-Competitive Purchases Form

For Purchasing Completion only:

Date Received in Purchasing Department: 05/06/13

Reviewed by Purchasing Department for completeness

Date: 05/07/13

Reviewed by: David L. Thomas

Verified that this is the only source: Yes  No

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Purchasing Director or His Designee Approval Signature: [Signature]

Associated Purchase Orders Number: \_\_\_\_\_

Associated Contract Number: \_\_\_\_\_



COUNTY COUNCIL OF BEAUFORT COUNTY  
**PURCHASING DEPARTMENT**

102 Industrial Village Road, Bldg 3 Post Office Drawer 1228  
Beaufort, South Carolina 29901-1228

David L. Thomas, Purchasing Director  
dlthomas@bcgov.net 843.255.2353  
Richard Dimont, Contract Specialist  
rdimont@bcgov.net  
843.255.2352 FAX: 843.255.9437

TO: Councilman Stewart Rodman, Chairman, Finance Committee  
FROM: Dave Thomas, CPPO, Purchasing Director *DT*  
SUBJ: RFP# 1312040041519 Mailing Services for the Beaufort County Assessor's Office  
DATE: April 19, 2013

**BACKGROUND:** Beaufort County issued an Invitation for Bid (IFB) for the Beaufort County Assessor's Office to vendors capable of providing mailing services which includes postage, stuffing of notices, and mailing. The Beaufort County Assessor intends to mail notices to each Beaufort County property owner on August 30, 2013. The contract covers the postage, assessment notice form, envelope, and processing for 126,700 assessment notices.

<u>SUBMITTED BIDS:</u>	<u>Cost</u>
1. South Data, Mount Airy, NC	\$59,361.48
2. American Solutions, Ladson, SC	\$62,863.22
3. Si Solutions Inc., Florence, SC	\$65,693.50

**FUNDING:** Account # 10001120-51030 (Postage/Other Carriers).

**FOR ACTION:** Finance Committee meeting occurring on May 13, 2013.

**RECOMMENDATION:** The Finance Committee approves, and recommends to County Council the contract award for mailing services to South Data, the lowest responsive/responsible bidder in the amount of \$59,361.48.

CC: Gary Kubic, County Administrator *GKUBIC*  
Bryan Hill, Deputy Administrator  
David Starkey, Chief Financial Officer  
Ed Hughes, County Assessor  
Richard Dimont, Contract Specialist *RD*

Att: Certified Bid Tab.

**PRELIMINARY BID TABULATION**  
PURCHASING DEPARTMENT



Project Name:	Mailing Services for the Beaufort County Assessor's Office
Project Number:	1312040041519.00
Project Budget:	
Bid Opening Date:	Monday, April 15, 2013
Time:	3:00 PM
Location:	Building #3 102 Industrial Village Rd, Beaufort, SC
Bid Administrator:	Dave Thomas, Beaufort County Purchasing Director
Bid Recorder:	Rick Dimont

The following bids were received for the above referenced project:

BIDDER	BID FORM	BID BOND	ALL ADDENDA	SCH OF VALUES	SUB LISTING	SMBE DOCS	BASE BID	ALT #1	ALT #2	BID TOTAL
Si Solutions Inc, Florence, SC	x	x					\$65,693.50			\$65,693.50
South Data, Mount Airy, NC	x	x					\$59,361.48			\$59,361.48
American Solutions, Ladson, SC	x	x					\$62,863.22			\$62,863.22

Beaufort County posts PRELIMINARY bid tabulation information within 2 business days of the advertised bid opening. Information on the PRELIMINARY bid tabulation is posted as it was read during the bid opening. Beaufort County makes no guarantees as to the accuracy of any information on the PRELIMINARY tabulation. The bid results indicated here do not necessarily represent the final compliance review by Beaufort County and are subject to change. After the review, the final award will be made by Beaufort County Council and a certified bid tab will be posted online.

  
Bid Administrator Signature

  
Bid Recorder Signature



**COUNTY COUNCIL OF BEAUFORT COUNTY  
PURCHASING DEPARTMENT**

Building 3, 102 Industrial Village Road  
Post Office Drawer 1228, Beaufort, SC 29901-1228  
Phone: (843) 255-2353 Fax: (843) 255-9437

**TO:** Councilman Stewart Rodman, Chairman, Finance Committee  
**FROM:** Dave Thomas, Purchasing Director *DET*  
**SUBJ:** Request to Purchase One (1) 2013 Ford XLT, 4x4, Super Cab F150 Truck for the Beaufort County Sheriff's Office from State Contract  
**DATE:** May 8, 2013

**BACKGROUND:** The Purchasing Department received a request from the Beaufort County Sheriff's Office to purchase a new 2013 XLT Ford F150, 4x4, Super Cab Truck. This is a replacement vehicle for the Sheriff's Office and will be used for law enforcement purposes.

**VENDOR INFORMATION:**  
Vic Bailey Ford, Spartanburg, SC

**COST**  
\$28,727.00

**FUNDING:** Account # 22590011-54000, Sheriff Family Court Trust-Vehicle Purchases.

**FOR ACTION:** Finance Committee meeting occurring on May 13, 2013.

**RECOMMENDATION:** The Finance Committee approves the purchase of the aforementioned vendor for a total amount of \$28,727.00.

**CC:** Gary Kubic, County Administrator *GKubic*  
Bryan Hill, Deputy Administrator *BHill*  
David Starkey, Chief Financial Officer *DStarkey*  
Michael Hatfield, Chief Deputy, Beaufort County Sheriff's Office *MHatfield*  
Richard Dimont, Contract Specialist

**Att:** State Contract Pricing Information

Vic Bailey Ford  
 David Vetter 864.585.3600 or 800.922.1365

**2013 FORD F150 PICK UP**

**Standard Equipment Included:**

3.7L V-6 Engine	Power Steering
Automatic Transmission	Power Brakes
A/C	Heavy Duty Rubber Floor
AM/FM Radio	Vinyl Bench Seat

**Additional Factory Options Included:**

**XLT Package Upgrade**

5.0L V-8 Flex Fuel Engine  
 Super Cab 4x4 (Short Bed - 6.5')  
 Cloth Captain's Chairs  
 Trailer Tow Package  
 Limited Slip Rear Axle  
 AM/FM w/ Single CD  
 Full Coverage Rubber Floor Mats  
 XLT Convenience Package - Power Driver's Seat  
 Sync  
 Keyless Entry Keypad  
 P285/70R17 All-Terrain Tires (4x4 Only)  
 Skid Plates (4x4 XL Models Only)  
 Power Windows and Door Locks w/ Remote Keyless Entry  
 Cruise Control

**TOTAL SC GOVERNMENT SALES PRICE:**

**\$26,202.00 (plus tax)**

**Available Aftermarket Options:**

Bedliner (Drop-In)	\$229.00
Bedliner (Spray-In)	\$450.00
Bed Mat	\$125.00
Fiberglass Camper Top w/ Side and Rear Door Glass	\$1,600.00
Fiberglass Bed Cover (Tonneau Cover)	\$1,200.00
Warn 9000lb Winch & Black Grille Guard	<u>\$1,975.00</u>
Brush Guard for Warn Winch	\$325.00
2" Ball, Receiver Tube and Pin for Frame Mounted Hitch	\$45.00
Adrian Single Lid Cross Box	\$525.00
Adrian Single Lid Cross Box and 2 Each Side Tool Boxes	\$1,425.00
4-Corner Flashing Strobe System	\$450.00
4-Corner Flashing Strobe System (LED Lights)	\$595.00
16" Mini Light Bar (Amber/Clear) Roof Mounted w/ 4-Corner Strobes	\$825.00
Adrian Steel SB Series Cab Over Ladder Rack (Painted Black)	\$925.00
FMVSS Safety Kit (Fire Ext., Triange and First Aid Kit)	\$95.00
1000lb Tommy Gate	\$2,285.00

*Handwritten calculations:*  
 26,202.00  
 1,975.00  
 250.00 delivery  
 700.00 TAX  
 -----  
 28,727.00

*Account 22590011 54000 -  
 Sheriff Family Court Trust*