

COUNTY COUNCIL OF BEAUFORT COUNTY
ADMINISTRATION BUILDING
BEAUFORT COUNTY GOVERNMENT ROBERT SMALLS COMPLEX
100 RIBAUT ROAD
POST OFFICE DRAWER 1228
BEAUFORT, SOUTH CAROLINA 29901-1228
TELEPHONE: (843) 255-2180
www.bcgov.net

D. PAUL SOMMERVILLE
CHAIRMAN

GERALD W. STEWART
VICE CHAIRMAN

COUNCIL MEMBERS

RICK CAPORALE
MICHAEL E. COVERT
GERALD DAWSON
BRIAN E. FLEWELLING
STEVEN G. FOBES
YORK GLOVER, SR.
ALICE G. HOWARD
STEWART H. RODMAN
ROBERTS "TABOR" VAUX

Committee Members:

Jerry Stewart, Chairman
Michael Covert, Vice Chairman
Rick Caporale
Gerald Dawson
Brian Flewelling
Steven Fobes
Stu Rodman

JOSHUA A. GRUBER
INTERIM COUNTY ADMINISTRATOR

THOMAS J. KEAVENY, II
COUNTY ATTORNEY

ASHLEY M. BENNETT
CLERK TO COUNCIL

AGENDA
FINANCE COMMITTEE
Monday, October 2, 2017
2:00 p.m.

Executive Conference Room, Administration Building
Beaufort County Government Robert Smalls Complex
100 Ribaut Road, Beaufort

Staff Support:

Suzanne Gregory, Employee Services Director
Alicia Holland, CPA, Assistant County Administrator, Finance
Chanel Lewis, CGFO, Controller

1. CALL TO ORDER – 2:00 P.M.
2. CONSIDERATION OF CONTRACT AWARD
 - A. Computer Assisted Mass Appraisal (CAMA) Software and Record Conversion Services ([backup](#))
3. PRESENTATION / CHAMBER OF COMMERCE ANNUAL DESIGNATED MARKETING ORGANIZATIONAL ACTIVITIES
 - A. Hilton Head Island – Bluffton Chamber of Commerce ([backup](#))
 - B. Beaufort Regional Chamber of Commerce ([backup](#))
4. LOCAL HOSPITALITY TAXES / FACTORY CREEK BOAT RAMP, LADY'S ISLAND ([backup](#))
5. CONTINUED DISCUSSION OF POSSIBLE TRANSPORTATION SALES AND USE TAX REFERENDUM IN 2018 ([backup](#))
6. ADJOURNMENT

2017 Strategic Plan Committee Assignments

USC-Beaufort/TCL Campus Building
Comprehensive Impact Fee Review
Priority Investment – Capital Projects Long-Term Prioritized Requirements
Comprehensive Financial Plan: Revenues and Expenditures
Salary and Compensation Study Implementation
Reserve Policy: Revision
Countywide Information Technology Plan
Budget FY 2017-2018: Tax





**COUNTY COUNCIL OF BEAUFORT COUNTY
PURCHASING DEPARTMENT**

106 Industrial Village Road, Bldg. 2, Post Office Drawer 1228
Beaufort, South Carolina 29901-1228

David L Thomas, Purchasing Director
dthomas@bcgov.net 843.255.2353

TO: Councilman Jerry Stewart, Chairman, Executive Committee

FROM: David L Thomas. CPPO. Purchasing Director

SUBJ: New Contract as a Result of Solicitation
Request for Proposal (RFP) 050417, CAMA Software and Record Conversion Services Contract Award Recommendation

DATE: 08/31/2017

BACKGROUND:

The Purchasing Department issued a request for proposal (RFP) on behalf of the Beaufort County Assessor for the purpose of improving the current CAMA (Computer Assisted Mass Appraisal) system used by the County Assessor's office. The primary objective for requesting proposals was due to the inefficiency, redundant and limited ability to document structures on real property within Beaufort County. RFP responses were received from qualified firms to provide CAMA Services for Beaufort County on May 16, 2017. In accordance with the Beaufort County Purchasing Code, an evaluation committee was formed and consisted of Gary James, Assessor; Dan Morgan, IT Mapping and Applications Director; Joanne Romine, IT Software Support; and Milton Boswell, Deputy Assessor - CAMA. Beaufort County received four (4) responses to the RFP. Prior to actual solicitation of proposals, five (5) CAMA/Tax vendors were encouraged to demonstrate their proposed CAMA, Billing and Collection software packages to the Beaufort County Assessor's office staff, the Auditor and selected staff, the Treasurer and selected staff, as well as members of the IT Department. Four (4) vendors responded to the bid, with the current CAMA software vendor (Thompson Reuters Proval & Aumentum) deciding not to bid. The evaluation committee reviewed and evaluated all RFPs. The evaluation criteria included and explained in the RFP were followed and Patriot Properties received the highest score. The evaluation team visited an installation of this vendor in Berkeley County. Subsequently, the score did not change, and Patriot Properties was unanimously selected and ranked the number one (1) firm. The final ranking is as follows:

VENDOR INFORMATION:

COST:

1. Patriot Properties, Marblehead, MA	Conversion \$1,080,000/Annual \$105,000
2. Harris Govern, Allen, TX	Conversion \$1,229,481/Annual \$173,105
3. Government Utilities Technology Service, Thorntown, IN	Conversion \$1,055,091/Annual \$133,000
4. Tyler Technologies, Moraine, OH	Conversion \$1,870,860/Annual \$280,000

FUNDING:

Staff is requesting a 10% contract contingency of \$108,000. This may or may not be utilized and will be used to cover overages in the conversion for a total contract not to exceed \$1,188,000.

Account 10001120-51160, Assessing Department, Professional Services*

*Funding to be secured through Tax Management Associates "Legal Residence Audit" Project (see PowerPoint)

PRIOR YEAR COST: \$208,000 annual recurring for support and maintenance of entire software package (Thompson Reuters Tax Contract for Proval and Aumentum).

NOTE: The CAMA portion included in the Thompson Reuters Contract is not specifically identified. Therefore, it is not known at this time what the annual recurring cost of Thompson Reuters Aumentum (without Proval) will be

Funding approved: By: Date:

FOR ACTION: Executive Committee on September 11, 2017.

RECOMMENDATION:

The Purchasing Department recommends that the Executive Committee approve and recommend to County Council the contract award to Patriot Properties to provide CAMA Services for Beaufort County's Assessing Department in the amount of \$1,080,000. Additionally, approve a contract contingency of 10% bringing the total budget to \$1,185,000 with funding as outlined above.

Attachment: 

cc: Gary Kubic, County Administrator
 Check to override approval: Overridden by: Override Date:
 Joshua Gruber, Deputy County Administrator/Special Counsel
 Check to override approval: Overridden by: Override Date:
 Alicia Holland, Assistant County Administrator, Finance

 Check to override approval: Overridden by: Override Date: ready for admin:

After Initial Submission, Use the Save and Close Buttons

8.3.1

Evaluation Summary

RFP#:

50417

TITLE: CAMA for Assessing

PROPOSER:

Summary of All Vendors

	Category of Evaluation	Weight	Score (max = 10 points)				General Comments
			GUTS	Tyler	Harris	Patriot	
8.3.1	Technical Expertise, including:						
	Sketching Ease and Capabilities	25%	6	5.5	8	8.75	
	Customization Tools	15%	4.5	7.25	7	8	
	Business Functionality & Workflow	20%	5.5	7	6.75	8	
	GIS Integration	10%	7.75	8.5	5.75	8.75	
8.3.2	Firm Background, References, SC Experience	10%	3.25	5	7.75	9.75	
8.3.3	Ease/Price of Conversion	15%	7.25	4.5	7	8.75	
8.3.4	Annual Maintenance/Licensing Fee	5%	5.5	3.75	6.75	8.5	
Weighted Score TOTAL		100%	57.38	60.75	71.38	85.75	
			72.5	57	46.5	47.6	

8.3.1

Evaluation Summary

RFP#:

50417

TITLE: CAMA for Assessing

PROPOSER: GUTS (PVDnet)

Category of Evaluation	Weight	Score (max = 10 points)				Average	Comments
		Gary	Milton	Joanne	Dan		
8.3.1 Technical Expertise, including:							
Sketching Ease and Capabilities	25%	6	5	6	7	6.0	Gary: No Detail in proposal Milton: No detail, assume adequate Joanne: No sketching on handheld devices Dan: Sketch in mobile application?
Customization Tools	15%	5	5	2	6	4.5	Gary: 1 Land Value; Only Consecutive years allowed Milton: Does not appear to be user customizable Joanne: No NADA integration Dan: User customization?
Business Functionality & Workflow	20%	5	5	5	7	5.5	Gary: Future Years must be sequential; modeling capabilities limited Milton: Adequate, nothing stands out Joanne: Only 1 assessment ratio. Only 1 land value per parcel Dan: Adequate, nothing stands out
GIS Integration	10%	8	8	8	7	7.8	Gary: ArcGIS Desktop; Good Milton: ArcGIS Bi-directional Joanne: Dan: GIS Integration seems solid. Question on licensing (Runtime or Desktop). Pictometry interface.
8.3.2 Firm Background, References, SC Experience	10%	5	2	2	4	3.3	Gary: No SC Experience Milton: No SC Experience Joanne: No SC Experience Dan: No SC Experience
8.3.3 Ease/Price of Conversion	15%	8	8	5	8	7.3	Gary: May be complicated; Done a TR Conversion; Conversion Cost Lowest; Must pay maintenance fee 1st year Milton: Done TR conversion, lowest cost Joanne: Limited to 5 prior, 1 current & 2 future year Dan: Has experience with TR conversion.
8.3.4 Annual Maintenance/Licensing Fee	5%	7	5	2	8	5.5	Gary: 2nd highest including M&S and ArcGIS Milton: Pricy with Field app and M&S Joanne: Pricy Dan: High cost with additional mobile applications
Weighted Score TOTAL	100%	61	54.5	46.5	67.5	57.4	
		72.5	57	46.5	47.6		

8.3.1

Evaluation Summary

RFP#:

50417

TITLE: CAMA for Assessing

PROPOSER: **Tyler/IAS World**

Category of Evaluation	Weight	Score (max = 10 points)				Average	Comments
		Gary	Milton	Joanne	Dan		
8.3.1 Technical Expertise, including:							
Sketching Ease and Capabilities	25%	7	2	5	8	5.5	
							Gary: Limited Change of Vectors after saved; IAS World or APEX Milton: Same issues that we currently have Joanne: Downside to have to rebuild sketches on changes Dan: Limitations with sketching.
Customization Tools	15%	9	8	5	7	7.3	
							Gary Milton Joanne Dan
Business Functionality & Workflow	20%	10	5	6	7	7.0	
							Gary: Seems straightforward; Mobile can be on all devices Milton: Adequately meets expectations Joanne: Cannot change PIN, Double entry for multi-year. Great workflow & dashboard Dan: Nice looking dashboard, seems functional.
GIS Integration	10%	10	8	7	9	8.5	
							Gary: ESRI/ArcGIS - Good Milton: Good, addressed page 39 Joanne: Dan: Very Good interface with esri products.
8.3.2 Firm Background, References, SC Experience							
	10%	5	4	4	7	5.0	
							Gary: No SC Experience Milton: Implementing in Lexington Joanne: No SC Experience, although implementing in 1 SC county Dan: No SC Experience
8.3.3 Ease/Price of Conversion							
	15%	5	2	4	7	4.5	
							Gary: 21 months conversion; Most expensive conversion fees; pay 1st year during conversion Milton: Most expensive of all Joanne: Looks like much of work falls to County Dan: Very expensive conversion fees.
8.3.4 Annual Maintenance/Licensing Fee							
	5%	4	2	2	7	3.8	
							Gary: Highest Annual fees Milton: Most expensive of all Joanne: Super pricey Dan: High maintenance and licensing fees
Weighted Score TOTAL	100%	75.5	43	50	74.5	60.75	0
		83	41.5	50	56		0

8.3.1 Evaluation Summary

RFP#: 50417

TITLE: CAMA for Assessing

PROPOSER: **Harris Govern (Realware)**

Category of Evaluation	Weight	Score (max = 10 points)				Average	Comments
		Gary	Milton	Joanne	Dan		
8.3.1 Technical Expertise, including:							
Sketching Ease and Capabilities	25%	8	7	8	9	8.0	Gary: APEX Standard Milton: APEX Standard Joanne: Great Dan: APEX industry standard
Customization Tools	15%	9	5	6	8	7.0	Gary: Color by year custom Milton: Adequate Joanne: Adequate Dan: Adequate
Business Functionality & Workflow	20%	9	5	6	7	6.8	Gary: Standard - IOS Mobile - new field devices; software for life Milton: Adequate Joanne: Adequate Dan: API programming needs?
GIS Integration	10%	8	6	1	8	5.8	Gary: Standard? Milton: Standard? Joanne: Standard? Dan: Who does programming to interface to GIS? Can interface with esri. Matix is the GIS module. Will the County use its ArcGIS Server?
8.3.2 Firm Background, References, SC Experience							
	10%	8	7	8	8	7.8	Gary: Some SC experience (Dorchester, Pickens) Milton: Some SC experience (Dorchester, Pickens) Joanne: Some SC experience (Dorchester, Pickens) Dan: SC experience a plus.
8.3.3 Ease/Price of Conversion							
	15%	7	7	7	7	7.0	Gary: 15 months conversion; 3rd in cost Milton: 15 months conversion; 3rd in cost Joanne: 15 months conversion; 3rd in cost Dan: Seem confident in handling the conversion.
8.3.4 Annual Maintenance/Licensing Fee							
	5%	8	5	5	9	6.8	Gary: Lowest fee Milton: 2nd most expensive Joanne: Difficult to understand pricing Dan: Is API programming factored in pricing? Middle of the road pricing.
Weighted Score TOTAL		100%	82	61	63	79.5	71.4
			90	56.5	63	67	

8.3.1

Evaluation Summary

RFP#:

50417

TITLE: CAMA for Assessing

PROPOSER: **Patriot (AP5)**

Category of Evaluation	Weight	Score (max = 10 points)				Average	Comments
		Gary	Milton	Joanne	Dan		
8.3.1 Technical Expertise, including:							
Sketching Ease and Capabilities	25%	10	8	8	9	8.8	Gary: SketchPRO - Best in business Milton: Impressive demonstration Joanne: Dan: APEX industry standard
Customization Tools	15%	10	5	8	9	8.0	Gary: Online GIS PRO - windows mobile Milton: Adequate for job Joanne: Dan: Adequate for job
Business Functionality & Workflow	20%	10	6	8	8	8.0	Gary: MS Office look; colors; NADA compatible Milton: Joanne: Dan: Nice feel and look
GIS Integration	10%	10	8	8	9	8.8	Gary: ESRI & GIS PRO - Award winning? Milton: Well explained on page 31 Joanne: Dan: Interfaces well with esri. Solid mapping with applications.
8.3.2 Firm Background, References, SC Experience	10%	10	10	9	10	9.8	Gary: 10 years SC experience including moderate sized counties Milton: Multiple SC counties using this software Joanne: Dan: Strong SC presence
8.3.3 Ease/Price of Conversion	15%	9	8	9	9	8.8	Gary: 16 months; best conversion cost; doesn't include 1st year maintenance fee Milton: Best conversion cost and competent conversion manager Joanne: Total confidence in their Conversion Manager as we've worked with him before Dan: Sound conversion process and reputable conversion manager.
8.3.4 Annual Maintenance/Licensing Fee	5%	10	10	6	8	8.5	Gary: Lowest annual fee Milton: Lowest annual fee Joanne: Dan: Annual fees are lowest.
Weighted Score TOTAL	100%	98.5	74.5	81.5	88.5	85.8	
		94.5	70	81.5	78.65		



County Council of Beaufort County

Proposal to Upgrade CAMA Software Systems

NOTE: This proposal is intended to include only the functions of the Assessor's office. Many vendor's products have modules available for functions typically carried out by the Auditor and/or Treasurer (i.e. personal property, vehicles, billing, collections). It is **NOT** our intention to include those functions in this proposal.

Upgrade CAMA Software Systems

NOTE: This proposal is intended to include only the functions of the Assessor's office (Proval). Many vendor's products have modules available for functions typically carried out by the Auditor and/or Treasurer (i.e. personal property, vehicles, billing, collections - Aumentum). The Auditor and Treasurer were given the opportunity to upgrade Aumentum in concert with this proposal, and chose not to at this time.

It is **NOT** our intention to include those functions in this proposal.

CAMA: Computer Assisted Mass Appraising

- Software that provides for appraising and assessing real property throughout the county
- Residential, Commercial, & Mobile Homes
- Employs models and data from all parcels to determine values
- Ultimately creates the real property assessment rolls downloaded to tax billing and collections software for billing of all real property taxes (Auditor)

Tax Billing & Collections Software

(Not included in our proposal for updating)

- CAMA Software provides for assessing functions
- Tax Billing/Collections software provides for billing and collections of all taxes on real and personal property (Not included in this proposal)
- Assessment rolls are downloaded to tax billing and collections software for billing of all property taxes (Auditor)

Factors in the Decision

- 🚧 Challenges with the Current System
- 🚧 Why Now?
- 🚧 Benefits of a New System?
- 🚧 What if we choose not to change Systems?

Current System: Thomson Reuters ProVal & Aumentum

Challenges with Current System

- ❏ Systems don't appear to have been ready for use?
 - ❏ 103 “fixes” or patches implemented in Aumentum
 - ❏ Patches implemented in ProVal to correct other jurisdiction issues
 - ❏ Patches often fix one problem, but cause problems elsewhere in the system
- ❏ Outdated Version
 - ❏ 10+ year old “core” system (Contracted in 2007, Implemented 2009)
 - ❏ Full updates not available to current systems
 - ❏ Twice requested upgrade, but upgrade canceled/unavailable
 - ❏ Full Update requires complete conversion to a new system
 - ❏ Not a mobile friendly system – sketching, check in/check out versus internet access

Current System: Thomson Reuters ProVal & Aumentum

Challenges with Current System (continued)

- ✚ Expensive – Cost and Support Staffing
 - ✚ Annual Licensing Cost - \$187,000+/-, plus
 - ✚ Beaufort County Support Costs
 - ✚ Upwards of \$320,000 annually
 - ✚ Includes 4 FTE County Personnel
- ✚ Vendor Customer Service – Extremely Untimely
 - ✚ Requests often take months for resolution
 - ✚ Some changes require TR to implement – not local management
 - ✚ Promises made, not kept

Why Convert Now?

Timing is Critical

- 🚧 Conversion Process – Parallel (Side by Side) Conversion
 - 🚧 Convert Data utilizing current County Data
 - 🚧 Conversion takes 12-15 months
 - 🚧 Extensive Testing before implementation
- 🚧 Implementation Date – Ideal Immediately after Reassessment
 - 🚧 TY 2018 Bills out October 2018
 - 🚧 Go Live January 2019
 - 🚧 Begin Conversion – 15 months prior = October 2017
 - 🚧 Next Reassessment TY 2023

Benefits of Conversion

- 🚧 State of the Art Systems
 - 🚧 Mobile Friendly
 - 🚧 Sketching user friendly (10 minutes vs. 2 hours)
 - 🚧 Seamless integration of SC Statutes/Requirements
 - 🚧 Future options to add modules (currently not included):
 - 🚧 Personal property
 - 🚧 Motor vehicles, and/or
 - 🚧 Tax billing & collections
- 🚧 Cost Savings – Long Term
 - 🚧 Staff Available for Other Projects
 - 🚧 Sketching user friendly (10 minutes vs. 2 hours)
 - 🚧 Improved Efficiencies in gathering and updating Assessments

Impact of Not Changing: Cost Benefit Analysis

- ✚ Inefficiencies/Increased costs continue
- ✚ Risk of Inaccurate information
- ✚ Requires extra staff to service
 - ✚ Assessing Office – 1.5 to 2 Staff
 - ✚ IT Support
- ✚ Vendor support of product will continue to be an issue/challenge

Cost of Implementing Software Changes

Conversion

🚧 CAMA Alone

🚧 \$1,080,000

🚧 Proration over 2 years (\$72,000/Mo)

Annual

🚧 CAMA Alone

🚧 \$105,000

Source of Funding

TMA “Legal Residence Audit”

Identified 500+/- Accounts

If Found to Receive LR “Illegally”

4% Paid is Penalty

Interest paid on this 4% amount

Owe 6% Taxes

Can “Back Tax” up to 10 years

Average is 3-4 years

Source of Funding (cont.)

Estimated “Back Tax” Income

- Assume 10% of \$500 Billion in Taxable Value
- \$50 Million Taxable @ 6%
- County Share is \$1,500,000 to \$2,000,000



HILTON HEAD ISLAND - BLUFFTON
VISITOR & CONVENTION BUREAU

South Carolina

2017-2018

SOUTHERN BEAUFORT
COUNTY

Marketing Plan

ACCREDITATION



UNITED STATES CHAMBER OF COMMERCE

ACCREDITED[®]



bluffton
HEART OF THE LOWCOUNTRY



DAUFUSKIE ISLAND
the paradise beyond

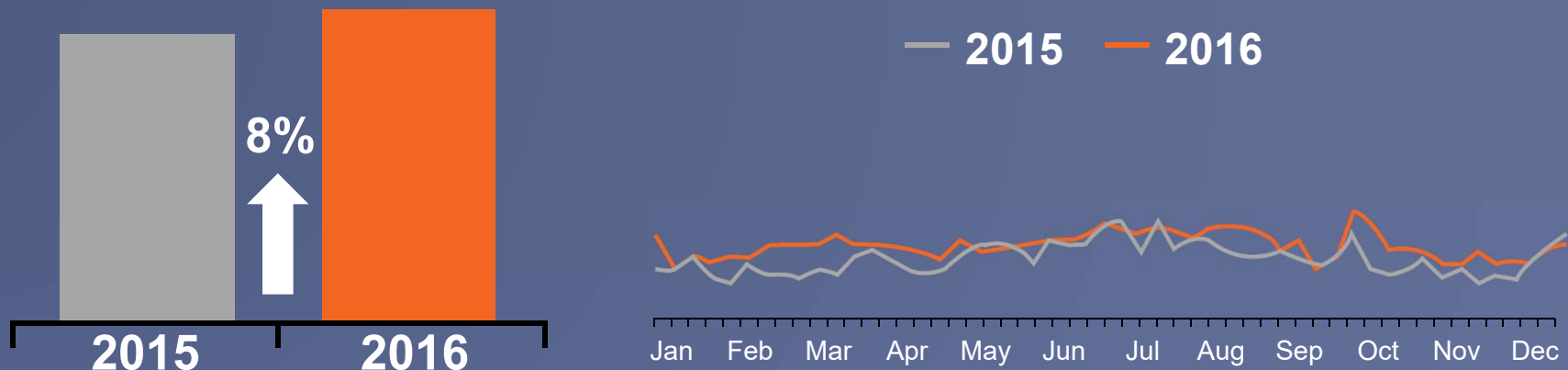
A LOOK BACK
2016 in Review



VISITBLUFFTON.ORG

SEARCH INTEREST

During 2016, Google search volume was up +8% vs 2015

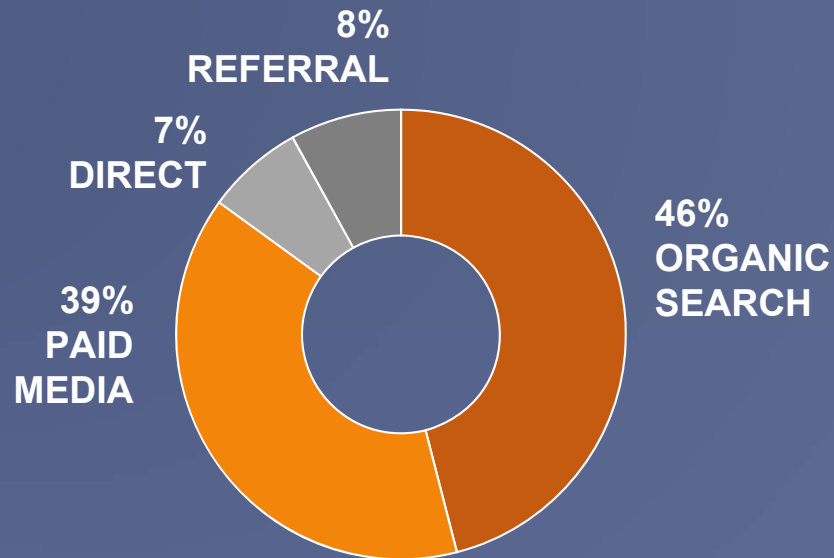


Source: Net Conversion

VISITBLUFFTON.ORG

119K

WEBSITE VISITORS
UP 10% TO PREVIOUS YEAR



WEBSITE TRAFFIC DETAIL

85%

WEBSITE TRAFFIC FROM PAID
AND ORGANIC SEARCH

46K

2016 PAID MEDIA VISITS

Source: Net Conversion

VISITBLUFFTON.ORG

24K

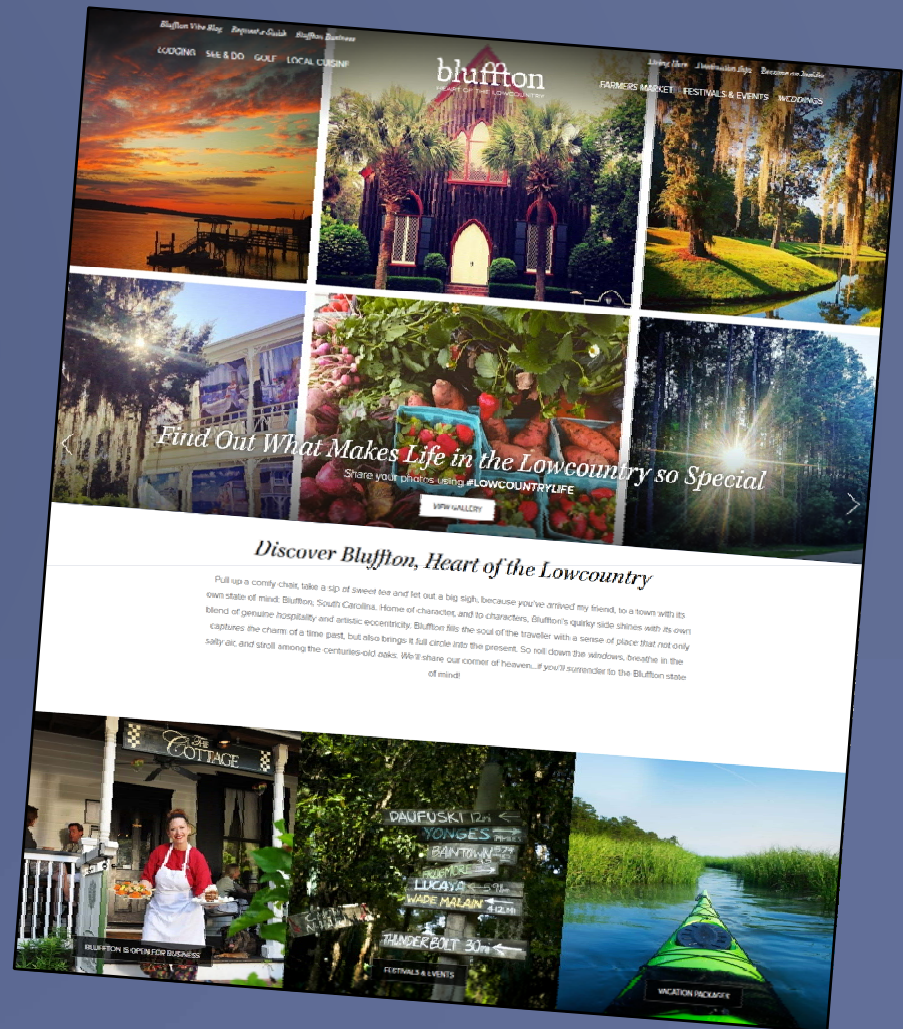
TOTAL WEBSITE
CONVERSIONS

20%

CONVERSION RATE

99%

OF CONVERSIONS ARE
OUTGOING TO PARTNERS



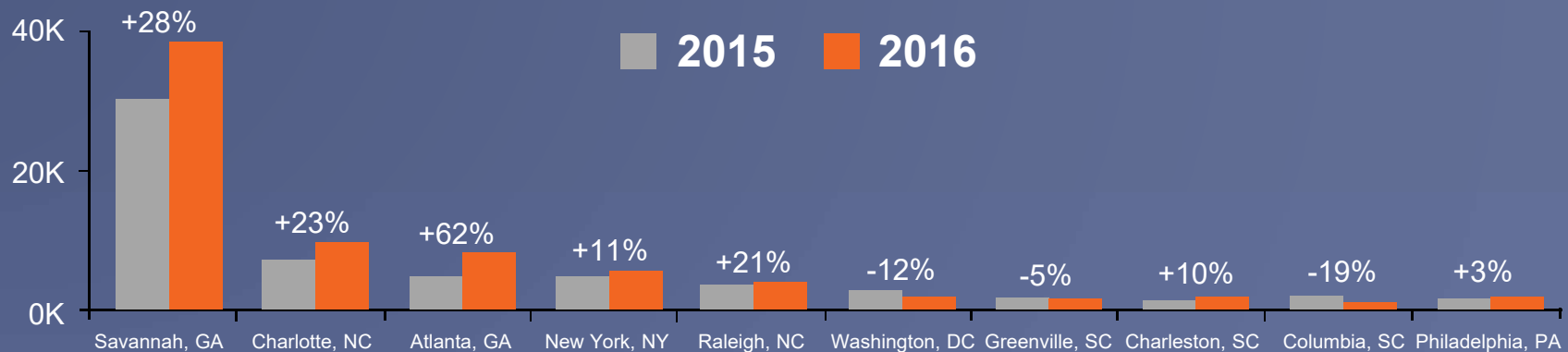
Source: Net Conversion

BLUFFTON WEB/DIGITAL PERFORMANCE

DESIGNATED MARKET AREAS

In 2016, top DMAs saw a +22% increase in visits vs the PY
The Top 10 DMAs drive 65% of all traffic to the website

TOP 10 DMAs

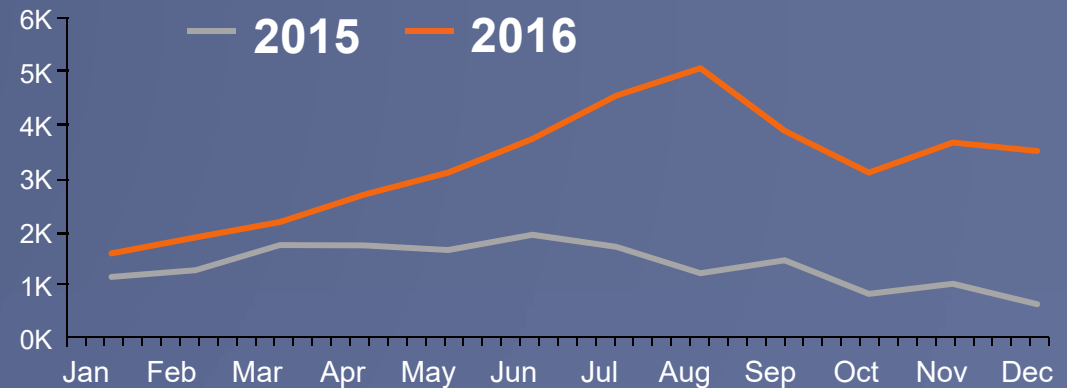
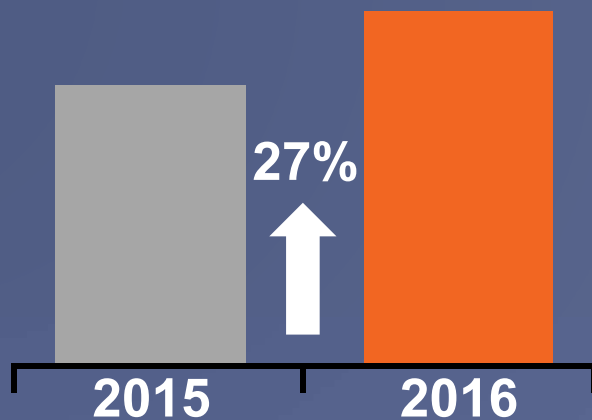


Source: Net Conversion

VISITDAUFUSKIE.ORG

SEARCH INTEREST

During 2016, Google search volume was up 27% vs 2015

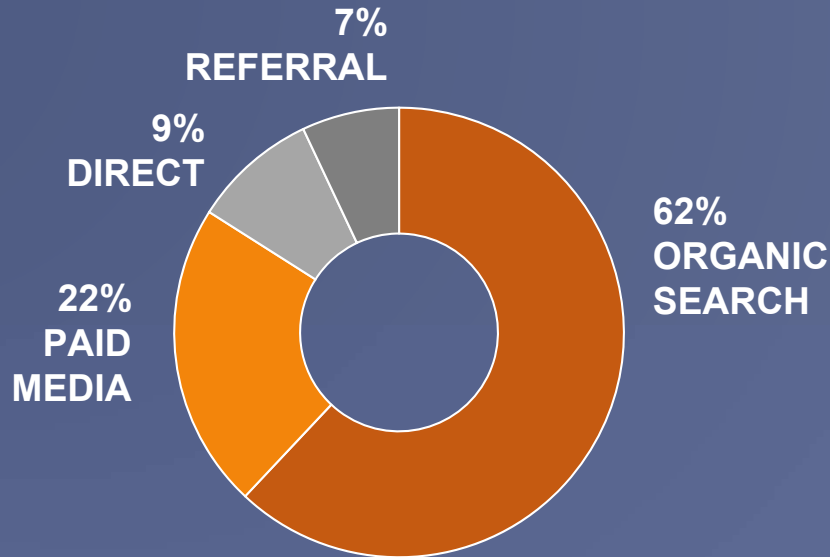


Source: Net Conversion

VISITDAUFUSKIE.ORG

38K

WEBSITE VISITORS
UP 119% TO PREVIOUS YEAR



WEBSITE TRAFFIC DETAIL

84%

WEBSITE TRAFFIC FROM PAID
AND ORGANIC SEARCH

8K

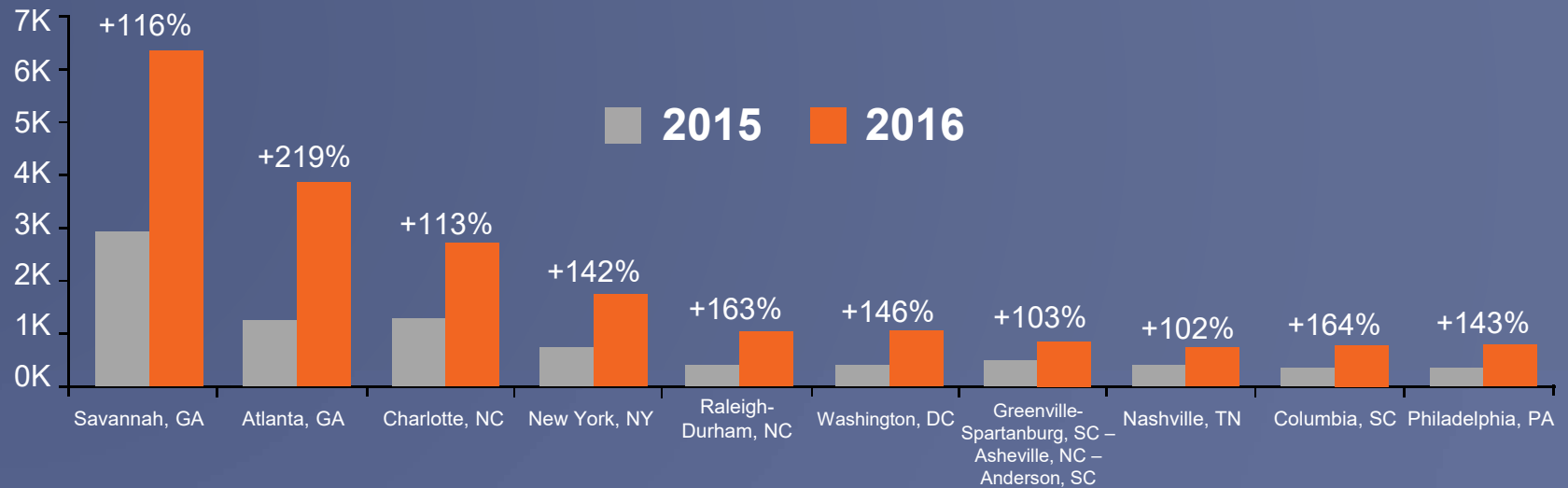
2016 PAID MEDIA VISITS

Source: Net Conversion

DAUFUSKIE WEB/DIGITAL PERFORMANCE

DESIGNATED MARKET AREAS

TOP 10 DMAs



Source: Net Conversion

GARDEN & GUN



92%

ARE 35+

\$332K

AVERAGE HHI

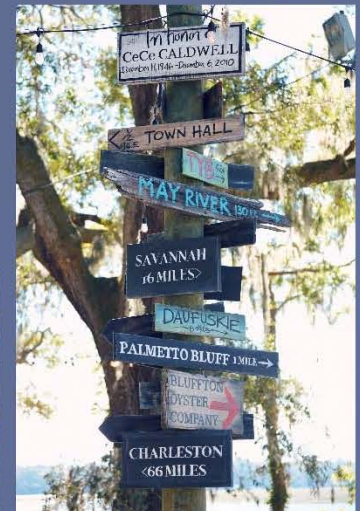
\$2.26M

AVERAGE NET
WORTH

13

TRIPS
PER YEAR

BLUFFTON DESTINATION PHOTO SHOOT



BLUFFTON BLOG & E-NEWS

140,000+
HHI + BLUFFTON
INSIDER DATABASE

32%
AVERAGE OPEN
RATE

6.3%
AVERAGE CLICK
THROUGH RATE



Source: MailChimp

SOCIAL MEDIA

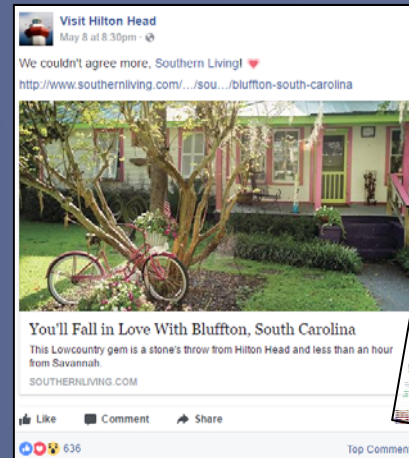
ALL SOCIAL MEDIA PLATFORMS
HAVE GROWN YEAR OVER YEAR

 **↑ 110%**
IN ENGAGEMENT
PER POST

 **↑ 85%**
IN REACH
PER POST

 **↑ 25%**
IN FOLLOWERS

 PINTEREST IS THE “NEW”
SOCIAL PLATFORM TO WATCH



GROUP SALES

This past fiscal year the Visitor & Convention Bureau supported Groups & Meetings, Military and Wedding by identifying prospects, attending shows and outreaching to possibilities in all meeting inquires ensuring those we interact with are aware of Southern Beaufort County and all the region has to offer.

A few highlights from this past year:

Visitor & Convention Bureau Efforts for 2016-2017

14

TRADESHOWS

55

GROUP LEADS

SOUTHERN BEAUFORT COUNTY 2016 PUBLIC RELATIONS SUCCESS

1,867
STORIES & MENTIONS

1,322,510,956
IMPRESSIONS

\$12,947,830
AD VALUE



Source: Weber Shandwick

AWARD WINNING BLUFFTON & DAUFUSKIE

Forbes

BLUFFTON NAMED
"25 PLACES TO
RETIRE IN 2016"



BLUFFTON NAMED
AMONG PICTURESQUE
TOWNS IN EVERY STATE

**COASTAL
LIVING**

PALMETTO BLUFF
NAMED AMONG "BEST
PLACES TO LIVE"

CONDÉ NAST

DAUFUSKIE NAMED TO THE
LIST OF UNDERRATED
ISLANDS IN THE U.S.



BLUFFTON NAMED AMONG
"MOST BEAUTIFUL TOWNS
IN ALL 50 STATES"

MEN'S JOURNAL

DAUFUSKIE NAMED TO
DOMESTIC BLISS: 9 VACATION-
WORTHY AMERICAN ISLANDS

Southern Living

BLUFFTON NAMED
#6 SOUTH'S BEST
PLACES TO RETIRE

**The
Charlotte
Observer**

FEATURED
PALMETTO BLUFF

LOOKING FORWARD

2017-18

DMO Marketing Plan

bluffton
HEART OF THE LOWCOUNTRY



DAUFUSKIE ISLAND
the paradise beyond

TRAVEL TODAY
The Here and Now

bluffton
HEART OF THE LOWCOUNTRY



DAUFUSKIE ISLAND
the paradise beyond

U.S. TRAVEL TRENDS

**Generational
Shift**

**The Sharing
Economy**

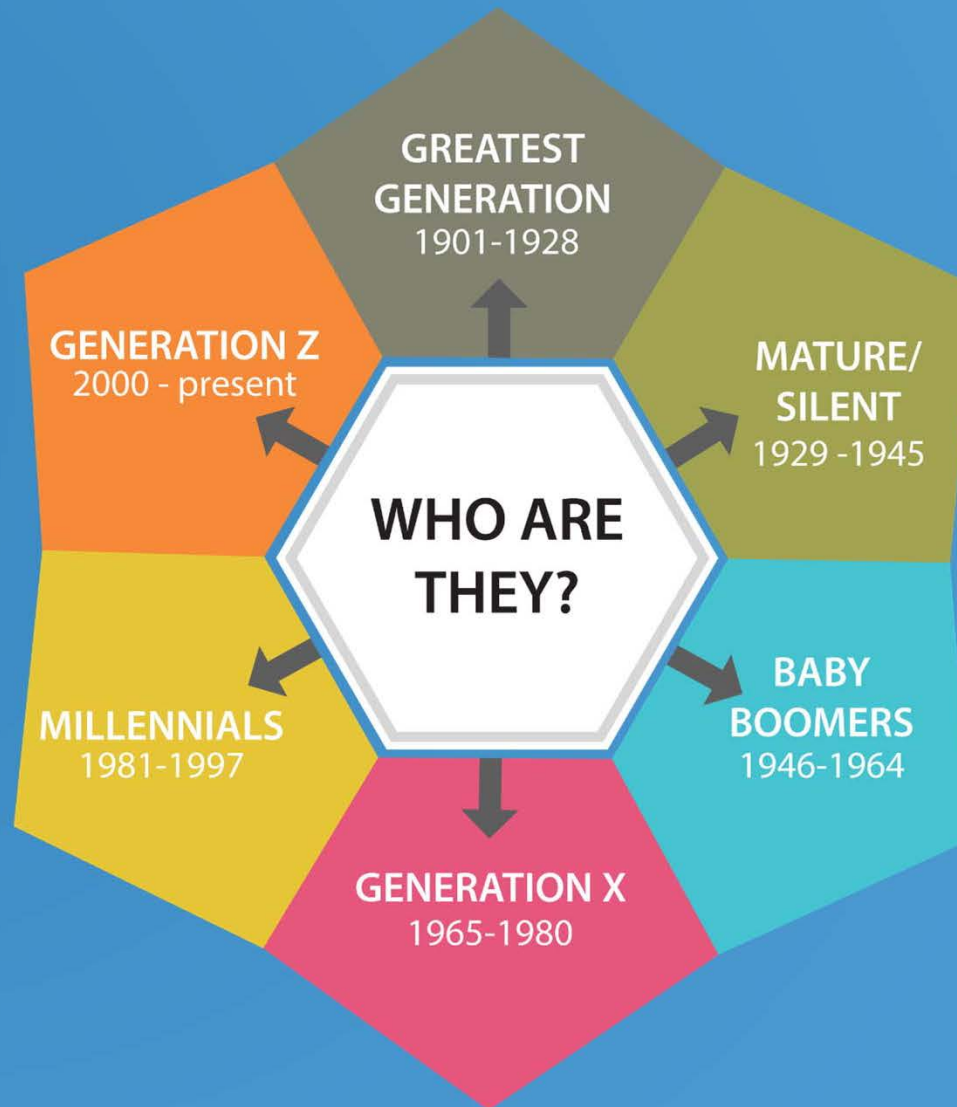
**Experience
Driven Travel**

Technology

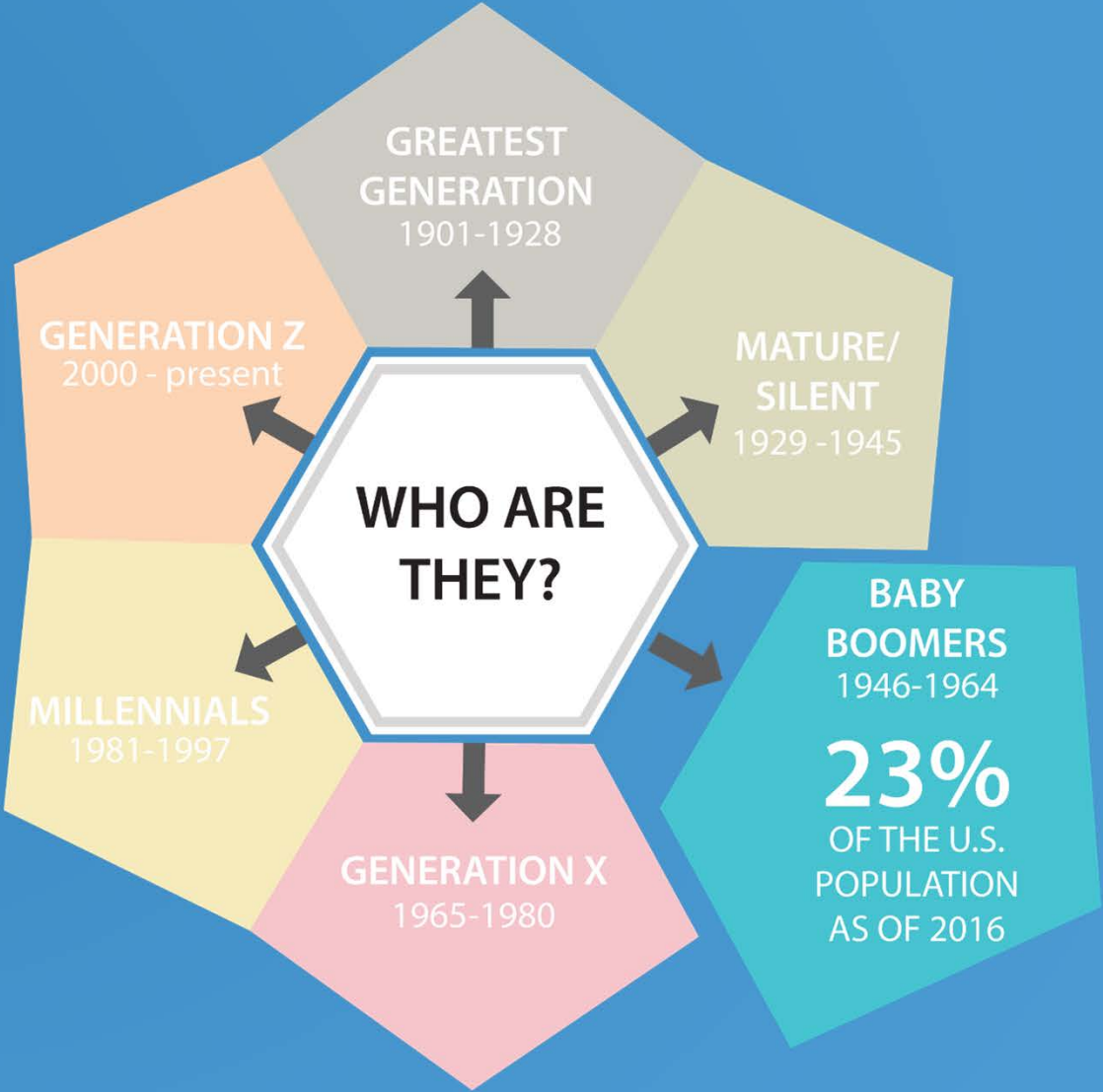
Bleisure

International

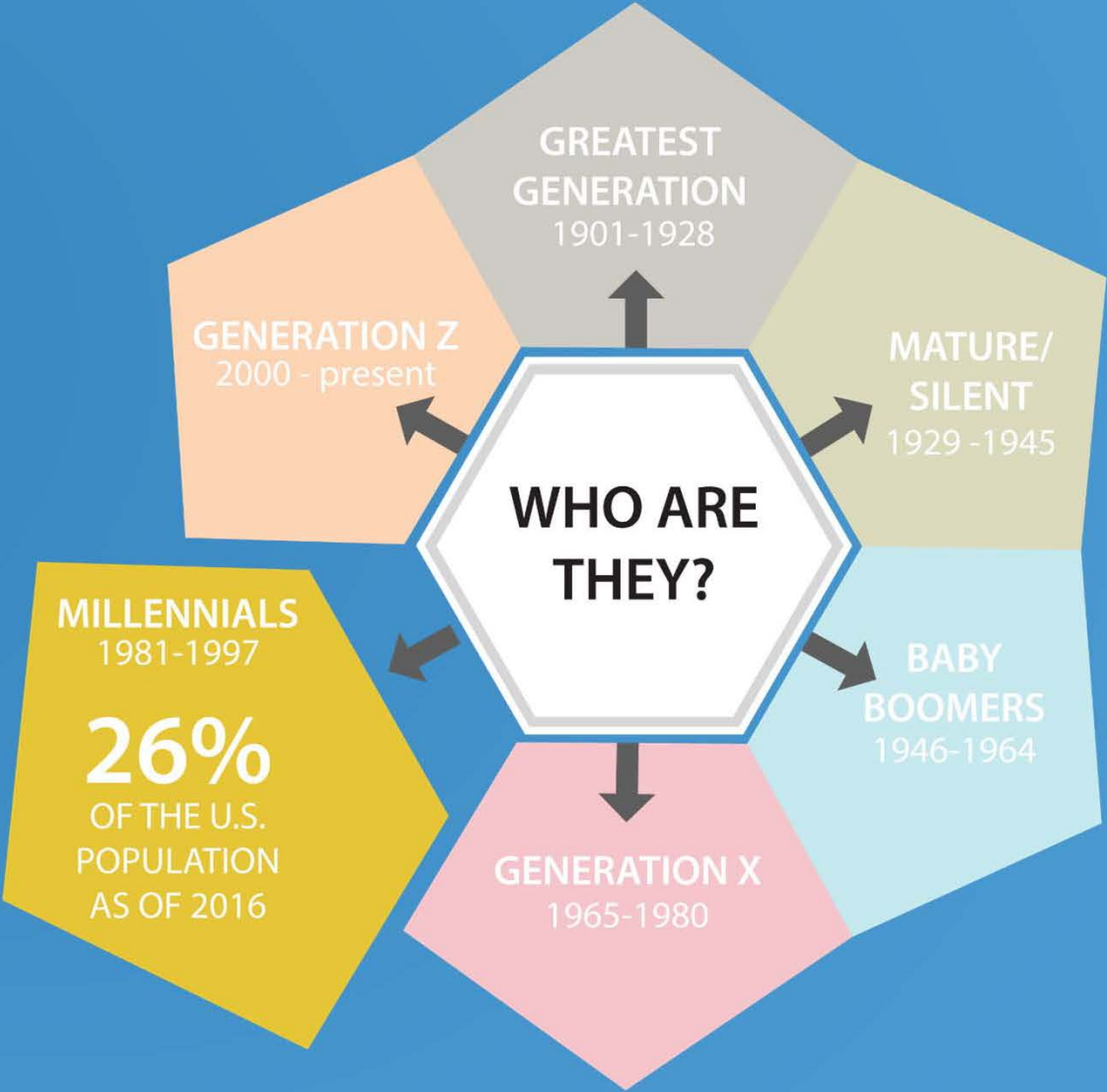
GENERATIONAL SHIFT



GENERATIONAL SHIFT

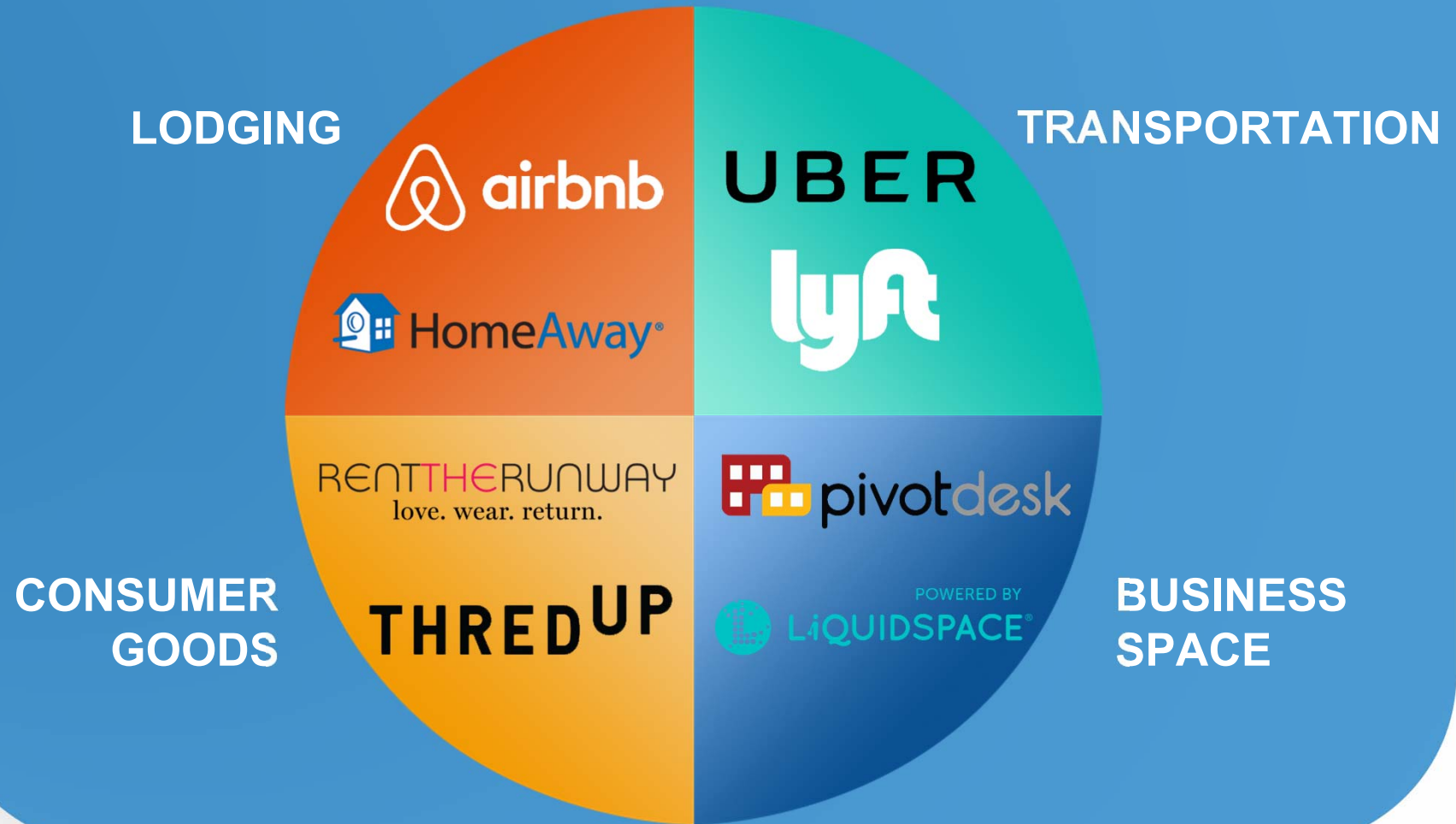


GENERATIONAL SHIFT



THE SHARING ECONOMY

This emerging trend can be felt across many industries



EXPERIENCE DRIVEN TRAVEL

TODAY'S TRAVELER WANTS TO
"LIVE LIKE A LOCAL"

INSPIRATION

PERSONALIZATION

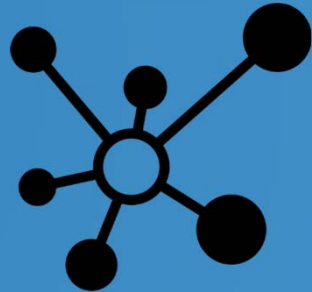
MEMORY/RECALL

Source: Skift/ PEAK destination management company

TECHNOLOGY

If we can't connect and share – Did it really happen?

CONNECTIVITY



MOBILE VS. DESKTOP



SOCIAL MEDIA



VIRTUAL REALITY



BLEISURE

COMBINING BUSINESS TRAVEL AND LEISURE
TRAVEL INTO ONE TRIP



INTERNATIONAL

↑12.7%

**U.S. SHARE OF
INTERNATIONAL LODGING
SEARCHES**

**INTERNATIONAL TRAVEL
WILL CONTINUE TO GROW
THROUGH 2021**

78.6M

**ESTIMATED NEW VISITORS
THIS YEAR**



Source: USTA U.S. Department of Commerce

CLOSER TO HOME

*Marketing
Our Destination*

bluffton
HEART OF THE LOWCOUNTRY



DAUFUSKIE ISLAND
the paradise beyond

THE LEISURE TRAVELER



59.2%
FEMALE



40.8%
MALE

Married (84%)
with kids 18 or older (68%)



\$150K+
AFFLUENT TRAVELER



65%
UNDERGRADUATE
DEGREE OR HIGHER



2-7 TRIPS PER YEAR

6 NIGHTS AVERAGE
LENGTH OF STAY

BLUFFTON'S CORE DISTINCTION

Cultural Designation

ARTS



CULTURE



HISTORY



CULINARY



FESTIVALS & EVENTS



MEDIA PARTNERSHIPS

COASTAL LIVING

FEMALE = 85%

MEDIAN AGE = 49

MEDIAN HHI = \$88,581

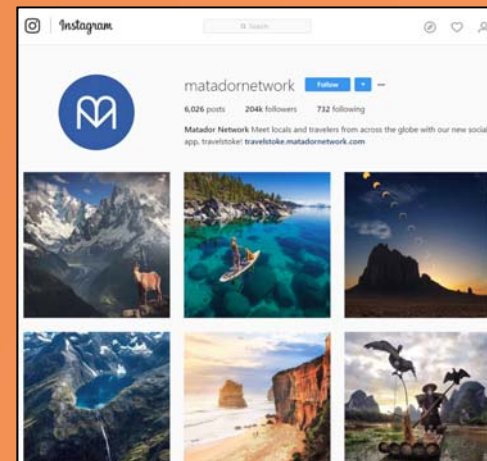


matadornetwork

FEMALE = 54%

AVERAGE AGE = 25-54

AVERAGE HHI = \$60K - \$120K



DIGITAL MARKETING AND MEDIA CAMPAIGN



MEETING, GROUP
AND MILITARY



MEETING, GROUP AND MILITARY

OUR POSITION

The Visitor & Convention Bureau is positioned to represent the entire destination, identify prospect possibilities in all meetings and group market segments, predispose our contacts to strongly consider Southern Beaufort County and support our lodging partners to make the sale.

OUR GOAL

The goal of the VCB is to garner qualified group prospects through showcasing Southern Beaufort County as a premier meeting choice.

GROUP SALES LEADS PROCESS

MEETINGS & GROUP SALES

AWARENESS



TRADESHOWS / OUTREACH



PARTNERSHIP



QUALIFIED PROSPECTS



2017-2018 DOMESTIC TRADESHOWS

Military and Group Tour

- Travel EXPO Parris Island
- American Bus Association Marketplace (ABA)



Full Service Resort and Hotels

- AENC
- IMEX
- SCSAE
- Sports Travel Magazine's TEAMS 17 Tradeshow
- Conference Direct Annual Meeting/Tradeshow
- HelmsBriscoe Annual Meeting/Tradeshow
- Connect Marketplace



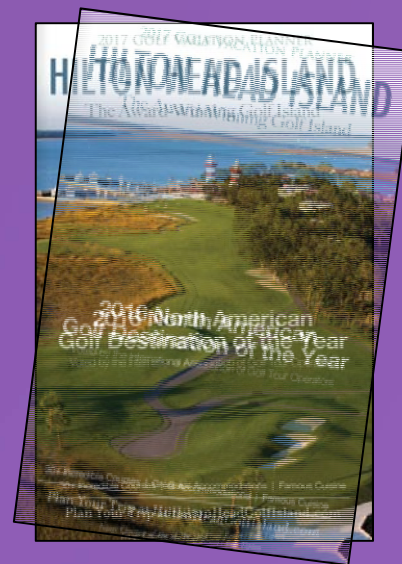
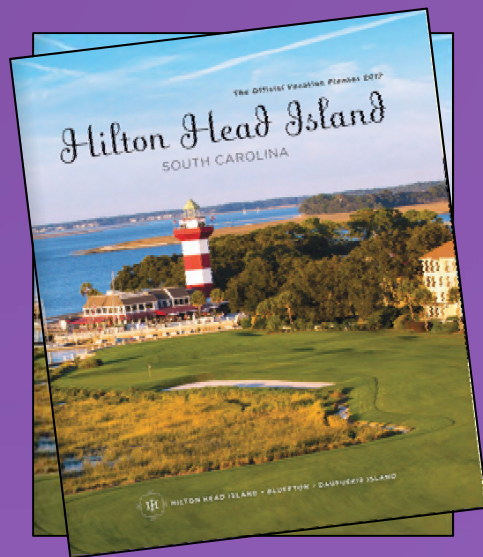
INSIDERS,
COLLATERAL AND
FULFILLMENT



MAIL FULFILLMENT

The Hilton Head Island, Bluffton and Daufuskie Official Vacation Planner and the Golf Vacation Planner are our core fulfillment pieces for the region. Through these pieces the discovery and exploration of Southern Beaufort County begins.

The Official 2017 Vacation Planner has been reimagined into a look book destination discovery piece to further support the travel journey experience. The 2018 Official Vacation Planner will allow us to build upon the success of this years book and offer our visitor even further insight into this beautiful area.





MEASURING SUCCESS



METRICS: HOW WILL SUCCESS BE MEASURED?

Establish
Program
Metrics &
Goals

Research
& Test

Continually
Monitor,
Track &
Adjust

Partner
Feedback &
Communication

Deliver
Results,
Apply
Learnings &
Best
Practices

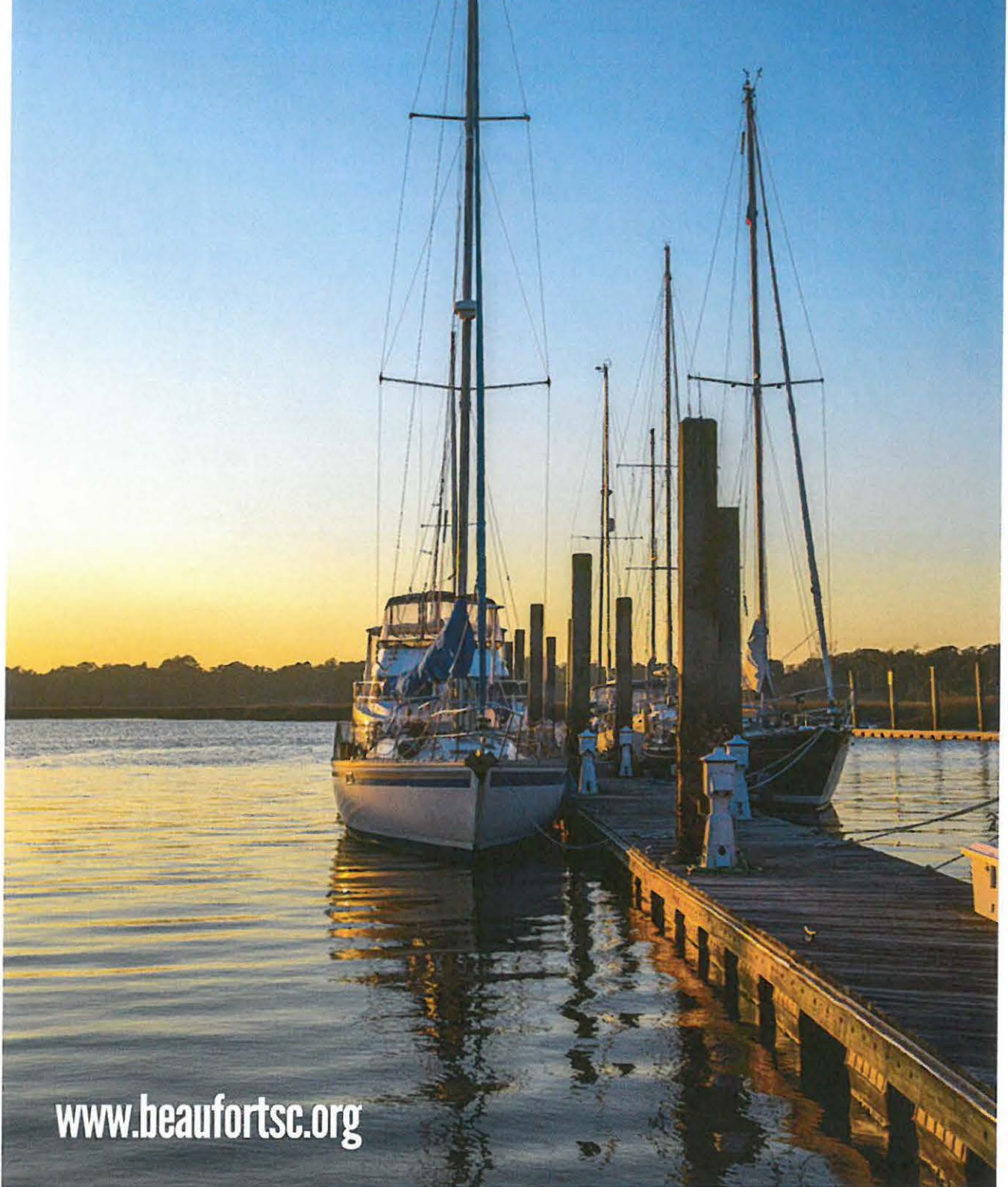


HILTON HEAD ISLAND - BLUFFTON
VISITOR & CONVENTION BUREAU
South Carolina

THANK YOU

BEAUFORT, S.C.

PORT ROYAL & THE SEA ISLANDS



www.beaufortsc.org

Northern Beaufort County DMO - Revenues	292,000
Total DMO	Paid by Bft Co DMO

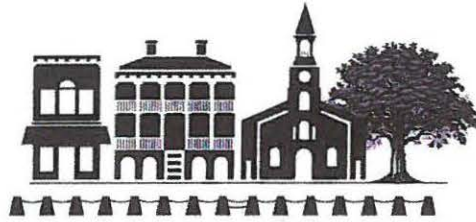
Jul'17 - Jun 18

Total 50000 . PERSONNEL EXPENSES	296,295
61000 . GENERAL EXPENSES	342,050
61300 . ADVERTISING	
61310 . PRINT ADVERTISING	50,000
61320 . ELECTRONIC MEDIA	135,000
61330 . RADIO ADVERTISING	
61340 . BILLBOARDS	32,000
61350 . SOCIAL MEDIA	30,000
61360 . EMAIL MARKETING	7,200
61370 .PUBLIC RELATIONS	40,000
Total 61300 ADVERTISING	294,200
61710 . TRAVEL AND MEALS	
61710 . TRAVEL	2,750
61720 . COMMUNITY RELATIONS	2,000
61750 . BOARD MEETINGS/RETREATS	
61760 . TRADE SHOWS/EVENTS	5,000
61770 . FAM TOURS	10,000
Total Travel And Meals	19,750
61800 . DUES & SUBSCRIPTIONS	800
Total 62000 - OCCUPANCY EXPENSES	29,200.00
Total 63000 - EQUIPMENT MAINT./SERV.	10,200.00
Total 64000 - CONTRACT SERV./PROF. FEES	86,650.00
Total 69000 - OTHER EXPENSES	31,510.00
TOTAL EXPENSE	795,905.00



BEAUFORT, SC
HISTORIC DOWNTOWN WATERFRONT
PORT ROYAL & SEA ISLANDS

Beaufort Regional Chamber of Commerce – Tourism Division | Marketing Plan 2017-2018



BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT PORT ROYAL & SEA ISLANDS

2017-2018 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, the tourism division will deliver on an advertising campaign drawing more visitors into the area. With a focus on increasing economic impact for the destination, the campaigns will be a clear call to action incorporating partner participation to increase our market participation.

Strategy #1: Continue the Integrated Marketing Plan achieving goals set forth by the Tourism Advisory Committee

The strategy is to reach travelers as they are researching destinations for their vacations/get-away plans. The primary goal is to generate leads, with an undertone of **brand awareness**, which will mostly be taken care of with the creative.

As we enter fiscal year 2017-2018, we will continue utilizing efficient cost per lead vehicles, while adding new tactics to extend reach, drive deeper consideration, and fuel more qualified inquiries and visits to Northern Beaufort County. Our strategy includes finding travelers as they are researching vacation destinations to drive them to inquire about our area.

The primary goal of the campaign will be to generate leads, while the secondary goal will be to drive clicks to the Beaufort site, as well as to create brand awareness.

GUIDING PRINCIPLES:

- 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

THE GAME PLAN:

Channel Saturation:

- EARNED (publicity):
 - i) Amplify Beaufort's voice beyond imagination
 - ii) Expand the brand's story
- OWNED (website, social media, etc.):
 - iii) Claim our space
 - iv) Constant communication
 - v) Clearinghouse for lead generation and cross-media enhancements
- PAID (paid advertising):



BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT
PORT ROYAL & SEA ISLANDS

- vi) Balanced and purposeful
- vii) Targeted
- viii) Trackable

EARNED STRATEGIES = PR STRATEGIES:

- Leverage media relations to garner attention for Beaufort, S.C. (its history, attractions, dining and accommodations, and events, etc.)
- 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, Influencer outreach will be limited to the southeast region and serve to ignite word-of-mouth and intent to visit in our drivable target markets; News release development, distribution and follow up PR efforts will be utilized to reach maximum consumer general interest in the Beaufort region. This will include pitching daily national publications and general lifestyle magazines/websites but additional, niche outreach will be focused on the general marketing target audience.

Primary - Empty nesters with disposable income & time to travel.

Secondary - Young families.

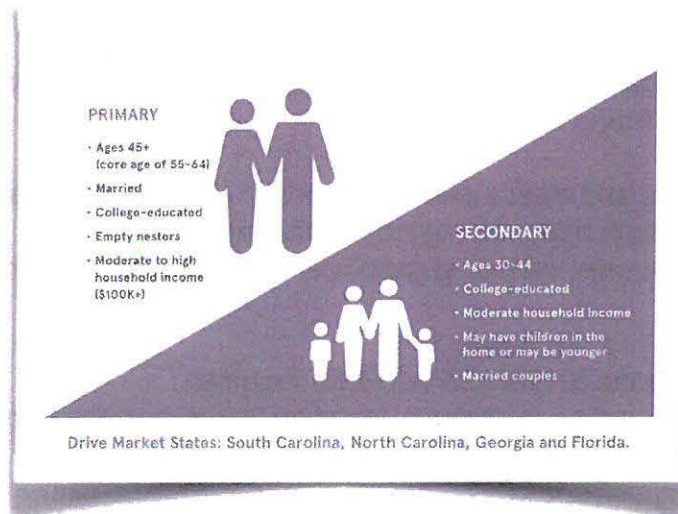
- Develop media lists
- Develop press releases and media alerts for special events, as necessary
- Gather, evaluate and pitch national, regional editorial calendars
- Create/source media assets, including graphics and photography for media requests, as needed
- Development of media kits, as needed
- Media evaluation/Respond to HARO/PitchRate inquiries
- Evaluation and corresponding pitching to trending topics and news cycle
- Attend state and regional media events
- Submit events and region for awards
- Implement two FAM tours (spring/fall)
- Design and distribute invitations
- Collaborate with BRCC and community partners to create itinerary
- Outreach and coordination
- On-site hosting

OWNED STRATEGIES = SOCIAL MEDIA

- Actively build and engage a social media fan/follower base
- 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
- Monthly Blog to deliver website traffic increase
- Monthly 'Live' tours of Beaufort - Engage!!!

PAID STRATEGIES = CORE OBJECTIVES

- Balance...even in the face of a massive shift to digital
- Targets that are true to the brand
- Efficiency and measurability
- Use a wide range of media vehicles and tactics to seek out opportunities to speak to both the Millennial/Gen X and Baby Boomer traveler
- Quantitative, qualitative and consumer inquiries from current marketing campaigns and research continue to provide valuable insight into our current visitor profile.
- Speak to our target audience when they are dreaming of an escape and likely to be planning travel
- Showcase the campaign message, “Enriching in Every Way,” to different audiences with stories that will resonate best within each segment
- We continue to update the Beaufort Regional Chamber of Commerce **visitor demand** profile of our destination in conjunction with the University of South Carolina – Beaufort.



Our core target audience remains that of mature, married couples whose children do not currently reside in the home:

- Ages 45+ with a core age of 55-64
- Married
- College-educated
- Empty nesters
 - Of note: *US Travel Industry* reports that one-third of all leisure travelers are now grandparents.
- Moderate to high household income (\$100K+)
- Top four drive market states: South Carolina, North Carolina, Georgia, and Florida

- o Our Top 3 Markets (city MSA) all fall along the I-85 stretch between Charlotte and Atlanta
- o Additional states showing interest in our destination include: New York, Virginia and Pennsylvania.

Our secondary target audience is that of a younger set who may travel with children, knowing that they are likely to book longer stays during the summer:

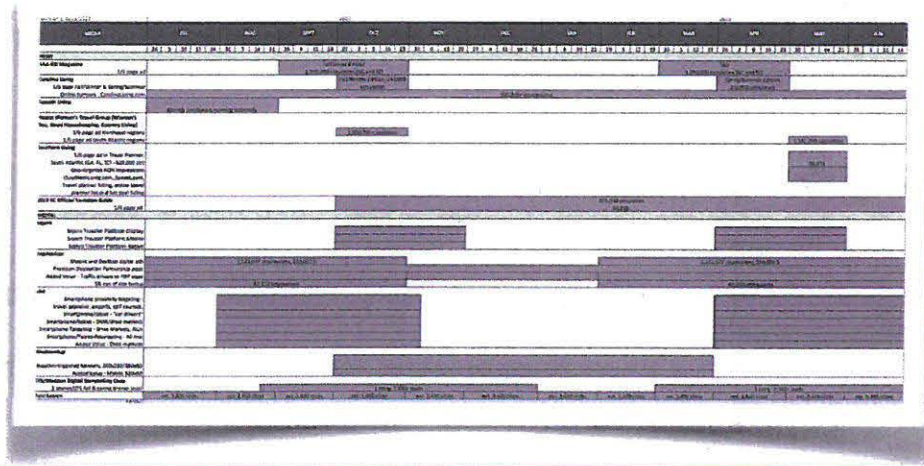
- Ages 30-44
- College-educated
- Moderate household income
- May have children in the home or may be younger, married couples
 - o *US Travel Industry* also reports that eight out of 10 leisure travelers will take at least one trip each year with either their spouse or another adult, while family travelers take an average of 4.5 trips each year.
- Same drive market states as mentioned above

Psychographic descriptors of our audience can be explained by way of their areas of interest – drawing them to our destination:

- **History**
- **Outdoor Activities & Adventure**
- **Culinary**
- **Arts & Culture**

For timing, our primary goals are the Spring and Fall, while the secondary time period would be increasing Summer business.-

Running media in the primary time period allows us to both coincide with pre-planning periods and during key travel times, the secondary time period would allow us to assist in increasing Summer business.



Target

- Skews towards women 35+
- Geo: SC, NC, PA, NY, DC, MD, GA, FL, and eastern TN.
 - Highly targeting the following metros: Atlanta, Charlotte

Print

Hearst Women's Travel Group (Country Living, Good Housekeeping, Woman's Day), circ: 3,462,584 (South Atlantic and Northeast regions)

- One-sixth page ad in the October 2017 issues, distributed to Northeast regions
- One-sixth page ad in the May 2018 issues, distributed to the South Atlantic regions
- Added value includes a Beaufort specific listing on the national reader page of all three magazines in October 2017, April and May 2018, as well as an online listing on GreatGetawaysGuide.com
- Estimated number of leads based on historical cost per lead of \$6: 2,325 leads

AAA Go Magazine, circ: 1.2 million people in NC and SC, average age of 55

- One-sixth page 4-color ad in the September/October 2017 issue
- One-sixth page 4-color ad in the March/April 2018 issue
- Added value includes a Beaufort specific reader response postcard in each issue and a 295x100 banner on the e-newsletter (e-newsletter reaches 450,000 people)
- Estimated number of leads based on historical cost per lead of \$10: 600

Carolina Living Hot Carolina Destinations Print & Online Package, circ: 750,000 annual reader/browser audience

- One-sixth page ad in October 2017 (Fall/Winter edition)
- One-sixth page ad in April 2018 (Spring/Summer edition)
- Online banners on CarolinaLiving.com (500,000+ online visitor browser impressions forecasted)
- Premium content destination feature article
- Added value includes a skyscraper banner positioned on the Myrtle Beach page, a popular landing page, as well as a testimonial article and captioned images (online and in the guide)
- Estimated number of leads: 1,500

Southern Living, circ: 628,000 in South Atlantic editions (GA, FL, SC)

- One-sixth page ad in the Travel Planner in May 2018 (South Atlantic edition (GA, FL, SC))
- Geo-targeted RON impressions on SouthernLiving.com, Sunset.com and CoastalLiving.com (833,333 impressions)
- Added value includes a travel planner listing, online travel planner listing and hot deal listing



BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT
PORT ROYAL & SEA ISLANDS

Estimated number of leads based on historical cost per lead of \$11:

1,388

2018 Official South Carolina Vacation Guide, circ: 375,000

- One-half page ad in the guide
- Includes listing on DiscoverSouthCarolina.com to collect leads
- Distributed to state welcome centers, regional visitors centers, and state chambers
- Estimated number of leads based on historical cost per lead of \$10: 492 leads

Online

TripAdvisor

- Beaufort, SC premium destination partnership page, content ownership with links for 1 year
- Desktop and mobile banners on North and South Carolina content, Beaufort destination content and Coastal SC destination content in the Fall 2017 (July – October) and Spring 2018 (February – June)
- On-site and offsite retargeting/audience extension
- Added value includes run of site impressions and traffic drivers the premium destination partnership page.
- Total impressions: 1,620,851

Sojern

- Sojern traveler platform display, mobile and native ads in Fall 2017 (October – November) and Spring 2018 (April – May)
- Targeting those in drive markets and northeast regions that are showing travel behavioral intent/interest to travel to Beaufort or a competitive destination
- Targeting includes smart retargeting, prospect targeting, and contextual targeting
- Total impressions: 4,761,905
- Added value includes a Sojern post campaign analysis on travel search and purchase analytics, as well as a customer profile report that analyzes user action and path to purchase after viewing the Beaufort site

xAd

- Smartphone proximity targeting in travel agencies, airports, golf courses, and beaches
- Smartphone/tablet audience targeting to “car travelers”
- Smartphone/tablet DMA targeting in key drive markets (Charleston, Atlanta, Savannah, Myrtle Beach, Hilton Head, Columbia, Tybee Island, Kiawah Island) and fly markets in the northeast regions
- Smartphone DMA targeting to drive markets rich media unit
- Retargeting for all line items above
- Flight dates in the Fall 2017 (August – October) and Spring 2018 (April – June)

- Total impressions: 5,455,178
- Added value includes 280,000 impressions targeting to key drive markets

WeatherBug

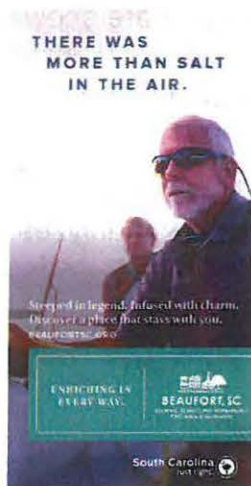
- Cross platform cold weather triggered banners during bad weather months, October 2017 through May 2018
- Targeted to northeast fly markets
- Total impressions: 800,000
- Added value includes 100,000 mobile display impressions

STS/Madden Digital Storytelling Co-op

- Creative development and execution of 1 Beaufort destination article and 1,500 clicks promoted through an exclusive network of premium websites, geo-targeted, and promoted through Facebook, Twitter, SEM, and email blasts for lead generation captured through DiscoverSoutheast.com and delivered to each partner
- 1 story creation and promotion in the Fall 2017 (September – December) and one in the Spring 2018 (March- June)
- Estimated number of leads: 15,000

PPC

- Search engine marketing will continue will the momentum from last year
- Strategy includes bidding on competitive keywords and ad groups, as well as driving consumers to content specific page on the Beaufort site
- Flighting includes running in Fall 2017 (August – October) and Spring 2018 (April – June)
- Estimated clicks: 32,940 (estimated 180 clicks per day)
- Estimated impressions: 457,500 (estimated 2,500 impressions per day)



Billboard

I-95 exit 38 / I-95 exit 77
 Hwy 17 Jacksonboro / HWY 21

**Note: The above-mentioned tactics may warrant slight adjustments following results of the spring campaign currently under-way. Should performance of the national and regional print publications not be satisfactory, we may consider alternate options*

Objective #2: Conduct Research

Strategy #1: Identify and secure research sources

Continue to promote and expand research to 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 2017-2018 to partner with an educational institution to conduct research.

Strategy #2: Baseline Visitor Profile Data

The existing database is a derivative from our leads programs, as well as our email/e-newsletter opt-in form.

Timing: Ongoing – at the end of each quarter

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

Strategy #3: Conversion Analysis

To ensure we continue showing value to the tourism industry, we will partner to deliver a comprehensive conversion study to determine which markets continue to deliver/respond to marketing campaign. Utilizing Bi-annual tracking from advertising outlets, lead inquiries and actual bookings.

Timing: Ongoing

Start based on funding

Strategy #4: Cultural Heritage Tourism Analysis

Countywide initiative, to include existing cultural heritage product as well as undeveloped opportunities, that synchronizes the marketing efforts of Beaufort County's vast heritage sites, events, and festivals.

Timing: FY2017-2018 as directed by USCB, Beaufort County, and DMOs

Success metrics: Completed survey with report analysis presented to the public via website. **Based on funding**

Objective #3: Sustain Stakeholder Relationships/Partnerships

Strategy #1: 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

Strategy #2: Annual Tourism Stakeholder “Summit”

Reveal Enriching in Every Way Transition and Ad components that accompany the messaging.

Timing: January/February Of 2018

Strategy #3: Enhance & Incorporate Marketing plan for Port Royal

It’s important to ensure successful partnerships with Port Royal as they are also within our DMO. The development of their own personal brand identity will allow us to specifically work with them to develop an effective public relations strategy to better position the town to potential visitors.

Timing: Upon Acceptance by Town of Port Royal

Success metrics: Publicity obtain from outreach to traditional/non-traditional media outlets.

Objective #4: Influence Product Development Consistent With 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. Communication with festivals receiving ATAX funding will impact which ones are targeted first for these partnerships.

Timing: To begin during Lodging Partners Roundtable

Success metrics: Stakeholder participation and overall coordination.

Strategy #2: Manage Content on Travel Sites Featuring

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

Timing: ongoing

Success metrics: Compile list & ensure accurate information on all partner sites

Cost: Time

Strategy #3: Grow Tourism Development Projects (Marketing – Planning & Execution)

Tourism development request continue to rise in and around our area with more and more of these not having a direct tie in with the overall marketing direction for the area set forth by the DMO.

Timing: ongoing - Visitor Services Manager

Objective #5: Develop & Manage 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 Sales/Meetings Planning Guide

Produce an online guide for meeting planners to utilize while looking to host their next event in Beaufort, Port Royal, and Sea Islands. It will be available in a PDF for easy downloading and printing capabilities.

Timing: Meet in SC Deliverables in Place Fall of 2017

Strategy #2: Attend Industry Tradeshows/Sales Missions

Partnering with Meet in SC (a SCPRT Co-Op), we will be attending the following tradeshows:

RCMA Aspire (Religious Conference Managers Association) - August 2017

Small Market Meetings - September 2017

Plan Your Meetings - June 2018

Select Traveler Conference - February 2018

Timing: See Calendar

Success metrics: Lead generation from meeting planners.

Research and data related to Beaufort/Northern Beaufort County

Revision 1: 6/29/2017	2017												2018						NET COST																			
MEDIA	JUL	AUG	SEPT	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN																										
	26	3	10	17	24	31	7	14	21	28	4	11	18	25	1	8	15	22	29	5	12	19	26	2	9	16	23	30	6	13	20	27	4	11	18	25		
PRINT																																						
AAA GO Magazine 1/6 page ad	Fall Drives Edition 1,200,000 circulation (NC and SC)												T&O 1,200,000 circulation (NC and SC)						\$	6,000																		
Carolina Living 1/6 page Fall/Winter & Spring/Summer Online banners : CarolinaLiving.com	Fall/Winter Edition, 250,000 circulation												Spring/Summer Edition, 250,000 circulation						\$	5,510																		
Coastal Living	Already purchased, running nationally																																					
Hearst Women's Travel Group (Women's Day, Good Housekeeping, Country Living) 1/6 page ad Northeast regions 1/6 page ad South Atlantic regions	1,020,794 circulation												1,541,780 circulation						\$	13,951																		
Southern Living 1/6 page ad in Travel Planner, South Atlantic (GA, FL, SC) - 628,000 circ Geo-targeted RON impressions (SouthernLiving.com, Sunset.com, Travel planner listing, online travel planner list and hot deal listing													55,372						\$	5,272																		
2018 SC Official Vacation Guide 1/4 page ad													375,000 circulation \$4,926						\$	4,926																		
DIGITAL																																						
Sojern Sojern Traveler Platform Display Sojern Traveler Platform Mobile Sojern Traveler Platform Native																			\$	10,000																		
TripAdvisor Mobile and Desktop digital ads Premium Destination Partnership page Added Value - Traffic drivers to PDP page 5% run of site bonus	1,122,877 impressions, \$10,007.5												1,122,877 impressions, \$10,007.5						\$	16,000																		
	47,210 impressions												47,210 impressions						\$	16,000																		
xAd Smartphone proximity targeting - travel agencies, airports, golf courses, Smartphone/tablet - "car drivers" Smartphone/tablet - DMA/drive markets Smartphone Targeting - Drive Markets, Rich Smartphone/Tablet- Retargeting - All line Added Value - DMA markets																			\$	5,000																		
																			\$	7,500																		
																			\$	7,500																		
																			\$	5,000																		
																			\$	5,000																		
WeatherBug Weather triggered banners, 300x250/320x50 Added Value - Mobile 320x50																			\$	10,000																		
ST5/Madden Digital Storytelling Coop 2 stories/ST5 fall & spring bronze level	1 story, 7,500+ leads												1 story, 7,500+ leads						\$	10,500																		
Paid Search	est. 2,400 clicks												est. 2,400 clicks						\$	20,000																		
TOTAL																																					\$	178,158

12 months	P3315	Greenpond Square	N			Square	700
12 months	P4699	I-95 Square MM 59	N			Square	800
12 months	P0214	I-95 Bulletin MM 17	S			Bulletin	500
12 months	4030	Bulletine N/O MCAS	N			Bulletin	800

2017 Beaufort Water Festival

Lowcountry and Resort Islands Tourism
Institute (LRITI) at USCB

Dr. John Salazar, Director
Dr. Nancy Hritz, Assistant Director
Dipl.-Soz. Anton Abraham, Research Associate
Sarah Dawkins, Lead Research Assistant
Carrie Myers, Lead Research Assistant
Angela Puleo, Lead Research Assistant

338

Total Responses

Zip Code Analysis

This analysis does not include the zip codes collected from Hilton Head Island, SC, Beaufort, SC, and Savannah, GA.

Rank	Final sort Metropolitan Area	Sum of F2 by Metropolitan Area	% MSA Share	% MSA Share – % Arbitron	% MSA Share – % Nielsen	% MSA Share – % Scarborough
1	Charleston-North Charleston, SC MSA	15	27.8%	23.1%	23.4%	23.4%
2	Augusta-Richmond County, GA-SC MSA	9	16.7%	13.0%	12.9%	16.7%
3	Greenville, SC MSA	8	14.8%	7.4%	2.3%	7.5%
4	Columbia, SC MSA	6	11.1%	6.6%	5.4%	11.1%
5	Atlanta-Sandy Springs-Marietta, GA MSA	4	7.4%	-30.3%	-27.0%	-33.8%
6	Charlotte-Gastonia-Concord, NC-SC MSA	3	5.6%	-11.4%	-10.6%	-10.5%
7	Cincinnati-Middletown, OH-KY-IN MSA	3	5.6%	-9.7%	-7.9%	-12.9%
8	Orangeburg, SC MSA	2	3.7%	3.7%	3.7%	3.7%
9	Jacksonville, FL MSA	2	3.7%	-6.1%	-6.0%	-8.8%
10	Blacksburg-Christiansburg-Radford, VA MSA	2	3.7%	3.7%	3.7%	3.7%
	Totals	54	100.0%			

Breakdown of Markets

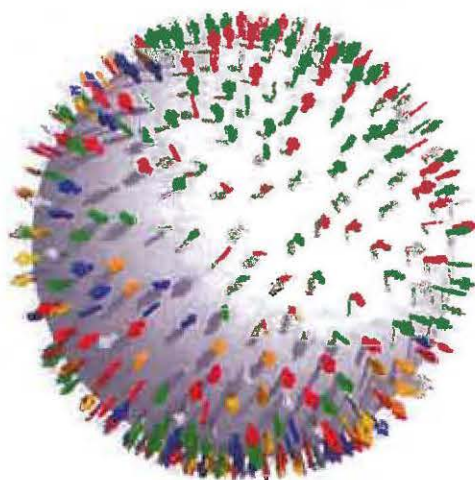
- Strong markets for the 2017 Beaufort Water Festival include Charleston-North Charleston, SC; Augusta-Richmond County, GA-SC; and Greenville, SC.
- Middle markets include Columbia, SC and Atlanta-Sandy Springs-Marietta, GA.
- Weaker markets consist of Orangeburg, SC; Jacksonville, FL; and Blacksburg-Christiansburg-Radford, VA.

All Zip Codes Collected

Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
22	Duluth, MN-WI MSA	1
23	Houston-Sugar Land-Baytown, TX MSA	1
24	Columbus, GA-AL MSA	1
25	Cape Coral-Fort Myers, FL MSA	1
26	Dillon, SC MSA	1
27	Jacksonville, NC MSA	1
28	Chicago-Naperville-Joliet, IL-IN-WI MSA	1
29	Anderson, SC MSA	1
30	Southern Pines-Pinehurst, NC MSA	1
31	Roanoke, VA MSA	1
32	Dayton, OH MSA	1
33	Lima, OH MSA	1
34	Spartanburg, SC MSA	1
35	Virginia Beach-Norfolk-Newport News, VA-NC MSA	1
36	Scranton--Wilkes-Barre, PA MSA	1
37	Bridgeport-Stamford-Norwalk, CT MSA	1
38	New Haven-Milford, CT MSA	1
39	Providence-New Bedford-Fall River, RI-MA MSA	1
40	Manchester-Nashua, NH MSA	1

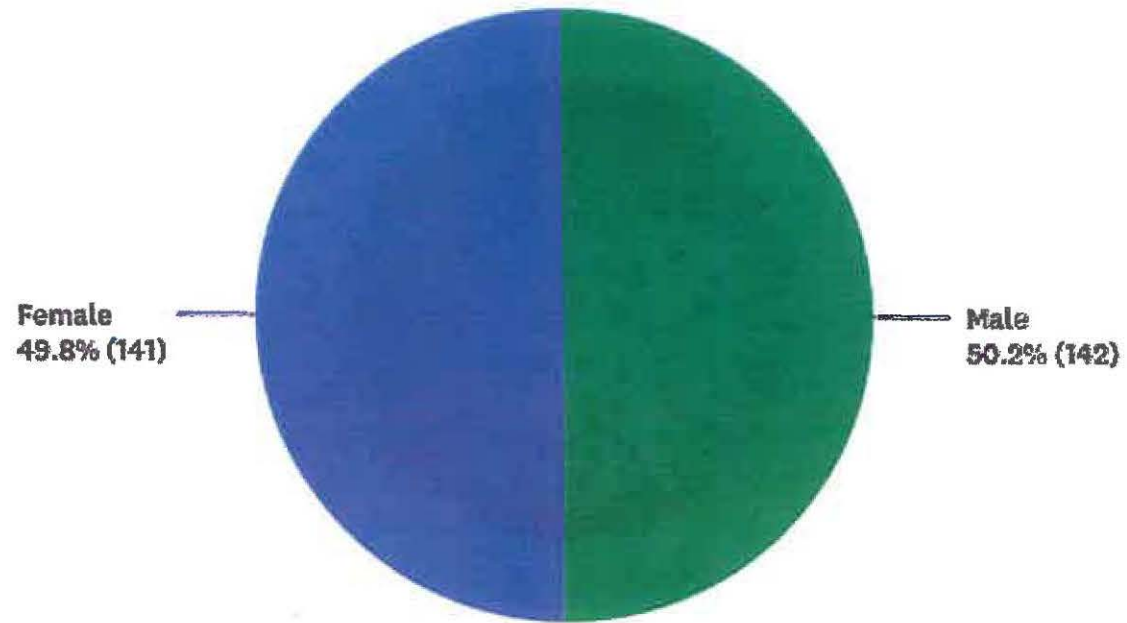
Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
1	Hilton Head Island-Beaufort, SC MSA	236
2	Charleston-North Charleston, SC MSA	15
3	Savannah, GA MSA	10
4	Augusta-Richmond County, GA-SC MSA	9
5	Greenville, SC MSA	8
6	Columbia, SC MSA	6
7	Atlanta-Sandy Springs-Marietta, GA MSA	4
8	Charlotte-Gastonia-Concord, NC-SC MSA	3
9	Cincinnati-Middletown, OH-KY-IN MSA	3
10	Orangeburg, SC MSA	2
11	Jacksonville, FL MSA	2
12	Blacksburg-Christiansburg-Radford, VA MSA	2
13	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	2
14	New York-Northern New Jersey-Long Island, NY-NJ-PA MSA	2
15	Jesup, GA MSA	1
16	San Antonio, TX MSA	1
17	Pensacola-Ferry Pass-Brent, FL MSA	1
18	Killeen-Temple-Fort Hood, TX MSA	1
19	Gainesville, GA MSA	1

Demographics



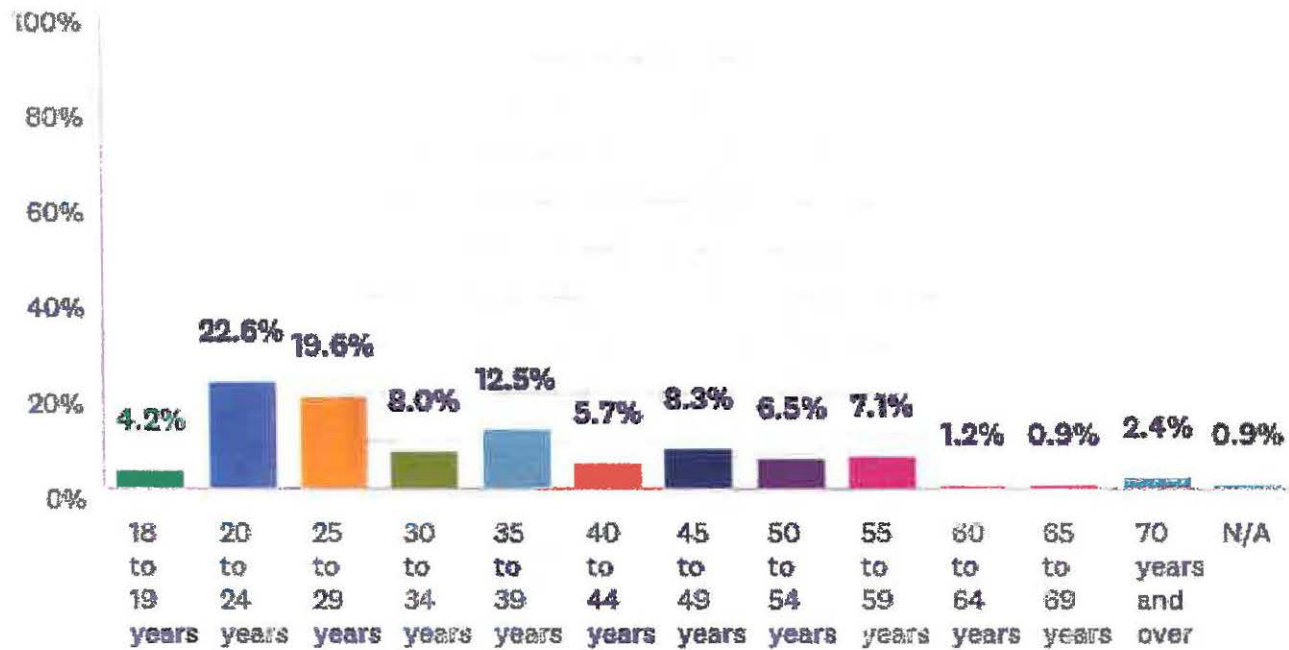
Please indicate your gender below.

Answered: 283 Skipped: 55



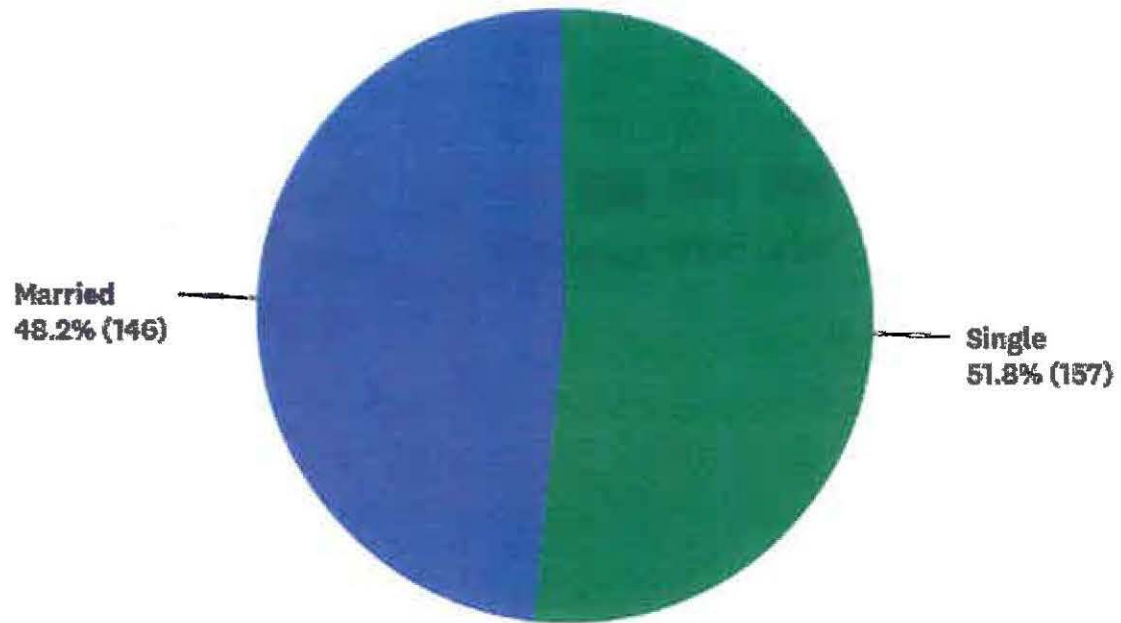
Please indicate your age below.

Answered: 336 Skipped: 2



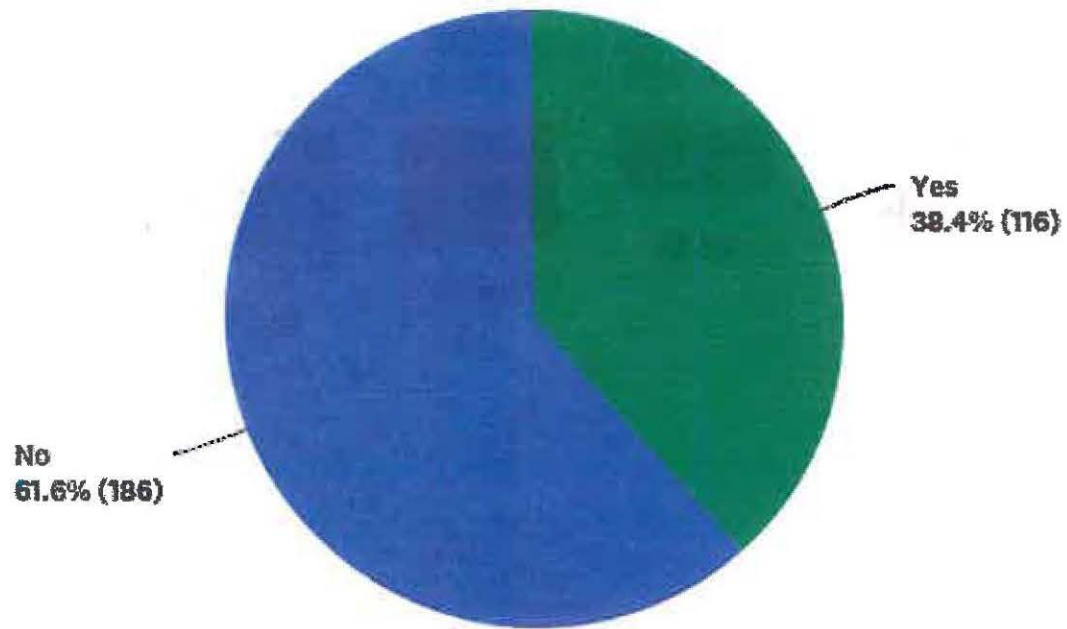
Please indicate your marital status.

Answered: 325 Skipped: 13



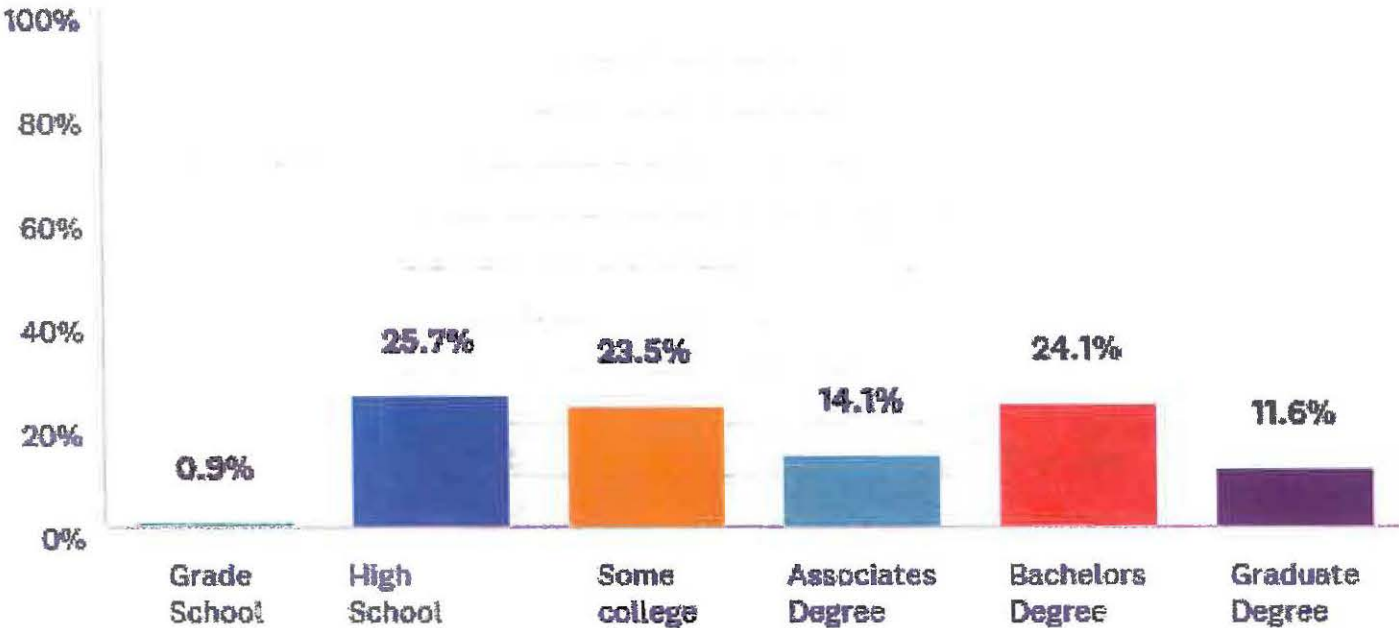
Do you have children under 18 living at home?

Answered: 331 Skipped: 7



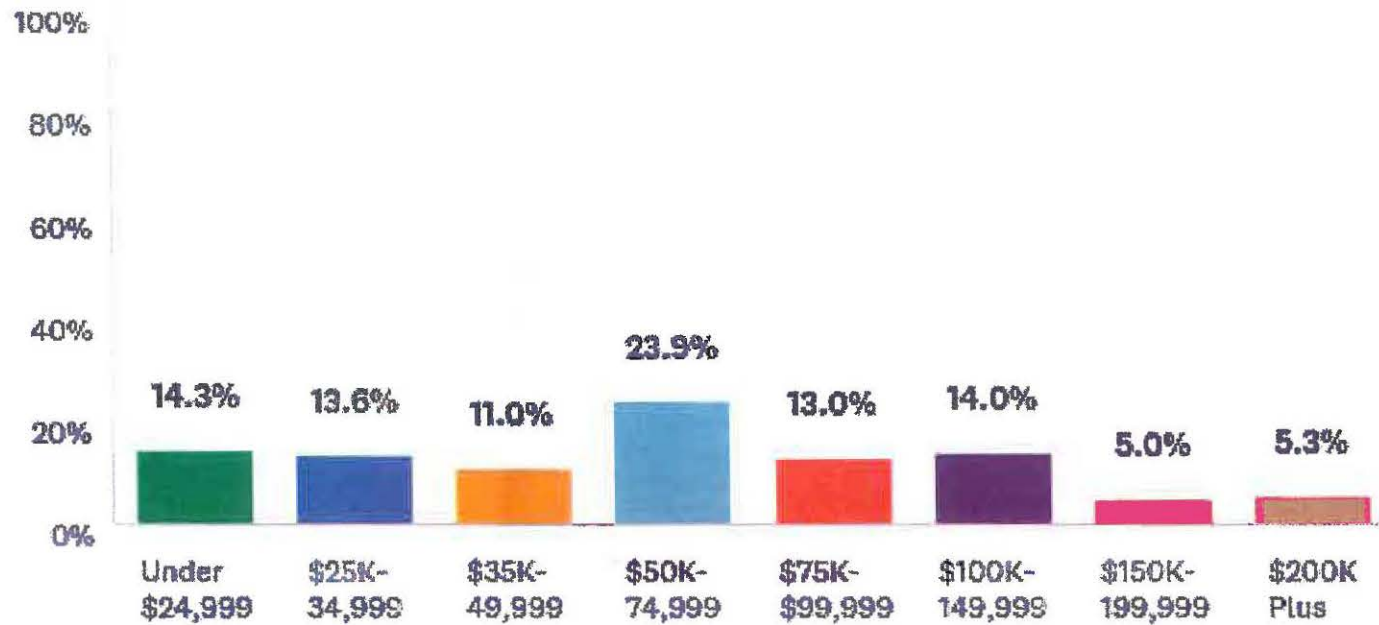
Please indicate your highest level of education.

Answered: 326 Skipped: 12



Which of the following ranges includes your annual household income?

Answered: 327 Skipped: 11

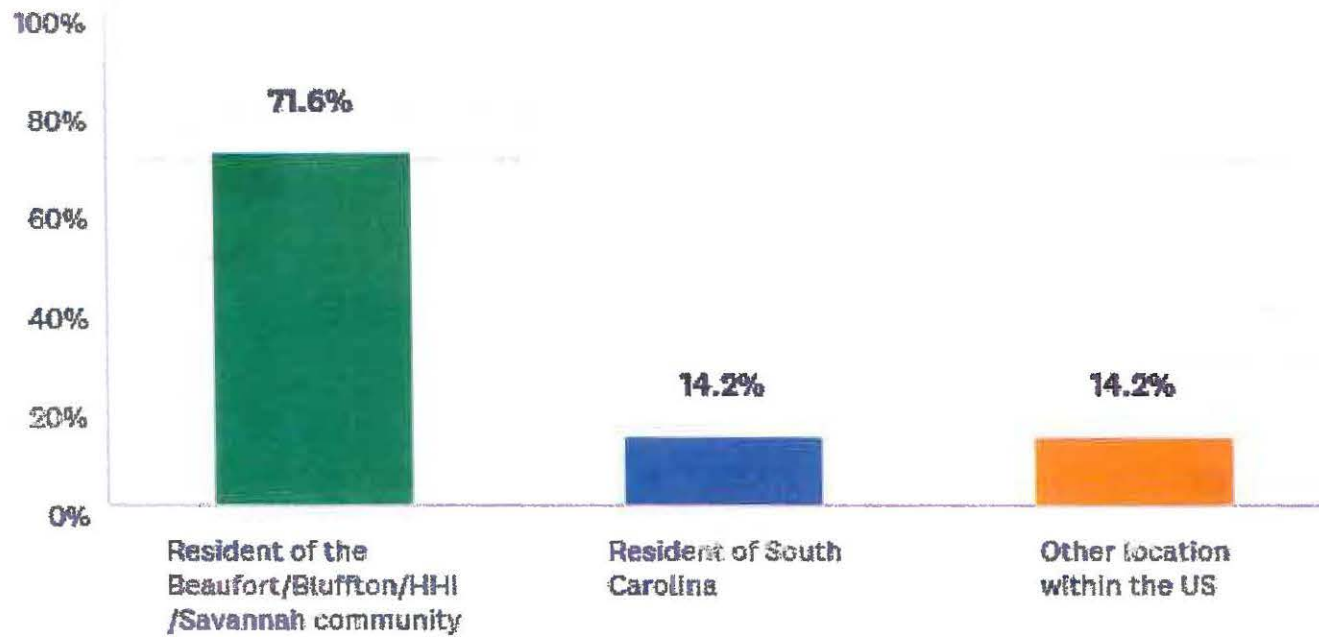


Visitor Characteristics



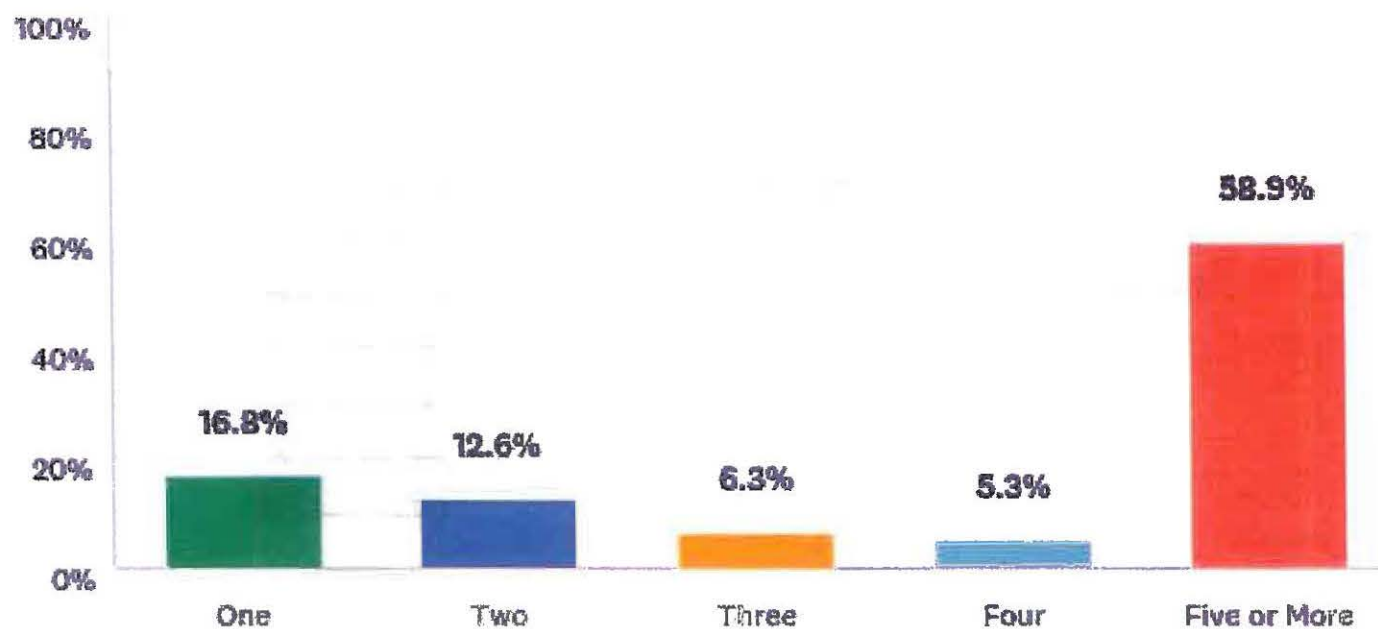
Where is your primary residence?

Answered: 338 Skipped: 0



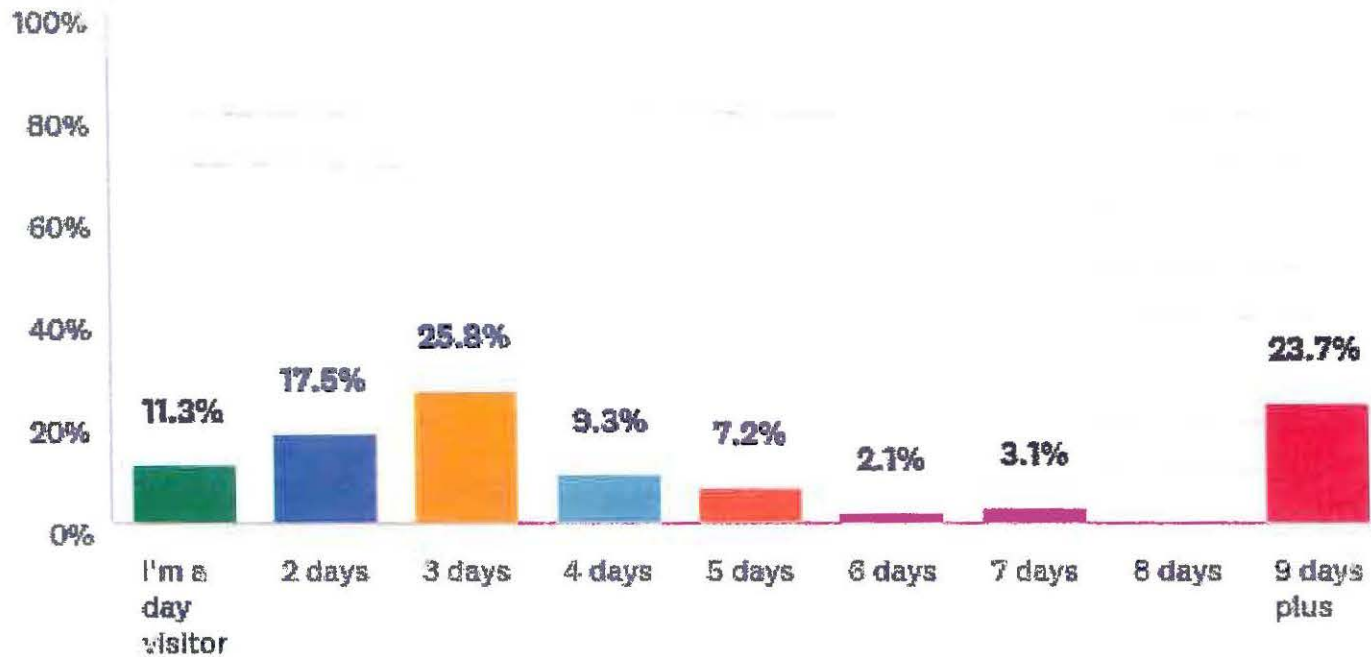
Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

Answered: 95 Skipped: 243



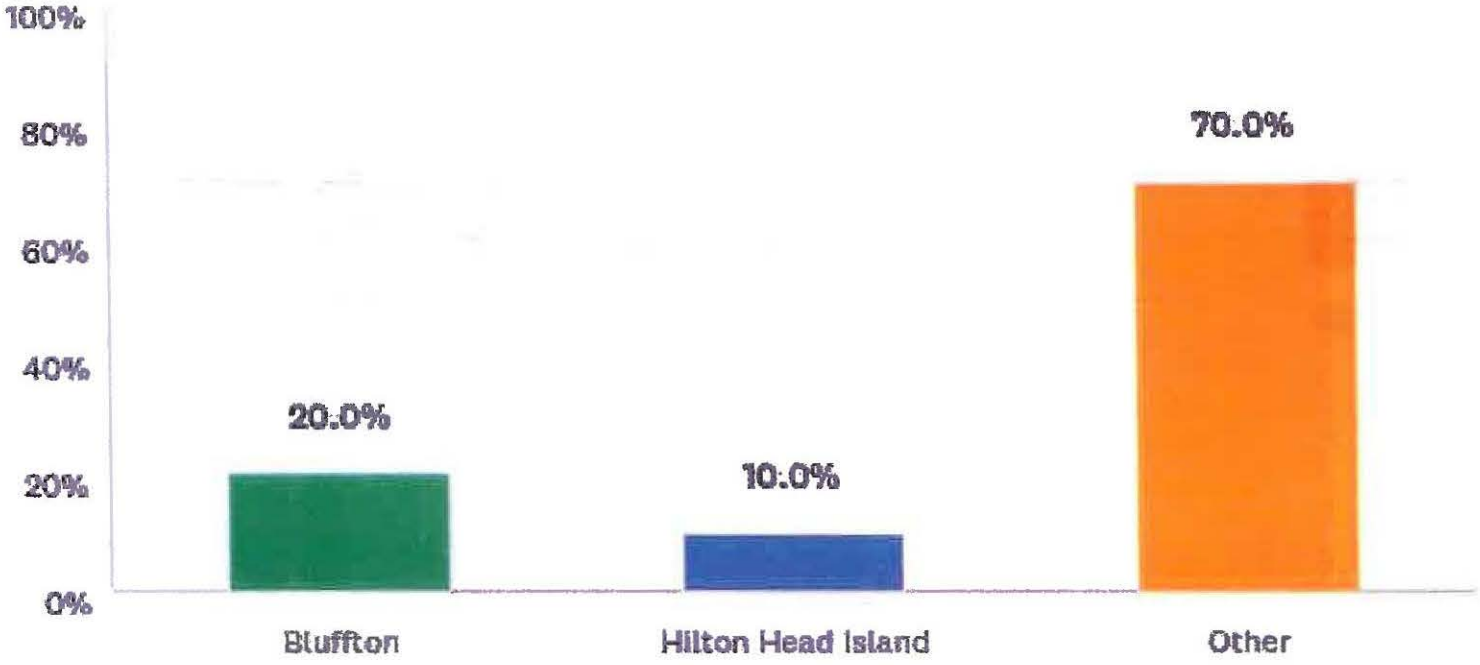
How many days do you intend to stay in Beaufort, SC?

Answered: 97 Skipped: 241



Where are you staying overnight on this trip?

Answered: 10 Skipped: 328



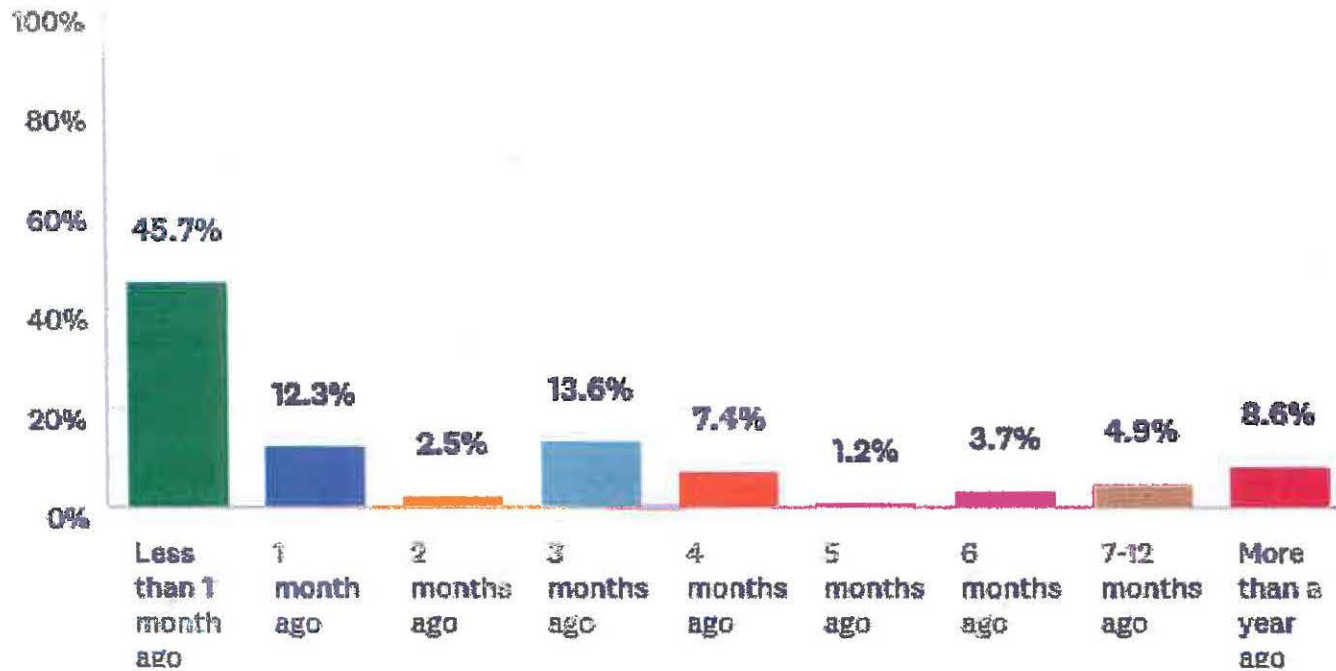
What type of accommodations will you be using while visiting Beaufort, SC?

Answered: 85 Skipped: 253

Answer Choices	Response Percent	Response Choice
With friends/relatives	36.5%	31
Full service hotel	15.3%	13
Other	12.9%	11
Home/villa/condo-owned	11.8%	10
Home-rental	11.8%	10
Limited service hotel/motel	7.1%	6
Villa/condo-rental	3.5%	3
RV park	1.2%	1

How many months in advance did you book this trip?

Answered: 81 Skipped: 257



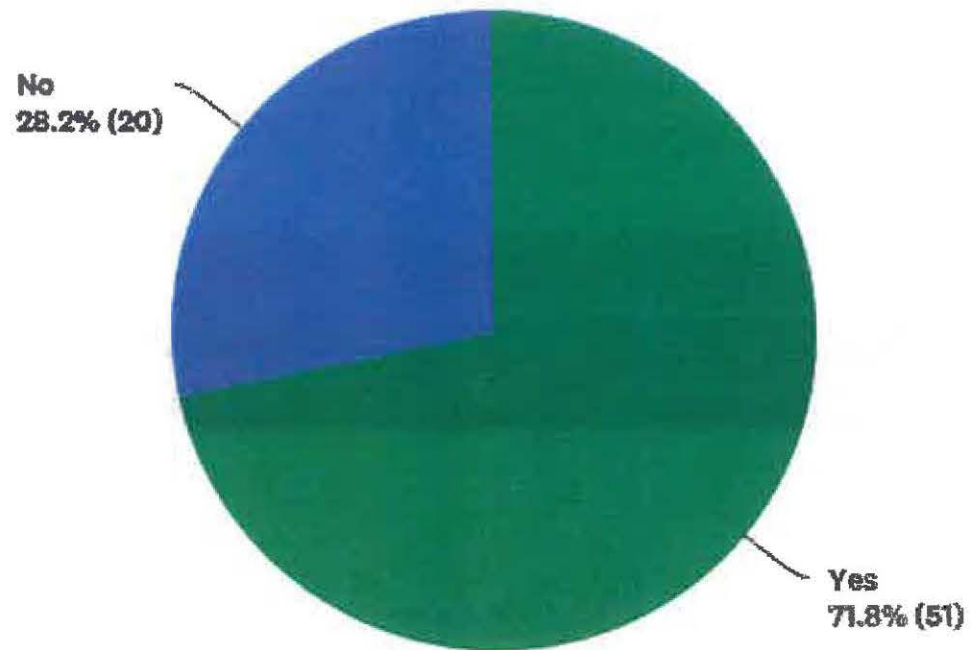
How influential was the 2017 Beaufort Water Festival when initially planning your trip to Beaufort, SC?

Answered: 81 Skipped: 257

Very Influential	Influential	Undecided	Not Influential	Not at all influential	Total	Weighted Average
44.4%	21.0%	9.9%	13.6%	11.1%	81	3.74

Would you have visited the Beaufort area AT THIS TIME even if this festival had not been held?

Answered: 71 Skipped: 267



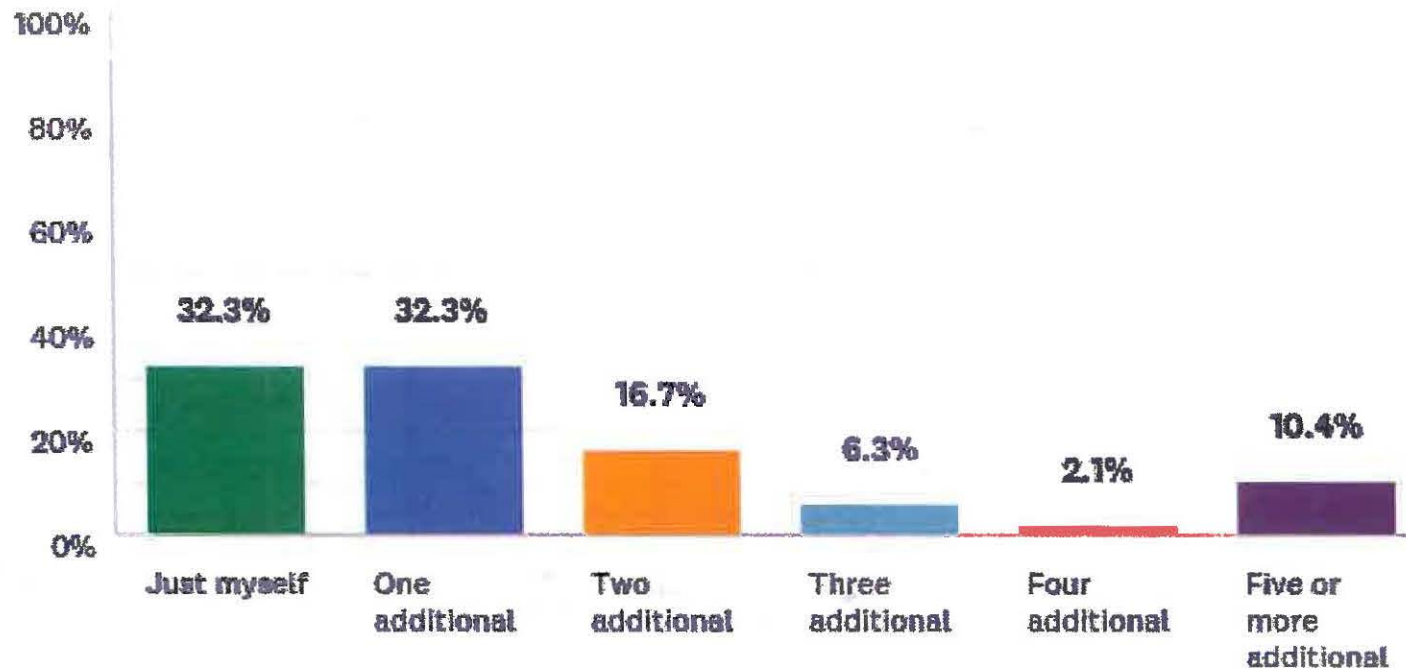
What was the primary reason for this visit to Beaufort, SC?

Answered: 96 Skipped: 242

Answer Choices	Response Percent	Response Choice
2017 Beaufort Water Festival	46.9%	45
Visit friends of relatives	31.3%	30
Pleasure vacation	9.4%	9
Other business	5.2%	5
Business and Pleasure	3.1%	3
Activity close to home	2.1%	2
Convention or Conference	1.0%	1
Outdoor recreation	1.0%	1

How many additional people are you financially responsible for during this trip?

Answered: 96 Skipped: 242



Approximately, how much will you spend on lodging PER NIGHT?

Answered: 96 Skipped: 242

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	17.7%	17
\$50.00-99.99	8.3%	8
\$100.00-199.99	15.6%	15
\$200.00-299.99	14.6%	14
\$300.00-399.99	2.1%	2
\$400.00-499.99	0.0%	0
\$500.00-749.99	1.0%	1
\$750.00-999.99	2.1%	2
\$1000.00-1999.99	0.0%	0
\$2000.00-2999.99	0.0%	0
\$3000.00 or more	1.0%	1
N/A	37.5%	36

Approximately, how much do you think you'll spend on restaurant dining PER DAY?

Answered: 91 Skipped: 247

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	27.5%	25
\$50.00-99.99	28.6%	26
\$100.00-199.99	20.9%	19
\$200.00-299.99	4.4%	4
\$300.00-399.99	1.1%	1
\$400.00-499.99	2.2%	2
\$500.00-749.99	2.2%	2
\$750.00-999.99	0.0%	0
\$1000.00 or more	0.0%	0
N/A	13.2%	12

How much do you think you'll spend on retail purchases PER DAY (i.e. clothes, gifts, etc.)?

Answered: 91 Skipped: 247

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	39.6%	36
\$50.00-99.99	19.8%	18
\$100.00-199.99	8.8%	8
\$200.00-299.99	4.4%	4
\$300.00-399.99	1.1%	1
\$400.00-499.99	0.0%	0
\$500.00-749.99	1.1%	1
\$750.00-999.99	0.0%	0
\$1000.00 or more	1.1%	1
N/A	24.2%	22

How much do you think you'll spend on recreation expenses PER DAY?

Answered: 87 Skipped: 251

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	35.6%	31
\$50.00-99.99	11.5%	10
\$100.00-199.99	6.9%	6
\$200.00-299.99	2.3%	2
\$300.00-399.99	0.0%	0
\$400.00-499.99	1.2%	1
\$500.00-749.99	1.2%	1
\$750.00-999.99	1.2%	1
\$1000.00 or more	0.0%	0
N/A	40.2%	35

Festival Characteristics



How did you first learn of the Beaufort Water Festival?

Answered: 338 Skipped: 0

Answer Choices	Response Percent	Response Count
Word of Mouth	45.9%	155
Other	35.2%	119
Social Networks (Facebook, Twitter, etc.)	9.2%	31
Website	6.2%	21
Main Street Beaufort, USA	5.9%	20
Radio Commercial or News Coverage	3.6%	12
Magazine	3.3%	11
Internet Search	3.0%	10

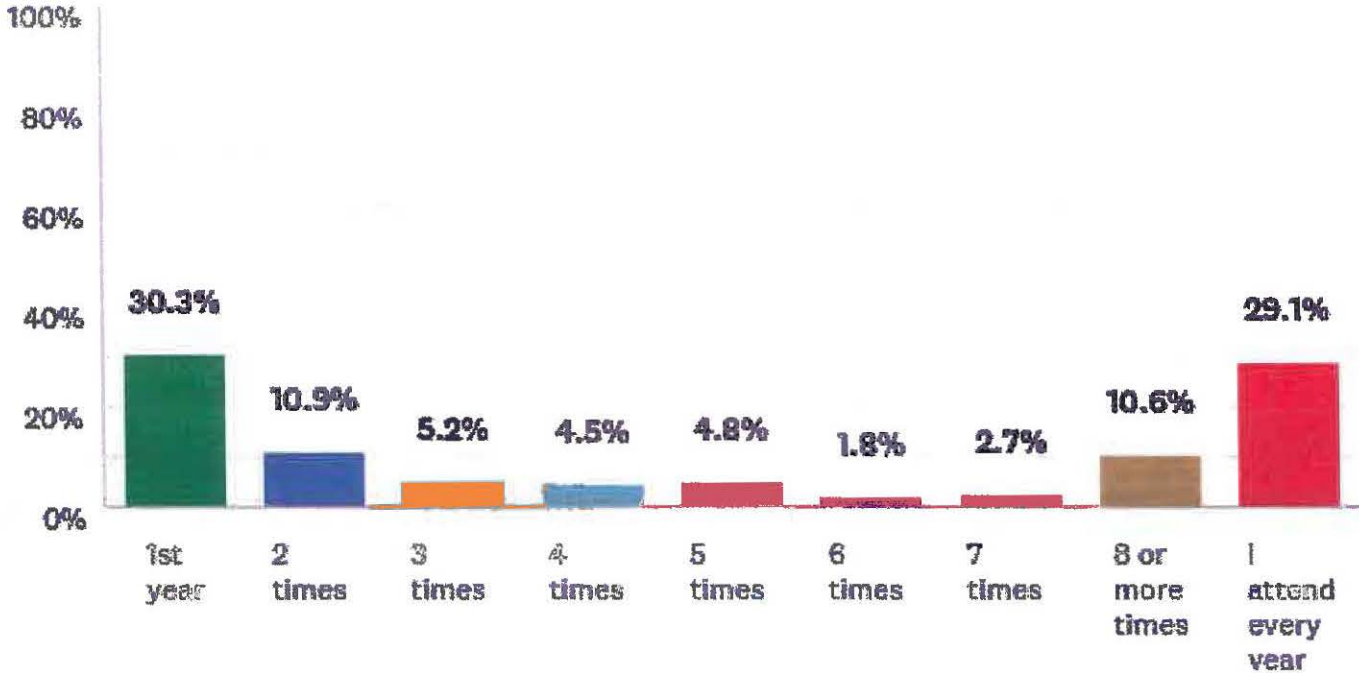
How did you first learn of the Beaufort Water Festival?

Answered: 338 Skipped: 0

Answer Choices	Response Percent	Response Count
Television Commercial or News Coverage	2.7%	9
Newspaper	2.7%	9
Downtown Beaufort Shopping Locations	2.7%	9
www.beaufortsc.org	2.4%	9
Beaufort Regional Chamber of Commerce	1.8%	6
www.downtownbeaufort.com	1.8%	4

Including this festival, how many times have you attended the Beaufort Water Festival?

Answered: 330 Skipped: 8



How likely are you to return to next year's festival and recommend the festival to friends?

Answered: 334 Skipped: 4

	Extremely likely	Very likely	Not sure	Very unlikely	Extremely unlikely	Total	Weighted Average
Recommend the festival to friends	65.0%	22.5%	6.6%	1.5%	4.5%	334	4.42
Return to next year's festival	66.3%	26.3%	3.0%	1.0%	3.3%	300	4.51



For More Information:
Dr. John Salazar 843 208 8217
Dr. Nancy Hritz 843 208 8356
or Anton Abraham 843 208 8344

See also: www.lriti.org
<http://facebook.com/lriti/uscb>
LinkedIn: Lowcountry and Resort Islands
Tourism Institute at USCB

2017 Taste of Beaufort

Lowcountry and Resort Islands Tourism
Institute (LRITI) at USCB

Dr. John Salazar, Director
Dr. Nancy Hritz, Assistant Director
Dipl.-Soz. Anton Abraham, Research Associate
Nicole Hinnant, Lead Research Assistant
Carrie Myers, Lead Research Assistant
Angela Puleo, Research Assistant

211

Total Responses

Zip Code Analysis

This analysis does not include the zip codes collected from Hilton Head Island, SC, Beaufort, SC, and Savannah, GA.

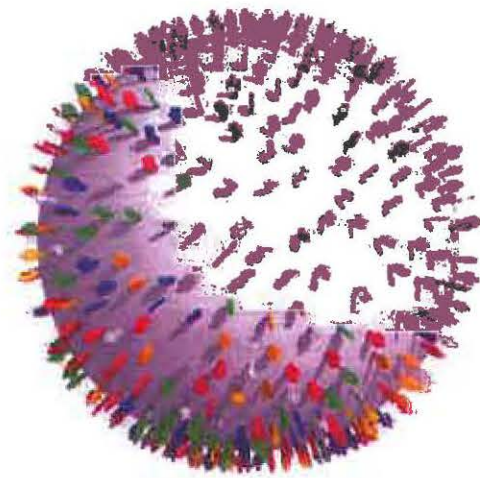
Rank	Metropolitan Area	Sum of F2 by Metropolitan Area	% MSA Share	% MSA Share - % Arbitron	% MSA Share - % Nielsen	% MSA Share - % Scarborough
1	Charleston-North Charleston, SC MSA	9	18.4%	13.3%	14.0%	14.0%
2	Seneca, SC MSA	8	16.3%	16.3%	16.3%	16.3%
3	Greenville, SC MSA	6	12.2%	4.1%	-0.2%	5.0%
4	Columbia, SC MSA	5	10.2%	5.3%	4.5%	10.2%
5	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	5	10.2%	-29.7%	-24.2%	-40.1%
6	Charlotte-Gastonia-Concord, NC-SC MSA	4	8.2%	-10.3%	-8.0%	-7.8%
7	Walterboro, SC MSA	3	6.1%	6.1%	6.1%	6.1%
8	Dayton, OH MSA	3	6.1%	-1.6%	-1.5%	-3.1%
9	Lansing-East Lansing, MI MSA	3	6.1%	2.5%	2.3%	6.1%
10	Raleigh-Cary, NC MSA	3	6.1%	-6.0%	-9.4%	-6.8%
	Totals	49	100.0%			

All Zip Codes Collected

Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
1	Hilton Head Island-Beaufort, SC MSA	117
2	Charleston-North Charleston, SC MSA	9
3	Seneca, SC MSA	8
4	Greenville, SC MSA	6
5	Columbia, SC MSA	5
6	Washington-Arlington-Alexandria, DC-VA-MD-WV MSA	5
7	Charlotte-Gastonia-Concord, NC-SC MSA	4
8	Walterboro, SC MSA	3
9	Dayton, OH MSA	3
10	Lansing-East Lansing, MI MSA	3
11	Raleigh-Cary, NC MSA	3
12	Port St. Lucie-Fort Pierce, FL MSA	2
13	Orangeburg, SC MSA	2
14	Talladega-Sylacauga, AL MSA	2
15	Asheville, NC MSA	2
16	Winston-Salem, NC MSA	2
17	Sacramento--Arden-Arcade--Roseville, CA MSA	1
18	Phoenix-Mesa-Scottsdale, AZ MSA	1
19	Colorado Springs, CO MSA	1
20	Myrtle Beach-Conway-North Myrtle Beach, SC MSA	1
21	Sebastian-Vero Beach, FL MSA	1

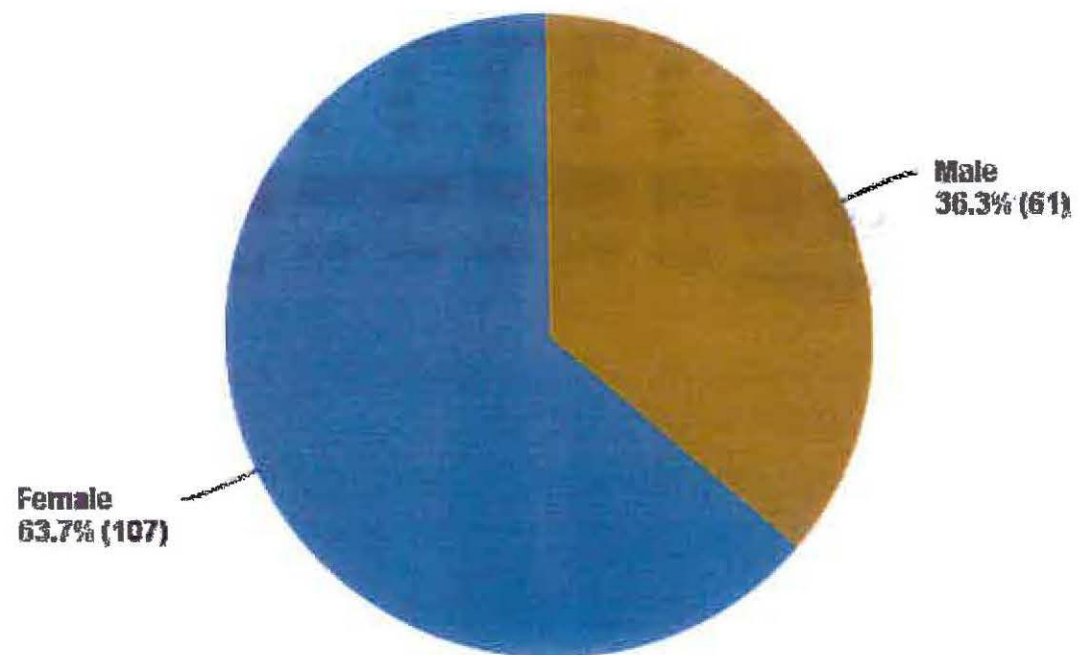
Rank	Metropolitan Area	Sum of F2 by Metropolitan Area
22	Tampa-St. Petersburg-Clearwater, FL MSA	1
23	Jacksonville, FL MSA	1
24	Augusta-Richmond County, GA-SC MSA	1
25	Cleveland, TN MSA	1
26	Savannah, GA MSA	1
27	Miami-Fort Lauderdale-Miami Beach, FL MSA	1
28	Sebring, FL MSA	1
29	Warner Robins, GA MSA	1
30	Florence, SC MSA	1
31	Lexington-Fayette, KY MSA	1
32	Cincinnati-Middletown, OH-KY-IN MSA	1
33	Manitowoc, WI MSA	1
34	Knoxville, TN MSA	1
35	New Bern, NC MSA	1
36	Atlanta-Sandy Springs-Marietta, GA MSA	1
37	Cleveland-Elyria-Mentor, OH MSA	1
38	Detroit-Warren-Livonia, MI MSA	1
39	Spartanburg, SC MSA	1
40	Virginia Beach-Norfolk-Newport News, VA-NC MSA	1
41	Providence-New Bedford-Fall River, RI-MA MSA	1
42	Boston-Cambridge-Quincy, MA-NH MSA	1

Demographics



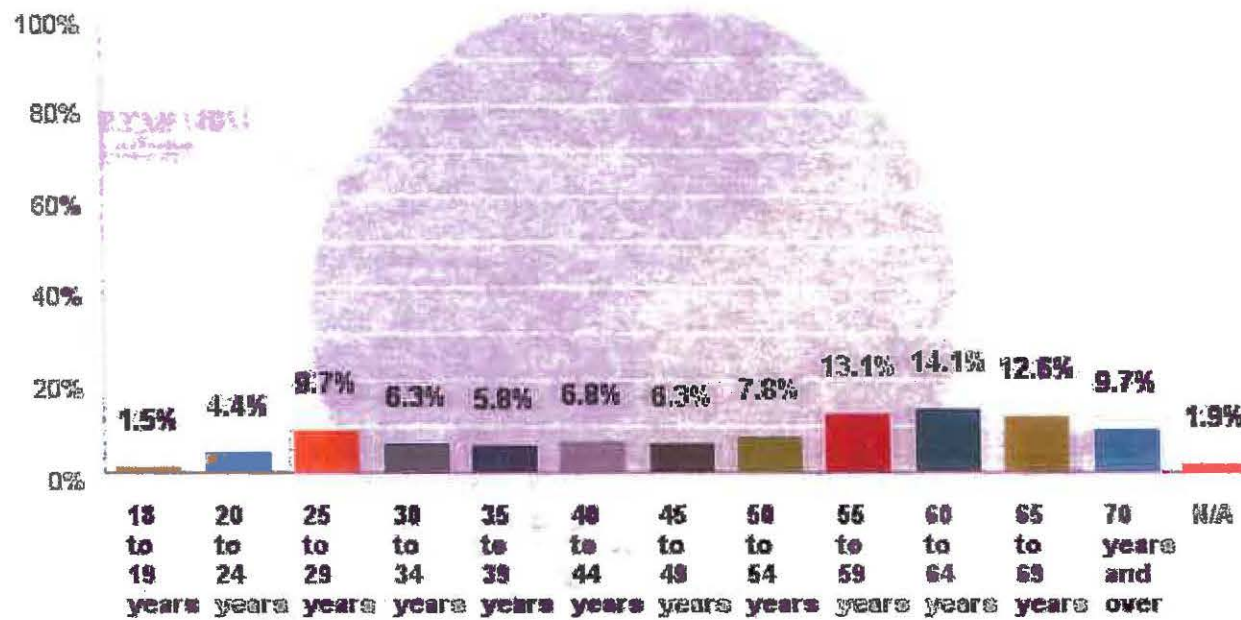
Please indicate your gender below.

Answered: 168 Skipped: 43



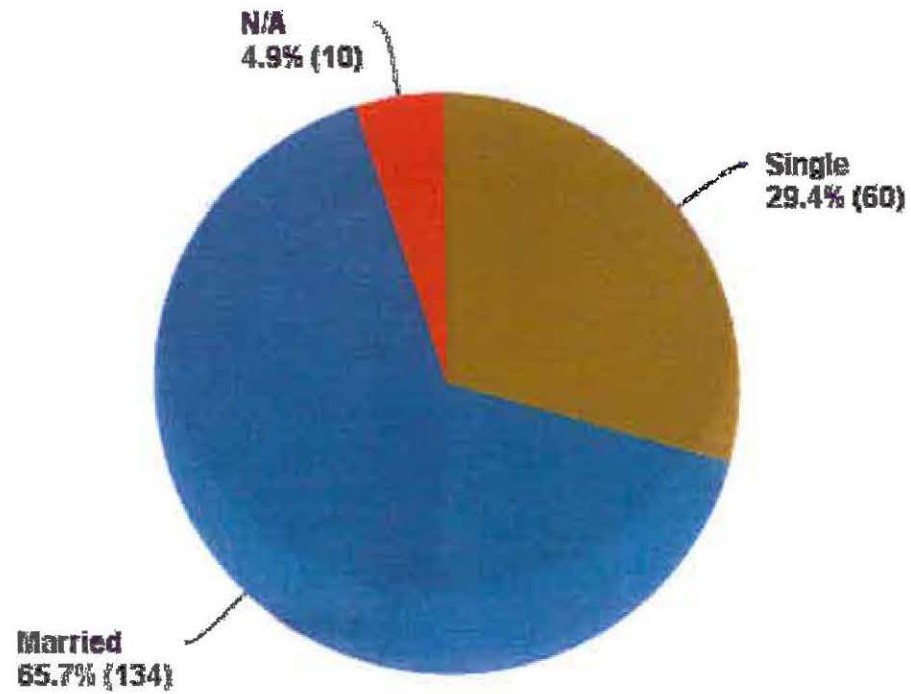
Please indicate your age below.

Answered: 206 Skipped: 5



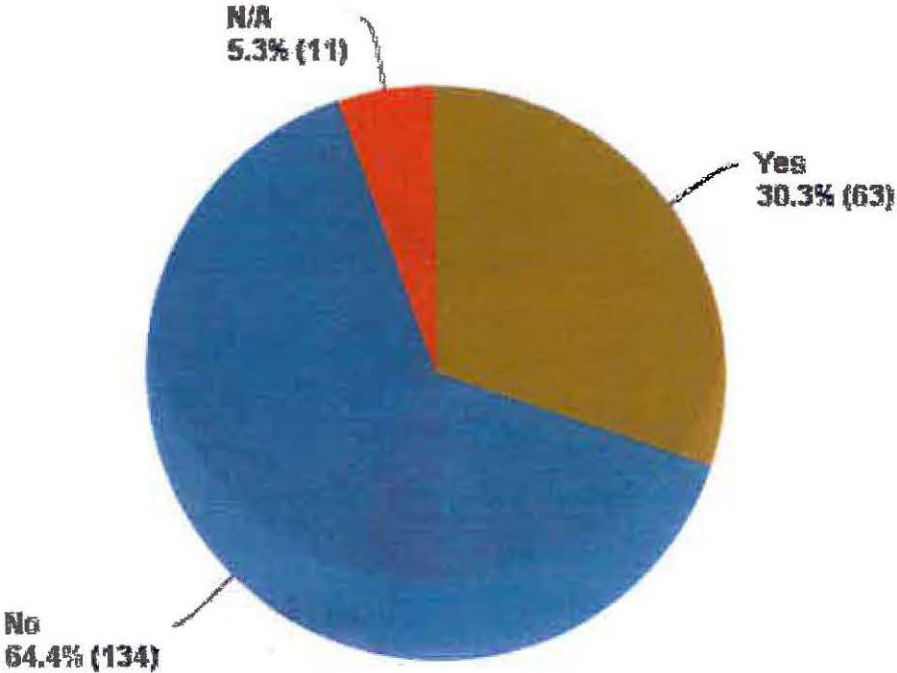
Please indicate your marital status.

Answered: 204 Skipped: 7



Do you have children under 18 living at home?

Answered: 208 Skipped: 3



Please indicate your highest level of education.

Answered: 204 Skipped: 7



Which of the following ranges includes your annual household income?

Answered: 202 Skipped: 9

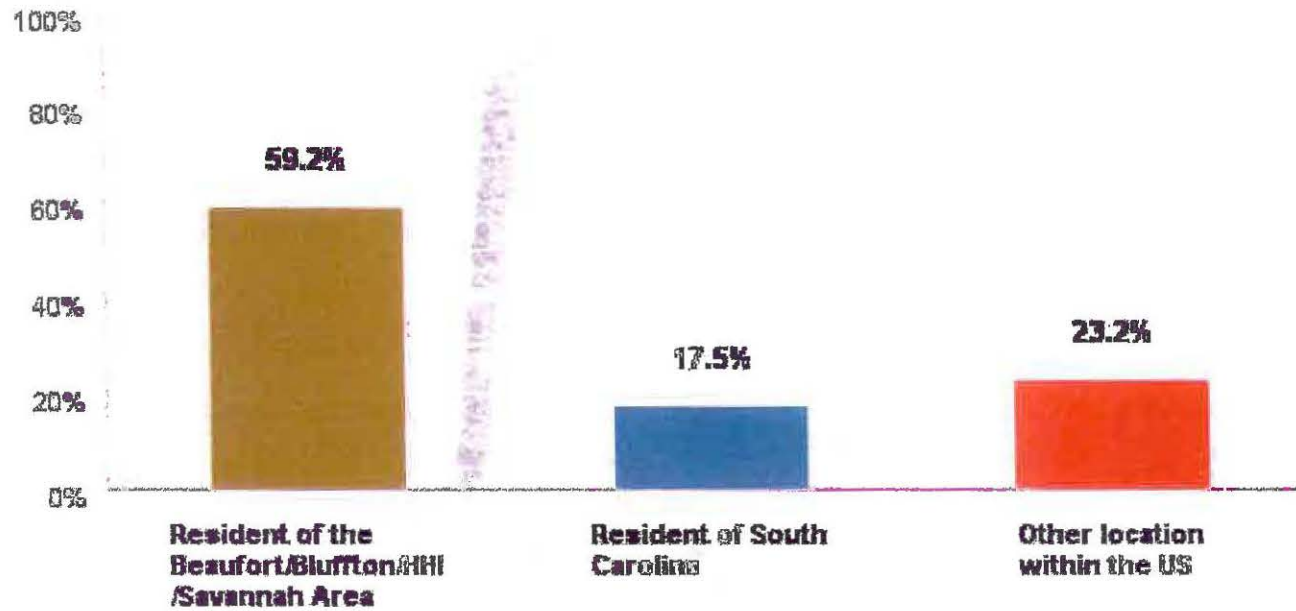


Visitor Characteristics



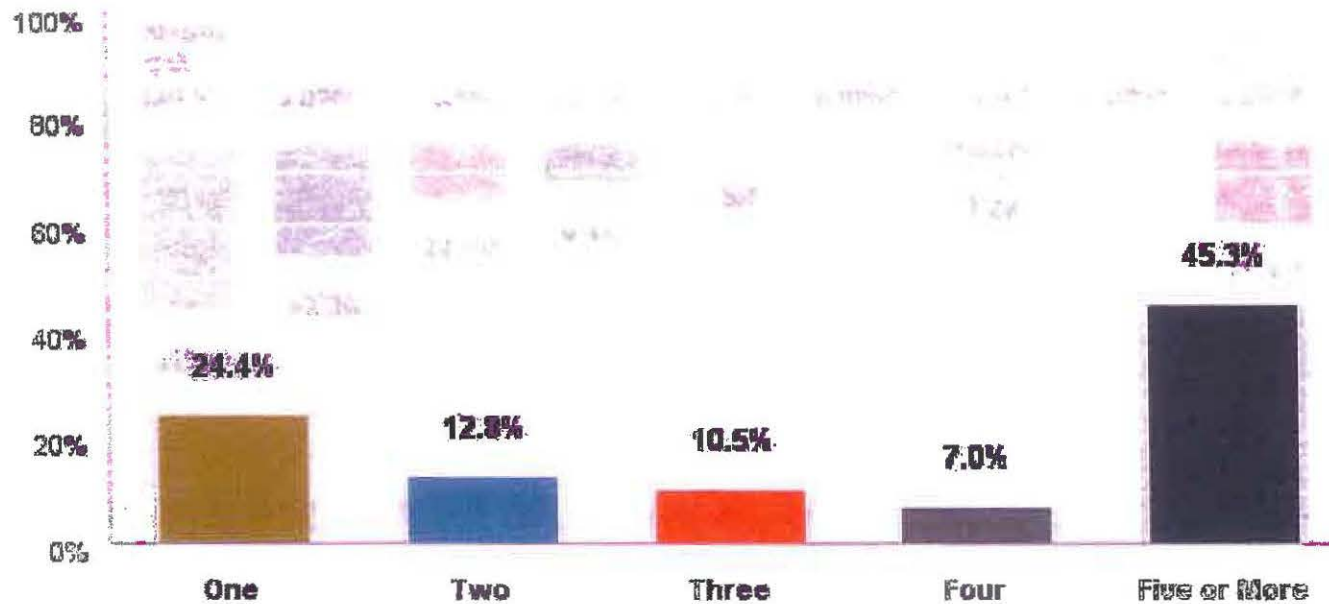
Where is your primary residence?

Answered: 211 Skipped: 0



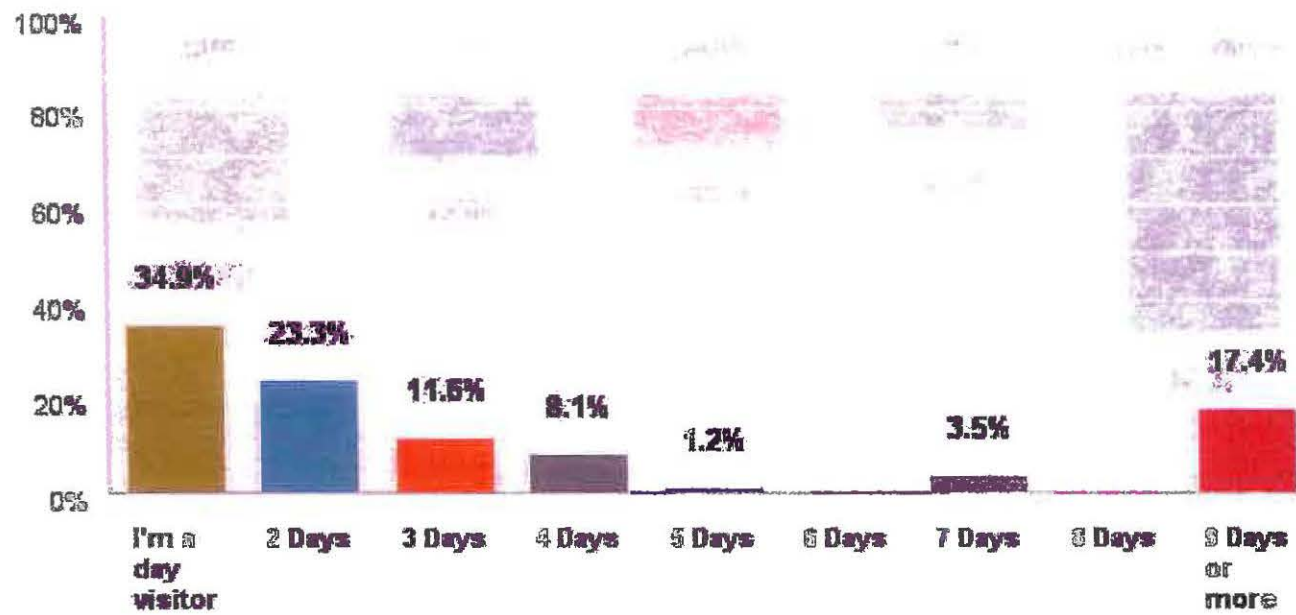
Counting this trip, HOW MANY trips have you taken to Beaufort, SC?

Answered: 86 Skipped: 125



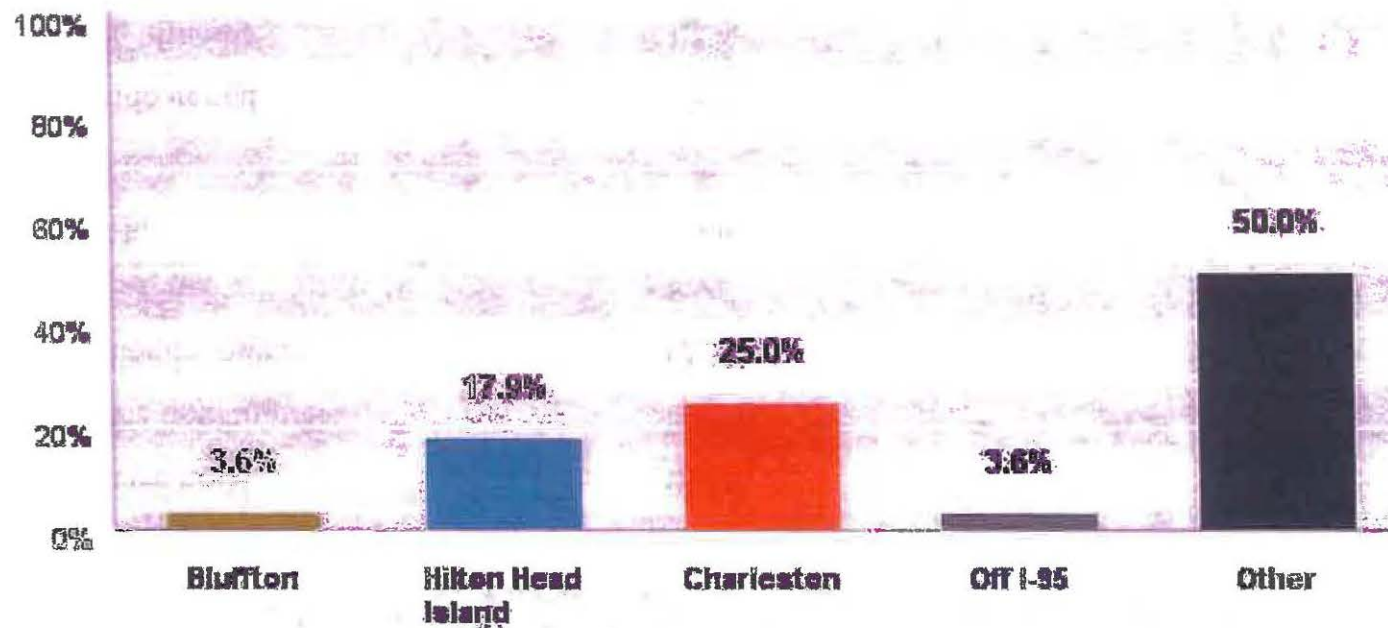
How many days do you intend to stay in Beaufort, SC?

Answered: 86 Skipped: 125



Where are you staying overnight on this trip?

Answered: 28 Skipped: 183



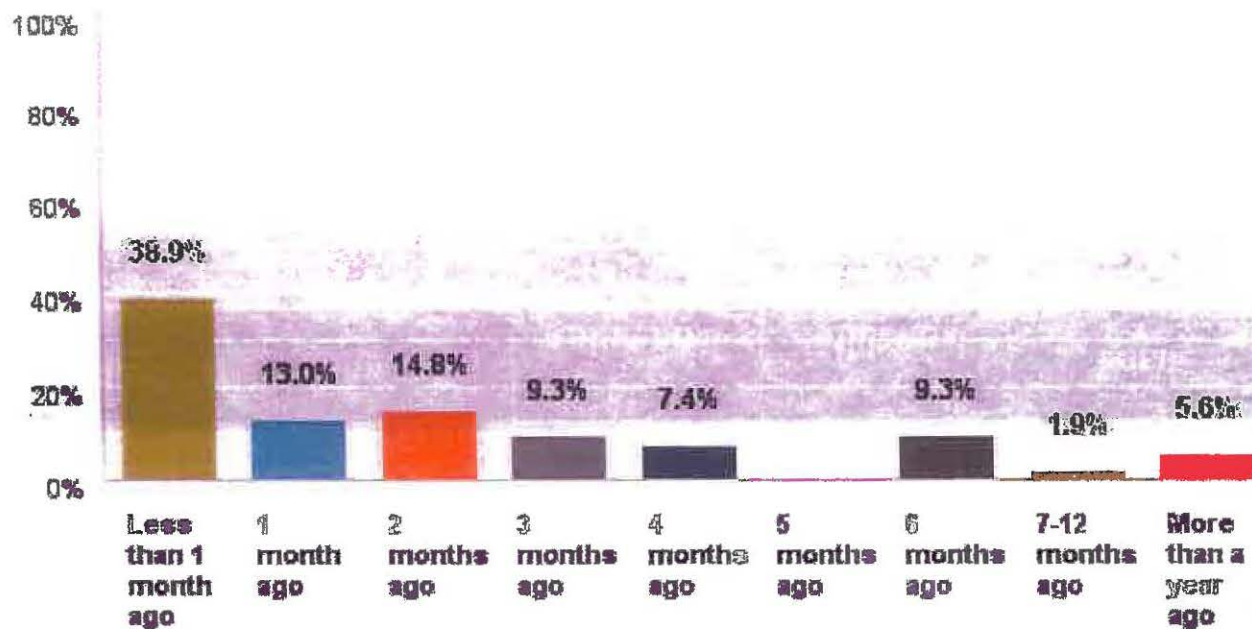
What type of accommodations will you be using while visiting Beaufort, SC?

Answered: 56 Skipped: 155

Answer Choices	Response Percent	Response Choice
With friends/relatives	32.1%	18
Full service hotel	16.1%	9
Limited service hotel/motel	14.3%	8
Home/villa/condo-owned	12.5%	7
Home-rental	8.9%	5
Other	7.1%	4
RV park	5.4%	3
Villa/condo-rental	1.8%	1
Villa/condo-timeshare	1.8%	1

How many months in advance did you book this trip?

Answered: 54 Skipped: 157



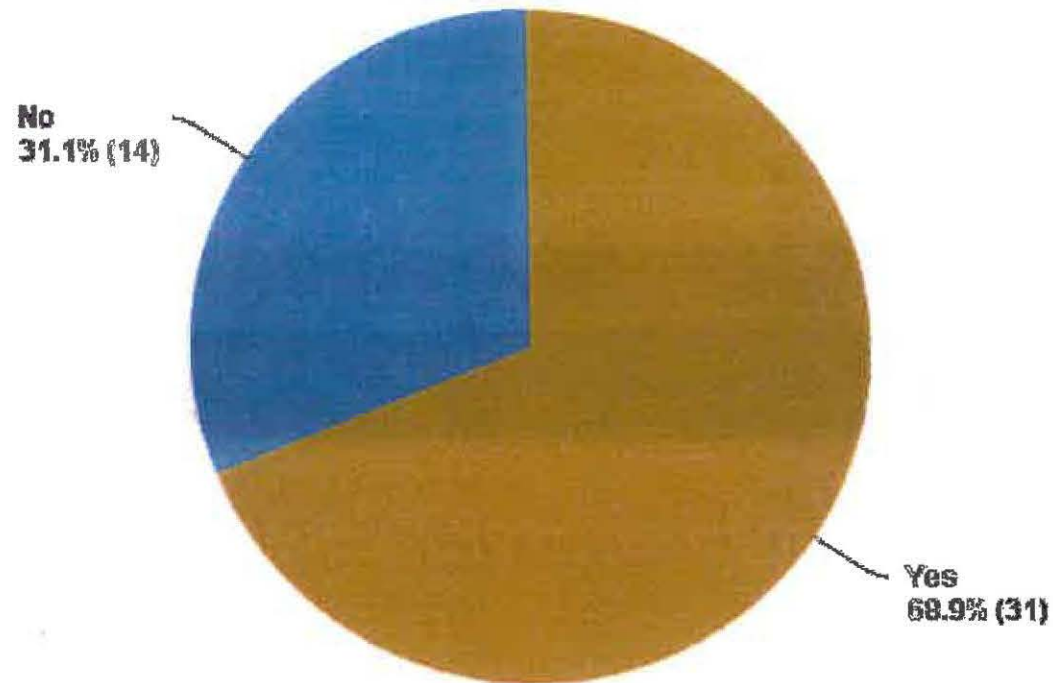
How influential was the 2017 Taste of Beaufort Festival when initially planning your trip to Beaufort, SC?

Answered: 55 Skipped: 156

Very Influential	Influential	Undecided	Not Influential	Not at all influential	Total	Weighted Average
32.7%	16.4%	5.5%	14.5%	30.9%	55	3.05

Would you have visited the Beaufort area AT THIS TIME even if this festival had not been held?

Answered: 45 Skipped: 166



How likely are you to return to the Beaufort area when the Taste of Beaufort Festival is NOT OCCURRING?

Answered: 55 Skipped: 156

Extremely Likely	Very Likely	Not Sure	Very Unlikely	Extremely Unlikely	Total	Weighted Average
56.4%	27.3%	14.5%	1.8%	0.0%	55	4.38

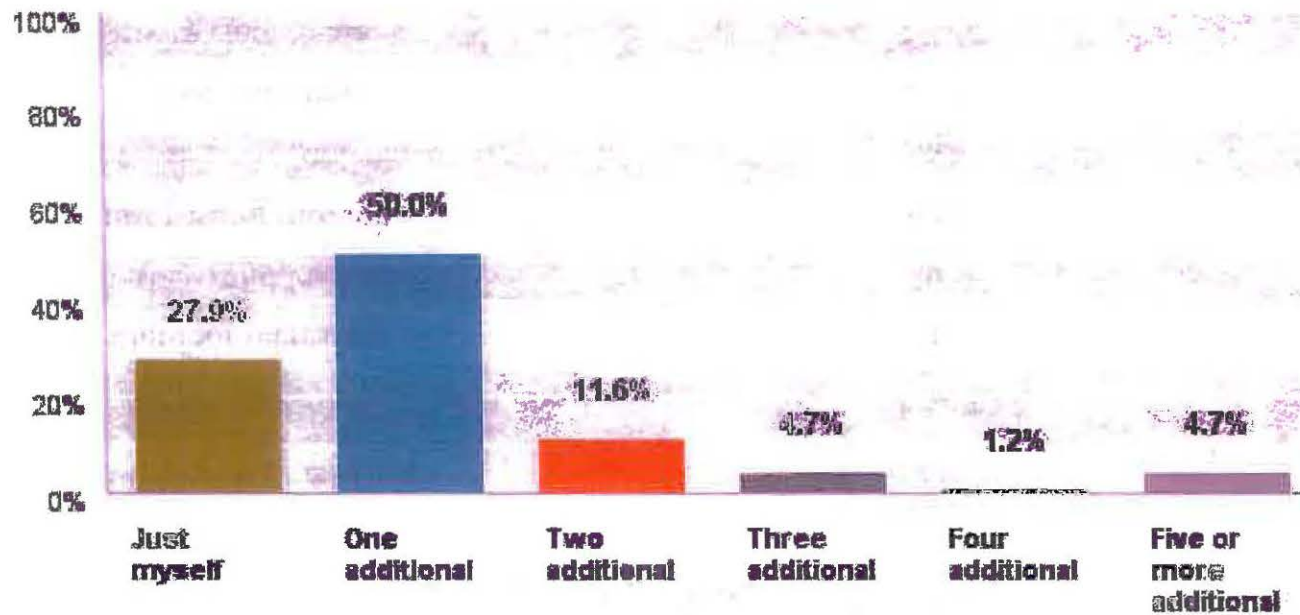
What was the primary reason for this visit to Beaufort, SC?

Answered: 86 Skipped: 125

Answer Choices	Response Percent	Response Choice
2017 Taste of Beaufort Festival	38.4%	33
Visit friends of relatives	19.8%	17
Pleasure vacation	15.1%	13
Outdoor recreation	8.1%	7
Business and Pleasure	7.0%	6
Just passing through	4.7%	4
Convention or Conference	3.5%	3
Other business	2.3%	2
Activity close to home	1.2%	1

How many additional people are you financially responsible for during this trip?

Answered: 86 Skipped: 125



Approximately, how much will you spend on lodging PER NIGHT?

Answered: 84 Skipped: 127

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	15.5%	13
\$50.00-99.99	15.5%	13
\$100.00-199.99	17.9%	15
\$200.00-299.99	4.8%	4
\$300.00-399.99	0.0%	0
\$400.00-499.99	0.0%	0
\$500.00-749.99	2.4%	2
\$750.00-999.99	1.2%	1
\$1000.00-1999.99	1.2%	1
\$2000.00-2999.99	0.0%	0
\$3000.00 or more	0.0%	0
N/A	41.7%	35

Approximately, how much do you think you'll spend on restaurant dining PER DAY?

Answered: 77 Skipped: 134

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	29.9%	23
\$50.00-99.99	37.7%	29
\$100.00-199.99	15.6%	12
\$200.00-299.99	2.6%	2
\$300.00-399.99	3.9%	3
\$400.00-499.99	0.0%	0
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.0%	0
\$1000.00 or more	0.0%	0
N/A	10.4%	8

How much do you think you'll spend on retail purchases PER DAY (i.e. clothes, gifts, etc.)?

Answered: 78 Skipped: 133

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	32.1%	25
\$50.00-99.99	28.2%	22
\$100.00-199.99	15.4%	12
\$200.00-299.99	2.6%	2
\$300.00-399.99	0.0%	0
\$400.00-499.99	1.3%	1
\$500.00-749.99	1.3%	1
\$750.00-999.99	1.3%	1
\$1000.00 or more	0.0%	0
N/A	17.9%	14

How much do you think you'll spend on recreation (i.e. golf, bicycling, etc.) PER DAY?

Answered: 76 Skipped: 135

Answer Choices	Response Percent	Response Choice
\$1.00-49.99	28.9%	22
\$50.00-99.99	15.8%	12
\$100.00-199.99	6.6%	5
\$200.00-299.99	2.6%	2
\$300.00-399.99	0.0%	0
\$400.00-499.99	0.0%	0
\$500.00-749.99	0.0%	0
\$750.00-999.99	0.0%	0
\$1000.00 or more	1.3%	1
N/A	44.7%	34

Festival Characteristics



How did you first learn of the Taste of Beaufort Festival?

Answered: 211 Skipped: 0

Answer Choices	Response Percent	Response Count
Word of Mouth	27.5%	58
Other	18.0%	38
Newspaper	11.4%	24
Social Networks (Facebook, Twitter, etc.)	10.9%	23
Internet Search	7.1%	15
Downtown Beaufort Shopping Locations	6.2%	13
Website	5.7%	12
Main Street Beaufort, USA	5.2%	11

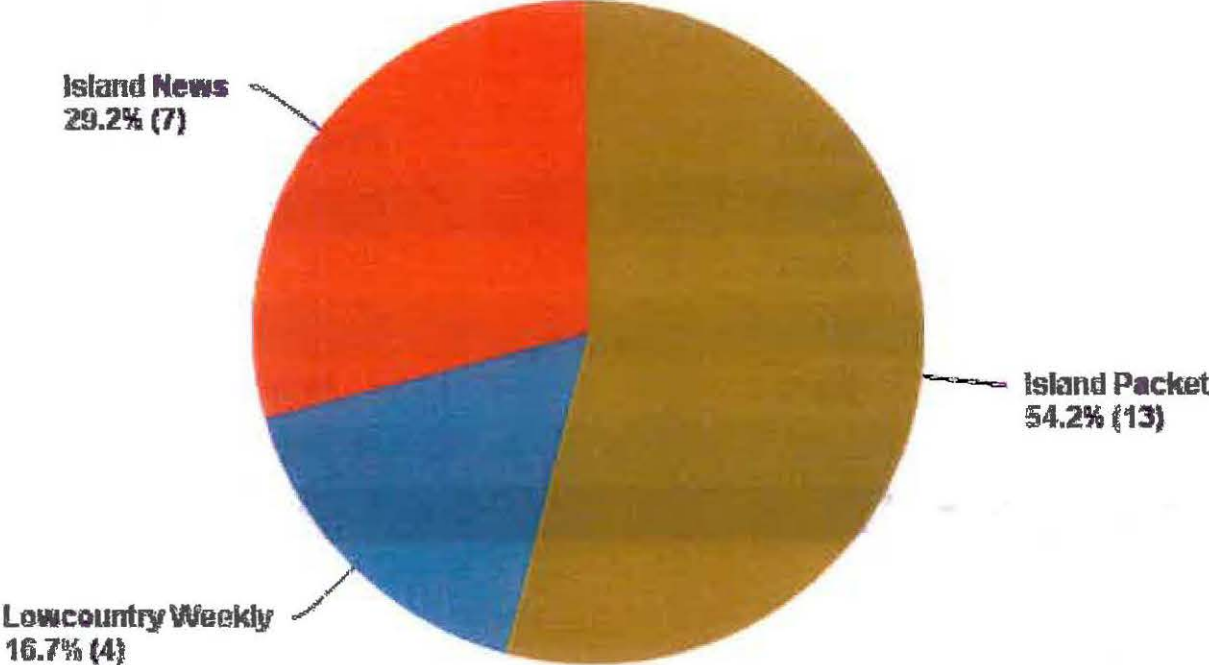
How did you first learn of the Taste of Beaufort Festival?

Answered: 211 Skipped: 0

Answer Choices	Response Percent	Response Count
Beaufort Regional Chamber of Commerce	3.3%	7
www.downtownbeaufort.com	1.4%	3
www.beaufortsc.org	1.4%	3
Magazine	0.9%	2
Television Commercial or News Coverage	0.5%	1
Radio Commercial or News Coverage	0.5%	1

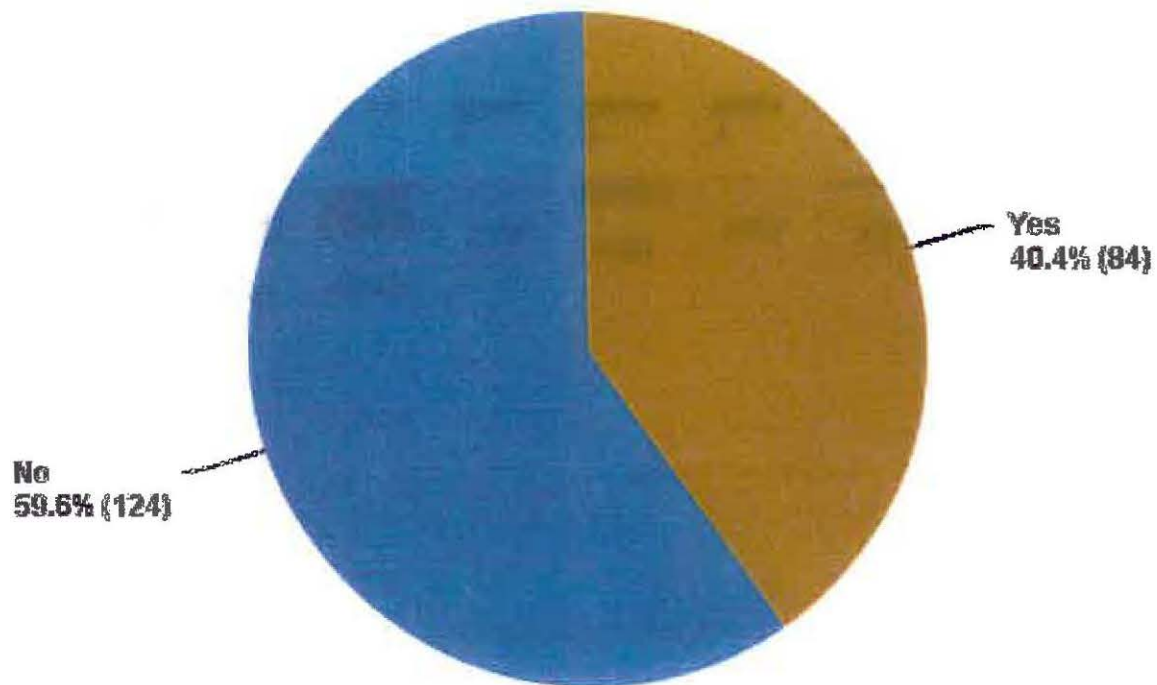
From which newspaper did you learn of the 2017 Taste of Beaufort?

Answered: 24 Skipped: 187



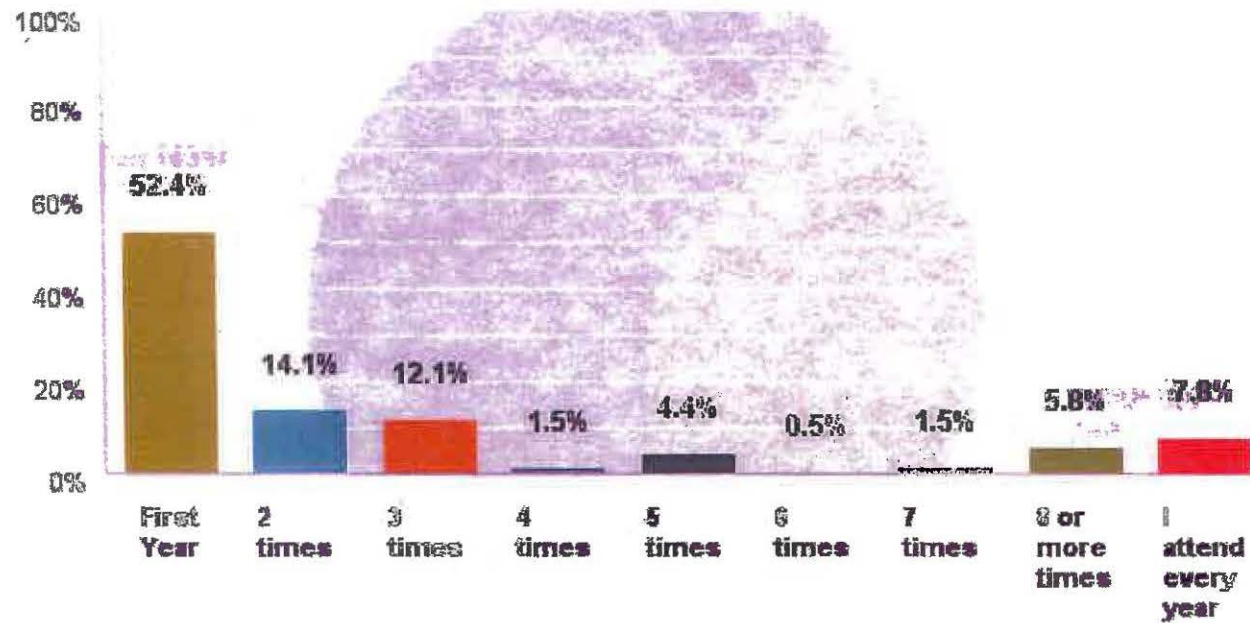
Did you attend last year's Taste of Beaufort Festival?

Answered: 208 Skipped: 3



Including this festival, how many times have you attended the Taste of Beaufort Festival?

Answered: 206 Skipped: 5



How would you rate the following festival characteristics?

Answered: 209 Skipped: 2

	Very Good	Good	Average	Poor	Very Poor	N/A	Total	Weighted Average
Ambiance	50.7%	39.5%	7.8%	0.0%	0.0%	2.0%	205	4.44
Music	46.6%	38.8%	10.7%	1.9%	0.0%	1.9%	206	4.33
Staff Friendliness	61.7%	29.6%	6.3%	0.5%	0.0%	1.9%	206	4.55
Cost	36.6%	39.0%	20.0%	0.5%	1.0%	2.9%	205	4.13
Location	66.0%	27.2%	4.9%	0.0%	0.0%	1.9%	206	4.62
Parking	24.9%	28.3%	24.4%	13.2%	6.3%	2.9%	205	3.54

How would you rate the following festival characteristics?

Answered: 208 Skipped: 3

	Very Good	Good	Average	Poor	Very Poor	N/A	Total	Weighted Average
Food Vendor Variety	32.7%	40.4%	13.9%	5.8%	0.5%	6.7%	208	4.06
Quality of Food You Purchased	39.9%	36.5%	10.1%	0.5%	0.0%	13.0%	208	4.33
Quality of Beverage You Purchased	30.9%	35.3%	15.2%	0.0%	0.0%	18.6%	204	4.19
Quantity of Food Items per Purchase	29.8%	32.2%	18.8%	4.3%	0.0%	14.9%	208	4.03
Quantity of Beverage per Purchase	28.4%	33.8%	16.7%	2.5%	0.0%	18.6%	204	4.08

How would you rate the following festival characteristics?

Answered: 208 Skipped: 3

	Very Good	Good	Average	Poor	Very Poor	N/A	Total	Weighted Average
Availability of Public Seating	21.6%	40.9%	23.6%	5.8%	1.4%	6.7%	208	3.81
Recycling Opportunities	19.4%	35.9%	24.3%	5.3%	6.3%	8.7%	206	3.62
Retail Vendor Variety	22.7%	37.2%	27.1%	7.2%	1.0%	4.8%	207	3.77
Consistency of Theme	29.6%	48.1%	12.1%	3.9%	0.5%	5.8%	206	4.09
Event Layout and Design	35.4%	45.1%	12.1%	2.4%	0.5%	4.4%	206	4.18
Crowd Flow	32.9%	46.4%	14.5%	1.4%	1.0%	3.9%	207	4.13
Overall Value of the Event	43.8%	40.4%	11.5%	1.0%	0.0%	3.4%	208	4.31

How likely are you to return to next year's festival and recommend the festival to friends?

Answered: 209 Skipped: 2

	Extremely likely	Very likely	Not sure	Very unlikely	Extremely unlikely	Total	Weighted Average
Recommend the festival to friends	50.5%	39.8%	8.7%	0.5%	0.5%	206	4.39
Return to next year's festival	50.5%	33.7%	14.4%	1.0%	0.5%	208	4.33



For More Information:
Dr. John Salazar 843 208 8217
Dr. Nancy Hritz 843 208 8356
or Anton Abraham 843 208 8344

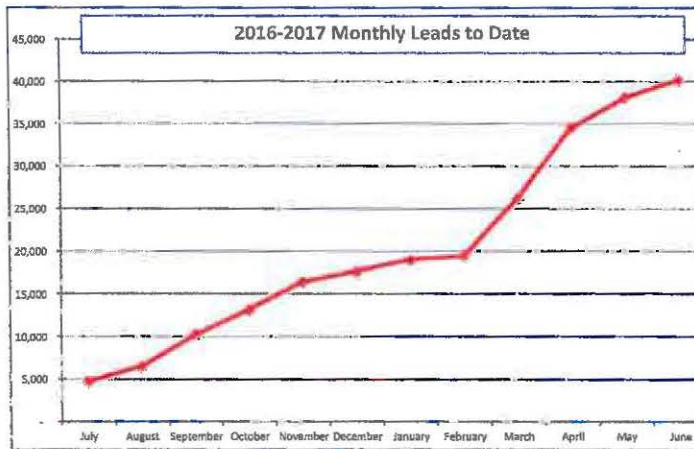
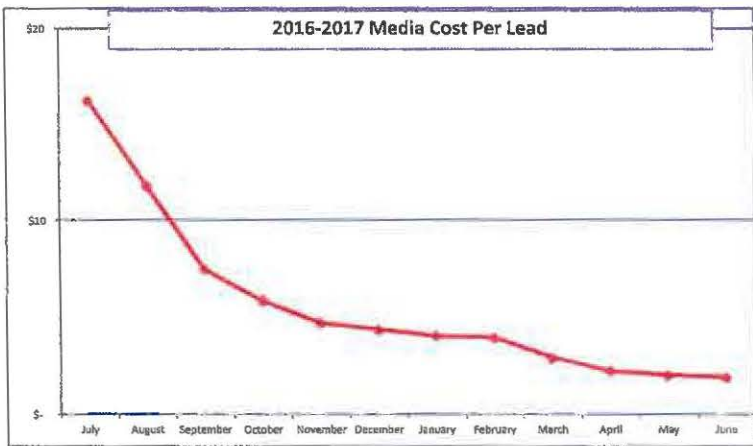
See also: www.lriti.org
<http://facebook.com/lriti/uscb>
LinkedIn: Lowcountry and Resort Islands
Tourism Institute at USCB



Notes:
 The overall Cost Per Lead (CPL) for the 2016-2017 media campaign is holding steady at \$2
 A total of 40,259 leads have been collected since July 2016 for the print and digital media placements
 The STS Digital Storytelling Coop (Spring 2017 and Fall 2016), Hearst Women's Travel Group (May 2016), Interfuse and SC Living (September 2016 & March 2017) are the top performing placements with a \$1 and \$2 CPL
Leads from 2016 placements**

*All media placements that did not have a lead delivery component are not included in this report

PRINT	Placement	CPL	Total Cost	July	August	September	October	November	December	January	February	March	April	May	June
AAA GO (January/February 2017)	\$ 5,460 \$ 11	508	-	-	-	-	-	-	-	357	151	-	-	-	-
AAA GO (March/April 2017)	\$ 5,460 \$ 9	597	-	-	-	-	-	-	-	-	-	496	91	10	-
Carolina Living (October 2016/April 2017)	\$ 9,168 \$ 10	951	-	-	-	-	90	111	53	97	124	150	94	137	95
Hearst Women's Travel Group: Woman's Day, Country Living, Good Housekeeping (April 2017)	\$ 17,115 \$ 4	3,911	-	-	-	-	-	-	-	-	-	610	2,396	384	521
SC Living Magazine (September 2016)	\$ 1,912 \$ 2	1,009	-	-	1,009	-	-	-	-	-	-	-	-	-	-
SC Living Magazine (April 2017)	\$ 1,912 \$ 1	2,646	-	-	-	-	-	-	-	-	-	1,737	909	-	-
SC Official Vacation Guide (2017)	\$ 5,795 \$ 5	1,160	-	-	-	-	-	-	210	199	190	144	222	195	-
STS Digital Storytelling Coop (Fall 2016)	\$ 6,176 \$ 1	7,465	-	-	1,878	877	3,017	1,071	622	-	-	-	-	-	-
STS Digital Storytelling Coop (Spring 2017)	\$ 6,176 \$ 1	5,130	-	-	-	-	-	-	-	-	-	464	669	2,745	1,252
Southern Living (March 2017)	\$ 10,035 \$ 10	1,040	-	-	-	-	-	-	-	-	-	782	141	66	51
SC Official Vacation Guide (2016)	\$ 5,795 \$ 10	608	144	154	98	78	67	67	-	-	-	-	-	-	-
Supplies (Spring 2016)	\$ 9,413 \$ 96	98	29	27	15	11	5	6	4	1	-	-	-	-	-
Hearst Women's Travel Group: Woman's Day, Country Living, Good Housekeeping (May 2016)	\$ 2,831 \$ 2	1,886	1,266	160	129	75	44	32	46	40	32	50	12	-	-
Carolina Living (April 2017)	\$ 4,471 \$ 7	609	233	207	169	-	-	-	-	-	-	-	-	-	-
ST Digital Storytelling Coop (Fall 2016)	\$ 11,279 \$ 93	121	64	57	-	-	-	-	-	-	-	-	-	-	-
STS Digital Storytelling Coop (April 2017)	\$ 6,176 \$ 1	4,143	2,983	1,160	-	-	-	-	-	-	-	-	-	-	-
Hearst Women's Travel Group: Woman's Day, Country Living, Good Housekeeping (Oct. 2016)	\$ 15,975 \$ 101	158	59	25	30	44	-	-	-	-	-	-	-	-	-
PRINT TOTAL	\$ 60,206 \$ 2	32,040	4,778	1,790	4,328	1,175	3,244	1,229	1,336	215	4,461	4,494	3,576	2,114	-
DIGITAL	Placement	CPL	Total Cost	July	August	September	October	November	December	January	February	March	April	May	June
Interfuse (Fall 2016 and Spring 2017)	\$ 8,471 \$ 1	7,972	-	-	-	450	1,588	-	-	-	-	-	2,221	3,713	-
Online edition: Hearst Women's Travel Group (April 2017)	\$ - \$ -	178	-	-	-	-	-	-	-	-	-	-	74	68	27
Online edition: Hearst Women's Travel Group (May 2016)	\$ - \$ -	69	-	-	28	23	6	6	5	1	-	-	-	-	-
DIGITAL TOTAL	\$ 8,471 \$ 1	8,219	-	-	478	1,611	6	6	5	1	2,295	3,781	27	9	-
MONTHLY LEAD TO DATE TOTALS				4,778	6,568	10,374	13,160	16,410	17,645	18,906	19,502	26,258	30,533	38,136	40,259
MONTHLY CPL				\$ 16	\$ 12	\$ 7	\$ 6	\$ 5	\$ 4	\$ 4	\$ 4	\$ 3	\$ 2	\$ 2	\$ 2
GRAND TOTAL	\$ 77,677 \$ 2	40,259													





BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT PORT ROYAL & SEA ISLANDS

Visit Beaufort Social Media Report (July 1, 2016 - June 30, 2017)

Synopsis:

- During the time of July 2016 - June 2017, the Visit Beaufort, SC Facebook page grew 26,938 fans, bringing the total number to 103,702.
- 10.2 million impressions during this time frame. This is the total number of times any Facebook user saw content associated with Visit Beaufort, SC in their News Feed or by visits to the page directly.
- Overall reach was 6.8 million.
- Facebook Fan Demographics are 74.5 Female to 25.1 Male between the ages of 45-54 being the majority at 24.4%.
- From July 2016 to June 2017, the Visit Beaufort, SC Twitter account gained 501 new followers for a total of 2,428 followers.
- The Visit_BeaufortSC Instagram account has added 3,440 fans since July of 2016, with a current total of 11,519 followers and 431 photos.

Facebook Stats by Page

Facebook Page	Total Fans	Fan Increase	Posts Sent	Impressions	Impressions per Post	Engagements	Engagements per Post	Link Clicks
 Visit Beaufort, SC	103,702	35.09%	507	10,159,575	20,039	301,467	594.6	21,711

Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
 visit_beaufortsc	11,519	42.6%	3,440	464	192	128,978	278.0	11.20

COASTAL LIVING

Summer Style!

**BRIGHT AND BREEZY
ROOMS DESIGNED
FOR TAKING IT EASY**



**DECORATE
WITH CABANA STRIPES**

**REVIVE
VINTAGE FURNITURE**

**EXPLORE
5 ALL-AMERICAN ISLANDS**

JULY/AUGUST 2017

\$5.99US \$6.50CAN

07>



0 70992 10460 4

INLET BEACH,
FLORIDA

EDITOR'S LETTER

I START EACH DAY by looking at a jar of sand—a slender, green-tinted one filled with gray grit and crushed white shells. It was sent to me by a reader a few years ago, and I've kept it on my desk ever since. She wanted to introduce herself, and what better way than by sharing a bit of her (North Carolina) beach? Little did she know the significant role it would take on, standing in as a representative of our reader community and the coast itself in all sorts of brainstorming meetings, interviews, writing and editing sessions, and the like.

Since childhood, I've been a collector, ascribing meaning to things beyond their purpose or use. It started with the dolls and stuffed animals that I arranged on my

bed each night in exactly the same way, thinking they would protect me from whatever I could not see when I shut my eyes. During adolescence, certain things took on superstitious significance: I ran every cross-country race with the same lucky penny tucked in my shorts. Now, as an adult, I do most of my hunting and gathering when I travel, picking up things that will evoke the soul of a place and my memories there long after I'm home.

This month, we're launching a new back-page column in which we'll share the treasured

finds you've brought home from coastal vacations. To kick things off, Travel & Features Editor Tracey Minkin captures the flavor of summer with a memory of a purchase she made on her first trip to Maine. Do you have a memento or souvenir from a trip to the coast that pulls you back to that place in just a flash of a glance? Send me a snapshot and a short description for a chance to be featured. In the meantime, safe travels this summer, and happy hunting along the way.

Steele

STEELE THOMAS MARCOUX, EDITOR
steele@coastalliving.com; @steelemarcoux



COASTAL LIVING TURNS 20!

In April, our friends at Habersham, a traditional new development neighborhood near Beaufort, South Carolina, threw us the ultimate birthday bash—complete with 16 “tables for 20” created by our Designer Network designers and inspired by our past covers



1 Lauren DeLoach Interiors, inspired by our May 2016 cover. 2 Catherine Brown Paterson Design, inspired by our January/February 2017 cover. 3 Tracey Interiors, inspired by our July/August 2013 cover. 4 Plum Productions, inspired by our July/August 2015 cover. 5 Johnson Vann Interiors, inspired by our May 2007 cover. 6 Habersham's Marketplace, twirled up with café lights by event designers Plum Productions

SAILS UP: THE ULTIMATE CRUISE UP THE INTRACOASTAL WATERWAY

Savannah to Charleston

LEG 5 of 8

○ START



This leg of our yearlong journey from Key West to Norfolk connects two alluring and historic port cities. After a boozy adventure in the Hostess City, get a good night's sleep and cruise north, taking in the natural gifts of Hilton Head Island, the colorful downtown of Beaufort, and the wilderness of Edisto Island. The end of the trail is the Holy City, with its wealth of historic and culinary charms.

MILE 576
(+ 8 NAUTICAL MILES WEST)

PUB CRAWL
Savannah

Sightsee, exercise, and have a beer (or two) with *Savannah Slow Ride* on a bicycle built for 15. The two-hour Pub Crawl excursion stops at a string of the city's most fun and historic bars. Rates start at \$25. (Must be 21 to ride.) **TIE UP:** In the heart of Savannah, *River Street Market Place Dock* rates start at \$2.75 per foot per day.



MILE 564
(+ 4.5 NAUTICAL MILES WEST)

AERIAL ADVENTURES
Hilton Head Island

While the beaches of this barrier island are always perfect for walking, *ZipLine Hilton Head's canopy tour* shows you the world from heights of up to 75 feet in the salty air. **TIE UP:** Daily dockage at *Broad Creek Marina* is complimentary for zip-liners.

MILE 536

FESTIVAL FUN
Beaufort

Stroll along the Beaufort River at the *Henry C. Chambers Waterfront Park*, which really comes to life during the *Beaufort Water Festival* in July. **TIE UP:** Convenient to the historic district, the *Downtown Marina of Beaufort* offers moorings for \$1.95 per foot per day.



MILE 497

ISLAND EXCURSION
Edisto Island

Anchor in *Steamboat Creek* and dinghy in to explore the shoreline. If you have bikes on board, pedal up *Highway 174 to King's Farm Market*, part of a six-generation family farm offering seasonal produce and baked goods including outrageous lemon bars.

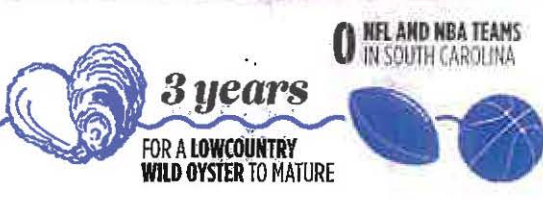
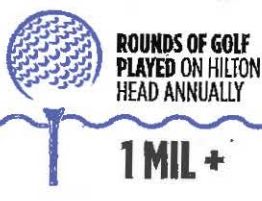


MILE 467

HOLY WATERFRONT!
Charleston

Stay salty in this sophisticated city with a trip to the *South Carolina Aquarium* (check out the sea turtle hospital), and then hit *Fleet Landing* for shrimp, grits, and the best waterfront view in town. **TIE UP:** Nearby *Charleston Maritime Center* rates start at \$1.50 per foot per day.

NO BOAT (YET)? Charleston Sailing School offers a fleet of sailboats, catamarans, and powerboats for dayboat charters. 125 years of age and older, available by the day or week.



Southern Living®

THE SOUTH'S BEST

A
LAID-BACK
EASTER
LUNCH
P 100

Your Favorite Barbecue Joints, Bars, Cities, Hotels,
Inns, Restaurants, Small Towns & More...

MODERN FARMHOUSE
STYLE IDEAS

FRONT DOOR
MAKEOVERS

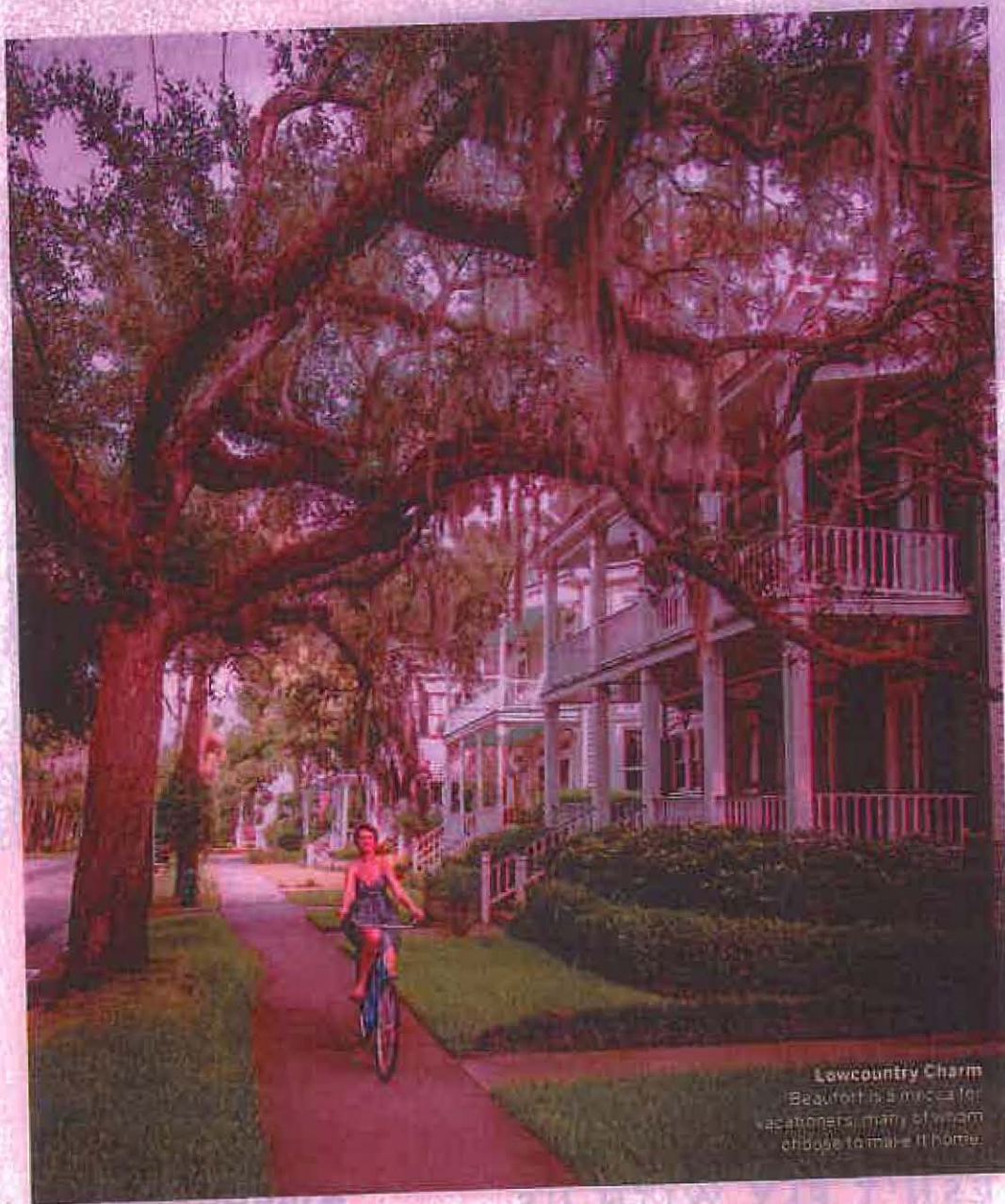
COLORFUL
CONTAINER
GARDENS

APRIL 2017



The Charm of Charleston

Why we're all obsessed with this Lowcountry gem



Lowcountry Charm
Beaufort has made for
vacationers, many of whom
choose to make it home.

SOUTH'S BEST

SMALL TOWN

NO. 1 BEAUFORT, SOUTH CAROLINA

EVEN THE NAME is pretty: Beaufort. Contrary to the spelling, it's pronounced "BEW-fert," with the lips pursed as though blowing a kiss. Just hearing it, you can picture the quaint little town that has been racking up accolades in recent years.

And because of those accolades, you know what to expect from this Lowcountry gem: a storied history and rich heritage, splendid mansions framed by moss-hung oaks, and stunning views of rivers and marshes. Locals are much too polite to brag, but we've made a lot of "pretty places" lists, even in *The New York Times*.

We've become a tourist destination, a must-see spot on any trip to the Coastal South. Set foot here, and you'll see why. This place lives up to its billing. Everything about Beaufort is flat-out charming. As a matter of fact, you can't turn a corner without swooning. Enchantment is in the air, along with the intoxicating perfume of Confederate jasmine.

This quiet coastal town truly has it all. Beauty: check. Scenery: check. History: check. Charm: check and double-check. There are some bonus points, too, like cultural events, water activities, unique festivals and terrific dining joints featuring local seafood.

All well and good, but the question remains: What

about Beaufort makes it so irresistible? Besides the obvious, why do we continue to make the lists of great little towns year after year? Is there, perhaps, something in the water that casts a spell on the list makers? One visit to Beaufort, and zap—you're in love. It's such a great place that you'll want everyone to know about it. You'll want to spread the love.

Beaufort is more than a vacation spot or a photo op. It's literally and figuratively halfway between Charleston, South Carolina, and Savannah, Georgia—not as grand as Charleston or as funky as Savannah but a homey, comfortable in-between.

More than anything else, Beaufort is a way of life. Ask anyone who lives here about the Beaufort state of mind. It

messes with your psyche; it spoils you for anyplace else.

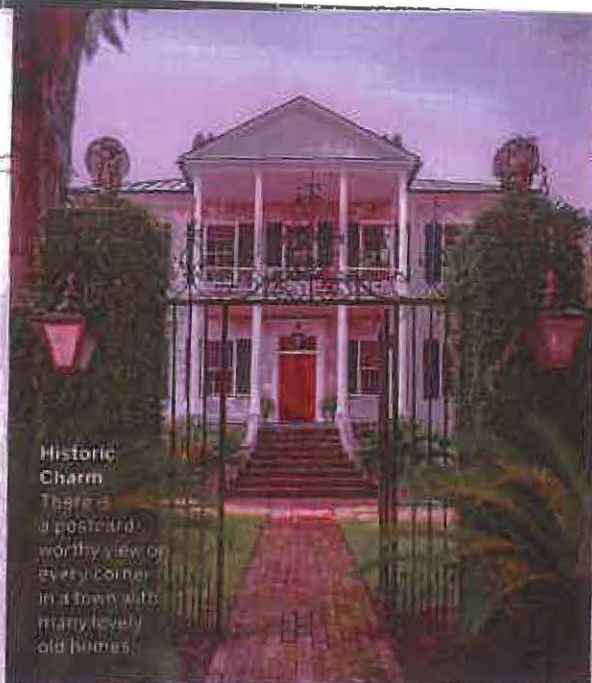
Come for the scenery, and you'll start looking at real estate before the tour bus even pulls up to the curb. Walking down Bay Street, with the Beaufort River on your left and a row of historic houses on the right, you won't be able to resist—you'll pause and picture yourself on one of those

charming verandas.

You'll see yourself in a rocker, lulled by sweet salt breezes as you watch all the tourists walk by. That was you, when you first came. Now you're here on your front porch. And that's when you know. No matter where you're from, where you've been, or where you're going, Beaufort feels like home.

—CASSANDRA KING

Historic Charm
There is a peaceful, worthy view of every corner in a town with many lovely old homes.



BEST OF THE BEST SMALL TOWNS

2. FREDERICKSBURG, TX

The German enclave has a historic downtown straight out of the movies, plus a happening food, brew, and winery scene.

3. CHARLOTTESVILLE, VA

Situated in one of our country's oldest wine regions, this college town has interesting eateries, winery tours, and (for good measure) Monticello.

4. DAHLONEGA, GA

Take in gorgeous vistas from the Appalachian foothills, and enjoy a thriving winery scene.

5. BEAUFORT, NC

Pronounced "BOW-fert," this charming waterfront town is separated from the Atlantic Ocean by the Shackleford Banks and Carrot Island. It's a seafood lover's paradise.

6. FERNANDINA BEACH, FL

Located on Amelia Island, Fernandina offers a colorful, lively downtown to explore and beautiful sand and water.

7. AUBURN, AL

It's more than Tiger Town, with tree-shaded streets, historic storefronts, and enough great eateries to set college students well on their way to that freshman 15.

8. WRIGHTSVILLE BEACH, NC

Stroll through shopping villages, ferry over to Cape Lookout National Seashore, and enjoy a host of watersports.

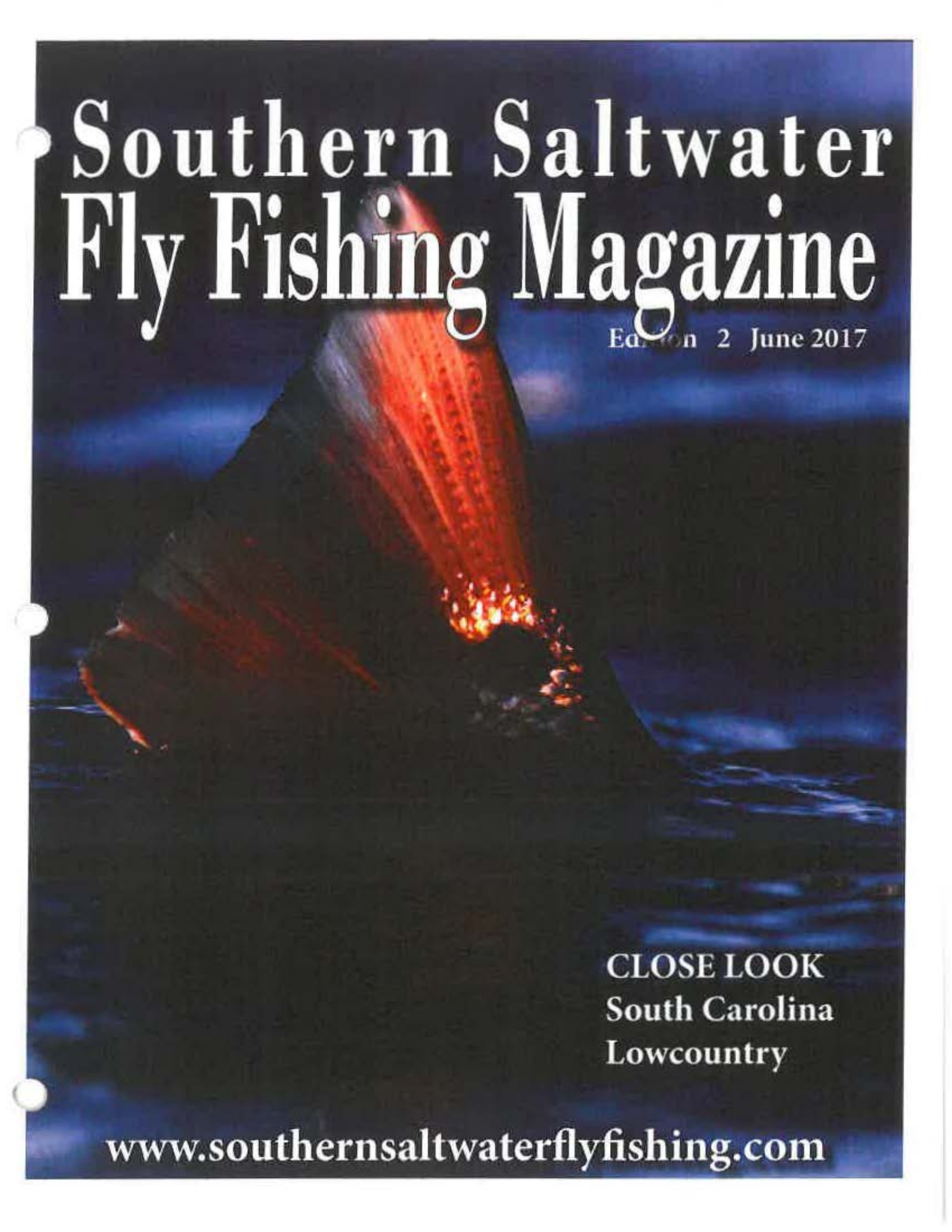
9. FLORENCE, AL

The food-and-music scene is exploding in this sister town to Muscle Shoals.

10. MADISON, GA

Besides more than 50 antebellum buildings in its historic downtown, this über-Southern place is overflowing with galleries, shops, and dining spots.





Southern Saltwater Fly Fishing Magazine

Edition 2 June 2017

CLOSE LOOK
South Carolina
Lowcountry

www.southernsaltwaterflyfishing.com

close look
FEATURED DESTINATION

Wading for Beaufort Redfish

Getting into the water on the grass flats is the secret to some great warm-weather action for Lowcountry Redfish!

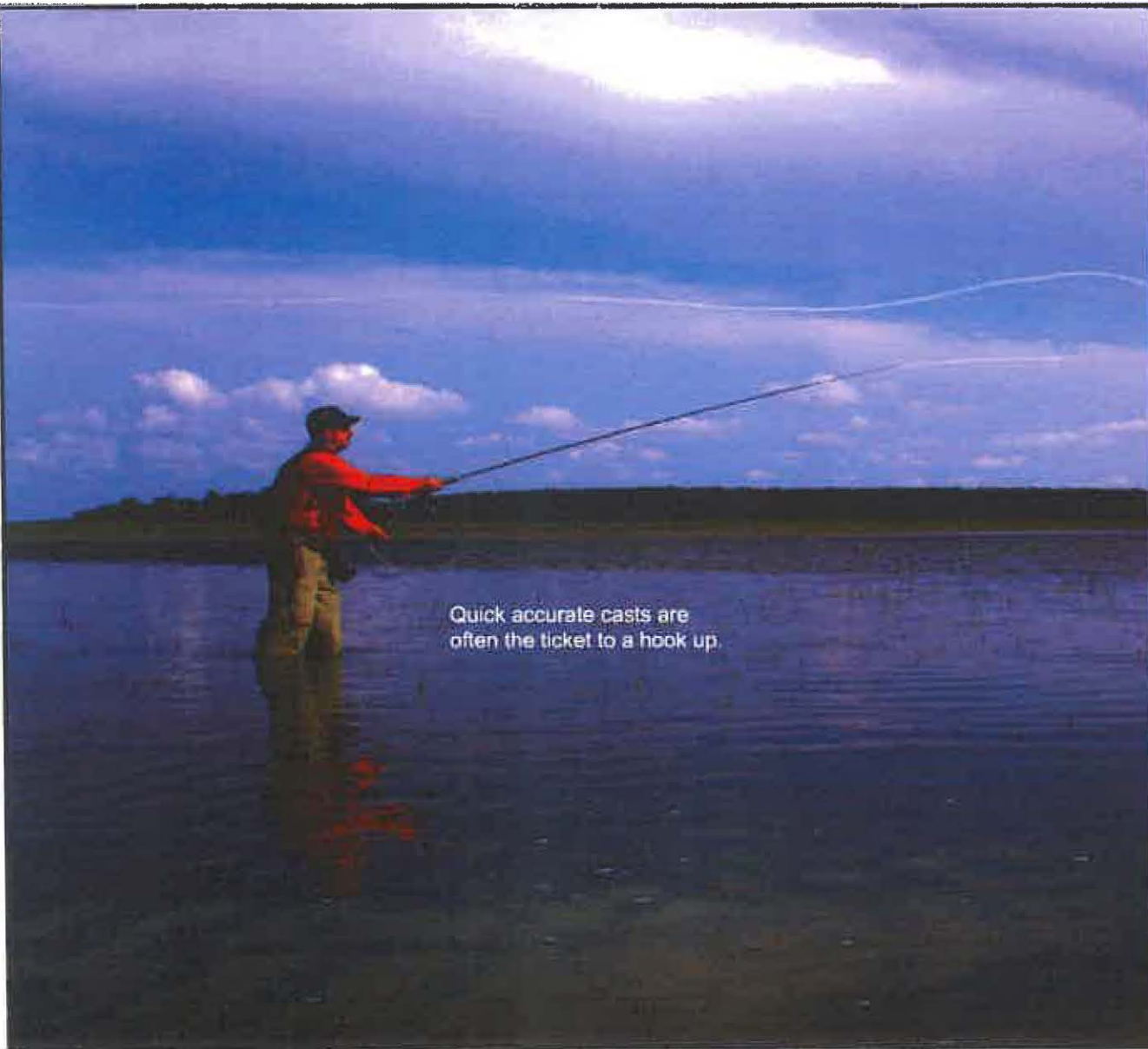
Article and photos by Captain John Gribb

The rising tide covers the spartina grass, making weedless hooks a necessity.



There aren't many more beautiful or exciting sights in salt water fly fishing than wiggling tails glistening in the sunlight. Summer in South Carolina's Lowcountry is when our redfish, with their flashing spotted tails, roam high-tide, hard-bottomed flats chasing fiddler crabs.

close look
FEATURED DESTINATION



Quick accurate casts are often the ticket to a hook up.

Boat fishermen generally focus on the lower portions of the tide, when spottails congregate around low tide flats. That is because rising-tide redfish spread out and are harder to find in deeper water. But chasing them on foot in the shallow water of high-tide flats, a technique that boomed in popularity in the past few years, is effective.

John Holbrook is a fly-casting and fly-tying instructor at Bay Street Outfitters in Beaufort and a wading expert.

"Redfish move onto hard bottomed flats in greatest numbers during warm months when the rising tide floods enough water onto them," he explained.

Tide heights vary greatly throughout the Lowcountry and their forecast height is affected by inshore and offshore winds. Wading anglers can predict when there will be enough water on their local flat by referencing the Savannah River mouth tide chart. If that chart predicts a 7.5-foot height or more, you should have adequate wading depth.

Finding good high-tide flats is easy if you know what to look for. Holbrook describes good wading flats as having a hard bottom, short spartina grass, two or more entry and exit spots, access to deeper water and the presence of lots of fiddler crabs. Though grubbing fiddler crabs is the main reason redfish show their tails and an important key to finding them, the fish also feed on minnows, shrimp and other creatures at high tide.

Once you have identified a likely flat, John suggests arriving a couple hours before high tide to watch how the water comes onto that flat. As the water floods the intermediate weed line - that area of medium height spartina grass and soft "pluff" mud bordering the hard bottom flat - look for micro channels forming. These are the likely paths that fish will use entering and leaving the flat. These intermediate weed lines hold fish before they move onto the flat, but it is hard to get a fly near the fish.

When redfish move onto the flats they do announce their presence, but not as obviously as some presume. Though tailing fish are the classic show, if you only look for tails, you miss most of the arriving reds. While tips of tails or dorsal fins are clear signs of fish, subtle signs like V-shaped wakes - called pushes - fleeing or popping bait, and nervous water are other signs of activity.

"And don't forget to keep looking behind you for fish that sneak by," Holbrook cautioned.

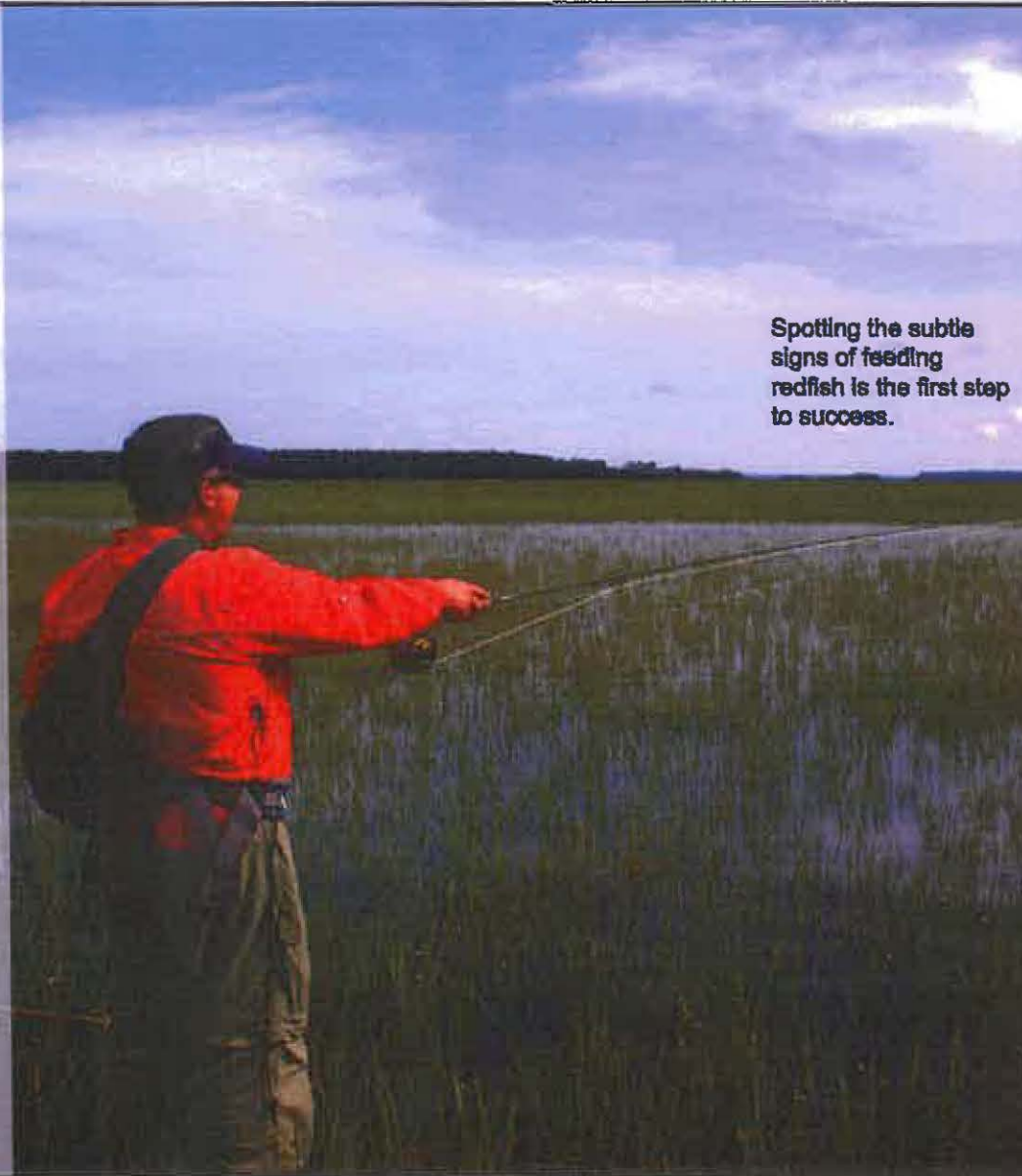
Once you spot fish the fun begins. When getting into range for a cast you can move quickly or slowly stalk them.

When shuffling rapidly toward tailing fish, your steps create a wake that keeps moving ahead of you when you stop and it spooks the fish when it reaches them. With this technique you need a quick and accurate cast, because you probably only get one shot before they spook.

On the other hand, when moving slowly and quietly, you make less wake so it's possible to get within range of feeding fish and make multiple casts. Unfortunately sometimes they stop feeding and disappear before you get within range.

Each approach has its pluses and minuses, so try them both to see which works better for you.

Once within range, cast well ahead of moving fish, but right in front of tailing reds.



Spotting the subtle signs of feeding redfish is the first step to success.

The Kayak Option

The thousands of kayaks in the Lowcountry mostly tote tourists through our beautiful estuaries viewing flora and fauna, but they make pretty good fishing boats, too.

You can fish from them directly on high tide flats, but moving water and wind push them around easily. Alternately, they make a wonderful tool that expands your range. Launching your kayak near a prime high tide flat and paddling into position, then anchoring the boat to get out and wade is another option.

If your first flat proves barren that day, simply hop in and paddle to another area. That way you can cross deep creeks or broad expanses of tall spartina and mud that a walking angler cannot pass.

Even though redfish use the high-tide areas in the warmer months, they are found on low-tide, shallow-water flats all year. Those areas provide sanctuary from predators like the bottle-nosed dolphin. Knowing the location of those good low-tide spots gives good indications of where adjacent high-tide spots may be located.

Many of the most popular of shallow, fish-holding spots are highlighted on the Top Spot map #N233 covering Hilton Head to St. Helena Sound. They are available from many local fishing stores, or online at offshoremapping.com.

close look
FEATURED DESTINATION

South Carolina
Just right. 

ENRICH: YOUR NEXT MEMORY

Beaufort, S.C., is where you'll discover new memories in one of the oldest towns in America. Full of legendary history, a variety of hands-on activities, one-of-a-kind restaurants and unique experiences along the shore, Beaufort is sure to be beloved by your whole family.



The author shows off a good Lowcountry redfish from the grass flats.

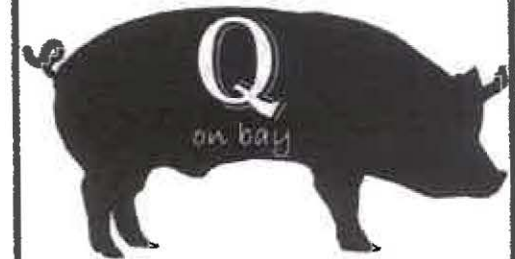
firmly hooked, hold on and enjoy the close quarters fight with this powerhouse, which, hopefully ends with the fish at your feet.

About the Author - John Gribb is a freelance writer and photographer from Beaufort, South Carolina. He also is a licensed USCG charter captain; fishing and hunting guide, specializing in fly fishing and wingshooting.

Holbrook often opts for his version of the LC Shrimp fly, but most crab and shrimp patterns work well. He often switches to spoon flies or baitfish imitations as the high water drains from the flat and the fish begin funneling back toward deeper water. All flies need to be weedless for high tide flats.

Wading for tailing fish is a subtle "match the hatch" style fishing, where you move the fly very little when fish are near. When a fish hovers over your fly, any aggressive movement will spook him.

The redfish strike in shallow water is an unmistakable swirl when the fish feels the jab of sharp steel, followed by escape panic. Keep your rod pointed at the fish and pull back hard with the line hand, creating a strip strike. Once



**Featuring Great BBQ
& Southern Cuisine**

**32 Drafts on Tap - Beaufort's Largest
Patio Overlooking Waterfront Park
& the Beaufort River**

**822 Bay Street, Beaufort
843-524-7771
www.QonBay.com**

close look
FEATURED DESTINATION



COASTAL
LOWCOUNTRY
CUISINE

You Catch,
Chef Cooks.

For Less Lucky
Fishermen.
Small Plates.
Cocktails And
Fine Dining



RIBAUT
SOCIAL CLUB
est. 1887



Steps From The Marina
1103 Bay Street, Beaufort, SC
877-551-1770

RED DOOR RENTALS

Beaufort, SC

- Vacation/Short Term Rentals
- Beautifully Furnished
- Linens and Towels Included
- Free WiFi

For Reservations Call

843-252-1414

www.TheRedDoorRentals.com

🐟 FISHING | CLOTHING | HUNTING | OUTDOOR
DRIVER | IMPORTS | CLASSICS | REPAIRS 🐟

HADDRELL'S POINT TACKLE & SUPPLY

For all your fly fishing needs!

Haddrell's Point
Tackle & Supply
"Where the Fun Begins"

Mt. Pleasant | 885 Ben Sawyer Blvd. | 843.881.3644
West Ashley | 47 S. Windermere Blvd. | 843.573.3474



CHECK US OUT ON  HADDRELLSPPOINT.COM



THE RHETT HOUSE INN

Beaufort, South Carolina

by Claude Preston, III

June 2017 | www.sosailwaterflyfishing.com | 63

You'll never experience a better stay than at the historic Rhett House Inn in Beaufort, South Carolina. Rated by many as the finest coastal inn on the continent, this antebellum structure is the defining essence of life for the elite in the Old South. Margaret Mitchell visited this area while writing "Gone with the Wind" and named her main character after the Rhett family of Beaufort and Charleston and the Butler family of Atlanta.

The Rhett House Inn is the ultimate lodging for a fly fishing trip to "The Queen of the Carolina Sea Islands," as Beaufort was referred when founded in 1711. The inn is a favorite among many Hollywood celebrities that include Tom Hanks, Sandra Bullock and Robert Redford who have stayed at the Rhett House Inn while filming movies in Beaufort, like Forrest Gump and The Great Santini. Celebrity status aside, it is impossible to overstate the experience of a night's stay even if you do not have an encounter with ghosts said to maintain residence in the inn that was built in 1820.

The modern era for the Rhett House Inn dates from the 1980s, when, after successful careers in the New York fashion industry, Steve and Marianne started the inn, which then offered five rooms. In the 25 years that the Harrisons have owned the

inn, its pre-Civil War elegance and stately charm has returned here with great bravado.

When building his 6,000-square-foot Greek Revival mansion one block from the Beaufort River, Thomas Rhett spared no expense. Present today are the Adam-style decorative mantels and dentil mouldings that remain atop the four original fireplaces in the main house. The fireplaces in the parlor and dining room are wood-burning and used regularly during the winter. Two additional fireplaces are in upstairs guest rooms.

I arrived at the Rhett House Inn the night before I had scheduled a redfish fly rod adventure with Martin Romeo of Mt. Pleasant, South Carolina. He is the owner of Deep Bend Rods and earlier had built for me a custom glass 3-weight for small streams back home.

Despite the inn's stunning elegance, immediately I was made to not only feel as welcomed

as though I was, familiarly, but to be informed of my options for breakfast the following morning. Of course, I was at the Rhett House Inn in Beaufort, South Carolina, where the best of the Old South resides. My only concern was the ghosts said to reside there. An encounter with one of them was not on my bucket list, and to my relief, if I was visited that night, I sleep soundly through it all.

close look
FEATURED LODGING



Where the
 memories aren't made,
 they're caught.

Mount Pleasant SC

For more information visit
 ExperienceMountPleasant.com



JULY

Tuesdays
 Mount Pleasant
 Farmers Market
 Pavilion on Coleman
 Boulevard

4

Uncle Sam Jam
 Mount Pleasant Pier

14

Friday Night Beagle
 Mount Pleasant Pier

15

Shaggin' on
 the Cooper
 Mount Pleasant Pier

16

AUGUST

Fridays
 Music & Movies
 in the Park
 Mount Pleasant
 Memorial
 Waterfront Park

12

Shaggin' on
 the Cooper
 Mount Pleasant Pier

2

Cast Old Monthly
 Fishing Tournament
 Mount Pleasant Pier

9

Shaggin' on
 the Cooper
 Mount Pleasant Pier

16

Scottish Gemas and
 Highland Cullturing
 Boone Hill Plantation
 & Gardens

SEPT

close look
 FEATURED LODGING

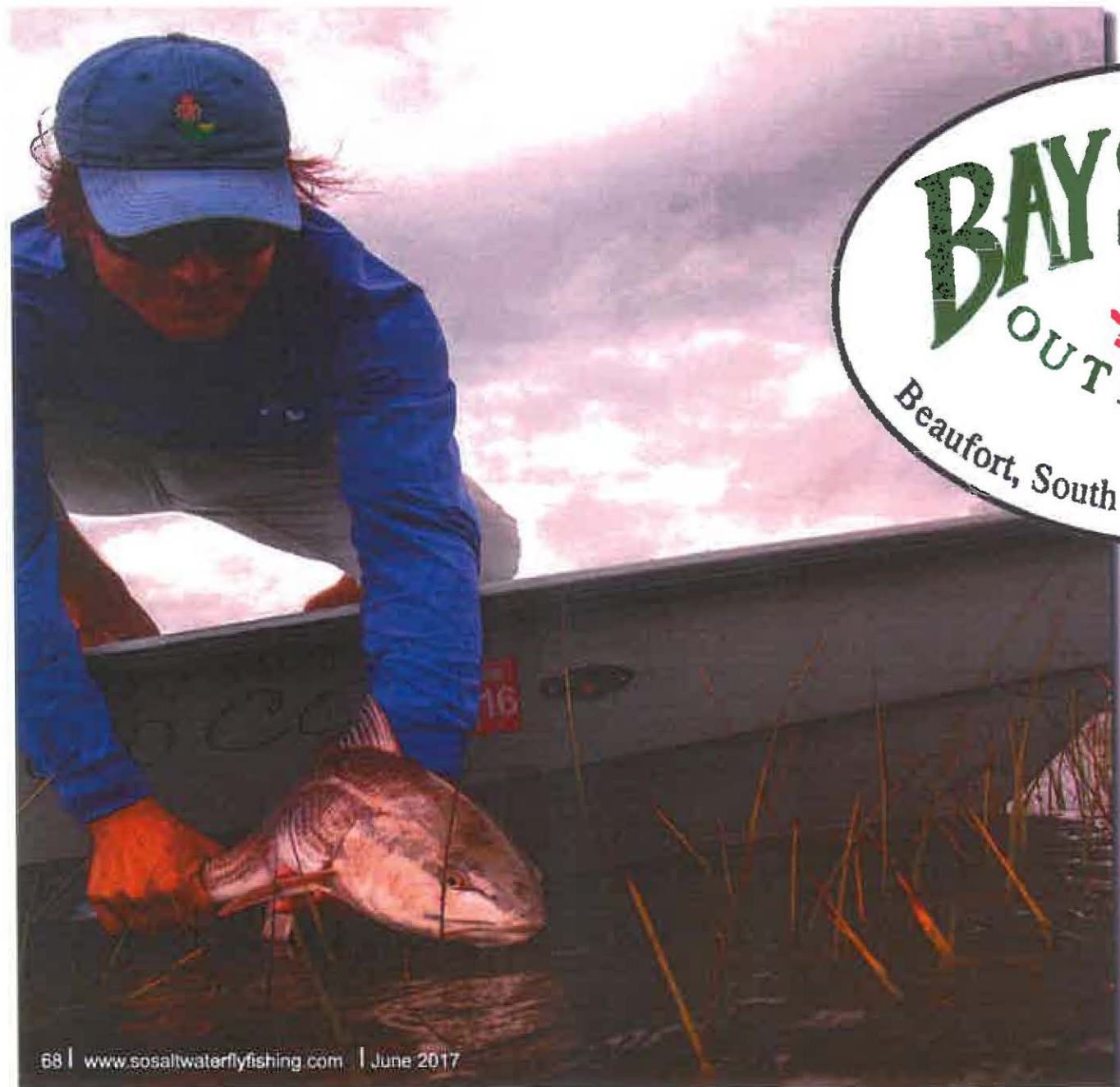


The next morning the weather was as perfect as one might hope for. Locating on the inn's beautiful veranda I found myself savoring my first cup of coffee. The Rhett House Inn's famous southern breakfast are the wizardry of Chef Beverly, who prepares your breakfast to order. The most difficult part of my stay was not how eggs would be prepared. It was narrowing my choices for sides that include southern grits, hash browns, bacon, country ham, sausage, biscuits, white or wheat toast, or English muffin. Of course, no breakfast at the Rhett House Inn is complete without fresh fruit and your choice of French toast or blueberry pancakes. I feel obligated to rave about Chef Beverly's hash browns and country ham. There is no better way to start a redfish safari than the breakfast I enjoyed that morning.

The fly fishing trip was a fantastic learning experience in that I underestimated the high degree of precision casting needed to entice a take from redfish falling in the grassy tidal marsh. Tailing redfish are plentiful, but making a perfect cast is challenging. On the other hand a stay at Rhett House Inn is ambrosia.

For more information visit the following website:

mtp2017.usatlas.com



close look
FEATURED FLY SHOP

The Lowcountry's 80 miles long coast stretches along the South Carolina shore from the Savannah River in Georgia north to Pawley's Island. Millions of people visit the Lowcountry to sample its legendary cuisine. Bay Street Outfitters is to South Carolina Lowcountry fly fishing what shrimp and grits are to the Lowcountry cuisine.

"We opened Bay Street Outfitter 21 years ago when I retired and moved to Beaufort from Atlanta," says Tony Royal. "Beaufort is the logical hub for fishing redfish in the Lowcountry. It is the top spot for sight casting to redfish in skinny water. We have about 200 square miles of perfect flats and can fish all year. The extensive Spartina grass flats produce food for crab, shrimp and bait fish. Over 25 percent of the salt marsh on the East Coast of the United States is in Beaufort County.

close look
FEATURED FLY SHOP

Royal also pointed out Beaufort's other attractive qualities. It is a bit out of the way; not crowded; excellent motels and B&Bs; top restaurants; and its incredible history.

Bay Street Outfitters is a full service, complete fly shop that is perched between Savannah and Charleston. Their lines include Orvis, Simms, Sage, G Loomis, Barbour, Ex Officio, Patagonia, Luggage, Sebago Boat shoes, Tilley Hats, Fishpond, Rio and many more.

Locally tied fly patterns are available as well as special fly tying classes and one-on-one tying instruction. The shop has one tier on staff and two captains that tie "local patterns." Additionally, Bay Street Outfitters strives to have the best outdoor and travel clothing on the planet for men and women. It is not only a fly shop, but is also a Lifestyle Shop

"Key to the success of Bay Street Outfitters is our top shelf, well trained staff," says Royal. "Additionally we have five in-house and some of the finest captains on the Low-country Coast. The driving force here is our belief in teaching. We believe that it is OK to have a cheap fly rod but not a cheap cast. This is critical as people are so much more focused on their time. A complete shop with captains, lessons, classes and tackle has to deliver."



close look
FEATURED FLY SHOP

Royal notes that interest in a fly fishing has grown steadily over the last two decades. Bay Street Outfitters fly fishing charters have tripled and business traffic at the shop has doubled in the last decade. He also noted that the shop is welcoming a growing number of couples and more ladies seeking fly fishing information. World class casting for tailing redfish in the skinny water in the Lowcountry is no longer the guarded secret of local fly fishermen. The word is out.

"We see novice anglers almost daily and they do ask questions," says Royal. "When we make a good impression and offer solutions and advice, some of them come back later to pursue the sport. The shop is always staffed with a highly experienced team. We host 10 one-day classes yearly and 15 Orvis Fly Fishing Schools. The Sea Island Flyfishers, our local fly club, has meetings with attendance that often exceeds the number of regular members.

"We are all conscious of the importance of our clean, Lowcountry water that is free of industrial pollution," says Royal. "The Port Royal Sound Foundation has done a tremendous job of education and awareness of our beautiful estuary. Our commitment to catch-and-release is very strong. More people are interested in our Lowcountry history thanks to the new Santa Elena Foundation. The foundation has done a great job of making us all better aware of our early history that started in the 1560s with the first European settlement in North America by the Spanish.



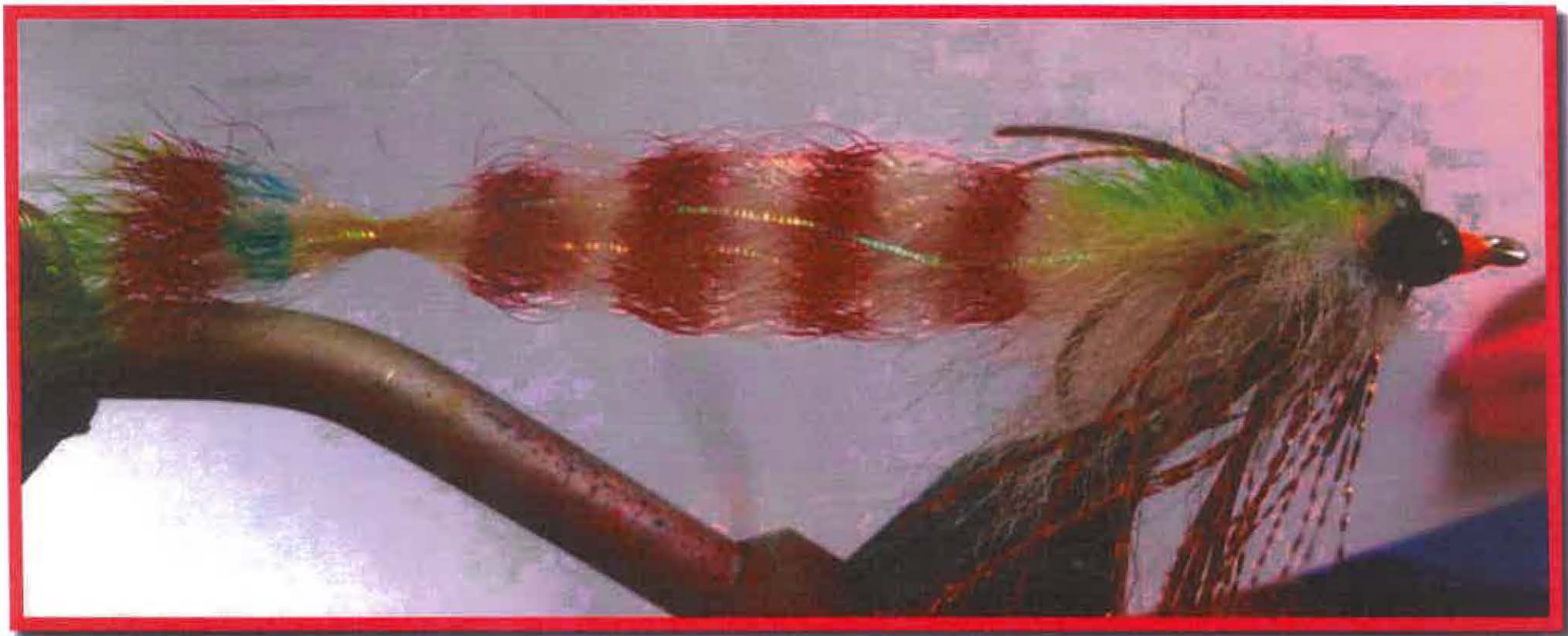
LowCountry Fly Shop • Flats Guides • Fly Casting Schools • Open Sundays 11-3

825 BAY ST. HISTORIC BEAUFORT

WWW.BAYSTREETOUTFITTERS.COM

close look
FEATURED FLY TIER

John Holbrook Beaufort, South Carolina's



Semper Fi on the Fly Every dedicated fly tier has a story. John Holbrook's story is the best we have ever heard, and by the way, if redfish are your passion, his insight into patterns and fishing for these bruisers is pretty damed impressive, too.

Holbrook currently lives in Beaufort, South Carolina. He grew up in Manteca, California, and lived in there until graduating high school to attend the United States Naval Academy in 1988. Four years later Holbrook was commissioned as a 2nd Lieutenant in the United States Marine Corps.

"I grew up fishing for trout in the California mountains, but did not start fly fishing until I was 7 or 8," Holbrook said. "I started fishing for trout in streams on my own when I was 5 years old. I was with my father at a small stream, Deadman Creek, in the Sonora Pass of California. My dad said "John, this stream is too small and you're not going to catch any fish". I told him to leave me alone. My dad walked off a little ways to watch me, and as soon as he left I caught a trout that was about 10 inches." I was hooked on fishing from then on."

Holbrook made family trips from California to visit his grandfather in Leslie, Idaho. Reading his father's Field & Stream magazines, he became interested in fly fishing. After finding a bamboo fly rod that belong to his father, Holbrook was determined to teach himself to fly fish on one of those trips to Idaho.

"Once we got into Idaho I saw a stream that had a big sign that said, 'Fly fishing only catch and release,'" Holbrook said. "The sign stated that the stream was donated in memory of Ernest Hemingway by his family. I bugged my dad incessantly until he finally stopped and let me fish for an hour or so, just to shut me up. I caught a couple of nice 10- to 12-inch trout and lost a few more in the grass of the stream, then a van pulled up in the parking area.

"The van had the little dangly balls hanging down across the front inside of the windshield. An older gentleman got out in fly fishing attire. He was tickled to see me fly fishing in the stream. He was so glad to see me fishing that he gave me 3 or 4 grass-hopper flies and told me to cast them against the undercut bank on the other side of the river. That man was Jack



close look
FEATURED FLY TIER



Hemingway, Ernest Hemingway's son. I didn't realize the significance of this until I was in my early teens," Holbrook said.

"I started thinking about tying flies when I got interested in fly fishing when I was 7 or 8 years old. I did not have the money or anyone that I knew that tied flies, so I did not actually start tying flies until I was at the Naval Academy. Academics were tough, and I had a bad case of cabin fever. My grades were not good, so my liberty was restricted, which made the cabin fever as well as my grades worse. It was at this point that I bought an Orvis beginners fly tying kit and taught myself to tie flies. It actually helped my grades," says Holbrook.

Since settling into the Lowcountry of South Carolina, 80 percent of the flies Holbrook ties are for redfish, with the remaining 20 percent for sea trout, cobia, bonefish, and tarpon. Because he ties redfish flies and fishes often for this quarry, Holbrook has developed "go to" patterns that work great on coastal waters of the Lowcountry.

"I always carry a crab pattern, a shrimp pattern, and a minnow pattern, as well as a couple of Clousers," Holbrook said. "I always try to have some light colored flies if the water is clear, some medium colored flies if the water is starting to get cloud/stained or the wind is up, and some dark colored flies if the water is stained or for early and late when there is not much light."

"One fly that I recommend is my John's LC (for Lowcountry) Shrimp, a pattern I first started tying in 2006 or 2007. It has been modified a couple of times and the pattern is as you see for the last 7 or 8 years. Another pattern that has performed well for me is my LC Fiddler. This is a fiddler crab pattern I developed to imitate the crabs I see on our high tide flats," Holbrook said.

When tying his LC Fiddler, he hand-blends brown, dark brown, black and purple Enrico Puglisi EP Fibers to make up the body and includes some



Zonker strips, a little flash, some bright orange and finishes it with orange thread. This fly has proven deadly for tailing redfish and has taken several in the 34- to 36-inch range.

"I think that the key characteristics of a great redfish fly are more about color and displacement than any other factors," Holbrook said. "In clear water with spooky fish, a light colored fly that is sparsely tied will more often than not do much better than a big bulky dark fly. In

really stained water, or in low light conditions, I think a dark fly that is tied with more bulk is the ticket. The dark fly is easier for the fish to see in low light, and the bulkiness of the fly displaces more water making it easier for the fish to hone in on with its lateral line. In conditions that are in between I like to go with a fly that is in the middle. This is where my LC Shrimp excels.

"Actively feeding redfish will hit just about any fly. The key is presen-



tation, how you move the fly. In most cases I find short small strips to be my go-to movement; think about the quick darting movements of a crab or mud minnow in the grass. When the water is clear, lead the fish more. When it is stained you have to make sure that the fish sees/feels the fly and you may have to almost drop it on his head to do it."

Holbrook notes that in the winter and early spring, prior to the water warming up, the water can be pretty

clear. For clear water he likes to tie and fish lighter colored, smaller, and sparsely tied flies that will not spook a wary red. During the late spring and summer he throws his LC Fiddler pattern about 90 percent of the time, noting that no matter the season, if you check the contents of a redfish's stomach you will find crabs. During the late summer and on into the fall Holbrook throws patterns that are a little more "shrimpy." His LC Shrimp, and anything that is a good shrimp imitation

close look
FEATURED FLY TIER



work great. This corresponds to large numbers of shrimp in Lowcountry coastal waters.

When asked what of new fly tying materials he really likes, Holbrook said "I have really enjoyed using the different Enrico Puglisi fibers, the ready-made brushes are quick and easy to use. I also like Steve Farrar's Flash Blend. Even with all of the new products available I find that all of my flies have some natural fibers in them, to include bucktail, Zonker strips, Actic fox tail, and marabou.

"The material that I am currently having the hardest time getting is extra-large black bead chain eyes. I used to order them from Spirit River, but they are no longer in business. I use this size bead chain eye in both my LC Shrimp, and my LC White Shrimp pattern. They are the perfect weight and size to allow these flies to drop horizontally like an actual shrimp," Holbrook said.

Holbrook is available by appointment to teach fly tying or speak to groups.

For fly tying he believes that it is important to keep the group under six, with four being about the best if there is no experience in the group. With a more experienced tying group that number could increase somewhat. Holbrook can be contacted through [Bay Street Outfitters](#) in Beaufort by calling (843) 524-5250.

UNI PRODUCTS J.G. Galt Inc.
1004 Pittman
2nd Floor, DC, Calais, ME 04823
Tel: (207) 624-8054
Toll-Free: 1-877-464-6004
Fax: (207) 624-8217
Email: info@uniproducts.com

NEW FOR 2017

UNI-Softflow (Wire in the Spool) Light Blue and Light Green

UNI-Thread 8/0 Fluorocarbon Green Waxed or Unwaxed on spools of 80 or 200 yds

UNI-Soft Wire (No Spool) Black, in sizes small, medium or large

Look to UNI for the best in spooled fly-tying materials!

www.uniproducts.com

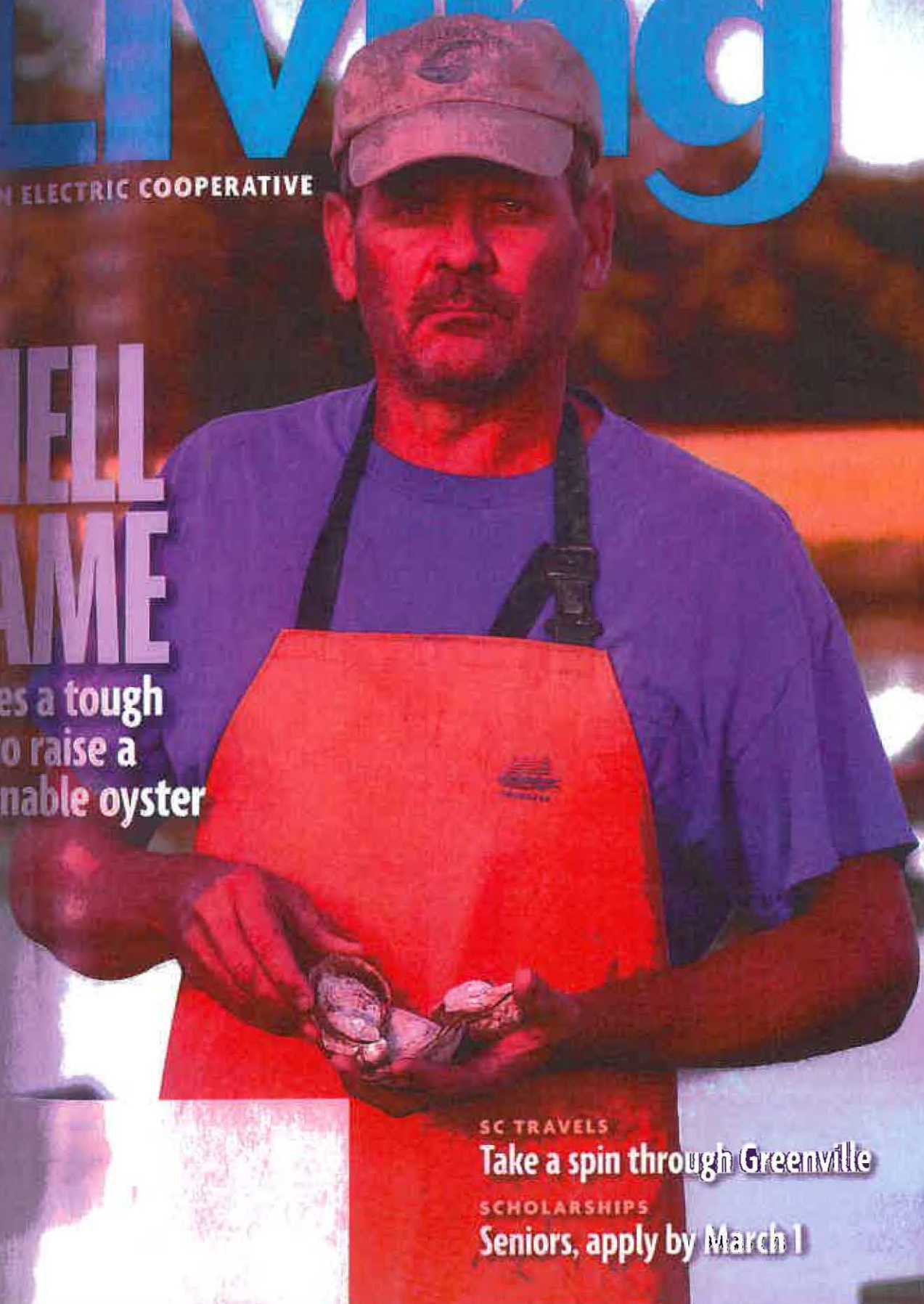
SAVE THE DATE—ANNUAL MEETING SET FOR MAY 20

South Carolina LIVING

AIKEN ELECTRIC COOPERATIVE

SHELL GAME

It takes a tough
man to raise a
sustainable oyster



SC TRAVELS

Take a spin through Greenville

SCHOLARSHIPS

Seniors, apply by March 1

PHOTO: JEFFREY M. HARRIS

A man wearing a blue baseball cap with a logo, a blue t-shirt, and a red apron is shown from the chest up. He is holding a small oyster in his left hand and using a tool in his right hand to work on it. The background is dark and out of focus. The text 'SHELL game' is overlaid on the left side of the image.

SHELL game

It takes a tough man to raise sustainable oysters. Good thing retired Marine Frank Roberts is on the case.

BY KEITH PHILLIPS
PHOTOS BY ALEXANDER FOX

"WE'VE GOT PLENTY MORE OYSTERS, SO ENJOY,"

Frank Roberts tells a group of travel writers who are digging into a picnic lunch at Lady's Island Oyster Farm near Beaufort.

There is the clink of silverware and empty shells on plates, along with murmurs of approval as the diners follow his advice. It's a beautiful spring day, and from the wooden picnic tables beneath a canopy of live oaks, the guests have a postcard-perfect view of the salt-water marsh. The locally sourced meal, hosted by the Beaufort Regional Chamber of Commerce, is intended to give the visiting journalists a literal taste of the Lowcountry, and the plump, raw oysters Roberts calls Coosaw Cups are stealing the show.

While servers keep the iced trays coming, Roberts strolls among the tables, sharing the story behind his signature oysters—and how the sustainable mariculture techniques that created them are revolutionizing the state's shellfish industry.

Made to order

Coosaw Cups are everything raw oysters should be—3 inches long, with consistently deep cups, wide fans, upward shell hinges for easy shucking and generous morsels of meat inside. They have the clean, salty taste of St. Helena Sound, but they weren't harvested from the local wild oyster beds.

No, that wouldn't do for Frank Roberts. From the moment these shellfish were conceived 12 months ago to the time they were harvested, he and his colleagues have carefully managed every stage of their development, essentially hand-crafting their own version of the perfect Lowcountry oyster.

"I've grown oysters up and down the coast, and I've had them from all across the country," Roberts says. "This is truly a unique oyster."

And he isn't kidding when he says "plenty more." Roberts operates the only oyster hatchery in South Carolina. Inside his spawning lab, a newly conceived generation of Coosaw Cups larvae are taking shape—about 30 million of them.

Another 3 million microscopic oyster seeds—fully formed juveniles no bigger than grains of sand—are growing up fast in a dockside tank complex called the breeder. And out in the tidal depths of the Coosaw River, there are acres of submerged cages, each filled

with 300 to 400 pounds of premium, single oysters nearing harvest-ready perfection.

There are, of course, easier ways to put shellfish on the table. Healthy wild rakes of American Eastern oysters grow abundantly throughout the sound and all along the S.C. coast. During the September-to-April season known as the "R" months, Roberts still occasionally harvests clusters of wild oysters from the intertidal zone between the pluff mud and brilliant green Spartina grass of the surrounding marshes. He happily supplies, and even hosts, his share of the traditional fall oyster roasts that are so deeply engrained in South Carolina culture.

But Roberts is also one of a growing number of oystermen using mariculture techniques to create a new segment of the shellfish industry—

sustainable, farm-raised single oysters with unique characteristics, brand names and menu-friendly backstories. These are the oysters in demand by chefs, foodies and top raw bars, says Julie Davis, a marine resources extension specialist with the S.C. Sea Grant Consortium.

"We're immersed in this renaissance

of raw bars and the farm-to-table movement," she says. "People want to know where

their food comes from and be able to taste where their food comes from."

Oyster tasting—sampling mixed platters of shellfish from different farms, waterways and states—is a popular culinary trend, and only through mariculture can S.C. harvesters hope to keep up with demand for premium single oysters sold under brand names like Charleston Salts and May River Cups.

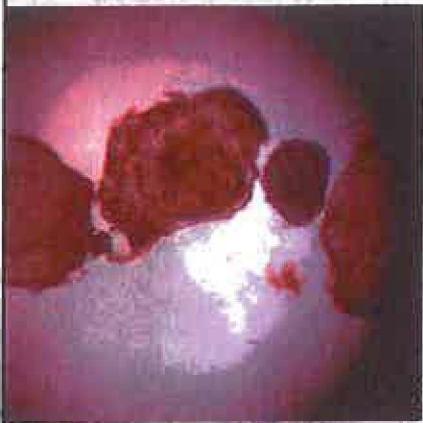
"If you go to an oyster bar, you see a whole listing of these different oysters by name," she says. "This is not a commodity product. Every oyster tastes different, because it takes on the taste of the body of water that it's grown in."

"The demand is huge," she continues. "I think we're only scraping the surface with what our industry is producing right now. At this point in time, you really can sell all that you grow."

Semper Fi

The mariculture techniques Roberts and other South Carolina oyster farmers use aren't new; they're just new to South Carolina. Refining them to suit local waters takes a scientific mind, a talent for logistics, a lifetime of oystering know-how and the never-quit mindset of a U.S. Marine—Frank Roberts, in other words.

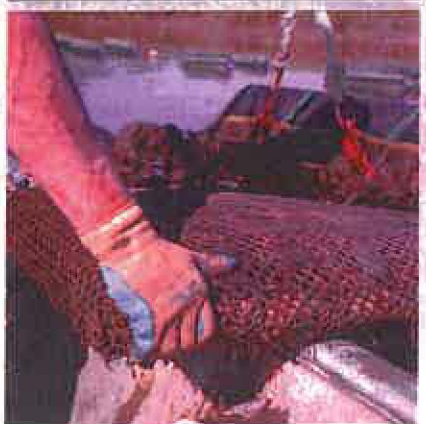




SHERIDAN/SHANE



STARTING SMALL Visible through a microscope, an oyster larva has settled onto a piece of crushed shell and begun growing its own enclosure. When oyster seeds are the size of sand grains, they are moved to the upweller tanks and nurtured with a steady flow of salt water from McCalley's Creek. At this point, the seeds are fully formed, functioning oysters. When they reach an appropriate size, young oysters are scooped into mesh bags and submerged in the saltwater marshes, where they grow to adulthood. At harvest time, Roberts retrieves the mesh bags to bring perfectly formed Coosaw Cups to market.



"My family has been on the Chesapeake since 1697," he says. "That's where I first learned about oysters, at my grandfather's farm. I've been interested in it ever since."

Roberts joined the Marine Corps at age 18. When he arrived at Parris Island for boot camp, he saw the enormous potential for oystering in the salt marshes of the Lowcountry. "The few times I was able to look around, I saw the estuaries here and thought, 'This place is amazing,'" he says. "It was always on my mind to get back here."

After the Marines, Roberts made a career in law enforcement with the New Haven Police Department in Connecticut and the Federal Bureau of Investigation. He worked nights, mostly, leaving his days free to harvest oysters and study mariculture. When he retired to Beaufort 18 years ago to make oystering a full-time occupation, he began experimenting with hatchery techniques in his garage to perfect his spawn-to-harvest process.

"Every area is unique," Roberts says. "What works in a Virginia hatchery or a Louisiana hatchery may not work here. You have to figure out what works for your area."

In the mood

What works at Lady's Island Oyster Farm starts with Roberts playing matchmaker to the best local oysters he's collected and nurtured over the years, including some massive specimens that measure 7 inches in length. "It's just like breeding any animal," he says. "We look for certain characteristics."

To breed a new generation of oysters, Roberts places the best male and female specimens in a tank that is the bivalve equivalent of a honeymoon suite. When the water conditions are just right, the oyster hormones kick in and a spawning frenzy begins.

Observing water samples under the microscope, "you can actually see the sperm penetrating the eggs," he says. "About an hour after that, you start seeing cell division. It's amazing to watch."

The newly formed larvae are transferred to growing tanks, each holding about 250 gallons of carefully filtered salt water. For the next 20 days, Roberts watches, waits and frets over his microscopic charges, meticulously monitoring and adjusting the water quality and providing measured amounts of microalgae as food. "We want that seawater to be as clean as it can be—no predators, no competitors," he says.

Throughout the process, Roberts watches for the development of black dots on the larvae.

"Once they get what we call an eye—it looks like someone took an ink pen and dotted it—that means they're getting ready to set," he says. "In the wild, that's when they swim down from the water column and look for an oyster shell rake to attach to."

In place of shell rakes, Roberts provides silos, white plastic buckets with mesh bottoms and a layer of oyster shell crushed to a precise size. Only about 15 percent of the



QUALITY CONTROL Frank Roberts examines a table full of broodstock oysters retrieved from one of the floating pens he keeps in the salt marshes of St. Helena Sound.

The taste of an oyster is determined by its environment, and St. Helena Sound flavors these oysters with a steady influx of seawater from the Atlantic Ocean.

original larvae will become oyster seed, but that still leaves millions for Roberts to sell to other oyster farmers, with plenty left over for his own farming operation.

One plate of oysters coming right up

The seeds Roberts keeps for himself spend the next month in the upweller tanks getting a jump start on their development with a steady flow of salt water pumped in from McCalleys Creek. To show his visitors the results of the breeding work, he lifts one of the silos containing 25,000 or so newly settled oysters. Allowing the water to drain through the bottom, he presses his index finger against the mesh and holds out his hand.

Look closely. The half-dozen grains stuck to his fingertip are, in fact, a half-dozen fully formed juvenile oysters. "At this point, we should have no more than 10 percent mortality," Roberts says, meaning the seeds on the tip of his finger today likely will be on somebody's plate in 11 months' time.

About every other week, Roberts and his crew divide the rapidly developing oysters and place them in new silos. "It's like popcorn," he says. "As they're growing, we have to continue to spread them around to reduce density."

When the oysters are big enough, Roberts and his crew scoop them into mesh bags, then place the bags in submerged metal pens in the salt creek. As they grow, the oysters will be moved twice more, first to 12 acres of nursery pens in Half Moon Creek and finally to 16 acres of finishing pens in the Coosaw River on the edge of St. Helena Sound.

The taste of an oyster is determined by its environment, and with no freshwater rivers carrying upstream runoff, St. Helena Sound flavors his oysters with a steady influx of seawater from the Atlantic Ocean. That gives his shellfish "a super briny start, a sweet middle and a clean finish," Roberts says.

Market conditions

Unique tastes, local sourcing and consistent quality are three of the reasons chefs and oyster aficionados can't get enough maricultured shellfish, says Brad Young, managing partner of Bluffton's May River Oyster Company.

"The chefs love it. They call it 'river to restaurant,'" he says of his farm-raised May River Cups. "Oysters are coming in right from the May River. They'll have guests out on dock, and they know our guys are bringing in the fresh oysters. My gosh, they go crazy."

One of Roberts' best clients is chef Mike Lata, owner of The Ordinary, Charleston's premier raw bar. Lata buys an exclusive line of premium singles called Phat Lady's, which are usually listed at the top of the oyster menu along with Capér's Blades, wild oysters harvested near McClellanville, chiseled into singles and finished using mariculture techniques. >>

"Those two oysters are a great side-by-side comparison to show how different oysters can be in our area," Lata says. "It couldn't get any better. When you talk about sea to table, the thing that is most important is the relationship with the producer."

The one glitch in that relationship is a matter of unfortunate timing, Young says. State regulations, written with wild oyster stocks in mind, prohibit harvest from May through August. Local oystermen are locked out of supplying the state's restaurants during the summer tourist season when demand soars. Chefs have no choice but to import shellfish from Louisiana and Virginia.

"Our chefs come to us and say, 'When are you going to cut us off this year?'" Young says. "They're disappointed, because they are wanting local, local, local."

Davis says state law limits wild oyster harvesting to the traditional "R" months for two good reasons. During the summer, wild bivalves spend more energy reproducing than growing, so meat quality diminishes. But the bigger problem is naturally occurring *Vibrio* bacteria. Eating raw oysters with a high bacteria load can cause severe illness and even death in those with compromised immune systems.

Most wild oyster grounds in South Carolina are intertidal, exposing the shellfish at low tide. Fueled by the heat of a sweltering summer day, *Vibrio* bacteria trapped in the closed shells can bloom out of control. Mariculture oysters,

on the other hand, stay submerged 24 hours a day.

"As long as the oyster is open and pumping, it's flushing out that bacteria," Davis says. "With mariculture, we're able to keep the animal continuously submerged, so that helps to reduce the risk of illness."

Game changer

In January, the Department of Health and Environmental Control approved changes to state regulations that would allow summer harvest of mariculture oysters, so long as producers follow strict controls on delivery time and temperatures. Under the proposed revisions, summer harvest of wild oysters would remain prohibited. As this issue went to press, the new regulations were under review by the Department of Natural Resources and awaiting final adoption by the legislature.

Roberts anticipates a rapid expansion of the mariculture shellfish industry in South Carolina if the regulations pass.

"We'll more than double our business," he predicts. "Charleston sells more oysters during the summer than they do during the winter, because of all the tourists coming from up North. We're making efforts to double output of the hatchery, we're bringing on more personnel and we're going to roll with it." ☞



When you talk about sea to table, the thing that is most important is the relationship with the producer.

—MIKE LATA, CHEF AND OWNER OF THE ORDINARY



ON THE MENU At The Ordinary, Charleston's premier raw bar, chef Mike Lata likes to keep local oysters in stock as often as possible. His favorites: Flat Lady's from Lady's Island and Caper's Blades from McClellanville.



SHUCKING ON SATURDAYS Charleston and Beaufort restaurants buy up most of the Coosaw Cups Roberts can produce, but he keeps a supply on hand to serve up at the Port Royal Farmer's Market most Saturdays.

South Carolina LIVING

SANTEE ELECTRIC COOPERATIVE • POWER FOR LIFE

SPRING
& SUMMER
TRAVEL
GUIDE

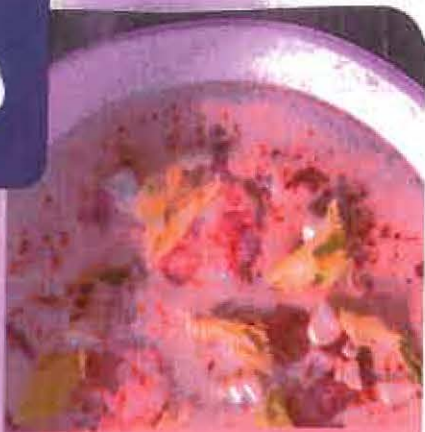
FAMILY ADVENTURE

Creating memories
in S.C. state parks



SC GARDENER
Hot stuff
in the garden

SEC HELPS OTHERS
WIRE aids
displaced seniors



FROGMORE STEW CHOWDER

6 SERVINGS

- 2 Vidalia onions, diced
- 5 stalks celery, diced (reserve tender yellow leaves)
- 5 cloves garlic, smashed and minced
- Vegetable oil
- Salt and pepper
- Old Bay seasoning
- 1 pound 21-25 count, shell-on, wild-caught shrimp, peeled and deveined, shells reserved
- 20 littleneck clams
- 2 quarts heavy cream
- ¼ pound smoked kielbasa, diced
- ½ pound red potatoes, diced, boiled until tender
- 2 ears sweet corn, grilled and cut from cob

Mix onion, celery and garlic in a bowl. In a heavy-bottomed stockpot over medium heat, add 2 tablespoons vegetable oil and half the vegetable mixture. Season with salt, pepper and Old Bay. Cook about 5 minutes, until vegetables are translucent and soft. Add shrimp shells, clams and heavy cream; bring to a simmer. Cook until all clams have opened and cream will coat back of a spoon. Strain liquid into another pot and keep warm. Adjust seasonings to taste. Reserve clam meat, and discard all shells.

In another pot over medium heat, add 2 tablespoons vegetable oil and kielbasa. Lightly brown the meat, and add remaining vegetables. Cook about 5 minutes. Season shrimp with salt, pepper and Old Bay. Add to pot; cook about 2 minutes. Add reserved cream, potatoes and corn, and bring to a simmer. Add clam meat. Serve in soup bowls; top with celery leaves and Old Bay.

Savoring the bounty of land and sea

LITTLE THINGS COMBINE WELL TO CREATE a picturesque setting for Saltus River Grill in Beaufort.

Situated in the quaint downtown, the restaurant overlooks Waterfront Park, with views of the river and the Lady's Island bridge. Its tree-shaded patio and low-lit interior offer options for dinnertime ambiance.

The food here, too, is all about little things done well. Executive chef Brian Waters aims to make the most of every single ingredient.

"You have to make sure that everything works well on the plate, that it makes sense and eats well and looks beautiful," the 33-year-old Waters says.

Take Saltus' shrimp and grits, a fan favorite over the restaurant's 13-year history.

The stone-ground grits are simmered in a broth flavored with rinds from Parmigiano-Reggiano cheese wheels. Fresh Lowcountry shrimp and local mushrooms are sautéed and seasoned with a house-made stock. The dish is garnished with bacon that Waters and staff cure and smoke in house over seven days.

"Everything that goes into it is very complex," he says. "It's a bunch of nuances that all come together in the last minute."

Waters' dedication to detail in his dishes developed from on-the-job training in restaurant kitchens, working his way up the line, discovering the "beauty and art" of each station, he says.

With no formal culinary training, he absorbed all he could from other chefs, learning new techniques from Internet videos and recipes, and reading cookbooks and culinary textbooks front to back, like novels.

"I was always in a position where



MILTON MORRIS

Saltus River Grill

802 Bay St., Beaufort
(843) 379-3474
saltusrivergrill.com

HOURS Open for dinner Sunday-Saturday, 4 p.m.-until

Executive chef Brian Waters grew up in Beaufort and honed his cooking skills in a variety of restaurant kitchens.

I could kind of teach myself how to cook," Waters says.

At Saltus for the past five years, Waters has focused on restaurant mainstays like seasonal fresh fish, locally farmed pork and chicken, and prime cuts of beef. He exercises his creativity with whatever vegetables are in season.

"We really try to emphasize the bounty from the sea and the land here," he says.

The dinner-only restaurant opens late afternoon with a sushi and raw bar.

"You could easily come here and not spend a boatload on a really good meal," Waters says. ☺

The City Magazine Since 1975

Our 2017 Summer Guide!

See page 98

Charleston

June 2017

charlestonmag.com

Long live Summer

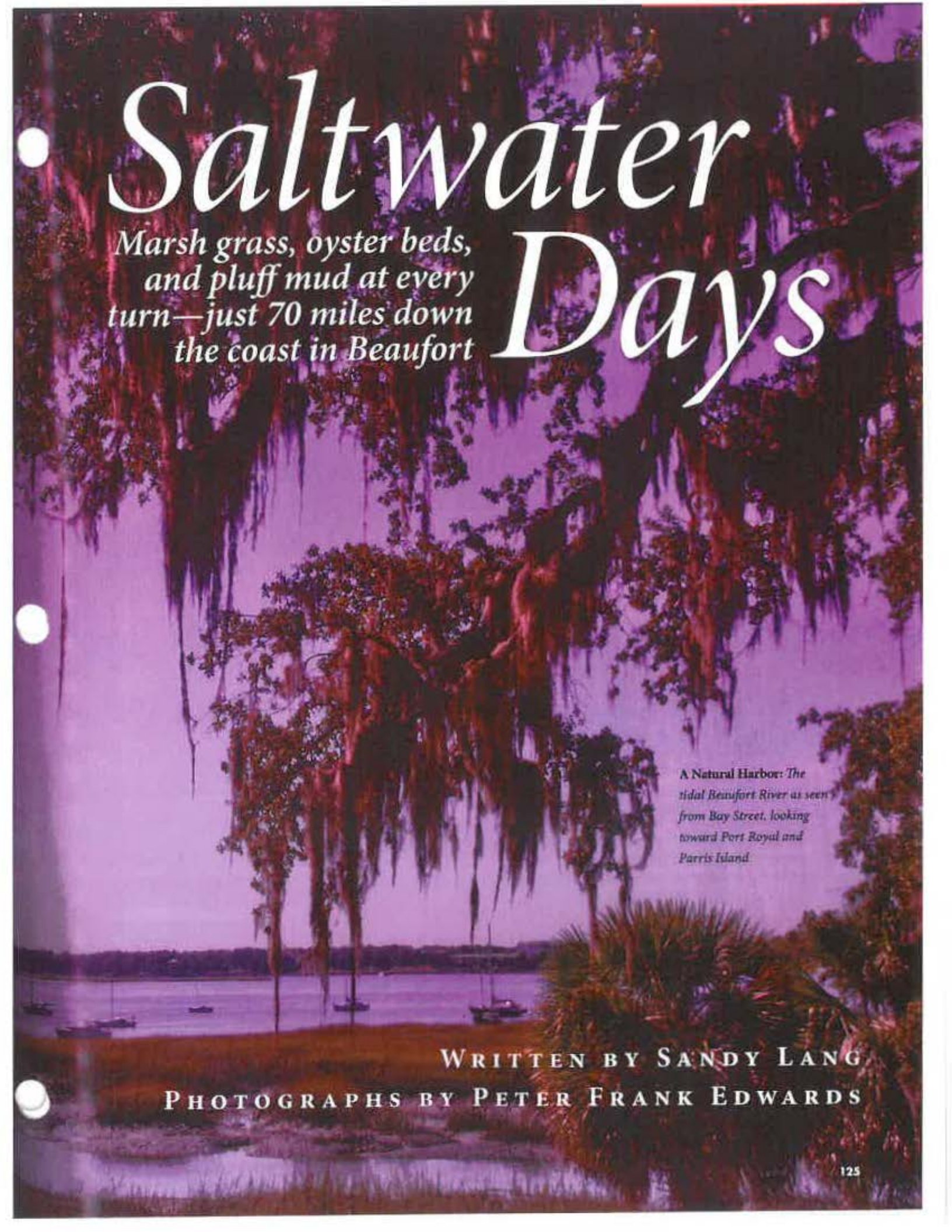
90
ideas for playing,
exploring, boating,
savoring, and
relaxing this season

Plus! Get stoked on 5K8 Charleston,
a weekend escape to Beaufort, hunting for
shark's teeth, hot swimsuit picks,
& cool tiki drinks



"THE FIRST RULE OF SHARK TOOTHING: NEVER REVEAL YOUR SPOT. WERE I TO DO SO... MY OWN TEETH WOULD MYSTERIOUSLY WASH UP ON SOME ANONYMOUS SPIT OF SAND." (See page 76)





Saltwater Days

*Marsh grass, oyster beds,
and pluff mud at every
turn—just 70 miles down
the coast in Beaufort*

*A Natural Harbor: The
tidal Beaufort River as seen
from Bay Street, looking
toward Port Royal and
Parris Island.*

WRITTEN BY SANDY LANG
PHOTOGRAPHS BY PETER FRANK EDWARDS

There it is again, the importance of the mud and marsh around Beaufort.



“Spartina is the essence of the Lowcountry,”

our guide says as he dips his kayak paddle back into the mud-tinted seawater of Fripp Inlet. Eric Gibbons has a slow cadence to his speech, like mid-tide, and reminds me somehow of a young Clint Eastwood. He’s been out here to paddle through so many tides it would be difficult to calculate a total since he opened the Kayak Farm on a corner of an old tomato farm on St. Helena Island back in 1999.

I follow Gibbons’ gaze toward the oyster beds, marsh, and mudbanks. This year’s green spartina is growing up into last year’s brown, decaying stalks. There’s a striated beauty to the expanses of perennial marsh grass that Gibbons has so often observed. There’s ecological interest, too, he explains, because the decayed grass eventually ends up floating away as “wrack” in high tides, and it drifts off

to build up on another beach or island—all the while creating habitat for oysters, clams, shrimp, and mullet.

That’s it, I think: On this trip to Beaufort, as well as other visits here, I’ve been struck by the waterscape and the culture it fosters. In Charleston, freshwater rivers mix with the saltwater of the harbor, but here, the source of the Beaufort River is the Atlantic Ocean itself. We paddle with about a dozen other boats along the Harbor River and the narrower Story River, and at some point, three dolphins swim among us. The whole group stops for a couple of hushed minutes, just to drift and watch for their slate gray fins and the arc of their bodies rising above the waterline.

Around Beaufort, this kind of experience isn’t rare. There’s abundant saltwater scenery

and seafood on the table. Everyone seems to have a dock or a boat, or at least a terrific view of a creek, harbor, or sound nearby—often from a higher bluff than you’d expect.

On a South-Facing Piazza

The breeze from the bay is persistent on the first-floor piazza at the Anchorage 1770 inn on Bay Street. Across the way, I can see people standing on paddleboards on the Beaufort River and sailboat masts at the Downtown Marina. In all directions along this part of the South Carolina coast are sea islands: St. Helena, Fripp, Dataw, Hunting, Lady’s, and Parris. And those are just the larger ones. Downtown Beaufort itself is part of Port Royal Island.

This town-sized city of about 13,000 residents was made famous to the world by the



novels of Pat Conroy and movies filmed in part or whole here like *The Big Chill*, *The Prince of Tides*, and *Forrest Gump*. And it's now home to Amy and Frank Lesesne, who opened the 15-room inn in 2015. I first meet Amy on the carved wooden staircase in the front parlor. She's wearing a bright green cocktail dress and spiky high heels. "We have a wedding party here today," she explains, "as well as return guests coming in later from Los Angeles."

It turns out, the inn has sponsored the annual Beaufort International Film Festival, and Amy describes her own move to Beaufort as reminiscent of *The Big Chill*. The Lesesnes were living in Atlanta when a college friend died suddenly, and they drove to Beaufort for the funeral. Right away, Amy says she felt a pull to live near the water, and the couple soon purchased one of the most prominent houses in the city. Known as the William Elliott House, the 18th-century Greek Revival mansion with massive columns and tabby construction had been a private home and housed various offices through the years. (Less than a mile away, meanwhile, is Tidalholm, the circa-1853 house made famous in *The Big Chill*, which recently sold to a New York buyer for \$1.76 million.)

Although the Lesesnes had never operated an inn before, Amy says she told her husband, "I think we can make it something special." To convert the manse for lodging, extensive renovations were needed. That included adding an elevator and outfitting the roof above the second-floor piazza so guests can use the third-floor porch as a cocktails spot and sun deck—a vantage point that's taller than the oaks and palmetto trees on Bay Street and overlooks the water. They also opened a restaurant, the Ribaut Social Club, helmed by chef Byron Landis. The original Ribaut Club was a men's "cultural salon" that met in the house in the 1890s—purportedly to discuss

The Anchorage 1770, an 18th-century Greek Revival mansion turned into a 15-room inn in 2015, offers prime views of the bay—plus sweet breezes. (Opposite) Kayak Farm guide-owner Eric Gibbons leads a group of paddlers through Fripp Inlet.

books, but members were reputed to have thrown elaborate parties with dancers, a roulette wheel, and a bar. I walk through the drawing rooms and try to imagine the scene.

Santa Elena, At First

It's a different Ribaut (and Elena) reference that we learn about a little farther down Bay Street at the new Santa Elena History Center when we join a guided tour with Dr. Andy Beall, who leads the organization's board of directors. He describes how Beaufort is now claiming its very early French and Spanish colonial history in a bigger way.

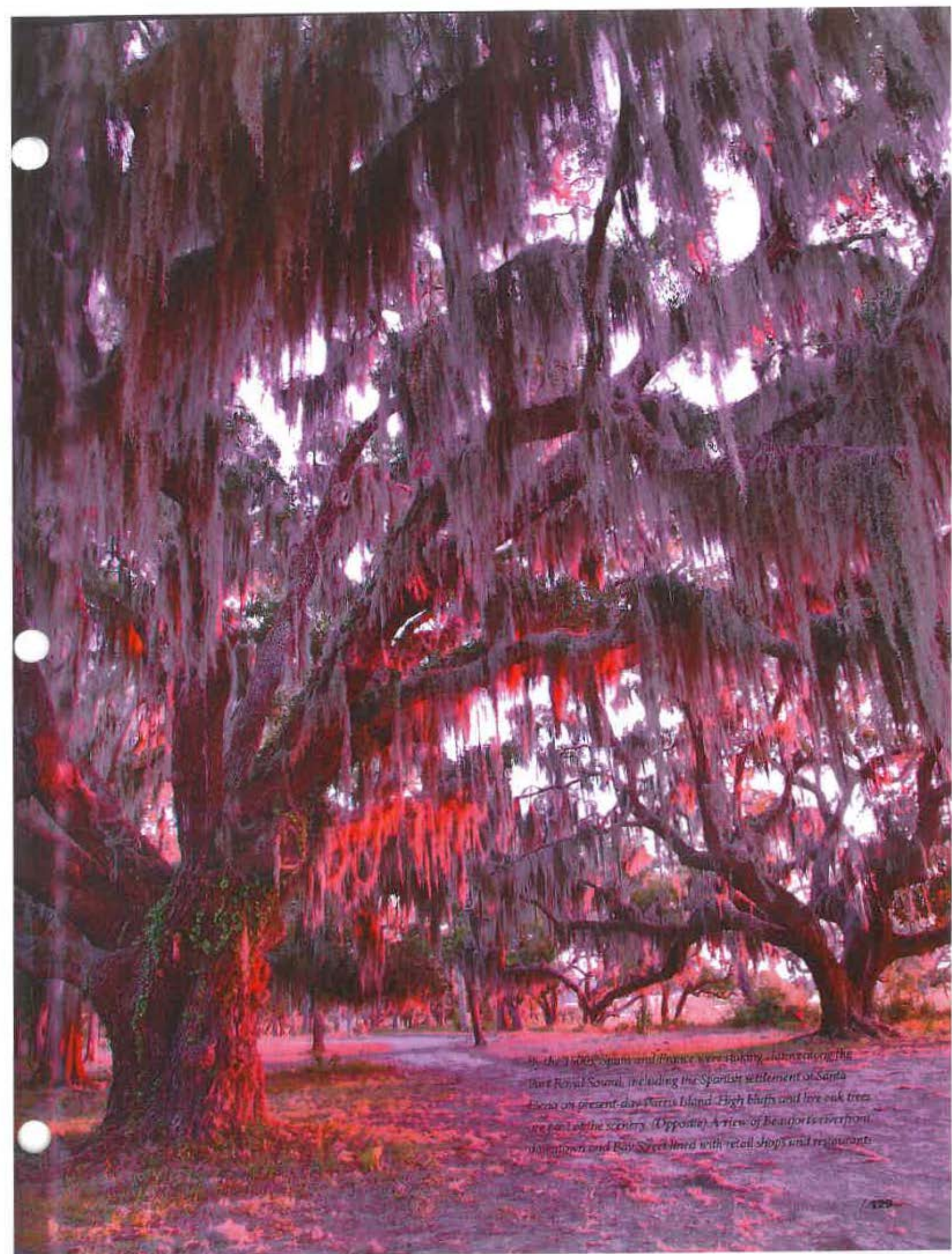
"Before Jamestown (1607), before Plymouth (1620), there was Santa Elena on Port Royal Sound," is the nutshell story on brochures, touting the lesser-known rise and fall of European settlements near Beaufort in the 1500s. Inside the center, displays add depth and details and show how after France's Jean Ribaut and his Huguenot soldiers had built and abandoned Charlesfort on Parris Island in 1562, Spanish forces led by Pedro Menendez took over. Attracted by the natural harbors and abundant wildlife, the Spanish entourage established the settlement of Santa Elena by 1566, and it survived for more than 20 years.

As Dr. Beall describes it, the experience of Santa Elena may be more than 450 years old, but the story is a living thing, and more historic details and archaeological artifacts about the lives of hundreds of settlers who fished, hunted, and farmed these sea islands are still being discovered and understood. Spanish, therefore, was among the earliest European languages spoken in the Lowcountry, he notes, and "St. Helena Island" is the anglicized version of Santa Elena.

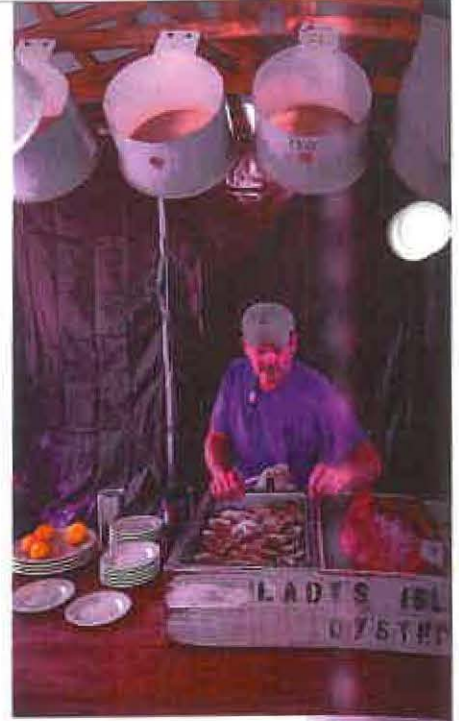
Clams, Crabs, Mullet, Oysters, & Shrimp

Heads full of history, we go to a gathering at Lady's Island Oyster Farm on McCalley's Creek, about 10 miles from downtown Beaufort. The saltwater creek connects to the Coosaw River, and it's here that a former Marine named Frank Roberts, who trained on nearby Parris Island, is propagating oyster seed or "spat" by the millions to fill orders from the





In the 1700s, Spain and France were vying for control of the Port Royal Sound, including the Spanish settlement of Santa Elena on present-day Parris Island. High bluffs and live oak trees are far left in the scenery. (Opposite) A view of Beaufort's riverfront downtown and Bay Street lined with retail shops and restaurants.



(Clockwise from above) Sauteed soft-shell crab with lemon caper sauce at the Anchorage 1770's Ribaut Social Club, helmed by chef Byron Landis; the bridge between downtown Beaufort and Lady's Island across the river; Bay Street Outfitters fishing guide Captain Tuck Scott

(Clockwise from top) Frank Roberts, founder of Lady's Island Oysters, with some of his catch on ice; Beaufort butter clams at Panini's on the Waterfront; perusing the titles at Never More Books on Craven Street, a collection focused on fiction and first editions, as well as displays of art and sculpture



Beaufort's harbor is on the Intracoastal Waterway, about 60 nautical miles from Charleston.



At the Old Bull Tavern in Beaufort, chef-owner John Marshall focuses on the local bounty, like this freshly caught queen triggerfish.



(Top to bottom) Inside the Old Bull Tavern on West Street, Beaufort; Irene Simons at her I. Pinckney Simons Gallery on Bay Street, where the sea islands' scenery inspires much of the art



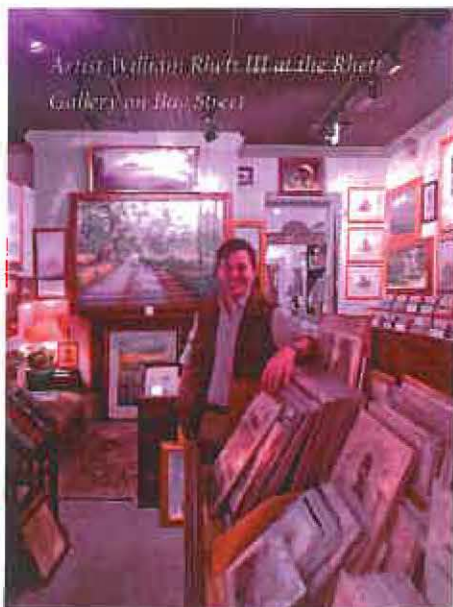
For a gathering at Lady's Island Oyster Farm, Louis "Granny" Albany shakes spices onto local blue crabs. "Single Lady" oysters are served on the half-shell, along with crab and shrimp prepared in Albany's spicy, garlic-crab style.



Chef Byron Eardis and owner Amy
Levine at the Anchorage 1770.



House-made gnocchi at
the Old Bull Tavern.



Artist William Rhett III at the Rhett
Gallery on Bay Street.

Beaufort Getaway Guide

STAY

Anchorage 1770: Sunlight- and art-filled 1700s manse overlooking the bay; rates from \$210 per night. 1103 Bay St., (843) 525-1770, anchorage1770.com

CityLoft Hotel: Hip redo of a mid-century motor court with a coffee shop and pet-friendly rooms; rates from \$179 per night. 301 Carteret St., (843) 379-5638, citylofthotel.com

Traveling by boat? The Downtown Marina of Beaufort has boat moorings and floating docks, fuel, showers, and a store. Docksiderate is \$1.95 per foot per day. 1006 Bay St., (843) 524-4422, downtownmarinabeaufort.com

EAT

Old Bull Tavern: Lowcountry-Euro vibe with a daily, changing menu featuring local seafood, including "Single Lady" oysters and house-smoked mullet. 205 West St., (843) 379-2855

Panini's on the Waterfront: Wood-fire oven sandwiches and pizzas, seafood, and salads in a converted historical bank. 926 Bay St., (843) 379-0300, paninisonthewaterfront.com

Ribaut Social Club: Fine dining and cocktails in the parlors and wide piazzas of the Anchorage 1770. 1103 Bay St., (843) 525-1770, anchorage1770.com

Saltus River Grill: Seafood, steaks, and sushi with bay and bridge views. 802 Bay St., (843) 379-3474, saltusrivergrill.com

DO

Bay Street Outfitters: Book a guided fly-casting or light-tackle charter; rates from \$400. 825 Bay St., (843) 524-5250, baystreetoutfitters.com

Captain Dick's Beaufort River Tours: Day and evening cruises aboard the 24-passenger *Prince of Tides* from the Downtown Marina

of Beaufort; day: \$20, \$12 child; evening: \$28. 1006 Bay St., (843) 524-4422, beaufortrivertours.com

Kayak Farm: Book a guided trip or kayak delivery and pick-up (service includes a float plan); rates vary. (843) 838-2008, thekayakfarm.com

Santa Elena History Center: A new interpretive center named for the 1500s Spanish settlement with its inaugural exhibit "Santa Elena: America's Untold Story," as well as ancillary exhibits; \$10, \$5 child, and free for active duty military, police, and firefighters with ID as well as children under five. 1501 Bay St., (843) 379-1550, santa-elena.org

SHOP

Art galleries just doorways apart: I. Pinckney Simons Gallery, 711 Bay St., ipsgallery.com; Thibault Gallery, 815 Bay St., thibaultgallery.com; & Rhett Gallery, 901 Bay St., rhettgallery.com

It's Retail Therapy: Dresses for Lowcountry days. 700 Bay St., (843) 470-0777, itsretailtherapy.com

NeverMore Books: Vintage and new books as well as LP records. 702 Craven St., (843) 812-9460, nevermorebooks.com

Port Royal Farmers Market: Locally grown produce, plants, and flowers; fresh seafood and meats; and food vendors on Saturday mornings in Naval Heritage Park. 1615 Ribaut Rd., Port Royal, portroyalfarmersmarket.com

Scout Southern Market: Iced tea "floats" and gifts from the South. 709 Bay St., (843) 379-2282, scoutsouthernmarket.com

“What makes the seafood so good around here is... really nice, clear water on a seven-foot disparity of tides.” —*Chef John Marshall, Old Bull Tavern*

Public spaces, historical, downtown
Beaufort, North Carolina
Chambers Waterfront
Downtown on the Beaufort River

Carolinas to Virginia.

Roberts shows us around the land side of the hatchery. Under the shade of huge live oaks and tree-sized camellias are tubs of circulating saltwater and oysters that are so tiny they're difficult to see at this early stage. He explains that out on his 16-acre lease in the Coosaw and nearby tidal waters, he grows the spat into “Single Lady” oysters, famous for their salinity and clean sweetness from the wash of tides here. Soon, we all make our way to an outdoor kitchen and picnic shelter on the grounds, where he has some Single Lady oysters on ice and gets to shucking.

Beside Roberts, Louis “Granny” Albany is also prepping the lunch spread. He's the proprietor of the Albany Grocery, a rural corner shop where his seafood catch often ends up on the lunch menu. He's cooked up a pile of blue crabs and shrimp and has prepared them in messy, delicious “garlic crab” style—served hot in the shell with butter and garlic piled

on. His version has more heat than most, and when asked about his special mix of spices, he simply smiles and says, “My grandmother taught me to make shrimp and crab like this.”

Also at the gathering is chef John Marshall, who opened Al di La in Charleston's Avondale neighborhood in the early 2000s and later moved to Beaufort, where he's the chef-owner of Old Bull Tavern on West Street downtown. (It's the place with discreet signage outside and delicious smells from the wood-fired oven inside—not to mention sounds of rolling laughter and conversation under the bull's head mounted above the long bar.) Marshall champions the work of Roberts and other growers and harvesters in the area. “What makes the quality of the seafood so good around here is there's no manufacturing anywhere close to the water,” he says. “And really nice, clear water on a seven-foot disparity of tides.”

Marshall's menu at the Old Bull makes good use of the local bounty. That includes offering

Lady's Island Oysters whenever available, along with dishes that showcase crabs, clams, and shrimp. And he's known to load up the smoker with local mullet to make a special spread that's served with Ritz crackers.

Back under the oaks at the creek's edge, Roberts talks again of this place where he lives and works, and he says he can't believe his luck. The Lady's Island Oyster Farm is at the western edge of the undeveloped ACE Basin, he notes, so the oysters benefit from the nursery effect of the ocean's tides moving through hundreds of square miles of spartina grass.

There it is again, the importance of the mud and marsh around Beaufort. Meanwhile, back in town at the Thibault Gallery, one of Beaufort's many water-inspired artists, Bill Mead, has hung another of his paintings of surreal scenes with Lowcountry backdrops. This one features an enormously oversized red tomato set squarely in the marsh—and, of course, amid a sea of spartina. C

GO

ESCAPE

SUMMER 2017

CHICAGO'S
50+
DEEP DIVES!

Dominica Bask in island bliss

PLUS

HOT NIGHTS,
COOL SITES
IN THE SOUTH

THE SPIN ON
CYCLING
VACATIONS

BLOCKBUSTER
DRIVE-INS



Ravine Cyrique waterfall, Dominica

DISPLAY UNTIL AUGUST 14, 2017

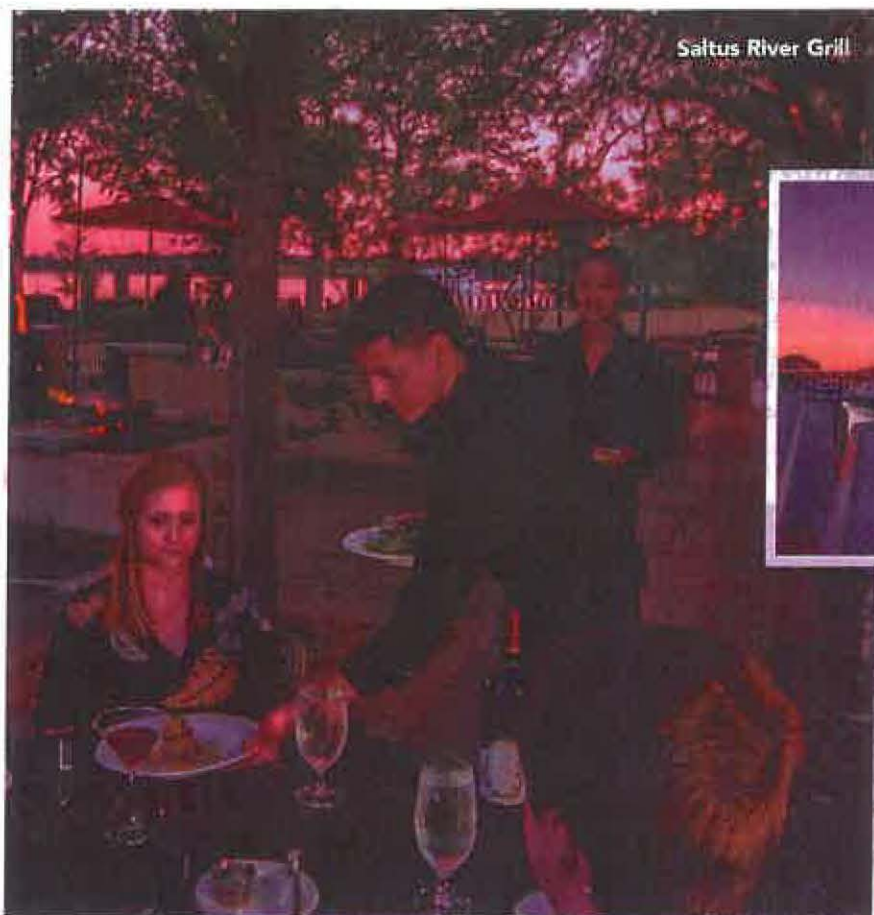
\$5.99US \$6.99CAN

@ustodaymags



0 74820 64577 2

Towns That Live to Eat

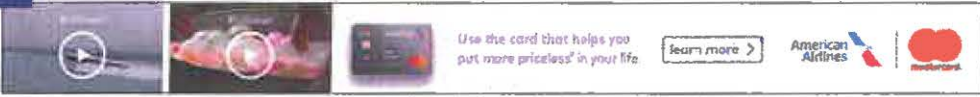


Beaufort Marina

Often described as the most beautiful town in the South, **Beaufort, S.C.**, is surrounded by water. This Lowcountry island village perches halfway between Charleston and Savannah, Ga., where marshes glow golden at sunrise and sunset. While folks come for the history — Beaufort dates to before the American Revolution — the restaurants keep them satisfied. You'll find shrimp and grits for breakfast, and a bounty of seafood at lunch and dinner. Noteworthy spots include Wren, Breakwater and Saltus River Grill restaurants, all serving sea flavors with farm produce. On a drive out to tour St. Helena Island's Penn Center, one of the first schools for freed slaves, stop by the Shrimp Shack for a shrimp burger. >



- ▶ **Wren Bistro & Bar**
210 Carteret St.; 843-524-9463;
wrenbeaufort.com
- ▶ **Breakwater Restaurant & Bar**
203 Carteret St.; 843-379-0052;
breakwatersc.com
- ▶ **Saltus River Grill**
802 Bay St.; 843-379-3474;
saltusriverrgrill.com
- ▶ **Penn Center**
16 Penn Center Circle West, St.
Helena Island; 843-838-2474;
penncenter.com
- ▶ **Shrimp Shack**
1925 Sea Island Pkwy., St. Helena
Island; 843-838-2962; facebook.
com/shrimpshacksc



TRAVEL

THE BEST SMALL TOWN TO VISIT IN ALL 50 STATES

By THRILLIST TRAVEL
Published On 05/19/2017



The paradox of big-city travel is that you never really get a break. You ditch work in New York, LA, or Chicago to go visit your buddies in New York, LA, or Chicago; come Sunday night, you're exhausted, and why did blowing \$250 a day on cocktails and sushi and cabs seem like the smart move?

Say this for small American towns: They know how to *slowwwwwwwww*. They're ideal for young kids and retirees, two groups who favor the chiller things in life: short walks, sunny parks, uncrowded beaches, unhurried conversations. Small-towners also dig on taffy, chicken-fried steak, old-timey train stations, historical markers, quirky festivals, driving barefoot, free parking everywhere, \$7 pitchers of Bud heavy, nodding hello to strangers, and other things that never really go out of style.

We searched for small towns with populations under 60k where you can get a glimpse of the good life after the rat race, eat well, see actual stars at night, and still find plenty of activities to keep boredom at bay. Would you want to live there? Probably not -- if everyone did, there'd be a whole city there by now. But do you want to step out of your life for a couple of long, languid days? Yeah, you definitely could stand to visit one of these gems.



South Carolina: Beaufort

Population: 13,130

The South Carolina Lowcountry has no shortage of coastal charm, but some areas can get a little oversaturated. Not Beaufort, a town with all the historical allure of Charleston at a slower, easy-going pace. The beauty isn't limited to its streets: Head out to the barrier islands, like Saint Helena, where rural simplicity, fragrant marshes, and live oaks draped in Spanish moss make for instant relaxation. Experience the Gullah culture of emancipated African-American slaves who moved to these islands centuries ago and have preserved much of their distinctive language, food, and customs. Then boat out to the isolated Daufuskie Island, a car-less escape stocked with colorful characters. If you'd like to see where Marines are made, you can visit the Marine Corps Recruit Depot at Parris Island, also the setting for the first half of *Full Metal Jacket*. -- M.M.

JETSETTER

9 Cutest Small Towns in America

Every year, America's small towns draw tourists—and new residents—to their streets in droves. They are, after all, reminders of a simpler way of life, where mom-and-pop shops are the norm, everybody knows your name, and the pace is slower than the speed of tweets. To help you get away from the breakneck tempo of your daily routine, we rounded up nine of the cutest small towns for an easy weekend escape, from a picturesque New England coastal haven to a romantic Southern getaway that feels untouched by time.



Beaufort, SC

If this Lowcountry fishing village looks straight out of a movie set, that's because it is: Beaufort was the backdrop for such films as *Forrest Gump* and *The Big Chill* thanks to its sprawling antebellum mansions, moss-draped oaks, and picturesque downtown streets. Located on Port Royal Island in South Carolina's Sea Island chain, the town makes an ideal base for enjoying simple pleasures and all manner of aquatic diversions, including paddle boarding, kayaking, dolphin watching, and crabbing.

[Book Hotels in Beaufort](#)



MOST CHARMING SOUTHERN VACATIONS YOU NEED TO EXPERIENCE

POSTED ON 10/14/2017



BEAUFORT, SOUTH CAROLINA



"The people are so friendly, [and] the history is all around you. This house has real home-away-from-home comfort." - Traveler Review

With its horse-drawn carriages and antebellum mansions, few Southern vacations combine history, hospitality, and coastal charm like Beaufort. Get acquainted with this beautiful small town on a photo safari or fishing charter, then fall head over heels for the breezy views at Hunting Island State Park or Henry C. Chambers Waterfront Park. Rentals range from colorful carriage houses to restored cottages in the heart of the historic district. No matter where you stay, you'll enjoy easy access to chic galleries and locally-owned Lowcountry restaurants.

See all rentals in Beaufort!

[Send to printer](#) [Close window](#)

Hunting Island State Park Makes a Great Family Getaway

Hunting Island State Park is open again. The park was closed after suffering damages during Hurricane Matthew in 2016. After much work to make the island accessible and safe again, the South Carolina park is welcoming visitors.

Just over four hours from Charlotte, the state park has campsites and cabins, or you can opt to stay in the charming town of **Beaufort** — only 25 minutes from the park — and take day trips to the island. If you don't want to spend your entire vacation at Hunting Island, Charleston is two hours away, and Savannah is just an hour away.

Hunting Island offers five miles of beach, a saltwater lagoon, and 5,000 acres of low country South Carolina, including beach, marsh and maritime forest. Hike, swim, bike, boat, **geocache**, or bird watch in the beautiful landscape. Other family-friendly activities include going to the Nature Center to enjoy the aquarium or following the Penny Map to hunt for the four penny presses located on the island. The fishing pier remains closed for renovations, but you can get your marine animal fix by **crabbing** in Beaufort or taking a **dolphin-watching tour** nearby.

The lighthouse on the island is one of the most popular sites in the park. It was built in 1859, rebuilt in 1879 after suffering damages in the Civil War, and relocated 1.3 miles inland in 1889. It is the only publicly accessible lighthouse in South Carolina and for \$2 you can climb the 167 steps to the top. Enjoy the panoramic view of the Atlantic Ocean from 130 feet up.



Climb to the top of the island lighthouse to enjoy a panoramic view of the Atlantic Ocean from 130 feet up.

PHOTO COURTESY OF BEAUFORT REGIONAL CHAMBER OF COMMERCE

The park is also a wonderful place to view the **solar eclipse** this August. On Aug. 19 and 20, the Nature Center will feature solar-eclipse-themed arts and crafts, a slideshow of the science and history behind eclipses, and models of the solar system to help visitors grasp an understanding of the phenomenon. On the day of the eclipse, Aug. 21, meet at the lighthouse between 1 and 3 p.m. to view the natural wonder. (Special glasses to view the eclipse will be available for purchase at the campground's park store).

The park is open from 6 a.m. to 9 p.m. daily with admission costing between \$3 and \$5.



With five miles of beach, biking is a great way to spend park of the day.

PHOTO COURTESY OF BEAUFORT REGIONAL CHAMBER OF COMMERCE

RELATED CONTENT

Digital Devices Down: RECONNECT 2017

Mark your calendar for this event designed to offer parents ways to take control of mismanaged media consumption.

Best Bets for Activities Along the Light Rail With Kids

The LYNX Blue Line gives you easy access to many local spots.

Discover These Family Exhibits in the Greater Charlotte Area

Your guide to this month's family-friendly exhibitions at local museums and other venues.

From The Web

Southern towns with real character

Annette Thompson, USA TODAY Go Escape magazine Published 8:00 a.m. ET July 2, 2017 | Updated 10:46 a.m. ET July 2, 2017



(Photo: Beaufort Chamber of Commerce)

Southerners don't have to wander far to explore remarkable destinations. Sure, sauntering through the Tuileries in Paris may make for exotic photos, but strolling a Southern main street will turn up a great experience, too. Come with us, and visit a few.

Music towns

There's something about the water in northwest Alabama. The area informally known as The Shoals encompasses four towns along the Tennessee River — Florence, Muscle Shoals, Sheffield and Tuscumbia — each with its own famous sound. Infused with the glamour of '60s and '70s rock gods, Muscle Shoals became the hit recording capital of the world at [FAME Recording Studios \(http://www.fame2.com\)](http://www.fame2.com), where artists ranging from Aretha Franklin to Alicia Keys have recorded; mingle around the same organ used in Wilson Pickett's Mustang Sally. Next, explore the tiny [Muscle Shoals Sound Studios \(http://www.msmsoundstudios.com\)](http://www.msmsoundstudios.com) in Sheffield, where the famed rhythm section known as the Swampers recorded with legends including the Rolling Stones, Lynyrd Skynyrd, Paul Simon and Cher, who used the studio's address (3614 Jackson Highway) as an album title and the building as cover art in 1969. End your day at Florence's [FloBama \(http://www.facebook.com/flobamadowntown\)](http://www.facebook.com/flobamadowntown), which serves up barbecue, burgers and smoking-hot, modern-day bands.

Finding work shouldn't be work

Sponsored by The Job Network

(<http://jobs.usatoday.com>)

In Mississippi's Delta, a distinctive sign marks the spot of the Devil's Crossroads in Clarksdale, where bluesman Robert Johnson supposedly sold his soul to the devil in exchange for supernatural guitar licks. Poke around a bit in this sleepy village to uncover the [Delta Blues \(http://www.deltabluesmuseum.org\)](http://www.deltabluesmuseum.org) and the [Rock & Blues \(http://www.blues2rock.com\)](http://www.blues2rock.com) museums, which trace the rise of both genres. Rhythmic songs rose out of the surrounding cotton fields by day and wafted into the juke joints at night. Blues and rock 'n' roll take the stage along with a mess of fried catfish and steamy tamales at [Ground Zero Blues Club \(http://www.groundzerbluesclub.com\)](http://www.groundzerbluesclub.com), an eatery co-owned by actor and Delta resident Morgan Freeman. When the fireflies come out, relax on the porch of a 1930s-style sharecroppers' cottage at [The Shack Up Inn \(http://www.shackupinn.com\)](http://www.shackupinn.com) on Hopson Plantation, where blues and rock musicians all jam.

Towns that live to eat

Often described as the most beautiful town in the South, Beaufort, S.C., is surrounded by water. This Lowcountry island village perches halfway between Charleston and Savannah, Ga., where marshes glow golden at sunrise and sunset. While folks come for the history — Beaufort dates to before the American Revolution — the restaurants keep them satisfied. You'll find shrimp and grits for breakfast, and a bounty of seafood at lunch and dinner. Noteworthy spots include [Wren \(http://www.wrenbeaufort.com\)](http://www.wrenbeaufort.com), [Breakwater \(http://www.breakwatersc.com\)](http://www.breakwatersc.com) and [Saltus River Grill \(http://www.saltusrivergrill.com\)](http://www.saltusrivergrill.com) restaurants, all serving sea flavors with farm produce. On a drive out to tour St. Helena Island's [Penn Center \(http://www.penncenter.com\)](http://www.penncenter.com), one of the first schools for freed slaves, stop by the [Shrimp Shack \(http://www.facebook.com/shrimpsacksc\)](http://www.facebook.com/shrimpsacksc) for a shrimp burger.

New Orleans glimmers to the south across Lake Pontchartrain, but Covington, La., has also transformed its charming streets into a food paradise. First courses begin at the [Oxlot 9 \(http://www.oxlot9.com\)](http://www.oxlot9.com) dining room inside the Southern Hotel, where chef Jeffrey Hansell dishes up crispy frog legs. He discovered his cooking chops at NOLA's famed Commander's Palace, and has brought fine Southern dining to the Northshore. Nearby [Del Porto \(http://www.delporistorante.com\)](http://www.delporistorante.com) is one of those Italian swoon-inducing gems that blends house-made pastas with local flavors such as fried rabbit bathed in fennel-sausage gravy. Take a drive into the countryside to visit [La Provence \(http://www.laprovenecerestaurant.com\)](http://www.laprovenecerestaurant.com), a French-inspired farm and eatery. A small farm next to the extensive garden includes rare Mangalitsa pigs, happy chickens and honey-producing bees. It doesn't get more farm-to-table than this drool-worthy place.

South Carolina: where to visit to step back in time

Blake Guthrie - For the AJC

12:00 a.m. Thursday, June 8, 2017 Filed in [Atlanta Life](#)



For the AJC

The 2.4-mile Boardwalk Loop Trail gives you the best overview at Congaree National Park. The park, which is located outside Columbia, S.C., protects the largest stand of old-growth floodplain forest left in the U.S. CONTRIBUTED BY BLAKE GUTHRIE

There's a lot more to South Carolina's history than Fort Sumter in Charleston Harbor, where the first shots of the Civil War were fired. Here are some of the lesser-trafficked and off-the-tourist-radar historical sites, including some natural and living history, from the Lowcountry to the Upstate and points in between.

Natural history at Congaree

One of the closest national parks to Atlanta is South Carolina's Congaree National Park, 3.5 hours from downtown. Located outside Columbia in the central part of the state, it's a newer park to the system, established in 2003 to protect the largest remaining stand of old-growth bottomland hardwood forest in the country. You'll find many champion trees





The Old Sheldon Church ruins near Beaufort, S.C., are one of the more photogenic spots in the Lowcountry. CONTRIBUTED BY BLAKE GUTHRIE For the AJC

Heart of the Lowcountry

All of downtown Beaufort and its surrounding neighborhoods are part of a National Historic District. Beaufort was founded as an English settlement in 1711, but Spanish settlements existed in the area much earlier.

Surrounded by water on three sides, Beaufort makes a great base of operations for exploring the heart of the Lowcountry. Across the bridge on St. Helena Island, the 50-acre campus of the Penn Center, established in 1862 as one of the first schools for freed African-American slaves, is also a National Historic District. The buildings scattered around the property are shaded by old-growth oaks dangling Spanish moss. The Rev. Martin Luther King Jr. is said to have penned a portion of his "I Have a Dream" speech in one of the cabins when he was in residence here. The York W. Bailey Museum (\$7 admission) chronicles the important history of the center and the Gullah culture of the region.

Another don't-miss site that's easy to miss is the Old Sheldon Church ruins along Old Sheldon Church Road 16 miles outside of Beaufort. The photogenic ruins of this church built in the mid-1700s stand as a beautiful and haunting shell surrounded by twisted trees and scattered grave sites along a sun-dappled two-lane road. Bring a camera.

Penn Center, 16 Penn Center Circle W., St. Helena Island. 843-838-2432, www.penncenter.com

IN OTHER NEWS:



COUNTY COUNCIL OF BEAUFORT COUNTY
BEAUFORT COUNTY ENGINEERING DEPARTMENT
2266 Boundary Street, Beaufort, SC 29902
Post Office Drawer 1228, Beaufort, SC 29901-1228
Telephone: 843-255-2700 Facsimile: 843-255-9420

TO: Councilman Jerry Stewart, Chairman, Finance Committee

VIA: Josh Gruber, Interim County Administrator *JG*
Alicia Holland, Assistant County Administrator for Finance *AH*

FROM: Robert McFee, PE, Division Director for Construction, Engineering & Facilities *JRM*

SUBJ: **Budget Request from Local Hospitality Taxes for Factory Creek Boat Ramp,
Lady's Island**

DATE: September 28, 2017

BACKGROUND. The Factory Creek Boat Ramp located on Lady's Island is one of the most popular water access points in the County. This ramp was last improved in 1990 and these improvements have reached the end of their useful life. Additionally, the ramp consistently fails to meet the demands for water access. This facility is identified for improvement in the Priority Investment Element of the Comprehensive Plan and the South Carolina Department of Natural Resources (SCDNR) Coastal County Road Ramp Study.

It is estimated that design, permitting and construction costs for the improvements for Factory Creek Boat Ramp will be approximately \$700,000. Based on these facts, staff recommends an appropriation from the Local Hospitality Tax Fund of \$630,000 for establishing a budget for the purpose of improving the Factory Creek Boat Ramp. The City of Beaufort has committed to a 10% cost share for this project and we are awaiting a commitment from SCDNR. There is a currently an available fund balance of \$5.0 million in the Local Hospitality Fund as per the attached financial worksheet

FOR ACTION. Finance Committee Meeting on October 2, 2017.

RECOMMENDATION. The Finance Committee approve and recommend to County Council establishment of a budget of \$700,000 for design, permitting and construction for the improvements to the Factory Creek Boat Ramp with \$630,000 in funding from the County's Local Hospitality Tax Fund.

JRM/mjh

Attachments: 1) Local Hospitality Tax Financial Worksheet
2) 2007 SC 5 Coastal County Boat Ramp Study

Contract/Dock/PierRepair/FinApp

**Beaufort County
Local Hospitality Tax
Fiscal Year 2017 as of June 30, 2017
Unaudited and Preliminary**

Revenues	
Local Hospitality Tax Revenues	\$ 2,241,842
Total Revenues	<u>2,241,842</u>
Expenditures	
Personnel	46,296
Purchased Services	6,343
Supplies	<u>4,606</u>
Total Expenditures	57,245
Excess (deficiency) of revenues over expenditures	2,184,597
Other Financing Sources (Uses)	
Transfers to General Fund ¹	(1,500,000)
Transfer to PARD Fund for Daufuskie Island Park	(85,369)
Transfers from State Accommodations Tax (2%) Fund ²	<u>50,000</u>
Total Other Financing Sources (Uses)	(1,535,369)
Net Change in Fund Balance	649,228
Fund Balance, beginning	<u>4,646,366</u>
Fund Balance, ending	<u>\$ 5,295,594</u>
Encumbrances	
Pinckney Island Access Design Services	<u>(250,000)</u>
Projected Fund Balance after Encumbrances	<u><u>\$ 5,045,594</u></u>

Note 1: The general fund provides for law enforcement and other public safety services, in which police protection of tourist facilities is one of the purposes of the local hospitality tax.

Note 2: County Council approved a transfer of \$200,000 from the local hospitality tax fund to the state accommodation tax (2%) fund on October 27, 2014. This transfer is being repaid in four equal annual installments of \$50,000 in fiscal years 2015, 2016, 2017, and 2018.

**South Carolina Five Coastal County Boat Ramp Study
June 2007**

Beaufort – Berkeley- Charleston – Georgetown – Horry

In cooperation with

SCDHEC-OCRM



Zande-Jon Guerry Taylor, P.E., Inc.

P.O. Box 1082, Mt. Pleasant, SC 29465 USA

Phone: 843-884-6415

Fax: 843-884-4026

www.jgtinc.com

**BEAUFORT COUNTY
BOATING NEEDS ASSESSMENT
SITE NARRATIVE AND PROPOSED FACILITY IMPROVEMENTS**

SITE NAME & ATLAS NO.: *White Hall – 07010
(Lady's Island)*

WATERWAY: *Factory Creek*

I. SITE NARRATIVE

White Hall, due to its location, is a heavily used facility even though it lacks adequate parking. Expansion of the existing parking lot is limited; however, realignment of the entrance could provide additional circulation and parking. Off-site parking should be found and acquired for use. The facility has good launching lanes and courtesy dock.

Site Recommendation: Expand site to meet projected demand.

II. ENTRANCE ROAD AND PARKING AREA

- 1. Consider a realignment of the entrance.*
- 2. Redesign striping of parking area as required by highway realignment.*
- 3. If available acquire additional parking to accommodate 70+ off-site parking spaces.*

III. MAKE-READY/TIE DOWN AREA

Stripe make-ready and tie-down areas in parking lot.

IV. PEDESTRIAN WALKWAYS

No improvements needed.

V. BOAT LAUNCHING RAMP

- 1. No improvements needed at this time. Monitor cracks in concrete ramps. Repair & maintain as required.*
- 2. Revisiting the launching ramp in three years is recommended to determine if it needs reconstruction to bring it up to state standards.*

VI. BOARDING DOCK

Repair/Replace worn docks and replace missing transition plate at floating dock/abutment connection.

VII. RESTROOMS

Existing "Jiffy John"

VIII. AMENITIES

- 1. Institute a "pack-it-in, pack-it-out" program.*
- 2. Protected left turn should be considered.*
- 3. Provide traffic control on busy days.*

IX. SITE DRAINAGE

--

X. FISHING AREA

--

XI. ADDITIONAL RECREATIONAL USE OPPORTUNITIES

--

**RECOMMENDED SITE IMPROVEMENTS
LISTED IN ORDER OF PRIORITY FIRST TO LAST**

1. *Repair courtesy dock immediately.*
2. *Repair and maintain concrete boat ramps as required.*
3. *Redesign parking lot as required.*
4. *Provide traffic control during busy periods.*
5. *Acquire additional off-site parking within 0.25 mile from site.*

BEAUFORT COUNTY
FIELD BOAT RAMP ASSESSMENT -EVALUATION FORM FOR EXISTING SITES

Date: 08SEP06 , Evaluator MWK SITE NAME AND DNR ATLAS NO. White Hall 07010

WATERBODY Factory Creek BASIN Beaufort River

LATITUDE N 32.25'14.0" LONGITUDE W 30.39'45.4"

GENERAL INFORMATION

Site Acreage: 0.7 , Wooded Acreage 0 , Wetlands- Estimated.Acreage .05

Observed Conditions: Depth 8' , Width 300' , Current Swift , Flooding None

Nearest Water Gauge Station: #8667999 Beaufort River

Access Road HWY 21 - Sea Island Parkway , Condition Major Road - Busy - Good/Paved

Estimated Number of Parking Spaces: 16 , Paved 16 , Unpaved 0

A. Number Designated for BR Parking 16 , Barrier Free 1 , Vehicle 0

B. No. BR Users in parking area 3 , In State 3 , Out of state 0

B. Potential for expansion Yes. Public Works to add more parking. Mitigate for wetland impact.

IV. BOAT LAUNCHING RAMP

1. Number of lanes 3 Width of Ramp 29' ^{≈ 65'} , Condition Very rough
Big cracks & eroded areas in concrete

2. Material Type: Concrete X Asphalt Dirt Other
If Concrete, Type of Finish: Grooved Raked Smooth Rough X

3. Dock/Pier/Gangway description and condition 6'x100' Alum. groundout dock. No tread plate at dock/abutment connection.

3. Safety Issues Busy Road for Access, no tread plate, very rough concrete.

V. **REST ROOMS AND TRASH:** Type of Rest Rooms 2 , Trash Facilities 0

BR FISHING AREA Type: Bank X Dock/Pier X Other
No. of Boaters at ramp 0 , No. Interviewed 0 , Interview attached NA

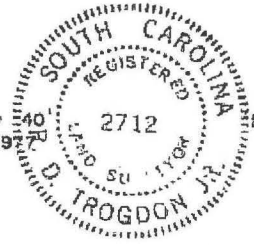
Non Scale Field Sketch to show feature and digital picture locations, Use back if required for further description of assessment issues and/or sketch.

Dock unstable & very soft at the end. Missing plastic floating units and a couple are breaking off. Very busy access intersection at HWY 21. Dock/abutment hinge has plate attachment that appears hazardous. Gap has no tread plate.

PLAT PREPARED FOR
BEAUFORT COUNTY COUNCIL

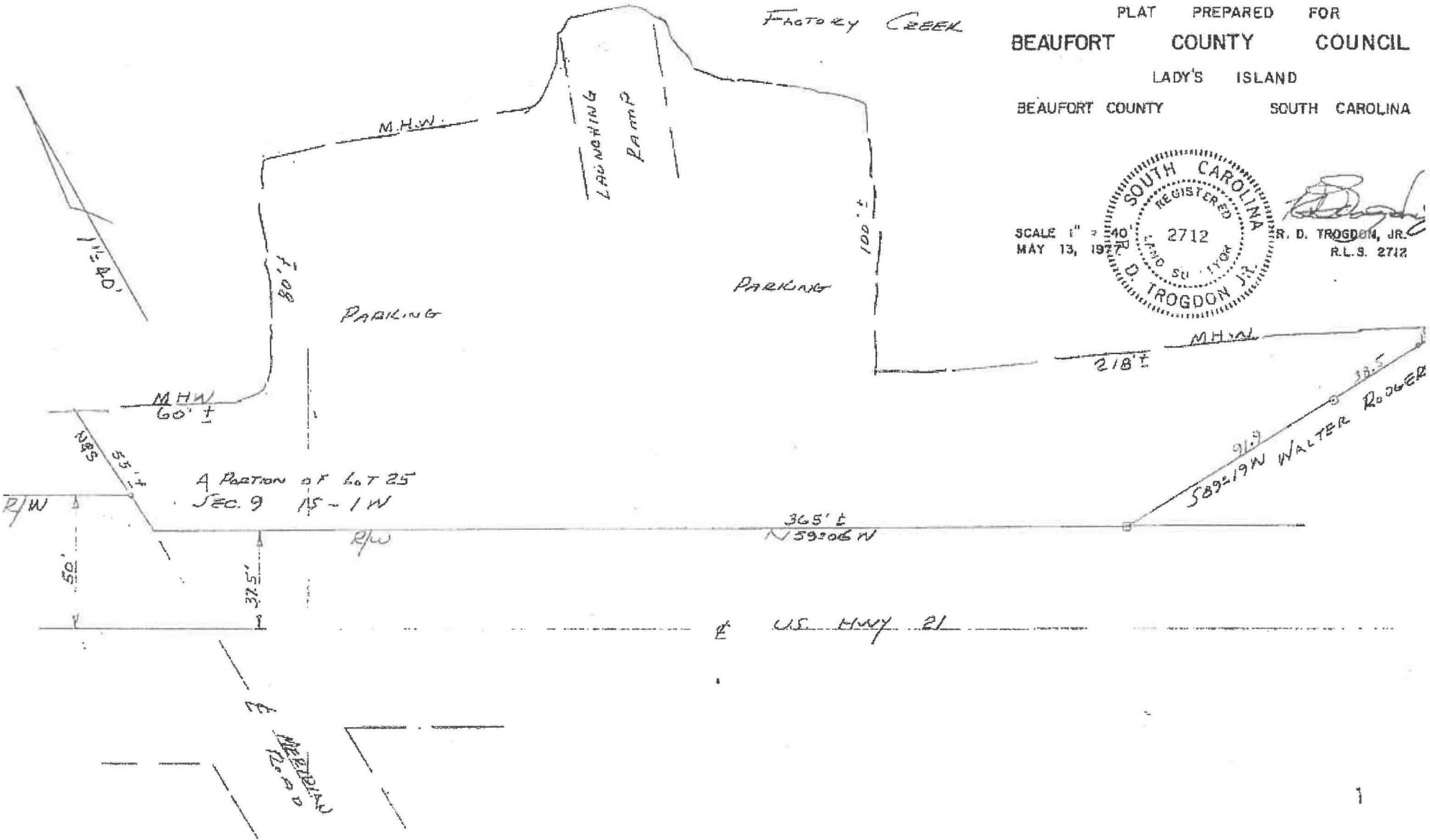
LADY'S ISLAND

BEAUFORT COUNTY SOUTH CAROLINA



R. D. Trogdon, Jr.
R. D. TROGDON, JR.
R.L.S. 2712

SCALE 1" = 40'
MAY 13, 1977



ORDINANCE 201 ___ / _____

AN ORDINANCE ENACTED PURSUANT TO S.C. CODE ANN. §4-37-30 ET SEQ. TO IMPOSE A ONE PERCENT (1%) TRANSPORTATION SALES AND USE TAX FOR NOT MORE THAN FOUR (4) YEARS, IF APPROVED BY REFERENDUM; TO AUTHORIZE THE ISSUE OF GENERAL OBLIGATION BONDS NOT TO EXCEED \$120,000,000 IF APPROVED BY REFERENDUM, TO DESCRIBE THE TRANSPORTATION-RELATED PROJECTS AND ESTIMATED CAPITAL COSTS OF THE PROJECTS TO BE FUNDED IN WHOLE OR IN PART FROM THE PROCEEDS OF THE TAX; TO ORDER A COUNTY-WIDE REFERENDUM ON THE QUESTION OF IMPOSING THE TAX AND AUTHORIZING THE ISSUANCE OF GENERAL OBLIGATION BONDS; TO PRESCRIBE THE CONTENTS OF THE BALLOT QUESTIONS; AND PROVIDE FOR ALL OTHER THINGS NECESSARY TO SUBMIT THE AFORESAID QUESTIONS TO THE ELECTORATE.

Adopted By

THE COUNTY COUNCIL

OF

BEAUFORT COUNTY, SOUTH CAROLINA

THE ___ DAY OF _____, 2017

TABLE OF CONTENTS

Section 1. Recitals and Legislative Findings 2

Section 2. Imposition of a One Percent Transportation Sales and Use Tax; Authorization for Bond
Issuance, if any; Duration of Tax; Projects and Project Descriptions 3

Section 3. Order to Hold Referendum and Duties of Election Commission..... 5

Section 4. Implementation of Project Plan..... 6

Section 5. Voting, Polling Places and Hours of Election..... 7

Section 6. Notice of Referendum 7

Section 7. Voter Registration and Elections Board..... 7

Section 8. Pre-Clearance Application 8

Section 9. Applicability and Effective Date..... 8

Section 10. Severability 8

Appendix A: Form of the Ballot Question; Local Question Number 2A:
A Referendum to Authorize a One Percent (1%) Transportation Sales and Use Tax
To Fund Transportation - Related Projects described in Question 2A 9

Appendix B: Form of the Ballot Question; Local Question Number 2B:
A Referendum to Authorize an Issue of General Obligation Bonds Not to Exceed \$120,000,000
To Fund Transportation - Related Projects described in Question 2A 11

ORDINANCE

AN ORDINANCE ENACTED PURSUANT TO S.C. CODE ANN. §4-37-30 ET SEQ. TO IMPOSE A ONE PERCENT (1%) TRANSPORTATION SALES AND USE TAX FOR NOT MORE THAN FOUR (4) YEARS, IF APPROVED BY REFERENDUM; TO AUTHORIZE THE ISSUE OF GENERAL OBLIGATION BONDS NOT TO EXCEED \$120,000,000 IF APPROVED BY REFERENDUM, TO DESCRIBE THE TRANSPORTATION-RELATED PROJECTS AND ESTIMATED CAPITAL COSTS OF THE PROJECTS TO BE FUNDED IN WHOLE OR IN PART FROM THE PROCEEDS OF THE TAX; TO ORDER A COUNTY-WIDE REFERENDUM ON THE QUESTION OF IMPOSING THE TAX AND AUTHORIZING THE ISSUANCE OF GENERAL OBLIGATION BONDS; TO PRESCRIBE THE CONTENTS OF THE BALLOT QUESTIONS; AND PROVIDE FOR ALL OTHER THINGS NECESSARY TO SUBMIT THE AFORESAID QUESTIONS TO THE ELECTORATE.

WHEREAS, the Beaufort County Council (the “*County Governing Body*”) finds the existing transportation infrastructure within the County of Beaufort and the cities and towns situated within the County (the “*municipalities*”) are inadequate to support the current and future transportation-related needs of the County and municipalities; and

WHEREAS, the County Governing Body finds that a one percent (1%) Transportation Sales and Use Tax and issue of general obligation bonds, if any, is the most equitable, affordable, efficient and expedient means of providing necessary financing to support, advance, develop and implement the transportation - related projects specified herein (the “*Projects*”); and

WHEREAS, the County Governing Body finds that a one percent (1%) Transportation Sales and Use Tax and the issue of general obligation bonds, if any, will enable the County to undertake, execute and complete, in whole or in part, the transportation-related Projects specified herein having determined that each Project is a necessary and a proper public purpose designated and designed to promote, support and contribute to the health, safety and welfare of the County’s and municipalities’ residents, citizens, visitors and businesses and will promote, develop and enhance economic development within the County and municipalities; and

WHEREAS, the County Governing Body, with the concurrence of the municipalities, desires to place on the November 6, 2018, General Election ballot a referendum question, which if approved by a majority of the qualified voters of Beaufort County, will authorize the imposition and levy of a one percent (1%) Transportation Sales and Use Tax for not more than Four (4) years and authorize, upon referendum approval, an issue of not to exceed \$120,000,000 in general obligation bonds all of which will be designated and directed exclusively to paying for, either directly or through payment of debt service on general obligation bonds, the reasonable and necessary expenses incidental to the Projects specified herein.

NOW, THEREFORE, BE IT ORDERED AND ORDAINED BY THE COUNTY COUNCIL OF BEAUFORT COUNTY, AND IT IS ORDAINED BY THE AUTHORITY OF SAID COUNCIL THAT:

Section 1. Recitals and legislative findings

As an incident to the adoption of this ordinance, the Beaufort County Council of Beaufort County, South Carolina (the “Council”) makes the following findings:

Section 1.1. The South Carolina General Assembly enacted Title 4, Chapter 37, Section 30, Code of Laws of South Carolina, 1976, as amended (the “Code”), (hereinafter the “*Transportation Sales and Use Tax*”) which empowers the County Governing Body to levy and impose a one percent (1%) sales and use tax by ordinance, subject to referendum, within the county and municipalities for a project or projects, for a specified period of time, to collect a limited amount of money and use the tax revenue to pay directly and, or, pay the debt service on bonds, if any, issued by the county, subject to referendum, to pay the cost of the projects authorized by this ordinance.

Section 1.2. The County Governing Body finds that a *Transportation Sales and Use Tax* imposed solely for the purpose provided herein to pay directly and, or, through payment of debt service upon issue of general obligation bonds, if any, and subject to a referendum, to pay all reasonable and necessary expenses incidental to the purchase, acquisition, construction, repair, alteration and improvement of transportation projects as more fully described in Section 2.3 including, without limitation, the costs and expenses of studies, land title and mortgage title policies, architectural, engineering and construction management services, legal, accounting, organizational, marketing or other special services related to the financing of the projects and issuance of bonds, if any, financial or underwriting fees and expenses incurred in connection with issuing bonds, if any, rating agencies' fees, initial trustee and paying agent fees, recording and filing fees, and any and all other necessary and incidental expenses related to execution of the projects set forth in Section 2.3 (the “Projects”) all of which serve a necessary and proper public and corporate purpose of the County and its municipalities, enhance the safety, efficiency and aesthetics of the public infrastructure of the County and municipalities thereby promoting the public health, safety and welfare, desirable living conditions and economic development of the County and municipalities and addresses the transportation related infrastructure needs of the County and municipalities now and in the future.

Section 1.3. The South Carolina General Assembly enacted Title 4, Chapter 37, Section 30(A)(3), Code of Laws of South Carolina, 1976, and authorized that in addition, the referendum may contain a question on the authorization of general obligation bonds under the exemption provided in Section 14(6), Article X of the Constitution of South Carolina, 1895, so that revenues derived from the imposition of the sales and use tax may be pledged to the repayment of bonds. If the referendum on the question relating to the issuance of general obligation bonds is approved, the county may issue bonds in an amount sufficient to fund the expenses of the project or projects.

Section 1.4. Article X, Section 14 of the Constitution of the State of South Carolina, 1895, as amended (the “Constitution”), provides that Counties of the State shall have the power to incur bonded indebtedness in such manner and upon such terms and conditions as the General Assembly may have heretofore or may hereafter prescribe.

Section 1.5. Article X, Section 14, subsection (6) of the Constitution provides that if general obligation debt is authorized by a majority vote of the qualified electors of the County voting in a referendum authorized by law, there shall be no conditions or restrictions limiting the incurring of such indebtedness except (i) those restrictions and limitations imposed in the authorization to incur such

indebtedness; (ii) such general obligation debt shall be issued within five years of the date of such referendum; and (iii) general obligation debt may be incurred only for a purpose which is a public purpose and which is a corporate purpose of the County and such debt shall mature within 40 years from the time such indebtedness shall be incurred.

Section 1.6. The provisions of Title 11, Chapter 27, Section 40, Code of Laws of South Carolina, 1976, as amended (the “Code”), empower the County Council to order any such referendum as is required by Article X of the Constitution, to prescribe the notice thereof and to conduct or cause to be conducted such referendum in the manner prescribed by Title 7 Code of Laws of South Carolina, 1976.

Section 1.7. The amount of general obligation bonds required for such purposes exceeds the County’s present constitutional debt limitation unless the question of issuing such bonds is submitted to and approved by the qualified electors of the County.

Section 1.8. In order to comply with 42 U.S.C. § 1973(c), Section 5 of the Voting Rights Act, the County Council must seek pre-clearance from the United States Department of Justice, Voting Rights Division, for conducting the referendum. The request for pre-clearance must be received by the Department of Justice more than 60 days prior to the referendum.

Section 2. Imposition of a One Percent Transportation Sales and Use Tax; Authorization for Bond Issuance, if any; Duration of Tax; Projects and Project Descriptions

Section 2.1. A Transportation Sales and Use Tax, as authorized by Title 4, Chapter 37, Section 30, Code of Laws of South Carolina, 1976, as amended, is hereby imposed within Beaufort County and the municipalities, subject to favorable vote of a majority of the qualified electors voting in the General Election held in Beaufort County on November 6, 2018.

A referendum authorizing the imposition of a Transportation Sales and Use Tax is authorized to contain a question to authorize the issuance of general obligation bonds in an amount not to exceed \$120,000,000.00 under the exemption provided in Section 14(6), Article X of the Constitution of South Carolina, 1895, so that revenues derived from the imposition of the sales and use tax may be pledged to the repayment of the bonds.

Section 2.2. The Transportation Sales and Use Tax authorized by this Ordinance shall be expended for the purposes set forth in Section 1.2 of this Ordinance.

Section 2.3. The transportation-related Projects for which the proceeds of the tax will be used include highways, roads, streets, bridges, mass transit systems, greenbelts, and other transportation-related projects facilities including, but not limited to, drainage facilities relating to the highways, roads, streets, bridges, and other transportation-related projects; jointly-operated projects, of the type specified in this Section 2.3 of this Ordinance by the County and South Carolina Department of Transportation; and, or, projects specified in this Section 2.3 of this Ordinance operated by the county or jointly-operated projects of the county and other governmental entities.

The Projects and a description of the projects for which the proceeds of the tax are to be used are as follows:

Project Name	Project Description	Estimated Capital Cost
Hilton Head Island - US278 Corridor Traffic Improvements	Repair and/or replace the existing spans of the bridges to Hilton Head Island and other improvements between Moss Creek Drive and Squire Pope Road	\$80,000,000
Lady's Island Corridor Traffic Improvements	Roadway traffic improvements between the Woods Memorial Bridge and the Chowan Creek Bridge	\$30,000,000
Sidewalks and Multi-Use Pathways – Safe Routes to Schools	Installation and repair of sidewalks and multi-use pathways at multiple locations within Beaufort County so as to provide safe walking routes to schools and improved access to residential communities	\$10,000,000
TOTAL:		\$120,000,000

Section 2.4. The anticipated tax year will end Four (4) years from the date of imposition, to wit: 2022; provided, however, the tax terminates on the earlier of the final day of the maximum time specified for the imposition, or the end of the calendar month during which the Department of Revenue determines that the tax has raised revenues sufficient to provide the greater of either the cost of the projects as approved in the referendum or the cost to amortize all debts related to the approved projects.

Section 2.5. Amounts collected in excess of the required proceeds first must be applied, if necessary, to complete each project for which the tax was imposed. Any additional revenue collected above the specified amount must be applied to the reduction of debt principal of the County on transportation infrastructure debts only.

Section 2.6. The tax levied pursuant to this section must be administered and collected by the Department of Revenue in the same manner that other sales and use taxes are collected. The department may prescribe the amounts which may be added to the sales price because of the tax.

Section 2.7. The tax authorized by this Ordinance is in addition to all other local sales and use taxes and applies to the gross proceeds of sales in the applicable jurisdiction which are subject to the tax imposed by Chapter 36 of Title 12 and the enforcement provisions of Chapter 54 of Title 12. The gross proceeds of the sale of items subject to a maximum tax in Chapter 36 of Title 12 are exempt from the tax

imposed by this section. The gross proceeds of the sale of food lawfully purchased with United States Department of Agriculture food stamps are exempt from the tax imposed by this section. The tax imposed by this section also applies to tangible personal property subject to the use tax in Article 13, Chapter 36 of Title 12.

Section 2.8. Taxpayers required to remit taxes pursuant to Article 13, Chapter 36 of Title 12 must identify the county in which the tangible personal property purchase at retail is stored, used, or consumed in this State.

Section 2.9. Utilities are required to report sales in the county in which consumption of the tangible personal property occurs.

Section 2.10. A taxpayer subject to the tax imposed by Section 12-36-920, who owns or manages rental units in more than one county shall report separately in his sales tax return the total gross proceeds from business done in each county.

Section 2.11. The gross proceeds of sales of tangible personal property delivered after the imposition date of the tax levied pursuant to this section in a county, either pursuant to the terms of a construction contract executed before the imposition date, or a written bid submitted before the imposition date, culminating in a construction contract entered into before or after the imposition date, are exempt from the special local sales and use tax provided in this section if a verified copy of the contract is filed with the Department of Revenue within six months after the imposition of the special local sales and use tax.

Section 2.12. Notwithstanding the imposition date of the special local sales and use tax authorized pursuant to this section, with respect to services that are billed regularly on a monthly basis, the special local sales and use tax is imposed beginning on the first day of the billing period beginning on or after the imposition date.

The revenues of the tax collected in each county pursuant to this section must be remitted to the State Treasurer and credited to a fund separate and distinct from the general fund of the State. After deducting the amount of refunds made and costs to the Department of Revenue of administering the tax, not to exceed one percent of the revenues, the State Treasurer shall distribute the revenues and all interest earned on the revenues while on deposit with him quarterly to the county in which the tax is imposed, and these revenues and interest earnings must be used only for the purpose stated in the imposition ordinance. The State Treasurer may correct misallocations by adjusting later distributions, but these adjustments must be made in the same fiscal year as the misallocations. However, allocations made as a result of city or county code errors must be corrected prospectively.

Section 2.13. The Department of Revenue shall furnish data to the State Treasurer and to the counties receiving revenues for the purpose of calculating distributions and estimating revenues. The information which must be supplied to counties upon request includes, but is not limited to, gross receipts, net taxable sales, and tax liability by taxpayers. Information about a specific taxpayer is considered confidential and is governed by the provisions of Section 12-54- 240. A person violating this section is subject to the penalties provided in Section 12-54-240.

Section 3. Order to Hold Referendum and Duties of Election Commission

Section 3.1. Upon receipt of this Ordinance, the county election commission shall conduct a referendum on the question of imposing the optional special sales and use tax in Beaufort County. A referendum for this purpose must be held at the time of the general election conducted on November 6, 2018. The election commission shall publish the date and purpose of the referendum once a week for

four consecutive weeks immediately preceding the date of the referendum in a newspaper of general circulation in the jurisdiction. A public hearing must be conducted at least fourteen days before the referendum after publication of a notice setting forth the date, time, and location of the public hearing. The notice must be published in a newspaper of general circulation in the county at least fourteen days before the date fixed for the public hearing.

Section 3.2. Pursuant to Title 7, Chapter 13, Section 355, the Referendum question shall be submitted to the Beaufort County Board of Elections and Voter Registration to be placed on the ballot no later than 12:00 noon on August fifteenth or, if August fifteenth falls on Saturday or Sunday, not later than 12:00 noon on the following business day.

Section 3.3. All qualified electors desiring to vote in favor of imposing the tax for a particular purpose shall vote "yes" and all qualified electors opposed to levying the tax for a particular purpose shall vote "no". If a majority of the votes cast are in favor of imposing the tax for the Projects, then the tax is imposed as provided herein; otherwise, the tax is not imposed. The election commission shall conduct the referendum pursuant to the election laws of this State, mutatis mutandis, and shall certify the result no later than November thirtieth after the date of the referendum to the Beaufort County Council and to the Department of Revenue. Included in the certification must be the maximum cost of the projects to be funded in whole or in part from proceeds of the tax, the maximum time specified for the imposition of the tax, and the principal amount of bonds, if any, to be supported by the tax receiving a favorable vote. Expenses of the referendum must be paid by the jurisdiction conducting the referendum.

Section 3.4. If the tax is approved in the referendum, the tax is imposed effective the first day of May following the date of the referendum. If the certification is not made timely to the Department of Revenue, the imposition is postponed for twelve months.

Section 4. Implementation of Project Plan

Section 4.1. The Project Plan and Description as set forth in Section 2, having been approved by the Beaufort County Council, shall be implemented by the Beaufort County Administrator. The Beaufort County Administrator shall develop a comprehensive schedule to implement the Project Plan. The Administrator shall submit to the County Council, prior to implementing the Project Plan, a schedule and the County Council must approve the schedule prior to its implementation. At a minimum, the schedule must identify and list the projects as identified in Section 2.3, with an estimated start and completion date and the total amount of funds needed to complete the project.

Section 4.2. If the Referendum on the question relating to the imposition and levy of a one percent (1%) Sales and Use Tax is approved and if the referendum on the question relating to the issuance of general obligation bonds is approved, the County Administrator and his or her designees are authorized to implement the execution of the Projects subject to a comprehensive schedule to execute the Projects. Before implementing a Project Plan, the Administrator will submit the schedule to the Beaufort County Council for review and approval.

The Beaufort County Council recognizes that the order of Project implementation may vary due to unforeseen circumstances; acts of God including environmental conditions, weather and unforeseen and unanticipated conditions necessitating a change to the order of Project implementation and completion. Accordingly, the Beaufort County Council retains the right and privilege to alter, adjust, schedule and reschedule the order in which any particular Project will be undertaken and executed without the necessity of amending or repealing all of the Projects provided in this Ordinance at Section 2.3.

Section 5. Voting, Polling Places and Hours of Election

Section 5.1. The voting precincts in the County for the Referendum shall be those designated pursuant to Section 7-7-110 of the Code of Laws of South Carolina, 1976, as amended. The polling places for each of such precincts shall be designated by the Beaufort County Board of Elections and Voter Registration (the "Elections Board").

The polls shall be opened at 7:00 a.m. and closed at 7:00 p.m. on the date fixed for the Referendum and shall be held open during said hours without intermission or adjournment.

Section 5.2. The Referendum shall be conducted using either voting machines or paper ballots as provided by State law. Upon approval by the Elections Board, the form of ballots to be used in the Referendum and the instructions to voters appearing thereon shall be in substantially the form set forth in Appendix A and B with such other changes as may be deemed necessary by the appropriate state and local officials upon concurrence of the Chairman of the County Council.

Section 5.3. Every person offering to vote must be at least 18 years of age on the date of the Referendum, must reside in the County and must be duly registered on the books of registration for Beaufort County as an elector in the precinct in which he or she resides and offers to vote on or before the date on which said books of registration are closed for the Referendum, and must present his or her registration certificate or valid South Carolina driver's license or other form of identification containing a photograph issued by the South Carolina Department of Public Safety, if not licensed to drive. Any registered elector who meets the requirements set forth in the preceding sentence and who has moved his or her place of residence within the County after the date on which said books of registration are closed for the Referendum, but before the date of the Referendum, shall be entitled to vote in his or her previous precinct of residence in the Referendum.

Section 6. Notice of Referendum

Section 6.1. A Notice of Referendum substantially in the form set forth in Appendix C, shall be published in compliance with the provisions of Sections 7-13-35 and 4-15-50 of the Code of Laws of South Carolina, 1976, as amended, not less than 60 days prior to the Referendum, not later than two weeks after such first notice is published, and once not less than 15 days prior to the occasion set for the holding of the Referendum.

The Elections Board is authorized to change any of the locations of polling places for the Referendum as deemed necessary or advisable. Appropriate changes are to be made to the Notice of Referendum.

Section 7. Voter Registration and Elections Board

Section 7.1. A certified copy of this Ordinance shall be filed with the Elections Board accompanied by written notice from the Chairman of the County Council establishing the date for the Referendum as November 7, 2006. The Elections Board is hereby requested as follows:

- (a) To join in the action of the County in providing for the Notice of Referendum in substantially the form contained herein;
- (b) To prescribe the form of a ballot to be used in the Referendum;
- (c) To arrange for polling places for each precinct, or any part of a precinct within the County;
- (d) To appoint Managers of Election;
- (e) To provide a sufficient number of ballots or voting machines, as the case may be, for the Referendum;

- (f) To conduct the Referendum, receive the returns thereof, canvass such returns, declare the results thereof, and certify such results to the County Council; and
- (g) To take other steps and prepare such other means as shall be necessary or required by law in order to properly conduct the Referendum.

Section 8. Pre-Clearance Application

Request for pre-clearance of the Referendum pursuant to the Section 5 of the Voting Rights Act shall be submitted on behalf of the County in a timely fashion by counsel.

Section 9. Applicability and Effective Date

This Ordinance shall become effective upon third and final reading by the County.

Section 10. Severability

If any part of this Ordinance is held by a court of competent jurisdiction to be unconstitutional, illegal, or invalid for any reason, it shall be construed to have been the legislative intent of the County Council of Beaufort County, South Carolina, to pass this Ordinance without such unconstitutional, illegal or invalid provision, and the remainder of this Ordinance shall be deemed and held to be constitutional, lawful and valid as if such portion had not been included. If this Ordinance or any provision thereof is held by a court of competent jurisdiction to be inapplicable to any person, group of persons, property, kind of property, circumstances or set of circumstances, such holding shall not affect the applicability thereof to any other persons, property or circumstances.

**APPROVED AND ADOPTED BY THE COUNTY COUNCIL OF BEAUFORT COUNTY,
SOUTH CAROLINA ON THIS _____ DAY OF _____, 2017.**

COUNTY COUNCIL OF BEAUFORT COUNTY

D. Paul Sommerville, Chairman

APPROVED AS TO FORM

Thomas J. Keaveny, II, Esquire
Beaufort County Attorney

(SEAL)
ATTEST:

Ashley M. Bennett, Clerk to Council

First Reading:
Second Reading:
Public Hearing:
Third and Final Reading:

APPENDIX A

FORM OF BALLOT
OFFICIAL BALLOT -- REFERENDUM
LOCAL QUESTION NUMBER 2A
AUTHORIZATION TO IMPOSE A ONE PERCENT (1%)
TRANSPORTATION SALES AND USE TAX
TO FINANCE THE TRANSPORTATION-RELATED PROJECTS DESCRIBED IN THE
QUESTION 2A

Precinct _____

No. _____

Initials of Issuing Officer

Local Question 2A

I approve a special transportation sales and use tax in the amount of one percent (1%) to be imposed in Beaufort County for not more than Four (4) years, or until a total of \$120,000,000 in resulting revenue has been collected, whichever comes first. The sales tax proceeds will be used for the following projects as described and for which an estimated capital cost is stated.

Hilton Head Island – US 278 Corridor Traffic Improvements: Repair and/or replace the existing spans of the bridges to Hilton Head Island and other improvements between Moss Creek Drive and Squire Pope Road\$80,000,000

Lady’s Island Corridor Traffic Improvements: Roadway traffic improvements between the Woods Memorial Bridge and the Chowan Creek Bridge\$30,000,000

Sidewalks and Multi-Use Pathways – Safe Routes to Schools: Installation and repair of sidewalks and multi-use pathways at multiple locations within Beaufort County so as to provide safe walking routes to schools and improved access to residential communities \$10,000,000

Total: \$120,000,000

Yes, in favor of the question []

No, opposed to the question []

If you are in favor of the question, place a check or cross-mark in the square after the words “Yes, in favor of the question”; if you are opposed to the question, place a check or cross-mark in the square after the words “No, opposed to the question.”

**APPENDIX B
FORM OF BALLOT
OFFICIAL BALLOT -- REFERENDUM
LOCAL QUESTION NUMBER 2B
AUTHORIZATION TO IMPOSE A ONE PERCENT (1%)
TRANSPORTATION SALES AND USE TAX
TO FINANCE THE TRANSPORTATION-RELATED PROJECTS DESCRIBED IN THE
QUESTION 2A**

Precinct _____
No. _____

Initials of Issuing Officer

Local Question 2B

I approve the issuance of not exceeding \$120,000,000 of general obligation bonds of Beaufort County, maturing over a period not to exceed Four (4) years to fund the Transportation - Related projects identified in Beaufort County Local Referendum Question 2A.

Yes, in favor of the question

No, opposed to the question

If you are in favor of the question, place a check or cross-mark in the square after the words "Yes, in favor of the question"; if you are opposed to the question, place a check or cross-mark in the square after the words "No, opposed to the question."

STATE OF SOUTH CAROLINA)
)
COUNTY OF BEAUFORT)

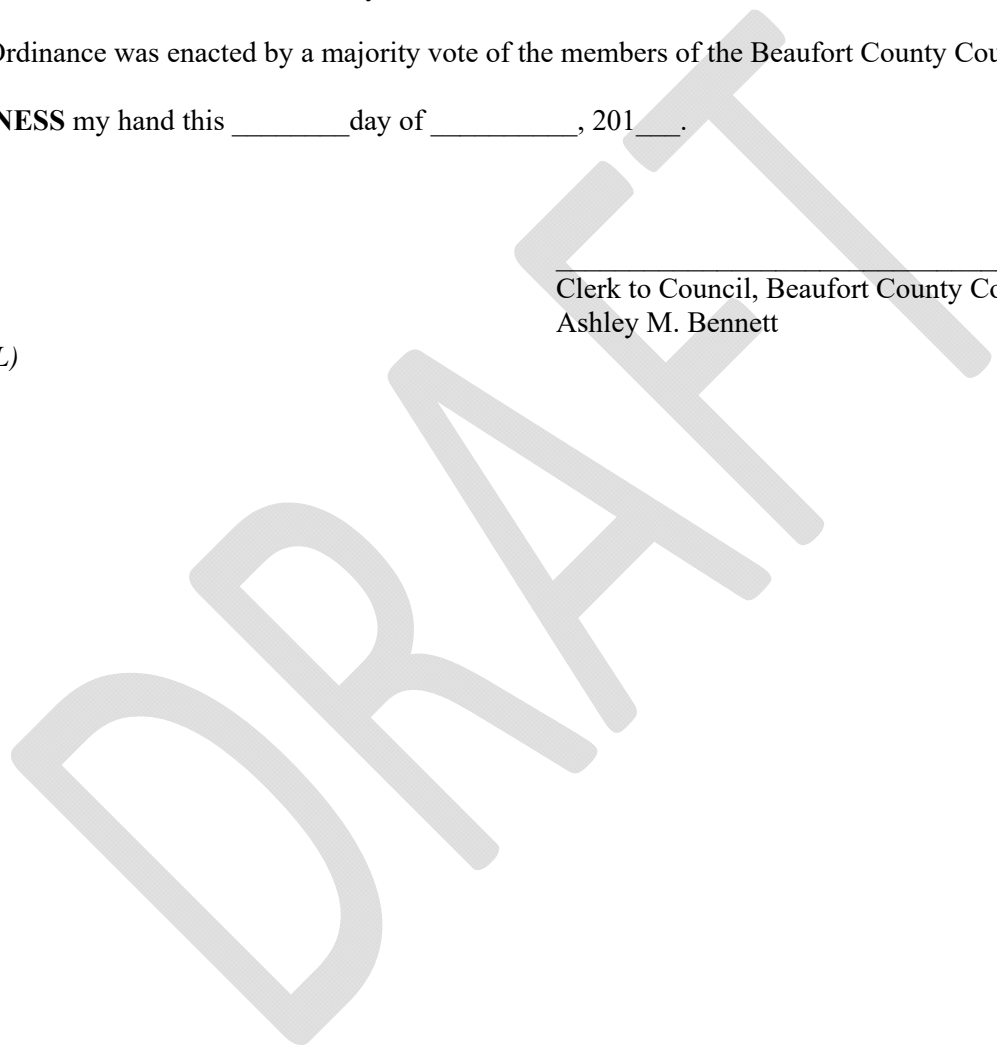
I, the undersigned, Clerk to Council of the Beaufort County Council, South Carolina (the “County Council”), do hereby certify that attached hereto is a true, correct and verbatim copy of an Ordinance duly enacted on the ____ day of _____, 201__, by the County Council, having been read three times at duly called and properly held public meetings at which a quorum of members attended and remained present throughout. Copies of the form of the documents referred to therein as presented to the meeting are on file in the offices of the County.

The Ordinance was enacted by a majority vote of the members of the Beaufort County Council.

WITNESS my hand this ____ day of _____, 201__.

Clerk to Council, Beaufort County Council
Ashley M. Bennett

(SEAL)



ADD-ONS

The document(s) herein were provided to Council for information and/or discussion after release of the official agenda and backup items.

Topic: ATax Supporting Documents
Date Submitted: October 2, 2017
Submitted By: Gerald Stewart
Venue: Finance Committee

ARTICLE II. - ACCOMMODATIONS TAX BOARD²¹

Footnotes:

--- (2) ---

Cross reference— Boards and commissions, § 2-191 et seq.

DIVISION 1. - GENERALLY

Sec. 66-26. - Purpose.

The purpose of the accommodations tax board shall be to advise the county council in matters concerning the expenditure of revenues received by the county by means of a two-percent state tax on tourist lodging facilities; provisions of the state act require the council to comply with specified criteria for the expenditure of revenues derived from the tax, and the council wishes to comply with the provisions of the state act.

(Code 1982, § 7-21(a))

Sec. 66-27. - Membership.

Membership on the accommodations tax board shall be composed of the following:

- (1) Four members shall be selected from the hospitality industry of the county.
- (2) Two members shall be selected at the pleasure of the council.
- (3) One member shall be selected from a cultural organization.

(Code 1982, § 7-21(b)(1)—(3))

Sec. 66-28. - Meetings.

The accommodations tax board shall meet no less than four times a year.

(Code 1982, § 7-21(b)(4))

Sec. 66-29. - Powers and duties.

To be in compliance with S.C. Code of Law, Title 6 Chapter 4, the state (2%) accommodations tax shall be allocated in the following manner:

- (1) Be in compliance with the Ordinance No. 89-9; however, the first \$25,000.00 of revenues received from the accommodations tax will, by law, be placed in the county's general fund with no restrictions on the expenditures.
- (2) Five percent of the balance must be allocated to the general fund with no restrictions on expenditures.

- (3) Thirty percent of the remaining balance is split with half going to the Beaufort Regional Chamber of Commerce and half going to the Hilton Head - Bluffton Chamber of Commerce as the council hereby designates the Beaufort Regional Chamber of Commerce and the Hilton Head - Bluffton Chamber of Commerce as the designated marketing organizations (DMOs).
 - (a) In accordance with state law, the DMOs shall submit for approval a budget of planned expenditures. The proposed budgets from the two DMOs shall be presented at the April finance committee meeting. At the end of each fiscal year, an organization receiving funds shall render an accounting of the expenditure to the county. The final reports from the two DMOs shall be presented at the August finance committee meeting.
 - (b) Advertising expenditures using these county funds cannot be spent within Beaufort County except for notifications of festivals or other events similar in nature.
 - (c) Adoption of this section goes into effect immediately; however, any changes to this section of the Code after initial adoption shall go into effect one year from date of adoption.
- (4) (a) The remaining balance plus earned interest received by the county must be allocated to a special fund and used for tourism-related expenditures. These expenditures shall be dispersed through a grant process of which the Accommodations (2% State) Tax Board evaluates requests and makes recommendations to County Council. Grant requests must not be used as an additional source of revenue to provide services normally provided by the county, but to promote tourism and enlarge its economic benefits through advertising, promotion, and providing those facilities and services which enhance the ability of the county to attract and provide for tourists. Tourism-related expenditures include:
 - i. Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity;
 - ii. Promotion of the arts and cultural events;
 - iii. Construction, maintenance, and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities;
 - iv. The criminal justice system, law enforcement, fire protection, solid waste collection, and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourists;
 - v. Public facilities such as restrooms, dressing rooms, parks, and parking lots;
 - vi. Tourist shuttle transportation;
 - vii. Control and repair of waterfront erosion;
 - viii. Operating visitor information centers.
- (b) Allocation must be spent within two years of receipt.

(Code 1982, § 7-21(c); [Ord. No. 2009/15, 3-30-2009](#))

Secs. 66-30—66-40. - Reserved.

DIVISION 2. - ACCOMMODATIONS (3%) TAX

Sec. 66-41. - Authority.

This article is enacted pursuant to the authority S.C. Code § 4-9-30 (1976, as amended) which provides that the county may adopt all ordinances which appear necessary and proper for the security, general

welfare and convenience of the county and for the preservation of the general health, peace and order in the county and S.C. Code § 6-1-500 et seq. (1976, as amended) which expressly provides authorization for the imposition of a local accommodations tax.

(Ord. No. 2002-11, § 1, 3-11-2002; [Ord. No. 2005/10, § 1, 3-28-2005](#))

Sec. 66-42. - Local (3%) accommodations tax—definitions.

- (a) *Tourist* and *transient* means a person traveling to and staying in places outside his or her usual environment for one night or more for leisure, business, or any other purpose for consideration within the unincorporated areas of Beaufort County, South Carolina. A person meeting this definition may be staying in places of public accommodations such as hotels, motels, inns, condominium, bed and breakfasts, tourist courts, campgrounds or the residences of family or friends for consideration.
- (b) *Local accommodations tax* means a tax on the gross proceeds derived from the rental or charges for any rooms, campground spaces, lodgings, or sleeping accommodations furnished to transients by any hotel, inn, tourist court, tourist camp, motel, campground, residence or any place in which rooms, lodgings, or sleeping accommodations are furnished to transients for consideration. This tax does not apply where the facilities consist of less than six sleeping rooms, contained on the same premises, which is used as the individual's place of abode. The gross proceeds derived from the lease or rental of sleeping accommodations supplied to the same person for a period of 90 continuous days are not considered proceeds from transients. The tax imposed herein does not apply to additional guest charges as defined in S.C. Code § 12-36-920(B) (1976, as amended).
- (c) A local accommodations tax equal to three percent is hereby imposed on the gross proceeds derived from the rental of any room(s) (excluding meeting rooms) as provided above.

(Ord. No. 2002-11, § 2, 3-11-2002; [Ord. No. 2005/10, § 2, 3-28-2005](#) ; [Ord. No. 2009/15, 3-30-2009](#))

Sec. 66-43. - Payment of local (3%) accommodations tax.

- (a) Payment of the local accommodations tax established herein shall be the liability of the consumer of the services described herein. The local accommodations tax shall be paid at the time of delivery of the services to which the local accommodations tax applies, and shall be collected by the provider of the services.
- (b) The county shall provide a local accommodations tax return, which shall be utilized by the provider of the services to calculate the amount of local accommodation taxes collected and due. Payment shall be made to Beaufort County and shall be made at the same time the return is required to be filed as provided below.

Real estate agents, brokers, corporations, or listing services required to remit taxes under this article must notify the county if rental property, previously listed by them, is dropped from their listings. The notice shall be on a form provided by the county.
- (c) The local accommodations tax collected by the provider of the services as required herein shall be remitted to the County of Beaufort, South Carolina, as follows:
 - (1) Payment shall be collected and remitted monthly starting January 1, 2010 and each month thereafter.
 - (2) Payments are due on or before the twentieth day following the end of the filing period.
- (d) An interest-bearing restricted account, kept in a separate fund segregated from the county's general fund and to be known as "The County of Beaufort, South Carolina, Local Accommodations Tax Account" is hereby established. All revenue and interest generated by the local accommodations tax shall be deposited into this account. "The County of Beaufort, South Carolina, Local Accommodations

Tax Account," shall be controlled by the county administrator for the County of Beaufort, South Carolina. The principal and any accrued interest thereon shall be spent only as provided herein.

- (e) Deposits into "The County of Beaufort, South Carolina, Local Accommodations Tax Account" may also include appropriations from the general fund by the county council and voluntary contributions of money and other liquid assets from any source. Once any such funds are so deposited, the funds become dedicated funds and may only be spent as provided herein.

(Ord. No. 2002-11, § 3, 3-11-2002; [Ord. No. 2005/10, § 3, 3-28-2005](#); [Ord. No. 2009/15, 3-30-2009](#); [Ord. No. 2009/36, 10-12-2009](#))

Sec. 66-44. - Permitted uses of local (3%) accommodations tax funds.

- (a) The county council is hereby authorized to utilize the funds collected from the imposition and collection of the local accommodations tax and other funds deposited into "The County of Beaufort, South Carolina, Local Accommodations Tax Account." The revenue generated by the local accommodations tax must be used exclusively for the following purposes:
 - (1) Tourism-related buildings, including, but not limited to, civic centers, coliseums, and aquariums;
 - (2) Cultural, recreational, or historic facilities;
 - (3) River/beach access and renourishment;
 - (4) Highways, roads, streets, bridges and boat ramps providing access to tourist destinations;
 - (5) Advertisements and promotions related to tourism development;
 - (6) Water and sewer infrastructure to serve tourism-related demand; and
 - (7) The operation and maintenance of those items provided in (a)(1) through (a)(6) above, including police, fire protection, emergency medical services, and emergency-preparedness operations directly attendant to those facilities.
 - (8) For all other proper purposes including those set forth herein.
- (b) Authorization to utilize any funds from the "County of Beaufort, South Carolina, Local Accommodations Tax Account," shall be by ordinance duly adopted by the county council for the County of Beaufort, South Carolina.

(Ord. No. 2002-11, § 4, 3-11-2002; [Ord. No. 2005/10, § 4, 3-28-2005](#); [Ord. No. 2009/15, 3-30-2009](#))

Sec. 66-45. - Inspections and audits.

- (a) For the purpose of enforcing the provisions of this article, the license official or other authorized agent of the County of Beaufort, South Carolina, is empowered to enter upon the premises of any person or establishment subject to this article to make inspections, examine and audit books and records of such person or establishment.
- (b) It shall be unlawful for any person to fail or refuse to make available the necessary books and records during normal business hours upon 24 hours' written notice. In the event that the audit reveals that false information has been filed by the remitter, the costs of the audit shall be added to the correct amount determined to be due in addition to the penalties provided herein. The license official may make systematic inspections of all businesses within the unincorporated areas of the County of Beaufort, South Carolina, to ensure compliance with this chapter.

(Ord. No. 2002-11, § 5, 3-11-2002; [Ord. No. 2005/10, § 5, 3-28-2005](#); [Ord. No. 2009/36, 10-12-2009](#))

Sec. 66-46. - Violations and penalty.

- (a) It shall be a violation of this chapter to:
 - (1) Fail to collect the local accommodations tax in connection with the rental of accommodations to tourists or transients as set forth herein.
 - (2) Fail to remit to the County of Beaufort, South Carolina, any local accommodations taxes collected pursuant to this article by the twentieth day of the following month, as set forth herein.
 - (3) Knowingly provide false information on a return submitted to the County of Beaufort, South Carolina, as set forth herein.
 - (4) Fail or refuse to provide books and records to an authorized agent of the County of Beaufort, South Carolina, for the purpose of an examination or audit upon 24 hours' written notice as provided herein.
- (b) In the event that local accommodations taxes are not timely remitted to the County of Beaufort, South Carolina as provided herein, the person or establishment failing to remit shall also pay a penalty equal to one and one-half percent of the unpaid amount for each month or portion thereof that such taxes remain unpaid.
- (c) A person or establishment failing or refusing to timely file a return and make appropriate payment and/or provide books and records as provided herein may be subject to a conviction for a violation hereof. The violator shall be guilty of a misdemeanor and subject to the penalties provided in section 1-6 of the Code of the County Council of Beaufort County, South Carolina.
- (d) Upon identification of a delinquent account, the director of business license or his/her designee has the authority to establish payment plans, revenue procedures, and reduce or waive penalties based on the revenue procedures as adopted with this amendment.

(Ord. No. 2002-11, § 6, 3-11-2002; [Ord. No. 2005/10, § 6, 3-28-2005](#); [Ord. No. 2009/36, 10-12-2009](#).)

Sec. 66-47. - Management and use of local (3%) accommodations tax.

[The management and use of local accommodations tax is as follows:]

- (a) Fund the approved annual operating expenditures of the program at an amount not to exceed eight percent of the funds collected.
- (b) Allocate \$350,000.00 annually for advertising and promotion programs related to tourism development (subsection 66-44(a)(5)). These funds shall be allocated as follows:
 - (1) One hundred fifty thousand dollars shall be allocated to the Beaufort Regional Chamber of Commerce for advertising, promotion and events to increase tourism within the county.
 - (2) One hundred fifty thousand dollars shall be allocated to the Hilton Head - Bluffton Chamber of Commerce for advertising, promotion and events to increase tourism within the county.
 - (3) Fifty thousand dollars shall be allocated to the Beaufort County Black Chamber of Commerce for advertising, promotion and events to increase tourism within the county.
 - (4) Funds shall be distributed to the designated organizations on a quarterly basis no later than 30 days after the end of the quarter.
 - (5) Advertising expenditures using these county funds cannot be spent within Beaufort County except for notifications of festivals or other events similar in nature.
- (c) Allocate the remaining balance of collections as follows:
 - (1) Twenty percent to establish a reserve fund for emergency or other unforeseen needs;

- (2) Twenty percent for river/beach access and renourishment (subsection 66-44(a)(3));
- (3) Sixty percent for tourism-related buildings, including, but not limited to, civic centers, coliseums and aquariums (subsection 66-44(a)(1)); cultural, recreational, or historic facilities; highways, roads, streets, bridges and boat ramps providing access to tourist destinations (subsection 66-44(a)(2)); water and sewer infrastructure to serve tourism-related demand (subsection 66-44(a)(6)); the operation and maintenance, including police, fire protection, emergency medical services and emergency preparedness operating directly attendant to those facilities as referenced above (subsection 66-44(a)(7); and for all other proper purposes (subsection 66-44(a)(8)).
- (d) In accordance with state law, the three chambers shall submit for approval a budget of planned expenditures. At the end of each fiscal year, an organization receiving funds shall render an accounting of the expenditure to the county.
- (e) Any changes to this section of the code shall go into effect after July 1, 2009.

(Ord. No. 2002-11, § 7, 3-11-2002; [Ord. No. 2005/10, § 7, 3-28-2005](#); [Ord. No. 2009/15, 3-30-2009](#))

Sec. 66-48. - Applicability and effective date.

- (a) This division shall become effective on October 12, 2009.
- (b) The business license department is authorized to adopt guidelines, policies and procedures to implement this division.

([Ord. No. 2009/36, 10-12-2009](#))

Sec. 66-49. - Severability.

If any part of the ordinance is held by a court of competent jurisdiction be unconstitutional, illegal, or invalid for any reason, it shall be construed to have been the legislative intent of the County Council of Beaufort County, South Carolina, to pass this Ordinance [Ord. No. 2009/36] without such unconstitutional, illegal or invalid provision, and the remainder of this division shall be deemed and held to be constitutional, lawful and valid as if such portion had not been included. If this division or any provision thereof is held by a court of competent jurisdiction to be inapplicable to any person, group of persons, property, kind of property, circumstances, or set of circumstances, such holding shall not affect the applicability thereof to any other persons, property or circumstances.

([Ord. No. 2009/36, 10-12-2009](#))

Sec. 66-50. - Reserved.

DIVISION 3. - ADMISSIONS FEE

Sec. 66-51. - Authority.

This division is enacted in accordance with the provisions of Article VII of the Constitution of the State of South Carolina and pursuant to the authority of S.C. Code §§ 4-9-25, 4-9-30, 4-9-120, and 6-1-330 and consistent with the provisions of S.C. Code § 12-21-2420.

([Ord. No. 2005/28, § 2, 7-25-2005](#); [Ord. No. 2009/34, 10-12-2009](#))

Sec. 66-52. - Purpose and intent.

This division is enacted to preserve the general health, safety and welfare of the residents and visitors to Beaufort County who access and use admission-based places of amusement and entertainment via the county's roadway transportation system. This division is enacted for the sole purpose of creating a fund which shall be exclusively used to further the county's roadway transportation system.

([Ord. No. 2005/28, § 3, 7-25-2005](#))

Sec. 66-53. - Imposition.

A fee equal to two and one-half percent is hereby imposed on the amount charged to enter into admission-based places of amusement and entertainment within the incorporated and unincorporated areas of Beaufort County to which an admission tax is imposed by the state pursuant to S.C. Code § 12-21-2420 et seq.

([Ord. No. 2005/28, § 4, 7-25-2005](#) ; [Ord. No. 2005/42, § 2, 12-12-2005](#) ; [Ord. No. 2012/14, 10-22-2012](#))

Sec. 66-54. - Positive majority vote and restricted use of funds.

This division shall take effect only upon approval by a positive majority vote of the county council.

The revenue derived from the county fee shall be exclusively used to pay costs related to the purposes provided herein. The proceeds of the county fee shall be kept in a separate and segregated fund held apart from the general fund of the county.

([Ord. No. 2005/28, § 5, 7-25-2005](#))

Sec. 66-55. - Payment of fee.

- (a) Payment of the county fee established herein shall be the liability of the consumer of the services described herein. The county fee shall be paid at the time of delivery of the services to which the fee applies and shall be collected by the provider of the services.
- (b) The county shall provide a county fee "return" which shall be utilized by the provider of the services to calculate the amount of fees collected and due the county. Payment shall be made to Beaufort County and shall be made at the same time the return is required to be filed as provided below.
- (c) The fee collected by the provider of the services as required herein shall be remitted to the County of Beaufort, South Carolina, as follows:
 - (1) Payment shall be collected and remitted monthly starting January 1, 2010 and each month thereafter.
 - (2) Payments are due on or before the twentieth day following the end of the filing period.
- (d) An interest-bearing restricted account, kept in a separate fund segregated from the county's general fund and to be known as the "County of Beaufort, South Carolina, Admission Fee Account," is hereby established. The county fee and interest generated by the fee shall be deposited into this account. The County of Beaufort, South Carolina, Admission Fee Account shall be controlled by the county administrator for the County of Beaufort, South Carolina. The principal and any accrued interest thereon shall be spent only as provided herein.
- (e) Deposits into the County of Beaufort, South Carolina, Admission Fee Account may also include appropriations from the general fund by the county council and voluntary contributions of money and

other liquid assets from any source. Once any such funds are so deposited, the funds become dedicated funds and may only be spent as provided herein.

- (f) Inspection and audit. For the purpose of enforcing the provisions of this division, the license official, or other authorized agent of the county, is empowered to enter upon the premises of any person or establishment subject to this division to make inspection, examine and/or audit books and records, and it shall be unlawful for any person to fail or refuse to make available the necessary books and records. If the audit or inspection reveals that false information has been filed by the person or establishment, the cost of the audit shall be added to the corrected amount due including late penalties. Each day of failure to pay the proper county fee shall constitute a separate offense. The license official, or other authorized agent of the county, shall make systematic inspections of the persons or establishments within the county to ensure compliance with this division. Records of inspections and audits shall not be deemed public records and shall not be released by the county.

([Ord. No. 2005/28, § 6, 7-25-2005](#) ; [Ord. No. 2009/34, 10-12-2009](#))

Sec. 66-55.1. - Violations and penalty.

- (a) It shall be a violation of this division to:
- (1) Fail to collect the county fee provided herein in connection with the sale of any admission-based place of amusement as provided in S.C. Code § 12-21-2420; and
 - (2) Fail to remit to the county any county fee collected pursuant to this division within five days of the due date thereof as set forth in section 66-55 of this division; and
 - (3) Knowingly providing false information on any return submitted to the county as set forth in section 66-55; and
 - (4) Failing or refusing to provide books and records to the business license official upon 24 hours' written notice of inspection and audit pursuant to section 66-55 of this division.
- (b) A person or establishment failing or refusing to timely file a return and make appropriate payment and/or provide books and records as provided herein may be subject to conviction for a violation hereof. The violator shall be guilty of a misdemeanor and subject to the penalties provided in section 1-6 of the Code of the County Council of Beaufort County, South Carolina.
- (c) In the event that an admission fee is not timely remitted to the County of Beaufort, South Carolina as provided herein, the person or establishment failing to remit shall also pay a penalty equal to one and one-half percent of the unpaid amount for each month or portion thereof that such fees remain unpaid.
- (d) Upon identification of a delinquent account, the director of business license or his/her designee has the authority to establish payment plans, revenue procedures, and reduce or waive penalties based on the revenue procedures as adopted with this amendment.

([Ord. No. 2005/28, § 7, 7-25-2005](#) ; [Ord. No. 2009/34, 10-12-2009](#))

Sec. 66-55.2. - Permitted uses of fund.

The county is hereby authorized to utilize the funds collected from the imposition of the county fee for the sole and exclusive purpose of providing roadway construction, repair and improvement and related costs. If the county determines to issue bonds to provide for the payment of roadway construction, repair and improvement and related costs which could be paid from the county fee, then the admission fee may be applied to the repayment of such bonds and, to the extent permitted by law, may be pledged to secure repayment of such bonds.

([Ord. No. 2005/28, § 8, 7-25-2005](#))

Sec. 66-55.3. - Authorization for use.

Authorization to utilize revenues from the county fee shall be by action of the Beaufort County Council.

([Ord. No. 2005/28, § 9, 7-25-2005](#))

Sec. 66-55.4. - Effective date and sunset.

- (a) This division shall become effective on the first day of October, 2005.
- (b) Should the county take or cause to be taken any action that would alter or divert the use of the proceeds for a purpose other than transportation related purposes, the county shall immediately cause corrective action to be taken. The failure or neglect of the county to take corrective action within 60 days shall operate to cause the repeal of this division to the extent provided in subsection (c) below.
- (c) If a court of competent jurisdiction in a proceeding to which the county is a party determines that the proceeds of the county fee are being used for a purpose other than transportation related purposes as set forth herein, this division shall immediately become null and void with no action or further action required by the county council; provided, however, that if the county has issued bonds to provide for the payment of roadway construction, repair and improvement and related costs which could be paid from the county fee or entered into any other contract for roadway construction, repair and improvement and related costs which could be paid from the county fee, then this division and the county fee shall remain in effect until such bonds have been repaid or defeased and any amount due under such contract has been paid but all county fees collected after such determination may be used solely for the repayment or defeasance of such bonds or the payment of amount due under such contract entered into prior to such determination.

([Ord. No. 2005/28, § 10, 7-25-2005](#))

Sec. 66-55.5. - Applicability and effective date.

- (a) This division shall become effective on October 12, 2009.
- (b) The business license department is authorized to adopt guidelines, policies and procedures to implement this division.

([Ord. No. 2009/34, 10-12-2009](#))

Sec. 66-55.6. - Severability.

If any part of the ordinance is held by a court of competent jurisdiction be unconstitutional, illegal, or invalid for any reason, it shall be construed to have been the legislative intent of the County Council of Beaufort County, South Carolina, to pass this Ordinance [Ord. No. 2009/34] without such unconstitutional, illegal or invalid provision, and the remainder of this Ordinance shall be deemed and held to be constitutional, lawful and valid as if such portion had not been included. If this division or any provision thereof is held by a court of competent jurisdiction to be inapplicable to any person, group of persons, property, kind of property, circumstances, or set of circumstances, such holding shall not affect the applicability thereof to any other persons, property or circumstances.

([Ord. No. 2009/34, 10-12-2009](#))

ACCOMMODATIONS TAX BOARD		
Beaufort County Industrial Village		
104 Industrial Village Road, Building #3		
Tuesday, October 4, 2016		
Organization	Amt. Recom	
Arts Center of Coastal Carolina	\$ 10,000	
Beaufort Arts Council	\$ 2,000	
Beaufort County Black Chamber of Commerce	\$ 81,000	
Beaufort County Historical Society	\$ 1,500	
Beaufort Film Society	\$ 17,500	
Beaufort History Museum	\$ 30,000	
Beaufort Regional Chamber of Commerce	\$ 100,000	
Bluffton Historical Preservation Society	\$ 18,500	
Coastal Discovery Museum	\$ 20,000	
Community Foundation of the Lowcountry	\$ 4,000	*
Daufuskie Island Foundation	\$ 5,500	
Daufuskie Island Historical Foundation	\$ 2,500	
Exchange Club and Child Abuse Prevention Association (CAPA)	\$ 680	
Friends of Fort Fremont	\$ 5,000	
Friends of Hunting Island State Park	\$ 11,365	
Friends of the Spanish Moss Trail	\$ 3,150	
Greater Bluffton Chamber of Commerce	\$ 10,800	
Gullah Museum of Hilton Head Island	\$ 20,000	
Heritage Library Foundation, Inc	\$ 400	
HHI Bluffton Chamber of Commerce and Visitor & Convention Bureau	\$ 21,000	
HHI Motoring Festival & Concours d'Elegance	\$ 25,000	
Hilton Head Choral Society	\$ 3,000	
Hilton Head Hospitality Association	\$ 5,000	
Hilton Head Seafood Festival	\$ 5,000	
Hilton Head Symphony Orchestra	\$ 6,000	
Historic Beaufort Foundation	\$ 5,255	
Historic Bluffton Arts & Seafood Festival, Inc	\$ 10,000	
Lean Ensemble Theater	\$ 1,350	
Lowcountry Golf Course Owners Association	\$ 10,000	
Main Street Beaufort	\$ 15,000	
Mitchelville Preservation Project	\$ 23,500	
Native Island Business and Community Affairs Association (NIBCAA)	\$ 23,000	
Port Royal Sound Foundation	\$ 10,000	
SC Lowcountry & Resort Island Tourism Commission	\$ 32,000	
The First Tee of the Lowcountry	\$ 9,500	
The Sandbox Children's Museum	\$ 1,500	
TOTAL:	\$ 550,000	
Total Allotment: \$550,000		

*Check returned due to disaster recovery.		
---	--	--

Beaufort County
State Accommodations Tax (2%)
Fiscal Year 2017 as of June 30, 2017
Preliminary and Unaudited

		<i>Projected²</i>
		<i>FY 2018</i>
Revenues		
State Accommodations Tax	\$ 767,057	\$ 782,398
City of Beaufort Revenue (2017 Air Show contribution)	15,000	-
Total Revenues	<u>782,057</u>	<u>782,398</u>
Expenditures		
Direct Subsidies via State Accommodations Tax Board	546,000	550,000
Other Subsidies (2017 Air Show LEO services)	30,000	-
HHI - Bluffton Chamber of Commerce		
Distribution per Ordinance 2009/15	111,309	113,535
Beaufort Regional Chamber of Commerce		
Distribution per Ordinance 2009/15	<u>111,309</u>	<u>113,535</u>
Total Expenditures	<u>798,618</u>	<u>777,070</u>
Excess (deficiency) of revenues over expenditures	(16,561)	5,328
Other Financing Sources (Uses)		
Transfer to General Fund	(62,103)	(63,345)
Transfer to Hospitality Tax Fund ¹	<u>(50,000)</u>	<u>(50,000)</u>
Total Other Financing Sources (Uses)	<u>(112,103)</u>	<u>(113,345)</u>
Net Change in Fund Balance	(128,664)	(108,017)
Fund Balance, beginning	<u>269,415</u>	<u>140,751</u>
Fund Balance, ending	<u>\$ 140,751</u>	<u>\$ 32,734</u>

Note 1: County Council approved a \$200,000 transfer from the local hospitality tax fund to the State Accommodation Tax (2%) Fund on October 27, 2014. This amount is being repaid in four equal annual installments of \$50,000 from fiscal year 2015, 2016, 2017, and 2018.

Note 2: Fiscal Year 2018 projected data is based on a 2% growth factor.

Topic: Beaufort Chamber of Commerce - Marketing Plan
Date Submitted: October 2, 2017
Submitted By: Rob Wells
Venue: Finance Committee

BEAUFORT COUNTY DMO UPDATE

OCTOBER 2, 2017

Topic: Beaufort Chamber of Commerce - Marketing Plan
Date Submitted: October 2, 2017
Submitted By: Rob Wells
Venue: Finance Committee

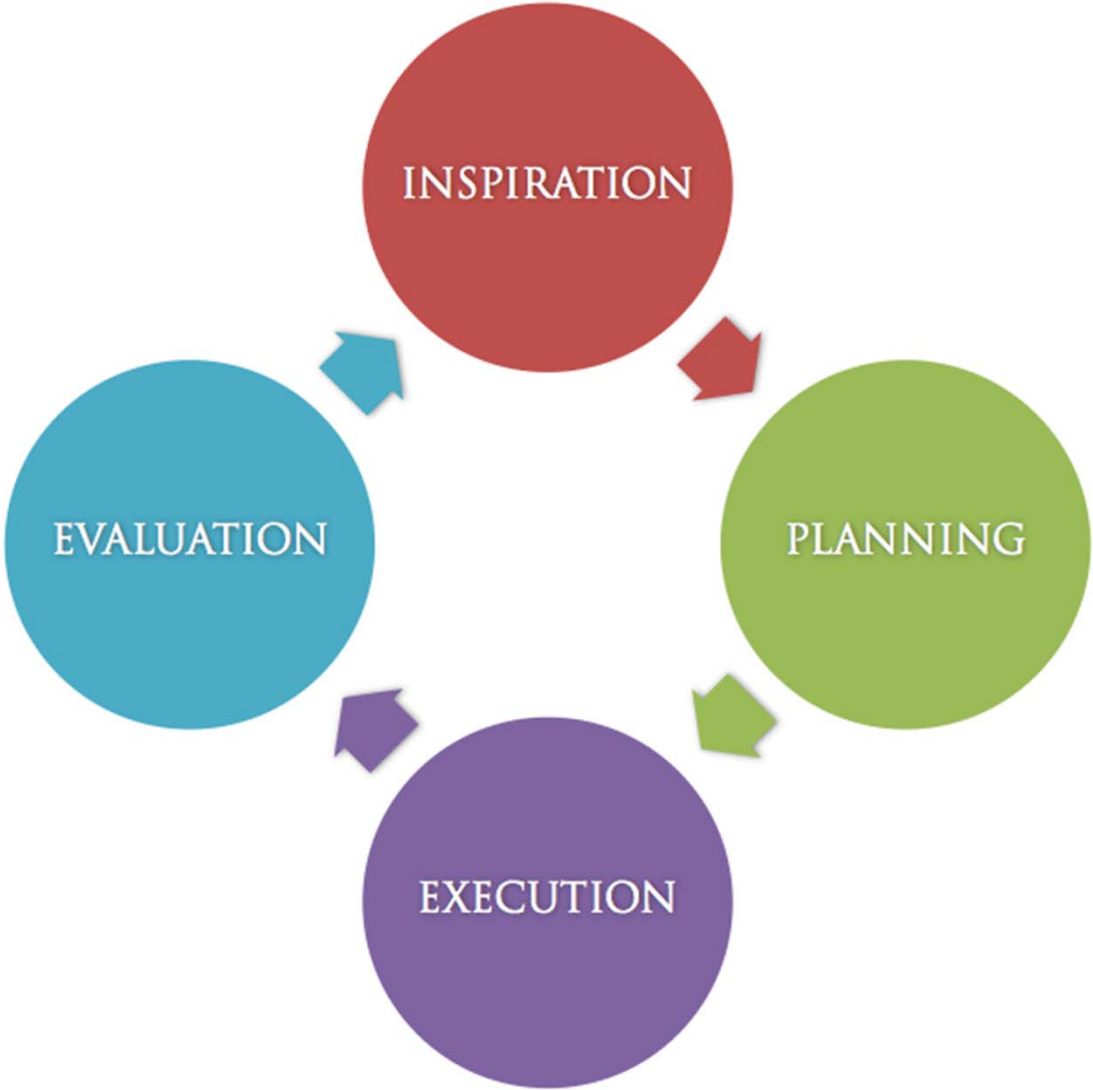
ENRICHING IN
EVERY WAY.



BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT
PORT ROYAL & NEAR ISLANDS

DESTINATION MARKETING ORGANIZATION (DMO) VISITOR MARKETING CYCLE

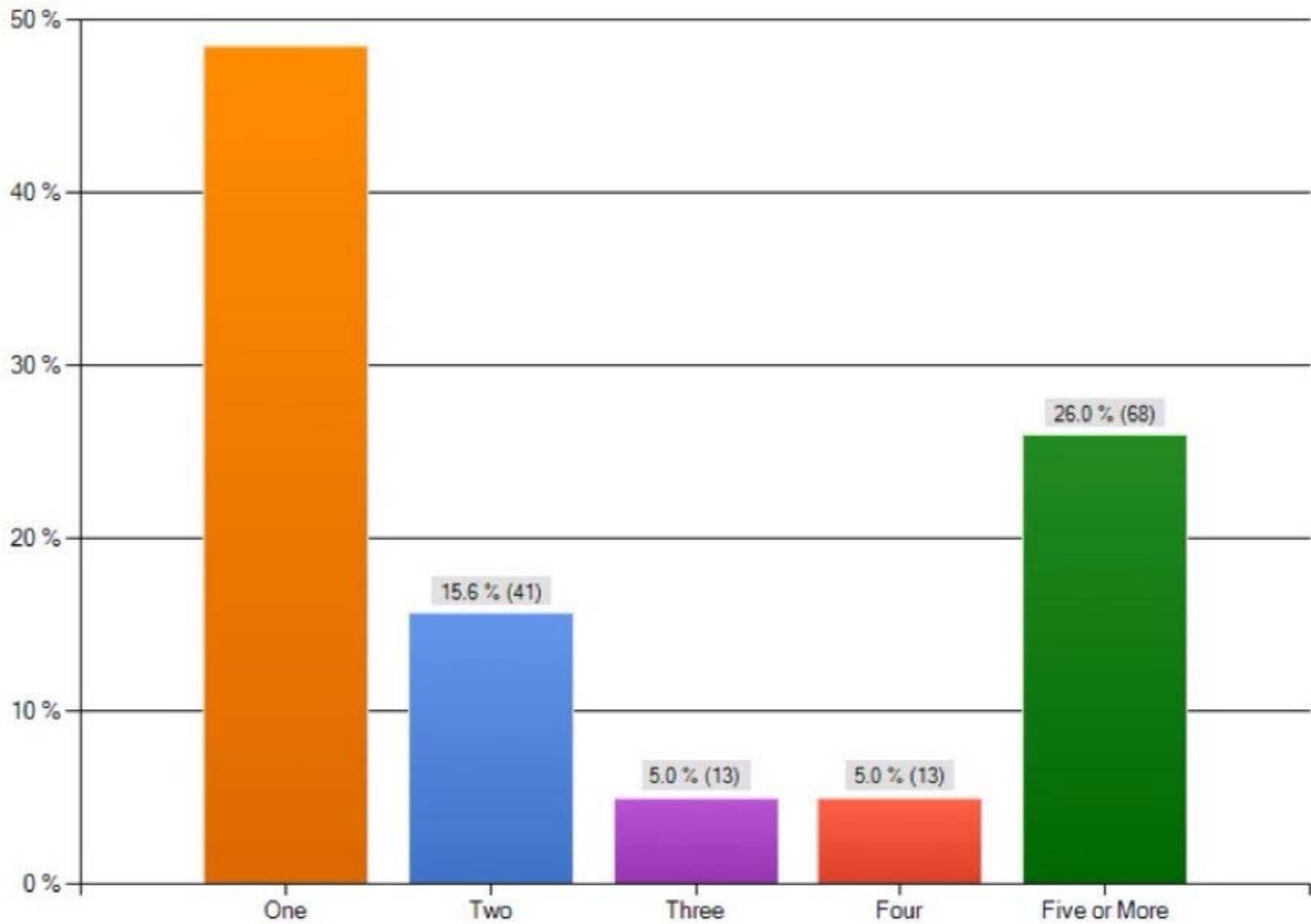


Sustain & Grow first
time visitors

Expand Meetings &
Group Business

Help Build & Sustain a
Collaborative,
Countywide Cultural
Heritage Marketing
Initiative

Build shoulder-season
with repeat visitation



VISITOR FUNNEL

FY 2016-2017

40%

Occupancy

50%

ADR

100%

RevPAR

Southern Living

**South's Best
Small Town**

The New York Times

**52 Places
to Go**

Country Living

**20 Beach Towns
You Need to Visit
This Summer**

Good Housekeeping

**The 50 Most
Beautiful Small
Towns in America**

USA Today

**Road trip USA:
50 States, 50
Scenic Views**



Charlotte
MAGAZINE

Fodor's Travel

South
magazine



THE
WALL STREET
JOURNAL

Condé Nast
Traveler

upscale
ULTIMATE SUCCESS EXPERIENCE

VOGUE

The New York Times

COASTAL
LIVING

Southern Living



*The Coast is Clear
For 300 years, we have
weathered much, but we
are still standing.*

Click to find the many businesses who are open & ready for you!

Click to find the many businesses who are open & ready for you!

Carolinas
Association of Chamber of Commerce Executives
Better Leaders. Stronger Chambers.

**2017 Communication
Excellence Award Winner**



COMMUNICATIONS EXCELLENCE

Atlanta, Greenville, Columbia, Charlotte



THE COAST IS CLEAR.

PLAN A GETAWAY

ENRICHING IN EVERY WAY.



BEAUFORT, SC
HISTORIC DOWNTOWN WATERFRONT
FORT ROYAL & SEA ISLANDS



THE COAST IS CLEAR.

WITH IRMA OVER AND BEAUTIFUL WEATHER ON THE WAY, BEAUFORT IS OPEN FOR BUSINESS.

PLAN A GETAWAY



BEAUFORT, SC
HISTORIC DOWNTOWN WATERFRONT
FORT ROYAL & SEA ISLANDS



THE COAST IS CLEAR.


After Irma, we're grateful to be safe, sound and back open for business. Whether planning a getaway or returning home, we look forward to welcoming all to our historic downtown and beautiful waterfronts.

PLAN YOUR NEXT GETAWAY AT BEAUFORTSC.ORG.

ENRICHING IN EVERY WAY.



BEAUFORT, SC
HISTORIC DOWNTOWN WATERFRONT
FORT ROYAL & SEA ISLANDS

South Carolina
Just right 

Enrichment Campaign by the Numbers

150K+

LEADS

Enrichment Campaign by the Numbers

150K+

LEADS

\$7

Cost Per Lead

Enrichment Campaign by the Numbers

150K+

LEADS

\$7

Cost Per Lead

\$40Mil+

Publicity Value

Enrichment Campaign by the Numbers

+18%

Occupancy

+17%

ADR

+40%

RevPAR

+48%

Revenue

BEAUFORT TRAVEL INSIGHTS

- 23% of people had first heard of Beaufort through online search
- 31% stayed 1-2 nights
- 41% stayed 3-5 nights
- 17% didn't stay Beaufort (day trip)
- 81% visit Beaufort 1x/year
- 64% visited Spring & Summer (23% Fall)
- Most visitors coming from SC, NC, GA, and OH
- 46% would visit again
- 36% are not sure

EVOLVING
'ENRICH'

ENRICH



FAMILIAR

ENRICH





FAMILIAR

ENRICH

FRESH

ENRICHING IN
EVERY WAY.

2018 PLANNING PARAMETERS

Find travelers looking for a vacation destination and drive them to inquire about Beaufort, resulting in increased leads and a goal CPL of under \$15, closer to \$3-4 for direct lead generating programs.

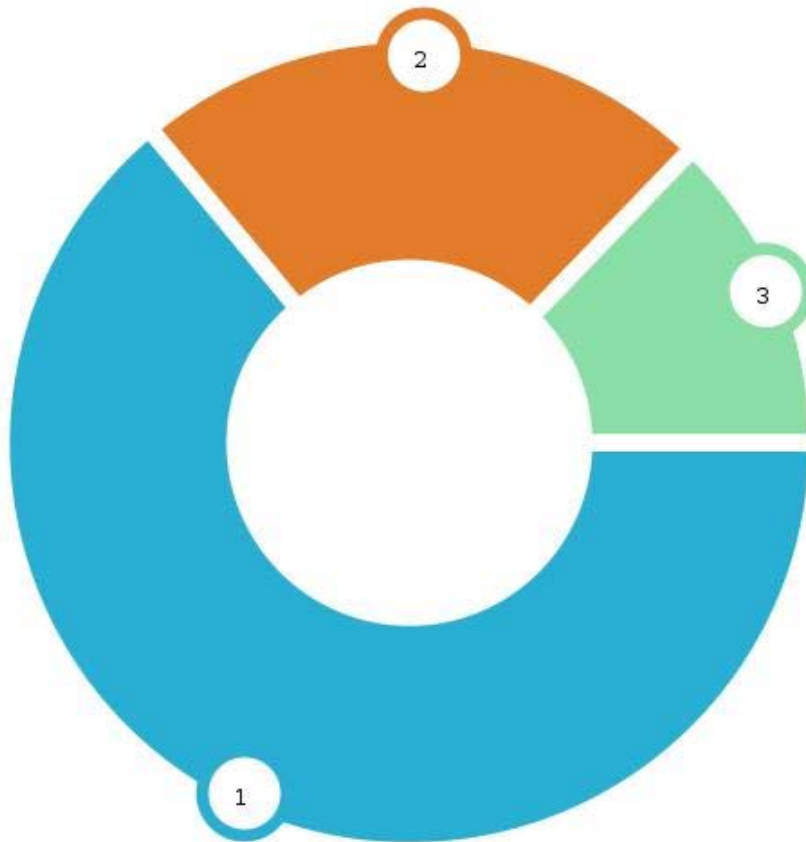
Travelers
actively
planning their
trip

Neighboring states
along with common
“fly markets”

Summer,
Fall,
Spring

Print
Digital,
Out of Home

Media Spend Breakdown

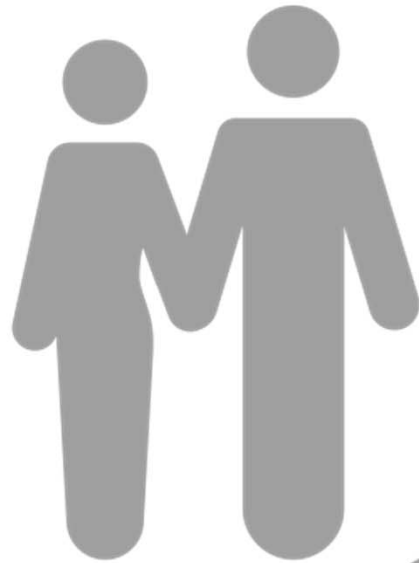


1	Online/Digital	64%
2	Print	23%
3	Out of Home	13%

AUDIENCE

PRIMARY

- Ages 45+
(core age of 55-64)
- Married
- College-educated
- Empty nesters
- Moderate to high household income (\$100K+)



SECONDARY

- Ages 30-44
- College-educated
- Moderate household income
- May have children in the home or may be younger
- Married couples



Drive Market States: South Carolina, North Carolina, Georgia and Florida.



Men Women

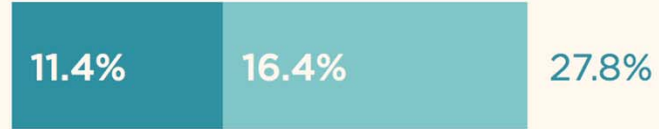
Festival & Special Event Travelers

Traveled specifically to attend a festival or special event in the past 12 months



Millennial Travelers

Leisure travelers born after 1982



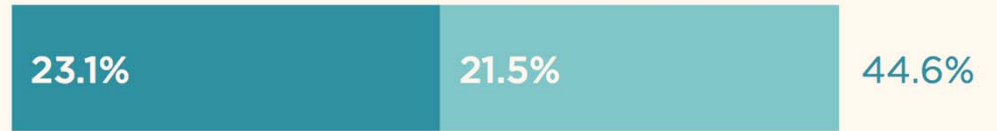
DMO Resource Users

Used a DMO website or printed guidebook to plan a leisure trip in the past 12 months



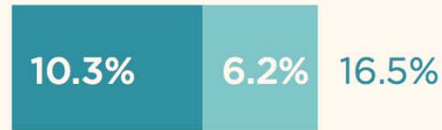
Parks & Monuments Travelers

Visited a State, Regional or National Park/Monument while on a leisure trip in the past 12 months



Sporting Event Travelers

Traveled specifically to attend a sporting event in the past 12 months



Affluent Travelers

Annual Household Income >\$80K





TRAVELER SEGMENTS

Parks & Monuments Travelers

America's parks offer some of the country's most diverse travel experiences. Travelers enjoying these assets form the largest segment examined in this report.



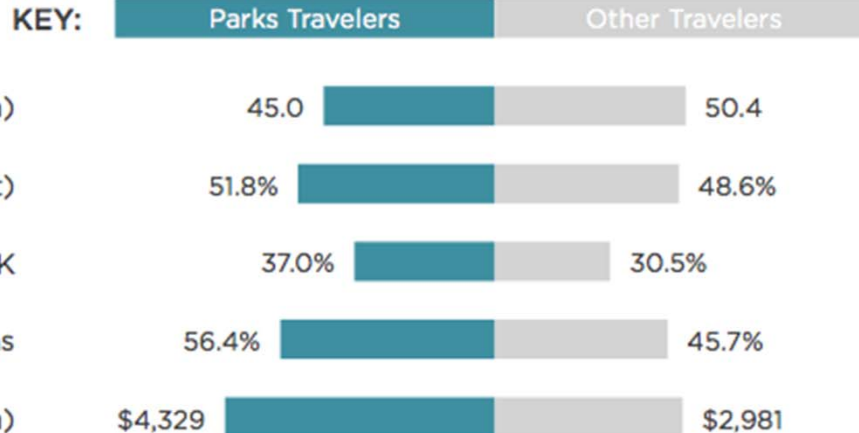
44.6%
OF LEISURE TRAVELERS

Parks & Monuments Travelers

Visited a state, regional or National Park (or Monument) in the past 12 months.

Other Travelers

Did not visit any such parks or monuments while on a leisure trip in the past 12 months.





TRAVELER SEGMENTS

Millennial Travelers

The most talked-about generation, Millennials account for 27.8 percent of leisure travelers and exhibit some very interesting characteristics.



27.8%
OF LEISURE TRAVELERS

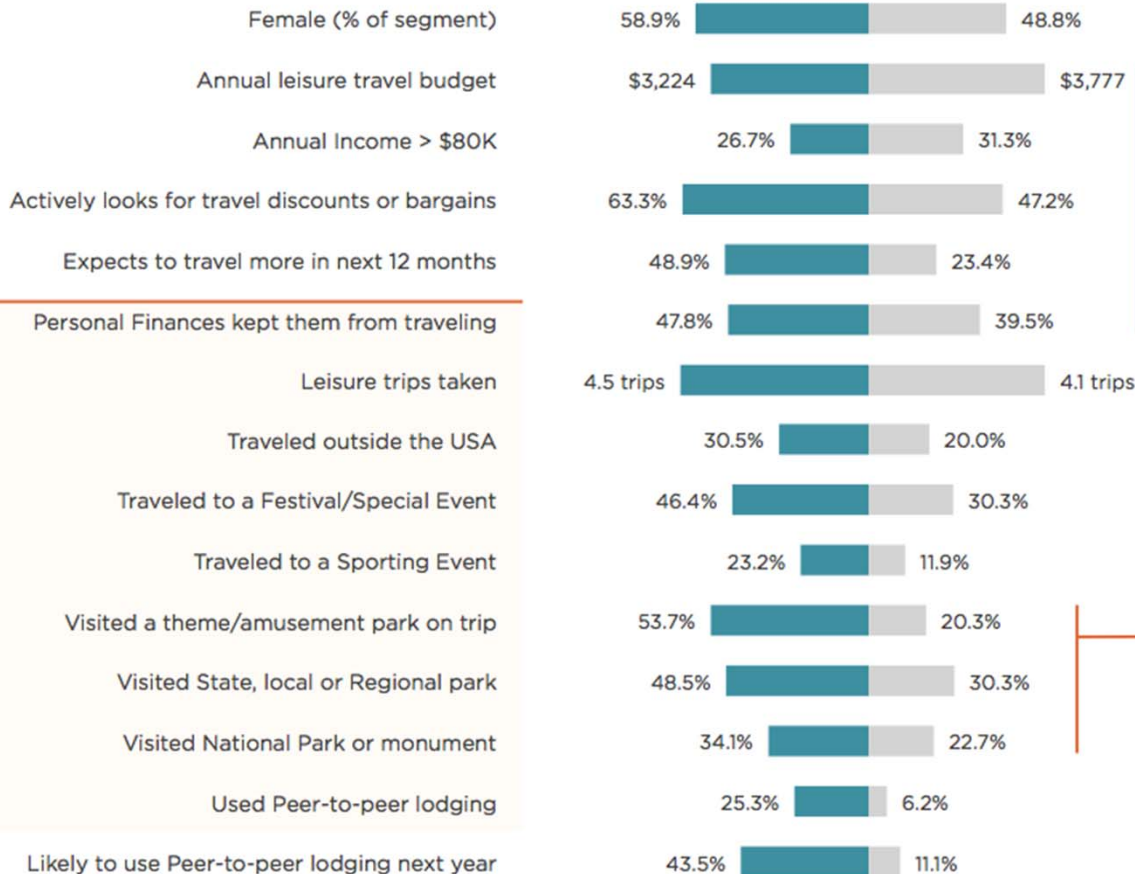
Millennial Travelers

Adult travelers born after 1982, are at most 36 years old.

Baby Boom Travelers

Travelers 53 and up, born between 1945 and 1963.

KEY: Millennial Travelers Baby Boom Travelers

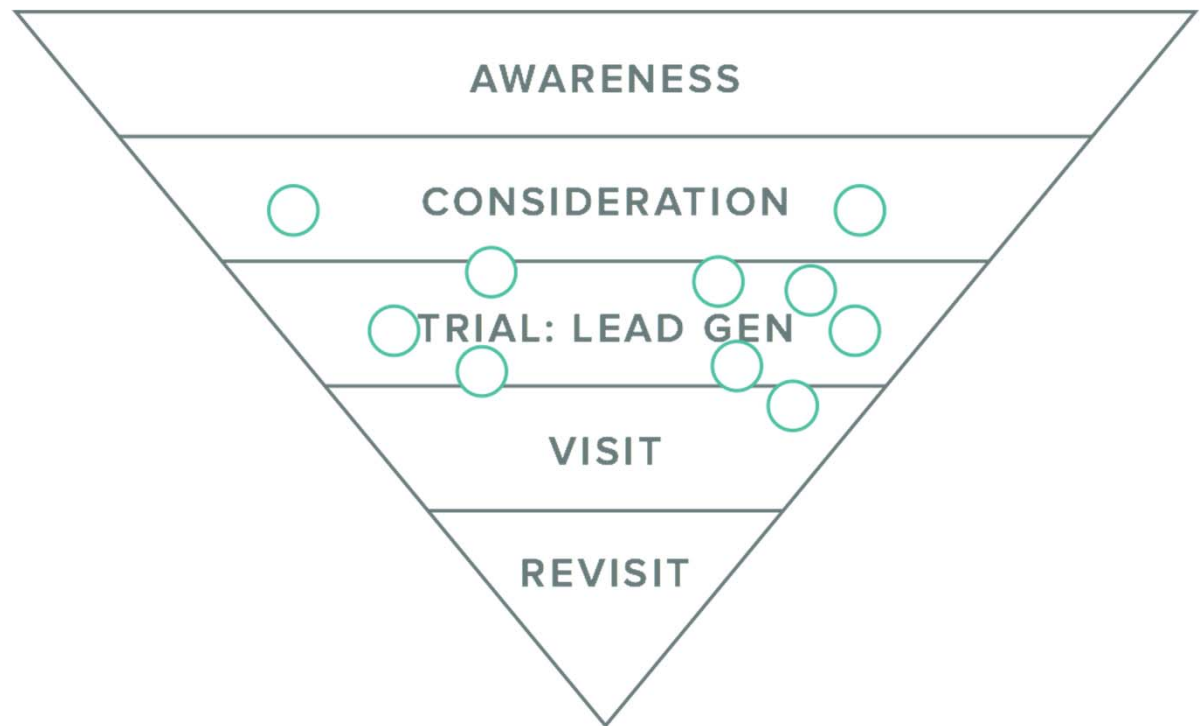


Financial limitations and lower incomes inhibit this most enthusiastic of generations. Still, nearly half expect to travel more next year.

Defying stereotypes, Millennials actually visit parks more frequently than older travelers.

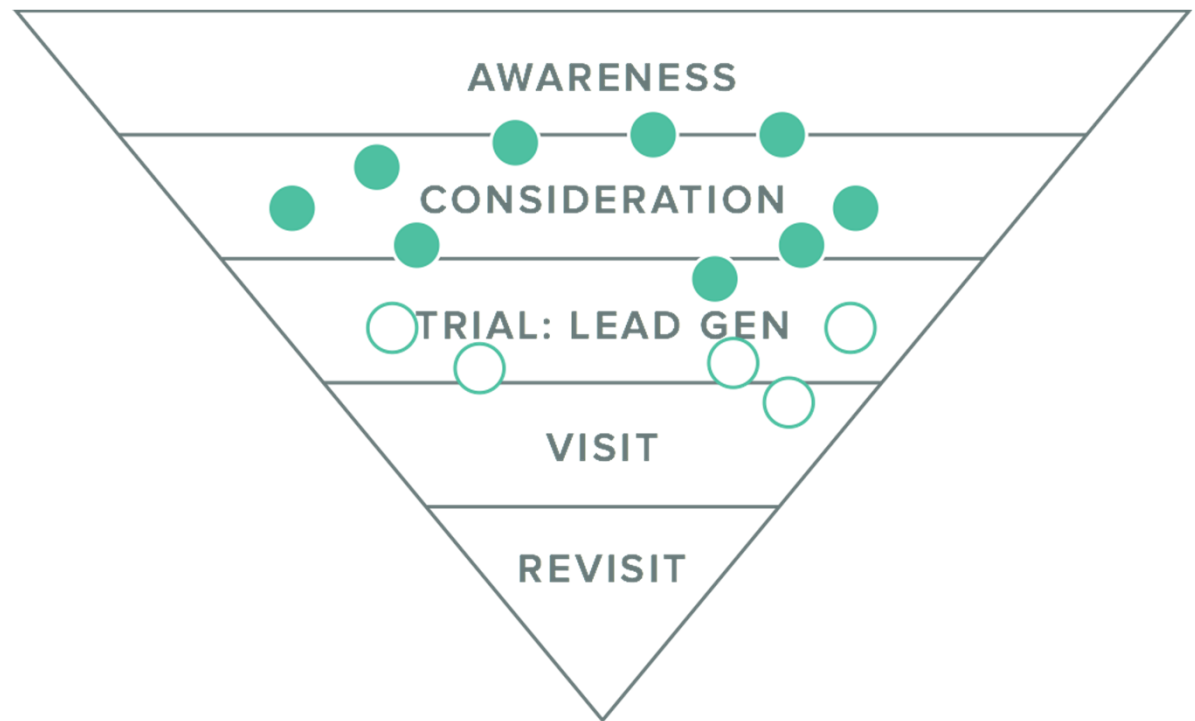
HISTORICAL MEDIA TACTICS

Trip Advisor Sponsorship
Digital Banners: Sojern
Paid Search
Reader Response Cards
Digital Lead Gen: Interfuse
Madden Media: Destination
Spotlight



2017-2018 EVOLUTION

Continue utilizing efficient CPL vehicles, while adding new tactics to extend reach, drive deeper consideration, and fuel more qualified inquiries and visits to Beaufort.



VISITOR EXPECTATIONS

81%

ACCESS TO
WATER

80%

HISTORIC
INTERESTS

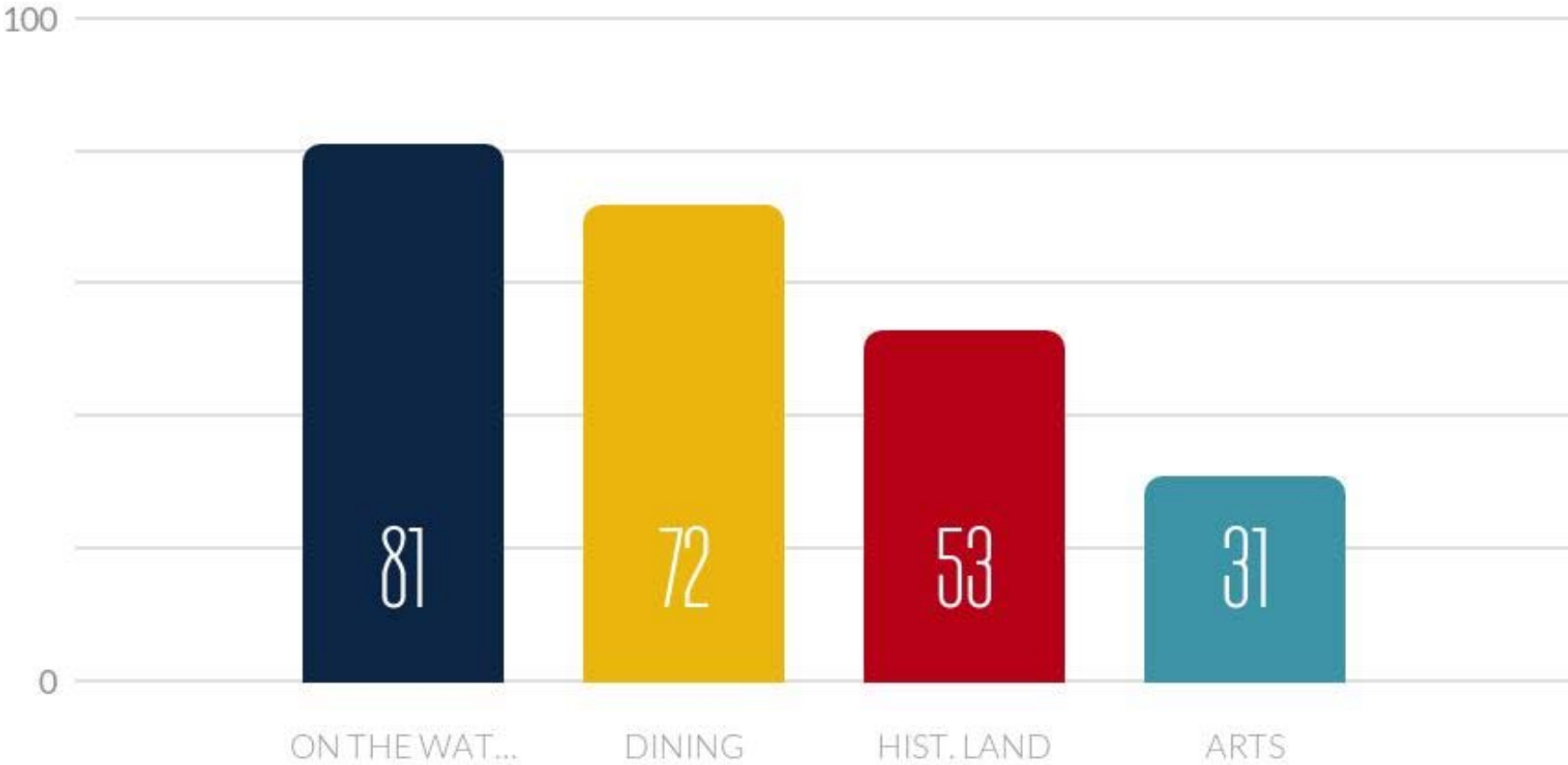
55%

DINING
OPTIONS

44%

ARTS &
CULTURAL

VISITOR EXPERIENCE



VISITOR EXPECTATIONS

43%

FESTIVALS/
EVENTS

31%

SHOPPING

32%

OUTDOOR
RECREATION

32%

OTHER

VISITOR EXPERIENCE



CREATIVE

SPOT MORE THAN
ADVENTURE ON
THE HORIZON.



PLAN A GETAWAY

ENRICHING IN
EVERY WAY.


BEAUFORT, SC
HISTORIC DOWNTOWN WATERFRONT
PORT ROYAL & SEA ISLANDS

SPOT MORE THAN
ADVENTURE ON
THE HORIZON.



PLAN A GETAWAY

ENRICHING IN
EVERY WAY.


BEAUFORT, SC
HISTORIC DOWNTOWN WATERFRONT
PORT ROYAL & SEA ISLANDS

WE SHARED SOMETHING
SWEETER THAN TEA.



SPOT MORE THAN
ADVENTURE ON
THE HORIZON.



PLAN A GETAWAY

ENRICHING IN
EVERY WAY.



WE SHARED SOMETHING
SWEETER THAN TEA.



OUR WELCOME IS AS WARM
AS OUR WEATHER.



VOTED "THE SOUTH'S
BEST SMALL TOWN"
BY SOUTHERN LIVING.



PLAN A GETAWAY

ENRICHING IN
EVERY WAY.



VOTED "THE SOUTH'S BEST SMALL
TOWN" BY SOUTHERN LIVING.



SPOT MORE THAN
ADVENTURE ON
THE HORIZON.



PLAN A GETAWAY

ENRICHING IN
EVERY WAY.



WE SHARED SOMETHING
SWEETER THAN TEA.



OUR WELCOME IS AS WARM
AS OUR WEATHER.



VOTED "THE SOUTH'S
BEST SMALL TOWN"
BY SOUTHERN LIVING.



PLAN A GETAWAY

ENRICHING IN
EVERY WAY.



VOTED "THE SOUTH'S BEST SMALL
TOWN" BY SOUTHERN LIVING.



SPOT MORE THAN
ADVENTURE ON
THE HORIZON.



PLAN A GETAWAY

ENRICHING IN
EVERY WAY.



SPOT MORE THAN
ADVENTURE ON
THE HORIZON.



PLAN A GETAWAY

ENRICHING IN
EVERY WAY.


BEAUFORT, SC
HISTORIC DOWNTOWN WATERFRONT
FORT ROYAL & SEA ISLANDS

AAA Go Ad
1/6 Page
Fall
Baby Boomer

IT'S A SEA-CHANGE
FOR MY SOUL.

Enchanting in every direction.
Delicious to experience. Find
yourself more than refreshed—
find yourself reset.

BEAUFORTSC.ORG

ENRICHING IN
EVERY WAY.



South Carolina 
Just right.



IT'S A SEA-CHANGE
FOR MY SOUL.

Enchanting in every direction.
Delicious to experience. Find
yourself more than refreshed—
find yourself reset.

BEAUFORTSC.ORG

ENRICHING IN
EVERY WAY.



South Carolina 
Just right.

SC Vacation Guide 1/4 Page Annual (October)

Female

GENERAL TRAVEL INSIGHTS

- 59% of travel related searches are from those aged 35-64
- 82% of US consumers report that a domestic trip will be their primary summer vacation (vs. 74% in 2015)
- 88% of travelers book their trip on a mobile device
- Millennials will represent the #1 consumer segment in the U.S. hotel industry by 2018, if not 2017 (Frederic Gonzalo, 2016)