

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

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COUNTY ATTORNEY

SUZANNE M. RAINEY
CLERK TO COUNCIL

AGENDA
FINANCE COMMITTEE
Monday, August 17, 2015
1:30 p.m.
Conference Room, Building 3
Beaufort Industrial Village
104 Industrial Village Road, Beaufort

Committee Members:

Jerry Stewart, Chairman
Steve Fobes, Vice Chairman
Cynthia Bensch
Rick Caporale
Brian Flewelling
William McBride
Stu Rodman

Staff Support:

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

1. CALL TO ORDER – **1:30 P.M.**
2. PRESENTATION / COUNTY AUDITOR JIM BECKERT – **1:30 p.m.**
3. PRESENTATION / COUNTY TREASURER MARIA WALLS – **1:45 p.m.**
4. CONSIDERATION OF CONTRACT AWARD – **2:00 p.m.**
 - A. Classification and Compensation Study Services ([backup](#))
5. PRESENTATION / CHAMBERS OF COMMERCE ANNUAL DESIGNATED MARKETING ORGANIZATION ACTIVITIES
 - A. Hilton Head Island-Bluffton Chamber of Commerce ([backup](#)) – **2:10 p.m.**
 - B. Beaufort Regional Chamber of Commerce ([backup](#)) – **2:30 p.m.**
6. DISCUSSION / CHAMBERS OF COMMERCE REQUEST TO CHANGE THE \$300,000 LOCAL ACCOMMODATIONS TAX ALLOCATION WITH AN ANNUAL ONGOING INVESTMENT OF 50% LOCAL ACCOMMODATIONS TAX COLLECTIONS AND 50% OF LOCAL HOSPITALITY TAX COLLECTIONS (INFORMATION) – **2:50 p.m.**
7. SOUTHERN BEAUFORT COUNTY CORRIDOR BEAUTIFICATION BOARD / REQUEST TO USE TREE REFORESTATION FUNDS FOR U.S. 278 BEAUTIFICATION PROJECTS ([backup](#)) – **3:10 p.m.**



8. A RESOLUTION MEMORIALIZING THE APPOINTING OF MEMBERS TO THE COMMISSION CREATED PURSUANT TO THE CAPITAL PROJECT SALES TAX ACT, S.C. CODE ANN. §4-10-300, *ET SEQ.* (SUPP. 2003); TO PROVIDE FOR THE DUTIES AND RESPONSIBILITIES OF THE COMMISSION MEMBERS AND TO PROVIDE FOR OTHER MATTERS RELATING THERETO ([backup](#)) – **3:20 p.m.**
9. DISCUSSION / SPANISH MOSS TRAIL MATCHING FUNDS – **3:35 p.m.**
10. CONSIDERATION OF REAPPOINTMENTS AND APPOINTMENTS – **3:45 p.m.**
 - A. Airport's Board
11. PRESENTATION / WHITEHALL PLANTATION PROPERTY (INFORMATION) – **3:55 p.m.**
12. ADJOURNMENT - **4:00 p.m.**



COUNTY COUNCIL OF BEAUFORT COUNTY
PURCHASING DEPARTMENT
106 Industrial Village Road, Bldg 2, Post Office Drawer 1228
Beaufort, South Carolina 29901-1228

TO: Councilman Jerry W. Stewart, Chairman, Finance Committee
FROM: Dave Thomas, CPPO, Purchasing Director
SUBJ: **RFP # 011615, Beaufort County Classification and Compensation Study Services Contract Award Recommendation**
DATE: April 20, 2015

BACKGROUND: The Purchasing Department received RFP responses from qualified firms to provide Classification and Compensation Study Services for Beaufort County on January 16, 2015. In accordance with the Beaufort County Purchasing Code, an Evaluation Committee was formed and consisted of Suzanne Gregory, Employee Services Director, Phil Foot, Public Safety Director, and Dan Morgan, IT Mapping & Applications Director. Beaufort County received 3 responses to the RFP. The evaluation committee reviewed and evaluated all RFPs and decided to interview Gallagher Benefit Services. After the interview, Gallagher Benefit Services was unanimously selected and ranked the number one (1) firm. The final ranking is as follows:

<u>VENDOR NAME AND FINAL RANKING:</u>	<u>COST</u>
1. Arthur J. Gallagher & Company, Phoenix, AZ	\$ 87,000
2. Plotinus Consulting, Clemson, SC	\$ 97,500
3. Condrey and Associates, Inc., Athens, GA	\$125,000

Staff is requesting a 15% contract contingency of \$13,050. This may or may not be utilized and will be used to cover the \$300 per appeal charge for a total contract not to exceed \$100,050.

FUNDING: Account 10001160-51160 Employee Services, Professional Services*
*Pursuant to approval of the FY2016 General Fund Budget as presented

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PRIOR YEAR COST: Last Study completed in 2002

FOR ACTION: Finance Committee meeting on April 20, 2015.

RECOMMENDATION: The Purchasing Department recommends the contract award to Arthur J. Gallagher & Company to provide Classification and Compensation Study Services for Beaufort County's Employee Services Department in the amount of \$87,000. Additionally, approve a contract contingency of 15% bringing the total budget to \$100,050 with funding as outlined.

CC: Gary Kubic, County Administrator
Josh Gruber, Deputy County Administrator/Special Council
Alicia Holland, Chief Financial Officer
Suzanne Gregory, Employee Services Director

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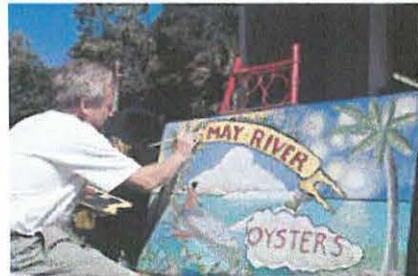
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Southern Beaufort County
2015-2016
Marketing Plan & Budget

PRESENTED BY:
Hilton Head Island- Bluffton
Chamber of Commerce



Budget

Hilton Head Island-Bluffton Chamber of Commerce
Bluffton and Beaufort County Schedule of Functional Revenues and Expenditures
FY 2015-2016 Budget

Revenues	VCB TOTALS (Bluffton & BC)	Paid by Bluffton DMO	Paid by Beaufort Co DMO (Bluffton & Southern BC)	Paid by Beaufort Co DMO (Daufuskie Isl. Programs)	Total Bluffton Budget (DMO and Beaufort Co.)
Total of Bluffton DMO	95,000	95,000			95,000
Southern Beaufort County DMO	260,000		220,000	40,000	220,000
Total Revenues	355,000	95,000	220,000	40,000	315,000
Expenses					
Research & Planning	10,000	3,000	7,000		10,000
Sub-total	10,000	3,000	7,000	0	10,000
Social Media					
Blog/Writers	5,500	1,650	3,850		5,500
Sub-total	5,500	1,650	3,850	0	5,500
Digital Marketing					
SEM Marketing	38,751	13,051	25,700		38,751
Website SEO	7,400	2,220	5,180		7,400
SCPRT Digital Coops	1,200	360	840		1,200
Website Refresh	6,900	0	0	6,900	0
Sub-total	54,251	15,631	31,720	6,900	47,351
Broadcast & Print					
SCPRT TV Co-ops	5,925	1,778	4,148		5,925
Garden and Gun	20,000	6,000	14,000		20,000
Ad Production	5,000	1,500	3,500		5,000
Southern Living	35,000	10,500	24,500		35,000
Sub-total	65,925	19,778	46,148	0	65,925
Photo Shoot					
Destination Photo Shoot	16,925	3,000	7,000	6,925	10,000
Sub-total	16,925	3,000	7,000	6,925	10,000
Packaging Programs					
Experiences Packaging program	22,750	3,412	7,963	11,375	11,375
Sub-total	22,750	3,412	7,963	11,375	11,375
Insiders/Collateral/Fulfillment					
Bluffton Quarterly newsletter	10,000	3,000	7,000		10,000
Bluffton Collateral (Vacation Planner)	16,000	4,800	11,200		16,000
Bluffton Fulfillment (shipping and mail)	12,000	3,600	8,400		12,000
Bluffton Insider Program	1,100	330	770		1,100
Sub-total	39,100	11,730	27,370	0	39,100
Group Sales & Marketing					
Group Tour	4,800	1,440	3,360		4,800
Military	700	210	490		700
Sub-total	5,500	1,650	3,850	0	5,500
TOTAL MARKETING EXPENSES	219,951	59,850	134,901	25,200	194,751
Destination Marketing Operations & Management	135,050	35,150	85,100	14,800	120,250
TOTAL EXPENSES	355,000	95,000	220,000	40,000	315,000
TOTAL REVENUE MINUS EXPENSES	0	0	0	0	0

Marketing Plan



HILTON HEAD ISLAND-BLUFFTON
CHAMBER OF COMMERCE

Southern Beaufort County 2015-2016 Marketing Plan

Hilton Head Island-Bluffton Chamber of Commerce and
Visitor & Convention Bureau

Mission

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

Bluffton's Brand Commitment

The Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau (VCB), in partnership with the Town of Bluffton, began working with research partners from the University of South Carolina Beaufort and USC as well as marketing firm Rawle Murdy Associates in May of 2013. In February of 2014, the new brand was revealed: Bluffton Heart of the Lowcountry, reflecting the deep emotional connection shared by Bluffton residents and the burgeoning business community. Mayor Lisa Sulka states it best: "The heart indicates we are a beating pulse of the Lowcountry, not just an afterthought or a two-hour detour for tourists. As a heart, we have our own beat as well as keeping other parts of the Lowcountry alive and well."

Bluffton is the heart of the Lowcountry. It speaks to the town's central location; its lovable characteristics; and Bluffton is the pumping, economic life force of the Lowcountry. Most importantly, it's a tone and a feeling. When you're in Bluffton, you can see and feel the love. It's real and authentic. It's the heart symbol in your logo, on a window, the pride residents have in their downtown or the warmth shared with

strangers at an oyster roast. The town of Bluffton is a well-kept secret. Nowhere else in the Lowcountry do you feel the love like you do in Bluffton.

Bluffton's core distinctions:

- Old Town Charm
- Bluffton Attitude
 - Authentic/Realness
 - Eclectic/Expressive
 - Unique/Pride
 - Town on the Move/Progressive
- Nature
- May River
- Live Oaks
- Location

Guiding Principles

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

Bluffton Marketing Committee

The VCB's destination marketing plan recognizes the fact that major socio-political and economic forces on the macro/global level as well as changing consumer cultural and behavioral trends on the micro level have significantly impacted the travel and tourism

industry, along with the entire business community – both globally, across the US and locally here in Beaufort County, South Carolina.

The VCB has approached long range strategic planning for Bluffton as a destination. Our steps:

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

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

Bluffton Marketing Plan

A. Bluffton Creative Brief Highlights

Main Idea

Bluffton is the Heart of the Lowcountry.

Brand Personality

Authentic and real, eclectic and expressive, unique and pride

Support:

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

Key Attributes:

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

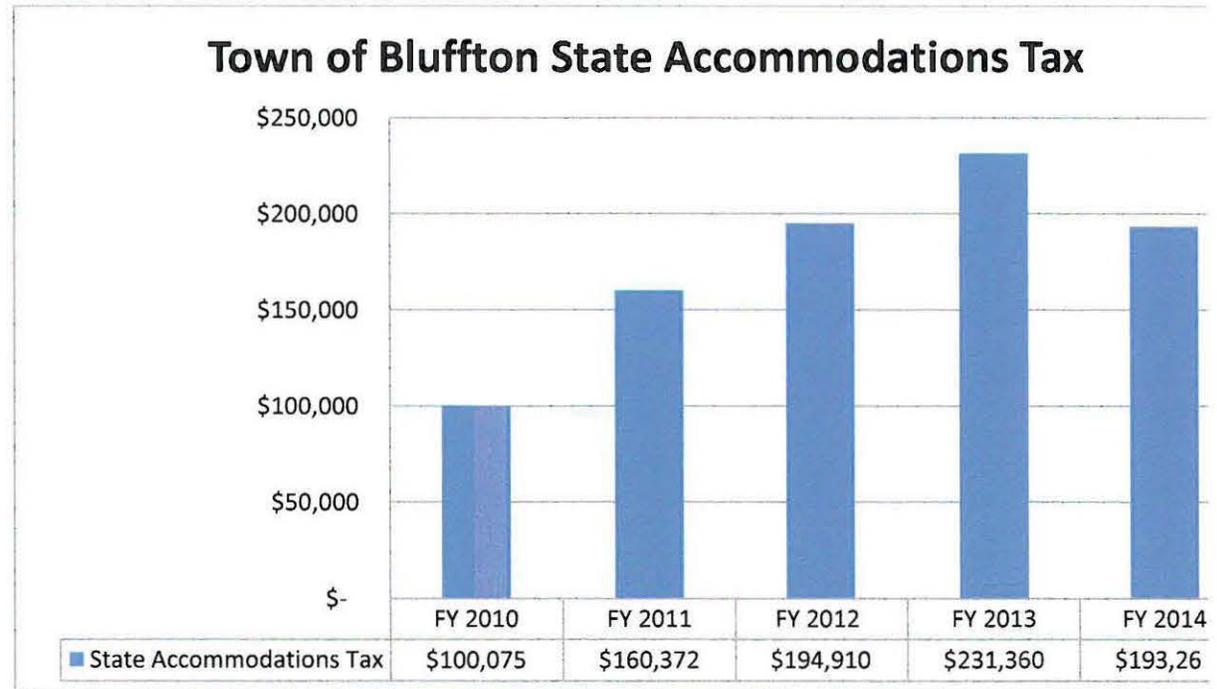
Bluffton Marketing Committee Goals and Markets

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

The group is committed to the following goals:

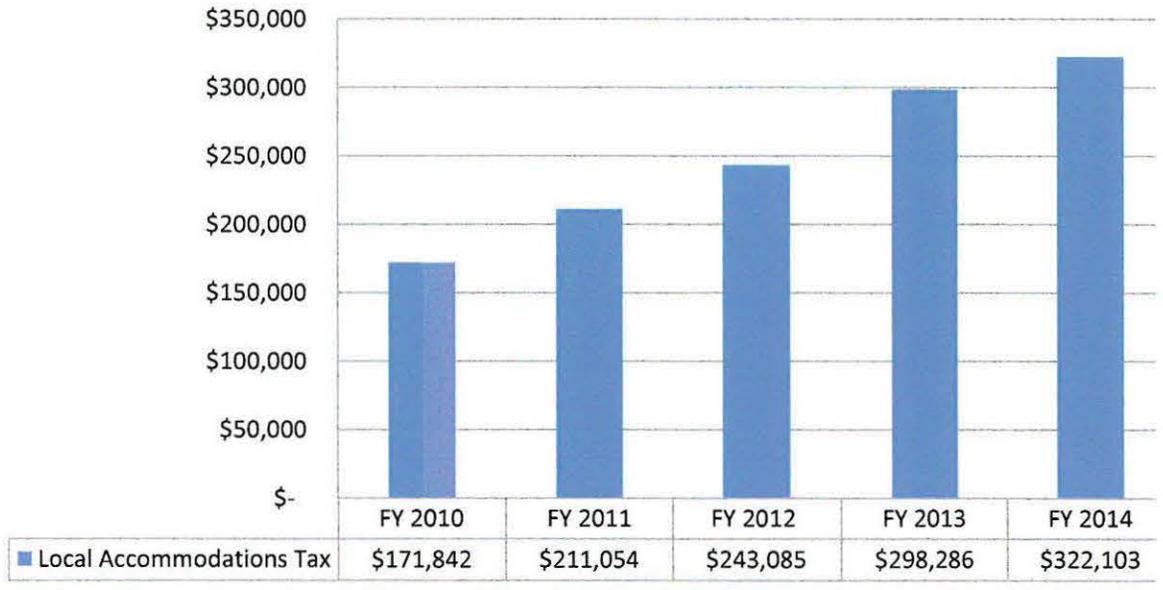
1. Support the destination's brand position throughout all marketing programs.
2. Increase overnight visitation in Southern Beaufort County, particularly Bluffton and Daufuskie Island.
3. Increase visitor's expenditures at Beaufort County attractions, retail and dining facilities, particularly in Bluffton. Thus, increase Bluffton and Beaufort County's attraction, hospitality, and sales taxes collected.
4. Goal for 2015-2016 is 2% overall visitor spending increase and visitor tax base.

Research and data related to Bluffton



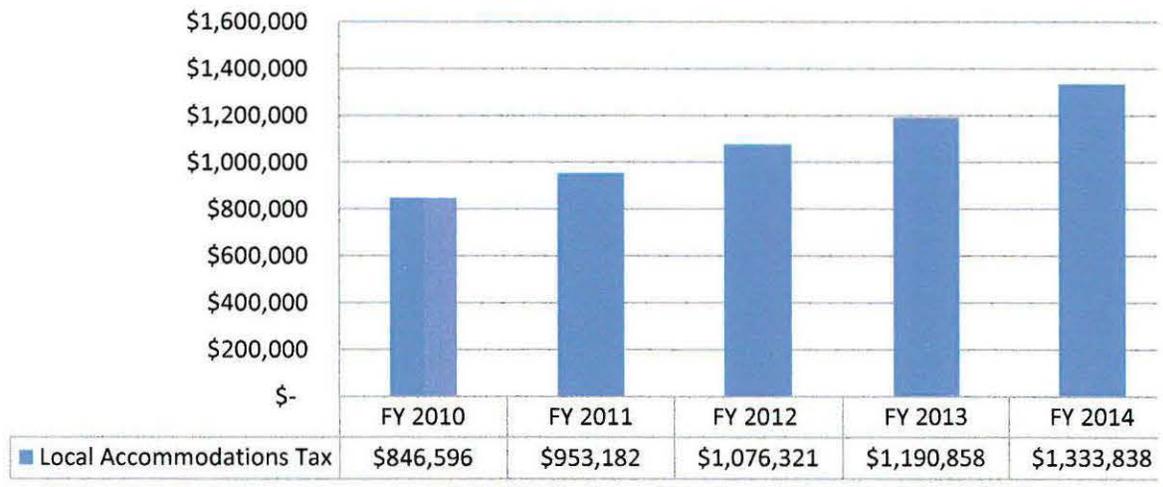
Source: Town of Bluffton Finance Department, Special Revenues

Town of Bluffton Local Accommodations Tax



Source: Town of Bluffton Finance Department, Special Revenues

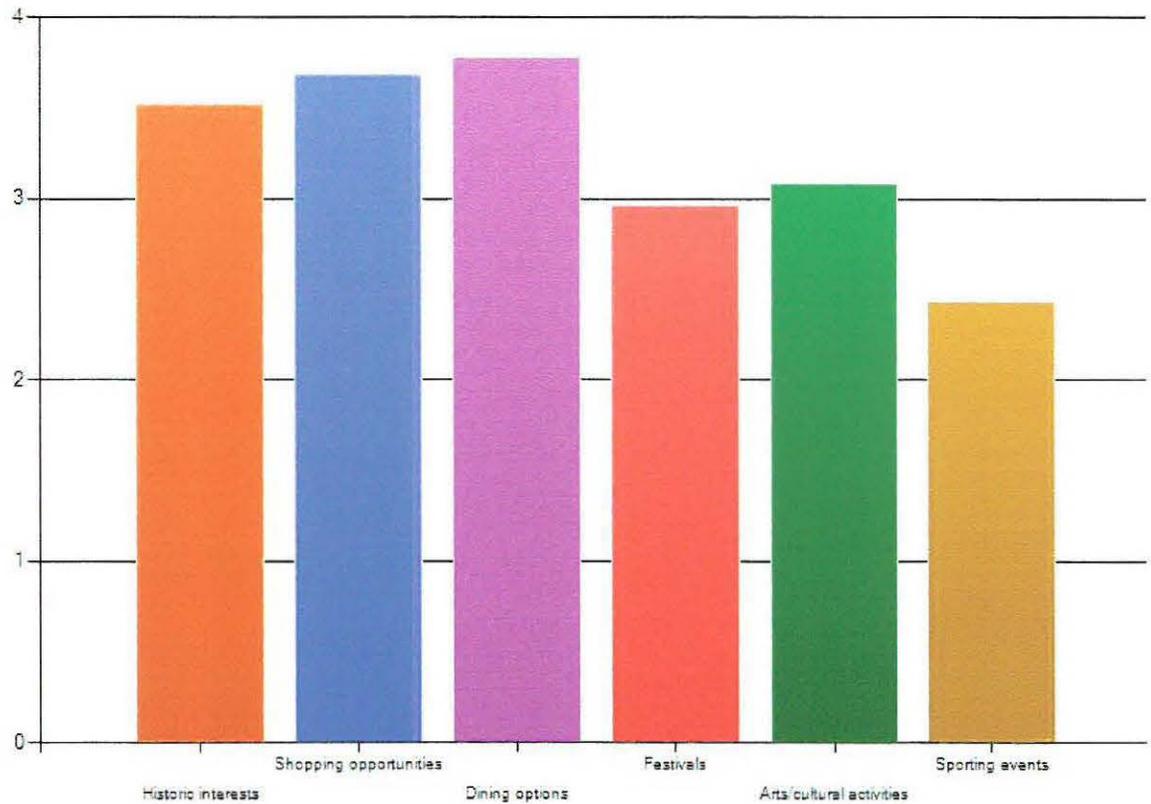
Town of Bluffton Local Hospitality Tax



Source: Town of Bluffton Finance Department, Special Revenues

2013-2014 Bluffton Visitor Profile Study

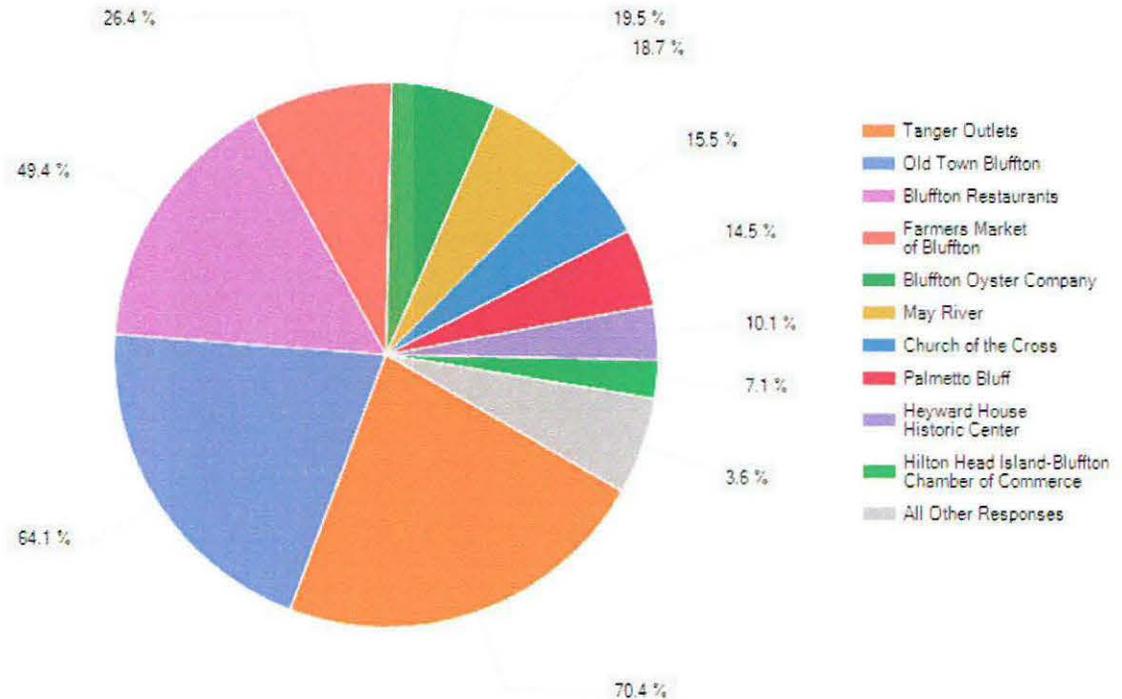
How important were the following factors in deciding to visit the Bluffton area?



Source: 2013-2014 Bluffton Visitor Profile Study

2013-2014 Bluffton Visitor Profile Study

Which specific areas of Bluffton did you visit?



Source: 2013-2014 Bluffton Visitor Profile Study

B. Marketing Tactics

Marketing tactics and strategies will focus on the following markets:

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

The VCB invests in destination digital content management, capable and qualified staff content managers/editors and a professional, well executed public relations and digital promotions program. These investments are key to operating a robust destination marketing program in today's competitive and cluttered travel communications

environment – particularly with limited funding available for paid space media. This aspect of our work has become increasingly important as new communications channels emerge and evolve to give consumers more choices, more channels and more content.

Over the past twelve (12) years of managing the Bluffton Marketing Committee and destination marketing program for the Town of Bluffton, the VCB has expanded our branding efforts through buys in regional and national publications and digital platforms in key drive markets targeting travel and cultural enthusiasts with a household income of \$100,000.

In 2015-2016 we plan to continue the Bluffton, Heart of the Lowcountry branding campaign with a core focus on digital marketing complimented by strategic print and broadcast media placement.

Leisure Brand Marketing

AD CREATIVE & PRODUCTION COST: Budget \$5,000

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

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

- September 2015 issue: 11th Annual Bluffton Arts and Seafood Festival to be sent to full Insider database (Bluffton and Hilton Head Island)

Below newsletters will be sent to Bluffton Insider databases

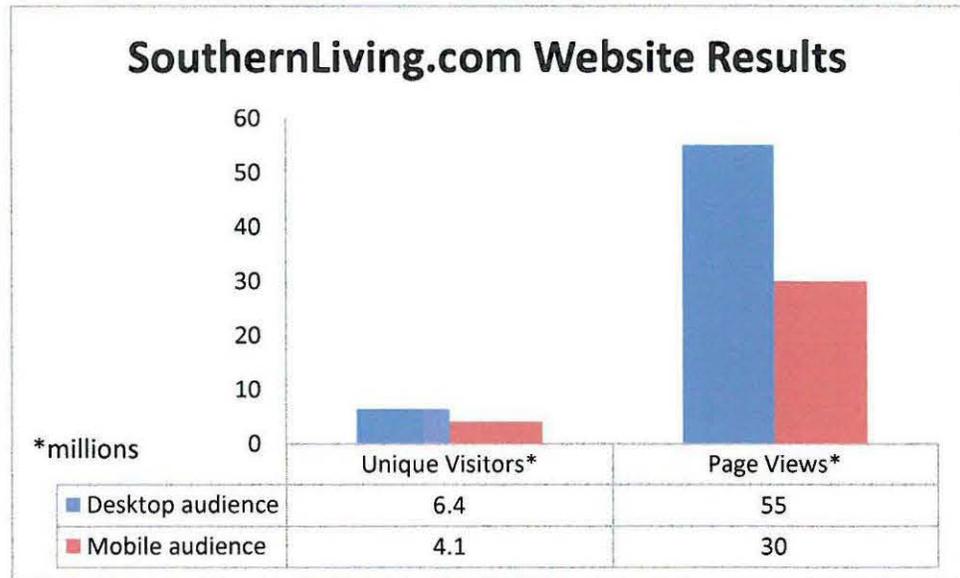
- November 2015 issue: Bluffton Christmas Parade Weekend events
- January 2016 issue: Winter Art Walk
- March 2016 issue: 38th Annual Bluffton Village Festival
- May 2016 issue: May River/On the water

2. Southern Living \$35,000

Digital Travel Main Page Sponsorship

Sponsored Bluffton ad/content will have 100% exposure on SouthernLiving.com's Travel main page for one month. The preferred month is August with a focus on the 11th Annual Historic Bluffton Arts and Seafood Festival. This will drive visitors to VisitBluffton.org. The Festival will be the featured event on the home page.

SouthernLiving.com demonstrates strength in numbers among digital and social media



3. Bluffton Destination Photo Shoot Budget: \$10,000

In the Spring of 2012 a photo shoot in Bluffton was conducted for the purpose of providing imagery for the Bluffton Billboard Campaign at the following locations:

- Bluffton Farmers Market
- Calhoun Street
- On the May River
- May River pier

These images were also used for the refresh of VisitBluffton.org and other promotional marketing programs.

There is a need for new images that would highlight Old Town Bluffton, the Calhoun Street Promenade, the May River and Buckwalter Place.

Visuals are at the core of our work across all marketing and sales platforms. Some of the considerations in planning the photo shoot include:

- Show off Bluffton’s products and amenities
- Include ethnic and age diversity
- Feature experienced, professional and natural looking models that portray our target demographics, and supplement with locals

- Shoot in a high level DPI format to create high quality images that will translate well into a variety of formats, including large format displays
- In addition to shooting with models, include a day shooting scenic photography
- Best, clearest blue sky weather months to shoot include: September, October, April and May
- As possible, negotiate buy out rights for the Chamber/VCB

4. Organic Search Engine Marketing (SEO): Budget \$7,400

The VCB plans to continue the program for expanding and broadening our organic keyword search engine rankings on Google, Yahoo, YouTube and Bing for a targeted list of key search terms that best correlate with Bluffton's target visitor and visitor experiences.

5. Bluffton Blog: Budget \$5,500

Sharing experience via Social Media

At the core of all social media channels is the Bluffton Blog which provides original content created by local writers on assignment for the VCB. These content creators will feature festivals, events, dining, shopping, outdoor and adventures for families. With this authentic storytelling we plan to see a large increase in interactive online engagement with Bluffton aficionados.

Embracing the NextGen Communication & Digital Channels for Bluffton

Social Content Strategy

Purpose

A social content strategy, similar to writing an outline for a novel or a movie, allows the writer to know what to write next and to make sure it aligns with the overall story. With a social content strategy, a communicator knows what to post next because he or she knows how the brand would behave, what it is passionate about, and what it seeks to accomplish. This social content strategy is meant to arm the brand, and the people who communicate about it online, with the knowledge, tools, and passion necessary to engage audiences and get them to convert on-site.

Our overall goal for this strategy is to increase referral traffic from social media to the website. We have identified the three key elements to increasing referrals, based on our extensive experience and first-hand research:

1. Including links in every post
2. Using original, informal photography in most posts, as well as custom graphics
3. Combining an emotional connection with a tangible incentive

Objective

We plan to generate conversions on VisitBluffton.org by sending qualified traffic and establishing an ongoing relationship with potential customers through social media content.

Process

The process for developing and maintaining a social content strategy consists of:

- Developing an overall story to which all content ties
- Determining audiences and the online channels they use, and in what ways
- Creating a set of content units or categories that are consistent and measurable
- Developing a channel strategy for each major platform on which we will be posting content
- Sparking interest in existing content through online ads, contests, offers, etc.
- Measuring the relative success of each content unit and channel versus one another, and the absolute success of each based on number of qualified conversions versus level of investment
- On-going content creation and making adjustments based on measurement

Telling Our Story

The overall story of a social campaign ties an emotional connection to a tangible incentive. This is so that we can effectively write consistent, regular content that will interest our target.

Audience (Our Fans and Followers)

Our primary outreach target for social media is “Affluent Leisure Travelers”:

- Household income \$150,000+ who take at least one leisure trip requiring overnight accommodations in the last 12 months
- 92% are married
- 51% are Boomers (born 1946-64)
- 29% are GenXers (born 1965-78)
- 11% are Matures (born before 1946)
- 9% are Echo-Boomers (born 1979-97)
- Evenly split, female (51%) to male (49%)

Additionally, we would target:

- Younger travelers (GenX and Echo-Boomers) who spend a higher portion of their discretionary income on travel
- Mature travelers who spend a higher portion of their discretionary income on travel, which will grow the multi-gen market as Boomers retire
- NextGen visitors
- Bluffton and area locals who are vocal online supporters.
- Passionate visitors who make a tradition of vacationing in the Lowcountry every year.

Gaining Momentum

Our strategy for accomplishing these objectives will lead us to:

- Nurture existing profiles and grow the number of engaged followers and fans
- Seek out potential customers who have not considered Bluffton yet or who are not aware of the brand
- Engage users and further develop as a trusted source of information about boating and outdoor activities, family-friendly activities, dining, seasonal events and romantic getaways
- Engage that potential customer by regularly communicating in a meaningful, heartfelt, warm, and genuine way

Primary Outreach

- Target travel, lifestyle and food blogs in the Northeast and Southern United States
- Engage with bloggers and influencers on Twitter and Instagram
- Target bloggers and influencers to attend Bluffton events
- Engage online with influencers visiting Bluffton during press trips, and continue the relationships afterward

Twitter

- Custom photos
- Interesting links to other sites
- News and events
- Monitor and interact with community
- Drive qualified traffic with compelling links
- RT visitors/potential visitors' tweets, photos, questions, etc.
- Participate in relevant Twitter chats

Facebook

- Compelling photos
- User-submitted content
- Branded content, using testimonials and inspirational quotes
- Offers, contests/super shareable content
- Interact with people who ask questions, or post comments

Pinterest

- Continue to nurture existing account
- Regularly add photos and create new Pinboards for the different core areas of Bluffton

Instagram

- Post stunning photos of Bluffton, using relevant hashtags to expand reach
- Focus on sharing great user-generated content
- Search relevant hashtags to find user-generated content to share across all channels

Metrics: How success will be measured?

As always, it's critical that all online marketing that is deployed to drive exposure for Bluffton is based on driving business results for its partners, and exposure for the destination. It's more than just online marketing – it's about results and understanding what is working and what is not. These social content initiatives will be viewed both on a standalone basis, and holistically as each strategy will ripple up into the overall digital marketing plan.

We will watch how one initiative helps to push the needle forward for the website as a whole. Similar to other initiatives, primary website objectives that will be tied to each campaign are focused on conversion metrics, which are reported on each month following the model below:

- Continuously improving campaign performance over time
- Individual posts will be tracked based on channel engagement (Likes, RTs, etc.), traffic driven to the site, and conversions from that traffic. We will look for correlations between these metrics to determine the best way to adjust content and increase conversions.
- Content units or categories will be similarly measured. Determining the aggregate success of a category will help us refine our focus.
- Each month, based on the previous month's data, we will revisit and refine the proposed content.
- We will measure levels of conversations over time, examine spikes and what caused them, and determine how conversation topics and volume relate to conversions on-site.

6. Search Engine Marketing (SEM) PPC Campaign: Budget \$38,751

SEM/PPC marketing is a key driver of VisitBluffton.org website visitation and measurable conversions. 2015-2016 campaigns will include the following:

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

We will expand the PPC effort to build on the most efficient and effective channels plus banner ad campaigns. We will also continue our mobile and video campaigns.

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

Bluffton Contextual Ad Example

The screenshot shows a realtor.com search results page for Bluffton, SC. At the top, there is a banner for Cathie Rasch, a RE/MAX Island Realty agent, with a phone number (843) 301-4647 and a 'Click or call now' button. Below the banner, the search results show 981 properties found. A 'Sponsored Homes' section displays two property listings: one for \$599,000 and another for \$209,900. A 'New Listing' is highlighted for 181 Hentage Pkwy, Bluffton, SC 29910, priced at \$209,900. On the right side of the page, a contextual advertisement for 'Bluffton SC Festivals' is displayed, encouraging visitors to book today. Below the ad, there is a link to 'How Much Are Houses Worth in Bluffton, SC?'.

Search Ad Example

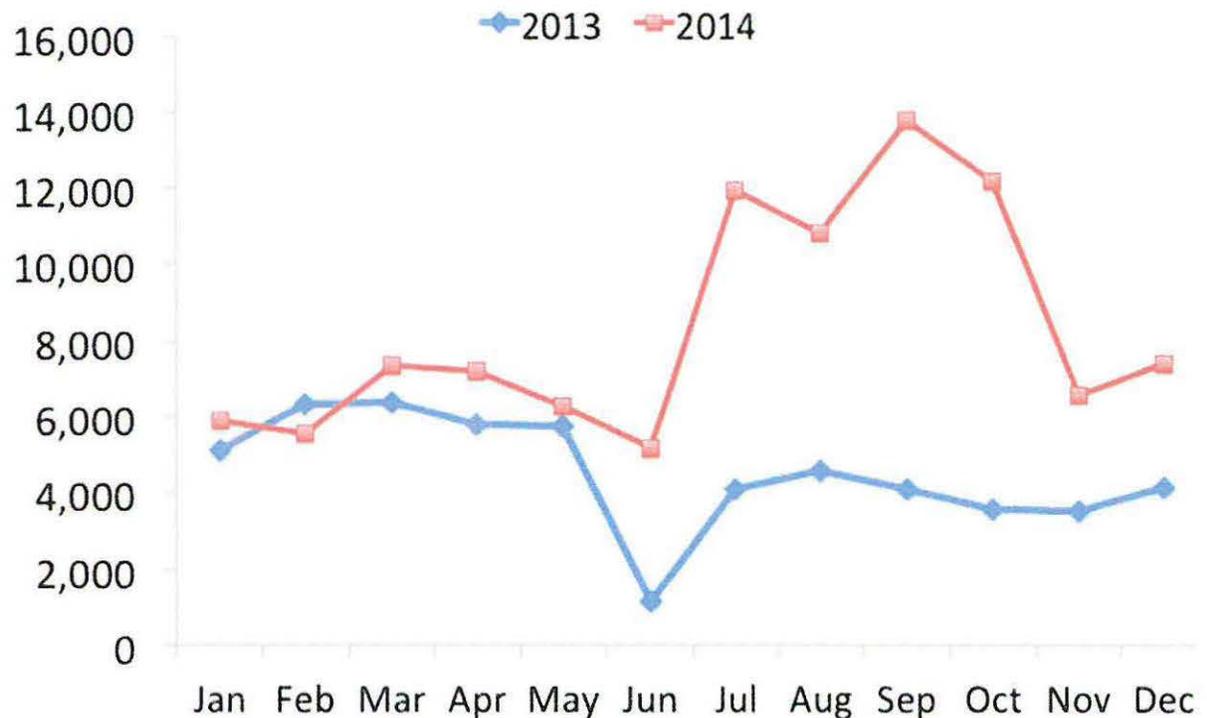
The screenshot shows a Google search for 'bluffton resorts'. The search results include a link to 'Bluffton Hotels & Resorts - Hotels & Resorts for every budget' from hiltonheadisland.org. Below this, there is a search ad for 'The Inn at Palmetto Bluff: A Montage Resort'. The ad includes the website www.palmettobluff.com, a 4.2-star rating from 5 Google reviews, and a price of \$405. The ad also features a map showing the location of the resort in Bluffton, SC. Below the search ad, there is a link to 'Inn at Palmetto Bluff, A Montage Resort (Bluffton, SC ...)' from tripadvisor.com, which has a 4.6-star rating from 376 reviews.

Included in our fee by the digital agency are monthly reports on the measurable metrics of the SEM program. We will measure cost per click, resulting time/pages viewed on our website, conversion to the VCB visitor database, fulfillment ordered, and where appropriate, conversion to partner websites.

Total Website Visitation – VisitBluffton.org

- December YTD : 100,238 Website Visits up +84% vs. PY

HHB: Total Website Visits



7. South Carolina Parks, Recreation and Tourism (SCPRT) 2015-2016 co-op marketing plan: Budget \$7,125

Television budget: \$5,925

:30 second TV spots to air in early fall- September-October 2015 in multiple markets to include Augusta, Charleston, Columbia, Florence-Myrtle Beach, Greensboro-High Point-Winston-Salem, Greenville-Spartanburg-Andersonville-Asheville, Raleigh-Durham, Savannah, and Wilmington. We will receive a total of approximately 324 spots resulting

in approximately 1,015,102 impressions. We will use the revised :30 second spot created by Rawle Murdy and Crescent Moon Productions. There will be a maximum reach of TV audiences by combining local broadcast stations (FOX, CBS, NBC, ABC) and cable (NCC).

Digital Budget: \$1,200

Banner ads to run in the fall of 2015 and spring of 2016 with the goal of driving traffic to VisitBluffton.org

8. Military Budget \$700.00 **portion also budgeted from Beaufort County/Hilton Head Island

With Parris Island in our own backyard, it is important that we reach out and strengthen our destination's relationship with the many families who come to attend graduations, as well as those soldiers on active leave that are required to take some R&R once they return home. We intend to do this by participating in the annual Travel EXPO Parris Island hosts every March. The visitor bureau will be participating in this annual travel show, and select service partners will be able to partner and represent Southern Beaufort County.

9. Group Tour Budget \$ 4,800 **portion also budgeted from Beaufort County/Hilton Head Island

Group Tour remains to be an important market to maintain current and new relationships. Hilton Head Island and Bluffton continue to be an attractive destination for a hub and spoke opportunity. With Savannah 40 miles away, Beaufort 30 miles, and Charleston just under 2 hours, the Hilton Head Island-Bluffton region is ideal for groups to stay in one location for up to a week, and focus on day trips from one central area. We intend to draw group tour visitors by:

- Build relationships with operators through ABA.
- Leverage group tour
- Educate our partners on what it means to be a group friendly community
- Offer tiered pricing/packaging attractions with accommodations
- Expand promotion of group experiences on our website and special group ticket pricing.

The American Bus Association (ABA), held every January, ABA welcomes the travel and tourism community to the first conference of the year – the industry's premier business event – Marketplace. More than 3,500 tour operators, suppliers and exhibitors come together to kick off a new year of business opportunity and growth. Marketplace is truly a market-place – an active, vibrant forum of buyers and sellers where business gets done. With more than 140,000 pre-scheduled appointments and 900 pre-qualified operators, Marketplace offers a year's worth of

sales meetings in one week. And with legendary networking and social events, attendees turn conversations from the conference floor into long-term business relationships. Couple this with leading education seminars and the industry's largest exhibit hall, and Marketplace is really unmatched as the best industry event each year.

In January 2016, Visitor Bureau staff will attend the ABA Marketplace, and take advantage of up to 60 pre-scheduled appointments with pre-qualified operators to promote and sell Hilton Head Island and Bluffton region.

Motorcoach Association of South Carolina - MCASC is an affiliate member of the American Bus Association and the United Motorcoach Association to stay abreast of issues and concerns at the national level. In August 2015, their annual meeting and marketplace will be a joint meeting with the Virginia Motorcoach Association and the North Carolina Motorcoach Association. The VCB will attend and conduct one-on-one appointments along with network and information share with all 3 state representatives within this group tour industry.

10. Insiders Program Budget \$1,100

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

11. Festivals and Special Events

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

- Historic Bluffton Arts and Seafood Festival
- Bluffton International & Craft Beer Fest
- Bluffton Village Festival
- Bluffton Christmas Parade
- Bluffton Historical Preservation Society/Heyward House events
- Bluffton Farmers Market
- Bluffton Sunset Party at Oyster Factory Park
- Bluffton Earth Day Celebration
- Bluffton Duathlon
- Art Walks in Old Town Bluffton
- Children's Easter Parade Calhoun Street
- Shuckin & Shaggin in Old Town Bluffton
- Palmetto Bluff Music to your Mouth
- Palmetto Bluff Half Marathon

- Palmetto Bluff Summer Concert Series
- Lowcountry Home and Garden Show-Buckwalter Recreation Center
- Other opportunities that may develop in the year ahead

12. Bluffton Collateral and Fulfillment

2016 Vacation Planner Print and Online: Budget \$16,000

The VCB will complete and refresh content promoting Bluffton in our 2016 Vacation Planner, including an 8 page color section with a map of Calhoun Street and all merchants, art galleries, restaurants, and shops highlighted.

Fulfillment: Budget \$12,000

Postage, Shipping and Mail Operations for Bluffton fulfillment for 12 months.

13. Budgeted research programs for FY 2015-2016: Budget \$10,000

- Updating and maintenance of www.ThinkBluffton.com, the Chamber's online economic metrics portal.
- Smith Travel Research weekly and monthly reports. Measures lodging occupancy, average room rates, room demand and RevPAR for hotels only. Includes monthly comparative report with competitive destinations.
- V-Trip monthly Home & Villa lodging reports on occupancy, average room rates, RevPAR and six month forward booking pace reports. Two-source V-Trip report crunches back end Smith Travel hotel data with V-Trip back end home and villa data to produce a monthly destination report on total destination accommodations tax paying occupancy, average room rates and RevPAR.
- Monthly and YTD Visitor Traffic and Segmentation Reports by USCB's Dr. John Salazar.
- Subscription to the US Travel Association's Travel Monitor Program and related reports.

14. DMO Partnership Marketing Initiatives

Leveraging the VCB's Hilton Head Island and Bluffton budgets will allow us to participate in the following Bluffton specific marketing programs:

Garden & Gun Bluffton co-op program Budget: \$20,000

To build off of the success of the Hilton Head Island *Garden & Gun* promotion that ran August 2014-February 2015, *Garden & Gun*, Hilton Head Island, Bluffton and Southern Beaufort County plan to collaborate to produce a three-part advertorial series highlighting all that our area has to offer.

Garden & Gun Statistics

325,000 Circulation
Newsstand Sales: +9.4%
Adweek's 2014 Hottest Lifestyle Magazine

THE G&G READER

- 92% are 35+
- 53% Male / 47% Female
- Average HHI: \$332,000
- Average Net Worth: \$2,255,000

G&G READERS HAVE THE MEANS AND MOTIVATION TO LIVE WELL

- 26% have investible income of \$1.5 million+
- 43% own 2+ residences
- G&G subscribers take an average of 13 trips per year
- 68% plan to remodel/redecorate home or grounds
- 86% purchased 2+ vehicles

THE G&G AUDIENCE IS PASSIONATELY CONNECTED

- 90% read 4 out of 4 issues
- 80% read G&G the day they receive

*Source: Alliance for Audited Media June 2014. 2013 Subscriber Study—IPSOS Mendelsohn Custom Division, base HHI \$100,000. *Based on proprietary data.*

GARDENANDGUN.COM

- 2.6 million average page views/month (up 65%)
- 455,000+ average unique visitors/month (up 127%)
- 4.32 pages viewed per visit

SOCIAL MEDIA

- 450,000+ fans across Facebook, Twitter, Instagram, and Pinterest

Source: Google Analytics, full year 2014. Percent increase based on 2013 vs. 2014 Social Media as of March 2015.

Bluffton: Your Next Destination

Through custom in-magazine content, *Garden & Gun* puts a new twist on our area and positions it as the premier destination to visit right now. *Garden & Gun* will secure a top-caliber photographer and stylists to produce the photography for the series, with the VCB assisting to secure talent and locations.

Note: *G&G* will photograph all advertorials in one photo shoot for time and budget efficiency.

In-Magazine Section

- August/September 2015, The Food Issue
- Two (2) advertorial pages + one (1) brand ad
- *G&G* creates a custom advertorial section dedicated to the culinary and arts scene in Bluffton.
- Will showcase the variety of unique and unforgettable dining and arts experiences in the area
- Spotlights an established or up-and-coming chef
- Three (3) to four (4) additional hot spots featuring participating partners.
- Impactful unit drives readers to VisitBluffton.org to learn more.

Total Project Costs

Bluffton Budget Contribution	\$20,000
Town of Bluffton Grant Request	\$25,224*
Bluffton Tourism Co-op	\$12,000**
Total	\$57,224

*Accommodations tax supplemental grant request will be submitted to the Town of Bluffton in June of 2015.

**A co-op informational meeting will be held in mid-April 2015 to share the benefits and costs for the program. The goal is to recruit 4 partners within the Bluffton tourism industry.

15. Signature Experiences program: Budget \$11,375

Engineering Group Experiences

Phase I– in progress

In 2014-15 the Hilton Head Island Visitor & Convention Bureau’s Marketing Council, in concert with the VCB staff, began the process of creating a Signature Group Experiences program.

Experience Lab Minneapolis, MN

VCB staff attended the Experience Lab hosted by Joe Veneto with Opportunities Unlimited in Minneapolis, MN in May 2014 to evaluate how Meet Minneapolis, the Minneapolis CVB's meetings and groups sector, developed and executed their signature group experiences program. During this intensive 3 day program VCB staff engaged in Meet Minneapolis' signature group experiences first hand and learned the process Meet Minneapolis and the Minneapolis CVB staff, attractions partners and key stakeholders went through along with Opportunities Unlimited to develop these experiences that actively engage and immerse visitors by providing a deeper, richer and unforgettable destination experience.

Out of the Experience Lab came an understanding of the necessary process the Hilton Head Island VCB Marketing Council, VCB staff along with our experiential tourism partners must go through to enhance our existing signature experiences and potentially develop new experiences for the groups and meetings sector that can also easily translate to the leisure sector. **1-2 Signature Experiences will be developed for Bluffton depending on partner participation.**

Experiential Development Process

The VCB has partnered with Joe Veneto of Opportunities Unlimited to execute a three phase Experiential Development program with the following goals and objectives in mind.

- Develop Group Experiences to package and wrap unique Experiences in an engaging way to drive meeting and convention business.
- Evaluate current signature experiences to enhance and innovate. Provide actionable ideas and insights to stage and script that capture the essence of the area's culture and flavor.
- Collaborate with the VCB to integrate new experiences into the sales, marketing and booking process of customers (Meetings, Conventions, Group Tours, Reunions, Weddings and Local Market Groups).
- Assist the VCB with the Development of the Gullah Experience

Phase I – Assessment

Project Scope & Objectives: January– October 2015

- Conduct on-site assessments of designated Hilton Head Island, Bluffton and the surrounding Lowcountry attractions and venues to assess the current state of the customers' experience.
- Uncover strengths, weaknesses, gaps and opportunities for enhancing the current offerings as well as engineering new experiences.
- Collaborate to identify product gaps based on brand attributes and develop a list of new experience possibilities.

- Review brand attributes and research to align and map new Experiences to the brand.
- Identify, recommend and discuss new offerings for destination development with select partners involved in the assessment.
- Meet with select stakeholders after the assessment visits to discuss the Experiential process and potential development opportunities.
- Present a program on Engineering Experiences to designated attraction partners to introduce the Experiential Development process and gain commitment for Phase II.

Deliverables include:

- On site visits completed of key attractions and destination drivers to assess visitor experiences.
- An Assessment Report with key findings on visitors' actual experience along with ideas, recommendations and product development opportunities.
- Meetings with key stakeholders are completed, obtaining conceptual agreement and buy-in to the Experiential Development process.
- Presentation to Tourism Partners on Engineering Experiences for visitors and the Experiential Development process.

Time Frame: Two on-site assessment visits, two to three days each (varies based on number of attractions) plus a third half-day presentation for potential Experiential Partners on the process and project. Phase I Assessment completion expected Fall 2015.

HiltonHeadMeetings.org Signature Experiences content development – March 2015

1. Development of content and design of a Signature Experiences section on our official meetings and groups microsite, HiltonHeadMeetings.org is due to go live in March 2015. **1-2 experiences will be developed for Bluffton.** This section of the microsite will be updated following Phase II of the Experiential Development Process. Identified initial Signature Group Experiences include:

- Zipline Hilton Head & Aerial Adventure
- Savor the Lowcountry Culinary and Historic Tours
- Arts Center of Coastal Carolina Backstage Tours
- Coastal Discovery Eco and Historic Tours
- Gullah Heritage Trail Tours
- Heritage Library
- Outside Hilton Head
- Sea Pines Teambuilding Course
- Vagabond Cruises
- Shopping experience
- Golf Experience, HiltonHeadGolfIsland.com

- Tennis Experience, PlayHiltonHeadTennis.org
- Heyward House Historic Center and Official Welcome Center
- Port Royal Sound Foundation
- Santa Elena Foundation
- Waddell Mariculture Center

2. Support Signature Group Experiences section with SEM campaign

**Phase II – Development Phase
September 2015-February 2016**

Design and develop selected attraction offerings into engaging and immersive Experiences along with tourism partners. Focus on enhancing the Signature Experiences of all designated partners. Design, craft, script and stage new Experiential Product offerings for visitors (in the Meetings, Conventions, Group Tour & Travel & Leisure Market segments) with the key partners.

Experiential Development:

- The VCB along with the Marketing Council will identify key stakeholders to implement the Experiential Process beginning with the existing list of Signature Experiences outlined above which includes: Cultural and Arts Organizations, Signature Attractions, Sports & Recreation, Culinary Venues, Retail Sites, etc.
- Enhance the current offerings of the designated partners using the Experience Formula created by Opportunities Unlimited.
- Collaboration with the VCB, Opportunities Unlimited and tourism partners to develop new experiential products.
- Monthly partner meetings with Joe Veneto to design, craft, script and stage new Experiences.
- Monthly partner meetings include action items and next step deliverables to be completed for subsequent meetings to move the development process along to meet the project timeframe.
- Partners will complete a series of four high content workshops during the process.
- New Experiences will be incorporated into all collateral, promotional and online marketing materials of the VCB and designated partners.
- Opportunities Unlimited will review and collaborate on Experiential product copy; pricing and operational aspects to ensure the products are market-ready.
- The VCB and Partners will revamp Experiential web content to promote, sell and market the experiences.

Budget:	\$60,000 (VCB contribution)
	<u>\$15,000</u> (Private sector investment, \$1,875 per partner x 8 partners)
Total	\$75,000

**Phase III – Implementation and Promotion
Spring 2015**

Measurement Metrics of Success Experiential Development Project:

We will know success has been achieved when the following has been accomplished:

- The VCB and its partners have enhanced our current offerings to visitors.
- The VCB Partners have engineered a collection of new experiential offerings for multiple market segments.
- The VCB Partners have completed four high-content workshops:
 - Possibilities & Stories
 - Staging & Scripting Experiences
 - Marketing & Selling Experiences
 - Best Practices for Delivering Experiences
- Monthly meetings and deliverables have been completed to engineer new experiences.
- Experiential Products have been tested with key clients, VCB associates and partners for feedback and insight before market launch.
- Experiences have been incorporated into promotional materials, web content and the Social Media strategies of the VCB and their partners for the Conventions, Small Meetings, Tour & Travel and Consumer markets.
- The VCB has created a tracking program to measure the R.O.I. of Experiential products.

Signature Experiences Launch Marketing Plan:

- a. Refresh of Signature Experiences landing page on HiltonHeadMeetings.org
 - Budget: Included in existing agreement with VERB Interactive
 - Facilitated by: VERB and VCB Marketing Staff

- b. Support Signature Experiences with comprehensive SEM campaign
 - Budget: Included in NetConversion’s Digital Media Brand Allocation
 - Facilitated by: NetConversion/VERB and VCB Marketing Staff

- c. Support Signature Experiences with e-promotions to the VCB's Group Planner database, plus purchased access to trade media e-mail promotions.
 Budget: Series of 6 e-promotions: \$6,000
 Facilitated by: VCB Marketing Staff with local freelance writers (content) and VERB (deployment)
- d. Support Signature Experiences with PR pitches to appropriate specialty and general travel writers/editors and media outlets.
 Budget: Covered in general PR fees
 Facilitated by: Weber Shandwick Worldwide and Chamber Communications Staff
- e. Create Signature Experiences printed marketing pieces for VCB sales staff to use as a sales tool at trade shows and for site visits
 Budget: \$10,000 (includes design and printing of 5,000)
 Facilitated by: VCB Marketing Staff and selected printing company
- f. Feature Signature Experiences and Results/ ROI in Local Business and Community Communications/PR.

Budget/ Facilitated by: Chamber Communications Staff

Phase II Experiential Development Process:	\$ 75,000
Signature Experiences e-promos	\$ 6,000
Signature Experiences printed piece:	\$ 10,000
Social Media Promotion:	\$ Included in Social Media budget
Signature Experiences PR:	\$ Included in PR budget
SEM and Local Mobile Promotions	\$ Included in Digital Media Budget
SUB-TOTAL	\$ 91,000
(Town of HHI - \$68,250, Town of Bluffton - \$11,375, Beaufort County \$11,375)	



DAUFUSKIE ISLAND
the paradise beyond

Daufuskie Island Marketing and Fulfillment

While the Resort on Daufuskie Island remains in a period of uncertainty, there continues to be some active visitor attractions, restaurants, tours, and cottage rentals on the Island.

Currently, the Hilton Head Island-Bluffton Chamber's Visitor & Convention Bureau (VCB) is working on a series of three webisodes between 1:30-2:00 in length featuring an overview of getting to and from the island, experiences based on new and active businesses with a focus on the culinary and cultural scene once you have arrived. The webisodes are due for completion in 2015 and will be distributed on our YouTube channel and pulled into www.VisitDaufuskie.org.

In the year ahead, the VCB plans to continue to promote Daufuskie Island through:

- New content and redesign of current microsite: www.VisitDaufuskie.org
- Facilitate a photoshoot to gather images for the microsite along with photography that will work with digital content and social channels.
- Continued content creation on Island Vibe Blog and social channels that provides a local perspective on seasonal activities, newsworthy events and unique travel experiences.
- Inclusion and development of one experience within the Signature Group Experiences collection being developed in 2015/16 based on private sector participation.

Daufuskie Island Marketing Budget Total:

\$ 40,000

Appendix A
Website Update

VERB

netconversion
internet strategy | marketing | results

bluffton

HEART OF THE LOWCOUNTRY

Website & Online Marketing Performance
thru December 2014

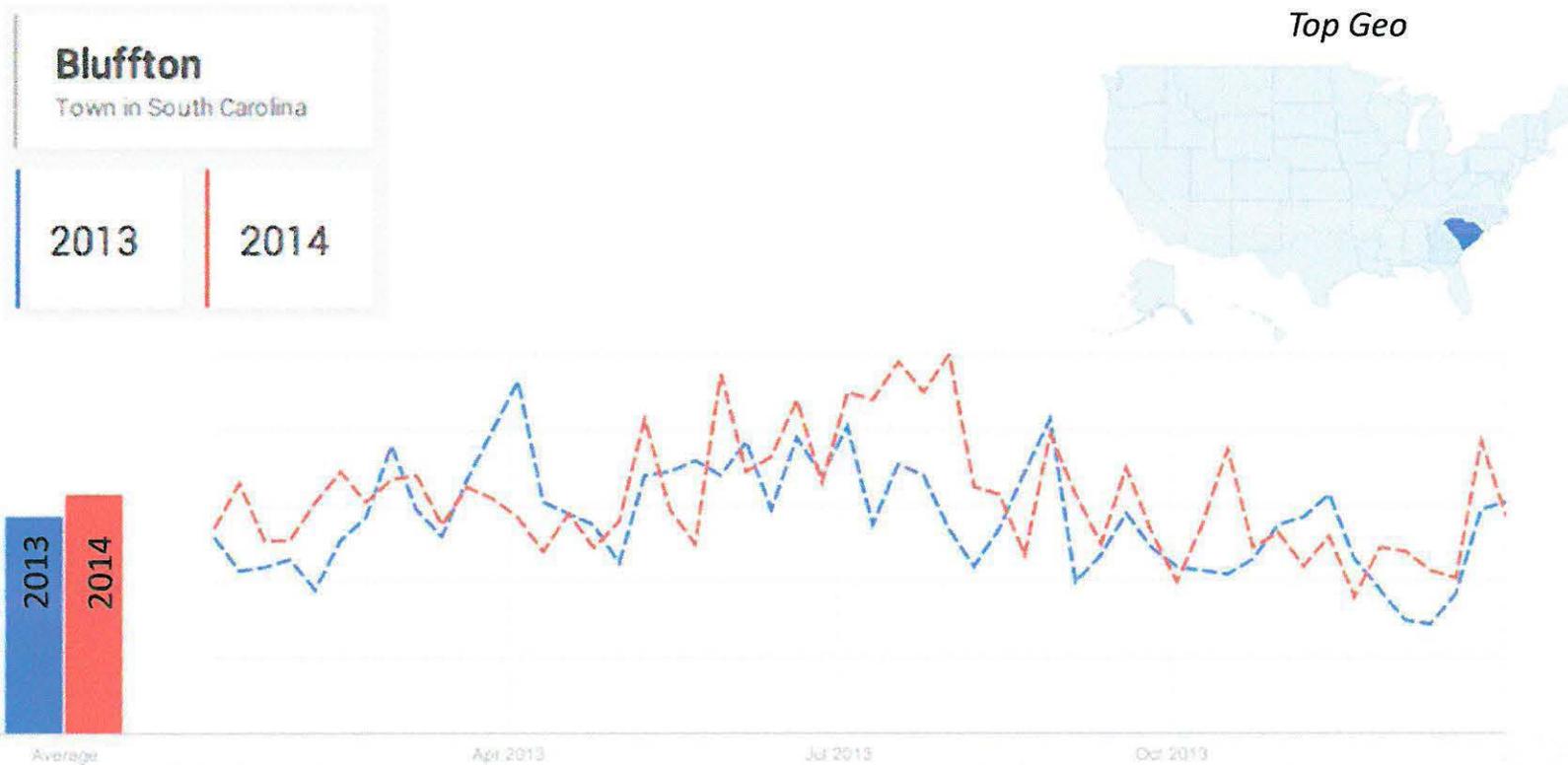
Overview

- ▶ Online Search Trends
- ▶ Website Performance
 - ▶ Key Engagement
 - ▶ Visitation
 - ▶ Conversion Rate
- ▶ Online Marketing Performance

Online Search Interest Trends

Google Trends Bluffton Brand Interest

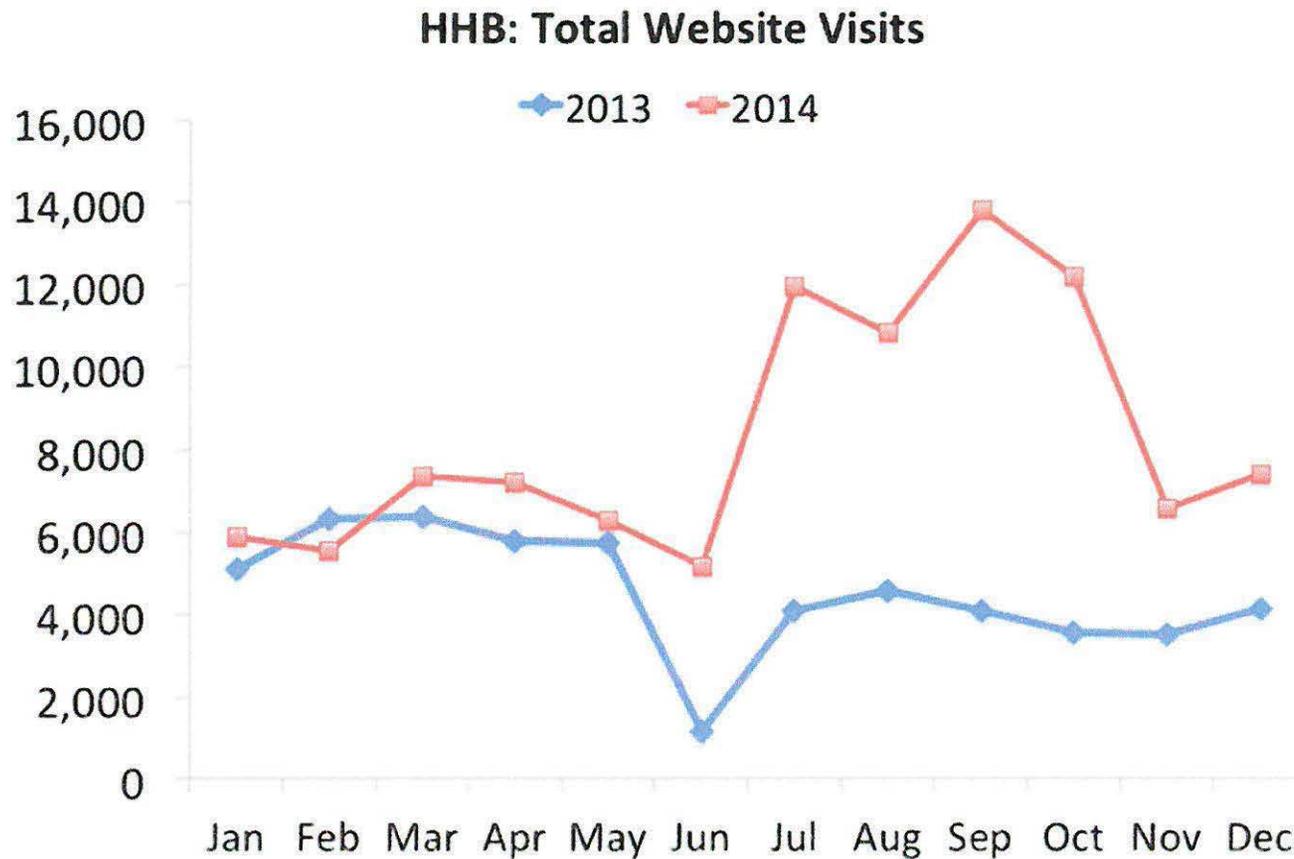
- ▶ From January to December, interest as measured by the average of US Google Travel searches for branded 'Bluffton' related terms are up vs. 2013
 - ▶ Most Regional Interest came from South Carolina, North Carolina, and Georgia



Website Performance

Total Website Visitation – HHI Bluffton

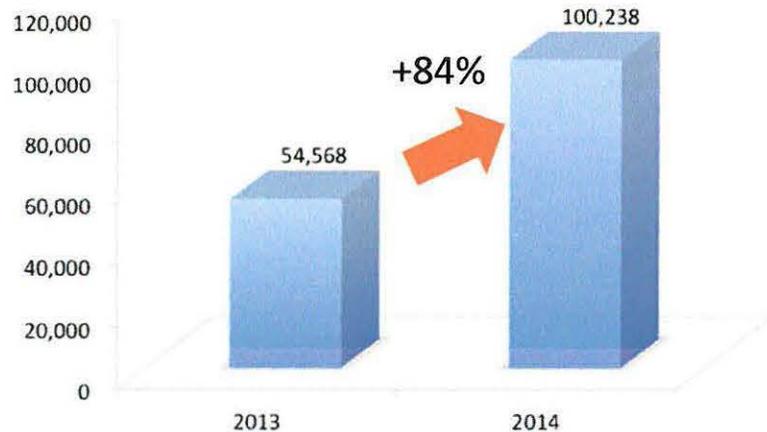
- ▶ In December: 7,394 Website Visits up +77% vs. PY
- ▶ December YTD : 100,238 Website Visits up +84% vs. PY



*Bluffton paid efforts off in June 2013

Key Engagement Metrics – HHI Bluffon

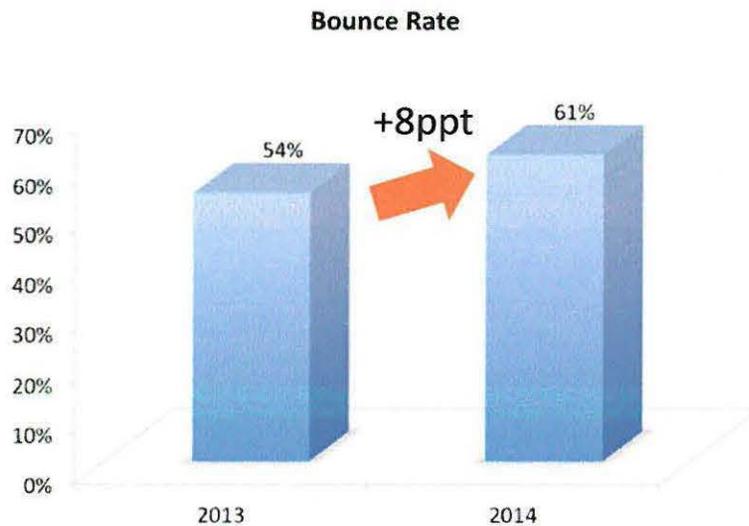
- ▶ 100,238 Visits up +84% vs. PY
Total Visits



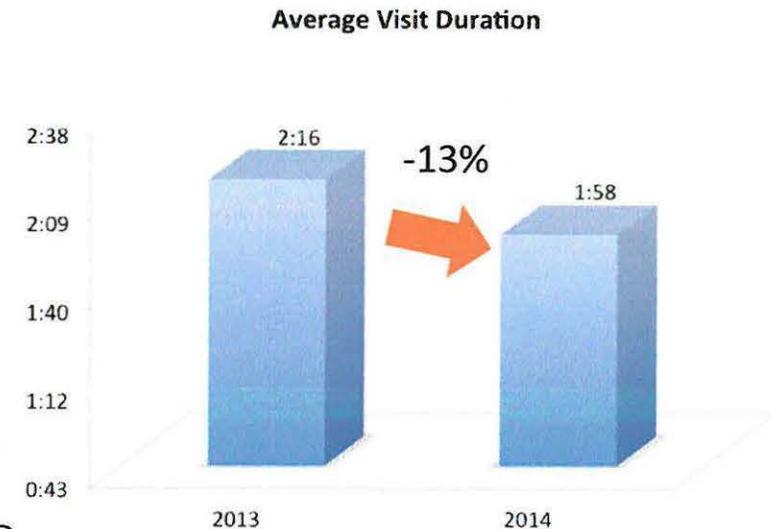
- ▶ 2.4 Pages/Visit down -15% vs. PY
Pages/Visit



- ▶ Bounce Rate of 61% up +8ppt vs. PY
Bounce Rate



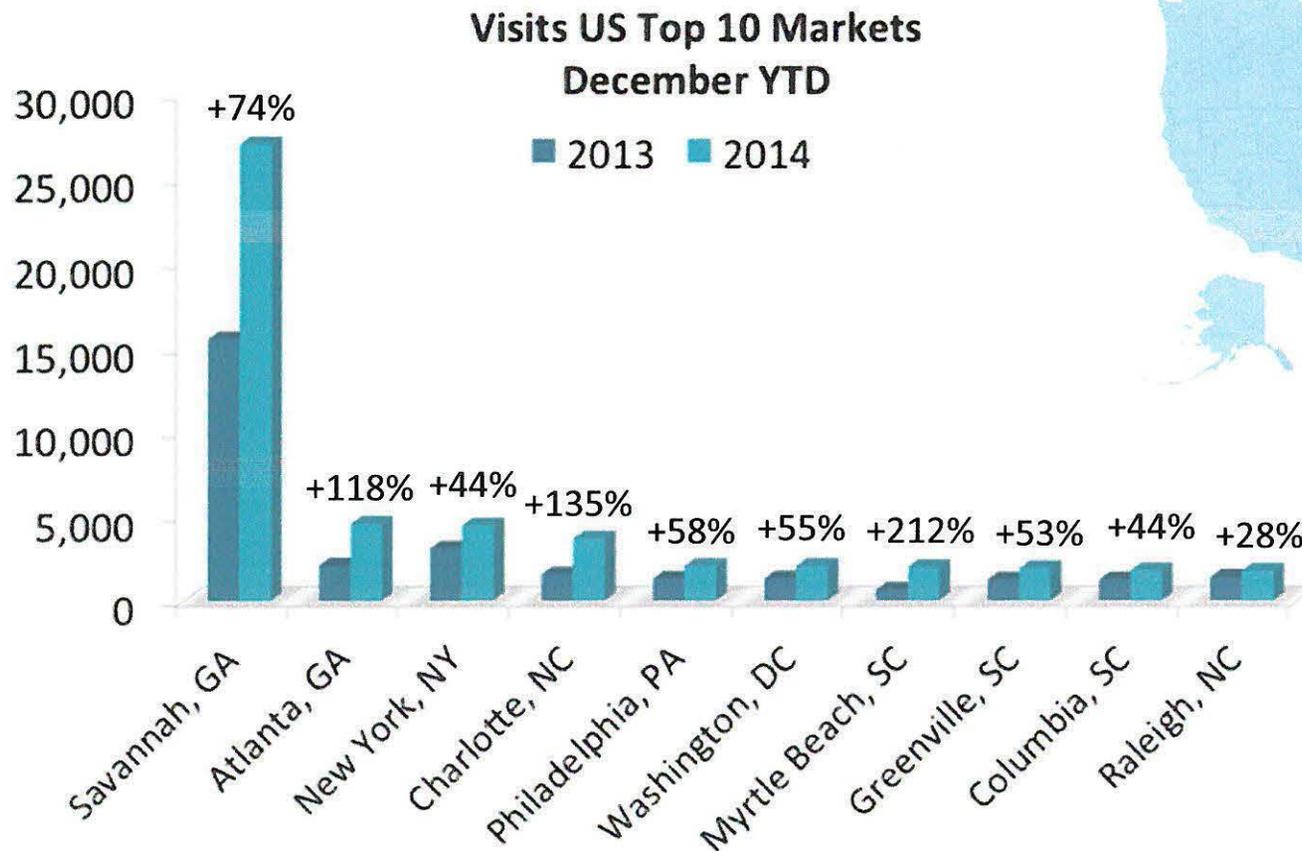
- ▶ Avg Visit Duration of 1:58 down -13% vs. PY
Average Visit Duration



December YTD

Top US DMA Visitation - HHI Bluffton

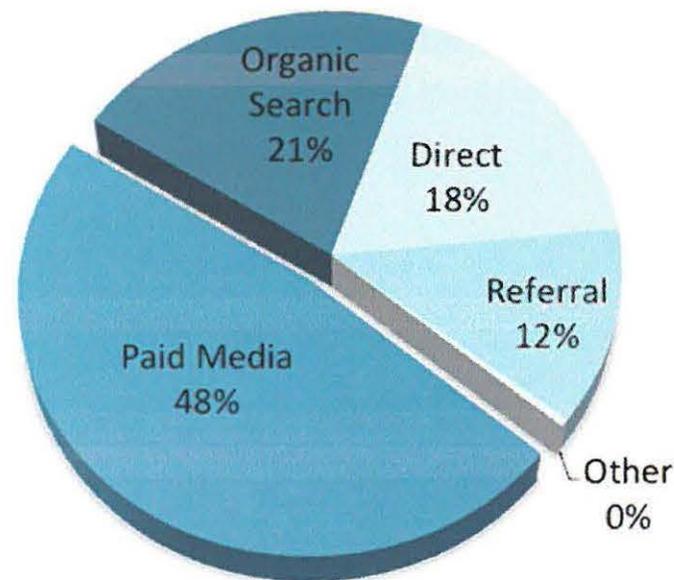
- ▶ December YTD, the US drives 96% of Total Website Traffic
 - ▶ The Savannah GA DMA drives 27% of Total Website Traffic



Hilton Head Island Bluffton - Visits by Source

- ▶ Search Traffic drives 69% of total website traffic
 - ▶ Paid Media is the largest source of website traffic
 - ▶ Additionally, Paid Media has driven an incremental +48k visits to the site

Sources of Traffic
December YTD

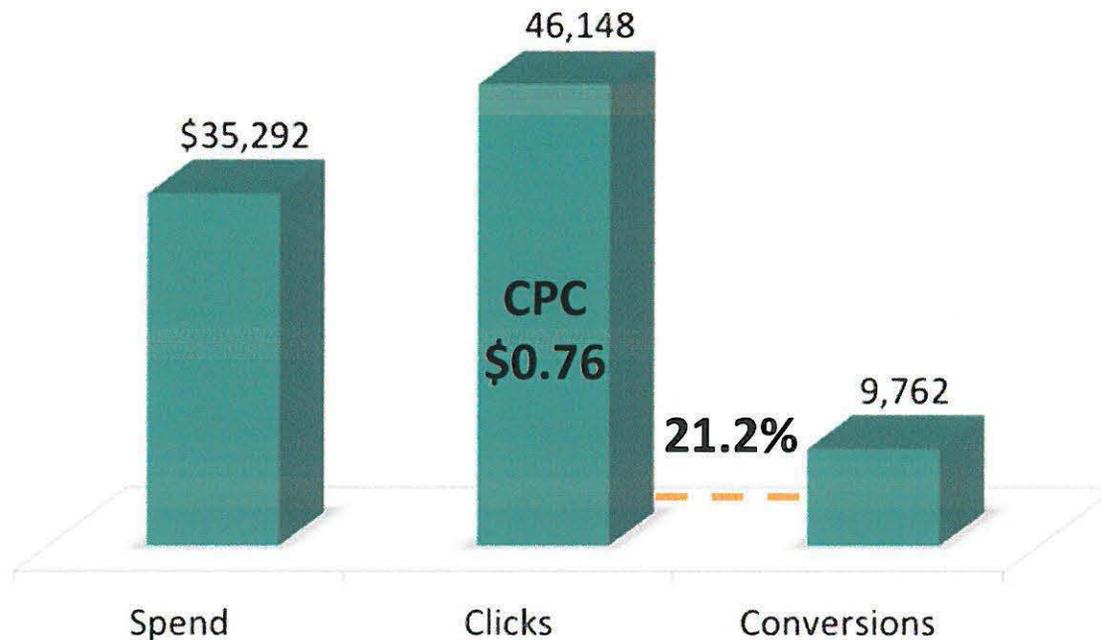


Online Marketing Performance

Bluffton – Online Marketing Performance

- ▶ December YTD, Bluffton Google Paid Campaigns drove Clicks at \$0.76 and Converted at 21.2%.
- ▶ 97% of Google Paid Bluffton Conversions were Outgoing Links to Partners

Google Paid Performance
December YTD

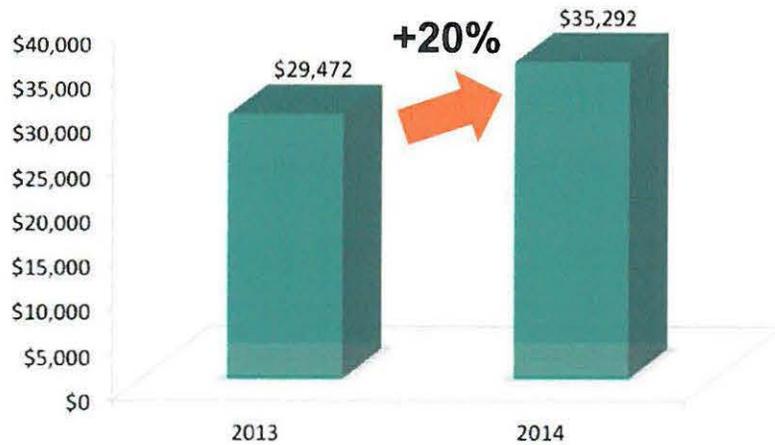


*Bluffton Google Paid Efforts off June 2013

Google Paid Metrics – Bluffton

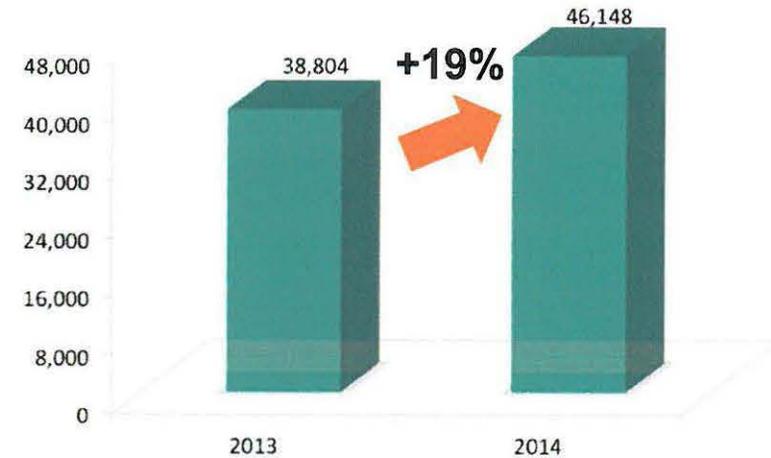
- ▶ Spend of \$35,292 up +20% vs. PY

Google Paid: Spend



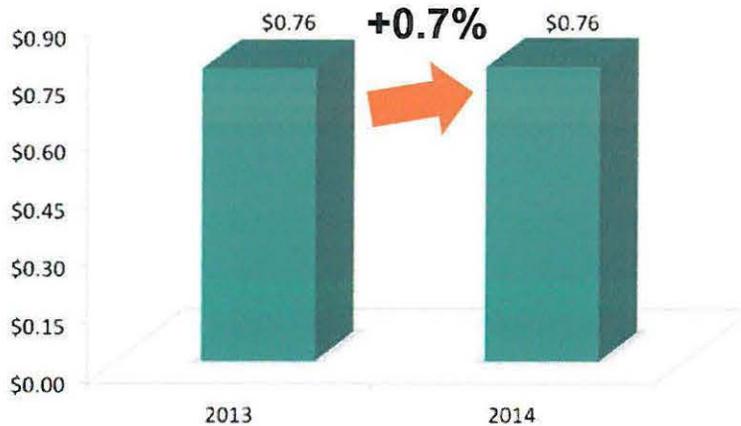
- ▶ Clicks of 46,148 up +19% vs. PY

Google Paid: Clicks



- ▶ Cost per Click of \$0.76 up +0.7% vs. PY

Google Paid: Cost per Click



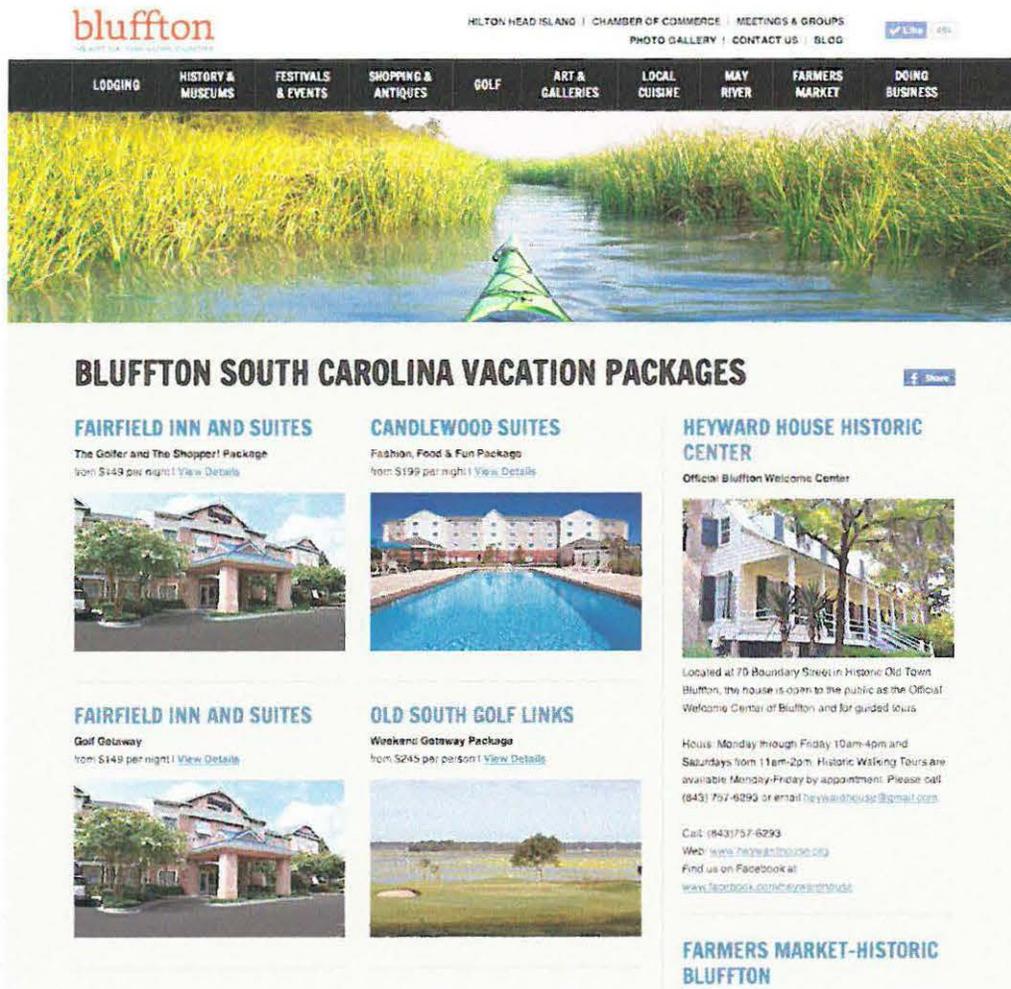
- ▶ Conversion Rate of 21.2% down -3ppt vs. PY

Google Paid: Conversion Rate



December YTD

Bluffton Packages Page



Bluffton Packages Page

- ▶ 6,354 Total Pageviews
- ▶ 3,368 from Paid Campaigns
 - ▶ 53% of Total

Partner Link Outs

- ▶ 2,205 Total
- ▶ 1,202 from Paid Campaigns
 - ▶ 55% of Total

December YTD

VERB



Bluffton Vibe

Blogs/Enewsletter

BLUFFTON BLOG

THE BEST ADDRESS IS A BLUFFTON ADDRESS!

FEBRUARY 4, 2014



The Best Address is a Bluffton Address!

By: [Name] | [Date]



A waterfront scene in Bluffton, South Carolina.

Bluffton is a beautiful coastal town with a rich history and a vibrant community. From its historic downtown to its stunning beaches, Bluffton offers a unique blend of old-world charm and modern amenities. Whether you're looking for a peaceful retreat or a bustling hub of activity, Bluffton has something for everyone.

One of the highlights of Bluffton is its historic downtown, which is home to many of the town's oldest buildings and shops. The Bluffton Historic District is a beautiful example of 18th-century architecture, and it's a great place to explore the town's history.

Bluffton is also known for its beautiful beaches, which offer a perfect spot for relaxation and recreation. From the quiet, secluded beaches to the busy, family-friendly ones, there's a beach for everyone.

Whether you're looking for a peaceful retreat or a bustling hub of activity, Bluffton has something for everyone. From its historic downtown to its stunning beaches, Bluffton offers a unique blend of old-world charm and modern amenities.



A group of people participating in a parade in Bluffton, South Carolina.

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A person fishing from a pier in Bluffton, South Carolina.

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SEARCH THIS BLOG

RECENT POSTS

- [\[Post Title\]](#)

CONNECT WITH HILTON HEAD



BECOME A HILTON HEAD INSIDER



BLUFFTON BLOG

REMEMBERING THE PAST; TAKING CARE OF THE FUTURE IN BLUFFTON

MARCH 4, 2014



Remembering the Past; Taking Care of the Future in Bluffton.



Photo by [Name] on [Date].

Bluffton is a beautiful town with a rich history. The town's architecture is a mix of historic and modern styles. The reasons for this are many, including the town's location on the coast and its proximity to the water. The town's history is a testament to the town's resilience and its ability to adapt to change.

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Photo by [Name] on [Date].

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BECOME A HILTON HEAD INSIDER

BLUFFTON BLOG

WHERE ART & FLAVOR COLLIDE: 10TH ANNUAL HISTORIC BLUFFTON ARTS & SEAFOOD FESTIVAL

AUGUST 7, 2014



Bluffton Arts & Seafood Festival

Where Art & Flavor Collide: 10th Annual Historic Bluffton Arts & Seafood Festival

By [Bluffton Arts & Seafood Festival](#)



The festival of Bluffton Arts & Seafood Festival is a celebration of the local arts and seafood industry. It is a unique event that brings together artists and seafood lovers in a beautiful coastal setting. The festival features a variety of activities, including art demonstrations, live music, and seafood tastings. It is a great opportunity to enjoy the local culture and scenery.



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SEARCH THIS BLOG

RECENT POSTS

- [The festival of Bluffton Arts & Seafood Festival is a celebration of the local arts and seafood industry.](#)
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RECOMMENDED FOR YOU

Bluffton Arts & Seafood Festival

BLUFFTON BLOG

PALMETTO BLUFF IDEA HOUSE

OCTOBER 27, 2014



Palmetto Bluff Idea House

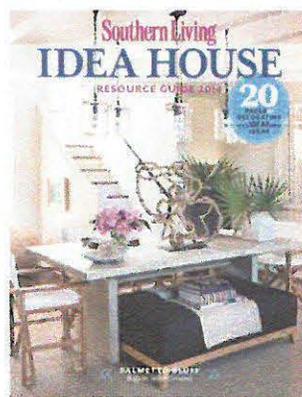


Palmetto Bluff Idea House is a beautiful, two-story house with a prominent porch and a gabled roof. The house is situated on a grassy hill overlooking a body of water. The house is framed by trees in the foreground.

The house is a perfect example of a modern, coastal-style home. It features a large, open-plan living area with a high ceiling and a large window overlooking the water. The house is surrounded by lush landscaping and a well-manicured lawn.

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Southern Living Idea House Resource Guide 2014

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SEARCH THE BLOG

RECENT POSTS

- 1. [The Palmetto Bluff Idea House](#)
- 2. [The Palmetto Bluff Idea House](#)
- 3. [The Palmetto Bluff Idea House](#)
- 4. [The Palmetto Bluff Idea House](#)
- 5. [The Palmetto Bluff Idea House](#)
- 6. [The Palmetto Bluff Idea House](#)
- 7. [The Palmetto Bluff Idea House](#)
- 8. [The Palmetto Bluff Idea House](#)
- 9. [The Palmetto Bluff Idea House](#)
- 10. [The Palmetto Bluff Idea House](#)

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BLUFFTON BLOG

ELEVEN (AMAZING) THINGS TO DO IN BLUFFTON, SC

NOVEMBER 21, 2014



Eleven (Amazing) Things to Do in Bluffton, SC

SEARCH THIS BLOG

RECENT POSTS

CONNECT WITH US

10% OFF EXHIBITION TICKETS

1. **Bluffton Park**
 A beautiful park with a large pond, walking paths, and a playground. It's a great spot for a family walk or a picnic.

2. **Bluffton Historic District**
 Explore the historic architecture and charm of Bluffton in the heart of the historic district. Visit the Bluffton Historic Foundation for more information.

3. **Bluffton Golf Course**
 Enjoy a round of golf at the Bluffton Golf Course, which offers a challenging course and a clubhouse with a bar and grill.

4. **Bluffton Marina**
 Spend the day at the Bluffton Marina, where you can rent a boat, enjoy a seafood lunch, or simply relax on the pier.

5. **Bluffton Art Center**
 Visit the Bluffton Art Center to see local art exhibits and purchase unique pieces. They also offer art classes for all ages.

6. **Bluffton Community Center**
 The Bluffton Community Center is a hub for local events and activities. Check their website for upcoming events.

7. **Bluffton Farmers Market**
 Support local farmers and enjoy fresh produce at the Bluffton Farmers Market, held every Saturday.

8. **Bluffton Beach**
 Enjoy the beautiful beaches of Bluffton, including the Bluffton Beach and the Bluffton Pier.

9. **Bluffton Boat Show**
 Attend the Bluffton Boat Show, which features a variety of boats for sale and a fun atmosphere.

10. **Bluffton Christmas**
 Celebrate the holidays in Bluffton with the Bluffton Christmas Festival, featuring lights, music, and a parade.

11. **Bluffton Golf and Country Club**
 Enjoy a round of golf at the Bluffton Golf and Country Club, which offers a challenging course and a clubhouse with a bar and grill.

BLUFFTON BLOG

LOVE EVERYDAY IN OLD TOWN BLUFFTON

FEBRUARY 13, 2015



Love EVERYDAY in Old Town Bluffton

February 13, 2015



It's a beautiful day in Bluffton, South Carolina, and the kids are out playing on the swing set. The sun is shining brightly, and the trees are lush and green. It's a perfect day to enjoy the outdoors and spend time with family and friends.



Two people are enjoying a boat ride on the water. The water is calm, and the sky is clear. They are both smiling and looking out at the beautiful view. It's a great way to spend a day in Bluffton.



Front porch of a house with a white railing and a large flower bed in the foreground. The house has a classic architectural style with a covered porch. The flower bed is filled with various colorful flowers, including purple and yellow blooms.

SEARCH THE BLOG

RECENT POSTS

- [Bluffton's New Waterfront](#)

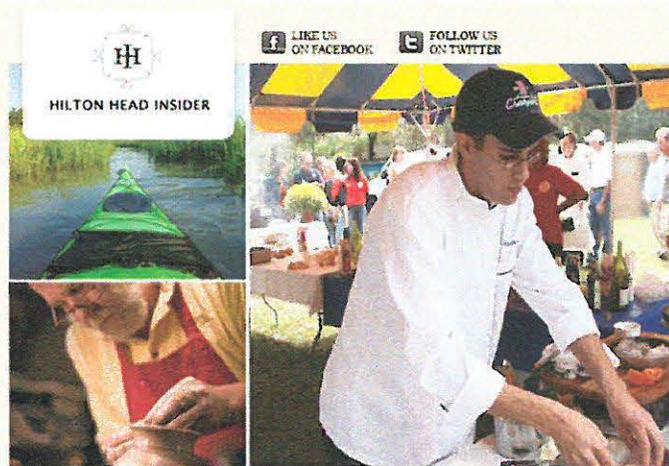
CONNECT WITH US

Facebook, Twitter, Instagram, YouTube, LinkedIn, RSS

MOBILE APPS

Available on the App Store and Google Play

E-newsletter – “Bluffton Themed” Launched September 2014 to 140,471 Hilton Head and Bluffton Insiders, promoting fall festivals, vacation packages and food!



So Much to Discover in Bluffton

bluffton
A PART OF THE LOWCOUNTRY

Locals aren't the only ones who have discovered the charm of the Heart of the Lowcountry. Bluffton's historic, laid-back arts town with Lowcountry-inspired cuisine has recently been catching the attention of the rest of the world.

The *Huffington Post* recently named Bluffton #1 on its Top 10 list of "Top 10 Amazing NON-beach summer getaways." Palmetto Bluff was chosen for *Southern Living's* 2014 [Idea House](#) (open through December 14). *Family Circle* recently featured the local Toomer family's [Bluffton Oyster Company](#).

Isn't it time you found out what all the buzz is about? [Learn more about visiting Bluffton >](#)

FESTIVALS & EVENTS

[Historic Bluffton Arts & Seafood Festival](#)

October 12-19, 2014

Old Town Bluffton (Calhoun Street)

Get ready to experience the best of Bluffton at this celebration of the community's arts, culture and cuisine. The weeklong festivities include art shows, May River history cruises and dolphin sightings, cooking contests, kayak and paddleboard adventures. The highlight of the festival is the streetfest which includes a juried fine art show featuring over 100 artists from 10 different states displaying and selling their art. The Saturday and Sunday streetfests also feature live music and delicious local seafood and southern specialties, with fun and food for all ages and palates.



[Bluffton International & Craft Beer Festival](#)

November 1, 2014

Old Town Bluffton (Calhoun Street)

If your tastes turn to hops, then Bluffton International & Craft Beer Festival is your ticket to an exceptional selection of the world's best. "The Best Little Beer Fest in the USA" will feature a food court, live music and an exceptional selection of over 150 of the world's best ales, stouts, lagers, pilsners, and more. Over 70 breweries from Belgium, Germany, the Netherlands and the United States will showcase their products. The Beer Fest also features live music, a food court and vendor village with chocolate, coffee, cigars & more.



[Music to Your Mouth Festival](#)

November 18-23, 2014

Palmetto Bluff

Celebrating the best of southern cuisine, spirits, artisans and much more, the annual Music to Your Mouth Festival kicks into gear on November 18th at pristine [Palmetto Bluff](#). For the eighth year, the event will gather the best and the brightest chefs for a singular lip-smacking experience, right in the spectacular South Carolina Lowcountry. This is the place to flap your jaws with the culinary rock stars that just wow-ed your taste buds. Along with the special events like a traditional "Kiss the Pig" oyster roast and classes taught by top chefs, wash it all down with world-class wines, spirits, craft beers and locally-roasted coffees while listening to great blues, jazz and southern music drift over the May River.



[View all upcoming Bluffton festivals and events.](#)

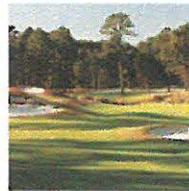
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HEART OF THE LOWCOUNTRY™

VACATION PACKAGES

If golf or shopping is on your mind, then grab your buddies and head to Bluffton for some of the best-designed and most challenging courses and an array of shopping. Local Bluffton hotels have partnered with some of the area's best golf courses and shopping destinations to offer visitors great discounted packages to stay and play in Bluffton, SC. Packages start at only \$144/night!

[Click here for Bluffton Vacation Packages.](#)



DINING

A day or afternoon spent in charming [Old Town Bluffton](#) means unique shopping opportunities for artwork, antiques, boutique clothing AND feasting on fabulous foodie treats in any of the local eateries. For a memorable dining experience, try [The Bluffton Room](#) ... serving simple American cuisine prepared with some of the finest ingredients in an intimate atmosphere, with gracious service and table-side preparations. Stop in for a libation at [Corks Wine Co.](#), [NEO](#) or [The Old Town Dispensary](#) (or a myriad of local watering holes) and you'll quickly learn that the quirky appeal of this quaint Lowcountry town just begins with the Antebellum-infused environment.

[View all Bluffton restaurants.](#)



VISIT US ONLINE AT WWW.VISITBLUFFTON.ORG



Southern Living
Campaign

Southern Living Idea House Web Page

The screenshot shows the Southern Living Idea House web page. At the top, there are promotional banners for 'See the MAGAZINE' and 'Give the gift of SOUTHERN LIVING'. Below these is the 'Southern Living' logo and a navigation menu with categories: FOOD, DESIGN, GARDEN, TRAVEL, DAILY SOUTH, SHOP, and MAGAZINE. The main content area is titled 'IDEA HOUSE' and features a large photo of the living room. To the left of the photo are social media icons (Facebook, Twitter, Pinterest) and buttons for 'PHOTOS', 'FLOOR PLANS', 'PLAN YOUR VISIT', and 'SPONSORS & CONTRIBUTORS'. Below the main photo is a 'ROOM-BY-ROOM PHOTO TOURS' section with three thumbnails: 'LIVING ROOM', 'KITCHEN', and 'BACK PORCH'. The page also includes a 'SHOP THIS VIDEO' button and a search bar.

**1.8 million
pageviews**

**67,487 video
views**

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Southern Living Idea House campaign ad

The screenshot shows the Southern Living website interface. At the top, there are navigation links for 'all you', 'GARDEN', 'CookingLight', 'FOOD+WINE', 'Health', 'my recipes', 'REAL SIMPLE', 'Southern Living', and 'Sunset'. Below these are two buttons: 'Get the MAGAZINE' and 'Give the gift of SOUTHERN LIVING'. A banner for 'BEVOLO Jewelry FOR YOUR HOME' is visible, along with a 'since 1943' logo. The main navigation bar includes 'Southern Living' and links for 'NEW!', 'Southern Weddings', 'Starlet Quiz', 'A to Z Guide to Southern Food', and 'Video'. A search bar is located below the navigation. The main content area features a breadcrumb trail: 'Home And Garden > Gardens > Grumpy Gardener's Guide to Dogwoods'. The primary article is 'Grumpy Gardener's Guide to Dogwoods' by Steve Bender, with a video player for 'bluffton' (Heart of the Lowcountry) and social media sharing options. Below the main article are four featured articles: 'Formal Living Rooms', 'Flavorful Roasted Vegetable Medley', 'How To Make Icebox Dinner Rolls', and 'Island Function & Style'.

all you GARDEN CookingLight FOOD+WINE Health my recipes REAL SIMPLE Southern Living Sunset

Get the MAGAZINE [CLICK HERE!](#) OR Give the gift of SOUTHERN LIVING [CLICK HERE!](#)

BEVOLO Jewelry FOR YOUR HOME since 1943

Southern Living **NEW!** [Southern Weddings](#) [Starlet Quiz](#) [A to Z Guide to Southern Food](#) [Video](#)

FOOD HOME GARDEN TRAVEL DAILY SOUTH SHOP MAGAZINE

Home And Garden > Gardens > Grumpy Gardener's Guide to Dogwoods

Grumpy Gardener's Guide to Dogwoods

Grumpy Gardener Steve Bender shares tips and tricks on how to plant and care for one of the South's favorite plants.

Get More Tips from The Grumpy Gardener

[Pin it](#) [+1](#) [Tweet](#) [Like](#) [1](#)

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HEART OF THE LOWCOUNTRY
VisitBluffton.org
South Carolina and more

0:13 / 0:16

Formal Living Rooms

Flavorful Roasted Vegetable Medley

How To Make Icebox Dinner Rolls

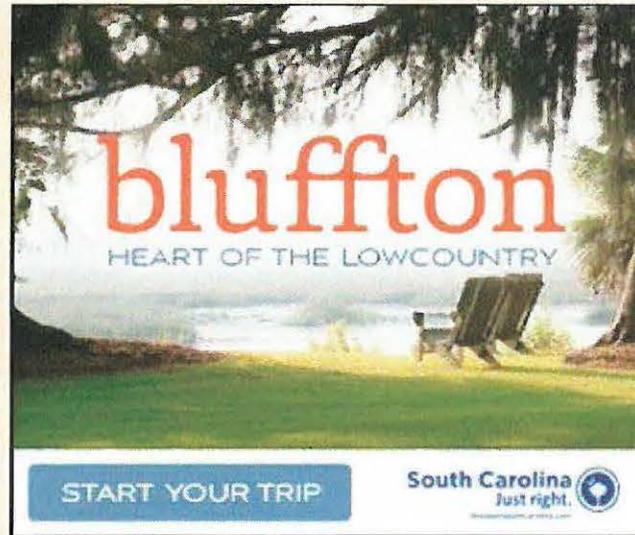
Island Function & Style

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Southern Living Idea House campaign highlights

- Media buy included banner ad in July; value-added extension through October!
- The Bluffton commercial spot was looping on the Idea House TV(s).
- 26,101 click thru's to VisitBluffton.org from SouthernLiving.com
- Dedicated space in the Idea House was provided to display Bluffton visitor information. Visitors could enter to win a signed print by Bluffton Artist Amiri Farris from late June through mid-December.
- A full page ad and Sponsor listing were included in the room by room resource guide distributed to visitors as they enter the Idea House.
- Visitor numbers for the Idea House
 - 13,700 visitors to the Idea House

Spring 2015 – SCPRT Co-Op Banner Ads



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HEART OF THE LOWCOUNTRY

Bluffton Vibe Blog



Palmetto Bluff Idea House

Published October 27, 2014 by Bluffton Magazine



Through decades of development, Palmetto Bluff has become the go-to destination for those who desire a peaceful, sophisticated lifestyle surrounded by the beauty of the Lowcountry. The Palmetto Bluff community is a premier destination for those who want to enjoy the best of both worlds: a beautiful coastal lifestyle and a sophisticated, modern lifestyle. The Palmetto Bluff community is a premier destination for those who want to enjoy the best of both worlds: a beautiful coastal lifestyle and a sophisticated, modern lifestyle.

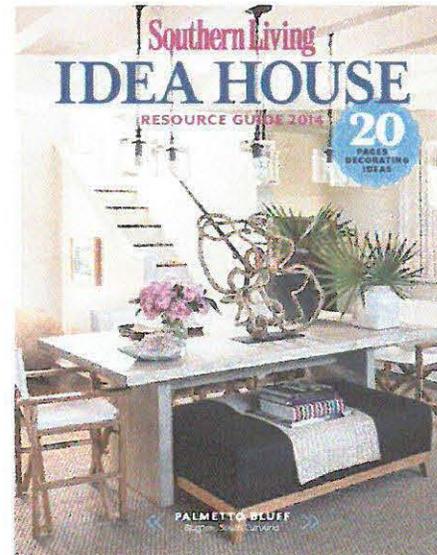
For more on all things Southern Living, visit our website at www.southernliving.com or follow us on Facebook, Twitter, and Instagram.

Check out our new website at www.blufftonmagazine.com and visit our Design Studio at www.blufftonmagazine.com/design-studio

SEARCH THIS BLOG

RECENT POSTS:

- 10 ways to make your home more eco-friendly
- How to choose the right paint color for your home
- 5 ways to make your home more energy efficient
- How to choose the right furniture for your home
- 5 ways to make your home more secure
- How to choose the right lighting for your home
- 5 ways to make your home more comfortable
- How to choose the right flooring for your home
- 5 ways to make your home more stylish
- How to choose the right window treatments for your home



Stylish dining table and chairs set the scene for this elegant dining room. The white table and chairs are a classic choice for a timeless look.

When entertaining friends and family, this dining room is the perfect place to host a gathering. The white table and chairs are a classic choice for a timeless look.

CONNECT WITH HILTON HEAD



BECOME A HILTON HEAD RESIDER

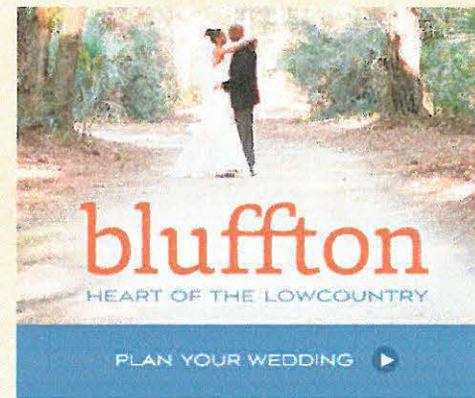
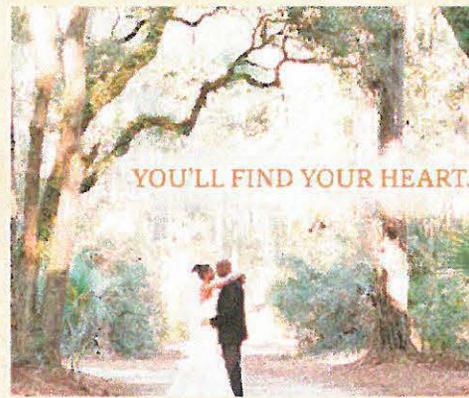
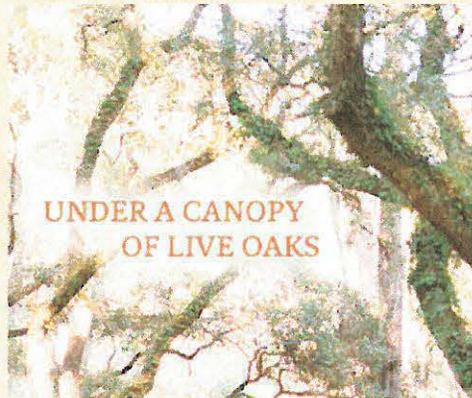


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Southern Living Weddings campaign highlights

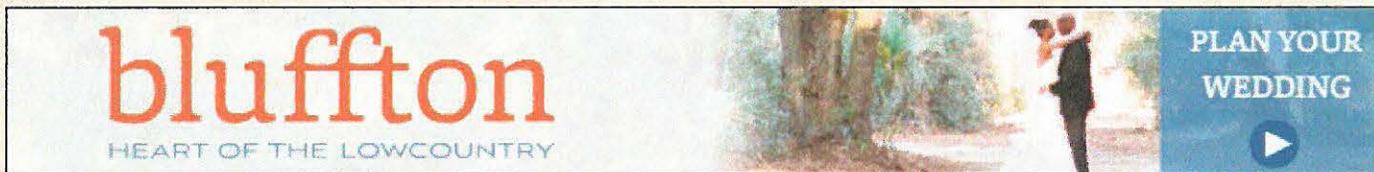
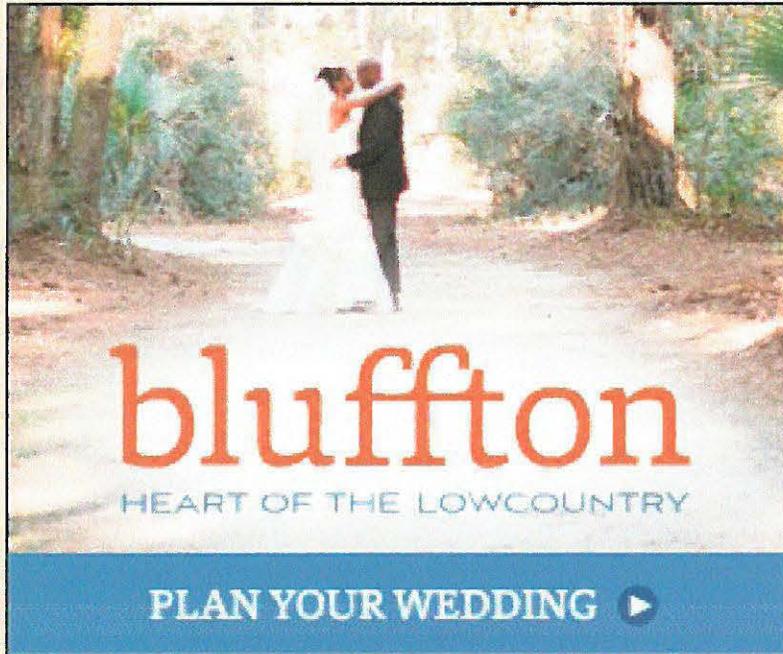
The *Southern Living Weddings* campaign is centered around increasing the awareness of Bluffton as a premier wedding destination.

- Banner ad featured on the weddings section of SouthernLiving.com
- Almost 4,000 pageviews to the weddings landing page on VisitBluffton.org



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Southern Living weddings banners



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VisitBluffton.org weddings



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Heart of the Lowcountry

[BLUFFTON HEAD ISLAND](#) | [CHAMBER OF COMMERCE](#) | [MEETINGS & GROUPS](#)
[PHOTO GALLERY](#) | [CONTACT US](#) | [BLOG](#)



LOGGING
SET & GO
DIRTY
LOCAL CUISINE
FARMERS MARKET
FESTIVALS & EVENTS
WEDDINGS
LIVING HERE



PICTURING A WEDDING IN BLUFFTON, THE HEART OF THE LOWCOUNTRY?

WHEN YOU'RE IN BLUFFTON, YOU CAN SEE AND FEEL THE LOVE.

Bluffton is a charming, historic coastal town, built at the heart of the Low River. Bluffton is a central location between Savannah and Charleston thanks to a wonderful, gathering point for family and friends to share in the wedding of your dreams.

Imagine the Bluffton charm on a wedding day against a stunning backdrop of breathtaking oak woods. A historic estate, a view of historic homes, a bluff overlooking the beautiful Low River or sunset. Where do you want your special day to take place?

You could still want for a more romantic setting with Palmetto Bluff offering a romantic view of the Low River and historic oaks. The Saint Michaels Square is well-suited for celebrating with your guests under the historic architecture of an elegant pavilion.

The Bluffton Historic Preservation Society has two unique venues: the **Hayward House** and the **Colonial-Style House**. The extensive grounds of both historic homes provide beautiful settings for your Bluffton Lowcountry wedding.

At **Gallop River Plantation Club**, the possibilities are endless. Enjoy the elegance of having your wedding ceremony on expansive views overlooking the Gallop River or in one of two elegant indoor venues.

Want your top call to Kim MASH, who can assist you with the process of no cost to you. (843) 341-4368 or email kim@visitbluffton.org

[WEDDING APPLICATIONS & IMPORTANT INFORMATION](#)

WEDDINGS

-- Wedding Resources

BLUFFTON VACATION PACKAGES

CHECK OUT THESE INCREDIBLE PACKAGES FOR YOUR NEXT BLUFFTON, SC GETAWAY.

[VIEW PACKAGES](#)

CONNECT WITH US...







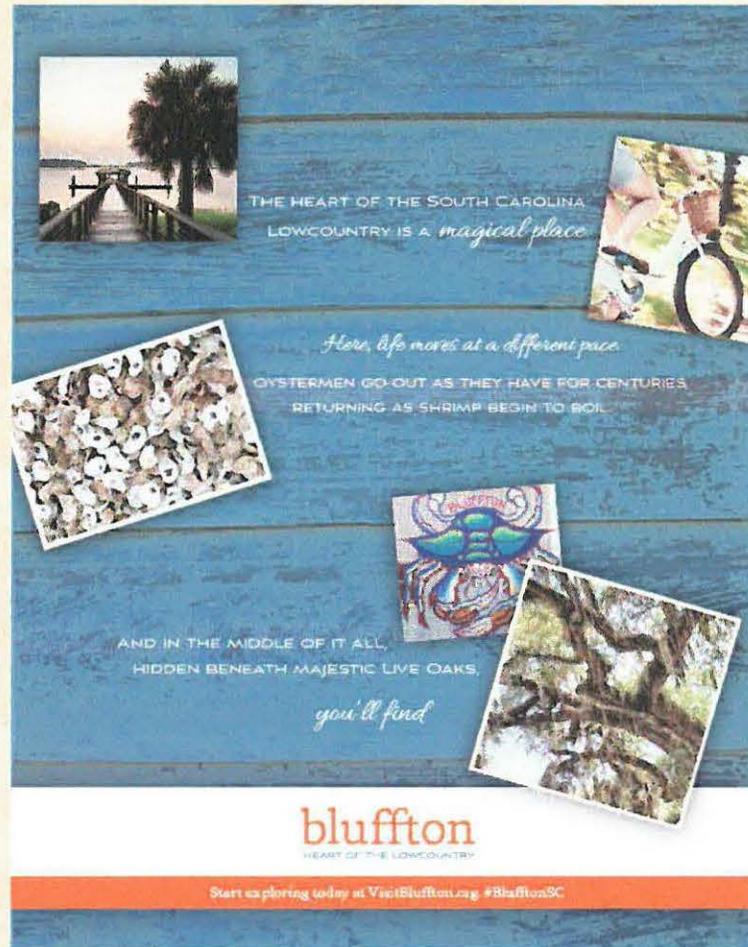
BECOME A BLUFFTON INSIDER

Sign up to become a Bluffton Insider and you'll receive our bi-monthly Bluffton Insider blog posts plus an information package including a regional vacation planner and our Bluffton making your trip.

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HEART OF THE LOWCOUNTRY

Southern Living Resource Guide Ad



THE HEART OF THE SOUTH CAROLINA
LOWCOUNTRY IS A *magical place*

Here, life moves at a different pace.

OYSTERMEN GO OUT AS THEY HAVE FOR CENTURIES
RETURNING AS SHRIMP BEGIN TO BOIL.

AND IN THE MIDDLE OF IT ALL,
HIDDEN BENEATH MAJESTIC LIVE OAKS,
you'll find

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HEART OF THE LOWCOUNTRY

Start exploring today at VisitBluffton.org #BlufftonSC

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HEART OF THE LOWCOUNTRY

VisitBluffton.org

bluffton Historic Lowcountry Town of Bluffton, South Carolina

Home | About | Local Culture | Farmers Market | Festivals & Events | Wedding | Living Here

RESTAURANTS & DINING IN BLUFFTON

Bluffton is a vibrant community with a rich history and a diverse dining scene. From traditional Southern fare to modern, innovative cuisine, there's something for everyone. Discover the best of Bluffton's dining scene with our curated list of restaurants.



RESTAURANTS

- BACKWATER BAY'S GRILL**
Bluffton, SC
[View Details](#)
- BLUFFTON BBQ**
Bluffton, SC
[View Details](#)
- BLUFFTON SEAFOOD HOUSE**
Bluffton, SC
[View Details](#)

Bluffton Vacation Packages

Escape the ordinary and enjoy the incredible Bluffton, SC experience.

[View Packages](#)

Bluffton is Open for Business

Find a Bluffton Commercial Vacant and learn more about Bluffton's business incentives.

[Learn More](#)

Connect With Us

Follow us on social media to stay up to date on the latest news and events in Bluffton.

[Facebook](#) [Twitter](#) [Instagram](#) [LinkedIn](#)

Become a Bluffton Insider

Join our exclusive list of insiders and receive special offers and news before anyone else.

[Request Your Invite](#)

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HEART OF THE LOWCOUNTRY

VisitBluffton.org

The screenshot displays the VisitBluffton.org website. At the top, the 'bluffton' logo is on the left, and navigation links for 'HOME', 'ABOUT', 'LOCAL BUSINESS', 'FARMERS MARKET', 'FESTIVALS & EVENTS', 'WEATHER', and 'LIVING HERE' are on the right. A large banner image shows a farmers market with people and fresh produce. Below the banner, the main content area features a featured article titled 'FARMERS MARKET IN BLUFFTON, SC' with a sub-header 'A Taste of Bluffton'. To the right of the article is a small image of a market stall. Further right, there are three vertical promotional banners: 'Bluffton Historic Center' with a 'VIEW MORE' button, 'BLUFFTON VACATION PACKAGES' with a 'VIEW PACKAGES' button, and 'BLUFFTON IS OPEN FOR BUSINESS' with a 'LEARN MORE' button. At the bottom right, there is a 'CONNECT WITH US' section with social media icons for Facebook, Twitter, and YouTube, and a 'BECOME A BLUFFTON INSIDER' section with a 'SIGN UP' button.

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VisitBluffton.org

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WILTON HEAD ISLANDS | CHAMBER OF COMMERCE | MEETINGS & GROUPS | PHOTO GALLERY | CONTACT US | BLOG

LOGGING | SEE & DO | GOLF | LOCAL CUISINE | FARMERS MARKET | FESTIVALS & EVENTS | WEDDINGS | LIVING HERE



THE HISTORY OF BLUFFTON, SOUTH CAROLINA

Bluffton is a coastal town along the lowcountry coast of South Carolina. The town of Bluffton is a historic and beautiful destination and one of the 10th largest cities in South Carolina.

THE FIRST INHABITANTS

Beginning more than 250 years ago, settlers began making their mark in the coastal lowcountry, just north of the Carolina River. So the area was a settlement of about 1000 indigenous people, the Yamacraw Indians, until in 1733 the transatlantic slave trade brought several years of trading, the rising sea to Florida.

EUROPEAN SETTLEMENT

Copying the Indian plan, in European settlement, the white Floridians started the area and a new settlement in 1733, including the plantations. Bluffton has become the heart of Bluffton.

[Read More](#)

BLUFFTON WALKING TOURS

Make the most of the heart of Bluffton with a self-guided walking tour. The tour is a tour of the historic district of Bluffton, including the historic district. [Click here to learn more about the Bluffton Walking Tours](#), which offer a historic tour through Bluffton's historic district. [Click here to learn more about the Bluffton Walking Tours](#).

THE HEYWARD HOUSE & MUSEUM

Step into Bluffton history with a tour of the Heyward House. A museum and historic site located in the heart of Bluffton, the Heyward House is a historic site. Built as a summer home for a local plantation owner, the Heyward House is a historic site. [Click here to learn more about the Heyward House & Museum](#).

GUIDED WALKING TOURS

Contact the Heyward House & Museum Center for information about the guided tours. Guided tours include a 10-minute tour of the Heyward House and grounds and a 30-minute tour of the Heyward House and grounds. [Click here to learn more about the Heyward House & Museum](#).

SEE & DO

- Art & Galleries
- [Spa & Wellness](#)
- Shopping & Boutiques
- May River

Heyward House Historic Center

Bluffton's Historic Center
One of Bluffton's Historic Sites
Established in 1733

[Click here to learn more about the Heyward House Historic Center](#)

BLUFFTON VACATION PACKAGES

CHECK OUT THESE INCREDIBLE PACKAGES FOR YOUR NEXT BLUFFTON, SC GETAWAY

[NEW PACKAGES](#)

BLUFFTON IS OPEN FOR BUSINESS

FIND A BLUFFTON BUSINESS EASILY AND LEARN MORE ABOUT BLUFFTON'S VIBRANT BUSINESS ENVIRONMENT

[LEARN MORE](#)

VisitBluffton.org

The screenshot displays the VisitBluffton.org website. At the top, the 'bluffton' logo is on the left, and navigation links for 'HOME', 'ABOUT US', 'CONTACT', 'FAQ', and 'SUPPORT' are on the right. Below the logo is a dark navigation bar with links for 'SEE & DO', 'EAT & DRINK', 'LOCAL CULTURE', 'FAMILY & FRIENDS', 'FESTIVALS & EVENTS', 'WEDDINGS', and 'LIVING HERE'. The main header features a large photograph of a woman in a white dress holding a yellow umbrella in a garden. The content area is divided into two columns. The left column is titled 'ARTHOUSES' and lists several businesses: 'STICK FARM ANTIQUES', 'BROOKS BROTHERS', 'PALMETTO MOON', 'PALMETTO RUNNING COMPANY', and 'SABO STW AVENUE DIT STW'. Each listing includes a small image, the business name, address, phone number, and a 'VIEW WEBSITE' button. The right column is titled 'SEE & DO' and includes a 'Hayward House Historic Center' listing, a 'BLUFFTON VACATION PACKAGES' section with a 'VIEW PACKAGES' button, a 'BE BERTYNN IS OPEN FOR BUSINESS' section with a 'LEARN MORE' button, and a 'CONNECT WITH US' section with social media icons for Facebook, Twitter, and YouTube. At the bottom right of the content area, there is a 'BECOME A BERTYNN INSIDER' section with a 'VIEW WEBSITE' button.

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DOING BUSINESS IN BLUFFTON, SC

A "BIG" SMALL TOWN

Today's technology makes it possible to work from just about any place. Surging businesses and savvy entrepreneurs are choosing locations that meet their quality of life needs as well as their business needs. Bluffton is a growth and innovation mecca that's attractive to both established businesses as well as start-ups.



What was once a one square mile village, Bluffton now encompasses 54 square miles and is one of the fastest growing areas in the state of South Carolina. According to the latest U.S. Census Bureau statistics, Bluffton's population grew an astounding 883 percent over the last decade. Evidence of this growth can be seen in the closure of new and existing K-12 schools as well as two higher education institutions with campuses in the Bluffton area: the University of South Carolina Beaufort's Fall River Campus and the Technical College of the Lowcountry.

The Town of Bluffton is dedicated to the concept of entrepreneurship, innovation and attracting high-tech industries. One of the best examples is the new Don Ryan Center for Innovation. A public-private partnership with the Town of Bluffton, Clemson University, Bank of America, Carolina Festival and others that is leading the charge in developing new technology start-ups in Bluffton. The Center strives to provide innovators with consulting resources and advice to grow their businesses more quickly. Resources provided includes the linking of innovators to investors, property, technology evaluation, product development services, seed funding, business mentoring, corporate relationships and recruiting. In addition, assistance is provided to locate funding sources and in the preparation of funding requests. The goal is to support new technology company formation and development in Bluffton by helping increase the probability innovators will be successful. For more information, please visit www.visitbluffton.com.

Whether you're looking to start a new business or locate an existing organization, the Bluffton community

LIVING HERE

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- Bluffton Lifestyle
- Local Business
- Maps



Heyward House Historic Center
Bluffton Office of Historical Center
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OFFICIAL VISITOR GUIDE
BEAUFORT, S.C.
PORT ROYAL & THE SEA ISLANDS



www.beaufortsc.org

Budget

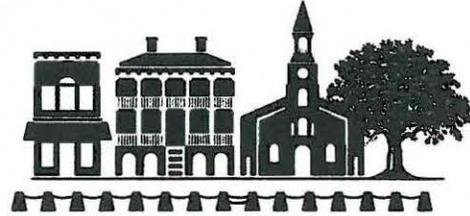
Northern Beaufort County DMO - Revenues		245,000
Total DMO		Paid by Bft Co DMO

TOTAL 50000 - PERSONNEL EXPENSES	271,144	97,612
TOTAL 60000 - GENERAL EXPENSES	266,465	95,927

61300 · ADVERTISING		
61310 · PRINT ADVERTISING	61,000	21,960
61320 · ELECTRONIC MEDIA	87,000	31,320
61340 · BILLBOARDS	21,500	7,740
61350 · SOCIAL MEDIA	27,500	9,900
61360 · EMAIL MARKETING	5,500	1,980
61370 · PUBLIC RELATIONS	30,000	10,800
Total ADVERTISING	232,500	83,700
61700 · TRAVEL/MEALS/ENTERTAINMENT		
61710 · TRAVEL	1,000	360
61720 · COMMUNITY RELATIONS	300	108
61760 · TRADE SHOWS/EVENTS	4,500	1,620
61770 · FAM TOURS	5,000	1,800
Total TRAVEL/MEALS/ENTERTAINMENT	10,800	3,888
61800 - DUES & SUBSCRIPTIONS	800	283

TOTAL 62000 - OCCUPANCY EXPENSES	24,900	8,964
TOTAL 63000 - EQUIPMENT MAINT./SERV.	4,020	1,447
TOTAL 64000 - CONTRACT SERV./PROF. FEES	88,925	32,013
TOTAL 69000 - OTHER EXPENSES	19,150	6,894
TOTAL EXPENSE	678,404	244,225

Marketing Plan



BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT PORT ROYAL & SEA ISLANDS

**2015-2016 Marketing Plan
Beaufort Regional Chamber of Commerce
Tourism Division**

Objectives/Strategies/Tactics/Metrics

Objective #1: Develop & Execute Integrated Marketing Plan

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

Strategy #1: Continue the Integrated Marketing Plan that focuses on achieving the 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.

GUIDING STRATEGIES:

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

THE GAME PLAN:

- Target conversions from marketing campaigns (how the brand generates visitation and bookings)
- Embrace all things digital, maintaining a careful blend of traditional and new media
- “Be specific” ...by season, interest, profile and point of origin segmentation
- Create, maintain and update a dynamic database of signature assets, calendars, events and facts
- More conversions...from strategic social media to interactive communications tools
- Protect strongholds (Spring and Fall season and in-state saturation), while venturing out (Summer seasons and broader regional appeal)
- Develop private sector partnerships

Channel Saturation:

- **EARNED:**
 - i) -Amplify Beaufort’s voice beyond imagination
 - ii) -Expand the brand’s story
- **OWNED:**
 - i) -Claim our space
 - ii) -Constant communication
 - iii) -Clearinghouse for lead generation and cross-media Enhancements
- **PAID:**
 - i) -Balanced and purposeful
 - ii) -Targeted
 - iii) -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, Solicit information from Chamber members fit for media distribution; Communicate media highlights and PR efforts to Chamber members, News release development, distribution and follow up

OWNED STRATEGIES = SOCIAL MEDIA

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

- Use Social Media to acquire more opt-in email addresses

PAID STRATEGIES = CORE OBJECTIVES

- Balance...even in the face of a massive shift to digital
- CTA is the new acronym for destinations...invite interaction in all we do
- Don't spread too thin. Claim a footprint and grow it
- Targets that are true to the brand
- Efficiency and measurability
- Quantitative, qualitative and consumer inquiries from current marketing campaigns and research continue to provide valuable insight into our current visitor profile.
- 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.

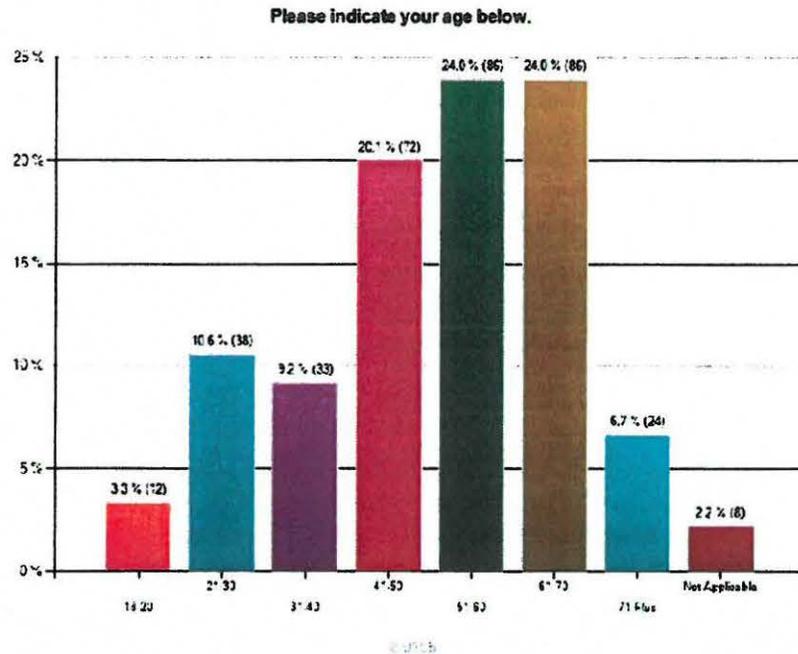
The analysis (below) provided insight into the markets that make up our core visitor.

Beaufort Leads Top 10 MSA Markets: According to Affinity Ranking

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

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
 - Our Top 3 Markets (city MSA) all fall along the I-85 stretch between Charlotte and Atlanta (*2012 MSA Visitor Demand Beaufort, SC*). 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
 - *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.

Target

- 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: 3,611,468

- One-sixth page 4-color ad in the October 2015 issues of Country Living, Good Housekeeping, & Woman’s Day

Oprah Magazine, Eastern circ: 700,000

- One-sixth page 4-color ad in the May 2016 Issue
- Added Value includes VacationFun.com listing and hyperlink, lead generation, and “eZine” listing

Southern Living, Eastern circ: 980,000

- One-sixth page 4-color ad in March 2016 Issue
- Added Value includes SouthernLivingVacations.com monthly bonus ad with hyperlink and .pdf of promotional materials as well as reader response service

AAA Go, circ: 1,120,000

- One-third page 4-color ad in Sept/Oct 2015 Issue
- Added Value includes reader service to full circulation, online virtual Go with direct links and YouTube video links

SC Official Vacation Guide 2016, circ: 400,000

- One-quarter page 4-color ad in 2016 edition
- Added value includes online leads

Carolina Living Hot Carolina Destinations Print & Online Package, circ: 500,000

- One-third page 4-color ad in Carolina Living Guide October 2015 and April 2016 Issues
- Added Value includes City Highlight Jumbo Banner Program (12 months), lead generation

Garden & Gun, circ: 350,000

- One-third page 4-color ad in the August/September 2015 "Food Issue"

Online

TripAdvisor

- Beaufort, SC Destination Page Sponsorship, content ownership with links for 1 year
- Display ads on TripAdvisor including Retargeted off Beaufort website ROS banners, Charleston, Beaufort, Savannah, and Hilton Head Destination Content, Coastal NC and Coastal SC content, SC Destination Content, and NC and SC Mobile content, 300x250, 728x90, 300x600 banners in Fall 2015 and Spring 2016, total impressions 1,447,166
- Audience Extension Display ads and video ads retargeted off TripAdvisor Coastal NC and SC content, geographically and demographically targeted, 300x250 and 728x90 banners in Fall 2015 and Spring 2016, total impressions 996,668
- Added Value includes ROS bonus impressions

Travel Spike Travel Ad Network

- Lead Generation Program (CPL): Targeted 300x250, 728x90, 160x600 display ad banners, textlinks, and emails through travel platform, total leads 4,219

Carolina Living “Compass eNews” eblast

- August 2015 and March 2016 monthly personalized email sent to 25,000 prospects

Interfuse Media

- Display ads behaviorally, demographically, and geographically targeted, 160x600, 728x90, 300x250, and 300x600 banners in Fall 2015 and Spring 2016, total impressions 2,100,000
- Pre-roll video ads behaviorally, demographically, and geographically targeted, :15 or :30 second video ads in Fall 2015 and Spring 2016, total impressions 1,200,000
- Lead Generation campaign demographically and geographically targeted, Fall 2015 and Spring 2016, total leads 6,000

Carbon Media Group

- ActionHub (hiking, boating, fishing) geo-targeted display ads in Spring 2016, 160x600, 300x250, 728x90, total impressions 1,000,00
- YouTube Multi-Channel Network geo-targeted pre-roll video and companion banner ads in Fall 2015, total impressions 666,667

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 news and lifestyle websites, geo-targeted, and promoted through Facebook, Twitter, SEM, and email blasts for lead generation captured through DiscoverSoutheast.com and delivered to each partner

Garden & Gun Talk of the South eNewsletter

- September 2015 weekly eNewsletter with varying original content sent to over 60,000 opt-in subscribers, right rail tower ad

PPC

- Search Engine Marketing geographically, demographically and behaviorally targeted and retargeted

Billboard

I-95 exit 38

Hwy 17 Jacksonboro

TOTAL 2015-2016 MEDIA SPEND: \$173,000

**Note: The above-mentioned tactics may warrant slight adjustments following results of the spring campaign currently underway. 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 2015-2016 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: Baseline Visitor Industry Data

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

Timing: Ongoing – To continue through FY 16

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

Strategy #4: 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.

Timing: Begin Spring 2016

Start based on funding

Strategy #5: 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: FY2015-2016 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"

Timing: Summer Of 2015

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: Fall 2015-Spring 2016

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

Objective #5: Increase Group Travel

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

Strategy #1: Develop 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: Spring 2016

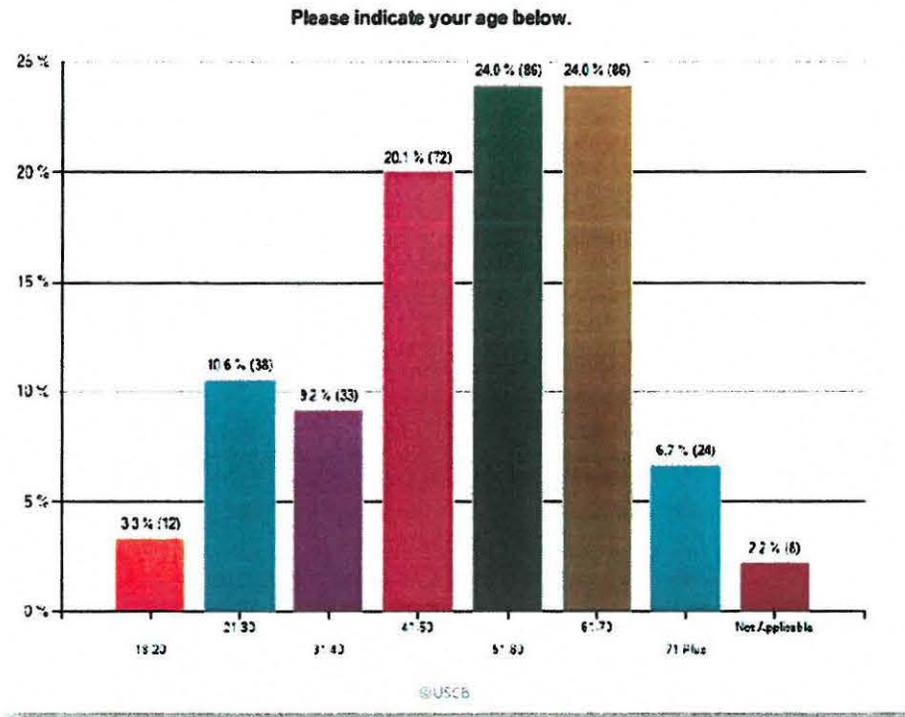
Strategy #2: Attend Industry Tradeshows/Sales Missions

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

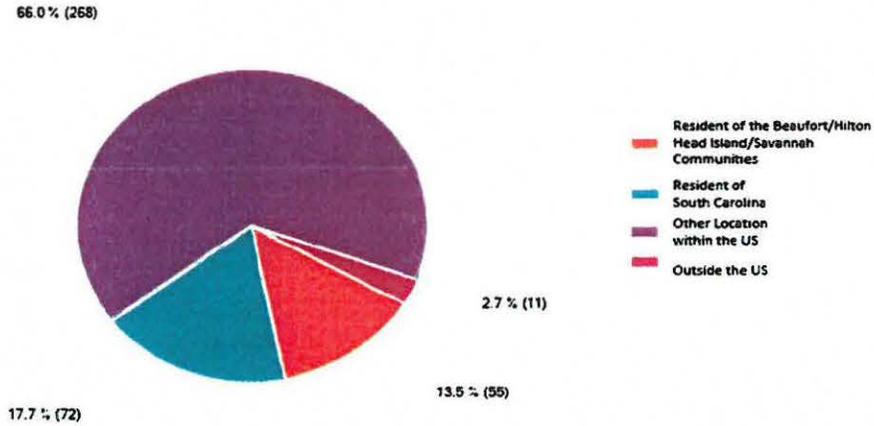
Timing: Spring 2016

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

Research and data related to Beaufort/Northern Beaufort County

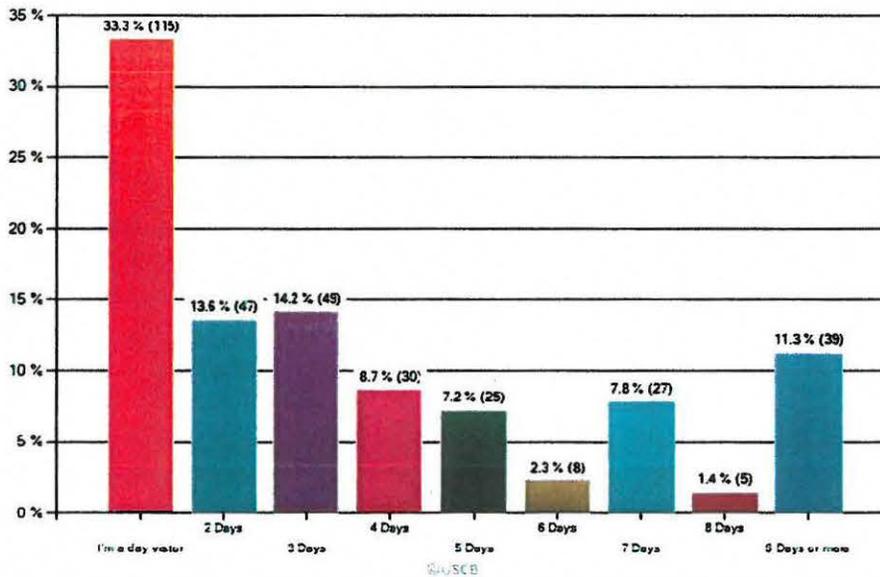


Where is your primary residence? (Tap the button to the left of your answer, then touch the NEXT button below to advance the survey.)



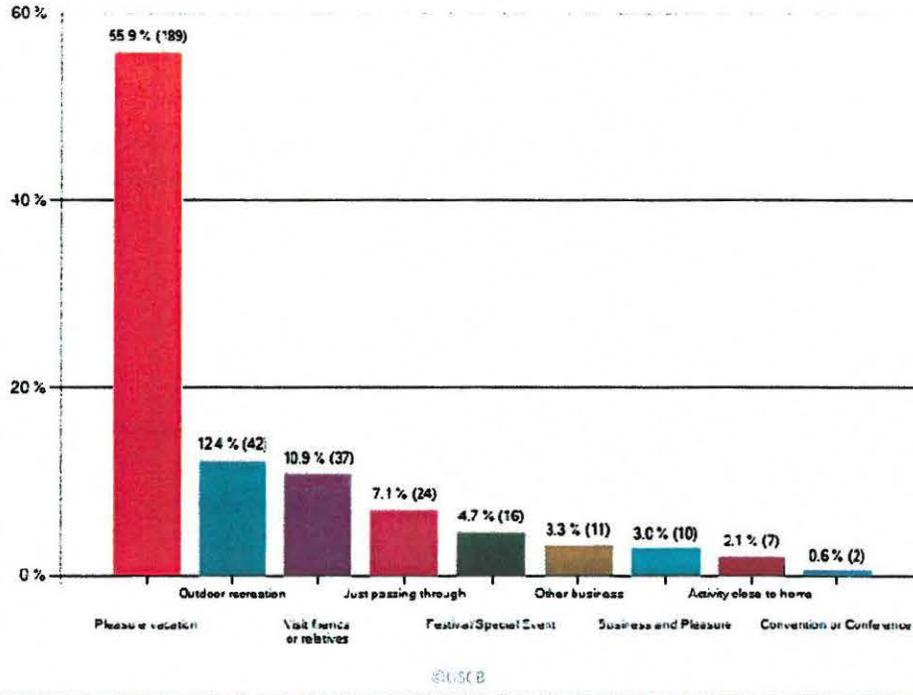
©USCB

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



©USCB

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



Research Analysis



**ESTIMATED VISITOR SHARE
 OF SALES TAX REVENUE IN
 BEAUFORT COUNTY**



Visitors to Beaufort County impact state tax revenues generated in the county both directly and indirectly. The direct impact of visitors on state tax revenues consists of sales and accommodations taxes paid by visitors. The indirect impact comes about by the economic impact that visitors have on the county. These impacts are explained and estimates are presented in the following.

Direct Tax Impacts

When visitors spend their income on taxable consumer goods, this generates sales tax revenue; additionally, when visitors lodge in Beaufort County, they pay state accommodations tax. For 2013, University of South Carolina Beaufort’s (USCB) Lowcountry and Resort Islands Tourism Institute (LRITI) estimated that the Town of Beaufort hosted 288,113 annual visitors, Bluffton 98,410, and Hilton Head Island 2.59 million for a total of over 2.97 million visitors to Beaufort County. These visitors have the effect of increasing tax revenue generated for the state without imposing a burden on residents of the county. The 2013 spending by visitors to Beaufort County was estimated from surveys administered to visitors by LRITI. These estimates are shown in the table below.

Taxable visitor spending totaled approximately \$711 million for a total of \$38.95 million in sales taxes paid by visitors. This amounts to approximately 28.4 percent of the \$137 million in total sales taxes collected in Beaufort County in 2013. Note that this is a somewhat conservative estimate of sales taxes paid by visitors due to taxable sales associated with other spending categories (for example cart rentals at golf courses) that cannot be separated out in the survey data.

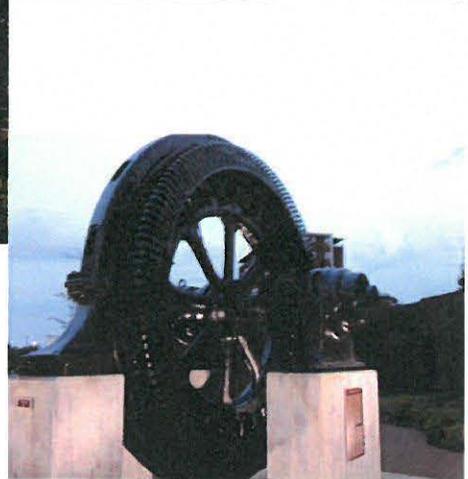
In addition to sales taxes, visitors lodging in the county paid an estimated \$7.4 million in state accommodations taxes in 2013.

Indirect Tax Impacts

Visitor spending not only results in sales and accommodations tax revenues, but in revenues associated with other state taxes resulting from visitor spending “spillover” effects in the county’s economy. These include, among others, personal income taxes (\$13.8 million), corporate income taxes (\$935,800), and excise taxes (\$4.2 million), which includes fuel, tobacco, and alcohol taxes.

Indirect tax impacts added to visitors’ direct tax impact totaled approximately \$65.25 million in 2013. Again, this estimate is somewhat conservative for the reason listed above and also due to the non-inclusion of visitors camping on Hunting Island and second homeowners on Fripp Island, as these populations have not yet been sampled.

Est. SC Sales Taxes Paid by Visitors, Beaufort County (2013)			
		Direct Spend (1000s)	Tax Rev. (1000s)
HHI:	Lodging (5%)	\$ 296,348	\$ 14,817
	Dining (6%)	\$ 163,826	\$ 9,830
	Shopping (6%)	\$ 118,088	\$ 7,085
Bluffton:	Lodging	\$ 18,351	\$ 918
	Dining	\$ 10,432	\$ 626
	Shopping	\$ 5,036	\$ 302
Fripp:	Lodging	\$ 28,991	\$ 1,450
	Dining	\$ 4,749	\$ 285
	Shopping	\$ 7,109	\$ 427
Beaufort:	Lodging	\$ 28,089	\$ 1,404
	Dining	\$ 17,443	\$ 1,047
	Shopping	\$ 12,685	\$ 761
Sales Tax Total:		\$ 711,148	\$ 38,951
Plus Accommodations Tax:			\$ 46,387
Plus Income Tax:			\$ 60,140
Plus Corporate Income Tax:			\$ 61,076
Plus Excise Taxes:			\$ 65,251



REGIONAL 
TRANSACTIONS
CONCEPTS, LLC
ECONOMIC MODELING

Economic and Fiscal Impact Analysis

Estimated Impact of 2013 Tourist Spending on Beaufort County, South Carolina

Robert T. Carey
Regional Transactions Concepts, LLC

John Salazar
Lowcountry and Resort Islands Tourism Institute

Prepared for:

**Hilton Head Island-Bluffton Chamber of Commerce and
Visitor & Convention Bureau
&
Beaufort Regional Chamber of Commerce**

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September 25, 2014

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I. Introduction

This study of the economic and fiscal impact of spending by tourists to Beaufort County in the year 2013 was performed by Regional Transactions Concepts, LLC, in association with Dr. John Salazar of the Lowcountry and Resort Islands Tourism Institute (LRITI) at the University of South Carolina, Beaufort.

The study examines spending by tourists visiting Hilton Head Island, Bluffton, and Beaufort (city), Port Royal, and St. Helena Island. The estimated impact from spending by visitors to each of these destinations is summed in order to indicate the total impact that tourists have on Beaufort County, South Carolina.

This study was prepared for the Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau and the Beaufort Regional Chamber of Commerce.

II. Model and Assumptions

The models generated by Regional Transactions utilized the input-output (I/O) function of the Regional Dynamics (REDYN) economic modeling engine. The REDYN model is a New Economic Geography model, taking into account transportation and labor and resource availability in order to more accurately model economic activity across geographic regions. The model forecasts a baseline level of activity within over 800 Standard Occupation Classifications (SOC) and 703 North American Industry Classification System (NAICS) sectors. Changes to employment, income, or demand for products or services by either the private or the public sector can be input to the model. Based on these inputs, the REDYN model generates a county level estimate of the resultant variation from the projected baseline, as well as the effects on every industry.

This study estimated the economic and fiscal impact of visitor spending at each destination in

Beaufort County. Because I/O models are linear, the impacts estimated by each of the models are additive.

Visitor spending for each visitor segment was determined by surveys conducted by LRITI. For the Hilton Head and Bluffton surveys, respondents reported spending in 23 categories, including lodging, food, transportation, and entertainment. The Beaufort/Port Royal/St. Helena survey included reported spending in four categories: lodging, restaurants, recreation, and shopping. Bluffton and Beaufort/Port Royal/St. Helena surveys only include visitors lodging at hotels; the Hilton Head survey also includes spending by visitors lodging in villas and timeshares, as well as non-paying visitors (those lodging with friends or family who own homes on the island) second homeowners and day-trippers. A detailed report of the findings for Hilton Head Island visitors can be viewed in a previous report.

Because no survey data is as yet available for campers at Hunting Island State Park, second homeowners on Fripp Island, or the approximately 113,578 visitors renting villas on Fripp Island in 2013, spending by these visitors is not included in the following analysis. The total number of visitors to each destination used in the analysis is listed in Table 1.

Destination	Visitors
Beaufort/Port Royal/St. Helena	174,535
Bluffton	98,410
Hilton Head Island	2,591,013
Avg. All Visitors*	2,863,958
*Total does not include Hunting Island campers or second homeowners and villa renters on Fripp Island.	

The numbers reported in the following include direct, indirect, and induced impacts. Direct im-

pacts are the most immediate effects that an economic activity has on the local economy; for example, direct impacts in this study would include income to hotels from those visitors lodging in hotels during their stay in Beaufort County. Indirect impacts are the jobs, income, and output created by suppliers to the directly-impacted businesses; continuing the previous example, indirect impacts would include revenue to local companies that service the vending machines located in the hotels where visitors are lodging. Induced impacts are the “ripples” that expand out into the local economy as a result of consumer spending of the wage income generated by the direct and indirect impacts.

Impacts are reported using the following metrics:

- *Employment* is the number of jobs or job equivalents created by economic activities resulting through direct, indirect, and induced effects from tourist expenditures.
- *Total compensation* is the aggregated impact on wages paid in Beaufort County, including fringes. This includes wages paid to workers holding jobs in the county who may reside elsewhere; likewise, it excludes wages earned by Beaufort County residents who work outside of the county.
- *Output* is the dollar value of all goods and services produced within the county per year.
- *Net local government revenue* is the revenue collected by local (county and municipal) governments from all sources, including taxes, licensing, and fees, less expenses. Detailed impact estimates for *gross* local government revenues are presented in the Appendix.
- *Net state government revenue* is the estimated impact on revenue collected by state government net of expenses. This impact is aggregated to the state level.

III. Results

Impact estimates for visitors to each destination and the total tourism impact are presented in the Appendix. Output multipliers were also estimated for each visitor segment. The output multiplier is the ratio of total economic impact to direct spending for each segment. These multipliers are presented in Table 2. The estimated multiplier for combined tourist spending for Beaufort County by all five segments is 1.09; this means that every dollar spent by tourists increases output in the Beaufort County economy by a total of \$1.09.

Destination	Multiplier
Beaufort/Port Royal/St. Helena	1.12
Bluffton	1.10
Hilton Head Island	1.08
Avg. All Visitors	1.09

Note that the multiplier for some destinations is different from others. This is due to the specific mix of goods and services available and consumed by visitors in each location. The multipliers for all of the locations are very close in terms of size, however.

The overall size of the multipliers is due to several factors, including the number of vendors and suppliers in the county to generate indirect impacts. Additionally, the model contains U.S. Census commuter data, so that it is “aware” that many workers in the hospitality industry in Beaufort County do not reside in the county; as much of the consumer spending by workers will occur in their county of residence, this impacts the size of the multiplier.

Total economic impact (output) on Beaufort County from tourist spending was approximately \$1.08 billion in 2013. Tourist spending generated a *net* positive impact on revenues to local governments in Beaufort County of approximately \$96.2 million (not including effects on property taxes from second

homeowners, detailed in the following section). South Carolina state government realized an estimated net positive impact on revenue of \$149.5 million due to economic impacts within Beaufort County and those spilling over into surrounding counties.

In 2013, combined investment by the county in Beaufort County Destination Marketing Organizations was \$693,252. To the extent that tourists visited Beaufort County in response to marketing by these DMOs, the estimated return on tax investment (ROTI, defined as the difference between net local fiscal impact, \$96.2 million reported above, and DMO spending) of these marketing expenditures was \$95.5 million, or approximately **\$137.77 per dollar spent** by DMOs.

IV. Effects on Local Tourism Taxes

The estimated impact on net local government revenue, presented in Table 3, includes the impact that visitors to each destination have on accommodations, hospitality, and recreation (collectively referred to as local tourism taxes) tax revenues in Beaufort County.

Destination	Estimate
Accommodations Tax	\$12.5 million
Hospitality Tax (food/beverage)	\$3.8 million
Tax on Admissions Fees	\$590,700
Total	\$16.9 million

The visitor impact on the 3 percent county accommodations tax was provided by the County; all lodging in hotels are visitors, therefore all accommodations taxes paid are attributable to visitor spending. Taxes on food and beverage attributable to visitor spending was estimated using survey data on direct visitor spending on restaurants and applying the county hospitality tax rate of 2 percent; it is estimated that approximately 47 percent of the hospitality tax collected in Beaufort County in 2013 was paid by visitors. Estimating the visitor impact on the 2.5 percent tax

on admissions fees was more complicated, due to numerous exemptions that apply to this tax. For example, visitors attending a concert will pay a 2.5 percent tax on their ticket price; however, if the concert involves only local talent, or if it is sponsored by a religious organization, then the event is exempt from the tax. These exemptions cannot be adequately accounted for using the survey data. As a result, the portion of the admissions tax paid by visitors was estimated assuming that the proportion of visitors to legal residents attending events covered by the admissions tax is equal to the proportion of visitors to legal residents dining in restaurants in the county. This percentage was applied to the total tax collected as provided by the County.

In total, visitors contributed approximately **\$16.9 million** to local tourism tax revenues in 2013. In addition to local taxes, the state collects a 2 percent tax on accommodations. The estimated impact on state revenues from this tax paid by visitors to Beaufort County was **\$6.9 million** in 2013.

V. Second Homeowners: Additional Effects on Property Tax Revenue

The fiscal impact estimates in Section III include the effect that second homeowners have *indirectly* on revenue from taxes on both residential and non-residential property through the additional economic activity they generate through consumer spending; this economic activity appreciates property values through increased commercial development and through higher incomes which in turn impact the demand for both residential and non-residential real estate, increasing its market value.

In this section we will estimate the more *direct* effect that second homeowners have on property tax revenues in the county:

- they directly increase demand for residential properties by purchasing second homes, then pay property taxes on the now higher-valued property; and in addition,

	Low Estimate	High Estimate
Impact on Property Tax Rev.	\$149.4 million	\$252.2 million
Total Gross Fiscal Impact, all sources, incl. above	\$215.1 million	\$317.9 million
Total Net Fiscal Impact all sources, incl. above	\$211.4 million	\$314.2 million

- a large proportion of second homeowners pay at the 6 percent tax assessment ratio, as opposed to the 4 percent assessment ratio applied to primary residences.

In order to assess the impact that second homeowners have on property tax revenue through these two mechanisms, we must take into account whether demand for the property and any improvements (i.e. homes constructed) on it would have occurred otherwise. In other words, would a given home have been constructed and/or purchased by someone else had the second homeowner not been in the picture. In the interest of erring toward conservatism in our estimates, we establish a range consisting of a “high” and a “low” estimate. These estimates are presented in Table 4.

- The high estimate is the estimated loss to local governments in the county if second homeowners’ economic influence were removed from the county. In essence, it assumes that none of the land occupied by second homeowners would have been developed but for second homeowners.¹

This high estimate consists of the property taxes actually paid by second homeowners according to county records plus the impact on property taxes estimated by the REDYN model resulting from the economic activity associated with second-homeowner consumer spending while visiting Beaufort County.²

- The low estimate is the estimated impact on property tax revenues were second homeowners to entirely convert their properties in the county to primary residences. This basically assumes that land developed by second homeowners would have otherwise been developed by legal residents had second homeowners not located there.

The low estimate is calculated by figuring the difference in what second homeowners pay in property taxes (assessed at the 6 percent rate) and what would be paid were those properties occupied by primary homeowners paying at the 4 percent assessment rate.³ This low estimate can also be understood to be the revenue that would be lost to the county were all second homeowners to begin being assessed at the 4 percent rate.

It should be noted that neither of these scenarios is realistic; clearly not all of the properties in question would have gone undeveloped but for second homeowners, and likewise not all of it would have become otherwise occupied by primary homeowners, but these scenarios are intended to provide us with a range within which the true value of the tax impact of second homeowners is predicted to fall.

¹ Even undeveloped land generates some property tax revenue. The high estimate has been adjusted downward in order to account for this.

² In the 2013 tax year, Beaufort County records indicate that \$234.9 million in real property tax was collected from second homeowners while \$70.7 million was collected from legal residents of the county.

³ In 2012, total taxes paid by residents paying at the 4% rate amounted to 0.39% of total appraised value; taxpayers paying at the 6% rate paid taxes totaling 0.89% of total appraised value. This difference was applied to account for additional exemptions given to legal residents paying at the 4% assessment rate.

VI. Conclusion

Tourist spending creates income to local businesses and households. Because tourist spending is undertaken by individuals who live outside of the county, it is a true export industry and therefore represents a net inflow of funds to the region. The **17,612 jobs** that comprise the estimated total employment impact generated by the five combined visitor segments in 2013 represent **30.6 percent** of all jobs in Beaufort County.⁴ Given this impact, tourism is clearly a major driver in the Beaufort County economy.

⁴ Total employment in Beaufort County, South Carolina was 57,581 according to the Bureau of Labor Statistics Census of Employment and Wages in 2012, the most recent year for which annual employment data are available.

Appendix

Table A-1 – Estimated Visitor Spending Impact by Destination Beaufort County (2013)		
	Concept	Estimate*
Beaufort/Port Royal/St. Helena Island	Employment	1,234
	Total Compensation (\$1000s)	\$35,038
	Output (\$1000s)	\$81,116
Bluffton	Employment	1,060
	Total Compensation (\$1000s)	\$27,036
	Output (\$1000s)	\$56,904
Hilton Head Island	Employment	15,318
	Total Compensation (\$1000s)	\$435,912
	Output (\$1000s)	\$939,593
Total Impact	Employment	17,612
	Total Compensation (\$1000s)	\$497,985
	Output (\$1000s)	\$1,077,613
	Net Local Government Revenue (\$1000s)**	\$96,204
Total, South Carolina	Net State Government Revenue (\$1000s)	\$149,466

* Totals may not sum exactly due to rounding.

** Net Local Government Revenue does not contain property tax effect from second homeowners as shown in Table 4.

Table A-2 – Estimated Gross Local Governments Revenue from Visitor Spending, All Destinations, Beaufort County (2013)			
Revenue Source	(\$1000s)	Revenue Source	(\$1000s)
All Revenue	\$82,995.5	----Hospitals	\$8,055.4
-General revenue	\$76,123.3	----Highways	\$0.0
--Intergovernmental revenue	\$22,697.9	----Air transportation (airports)	\$355.8
---From federal government	\$1,709.6	----Parking facilities	\$172.0
---From state government	\$20,988.3	----Sea and inland port facilities	\$0.0
---From local government	\$0.0	----Natural resources	\$0.3
--General revenue from own sources	\$53,425.4	----Parks and recreation	\$238.7
---Taxes	\$35,472.6	----Housing and community development	\$135.6
----Property	\$17,297.3	----Sewerage	\$1,470.7
----Sales and gross receipts	\$17,350.9	----Solid waste management	\$769.6
-----General sales	\$0.0	----Other charges	\$1,376.6
-----Selective sales	\$16,948.2	---Miscellaneous general revenue	\$4,249.7
-----Motor fuel	\$0.0	----Interest earnings	\$2,295.1
-----Alcoholic beverage	\$0.0	----Special assessments	\$147.2
-----Tobacco products	\$0.0	----Sale of property	\$82.9
-----Public utilities	\$402.7	----Other general revenue	\$1,724.5
-----Other selective sales	\$0.0	-Other than general revenue	\$6,872.1
---Individual income	\$0.0	--Utility revenue	\$6,877.1
---Corporate income	\$0.0	---Water supply	\$3,158.2
---License taxes	\$108.3	---Electric power	\$2,252.7
-----Motor vehicle license	\$108.3	---Gas supply	\$1,404.4
-----Other license taxes	\$0.0	---Transit	\$61.8
---Other taxes	\$1,650.1	--Liquor store revenue	\$0.0
---Charges and miscellaneous general revenue	\$17,952.8	--Insurance trust revenue	(\$5.0)
---Current charges	\$13,703.1	---Unemployment compensation	\$0.0
-----Education	\$1,128.4	---Employee retirement	(\$5.0)
-----Institutions of higher education	\$0.4	---Workers' compensation	\$0.0
-----School lunch sales (gross)	\$434.0	---Other insurance trust revenue	\$0.0
-----Other education	\$694.0		

Advertising Reports



Beaufort Chamber of Commerce Social Media Report (July 1, 2014 – April 2015)

Synopsis:

- During the time of July 2014-April 2015, the Visit Beaufort, SC Facebook page grew 16,323 fans, bringing the total number to 54,705.
- 4.3 million impressions made since July 1, 2014 by 1.8 million fans. 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 1.6 million with 112,000 “talking about this”
- Facebook Fan Demographics have remained the same 73% women and 36% between the ages of 35-54. Sharing demographics are strong with women aged 55+ accounting for 78% of our shared content.
- From July 2014-April 2015, the Visit Beaufort, SC Twitter account gained 551 new followers for a total of 1,494 followers.
- The Visit_BeaufortSC Instagram account has added 1,111 fans since April of 2014, with a current total of 1,150 followers and 263 photos.
- Pinterest has been implemented and update on a regular basis. We currently have 16 boards, 491 pins and 684 followers.



GROUP REPORT from March 1, 2015 - March 31, 2015

@Visit_Beaufort

Visit Beaufort, SC

GROUP STATS across all Twitter and Facebook accounts

Incoming Messages	18,012	
Sent Messages	88	
New Twitter Followers	67	
New Facebook Fans	1,534	

18,035 INTERACTIONS

BY 16,322 UNIQUE USERS

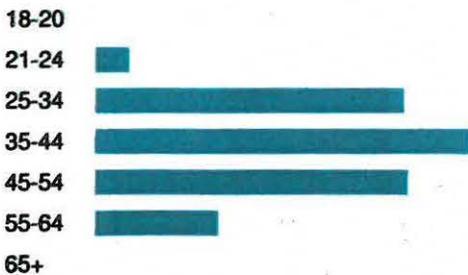
599,746 IMPRESSIONS

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

42% MALE FOLLOWERS

58% FEMALE FOLLOWERS



TWITTER STATS

67
New Twitter Followers in this time period

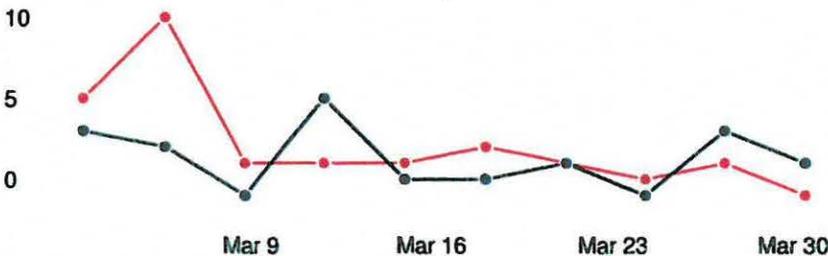
987 Link Clicks

31 Mentions

23 Retweets

DAILY INTERACTIONS

@MENTIONS 31 **RETWEETS 23**



OUTBOUND TWEET CONTENT

35 Plain Text

15 Links to Pages

3 Photo Links

FACEBOOK STATS across all Facebook pages

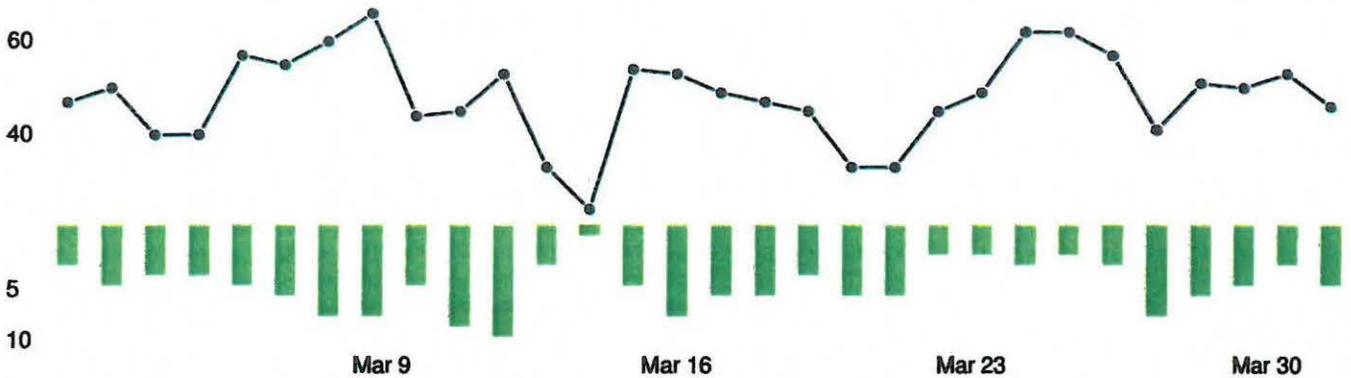


My Facebook Pages

53.14k Total Likes, and 3.44k people talking about this

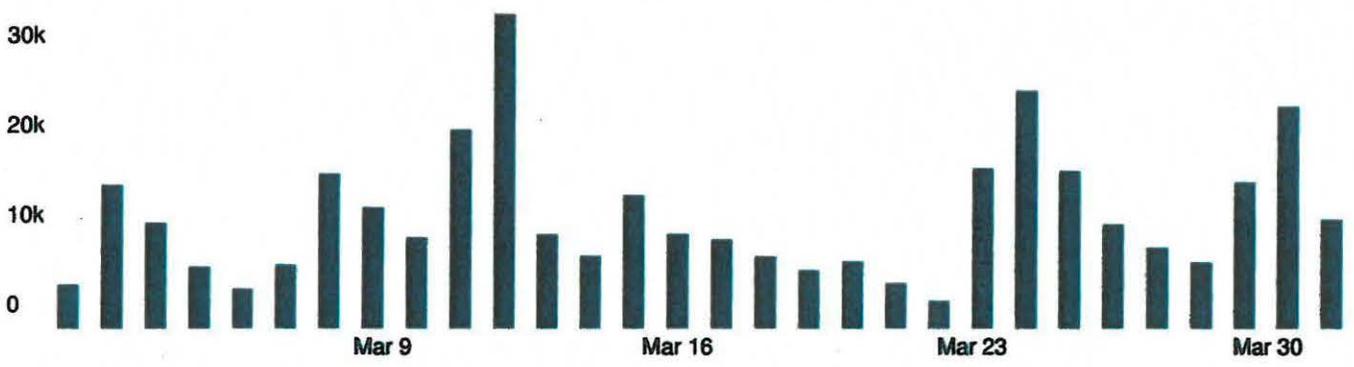
FAN GROWTH

New Fans 1.5k Unliked your Page 209



PAGE IMPRESSIONS

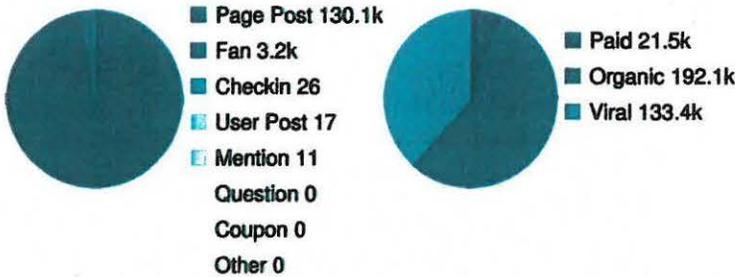
Impressions 347,882 by 192,338 users



IMPRESSIONS

BY DAY OF WEEK

AVG TOTAL



Day	Avg	Total
Sun	8.9k	44.5k
Mon	15.5k	77.7k
Tue	13.1k	65.6k
Wed	16.9k	67.5k
Thu	8.4k	33.4k
Fri	4.4k	17.8k
Sat	10.3k	41.4k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

TOP COUNTRIES

TOP CITIES

Age Group	Male	Female
13-17	158	375
18-24	2.3k	5.8k
25-34	6.8k	18.7k
35-44	9.5k	27.3k
45-54	11.0k	31.1k
55+	13.6k	43.5k

Country	Count
United States	167.7k
Mexico	349
Germany	349
Canada	335
United Kingdom	277

City	Count
Beaufort, SC	15.2k
Columbia, SC	5.5k
Greenville, SC	4.0k
Charleston, SC	3.4k
Aiken, SC	2.7k





Beaufort Chamber of Commerce Social Media Report (July 1, 2014 – April 2015)

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GROUP REPORT from July 1, 2014 - April 30, 2015

@Visit_Beaufort

Visit Beaufort, SC

GROUP STATS across all Twitter and Facebook accounts

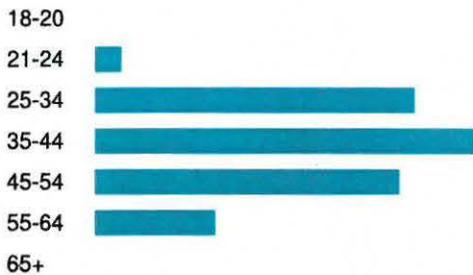
Incoming Messages	145,483	
Sent Messages	786	
New Twitter Followers	551	
New Facebook Fans	16,323	

145,613 INTERACTIONS
 BY 125,424 UNIQUE USERS
 4,257,754 IMPRESSIONS

TWITTER STATS across all Twitter accounts

FOLLOWER DEMOGRAPHICS

42% MALE FOLLOWERS
 58% FEMALE FOLLOWERS



TWITTER STATS

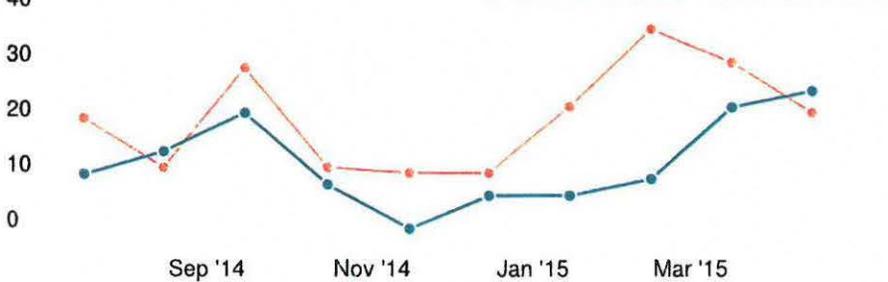
+551 New Twitter Followers in this time period

4,594 Link Clicks

@ 210 Mentions

131 Retweets

DAILY INTERACTIONS



OUTBOUND TWEET CONTENT

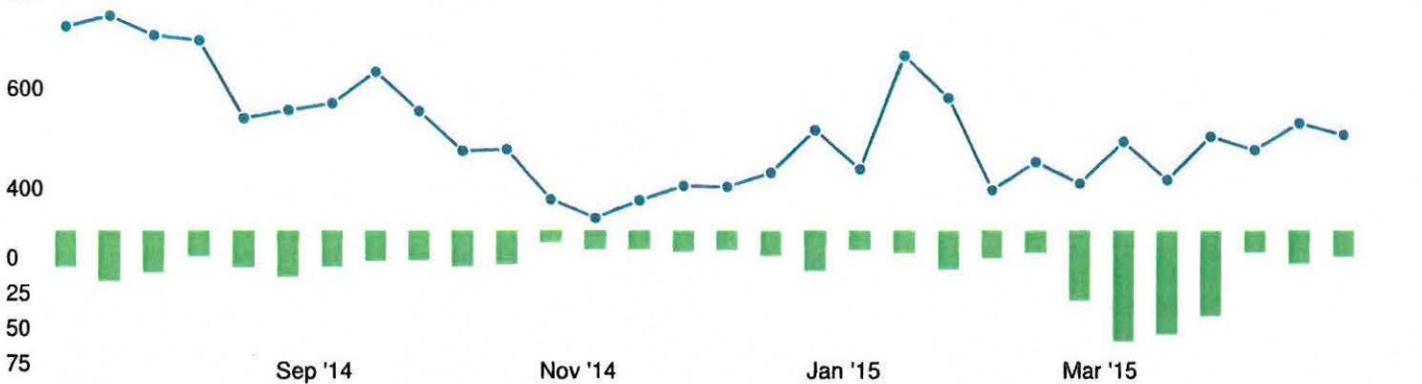
T 288 Plain Text
 81 Links to Pages
 41 Photo Links



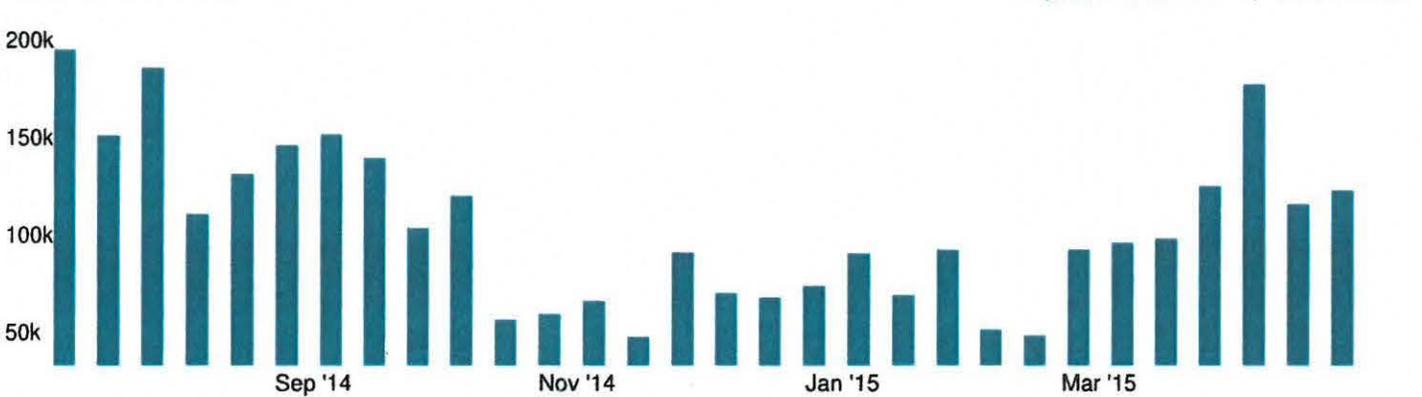
My Facebook Pages

54.8k Total Likes, and 2.14k people talking about this

FAN GROWTH



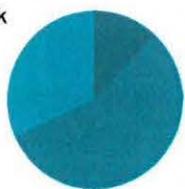
PAGE IMPRESSIONS



IMPRESSIONS



- Page Post 978.3k
- Fan 65.1k
- Mention 27.6k
- Checkin 2.7k
- User Post 389
- Question 0
- Coupon 0
- Other 0



- Paid 402.5k
- Organic 1.9m
- Viral 1.1m

BY DAY OF WEEK

Day	Avg	Total
Sun	7.8k	335.9k
Mon	11.6k	498.1k
Tue	14.7k	644.7k
Wed	13.6k	598.4k
Thu	11.3k	498.5k
Fri	9.8k	422.9k
Sat	9.0k	387.3k

IMPRESSION DEMOGRAPHICS

Here's a quick breakdown of people engaging with your Facebook Page

AGE & GENDER

Age Group	Male	Female
13-17	2.7k	5.5k
18-24	24.9k	63.9k
25-34	78.0k	205.4k
35-44	116.3k	298.5k
45-54	124.9k	313.1k
55+	147.4k	438.7k

TOP COUNTRIES

Country	Impressions
United States	1.8m
Canada	4.9k
United Kingdom	3.6k
Germany	3.4k
Australia	1.8k

TOP CITIES

City	Impressions
Beaufort, SC	183.6k
Columbia, SC	61.2k
Greenville, SC	42.4k
Charleston, SC	38.6k
Aiken, SC	30.1k



Beaufort CVB SEO Report

Beaufort Monthly SEO Report

YTD 2015 SEO Report



Report Summary

Traffic:

- There were 161,922 total visits to the site for this year; this is a 6.41% increase over the same period the previous year
- 118,386 of those visits were generated through natural search; this is a 17.6% increase over the previous year
- Natural Search made up 72.8% of the overall traffic to the site

Visitors Guide - Goal Completion:

- There were 3,249 "Visitor Guide Requests" for this time period.
- 2,194 of those were generated through natural search, a 18.98% increase from last year.

Email Newsletter - Goal Completion:

- There were 811 "Email Newsletter" Signups for the given period
- 485 of those were generated through natural search, a 6.6 % increase from last year.

Top Landing Pages - Natural Search:

- Homepage - 41,029 visits
- 50 Things to Do - 12,198 visits
- Events - 8,026 visits

Keywords Rankings:

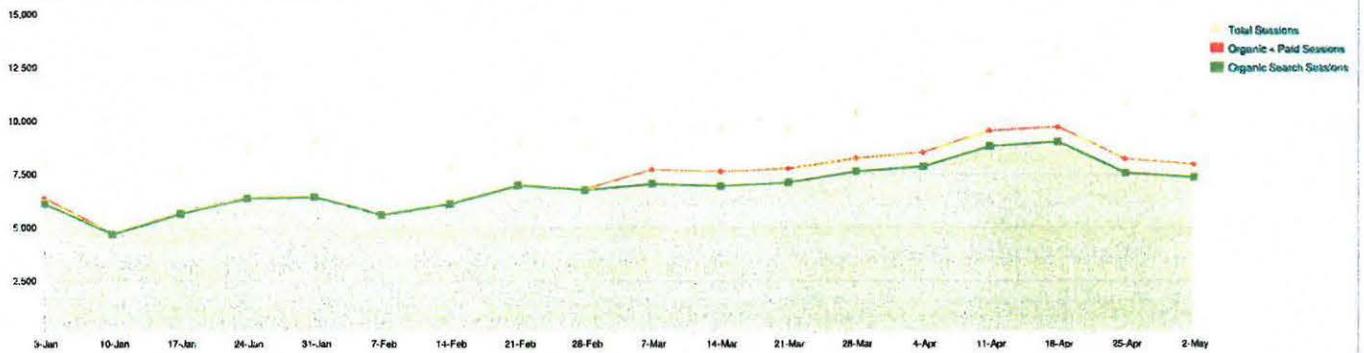
- #1 Ranking for 20+ targeted keywords (things to do in beaufort sc; beaufort sc things to do; things to do in paris island sc; lady island sc; etc.)
- Top 10 Ranking for about 80 targeted keywords
- Consistently high performance for all "things to do", "Beaufort", and "Dining" related keywords

Beaufort CVB SEO Report

Beaufort Monthly SEO Report

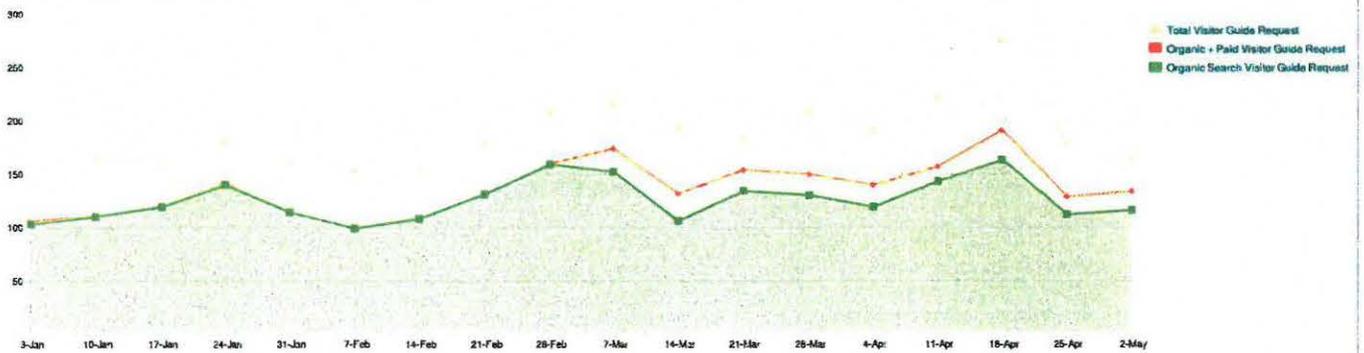
Organic Search Performance for Sessions

Impact of organic search on overall site performance for Sessions



Organic Search Performance for Visitor Guide Request

Impact of organic search on overall site performance for Visitor Guide Request

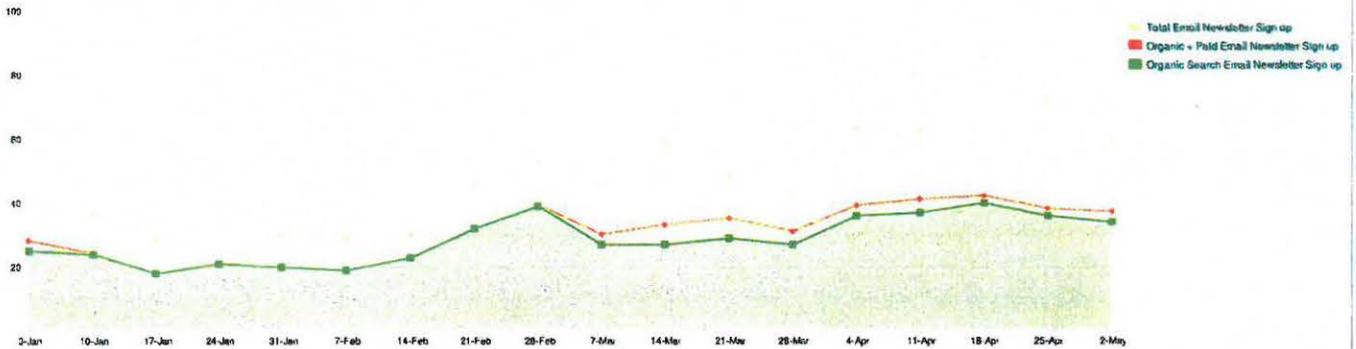


Beaufort CVB SEO Report

Beaufort Monthly SEO Report

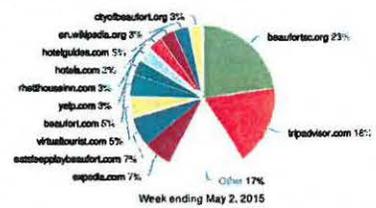
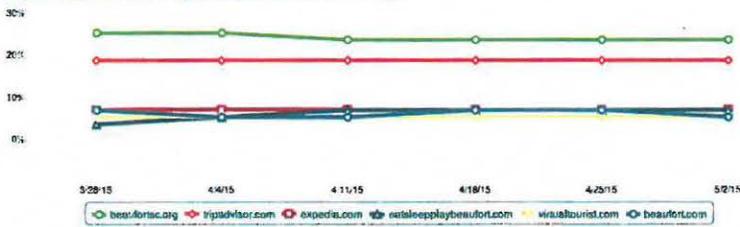
Organic Search Performance for Email Newsletter Sign up

Impact of organic search on overall site performance for Email Newsletter Sign up



Top Competitors in "Beaufort"

Highest Rankers on Beaufort Keywords for Domains with URLs in Top 5

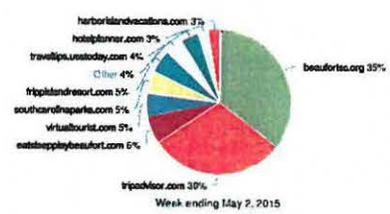
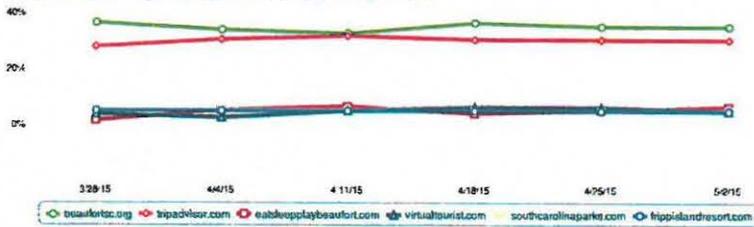


Beaufort CVB SEO Report

Beaufort Monthly SEO Report

Top Competitors in "Things To Do"

Highest Rankers on Things To Do Keywords for Domains with URIs in Top 5



Content Performance Details

For pages on beaufortsc.org

01/02/15 vs. 05/02/15

Title & Page URL	Total		ga:goalcompletions		Sessions		Visitor Guide Request	
	Total	Change	Total	Change	Total	Change	Total	Change
Visit Beaufort, SC Beaufort, SC Official Visitor Site Historical Beaufort, SC www.beaufortsc.org/	17		5		2,425		755	76
Calendar Of Events Beaufort SC Events Events in Beaufort .../events/	3		0		745		438	2
Things To Do In Beaufort, SC Official Beaufort Visitor Site Beaufort History .../50-things-to-do/	1		4		684		25	8
Beaufort Restaurants Beaufort SC Dining Beaufort Cafes .../restaurants/	0		0		308		3	0
Things To Do In Beaufort, SC Official Beaufort Visitor Site Beaufort History .../things-to-do/	2		1		288		74	2
Beaufort Lodging Hotels in Beaufort Beaufort Bed & Breakfasts .../lodging/	1		1		214		76	1
14th Annual Taste of Beaufort .../events/show/14th-annual-taste-of-beaufort	0		0		199		199	0
St. Helena Island Beaufort SC Area Beaufort Sea Islands .../area/st.-helena-island/	0		0		175		150	3
Fripp Island Beaufort SC Area Beaufort Sea Islands .../area/fripp-island/	1		1		150		2	0
Harbor Island Beaufort Area Beaufort Sea Islands .../area/harbor-island/	0		0		111		56	2

Beaufort CVB SEO Report

Beaufort Monthly SEO Report

Content Performance Details (cont.)

For pages on beaufortsc.org

01/03/15 vs. 05/02/15

Title & Page URL	ga:goal2completions		Sessions		Visitor Guide Request	
	Total	Change	Total	Change	Total	Change
Beaufort Map Directions To Beaufort South Carolina Directions .../map/	2	2	80	46	0	0
Lady's Island Beaufort SC Area Beaufort Sea Islands .../area/ladys-island/	0	0	78	4	0	1
Hunting Island Beaufort Area Beaufort Sea Islands .../area/hunting-island/	3	3	66	26	1	0
The Sea Island Quilters Present Their 2015 Quilt Show .../events/show/the-sea-island-quilters-present-their-2015-quilt-show/	0	0	46	46	0	0
27th Annual Gullah Festival .../events/show/www.thegullahfestival.org	0	0	45	45	0	0
About The Area About Beaufort SC Official Site Of Beaufort SC .../area/	0	0	44	21	0	0
Guides To Beaufort Beaufort Guide Visiting Beaufort SC .../guides/	1	1	43	34	0	0
19th Annual Beaufort Shrimp Festival .../events/show/19th-annual-beaufort-shrimp-festival/	0	0	41	33	0	0
Beaufort Photo Gallery Beaufort Pictures Beaufort Photos .../photo-gallery/	0	0	41	10	0	0
14th Annual Taste of Beaufort .../events/show/14th-annual-taste-of-beaufort/	0	0	31	31	0	0

Keyword Categories for beaufortsc.org

Visibility performance segmented by category

Name	Keywords	Local (US)	Monthly Volume	Avg Rank	Google Rank					Google Trend	Modeled Traffic
					1-3	4-10	11-20	21-40	41-100		
All		114	134,090	7	37	41	21	2	1	12	2,100
Beaufort		12	47,360	3	11	1	0	0	0	0	1,800
Dining		1	1,600	2	1	0	0	0	0	0	38
Fripp Island		13	16,680	8	1	8	4	0	0	0	110
Harbor Island		13	6,010	5	5	7	1	0	0	0	34
Huntington Island		12	3,850	9	0	8	4	0	0	0	15

Beaufort CVB SEO Report

Beaufort Monthly SEO Report

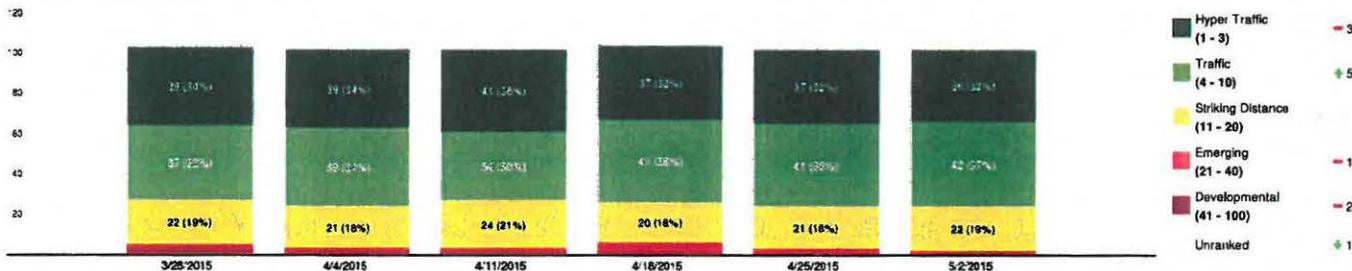
Keyword Categories for beaufortsc.org (cont.)

Visibility performance segmented by category

Category Properties		Monthly Volume				Google Rank					Google Trend	Modeled Traffic
Name	Keywords	Local (US)	Avg Rank	1-3	4-10	11-20	21-40	41-100	NR	Avg Rank	Modeled Traffic	
Huntington Island, Lodging	1			5	0	1	0	0	0	0	—	—
Ladys Island	13	960	960	3	8	5	0	0	0	0	38	
Lodging	42	7,150	7,150	8	7	18	14	0	0	3	75	
Non-Destination Specific	13	7,490	7,490	36	0	1	0	2	1	9	0	

Keyword Pipeline

Rank distribution for active keywords in Searchlight



Keywords for beaufortsc.org

A comprehensive view of your portfolio for active keywords in Searchlight

Keyword	Google Monthly Search Volume		Google Rank		Change
	Local (US)	Local Trend	3/28/15	5/2/15	
beaufort sc http://www.beaufortsc.org/	33,100		3	1	2
beaufort sc accommodations http://www.beaufortsc.org/lodging	10		2	2	0
beaufort sc attractions http://www.beaufortsc.org/things-to-do	90		1	1	0



BEAUFORT, SC

HISTORIC DOWNTOWN WATERFRONT
PORT ROYAL & SEA ISLANDS

Beaufort Regional Chamber of Commerce July 2014 – April 2015 Public Relations Report

I. Media Impressions and Value

From July 2014 thru April 2015, the agency tracked **176,993,587** in estimated media impressions with a **\$1,391,570.28** value. Below is a breakdown of the month-by-month activity for the account.

Month	Impressions	Publicity Value
July	27,040,377	\$491,395.17
August	596,670	\$203,313
September	44,282,253	\$68,795.02
October	3,021,798	\$72,486
November	6,269,314	\$43,632.60
December	9,807,329	\$264,955.75
January	1,792,879	\$28,438.77
February	11,837,076	\$66,633.40
March	34,502,130	\$114,331.04
April	37,843,761	\$37,589.53

Highlights of media coverage from the past year include:

- USA Today
- Associated Press
- The Baltimore Sun
- Washington Times
- Where to Retire Magazine
- Travel Channel.com
- MarketWatch
- ABC News Online
- The Wall Street Journal
- CNN
- Country Living
- Coastal Living
- The State
- Fox News

- Smithsonian Magazine
- Successful Meetings
- The Charlotte Observer
- SAIL Magazine
- Travel + Leisure
- Southern Living
- The Miami Herald
- The Boston Herald
- The Huffington Post
- National Geographic Traveler
- Bloomberg Businessweek
- Virgin Atlantic Blog
- The Houston Chronicle

II. Accolades & Honorable Mentions

- Topped Travel Channel's list of "Best Retirement Getaways for 2015."
- Hunting Island ranked #12 on TripAdvisor's list of "Top 25 U.S. Beaches."
- Named to Southern Living magazine's list of "Small Towns We Love" list.
- Featured on the cover of the May 2015 issue of Southern Living magazine.
- Secured and conducted an in-person meeting with the editorial teams from Coastal Living and Southern Living magazines.
- The 60th annual Beaufort Water Festival was named a "Top 20 Event" in the Southeast by the Southeast Tourism Society.
- SAIL Magazine featured Beaufort as one of the best locations along the Intracoastal Waterway.
- Coastal Living magazine named Beaufort one of its "20 Great Warm-Weather Getaways for 2015."



Publication	Leads	Cost	CPL
Carolina Living Guide	2937	\$ 7,600.00	\$ 2.59
Hearst Magazines	6521	\$ 16,030.00	\$ 2.46
O! Magazine	3329	\$ 11,838.00	\$ 3.56
Southern Living	954	\$ 8,498.00	\$ 8.91
SC Vacation Guide	1421	\$ 5,795.00	\$ 4.08



September Online	Ad Size	Clicks	Impressions	CTR	Spend
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	190	128,128	0.15%	\$ 13,444.38

October Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	4,014	105,648	3.80%	\$ 2,686.00
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	255	175,189	0.15%	\$ 3,020.51
Travel Spike	Email, Text Links	n/a	n/a	n/a	\$ 4,620.00
October Print	Ad Size	Circulation		Spend	
Carolina Living Guide	1/3 Page 4c	500,000		\$ 3,800.00	

November Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	2,793	97,063	2.88%	\$ 1,894.93
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	154	144,477	0.11%	\$ 1,991.86
Travel Spike	Email, Text Links	n/a	n/a	n/a	\$ 5,085.88
November Print	Ad Size	Circulation		Spend	
Carolina Living Guide	Leads Still Coming In			\$ -	

December Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	1,825	76,994	2.37%	\$ 1,304.34
December Print	Ad Size	Circulation		Spend	
Carolina Living Guide	Leads Still Coming In			\$ -	

January Online	Ad Size	Clicks	Impressions	CTR	Spend
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	156	60,990	0.26%	\$ 1,164.36
January Print	Ad Size	Circulation		Spend	
SC Vacation Guide	1/4 Page 4c	400,000		\$ 5,795.00	
Carolina Living Guide	Leads Still Coming In			\$ -	

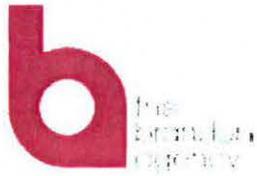
February Online	Ad Size	Clicks	Impressions	CTR	Spend
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	206	55,455	0.37%	\$ 1,046.46
February Print	Ad Size	Circulation		Spend	
SC Vacation Guide	1/4 Page 4c	400,000		\$ -	
Carolina Living Guide	Leads Still Coming In			\$ -	

March Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	2,572	135,686	1.90%	\$ 1,979.31
Travel Spike	Email, Text Links	n/a	n/a	n/a	\$ 2,264.71
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	272	61,439	0.44%	\$ 1,150.99
March Print	Ad Size	Circulation		Spend	
Southern Living	1/6 Page 4C	1,230,000		\$ 8,498.00	
Hearst Magazines	1/6 Page 4C	3,611,468		\$ 16,030.00	
SC Vacation Guide	1/4 Page 4c	400,000		\$ -	
Carolina Living Guide	Leads Still Coming In			\$ -	

April Online	Ad Size	Clicks	Impressions	CTR	Spend
PPC	text	2,778	169,452	1.64%	\$ 2,135.58
Travel Spike	Email, Text Links	n/a	n/a	n/a	\$ 4,031.18
TripAdvisor	160x600, 728x90, 300x250, Tourism Sponsorship	210	165,564	0.13%	\$ 3,305.45
April Print	Ad Size	Circulation		Spend	
Southern Living	1/6 Page 4C	1,230,000		\$ 8,498.00	
Hearst Magazines	1/6 Page 4C	3,611,468		\$ 16,030.00	
O! Magazine	1/6 Page 4C	700,000		\$ 11,838.00	
SC Vacation Guide	1/4 Page 4C	400,000		\$ -	
Carolina Living Guide	1/3 Page 4C	500,000		\$ 3,800.00	

Sept. 2014-April 2015 Total Spend as of 4/30: \$ 123,204.12
 Sept. 2014-April 2015 Total Leads as of 4/30: 20,426
 Sept. 2014-April 2015 CPL as of 4/30: \$ 6.03

*Note: These numbers are as of 4/30/15



December 1, 2014 - April 30, 2015	Ad Sizes	Clicks	Impressions	CTR
TripAdvisor Coop partner-Seaside	160x600, 728x90, 300x250, 300x600	138	57,931	0.24%
TripAdvisor Coop partner-Hampton	160x600, 728x90, 300x250	15	15,024	0.10%
TripAdvisor Coop partner-Cuthbert	160x600, 728x90, 300x250, 300x600	48	17,096	0.28%
TripAdvisor Coop partner-Beaufort Inn	160x600, 728x90, 300x250, 300x600	544	116,388	0.47%
TripAdvisor Coop partner-Anchorage	160x600, 728x90, 300x250	2	1,394	0.14%



SOUTHERN BEAUFORT COUNTY
CORRIDOR BEAUTIFICATION BOARD

Post Office Box 1228
Beaufort SC 29901-1228
Phone: (843) 255-2140

Members:

Stephen Wilson (Council District 11), Chairman
Glenn Stanford (Council District 8), Vice-Chairman
Douglas Novak (Council District 9), Secretary
Sallie Bridgwater (Council District 6)
Henry Deirxsens (Council District 5)
C.J. Humphrey (Council District 10)
Tray Hunter (Council District 7)
Andy Miller (Town of Bluffton)
Todd Theodore (Town of Hilton Head)

Staff Support:

Anthony Criscitiello, Planning Division-Director
Amanda Flake, Natural Resources Planner

April 13, 2015

Mr. Joshua A. Gruber
Deputy County Administrator/
County Attorney
PO Drawer 1228
Beaufort, SC 29901-2026

Re: Southern Beaufort County Corridor Beautification Board

Dear Mr. Gruber:

This is in response to your letter to me of April 2, 2015 regarding my request on behalf of the Southern Beaufort County Corridor Beautification Board for funding from the County's Tree Reforestation Fund for landscape installation and maintenance of the median of Highway 278.

Subsequent to receiving your letter, I asked Jim Tiller of J.K. Tiller Associates, Inc. (JKT) who is the professional consultant to the Board, to prepare the information you requested. That information is attached to this letter.

Once you have evaluated our original request in light of the attached information, please advise me of your findings so that I may report them to the Board. As always you may feel free to contact me or Mr. Tiller at any time with questions or the need for additional information.

Thanks for your help and consideration.

Sincerely,

Steve Wilson
Chairman
Southern Beaufort County Corridor Beautification Board

Cc: Chairman Stewart, County Council Finance Committee
Gary Kubic, Beaufort County Administrator
Tony Criscitiello, Beaufort County Planning Division Director

ATTACHMENT

(Prepared by J.K. Tiller Associates, Inc.)

In our second phone conference yesterday you asked me to come up with the cost for installation of plantings for the medians for the Highway 278 Corridor. The cost estimate numbers submitted are J. K. Tiller Associates, Inc.(JKT) best estimate of the Probable Cost. As you know the only area that I assume has been contracted for installation is with Belfair. As of this date, we have received no bid construction numbers for that area of planting installation. Without those recent Bid numbers these estimates of probable cost rely only on our historical bid pricing. This reply to your request is based on your outline included in the original REQUEST FOR BUDGET ALLOCATION dated February 9, 2015 and our historic bid price inventory .

The Belfair cost for JKT, would include going to the site after the planting has been completed, prepare a plant material “Punch List” noting plant sizes and condition, prepare a written documentation the punch list and submit it to the Board with necessary back-up documents. JKT shall do no observation of the installation. JKT estimates that the Probable Cost for that service shall be one thousand dollars (\$1,000.00)

The Tanger site landscape planting for the medians of Highway 278:

JKT shall prepare the revisions required by SCDOT based on the new site distances for the new design speed, complete final specifications and plant material list(s), assist Tanger with the bidding process as directed by the Board and/or Beaufort County, make two visits to the site to observe the planting process including preparation of a memorandum noting the observations, go to the site after the planting has been completed, prepare a plant material “Punch List” noting plant sizes and condition, prepare a written documentation of the punch list and submit it to the Board with necessary back-up documents. JKT estimates that the Probable Cost for these services shall be Twelve Thousand Dollars (\$12,000.00)

At this time the Board has not identified a next project area but may wish to choose the area at the Highway 46 and Highway 278 intersection, the Simmonsville Road Intersection at the entrance to Belfair Village, or perhaps the Rose Hill entrance intersection to spend the remainder of the funds. In this case the Board has requested \$100,000.00 from the Beaufort County Tree fund. Under that scenario after the Fees outlined above for JKT were removed the remaining funds would be \$87,000.00. Based on this estimated budget of \$87,000.00 JKT estimates that approximately 3,000 LF of median could be planted. This estimation would include fees to JKT for whatever area chosen by the Board that would include funds for: Revisions to the plans, Submission of the plans to SCDOT for Encroachment Applications and Maintenance Agreement to the SCDOT for review and approval, make adjustments to the plan as requested by SCDOT, and preparing a “Punch List” as noted above.

This estimation does not include preparation of necessary Bid Documents, Bidding and/or Negotiation of the Bids with Bidders, writing a Contract/Agreement with the winning Bidder, and observation of the project



and/or Construction Administration which shall be done either by County Staff or Board members. (currently for JKT's understanding of the process for obtaining Bids and Administration of the Contractual Process, presents no clear understanding as to how the projects, not done by others such as Belfair and Tanger in conjunction with Beaufort County- outside the County shall be administered – I think that this is a legal issue that must be resolved between the Beaufort County and the Board so the Board can understand its role in this Construction Administration process for these projects identified along Highway 278)

With this - per LF scenario proposed above - The Board can choose the 3,000 LF of the 278 Highway corridor that it would prefer for the remaining \$87,000.00. Then the Board once it decides which area it would like to landscape next, JKT would identify that area and proceed with revisions to the plans, preparation of the SCDOT submission, forward the Application and Maintenance Agreement to County Legal Staff, make limited revisions as required by SCDOT and after the project is installed, JKT shall prepare a "Punch List" in that manner as noted above.

With this submission it is my hope that it answers your issues and concerns voiced during the phone conferences about what areas will probably cost. By giving you the lineal foot method of selecting the area of the next project it will help simplify the process for the Board. Select 3000 LF of the Highway 278 Corridor you wish to complete and we will get it done.

Hope that you have a great weekend, and best regards;

James K. Tiller, FASLA
President

J. K. TILLER ASSOCIATES, INC.

Land Planning/Landscape Architecture

10 Pinckney Colony Rd., Suite 101

Bluffton, South Carolina 29909

Voice: 843.815.4800

Fax: 843.815.4802

Web: <http://www.jktiller.com>

DISCLAIMER:

The electronic files transmitted herewith are transmitted for your use on this particular project. J. K. Tiller Associates, Inc. makes no guarantees, expressly or implied, that the attached electronic data file is free from errors, omissions, or is secure in its original content. Data stored on electronic media can deteriorate undetected or be modified without J. K. Tiller Associates, Inc.'s knowledge and changes are made to projects during the design and construction process. This digital information is provided for your convenience and preparation of other documents. The original prints from this office are the official records of this data and should be compared to the digital file before your use. J. K. Tiller Associates, Inc. assumes no responsibility for damages resulting from the use of digital information.



STATE OF SOUTH CAROLINA)
)
)
COUNTY OF BEAUFORT)

**RESOLUTION APPOINTING
COMMISSION MEMBERS**

A RESOLUTION MEMORIALIZING THE APPOINTING OF MEMBERS TO THE COMMISSION CREATED PURSUANT TO THE *CAPITAL PROJECT SALES TAX ACT*, S.C. CODE ANN. §4-10-300, *ET SEQ.* (SUPP. 2003); TO PROVIDE FOR THE DUTIES AND RESPONSIBILITIES OF THE COMMISSION MEMBERS AND TO PROVIDE FOR OTHER MATTERS RELATING THERETO.

BE IT RESOLVED BY THE COUNTY COUNCIL OF BEAUFORT COUNTY, SOUTH CAROLINA, IN PUBLIC MEETING DULY ASSEMBLED:

SECTION 1. Recitals and Legislative Findings.

As an incident to the adoption of a Resolution on ~~January 26, 2004~~ April 27, 2015, by the Beaufort County Council, a commission was created pursuant to the *Capital Project Sales Tax Act*, S.C. Code Ann. §4-10-320 (Supp 2003). The commission is charged with the duty of considering proposals for funding capital projects within the Beaufort County area and formulating the referendum question proposed to be placed on the ballot pursuant to S.C. Code Ann. §4-10-330 (Supp. 2003).

SECTION 2. Appointment of Commission Members.

Pursuant to *Capital Project Sales Tax Act*, S.C. Code Ann. §4-10-300 *et seq.* (Supp 2003), the following individuals are appointed to the Commission Alan Herd, Dean Moss, Andrea Siebold, Carolyn Smith, Mike Sutton and Mike Tripka.

SECTION 3. Duties and Responsibilities of Commission.

(A) The commission members, in cooperation with the commission representatives from the municipalities located in Beaufort County, will consider proposals for funding capital projects within the county area and formulate a proposed referendum question to appear on the ballot. The commission's recommendations are made to the Beaufort County Council in the form of a report. The report should include:

(1) A statement of the purpose for which the proceeds of the tax are to be used, which may include projects located within or without, or both within or without, the boundaries of the local governmental entities, including the county, municipalities, and special purpose districts located in the county area and may include the following types of projects:

- (a) highways, roads, streets, and bridges;
- (b) courthouses, administration buildings, civic centers, hospitals, emergency medical facilities, police stations, fire stations, jails, correctional facilities, detention facilities, libraries, coliseums, or any combination of these projects;
- (c) cultural, recreational, or historic facilities, or any combination of these facilities;
- (d) water, sewer, or water and sewer projects;
- (e) flood control projects and storm water management facilities;
- (f) jointly operated projects of the county, a municipality, special purpose district, and school district, or any combination of those entities, for the projects delineated in subitems (i) through (v) of this subsection;
- (g) any combination of the projects described in subitems (i) through (vi) of this item;

(2) The maximum time, stated in terms of calendar or fiscal years or quarters, or a combination thereof, not to exceed seven years from the date of imposition, for which the tax may be imposed; and

(3)(a) If the county proposes to issue bonds to provide for the payment of any costs of the projects, the maximum amount of bonds to be issued, whether the sales tax proceeds are to be pledged to the payment of the bonds, and if other sources of funds are to be used for the projects, specifying other sources; and

(3)(b) The maximum cost of the project or facilities or portion of the project or portion of the facilities, to be funded from proceeds of the tax or bonds issued as provided in Article 3 of Chapter 10 of Title 4 of the *South Carolina Code of Laws*, 1976, as amended, and the maximum amount of net proceeds expected to be used to pay the cost or debt service on the bonds, as the case may be; and

(4) Any other condition precedent, as determined by the commission, to the imposition of the sales and use tax authorized by Article 3 of Chapter 10 of Title 4 of the *South Carolina Code of Laws*, 1976, as amended, or condition or restriction on the use of sales and use tax revenue collected pursuant to Article 3 of Chapter 10 of Title 4 of the South Carolina Code of Laws, 1976, as amended.

(5) When the tax authorized will be imposed for more than one purpose, the enacting ordinance, if any, must set forth the priority in which the net proceeds are to be expended from the purposes stated. The enacting ordinance may set forth a formula or system by which multiple projects are funded simultaneously.

(6) The proposed referendum question must read substantially as follows:

"Must a special one percent sales and use tax be imposed in (county) for not more than (time) to raise the amounts specified for the following purposes?

- (1) \$ _____ for _____
 - (2) \$ _____ for _____
 - (3) etc.
- Yes []
No []"

If the proposed referendum question includes the issuance of bonds, the question must be revised to include the principle amount of bonds proposed to be authorized by the referendum and the sources of payment of the bonds if the sales tax approved in the referendum is inadequate for the payment of the bonds.

SECTION 4. Effective Date.

This Resolution shall be, and hereby is, effective the ____ day of _____, 2015.

ADOPTED THIS ____ DAY OF _____, 2015.

COUNTY COUNCIL OF BEAUFORT COUNTY

By: _____
D. Paul Sommerville, Chairman

APPROVED:

Thomas J. Keaveny, II, County Attorney

ATTEST:

Suzanne M. Rainey, Clerk to Council