

BEAUFORT COUNTY HERITAGE TOURISM CORPORATION

Regular Meeting

June 11, 2018 at 10:00 a.m.

**LOCATION: TECHNICAL COLLEGE OF THE LOWCOUNTRY – NEW RIVER CAMPUS
LARGE CONFERENCE ROOM – RM# 125**

AGENDA

- 1. Call to Order**
- 2. Approval of the Minutes – May 7, 2018**
- 3. Proposal for Economic Impact Study – Dr. John Salazar**
- 4. Port Royal Sound Foundation – Presentation on Water Trail Initiative – Dick Stewart**
- 5. Beaufort County Ferry Service Expansion – Presentation by Captain Philip Southerland**
- 6. Adjournment**

Beaufort County Heritage Tourism Corporation (HTC)

Meeting Minutes

May 7, 2018 - 10:00 AM

Technical College of the Lowcountry, New River Campus – Room 125

Members Present: Mayor David Bennett, Mayor Billy Keyserling, Mayor Sam Murray, County Councilman Paul Sommerville, Dr. Andy Beall

Others Present: County Councilman Stu Roadman, Carlton Dallas, Jayme Lopko - Town of Hilton Head Island, Erin Schumacher – Town of Bluffton, Dr. Emory Campbell, Nancy Hritz – USCB, John Salazar – USCB, Lou Benfante, MaryLou Brewton, Rex Garniewicz, Ariana Pernice, Robb Wells, Kelli Brunson, Eleanor Lightsey, John Troutman

- Mayor Bennett called the meeting to order at 10:03 AM.
- The HTC received updates regarding the Mitchelville Preservation Project, Reconstruction Era Monument, Port Royal area VCB, and expanding ferry service across the County.
- The HTC discussed Administrative Items for the Corporation. Mayor Keyserling made a motion to amend to Corporation By-Laws to change the operating name to Beaufort County Heritage Tourism Corporation, to adopt the mission “Bringing Our Heritage to Life”, and to adopt the vision. Mayor Murray seconded the motion and the motion passed unanimously. Mayor Keyserling made an additional motion to name Mayor Bennett as Chair and Dr. Beall as Vice Chair and use the mailing address for the Hilton Head Island Town Hall for the Corporation. Mayor Murray seconded the motion and the motion passed unanimously.
- John Salazar and Nancy Hritz from USCB presented their report on the Heritage Visitor Survey. The HTC asked Dr. Salazar to draft a proposal to take this information and determine the economic benefit that may be realized by Beaufort County from investing in heritage. The proposal will be discussed at the next meeting on Monday June 11, 2018 at 10am at TCL. Mayor Bennett encouraged all municipalities to make the Heritage Visitor Survey available on their websites for the public.
- Mayor Bennett adjourned the meeting at 11:41 AM.

Submitted by: Jayme Lopko

Meeting date: May 7, 2018

BEAUFORT COUNTY HERITAGE TOURISM ECONOMIC IMPACT ANALYSIS

The University of South Carolina Beaufort (USCB) is pleased to respond to the research needs of the Beaufort County Heritage Tourism Attraction Corporation. Dr. John Salazar at the University proposes to conduct the 2018 economic impact analysis of Beaufort County Heritage Tourism. The work will be conducted July 2018 thru August 2018. The project will produce results that depict economic contribution of heritage tourism to the Beaufort County economy.

Research Methods

The research will utilize the most recently collected heritage tourism survey data. Those data will be entered in an IMPLAN economic model. IMPLAN is an economic modeling database utilized by economists, researchers, municipalities, and federal agencies. The database contains county, state, zip code, and federal economic statistics which are specialized by region, and can be used to measure the effect on a regional or local economy of a given change or event in the economy's activity. USCB LRITI researchers have utilized IMPLAN to model the impact for tourism, real estate development, and sporting events. The model will reveal the tourism related tax revenues, employment impact, direct, indirect, and induced impacts for the Beaufort County community as well as affiliated multipliers.

Research Objectives

The objectives of our proposed survey are to:

- (1) Extrapolate and analyze visitor spending data from the 2018 Beaufort County Heritage Tourism Survey,
- (2) Build IMPLAN model for Beaufort County and affiliated municipalities (Beaufort, Port Royal, Hilton Head Island, and Bluffton), and
- (3) Present findings to the present findings to the Beaufort County Heritage Corporation.

Results and Costs

Results will be presented in both report format as well as presentations. Presentations can also be made to additional committees if needed. The total cost for the project is \$10,000.

The research will be coordinated and conducted by Dr. John Salazar with the help of LRITI Research Assistants and other affiliated research staff. Dr. Salazar has conducted various economic studies and market research surveys for local, state, regional, and federal agencies. Included below is a short list of past survey research projects conducted by LRITI.

Visit Tybee Island

Hilton Head Island-Bluffton Chamber of Commerce Member Satisfaction Survey

Savannah Music Festival Attendee Survey

Savannah Food and Wine Festival Attendee Survey

Sweet Tea Partnership Conversion Study

Hilton Head Island Visitor Profile Survey

Economic Impact Survey of Second Homeowners on Hilton Head Island

Bluffton Community Branding Survey

Beaufort Virtual Guestbook Program

Beaufort County Land Development Survey: A Residential Perspective

Sun City Tomorrow Survey: Measuring Resident Needs
Colleton River Plantation Association Satisfaction Survey
Hilton Head Island Residential Quality of Life Survey

Contact Information

John Salazar, Ph.D., CHE

Professor of Hospitality Management &
Director, Lowcountry and Resort Islands Tourism Institute
University of South Carolina - Beaufort

One University Boulevard

Bluffton, SC 29909

Phone: 843-208-8217

Fax: 843-208-8289

Email: jsalazar@uscb.edu

Lowcountry and Resort Islands Tourism Institute Website: www.lriti.org

Lowcountry and Resort Islands Tourism Institute Facebook Page: www.facebook.com/lriti.uscb

USCB Website: www.uscb.edu