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Date: 9/17/2014 10:22:05 AM

Subject: Re: SCPr 57 m marketing plan

Duane / Kevin can you respond back on our 57 m and these emails from Destination marketing experts below ? I have Cced other respected ad agencies as well as the SC press. You both must prove results ! Yes or no? Kevin Meany and BFG from my research had no destination marketing expertise at all and mainly beverage marketing which has no relation .

John thanks for confirming my read on all this 57m waste .

Again the sc resort industry and places where must tourist will go is fairly cemented . What we need to do in SC is make this state favorable to live and operate businesses, in order to create more jobs in these rural non coastal areas. This 57 m could have been invested much more wisely and responsibly . I keep going back to SC politics described as to small for republicans and to large to be an insane isylum . Thx

Sent from iPhone excuse all typos / misspellings 80% mobile

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On Sep 17, 2014, at 9:50 AM, John Buchanan <jtwg50@yahoo.com> wrote:

Skip, I agree completely that to spend \$57 million with an ad agency to market the entire state -- and focus on BBQ -- is beyond absurd. If nothing else, this looks like a classic example of an ad agency taking the money and running, which is not an uncommon thing.

As a journalist (and consumer) I have written about the BBQ world for more than 40 years, and made pilgrimages to Memphis, Kansas City, St. Louis, Texas and the backwoods of North Carolina to eat pulled pork out of remote shacks that are world-famous. I've never heard anybody mention South Carolina as a BBQ destination. It would be akin to saying people go to New Orleans to go skiing.

This just demonstrates how incompetent state officials are at truly understanding marketing, or the Internet age, or how to invest public funds wisely.

I'd like to see more information on how the agency was selected and what its specific tourism marketing credentials are. But something smells fishy to me about this.

Thanks.

John Buchanan

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Sent: Wednesday, September 17, 2014 12:04 AM

Subject: Prt 57 m

Duane what proof and stats do you have this 57m tax payer investment is paying off so far?

As i stated in my email I see no way possible this will work based on the way people with money to spend search the Internet and use technology .

I repeat very few search a State for info versus a city. Its obvious Kevin Meany and BFG had no clue about this .

I don't want to publicly embarrass you , but you were quoted saying MB , Charleston and Hilton head had the money to promote themselves and this 57 m was going to be used to promote other tourism destinations in SC . Exactly what other destinations ? Again you must use these 3 major destinations to even have a chance to introduce other parts of SC to tourist . However getting them to do so with BBQ trail over seafood ,the ocean and the fact the best BBQ restaurants are also located in these 3 cities and along the coast as well is not going to be easy .

What we need to do in rural areas and many cities in SC is create jobs versus decay of our cities , hopelessness and crime . Building any meaningful numbers of tourism in non coastal areas and our rural areas and non coastal cities is not possible . Sorry to be the bearer of bad news.

Further sad to inform you , but BBQ in SC is inferior to many other states and SC actually has very few high quality real fire pit BBQ restaurants . It also has very few 3-5 star hotels outside of

our major resort and city areas . I am very concerned about this . Our only strength and hope to compete with Florida is our coastal areas and seafood not a BBQ sandwich . Texas, NC , Tenn, Ala , even Fla have far superior BBQ . In fact the world BBQ championships is in Memphis .

Kevin Meany has no track record of success in the destination marketing business and this is now much more obvious . I have been in the destination marketing business and tourism publication business for 40 yrs . Further one of my hobbies is cooking and eating great BBQ and I have attended the World Championships in Memphis . We have a saying "Where there is no smoke there is no BBQ " electric oven massed produced BBQ is not BBQ and this is mainly what SC has .

When I attended the Governors conference on tourism and listened to his company presentations I knew then our 57 m would be in trouble . Is this 57m for 6 yr contract or 57m per year for 6 yrs ?

I certainly am open to being proven wrong and apologize if I am .

I have Cced a world renowned travel and tourism expert John Buchanan . John also is an expert on Chambers and CVBs . I have hired Johns services to guide me in areas I am not an expert in. Between John and I we have 80 yrs of knowledge .

Also I again repeat SC prt can not sell ads competing for those ad dollars and budgets in competition with SC media . Thx

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