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Subject: 2016 Tourism Student Awards Ceremony
Location: Statehouse Auditorium
When: 3/22/2016 3:00:00 PM - 4:00:00 PM
Attachments: ATT73200
ATT32185

APPROVED BY: NH

EVENT: 2016 Tourism Student Awards Ceremony

DATE: Thursday, March 22, 2016

TIME: 3:00 PM

LOCATION: Statehouse Auditorium

LOCATION SET-UP: Auditorium seating, stage, NH will be seated on stage with Duane and Dawn (emcee). The auditorium rows are ten seats across, we can reserve one of those seats for Ashton, the other nine will be reserved for the student winners. We will have Ashton's reserved seat at the end of the row, on the side that will be closest to the Governor's seat onstage.

ON-SITE LOCATION CONTACT: Internal

SCHEDULING CONTACT:

Justin E Hancock
Assistant to the Director – Policy
South Carolina Department of Parks, Recreation & Tourism
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PRIMARY STAFF: Ashton Lee

ADVANCE STAFF: Camlin Moore

PURPOSE: Governor Haley will join SC PRT Director Duane Parrish is presenting the 2016 Tourism Student Awards to give recognition to the state's outstanding, full-time students from college and university tourism programs across South Carolina.

PRESS: Yes.

MEDIA: SCPRRT will issue a press release following the awards ceremony. Media have not been invited to attend this event.

PUBLIC: Yes.

INVITED BY: Duane Parrish and Amy Duffy

INTRODUCED BY: Director Parrish

NOTE: Dawn Dawson House will emcee the event.

LENGTH OF SPEAKING: 8-10 minutes

SPEAKING ORDER/LINE-BY-LINE:

2:30 pm – Students, faculty, students' guests and tourism industry members begin arriving at State House. Jenny Waller and Justin Hancock will greet students, faculty and guests near the State House entrance and usher them to the auditorium.

3:00 pm – Program begins

- Duane Parrish delivers brief welcome; introduces Governor Nikki Haley
- Governor Haley speaks
- Duane thanks Governor Haley; delivers a few brief remarks; introduces Dawn Dawson House (emcee)
- (After Duane and Governor Haley speak, both remain at the front for the remainder of the ceremony)
- Dawn leads presentation of scholarship awards (Dawn will individually highlight each student's academic achievements and call them up to the front to receive their award. Duane and Governor Haley will present each student with their award. Perry Baker will photograph each student with the Governor and Duane.)
- After all awards have been given, Dawn will invite all students to the front for a group photo with Governor Haley and Duane
- Duane speaks briefly to close the ceremony, followed by group photo with Governor Haley, Duane Parrish and all student award winners.

4:00 pm (approximately) – Program concludes

PRT STAFF ATTENDING:

Duane Parrish – Agency Director – Speaking (Welcome & Conclusion)

Dawn Dawson House – Agency Spokesperson – Speaking (Emcee)

Amy Duffy – Chief of Staff – Tourism Industry Liaison

Perry Baker – Digital Content Manager – Photographer

Jenny Waller – Industry Relations Manager – Logistics & General Assistance

Justin Hancock – Assistant to the Director for Policy – Logistics & General Assistance

ATTENDEES:

The audience for this ceremony will include the student winners (9), university/college faculty (8), student's family and guests (11), and representatives from South Carolina's tourism industry (5). It's possible that we may receive some additional RSVPs before the 22nd; if so, we will provide an updated attendee list.

BACKGROUND:

Sponsored by the South Carolina Travel and Tourism Coalition, the Tourism Student Awards give recognition to the state's outstanding, full-time students from college and university tourism programs across South Carolina. Students in hospitality and tourism-related are selected by their respective schools' faculty to receive a Student Tourism Award and corresponding scholarship. Each college or university is allowed to submit only one student for an award each year.

Scholarship awards are provided through the Fred Brinkman Memorial Fund, which is funded through a silent auction held at the annual Governor's Conference on Tourism & Travel. The scholarship amount for the 2016 Tourism Student Awards is \$1500 per student.

SUGGESTED TALKING POINTS:

General Points:

- *It's a great day in South Carolina...* because today we are here to recognize the best and the brightest among our college students pursuing careers in the hospitality and tourism industry.
- We are here to acknowledge your hard work, and to congratulate you on all that you have achieved.
- It's so exciting to be here today to see the bright, young people who are on their way to becoming the next generation of tourism leaders, and it's to be able to celebrate today with the proud faculty, friends, and family members who are here with us.
- As tourism industry professionals, you will not only be working in a rewarding field, but you will also be working in an industry that has a huge economic impact in our state and in our entire country.
- Tourism is a major economic driver for South Carolina. **It accounts for one in ten jobs and generates over \$19 billion in economic activity.**
- **And Charleston was voted the top "Small City" in the United States by Conde Nast Traveler Magazine.**
- But the true impact of tourism goes far beyond the economic statistics and includes outcomes that, while sometimes less tangible, are just as important.
- Our state's tourism industry plays a critical role in shaping South Carolina's quality of life, which positively affects both travelers to our state and our residents
- And it also plays a significant part in encouraging greater economic development and helping us grow our state's business community.
- A great example of how tourism encourages economic development can be found in our state's only annual PGA TOUR event, the RBC Heritage Presented by Boeing.
- **From a strictly tourism aspect, each year this event brings in over 100,000 spectators to the Hilton Head Island area, and based on the most current estimates, the Heritage tournament generates over \$96 million in direct economic activity.**
- In addition, the television coverage of the Heritage tournament provides value-added promotional exposure for South Carolina, enticing golfers from near and far to visit South Carolina and discover our wealth of golfing experiences.
- But there's another benefit that the RBC Heritage brings to our state...
- It provides us an excellent venue and opportunity to showcase South Carolina at its finest to business prospects looking to relocate, expand or build new facilities for their companies.
- Events like the RBC Heritage, the Volvo Car Open in Charleston, or Euphoria in Greenville, give us an opportunity to demonstrate that South Carolina is a great place to work, to play and to live.
- And these events provide an assurance for business prospects that South Carolina is the best

- choice for their future business plans.
- Tourism is also a catalyst for growth in local business communities throughout South Carolina.
- The downtown redevelopment efforts in here in Columbia, the continued expansion of downtown Greenville, the increasing popularity of farm-to-table culinary experiences... all of these developments are driven, in significant part, by our tourism industry.
- My point in telling you about tourism's broad impact on South Carolina is that there is one thing I want you to always remember as you continue your studies and then move on into your respective careers...
- As members of the tourism industry, whether it's here in South Carolina or in another state or even another country, you will play a significant role in generating greater economic prosperity wherever you are.
- You are here today because of your academic achievements... because of your commitment to excellence... because of your dedication and hard work. I encourage each of you to continue doing exactly what you are doing.
- Best of luck to all of you. We truly look forward to seeing what you do next.

ECONOMIC DEVELOPMENT:

Richland County

Announced Jobs: 1,875

Announced Capital Investment: \$301.6 million

Unemployment: Between January 2011 and January 2015, the unemployment rate in Richland County has decreased by 2.5 percentage points from 8.8 percent to 6.3 percent. There are now 16,043 more people employed in the county and 3,724 fewer people unemployed.

AWARD WINNERS and GUESTS: