

**From:** Mottel, Haley <HaleyMottel@gov.sc.gov>  
**To:** Veldran, Katherine <KatherineVeldran@gov.sc.gov>  
**Date:** 9/18/2014 1:58:35 PM  
**Subject:** RE: RBC Data

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Spending associated with the 2014 RBC Heritage presented by Boeing generated \$75.691 million in expenditures resulting in:

- A direct economic impact of \$64.375 million and supporting 885 jobs in the Beaufort County economy
- A total economic impact (Including indirect and induced effects) of \$96.142 million, supporting 1,178 jobs in the Beaufort County economy, and generating \$6.952 million in state and local tax revenues

Impact study mentioned in:

The Island Packet  
The State  
Washington Times  
USA Today  
Miami Herald

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**From:** Mottel, Haley  
**Sent:** Thursday, September 18, 2014 1:29 PM  
**To:** katherineveldran@gov.sc.gov  
**Subject:** RBC Data

- The 2014 RBC Heritage Presented by Boeing may have had some weather troubles, but the rain in April didn't douse the tournament's economic impact. (<http://www.thestate.com/2014/09/16/3685318/report-rbc-heritage-adds-64-million.html#storylink=cpy>)

Economic Impact:

- Hilton Head Island's annual PGA Tour event added about \$96.142 million to the local economy, according to a survey and study completed by Clemson University's International Institute for Tourism Research and Development.
- RBC Heritage golf tournament say this year's event had an economic impact of more than \$96 million. (<http://www.usatoday.com/story/sports/golf/2014/09/16/rbc-heritage-golf-tourney-has-96-million-impact/15739659/>)
- The tournament generated almost \$76 million in direct visitor spending in the Beaufort County economy.
- There were 1,178 area jobs supported by the tournament.
- \$6.95 million in taxes and fees collected for state and local governments.

PGA Data

- The Heritage's impact is one of the highest on the PGA Tour, helped by Sea Pines and Hilton Head Island's pedigree as a destination resort.

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