

From: Skip Hoagland  
Sent: 9/21/2015 7:33:16 AM  
To: Parrish, Duane  
Cc: Amy Duffy; John Buchanan; Taylor Smith  
Subject: Re: SC PRT 57 million destination marketing campaign ! Performance measures ?

I will have more questions later . To begin I have you stating that HHI , myrtle beach and charleston would not be receiving any money as they had their own and this money was being used to promote the rest of the state . Did this change if so why ?

Are you paying Bfg 8 million for 5 yes to invest our 57 m in sc tax monies . If so why ?

Just send me list of all companies that received the 12 m in total for now this year ?

How much money was spent with media in sc including websites and billboards ?

Did any of this money go to any sc chambers or cvbs ? If so how much ?

Now a year is up what proven performance measures do you have you can send me ? Thx

Sent from my iPhone excuse all typos and misspellings

Skip Hoagland / CEO  
Domains New Media LLC  
US cell [843-384-7260 <tel:843-384-7260>](tel:843-384-7260)  
Off. Buenos Aires , Argentina  
[011-54-9-11-5942-3202 <tel:011-54-9-11-5942-3202>](tel:011-54-9-11-5942-3202)

On Sep 21, 2015, at 7:10 AM, Duane Parrish <[dparrish@scprt.com](mailto:dparrish@scprt.com)> wrote:

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Skip,

Most of this was provided in the previous request. Answers to your questions in order:

1. There isn't a "contract". The RFP, which we provided before became the "contract" once it was awarded.
2. We provided a copy of where the money was spent in the previous response. There are not dollar amounts on each line item due to trade secrets. FOIA exemption [30-4-40 <x-apple-data-detectors://3>](#).
3. Was explained in #2 of previous FOIA response.
4. See page 34 of the RFP under "Default".
5. Not sure what you mean.
6. See response in previous FOIA request. Destination Specific funding for the previous fiscal year was \$12 million. The destinations included were Charleston, Columbia, Greenville, Hilton Head, and Myrtle Beach.

Duane

Sent from my iPhone

On Sep 7, 2015, at 7:09 PM, Skip Hoagland <[skiphoagland@yahoo.com](mailto:skiphoagland@yahoo.com)> wrote:

Duane I again have not received all records of your dealings with a Beaufort county company BFG Ad agency on the states 57m contract with this company under my SC foia request ?  
Copy of 5 yr contract

Copy of where and how all money was spent and to who over this last year?

Confirm 8m paid to BFG over 5 yrs to invest this money is correct ?

Is there an cancelation provision for non performance ?

How did Hilton head , Myrtle beach and Charleston benefit or did you do as you said you were and spent the money on other parts of the state since these resorts had enough of there own money? Saying this tell me how much state funds went to these destinations for matching funds etc ?

Our experts can not analyze this in behave of state tax payers without seeing all ! Thx

John please send your added list of all you want to include proven performance measures to analyze by our team of destination marketing experts . Thx

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On Aug 31, 2015, at 1:25 AM, Skip Hoagland <[skiphoagland@yahoo.com](mailto:skiphoagland@yahoo.com)> wrote:

Duane tell me why under what rational you would pay an ad agency in SC approx 8 million to invest approx 44m to buy marketing and promotion for SC ? Correct me if I am wrong on these numbers ? Why would you not run this Inhouse as a state function and hire 2 destination marketing experts at a top salary say at even 150 k each to promote and market the state with support staff say 3-5 . So 5 yrs say 3 million in overhead versus an ad agency at 8 m ? Plus this agency had no destination marketing background or success whatsoever . I attended the governors conference for tourism and was not impressed on what they new .

You pay our company 4 m and i will toss in the brand southcarolina.com <<http://southcarolina.com>> and guarantee you better proven performance measures than what you are now receiving . I see you and Kevin meany owner of the ad agency took my last