

From: Skip Hoagland <skiphoagland@yahoo.com>
To: Duane Parrishdparrish@scprt.com
CC: Veldran, KatherineKatherineVeldran@gov.sc.gov
Amy Duffyaduffy@scprt.com
Gary Sadowskigsadowski@sadowskico.com
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dean belldbell@deanbell-law.com
drew laughlindrew.laughlin@laughlinandbowen.com
Tom Upshawtupshaw@palmetto.coop
Date: 10/24/2012 7:11:52 PM
Subject: Re: Freedom of Information request

Duane thanks for the time putting this together . I will review and respond back .

Please excuse all typos from my iPhone !!! 80% mobile

Skip Hoagland / CEO
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US cell 843-384-7260
Buenos Aires 404-478-6388 ext 1 Direct -011-54-9-11-5942-3202

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On Oct 24, 2012, at 4:36 PM, Duane Parrish <dparrish@scprt.com> wrote:

Skip,

See responses below. Also, the attachments address #1 and #5.

Duane Parrish

Director
South Carolina Parks, Recreation & Tourism
1205 Pendleton Street #248
Columbia, SC 29201

803-734-0171
dparrish@scprt.com

From: Skip Hoagland [<mailto:skiphoagland@yahoo.com>]
Sent: Sunday, September 23, 2012 11:09 AM
To: Duane Parrish
Cc: Amy Duffy; Katherine Veldran; dean bell; Rob Martin; gary sadowski; drew laughlin; Billy Keyserling; Chuck Scarminach; Terry Finger; sarah borton; John Barnwell; travis rocky; charles morris; billy morris; michael romaner; danny greenspun; gordon borrell; Andrew Martin; chris hendricks; Tony W. Hunter; Mark Hinueber; Kyle Evans; Russell Lively; Jason Taylor; Fred Mercaldo; josh metnick; Don Jones

Duane when can we expect the following info

1 list of Beaufort county grants and how much to each **See attached.**

2 need total expenditures for recent trip to London with full accounting breakdown , how many people total and from where , names of each ,names of both persons from Hilton Head Chamber and who specifically paid Coastal South Carolina and PRT ? Who is the head of Coastal South Carolina ? Who was the person who was in charge paying , collecting and making all reservations ? What hotel in London did everyone stay , what airlines and who went business class ? **Travel expenses for PRT employees (Duane Parrish and Dolly Chewning) were \$3,641.90 and \$3,559.59, respectively. Hotel and airline reservations for PRT staff were made by PRT staff. A \$5,000 participation fee was paid to Coastal South Carolina, USA. The director of Coastal South Carolina, USA is Mr. Gary Edwards.**

3 Need all details on the States assessment of return on investment and what made this better than other expenditures and marketing efforts ? Full details please

The United Kingdom is the top overseas point of origin for visitors to the United States, accounting for an estimated 3.8 million visitors to this country in 2011. According to the most recent data available, visitors from the United Kingdom spend approximately \$130 per day per visitor. The average party size for a United Kingdom leisure travel party is 1.6 people. Visitors from the United Kingdom stay an average of 18.1 days when they travel to the United States, according to the Office of Travel and Tourism Industries.

In calendar year 2010, according to I-94 data, at least 15,472 UK residents visited South Carolina.

In order to garner a share of this lucrative international market, South Carolina implements an integrated sales and marketing program in the United Kingdom. The United Kingdom is an obvious and attractive market for South Carolina because of the lack of a language barrier and because of convenient airlift, with all of South Carolina's major tourism destinations accessible to travelers with only one flight transfer.

Additionally, British and Irish travelers are interested in many of the tourism products South Carolina has to offer, including: shopping, dining, historical sites, theme parks, small towns, cultural heritage, museums, water sports and beaches. South Carolina's world class golf product also provides the state a competitive edge that has allowed it to aggressively pursue the golf market in the United Kingdom. As part of its integrated sales and marketing program, SCPRT and partners annual conduct a sales mission in the United Kingdom. During the most recent mission, South Carolina had direct contact with nearly 50 tour operators, members of the editorial media and airline representatives, all of whom directly influence travel to the United States among consumers in the United Kingdom.

4 Duane why would PRT not promote tax paying media companies as it does Chambers , CVBs and other SC business ? Why would PRT not list for-profit media for sources of local info when visiting each city searched by all PRT sites ? Do you feel selling ads for profits does not compete against local or state for profit media companies ? Why do you feel listing Chambers and CVBs for local city info is more relevant and proper than also listing SC tax paying media ? **As I mentioned in a previous email, I can only speak to PRT. The promotion of "for-profit media" doesn't fall within the mission of PRT. Here is the link to our mission statement and what we do. <http://www.scprrt.com/about-scprrt/missionmessage.aspx>**

5 please get me all the detail of every ad you have sold , name of company , name of company contact , how much ad sold for , how profit from these ads were used, total of all advertising sales for past 3 yrs so we all can see how much money was taken from company ad budgets in our state .

Attached please find a spreadsheet that indicates the co-op revenue generated through SCPRT's marketing partnership programs for CY 2012, CY2011 and CY2010. This compiled information is our best estimate and is based on the records we could extract from the records recovered from the ad agency before that relationship terminated.

Also attached is a list of the organizations that participated in one or more of SCPRT's marketing partnership programs during 2012. Again, this is our best estimate compiled from records we could put our hands on.

6 . need to know total amount of monies PRT receives from the State of SC to promote SC ? Need full breakdown?

How many Employees does SCPRT have ? Breakdown of all salaries including yours . It will be nice to compare all this to the Hilton Head Bluffton Chamber ex dir salary at 321k per year plus all expenses like London , plus 26 Employees. I can only assume you would not be allowed to be paid more than our Gov of SC at 106k , or 3 times like our local Chamber . Honestly nothing shocks me as dig deeper .

Here is a link to PRT's 2012-2013 fiscal year budget as outlined in the appropriations act: http://www.scstatehouse.gov/sess119_2011-2012/appropriations2012/tas39.htm

Please let us all know when we can expect very specific answers to all these questions .

I see this all becoming a nationwide debate between Chambers , Cvb and State entities being in competition with Tax paying private media . My position is clear and all I see via the Internet is these entities Increasing revenues at 10-40 % annually when private media and many of the largest in the USA either in bankruptcy , close to bankruptcy or decreasing in revenues . All one has to do is look at the share prices of the publicly traded media . The last thing we all need is non profits and especially ones we look to for support to try and put us out of business and do so with our own monies. Duane does all this make sense to you ? Do you understand my concerns? Thanks

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Skip Hoagland / CEO

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On Sep 18, 2012, at 10:57 PM, Skip Hoagland <skiphoagland@yahoo.com> wrote:

Duane thanks , sorry to have to put you and our State thru this process , but I am afraid we will need lots of details as we forward . I will pass this on to our group and respond accordingly .

Can you add to your list of unanswered questions for me which is what federal and State tax codes or laws on the books are there governing advertising sales for any state entity ? Do you feel just selling a few ads versus alot of ads for profit violates any state or federal tax codes or

is competitive with private for-profit tax paying media in our state ?

It seems based on your response we will also need to add to our list of many questions for Bill Miles and our appointed non elected buddy board here on Hilton Head .

Duane what you and others must understand is competing in any form or fashion with Private free enterprise media in the State of SC can not be allowed or tolerated . The Hilton Head Bluffton Chamber with its 26 employees has become in many ways nothing more than a for profit local media company selling ads to fund totally out of control self serving salaries and expenses . Bill Miles and his buddy board are abusing all of us in this community or attempted to do so. I and now many others are banding together to try and get all this back to where it needs to be.

Discoversouthcarolina.com , hiltonheadgolfisland.com Hiltonheadisland.org and any other sites run by government or non profit Chamber /CVBS need to be Directory information sites , listing generic info in all our SC cities and sources of tax paying media to find more Information in each city. Certainly list Chambers and CVBs but they also need to be directory sites listing all local members providing services and media info , not competing with them to try and put them out of business. You will be hearing much more about how this violates and has violated all media members for many years and intensified with the Internet over the last 15 yrs. Many States have jumped into the media business and do so with violations far worse than SC to date. Abuse is Abuse just different levels . Thanks

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On Sep 18, 2012, at 7:31 PM, Duane Parrish <dparrish@scprt.com> wrote:

Skip,

No need to do a formal FOIA request. Glad to answer your questions. There a couple of them that I have provided responses to in red below that I know off the top of my head. The remaining questions will take us some time to retrieve the details, but will send the answers to you within a couple of weeks.

Duane Parrish
Director

From: Skip Hoagland [<mailto:skiphoagland@yahoo.com>]
Sent: Friday, September 14, 2012 5:59 PM
To: Duane Parrish
Cc: Katherine Veldran; Nikki Haley; drew laughlin; dean bell; Gary Sadowski; Rob Martin; Billy Keyserling; sarah borton; John Barnwell; travis rocky; tommy pate; scott brandon; Chuck Scarminach; Terry Finger; Marc Frey; billy morris; Tom Upshaw; Michael Gottdenker
Subject: Freedom of Information request

Duane:

I hope all is going well for SC PRT. I am writing to request that you please provide me with the following information as it seems my lawyer and the Hilton Head lawyers can't come to terms.

1. What South Carolina entities qualify for PRT grants? **There are several grant programs within PRT, some of which are federal dollars and some of which are state dollars. Here is a link to our grants page and you can click through to get more detail about each one. <http://www.scprt.com/our-partners/Grants.aspx> As for who in South Carolina qualifies, it depends on which grant. The detail regarding each one will likely answer your question as to who qualifies. If you need more information on a specific grant program that's not on the web site, let me know.**

2. Which Beaufort County entities have received grants during each of the past 3 years? Approved and pending grants for 2013? **Will get this information to you.**

3 What amount of state funds was provided to the HHI/Bluffton Chamber of Commerce for its recent trip to England? How many people attended (please provide breakdown by i) HHI/Bluffton Chamber employees ii) spouses, family members, guests of Chamber employees)? Do you have a total breakdown and accounting of the total expenditures for this trip? **No state funds were provided to the HHI/Bluffton Chamber for anyone to go to the recent trip to London. It was a sales mission coordinated by Coastal South Carolina and PRT. There were two participants from the HHI/Bluffton Chamber on the trip. No spouses or guests. As for a breakdown of their expenditures of the trip, we do not have that information. There were two people from PRT on the trip (one of which was me) and I'll be glad to give our expenditures if you like.**

4 Certainly the Chamber provided a return on investment expectations for the use of state provided funds being spent on this trip??? Please provide me with the Chamber's expected return on investment pro forma. Will there be a review by SC PRT to assess the performance results of this trip? **As mentioned above, the state did not provide funds for HHI/Bluffton Chamber for the trip. As for PRT, we always review trips to assess their potential return. We use several indicators for tracking international travel to South Carolina and constantly monitor those results. If you would like more detail, let me know.**

5 Finally, can you tell me what the State of SC does specifically to help support and promote for-profit media entities within the state? Please provide information of how this is done with your SC PRT publications and Websites? What is your understanding/view of the Hilton Head Bluffton Chamber's role to support its local media company members, in light of the fact that the Chamber's mission statement promises to ensure that all local businesses prosper? **As to what the state specifically does to promote for-profit media, I can only speak to PRT. The promotion of "for-profit media" doesn't fall within the mission of PRT. Here is the link to our mission statement and what we do.** <http://www.scprt.com/about-scprt/missionmessage.aspx>

6 I also need to know total amount and what companies / ad agencies have bought advertising from SC PRT magazines and websites for last three years , including 2013.

Our only printed publication is the state visitor guide. Our five primary websites are listed at the top of the page when you go to the link I put in #5. You will see on the websites there is very little advertising, but we will get you that detail for the last three years.

Thank you in advance for your response and assistance in providing the information requested above.

Respectfully,
Skip Hoagland/CEO

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<Copy of Beaufort County Grant 2009-2013.xlsx>

<2012 co-op partners.docx>

<Copy of Co-op Revenue.xlsx>