

From: Cchoagland

Sent: 8/1/2015 11:57:03 PM

To: ejohnson@scprt.com; Parrish, Duane; Haley, Nikki

Cc: John Buchanan; tom gardo; Marc Frey; Taylor Smith; Gina Smith; P.J. Browning; mark@marksanford.com; scott brandon; Tim Scott; Rick Caporale; Cynthia Bensch; Veldran, Katherine; Sunny Philips; Weston Newton

Subject: Fwd: FOIA Request dated 7/8/15

Emily I will prepare a more detailed response once I hear from others . I can tell you my initial response is this is out of control and extreme abuse and waste to tax payers funds . Are you saying total funds paid to Bfg is 119k per month to invest 59 m over 6 yrs and total to Bfg over 6 yrs will be approx 8.5 million ? Does this really sound like a good deal to you ? You understand we are in the age of the Internet and marketing a State could be done by just about anyone 20-45 yrs old with basic marketing and internet knowledge . I bought Southcarolina.com <<http://Southcarolina.com>> for good reason ! Discoversouthcarolina.com <<http://Discoversouthcarolina.com>> and bbq with 59 m is the worst I have ever seen and a complete waste of millions that could be used for the good . You pay me 50k per month and I will offer you a 100% money back guarantee on your investment . I can get more and better results than what you are doing with much less cost .

Can this contract be canceled if Bfg is proven to not provide proven performance measures ? I do not see all proven performance measures in what you sent ? Emily if this was your money do you feel this makes sense to pay someone 8.5 m to simply come up with a marketing plan and buy media for you and your company versus hire someone Inhouse to do this for you at a salary of say 250k per year more than twice Gov Haley and Duane Parrish to run our entire state ? Bfg has zero track record of success in destination marketing and is mainly an ad agency for selling beverages which is not the same as selling a state .

I don't know what's worse at this point after looking at all you sent , our state or Chambers salaries and abuse of funds in HHI , Charleston and Myrtle beach . My recommendation for many would be to apply for chamber and Cvb ex director jobs and offer to do these jobs for 250k per year versus 400k or start an ad agency to bid for a state job like Bfg even better . I think you , Duane Parris and Nikki Haley are in the wrong business with much more work , stress and far less pay .Thx

Sent from my iPhone please excuse all misspellings and typos.

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Begin forwarded message:

From: Emily Johnson <ejohnson@scprt.com <<mailto:ejohnson@scprt.com>>>

Date: 31 de julio de 2015, 12:58:16 p.m. ART
To: Skip Hoagland <skiphoagland@yahoo.com
<<mailto:skiphoagland@yahoo.com>>>
Subject: FOIA Request dated 7/8/15

Dear Mr. Hoagland,

We have compiled the records you asked for in the FOIA request dated July 08, 2015. Please see the attachments and accompanying letter for the details related to your request. I hope this will be helpful to you.

Sincerely,

Emily Johnson

General Counsel

SC Department of Parks, Recreation & Tourism

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