

From: Priester, Nicole <NicolePriester@gov.sc.gov>
Required: Symmes, Brian <BrianSymmes@gov.sc.gov>
Godfrey, Rob <RobGodfrey@gov.sc.gov>
Adams, Chaney <ChaneyAdams@gov.sc.gov>
Pippin, Zach <ZachPippin@gov.sc.gov>
Packard, Clark <ClarkPackard@gov.sc.gov>
Subject: 2015 Tourism Student Awards Ceremony
Location: Statehouse Auditorium
When: 4/23/2015 3:00:00 PM - 4:00:00 PM

Advance: Sidney Rainwater
(843)616-4042

APPROVED BY: NH on 3/18

EVENT: 2015 Tourism Student Awards Ceremony

DATE: Thursday, April 23, 2015

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
Phone (803) 734-1747
jhancock@scprt.com

PRIMARY STAFF: Ashton Lee

ADVANCE STAFF: Zach Pippin

PURPOSE: Governor Haley will join SC PRT Director Duane Parrish is presenting the 2015 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: SCPRT will issue a press release following the awards ceremony. In addition, the following local media will be invited by PRT to cover the event:

Bertram Rantin – The State
Crysty Vaughan – WOLO-TV
Darci Strickland – WLTX-TV
Judy Gatson – WIS-TV

PUBLIC: Yes.

INVITED BY: Duane Parrish and Amy Duffy

INTRODUCED BY: Director Parrish

LENGTH OF SPEAKING:

NOTE: PRT Agency Spokesperson, Dawn Dawson House will serve as emcee for the event.

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 (16), and representatives from South Carolina's tourism industry (2). The RSVP deadline for tourism industry partners is COB of 4/17, so there may be a few additions.

NOTE: The parents of Elizabeth VanDorpe (Bruce and Connie VanDorpe) are driving down from Ohio specifically to attend this event. *College faculty have informed us that their attendance is a surprise for Elizabeth.*

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 2015 Tourism Student Awards is \$1000 per student.

The Tourism Student Awards ceremony has been traditionally held in conjunction with the South Carolina Governor's Conference on Tourism & Travel during the Industry Awards Luncheon. However, due to increasing time constraints in the lunch program and scheduling difficulties for the students, SCPRT determined that this venue no longer allowed for adequate recognition of the students' achievements. In consultation with University faculty, SCPRT decided to establish a separate ceremony, to be held in Columbia each year, in order to fully recognize the outstanding achievements of our state's tourism and hospitality higher education students.

SUGGESTED TALKING POINTS:

- *It's a great day in South Carolina...* because today we are here to recognize the best and the brightest of our college students pursuing careers in the hospitality and tourism industry.
- We are here to acknowledge your hard work and academic achievements, and to congratulate you on all that you have achieved.
- It's so exciting to be here today and to see the bright, young people who are on their way to becoming the next generation of tourism leaders, and it's exciting 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 one of South Carolina's major economic drivers. **It accounts for one in ten jobs and generates over \$18 billion in economic activity here in our state and generates an average of \$1.3 billion in state and local taxes.**
- **2014 was a record breaking year for South Carolina. Since 2010, hotel occupancy has increased 13 percent in South Carolina – well above the national increase over the same period.**
- **And Charleston was voted the top domestic tourist destination by Conde Naste Magazine for the 4th straight year. It was named number 2 destination in the entire world!**
- But the true impact of tourism goes far beyond the economic statistics and includes outcomes that, while sometimes less tangible, are just as important.
- The tourism industry plays a critical role in shaping a place's quality of life, which benefits people traveling to our state and those who call it home.
- 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
- **Strictly from a 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.**
- 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 Family Circle Cup 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 Columbia and Florence, the continued expansion of downtown Greenville, the increasing popularity of farm-to-table culinary experiences... all of these developments are driven 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 the economic prosperity wherever you are.
- You are here today because of your academic achievements... because of your commitment to excellence and because of your dedication and hard work. And 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 Investment: \$294 million

Announced Jobs: 1,624

Announced Date	Company Name	Objective	Product or Service	Announced Investment	Announced Jobs
2014-11-21	IBM Corporation	New	Customer Delivery Center		100
2014-09-17	The Ritedose Corporation (TRC)	Expansion	Blow Fill Seal (pharmaceutical)	\$110,000,000	65
2014-06-18	RhythmLink International LLC	Expansion	Medical Device Packaging	\$1,400,000	50
2013-09-26	Dayton-Rogers Manufacturing, Co.	New	Stamping and Fabrication	\$11,000,000	134
2013-09-03	2AM Group, LLC - Blythewood	New	Assembly Operation	\$500,000	100
2013-03-28	Constantia Hueck Foils, LLC	Expansion	Films for Food and Pharmaceutical Products	\$12,000,000	15
2012-11-20	JTEKT Automotive South Carolina	Expansion	Automotive Steering Systems	\$130,000,000	175
2012-09-25	McEntire Produce, Inc.	Expansion	Fresh Fruits and Vegetables	\$5,000,000	85
2012-05-22	WNS North America Inc.	New	Customer care center	\$4,250,000	750
2011-10-31	Sensor Electronic Technology, Inc.	Expansion	LED Lights	\$20,000,000	150

Between January 2011 and February 2015, the unemployment rate in Richland County has decreased by 2.6 percentage points from 8.8 percent to 6.2 percent. There are now 19,140 more people employed in the county and 3,754 fewer people unemployed.

AWARD WINNERS and GUESTS:

2015 Tourism Student Awards Ceremony Participants				
Students	First	Middle	Last	University/Organization
	Livingston	C.	Lowe	Culinary Institute of Charleston at Trident Technical College
	Sara	Elizabeth	Snyder	Clemson University
	Sarah		Dake	Greenville Technical College
	Elizabeth		VanDorpe	College of Charleston
	Amber		Twitty	Spartanburg Community College
	Madeleine		Fallon	University of South Carolina
	Shani		Elya	Coastal Carolina University
	Megin		Cervoni	The International Culinary Institute of Myrtle Beach (HGTC)
	Catherine	Grace	Moorman	University of South Carolina Beaufort
Faculty				
	Nathan		Rex	Culinary Institute of Charleston at Trident Technical College
	Lauren		Duffy	Clemson University
	Kristen		Grissom	Greenville Technical College
	Steve		Litvin	College of Charleston
	Amy		Byers	Spartanburg Community College
	Rich		Harrell	University of South Carolina
	L	Taylor	Damonte	Coastal Carolina University
	John		Salazar	University of South Carolina Beaufort
	Jeremy		Clement	College of Charleston
Students' Guests				
	Miles		Huff	
	Robert		Snyder (Jr)	
	Denise		Snyder	
	Robert		Snyder (Sr)	
	Fran		Snyder	
	Scott		Gudorf	
	Rita		Gudorf	
	Bruce		VanDorpe	
	Connie		VanDorpe	
	Tom		Twitty	
	Nicole		Twitty	
	Dakar		Elya	
	Liora		Elya	
	Maor		Elya	
	Thomas		Moorman	

Tourism Industry Partners	Mona	Moorman	
	Danna	Lilly	Myrtle Beach Area Chamber of Commerce
	Tim	Todd	Discover Upcountry
	Vicki	Fletcher	Historic Pendleton Tourism District
	Bill	Ellen	Columbia CVB
	Jim	Headley	SC Parks & Recreation Association
	Mary	Shriner	Santee Cooper Country Tourism Commission
	Jayne	Scarborough	Olde English District Tourism Commission