

MISSION STATEMENT

TO INCREASE THE ECONOMIC IMPACT OF TOURISM IN THE SEVEN COUNTY REGION KNOWN AS THE PEE DEE THRU FORMAL PROGRAM OF ADVERTISING AND PROMOTION.

GOALS

TO INCREASE THE NUMBER OF VISITORS, THE ACCOMMODATION TAX FUNDS, ADMISSION TAX FUND AND THE LOCAL HOSPITALITY FUNDS.
ACCOMMODATIONS TAX AND ADMISSIONS TAX FUNDS WILL BE USED AS A PERFORMANCE MEASURE OF OUR GOALS AND OBJECTIVES.

2023-2024 MARKETING FOCUS

1. STATE PARKS
2. PROMOTE RECREATION SITES
3. PROMOTE CANOE AND KAYAK EXCURSIONS
4. PROMOTE RACETRACK EVENTS AND ALL RECREATIONAL FACILITIES IN THE REGION
5. DISTRIBUTE GOLF BROCHURES & PROMOTE OUR COURSES
6. CONTINUE TO ENGAGE IN SOCIAL MEDIA CAMPAIGNS
7. CONTINUE TO GROW OUR WEBSITE, FACEBOOK AND INSTAGRAM

BELOW IS A LIST OF GOLF AND RV SHOWS THAT WE PLAN TO ATTEND OR LET'S GOLF WILL REPRESENT PEE DEE TOURISM. THESE SHOWS WILL BE ATTENDED IN CONJUNCTION WITH SOME OTHER SCATTER REGIONS.

CINCINNATI, COLUMBUS, PHILADELPHIA, CHANTILLY, CLEVELAND, PITTSBURGH, EDISON, RALEIGH, CHARLOTTE, ATLANTA AND WORLD AM IN MYRTLE BEACH.

GENERAL CONSUMER

1. MAINTAIN AND UPDATE WEBSITE
2. PROMOTE THE REGION THROUGH OUR WELCOME CENTER PARTNERSHIP WITH SCPT
3. FULFILL INQUIRES THOROUGHLY AND IN A TIMELY FASHION

HOME MARKET

1. PRODUCE AN ANNUAL REPORT TO RESPECTIVE COUNTY COUNCILS AND COUNTY ADMINISTRATORS.
2. CONTINUE TO EDUCATE LOCAL AND STATE OFFICIALS ABOUT THE IMPORTANCE OF TOURISM AND THE ECONOMIC IMPACT OF THE INDUSTRY TO OUR AREA.

Pee Dee Tourism Commission
Profit & Loss Budget vs. Actual
July 2023 through June 2024

Ordinary Income/Expense		Jul '23 - Jun 24	Budget
Income			
2% Accommodation Tax			
Carry Over			
City of Florence			
Florence County			
Lee County			
Retail Sales			
SC Department of Parks and Recr			
Williamsburg County			
Total Income		367,449.02	863,606.83
Expense			
accounting			
Bank Service Charges			
Business Entertainment			
Commission Meetings			
Educational Courses			
Farmers Market Rent			
Governor's Conference			
Marketing			
Advertising/Marketing			
Dues and Subscriptions			
Postage and Delivery			
Retail Products			
Travel Shows			
Legislative travel			
Other travel show			
Total Travel Shows		4,550.59	39,000.00
Total Marketing		35,474.69	410,500.00
Miscellaneous			
Office Insurance			
Office Supplies			
Payroll Expenses			
SCATR			
Utilities			
Vehicle			
Total Expense		121,472.28	779,352.68
Net Ordinary Income		245,976.74	84,254.15
Net Income		245,976.74	84,254.15