



July 2, 2024

Ms. Tonisha James  
SC Department of Parks, Recreation & Tourism  
1205 Pendleton St  
Columbia, SC 29201

Dear Ms. James,

It cannot be understated the impact the Destination Specific (non-recurring) funds have meant to the Charleston area tourism industry. As you can see, the list of partners we've engaged is vast, and these efforts have helped drive both increased tourism revenues as well as expanded positive public perception of the Charleston area and the State of South Carolina.

Nearly 25% of all sales in the Charleston region are derived from the tourism industry. Additionally, \$53.7K citizens in our area provide for their families through jobs and careers in hospitality. We never forget that our promotional role is incredibly important to so many individuals, businesses, and governments.

Please call me directly at 843-805-3063 with any questions. Many thanks for your support!

Sincerely,

Laurie Lynn A. Smith  
Chief of Staff



CHARLESTON AREA CONVENTION & VISITORS BUREAU

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