

**Final Summary/ Non-Recurring Funds 2023-2024**

**June 18, 2024**

Fiscal Year 2023-2024 included non-recurring funds of $181,000.00 as appropriated by the SC General Assembly and SCPRT. With these funds being used in digital marketing, print advertising and sponsored tv programming, we have seen an increase in website traffic to santeecoopercountry.org more than 45%. Of the 79k users visiting our website, 47,000+ users were as a direct result of digital marketing campaigns that ran throughout the year. We sponsored Bob Redfern’s Outdoor Magazine that has an average weekly household delivery of 878,593, which equates to 40 million satellite/cable viewers and 1.9 million viewers in Charlotte, NC viewing the Santee Cooper Country ad. Streaming device Spotify delivered +1 million impressions to listeners with ads promoting regional golf, camping, American Revolutionary War history sites and water sports. Funds used for a large billboard (ooh) on I-95 NB was seen daily by an average of 45,000 cars or in excess of 540,000 travelers annually. Ads placed in Southern Living and American Road were very successful and were able to generate over 3,400 requests for our current visitor guide.

It is our marketing objective and goal to promote the Santee Cooper lakes and the five counties surrounding these lakes. With the substantial increase in numbers listed above, the public has benefitted by being exposed to several different marketing campaigns that they could use to plan a vacation or trip to our area. They were all directed to our website for information. The local business owners, fishing guides, state parks, campgrounds, hotels and restaurants benefitted as well. Potential visitors were able to find these local establishments when they conducted their search for travel ideas and lodging.

With these added and much appreciated funds, we were able to achieve significant increases of exposure to our area of undiscovered South Carolina.