

Final Summary/Non-Recurring Funds 2024-2025

December 20, 2024

The funds allocated to the promotion of Santee Cooper Country through Bob Redfern's *Outdoor Magazine* TV show and various print and digital platforms have been instrumental in reaching significant goals. The TV show, airing on Charlotte’s FOX Sports and Bally Sports, delivers an average weekly household reach of 889,668, showcasing the region’s attractions. Additionally, 30-second commercial spots on the show, combined with advertising in prominent publications like *Southern Living* (485.5k circulation), *Carolina Sportsman* (45k monthly), and *Discover SC* (360k circulation), have reached over 1.18 million potential visitors. This strategic marketing encourages tourism to the five counties—Berkeley, Calhoun, Clarendon, Orangeburg, and Sumter—boosting local businesses and the regional economy. It also promotes Santee Cooper Country as a premier vacation destination for outdoor enthusiasts. These efforts help grow the local economy, support small businesses, and position the area as a prime location for family-friendly, laid-back getaways centered around outdoor sports.