

**From:** [Kayla Boyter](#)  
**To:** [Brian \(Ashley\) A Berry](#)  
**Cc:** [Daina M Riley](#); [Justin E Hancock](#); [Ariana Pernice](#); [Bill Miles](#); [Ray Deal](#)  
**Subject:** RE: Quarterly/Year End Reporting for Your Earmark  
**Date:** Thursday, June 29, 2023 3:37:59 PM  
**Attachments:** [image002.png](#)  
[image003.png](#)  
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[image006.png](#)  
[Q4 Hilton Head Island-Bluffton Chamber of Commerce Quarterly Expenditure Report.pdf](#)

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Ashley,

Good afternoon. Please find attached our Q4 Quarterly Report showing expenditures against the non-reoccurring funds. Below you will also find a final summary detailing each project, the goals achieved and how the project will benefit the public.

For all programs listed below, the overall benefit to the public is the same. These partnerships and investments benefit the public by generating brand awareness and driving visitation to the destination, creating a continued stream of accommodations and hospitality taxes that can be reinvested within the community and the state to continue the promotion of tourism.

Please let us know if you have any questions upon review.

Thanks,  
Kayla

—

Kayla Boyter, Director of Marketing  
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### ***Condé Nast Traveler Media Partnership***

For the past 35 years, *Condé Nast Traveler* has been a leader in the travel industry, setting the standards and pushing forward to the future of travel. The readership of this publication is perfectly aligned with our target consumer which is why we partnered with them for an immersive digital and print media buy for 2022 Winter / 2023 Spring and 2023 Spring / 2023 Summer. These media buys allowed for custom content creation, including being the first to market with digital covers on the *Condé Nast Traveler* platform and hosting of their Deputy Global Editorial Director, Jesse Ashlock in the “Explore Like an Editor” series. Advertorial in their print publication was also included.

[Explore Like an Editor Native Article and Video](#)

[Hilton Head Island Media Hub on Condé Nast Traveler website](#)

#### Digital Publication Articles

- [Protecting the Sea Turtles on Hilton Head Island](#)
- [On Hilton Head Island, Sustainability Has Always Been by Design](#)
- [The Gullah People's Relationship to the Land](#)

*Results: 2022 Winter / 2023 Spring Media Buy*

[Full Recap from Partner](#)

#### Digital Performance

- 28M+ Delivered Campaign Impressions
- 27K Social Link Clicks
- 0.64% Average Campaign CTR (click through rate)
- 2.4M+ Social Video Views

#### Print Publication

- Distribution: 3.2M readers reached
- Surveyed readers:
  - 79% took action after seeing Hilton Head Island's Ads
  - 1 in 3 visited the website after seeing Hilton Head Island's Ads
  - 1 in 4 looked for more info after seeing Hilton Head Island's Ads

*Results: 2023 Spring / 2023 Summer Media Buy*

This campaign is still currently in market. The campaign wrap up report will be shared at the completion of the campaign.

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#### **North & Warren - *Departures* Media Partnership**

*Departures* print publication reaches 500K curated U.S American Express® Platinum Card® and Centurion® Members and has a total readership of 1M. Its immersive, tactile experience activate their wanderlust, deepen their cultural knowledge, and inspire them to plan their next adventure. Their audience with an age range of 35-64 and an overall card member spend of \$383.6B aligns with our target demographic. We partnered with *Departures* for advertorial coverage in their Spring 2023 issue themed around Style & Design.

#### [Advertisements](#)

*Results:*

- 3 full-page advertorial placements highlighting the rich history, sustainability and our iconic destination

Distribution: 1M readers reached

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### **Pandora/Sirius XM Audio Radio**

During the Miami Open, we expanded the destination's reach across the city through branded search ads and 15 and 30-second audio spots through Pandora, meaning our Miami audience was exposed to Hilton Head Island messaging while they searched, listened to podcasts, and streamed music. On the HiltonHeadIsland.org website, we launched a dedicated campaign landing page, where we directed contest entrants and those who'd seen or heard an ad during the tournament. Those who submitted a contest entry and opted in, were added to our contact database so we could continue sharing information about the destination with them beyond the tournament.

#### *Results:*

- 170K listens
  - 570K impressions
  - 0.28% CTR which is 460% higher than the CTR benchmark
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### **Miami Open Event Activation**

Through the official partnership with Miami Open 2023, we were able to generate awareness and interest within the Miami market in demonstrable ways. With the key message, "Ready. Set. Book.," the campaign positioned Hilton Head Island as a naturally beautiful vacation destination that offers plenty of places to play if you're up for a match as well as countless other arts and culture, recreation, and wellness experiences. With the success of 2023, the destination has been able to build a foundation of engaged and interested potential visitors, with whom we can continue to communicate and entice to visit. We've also forged powerful partnerships with media, meeting planners, and content creators that will help us in our ongoing efforts.

#### *Results:*

[Full Recap from Partner](#)

#### Broadcast:

- \$51.2 million total Net Sponsorship Value
- 6,086 hours of Brand Exposure
- \$39.8 million in Linear TV Value across 5,609 hours of Brand Exposure
- Europe generated the largest proportion of Brand Exposure for Hilton Head Island with 3,525 hours driving \$17.7 million in Net Sponsorship Value.

#### Website ([dedicated landing page](#)):

- 7,000 landing page website sessions
- 2,000 sweepstakes entrances
- 34% up in website sessions for the month of March from the Greater Miami market

- 37% in new users to our website from the Greater Miami market

Brand Search:

- 560,000 impressions
- Click through rate of 6.76%

Social Coverage from Content Creators:

- 76 stories and posts shared content creators
- 425,000 of predicted reach
- \$315,000+ estimated earned media value

Miami Open Banners:

- Web: 365,576 impressions
- Newsletter: 48,744 impressions
- App: 18,118 impressions

[Miami Open Video Boards Played in Stadium:](#)

- Commercial Plays - 460
- Sponsor Graphic Rotation - 664

Miami Open Social Media Channels:

- Number of Posts - 14
- Impressions - 124,406
- Engagements - 855
- Clicks - 509

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**From:** Brian (Ashley) A Berry <aberry@scprt.com>  
**Sent:** Friday, June 2, 2023 8:21 AM  
**To:** Brian (Ashley) A Berry <aberry@scprt.com>  
**Cc:** Daina M Riley <driley@scprt.com>  
**Subject:** Quarterly/Year End Reporting for Your Earmark

Good morning,

Per the proviso granting the earmarked funds you received, your nonprofit organization is required to submit quarterly reports on project/grant spending until the funding is exhausted, at which point you must submit a final summary. The final summary can be as simple as an email detailing the project along with the goals you achieved and how the project will benefit the public that is submitted with your last quarterly report.

You should submit a signed quarterly report even if you have not spent any of the funding. Please be certain to enter your earmark name in the "purpose" box. I have attached the required form that will need to be completed and submitted along with the due dates below. The form should be

completed, printed, signed, scanned, and emailed back to me. If you have any questions, please let me know how I can assist. Thanks -Ashley

Report due dates:

March 31

June 30 – Quarterly and fiscal year end combined in the one report.

September 30

December 31

Ashley Berry

Finance Director

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*South Carolina*

