

ACCOMPLISHMENTS – **BASIC facts** – Capital City/Lake Murray Country is a 4 CTY REGION - providing average economic impact of \$24 million in tourism revenues – WILL be significantly higher this year.

ColumbiaThank you for support – hope you accepted the ATAX committee’s recommendations

Since 1981, 365 days a year - NOW dedicating almost 50% to direct marketing/advertising and believe in the reinvestment of ATAX dollars to generate more tourism.

Facts & Figures 4 - county 76,937 fishing/hunting licenses sold...50,459 boats/motors titled in 2013! Signage at Harbison – helps Hospitality Taxes - we only are eligible for ATAX which are vital for success!

-**SOME NEW business** booked MotorCoach Association of SC,VA and NC Regional Meeting and Marketplace for August 2015 to generate approx. 350 Motorcoach and Tour Operators a motor coach generate \$7,000 with an overstay per day.

- The 1st - Richland Golf Invitational – booking OVERNIGHT ONLY GOLFERS –TV ads through NBC and CBS affiliates in Charlotte/Greenville aired during US Open Golf Tournament past weekend

Oakley Bass Tour – World Fishing Network & FOX Sports South – 60+ TV ads plus Saturdays and Sundays – fishing shows – you’ll see us 450+ fishing

SC High School Youth Tournament/SCDNR – 110+

2015 National Collegiate Fishing Championship participants from one of 400 colleges across US

- **BASS FEDERATION JUNIOR TOURNAMENT** 360 nights **in conjunction with the FORREST WOOD CUP** in August.

- **SC BBQ Association’s Competition participants (40 Cookers) from across SC**

Forrest Wood Cup to cover **9 venues** Expected **15,000+** attendees

For a combined National and regional TV exposure this year alone to over 119+ MILLION households in US 539 million households INTERNATIONALLY after August 2014 - through FLW.

Regionally, “Come Alive” Tourism TV ad ran over **300x** in 14 surrounding major cities and 5 states.

CCLMC’s wrapped vehicle/boat driven annually an average of **25,000 miles per year provides 2.5 million impressions per year! Running - 3 years!**

Website - **65%** increase in traffic since January 2014! 35,137 FB (Audience Top 10 states SC, NC, GA, PA, FL, NY, VA, OH California. , Pennsylvania has jumped **432%**) They’re coming to visit and live! Calendar of Events 35,000 St Pat’s Day or 13,50 itineraries one quarter, 2800 active pages listing 1200 attractions!

Tripadvisor - 6 months - 30,153 page views and 49,652 media impressions

WLTX – Find Some Fun - - - 243,004 behavior-targeted impressions served in Charleston, Columbia, Greenville-Spartanburg-Asheville, and Savannah , 354,867 impressions served on wltx.com, 217,660 impressions served on mobile devices, 47,792 retargeted banner ad impressions

Above does not consider reach of Digital Billboards through out the year, Digital On-line Ads w/258,000 impressions paired with 48 ads in tourism/outdoor recreation magazines!