



## **Pawleys Island A-tax Advisory Committee Meeting Tuesday, Oct. 19, 2021, 9:30 a.m., PI Town Hall**

### **Board Member Attendees:**

Robert Levine (Chair) \_\_\_\_ Betsy Altman \_\_\_\_ Bill Caughman \_\_\_\_ Will Dieter \_\_\_\_  
Robert Hendricks \_\_\_\_ Sassy Henry \_\_\_\_ Corinne Taylor \_\_\_\_

### **Town of Pawleys Island Attendees:**

*Mayor Henry* \_\_\_\_ *Ryan Fabbri* \_\_\_\_

### **Georgetown County Chamber Attendees:**

Beth Stedman \_\_\_\_ Mark Stevens \_\_\_\_ Clayton Stairs \_\_\_\_

Media/Guests in attendance: \_\_\_\_\_

## **AGENDA**

I. Call to order

II. Statement of compliance with FOIA

III. Motion to approve agenda and minutes — *ACTION*

IV. ATAX Applications for FY 2020 — *ACTION*

*a. Town of Pawleys Island*

*a. Pawleys Island Beautification Committee*

*a. Georgetown County Chamber of Commerce (brochure)*

V. Website/Digital Media, Social Media, PR Reports

VI. Old Business

VII. New business

VII. Adjournment

# MINUTES



## **MINUTES**

### **Town of Pawleys Island**

#### **Accommodations Tax Advisory Committee Quarterly Meeting**

**March 30, 2021 & March 31, 2021.**

#### **Zoom online meeting**

#### **In attendance:**

Pawleys Island A-tax Advisory Committee members: Betsy Altman (acting chair), Bill Caughman, Robert Hendricks, Sassy Henry, Corrine Taylor, David Teems

Chamber staff: President/CEO Beth Stedman, Director of Tourism Development Mark Stevens, Tourism Manager Clayton Stairs

Media: Charles Swenson (Coastal Observer)

Town of Pawleys Island attendees: Mayor Brian Henry, Town Administrator Ryan Fabbri

Presenters: Madden Media, Southern Tide and True Productions

Meeting was called to order by Betsy Altman at 9:30 a.m. because Chair Robert Levine was absent. A quorum was present. Altman made the statement of FOIA compliance.

Bill Caughman made a motion to approve the agenda and minutes from last meeting. Corrine Taylor seconded the motion. All in favor. Motion passed.

Mark Stevens presented the Tourism Reports, starting with the Social Media Report from Pineapple Public Relations. He said the report shows it has been another great year with more than 6 million impressions (up by 139% from last year) and 551,000 engagements (up by 109%). Stevens said the Only Pawleys newsletter, which had been emailed to more than 11,000 people, had a 13.3% average open rate, which was up by 7.2% over last year.

Stevens presented the Digital Report by Madden Media, stating that Search Engine Marketing (SEM) showed a good open rate in October, November, and December, and it was even better in February and March.

Stevens presented the Public Relations Report, saying that a television series called "Explorin' With Loren" focused on Pawleys Island at the beginning of March 2021. He also stated that Gardena & Gun Magazine recently named Pawleys Island as a finalist in its "Best Southern Beach Towns" competition, in which the public can vote for the winner. Pawleys Island was in fourth place at the time of the meeting.

Stevens presented the 2020 Year-End Program Report by Laurie Rowe Communications, saying that she has focused on Pawleys Island more this year. Beth Stedman commented that she and Stevens continue to see an increase in writers traveling here to do stories about the Hammock Coast, and there has been an increase in the number of fresh trips into Pawleys Island because of that.

Stedman presented the Financial Report, saying that the Georgetown County Chamber of Commerce receives payments from the town quarterly and there will be a reimbursement

required as part of the Tourism Advertising Grant (TAG), but it will add additional revenue in the next couple of months. She said the big pot of money will be dispersed in November.

Stevens introduced the three companies vying to create the new OnlyPawleys.com website: Madden, Southern Tide Media and True Productions. Each of the companies presented their vision for the website.

T.J. Fletcher and Lauren Hartog with Madden Media said they represent a full-service marketing agency for tourism and are the most experienced team. They mentioned that they already work with Stevens and have helped with the Hammock Coast website.

Hartog said they will create an innovative and attractive design for the website that will be perceivable, operable, understandable and robust. She said they will have a market-driven strategy and will test the site, train users, and launch the site, as well as be available for maintenance.

Brandon Evans, Margaret Durrin and Connie Bridgely with Southern Tide Media said they are a full-service local marketing agency (based in North Myrtle Beach) that has been in business for eight years. They said they created the Discover Georgetown website.

Durrin said they will focus on the user experience, client-side data, a good launch experience, being mobile and responsive, and fast load speed for the website. She said they are always on call and will train staff.

Jamie Cassara with True Productions, based in the Chicago area, said his company is a little different because they are a small group that cares a lot about customer service. He said what separates them is the predevelopment process, including a brand audit, design process, stakeholder interviews, and market research.

Cassara said the website they create would function well and its design would be consistent. He said no two sites they design are alike because they build it for the customer.

The Atax Committee discussed the three different companies and decided they needed more information about the costs of each company's proposal. Stevens said he would have the three companies send that information so the committee could get back together to decide.

With a motion from Altman, and Caughman seconding the motion, the committee agreed to reconvene on Wednesday, March 31, 2021, at noon.

There being no old or new business, the meeting was adjourned at 11:14 a.m.

—

In the meeting on March 31, 2021, which was called to order at noon, the committee voted unanimously to choose Madden Media as the company that would create the Only Pawleys website. The meeting adjourned at 12:19 p.m.



# A-TAX REQUESTS



## TOWN A-TAX 2020

**MEMO TO:** Robert Levine  
Pawleys Island A-Tax Advisory Committee

**FROM:** Ryan Fabbri  
Town Administrator

**DATE:** March 31, 2021

**SUBJECT:** 2020 Accommodations Tax for 4 Quarters

	1st Quarter	\$	7,149.96	
	2nd Quarter	\$	42,833.02	
	3rd Quarter	\$	178,429.17	
	4th Quarter	\$	50,416.73	
#1	TOTAL	\$	278,828.88	
#2	LESS: First \$25,000	\$	25,000.00	
#3		\$	253,828.88	
#4	LESS: 5% to General Fund	\$	12,691.44	
#5	30% to Adv. & Prom.	\$	76,148.66	
		\$	88,840.12	
#6	65% Bal. for Tourism Related Exp.			\$ 164,988.76
LESS: Approved Allocations :				
	P.I. Beautification Foundation	\$	12,000.00	
	Chamber of Commerce	\$	6,000.00	
	Bal. to Town of Pawleys Island for Tourism Related Expenses			\$ 146,988.76

### TOWN TOURIST RELATED ACTIVITIES

50%	Town Administration	\$	86,689.00	
50%	Utilities	\$	2,961.00	
100%	Internet & Website	\$	2,644.00	
60%	Police	\$	224,898.40	
60%	Insurance	\$	10,758.00	
70%	Telephone	\$	5,512.50	
70%	General Maint. & Trash Pickup	\$	19,672.10	
60%	Municipal Court Judge	\$	2,043.60	
				\$ 355,178.60

	<b>2020 Actual Expenditures</b>	<b>% A-Tax</b>	<b>Related Expenses</b>
Administrative Salaries	\$ 133,750.00	50%	\$ 66,875.00
Utilities	\$ 5,922.00	50%	\$ 2,961.00
Police Salaries	\$ 287,029.00	60%	\$ 172,217.40
Police Salaries- Administrative	\$ 20,696.00	50%	\$ 10,348.00
Magistrate Salary	\$ 3,406.00	60%	\$ 2,043.60
Insurance - Police	\$ 17,930.00	60%	\$ 10,758.00
Health Insurance - Police	\$ 24,624.00	60%	\$ 14,774.40
Health Insurance - Administrative	\$ 12,763.00	50%	\$ 6,381.50
Telephone	\$ 7,875.00	70%	\$ 5,512.50
Internet & Website	\$ 2,644.00	100%	\$ 2,644.00
Trash Removal	\$ 19,705.00	70%	\$ 13,793.50
Mowing	\$ 6,088.00	70%	\$ 4,261.60
Annual Cleanup	\$ 2,310.00	70%	\$ 1,617.00
Payroll Taxes - Police	\$ 25,892.00	60%	\$ 15,535.20
Payroll Taxes - Administrative	\$ 10,264.00	50%	\$ 5,132.00
Retirement - Police	\$ 20,039.00	60%	\$ 12,023.40
Retirement - Administrative	\$ 16,601.00	50%	\$ 8,300.50
<b>TOTAL</b>			\$ 355,178.60



September 21, 2021

Pawleys Island Accommodations Tax Committee  
Town of Pawleys Island  
323 Myrtle Avenue  
Pawleys Island, SC 29585

The Town of Pawleys Island would like to make a request to the Accommodations Tax Advisory Committee for funds to offset the cost of the Town's tourism related activities. The budget for the Town and the portion of each budgeted expense attributable to tourism is attached. These expenses are considered tourism related for the following reasons:

1. There is a stark difference in the island's total population during the "off season" and "vacation season". The weekly population increases by as much as 3000% during the summer months, going from a few hundred people to as much as 5,000.
2. We are a town of 169 full-time residents occupying less than 15% of the 522 living units on the island, the balance of these units are available and used for vacation rentals.
3. The Town's administration and the Town Hall facility provide tourism information in many ways, not only for the Town, but for the greater Pawleys Island community and surrounding areas.
4. With reasonable Sherriff's department coverage there would not be a need for the town to have its own police department if it weren't for the impact of tourism.
5. Pawleys Island has a unique historical significance for tourism in the United States related to the Rice Planter era in the Lowcountry of South Carolina.
6. There continues to be no commercial zoning on the island. Tourists staying on the island head to the "mainland" to spend money on dining, shopping and entertainment.
7. The Mayor and Town Council members are not compensated in any way for their services to the community.

8. Pawleys Island offers a large portion of the public beach access facilities in Georgetown County and 3 public boat ramps, attracting many day visitors.

The total amount of the town's 2021 request to the Accommodations Tax Committee for A-Tax funds is \$355,178.60. The Town recognizes that our needs are substantially in excess of the available funds, and that the Committee recognizes the need to support other applicants. Our request would be for any funds available after other requests are considered and approved for funding.

We appreciate the work of the Committee and the service of each member of the Committee to improve the island and the experience of all who visit.

Yours truly,

A handwritten signature in black ink, appearing to read 'R. Fabbri', with a stylized flourish at the end.

Ryan Fabbri  
Town Administrator  
Town of Pawleys Island  
843-237-1698  
rfabbri@townofpi.com



September 10, 2021

Dear Accommodations Tax Committee,

I hope this finds you all healthy and safe. It's been a challenging year for all of us, but one of the shining lights is the record year in accommodations provided for vacationers on our beautiful island!

The Pawleys Island Beautification Committee would like to submit for your consideration the request of \$20,000 for the continued maintenance of the common areas on Pawleys Island.

Last year we were awarded \$15,000 of the 20K we requested and subsidized the remaining 5K through donations to the foundation.

Donations are still dramatically down since the pre-pandemic time for PIBF. However, we have kept up the Nature Park and other common areas more beautifully than ever this last year thanks to the help of Moroni Cano and his team. We plan to continue our contract with him at the same pricing as last year.

We believe the beauty of the common areas has helped the island attract and maintain renters and visitors in record numbers as of late, and we would like that to reflect in how the committee reviews our request.

If donations should pick up, please be assured that we will use that money wisely to improve the Bird's Nest Park and South Causeway Traffic Triangle. Our overhead is negligible (stamps, a little stationary and a post office box). All money we receive goes directly back to the island's beautification, making it a more desirable place to vacation and therefore helping to earn more A-Tax money each year.

Much Thanks,



Antonia Ricker  
Treasurer of PIBF  
843.321.3772



September 14, 2021

Mr. Robert Levine, Chair  
Pawleys Island ATAX Advisory Committee  
c/o Ryan Fabbri via email

Dear Mr. Levine,

The Georgetown County Chamber of Commerce respectfully requests your consideration of a 2022 65% ATAX Grant Request in the amount of \$6,000.00.

The funds requested would be used to update, print, and distribute the Pawleys Island Historic Homes brochure that currently resides on the Town's website. The brochure can be viewed at <https://www.townofpawleysisland.com/wp-content/uploads/2016/06/Historic-Homes-1.pdf>; copy attached.

The brochure shares important information about the historical assets of Pawleys Island as well as helps preserve her history. It is our understanding that there are no longer printed copies of the publication available.

The Chamber would oversee the design, provide new photography, update copy as needed, as well as provide for printing and distribution to Town Hall, local official visitor centers, state welcome centers, real estate companies, and others who request the publication. The Chamber would also provide for updated digital versions to be made available on the Town's website as well as the official Town tourism website (OnlyPawleys.com).

Please let me know if you require additional information or documentation.

Thank you for making this opportunity available and for your consideration.

Best regards,

Beth S. Stedman  
President and CEO

Attachment



Town of  
Pawleys Island  
SOUTH CAROLINA

Search...



## Historic Homes

1

**Joseph Blyth Allston House (Pawley House):** This house stands on land owned by R.F.W. Allston, governor of SC 1856-58. His nephew, Joseph Blyth Allston, obtained the land in 1866 and it is thought he then moved this circa 1800 house onto his property. After Hurricane Hugo struck SC in 1989, the house was extensively altered and placed on a higher foundation. Mortise-and-tenon joints with pegs can still be seen under the house.



2



**R.F.W. Allston House:** This summer residence was owned by Robert F.W. Allston (1801-1864) when the state of SC granted the marsh behind it to him in 1846. Allston was a large property and slave owner, a successful rice planter, and served as governor of SC 1856-58. The house remained in the family until 1901. After Hurricane Hugo struck SC in 1989, the house was placed on higher wooden posts.



**P.C.J. Weston House/Pelican Inn:** Plowden Weston, Lt. Gov. of SC 1862-64, obtained land here in 1844 and by 1858 had built this beach residence. The Weston family sold the property to William St. Julien Mazyck in 1864, who sold the house to Atlantic Coast Lumber Company in 1901. The company permitted its employees to vacation here. After an ownership change some years later, the house was named The Pelican Inn.

4

**All Saints Summer Parsonage/The Rectory:** This house, built by 1848, served as the summer parsonage for All Saints Episcopal Church for many years. Evening summer services were held here



by the congregation, which included a number of rice plantation owners who spent summers at Pawleys Island. The parsonage/rectory was sold by the congregation in 1960 to its present owner.

**Ward House/Liberty Lodge:** This house, one of the oldest on Pawleys, was reputedly moved here after 1858. It stands on land once owned by area rice planter Joshua J. Ward (1800-1853), who was Lt. Gov. of SC 1850-52. The house has hand-hewn sills and joists and mortise-and-tenon joints. It remained in the Ward family until 1912, when sold to Cornelia C. Ehrlich, who named it Liberty Lodge. Ownership is still in this family.

5



**All Saints Academy Summer House:** This house was built between 1838 and 1848 by All Saints Academy for the summer residence of its headmaster, Robert F.W. Allston, Governor of SC 1856-58, actively participated in leadership of the academy. After some years, the academy's dwelling passed to private, individual ownership. It was extensively damaged by Hurricane Hugo in 1989 but has been meticulously restored.

8

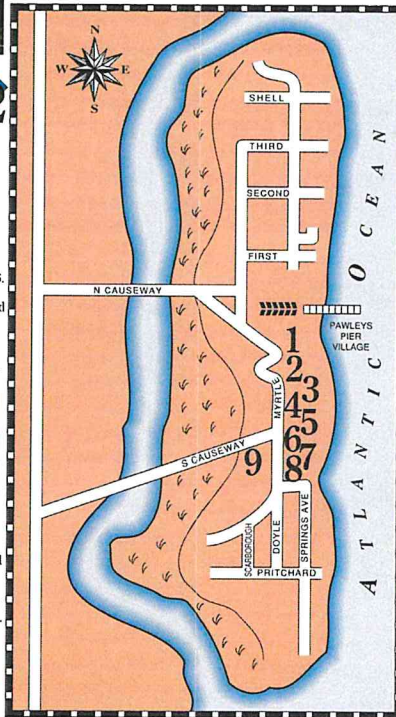


**Nesbit/Norburn House:** By 1842 this house was here on Pawleys Island and was owned by Robert Nesbit (1799-1848). A native of Scotland and a rice planter in this area, Nesbit also owned nearby "Caledonia" plantation. The house on Pawleys remained in the Nesbit family until after the death of Ralph Nesbit in 1938. It was then sold to Dr. Charles Norburn of Asheville, NC.



**LaBruce/Lemon House:** This house was built on 10 acres of beach land by the LaBruce family who were successful rice planters in this area of All Saints Parish. According to local tradition, two small dwellings on the property were slave cabins. The residence was purchased by Calhoun Lemon of Barnwell, SC, in 1952 and still remains in this family. Additions have been made to the house through the years.

6





# TOURISM REPORTS





# Only Pawleys

## Social Media and Email Marketing Report

September 2021





# Social Media Marketing

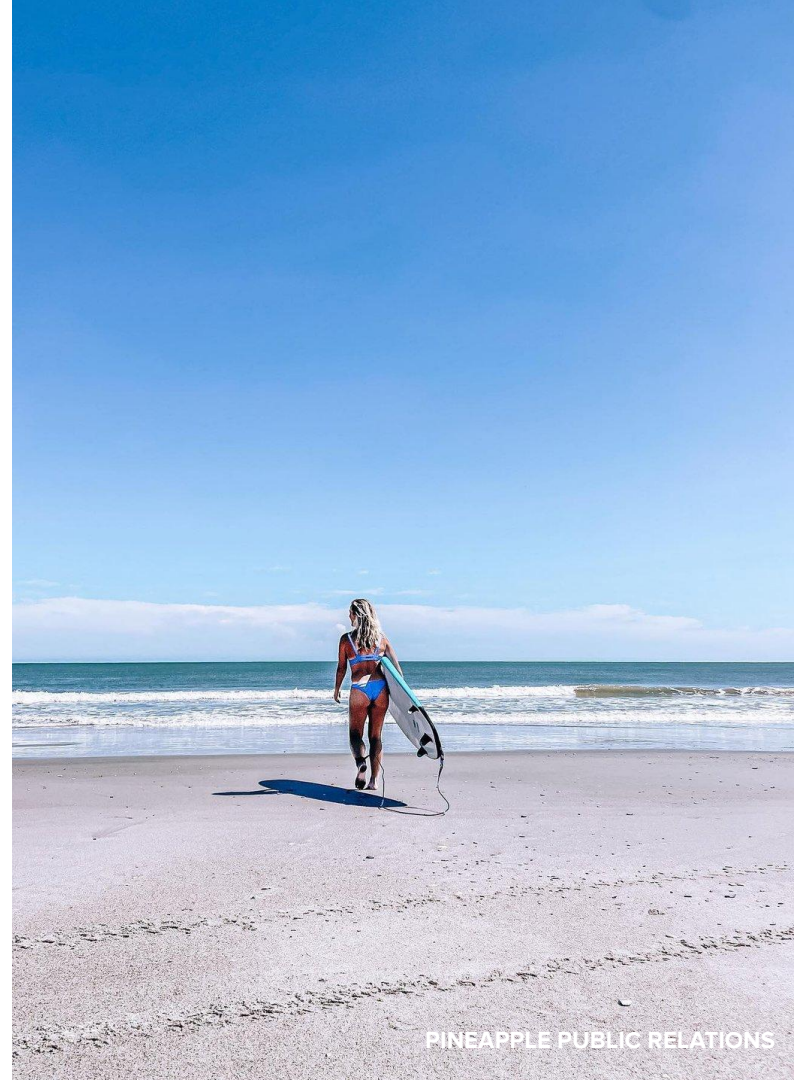


# Social Media Overview

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## Organic Social

- Continued to gather content, scheduled posts across platforms and monitored Pawleys Island's social pages.





# Organic Social Media

## Facebook

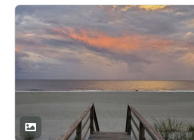
- **Total Likes:** 28,870 vs. 25,514 **+13.15%**
- **Total Reach:** 217,890 vs. 195,281 **+12%**
- **Amplification Rate:** 1.63 % vs. 3.33% **-51%**
- **Applause Rate:** 34% vs. 70% **-51%**
- **Engagement Rate:** 46% vs. 97% **-52%**
- **Total Engagements:** 24,820 vs. 13,368 **-52%**
- **Total Impressions:** 256,597 vs. 245,989 **-46%**
- **Total Clicks:** 318 vs. 366 **-13%**

## Instagram

- **Total Followers:** 12,730 vs. 8,213 **+55%**
- **Engagement Rate:** 136% vs. 218% **-37%**
- **Likes Received:** 16,840 vs. 17,506 **-3%**
- **Comments Received:** 161 vs. 92 **+75%**
- **Total Engagements:** 17,267 vs. 17,914 **-3%**
- **Total Impressions:** 181,868 vs. 247,265 **-26%**
- **Average Daily Impressions:** 6,062.27 vs. 8,242.17 **-26%**
- **Average Daily Reach:** 4,791.27 vs. 6,551.37 **-26%**



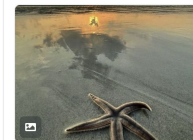
Don't mind us, we're just adding a little 🌊  
Pawleys magic 🌊 to your feed. Retreat to SC's  
coastal oasis: <http://bit.ly/2GFmGBh>.



<b>Total Engagements</b>	<b>1,181</b>
Reactions	900
Comments	17
Shares	35
Post Link Clicks	20
Other Post Clicks	209



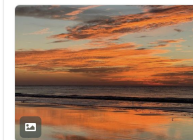
Quick! Make a starfish wish 🌟 Get away to the  
magical island of Pawleys:  
<http://bit.ly/2GFmGBh>. 📍 @xxemillyxx



<b>Total Engagements</b>	<b>1,069</b>
Reactions	765
Comments	19
Shares	35
Post Link Clicks	20
Other Post Clicks	230



Pawleys is aglow with the autumnal hues of  
fall 🍂 Every season is Pawleys season:  
<http://bit.ly/2GFmGBh>.



<b>Total Engagements</b>	<b>956</b>
Reactions	710
Comments	39
Shares	35
Post Link Clicks	5
Other Post Clicks	167



Explorers don't call Ubers, they paddle 🚣  
@ericadehl #OnlyPawleys ... Supported by  
@discover\_sc



<b>Total Engagements</b>	<b>987</b>
Likes	958
Comments	11
Saves	18



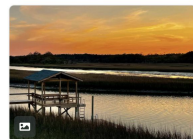
Follow the ethereal light to Pawleys' marsh 🌅  
@kathydwellingphotosc #OnlyPawleys .  
... Supported by @discover\_sc



<b>Total Engagements</b>	<b>971</b>
Likes	942
Comments	5
Saves	24



Once upon a time, there was a storybook  
island on South Carolina's coast 📖  
@my.captured.moments.sc #OnlyPawleys



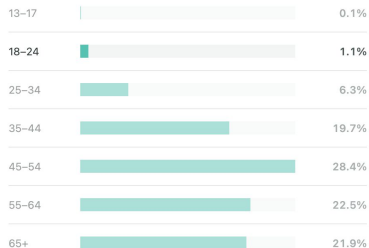
<b>Total Engagements</b>	<b>907</b>
Likes	878
Comments	10
Saves	19



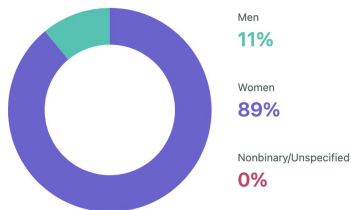
# Organic Social Demographics

## Facebook Demographics

Audience by Age



Audience by Gender



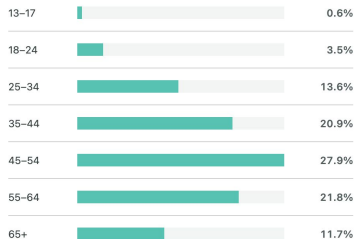
Women between the ages of 45-54 appear to be the leading force among your fans.

Audience Top Cities

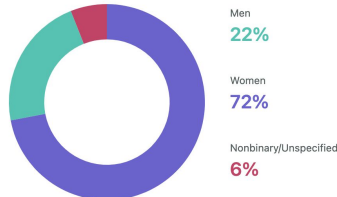
Pawleys Island, SC	846
Greenville, SC	339
Charlotte, NC	308
Georgetown, SC	304
Columbia, SC	284

## Instagram Demographics

Audience by Age



Audience by Gender



Women between the ages of 45-54 appear to be the leading force among your followers.

Audience Top Cities

Pawleys Island, South Carolina	604
Myrtle Beach, South Carolina	200
Charlotte, North Carolina	162
Murrells Inlet, South Carolina	160
Charleston, South Carolina	139





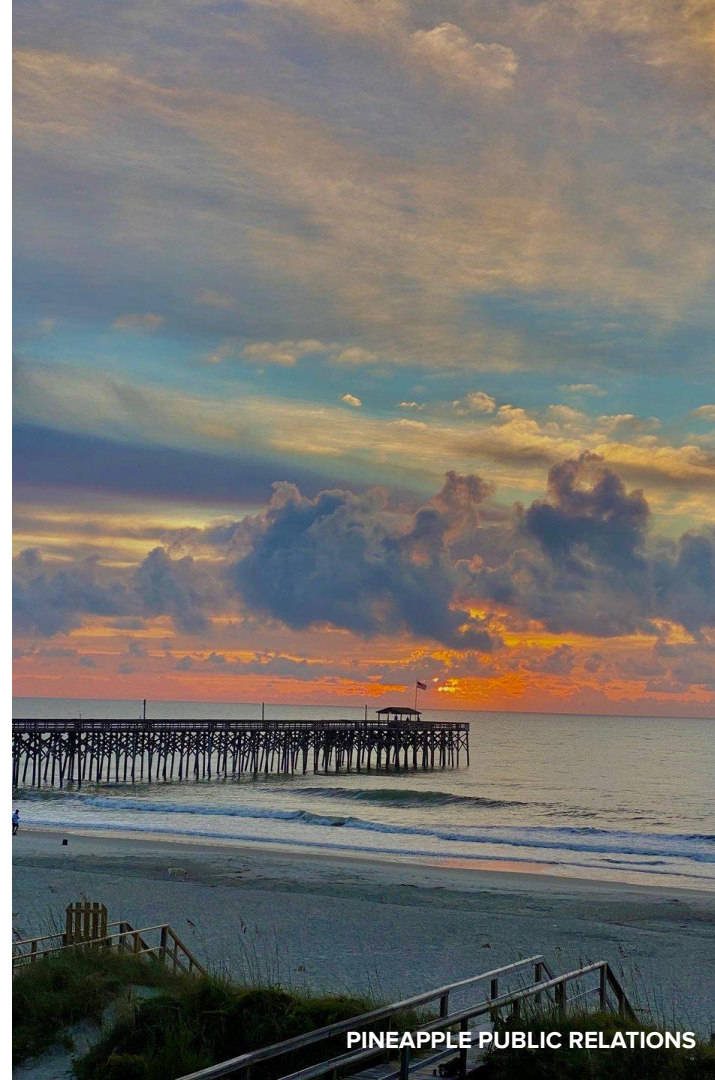
# Organic Social Media: YTD

## Facebook

- **Total Likes:** 28,870
- **Engagement Rate:** 632%
- **Total Engagements:** 182,720
- **Total Impressions:** 2,550,065
- **Total Clicks:** 9,656

## Instagram

- **Total Followers:** 12,730
- **Engagement Rate:** 1,343%
- **Total Engagements:** 170,933
- **Total Impressions:** 2,531,739



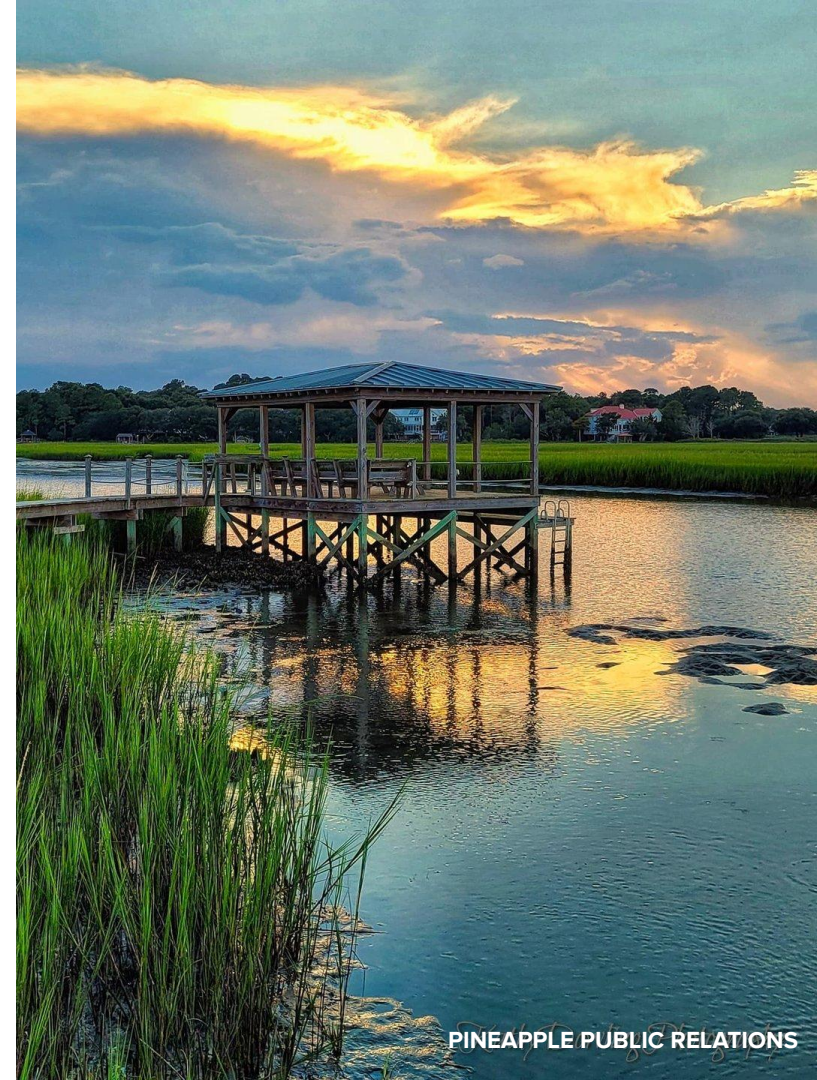




# Social Key Takeaways

## Moving Forward

- With Facebook and Instagram's changing algorithms, which favor video, we will be adding more video content into our post rotation in the coming months to see if this boost engagements and impressions.





# Email Marketing



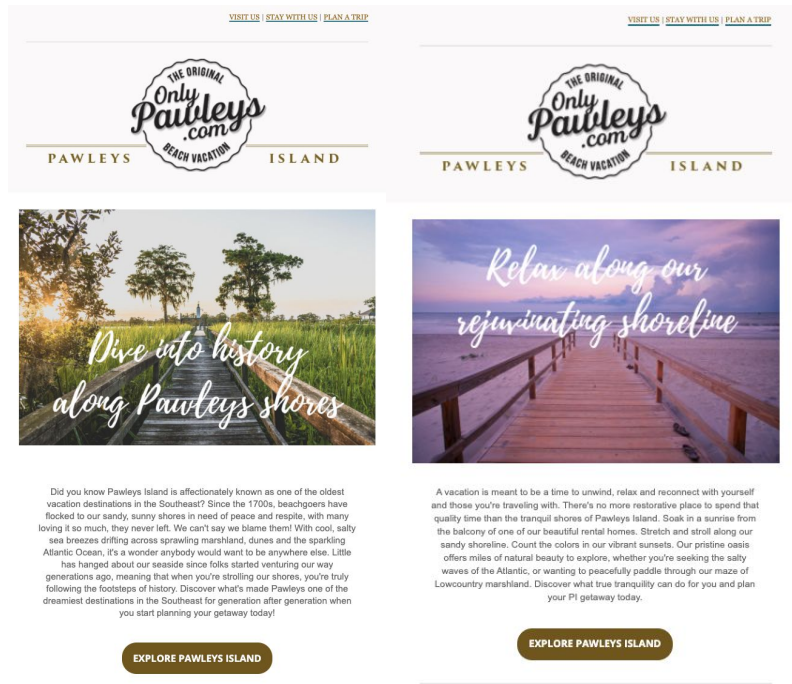
# FY21 Email Overview

## Strategy

- Developed, Wrote, Designed and Shared a monthly newsletter to the Only Pawleys audience marketing travel to the area. Each newsletter also featured a rental property partner.
- FY21 Strategy saw the incorporation of activities located both on Pawleys and near the island, showcasing the breadth of attractions and offerings guests an experience on their vacation.
- Monthly themes included the promotion of summer getaways, the history of the island, romantic vacations, family-friendly activities and more.

## Terms (See Following Slide)

- **Delivery:** Percentage of successful email sends
- **Open Rate:** Percentage of subscribers who opened an email
- **Click Rate:** Percentage of subscribers who opened the email and clicked through
- **Unsubscribe:** Percentage of people who unsubscribed



Vacation  
Rental Special

Vacation  
Rental Special



# FY21 Campaign Results

\*\*\* numbers comparing January - September 2021 to January - September 2020

(2020 v. 2021)

**Avg. Open Rate:** 12.9% v. 14.3% (+10.85%)

**Avg. Click Rate:** 1.65% v. 2% (+21.1%)

**Avg. Delivery Rate:** 98.8% v. 98.9% (+.1%)

**Avg. Unsubscribe Rate:** .53% v. .62% (+16.9%)\*

**Subscribers:** 6122 v. 13,400 (+118%)

## Highest Performing Email:

### Garden and Gun Contest Email

Open Rate: 18.3%

Click Rate: 3.1%

Delivery Rate: 98.9%

Unsubscribe Rate: .75%

*(pictured to the right)*

\*This increase indicates a higher number of people are opting to NOT receive our newsletter. This is a number we want to see decrease, not increase.



*Vote*  
**for Pawleys**



#### Calling All Pawleys Fans

Our beautiful island has advanced to the fourth round of Garden & Gun's "Favorite Southern Beach Town" bracket challenge - the only South Carolina beach in the competition!

We need your help to secure a Pawleys win. Not only can you show your love for Pawleys by voting now, but you can also cast new votes every hour! Let's get Pawleys one step closer to the crown and secure that win. The contest closes on April 6.

Are you ready? Set? Go vote!

**CAST YOUR VOTE**



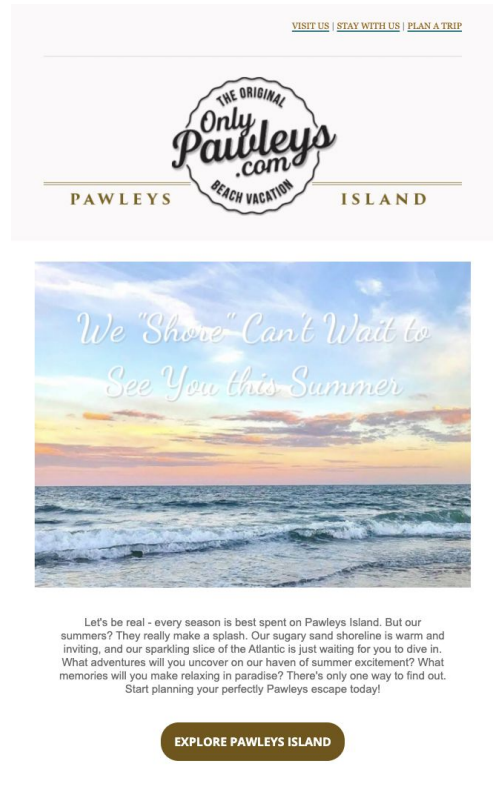


# FY21 Email Key Takeaways

## Moving Forward

- Going forward, we suggest enhancing the newsletter subscription strategy by allowing for more targeted sign ups to occur through the website, social media contests and advertising.
- Email Marketing creates unique, targeted messaging to speak to multiple demographics. It builds special relationships with different audience segments. Having multiple options for strategic newsletter sign ups will not only grow our audience, it will ensure we are getting new subscribers who uniquely want to hear about Pawleys Island.

***“Email is a direct path to a customer’s wallet” - MailChimp***



Let's be real - every season is best spent on Pawleys Island. But our summers? They really make a splash. Our sugary sand shoreline is warm and inviting, and our sparkling slice of the Atlantic is just waiting for you to dive in. What adventures will you uncover on our haven of summer excitement? What memories will you make relaxing in paradise? There's only one way to find out. Start planning your perfectly Pawleys escape today!

*Vacation*  
**Rental Special**





# THANK YOU!

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5238 Peachtree Road, Suite 150  
Chamblee, GA 30341  
404-237-3761



pineapple-pr.com



PineapplePublicRelations



@pineapple\_pr

# 2021 Year-to-Date Program Report

Pawleys Island, South Carolina, October 14, 2021



## Custom Travel Media Press Room

LRC continues to host and maintain the custom digital Press Room it created for Pawleys Island, South Carolina. The Travel Media Press Room is the foundation of the PR and Media Relations Program and a trusted resource for journalists and travel writers. The [Pawleys Island, South Carolina, Press Room](#) includes:

- ✓ An Overview of Pawleys Island, South Carolina
- ✓ Fast Facts/Trivia
- ✓ Annual Events
- ✓ Photo Gallery of Images
- ✓ Distributed Press Releases (10)
- ✓ Georgetown County Chamber of Commerce Contact Information

Monthly E-Newsletters keep the Travel Media Press Room content in front of more than 2,500 media outlets and travel writers.

## Press Releases – 3

*Distributed via the Travel Media Press Room and/or personally pitched to targeted Media Outlets and Travel Writers*

- "Prime Time in Pawleys Island, South Carolina," July 21
- "Sharing Family Time on Pawleys Time," September 13, August 30, and June 14
- "Pawleys Island, South Carolina: Awards and Accolades for the Vacation Art of Doing Nothing," April 15

## Press Trips & Media Relations Activities:

- September 2021—LRC responded to an inquiry from Florida-based freelance journalist Vikki Moran, who requested information on LRC's South Carolina clients. Ruth responded with an email introduction between the writer and LRC's Media Relations Director Katie Reeder. Two journalists have expressed interest in visiting Pawley's - Vikki Moran and David Zuchowski. LRC discussed Pawley's current media visitation policy with both, suggesting both stay tuned for future opportunities, possibly in 2022.

LRC President Laurie Rowe let Mark know we had a response and inquiry about press trips from blogger and journalist Lina Stock with [Divergent Travelers](#) after she received our latest press release, "Sharing Family Time on Pawleys Time." After thoroughly vetting the award-winning writer and her excellent website, LRC suggested she would be a great fit and recommended Pawleys Island host a media visit, if possible. Mark replied, asking Ruth to take the lead, finding out if the journalist is interested in a 2021 or 2022 trip. Once we know that, Mark can decide how much they can do; if Pawleys doesn't have the funds to do this, it might be good to suggest a Hammock Coast trip with an emphasis on Pawleys. Ruth was away from the office at the time but will work on it in October.

- August 2021—LRC vetted writer David Zuchowski who was interested in visiting next month. Laurie responded, explaining that Pawleys Island is not currently hosting due to COVID and invited him to complete LRC's form to be considered and kept abreast of future media trips.
- May 2021—LRC fielded a media visit request from Judy & Len Garrison of [Seeing Southern](#), who have a story assignment from [Carolina Country](#) magazine to cover Pawleys Island. Ruth spoke with Mark who said he would be happy to talk with them, so she shared his contact information with Judy, who has since contacted him and they are working together on it.

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## Media Request/Lead Responses – 9

*Provided Information & links to the Pawleys Island, SC, Travel Media Press Room & OnlyPawleys.com*

Media Outlet/Writer	Media Lead Topic, Requested Information	Date
Blake Guthrie	Pitched Pawleys Island for an Atlanta Journal-Constitution Fall Getaways article	Aug 11 & Jul 29
USA Today	U.S. Beach Towns to Visit This Fall After the Summer Rush	July 23
Help A Reporter Out	Best Honeymoon Destinations in the USA	April 13
Help A Reporter Out	Best Beaches in the USA	March 25
Pure Wow	The Most Charming Beach Towns in the U.S.	March 16
Fodor's Travel	Beautiful, Hidden, Under-the-Radar U.S. Islands You Didn't Know Existed	February 24
Travel + Leisure	Best Small Towns in the South	February 8
Conde Nast Traveler	Oldest Black-Owned Restaurants in the U.S.	January 28
The Wall Street Journal	Spring Break Destinations for Families	January 22

## Travel Media Press Room

TMPR E-Newsletter Featured Stories <i>(sent to over 2,500 media and travel writer contacts)</i>
<ul style="list-style-type: none"><li>• "Pawleys Island, South Carolina: Some Things Never Change," October 4, 2021</li><li>• "No Pretense, Only Pawleys Island, South Carolina," September 1</li><li>• "Prime Time in Pawleys Island, South Carolina," August 2</li><li>• "Pawleys Time in Pawleys Island, South Carolina," July 12</li><li>• "Top Five Tips for a Back-to-Nature Trip to the Hammock Coast," June 2</li><li>• "The Outdoors are Calling in Pawleys Island, South Carolina," May 3</li><li>• "Gathering with the Girls in Pawleys Island, South Carolina," April 1</li><li>• "Spring on Pawleys Island, South Carolina," March 2</li><li>• "Some Things Never Change, Like a Pawleys Island, South Carolina, Vacation," February 5, 2021</li><li>• "No Pretense, Only Pawleys Island, South Carolina," January 19</li></ul>

## LRC Social Media Posts - 80

Number of times Pawleys Island, SC, featured in posts to LRC Social Media Channels (Facebook, Twitter, and/or Instagram)		
<ul style="list-style-type: none"><li>• 3 posts, September</li><li>• 12 posts, August</li><li>• 9 posts, July</li></ul>	<ul style="list-style-type: none"><li>• 8 posts, June</li><li>• 7 posts, May</li><li>• 12 posts, April</li></ul>	<ul style="list-style-type: none"><li>• 9 posts, March</li><li>• 11 posts, February</li><li>• 9 posts, January</li></ul>

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## General Account Activities:

- March 15, 2021— Laurie Rowe shared new story ideas for 2021:
  - Family Travel—Disconnect to Reconnect, Outdoor Activities
  - All Seasons—Listicle of Best Year-Round Activities

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January-21	Jason Lusk	<b>Golfweek</b> Golfweek's Best 2021: Top 200 Resort Golf Courses in the U.S.	<a href="https://golfweek.usatoday.com/lists/golfweeks-best-2021-top-200-resort-golf-courses-in-the-u-s/">https://golfweek.usatoday.com/lists/golfweeks-best-2021-top-200-resort-golf-courses-in-the-u-s/</a>	Digital	167,659,752	N/A	167,659,752	\$1,550,853	N/A	\$1,550,853
January-21	Jason Lusk	<b>Yahoo! Sports</b> Golfweek's Best 2021: Top 200 Resort Golf Courses in the U.S.	<a href="https://sports.yahoo.com/golfweek-best-2021-top-200-000056898.html">https://sports.yahoo.com/golfweek-best-2021-top-200-000056898.html</a>	Digital	8,020,866,672	N/A	8,020,866,672	\$74,193,017	N/A	\$74,193,017
January-21	Vacation Idea Staff	<b>Vacation Idea</b> 15 Best Things to Do on Pawley's Island, SC	<a href="https://vacationidea.com/sc/pawleys-island.html">https://vacationidea.com/sc/pawleys-island.html</a>	Digital	3,000,000	N/A	3,000,000	\$27,750	N/A	\$27,750
February-21	Zoe Yarborough	<b>Style Blueprint</b> 9 Southern Chocolate Makers We Love	<a href="https://styleblueprint.com/everyday/southern-chocolate-makers/">https://styleblueprint.com/everyday/southern-chocolate-makers/</a>	Digital	500,000	N/A	500,000	\$4,625	N/A	\$4,625
February-21	Tim Gavrich	<b>Golf Pass</b> Green on Blue is a cool Golf Thing	<a href="https://www.golfpass.com/travel-advisor/cool-golf-things-oceanside-golf-courses">https://www.golfpass.com/travel-advisor/cool-golf-things-oceanside-golf-courses</a>	Digital	771,624	N/A	771,624	\$7,138	N/A	\$7,138
February-21	Vacation Idea Staff	<b>Vacation Idea</b> 17 Best Beaches Near Atlanta, GA	<a href="https://vacationidea.com/georgia/best-beaches-near-atlanta.html">https://vacationidea.com/georgia/best-beaches-near-atlanta.html</a>	Digital	3,000,000	N/A	3,000,000	\$27,750	N/A	\$27,750
March-21	Loren Korn	<b>WMBF-TV</b> Explorin' With Loren—Pawleys Island Known for Being "Arrogantly Shabby"	<a href="https://www.wmbfnews.com/2021/03/02/explorin-with-loren-pawleys-island-known-being-arrogantly-shabby/">https://www.wmbfnews.com/2021/03/02/explorin-with-loren-pawleys-island-known-being-arrogantly-shabby/</a>	Digital	75,411	N/A	75,411	\$698	N/A	\$698
March-21	Vacation Idea Staff	<b>Vacation Idea</b> 22 Best Romantic Weekend Getaways in South Carolina	<a href="https://vacationidea.com/weekend_getaways/best-in-south-carolina.html">https://vacationidea.com/weekend_getaways/best-in-south-carolina.html</a>	Digital	3,000,000	N/A	3,000,000	\$27,750	N/A	\$27,750
March-21	Garden & Gun Editors	<b>Garden &amp; Gun &amp; 3-16-21 E-News</b> Favorite Southern Beach Towns	<a href="https://gardenandgun.com/extras/vote-now-for-your-favorite-southern-beach-towns">https://gardenandgun.com/extras/vote-now-for-your-favorite-southern-beach-towns</a>	Digital	710,000	N/A	710,000	\$6,568	N/A	\$6,568
March-21	Alex Erdekian	<b>Condé Nast Traveler</b> The 10 Best Beach Towns on the East Coast	<a href="https://www.cntraveler.com/story/beach-towns-east-coast">https://www.cntraveler.com/story/beach-towns-east-coast</a>	Digital	6,200,000	N/A	6,200,000	\$57,350	N/A	\$57,350
March-21	Bob Spear	<b>The State</b> ... These are the Best Golf Courses You can Play in SC	<a href="https://www.thestate.com/sports/golf/article250057804.html">https://www.thestate.com/sports/golf/article250057804.html</a>	Digital	1,708,214	N/A	1,708,214	\$15,801	N/A	\$15,801
March-21	Bob Spear	<b>The Island Packet</b> ... These are the Best Golf Courses You can Play in SC	<a href="https://www.islandpacket.com/sports/golf/article250057804.html">https://www.islandpacket.com/sports/golf/article250057804.html</a>	Digital	1,093,000	N/A	1,093,000	\$10,110	N/A	\$10,110
March-21	Bob Spear	<b>The Sun News</b> ... These are the Best Golf Courses You can Play in SC	<a href="https://www.myrtlebeachonline.com/sports/golf/article250057804.html">https://www.myrtlebeachonline.com/sports/golf/article250057804.html</a>	Digital	983,000	N/A	983,000	\$9,093	N/A	\$9,093
March-21	Bob Spear	<b>Holy City Sinner</b> Several Area Beaches Included in Garden & Gun's Favorite Southern Beach Town Bracket	<a href="https://www.holycitysinner.com/2021/03/21/several-area-beaches-included-in-garden-guns-favorite-southern-beach-town-bracket/">https://www.holycitysinner.com/2021/03/21/several-area-beaches-included-in-garden-guns-favorite-southern-beach-town-bracket/</a>	Digital	206,856	N/A	206,856	\$1,913	N/A	\$1,913



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March-21	Demi Lawrence	<b>Georgetown Times</b> Pawleys Island Nominated for Garden & Gun Magazine's Favorite Southern Beach Town	<a href="https://www.postandcourier.com/georgetown/news/pawleys-island-nominated-for-garden-gun-magazines-favorite-southern-beach-town/article_17f256a0-8b63-11eb-b708-5f9d97db7db0.html">https://www.postandcourier.com/georgetown/news/pawleys-island-nominated-for-garden-gun-magazines-favorite-southern-beach-town/article_17f256a0-8b63-11eb-b708-5f9d97db7db0.html</a>	Digital & Print	826,632	135,000	961,632	\$7,646	\$2,984	\$10,630
March-21	Demi Lawrence	<b>Georgetown Times</b> Love Pawleys Island? Help it Beat Sanibel Beach for Favorite Southern Beach Town	<a href="https://www.postandcourier.com/georgetown/news/love-pawleys-island-help-it-beat-sanibel-beach-for-favorite-southern-beach-town/article_be7e7150-90ab-11eb-9c50-87c3ffd51e4b.html">https://www.postandcourier.com/georgetown/news/love-pawleys-island-help-it-beat-sanibel-beach-for-favorite-southern-beach-town/article_be7e7150-90ab-11eb-9c50-87c3ffd51e4b.html</a>	Digital	826,632	N/A	826,632	\$7,646	N/A	\$7,646
April-21	Amanda Kineth	<b>WPDE-TV</b> Beach Town Bracket: Pawleys Island wins Final 4, Needs Votes to Win Championship Title	<a href="https://wpde.com/news/local/beach-town-bracket-pawleys-island-wins-final-4-needs-votes-to-win-championship-title">https://wpde.com/news/local/beach-town-bracket-pawleys-island-wins-final-4-needs-votes-to-win-championship-title</a>	Digital	465,885	N/A	465,885	\$4,309	N/A	\$4,309
April-21	Gordon Jackson	<b>The Brunswick News</b> Beaches Make Final Four	<a href="https://thebrunswicknews.com/news/local_news/beaches-make-final-four/article_aaada6d0-0e54-5cb6-a3a7-17fa715b7e5e.html">https://thebrunswicknews.com/news/local_news/beaches-make-final-four/article_aaada6d0-0e54-5cb6-a3a7-17fa715b7e5e.html</a>	Digital	162,888	N/A	162,888	\$1,507	N/A	\$1,507
April-21	Lindsey Liles	<b>Garden &amp; Gun &amp; 4-6-21 E-News</b> Mexico Beach Wins G&G's Favorite Southern Beach Town Bracket	<a href="https://gardenandgun.com/extras/vote-now-for-your-favorite-southern-beach-towns/">https://gardenandgun.com/extras/vote-now-for-your-favorite-southern-beach-towns/</a>	Digital	710,000	N/A	710,000	\$6,568	N/A	\$6,568
April-21	Dana Vento (Non-LRC)	<b>Dana Vento &amp; SM Post</b> Fabulous Southern Food on Pawleys Island	<a href="https://danavento.com/fabulous-southern-food-on-pawleys-island/">https://danavento.com/fabulous-southern-food-on-pawleys-island/</a>	Digital	51,703	N/A	51,703	\$478	N/A	\$478
April-21	Becky Beall	<b>ALMetro360 Magazine</b> No-Passport Honeymoons	Not Applicable	Print	N/A	105,000	105,000	N/A	\$1,665	\$1,665
April-21	Risdon Bonnell	<b>WMBB-TV News 13</b> Mexico Beach wins Favorite Southern Beach Town Bracket from Garden & Gun Magazine	<a href="https://www.mypanhandle.com/news/local-news/mexico-beach-wins-favorite-southern-beach-town-bracket-from-garden-gun-magazine/">https://www.mypanhandle.com/news/local-news/mexico-beach-wins-favorite-southern-beach-town-bracket-from-garden-gun-magazine/</a>	Digital	124,260	N/A	124,260	\$1,149	N/A	\$1,149
April-21	Gwen Tennile	<b>Only In Your State</b> These 12 Finger-Licking Burger Joints in South Carolina Will Make Your Taste Buds Go Crazy	<a href="https://www.onlyinyourstate.com/south-carolina/15-amazing-burger-places-in-sc/">https://www.onlyinyourstate.com/south-carolina/15-amazing-burger-places-in-sc/</a>	Digital	6,409,710	N/A	6,409,710	\$59,290	N/A	\$59,290
April-21	Panama City News Herald Staff	<b>Panama City News Herald</b> Mexico Beach Named the Favorite Southern Beach Town by Garden & Gun Magazine	<a href="https://www.newsherald.com/story/news/local/2021/04/15/mexico-beach-florida-named-garden-gun-favorite-beach-town/7228055002/">https://www.newsherald.com/story/news/local/2021/04/15/mexico-beach-florida-named-garden-gun-favorite-beach-town/7228055002/</a>	Digital	242,928	N/A	242,928	\$2,247	N/A	\$2,247
April-21	Tony Reese	<b>WCTV-TV</b> Mexico Beach Receives National Recognition	<a href="https://www.wctv.tv/2021/04/19/mexico-beach-receives-national-recognition/">https://www.wctv.tv/2021/04/19/mexico-beach-receives-national-recognition/</a>	Digital	1,554,253	N/A	1,554,253	\$14,377	N/A	\$14,377
April-21	Jordan Summers-Marcouillier	<b>Eat This, Not That</b> The Best Salad in Every State	<a href="https://www.eatthis.com/best-salad-every-state/">https://www.eatthis.com/best-salad-every-state/</a>	Digital	4,920,912	N/A	4,920,912	\$45,518	N/A	\$45,518
April-21	Jordan Summers-Marcouillier	<b>MSN Lifestyle</b> The Best Salad in Every State	<a href="https://www.msn.com/en-us/foodanddrink/recipes/the-best-salad-in-every-state/ss-BB1fYPHE#image=41">https://www.msn.com/en-us/foodanddrink/recipes/the-best-salad-in-every-state/ss-BB1fYPHE#image=41</a>	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
May-21	VI Staff	<b>Vacation Idea</b> 25 Best South Carolina Destinations	<a href="https://vacationidea.com/destinations/best-places-to-visit-in-south-carolina.html">https://vacationidea.com/destinations/best-places-to-visit-in-south-carolina.html</a>	Digital	3,000,000	N/A	3,000,000	\$27,750	N/A	\$27,750

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May-21	Jessica Marksbury	<b>GOLF Magazine Online</b> Best Public Golf Courses in the Southeast: GOLF's 2021-22 Ranking	<a href="https://golf.com/travel/courses/best-public-golf-courses-southeast-golf-2021-ranking/">https://golf.com/travel/courses/best-public-golf-courses-southeast-golf-2021-ranking/</a>	Digital	7,000,000	N/A	7,000,000	\$64,750	N/A	\$64,750
May-21	Staff Report (Non-LRC)	<b>The Post and Courier</b> Georgetown's Karminski House to Resume Personal Tours	<a href="https://www.postandcourier.com/berkeley-independent/georgetown-s-karminski-house-to-resume-personal-tours/article_8f423738-a9eb-11eb-af15-5f9413eb299a.html">https://www.postandcourier.com/berkeley-independent/georgetown-s-karminski-house-to-resume-personal-tours/article_8f423738-a9eb-11eb-af15-5f9413eb299a.html</a>	Digital & Print	826,632	135,000	961,632	\$7,646	\$8,889	\$16,535
May-21	Jason Lusk	<b>Golfweek</b> Golfweek's Best 2021: Public Golf Courses You Can Play, State by State	<a href="https://golfweek.usatoday.com/lists/best-public-golf-courses-state-by-state/">https://golfweek.usatoday.com/lists/best-public-golf-courses-state-by-state/</a>	Digital	167,659,752	N/A	167,659,752	\$1,550,853	N/A	\$1,550,853
May-21	Jason Lusk	<b>Golfweek</b> Golfweek's Best 2021: Top 100 Public Golf Courses across the U.S.	<a href="https://golfweek.usatoday.com/lists/top-100-golf-courses-best-you-can-play/">https://golfweek.usatoday.com/lists/top-100-golf-courses-best-you-can-play/</a>	Digital	167,659,752	N/A	167,659,752	\$1,550,853	N/A	\$1,550,853
May-21	Jason Lusk	<b>Yahoo! Sports</b> Golfweek's Best 2021: Top 100 Public Golf Courses across the U.S.	<a href="https://sports.yahoo.com/golfweek-best-2021-top-100-220040973.html?src=rss">https://sports.yahoo.com/golfweek-best-2021-top-100-220040973.html?src=rss</a>	Digital	8,020,866,672	N/A	8,020,866,672	\$74,193,017	N/A	\$74,193,017
May-21	Jason Lusk	<b>MSN Sports</b> Golfweek's Best 2021: Top 100 Public Golf Courses across the U.S.	<a href="https://www.msn.com/en-us/sports/golf/golfweeks-best-2021-top-100-public-golf-courses-across-the-us/ar-BB1goNcV">https://www.msn.com/en-us/sports/golf/golfweeks-best-2021-top-100-public-golf-courses-across-the-us/ar-BB1goNcV</a>	Digital	1,130,070,312	N/A	1,130,070,312	\$10,453,150	N/A	\$10,453,150
May-21	Jason Lusk	<b>Daily Magazine</b> Golfweek's Best 2021: Top 100 Public Golf Courses across the U.S.	<a href="http://www.dailymagazine.news/golfweek-s-best-2021-top-100-public-golf-courses-across-the-us-nid-1521035.html">http://www.dailymagazine.news/golfweek-s-best-2021-top-100-public-golf-courses-across-the-us-nid-1521035.html</a>	Digital	628,709	N/A	628,709	\$5,816	N/A	\$5,816
May-21	Melody Pittman	<b>Traveling Mom</b> 20+ Best Road Trips Across the Southeast USA	<a href="https://www.travelingmom.com/road-trips/road-trip-ideas-southeast/">https://www.travelingmom.com/road-trips/road-trip-ideas-southeast/</a>	Digital	1,300,000	N/A	1,300,000	\$12,025	N/A	\$12,025
May-21	Evan Rothman	<b>GOLF Magazine Online</b> Top 100 Courses Trip Planner: 5 Incredible East Coast Road Trips	<a href="https://golf.com/travel/best-east-coast-road-trips-t100ycp-2021/">https://golf.com/travel/best-east-coast-road-trips-t100ycp-2021/</a>	Digital	7,000,000	N/A	7,000,000	\$64,750	N/A	\$64,750
May-21	Alex Erdekian	<b>Blogarama</b> Best Beach Towns on the East Coast	<a href="https://www.blogarama.com/life-blogs/1329993-kozmophotos-blog/39151706-best-beach-towns-east-coast">https://www.blogarama.com/life-blogs/1329993-kozmophotos-blog/39151706-best-beach-towns-east-coast</a>	Digital	2,504,016	N/A	2,504,016	\$23,162	N/A	\$23,162
May-21	Alex Erdekian	<b>Kozmo Photos</b> Best Beach Towns on the East Coast	<a href="https://kozmophotos.com/2021/05/10/best-beach-towns-on-the-east-coast/">https://kozmophotos.com/2021/05/10/best-beach-towns-on-the-east-coast/</a>	Digital	7,749	N/A	7,749	\$72	N/A	\$72
May-21	Kristy Tolley	<b>AAA Go Magazine</b> Taste of the Carolinas: Dog Days of Summer	<a href="https://go.carolinas.aaa.com/go-magazine/hot-dog-carolinas/">https://go.carolinas.aaa.com/go-magazine/hot-dog-carolinas/</a>	Digital & Print	14,146,304	3,250,000	17,396,304	\$130,853	\$6,667	\$137,520
May-21	WBTW News 13 Staff	<b>WBTW News 13</b> 9 Concerts on Tap for Return to Pawleys Island Festival in October	<a href="https://www.wbtw.com/news/grand-strand/9-concerts-on-tap-for-return-of-pawleys-island-festival-in-october/">https://www.wbtw.com/news/grand-strand/9-concerts-on-tap-for-return-of-pawleys-island-festival-in-october/</a>	Digital	667,769	N/A	667,769	\$6,177	N/A	\$6,177
May-21	Coastal Angler Magazine Staff	<b>Coastal Angler Magazine, Charleston Edition</b> Potential South Carolina State Record Spotted Seatrout—caught while fishing at Pawleys Island	<a href="https://coastalanglermag.com/potential-south-carolina-state-record-seatrout/">https://coastalanglermag.com/potential-south-carolina-state-record-seatrout/</a>	Digital	19,167	N/A	19,167	\$177	N/A	\$177

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Publication Date	Author	Publication Name & Article Title	Online Article Location/Link	Media Type	Digital Impressions	Print Impressions	Total Impressions	Estimated Digital Value	Estimated Print Value	Total Estimated Value
May-21	Janna Graber	<b>The Epoch Times</b> South Carolina's Grand Strand: A Popular Family Destination	<a href="https://www.theepochtimes.com/south-carolinas-grand-strand-a-popular-family-destination_3817436.html">https://www.theepochtimes.com/south-carolinas-grand-strand-a-popular-family-destination_3817436.html</a>	Digital & Print	10,397,088	150,000	10,547,088	\$96,173	\$269	\$96,442
May-21	Mia Taylor	<b>Cheapism</b> 35 Best Beach Towns for an Affordable Summer Vacation	<a href="https://blog.cheapism.com/best-summer-vacation-beach-towns-16570/">https://blog.cheapism.com/best-summer-vacation-beach-towns-16570/</a>	Digital	300,000	N/A	300,000	\$2,775	N/A	\$2,775
May-21	Larry Bleiberg	<b>USA Today</b> Where to Find Seashells by the Seashore: Great Beaches in California, Texas, Florida, More	<a href="https://www.usatoday.com/story/travel/destinations/10greatplaces/2021/05/22/best-beaches-finding-seashells-floridas-sanibel-island-more/5203949001/">https://www.usatoday.com/story/travel/destinations/10greatplaces/2021/05/22/best-beaches-finding-seashells-floridas-sanibel-island-more/5203949001/</a>	Digital	226,727,298	N/A	226,727,298	\$2,097,228	N/A	\$2,097,228
May-21	Larry Bleiberg	<b>Yahoo! Sports</b> Where to Find Seashells by the Seashore: Great Beaches in California, Texas, Florida, More	<a href="https://sports.yahoo.com/where-seashells-seashore-great-beaches-132533695.html">https://sports.yahoo.com/where-seashells-seashore-great-beaches-132533695.html</a>	Digital	8,020,866,672	N/A	8,020,866,672	\$74,193,017	N/A	\$74,193,017
May-21	Larry Bleiberg	<b>Juice</b> Where to Find Seashells by the Seashore: Great Beaches in California, Texas, Florida, More	<a href="https://www.dmj Juice.com/story/travel/destinations/10greatplaces/2021/05/22/best-beaches-finding-seashells-floridas-sanibel-island-more/5203949001/">https://www.dmj Juice.com/story/travel/destinations/10greatplaces/2021/05/22/best-beaches-finding-seashells-floridas-sanibel-island-more/5203949001/</a>	Digital	46,400	N/A	46,400	\$429	N/A	\$429
May-21	Larry Bleiberg	<b>Times of News</b> Where to Find Seashells by the Seashore: Great Beaches in California, Texas, Florida, More	<a href="https://usa.timesofnews.com/travel/where-to-find-seashells-by-the-seashore-great-beaches-in-california-texas-florida-more.html">https://usa.timesofnews.com/travel/where-to-find-seashells-by-the-seashore-great-beaches-in-california-texas-florida-more.html</a>	Digital	75,726	N/A	75,726	\$700	N/A	\$700
May-21	Larry Bleiberg	<b>USA Today Picture Gallery</b> 10 Great Places to Look for Seashells	<a href="https://www.usatoday.com/picture-gallery/travel/destinations/10greatplaces/2021/05/22/best-beaches-seashells-california-north-carolina/5205477001/">https://www.usatoday.com/picture-gallery/travel/destinations/10greatplaces/2021/05/22/best-beaches-seashells-california-north-carolina/5205477001/</a>	Digital	226,727,298	N/A	226,727,298	\$2,097,228	N/A	\$2,097,228
May-21	Larry Bleiberg	<b>Juice</b> 10 Great Places to Look for Seashells	<a href="https://www.dmj Juice.com/picture-gallery/travel/destinations/10greatplaces/2021/05/22/best-beaches-seashells-california-north-carolina/5205477001/">https://www.dmj Juice.com/picture-gallery/travel/destinations/10greatplaces/2021/05/22/best-beaches-seashells-california-north-carolina/5205477001/</a>	Digital	46,400	N/A	46,400	\$429	N/A	\$429
May-21	Dennis Bright	<b>WBTW News 13</b> Volunteer Group Finds First Loggerhead Turtle Nest of the Season, Pawleys Island Police Say	<a href="https://www.wbtw.com/news/grand-strand/volunteer-group-finds-first-loggerhead-turtle-nest-of-the-season-pawleys-island-police-say/">https://www.wbtw.com/news/grand-strand/volunteer-group-finds-first-loggerhead-turtle-nest-of-the-season-pawleys-island-police-say/</a>	Digital	667,769	N/A	667,769	\$6,177	N/A	\$6,177
May-21	Chase Karacostas	<b>The State</b> What's the Best Beach in South Carolina? Here's what locals say.	<a href="https://www.thestate.com/news/state/south-carolina/article251650438.html">https://www.thestate.com/news/state/south-carolina/article251650438.html</a>	Digital	2,060,000	N/A	2,060,000	\$19,055	N/A	\$19,055
May-21	Chase Karacostas	<b>The Sun News</b> What's the Best Beach in South Carolina? Here's what locals say.	<a href="https://www.myrtlebeachonline.com/news/state/south-carolina/article251650438.html">https://www.myrtlebeachonline.com/news/state/south-carolina/article251650438.html</a>	Digital	983,000	N/A	983,000	\$9,093	N/A	\$9,093
May-21	Chase Karacostas	<b>The Island Packet</b> What's the Best Beach in South Carolina? Here's what locals say.	<a href="https://www.islandpacket.com/news/state/south-carolina/article251650438.html">https://www.islandpacket.com/news/state/south-carolina/article251650438.html</a>	Digital	836,000	N/A	836,000	\$7,733	N/A	\$7,733
May-21	Chase Karacostas	<b>Daily Magazine</b> What's the Best Beach in South Carolina? Here's what locals say.	<a href="http://www.dailymagazine.news/what-s-the-best-beach-in-south-carolina-here-s-what-locals-say-nid-1542291.html">http://www.dailymagazine.news/what-s-the-best-beach-in-south-carolina-here-s-what-locals-say-nid-1542291.html</a>	Digital	628,709	N/A	628,709	\$5,816	N/A	\$5,816
May-21	Chase Karacostas	<b>Hickory Daily Record</b> What's the Best Beach in South Carolina? Here's what locals say.	<a href="https://hickoryrecord.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_00ea7495-de68-50f8-af25-fe2e0adb51aa.html">https://hickoryrecord.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_00ea7495-de68-50f8-af25-fe2e0adb51aa.html</a>	Digital & Print	279,531	30,000	309,531	\$2,586	\$242	\$2,828

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Publication Date	Author	Publication Name & Article Title	Online Article Location/Link	Media Type	Digital Impressions	Print Impressions	Total Impressions	Estimated Digital Value	Estimated Print Value	Total Estimated Value
May-21	Chase Karacostas	<b>Statesville Record &amp; Landmark</b> What's the Best Beach in South Carolina? Here's what locals say.	<a href="https://statesville.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_66ab54d0-7054-5ab5-b5a4-a34be8aa89ab.html">https://statesville.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_66ab54d0-7054-5ab5-b5a4-a34be8aa89ab.html</a>	Digital & Print	121,118	22,500	143,618	\$1,120	\$146	\$1,267
May-21	Chase Karacostas	<b>The Mooresville Tribune</b> What's the Best Beach in South Carolina? Here's what locals say.	<a href="https://mooretribune.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_b2d05887-5a3b-5966-9d5b-b59d49d32327.html">https://mooretribune.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_b2d05887-5a3b-5966-9d5b-b59d49d32327.html</a>	Digital	92,894	27,500	120,394	\$859	\$66	\$925
May-21	Chase Karacostas	<b>The News Herald</b> What's the Best Beach in South Carolina? Here's what locals say.	<a href="https://morganton.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_e6351607-16ce-5c22-a11d-8f5098f3c984.html">https://morganton.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_e6351607-16ce-5c22-a11d-8f5098f3c984.html</a>	Digital	185,756	15,000	200,756	\$1,718	\$145	\$1,863
May-21	Chase Karacostas	<b>Independent Tribune</b> What's the Best Beach in South Carolina? Here's what the locals will tell you.	<a href="https://independenttribune.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_f5566dbf-dc88-560f-ab9d-cd97f62995d2.html">https://independenttribune.com/news/state-and-regional/whats-the-best-beach-in-sc-heres-what-the-locals-will-tell-you/article_f5566dbf-dc88-560f-ab9d-cd97f62995d2.html</a>	Digital	201,884	N/A	201,884	\$1,867	N/A	\$1,867
June-21	Larry Bleiberg	<b>Verified News Explorer</b> Where to Find Seashells by the Seashore: Great Beaches in California, Texas, Florida, More	<a href="https://vnexplorer.net/where-to-find-seashells-by-the-seashore-great-beaches-in-california-texas-florida-more-a2021195647.html?article=195647&amp;year=2021">https://vnexplorer.net/where-to-find-seashells-by-the-seashore-great-beaches-in-california-texas-florida-more-a2021195647.html?article=195647&amp;year=2021</a>	Digital	264,002	N/A	264,002	\$2,442	N/A	\$2,442
June-21	Larry Bleiberg	<b>Verified News Explorer</b> 10 Great Places to Look for Seashells	<a href="https://vnexplorer.net/10-great-places-to-look-for-seashells-a2021195627.html?article=195627&amp;year=2021">https://vnexplorer.net/10-great-places-to-look-for-seashells-a2021195627.html?article=195627&amp;year=2021</a>	Digital	264,002	N/A	264,002	\$2,442	N/A	\$2,442
June-21	Janna Graber	<b>Go World Travel</b> Vacation on the Shore in Myrtle Beach, SC –Pawleys Island, South Carolina	<a href="https://www.goworldtravel.com/myrtle-beach-south-carolina-attractions/">https://www.goworldtravel.com/myrtle-beach-south-carolina-attractions/</a>	Digital	69,489	N/A	69,489	\$643	N/A	\$643
June-21	Courtney Rowles	<b>WPDE-TV</b> Southern Living Names 4 Grand Strand Beaches for Perfect Relaxing Getaways	<a href="https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways">https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways</a>	Digital	465,885	N/A	465,885	\$4,309	N/A	\$4,309
June-21	Jay Rodriguez	<b>The Post and Courier</b> Occupancy Rates Soar in Pawleys Island as Average Nightly Rental Rates Hit \$575 in DeBourdieu	<a href="https://www.postandcourier.com/georgetown/occupancy-rates-soar-in-pawleys-island-as-average-nightly-rental-rates-hit-575-in-debourdieu/article_ee580356-d51a-11eb-9808-87b76bf3239c.html">https://www.postandcourier.com/georgetown/occupancy-rates-soar-in-pawleys-island-as-average-nightly-rental-rates-hit-575-in-debourdieu/article_ee580356-d51a-11eb-9808-87b76bf3239c.html</a>	Digital & Print	826,632	135,000	961,632	\$7,646	\$7,919	\$15,565
June-21	Jay Rodriguez	<b>The Post and Courier</b> Occupancy Rates Soar in Pawleys Island as Average Nightly Rental Rates Hit \$575 in DeBourdieu	Not Applicable	Print	N/A	135,000	135,000	N/A	\$7,542	\$7,542
July-21	Brad Dickerson	<b>WMBF-TV News</b> LIST: Fourth of July Activities Across the Grand Strand	<a href="https://www.wmbfnews.com/2021/07/02/list-fourth-july-activities-across-grand-strand/">https://www.wmbfnews.com/2021/07/02/list-fourth-july-activities-across-grand-strand/</a>	Digital	75,411	N/A	75,411	\$698	N/A	\$698
July-21	Andrew James	<b>WPDE-TV</b> Georgetown County Sees Continued Growth in Visitors Choosing Short-Term Vacation Homes	<a href="https://wpde.com/news/local/georgetown-county-sees-continued-growth-in-visitors-choosing-short-term-vacation-homes">https://wpde.com/news/local/georgetown-county-sees-continued-growth-in-visitors-choosing-short-term-vacation-homes</a>	Digital	465,885	N/A	465,885	\$4,309	N/A	\$4,309
July-21	Melissa Meyers	<b>WBTW-TV</b> WATCH: Hundreds Gather for Pawleys Island 54th Annual 4th of July Parade	<a href="https://www.wbtw.com/news/hundreds-gather-for-pawleys-island-54th-annual-4th-of-july-parade/">https://www.wbtw.com/news/hundreds-gather-for-pawleys-island-54th-annual-4th-of-july-parade/</a>	Digital	667,769	N/A	667,769	\$6,177	N/A	\$6,177



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July-21	Mary Norkol	<b>The Sun News</b> What are the Best Seafood Restaurants Around Myrtle Beach? Here's What Locals Say	<a href="https://www.myrtlebeachonline.com/article252331828.html">https://www.myrtlebeachonline.com/article252331828.html</a>	Digital	983,000	N/A	983,000	\$9,093	N/A	\$9,093
July-21	Alexx Altman-Devilbiss	<b>WPDE-TV</b> New Doughnut Shop in Pawleys Island Sells More Than 10,000 Doughnuts in First Week	<a href="https://wpde.com/news/local/new-doughnut-shop-in-pawleys-island-sells-more-than-10000-doughnuts-in-first-week">https://wpde.com/news/local/new-doughnut-shop-in-pawleys-island-sells-more-than-10000-doughnuts-in-first-week</a>	Digital	465,885	N/A	465,885	\$4,309	N/A	\$4,309
July-21	Alexx Altman-Devilbiss	<b>WCIV2-TV</b> New Doughnut Shop in Pawleys Island Sells More Than 10,000 Doughnuts in First Week	<a href="https://abcnews4.com/news/business-news/new-doughnut-shop-in-pawleys-island-sells-more-than-10000-doughnuts-in-first-week">https://abcnews4.com/news/business-news/new-doughnut-shop-in-pawleys-island-sells-more-than-10000-doughnuts-in-first-week</a>	Digital	605,651	N/A	605,651	\$5,602	N/A	\$5,602
July-21	Courtney Rowles	<b>WPDE-TV</b> Grand Strand Beach Sees 31 Loggerhead Turtle Nests So Far for 2021 Season	<a href="https://wpde.com/news/local/grand-strand-beach-sees-31-loggerhead-turtle-nests-so-far-for-2021-season">https://wpde.com/news/local/grand-strand-beach-sees-31-loggerhead-turtle-nests-so-far-for-2021-season</a>	Digital	465,885	N/A	465,885	\$4,309	N/A	\$4,309
July-21	Pawleys Island/LRC Travel Media Press Room Release	<b>365 Atlanta Traveler T&amp;L Recommended Blog</b> Prime Time in Pawleys Island, South Carolina	<a href="https://www.travelmediapressroom.com/2021/07/16/prime-time-in-pawleys-island-south-carolina/">https://www.travelmediapressroom.com/2021/07/16/prime-time-in-pawleys-island-south-carolina/</a>	Digital	408,000	N/A	408,000	\$3,774	N/A	\$3,774
July-21	Low Country Biz SC Staff	<b>Low Country Biz SC</b> National Hammock Day Celebration Set at Visitors Center in Litchfield	<a href="https://whosonthemove.com/national-hammock-day-celebration-set-at-visitors-center-in-litchfield/">https://whosonthemove.com/national-hammock-day-celebration-set-at-visitors-center-in-litchfield/</a>	Digital	21,735	N/A	21,735	\$201	N/A	\$201
July-21	Jay Rodriguez	<b>The Post and Courier</b> Georgetown Chamber, Businesses to Celebrate 'National Hammock Day' with Giveaways Thursday	<a href="https://www.postandcourier.com/georgetown/georgetown-chamber-businesses-to-celebrate-national-hammock-day-with-giveaways-thursday/article_c1fdd062-e8b4-11eb-9aeb-73e4eb72d3f9.html">https://www.postandcourier.com/georgetown/georgetown-chamber-businesses-to-celebrate-national-hammock-day-with-giveaways-thursday/article_c1fdd062-e8b4-11eb-9aeb-73e4eb72d3f9.html</a>	Digital	826,632	N/A	826,632	\$7,646	N/A	\$7,646
July-21	Crystal Costa	<b>WPDE-TV</b> Celebrate National Hammock Day on SC's Hammock Coast	<a href="https://wpde.com/news/local/celebrate-national-hammock-day-south-carolina-hammock-coast">https://wpde.com/news/local/celebrate-national-hammock-day-south-carolina-hammock-coast</a>	Digital	465,885	N/A	465,885	\$4,309	N/A	\$4,309
July-21	Stacker Staff	<b>Stacker</b> Highest-Rated Golf Courses in South Carolina, according to Tripadvisor	<a href="https://stacker.com/stories/13925/highest-rated-golf-courses-south-carolina-according-tripadvisor">https://stacker.com/stories/13925/highest-rated-golf-courses-south-carolina-according-tripadvisor</a>	Digital	600,000	N/A	600,000	\$5,550	N/A	\$5,550
July-21	Stacker Staff	<b>NewsBreak</b> Highest-Rated Golf Courses in South Carolina, according to Tripadvisor	<a href="https://www.newsbreak.com/news/2316729665909/highest-rated-golf-courses-in-south-carolina-according-to-tripadvisor">https://www.newsbreak.com/news/2316729665909/highest-rated-golf-courses-in-south-carolina-according-to-tripadvisor</a>	Digital	22,672,724	N/A	22,672,724	\$209,723	N/A	\$209,723
July-21	Charlotte Mag Content Studio (Non-LRC)	<b>Charlotte Magazine</b> The Pawleys Island Festival of Music & Art Returns October 7-23	<a href="https://www.charlottemagazine.com/the-pawleys-island-festival-of-music-art-returns-oct-7-23/">https://www.charlottemagazine.com/the-pawleys-island-festival-of-music-art-returns-oct-7-23/</a>	Digital	228,627	N/A	228,627	\$2,115	N/A	\$2,115
August-21	Larisa	<b>NewsBreak</b> 5 Beautiful Places for a Long Weekend in South Carolina	<a href="https://www.newsbreak.com/@larisa-563058/2339087849699/5-beautiful-places-for-a-long-weekend-in-south-carolina">https://www.newsbreak.com/@larisa-563058/2339087849699/5-beautiful-places-for-a-long-weekend-in-south-carolina</a>	Digital	22,672,724	N/A	22,672,724	\$209,723	N/A	\$209,723
August-21	Pawleys Island/LRC Travel Media Press Room Release	<b>I-95 Exit Guide &amp; SM Posts</b> Prime Time in Pawleys Island, South Carolina	<a href="https://www.i95exitguide.com/attractions/prime-time-in-pawleys-island-south-carolina/">https://www.i95exitguide.com/attractions/prime-time-in-pawleys-island-south-carolina/</a>	Digital	243,345	N/A	243,345	\$2,251	N/A	\$2,251



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August-21	Jay Rodriguez	<b>The Post and Courier</b> Driftwood Mercantile Opens in Pawleys Island ...	<a href="https://www.postandcourier.com/myrtle-beach/business/driftwood-mercantile-opens-in-pawleys-island-first-starbucks-in-sc-airport-opens-in-myrtle-beach/article_4a7063ec-fb89-11eb-b427-7fac6ed8b5cd.html">https://www.postandcourier.com/myrtle-beach/business/driftwood-mercantile-opens-in-pawleys-island-first-starbucks-in-sc-airport-opens-in-myrtle-beach/article_4a7063ec-fb89-11eb-b427-7fac6ed8b5cd.html</a>	Digital & Print	826,632	135,000	961,632	\$7,646	\$1,848	\$9,495
August-21	Jettsettersblog (Non-LRC)	<b>Jettsetters Blog</b> The Hammock Coast—Natural Beauty, Outdoor Adventures Continue to Appeal to Vacationers	<a href="https://jettsettersblog.com/the-hammock-coast/">https://jettsettersblog.com/the-hammock-coast/</a>	Digital	10,392	N/A	10,392	N/A	N/A	N/A
August-21	Thrillist Travel	<b>Thrillist</b> These Underrated U.S. Islands are the Power Moves of the Summer	<a href="https://www.thrillist.com/travel/nation/best-islands-in-america">https://www.thrillist.com/travel/nation/best-islands-in-america</a>	Digital	30,000,000	N/A	30,000,000	\$277,500	N/A	\$277,500
August-21	Demi Lawrence	<b>The Post and Courier</b> Georgetown County Grew Last Decade, but its 2 Main Cities Shrank as Black Residents Left	<a href="https://www.postandcourier.com/georgetown/georgetown-county-grew-last-decade-but-its-2-main-cities-shrank-as-black-residents-left/article_e090d682-05a6-11ec-bbc5-776878676348.html">https://www.postandcourier.com/georgetown/georgetown-county-grew-last-decade-but-its-2-main-cities-shrank-as-black-residents-left/article_e090d682-05a6-11ec-bbc5-776878676348.html</a>	Digital	826,632	135,000	961,632	\$7,646	\$2,405	\$10,051
September-21	Melody Pittman	<b>Travel Awaits</b> 12 Charming Small Towns to Visit in South Carolina	<a href="https://www.travelawaits.com/2695263/best-small-towns-in-south-carolina/">https://www.travelawaits.com/2695263/best-small-towns-in-south-carolina/</a>	Digital	1,500,000	N/A	1,500,000	\$13,875	N/A	\$13,875
September-21	Express Digest Staff	<b>Express Digest</b> Top 10 Things to Do in Murrells Inlet SC	<a href="https://expressdigest.com/top-10-things-to-do-in-murrells-inlet-sc/">https://expressdigest.com/top-10-things-to-do-in-murrells-inlet-sc/</a>	Digital	1,571,819	N/A	1,571,819	\$14,539	N/A	\$14,539
October-21	Vacation Idea Staff	<b>Vacation Idea</b> 17 Best Beaches Near Atlanta, GA	<a href="https://vacationidea.com/georgia/best-beaches-near-atlanta.html">https://vacationidea.com/georgia/best-beaches-near-atlanta.html</a>	Digital	3,000,000	N/A	3,000,000	\$27,750	N/A	\$27,750
<b>89 PUBLISHED RESULTS</b>				<b>TOTALS</b>	<b>27,462,235,664</b>	<b>4,410,000</b>	<b>27,466,645,664</b>	<b>\$254,025,584</b>	<b>\$40,786</b>	<b>\$254,066,370</b>

### LRC REPORTING METHODOLOGY

When available, LRC provides the number of impressions and estimated ad values, because combined with media credibility, they are considered a good measure for showing the “prominence” and influencing power of published results.

**Digital Impressions** represent the opportunity to view the article online and are based on the average number of Unique Monthly Visitors (UMVs), digital subscribers and/or social media followers when applicable. **Digital Value** is computed by applying a trusted formula provided by ITK Information Services, a media monitoring company, to the number of digital impressions.

**Print impressions** are based on the publication’s readership. When readership is not available, LRC multiplies circulation by 2.5 to determine readership. **Print Value** is based on current advertising rates for the space the article occupied. LRC does not apply an industry multiplier typically calculated at 2.5 times the determined ad value.

**Broadcast Impressions** are based on the number of potential viewers/listeners at the time the story aired as provided by the broadcast station. **Broadcast Value** is based on current advertising rates for the time slot and duration of the coverage.