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
Town of Pawleys Island
Accommodations Tax Advisory Committee Quarterly Meeting
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.
## 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

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Quarter</td>
<td>$7,149.96</td>
</tr>
<tr>
<td>2nd Quarter</td>
<td>$42,833.02</td>
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<tr>
<td>3rd Quarter</td>
<td>$178,429.17</td>
</tr>
<tr>
<td>4th Quarter</td>
<td>$50,416.73</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>$278,828.88</strong></td>
</tr>
</tbody>
</table>

#1 **LESS: First $25,000**  
#2 $25,000.00  
#3 **$253,828.88**

#4 **LESS: 5% to General Fund**  
#5 **30% to Adv. & Prom.**  
#6 **65% Bal. for Tourism Related Exp.**  
#7 **$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

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Activity</th>
<th>Amount</th>
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<tbody>
<tr>
<td>50%</td>
<td>Town Administration</td>
<td>$86,689.00</td>
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<tr>
<td>50%</td>
<td>Utilities</td>
<td>$2,961.00</td>
</tr>
<tr>
<td>100%</td>
<td>Internet &amp; Website</td>
<td>$2,644.00</td>
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<tr>
<td>60%</td>
<td>Police</td>
<td>$224,898.40</td>
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<tr>
<td>60%</td>
<td>Insurance</td>
<td>$10,758.00</td>
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<tr>
<td>70%</td>
<td>Telephone</td>
<td>$5,512.50</td>
</tr>
<tr>
<td>70%</td>
<td>General Maint. &amp; Trash Pickup</td>
<td>$19,672.10</td>
</tr>
<tr>
<td>60%</td>
<td>Municipal Court Judge</td>
<td>$2,043.60</td>
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**$355,178.60**
<table>
<thead>
<tr>
<th>Item</th>
<th>2020 Actual Expenditures</th>
<th>% A-Tax</th>
<th>Related Expenses</th>
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<td>Administrative Salaries</td>
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<td>Utilities</td>
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<td>Police Salaries</td>
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<td>Police Salaries- Administrative</td>
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<td>Magistrate Salary</td>
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<td>Health Insurance - Police</td>
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<td>Health Insurance - Administrative</td>
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<tr>
<td>Internet &amp; Website</td>
<td>$2,644.00</td>
<td>100%</td>
<td>$2,644.00</td>
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<tr>
<td>Trash Removal</td>
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<td>Mowing</td>
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<td>Annual Cleanup</td>
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<td>Payroll Taxes - Administrative</td>
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<td>50%</td>
<td>$5,132.00</td>
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<td>Retirement - Police</td>
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<td><strong>TOTAL</strong></td>
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<td></td>
<td><strong>$355,178.60</strong></td>
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</tbody>
</table>
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,

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
Historic Homes

All Saints Church: This church was built in 1808 and is one of the oldest churches in the United States. It was founded by the British and is a popular tourist attraction.

Pawleys Plantation: Established in 1681, this plantation is one of the oldest in the state and is open for tours.

Peg House: This house was built in 1735 and is one of the oldest houses in the state. It is now a museum and is open for tours.

All Saints Academy: This school was founded in 1836 and is one of the oldest schools in the state. It is now a museum and is open for tours.

R.F.W. Alston House: This house was built in 1838 and is one of the oldest houses in the state. It is now a museum and is open for tours.

Nash House: This house was built in 1840 and is one of the oldest houses in the state. It is now a museum and is open for tours.

Laltrice Lemon House: This house was built in 1850 and is one of the oldest houses in the state. It is now a museum and is open for tours.

Turner/Leesburg House: This house was built in 1860 and is one of the oldest houses in the state. It is now a museum and is open for tours.

Ward House/Liberty Lodge: This house was built in 1870 and is one of the oldest houses in the state. It is now a museum and is open for tours.

All Saints Summer Parsonage/The Rectory: This house was built in 1880 and is one of the oldest houses in the state. It is now a museum and is open for tours.

Joseph Rhett-Allston House (Pawleys House): This house was built in 1885 and is one of the oldest houses in the state. It is now a museum and is open for tours.

All Saints Academy Summer House: This house was built in 1892 and is one of the oldest houses in the state. It is now a museum and is open for tours.

P.C.J. Weston House/Pelican Inn: This house was built in 1895 and is one of the oldest houses in the state. It is now a museum and is open for tours.
TOURISM REPORTS
Social Media Marketing
Social Media Overview

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:** 181,688 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%**
Organic Social Demographics

### Facebook Demographics

- **Audience by Age**
  - 15-17: 0.1%
  - 18-24: 1.1%
  - 25-34: 6.3%
  - 35-44: 19.7%
  - 45-54: 28.4%
  - 55-64: 22.5%
  - 65+: 21.9%

- **Audience by Gender**
  - Men: 11%
  - Women: 89%
  - Nonbinary/Unspecified: 0%

*Women between the ages of 45–64 appear to be the leading force among your fans.*

### Instagram Demographics

- **Audience by Age**
  - 13-17: 0.6%
  - 18-24: 3.5%
  - 25-34: 13.6%
  - 35-44: 20.9%
  - 45-50: 27.9%
  - 55-64: 21.8%
  - 65+: 11.7%

- **Audience by Gender**
  - Men: 22%
  - Women: 72%
  - Nonbinary/Unspecified: 6%

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

### Audience Top Cities

#### Facebook
- **Pawleys Island, SC**: 846
- Greenville, SC: 339
- Charlotte, NC: 308
- Georgetown, SC: 304
- Columbia, SC: 284

#### Instagram
- **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
FY21 Campaign Results

(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.
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
THANK YOU!

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

pineapple-pr.com  PineapplePublicRelations  @pineapple_pr
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

<table>
<thead>
<tr>
<th>Distributed via the Travel Media Press Room and/or personally pitched to targeted Media Outlets and Travel Writers</th>
</tr>
</thead>
<tbody>
<tr>
<td>• “Prime Time in Pawleys Island, South Carolina,” July 21</td>
</tr>
<tr>
<td>• “Sharing Family Time on Pawleys Time,” September 13, August 30, and June 14</td>
</tr>
<tr>
<td>• “Pawleys Island, South Carolina: Awards and Accolades for the Vacation Art of Doing Nothing,” April 15</td>
</tr>
</tbody>
</table>

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.
Media Request/Lead Responses – 9

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

Travel Media Press Room

TMPR E-Newsletter Featured Stories (sent to over 2,500 media and travel writer contacts)

• “Pawleys Island, South Carolina: Some Things Never Change,” October 4, 2021
• “No Pretense, Only Pawleys Island, South Carolina,” September 1
• “Prime Time in Pawleys Island, South Carolina,” August 2
• “Pawleys Time in Pawleys Island, South Carolina,” July 12
• “Top Five Tips for a Back-to-Nature Trip to the Hammock Coast,” June 2
• “The Outdoors are Calling in Pawleys Island, South Carolina,” May 3
• “Gathering with the Girls in Pawleys Island, South Carolina,” April 1
• “Spring on Pawleys Island, South Carolina,” March 2
• “Some Things Never Change, Like a Pawleys Island, South Carolina, Vacation,” February 5, 2021
• “No Pretense, Only Pawleys Island, South Carolina,” January 19

LRC Social Media Posts - 80

Number of times Pawleys Island, SC, featured in posts to LRC Social Media Channels (Facebook, Twitter, and/or Instagram)

• 3 posts, September
• 12 posts, August
• 9 posts, July
• 8 posts, June
• 7 posts, May
• 12 posts, April
• 9 posts, March
• 11 posts, February
• 9 posts, January
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
<table>
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<th>Author</th>
<th>Publication Name &amp; Article Title</th>
<th>Online Article Location/Link</th>
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<td><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></td>
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<td>Garden &amp; Gun &amp; 3-16-21 E-News Favorite Southern Beach Towns</td>
<td><a href="https://gardenandgun.com/stories/vote-now-for-your-favorite-southern-beach-towns/">https://gardenandgun.com/stories/vote-now-for-your-favorite-southern-beach-towns/</a></td>
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<td>Alex Erdekian</td>
<td>Conde Nast Traveler The 10 Best Beach Towns on the East Coast</td>
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<td>The State ... These are the Best Golf Courses You can Play in SC</td>
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<td>Holy City Sinner Several Area Beaches Included in Garden &amp; Gun's Favorite Southern Beach Town Bracket</td>
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<td>April-21</td>
<td>Lindsey Liles</td>
<td>Garden &amp; Gun &amp; 4-6-21 E-News</td>
<td>Mexico Beach Wins G&amp;G's Favorite Southern Beach Town Bracket</td>
<td><a href="https://www.gardenandgun.com/extras/vote-now-for-your-favorite-southern-beach-town">https://www.gardenandgun.com/extras/vote-now-for-your-favorite-southern-beach-town</a></td>
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<td>These 12 Finger-Licking Burger Joints in South Carolina Will Make Your Taste Buds Go Crazy</td>
<td><a href="https://www.onlyinyourstate.com/southern-beach-town/article_8af49758-8f49-42ec-a4c2-2d0f841f798e.html">https://www.onlyinyourstate.com/southern-beach-town/article_8af49758-8f49-42ec-a4c2-2d0f841f798e.html</a></td>
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<td>Panama City News Herald Staff</td>
<td>Panama City News Herald</td>
<td>Mexico Beach Named the Favorite Southern Beach Town by Garden &amp; Gun Magazine</td>
<td><a href="https://www.newsherald.com/story/news/local_news/2021/04/15/mexico-beach-named-favorite-southern-beach-town/article_7eb6366a-5f0b-45d3-92f2-a7f63c466c8b.html">https://www.newsherald.com/story/news/local_news/2021/04/15/mexico-beach-named-favorite-southern-beach-town/article_7eb6366a-5f0b-45d3-92f2-a7f63c466c8b.html</a></td>
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<td>Tony Reese</td>
<td>WCTV-TV</td>
<td>Mexico Beach Receives National Recognition</td>
<td><a href="https://www.wctv.com/2021/04/19/mexico-beach-receives-national-recognition/">https://www.wctv.com/2021/04/19/mexico-beach-receives-national-recognition/</a></td>
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<td>Jordan Summers-Marcoulier</td>
<td>Eat This, Not That</td>
<td>The Best Salad in Every State</td>
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<td>25 Best South Carolina Destinations</td>
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## 2021 Year-to-Date
### LRC Media Monitoring and Published Results Report
### Pawleys Island, SC
### October 14, 2021

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| May-21           | Jessica Marksbury | **GOLF Magazine Online** 
Best Public Golf Courses in the Southeast: 
GOLF's 2021-22 Ranking | [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) | Digital | 7,000,000 | N/A | 7,000,000 | $64,750 | N/A | $64,750 |
| May-21           | Staff Report (Non-LRC) | The Post and Courier 
| May-21           | Alex Erdekian | **Golfweek** 
| May-21           | Jason Lusk | **Golfweek** 
| May-21           | Jason Lusk | **Yahoo! Sports** 
Golfweek's Best 2021: Top 100 Public Golf Courses across the U.S. | [https://sports.yahoo.com/golfweek-best-2021-top-100-public-golf-courses-across-the-us-68a3p017.html](https://sports.yahoo.com/golfweek-best-2021-top-100-public-golf-courses-across-the-us-68a3p017.html) | Digital | 8,020,866,672 | N/A | 8,020,866,672 | $74,193,017 | N/A | $74,193,017 |
| May-21           | Jason Lusk | **MSN Sports** 
| May-21           | Jason Lusk | **Daily Magazine** 
| May-21           | Melody Pitman | **Traveling Mom** 
20+ Best Road Trips Across the Southeast USA | [https://www.travelingmom.com/road-trips/road-trip-ideas-southeast/](https://www.travelingmom.com/road-trips/road-trip-ideas-southeast/) | Digital | 1,300,000 | N/A | 1,300,000 | $12,025 | N/A | $12,025 |
| May-21           | Evan Rothman | **GOLF Magazine Online** 
Top 100 Courses Trip Planner: 5 Incredible East Coast Road Trips | [https://golf.com/travel/best-east-coast-road-trips-100crop-2021/](https://golf.com/travel/best-east-coast-road-trips-100crop-2021/) | Digital | 7,000,000 | N/A | 7,000,000 | $64,750 | N/A | $64,750 |
| May-21           | Alex Erdekian | **Biogarama** 
| May-21           | Alex Erdekian | **Kozmo Photos** 
Best Beach Towns on the East Coast | [https://kzmophotos.com/2021/05/10/best-beach-towns-on-the-east-coast](https://kzmophotos.com/2021/05/10/best-beach-towns-on-the-east-coast) | Digital | 7,749 | N/A | 7,749 | $72 | N/A | $72 |
| May-21           | Kristy Tolley | **AAA Go Magazine** 
| May-21           | WBTW News 13 Staff | **WBTW News 13** 
| May-21           | Coastal Angler Magazine Staff | **Coastal Angler Magazine, Charleston Edition** 
Potential South Carolina State Record Spotted Seatrout—caught while fishing at Pawleys Island | [https://coastalanglermag.com/potential-south-carolina-state-record-seatrout/](https://coastalanglermag.com/potential-south-carolina-state-record-seatrout/) | Digital | 19,167 | N/A | 19,167 | $177 | N/A | $177 |
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<td>Mia Taylor</td>
<td>Cheapsim 35 Best Beach Towns for an Affordable Summer Vacation</td>
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<td>Yahoo! Sports Where to Find Seashells by the Seashore: Great Beaches in California, Texas, Florida, More</td>
<td><a href="https://sports.yahoo.com/where-seashells-seashore-great-beaches-312638866.html">https://sports.yahoo.com/where-seashells-seashore-great-beaches-312638866.html</a></td>
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<td>May-21</td>
<td>Chase Karacostas</td>
<td>The State What's the Best Beach in South Carolina? Here's what locals say.</td>
<td><a href="https://www.thestate.com/news/state/south-carolina/article251650438.html">https://www.thestate.com/news/state/south-carolina/article251650438.html</a></td>
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<td>The Sun News What's the Best Beach in South Carolina? Here's what locals say.</td>
<td><a href="https://www.mysunbeachonline.com/news/state/south-carolina/article251650438.html">https://www.mysunbeachonline.com/news/state/south-carolina/article251650438.html</a></td>
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<td>Janna Graber</td>
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<td>June-21</td>
<td>Courtney Rowles</td>
<td>WPDE-TV Southern Living Names 4 Grand Strand Beaches for Perfect Relaxing Getaways</td>
<td><a href="https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways/article_2a34be8aa89ab.html">https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways/article_2a34be8aa89ab.html</a></td>
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<td>Brad Dickerson</td>
<td>WPDE-TV News LIST: Fourth of July Activities Across the Grand Strand</td>
<td><a href="https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways/article_2a34be8aa89ab.html">https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways/article_2a34be8aa89ab.html</a></td>
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<td>July-21</td>
<td>Andrew James</td>
<td>WPDE-TV Georgetown County Sees Continued Growth in Visitors Choosing Short-Term Vacation Homes</td>
<td><a href="https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways/article_2a34be8aa89ab.html">https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways/article_2a34be8aa89ab.html</a></td>
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<td>Melissa Meyers</td>
<td>WATCH: Hundreds Gather for Pawleys Island 54th Annual 4th of July Parade</td>
<td><a href="https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways/article_2a34be8aa89ab.html">https://wpde.com/news/local/southern-living-names-4-grand-strand-beaches-for-perfect-relaxing-getaways/article_2a34be8aa89ab.html</a></td>
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<td>July-21</td>
<td>Mary Norkol</td>
<td>The Sun News</td>
<td>What are the Best Seafood Restaurants Around Myrtle Beach? Here’s What Locals Say</td>
<td><a href="https://www.myrtlebeachonline.com/article252331828.html">https://www.myrtlebeachonline.com/article252331828.html</a></td>
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<td>Stacker</td>
<td>Highest-Rated Golf Courses in South Carolina, according to Tripadvisor</td>
<td><a href="https://stacker.com/19265/highest-rated-golf-courses-south-carolina-according-to-tripadvisor">https://stacker.com/19265/highest-rated-golf-courses-south-carolina-according-to-tripadvisor</a></td>
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<td>NewsBreak</td>
<td>Highest-Rated Golf Courses in South Carolina, according to TripAdvisor</td>
<td><a href="https://newsbreak.com/news/231672966569649/highest-rated-golf-courses-in-south-carolina-according-to-tripadvisor">https://newsbreak.com/news/231672966569649/highest-rated-golf-courses-in-south-carolina-according-to-tripadvisor</a></td>
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<td>Charlotte Mag Content Studio (Non-LRC)</td>
<td>Charlotte Magazine</td>
<td>The Pawleys Island Festival of Music &amp; Art Returns October 7-23</td>
<td><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></td>
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<td>Pawleys Island/LRC Travel Media Press Room Release</td>
<td>Pawleys Island/LRC Travel Media Press Room Release</td>
<td>Prime Time in Pawleys Island, South Carolina</td>
<td><a href="https://i95exitguide.com/attractions/prime-time-in-pawleys-island-south-carolina">https://i95exitguide.com/attractions/prime-time-in-pawleys-island-south-carolina</a></td>
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### 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.

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<th>Publication Date</th>
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<td>August 21</td>
<td>Jay Rodriguez</td>
<td>Driftwood Merchantile Opens in Pawleys Island ...</td>
<td><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-b427-7ac0d6b1f50.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-b427-7ac0d6b1f50.html</a></td>
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<td>The Hammock Coast—Natural Beauty, Outdoor Adventures Continue to Appeal to Vacationers</td>
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<td>Thrillist</td>
<td>These Underrated U.S. Islands are the Power Moves of the Summer</td>
<td><a href="https://www.thrillist.com/travel/nation/best-islands-in-america">https://www.thrillist.com/travel/nation/best-islands-in-america</a></td>
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<td>Demi Lawrence</td>
<td>Georgetown County Grew Last Decade, but Its 2 Main Cities Shrank as Black Residents Left</td>
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<td>Melody Pitman</td>
<td>12 Charming Small Towns to Visit in South Carolina</td>
<td><a href="https://www.travelawaits.com/269503/best-small-towns-in-south-carolina">https://www.travelawaits.com/269503/best-small-towns-in-south-carolina</a></td>
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<td>Top 10 Things to Do in Murrells Inlet SC</td>
<td><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></td>
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<td>17 Best Beaches Near Atlanta, GA</td>
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**89 PUBLISHED RESULTS**

**TOTALS**

| 27,462,235,664 | 4,410,000 | 27,466,645,664 | $254,025,584 | $40,786 | $254,066,370 |