

2024

Accommodations Tax Funds Request Application

Organization Name: LGCOA - Lowcountry Golf Course Owners

Project/Event Name: Golf Tourism Public Relations Campaign

Executive Summary

An ATAX Effectiveness Measurement form has been attached to this application.

2024 Accommodations Tax Funds Request Application

Date Received: 09/01/2023

Time Received: 02:59 PM

By: Online Submittal

Applications will not be accepted if submitted after 4 pm on September 1, 2023

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: LGCOA - Lowcountry Golf Course Owners

Project/Event Name: Golf Tourism Public Relations Campaign

Contact Name: Barry Fleming

Title: Executive Director

Address: PO Box 7882, Hilton Head Island, SC 29938

Email Address: bfleminggolf@gmail.com

Contact Phone: 843-384-5342

Event Date: 2024

Event Location: On-Island

Total Budget: \$110,000.00

Grant Requested: \$100,000.00

Provide a brief summary on the intended use of the grant and how the money would be used. (100 words or less)

2023 has seen a dip in golf vacation rounds and revenue compared to prior years, making it very important we increase our marketing and PR efforts as we move into 2024. Prior efforts have been very successful at driving stay and play golf vacationers to the Island in the key spring and fall months where heads in beds are needed most. In addition to our marketing and PR efforts, additional granted dollars will be used to amplify Hilton Head Island golf in tandem with South Carolina Parks, Recreation and Tourism's (SCPRT) latest 5-year, multi-million dollar marketing partnership with the PGA Tour.

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? (100 words or less)

The Lowcountry Golf Course Owners Association (LGCOA) manages the area's only golf tourism marketing effort with funds provided by Association partners, as well as funds from the Hilton Head Island-Bluffton Chamber of Commerce and VCB, and Beaufort County ATAX. The dollars are focused on driving vacationing golfers to Hilton Head Island primarily March through May and September through November. This is done through an extensive and targeted marketing program that includes: web (HiltonHeadGolfIsland.com), print and digital advertising,

search engine marketing and optimization, direct marketing, broadcast media and email marketing. Digital analytics are in place monitoring every aspect of the marketing plan and its tactics.

A. Total Number of Physical Tourists Served: See question below regarding how the number of visitors/tourists are documented.

A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island.

B. Total Number of Physical Visitors Served: See question below regarding how the number of visitors/tourists are documented.

A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island.

C. Total Number of Physical Residents Served: See question below regarding how the number of visitors/tourists are documented.

A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.

D. Total Number of Physical Patrons Served (A+B+C=D): See question below regarding how the number of visitors/tourists are documented

How was the Number of Visitors/Tourists Documented? (250 words or less)

We were tasked this year to provide deeper data on the effect of golf tourism on the Island. We polled the on-island golf partners for rounds and revenue captured outside of a 50 mile radius of Hilton Head Island. Of the 15 on-island courses polled, all but two provided data. Listed below are those who participated and the data that supports the value of golf tourism to Hilton Head Island.

Partners Reporting for Date Period: 8/1/2022 - 7/31/2023

Sea Pines Resort - Harbour Town, Atlantic Dunes, Heron Point

Palmetto Dunes - Jones Course, Fazio Course, Hills Course

Heritage Golf - Palmetto Hall (2), Oyster Reef, Port Royal (2), Shipyard (1.5)

Bear Creek Golf Club

Total Rounds Outside of 50 Miles: 366,484

Total Revenue Outside of 50 Miles: \$34,571,304

Occupancy Estimate:

With these numbers, it is reasonable to state with the average trip consisting of three rounds and average persons to a room at 2 that 61,080 rooms were needed to house this many golf vacationers. Multiply this by 4 nights (average length of stay) and we see that a minimum of 244,323 room nights were occupied by golf vacationers based on the numbers provided by the partners above.

The partners listed above were able to track rounds and revenue based on the difference between resort and golf package rounds against local/member rounds. The numbers listed above do not include local or member rounds and revenue.

Website Tracking

In addition, our marketing and PR dollars are spent outside of 50 miles to drive traffic to HiltonHeadGolfIsland.com. We tracked the following site traffic by state to show where our dollars are having an impact.

Here are the Top 20 States by Site Visitation (excluding South Carolina):

Georgia - 20077
Virginia - 11618
Florida - 11324
North Carolina - 10937
New York - 10800
Ohio - 9607
Michigan - 6861
Illinois - 6779
Pennsylvania - 6558
Texas - 6324
Indiana - 5082
Massachusetts - 4952
Tennessee - 3900
New Jersey - 3244
Kentucky - 3056
Connecticut - 2154
Missouri - 2005
Maryland - 1816
West Virginia - 1733
Maryland - 1460

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization. *(250 words or less)*

The Lowcountry Golf Course Owners Association (LGCOA), comprised of 26 public and semi-private play golf courses in Beaufort County, is responsible for the area's golf tourism marketing effort to drive vacationing golfers from our primary drive and fly markets into the area's spring, fall and winter seasons - where heads in beds are needed most. The LGCOA and its committed DMO partner, the Hilton Head Island-Bluffton Chamber of Commerce and Visitor & Convention Bureau, work closely together to ensure the golf tourism messaging and channels align with the overall Hilton Head Island brand. This highly successful, 13 year partnership coupled with the annual marketing program

generates tremendous revenue for the area's golf courses, resorts, accommodations, retail businesses, and restaurants on Hilton Head Island. The result of this coordinated effort greatly benefits ATAX and its collections as our golf visitors stay on average 4 nights when vacationing on Hilton Head Island.

It is very important to note that our primary focus is to drive golf vacation traffic in the spring, fall and winter seasons. Why? Summer takes care of itself with family beach vacationers and there is little to no room for golf groups. Spring and fall golf vacation traffic is vital to the area's small businesses. Ask any restaurant/bar owner and they will tell you the out of town golfer is the lifeblood for their business in the spring and fall.

2. Describe in detail how the requested grant funding would be used? *(250 words or less)*

The golf marketing and public relations/content marketing program is designed to heighten awareness of Hilton Head Island's myriad of world-class golf resorts, championship daily fee courses, and accommodations.

A significant portion of the granted dollars would be used to increase Hilton Head Island golf's awareness in tandem with SCPRT and their significant golf marketing spend as they promote golf in SC, especially the Myrtle Beach PGA Tour event coming in 2024. We want to ensure Hilton Head Island golf does not get drowned out by the pending Myrtle Beach messaging that will soon flood the market. We will take advantage of the new opportunities to insert Hilton Head Island into the national discussion for the best golf vacation destination in SC. The reach offered will be significant and would put Hilton Head Island golf in front a newer, younger golfer demographic looking for unique golf destination experiences.

From a public relations and content marketing standpoint, we will deploy news releases to more than 700 print and digital media touting important news and updates from the island. We will also write engaging and informative blog posts to be leveraged internally, and by some of our media partners. We will host domestic golf, travel, and lifestyle media, bloggers, and social media influencers to fully immerse them in our unique golf vacation experience. We will target all direct fly markets with our "From the Runway to the Fairway" messaging, highlighting all of the flights to the Island.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? *(100 words or less)*

The reality is we are competing against rival and in-state destinations with multi-million dollar golf tourism spends. It is very difficult to keep our name near the top of the consideration list with our smaller budget. Partial funding of the marketing, public relations and content marketing effort would greatly inhibit the program's overall effectiveness, and thus lower the chance of gaining back some of the lost business in 2023. Fewer dollars

would narrow our focus on a smaller set of targeted media and markets, thus limiting our ability to reach the masses greatly interested in a southeaster golf vacation.

4. What is expected economic impact and benefit to the Island's tourism? (100 words or less)

Everyone on HHI wins when golfers are in town. According to SCPRT, Golf tourism is a growing economic engine for the state. In 2021, a celebrated sector of South Carolina's \$29 billion tourism industry, golf had an estimated \$3.3 billion impact on the state's economy – contributing \$18.3 million in Admissions Tax collections that year. Officials say golf generates more income than any other single entertainment or recreation activity in the state, and visitors who play golf during their trip to South Carolina spend an additional \$1.1 billion off-course. Hilton Head Island stands to benefit greatly from this type of growing impact but increased marketing dollars are needed to capitalize.

5. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, **please classify your current grant request into the following authorized categories:**

1 - Destination Advertising/Promotion <i>Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.</i>	100 %
2 - Tourism-Related Events <i>Promotion of the arts and cultural events.</i>	0 %
3 - Tourism-Related Facilities <i>Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.</i>	0 %
4 - Tourism-Related Public Services <i>The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourist. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.</i>	0 %
5 - Tourist Public Transportation <i>Tourist shuttle transportation.</i>	0 %
6 - Waterfront Erosion/Control/Repair <i>Control and repair of waterfront erosion.</i>	0 %
7 - Operation of Visitor Information Centers <i>Operating visitor information centers.</i>	0 %
Total:	100 %

6. If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or service not otherwise available to visitors to the Town of Hilton Head Island. (250 words or less)

The LGCOA has a deeply committed DMO partner in the Hilton Head Island-Bluffton Chamber of Commerce and VCB. We work very closely with them and all marketing programs are fully reviewed together before, during, and after they are launched. We meet regularly to discuss results and how to improve upon the success of the marketing efforts, as well as staying on message for the destination as a whole. This collaboration has significantly tightened the golf tourism effort over the past 13 years. The result of this great working relationship between our two organizations has delivered tremendous successes in expanding awareness, lead generation, golf vacation bookings, and ultimately more heads in beds. In addition, and for the first time ever, we will be working closely with SCPRT as described in prior points. Lastly, we continue a partnership with Beaufort County that has produced great results over the last 13 years. Their increased grant funding for 2023 indicates they are pleased with how dollars are being spent and the positive impact the tourism marketing dollars are having on growth in Beaufort County.

7. Additional comments. (250 words or less)

Significance of the 5-Year Partnership Between SCPRT and the PGA Tour

The PGA TOUR and Discover South Carolina announced a five-year Official Marketing Partnership that designates the Palmetto State's Department of Parks, Recreation, and Tourism as an "Official Tourism Sponsor" of the PGA TOUR. The agreement would last until 2027 and will see Discover South Carolina engage across the PGA TOUR landscape, including through digital activations and creative content as well as at PGA TOUR and DP World Tour tournaments.

Golf tourism is a growing economic engine for the state, with visitor impact extending beyond the fairway. In 2021, golf had a \$3.3 billion economic impact statewide, and the state continues to invest heavily in marketing South Carolina as a golfer's paradise. Golf is of such importance to SCPRT, roughly 20 percent of total state advertising budget is spent on golf advertising and partnerships alone. They see the incredible value and impact golf tourism has on South Carolina's economy and the increased investment to grow golf in this great state is proof these are dollars are beyond important to the goal.

An example of additional impact golf has on Hilton Head Island, The RBC Heritage tournament alone typically generates roughly \$105 million in economic activity and is traditionally the largest annual sporting event in the state.

Golf Tourism is Vital to Hilton Head Island and the State of South Carolina

A report titled *Economic Impact of Golf in South Carolina* was released in April 2022. This report was produced by the South Carolina Department of Parks, Recreation and Tourism with the support of the South Carolina Golf Course Owners Association, an affiliate of the National Golf Course Owners Association.

Overall Economic Impact

In 2021, golf courses and the off-course expenditures of visiting golfers had a total economic impact (direct, indirect, and induced) in South Carolina of:&

C. FUNDING:

1. Please describe how the organization is currently funded. (100 words or less)

The LGCOA is currently funded three ways:

LGCOA:	\$100,000
Hilton Head Island-Bluffton Chamber of Commerce and VCB:	\$128,629
Beaufort County ATAX:	\$ 20,000
Total	\$248,629

2023 saw a dramatic reduction in our funding through our partnership with the Hilton Head Island Chamber and their supplemental grant. The loss of \$132,000 deeply impacted us by limiting our reach and effectiveness to drive people here from outside of 50 miles. 2023 Rounds and revenue for golf are down on the island

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

<u>50</u> Government Sources	<u> </u> Private Contributions, Donations and Grants
<u>40</u> Corporate Support, Sponsors	<u>10</u> Membership, Dues, Subscriptions
<u> </u> Ticket Sales, or Sales and Services	<u> </u> Other

3. Has the organization requested other ATAX or any other funding from other public sources or organizations?

Yes **X** No

If so, please list top 3 sources and amounts.

HILTON HEAD ISLAND BLUFFTON CHAMBER OF COMMERCE	\$260,000.00
Beaufort County ATAX for 2024	\$20,000.00

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: **January** End Month: **December**

Financial Statement Requirements:

1. The upcoming fiscal year's **operating budget** for the organization.

Budget Provided: **Yes**

2. The previous two fiscal years and current year-to-date **profit and loss reports** for the organization.

Current fiscal year Profit Loss Report Provided: **Yes**

Previous fiscal year Profit Loss Reports Provided:

2022- Previous FY 1

3. The previous two fiscal years and current year-to-date **balance sheets**.

Current fiscal year Balance Sheet Provided: **Yes**

Previous fiscal year Balance Sheets Provided:

2022 - Previous FY 1

4. The previous two years and current year **IRS Form 990 or 990T**.

Current year IRS Form 990 or 990T Provided: **Yes**

Previous IRS Form 990 or 990T Years Provided:

2021 - Previous FY 1

E. FINANCIAL GUARANTEES AND PROCEDURES:

1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.

An official set of minutes have been attached to this application.

2. Indicate whether your organization follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditure of ATAX grant funds.

Follow Town procurement guidelines

- Utilize and follow organization's own procurement guidelines
- Our organization does not have or follow procurement guidelines

F. MEASURING EFFECTIVENESS:

If you received 2022 or 2023 HHI ATAX funds

1. List any ATAX award amounts received in 2022 and/or 2023.

2021	\$50,000.00	Public Relations Campaign
2022	\$50,000.00	Public Relations and Content Marketing Campaign
2023	\$50,000.00	Marketing, Public Relations and Content Marketing

2. How were the ATAX funds used? To what extent were the objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)

Funds have been used for the following:

- Produced engaging golf travel content about our destination and distributed it to more than 700 golf and travel media each quarter.
- Continued our “Runway to Fairway” air travel display in the local Hilton Head airport
- SEO-rich and engaging blog posts written and published on HiltonHeadGolfIsland.com
- Contributed content for our media partners to publish throughout their digital platforms
- Drafting and sending news releases
- Hosting Golf Writers in October
- Advertising partnership with USA Today’s Guide to Southeast Travel that will be distributed in print, as well as sent to more than 13,000,000 opt-in subscribers to USA Today, Frommer’s Travel and Carnival Cruiseline databases.
- Digital campaigns to promote seasonal offers to drive interest and traffic

Our media partners have come to expect strong content from us they can in turn run for their readership. This is due in part to great writing and relationships. We take great care in crafting content to be created and shared that will engage and encourage response.

Year-to-date we are on pace with what we had hoped for and look forward to what the final four months hold based on what is on the books.

3. What impact did this have on the success of the organization/event and how did it benefit the community? (200 words or less)

2023 funding helped us extend our reach very cost-effectively through the distribution of content to proven media partners that drive results. The digital content and marketing created increased click traffic back to HiltonHeadGolfIsland.com which in turn drove coveted outbound link traffic, stay and play golf package bookings, and tee times to the partners. Locally, our restaurants, retail shop owners, and activities providers will tell you golf vacationers drove significant and much-needed revenue to their businesses, especially in the spring and fall. Multi-night stays are the norm for golf vacations. The average golf trip spans 4 nights, and 3 rounds - putting heads in beds, which increases accommodations tax collections.

The LGCOA has proven to be a vital leader and voice for island golf courses. This is the 13th year of a partnership leveraging ATAX funding to drive more golfers outside of 50 miles to Hilton Head Island. We are very intentional and very focused with granted dollars to do right by ATAX and the Town of Hilton Head Island. The strong and consistent results of our efforts continue to prove the validity and on-going need for the program. Again, everyone on the Island wins when golfers are in town.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? (200 words or less)

First, we track overall impressions and advertising equivalency for all media placements. Through July 31st, the news releases and Hilton Head Golf Island stories placed in media outlets total more than 2.5 million impressions of earned media coverage with an advertising equivalency \$500,000+.

Second, we measure effectiveness with a real-time analytics dashboard to monitor marketing and PR effectiveness on the items driving people to HiltonHeadGolfIsland.com. While the granted dollars are working very efficiently, the loss of \$130,000 in 2023 marketing funding through our partnership with the HHI Chamber/VCV has negatively impacted our site analytics. To only be slightly down is a great testament to the effectiveness of the dollars we have put toward the effort.

Site Sessions: 186,029 (down -3.1% over 2022 YTD)

Pageviews: 337,938 (down -4.2% over 2022 YTD)

Referrals/Outbound Links to Golf Course/Resort Partner Websites: 118,167 (down -0.3% over 2022 YTD)

Golf Trip Quote Form Submissions: 2354 (up +11.25% over 2022 YTD due to a shift in content to drive users to this call to action)

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Golf Rounds and Revenue in 2023

We provided early in this application the rounds and revenue tracked by partners that came from beyond 50 miles to stay and play golf on Hilton Head Island.

G. EXECUTIVE SUMMARY

Provide an executive summary using the "ATAX Effectiveness Measurement" form provided via the link on the left, or by utilizing the text area provided below to report uses of the organization's prior ATAX grant, if applicable. If creating your own format, please refer to the "ATAX Effectiveness Measurement" form and use the criteria as a guideline in developing your executive summary below. *(1300 words or less)*

An ATAX Effectiveness Measurement form has been attached to this application.

Signature: Barry Fleming

Title/Position: Executive Director

Mailing Address: PO Box 7882, Hilton Head Island, SC 29938

Email Address: bfleminggolf@gmail.com

Office Phone Number: 843-384-5342

Home Phone Number: 843-384-5342

Hilton Head Island Golf Travel Survey 2022

Executive Summary

Our golf travel survey targeted the LGCOA's active email database of 40,000. We received 1525 survey responses.

The survey was split into two separate questionnaires:

- Questions for those who have visited Hilton Head Island for a golf vacation (65% of responders)
- Questions for those who have NOT visited Hilton Head Island for a golf vacation (35% of responders)

Those that have traveled to Hilton Head Island for a golf vacation findings:

- 81% stay 4+ plays on a golf vacation - 45% stay one week plus
- 81% play 3 or more rounds on a golf vacation - 32% play 5 or more rounds
- 63% stay 6 nights or more on a golf vacation
- 65% booked their entire trip on their own
- 41% of visiting golfers were couples trips, 23% buddies trips and 15% family trips
- 40% spend more than \$1000 per person on a golf vacation (11% spend \$2000+)
- 71% traveled to HHI by car - 29% by air
- 65% would drive 9+ hours to a quality golf destination
- 98%+ were satisfied with their Hilton Head Island golf vacation
- Nearly 99% said they would make a return trip to Hilton Head Island
- Average age of responders - 15.45% are 45-54, 39.35% are 55-65, 35.97% are 66+
- Fall favorite season (42%) over spring (37%)
- 68% take multiple golf vacations a year
- 77% will return for a golf vacation within 6-12 months



Those that have NOT traveled to Hilton Head Island for a golf vacation findings:

- 32% say they haven't taken a golf trip to Hilton Head Island due to price
- Fall preferred season for golf vacation (43.76%) over spring (29.76%)
- Other destinations they consider for a golf vacation: Myrtle Beach (57%), Orlando (41%), Jacksonville/St. Augustine (20%), Pinehurst (18%) and Charleston (16%)
- 47% willing to drive 9+ hours for a quality golf vacation
- Quality of the overall destination and quality of golf course selection are primary factors in choose a destination
- 41% spend \$1000+ on a golf vacation (10.5% spend \$2000+)
- 50% take multiple golf vacations annually
- 23.4% say they plan to take a golf vacation to HHI in the next 12 months (64% undecided)

Note:

* Questions 1-26 are for those who have been to HHI for a golf vacation. Skip to question 27 for those who have NOT been to HHI.

Hilton Head Island Chamber/VCB Golf Travel Survey

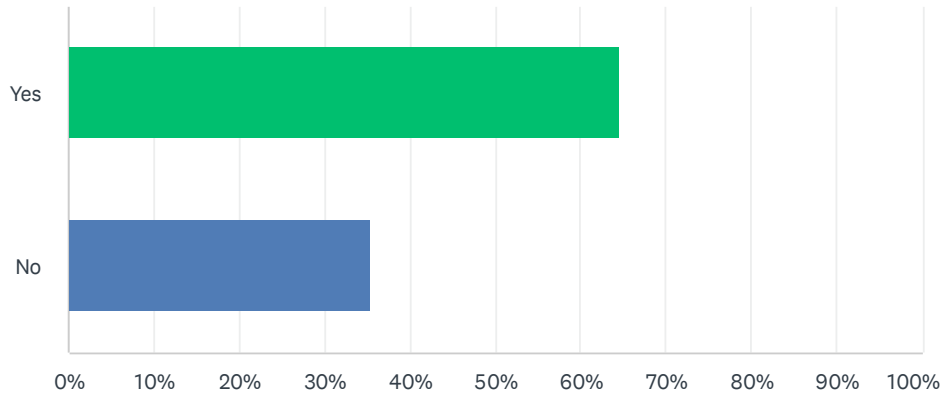
The same survey was sent by the Chamber/VCB to their database of 128,000+. There were 379 survey responses from this list. In analyzing their response data percentages for each question, survey responses were very much in line with the initial survey sent to the LGCOA database.



FOR THOSE WHO HAVE VISITED HHI ON A GOLF VACATION - Questions 1-26

Q1 Have You Taken a Golf Vacation To Hilton Head Island Before?

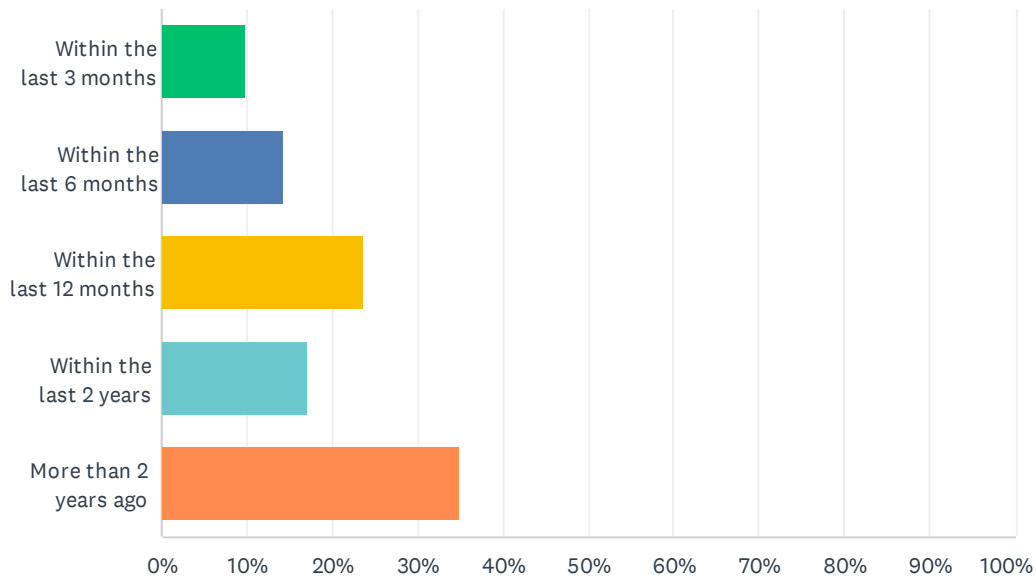
Answered: 1,525 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	64.59%	985
No	35.41%	540
TOTAL		1,525

Q2 When was your latest golf vacation to Hilton Head Island, SC?

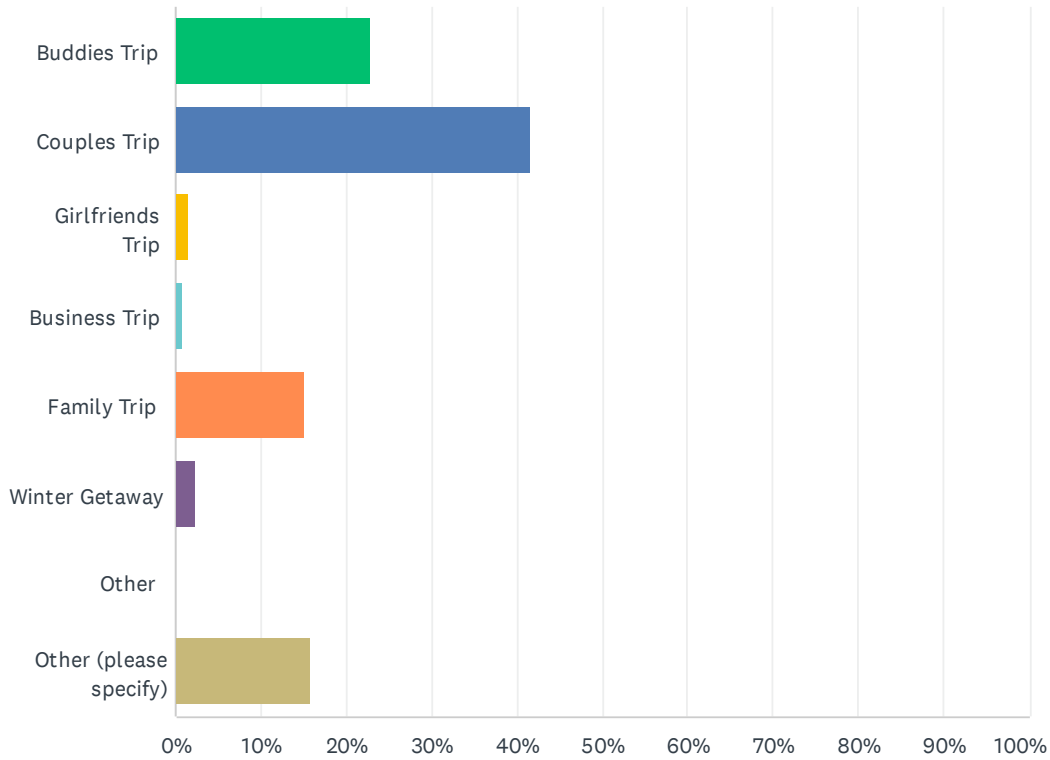
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
Within the last 3 months	9.87%	76
Within the last 6 months	14.29%	110
Within the last 12 months	23.77%	183
Within the last 2 years	17.14%	132
More than 2 years ago	34.94%	269
TOTAL		770

Q3 What type of golf vacation was it?

Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES
Buddies Trip	22.73% 175
Couples Trip	41.56% 320
Girlfriends Trip	1.56% 12
Business Trip	0.91% 7
Family Trip	15.06% 116
Winter Getaway	2.34% 18
Other	0.00% 0
Other (please specify)	15.84% 122
TOTAL	770

#	OTHER (PLEASE SPECIFY)	DATE
1	Autumn getaway	8/29/2022 9:21 AM
2	Spouse	8/28/2022 2:16 PM
3	Friends and couples	8/28/2022 12:06 PM
4	Golf by myself	8/28/2022 11:05 AM

2022 Hilton Head Island Golf Travel Survey

5	Friends trip	8/28/2022 10:25 AM
6	Me and my wife vacation	8/28/2022 10:21 AM
7	My wife and I....then I played golf one day	8/28/2022 10:19 AM
8	Golf school	8/28/2022 10:07 AM
9	6 week getaway	8/28/2022 10:06 AM
10	My wife & I go every year just after Thanksgiving	8/28/2022 9:35 AM
11	Golf with Ahepa	8/28/2022 9:11 AM
12	Family trip	8/23/2022 10:10 AM
13	Family trip	8/21/2022 10:40 AM
14	family trip	8/18/2022 1:24 PM
15	Family	8/18/2022 9:37 AM
16	Solo	8/18/2022 8:47 AM
17	Just staying with wife for 4 days	8/17/2022 10:51 PM
18	family trip	8/17/2022 4:49 PM
19	Family	8/17/2022 1:19 PM
20	Family trip	8/17/2022 12:32 PM
21	Family (son's and spouses)	8/17/2022 11:47 AM
22	Family	8/17/2022 10:58 AM
23	Family get together	8/17/2022 9:57 AM
24	family trip	8/17/2022 8:15 AM
25	Get away	8/17/2022 6:11 AM
26	Family	8/17/2022 6:01 AM
27	Family Trip	8/16/2022 9:41 PM
28	family	8/16/2022 8:53 PM
29	Reunion	8/16/2022 7:52 PM
30	Golfer on vacation with non-playing wife	8/16/2022 7:03 PM
31	family	8/16/2022 6:02 PM
32	Family trip	8/16/2022 5:51 PM
33	Family gathering	8/16/2022 5:43 PM
34	Family trip	8/16/2022 5:19 PM
35	Vacation with wife	8/16/2022 3:44 PM
36	winter get-away	8/16/2022 3:44 PM
37	Family trip	8/16/2022 3:35 PM
38	Buddies and families	8/16/2022 3:24 PM
39	Long term winter stay	8/16/2022 3:12 PM
40	Wedding	8/16/2022 2:56 PM
41	wife and son	8/16/2022 2:52 PM
42	Family	8/16/2022 2:46 PM

2022 Hilton Head Island Golf Travel Survey

43	Golf competition	8/16/2022 2:37 PM
44	Family	8/16/2022 2:35 PM
45	Family	8/16/2022 2:35 PM
46	winter vacation	8/16/2022 2:26 PM
47	Pleasure and golf	8/16/2022 2:23 PM
48	family	8/16/2022 2:14 PM
49	Eight Couples (Two Male Foursomes purchased your golf package & played each day for a week, plus the eight women had a late breakfast & shopped/site seeing during the morning. We played golf early & met the ladies for lunch & afternoon activities, the finished the day by going to dinner each of the seven nights at a different venue.*	8/16/2022 2:14 PM
50	Family trip	8/16/2022 2:05 PM
51	Family	8/16/2022 1:54 PM
52	Family trip played with son and grandson.	8/16/2022 1:53 PM
53	Time share	8/16/2022 1:41 PM
54	Family trip	8/16/2022 1:35 PM
55	FAMILY	8/16/2022 1:29 PM
56	Family	8/16/2022 1:29 PM
57	Family	8/16/2022 1:19 PM
58	Family	8/16/2022 1:18 PM
59	Family	8/16/2022 1:09 PM
60	Family trip	8/16/2022 1:06 PM
61	Family	8/16/2022 1:04 PM
62	Family	8/16/2022 12:34 PM
63	National Tournament	8/16/2022 12:04 PM
64	Family Golf	8/16/2022 11:59 AM
65	Golf holiday	8/16/2022 11:52 AM
66	Family	8/16/2022 11:48 AM
67	Family Trip	8/16/2022 11:24 AM
68	yearly vacation with wife	8/16/2022 11:14 AM
69	Family	8/16/2022 10:56 AM
70	Family vacation	8/16/2022 10:49 AM
71	Family trip	8/16/2022 10:45 AM
72	Family	8/16/2022 10:45 AM
73	Family	8/16/2022 10:30 AM
74	Family	8/16/2022 10:24 AM
75	Meet relatives & friends for golf	8/16/2022 10:24 AM
76	RBC HERITAGE TOURNAMENT	8/16/2022 10:21 AM
77	family	8/16/2022 10:12 AM
78	Family Trip	8/16/2022 10:08 AM
79	family	8/16/2022 10:08 AM

2022 Hilton Head Island Golf Travel Survey

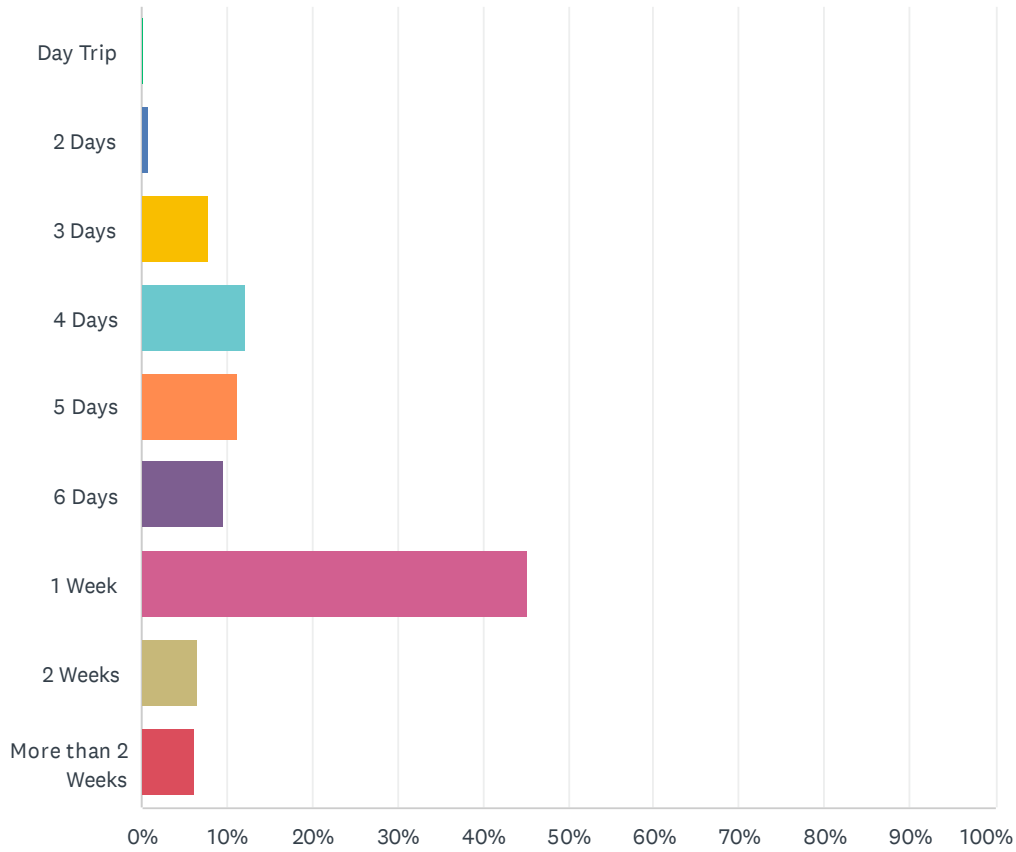
80	Family	8/16/2022 10:07 AM
81	family trip	8/16/2022 10:06 AM
82	Family vacation	8/16/2022 9:57 AM
83	Family vacation	8/16/2022 9:51 AM
84	Family	8/16/2022 9:50 AM
85	Family	8/16/2022 9:40 AM
86	Family	8/16/2022 9:34 AM
87	family vacation	8/16/2022 9:27 AM
88	Family Vacation	8/16/2022 9:24 AM
89	Group of 14 players	8/16/2022 9:21 AM
90	Golf trip	8/16/2022 9:17 AM
91	family and golf	8/16/2022 9:16 AM
92	family	8/16/2022 9:13 AM
93	Family	8/16/2022 9:07 AM
94	Family trip	8/16/2022 9:06 AM
95	FAMILY	8/16/2022 8:58 AM
96	Husband and wife golf vacation	8/16/2022 8:57 AM
97	My son and I	8/16/2022 8:55 AM
98	Family trip	8/16/2022 8:55 AM
99	both buddies trip and family trip	8/16/2022 8:50 AM
100	Family	8/16/2022 8:49 AM
101	Family	8/16/2022 8:46 AM
102	family trip	8/16/2022 8:42 AM
103	Family vacation	8/16/2022 8:42 AM
104	Family	8/16/2022 8:42 AM
105	Family	8/16/2022 8:38 AM
106	Vacation	8/16/2022 8:36 AM
107	Family	8/16/2022 8:29 AM
108	lone golfer	8/16/2022 8:25 AM
109	Beach & golf with my wife	8/16/2022 8:24 AM
110	Family trip	8/16/2022 8:23 AM
111	Family trip	8/16/2022 8:20 AM
112	Family	8/16/2022 8:17 AM
113	winter residents	8/16/2022 8:17 AM
114	Family Trip	8/16/2022 8:17 AM
115	Getaway	8/16/2022 8:16 AM
116	Family	8/16/2022 8:14 AM
117	Vacation	8/16/2022 8:10 AM

2022 Hilton Head Island Golf Travel Survey

118	Family	8/16/2022 8:08 AM
119	family	8/16/2022 8:08 AM
120	Family trip	8/16/2022 8:08 AM
121	Family trip	8/16/2022 8:07 AM
122	Family vacation	8/16/2022 8:07 AM

Q4 How long was your golf vacation?

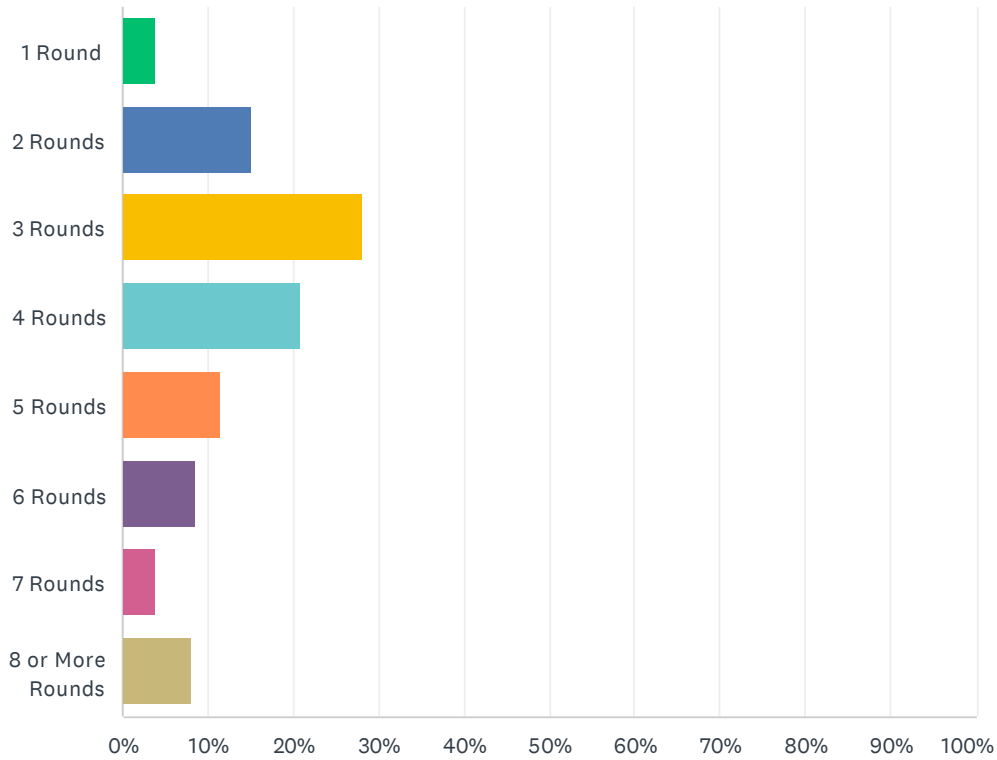
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
Day Trip	0.13%	1
2 Days	0.91%	7
3 Days	7.79%	60
4 Days	12.21%	94
5 Days	11.30%	87
6 Days	9.61%	74
1 Week	45.19%	348
2 Weeks	6.62%	51
More than 2 Weeks	6.23%	48
TOTAL		770

Q5 How many rounds of golf did you play?

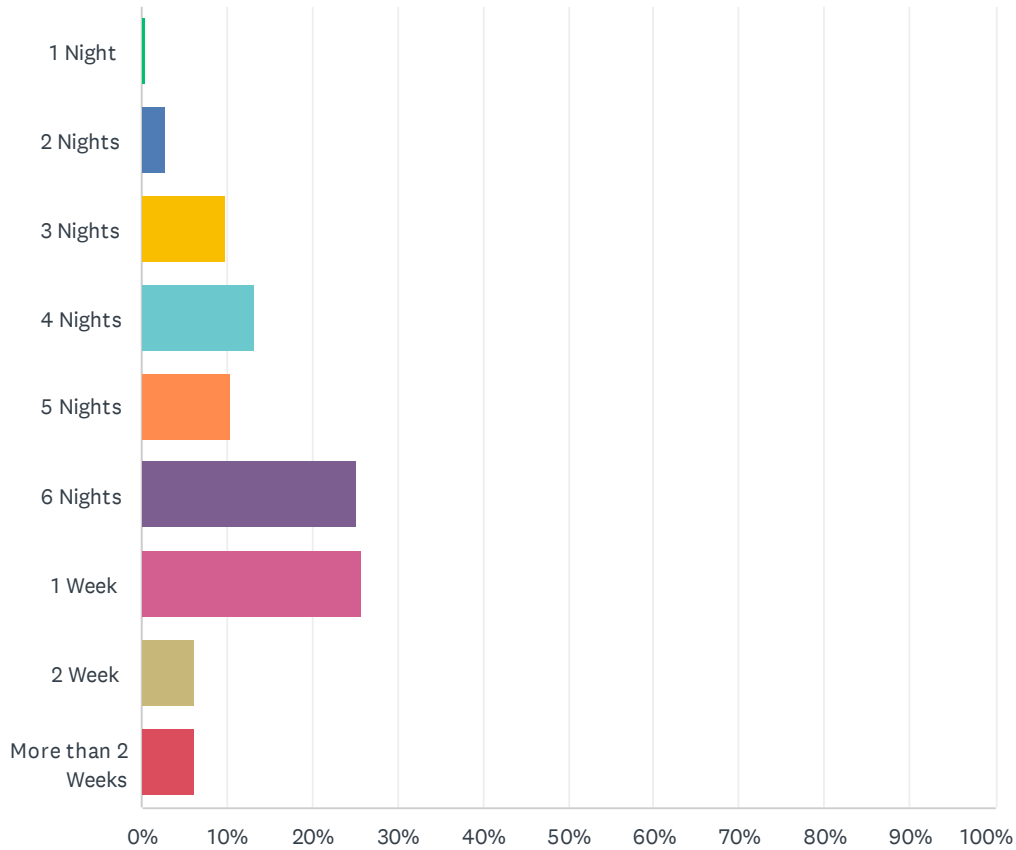
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
1 Round	3.90%	30
2 Rounds	15.06%	116
3 Rounds	28.18%	217
4 Rounds	20.91%	161
5 Rounds	11.43%	88
6 Rounds	8.57%	66
7 Rounds	3.77%	29
8 or More Rounds	8.18%	63
TOTAL		770

Q6 How many nights did you stay?

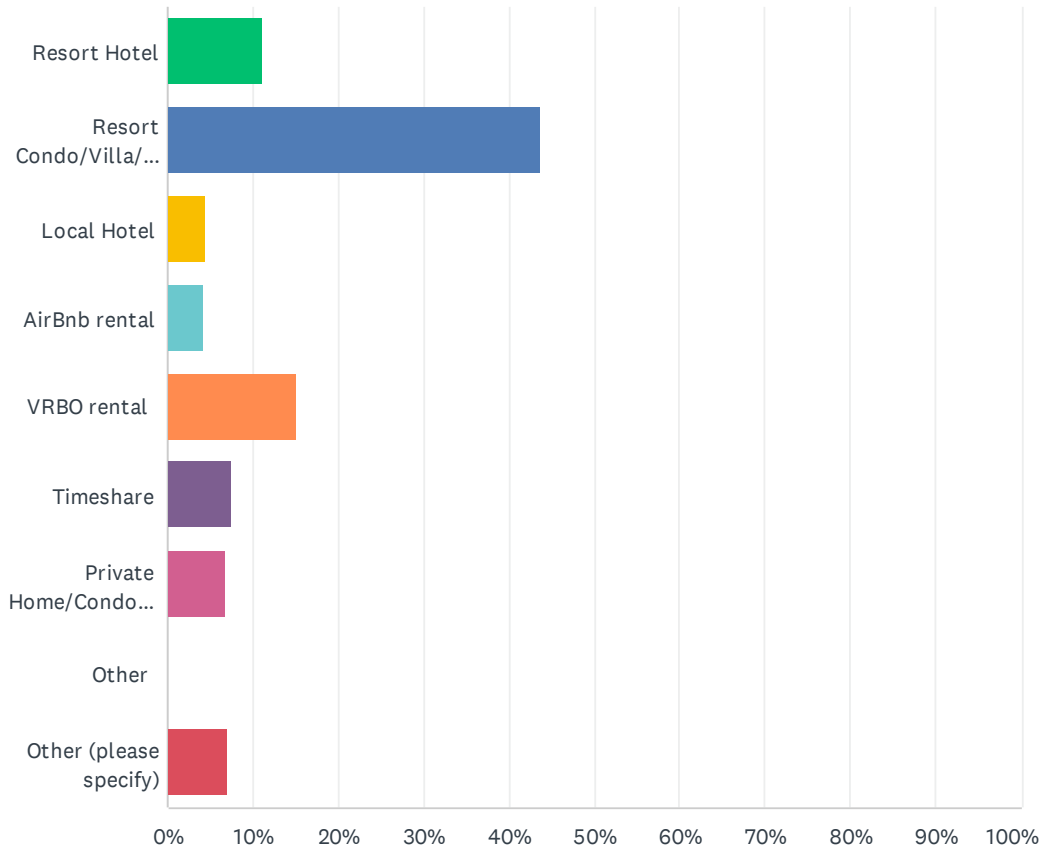
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
1 Night	0.39%	3
2 Nights	2.73%	21
3 Nights	9.87%	76
4 Nights	13.12%	101
5 Nights	10.52%	81
6 Nights	25.19%	194
1 Week	25.84%	199
2 Week	6.23%	48
More than 2 Weeks	6.10%	47
TOTAL		770

Q7 What were your accommodations?

Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
Resort Hotel	11.17%	86
Resort Condo/Villa/House	43.64%	336
Local Hotel	4.55%	35
AirBnb rental	4.29%	33
VRBO rental	15.06%	116
Timeshare	7.40%	57
Private Home/Condo Rental	6.88%	53
Other	0.00%	0
Other (please specify)	7.01%	54
TOTAL		770

#	OTHER (PLEASE SPECIFY)	DATE
1	Friend's condo	8/28/2022 11:14 AM

2022 Hilton Head Island Golf Travel Survey

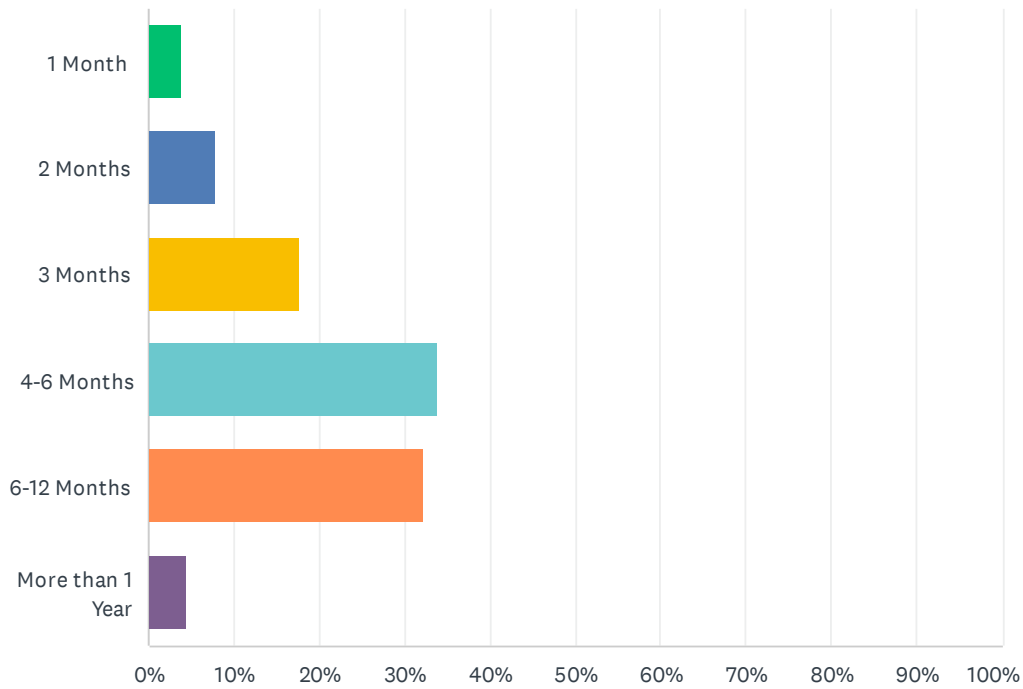
2	Family owned property	8/28/2022 10:50 AM
3	Disney	8/28/2022 10:31 AM
4	Buying time share	8/28/2022 9:42 AM
5	RV	8/28/2022 9:28 AM
6	rental	8/18/2022 9:37 AM
7	My timeshare	8/16/2022 11:15 PM
8	Friends	8/16/2022 9:05 PM
9	Condo set-up by golf agent (2 quad units - 8 players)	8/16/2022 6:26 PM
10	House rental through Red Awning	8/16/2022 5:43 PM
11	Private condo	8/16/2022 3:44 PM
12	Vacasa	8/16/2022 3:44 PM
13	Private home	8/16/2022 3:36 PM
14	Private rental	8/16/2022 3:35 PM
15	Vacation Time Rental	8/16/2022 3:24 PM
16	RCI	8/16/2022 3:23 PM
17	Family	8/16/2022 2:54 PM
18	Time share	8/16/2022 1:53 PM
19	Time share	8/16/2022 1:41 PM
20	Family House	8/16/2022 1:19 PM
21	time share condo	8/16/2022 12:43 PM
22	Marriott	8/16/2022 12:28 PM
23	Timeshare	8/16/2022 11:52 AM
24	Hilton Head Vacation Rentals	8/16/2022 11:52 AM
25	Timeshare	8/16/2022 11:48 AM
26	Time share	8/16/2022 11:45 AM
27	Vacasa Rental	8/16/2022 11:11 AM
28	Time share	8/16/2022 10:56 AM
29	Timeshare; not resort	8/16/2022 10:42 AM
30	rented condo from private owner	8/16/2022 10:30 AM
31	Timeshare	8/16/2022 10:26 AM
32	DISNEY VACATION CLUB	8/16/2022 10:21 AM
33	Rental	8/16/2022 10:08 AM
34	timeshare	8/16/2022 10:06 AM
35	Timeshare	8/16/2022 10:00 AM
36	With family	8/16/2022 9:50 AM
37	Friends unit	8/16/2022 9:43 AM
38	Family owned condo	8/16/2022 9:24 AM
39	Coastal vacation	8/16/2022 9:21 AM

2022 Hilton Head Island Golf Travel Survey

40	Timeshare	8/16/2022 9:20 AM
41	time share rental	8/16/2022 9:10 AM
42	Timeshare	8/16/2022 9:02 AM
43	Friends home	8/16/2022 9:02 AM
44	Management rental company	8/16/2022 9:01 AM
45	Timeshare ownership	8/16/2022 8:57 AM
46	RCI Timeshare	8/16/2022 8:57 AM
47	? 2 quad units 3 bedroom 3 bath full kitchen	8/16/2022 8:46 AM
48	Private house rental	8/16/2022 8:42 AM
49	House	8/16/2022 8:39 AM
50	Timeshare	8/16/2022 8:30 AM
51	time share	8/16/2022 8:25 AM
52	Timeshare	8/16/2022 8:17 AM
53	Family stay in the area	8/16/2022 8:07 AM
54	Guest house w/ family	8/16/2022 8:06 AM

Q8 How far in advance did you start planning this golf vacation?

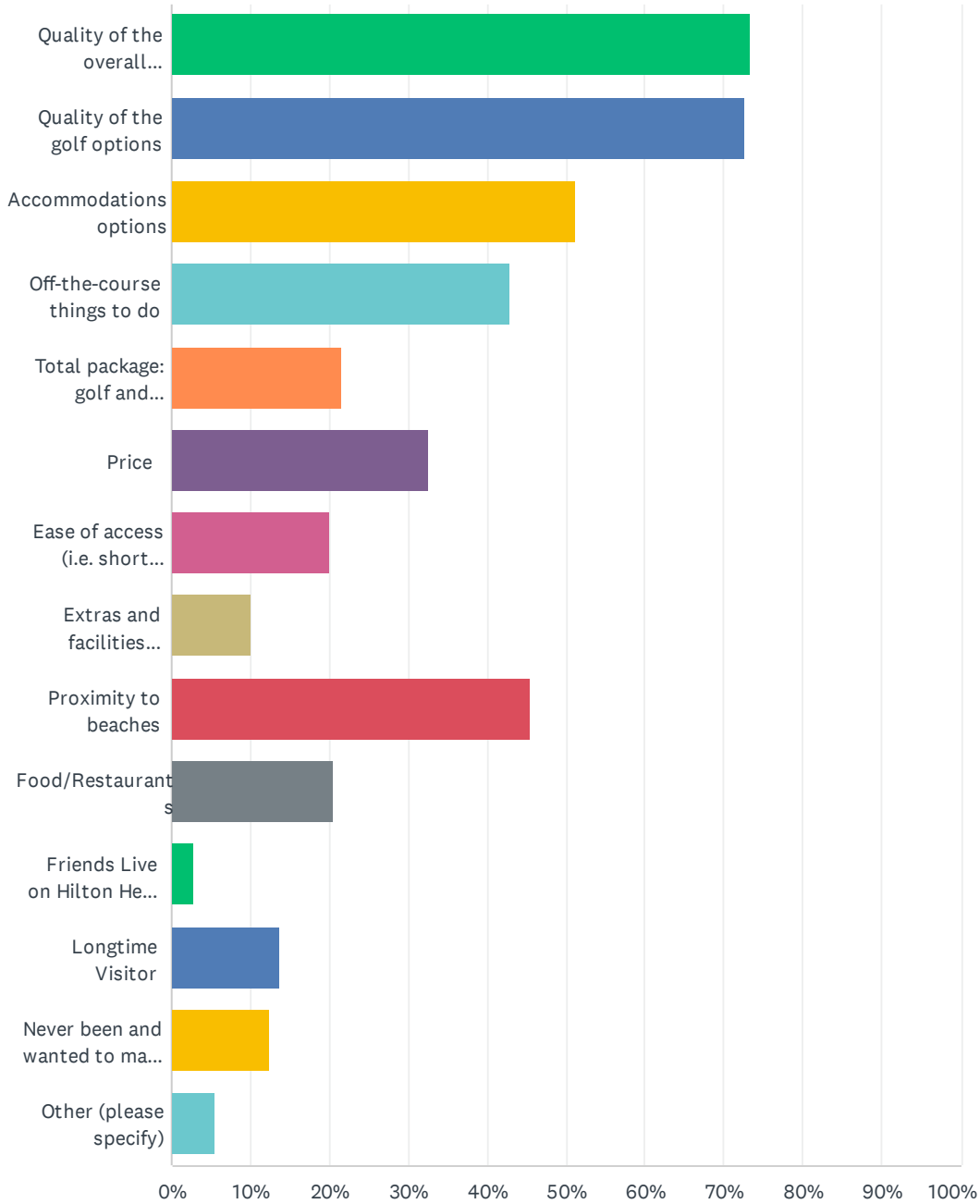
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES
1 Month	3.77% 29
2 Months	7.92% 61
3 Months	17.79% 137
4-6 Months	33.90% 261
6-12 Months	32.21% 248
More than 1 Year	4.42% 34
TOTAL	770

Q9 What factors went into choosing Hilton Head Island for your golf vacation? (check all that apply)

Answered: 770 Skipped: 755



2022 Hilton Head Island Golf Travel Survey

ANSWER CHOICES	RESPONSES	
Quality of the overall destination	73.25%	564
Quality of the golf options	72.73%	560
Accommodations options	51.17%	394
Off-the-course things to do	42.86%	330
Total package: golf and amenities all on-site	21.56%	166
Price	32.60%	251
Ease of access (i.e. short drive time, proximity to airport, etc.)	20.00%	154
Extras and facilities (spa, fitness, pool, etc.)	10.00%	77
Proximity to beaches	45.32%	349
Food/Restaurants	20.39%	157
Friends Live on Hilton Head Island	2.86%	22
Longtime Visitor	13.64%	105
Never been and wanted to make my first trip	12.47%	96
Other (please specify)	5.58%	43
Total Respondents: 770		

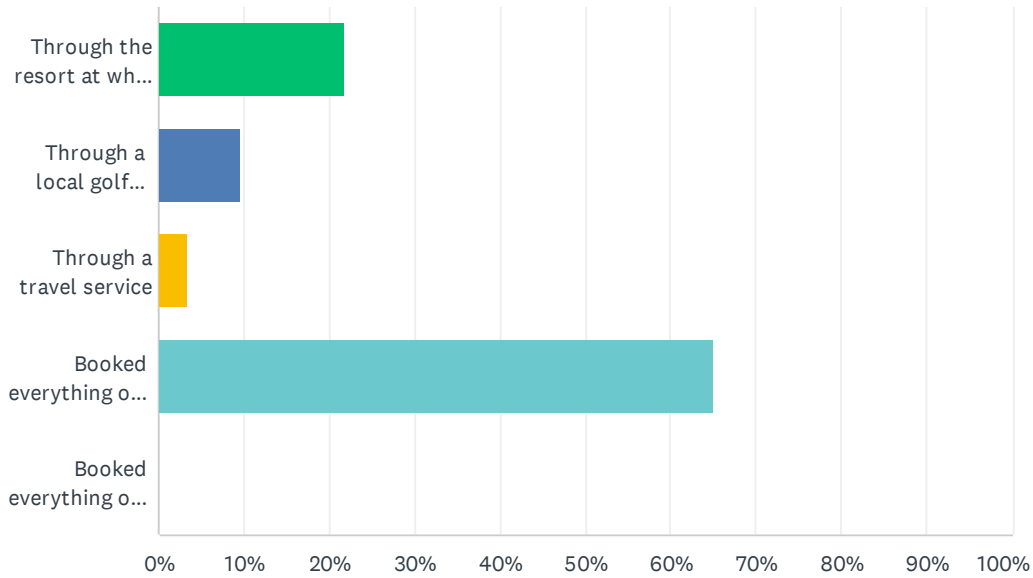
#	OTHER (PLEASE SPECIFY)	DATE
1	Met Family who live in Georgia here	8/30/2022 11:38 AM
2	Surprise vacation	8/29/2022 3:52 PM
3	ability to bike everywhere	8/29/2022 7:29 AM
4	Have family in Charleston and we had to try out Hilton Head	8/28/2022 6:14 PM
5	Return trip	8/28/2022 12:06 PM
6	My timeshare has cheap golf for owners	8/28/2022 11:04 AM
7	timeshare	8/28/2022 10:50 AM
8	No 1 place for overseas destination.	8/28/2022 10:46 AM
9	Own timeshare on HHI	8/28/2022 9:47 AM
10	Checking time share	8/28/2022 9:42 AM
11	I own at the Monarch	8/28/2022 9:39 AM
12	Business customers location	8/28/2022 9:26 AM
13	We own a timeshare in HHI	8/22/2022 6:54 PM
14	The nice climate, which was not so hot.	8/21/2022 7:13 PM
15	just love hilton head	8/18/2022 1:24 PM
16	PGA Tour RBC Heritage	8/17/2022 8:50 AM
17	golf lessons	8/17/2022 8:43 AM
18	Restaurants	8/17/2022 8:38 AM
19	Food options	8/16/2022 9:56 PM

2022 Hilton Head Island Golf Travel Survey

20	Restaurants	8/16/2022 7:03 PM
21	I have friends there	8/16/2022 3:44 PM
22	We like Hilton Head	8/16/2022 3:23 PM
23	Friends live there	8/16/2022 2:59 PM
24	Wedding	8/16/2022 2:56 PM
25	All above	8/16/2022 2:35 PM
26	Two of the families had condo's/properties / We actually stayed "NINE" nights because of the "Religious Activities i.e. Two Sunday Services, etc.were also impressed by Hilton's Reputation (n	8/16/2022 2:14 PM
27	food, history scenery the beach	8/16/2022 1:43 PM
28	go every year	8/16/2022 1:36 PM
29	Been vacating on the Island for about 40 years	8/16/2022 12:28 PM
30	National Tournament	8/16/2022 12:04 PM
31	Golf on the island is too expensive we play off island	8/16/2022 11:48 AM
32	GREAT FOOD/RESTAURANTS	8/16/2022 11:14 AM
33	we have been several times and familiarity made it easier	8/16/2022 10:57 AM
34	Annual event	8/16/2022 10:30 AM
35	tennis is also an option	8/16/2022 10:28 AM
36	We go to Hilton Head every year	8/16/2022 10:24 AM
37	RBC HERITAGE TOURNAMENT	8/16/2022 10:21 AM
38	I come to Hilton head all the time	8/16/2022 10:07 AM
39	Not over crowded or as many children compared to Myrtle beach	8/16/2022 9:17 AM
40	good dining options	8/16/2022 9:09 AM
41	RBC golf tournament and golf with friends	8/16/2022 9:02 AM
42	I have time share	8/16/2022 9:01 AM
43	Safe and secure location	8/16/2022 8:29 AM

Q10 How did you book this golf vacation?

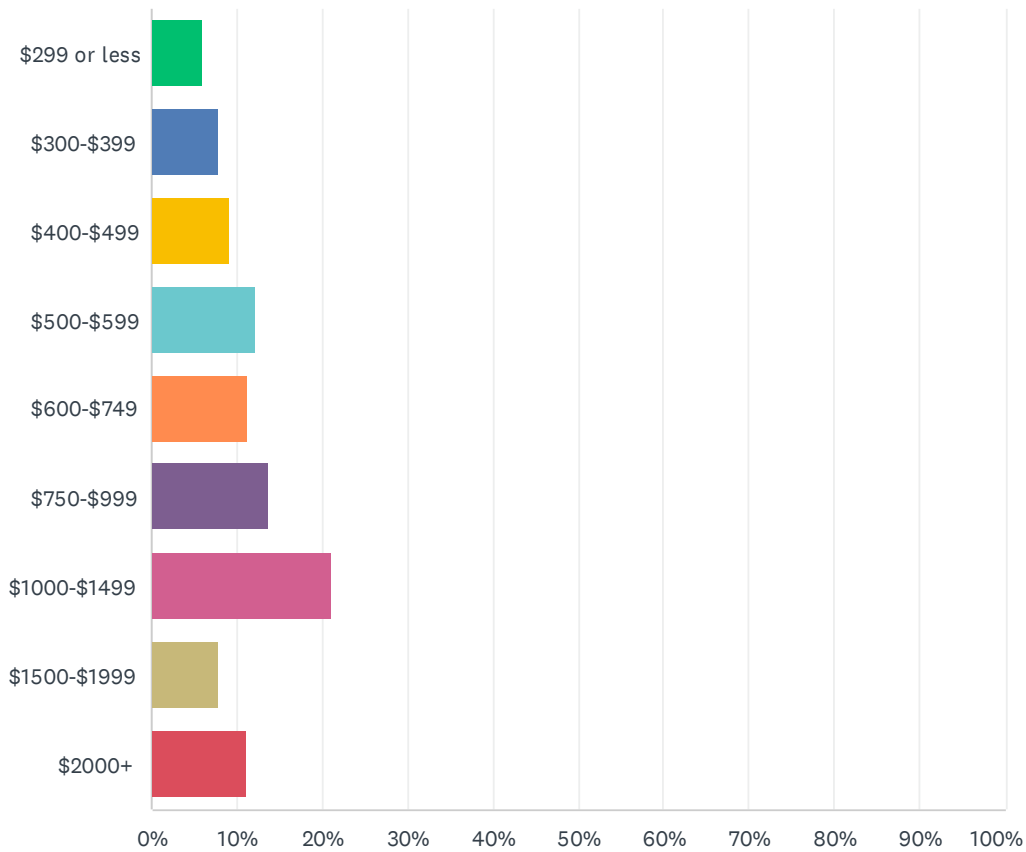
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
Through the resort at which we stayed	21.82%	168
Through a local golf package provider	9.61%	74
Through a travel service	3.51%	27
Booked everything on my own	65.06%	501
Booked everything on my own	0.00%	0
TOTAL		770

Q11 What was the budget per person for your golf vacation?

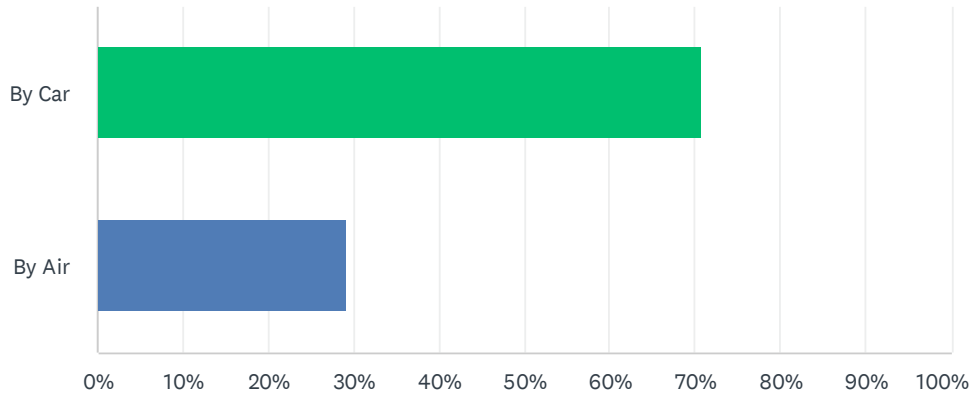
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
\$299 or less	5.97%	46
\$300-\$399	7.92%	61
\$400-\$499	9.22%	71
\$500-\$599	12.08%	93
\$600-\$749	11.30%	87
\$750-\$999	13.64%	105
\$1000-\$1499	21.04%	162
\$1500-\$1999	7.79%	60
\$2000+	11.04%	85
TOTAL		770

Q12 How did you travel to Hilton Head Island?

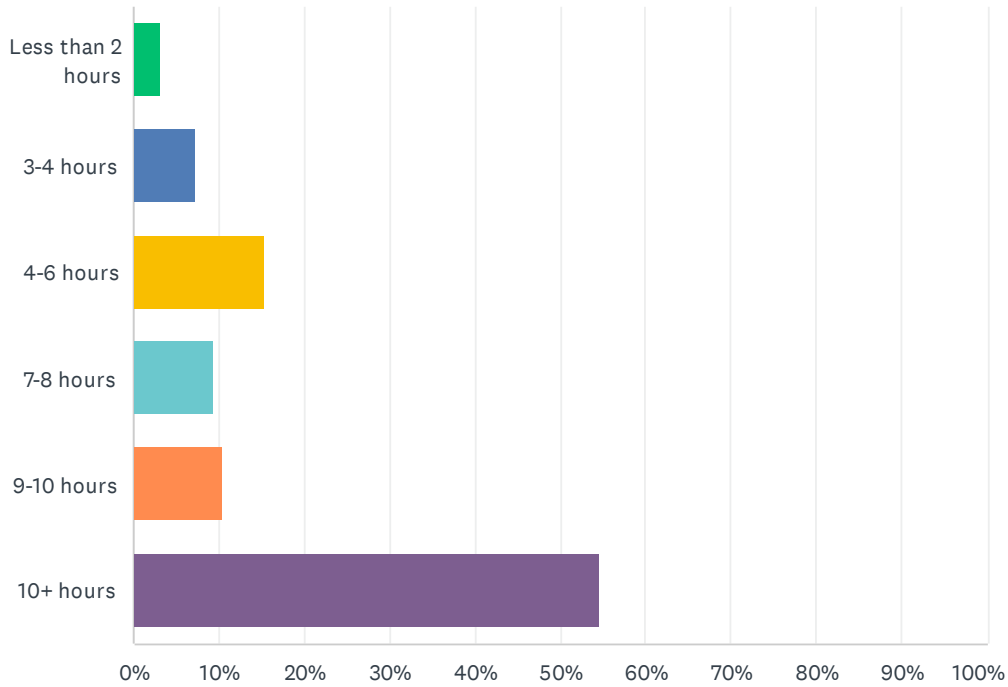
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
By Car	70.78%	545
By Air	29.22%	225
TOTAL		770

Q13 If by car, how far was the drive? (Scroll Down to next question if you traveled by air)

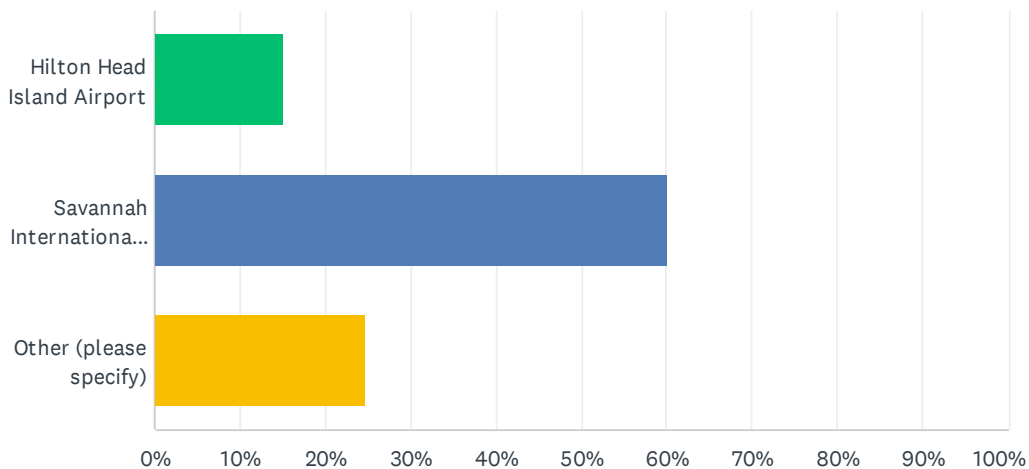
Answered: 569 Skipped: 956



ANSWER CHOICES	RESPONSES	
Less than 2 hours	3.16%	18
3-4 hours	7.21%	41
4-6 hours	15.29%	87
7-8 hours	9.31%	53
9-10 hours	10.37%	59
10+ hours	54.66%	311
TOTAL		569

Q14 If by air, which airport did you fly into? (Scroll to next question if you did not travel by air)

Answered: 336 Skipped: 1,189



ANSWER CHOICES	RESPONSES	
Hilton Head Island Airport	15.18%	51
Savannah International Airport	60.12%	202
Other (please specify)	24.70%	83
TOTAL		336

#	OTHER (PLEASE SPECIFY)	DATE
1	NA	9/11/2022 3:43 PM
2	Did not fly	9/1/2022 2:31 PM
3	Na	8/31/2022 7:49 PM
4	None	8/30/2022 11:05 AM
5	Charleston	8/29/2022 8:36 PM
6	Charleston	8/29/2022 4:04 PM
7	by car	8/29/2022 2:58 PM
8	Car	8/29/2022 9:51 AM
9	Atl	8/29/2022 8:35 AM
10	drove	8/29/2022 8:25 AM
11	n/a	8/29/2022 6:20 AM
12	Drove	8/28/2022 7:32 PM
13	Charleston Sc	8/28/2022 6:14 PM
14	Charlotte	8/28/2022 3:59 PM

2022 Hilton Head Island Golf Travel Survey

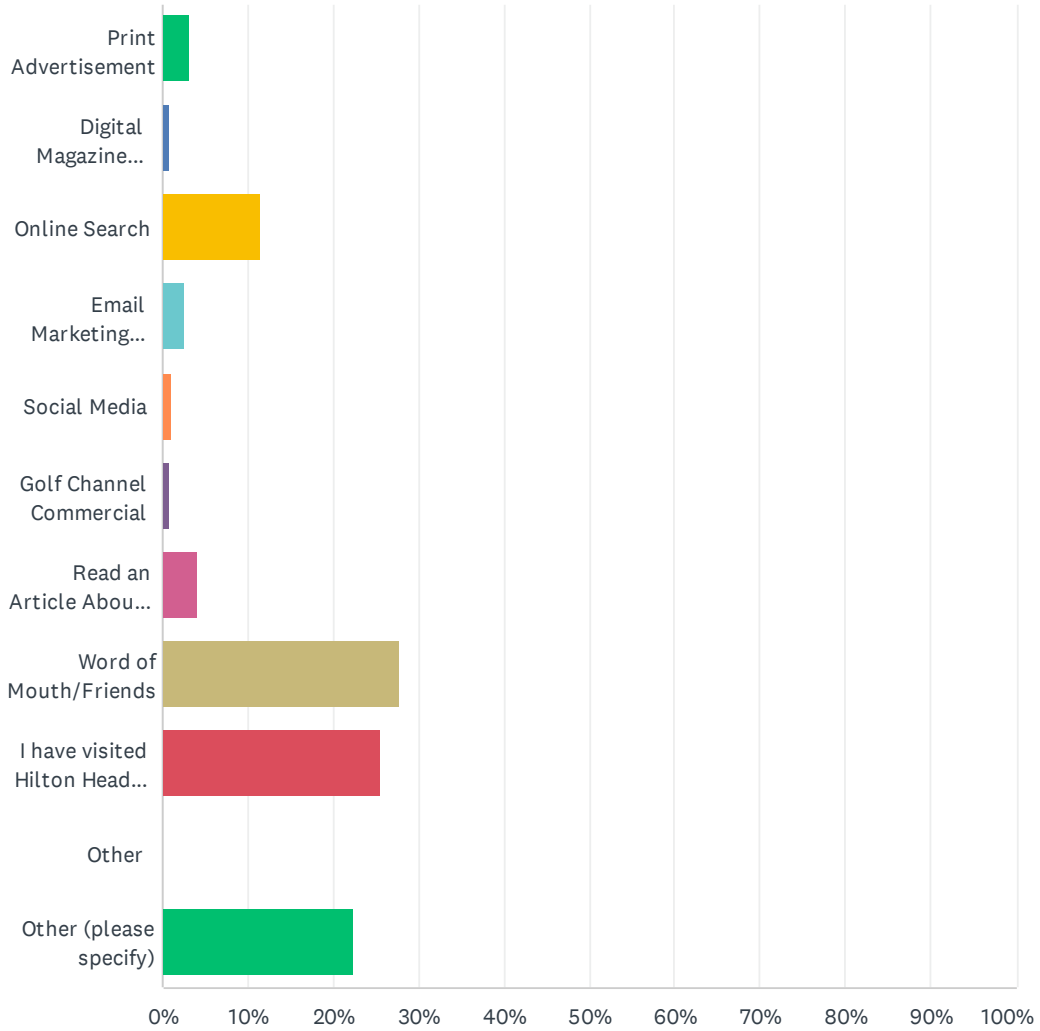
15	na	8/28/2022 1:53 PM
16	Charleston	8/28/2022 1:52 PM
17	Car	8/28/2022 1:29 PM
18	We drove	8/28/2022 1:20 PM
19	Newark	8/28/2022 12:19 PM
20	Charleston	8/28/2022 12:03 PM
21	Charleston, SC	8/28/2022 11:54 AM
22	not by air	8/28/2022 11:17 AM
23	drove	8/28/2022 11:11 AM
24	N/A	8/28/2022 10:46 AM
25	Atlanta	8/28/2022 10:45 AM
26	Charleston	8/28/2022 10:22 AM
27	Charlston	8/28/2022 10:03 AM
28	Raleigh	8/28/2022 9:42 AM
29	Dna	8/28/2022 9:38 AM
30	We have flown in before, both airports	8/28/2022 9:35 AM
31	N/A	8/28/2022 9:34 AM
32	Drove	8/28/2022 9:13 AM
33	n/a	8/28/2022 9:13 AM
34	Car	8/28/2022 9:06 AM
35	Drove	8/24/2022 8:57 AM
36	N/a	8/19/2022 11:00 PM
37	Car	8/19/2022 10:17 PM
38	na	8/18/2022 11:04 AM
39	did not fly	8/18/2022 9:37 AM
40	Car	8/17/2022 2:57 PM
41	N/A	8/17/2022 12:54 PM
42	Drove	8/17/2022 8:56 AM
43	myrtle beach	8/16/2022 9:44 PM
44	n/a	8/16/2022 8:53 PM
45	Charlotte	8/16/2022 4:59 PM
46	We drove	8/16/2022 4:49 PM
47	NA	8/16/2022 4:33 PM
48	Atlanta	8/16/2022 3:39 PM
49	n/a	8/16/2022 2:52 PM
50	NA	8/16/2022 2:37 PM
51	NA	8/16/2022 2:35 PM
52	Drive	8/16/2022 2:06 PM

2022 Hilton Head Island Golf Travel Survey

53	Drove	8/16/2022 2:05 PM
54	Na	8/16/2022 12:30 PM
55	N/a	8/16/2022 12:29 PM
56	Signature Flight Support HXD	8/16/2022 12:26 PM
57	NA	8/16/2022 11:04 AM
58	Charleston	8/16/2022 10:24 AM
59	Drove	8/16/2022 10:21 AM
60	Atlanta GA	8/16/2022 9:42 AM
61	Na	8/16/2022 9:36 AM
62	DNA	8/16/2022 9:27 AM
63	N/A	8/16/2022 9:17 AM
64	CLT	8/16/2022 9:12 AM
65	Charleston	8/16/2022 9:10 AM
66	Na	8/16/2022 9:09 AM
67	CHarleston	8/16/2022 9:09 AM
68	Car driven	8/16/2022 8:55 AM
69	NA	8/16/2022 8:52 AM
70	Car	8/16/2022 8:48 AM
71	Na	8/16/2022 8:46 AM
72	car	8/16/2022 8:37 AM
73	Car	8/16/2022 8:35 AM
74	Na	8/16/2022 8:29 AM
75	None	8/16/2022 8:29 AM
76	Drive by car	8/16/2022 8:24 AM
77	Na	8/16/2022 8:24 AM
78	did not fly	8/16/2022 8:23 AM
79	We drove,, from Canada	8/16/2022 8:22 AM
80	Atlanta	8/16/2022 8:18 AM
81	N/A	8/16/2022 8:14 AM
82	Car	8/16/2022 8:12 AM
83	Car	8/16/2022 8:10 AM

Q15 If this was your first time taking a golf vacation to Hilton Head Island, what prompted you and your group initially to consider the area?

Answered: 770 Skipped: 755



2022 Hilton Head Island Golf Travel Survey

ANSWER CHOICES	RESPONSES	
Print Advertisement	3.12%	24
Digital Magazine Advertisement	0.78%	6
Online Search	11.56%	89
Email Marketing Message/Newsletter	2.60%	20
Social Media	1.17%	9
Golf Channel Commercial	0.91%	7
Read an Article About the Area	4.03%	31
Word of Mouth/Friends	27.79%	214
I have visited Hilton Head Island before	25.58%	197
Other	0.00%	0
Other (please specify)	22.47%	173
TOTAL		770

#	OTHER (PLEASE SPECIFY)	DATE
1	Not 1st time	9/4/2022 3:25 PM
2	Na	8/31/2022 7:49 PM
3	I wanted the beach he is an avid golfer	8/29/2022 3:52 PM
4	not first time	8/29/2022 8:25 AM
5	It wasn't our first trip	8/29/2022 7:50 AM
6	Not first	8/29/2022 7:34 AM
7	Friend works in Hilton Head	8/29/2022 6:42 AM
8	Love to golf	8/28/2022 5:17 PM
9	It is where timeshare became available	8/28/2022 3:15 PM
10	na	8/28/2022 1:53 PM
11	Golf and beach accommodations together	8/28/2022 12:41 PM
12	Not first time	8/28/2022 12:19 PM
13	Own a timeshare on the island.	8/28/2022 11:45 AM
14	was not first time	8/28/2022 11:11 AM
15	harbour town	8/28/2022 10:46 AM
16	bucket list	8/28/2022 10:37 AM
17	been to HH 15 to 20 times	8/28/2022 10:16 AM
18	Own property there	8/28/2022 9:46 AM
19	not first time	8/28/2022 9:45 AM
20	I had been there before, but not played golf there.	8/28/2022 9:34 AM
21	Stayed for a non golf vacation prior and wanted to do a golf one	8/28/2022 9:14 AM
22	Not 1st time	8/28/2022 9:09 AM

2022 Hilton Head Island Golf Travel Survey

23	Previous Experience	8/24/2022 10:47 PM
24	N/A	8/23/2022 10:10 AM
25	Not first time	8/21/2022 10:40 AM
26	Friends	8/19/2022 9:44 PM
27	Had never been. Wanted to visit to see if we might return.	8/19/2022 5:09 PM
28	Been there before	8/19/2022 4:09 PM
29	previous trips through interval	8/18/2022 1:24 PM
30	not first time	8/18/2022 9:37 AM
31	Not my first	8/18/2022 9:26 AM
32	N/A	8/18/2022 8:47 AM
33	Previous trips to area	8/17/2022 10:51 PM
34	Not first time	8/17/2022 4:21 PM
35	Not first time	8/17/2022 2:57 PM
36	N/A	8/17/2022 12:54 PM
37	Friends	8/17/2022 12:53 PM
38	Not first time, have been going to HHI for over 25 years	8/17/2022 12:32 PM
39	M/A	8/17/2022 9:57 AM
40	Been there before but never golf	8/17/2022 9:02 AM
41	been here before	8/17/2022 8:50 AM
42	Golf lessons in a nice climate before the golf season begins in Michigan	8/17/2022 8:43 AM
43	always wanted to go	8/17/2022 8:15 AM
44	Had a condo in HH and sold it	8/17/2022 6:11 AM
45	It was not my first time.	8/17/2022 3:59 AM
46	Not my first trip	8/17/2022 12:54 AM
47	Not my 1st time	8/16/2022 11:15 PM
48	Disney Vac club member	8/16/2022 9:56 PM
49	won i condo in a auction	8/16/2022 9:44 PM
50	Not 1st time	8/16/2022 9:39 PM
51	wasn't first time	8/16/2022 8:53 PM
52	It was not first trip to HHI	8/16/2022 8:36 PM
53	Been visiting HH since 1986	8/16/2022 7:03 PM
54	Not firstvtime	8/16/2022 5:54 PM
55	past experience	8/16/2022 5:25 PM
56	Na	8/16/2022 5:19 PM
57	Already been	8/16/2022 5:00 PM
58	Not our first trip	8/16/2022 4:52 PM
59	Not my first time. It was my 10th time coming diwn	8/16/2022 4:49 PM
60	not my first trip to HHI	8/16/2022 3:44 PM

2022 Hilton Head Island Golf Travel Survey

61	Vacationed here before	8/16/2022 3:42 PM
62	Not first time	8/16/2022 3:35 PM
63	Previous non golf trip to HHI	8/16/2022 3:29 PM
64	We have done many family trips in the past.	8/16/2022 3:24 PM
65	Not the first golf trip to Hilton Head	8/16/2022 3:23 PM
66	have been to HH a number of times over the past few years	8/16/2022 3:00 PM
67	3rd trip to Hilton Head	8/16/2022 2:57 PM
68	Wedding	8/16/2022 2:56 PM
69	Golfweek Amateur Tour	8/16/2022 2:46 PM
70	not my first time	8/16/2022 2:45 PM
71	Golf competition/tournament	8/16/2022 2:37 PM
72	not first time	8/16/2022 2:26 PM
73	Not our first	8/16/2022 2:23 PM
74	I use to live on HHI	8/16/2022 2:18 PM
75	Been to Hilton Head 15+ times	8/16/2022 2:14 PM
76	Relatives accomadations	8/16/2022 2:06 PM
77	Return visit	8/16/2022 2:05 PM
78	I come every year with the family.I have a time share.	8/16/2022 1:53 PM
79	been there before	8/16/2022 1:43 PM
80	Not first time	8/16/2022 1:41 PM
81	Been there a number of times before	8/16/2022 1:37 PM
82	not first	8/16/2022 1:36 PM
83	Not first trip to hh	8/16/2022 1:29 PM
84	Not my first time	8/16/2022 1:18 PM
85	Visit a friend	8/16/2022 1:14 PM
86	Not first time	8/16/2022 12:30 PM
87	It wasn't	8/16/2022 12:29 PM
88	Been going to HH for the beach before getting interested in golf	8/16/2022 12:28 PM
89	National Tournament	8/16/2022 12:04 PM
90	Been there before	8/16/2022 12:02 PM
91	wasnt the first time	8/16/2022 11:55 AM
92	Have been before	8/16/2022 11:52 AM
93	3rd Trip	8/16/2022 11:52 AM
94	Came with buddies for a golf trip in the 70s love that decided to bring the families and been coming since the 70s with our families	8/16/2022 11:48 AM
95	n/a	8/16/2022 11:34 AM
96	Had been before	8/16/2022 11:24 AM
97	not my first time been going to Hilton Head Island for 30+years	8/16/2022 11:14 AM
98	Not my first trip	8/16/2022 11:14 AM

2022 Hilton Head Island Golf Travel Survey

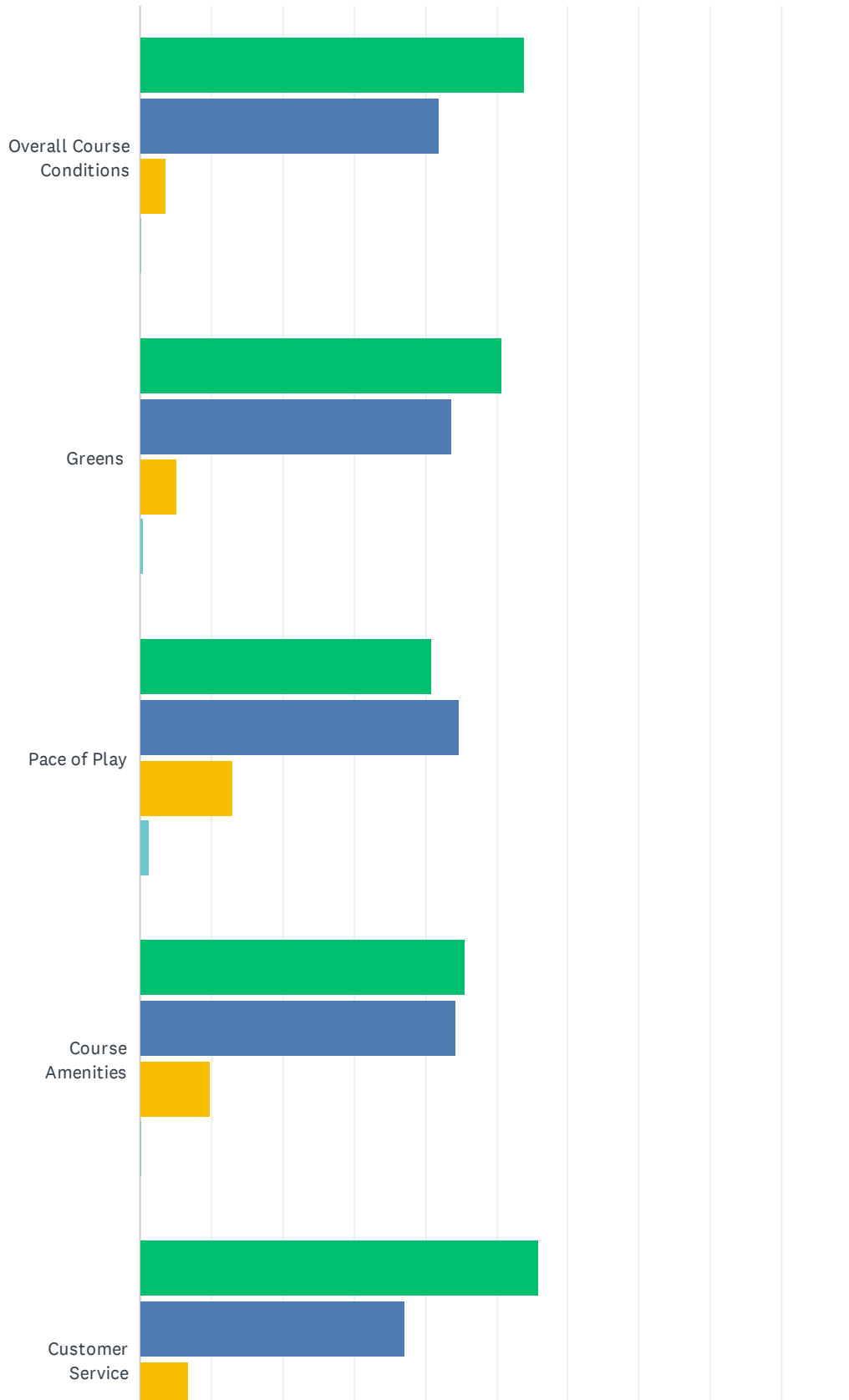
99	Past vacation stays at Hilton Hd	8/16/2022 11:12 AM
100	Not first time	8/16/2022 11:04 AM
101	was not our first time.	8/16/2022 10:57 AM
102	Not first time	8/16/2022 10:56 AM
103	Have been taking this trip for more than 40 years.	8/16/2022 10:56 AM
104	Not our first vacation to HH. Spinnaker Resorts	8/16/2022 10:53 AM
105	been there for vacation many times	8/16/2022 10:52 AM
106	Not our first visit	8/16/2022 10:49 AM
107	Spouse wanted to visit	8/16/2022 10:45 AM
108	Not my first	8/16/2022 10:30 AM
109	Harbour Town	8/16/2022 10:30 AM
110	Not my first time	8/16/2022 10:26 AM
111	HGVC Destination	8/16/2022 10:24 AM
112	not my first time	8/16/2022 10:24 AM
113	\	8/16/2022 10:21 AM
114	I've been there before.	8/16/2022 10:13 AM
115	not our first time	8/16/2022 10:12 AM
116	Past accommodations	8/16/2022 10:08 AM
117	return visit	8/16/2022 10:08 AM
118	Not first trip	8/16/2022 10:07 AM
119	n/a	8/16/2022 9:55 AM
120	Previous vacation	8/16/2022 9:51 AM
121	Not first trip	8/16/2022 9:49 AM
122	Friends have place	8/16/2022 9:43 AM
123	Not my first time	8/16/2022 9:40 AM
124	not first trip	8/16/2022 9:38 AM
125	not first time	8/16/2022 9:35 AM
126	Not my first time	8/16/2022 9:24 AM
127	I've been coming to hell now every year for the past 45 years	8/16/2022 9:21 AM
128	Not my first	8/16/2022 9:17 AM
129	charity auction for the PYSO.	8/16/2022 9:16 AM
130	not our first golf trip	8/16/2022 9:14 AM
131	not our first time	8/16/2022 9:13 AM
132	Not my first trip	8/16/2022 9:09 AM
133	Past experience	8/16/2022 9:04 AM
134	Owner	8/16/2022 9:02 AM
135	RBC tournament	8/16/2022 9:02 AM
136	not my first trip	8/16/2022 9:01 AM

2022 Hilton Head Island Golf Travel Survey

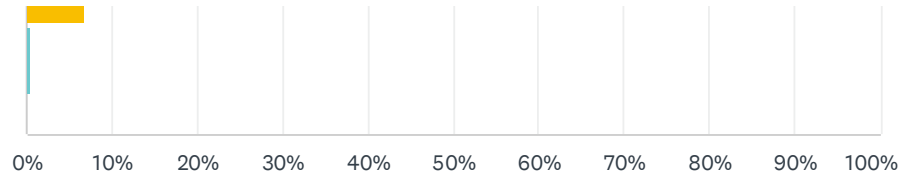
137	Return trip	8/16/2022 8:59 AM
138	VISITED MANY TIMES	8/16/2022 8:58 AM
139	Friend was going there	8/16/2022 8:57 AM
140	know people who live there.	8/16/2022 8:52 AM
141	not first time	8/16/2022 8:50 AM
142	Looking to buy Real estate	8/16/2022 8:49 AM
143	Not first trip	8/16/2022 8:48 AM
144	This was not my first visit	8/16/2022 8:45 AM
145	We own a timeshare there	8/16/2022 8:44 AM
146	Not our first trip	8/16/2022 8:42 AM
147	not our first trip	8/16/2022 8:42 AM
148	Not my first trip	8/16/2022 8:42 AM
149	Not first time	8/16/2022 8:42 AM
150	Not first	8/16/2022 8:39 AM
151	Attend RBC every year	8/16/2022 8:39 AM
152	Not my 1st trip	8/16/2022 8:38 AM
153	Spring break	8/16/2022 8:38 AM
154	agent	8/16/2022 8:37 AM
155	Not first trip-prob 20th	8/16/2022 8:36 AM
156	Na	8/16/2022 8:29 AM
157	not first time	8/16/2022 8:25 AM
158	ben here many times for vacation	8/16/2022 8:23 AM
159	First time in HH was for a destination wedding. Fell in love with HH, been coming back for 11 yrs. Sometimes trice a year.	8/16/2022 8:22 AM
160	Had our Honeymoon in HH 48 years ago.	8/16/2022 8:20 AM
161	Not our first trip	8/16/2022 8:19 AM
162	Golf show information	8/16/2022 8:18 AM
163	was not the first time to HHI	8/16/2022 8:17 AM
164	part of Fisher Cup with 72 golfers, been going for 25 years	8/16/2022 8:16 AM
165	Not First Time	8/16/2022 8:15 AM
166	Not our first time.	8/16/2022 8:13 AM
167	Went to school in South Carolina.	8/16/2022 8:12 AM
168	Had visited HHI previously.	8/16/2022 8:12 AM
169	Been there before	8/16/2022 8:11 AM
170	NA	8/16/2022 8:10 AM
171	It was on the way to our final golf destination in Florida	8/16/2022 8:09 AM
172	We have been to HHI before	8/16/2022 8:09 AM
173	Not our first trip to HHI	8/16/2022 8:07 AM

Q16 Please Rate the Golf Played on Your Vacation

Answered: 770 Skipped: 755



2022 Hilton Head Island Golf Travel Survey

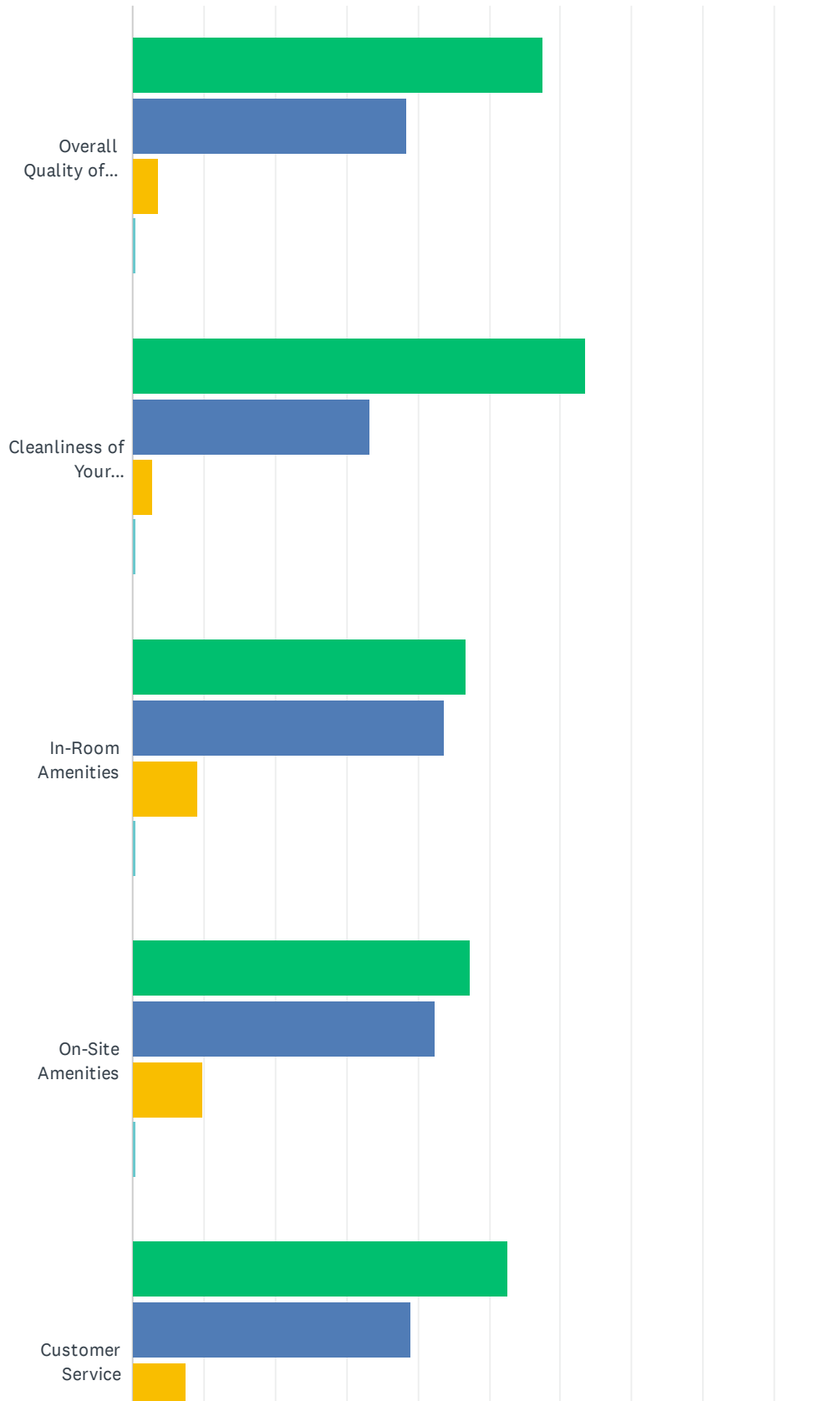


■ Excellent
 ■ Good
 ■ Average
 ■ Poor

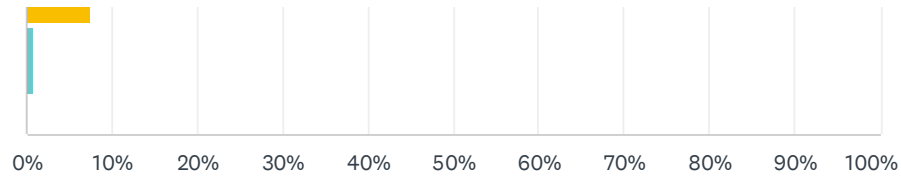
	EXCELLENT	GOOD	AVERAGE	POOR	TOTAL	WEIGHTED AVERAGE
Overall Course Conditions	54.03% 416	42.08% 324	3.64% 28	0.26% 2	770	3.50
Greens	50.78% 391	43.77% 337	5.06% 39	0.39% 3	770	3.45
Pace of Play	41.04% 316	44.68% 344	12.99% 100	1.30% 10	770	3.25
Course Amenities	45.58% 351	44.42% 342	9.87% 76	0.13% 1	770	3.35
Customer Service	55.84% 430	37.01% 285	6.75% 52	0.39% 3	770	3.48

Q17 Please Rate Your Accommodations

Answered: 770 Skipped: 755



2022 Hilton Head Island Golf Travel Survey

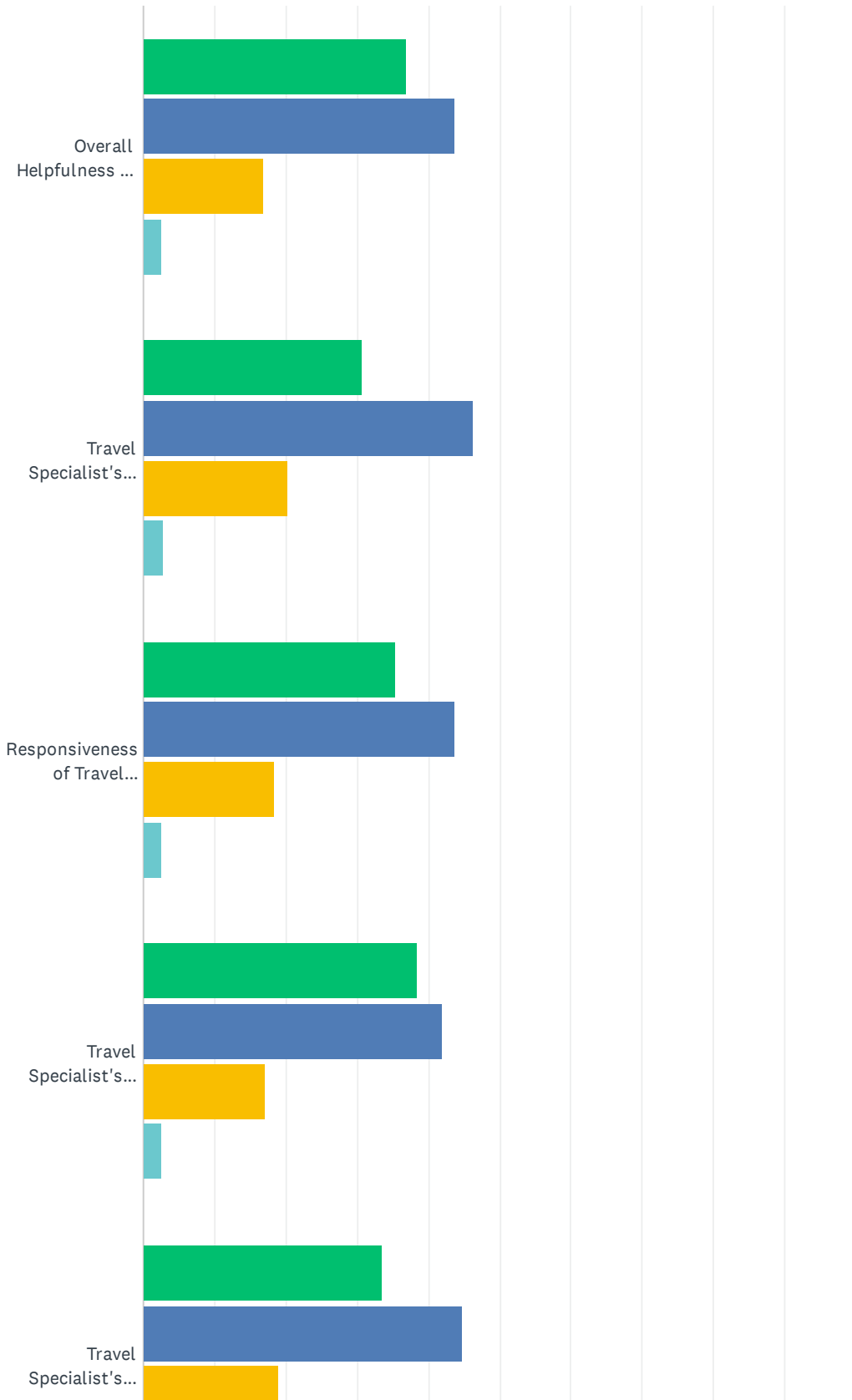


■ Excellent
 ■ Good
 ■ Average
 ■ Poor

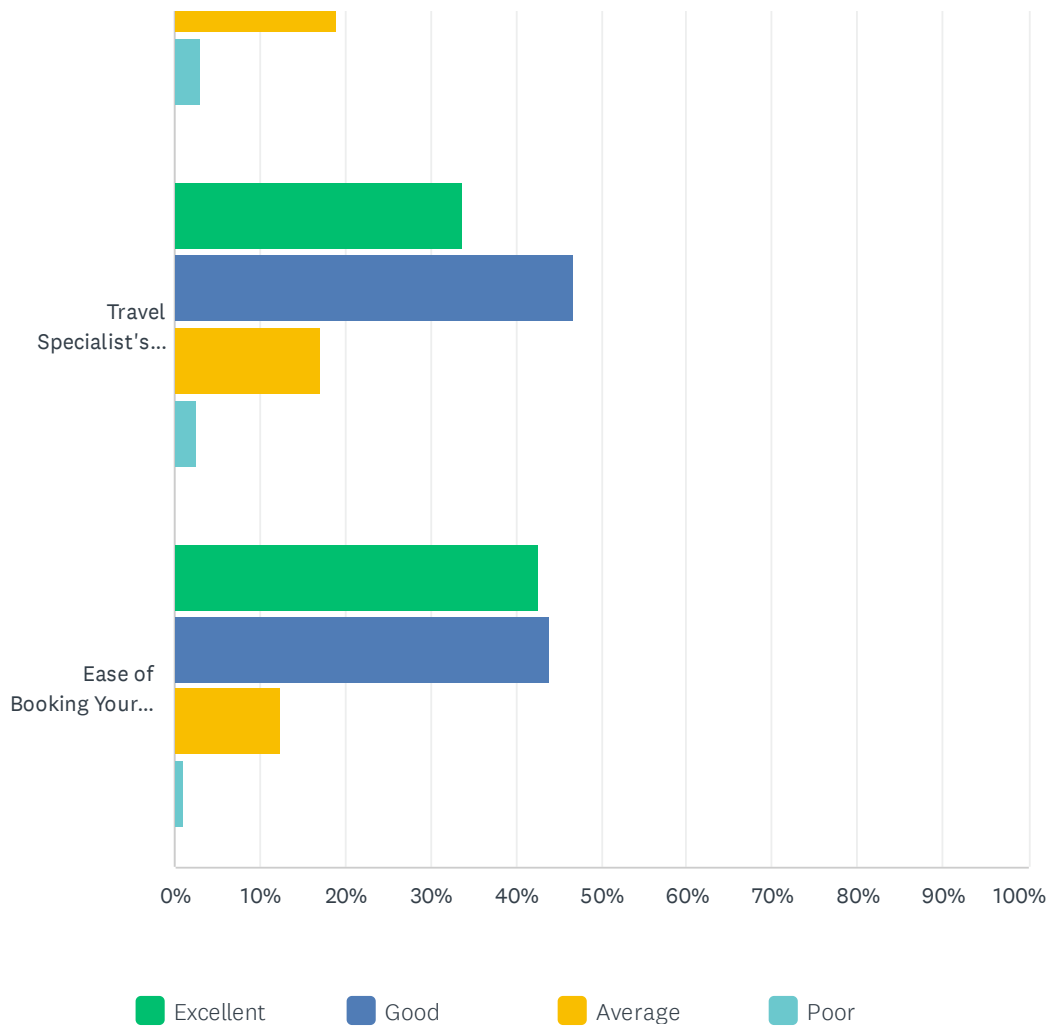
	EXCELLENT	GOOD	AVERAGE	POOR	TOTAL	WEIGHTED AVERAGE
Overall Quality of Accommodations	57.53% 443	38.31% 295	3.64% 28	0.52% 4	770	3.53
Cleanliness of Your Accommodations	63.51% 489	33.25% 256	2.86% 22	0.39% 3	770	3.60
In-Room Amenities	46.75% 360	43.64% 336	9.22% 71	0.39% 3	770	3.37
On-Site Amenities	47.40% 365	42.34% 326	9.74% 75	0.52% 4	770	3.37
Customer Service	52.60% 405	39.09% 301	7.40% 57	0.91% 7	770	3.43

Q18 Please Rate Your Golf Vacation Reservation Process

Answered: 770 Skipped: 755



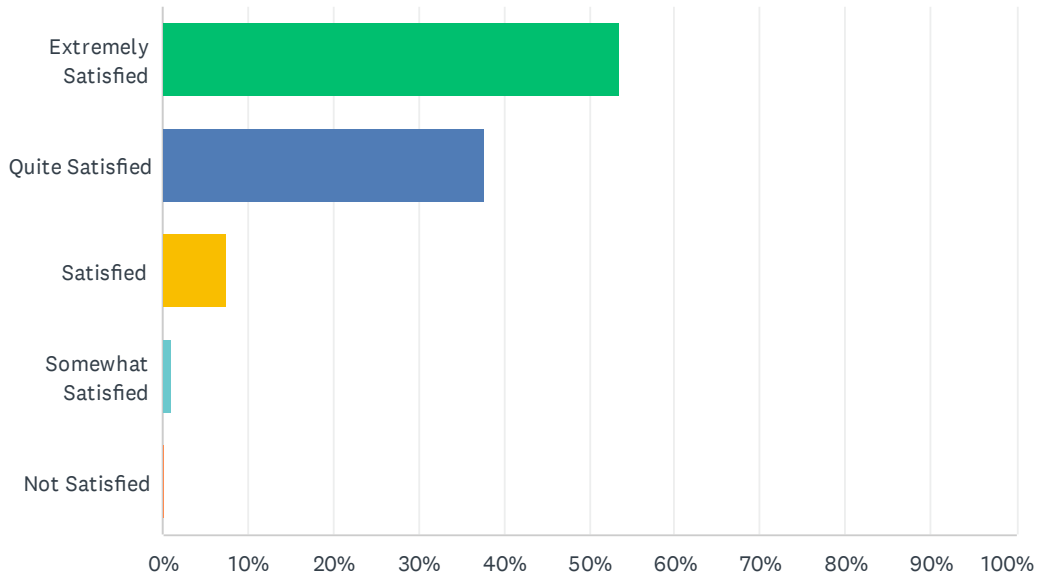
2022 Hilton Head Island Golf Travel Survey



	EXCELLENT	GOOD	AVERAGE	POOR	TOTAL	WEIGHTED AVERAGE
Overall Helpfulness of Travel Specialist	36.88% 284	43.64% 336	16.88% 130	2.60% 20	770	3.15
Travel Specialist's Ability to Build a Trip to Fit Your Budget	30.65% 236	46.36% 357	20.26% 156	2.73% 21	770	3.05
Responsiveness of Travel Specialist to Your Needs/Questions	35.32% 272	43.77% 337	18.44% 142	2.47% 19	770	3.12
Travel Specialist's Knowledge of the Overall Area	38.44% 296	42.08% 324	17.01% 131	2.47% 19	770	3.16
Travel Specialist's Knowledge of the Area's Golf Courses	33.38% 257	44.68% 344	18.96% 146	2.99% 23	770	3.08
Travel Specialist's Knowledge of the Area's Accommodations	33.64% 259	46.62% 359	17.14% 132	2.60% 20	770	3.11
Ease of Booking Your Trip	42.73% 329	43.90% 338	12.34% 95	1.04% 8	770	3.28

Q19 How satisfied were you regarding your golf vacation to Hilton Head Island?

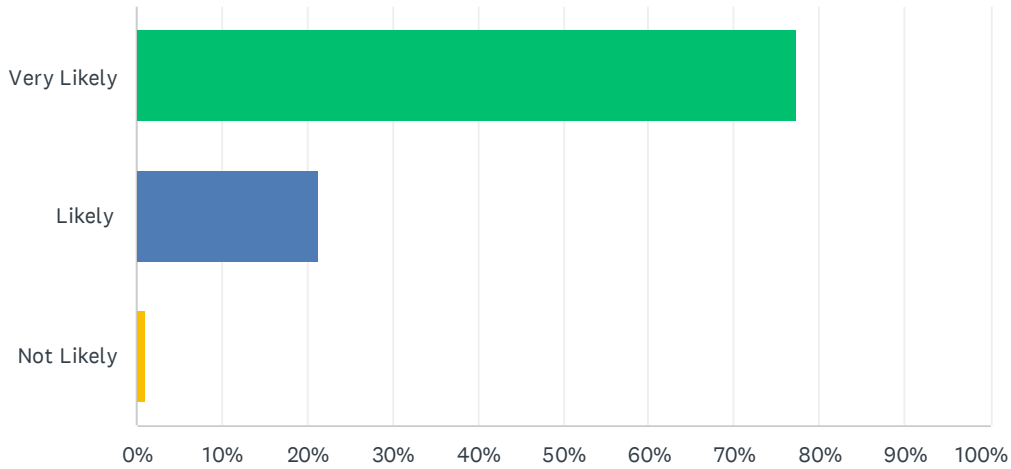
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
Extremely Satisfied	53.51%	412
Quite Satisfied	37.79%	291
Satisfied	7.40%	57
Somewhat Satisfied	1.04%	8
Not Satisfied	0.26%	2
TOTAL		770

Q20 How likely are you to take a return golf vacation to Hilton Head Island?

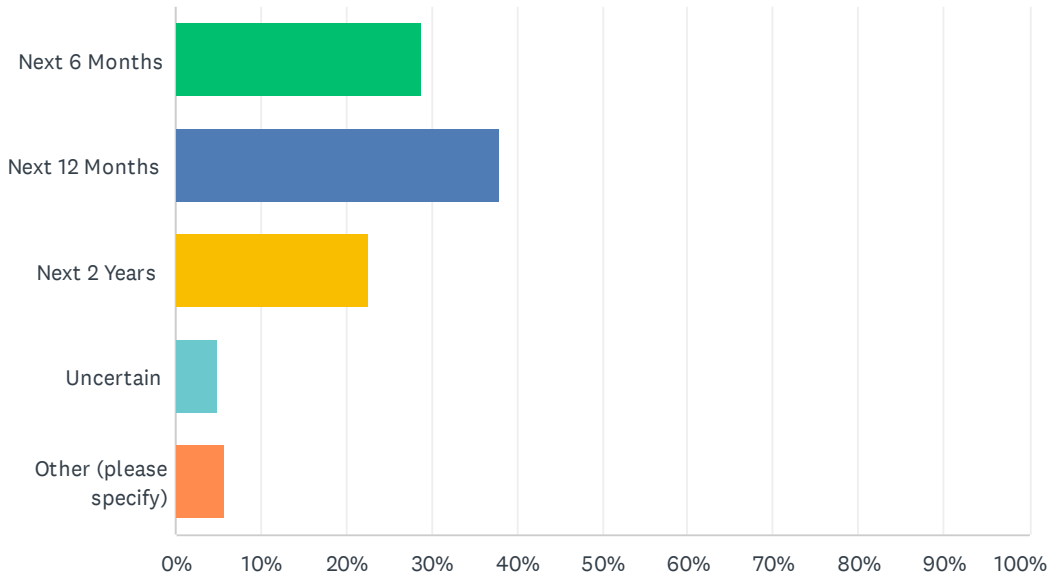
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
Very Likely	77.40%	596
Likely	21.43%	165
Not Likely	1.17%	9
TOTAL		770

Q21 If you will return for another golf trip to Hilton Head Island, how soon would you return?

Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES
Next 6 Months	28.70% 221
Next 12 Months	38.05% 293
Next 2 Years	22.60% 174
Uncertain	4.94% 38
Other (please specify)	5.71% 44
TOTAL	770

#	OTHER (PLEASE SPECIFY)	DATE
1	We are going back in October 2022	9/5/2022 8:40 AM
2	3-4 months	8/29/2022 8:44 AM
3	Would be a reunion visit	8/29/2022 12:42 AM
4	Returning 9/29/22 to 10/2/22	8/28/2022 11:34 PM
5	Living on fixed income. No money for travel	8/28/2022 11:18 AM
6	8	8/28/2022 11:06 AM
7	September 2022	8/28/2022 9:39 AM
8	Next 5 years	8/22/2022 3:42 PM
9	Never	8/21/2022 2:34 PM
10	?	8/19/2022 12:50 PM

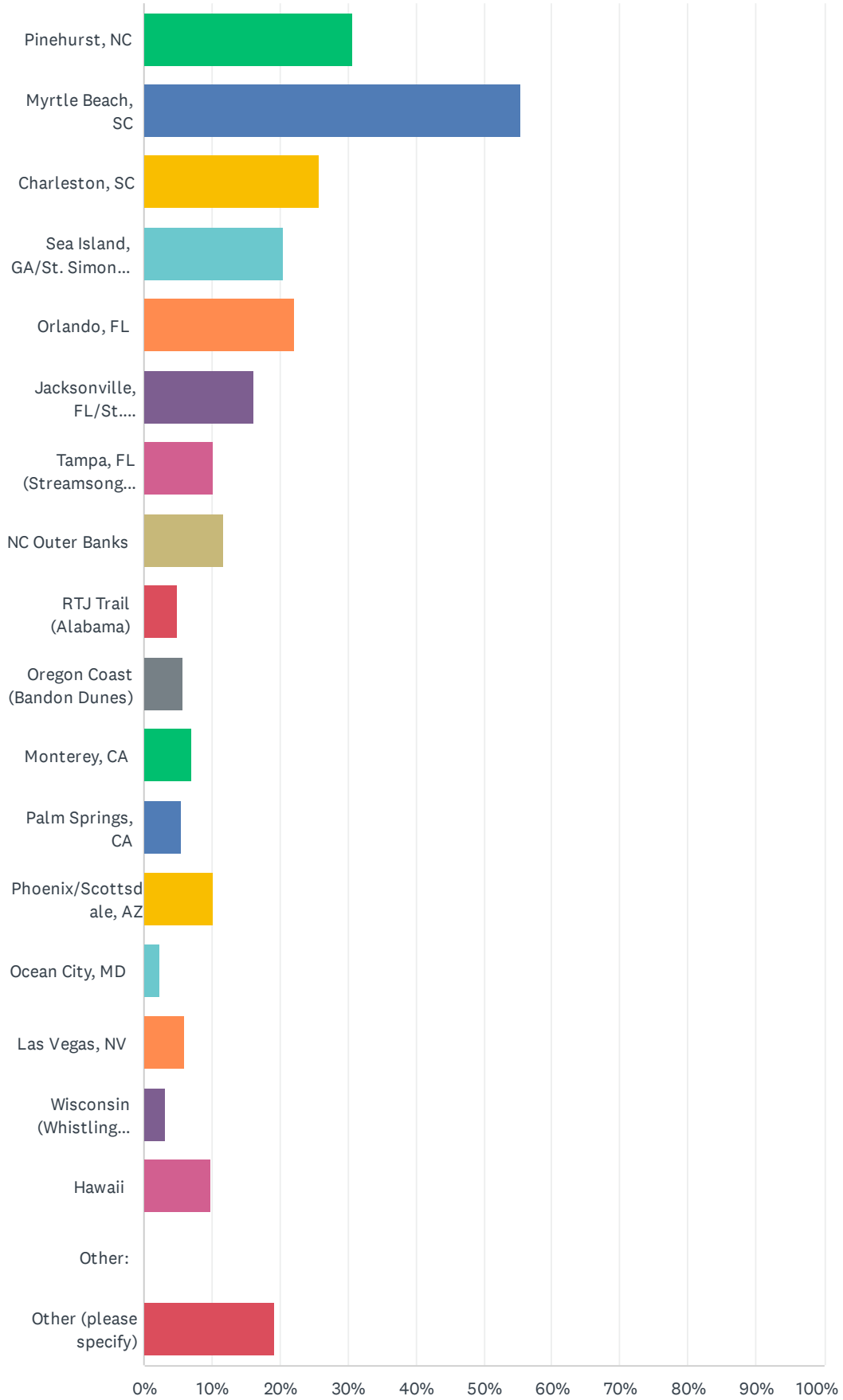
2022 Hilton Head Island Golf Travel Survey

11	May 2023	8/17/2022 8:56 PM
12	You never say never,a very long time	8/17/2022 12:53 PM
13	Unknown	8/17/2022 10:58 AM
14	dont know	8/17/2022 8:15 AM
15	One month	8/17/2022 7:31 AM
16	Uncertain at this time	8/17/2022 12:54 AM
17	next month	8/16/2022 9:44 PM
18	September 2022	8/16/2022 6:02 PM
19	We live here now.	8/16/2022 5:43 PM
20	This October	8/16/2022 4:52 PM
21	Not sure	8/16/2022 4:36 PM
22	Not sure	8/16/2022 3:18 PM
23	When we feel safe travelling to the USA again	8/16/2022 3:00 PM
24	I am ready any time, but those with multiple responsibilities have choices to make regarding family-work-social responsibilities.	8/16/2022 2:14 PM
25	next month	8/16/2022 1:58 PM
26	Don't know. Lots of places to play	8/16/2022 1:35 PM
27	There now	8/16/2022 1:29 PM
28	10 years	8/16/2022 1:14 PM
29	NOT SURE.	8/16/2022 1:10 PM
30	ASAP; have not recently gone due to the pandemic	8/16/2022 12:28 PM
31	Unsure	8/16/2022 11:52 AM
32	I am not certain	8/16/2022 11:51 AM
33	Not sure	8/16/2022 11:24 AM
34	Trying to get someone to call me now to rebook for this year, i have emailed called several times with no call back	8/16/2022 11:17 AM
35	Not sure as there are other places to explore	8/16/2022 11:11 AM
36	Would love to, been 6 times, but prices have increased above out budget, both course and hotel	8/16/2022 10:56 AM
37	Will be there in 2 months	8/16/2022 10:07 AM
38	3 years	8/16/2022 9:10 AM
39	Covid irradiation	8/16/2022 8:59 AM
40	8 weeks from now	8/16/2022 8:44 AM
41	Coming back in September 2022!	8/16/2022 8:43 AM
42	Not sure. Live in Michigan	8/16/2022 8:32 AM
43	Not sure	8/16/2022 8:17 AM
44	In December	8/16/2022 8:17 AM

Q22 What other U.S. golf destination(s) did you consider for this vacation?
(check all that apply)

Answered: 770 Skipped: 755

2022 Hilton Head Island Golf Travel Survey



2022 Hilton Head Island Golf Travel Survey

ANSWER CHOICES	RESPONSES	
Pinehurst, NC	30.65%	236
Myrtle Beach, SC	55.45%	427
Charleston, SC	25.71%	198
Sea Island, GA/St. Simons Island, GA	20.39%	157
Orlando, FL	22.21%	171
Jacksonville, FL/St. Augustine, FL	16.23%	125
Tampa, FL (Streamsong Resort)	10.13%	78
NC Outer Banks	11.82%	91
RTJ Trail (Alabama)	4.81%	37
Oregon Coast (Bandon Dunes)	5.84%	45
Monterey, CA	7.14%	55
Palm Springs, CA	5.58%	43
Phoenix/Scottsdale, AZ	10.13%	78
Ocean City, MD	2.34%	18
Las Vegas, NV	5.97%	46
Wisconsin (Whistling Straits)	3.12%	24
Hawaii	9.87%	76
Other:	0.00%	0
Other (please specify)	19.09%	147
Total Respondents: 770		

#	OTHER (PLEASE SPECIFY)	DATE
1	NA	9/11/2022 3:43 PM
2	none	9/5/2022 8:40 AM
3	None- this was a family trip	8/30/2022 11:38 AM
4	Tennessee	8/30/2022 10:09 AM
5	None	8/29/2022 8:35 AM
6	Gulf shores	8/29/2022 7:50 AM
7	Michigan	8/29/2022 6:42 AM
8	Kiawah	8/29/2022 6:31 AM
9	Did not consider others	8/29/2022 12:42 AM
10	None	8/28/2022 10:14 PM
11	Noone	8/28/2022 8:59 PM
12	Destin FLA	8/28/2022 8:37 PM
13	none	8/28/2022 7:31 PM

2022 Hilton Head Island Golf Travel Survey

14	None	8/28/2022 5:31 PM
15	Only HHI	8/28/2022 3:33 PM
16	Kiawah	8/28/2022 2:38 PM
17	Destin	8/28/2022 2:24 PM
18	Destin Beach, FL	8/28/2022 2:18 PM
19	Oglebay WV, northern Michigan	8/28/2022 1:53 PM
20	Fripp Island, SC Jekyll Island, GA World Woods, Brooksville, FL	8/28/2022 1:21 PM
21	None	8/28/2022 1:20 PM
22	Ohio	8/28/2022 1:16 PM
23	Jacksonville, FL	8/28/2022 12:41 PM
24	None	8/28/2022 12:19 PM
25	None of the above	8/28/2022 12:03 PM
26	Bandon Dunes	8/28/2022 12:00 PM
27	Innisbrook	8/28/2022 11:46 AM
28	None	8/28/2022 11:13 AM
29	None	8/28/2022 11:02 AM
30	LA	8/28/2022 10:46 AM
31	Denver	8/28/2022 10:37 AM
32	Ireland, Scotland	8/28/2022 10:19 AM
33	Just HH	8/28/2022 10:06 AM
34	New england	8/28/2022 10:03 AM
35	Michigan	8/28/2022 9:56 AM
36	Fairfield Glades Tennessee	8/28/2022 9:52 AM
37	None	8/28/2022 9:47 AM
38	just wanted hilton head	8/28/2022 9:41 AM
39	None	8/28/2022 9:39 AM
40	None -- That trip was specifically intended for HHI	8/28/2022 9:36 AM
41	Branson Missouri	8/28/2022 9:35 AM
42	pinehurst nc and biloxi ms	8/28/2022 9:31 AM
43	Utah	8/28/2022 9:29 AM
44	Fort lauderdale	8/28/2022 9:28 AM
45	Sarasota, FL	8/28/2022 9:28 AM
46	none	8/28/2022 9:23 AM
47	None	8/28/2022 9:21 AM
48	No other plans.	8/28/2022 9:19 AM
49	None	8/28/2022 9:18 AM
50	None	8/28/2022 9:07 AM
51	Biloxi	8/21/2022 7:13 PM

2022 Hilton Head Island Golf Travel Survey

52	Branson Missouri Paynes Valley	8/18/2022 1:24 PM
53	None	8/17/2022 12:53 PM
54	VA and NC mountains	8/17/2022 8:38 AM
55	Michigan	8/17/2022 6:41 AM
56	None	8/17/2022 6:01 AM
57	Florida Gulf Coast	8/17/2022 12:54 AM
58	No other	8/16/2022 11:15 PM
59	ocean city MD	8/16/2022 9:44 PM
60	Scottsdale	8/16/2022 9:41 PM
61	Santee Sc	8/16/2022 7:46 PM
62	None	8/16/2022 7:36 PM
63	Visit HH each year, wasn't considering another option	8/16/2022 7:03 PM
64	Alabama RTJ Trail	8/16/2022 6:26 PM
65	none	8/16/2022 6:02 PM
66	None	8/16/2022 5:43 PM
67	none	8/16/2022 5:25 PM
68	Jones golf trail, AL	8/16/2022 5:00 PM
69	None	8/16/2022 4:36 PM
70	Daytona Beach FL	8/16/2022 3:44 PM
71	South Florida	8/16/2022 2:59 PM
72	Ireland	8/16/2022 2:57 PM
73	None	8/16/2022 2:56 PM
74	None other	8/16/2022 2:54 PM
75	Kentucky Courses	8/16/2022 2:35 PM
76	Arizona	8/16/2022 2:28 PM
77	None we come each year	8/16/2022 2:23 PM
78	Club corp courses in GA & FL + The Villages	8/16/2022 2:18 PM
79	Destin/Pan Handle of Florida ~ Phoenix/Fountin Hills, Az. ~ Nashville, Tn. ~ Disney Fla. Area	8/16/2022 2:14 PM
80	None	8/16/2022 2:06 PM
81	Pine Valley	8/16/2022 1:43 PM
82	PHX , TUC	8/16/2022 1:42 PM
83	Time share on HH	8/16/2022 1:41 PM
84	We always travel to Hilton Head for golf	8/16/2022 1:37 PM
85	none	8/16/2022 1:36 PM
86	Kiawah	8/16/2022 1:35 PM
87	none	8/16/2022 1:19 PM
88	NONE OF ABOVE	8/16/2022 1:10 PM
89	Daytona	8/16/2022 12:43 PM

2022 Hilton Head Island Golf Travel Survey

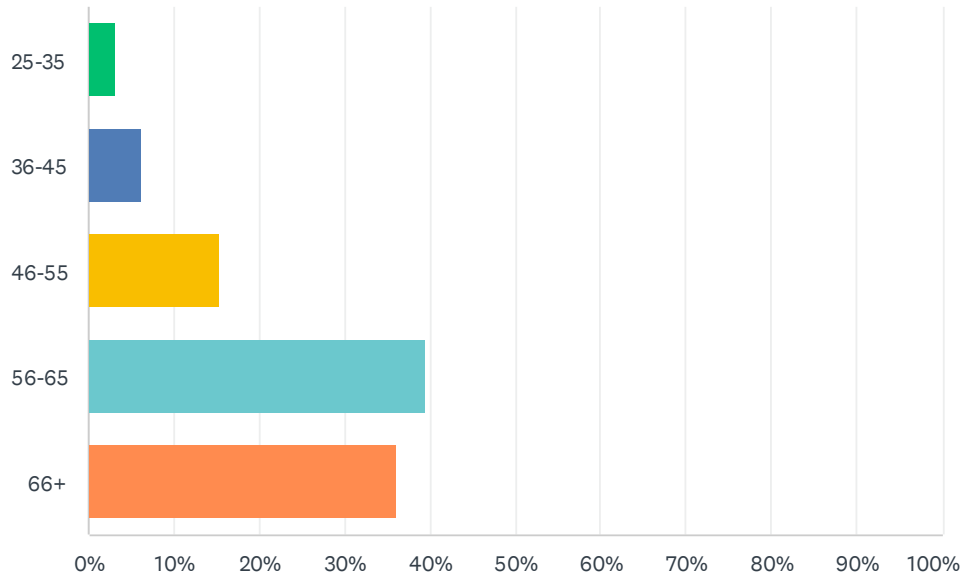
90	Arizona	8/16/2022 12:32 PM
91	None	8/16/2022 12:29 PM
92	LOVE Hilton Head; have been to NC but nothing compares to HH	8/16/2022 12:28 PM
93	ocean city ,MD.	8/16/2022 12:11 PM
94	None	8/16/2022 12:04 PM
95	Robert Trent Jones Jones Golf Trail	8/16/2022 12:02 PM
96	Gulf coast of Florida	8/16/2022 11:52 AM
97	Phoenix Az	8/16/2022 11:52 AM
98	Palm Springs	8/16/2022 11:45 AM
99	Las Vegas	8/16/2022 11:44 AM
100	dominican republic	8/16/2022 11:40 AM
101	none	8/16/2022 11:29 AM
102	Phoenix Scottsdale	8/16/2022 11:28 AM
103	None	8/16/2022 11:24 AM
104	Sarasota/Bradenton	8/16/2022 11:14 AM
105	Maine	8/16/2022 11:11 AM
106	Santee	8/16/2022 11:04 AM
107	Canada	8/16/2022 10:57 AM
108	None	8/16/2022 10:56 AM
109	Just Hilton Head	8/16/2022 10:53 AM
110	Delray Beach, FL	8/16/2022 10:49 AM
111	None	8/16/2022 10:30 AM
112	none	8/16/2022 10:30 AM
113	Palm Desert-California	8/16/2022 10:28 AM
114	Arizona	8/16/2022 10:24 AM
115	Las Vegas, NV	8/16/2022 10:21 AM
116	Montana, Colorado, Lake Tahoe	8/16/2022 9:51 AM
117	Scotland	8/16/2022 9:43 AM
118	Nova Scotia or Ireland	8/16/2022 9:26 AM
119	None	8/16/2022 9:24 AM
120	Pebble Beach	8/16/2022 9:21 AM
121	None	8/16/2022 9:16 AM
122	None	8/16/2022 9:14 AM
123	none	8/16/2022 9:13 AM
124	None	8/16/2022 9:10 AM
125	Alabama	8/16/2022 9:02 AM
126	None	8/16/2022 9:02 AM
127	none	8/16/2022 9:01 AM

2022 Hilton Head Island Golf Travel Survey

128	Wanted to go to this specific area.	8/16/2022 9:01 AM
129	Tennessee	8/16/2022 8:57 AM
130	Alabama Trail, Overseas	8/16/2022 8:50 AM
131	RTJ Alabam	8/16/2022 8:46 AM
132	None	8/16/2022 8:42 AM
133	Kiawa	8/16/2022 8:38 AM
134	Scottsdale AZ	8/16/2022 8:24 AM
135	did not consider any others	8/16/2022 8:23 AM
136	Midwest	8/16/2022 8:20 AM
137	Scottsdale AZ, Naples FL	8/16/2022 8:19 AM
138	Palm Springs CA	8/16/2022 8:17 AM
139	Scottsdale, Az	8/16/2022 8:17 AM
140	Big Cedar Branson, MO	8/16/2022 8:17 AM
141	turkey / vietnam / portugal	8/16/2022 8:16 AM
142	jones golf trail	8/16/2022 8:16 AM
143	Ft. Myers, FL	8/16/2022 8:15 AM
144	Portugal, Europe	8/16/2022 8:14 AM
145	Only HH.	8/16/2022 8:13 AM
146	Torrey Pines	8/16/2022 8:11 AM
147	didn't consider another area	8/16/2022 8:08 AM

Q23 What is the age range for your golf group?

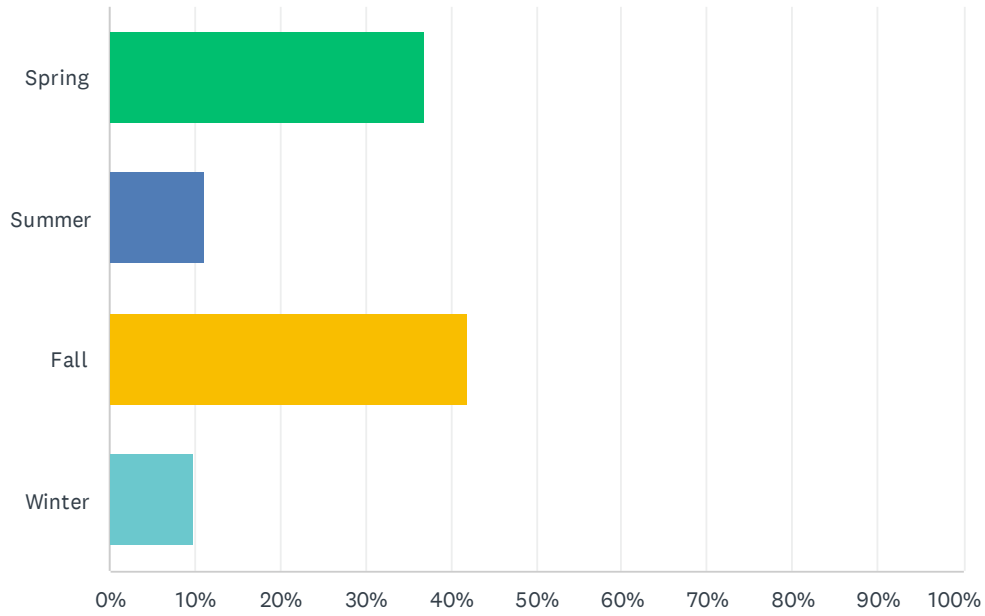
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
25-35	3.12%	24
36-45	6.10%	47
46-55	15.45%	119
56-65	39.35%	303
66+	35.97%	277
TOTAL		770

Q24 Which is your preferred season for golf travel?

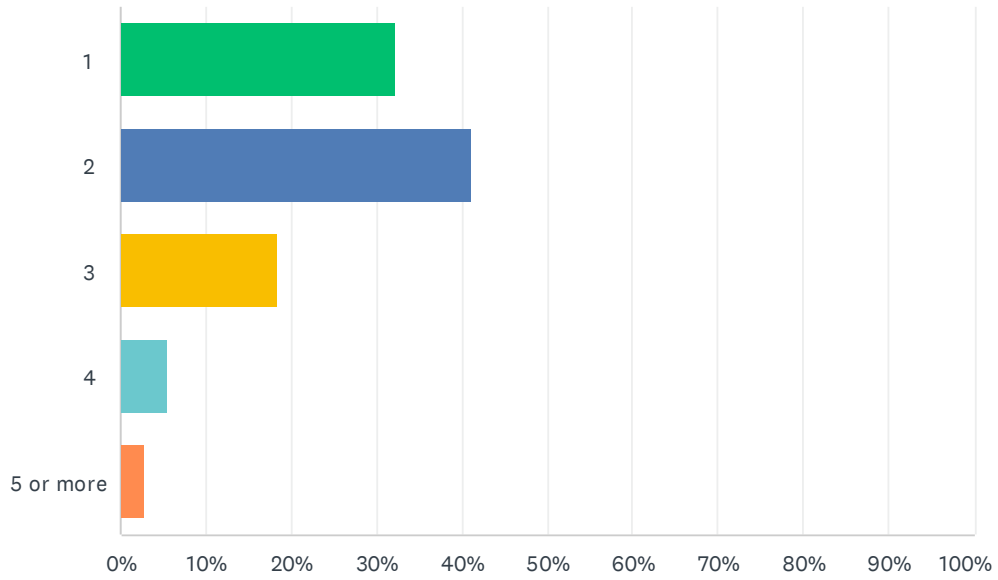
Answered: 770 Skipped: 755



ANSWER CHOICES	RESPONSES	
Spring	36.88%	284
Summer	11.17%	86
Fall	42.08%	324
Winter	9.87%	76
TOTAL		770

Q25 How many golf vacations do you take annually?

Answered: 770 Skipped: 755

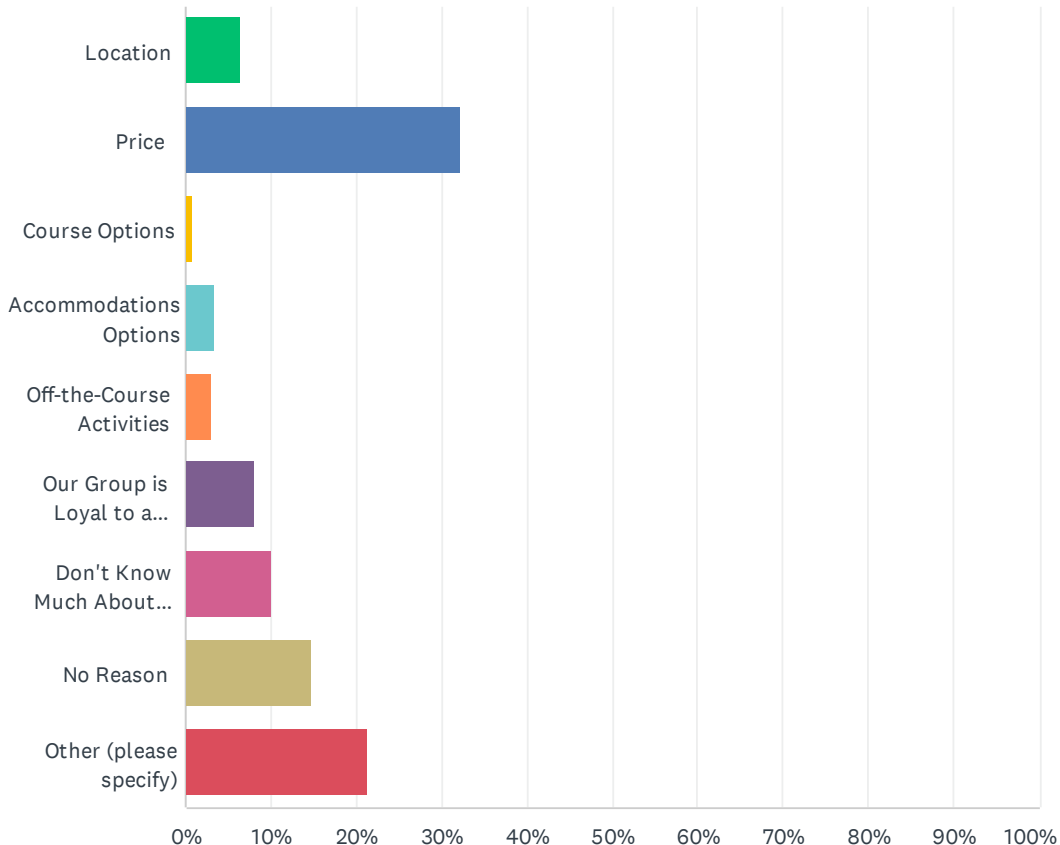


ANSWER CHOICES	RESPONSES	
1	32.21%	248
2	41.17%	317
3	18.31%	141
4	5.45%	42
5 or more	2.86%	22
TOTAL		770

FOR THOSE WHO HAVE NOT VISITED HHI ON A GOLF VACATION

Q27 What has kept you from booking a golf vacation to Hilton Head Island?

Answered: 457 Skipped: 1,068



ANSWER CHOICES	RESPONSES	
Location	6.35%	29
Price	32.17%	147
Course Options	0.88%	4
Accommodations Options	3.50%	16
Off-the-Course Activities	3.06%	14
Our Group is Loyal to a Another Destination	8.10%	37
Don't Know Much About Hilton Head Island	10.07%	46
No Reason	14.66%	67
Other (please specify)	21.23%	97
TOTAL		457

#	OTHER (PLEASE SPECIFY)	DATE
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2022 Hilton Head Island Golf Travel Survey

1	i live in Bluffton, SC	8/30/2022 2:58 PM
2	Work too much!	8/30/2022 10:49 AM
3	No one to go with.	8/30/2022 7:49 AM
4	Distance (from Pa), young family	8/29/2022 8:42 PM
5	Busy with wedding, work etc	8/29/2022 9:35 AM
6	coming in october	8/29/2022 9:23 AM
7	my personal schedule	8/29/2022 9:04 AM
8	Other vacation destinations have come first	8/29/2022 7:39 AM
9	essential workers	8/29/2022 7:33 AM
10	Covid, timing, price, etc.	8/29/2022 1:43 AM
11	Usually with family that doesn't golf	8/28/2022 7:40 PM
12	Time	8/28/2022 5:21 PM
13	I have reservations in October	8/28/2022 4:48 PM
14	Just recently started playing golf plan to play when I visit in Oct	8/28/2022 3:46 PM
15	Have beach house	8/28/2022 2:21 PM
16	Looking to 2023 and other possible locations.	8/28/2022 1:13 PM
17	Although I take my clubs with me whenever I vacation in Hilton Head, I only golf if I have the time available, therefore, I cannot deem my travels as a so called "GOLF VACATION."	8/28/2022 12:52 PM
18	Haven't had time to set aside and come	8/28/2022 12:31 PM
19	Never thought about it before	8/28/2022 12:03 PM
20	Pulling group together. Timing	8/28/2022 11:41 AM
21	I live out here,hence, no need to vacation there	8/28/2022 10:41 AM
22	TOO FAR	8/28/2022 10:26 AM
23	I have two children,they are now in college so I now have time to take a trip	8/28/2022 10:21 AM
24	Had a trip booked and hurricane matthew hit	8/28/2022 10:03 AM
25	Covid restrictions	8/28/2022 9:57 AM
26	Accomodations required are 4 bed, 4 bath condo w/ kitchen, dining and LR. Views would be a plus	8/28/2022 9:53 AM
27	Tend to travel for golf in home state Michigan	8/28/2022 9:50 AM
28	We booked vacation 11/5-11/10	8/28/2022 9:44 AM
29	Booked last year. Not yet this year.	8/28/2022 9:27 AM
30	Covid	8/28/2022 9:21 AM
31	Covid, we were booked and had to cancel	8/28/2022 9:08 AM
32	Golfed closer to home	8/22/2022 9:17 PM
33	corona problems by travel in all	8/21/2022 3:43 AM
34	When I plan trips for our group I look at price, course times available, and food availability	8/18/2022 7:20 PM
35	Unaware of the great options until recently	8/18/2022 4:24 PM
36	Researching and planning on vacationing in the future	8/18/2022 9:45 AM
37	we are going in October	8/17/2022 11:12 PM

2022 Hilton Head Island Golf Travel Survey

38	Alot of competition but I believe we are coming up in November	8/17/2022 1:36 PM
39	I don't golf. But love Hilton Head.	8/17/2022 8:59 AM
40	Vacation Time... but now I'm retired	8/17/2022 7:22 AM
41	I've visited Hilton Head, but not for golf. We wanted to just walk on the beach, and explore the island.	8/16/2022 11:10 PM
42	Travelled elsewhere	8/16/2022 7:36 PM
43	work	8/16/2022 6:18 PM
44	Group rotates courses	8/16/2022 5:50 PM
45	Pandemic and other travel plans	8/16/2022 4:52 PM
46	Geared to male groups not husband and wife.	8/16/2022 4:37 PM
47	no vacation time	8/16/2022 3:55 PM
48	COVID, Trump and His wackos.	8/16/2022 3:45 PM
49	Have not had the opportunity yet (i.e. time)	8/16/2022 3:12 PM
50	Plan to come in October	8/16/2022 3:02 PM
51	I have taken a vacation to Hilton Head and played golf, but golf was not the primary reason for vacation.	8/16/2022 1:28 PM
52	Due to perceived popularity of the course there is a concern that tee times would be tricky to obtain for the quality and price we would want to pay and play. We would build a vacation around the golf and would need to be certain we would have an above and beyond experience.	8/16/2022 12:37 PM
53	farther away than myrtle beach	8/16/2022 12:30 PM
54	Hard to get dates	8/16/2022 12:10 PM
55	Coordinating home/pet care.	8/16/2022 12:03 PM
56	Unsure of where to stay (home/condo) possibly dog friendly but not necessary	8/16/2022 12:03 PM
57	Never heard about it	8/16/2022 11:28 AM
58	Too busy before, not now.	8/16/2022 10:46 AM
59	Just schedule	8/16/2022 10:18 AM
60	Covid	8/16/2022 10:12 AM
61	Never planned a trip here?	8/16/2022 10:10 AM
62	Beginning golfer	8/16/2022 10:10 AM
63	covid ..& getting a 2nd person to go	8/16/2022 10:07 AM
64	COVID 19	8/16/2022 9:59 AM
65	Just haven't made it there yet but its next on the list!	8/16/2022 9:39 AM
66	Still planning, hope to book	8/16/2022 9:33 AM
67	we are heading there next week - just haven't been	8/16/2022 9:33 AM
68	Mainly schedule issues	8/16/2022 9:24 AM
69	Unaware of options	8/16/2022 9:22 AM
70	It on my list to go sometime but live in MN	8/16/2022 9:22 AM
71	Lots of other choices, just haven't prioritized HH	8/16/2022 9:21 AM
72	COVID	8/16/2022 9:20 AM
73	No time to travel	8/16/2022 9:16 AM

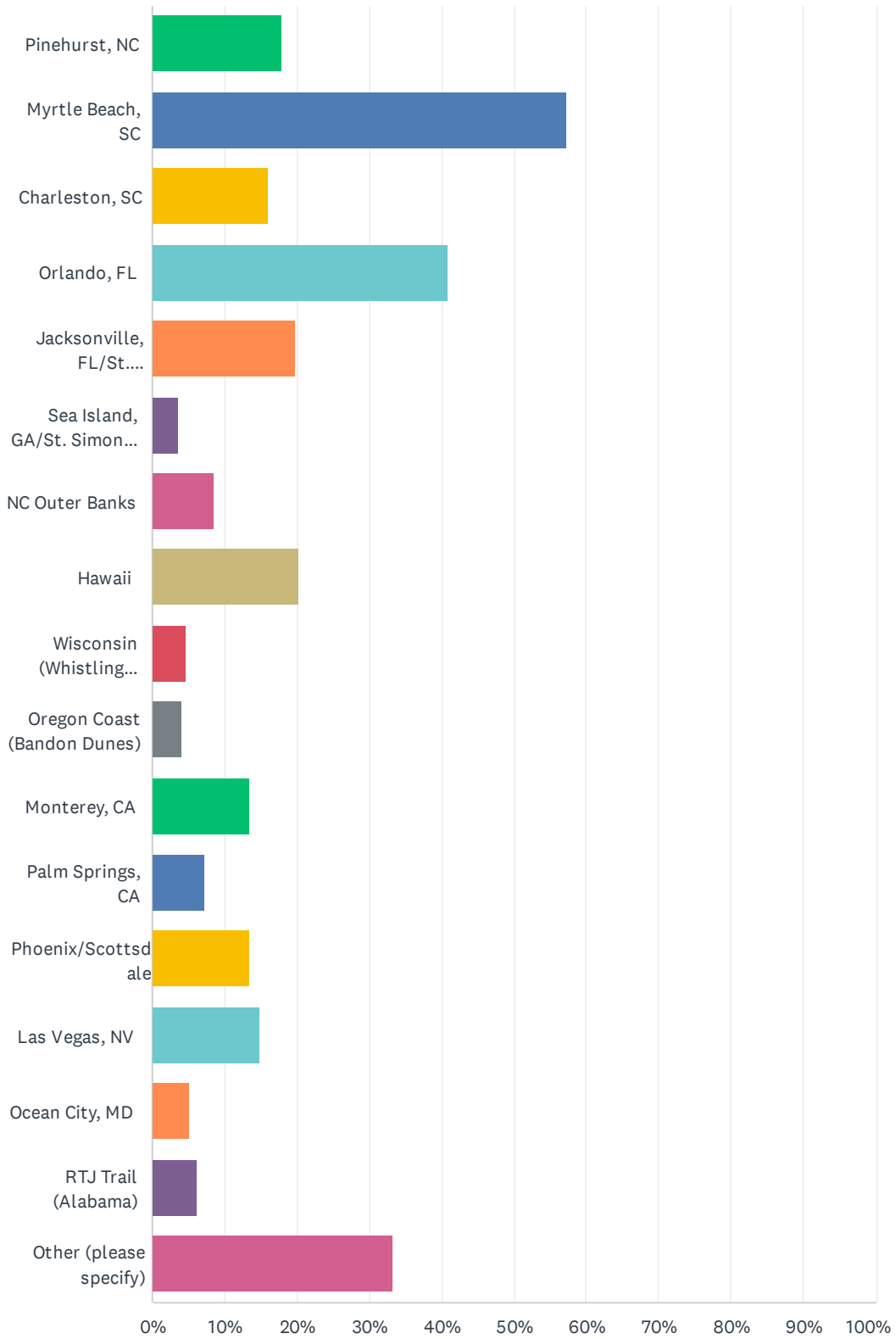
2022 Hilton Head Island Golf Travel Survey

74	It's on the list, just haven't been there yet.	8/16/2022 9:14 AM
75	HHI is our annual family summer vacation spot	8/16/2022 9:07 AM
76	had codo in Branson, went there. closer	8/16/2022 9:06 AM
77	I have gone to many other locations instead (Myrtle, Pinehurst,Bandon, Florida, Hawaii,etc.	8/16/2022 9:05 AM
78	Haven't had a chance yet	8/16/2022 9:03 AM
79	my schedule but we are going in November	8/16/2022 8:54 AM
80	coming in october	8/16/2022 8:54 AM
81	never thought about it	8/16/2022 8:53 AM
82	no particular reason	8/16/2022 8:44 AM
83	No reason	8/16/2022 8:43 AM
84	had 1 planned, canceled due to Covid	8/16/2022 8:43 AM
85	Many other options	8/16/2022 8:43 AM
86	Time	8/16/2022 8:42 AM
87	Mostly travel to the gulf coast	8/16/2022 8:41 AM
88	Covid cancelled the one I had arranged	8/16/2022 8:37 AM
89	We have been to Myrtle a bunch of times and hear how that was a cheaper alternative.	8/16/2022 8:37 AM
90	Usually timeframe. We are either booking in March or November so the weather can be iffy during those months.	8/16/2022 8:34 AM
91	Getting others to commit	8/16/2022 8:29 AM
92	Used to live there so have played most courses	8/16/2022 8:23 AM
93	Havent done one to hilton head yet	8/16/2022 8:17 AM
94	Travel restrictions	8/16/2022 8:13 AM
95	need people to go with, Brother ,friends	8/16/2022 8:10 AM
96	I am retired but wife still works. I play 125 games at home, my wife does not play.	8/16/2022 8:07 AM
97	Never came up on our radar	8/16/2022 8:05 AM

Q28 What other U.S. golf destination(s) have you visited? (check all that apply)

Answered: 457 Skipped: 1,068

2022 Hilton Head Island Golf Travel Survey



2022 Hilton Head Island Golf Travel Survey

ANSWER CHOICES	RESPONSES	
Pinehurst, NC	17.94%	82
Myrtle Beach, SC	57.33%	262
Charleston, SC	15.97%	73
Orlando, FL	40.92%	187
Jacksonville, FL/St. Augustine, FL	19.91%	91
Sea Island, GA/St. Simons Island, GA	3.72%	17
NC Outer Banks	8.53%	39
Hawaii	20.35%	93
Wisconsin (Whistling Straits)	4.60%	21
Oregon Coast (Bandon Dunes)	4.16%	19
Monterey, CA	13.35%	61
Palm Springs, CA	7.22%	33
Phoenix/Scottsdale	13.35%	61
Las Vegas, NV	14.88%	68
Ocean City, MD	5.03%	23
RTJ Trail (Alabama)	6.13%	28
Other (please specify)	33.26%	152
Total Respondents: 457		

#	OTHER (PLEASE SPECIFY)	DATE
1	Michigan	9/10/2022 9:54 PM
2	Northern Michigan courses	9/9/2022 4:40 PM
3	Mexico	8/31/2022 4:26 PM
4	Asheville	8/30/2022 5:10 PM
5	Northern Michigan	8/30/2022 1:08 PM
6	Lake of the ozarks	8/30/2022 11:57 AM
7	Poconos, PA. Reynolds Plantation, GA	8/29/2022 8:42 PM
8	Naples, FL	8/29/2022 12:50 PM
9	Sioux Falls SD	8/29/2022 9:23 AM
10	Michigan, Tennessee and Whistler, BC.	8/29/2022 8:49 AM
11	Nothing outside of the courses near where we live.	8/29/2022 7:33 AM
12	Never gone specifically for golf.	8/29/2022 1:43 AM
13	Northern Michigan	8/29/2022 1:19 AM
14	Schus Mountain, MI	8/28/2022 11:19 PM
15	Michigan	8/28/2022 10:00 PM

2022 Hilton Head Island Golf Travel Survey

16	Garland	8/28/2022 9:15 PM
17	Fort myers, fl	8/28/2022 8:28 PM
18	Santee, SC; Palm Coast FL;	8/28/2022 7:40 PM
19	none	8/28/2022 5:44 PM
20	Traverse City Mi	8/28/2022 4:59 PM
21	San Diego	8/28/2022 4:51 PM
22	Callaway Gardens	8/28/2022 4:48 PM
23	See above	8/28/2022 3:46 PM
24	New York	8/28/2022 3:43 PM
25	Santee	8/28/2022 3:37 PM
26	Cabot, Nova Scotia, Bandon Dunes, Amelia island	8/28/2022 3:09 PM
27	Seven Springs, PA Hidden Valley, PA, Lenape Heights, PA	8/28/2022 2:08 PM
28	Pebble Beach and surrounding areas	8/28/2022 2:04 PM
29	Michigan	8/28/2022 1:40 PM
30	Michigan, cancun mexico	8/28/2022 1:39 PM
31	tuscon	8/28/2022 1:34 PM
32	Ft lauderdale	8/28/2022 1:31 PM
33	Poconos PA, Williamsburg VA	8/28/2022 12:52 PM
34	Disney	8/28/2022 12:50 PM
35	Michigan, Ohio, Maine	8/28/2022 12:03 PM
36	West Virginia, Michigan	8/28/2022 11:13 AM
37	San Diego	8/28/2022 10:44 AM
38	Mississippi	8/28/2022 10:41 AM
39	None	8/28/2022 10:23 AM
40	Puerto Rico all trips taken with my wife BK (before kids)	8/28/2022 10:21 AM
41	Michigan	8/28/2022 10:10 AM
42	Missouri	8/28/2022 10:03 AM
43	Destin and San destin	8/28/2022 10:01 AM
44	Just started golf the past 3 years	8/28/2022 9:57 AM
45	Michigan	8/28/2022 9:53 AM
46	New York State many courses when we lived there.	8/28/2022 9:36 AM
47	Missourt	8/28/2022 9:35 AM
48	NH & MA	8/28/2022 9:34 AM
49	West Palm, Atlanta	8/28/2022 9:27 AM
50	None	8/28/2022 9:27 AM
51	New Smryna Beach florida	8/28/2022 9:25 AM
52	Osage Beach	8/28/2022 9:25 AM
53	Branson, Mo	8/28/2022 9:23 AM

2022 Hilton Head Island Golf Travel Survey

54	Death Valley California	8/28/2022 9:23 AM
55	Haven't	8/28/2022 9:21 AM
56	Scotland	8/28/2022 9:20 AM
57	Curacao	8/28/2022 9:11 AM
58	Michigan	8/28/2022 9:11 AM
59	Texas, California, Washington, Branson	8/28/2022 9:10 AM
60	Clearwater Florida for the many golf courses	8/28/2022 9:10 AM
61	Tucson	8/28/2022 9:09 AM
62	Santee	8/28/2022 9:08 AM
63	Ocean City Maryland Ocean City Maryland Ocean City Maryland Ocean City Maryland	8/23/2022 4:56 PM
64	Naples and around	8/21/2022 3:43 AM
65	None	8/20/2022 3:37 PM
66	Boyne Mountain, MI Shanty Creek, MI, Galena, IL	8/18/2022 8:45 PM
67	North Carolina and West Virginia	8/18/2022 7:20 PM
68	New Orleans, Las Vegas, Scottsdale	8/18/2022 5:18 PM
69	None	8/18/2022 4:24 PM
70	San Antonio la Cantera Resort	8/18/2022 9:45 AM
71	Oglebay WV	8/17/2022 7:48 PM
72	Michigan	8/17/2022 7:21 PM
73	Miami, Palm Beach	8/17/2022 3:34 PM
74	N/A	8/17/2022 1:13 PM
75	Not to golf, to vacation.	8/17/2022 8:59 AM
76	Scottsdale, AZ - Williamsburg, VA	8/17/2022 8:14 AM
77	AL Golf Trail, NY Area (Bethpage), Ireland	8/17/2022 7:22 AM
78	Michigan	8/17/2022 5:58 AM
79	Michigan	8/17/2022 12:35 AM
80	San Diego, and Newport Beach	8/16/2022 11:10 PM
81	Ozarks	8/16/2022 9:59 PM
82	Arizona	8/16/2022 9:06 PM
83	michigan, St. Georges, Vegas	8/16/2022 8:57 PM
84	Gaylord, MI	8/16/2022 8:18 PM
85	Massena, Syracuse, Turning Stone, Massanutten	8/16/2022 7:48 PM
86	Arizona	8/16/2022 5:31 PM
87	Michigan	8/16/2022 4:57 PM
88	Port St Lucia, Brooksville	8/16/2022 4:37 PM
89	ocean city Maryland	8/16/2022 3:55 PM
90	Las Vegas	8/16/2022 3:45 PM
91	Michigan	8/16/2022 3:39 PM

2022 Hilton Head Island Golf Travel Survey

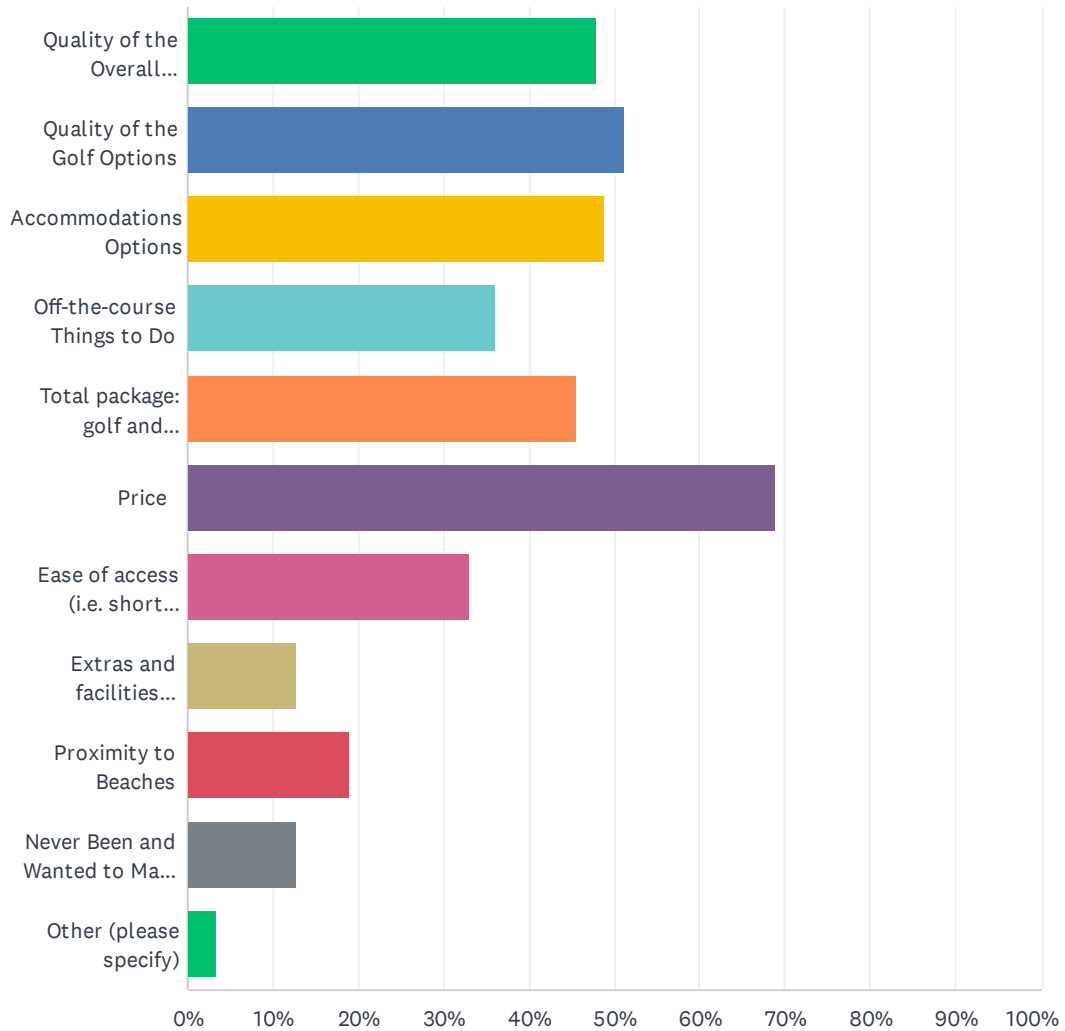
92	San Antonio tex, Scottsdle Ariz, Burmingham ala , Hot Springs Ark Branson MO.	8/16/2022 3:02 PM
93	Miami	8/16/2022 2:43 PM
94	Az, NM, ID, UT	8/16/2022 2:12 PM
95	Las Vegas, NV & Clearwater, FL	8/16/2022 2:10 PM
96	Shangra-la, Oklahoma. Branson, Mo, arkansas	8/16/2022 2:06 PM
97	Gulf shores	8/16/2022 1:33 PM
98	Palm Springs, Panama City	8/16/2022 1:16 PM
99	Cape Cod	8/16/2022 1:14 PM
100	Palm Springs	8/16/2022 1:03 PM
101	Las Vegas, San Diego, Phoenix	8/16/2022 12:53 PM
102	Everywhere - Dominican Republic, Costa Rica, Canada	8/16/2022 12:37 PM
103	Arizona and California	8/16/2022 12:10 PM
104	Williamsburg and Ocean City Md	8/16/2022 12:03 PM
105	Palm Springs, Arizona, greenbrier	8/16/2022 12:03 PM
106	indianapolis in	8/16/2022 12:01 PM
107	Clearwater	8/16/2022 12:01 PM
108	Sandestin Fla	8/16/2022 11:45 AM
109	torrey pines	8/16/2022 10:56 AM
110	Michigan, Florida, Texas, arizona	8/16/2022 10:56 AM
111	northern michigan	8/16/2022 10:46 AM
112	Fort Myers, Naples, Florida	8/16/2022 10:25 AM
113	scottsdale az	8/16/2022 10:24 AM
114	Pebble Beach	8/16/2022 10:08 AM
115	Ft Lauderdale Mideria Beach fl	8/16/2022 10:07 AM
116	Tucson	8/16/2022 9:54 AM
117	Stratton, VT	8/16/2022 9:33 AM
118	las vegas, mesquite. michigan	8/16/2022 9:33 AM
119	Michigan	8/16/2022 9:28 AM
120	Scottsdale, AZ	8/16/2022 9:24 AM
121	Scottsdale, AZ Palm Springs, CA	8/16/2022 9:22 AM
122	Kiawah, Palm Springs (CA), Port St Lucie	8/16/2022 9:21 AM
123	Scottsdale	8/16/2022 9:20 AM
124	Palm springs	8/16/2022 9:16 AM
125	Scotland & Ireland	8/16/2022 9:15 AM
126	Norther Michigan, southern Indiana	8/16/2022 9:14 AM
127	Michigan and Ohio locations that are closer	8/16/2022 9:10 AM
128	gulf shores, ala	8/16/2022 9:09 AM
129	Robert Trent Jones Alabama	8/16/2022 9:09 AM

2022 Hilton Head Island Golf Travel Survey

130	Mesquite	8/16/2022 9:08 AM
131	Branson	8/16/2022 9:06 AM
132	Treasure Coast FL, Palm Desert CA, Poconos	8/16/2022 9:05 AM
133	n/a	8/16/2022 9:03 AM
134	Cuba and Mexico	8/16/2022 9:03 AM
135	Maples, central Florida, south Florida	8/16/2022 9:02 AM
136	Grand Rapids, MI (Mike DeVries Trio)	8/16/2022 8:57 AM
137	Delaware and Maryland	8/16/2022 8:57 AM
138	Sioux Falls SD	8/16/2022 8:54 AM
139	Tennessee area	8/16/2022 8:49 AM
140	CROSSVILLE , TN FAIRFIELD GLADE	8/16/2022 8:43 AM
141	Local courses	8/16/2022 8:33 AM
142	Florida, PGA	8/16/2022 8:30 AM
143	Whistling Straights	8/16/2022 8:30 AM
144	Michigan	8/16/2022 8:29 AM
145	Orlando	8/16/2022 8:29 AM
146	Grand cayman	8/16/2022 8:13 AM
147	Michigan and Wisconsin	8/16/2022 8:13 AM
148	Alabama ,,Midwest ,	8/16/2022 8:10 AM
149	Gatlinburg, TN	8/16/2022 8:09 AM
150	Fort Myers	8/16/2022 8:07 AM
151	Michigan	8/16/2022 8:06 AM
152	Las Vegas, Phoenix-Scottsdale	8/16/2022 8:05 AM

Q29 What factors go into choosing where you will take a golf vacation?

Answered: 456 Skipped: 1,069



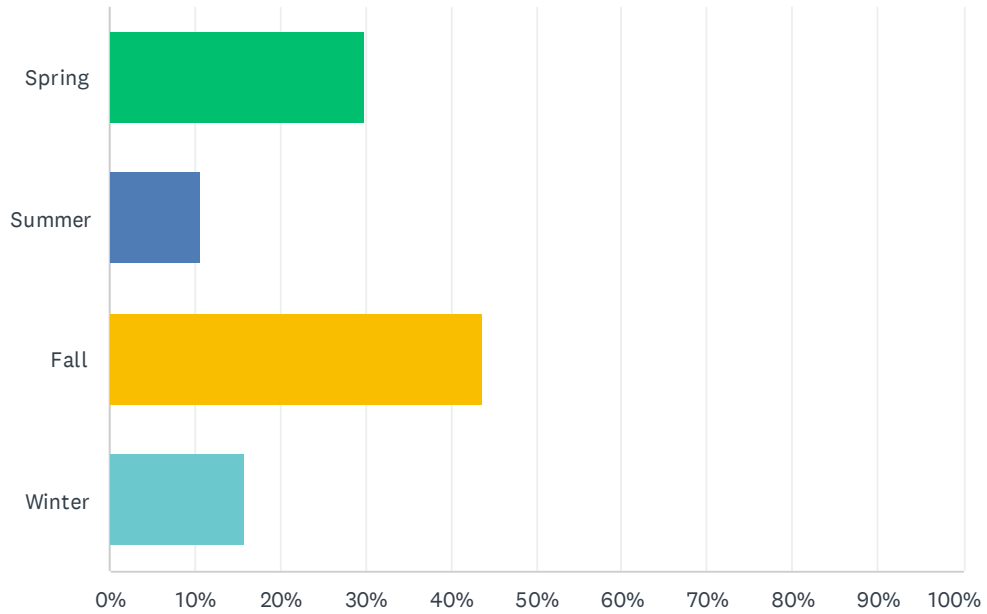
2022 Hilton Head Island Golf Travel Survey

ANSWER CHOICES	RESPONSES	
Quality of the Overall Destination	48.03%	219
Quality of the Golf Options	51.10%	233
Accommodations Options	48.90%	223
Off-the-course Things to Do	35.96%	164
Total package: golf and amenities all on-site	45.61%	208
Price	68.86%	314
Ease of access (i.e. short drive time, proximity to airport, etc.)	33.11%	151
Extras and facilities (spa, fitness, pool, etc.)	12.72%	58
Proximity to Beaches	19.08%	87
Never Been and Wanted to Make My First Trip	12.72%	58
Other (please specify)	3.51%	16
Total Respondents: 456		

#	OTHER (PLEASE SPECIFY)	DATE
1	Need to be close distance from Accommodations to Courses.	8/29/2022 8:49 AM
2	Sister lives Charlotte, so near NC is best.	8/29/2022 1:43 AM
3	Family lives in area	8/28/2022 4:51 PM
4	Tennis clinics or matches set up for my wife	8/28/2022 3:40 PM
5	Wife doesn't play so finding a match for her interests	8/28/2022 2:21 PM
6	central location	8/28/2022 11:03 AM
7	Time share options	8/28/2022 10:03 AM
8	Corona problems and the strong dollar range against the EURO	8/21/2022 3:43 AM
9	Restaurants	8/16/2022 4:37 PM
10	Other things to do if we get rained out like casinos	8/16/2022 10:56 AM
11	weather	8/16/2022 10:24 AM
12	Group choice	8/16/2022 10:18 AM
13	warm weather is winter	8/16/2022 10:07 AM
14	Cost of flights to destination	8/16/2022 9:22 AM
15	central location	8/16/2022 9:09 AM
16	Restaurants close	8/16/2022 8:49 AM

Q30 Which is your preferred season for golf travel?

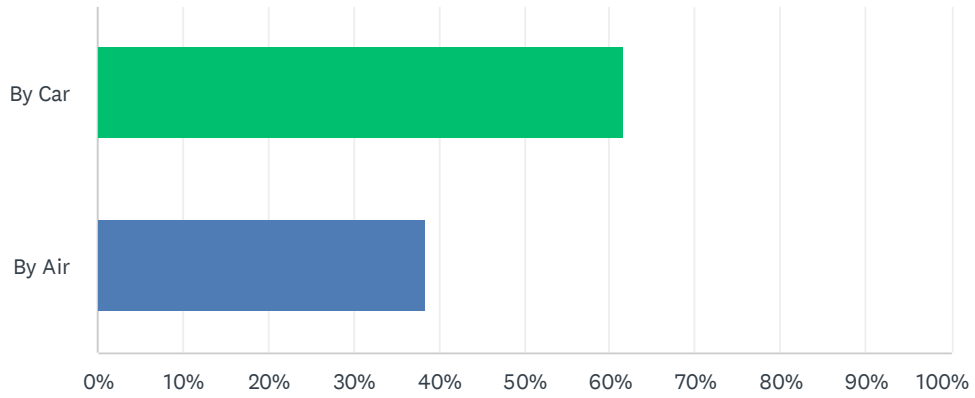
Answered: 457 Skipped: 1,068



ANSWER CHOICES	RESPONSES
Spring	29.76% 136
Summer	10.72% 49
Fall	43.76% 200
Winter	15.75% 72
TOTAL	457

Q31 How do you typically travel when you take a golf vacation?

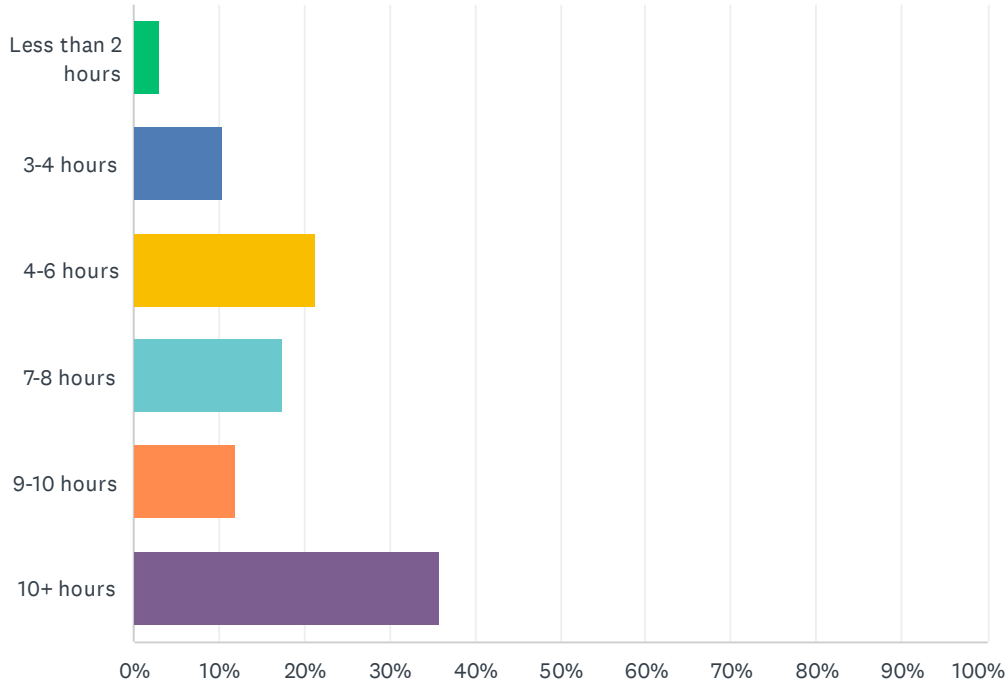
Answered: 457 Skipped: 1,068



ANSWER CHOICES	RESPONSES	
By Car	61.71%	282
By Air	38.29%	175
TOTAL		457

Q32 If by car, how far are you willing to drive? (Scroll Down to next question if you only travel by air)

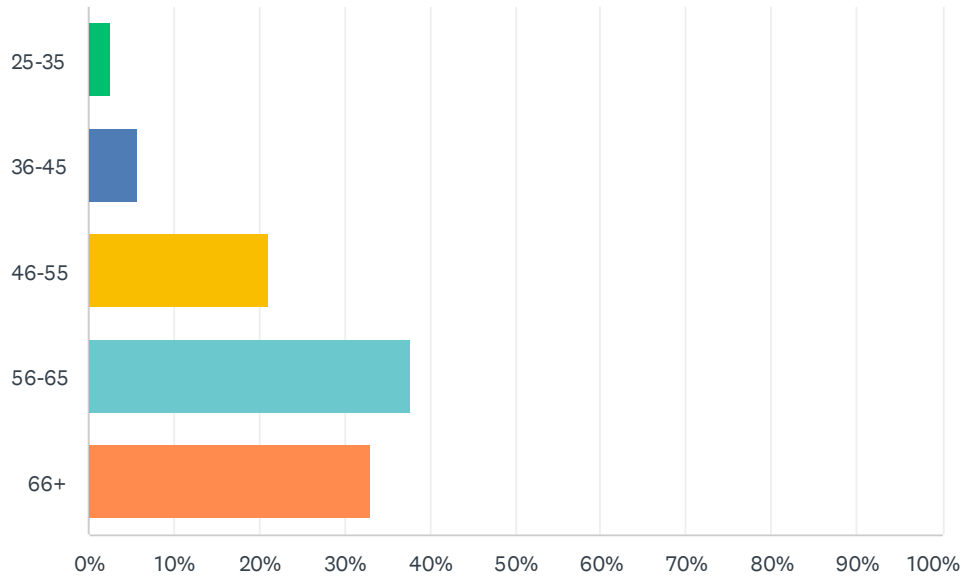
Answered: 410 Skipped: 1,115



ANSWER CHOICES	RESPONSES	
Less than 2 hours	2.93%	12
3-4 hours	10.49%	43
4-6 hours	21.22%	87
7-8 hours	17.56%	72
9-10 hours	11.95%	49
10+ hours	35.85%	147
TOTAL		410

Q33 What is the age range for your golf vacation group?

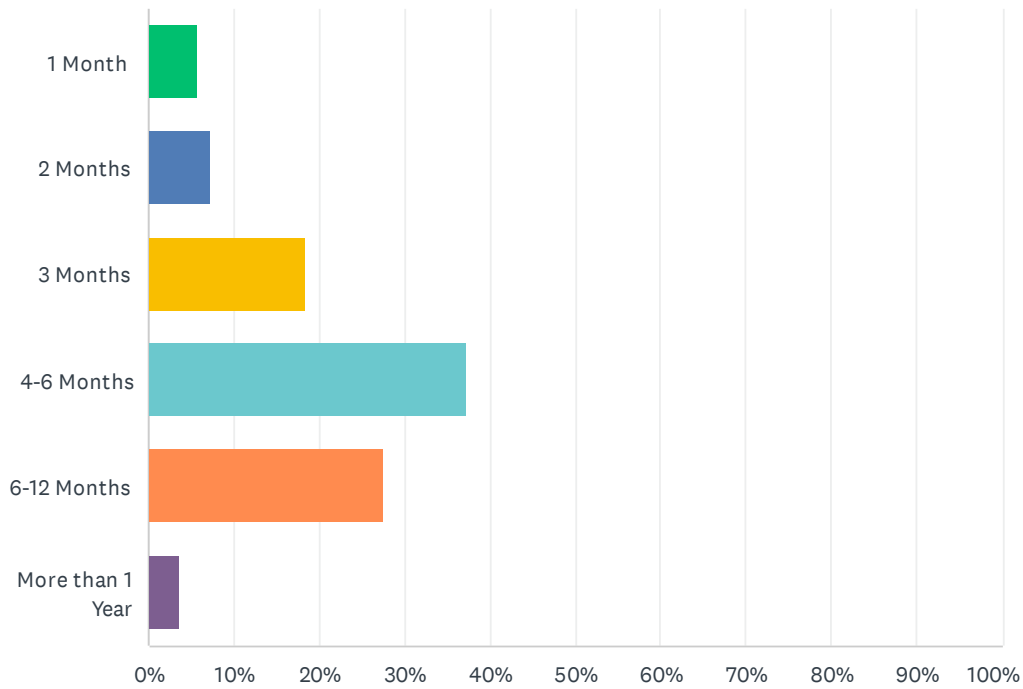
Answered: 457 Skipped: 1,068



ANSWER CHOICES	RESPONSES	
25-35	2.63%	12
36-45	5.69%	26
46-55	21.01%	96
56-65	37.64%	172
66+	33.04%	151
TOTAL		457

Q34 How far in advance do you typically start planning a golf vacation?

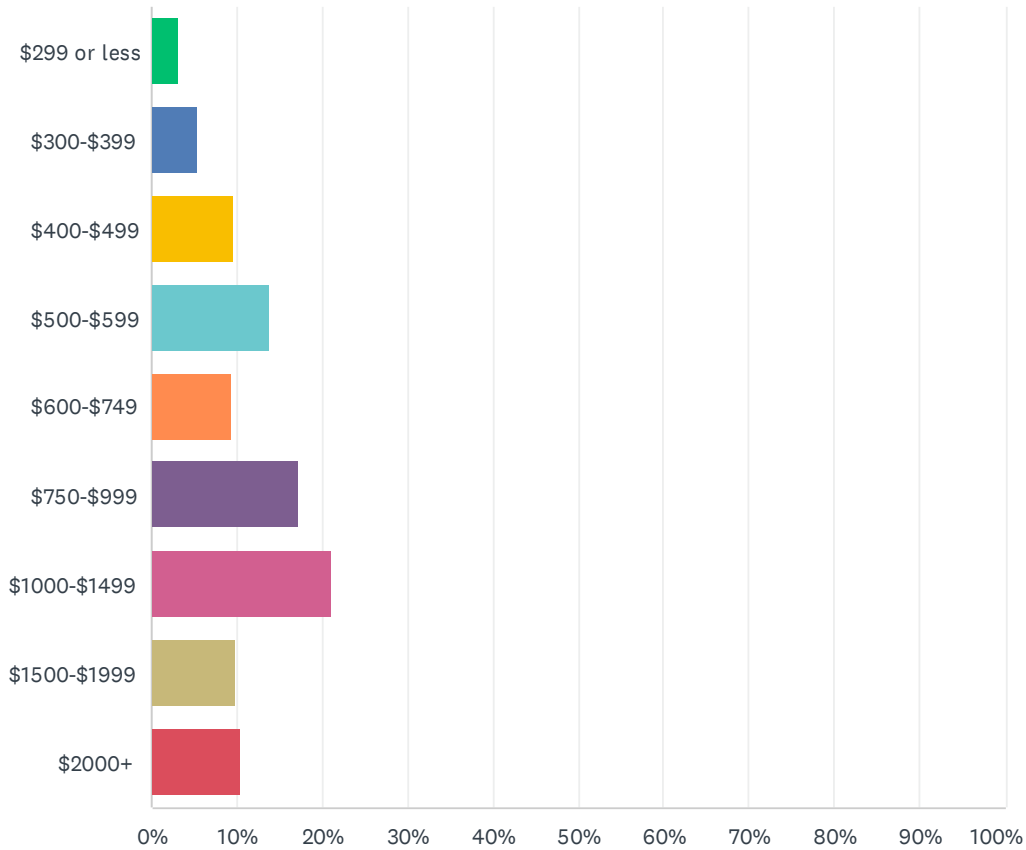
Answered: 457 Skipped: 1,068



ANSWER CHOICES	RESPONSES
1 Month	5.69% 26
2 Months	7.22% 33
3 Months	18.38% 84
4-6 Months	37.42% 171
6-12 Months	27.57% 126
More than 1 Year	3.72% 17
TOTAL	457

Q35 What is the typical budget per person for your golf vacation?

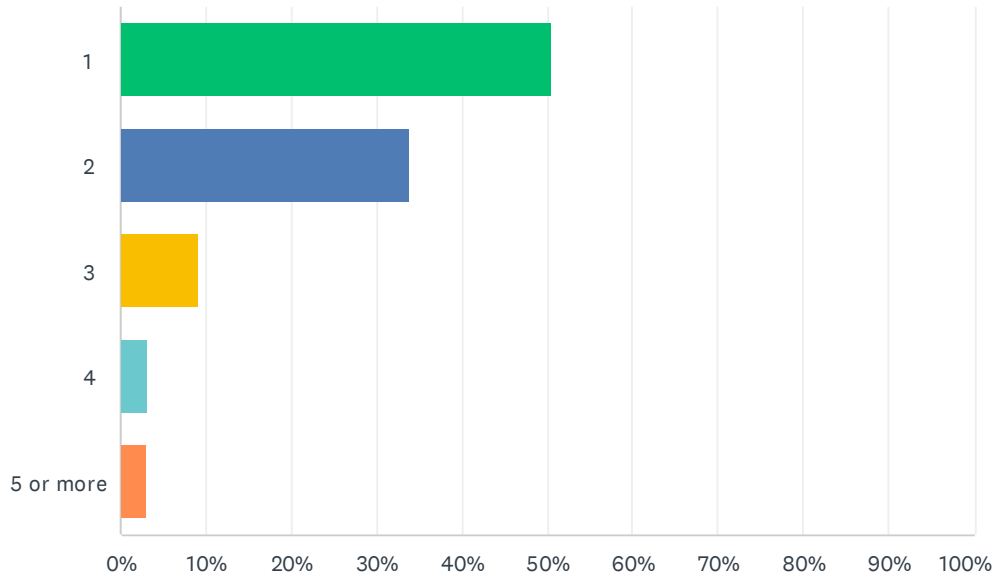
Answered: 457 Skipped: 1,068



ANSWER CHOICES	RESPONSES
\$299 or less	3.28% 15
\$300-\$399	5.25% 24
\$400-\$499	9.63% 44
\$500-\$599	13.79% 63
\$600-\$749	9.41% 43
\$750-\$999	17.29% 79
\$1000-\$1499	21.01% 96
\$1500-\$1999	9.85% 45
\$2000+	10.50% 48
TOTAL	457

Q36 How many golf vacations do you take annually?

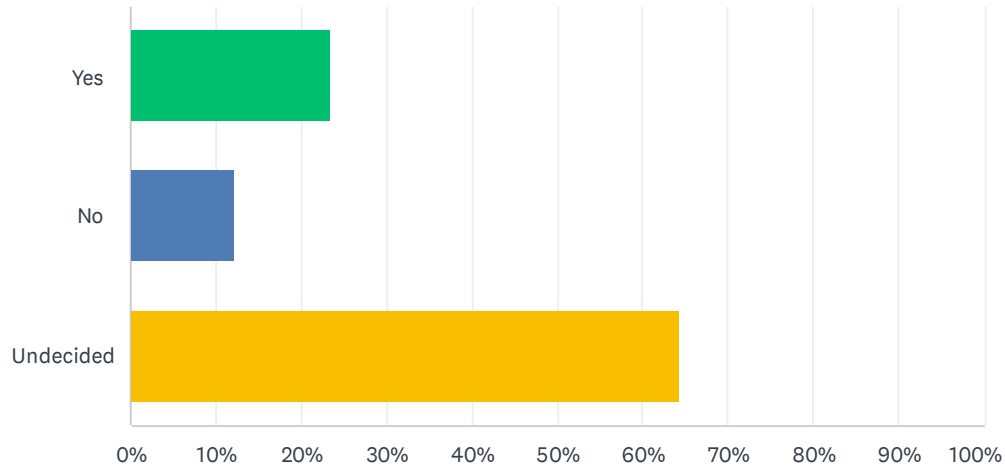
Answered: 457 Skipped: 1,068



ANSWER CHOICES	RESPONSES	
1	50.55%	231
2	33.92%	155
3	9.19%	42
4	3.28%	15
5 or more	3.06%	14
TOTAL		457

Q37 Do you plan on taking a golf vacation to Hilton Head Island within the next 12 months?

Answered: 457 Skipped: 1,068



ANSWER CHOICES	RESPONSES	
Yes	23.41%	107
No	12.25%	56
Undecided	64.33%	294
TOTAL		457

<u>LGCOA 2024 Budget</u>	<u>2024</u>			
Revenues				
Passbook LCGOA	9,000			
Passbook LCGOA	56,250			
GI Mkt Fees / Courses	25,000			
Beaufort County Tax Grant	15,000			
HHI PR ATAX Grant	<u>50,000</u>			
Revenue Sub-Total:	155,250			
Membership Overall Dues Revenue				
Bear Creek	970.00			
Chechessee Creek GC	1,082.00			
Great Life Golf (Pinecrest & Dolphin Head)	1,160.00			
Golden Bear / Indigo Run	870.00			
Fripp Island Resort	1,194.00			
Metropolitan Golf Group (Crescent & Eagles Pt)	1,160.00			
Old South	1,082.00			
Palmetto Dunes	1,696.00			
Sea Pines Resort	1,696.00			
Heritage Golf Group	1,680.00			
HH Nat'l	1,082.00			
Sun City Hilton Head	1,360.00			
Legends @ Parris Island	<u>1,082.00</u>			
Membership Total:	16,114.00			
Total Revenues:	171,364			
Expenses				
Professional Services				
Bookkeeping	4,200			
Tax Accounting	<u>750</u>			
Total Professional Services:	4,950			
Administrative				
Travel / Entertainment	6,900			
Meeting and Program Expnese	1,400			
Misc. Office Supplies	1750			
Rent	4,800			
Telephone/Fax/Email	750			
Bank Charges / Credit Card Fees	2,950			
Internet / Online	250			
Insurance Expense	<u>1,500</u>			

Total Administrative:	20,300			
Salary / Wages				
Executive Director	45,000			
Year end Bonus:	<u>1,000</u>			
Total Salary / Wages:	46,000			
Dues & Subscriptions				
SCGCOA & NGCOA	7,200			
Member Dues/Chambers/Hosp	1000			
National Golf Foundation	<u>675</u>			
Total Dues & Subscriptions:	8,875			
Golf Passbook Expense				
Commissions and Fees Expense	300			
Passbook Expenditure Schedule	450			
Passbook Promotional Ads	0			
Passbook Printing & Graphics	2500			
Postage/Certified Mail (passbooks)	<u>1000</u>			
Total Passbook Expense:	4,250			
Marketing				
PR - Advertising - HHI Tax Grant	50,000			
Consulting: Impact Golf Marketing	30,000			
Creative: Impact Golf Marketing	2,500			
Email Marketing	7,500			
Broadcast, Digital & Print Media	30,000			
Contingency	2,500			
Total LGCOA Marketing Expenses:	122,500			
Taxes				
Other Taxes Expense	50			
SC Admissions-Passbooks	250			
Beaufort County (2.5%)-Passbook	<u>100</u>			
Total Taxes:	400			
Total Expenses:	207,275			
Net Income LCGOA - Association	(\$35,911)			

Guide To Golf				
Revenues				
Spring - Advertising	53,695			
Summer - Advertising	56,103			
Fall - Advertising	62,053			
Total Revenues	171,851			
Cost of Sales				
Printing Cost - Spring	17,250			
Printing Cost - Summer	17,250			
Printing Cost - Fall	17,250			
Article Writing Cost	1,500			
Graphics Cost-Spring Issue	1,500			
Graphics Cost-Summer Issue	1,500			
Graphics Cost-Fall Issue	1,500			
Distribution Cost	18,000			
Total Cost of Sales	75,750			
Expenses				
Bad Debt Expense				
Bank Charges	1,200			
Commissions-Fleming Golf	23,000			
Accounting/Consulting	5,300			
LGCOA General Mktg	500			
Meals and Entertainment Exp	500			
Postage & UPS Expense	150			
Rent or Lease Expense	4,800			
Supplies Expense	500			
Total Expenses	35,950			
Net Income - GUIDE TO GOLF	60,151			
Net Income - Combined	20,740			

SC Low Country Golf Course Owners Assoc.
Income Statement
For the Seven Months Ending July 31, 2023

ASSETS		
Current Assets		
CSB Checking	\$ 47,479.27	
CSB Operating	\$ 70,639.13	
CSB Marketing	(\$ 1,834.98)	
CSB Money Market	\$ 304,696.79	
Accounts Receivable	59,958.83	
Total Current Assets		480,939.04
Magazine - Goodwill	\$ 200,000.00	
Accumulated Depreciation		
Property & Equipment		
Total Property and Equipment		200,000.00
Other Assets		
Total Other Assets		
Total Assets		\$ 680,939.04
LIABILITIES AND CAPITAL		
Current Liabilities		
Settlement with Frey Media		
Accounts Payable	\$ 1,764.36	
Admissions Tax payable		
Total Current Liabilities		1,764.36
Long-Term Liabilities		
Total Long-Term Liabilities		0.00
Total Liabilities		1,764.36
Capital		
Retained Earnings	683,141.85	
Net Income	(3,967.17)	
Total Capital		679,174.68
Total Liabilities & Capital		\$ 680,939.04

SC Low Country Golf Course Owners Assoc.
Income Statement
For the Seven Months Ending July 31, 2023

	GL Account Code	January- July 2023
Revenues		
Passbook LCGOA (400)	M-400	\$ 14,144.61
Passbook LCGOA (125)		
Interest / Misc. Income	4100	2,301.54
GI Mkt Fees / Courses	MKT-405	\$ 24,500.00
Beaufort County Tax Grant		\$ 20,000.00
HHI Tax Grant		\$ 21,094.66
Other Income	4300	8.00
Revenue Sub-Total:		82,048.81
Membership Revenue		
Dolphin Head		646.50
Pinecrest	MR-4001	646.50
Crescent Pointe		1,132.00
Country Club HHead/Golden Bear	MR-4003	658.00
Brown Golf	MR-4004	1,160.00
Old South	MR-4005	
Palmetto Dunes	MR-4006	1,846.00
Sea Pines Resort	MR-4007	1,846.00
Heritage Golf Group	MR-4009	2,000.00
HH Nat'l	MR-4010	1,132.00
Hampton Hall	MR-4011	
Sun City Hilton Head	MR-4017	1,360.00
The Legends	MR-4020	
Chechessie Creek Club		1,132.00
HH Lakes		
Membership Total:		13,559.00
Total Revenues:		95,607.81
Expenses		
Professional Services		
Bookkeeping	6100	1,960.95
Marketing Consultant		
Tax Accounting	6102	
Total Professional Services:		1,960.95
Administrative		
Travel / Entertainment	6201	49.15
Casual Labor		60.00
Misc. Office Supplies	6204	579.24
Rent		
Telephone/Fax/Email	6206	356.06
Bank Charges / Credit Card Fees	6300	2,680.89
Internet / Online	6208	287.00
Contributions	6920	
Insurance Expense	6950	1,252.00
Total Administrative:		5,264.34

SC Low Country Golf Course Owners Assoc.
Income Statement
For the Seven Months Ending July 31, 2023

	GL Account Code	January- July 2023
Salary / Wages		
Executive Director	6000	23,333.38
Total Salary / Wages:		23,333.38
Dues & Subscriptions		
SCG-NGCOA	6601	11,008.61
Member Dues/Chambers/Hosp	6602	500.00
Miscellaneous Subscriptions	6603	6.00
Total Dues & Subscriptions:		11,514.61
Golf Passbook Expense		
Commissions and Fees Expense	6650	
Passbook Expenditure Schedule	6700	
Passbook Promotional Ads	6702	
Passbook Printing & Graphics		
Postage/Certified Mail (pb's)	6703	303.71
Total Passbook Expense:		303.71
Marketing		
Public Relation / Advertising - HHI Tax Grant	MKT-6410	46,184.79
Sponsorship Expense	MKT-6413	1,000.00
Heritage Promotion	MKT-6415	
Broadcast Golf Channel & Radio Advertising	MKT-6416	27,500.00
Digital	MKT-6417	307.00
Trade Shows / Regional Shows		
Consumer Golf Shows		
Buffalo PR - Golf Island Mktg		
Consulting - Impact Golf	MKT-6425	17,500.00
Email Marketing	MKT-6424	6,500.00
Misc. Expense Contingency	MKT-6436	4,520.00
Total LGCOA Marketing Expenses:		103,511.79
Taxes		
Other Taxes Expense	6250	50.00
SC Admissions-Passbooks	6707	
Beaufort County (2.5%)-Passbok	6709	
Total Taxes:		50.00
Total Expenses:		(145,938.78)
Net Income LCGOA - Association		(\$ 50,330.97)

SC Low Country Golf Course Owners Assoc.
Income Statement
For the Seven Months Ending July 31, 2023

	GL Account Code	January- July 2023
Guide To Golf		
Revenues		
Spring - Golf Course Ads	40100	\$ 31,013.00
Spring - Other Ads	40200	24,290.00
Summer - Golf Course Ads	40410	31,013.00
Summer - Other Ads	40420	25,665.00
Fall - Golf Course Ads	40600	(1,950.00)
Fall - Other Ads	40650	3,750.00
Other Income		
Total Revenues		113,781.00
Cost of Sales		
Printing Cost - Spring	5000	35,313.80
Printing Cost - Summer	50010	1,500.00
Printintg Cost - Fall	50020	
Article Writing Cost	50500	1,700.00
Graphics Cost-Spring Issue	51000	
Graphics Cost-Summer Issue	51001	
Graphics Cost-Fall Issue	51002	
Distribution Cost	57000	10,740.00
Total Cost of Sales		49,253.80
Gross Profit		64,527.20
Expenses		
Bad Debt Expense	61500	
Bank Charges	62000	
Commissions-Fleming Golf	63500	13,313.40
Commissions/Contract Labor		
Accounting/Consulting	68500	2,400.00
LGCOA General Mktg	69400	
Meals and Entertainment Exp	70500	
Postage & UPS Expense	73500	
Rent or Lease Expense	74000	2,450.00
Supplies Expense	75500	
Utilities Expense	78000	
Total Expenses		18,163.40
Net Income - GUIDE TO GOLF		\$ 46,363.80
Net Income - Combined		(\$ 3,967.17)

SC Low Country Golf Course Owners Assoc.
Income Statement
For the Twelve Months Ending December
31, 2022

ASSETS		
Current Assets		
CSB Checking	\$ 91,182.41	
CSB Operating	\$ 78,338.47	
CSB Marketing	(\$ 4,454.27)	
CSB Money Market	\$ 302,395.25	
Accounts Receivable	38,367.83	
Total Current Assets		505,829.69
Magazine - Goodwill	\$ 200,000.00	
Accumulated Depreciation Property & Equipment		
Total Property and Equipment		200,000.00
Other Assets		
Total Other Assets		
Total Assets		\$ 705,829.69
LIABILITIES AND CAPITAL		
Current Liabilities		
Accounts Payable	\$ 17,813.39	
Admissions Tax payable	\$ 4,841.32	
Total Current Liabilities		22,654.71
Long-Term Liabilities		
Total Long-Term Liabilities		0.00
Total Liabilities		22,654.71
Capital		
Retained Earnings	731,915.32	
Net Income	(48,740.34)	
Total Capital		683,174.98
Total Liabilities & Capital		\$ 705,829.69

SC Low Country Golf Course Owners Assoc.
Income Statement
For the Twelve Months Ending December
31, 2022

	GL Account Code	January- December 2022
Guide To Golf		
Revenues		
Spring - Golf Course Ads	40100	\$ 48,800.00
Spring - Other Ads	40200	7,875.00
Summer - Golf Course Ads	40410	49,863.00
Summer - Other Ads	40420	2,825.00
Fall - Golf Course Ads	40600	49,863.00
Fall - Other Ads	40650	7,625.00
Other Income		
Total Revenues		166,851.00
Cost of Sales		
Printing Cost - Spring	5000	13,738.76
Printing Cost - Summer	50010	16,112.10
Printing Cost - Fall	50020	16,928.30
Article Writing Cost	50500	1,600.00
Graphics Cost-Spring Issue	51000	
Graphics Cost-Summer Issue	51001	
Graphics Cost-Fall Issue	51002	
Distribution Cost	57000	18,960.00
Total Cost of Sales		67,339.16
Gross Profit		99,511.84
Expenses		
Bad Debt Expense	61500	
Bank Charges	62000	
Commissions-Fleming Golf	63500	25,727.75
Freight Expense		1,200.00
Accounting/Consulting	68500	4,800.00
LGCOA General Mktg	69400	71,055.75
Meals and Entertainment Exp	70500	
Postage & UPS Expense	73500	
Rent or Lease Expense	74000	3,350.00
Supplies Expense	75500	
Utilities Expense	78000	
Total Expenses		106,133.50
Net Income - GUIDE TO GOLF		(\$ 6,621.66)
Net Income - Combined		(\$ 48,740.34)

SC Low Country Golf Course Owners Assoc.
Income Statement
For the Twelve Months Ending December
31, 2022

	GL Account Code	January- December 2022
Revenues		
Passbook LCGOA (400)	M-400	\$ 67,316.63
Passbook LCGOA (125)		
Interest / Misc. Income	4100	2,053.85
GI Mkt Fees / Courses	MKT-405	\$ 22,500.00
Beaufort County Tax Grant		\$ 10,000.00
HHI Tax Grant		\$ 78,551.17
Other Income	4300	
Revenue Sub-Total:		180,421.65
Membership Revenue		
Bear Creek		970.00
Brown Golf	MR-4001	1,210.00
Golden Bear / Indigo Run		
Country Club HHead/Golden Bear	MR-4003	
Fripp Island Resort	MR-4004	1,194.00
Old South	MR-4005	1,082.00
Palmetto Dunes	MR-4006	1,696.00
Sea Pines Resort	MR-4007	1,696.00
Heritage Golf Group	MR-4009	1,210.00
HH Nat'l	MR-4010	1,082.00
Hampton Hall	MR-4011	
Sun City Hilton Head	MR-4017	1,360.00
The Legends	MR-4020	2,082.00
Chechessie Creek Club		
HH Lakes		
Membership Total:		13,582.00
Total Revenues:		194,003.65
Expenses		
Professional Services		
Bookkeeping	6100	3,830.00
Marketing Consultant		
Tax Accounting	6102	750.00
Total Professional Services:		4,580.00
Administrative		
Travel / Entertainment	6201	3,076.47
Casual Labor		450.00
Misc. Office Supplies	6204	1,648.63
Rent		
Telephone/Fax/Email	6206	752.43
Bank Charges / Credit Card Fees	6300	2,742.93
Internet / Online	6208	266.36
Contributions	6920	18,200.00
Prior Period Old Write off		12,910.00
Insurance Expense	6950	1,237.00
Total Administrative:		41,283.82

SC Low Country Golf Course Owners Assoc.
Balance Sheet
For the Seven Months Ending July 31, 2023

ASSETS		
Current Assets		
CSB Checking	\$ 47,479.27	
CSB Operating	\$ 70,639.13	
CSB Marketing	(\$ 1,834.98)	
CSB Money Market	\$ 304,696.79	
Accounts Receivable	59,958.83	
Total Current Assets		480,939.04
Magazine - Goodwill	\$ 200,000.00	
Accumulated Depreciation		
Property & Equipment		
Total Property and Equipment		200,000.00
Other Assets		
Total Other Assets		
Total Assets		\$ 680,939.04
LIABILITIES AND CAPITAL		
Current Liabilities		
Settlement with Frey Media		
Accounts Payable	\$ 1,764.36	
Admissions Tax payable		
Total Current Liabilities		1,764.36
Long-Term Liabilities		
Total Long-Term Liabilities		0.00
Total Liabilities		1,764.36
Capital		
Retained Earnings	683,141.85	
Net Income	(3,967.17)	
Total Capital		679,174.68
Total Liabilities & Capital		\$ 680,939.04

SC Low Country Golf Course Owners Assoc.
Income Statement
For the Twelve Months Ending December
31, 2022

ASSETS		
Current Assets		
CSB Checking	\$ 91,182.41	
CSB Operating	\$ 78,338.47	
CSB Marketing	(\$ 4,454.27)	
CSB Money Market	\$ 302,395.25	
Accounts Receivable	38,367.83	
Total Current Assets		505,829.69
Magazine - Goodwill	\$ 200,000.00	
Accumulated Depreciation		
Property & Equipment		
Total Property and Equipment		200,000.00
Other Assets		
Total Other Assets		
Total Assets		\$ 705,829.69
LIABILITIES AND CAPITAL		
Current Liabilities		
Accounts Payable	\$ 17,813.39	
Admissions Tax payable	\$ 4,841.32	
Total Current Liabilities		22,654.71
Long-Term Liabilities		
Total Long-Term Liabilities		0.00
Total Liabilities		22,654.71
Capital		
Retained Earnings	731,915.32	
Net Income	(48,740.34)	
Total Capital		683,174.98
Total Liabilities & Capital		\$ 705,829.69

Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

2022

Department of the Treasury
Internal Revenue Service

Do not enter social security numbers on this form as it may be made public.

Go to www.irs.gov/Form990 for instructions and the latest information.

Open to Public Inspection

A For the 2022 calendar year, or tax year beginning , 2022, and ending , 20

B Check if applicable:
 Address change
 Name change
 Initial return
 Final return/terminated
 Amended return
 Application pending

C Name of organization SOUTH CAROLINA LOW COUNTRY GOLF
 Doing business as COURSE OWNERS ASSOCIATION
 Number and street (or P.O. box if mail is not delivered to street address) Room/suite
POST OFFICE BOX 6142
 City or town, state or province, country, and ZIP or foreign postal code
HILTON HEAD ISLAND, SC 29938

D Employer identification number
57-0951405

E Telephone number
(843) 384-5352

G Gross receipts \$ 347,944.

F Name and address of principal officer:
CARY CORBITT, POST OFFICE BOX 6142, HILTON HEAD, SC 29938

H(a) Is this a group return for subordinates? Yes No
H(b) Are all subordinates included? Yes No
 If "No," attach a list. See instructions.

I Tax-exempt status: 501(c)(3) 501(c) (6) (insert no.) 4947(a)(1) or 527

J Website: WWW.LGCOAGOLFPASSBOOK.COM

K Form of organization: Corporation Trust Association Other

L Year of formation: 1992

M State of legal domicile: SC

H(c) Group exemption number

Part I Summary

		Prior Year	Current Year
Activities & Governance	1 Briefly describe the organization's mission or most significant activities: <u>PROMOTE ACTIVITIES DESIGNED TO IMPROVE THE GOLF COURSE INDUSTRY AND ITS GOLF RELATED OPERATIONS AND PROVIDE GREATER ACCESS TO THE PUBLIC GOLF COURSES</u>		
	2 Check this box <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.		
	3 Number of voting members of the governing body (Part VI, line 1a)	<u>3</u>	<u>3</u>
	4 Number of independent voting members of the governing body (Part VI, line 1b)	<u>4</u>	<u>3</u>
	5 Total number of individuals employed in calendar year 2022 (Part V, line 2a)	<u>5</u>	<u>0</u>
	6 Total number of volunteers (estimate if necessary)	<u>6</u>	<u>0</u>
	7a Total unrelated business revenue from Part VIII, column (C), line 12	<u>7a</u>	<u>0.</u>
b Net unrelated business taxable income from Form 990-T, Part I, line 11	<u>7b</u>	<u>0.</u>	
Revenue	8 Contributions and grants (Part VIII, line 1h)	<u>259,666.</u>	<u>345,890.</u>
	9 Program service revenue (Part VIII, line 2g)		
	10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)	<u>985.</u>	<u>2,054.</u>
	11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		
	12 Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	<u>260,651.</u>	<u>347,944.</u>
	Expenses	13 Grants and similar amounts paid (Part IX, column (A), lines 1–3)	<u>2,500.</u>
14 Benefits paid to or for members (Part IX, column (A), line 4)			
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)		<u>68,075.</u>	<u>65,728.</u>
16a Professional fundraising fees (Part IX, column (A), line 11e)			
b Total fundraising expenses (Part IX, column (D), line 25)		<u>0.</u>	
17 Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)		<u>208,985.</u>	<u>312,757.</u>
18 Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	<u>279,560.</u>	<u>396,685.</u>	
19 Revenue less expenses. Subtract line 18 from line 12	<u>-18,909.</u>	<u>-48,741.</u>	
Net Assets or Fund Balances	20 Total assets (Part X, line 16)	<u>646,035.</u>	<u>705,829.</u>
	21 Total liabilities (Part X, line 26)	<u>23,610.</u>	<u>22,655.</u>
	22 Net assets or fund balances. Subtract line 21 from line 20	<u>622,425.</u>	<u>683,174.</u>

Part II Signature Block

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here

Signature of officer: BARRY FLEMING, EXECUTIVE DIRECTOR
 Date: _____

Type or print name and title

Paid Preparer Use Only

Print/Type preparer's name: HUBERT L BERNHEIM
 Preparer's signature: _____
 Date: 08/25/2023
 Check if self-employed
 PTIN: P01284405
 Firm's name: HUBERT L. BERNHEIM, CPA
 Firm's EIN: 36-2750133
 Firm's address: POST OFFICE DRAWER NINE, HILTON HEAD ISLAND, SC 29938
 Phone no.: (843) 671-6005

May the IRS discuss this return with the preparer shown above? See instructions Yes No

Part III Statement of Program Service Accomplishments

Check if Schedule O contains a response or note to any line in this Part III

1 Briefly describe the organization's mission:
PROMOTE ACTIVITIES DESIGNED TO
IMPROVE THE GOLF COURSE INDUSTRY AND ITS GOLF RELATED OPERATIONS
AND PROVIDE GREATER ACCESS TO THE PUBLIC GOLF COURSES

2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ? Yes No
If "Yes," describe these new services on Schedule O.

3 Did the organization cease conducting, or make significant changes in how it conducts, any program services? Yes No
If "Yes," describe these changes on Schedule O.

4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code:) (Expenses \$ 385,791. including grants of \$) (Revenue \$ 347,944.)
TO CONSIDER THE PROBLEMS OF OPERATION, MANAGEMENT, DEVELOPMENT AND
PROMOTION OF GOLF AT GOLF COURSES WHICH ARE OPEN TO THE PUBLIC
IN THE LOW COUNTRY

4b (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4c (Code:) (Expenses \$ including grants of \$) (Revenue \$)

4d Other program services (Describe on Schedule O.)
(Expenses \$ including grants of \$) (Revenue \$)

4e Total program service expenses 385,791.

Part IV Checklist of Required Schedules

	Yes	No
1 Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If "Yes," complete Schedule A		X
2 Is the organization required to complete Schedule B, Schedule of Contributors? See instructions		X
3 Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I		X
4 Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II		
5 Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Rev. Proc. 98-19? If "Yes," complete Schedule C, Part III		X
6 Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If "Yes," complete Schedule D, Part I		X
7 Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If "Yes," complete Schedule D, Part II		X
8 Did the organization maintain collections of works of art, historical treasures, or other similar assets? If "Yes," complete Schedule D, Part III		X
9 Did the organization report an amount in Part X, line 21, for escrow or custodial account liability, serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If "Yes," complete Schedule D, Part IV		X
10 Did the organization, directly or through a related organization, hold assets in donor-restricted endowments or in quasi endowments? If "Yes," complete Schedule D, Part V		X
11 If the organization's answer to any of the following questions is "Yes," then complete Schedule D, Parts VI, VII, VIII, IX, or X, as applicable.		
a Did the organization report an amount for land, buildings, and equipment in Part X, line 10? If "Yes," complete Schedule D, Part VI		X
b Did the organization report an amount for investments—other securities in Part X, line 12, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VII		X
c Did the organization report an amount for investments—program related in Part X, line 13, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part VIII		X
d Did the organization report an amount for other assets in Part X, line 15, that is 5% or more of its total assets reported in Part X, line 16? If "Yes," complete Schedule D, Part IX		X
e Did the organization report an amount for other liabilities in Part X, line 25? If "Yes," complete Schedule D, Part X		X
f Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If "Yes," complete Schedule D, Part X		X
12a Did the organization obtain separate, independent audited financial statements for the tax year? If "Yes," complete Schedule D, Parts XI and XII		X
b Was the organization included in consolidated, independent audited financial statements for the tax year? If "Yes," and if the organization answered "No" to line 12a, then completing Schedule D, Parts XI and XII is optional		X
13 Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		X
14a Did the organization maintain an office, employees, or agents outside of the United States?		X
b Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If "Yes," complete Schedule F, Parts I and IV		X
15 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If "Yes," complete Schedule F, Parts II and IV		X
16 Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If "Yes," complete Schedule F, Parts III and IV		X
17 Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If "Yes," complete Schedule G, Part I. See instructions		X
18 Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If "Yes," complete Schedule G, Part II		X
19 Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If "Yes," complete Schedule G, Part III		X
20a Did the organization operate one or more hospital facilities? If "Yes," complete Schedule H		X
b If "Yes" to line 20a, did the organization attach a copy of its audited financial statements to this return?		
21 Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If "Yes," complete Schedule I, Parts I and II		X

Part IV Checklist of Required Schedules (continued)

		Yes	No
22	Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If "Yes," complete Schedule I, Parts I and III		X
23	Did the organization answer "Yes" to Part VII, Section A, line 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If "Yes," complete Schedule J		X
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If "Yes," answer lines 24b through 24d and complete Schedule K. If "No," go to line 25a		X
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?		
25a	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If "Yes," complete Schedule L, Part I		
b	Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		
26	Did the organization report any amount on Part X, line 5 or 22, for receivables from or payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons? If "Yes," complete Schedule L, Part II		X
27	Did the organization provide a grant or other assistance to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity (including an employee thereof) or family member of any of these persons? If "Yes," complete Schedule L, Part III		X
28	Was the organization a party to a business transaction with one of the following parties (see the Schedule L, Part IV, instructions for applicable filing thresholds, conditions, and exceptions):		
a	A current or former officer, director, trustee, key employee, creator or founder, or substantial contributor? If "Yes," complete Schedule L, Part IV		X
b	A family member of any individual described in line 28a? If "Yes," complete Schedule L, Part IV		X
c	A 35% controlled entity of one or more individuals and/or organizations described in line 28a or 28b? If "Yes," complete Schedule L, Part IV		X
29	Did the organization receive more than \$25,000 in non-cash contributions? If "Yes," complete Schedule M		X
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If "Yes," complete Schedule M		X
31	Did the organization liquidate, terminate, or dissolve and cease operations? If "Yes," complete Schedule N, Part I		X
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If "Yes," complete Schedule N, Part II		X
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If "Yes," complete Schedule R, Part I		X
34	Was the organization related to any tax-exempt or taxable entity? If "Yes," complete Schedule R, Part II, III, or IV, and Part V, line 1		X
35a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?		X
b	If "Yes" to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," complete Schedule R, Part V, line 2		
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? If "Yes," complete Schedule R, Part V, line 2		
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If "Yes," complete Schedule R, Part VI		X
38	Did the organization complete Schedule O and provide explanations on Schedule O for Part VI, lines 11b and 19? Note: All Form 990 filers are required to complete Schedule O	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance

Check if Schedule O contains a response or note to any line in this Part V

		Yes	No
1a	Enter the number reported in box 3 of Form 1096. Enter -0- if not applicable		
b	Enter the number of Forms W-2G included on line 1a. Enter -0- if not applicable		
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	X	

Part V Statements Regarding Other IRS Filings and Tax Compliance (continued)		Yes	No		
2a	Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return	2a	0		
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b		X	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a			X
b	If "Yes," has it filed a Form 990-T for this year? If "No" to line 3b, provide an explanation on Schedule O	3b			
4a	At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?	4a			X
b	If "Yes," enter the name of the foreign country _____ See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).				
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a			X
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b			X
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c			
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?	6a			X
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b			
7	Organizations that may receive deductible contributions under section 170(c).				
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a			
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b			
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c			
d	If "Yes," indicate the number of Forms 8282 filed during the year	7d			
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e			
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f			
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g			
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h			
8	Sponsoring organizations maintaining donor advised funds. Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?	8			
9	Sponsoring organizations maintaining donor advised funds.				
a	Did the sponsoring organization make any taxable distributions under section 4966?	9a			
b	Did the sponsoring organization make a distribution to a donor, donor advisor, or related person?	9b			
10	Section 501(c)(7) organizations. Enter:				
a	Initiation fees and capital contributions included on Part VIII, line 12	10a			
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities	10b			
11	Section 501(c)(12) organizations. Enter:				
a	Gross income from members or shareholders	11a			
b	Gross income from other sources. (Do not net amounts due or paid to other sources against amounts due or received from them.)	11b			
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a			
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year	12b			
13	Section 501(c)(29) qualified nonprofit health insurance issuers.				
a	Is the organization licensed to issue qualified health plans in more than one state? Note: See the instructions for additional information the organization must report on Schedule O.	13a			
b	Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans	13b			
c	Enter the amount of reserves on hand	13c			
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a			X
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation on Schedule O	14b			
15	Is the organization subject to the section 4960 tax on payment(s) of more than \$1,000,000 in remuneration or excess parachute payment(s) during the year? If "Yes," see the instructions and file Form 4720, Schedule N.	15			
16	Is the organization an educational institution subject to the section 4968 excise tax on net investment income? If "Yes," complete Form 4720, Schedule O.	16			
17	Section 501(c)(21) organizations. Did the trust, or any disqualified or other person engage in any activities that would result in the imposition of an excise tax under section 4951, 4952, or 4953? If "Yes," complete Form 6069.	17			

Part VI Governance, Management, and Disclosure. For each "Yes" response to lines 2 through 7b below, and for a "No" response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes on Schedule O. See instructions. Check if Schedule O contains a response or note to any line in this Part VI

Section A. Governing Body and Management

Table with columns for line number, question text, and Yes/No checkboxes. Includes questions 1a through 9 regarding governing body members, family relationships, management delegation, and documentation.

Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

Table with columns for line number, question text, and Yes/No checkboxes. Includes questions 10a through 16b regarding local chapters, conflict of interest policies, whistleblower policies, and joint ventures.

Section C. Disclosure

- List of disclosure questions 17 through 20, including requirements for public inspection of forms and availability of governing documents.

BARRY FLEMING, 1 CORPUS CHRISTI PLACE #116, HILTON HEAD, SC 29928 (843) 342-2322

Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response or note to any line in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.
- List all of the organization's **current** key employees, if any. See the instructions for definition of "key employee."
- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (box 5 of Form W-2, box 6 of Form 1099-MISC, and/or box 1 of Form 1099-NEC) of more than \$100,000 from the organization and any related organizations.
- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.
- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

See the instructions for the order in which to list the persons above.

Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and title	(B) Average hours per week per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(1) BARRY FLEMMING EXECUTIVE DIRECTOR	38.00	X					65,728.	0.	0.	
(2) BRAD MARRA PRESIDENT	5.00	X					0.	0.	0.	
(3) JOHN FARRELL VICE PRESIDENT	0.00	X					0.	0.	0.	
(4) ANDY HINSON SECRETARY/TREAS	0.00	X					0.	0.	0.	
(5)										
(6)										
(7)										
(8)										
(9)										
(10)										
(11)										
(12)										
(13)										
(14)										

Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC/1099-NEC)	(E) Reportable compensation from related organizations (W-2/1099-MISC/1099-NEC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former			
(15)										
(16)										
(17)										
(18)										
(19)										
(20)										
(21)										
(22)										
(23)										
(24)										
(25)										
1b Subtotal							65,728.	0.	0.	
c Total from continuation sheets to Part VII, Section A										
d Total (add lines 1b and 1c)							65,728.	0.	0.	

2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization

	Yes	No
3 Did the organization list any former officer, director, trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>		X
4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>		X
5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>		X

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization

Part VIII Statement of Revenue

Check if Schedule O contains a response or note to any line in this Part VIII

			(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514		
Contributions, Gifts, Grants, and Other Similar Amounts	1a	Federated campaigns	1a					
	b	Membership dues	1b	13,582.				
	c	Fundraising events	1c					
	d	Related organizations	1d					
	e	Government grants (contributions)	1e	88,551.				
	f	All other contributions, gifts, grants, and similar amounts not included above	1f	243,757.				
	g	Noncash contributions included in lines 1a-1f	1g	\$				
	h	Total. Add lines 1a-1f		345,890.				
	Program Service Revenue	2a	Business Code					
b								
c								
d								
e								
f		All other program service revenue						
g		Total. Add lines 2a-2f						
Other Revenue	3	Investment income (including dividends, interest, and other similar amounts)		2,054.	0.	0.	2,054.	
	4	Income from investment of tax-exempt bond proceeds						
	5	Royalties						
	6a	Gross rents	6a	(i) Real				
				(ii) Personal				
	b	Less: rental expenses	6b					
	c	Rental income or (loss)	6c					
	d	Net rental income or (loss)						
	7a	Gross amount from sales of assets other than inventory	7a	(i) Securities				
				(ii) Other				
	b	Less: cost or other basis and sales expenses	7b					
	c	Gain or (loss)	7c					
	d	Net gain or (loss)						
	8a	Gross income from fundraising events (not including \$ of contributions reported on line 1c). See Part IV, line 18	8a					
	b	Less: direct expenses	8b					
c	Net income or (loss) from fundraising events							
9a	Gross income from gaming activities. See Part IV, line 19	9a						
b	Less: direct expenses	9b						
c	Net income or (loss) from gaming activities							
10a	Gross sales of inventory, less returns and allowances	10a						
b	Less: cost of goods sold	10b						
c	Net income or (loss) from sales of inventory							
Miscellaneous Revenue	11a	Business Code						
	b							
	c							
	d	All other revenue						
	e	Total. Add lines 11a-11d						
12	Total revenue. See instructions		347,944.	0.	0.	2,054.		

Part IX Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21	18,200.	18,200.		
2	Grants and other assistance to domestic individuals. See Part IV, line 22				
3	Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16				
4	Benefits paid to or for members				
5	Compensation of current officers, directors, trustees, and key employees	65,728.	65,728.	0.	0.
6	Compensation not included above to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)				
7	Other salaries and wages				
8	Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions)				
9	Other employee benefits				
10	Payroll taxes				
11	Fees for services (nonemployees):				
a	Management				
b	Legal				
c	Accounting	9,380.	4,580.	4,800.	
d	Lobbying				
e	Professional fundraising services. See Part IV, line 17				
f	Investment management fees				
g	Other. (If line 11g amount exceeds 10% of line 25, column (A), amount, list line 11g expenses on Schedule O.)				
12	Advertising and promotion	279,833.	279,833.	0.	0.
13	Office expenses	3,299.	0.	3,299.	0.
14	Information technology				
15	Royalties				
16	Occupancy	3,350.	3,350.	0.	0.
17	Travel	3,076.	3,076.	0.	0.
18	Payments of travel or entertainment expenses for any federal, state, or local public officials				
19	Conferences, conventions, and meetings				
20	Interest				
21	Payments to affiliates				
22	Depreciation, depletion, and amortization				
23	Insurance	1,237.	1,237.	0.	0.
24	Other expenses. Itemize expenses not covered above. (List miscellaneous expenses on line 24e. If line 24e amount exceeds 10% of line 25, column (A), amount, list line 24e expenses on Schedule O.)				
a	TELEPHONE AND INTERNET	1,018.	1,018.	0.	0.
b	BANK CHARGES	2,743.	0.	2,743.	0.
c	TAXES-SUNDRY	52.	0.	52.	0.
d	DUES AND FEES	8,769.	8,769.	0.	0.
e	All other expenses				
25	Total functional expenses. Add lines 1 through 24e	396,685.	385,791.	10,894.	0.
26	Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here <input type="checkbox"/> if following SOP 98-2 (ASC 958-720)				

Part X Balance Sheet

Check if Schedule O contains a response or note to any line in this Part X

		(A) Beginning of year		(B) End of year	
Assets	1	Cash—non-interest-bearing	441,942.	1	467,462.
	2	Savings and temporary cash investments		2	
	3	Pledges and grants receivable, net		3	
	4	Accounts receivable, net	4,093.	4	38,367.
	5	Loans and other receivables from any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		5	
	6	Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), and persons described in section 4958(c)(3)(B)		6	
	7	Notes and loans receivable, net		7	
	8	Inventories for sale or use		8	
	9	Prepaid expenses and deferred charges		9	
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D	10a		
	b	Less: accumulated depreciation	10b	10c	
	11	Investments—publicly traded securities		11	
	12	Investments—other securities. See Part IV, line 11		12	
	13	Investments—program-related. See Part IV, line 11		13	
	14	Intangible assets	200,000.	14	200,000.
	15	Other assets. See Part IV, line 11		15	
16	Total assets. Add lines 1 through 15 (must equal line 33)	646,035.	16	705,829.	
Liabilities	17	Accounts payable and accrued expenses	23,610.	17	22,655.
	18	Grants payable		18	
	19	Deferred revenue		19	
	20	Tax-exempt bond liabilities		20	
	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
	22	Loans and other payables to any current or former officer, director, trustee, key employee, creator or founder, substantial contributor, or 35% controlled entity or family member of any of these persons		22	
	23	Secured mortgages and notes payable to unrelated third parties		23	
	24	Unsecured notes and loans payable to unrelated third parties		24	
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17–24). Complete Part X of Schedule D		25	
	26	Total liabilities. Add lines 17 through 25	23,610.	26	22,655.
Net Assets or Fund Balances	Organizations that follow FASB ASC 958, check here <input type="checkbox"/> and complete lines 27, 28, 32, and 33.				
	27	Net assets without donor restrictions		27	
	28	Net assets with donor restrictions		28	
	Organizations that do not follow FASB ASC 958, check here <input checked="" type="checkbox"/> and complete lines 29 through 33.				
	29	Capital stock or trust principal, or current funds		29	
	30	Paid-in or capital surplus, or land, building, or equipment fund		30	
	31	Retained earnings, endowment, accumulated income, or other funds	622,425.	31	683,174.
	32	Total net assets or fund balances	622,425.	32	683,174.
33	Total liabilities and net assets/fund balances	646,035.	33	705,829.	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response or note to any line in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	347,944.
2	Total expenses (must equal Part IX, column (A), line 25)	2	396,685.
3	Revenue less expenses. Subtract line 2 from line 1	3	-48,741.
4	Net assets or fund balances at beginning of year (must equal Part X, line 32, column (A))	4	622,425.
5	Net unrealized gains (losses) on investments	5	
6	Donated services and use of facilities	6	
7	Investment expenses	7	
8	Prior period adjustments	8	
9	Other changes in net assets or fund balances (explain on Schedule O)	9	
10	Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 32, column (B))	10	573,684.

Part XII Financial Statements and Reporting

Check if Schedule O contains a response or note to any line in this Part XII

	Yes	No
1 Accounting method used to prepare the Form 990: <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Accrual <input type="checkbox"/> Other If the organization changed its method of accounting from a prior year or checked "Other," explain on Schedule O.		
2a Were the organization's financial statements compiled or reviewed by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
b Were the organization's financial statements audited by an independent accountant? If "Yes," check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both: <input type="checkbox"/> Separate basis <input type="checkbox"/> Consolidated basis <input type="checkbox"/> Both consolidated and separate basis		X
c If "Yes" to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain on Schedule O.		
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Uniform Guidance, 2 C.F.R. Part 200, Subpart F?		X
b If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why on Schedule O and describe any steps taken to undergo such audits.		

LGCOA MEETING MINUTES

Alexanders Restaurant

June 14, 2023

Attendees: Brad Marra, Barry Fleming, Jim Uremovich, Karen Kozemchak, Alex Franseen, Ariana Pernice, Jeff Harris, Brian Tabb, Jeffrey Heintschel

Brad: Approval of March, 2023 meeting minutes – Approved

We also need approval for us to approve submitting an application for ATAX funding for 2024 - Approved

Barry: Rounds for 2023 – April: Up 1.5% & Through May, Up: .5%

Plus I provided a chart in your information showing rounds through May since 2014 – BUT the numbers are a bit skewed due to the number of courses that were reporting during these time periods.

Metropolitan Golf Partners (out of New Jersey) has purchased Crescent Pt and they have joined the LGCOA and Chechessee Creek Club has also rejoined the LGCOA and Island West joined the LGCOA back at the beginning of the year.

Marketing Report (From Robbie Wooten):

Highlights:

- We received a \$10,000 increase from Beaufort Cty for our ATAX submission – so we now Receive: \$20,000 versus \$10,000.
- Analytics: Our numbers have gone back on up since we've turned back on the spicket for marketing – (Page 3) plus the current marketing schedule is shown on the report for June, July and where and what type of marketing we are doing. He has a TV campaign that's new + Shane Sharp (who does much of our PR marketing) has had a medical emergency, which has impacted some of our PR efforts and just to report, that it doesn't look good for Shane (as has what looks to be an inoperable tumor around his brain and they are only going to be able to try to treat it with chemo).
- We continue to need your help with Social Media and if you want us to post anything on our website – this is easily done. As you probably know, approximately 60% of the people get their information from their phone & 40% from the web.

Ariana: The funding mechanisms have changed from the town w/o being prepared for the change and what does that mean at the end of the day. We, in partnership with the LGCOA go up every year for a supplemental request. Generally, the whole supplemental ask is for \$710,000 but the specific golf portion is \$260,000 - \$270,000. That all changed this year, in real time. Town council ended up awarding us: \$350,000 versus \$710,000. We, the chamber/CVB – operate on a July 1 – June 30 timeframe and budget and the supplemental ask runs on a calendar year. When the town threw us the curve ball that they did, most of or annual budget was already spoken for. Basically, for this year (2023), the LGCOA received \$128,000 versus \$260,000! We've been working behind the scenes to try to figure out how we can close the gap some. So, in January through March, we had no funding and we didn't know what was going to happen with the funding so there was that period of where we had to turn off the golf marketing although we still had our Core Marketing out there, which markets pretty much all of the entities of the island. We have been able to close that gap some. Just remember, that we (South Carolina basically stayed open during the pandemic) while other states didn't thus they weren't spending their marketing dollars but now many of these states are spending their (Recovery) money so the competition is out there now but we feel like we have a 2 – 3 year jump on them due to our staying open.

Barry: Do you see a problem with the proposed idea of putting our supplemental golf funding into your automatic 30% funding going forward since the current town council is pretty much anti-golf/anti-tourism? Considering that 65% of all our golf specific marketing is dependent upon this supplemental ask, what is the plan going forward?

Ariana: I think that is a conversation that we all need to think hard about. I don't believe that it's going to be entertained going forward is my assumption based on the conversations that we've had. I don't know that we'll be going for a supplemental ask going forward, so that's still on the table to be discussed. If on average, we're asking for an additional \$710,000 and that's ... on all those categories that still need to be supported but they're being pushed back into the regular 30% everything has to be adjusted. It's not just one category being impacted, we're talking about, especially since we're being de-funded. In essence, I know there's been growth in ATAX but in general there's been a reduction in funding that we have been accustomed to receiving. So, how does that 30% proportionally support all of the business we are being asked to support. We are open to having those conversations and how does that look going forward. How do we create mechanisms that help alleviate public funding only?

Brad: **Survey Discussion:** We just wanted to get some feedback as to how we are going as an association & what you really want to get out of our association. Just some easy, generic questions.

Summer & Fall Outlook: PD – Summer looks pretty good to us and fall always looks pretty good.

Jim U: Revenue is up and dollar per round is great. We have a new POS system and we're sticking to our rates. Does anyone do double tees anymore? (Not many do it anymore was the response).

Jeff: Our rounds & revenues are also up – we're tracking for about 45,000 rounds. (At The Legends/Parris Island).

Supposedly, we might see some construction on a new clubhouse starting sometime next year.

Brad: How about down at Oyster Reef & Heritage Golf

Brian: With the acquisition of Palmetto Hall and the choices that our customers have, our rounds are down at Oyster Reef, but rounds at Palmetto Hall are up significantly, considering the amount of money that we put into that facility. GF & cart fee revenue is up about 15% and we're beating the budget by a little less than that. What we're seeing though is a downturn in merchandise. Our stay & play programs is staying pretty strong but it's maintaining what it does. .

Meeting Adjourned.

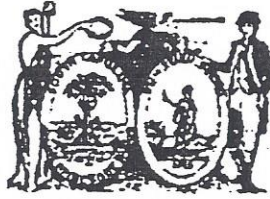
2020
ATAX EFFECTIVENESS MEASUREMENT

EXECUTIVE SUMMARY

Please refer to the SAMPLE ATAX Effectiveness Measurement Form for examples. When completing this form, please expand, contract, or add to the sections as needed (but contain the form to a total of approximately 2 pages). You may choose to use your own format instead of this form, and if doing so, please use the criteria below as a guideline. Regardless of format, each applicant should choose how they measure degree of success. Applicants need to explain why this is an effective measurement technique that reflects results and how that relates to the objective.

TOPIC	THE PLAN	BUDGET	2020 TOWN OF HHI ATAX GRANT BUDGET	LGCOA BUDGET	ACTUAL SPENT	RESULTS <i>When possible, provide planned results vs. actual results, and/or current year vs. prior year results.</i>
Stay and Play Golf Tourism	Using public relations and content marketing to engage with website visitors and the millions that read content published by golf media partners. These funds are needed to help further tell the story of our unique golf vacation experience in ways and media that resonate the most with today's golf travelers. Additionally, we will host quality golf travel writers to immerse them in the HHI golf vacation experience for the creation of content to share with their readers and social media followers. The PR and content marketing program will also target direct and connecting fly markets touting the campaign phrase "Runway to the Fairway - Step off the plane and make your first putt within minutes". Our golf content writer/PR expert will create SEO-rich blog content for HiltonHeadGolfIsland.com . In addition, he will draft seasonal news releases and distribute them to 700+ golf travel and media outlets to ensure maximum coverage of our news/stories. Lastly, we will write stories for state golf associations to use on their digital platforms and blogs. All digital content comes with trackable links for us to measure effectiveness.	\$ 60,000.00	\$ 50,000.00	\$ 10,000.00	\$ 29,000.00	<p>The funds have been used to produce and distribute Hilton Head Island golf travel-related content via news releases and articles. 500-750 word news releases have been drafted and distributed to the following outlets: Golf Wire, Morning Read, Where to Golf Next, and also to a list of more than 700+ golf-travel media/websites. Through July 31st, these efforts have garnered more than 2,500,000 impressions and more than \$500,000 in advertising equivalency.</p> <p>We have been crafting SEO-optimized blog posts for the Island Time Blog supported by the VCB on HiltonHeadGolfIsland.com, and we have slated another six blogs to post through the end of the year. We also have additional seasonal news releases scheduled for Q3 and Q4.</p> <p>We have also partnered with USA Today's Guide to Southeast Travel that will be printed alongside USA Today, as well as distributed digitally to more than 13,000,000 opt-in subscribers from USA Today, Frommer's and Carnival Cruiseline databases.</p> <p>We have a golf writer coming in this fall to play 7-8 courses and sit down with our video production team to provide video reviews of each course, as well as highlight the incredible dining, lodging and activities on the Island. Several other writers are trying to make a trip to HHI as well.</p> <p>We continued our banner advertising presence on-site at the Hilton Head Island Airport, welcoming travelers to America's Golf Island.</p> <p>We have partnered with state golf associations to provide stories about our golf vacation experience to run on their digital platforms.</p> <p>We continue to produce and share content to golf and travel media touting our "Runway to Fairway" concept and discussing the direct service from those cities.</p> <p>We will be writing new content for the 2024 Hilton Head Island Golf Vacation Planner that is distributed to a direct mail list, as well as through in-house fulfillment by the VCB.</p> <p>Lastly, we will leverage the assets of several strong digital golf media partners to encourage golfers to plan their trip for 2024 early.</p> <p>The remaining PR dollars will be billed from September through December to cover the plans outlined above, and for the PR campaign management/follow-through from the Southbound4 PR and Impact Golf Marketing agencies. Each year the majority of these dollars are spent September-December due to accommodations and course availability to host our golf writers, as well as other seasonal opportunities.</p> <p>Sample of Stories Published in the Media:</p> <p>Major Golf Magazine Feature: https://golf.com/travel/hilton-head-island-safe-haven-golfers/</p> <p>GolfTips Magazine: https://www.golftipsmag.com/travel/southeast/elevated-rbc-heritage-at-harbour-town-golf-links-shines-spotlight-on-golf-island/</p> <p>Couples Golf - https://www.firstcallgolf.com/industry-news/release/2023-05-17/couples-packages-on-hilton-head-americas-golf-island-feature-incredible-golf-beaches-and-dining</p> <p>Midwest Golf Magazine - https://www.midwestgolfingmagazine.com/book-now-for-hilton-head-americas-golf-island-fall-golf-getaways/</p> <p>Sample Blog Posts on www.HiltonHeadGolfIsland.com</p> <p>https://www.hiltonheadisland.org/golf/island-time/golf/2023-rbc-heritage-shines-light-unmatched-golf-island-experience</p> <p>https://www.hiltonheadisland.org/golf/island-time/golf/couples-packages-hilton-head-americas-golf-island-feature-incredible-golf-beaches-and-dining</p> <p>https://www.hiltonheadisland.org/island-time/golf/discover-these-hidden-gems-around-hilton-head-americas-golf-island</p> <p>Final Note: we had to shift slightly starting in August after a longtime friend to HHI and lead on the PR and copywriting front for this effort, Shane Sharp, was diagnosed with a stage 4 inoperable brain tumor. Several of his colleagues are filling in the gap for him when he is not up for writing during his intensive chemo/radiation treatments. We are still on track to complete the proposed plan with their help.</p>
Total		\$ 60,000.00	\$ 50,000.00	\$ 10,000.00	\$ 29,000.00	

State of South Carolina

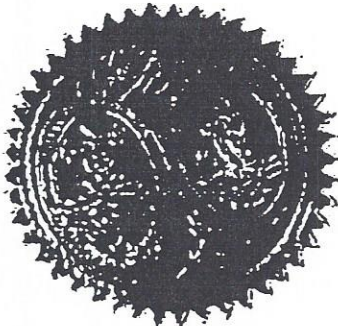


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SECRETARY OF STATE
CERTIFICATE OF INCORPORATION
NONPROFIT CORPORATION

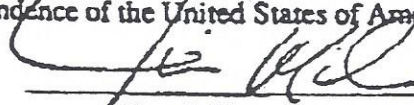
I, JIM MILES, SECRETARY OF STATE OF THE STATE OF SOUTH CAROLINA HEREBY CERTIFY:

SOUTH CAROLINA LOW COUNTRY GOLF
That "COURSE OWNERS ASSOCIATION", a nonprofit corporation duly organized under the laws of the State of South Carolina on January 2, 1992, and having a perpetual duration unless otherwise indicated below, has as of the date hereof filed a Declaration and Petition for Incorporation of a nonprofit corporation for Religious, Educational, Social, Fraternal, Charitable or other eleemosynary purpose.

Now, therefore, I Jim Miles, Secretary of State, by virtue of the authority in me vested, by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto, do hereby declare the organization to be a body politic and corporate, with all the rights, powers, privileges and immunities, and subject to all the limitations and liabilities, conferred by Chapter 31, Title 33, Code of 1976 and Acts amendatory thereto.



Given under my Hand and the Great Seal of the State at Columbia this 2nd day of January A.D. 19 92, and in the two hundred and 16th year of the Independence of the United States of America.


Jim Miles
Secretary of State