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South Carolina Beach Advocates

Introduced by: Board of Directors
Date: May 14, 2020

Resolution 01-20

A RESOLUTION BY THE SOUTH CAROLINA BEACH ADVOCATES REQUESTING TO COLLABORATE WITH THE GOVERNOR TO EVALUATE COVID-19 REOPENING ORDERS AND REVITALIZATION STRATEGIES THAT ARE SPECIFIC TO THE STATE'S COASTAL COMMUNITIES' TOURISM-BASED ECONOMIES.

WHEREAS, South Carolina's beach communities contribute about two-thirds of the state tourism economy, as in 2019 when the state's five coastal counties generated more than \$9 Billion in Domestic Visitor Spending (62.6% of S.C. total) and \$53.9 Million in State Accommodations Taxes (71.8% of total),

WHEREAS, unlike the economies in the midlands and upstate, South Carolina's beach communities are singularly-invested in tourism with hotels, tourist attractions, and public beaches that are typically teeming with visitors from all over the world,

WHEREAS, the COVID-19 crisis is having a devastating impact on local and state economies with estimates of 50% lost tourism revenue, with the most significant revenue losses along the coast,

WHEREAS, major beach holidays such as Memorial Day and July 4th will introduce thousands of visitors to the state's beach communities, most of which have recently cut budgets and laid off staff due to the economic downturn,

WHEREAS, statewide orders may have different impacts on different parts of South Carolina. Such orders do not generally evaluate the containment and recovery challenges that are specific to coastal communities with major tourism infrastructure,

WHEREAS, blanket, statewide orders for reopening hotels and beaches, and lifting stay-at-home orders might be similar to ordering an evacuation of 100% of the state of South Carolina for a hurricane which is only expected to affect the coastline of the state.

WHEREAS, opening all parts of the state absent consideration of the differences, results in an influx of potentially infected visitors to the state's beach communities – a concern not applicable to most of the state's midlands and upstate communities,

WHEREAS, in response to this responsibility for the health of not only our own citizens, but also the health of those visiting our communities, the state's beach communities are starting a "help us help you enjoy our

beaches” education campaign to remind residents visitors about appropriate personal actions,

NOW, THEREFORE, BE IT RESOLVED, by the Board of Directors of the South Carolina Beach Advocates that the state’s beach communities seek to collaborate with the Governor to evaluate reopening orders and economic revitalization strategies that are specific to our tourism-based economies.

RATIFIED this 14th day of May 2020, at Folly Beach, South Carolina, at Board of Directors meeting duly assigned.

ATTEST:



Executive Director



Tim Goodwin, Chair