

# Destination Oconee Recommendations



Task Name	Status	Start Date	End Date	Partners	Q4 2015			Q1 2016			Q2 2016			Q3 2016			Q4 2016		
					Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
<input type="checkbox"/> Identify a person or organization to oversee the implementation of "Destination Oconee"	Complete																		
Hire Project Manager	Complete	12/15/15	03/21/16	CC															
Action Committee created	Complete	01/05/16	01/05/16	CC															
<input type="checkbox"/> Support the development of Sanctuary Pointe Resort and the SC Great Outdoor Center at Exit 1	Complete																		
Letter of support provided	Complete	01/15/16	01/15/16	OEA															
<input type="checkbox"/> Conduct Street Audits in Downtowns	In Progress																		
Complete assessment	In Progress	06/01/16	09/30/16	Cities, Chamber, DDC, Merchants, OEA															
<input type="checkbox"/> Waihalla																			
Action Committee walking tour	Complete	06/10/16	06/10/16	DO Committee															
Feedback and action plans	In Progress	06/15/16	09/30/16	DDC, City, PC, OEA															
Westminster																			
Seneca																			
<input type="checkbox"/> Create inventory																			
Waihalla	In Progress	06/01/16	09/30/16	Chamber															
Westminster																			
Seneca																			
<input type="checkbox"/> Adopt a Downtown Overlay Ordinance for Westminster, Seneca and Waihalla	In Progress																		
Create Downtown Development Corp																			
Waihalla	Complete	04/19/16	06/30/16	DDC, City of Waihalla															
Westminster	Complete																		

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					Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Seneca																			
<input type="checkbox"/> Identify downtown boundaries																			
Walhalla	Complete	05/04/16	06/30/16	DDC, City of Walhalla															
Westminster																			
Seneca																			
<input type="checkbox"/> Develop Design Standards																			
Walhalla	In Progress	08/01/16	11/30/16	DDC, City of Walhalla															
Westminster																			
Seneca (2009 review guidelines)																			
Develop Façade Improvement Programs				OEA, Cities, DDC															
<input type="checkbox"/> Adopt Business Incentive Plans				OEA															
Walhalla	In Progress	08/15/16	10/28/16	DDC, OEA															
<input type="checkbox"/> Conduct a Condition Assessment of the public access, structures and signage at lakes, waterfalls, rivers, scenic vistas and other key natural attractions	Not Started	10/03/16	10/28/16	PRT, CVB, OEA															
Identify public access locations		10/03/16		PRT, CVB, OEA															
Identify short term/long term and Capital needs at each location																			
Determine ownership/parties involved																			
<input type="checkbox"/> Develop a plan for improving public access and experiences at lakes, waterfalls, scenic vistas and other natural resources	Not Started	10/17/16		PRT, CVB, OEA															
Prioritize sites into categories of immediate need, 3 year plan, 5 year plan, 10 year plan																			
<input type="checkbox"/> Create a 3-year Action Plan for Managing Growth	In Progress			PC															
Draft a basic framework for growth management action plan				Planning staff															
<input type="checkbox"/> Adopt a Scenic Overlay Ordinance for Cherokee Foothills National Scenic Byway	In Progress	05/02/16		PC															

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Designation exists	Complete																		
Create draft ordinances	In Progress			Planning staff															
Review proposed scope of work necessary to proceed	In Progress	05/10/16		Planning Staff, PC															
Pass a Design Review Committee Ordinance	In Progress			PC															
Define "Appalachian Rustic Elegance"	In Progress	05/16/16		PC															
Create formal Design Review Committee				PC, Cities															
Adopt a more detailed County and City Signage Ordinance	In Progress			PC, Cities															
Review current sign ordinances	In Progress			Planning Staff															
Draft improvements to current ordinance				Planning staff, City staff															
Review by Planning Commission																			
Execute all marketing recommendations outlined in this plan	In Progress			Cities, Chamber, CVB, PRT, OEA															
Destination Oconee logo created	Complete	01/01/16	01/01/16																
Gateway Signage grant	In Progress	01/01/16	12/30/16	PRT, CVB, OEA, PC															
Notice to proceed	Complete	05/18/16	05/18/16																
Design Specs	Complete	06/03/16	07/25/16	OEA															
Public bid process	In Progress	08/02/16	08/18/16	OEA															
Installation		09/07/16	10/31/16																
Develop Wayfinding signage plan	In Progress	04/15/16	09/30/16	OEA, PRT, PC, CVB															
Driving tour - signage location	Complete	06/01/16	06/02/16	OEA, PCT															
Mapping of proposed signage - DOT approval - final plan	In Progress	06/03/16	09/30/16	OEA, PRT, PC, CVB															
Create social media campaign	In Progress	07/01/16		OEA															
Design interactive photo booth kiosks		07/01/16	08/15/16	OEA															
Identify locations		07/07/16	07/29/16	OEA, PRT, CVB															
Build and install kiosks		08/01/16	09/02/16	OEA, PRT															
Develop a County-wide Shop Local Program		07/01/16	12/30/16	OEA															



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					Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Continue target based marketing																			
<input checked="" type="checkbox"/> Identify sources and commit funding to support tourism projects	Not Started	11/01/16	12/20/16	DO Committee, Cities, CVB, PRT, OEA															
List all available funding options for consideration																			
Explore County-wide Hospitality Tax																			
Present priority list and funding options to CC		12/15/16	12/20/16	OEA															
<input checked="" type="checkbox"/> Key:																			
PRT - Parks Recreation & Tourism																			
CVB - Convention Visitors Bureau																			
OEA - Oconee Economic Alliance																			
PC - Planning Commission																			
DDC - Downtown Development Corporations																			
CC - County Council																			

# #Destination Oconee





# Public Access





# Key Recommendations

- 1. Conduct a Condition Assessment of the public access, structures and signage at lakes, waterfalls, rivers, scenic vistas and key natural attractions.**
- 2. Develop a plan for improving public access and experiences at lakes, waterfalls, scenic vistas and natural attractions.**





# Tourism in Oconee County







# Tourism



Is



Economic



Development

**JOBS**

**TAXES**

**TOURISM**

**GROWTH**

**INCOME**

# TOURISM IS SUSTAINABLE?



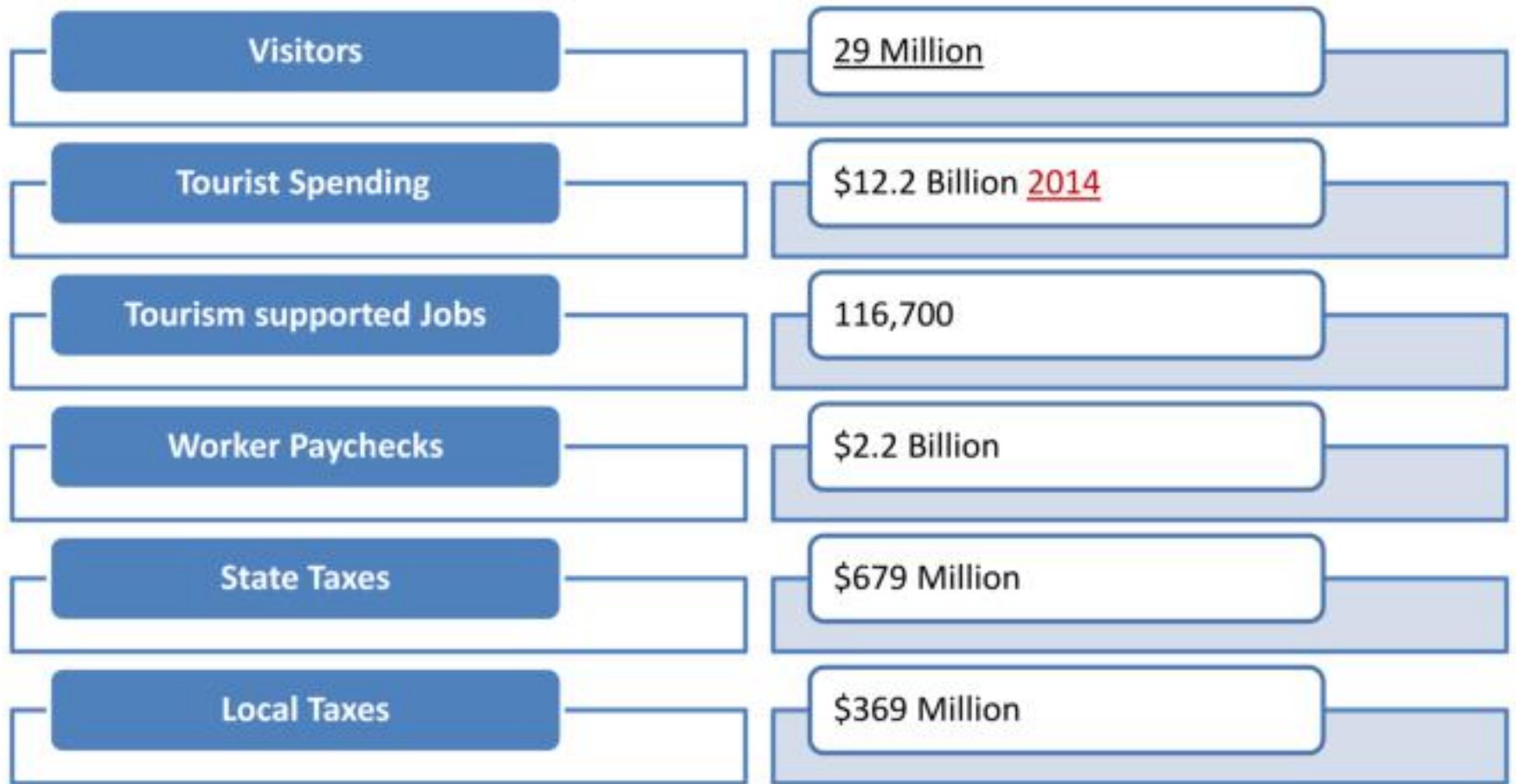




# Responsible Tourism

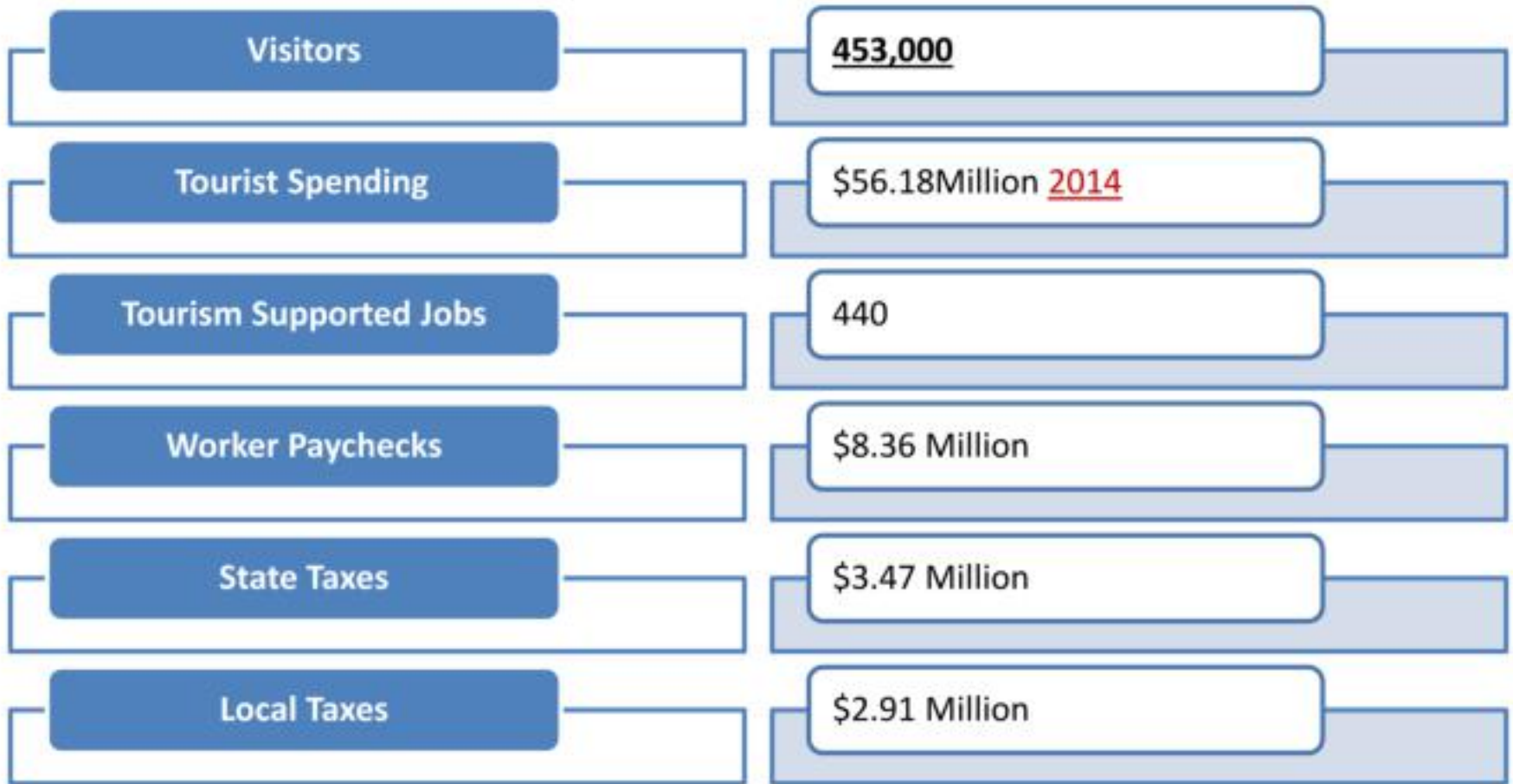
1. Minimizes negative social, economic and environmental impacts
2. Generates greater economic benefits for locals
3. Enhances quality of life
4. Involves local people in resource decisions
5. Improves working conditions
6. Provides more enjoyable experience for tourist
7. Provides access for physically challenged
8. Positive contributions to the conservation of natural and cultural heritage resources

# Tourism in South Carolina!



Source: Study prepared for the SC Dept. of Parks, Recreation & Tourism by the U.S. Travel Association, Washington DC, The 2010 Economic Impact of Travel on South Carolina Counties

# Tourism Works for Oconee County!



Source: Study prepared for the SC Dept. of Parks, Recreation & Tourism by the U.S. Travel Association, Washington DC, The 2010 Economic Impact of Travel on South Carolina Counties

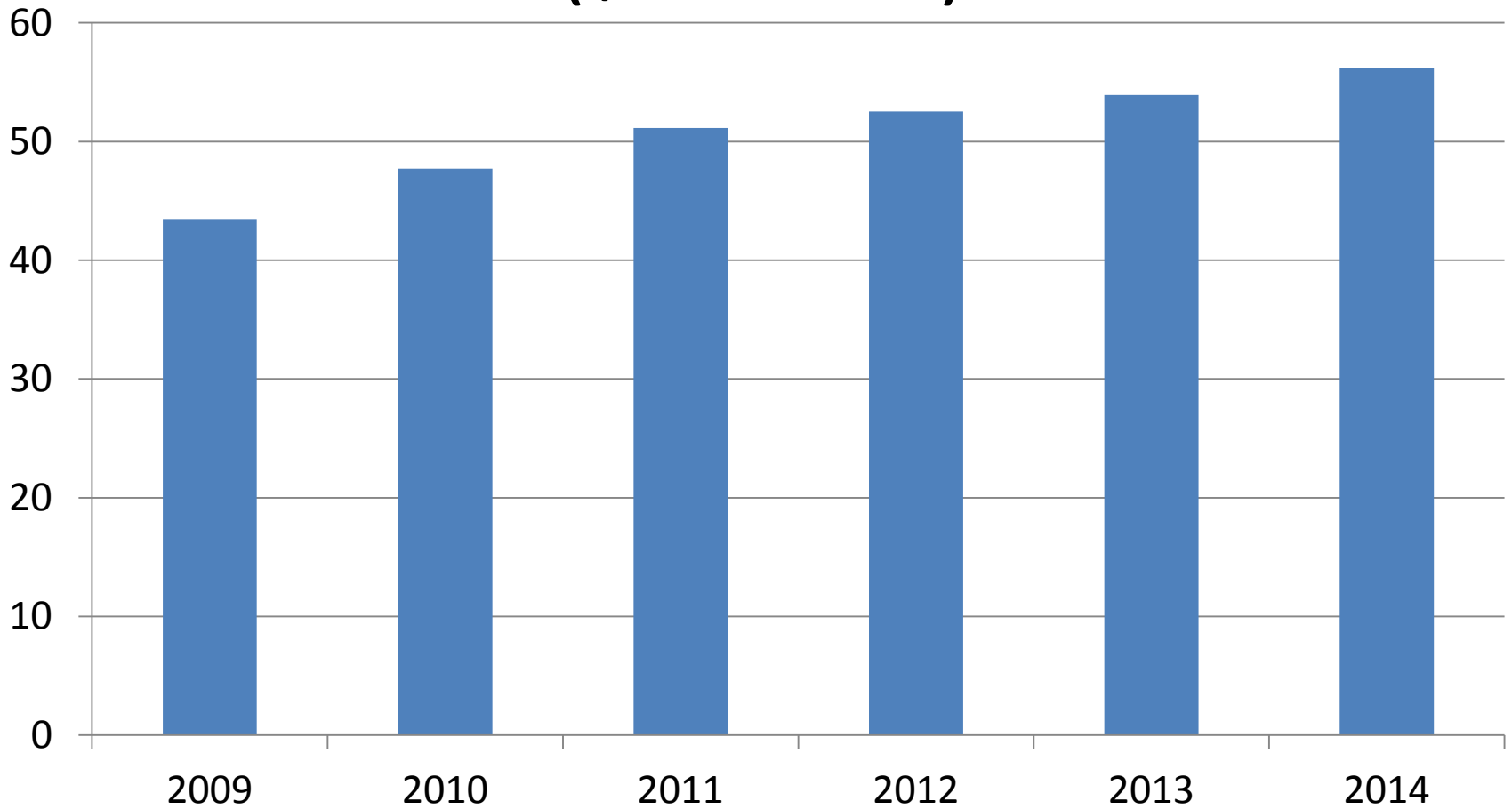


## South Carolina US Travel Association Research Data

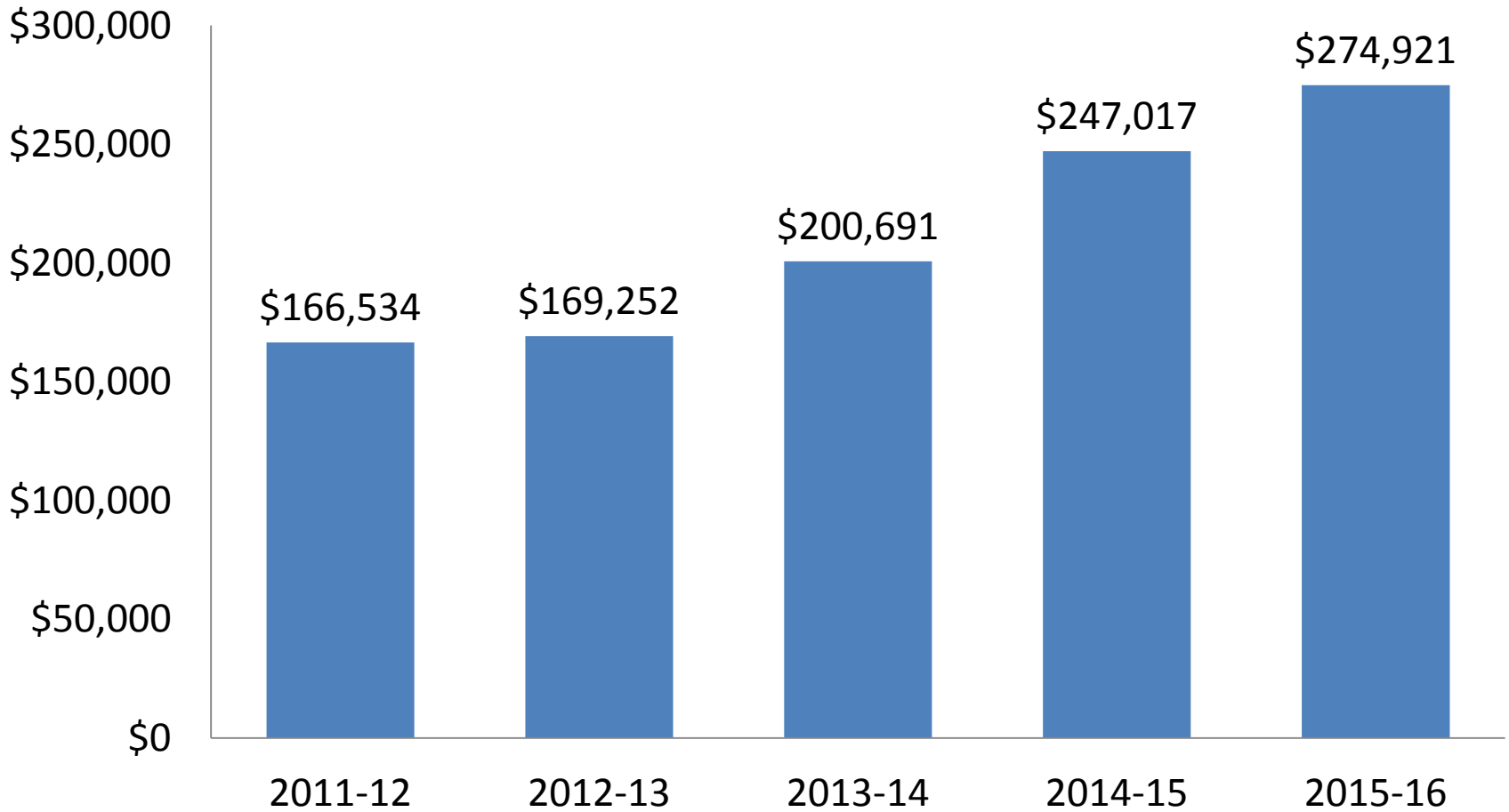
	<b>Tourism Expenditures (millions)</b>	<b>Payroll</b>	<b>Jobs</b>	<b>State Taxes Generated from Tourist (millions)</b>	<b>Local Taxes Generated from Tourist (millions)</b>
2006	43.55	7.4 Million	430	5.3	
2007	46.09	7.7 Million	440	5.6	
2008	48.2	7.8 Million	440	5.75	
2009	43.47	7.42 Million	420	2.84	2.52
2010	47.72	7.6 Million	420	3.02	2.7
2011	51.15	7.82 Million	420	3.09	2.74
2012	52.54	8.01 Million	430	3.18	2.78
2013	53.91	8.17 Million	430	3.29	2.83
2014	56.18	8.36 Million	440	3.47	2.91

Source: Study prepared for the SC Dept. of Parks, Recreation & Tourism by the U.S. Travel Association, Washington DC, The 2013 Economic Impact of Travel on South Carolina Counties

# Economic Impact of Tourism in Oconee County (\$Millions)



# Local ATAX Revenue







# Highlights

- Spending on travel or on behalf of Tourism totaled \$56 Million for Oconee in 2014. This represents a 4.2% increase of 2013 and a 29% increase over 2009
- Local ATAX collections totaled \$274,921 in 2015-16. This represents an 11% over 2014-15 and a 65% increase over 2011-12.
- Each of the 38,677 households in Oconee County pays \$165 less in State and local taxes as a result of taxes generated by tourism economic activity!



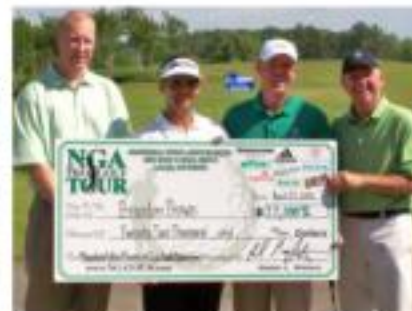
# Tourism Resources







# TOURISM DEMAND



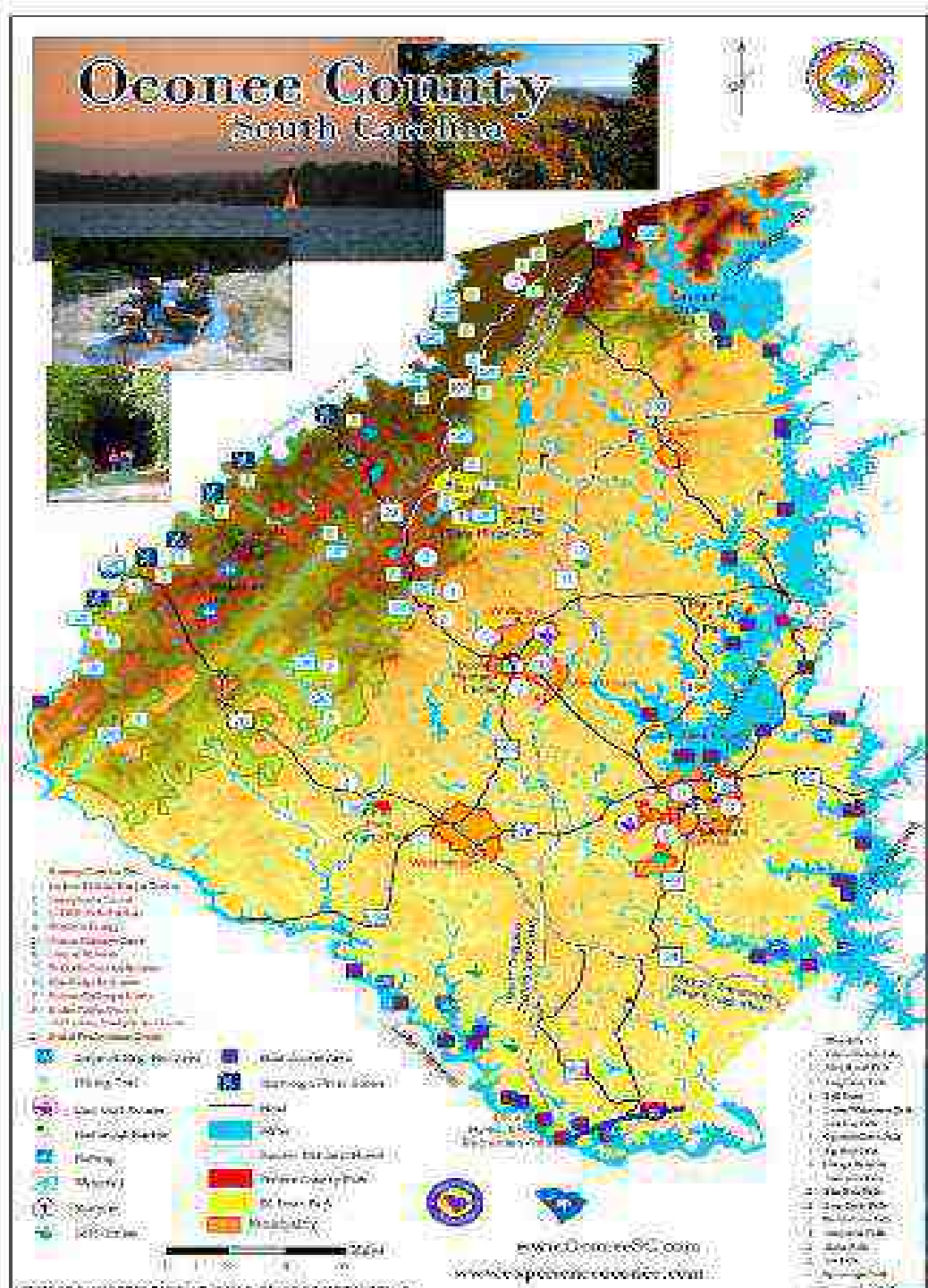




# Challenges

1. BALANCE
2. ADEQUATE ACCESS
  - ADA ACCESS
  - PARKING
  - SIGNAGE
  - MAINTENANCE
3. EXPECT HIGHER STANDARDS

- 16+**      **Parks/Campgrounds**
- 30+**      **Waterfalls**
- 40+**      **Boat Access points**
- 10+**      **River Access points**
- 52+**      **Hiking Trails**
- 3**        **Rafting Outpost**
- 6**        **Museums**
- 7**        **Golf Courses**
- 5**        **Disc Golf Courses**
- 30+**      **Heritage Sites**





# Aging Infrastructure

- **Lake Hartwell**
  - Completed 1963 (53 years)
- **Lake Keowee**
  - Completed 1971 (45 years)
- **Lake Jocassee**
  - Completed 1973 (43 years)
  - Devils Fork 1991 (25 years)
- **Chattooga River**
  - Designated 1974 (42 years)



# Lake Hartwell- 1963

- Holder's Landing
- Lawrence Bridge Recreation Area
- Seneca Creek Landing
- Martins Creek Landing
- Oconee Point
- Friendship Recreation Area
- Coneross
- Timberlake Landing
- LakeShore Landing
- FairPlay Landing
- Lake Hartwell State Park
- Tugaloo Shores Landing
- Port Bass Landing
- South Union Landing
- Choestoea Landing
- Mullins Ford Recreation Area
- Tabor Landing
- Hwy 123 Fishing Pier





# Lake Keowee-1971

- South Cove
- Cane Creek Landing
- High Falls
- Stamp Creek Landing
- Keowee Town Landing
- Fall Creek Landing

# Aging Infrastructure



# Aging Infrastructure





# Aging Infrastructure





# Aging Infrastructure





# Aging Infrastructure



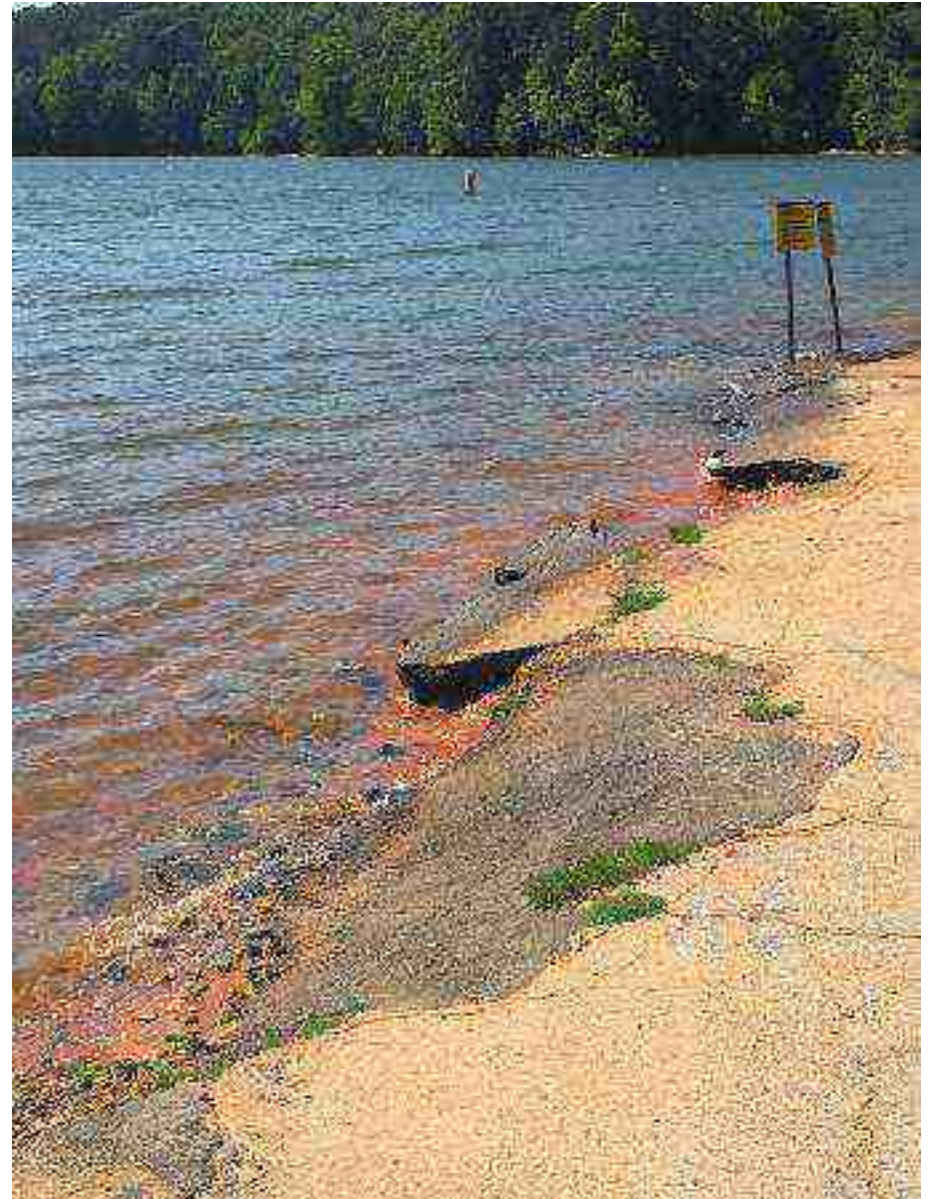


# Aging Infrastructure





# Aging Infrastructure





# Aging Infrastructure





# Aging Infrastructure





# Aging Infrastructure



# Aging Infrastructure





# Infrastructure Upgrades Needed

- Parking surfaces
- Parking availability
- Erosion control
- Water/ Sewer upgrades
- Electrical Upgrades
- Access Infrastructure (Trail bridges)
- Trail Upgrades
- ADA Accessibility
- Signage
- Tennis Court Reconstruction
- Structure Upgrades
- Boat Access improvements
- Courtesy Dock Improvements
- Courtesy Dock Additions
- Public Swimming Infrastructure
- Scenic Vista clearing/Maintenance
- Enlarge campsites
- Shoreline Stabilization

# Seneca Creek



**SENECA CREEK BOAT RAMP**  
 PREPARED BY:  
 CONCEPT  
 COUNTY:  
 OSAGE COUNTY  
 LOCATION: OSAGE COUNTY, MO  
 DATE: 08/14/2014  
 JOSHUA BERRY: 31.000

**THOMAS & HUTTON**  
 CONSULTANTS  
 1811 WEST 100TH ST. SUITE 100  
 COLUMBIA, MO 65208-1100  
 PH: 650.200.1000  
 WWW.THOMASANDHUTTON.COM

NEW BOAT RAMP LOCATION

COURTESY DOCK FOR BOAT RAMP



# Infrastructure Upgrades





# Infrastructure Upgrades







# Key Recommendations

- 1. Conduct a Condition Assessment of the public access, structures and signage at lakes, waterfalls, rivers, scenic vistas and key natural attractions.**
- 2. Develop a plan for improving public access and experiences at lakes, waterfalls, scenic vistas and natural attractions.**



# Condition Assessment

## Public Access Condition Assessment-Destination Dcones

Access Point	Overall Site Condition	Recommendations		
<b>COUNTY PARKS</b>				
<b>Chou Ram County Park</b>				
Campground	Fair	Enlarge Campsites (\$30k), New ADA Restroom (\$150)		
Day Use Area	Fair	New ADA Restroom (\$150k), Enlarged parking (\$50k)		
Disc Golf Course	N/A	New Construction (\$10k)		
Mtn. Bike Trails	N/A	New Construction (\$30k)	<b>Total</b>	<b>\$500k</b>
Rental Shelters	Fair	Upgrade Rec Bldg (\$75k)		
Trails	Fair/Good			
<b>High Falls County Park</b>				
Campground	Poor	Upgrade Power (\$100k), Upgrade Water (\$50k), Enlarge Sites (\$100k)		
Boat Launch Area	Fair	Surface upgrades/top coat (20K), Upgrade Ramps (\$25k)		
Day Use Area	Poor	New ADA Restrooms (\$150k/each), Parking upgrades (\$50k)		
Rental Shelters	Fair	Rebuild Rental Shelter (\$30k), Upgrade Rec Bldg (\$75k)	<b>Total</b>	<b>\$800k</b>
High Falls II		Park Expansion		
<b>South Cove County Park</b>				
Campground	Poor/Fair	Upgrade Power (\$100k), Upgrade Water (\$50k), Enlarge Sites (\$50k)		
Boat Launch Area	Fair/Good	Surface upgrades/top coat (\$20K),		
Day Use Area	Fair	Swim Beach Reconstruction (\$50k)		
Rental Shelters	Fair	Upgrade Rec Bldg (\$75k)	<b>Total</b>	<b>\$350k</b>
			<b>Total</b>	<b>\$1.65 Million</b>

# Tourism Product Development

- Hartwell Fishing Venue
- Countywide Greenway
- Major I-85 Entrance
- Seneca Creek Access
- Fall Creek Access
- Palmetto Trail Development
- Stumphouse Tunnel Trail Development
- Destination Mtn. Bike Trails
- Recreation/Sports Complex
- County Park Expansions
- Interpretive Park Programming
- Kayak Launch sites
- Chau Ram Mtn. Bike/Disc Golf
- Gateway signage

