

## TVPC Minutes, Oct. 14, 2015

### **Introductory, TVPC Meeting**

At roll call at 6PM, the following were present: Carl Hally, Nancy Moore, Kerry Hupp, Sunnee Clark, and Robin Brooks, staff. Missing were Wesley Bloomfield and Alan Kleinfeld. Soraya McKay, Little Dog Agency, was present with Kaili Howard.

Minutes of the last meeting were unanimously approved on motions by Hupp and seconds by Clark.

### **Remarks and Updates by the Chair Hally**

We need to get a budget to Council by November.

We are awaiting confirmation by Council of another committee member.

The SC Welcome Centers have asked for the Folly brochures, which we have furnished in the past but have only a few left. Following a discussion of the advertising value of these brochures, the consensus was to have Little Dog design a brochure or rack card that can be inexpensively printed.

The website [follybeach.com](http://follybeach.com), a commercial website by a Knoxville company, has wrongly described the island as almost completely shut down from the recent heavy rains. Also, they bill their site as the "Official Guide" to Folly, after they were asked to stop using "The Official Website." This incorrect and misleading information is harmful to our tourism. Hally will ask a city lawyer to write them a letter of protest.

### **New Business**

As with the last meeting, most of the time was spent as a workshop under the direction of Soraya McKay of Little Dog. She brought an agenda, which is attached. Decisions reached:

- The multicolored activities within the logo, "Folly Beach" was selected, provided that the "Y" is revised to look less like a cruise ship.
- The Raycom Proposal for \$60,000 was accepted, ideally if some of the Alabama stations can be changed out. A more northerly direction, e.g., Virginia, was desired, though it was recognized that the Alabama stations were part of the "extras."
- The attached preliminary budget was discussed.
- Suggestions were made to a draft of the verbiage of the website and media kit.
- Immediate possibilities of a package with Folly Business Association for the Festival of Lights will be discussed at an upcoming meeting of FAB. TVPC would pay half the (capped) costs of a package promotion.

The TVPC adjourned at 7:28, with plans to meet on Oct. 28 for directing the filming by Raycom Media.

FOLLY BEACH TVPC - LITTLE DOG AGENCY  
10/14/15 Meeting Agenda

**LOGO DESIGNS:**

- Final Revisions

**BUDGETING / ADVERTISING BUYS:**

- Talk about Raycom opportunity - thoughts?
- 2 Budget layouts to review
- Radio :15's for Traffic and Weather sponsorship?

**CVB THANKSGIVING PACKAGES:**

- Working on getting some details as far as any regulations on how the package needs to be structured.
- I think individual businesses have to be members to be listed - BUT thinking maybe we can do something Island-wide?

**MEDIA KIT INFO:**

- Review verbiage and information

**FESTIVAL OF LIGHTS - CONSIGNMENT TICKETS?**

- We can't create our own display to sponsor ...
- Can't trade tickets but they offer a "Consignment Program"
- We would purchase and offer as incentive.
- 1 - 50 tickets \$15 each; 51 - 250 tickets \$11 each; 251+ tickets \$10 each

**OTHER:**

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We're working on a "Photo Inventory" to detail out what types of photos we have and what we need. Still collecting from some sources so will let you know asap.

## Logos



## DETAILS OF RAYCOM DIGITAL / THE SOUTHERN WEEKEND PROPOSAL

### **THE PROPOSAL:**

- TVPC to purchase \$60,000 of targeted digital (online) advertising through Raycom in the following markets: Charlotte, Asheville, Nashville, Raleigh, Green/Spa, Columbia
- For this we would get a minimum of 4,500,000 impressions (In Banner video, Display Ads, Pre-roll video) - all ads and videos will link to VisitFolly.com
- We would target in a variety of ways:
  - Geographically, Demographically, Behaviorally
  - Geographically on specific travel sites (Trip Advisor, Expedia, etc)

### **In addition to the digital impressions, we would receive:**

- Production: 3 Days of shooting on Folly
- 3 commercials (:10, :15, :30)
- 4 Videos ... 1-2 minutes each. Topics that we choose
- Distribution through [www.TheSouthernWeekend.com](http://www.TheSouthernWeekend.com)
  - 45 days of video exposure on the TSW Homepage
  - Moved to the Travel Tab after 45 days
  - 5 days of Homepage exposure per month after the initial 45 days
- Each of our 4 videos posted at least once to the TV Station's Facebook page in the following markets: Charlotte, Columbia, Savannah, Myrtle Beach, Knoxville, Memphis (AL), Huntsville (AL), Birmingham (AL), Montgomery (AL)
- Each of our 4 videos posted at least once to The Southern Weekend's Facebook page
- Each of the Raycom stations in all of their TX, LA, AL, MI, GA, SC, NC and TN markets is required to promote The Southern Weekend on the station website to drive traffic

### **THE SOUTHERN WEEKEND INFO AND STATS:**

*The Southern Weekend* has had over **1 million page views since** its launch (went live in March, started promoting in June), with nearly one million sessions and **over half a million video views**.

*The Southern Weekend* Facebook page has **48,000 Fans**

25% of our social traffic is currently coming from the Carolinas with the 35-54 age range representing the most engagement. However, the 25-34 and 55-64 ranges are close contenders.

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### BELOW IS THE AUGUST MONTHLY WEB AND SOCIAL TRAFFIC FOR STATIONS IN OUR AREAS OF INTEREST

#### ❖ **Charlotte (WBTV):**

DESKTOP: 1,242,831 UV | 7,605,703 PV  
MOBILE WEB: 978,772 UV | 7,201,568 PV  
MOBILE APP: 47,498 UV | 5,347,167 PV  
WEATHER APP: 70,813 UV  
FACEBOOK: 186,503  
TWITTER: 69,205

#### ❖ **Columbia (WIS):**

DESKTOP: 918,645 UV | 10,589,830 PV  
MOBILE WEB: 817,039 UV | 6,875,835 PV  
MOBILE APP: 63,313 UV | 8,820,668 PV  
WEATHER APP: 47,094 UV  
FACEBOOK: 167,296  
TWITTER: 50,587

#### ❖ **Myrtle Beach (WMBF):**

DESKTOP: 273,429 UV | 2,228,234 PV  
MOBILE WEB: 402,997 UV | 2,531,421 PV  
MOBILE APP: 25,442 UV | 3,801,003 PV  
WEATHER APP: 15,886 UV  
FACEBOOK: 59,620  
TWITTER: 7,535

#### ❖ **Savannah (WTOC):**

DESKTOP: 343,150 UV | 1,809,152 PV  
MOBILE WEB: 446,525 UV | 4,217,107 PV  
MOBILE APP: 44,777 UV | 5,558,886 PV  
WEATHER APP: 51,573 UV  
FACEBOOK: 140,699  
TWITTER: 22,341

#### ❖ **Memphis (WMC)**

DESKTOP: 939,332 UV | 4,298,433 PV  
MOBILE WEB: 969,732 UV | 6,671,762 PV  
MOBILE APP: 67,054 UV | 7,404,800 PV  
WEATHER APP: 75,369 UV  
FACEBOOK: 258,768  
TWITTER: 67,688

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### ❖ **Huntsville (WAFF)**

DESKTOP: 754,849 UV | 4,407,479 PV  
MOBILE WEB: 537,437 UV | 4,746,963 PVS  
MOBILE APP: 45,828 UV | 5,139,628 PV  
WEATHER APP: 93,759 UV  
FACEBOOK: 170,517  
TWITTER: 72,496

### ❖ **Birmingham (WBRC)**

DESKTOP: 676,287 UV | 2,795,179 PV  
MOBILE WEB: 1,091,830 UV | 9,085,239 PV  
MOBILE APP: 60,120 UV | 8,630,826 PV  
WEATHER APP: 91,762  
FACEBOOK: 272,585  
TWITTER: 76,627

### ❖ **Montgomery (WSFA)**

DESKTOP: 472,979 UV | 3,894,732 PV  
MOBILE WEB: 724,975 UV | 7,344,490 PV  
MOBILE APP: 62,130 UV | 9,340,345 PV  
WEATHER APP: 96,155 UV  
FACEBOOK: 162,399  
TWITTER: 63,283

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## Proposed Budget

FB TOURISM BOARD BUDGET 2015 082714

FOLLY BEACH TVPC - OPTION 1		2015 - 2016 FISCAL YEAR													*5 week month	
MEDIA OUTLET	2015 BUDGET AUG*	SEP	OCT	NOV*	DEC	JAN 2016	FEB	MAR*	APR	MAY	JUN	JUL	AUG*	SEP	TOTAL	
RETAINER	\$10,000					\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$2,500	\$22,500	
WEBSITE REDESIGN	\$2,500			\$2,500											\$2,500	
MEDIA KIT	\$1,500														\$0	
BRANDING- LOGO	\$2,500														\$0	
USA TODAY GO ESCAPE		\$8,824													\$8,824	
istock photo			\$33												\$33	
Vive Media photo			\$45												\$45	
TARGETED DIGITAL (RAYCOM)															\$0	
Charlotte Market				\$2,000	\$2,000	\$2,000	\$2,000	\$2,000						\$2,000	\$12,000	
Nashville Market				\$2,000	\$2,000	\$2,000	\$2,000	\$2,000						\$2,000	\$12,000	
Raleigh Market				\$2,000	\$2,000	\$2,000	\$2,000	\$2,000						\$2,000	\$12,000	
Asheville Market				\$1,000	\$1,000	\$1,000	\$1,000	\$1,000						\$1,000	\$6,000	
Gville / Spa Market				\$1,000	\$1,000	\$1,000	\$1,000	\$1,000						\$1,000	\$6,000	
Columbia Market				\$1,000	\$1,000	\$1,000	\$1,000	\$1,000						\$1,000	\$6,000	
CVB MEMBERSHIP AND ADS	\$18,000													\$33,300	\$33,300	
SOCIAL MEDIA PROMOTION				\$500	\$500	\$500	\$500	\$500	\$250				\$250	\$500	\$3,500	
TRIP ADVISOR														\$0	\$0	
PRINT - CONDE NAST FULL PAGE, FULL COLOR (SC, TENN. CHARLOTTE, ATL - 34,000 SUB.)						\$6,700	\$6,700	\$6,700						\$6,700	\$26,800	
OTHER (more print?, radio? tv?)						\$4,500	\$4,500	\$4,000						\$4,000	\$17,000	
															\$0	
															\$0	
PHOTO VIDEO ESTIMATE			\$2,500												\$2,500	
CONTINGENCY			\$9,000												\$9,000	
<b>TOTAL BOOKED</b>	<b>\$34,500</b>	<b>\$8,824</b>	<b>\$11,578</b>	<b>\$12,000</b>	<b>\$9,500</b>	<b>\$23,200</b>	<b>\$23,200</b>	<b>\$22,700</b>	<b>\$2,750</b>	<b>\$2,500</b>	<b>\$2,500</b>	<b>\$2,500</b>	<b>\$2,750</b>	<b>\$56,000</b>	<b>\$180,002</b>	
<b>ROLLING BUDGET \$180,000</b>		\$171,176	\$159,598	\$147,598	\$138,098	\$114,898	\$91,698	\$68,998	\$66,248	\$63,748	\$61,248	\$58,748	\$55,998	-\$2	-\$2	



## Website and/or Media Kit Verbiage

Blue Text = Still Working on this section

Red Text = Could use your input on what to include

### Folly Beach, SC – Charleston’s Beach Town

Folly Beach, South Carolina is one of America’s last true beach towns. Just minutes from historic downtown Charleston, Folly Beach is a 12 square mile barrier island that is packed with things to do, see and eat. This is a funky, laid-back, come-as-you-are kind of beach. The pace is invitingly slow, the people are captivatingly unique and the shops and restaurants will receive you with good old fashioned southern charm and hospitality. It won’t take long for you to feel right at home.

Surrounded by the Atlantic Ocean and the Folly River, visitors enjoy six miles of wide beaches, surfing, fishing, biking, kayaking, boating, eco-tours, and sea-wildlife including several endangered species. The sunsets on Folly are legendary, so make sure you have plenty of space on your camera or smart phone ... seriously, free up lots of space!

A few steps from the beach, downtown Folly features an eclectic array of locally owned stores and restaurants. Fun bohemian clothing, beach knick-knacks and surf shops are mixed with fantastic seafood restaurants, casual cafes and one-of-a-kind bars. With live music coming from all directions and fruity cocktails calling your name, your cares will melt away as you become lost in the Folly lifestyle. And when the sun goes down, Center Street becomes a lively mix of beach-casual nightlife and rooftop dance clubs.

Whether you need a beach front home for 20 or a romantic room for the two of you, Folly Beach is the perfect spot for vacations, reunions, beach weddings, or just a quick weekend get-away. Come visit us at 'The Edge of America' ... you'll love life on the edge.



## Facts & Figures

- map
- area of the island and beaches (miles)
  - Total area of 18.9 square miles
  - 12.5 miles is land and 6.4 miles is water
- business & accommodations
  - 167 rooms in hotels, bed & breakfasts
  - 2300 rooms in vacation rentals (722 free-standing homes and multi-family units)
  - restaurants: 22
  - retail stores / shopping: (will look)
  - tours / attractions companies: (will look)
  - places of worship: 3
- economic impact of tourism
  - can do a dollar amount or %
- average temp / climate
  - February: High 60, Low 45
  - May: High 80, Low 67
  - August: High 87, Low 76
  - November: High 68, Low 53
- places of interest on the island
  - Morris Island Lighthouse
  - Folly Fishing Pier
  - Porgy & Bess House
  - Folly River Park
  - Others?

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- driving distance to airport and major attractions
  - Charleston International Airport - CHS: 17.5 miles, Approx. 35-40 mins
  - Downtown Charleston: 10 miles, approx. 18 mins
  - Fort Sumter Tour Ferry: 11.7 miles, approx. 20 mins
  - USS Yorktown: 16 miles, approx. 25 mins
  - Charleston Tea Plantation: 25 miles, approx. 40 mins
  - Plantations & Gardens:
    - McLeod Plantation: 8.4 miles, approx. 14 mins
    - Drayton Hall: 20 miles, approx. 35 mins
    - Boone Hall: 21.9 miles, approx. 40 mins
    - Middleton Place & Magnolia Plantation: 24 miles, approx. 45 mins
- driving distance from major cities
  - Asheville (277 miles, appx 4 hours)
  - Atlanta (318 miles appx 4 hours 45 mins)
  - Charlotte (219 miles, appx 3 hrs 15 mins)
  - Columbia (124 miles, appx 2 hrs)
  - Florence (146 miles, appx 2 hrs 15 mins)
  - Greenville (223 miles, appx 3 hrs 15 mins)
  - Jacksonville (246 miles, appx 3 hrs 45 mins)
  - Myrtle Beach (106 miles, 2 hrs 10 mins)
  - Nashville (567 miles, appx 8 hrs 15 mins)
  - Raleigh (290 miles, appx 4 hrs 10 mins)
  - Savannah (115 miles, appx 2 hrs)
- Permanent Residents
  - 2,708 as of 2013

## **What to Do**

You'll never believe what we can fit into 12 square miles. We may be laid-back but we like to take advantage of the natural amusement park that surrounds us. Our quaint little island can keep you busy from morning until night.

**\*\*Folly Beach Eco-Tourism:** *(create icon for Folly Eco-Tourism)*

Many of the activities and tours on Folly Beach are focused on our ecology. With thousands of fascinating life forms indigenous to our land and water, you will be mesmerized by our "locals". Several endangered species call Folly home, including the loggerhead sea-turtle, so please, adhere to stated rules in respect to these creatures and help us ensure their continued protection.

Look for the "Folly Beach Eco-Tourism" icon throughout this press kit (website).

## **Fun on the Water**

### **SURFING:**

- Folly Beach is one of the premiere surfing destinations on the East Coast. You'll find surfers all along the beach, but the most popular spot is The Washout, a strip of beach that catches the biggest waves in the area. Whether you're an avid surfer or just want to give it a try, grab your board (or rent one at any of our surf shops) and catch a wave.

### **FISHING:** *(eco-tourism icon)*

- Folly Beach offers all the variety a fisherman could want. Enjoy bountiful surf fishing, river fishing, pier fishing and deep-sea sport fishing year-round due to the Lowcountry's mild temperatures. The common catches on Folly are spotted sea trout, sheepshead, black drum, Spanish mackerel, king mackerel, bluefish, whiting, pompano, red drum, flounder and perch.

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### WATER SPORTS: *(eco-tourism icon)*

- A trip to Folly Beach isn't complete without venturing out on top of the water. Kayaks, stand-up paddle boards, jet skis, parasailing, relaxing sail boat cruises - you name it. Go it on your own or take a guided tour. The options are endless!

### ECO-TOURS & EXCURSIONS: *(eco-tourism icon)*

- Explore the natural beauty of Folly Beach through a variety of sightseeing tours and excursions available both on land and on water. Wave hello to the friendly dolphins, take an environmental eco-cruise through the salt-marshes or learn the history of the Morris Island Lighthouse.

### **Fun on the Land**

#### THE FOLLY PIER:

- Fishing, walking, birding, and the opportunity to enjoy breathtaking views of the "Edge of America" are just some of the possibilities at the Edwin S. Taylor Folly Beach Fishing Pier. The pier stretches 1,045 feet into the Atlantic Ocean. At 25-feet wide and 23-feet above sea level, the pier is the 2nd longest on the east coast and offers not only spectacular views but also special events and dining.

#### EXPLORE THE ISLAND: *(eco-tourism icon)*

- When you're looking for a little on-land adventure, rent a bicycle and cruise the island. With several parks and lots of nature trails, you'll get to experience the beauty of Folly from different perspectives. Insider Tip: The sunset from the marina is a must see!

#### SHOPPING:

- Take a break from the beach and stroll down Center Street for some Folly Beach shopping. There are plenty of stores and boutiques to choose from offering everything from fun casual clothes to souvenirs, or any of those beach essentials you forgot at home!

### **Annual Events & Nightlife on Folly: *(still working)***

Whether it's one of our seasonal street festivals or just a fun evening out at a local spot, Folly Beach knows how to have fun!

- A few of Folly's most popular festivals:
  - FollyGras – A week of festivities completed with a street party. *mid February*
  - Taste of Folly Festival – A two day food and drink competition including local street vendors, live music, and silent auction. *End of January*
  - Sea and Sand Festival – A weekend of family-friendly events featuring live music, kids activities, carnival games, silent auction, street party, pageant and a 5K run/walk/skate. *Mid April*
  - FollyPalooza – Street festival that raises money for local with medical ailments, primarily cancer, through a silent action, carnival games and other family friendly activities. *Mid October*
- nightlife
  - Unwind from your “busy” day relaxing on the beach and enjoy the sights and sounds of Folly Beach after dark. Many bars offer live music nightly, so meet a local and they'll show you where the party's at.

### **Take a quick car ride off the island...**

#### **GOLF:**

- There are dozens of world-class golf courses within miles of Folly Beach – perfect for all levels of play. Here are just a few:
  - Just up the road from Folly is the **Charleston Municipal Golf Course**. The "Muni" is a golfer-friendly course. Most days, 18-holers play in less than 4 hours. One of the few walkable golf courses in Charleston, The City Course boasts 6 sets of tees to accommodate all playing levels.
  - **Kiawah Island Golf Resort** offers five championship golf courses in a beautiful, natural setting. Each of the five courses was designed by a legendary course architect: Pete Dye, Jack Nicklaus, Tom Fazio, Gary Player and Clyde Johnson.

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- Set amidst South Carolina Lowcountry breezes from the Intracoastal Waterway and centuries-old live oaks, **The Links at Stono Ferry** is a Ron Garl design. Wage your own war on the site of a historic Revolutionary War battle.
- Whether you are just looking for an enjoyable round of golf or some professional golf instruction, **Shadowmoss Plantation Golf Club** has everything you need including rental clubs, a driving range, a putting green, chipping green, and a fully stocked pro shop with the finest in quality apparel and equipment.
- One round on **Patriots Point Links** in Mt. Pleasant will confirm this harborside course's popularity. A subtle and rolling course, sits on the edge of Charleston Harbor offering some of the most spectacular views.

### DOWNTOWN CHARLESTON:

*Do we want to list specific attractions in Charleston (aka, Battery, Hunley, etc)*

Over the past several years, Charleston has been catapulted into the limelight on an international level with awards are being showered on the city left and right.

Charleston has been voted #1 Best U.S. City by *Condé Nast Traveler* Readers' Choice Awards (2014, 2013, 2012, 2011) and *Travel + Leisure* World's Best Awards (2015, 2014, 2013).

Take a short ride from Folly onto the Charleston peninsula to experience the history, the food, the shopping and the wonderfully friendly people. Make sure to visit the City Market and take a tour of antebellum mansions on The Battery in a horse-drawn carriage. Pop into the shops and boutiques on King Street and have a fantastic meal at any of the dozens of award winning restaurants.

### ATTRACTIONS NEARBY: *(thoughts on what we want to include here?)*

The Pier

McLeod Plantation

Splash Island

Angel Oak

Fort Sumter

USS Yorktown

## Weddings & Events on Folly *(still working)*

**Where to Stay** (for the media kit we'll just list but for the website we will include description)

### Hotels ...

#### TIDES FOLLY BEACH

- As Charleston's only full-service oceanfront hotel, the Tides features 132 oceanfront guest rooms, scenic dining at Blu restaurant and 4,000 square feet of meeting space for business and social events. The Tides sits on Folly's beautiful beach, offering spectacular views and all of the amenities and Southern hospitality you desire.

One Center Street Folly Beach, SC 29439

843-588-6464 or 1-877-49-TIDES

#### HOLIDAY INN OF FOLLY BEACH

- The Holiday Inn of Folly Beach is located approximately one block from the beach. This laid-back hotel offers free WiFi, cable TV, a pool and patio with a barbeque and more.

116 West Ashley Avenue Folly Beach, SC 29439

843-588-2191 or 800-792-5270

### Inns / B&Bs ...

#### REGATTA INN

- Experience the perfect combination of luxury and nautical charm at the Regatta Inn. Overlooking the stunning Sunset Cay Marina, the views of South Carolina's

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waterways will take your breath away. The amenities and room features will provide you with the perfect place for a relaxing getaway by the sea.

64 W 9th Street Ext Folly Beach, SC 29439

843-588-0101

### WATERS EDGE INN

- The Water's Edge Inn offers guests a tranquil retreat with premier amenities and true southern hospitality. The intimate atmosphere consists of eight island-themed rooms and three private villas with stunning views of the Folly River and marshlands.

79 W. 2nd St. Folly Beach, SC 29439

843-588-9800 or

800-738-0084

### BEACHSIDE BED AND BREAKFAST

- Ease into a state of peace at Beachside Bed and Breakfast. Enjoy this boutique inn with the relaxing atmosphere of the beach, just a short walk away. The uniquely-designed rooms and services will bring you to a time that was much simpler.

107 East Erie, Folly Beach, South Carolina 29439

843-633-0184

### Rentals ...

From cozy cottages to beachfront villas and condos, Folly Beach has exactly what your group is looking for. The listings of Folly Beach vacation rentals available:

- [Fred Holland Realty](#)
- [Avocet Properties](#)
- [Charleston Coast Vacations](#)
- [Charleston's Real Estate Guy](#)



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- [HomeAway Folly Beach Vacation Rentals](#)
- [Surfish Realty](#)
- [Folly River Management](#)
- [VRBO](#)

### Camping ...

#### JAMES ISLAND COUNTY PARK

- Located just 10 minutes from Folly Beach, the James Island County Park features 643 acres of natural beauty. Enjoy miles of paved trails for walking, biking and skating, freshwater lakes with fishing, children's fun yard playground and much more. Choose to stay at the Campground with exceptional recreational offerings or the Cottages with three bedrooms and one bath.
- 871 Riverland Drive Charleston, SC 29412
- 843-795-4386

### Where to Eat (not sure if we want to list all of these in the media kit ... thoughts?)

As casual as the vibe is on Folly, you'll find that we are serious about our food. From fresh seafood & local oysters to big juicy steaks; traditional southern and American fare to sushi, Mexican and Mediterranean; breakfast, lunch, dinner and late night, we're sure to satisfy your appetite.

Black Magic Cafe - Sandwiches/ Vegetarian/ Coffee

Blu Restaurant And Bar - Seafood/ Mediterranean/ Coffee

Bowen's Island - Seafood/ Southern/ Soul

Drop In Bar And Deli - Vegetarian/ Sandwiches/ Desserts

Folly Beach Crab Shack - Seafood/ Southern

Folly Beach Shrimp Co. - Seafood/ Sushi/ Breakfast/ Brunch

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Locklear's Beach Grill - Seafood/ Sandwiches  
Loggerhead's Beach Grill - American/ Burgers/ Seafood  
Lost Dog Cafe - Breakfast/ Sandwiches/ American  
Lunch Hook - Gourmet Sandwiches/ Salads/ Barbeque  
Planet Follywood - American/ Burgers/ Breakfast/ Brunch  
Rita's Seaside Grill - Seafood/ Barbeque/ Sandwiches  
Snapper Jack's - Seafood/ Sandwiches  
Subway - Sandwiches  
Surf Bar - Burgers/ American/ Seafood  
Sushi By Lisa - Sushi  
Taco Boy - Mexican  
The Grill And Island Bar - Southern/ Seafood/ Steaks  
The Sandcastle - Seafood/ American/ Barbeque  
The 'Wich Doctor - Sandwiches/ Pizza  
Tokyo Crepes - Crepes/ Japanese  
Woody's - Pizza/ Sandwiches/ Calzones

### Charleston area cuisine:

Take a short ride to downtown Charleston where the restaurants scene is smokin'hot. Award winning chefs and restaurants drive Charleston's eclectic mix of styles and flavors. From five-star restaurants to hole-in-the-wall joints, you simply can't go wrong. Make sure to order some of Charleston's signature dishes ... namely Shrimp & Grits and She Crab Soup.

### FAQ (not for the media kit - website only) *working*

- Beach rules –

**NO POSSESSION OR CONSUMPTION OF ALCOHOL ALLOWED ON BEACH.**

**NO GLASS** is allowed on the beach.

**NO OPEN FIRES** or **FIREWORKS** are allowed at any time.

**NO LITTERING.** IF YOU ARE GOING TO THE BEACH, PLEASE BRING GARBAGE BAGS AND TAKE TRASH TO CONTAINERS FOUND AT THE EACH BEACH ACCESS. Have BEACH PRIDE

and help us keep our beach clean so you and others can enjoy it now and in years to come.

**SURFING** without a leash is prohibited. From May 15th to Sept. 15th surfing is prohibited between 10 am to 6 pm from 2nd Street East to 3rd Street West, known as the swimming zone. From September 16th to May 14th, surfing is allowed in any area except surfing is always prohibited 200' from the fishing pier.

**SAND DUNES** are protected and fragile. Beach Sea Oats and grass help protect the dunes. Stay off the dunes and use public walkovers, located at every block, to access the beach.

**PERSONAL ITEMS LEFT ON THE BEACH** after sunset, such as tents, canopies, coolers, volleyball nets, and umbrellas, shall be considered abandoned and the City has the right to take possession and dispose of said items. Please make sure you have all your personal property when you leave the beach.

**WATERCRAFT** can be stowed on the beachfront for 12 hours without a permit. They must not be pulled into the dunes or sand fences. All watercraft must be removed from the beach if high winds or tides are expected. Permits to stow watercraft can be obtained at Public Safety. 843-588-2433

**SEA TURTLES** are an endangered species. Do not interfere with them in any way. No lights are allowed that illuminate the front beach between 10 pm and dawn from May 1st to October 31st. Hatchling turtles are disorientated by artificial light. Fill holes dug in sand before you leave the beach. If you see any adult sea turtles or hatchings call 843-588-2433 to report your sighting.

**STRONG RIP CURRENTS** are common so *swim with caution*. Charleston County Parks and Recreation provides lifeguards at the West End County Park and from 2nd Street East to 3rd Street West beachfront from May through Labor Day.

City of Folly Beach Ordinances Enforced with Fines not to exceed \$1,092.00

- **DOG BEACH REGULATIONS**
  - **DOGS** are not allowed on the beach from 10 am to 6 pm from May 1st to Sept. 30th. At all other times they must be on a leash.
- Parking rules

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- No parking on roadway. All 4 tires must be off the road. If white lines are painted, tires must be outside the white line.
- No parking on sidewalks.
- No blocking public or private driveways.
- No parking within 15 feet of a fire hydrant.
- No parking in a crosswalk.
- No stopping, standing, or parking in a roadway.
- No diagonal parking unless posted. All parking must be parallel to the roadway.
- No parking on dunes or revetments.
- No parking against traffic. All vehicles must park with the flow of traffic.
- No parking in handicapped spaces unless visible handicapped license tag or visible permit on vehicle.
- No parking within 20 feet of an intersection.
- No parking on yellow curbs or within areas marked by yellow street lines.

- **Golf Carts:**

Golf carts must display valid SC Department of Motor Vehicles and City of Folly Beach stickers. The City of Folly Beach sticker can be obtained from Folly Beach Public Safety by bringing the form found here: [City of Folly Beach Golf Cart Permit](#) to the Public Safety Building at 106 West Cooper Street. You will be required to verify SC Golf Cart Registration (obtained at the SCDMV) and proof of insurance, and sign that you have reviewed the golf cart rules, which can be found here: [Golf Cart Rules](#).

They can be driven across, but not on, Center St. or Folly Rd. A golf cart cannot be driven more than four miles from the address on the SCDMV registration. The driver of a golf cart must be at least 16 years old and be in possession of a driver's license, the SCDMV registration certificate, and proof of liability insurance. Golf carts may not be operated at night. Golf carts cannot be driven in the rain or at any other time that visibility is limited. All drivers of golf carts are required to read the Folly Beach laws related to golf carts. The golf cart laws can be found in Chapter 73 of the City of Folly Beach Ordinances, which are on this Website. Please call 843-588-2433 for information regarding Folly Beach golf cart permits.

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- **Handicap Accessible Beach**

- There is one wheelchair access ramp at 9th Street on West Ashley.

### Photos *working*

- can include a gallery on the website where they download the Media Kit
- also list contact info to request high-res photos

### Recent News *working*

- 2015 write-ups
  - [TravelChannel.com](#) named Folly Beach as one of the Top 16 Things to Do in Charleston – September 2015
  - [The Culture Trip](#) The Culture Trip named Folly Beach one of the Best Beaches in Charleston, SC. – August 2015
  - [Travel + Leisure](#) mentioned Folly Beach in its World Top 10 Cities List, naming Charleston, SC #2 in the World – July 2015
  - [AFAR](#) included Folly Beach in its list of the 24 Amazing Beaches in the United States – June 2015
  - Folly Beach landed on the list of America's 20 Coolest Beach Towns by [Matador Network](#) – June 2015
  - [ASBPA](#) named Folly Beach one of the Best Restored Beaches for 2015 – May 2015
  - [TravelChannel.com](#) recognized Folly Beach as one of the Top 5 Beaches in South Carolina – May 2015
  - [The State](#) included Folly Beach in its list of More Ways to have fun along South Carolina's Coast
  - [Southern Living](#) Magazine named the Regatta Inn on Folly Beach as one of The Best New Hotels in the South 2015

- releases (*event releases ?*)

## History of Folly (not for media kit - website only)

The history of Folly Beach Island is a story of pirates, shipwrecks, soldiers, and dancing. It is a story of the hardships and hurricanes that have shaped a thriving beachside community.

Folly Island was named after its coastline which was once densely packed with trees and undergrowth, as the Old English name for such an area was "Folly." The first official document that mentions the island is a land grant from King William III to William Rivers that dates to September 9, 1696. The island had little commercial use to Mr. Rivers so he eventually sold it. For many years ownership was passed through a series of owners who did not reside on the island. Even through this period of essentially absentee ownership, Folly Island was not deserted. The island was home to members of the Bohicket tribe, who remained until the increasing number of Europeans in Charleston forced them to move elsewhere.

The island was also a temporary home to many people who found themselves here quite unexpectedly. These were the survivors of the shipwrecks that occurred regularly in the ocean off Folly Beach. One such group was the 120 sailors and passengers who made it to shore after the wreck of the *Amelia* in 1832. Their stay took a turn for the worse when officials on Folly in Charleston blocked access to and from the island and put a stop to any supplies because some of the survivors had cholera.

During the Civil War, Folly was occupied by Federal troops beginning in 1863. Despite the the jungle-like foliage, the soldiers constructed roads, forts, an artillery battery, and a supply depot. Eventually Folly Island had the capacity to hold up to 13,000 troops and their equipment. The Federal army used Folly Island as its main strategic base for the battle to take Fort Sumter. In May 1987 construction workers discovered 14 bodies at the western end of Folly Beach. A subsequent investigation by the South Carolina Institute of Archaeology and Anthropology established that the remains were of soldiers from the 55th Massachusetts Volunteer Regiment. The 55th Regiment was joined on Folly by the 54th Regiment, made popular in the movie *Glory*.

What was surprising, however, was that 12 of the bodies did not have skulls and other body parts. The bodies also had no obvious signs of battle injuries. Nobody knows why the bodies were buried this way. It's a great mystery in the history of the Civil War!

After the Civil War, Folly Beach Island was virtually abandoned. But interest slowly arose in what some people began to realize was an island beach retreat in close proximity to a major city.

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Folly became a melting pot for the regular folks and temporary camps became permanent camps, became cottages.

From the 1940s onward, the building work steadily proceeded, reaching a peak in the 1960s with the construction of the Ocean Plaza with its amusement rides, boardwalk, shops and pier. The Folly Pier was a musical hub for the greater community with all the big bands playing the Folly Pier from Glenn Miller to Maurice Williams. People from all over the country developed a love for the community that is, more than most, a people's beach.

One of the most famous people to visit Folly Beach Island during these years was the composer and pianist, George Gershwin. It was while staying here that he composed the classic opera *Porgy and Bess*.

Although only nine families actually made the island their permanent home, the construction of the Atlantic Pavilion, the Pier, the Boardwalk and the Oceanfront Hotel were clear evidence that holidaymakers were attracted to the area.

Hurricane Hugo hit Folly Beach and neighboring communities in 1989, destroying many coastal beaches and damaging homes. In true Folly spirit, the community banded together and recovered quickly.

The City of Folly Beach is now home to **2400** residents and countless numbers of visitors who come to enjoy this laid-back beach community full of great food, relaxing beaches, and a quaint charm unlike anywhere else in the world!

Source: *Folly Beach, A Brief History*, Gretchen Stringer Robinson

### Other Ideas to consider: *working*

- Beach Renourishment, green initiatives
  - Beach Renourishment Project
    - ♣ In January of 2014, the US Army Corps of Engineers began a six month long project of pumping sand dredged from three miles offshore onto Folly Beach in hopes to slow the erosion on Folly Beach.
    - ♣ 1.5 million cubic yards of sand will be placed on the coast to restore 5.34 miles of beach.
  - Green Initiatives:

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- ♣ Folly Beach County Park named one of America's Best Restored Beaches by ASBPA in 2015 (American Shore and Beach Preservation Association)
- ♣ GoFollyGreen's New Community Garden in Folly Beach: Consisting of 16 raised gardens, available to the public for \$100 per year.
- ♣ Coastal Clean Up Beach Day on September 19. Goal was to collect trash left behind by visitors, garbage that had been washed ashore.