

How a 450-Year Old Story Drives Economic Growth Today

A Presentation at the World Bank February 2016

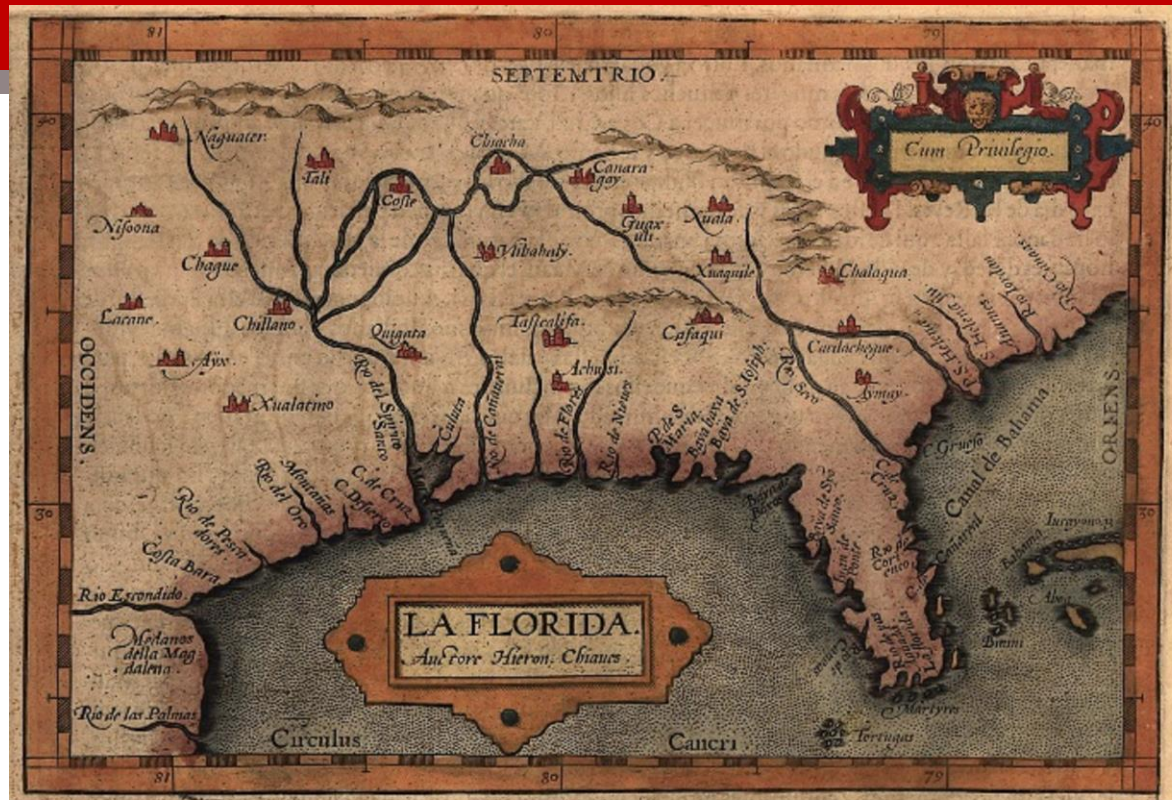
Megan Meyer
Dr. David Moore
Dr. Michael Francis
Dr. Andy Beall

How a 450-Year Old Story Drives Economic Growth Today

Research Problem:

The research problem is a lack of data on increased tourism subsequent to the opening of archaeological sites at Joara and Santa Elena and a new cultural interpretive center in Beaufort County, South Carolina.

Background...a brief film introduction



Santa Elena - Our Mission

The mission of the Santa Elena Foundation is to uncover, preserve and share the “**Lost Century**” of European colonization and the international story of Santa Elena, the 16th Century *la Florida* settlement that became the Spanish capital in the present-day United States.



Mission of Exploring Joara

Exploring Joara is a non-profit organization promoting public archaeology in the valleys of western North Carolina. Our mission is to support research, education, and outreach on preservation of ***our past***. The foundation finds and protects archaeological resources, and fostering archaeology in the community.

Joara
EXPLORING JOARA FOUNDATION

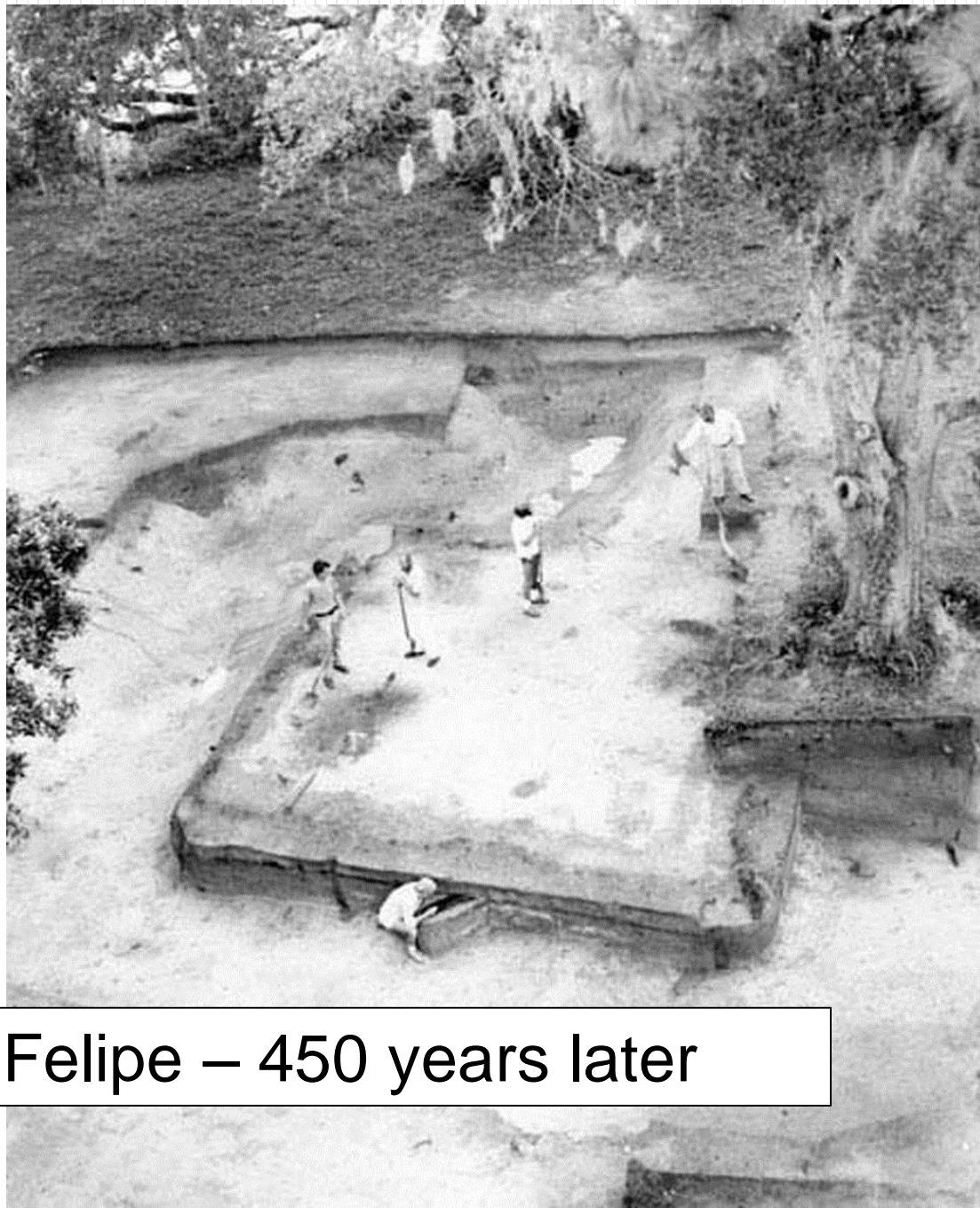




Fort San Marcos

Fuerte de San Marcos





Fort San Felipe – 450 years later



Captain Juan Pardo's Fort San Juan rediscovered at the Berry Site near Morganton, NC



Above: Two of the five burned Spanish domestic structures.



Fort San Juan with domestic compound to north.

Castillo de San Marcos St. Augustine



SANTA ELENA

HISTORY CENTER

Opening 2015 -2016

Bring to the public the story of America's "Lost Century"



Information, Lectures, Programs, Exhibit, Retail Store, and Archaeology Lab

The History Center Opened November 2015

From concept to reality!



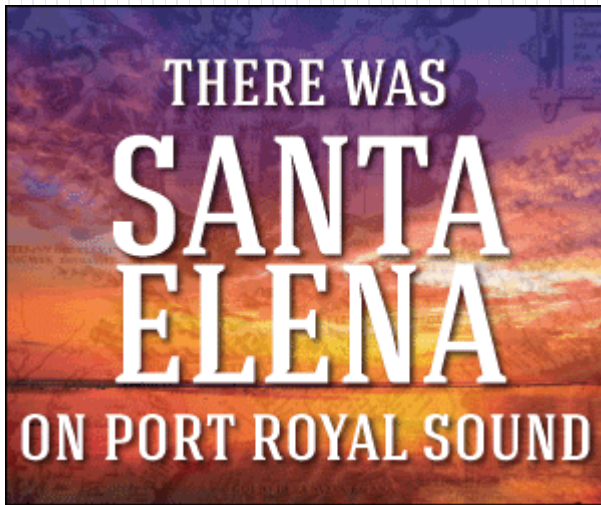
SANTA ELENA

HISTORY CENTER



America's Untold Story
will open April 30, 2016

THERE WAS **SANTA ELENA** ON PORT ROYAL SOUND



The Santa Elena History Center
America's Untold Story
1501 Bay St., Beaufort, SC santa-elena.org

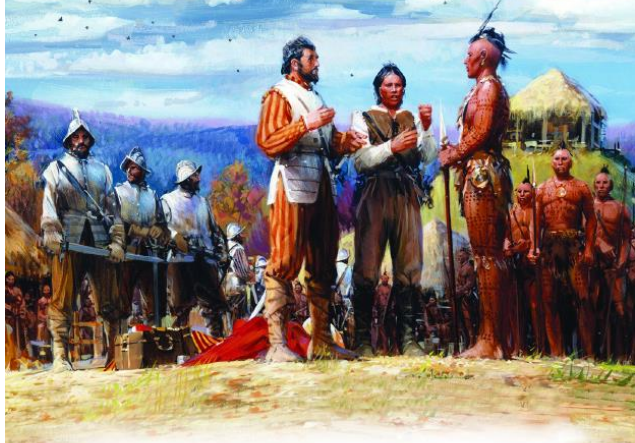


Before Jamestown,
there was Santa Elena.



Santa Elena History Center
1501 Bay St., Beaufort, SC

Tracking inland trails of a Spanish explorer



Thursday, Dec. 3, 1 p.m.
1501 Bay St. Beaufort



Photo: Chris Polydoroff
 Warren Wilson College, archaeology professor David Moore.

Who was **Juan Pardo** and what lured the 16th Century Spanish explorer of the world's seas to leave **Santa Elena** on Port Royal Sound and venture far inland to the unknown wilderness of today's North Carolina?

Join archaeologist Dr. David G. Moore's

search as he tracks the expedition's path in search of an overland trail to the **gold and silver** promises of Mexico.

Details/registration:
www.santa-elena.org
 843-379-1550.



Eliza Lucas Pinckney

FEB
25
 Thu

Feb 25 @ 10:00 am



Instructor: Peggy Pickett You are invited to meet Eliza Lucas Pinckney and discover how she developed indigo on her father's

The French Connection

FEB
27
 Sat

Feb 27 @ 1:00 pm



Instructor: Beverly Eggert Set sail with French Huguenots Jean Ribault and Rene Laudonniere from France to Parris Island to Jacksonville, St. Augustine, and Matanzas Inlet, Florida . . . their story will capture





Coming in 2016 to Port Royal

The Santa Elena Foundation welcomes media aboard the replica El Galeon San Pelayo, the authentic 495-ton galleon that will be returning to the Lowcountry next Spring to mark the 450th anniversary celebration of Don Pedro Menendez de Aviles' landing in Port Royal Sound in 1566.

The wooden replica flagship, visiting River Street Docks/Savannah this week, will be open, invitation-only, for media to walk the decks, wander the ship's quarters and get advance photos, videos and interviews with Santa Elena Foundation leaders.

FREE with RSVP to Mmeyer@santa-elena.org or 843-263-0173

Before Jamestown, Before Plymouth, there was

SANTA ELENA
on Port Royal Sound

Santa Elena Foundation, www.santa-elena.org

How a 450-Year Old Story Drives Economic Growth Today

Research Problem:

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Tourism Economic Basics

- Economic objective for increased tourism:

Export goods, services, knowledge, and experiences to people outside the local geography, bringing travel dollars into the local economy.

Tourism and Travel Impact

- **Direct Spend:** Expenditures by travelers during visit to gateway community (50-mile radius).
- **Indirect Spend:** Expenditures on infrastructure, supplies, inventory, and capacity to serve travelers.
- **Induced Spend:** Multiplier effect from the turnover of travel-related spend.
- **Carry-over Spend:** Long-term impact.

Access to Data

- **2014 – Literature Review:** Inferences about visitor interest from experiences at similar sites.
- **2015 – Opinion Survey Data:** Estimate visitor interest by responses to visitor center survey.
- **2015/2016 – Recording actual visitor behavior** at the now open Santa Elena History Center.

2014 Research Report Deliverables

- Provide the Historical Context of 16th Century French *Charlesfort* and Spanish *Santa Elena*
- Summarize Prior Archaeological Work
- Collect Economic Data on Historical Tourism from Scholarly Literature
- Define a Range of Possible Economic Impact
- Recommend Further Research
- Provide a Bibliography of Relevant References

2014 Research Report Findings

<i>Beaufort Festival Visitor Demographics</i>	Shrimp Festival	Taste of Beaufort	MCAS Air Show
	2013	2012	2011
Percentage of Respondents > Age 40	66.7%	71.2%	41.2%
Percentage Married	67.8%	68.9%	52.0%
Percentage without children at home < 18 year of age	70.8%	67.3%	53.2%
Percentage with bachelors degree or higher	53.0%	54.0%	
Percentage with household income > \$50,000	69.5%	75.4%	51.1%
Percentage spending two or more days in Beaufort	62.4%	69.0%	64.7%
Respondents who spent > \$100/ night on lodging	57.8%	35.1%	
Respondents who spent > \$50/ day on meals	58.0%	61.7%	
Respondents who spent > \$50/ day on retail purchases	45.0%	60.4%	

(Salazar, 2012, 2013)

One third of all travelers include site-seeing, visits to historic places, museums, and state or national parks (Morris and Sanders, 2009).

Cultural / Historic tourists tend to be older, affluent, well educated, travel in pairs, lodge in paid accommodations, and eat in local restaurants.

2014 Research Report Findings

A well designed and tastefully presented historic attraction will draw 50,000 to 200,000 annual visitors.

Select National Monument Annual Statistics

<u>Site Name</u>	<u>Annual Number of Visitors</u>		
	2011	2012	2013
Fort Pulaski National Monument	408,104	385,751	374,408
Fort Sumter National Monument	857,853	842,027	815,007
Fort Raleigh NM (Roanoake)	282,134	281,833	263,598
Castillo San Marcos NM (St. Augustine)	741,042	727,243	778,128

(National Park Service, 2013)

<u>Park or Monument</u>	<u>Recreational Visits</u>	<u>Total Visitor Spend (\$ x000s)</u>	<u>Jobs</u>	<u>Labor Income (\$ x000s)</u>	<u>Value Added (\$ x000s)</u>	<u>Economic Output (\$ x000s)</u>
Cowpens	231,973	\$13,750.40	201	\$6,323.60	\$10,595.80	\$17,889.20
Ninety Six	73,044	\$3,930.60	58	\$1,539.90	\$2,694.30	\$4,674.10
Kings Mountain	265,713	\$9,800.70	139	\$4,373.80	\$7,293.80	\$12,329.60
Fort Sumter	842,027	\$45,310.30	650	\$19,283.40	\$31,980	\$53,245.90
Charles Pinckney	44,314	\$2,384.60	34	\$1,016.50	\$1,682.30	\$2,798.60

Castillo San Marcos in St. Augustine attracts 750,000 visitors each year.

2015 Visitor Survey Questions

Two Research Questions:

Early European settlement of Beaufort County began in 1566. Competing French, Spanish, and English governments seeking to control resources in the region established a series of outposts, forts, and settlements on Parris Island. The history of Santa Elena remains to be told.

- Would you visit this historic site and an interpretive museum while in Beaufort?
- Would you extend your visit to the area an extra day to experience this attraction?

Why important?

Beaufort South Carolina Tourism:

- Current visitor profile
- 500,000 visitors
- Average stay ~ 2.5 days

Sister Destination - Hilton Head Island:

- 2.6 Million visitors
- Average stay 5.67 days
- 31% intend to visit historic and cultural sites

Expand the Visitor Base

Opportunity:

- Expand the attraction base.
- Increase the number of visitors
- Increase the visitor nights in Beaufort
- Increase visitor spending in Beaufort
- Meet the needs and interests of current and future tourists

2015 Visitor Survey Data

Survey Responses:

- Question one: 46.75% and Very of respondents stated “extremely likely” while 53.25% of respondents stated “very likely” to visit the historic site and interpretive museum.
- Question two: 39.47% of respondents stated they were extremely likely or very likely to extend their stay to experience the attraction. Only 21.12% stated they were unlikely or extremely unlikely to extend their stay.

2016 Visitor Data

Visitors
Since Nov 1
2015

1446

Volunteer
Hours Since
Nov 1 2015

1002

Conclusions

Potential Economic Impact:

- Tourism is the largest private employer in South Carolina (Gullah Geechee Cultural Heritage Corridor Commission, 2012).
- The per-person daily spend of \$311.00 by visitors from a radius greater than 50 miles (Salazar, 2013a).
- A 2007 study sponsored by the Beaufort Regional Chamber of Commerce recorded an estimated 550,000 tourists visited Northern Beaufort County with an estimated economic impact of \$538 million (Beaufort County Regional Chamber of Commerce, 2007).

Conclusions

Potential Economic Impact:

- Visitation traffic at regionally proximate national monuments in Savannah and Charleston, and the early colonial sites of Roanoke and St. Augustine, suggest—by inference—a potential volume of visitors to the proposed Santa Elena cultural interpretive center.
- Visitation by local residents and tourists to a mature and promoted Santa Elena cultural interpretive center may track the range of **50,000 to 250,000** annual visitors recorded at comparable national parks and monuments (NationalParksService, 2013).

A potential annual economic impact of \$3 to \$15 million.

Questions

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Thank you very much!

Megan Meyer
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