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Lower Florence County Selected as a SC Great Outdoors Community

FLORENCE, SC-The South Carolina National Heritage Corridor has selected the lower portion of Florence County as one of the first places to participate in the South Carolina Great Outdoors (SCGO) project.

SCGO is a statewide initiative that aims to promote South Carolina as a premier international outdoor travel destination. The South Carolina National Heritage Corridor will manage the project and is collaborating with state and national organizations to develop an outdoor travel website and marketing campaign set to launch in early 2014.

Florence County was chosen as a pilot community along with Georgetown County to kick off SCGO, which includes an in-depth inventory, assessment and marketing efforts all geared towards promoting the outdoor assets already available in lower Florence County.

“While billions of dollars are being spent on outdoor travel each year, South Carolina is in the position to capitalize on our vast unique resources while also protecting them” said Michelle McCollum, Executive Director for the South Carolina National Heritage Corridor. “From the Revolutionary War heritage in Johnsonville to the flourishing arts community in Lake City, it’s all about connecting these outstanding places to the traveler.”

Funds for the SCGO project in Florence County are being provided by The South Carolina National Heritage Corridor, Duke Energy and the Florence CVB.

“The tourism potential for outdoor experiences in lower Florence County is very exciting, especially as an incredible resource for sustainable economic development,” stated Florence Convention and Visitors Bureau Director Holly Young Beaumier. “The communities surrounding Lynches River, Woods Bay and Lake City will all benefit from this opportunity to be involved.”

For more information on SCGO visit www.southcarolinagreatoutdoors.org.