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**Capital City/Lake Murray Country Regional
Tourism
New Ideas...New Business...New Programs**

The Capital City/Lake Murray Country Regional Tourism Board held its Annual Meeting on Thursday, August 27th at the Radisson Hotel and Conference Center. The organization released new ideas, new business and new programs for its upcoming fiscal year.

- The organization designed all new advertisements to be placed in various publications throughout the year. There are five new designs including a Four-county, Fishing, Golf, Group Tour, Nature and Historic ad.
- The organization unveiled five new group tours available to potential tour groups.
- The following fishing tournaments are coming to the region...American Bass Anglers (February 2010), Carolina Anglers (Spring 2010) and the FLW Collegiate Series to the University of South Carolina (Fall 2010).
- Created a new regional golf event! The **Lake Murray Open** will feature Cobblestone, Timberlake, Golden Hills, Crickentree and Persimmon Hill golf courses. The event will be marketed to golfers in Ohio.
- Enhancing the retirement and relocation program by producing a 12-page insert on the region in the quarterly Retirement Lifestyles magazine. The National Active Retirement Association (NARA) Conference has also scheduled to meet in the region in fall 2010.
- Partnering with Saluda by designing a new rack card for Saluda County and also providing a matching grant fund for a water quality project.
- Introduced a new line of Lake Murray merchandise by "Lake Heads".
Products include t-shirts, hats, tote bags and prints by Bill Barley. These products are for sale at the Visitor Center.
- Announced that the organization will lead a community effort to Light up the Lake Murray Dam!

- Awarded Kevin Connelly, with Connelly Development, LLC, with the 2009 member of the year award.

Capital City/Lake Murray Country is one of the state's eleven tourism regions within The South Carolina Department of Parks, Recreation and Tourism (PRT), promoting tourism in Lexington, Newberry, Richland and Saluda Counties. The Visitors Center is located on Highway 6, 2184 North Lake Drive in Columbia. For more information, visit lakemurraycountry.com or call (803) 781-5940.

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