**South Carolina General Assembly**

125th Session, 2023-2024

**H. 4011**

**STATUS INFORMATION**

House Resolution

Sponsors: Reps. Ballentine, Calhoon, Kilmartin, Wooten, Alexander, Anderson, Atkinson, Bailey, Bamberg, Bannister, Bauer, Beach, Bernstein, Blackwell, Bradley, Brewer, Brittain, Burns, Bustos, Carter, Caskey, Chapman, Chumley, Clyburn, Cobb-Hunter, Collins, Connell, B.J. Cox, B.L. Cox, Crawford, Cromer, Davis, Dillard, Elliott, Erickson, Felder, Forrest, Gagnon, Garvin, Gatch, Gibson, Gilliam, Gilliard, Guest, Guffey, Haddon, Hager, Hardee, Harris, Hart, Hartnett, Hayes, Henderson-Myers, Henegan, Herbkersman, Hewitt, Hiott, Hixon, Hosey, Howard, Hyde, Jefferson, J.E. Johnson, J.L. Johnson, S. Jones, W. Jones, Jordan, King, Kirby, Landing, Lawson, Leber, Ligon, Long, Lowe, Magnuson, May, McCabe, McCravy, McDaniel, McGinnis, Mitchell, J. Moore, T. Moore, A.M. Morgan, T.A. Morgan, Moss, Murphy, Neese, B. Newton, W. Newton, Nutt, O'Neal, Oremus, Ott, Pace, Pedalino, Pendarvis, Pope, Rivers, Robbins, Rose, Rutherford, Sandifer, Schuessler, Sessions, G.M. Smith, M.M. Smith, Stavrinakis, Taylor, Tedder, Thayer, Thigpen, Trantham, Vaughan, Weeks, West, Wetmore, Wheeler, White, Whitmire, Williams, Willis and Yow

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Introduced in the House on February 23, 2023

Adopted by the House on February 23, 2023

Summary: Miriam Atria, 40 years in the tourism industry

**HISTORY OF LEGISLATIVE ACTIONS**

Date Body Action Description with journal page number

2/23/2023 House Introduced and adopted ([House Journal‑page 6](h:\hj\20230223.docx))

View the latest  [legislative information](https://www.scstatehouse.gov/billsearch.php?billnumbers=4011&session=125&summary=B)  at the website

**VERSIONS OF THIS BILL**

[02/23/2023](https://www.scstatehouse.gov/sess125_2023-2024/prever/4011_20230223.docx)

A house RESOLUTION

TO CONGRATULATE MIRIAM ATRIA, PRESIDENT/CEO OF CAPITAL CITY/LAKE MURRAY COUNTRY, AT THE CELEBRATION OF HER FORTY YEARS OF SERVICE IN THE TOURISM INDUSTRY AND TO WISH HER MUCH CONTINUED SUCCESS AS SHE CONTINUES TO SERVE.

Whereas, the South Carolina House of Representatives is pleased to learn that Miriam Atria, president/CEO of Capital City/Lake Murray Country (CCLMC), is celebrating forty years of service in the tourism industry; and

Whereas, having served in her present position since 1983, Miriam has single-handedly grown a destination marketing organization from the humble beginnings of a one-person staff with a marketing budget of $40,000 to an organization with a staff of six and a current budget of $2.1 million; and

Whereas, from the beginning of her career at CCLMC, Miriam Atria recognized the natural resource in her backyard and the impact it could have on tourism. Taking advantage of the many opportunities of the enormous body of water in her region, Miriam established Lake Murray as a major player in the fishing tournament industry. Starting with a relationship established in the early 1990s, awareness of Lake Murray and the attractions surrounding it served to elevate the tourism industry in South Carolina; and

Whereas, in 1998, Miriam’s creativity and determination attracted the most notable tournament trail at the time, FLW. Due to the organization, media coverage, and overall package she put together, Lake Murray would go on to host the Forrest Wood Cup, known as the “Super Bowl of fishing,” an unprecedented three times. As a prime example of Miriam’s creativity and ability to seize an opportunity, she convinced FLW to stay an extra week to host its Fantasy Fishing portion of the event at Lake Murray. This event had been scheduled to take place in Atlanta; however, Miriam’s power of persuasion convinced them that Lake Murray was where they needed to be. By turning a one-week event into two weeks, the local economy enjoyed a $46.5 million economic impact. It also resulted in Miriam and her team receiving the 2009 Governor’s Cup Award at the South Carolina Governor’s Conference on Tourism & Travel. Additionally, she secured the event again in August 2014, garnering a $25 million economic impact, and again in August 2017, with more than $30 million in economic impact. That’s a total of more than $95 million in economic impact from these three events; and

Whereas, also in 2017, Miriam Atria capitalized on a partnership with United States Angling to host the Black Bass World Championship for the first time ever in the United States. In 2022, the fruits of her labor became a realization, with the record-breaking event hosting twenty-five nations; and

Whereas, on February 16, 2023, Miriam received her most recent recognition: At the South Carolina Governor’s Conference on Tourism & Travel, Governor Henry McMaster; South Carolina Parks, Recreation, and Tourism (SCPRT) Director Duane Parrish; and President of Impact Consulting Buddy Jennings presented to her the coveted Fred Brinkman Award, given to an individual for demonstrating an enduring and outstanding commitment to improving tourism in the State. Now, therefore,

Be it resolved by the House of Representatives:

That the members of the South Carolina House of Representatives, by this resolution, congratulate Miriam Atria, president/CEO of Capital City/Lake Murray Country, at the celebration of her forty years of service in the tourism industry and wish her much continued success as she continues to serve.

Be it further resolved that a copy of this resolution be presented to Miriam Atria.

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