

## Tourism Change in strategy starts search for new web visitors

By CHARLES SWENSON  
COASTAL OBSERVER

The biggest source of traffic to Georgetown County's tourism website will be dropped from the county's marketing plan at the end of the month, and the Tourism Management Commission is looking for ways to maintain numbers.

Intellistrand, which runs myrtlebeach.com and charleston.com, provided more than a third of the referrals to the county's website in the last 12 months. But in July, the firm will end the practice by which people who clicked for information on myrtlebeach.com about the South Strand went to Georgetown County's tourism site.

The county was offered sponsorship of a South Strand page, but the tourism commission declined.

"We would have to include Surfside in that," said Helen Benso, who chairs the commission. "We don't want to do Surfside Beach."

The commission pays \$6,150 a month to Intellistrand. While it may run some ad on the company's sites, it is looking at spending much of that on e-mail solicitations.

Intellistrand charges \$6 for each request for tourism information the county receives through its sites. The e-mail solicitations the county makes through the firm eBrains cost \$2 to \$3, Benso said.

Although Intellistrand has been a stalwart of the county's tourism marketing, "the traffic has changed," Benso said.

Intellistrand sites accounted for 11,200 of the 30,400 referrals to the county website in the last 12 months. The site had 85,000 visits.

Rawl Murdy Associates, the county's ad agency, has proposed spending more with eBrains, but Lauren Schuler, the account manager, also suggested the commission look at buying e-mail lists in targeted demographics.

## Business: Get Carried Away

# Serial entrepreneurs are at it again

By JACKIE R. BROACH  
COASTAL OBSERVER

It was six years ago that Brian and Sassy Henry, owners of the Sea View Inn, started discussing the menu for a takeout business they wanted to open.

The place would feature longtime favorites from the inn's kitchen — dishes like chicken bog, seafood pie, crab divine and, of course, Lowcountry boil.

It was something they were certain there would be a market for. Now, they're putting it to the test.

Get Carried Away Southern Takeout opened its doors for business last weekend. A grand opening will be Saturday and will offer customers a chance to come out and sample some of the best the business has to offer.

"We'll give away a fair amount of food and we may boil some crawfish," Brian said.

After years of thinking about the business, the Henrys said it was only a month ago that they "decided to pull the trigger."

"It's not something we ever felt like we had to do," Brian said. "It's something we wanted to do and now we feel like we have the resources and the people to do it, so we're going to give it a whirl."

The building, located across from Pawleys Wine and Spirits, is a small one and there are no chairs.

"People are welcome to come hang out and talk," Brian said. "But it's not a sit and eat kind of place."

In fact, that area has never been home to a food outlet before, and it's not traditionally a high traffic area, according to Brian.

"Our biggest challenge will be letting people know we're here." But early buzz has been good, he added, and he's hoping that will transfer to a steady stream of customers, aided by the fact that the business offers delivery seven days a week.

**THE INSPIRATION** for Get Carried Away was Lowcountry boil, a summer tradition at the Sea View Inn and now the head-



Tanya Ackerman/Coastal Observer

## Brian and Sassy Henry have a takeout business to go with their inn and cheese ventures.

line dish on Get Carried Away's menu.

From June to September, guests at the inn come together on Wednesday nights to enjoy the savory, one-pot dish that combines shrimp, sausage, corn, potatoes and onions. They can't get enough of it, according to the Henrys.

"Our guests love it so much we felt like if we offered this to-go to vacationers and locals, they would eat it up," Brian said. "Everybody loves Lowcountry boil, but they don't want to go through the hassle of 'how much shrimp do we get?' and 'how long do we cook the potatoes?' We do it for them."

Lowcountry Boil in a Bucket is offered ready to eat or ready to heat for \$9.50 per person.

Knowing they need-

ed other items to fill out the menu they opted for southern style dishes that have already been tried and tested at the inn.

Crab divine, a casserole that is the inn's signature dish, was one of the first to make the cut. Tomato pie, seafood pie, deviled eggs and chicken bog are also on the list of family dishes.

"These are things we've served at the inn in the 10 years we've been here and they've been popular all that time," Brian said. "We change the menu from time to time, but those things have never changed."

Sandwiches, salad plates and fresh made biscuits and French bread are also on the menu.

For dessert there is a caramel-frosted pound cake, white chocolate pecan pie, lemon chess pie,

key lime pie and mini pies. The inn's celebrated caramel frosting is also available for individual purchase.

There's a cooler, too, for a variety of dips and spreads, including Palmetto Cheese, a pimento cheese spread the Henrys launched in 2006 and sell at food stores throughout the Southeast. A Palmetto Cheese and Crab dip is a new product customers can look forward to.

Get Carried Away will offer a range of local products, in addition to the Henrys' own. Since finding success with Palmetto Cheese, the Henrys are frequently approached by people who have product ideas and want advice for getting them on the market. With Get Carried Away, they've found a way to help.

"We can counsel them

and give them a cooler to put it in and sample it out to see if they've got a winner," Brian said. "It can be a springboard and it gives everybody around here a reason to come in and try out some new stuff."

Prices vary from a low of \$1.50 for a mini pie to \$24 for crab divine (which feeds six to eight people). Dips and spreads are in the \$5 range and sandwiches and salad plates are \$6.50.

"We felt like we should keep the prices reasonable," Brian said. "It's not high dollar. It's not cheap either, but it is good quality southern food that's indigenous. Where else do you get chicken bog besides Lowcountry South Carolina?"

**FOR INFORMATION**, call 314-3493 or visit [getcarriedawaypi.com](http://getcarriedawaypi.com).

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**Murrells Inlet Community Center: 3 - 4 p.m.**

**Any questions about documentation to bring, call 545-3244, Auditor's Office**  
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