



2025  
**AFRICAN  
 AMERICAN**  
 TOURISM CONFERENCE

**UPSTATE SUMMIT**  
**SATURDAY, FEBRUARY 22ND**

Crescent One Building  
 25 Goldsmith Street, Greenville, SC

PRESENTED BY  
**AFRICAN- AMERICAN TOURISM COUNCIL**

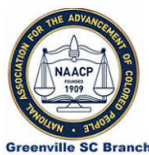


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**BENJAMIN E. MAYS  
 BIRTHPLACE**

This house, originally 14 mi. SE on U.S. Hwy. 178 in the Epworth community, was the birthplace of Dr. Benjamin Elijah Mays (1894-1984), Baptist minister, college president, author, and civil rights pioneer. Mays was the eighth child of Hezekiah and Louvenia Mays, both born into slavery. In 1911 he left the tenant farm where this house stood to attend high school at S.C. State College in Orangeburg.

(Continued on other side)  
 SPONSORED BY THE MARK HOFFE FOUNDATION, 2012



# UPSTATE SUMMIT ON AFRICAN-AMERICAN TOURISM

AFRICAN AMERICAN  
TOURISM COUNCIL

OPENING  
SESSION

*African- American Tourism  
Opportunities in the Upstate*



## UNION COUNTY COMMUNITY REMEMBRANCE PROJECT

*Product Development- Historic Preservation*

This initiative honors the lives lost to racial violence in Union County, fostering dialogue and reconciliation through education, memorials, and community engagement to ensure a more equitable future.



## GLEAMNS DR. BENJAMIN E. MAYS HISTORICAL PRESERVATION SITE

*Product Development- Historic Preservation*

Dedicated to the legacy of Dr. Benjamin E. Mays, this site celebrates his contributions to civil rights and education, offering visitors a chance to explore his life and impact through exhibits and programs.



## COMMUNITY REMEMBRANCE PROJECT- GREENVILLE

*Product Development- Historic Preservation*

Community Remembrance Project Greenville: This project works to acknowledge and memorialize victims of racial injustice in Greenville County, promoting healing and understanding through historical markers, public art, and community events.



## UPDATES: GREENVILLE JAZZ, MCLAUREN INSTITUTE

*Product Development- Special Events, Destination*

The Urban League's McClaren Institute continues to empower underserved communities through education and advocacy, while the Greenville Jazz Festival celebrates cultural diversity with world-class performances, fostering unity through the universal language of music.

# UPSTATE SUMMIT ON AFRICAN-AMERICAN TOURISM



## NON- PROFITS, FESTIVALS, SITES

### *A-tax Grants: Funding For Your Tourism & Cultural Arts Programming*



#### COURTNEY YOUNG, FORESIGHT COMMUNICATIONS

<https://thinkfsc.com>

Learn how to access Tax Accommodation Grants to support tourism and economic development. This workshop covers eligibility, application tips, and how to maximize benefits for your project.

## BUSINESSES & ENTREPRENEURS

### *Business Development & Loan Programs: Start or Expand Your Business*



#### CAROLINAWORKS

<https://www.communityworkscarolina.org>

CommunityWorks SC empowers individuals & communities through affordable housing, small business support, and financial education, fostering economic stability across SC. **Wanda Davis**



#### CLIMB FUND

<https://www.climbfund.org>

Provides small business loans, training, and resources to entrepreneurs in underserved communities, helping them start, grow, and thrive in their ventures. **Teosha Edmond**



#### ONE SPARTANBURG

<https://www.onespartanburginc.com>

Supports small businesses and entrepreneurs in Spartanburg County by providing access to capital, resources, and guidance to help them start, grow, and thrive. **Jay Jenkins**



#### GCRA

<https://gcra-sc.org>

Works to revitalize neighborhoods and improve quality of life in Greenville through affordable housing, community development, and economic empowerment initiatives. **Jose Reynoso**

# UPSTATE SUMMIT ON AFRICAN-AMERICAN TOURISM



**NON- PROFITS,  
FESTIVALS, SITES**

*Convention & Visitor Bureaus & How they  
Help Your Black Tourism Business Venture*



## VISITGREENVILLE

<https://www.visitgreenillesc.com>

Committed to showcasing the charm & vibrancy of Greenville, SC, as a premier travel destination. Through promoting its thriving arts scene, outdoor adventures, and culinary delights, VisitGreenville drives tourism and economic growth while inviting visitors to experience the heart of the Upstate. **Taylor Stephens Lucas**

**EVERYONE**

*Closing Reception & Day Party  
Black Tourism: A Golden Opportunity*



## KEYNOTE: KWADJO CAMPBELL

<https://aatcouncil.org>

Discover the results of a new Economic Impact Study and learn how the African-American Tourism Council is implementing its recommendations to drive inclusive tourism and economic growth. Join us for this transformative discussion!



Join us as we celebrate the culmination of the Upstate Summit on African-American Tourism with a vibrant Reception & Day Party! Connect with industry leaders, entrepreneurs, and cultural ambassadors while enjoying live entertainment, curated bites, and a festive atmosphere.

## Economic Impact

- Average group size: 3.4 adults.
- Average stay: 2.2 nights.
- Spending: \$402 per person.
- Total economic impact: \$2.4 billion.
- Jobs supported: 26,302.
- Labor income: \$789.5 million.

# UPSTATE SUMMIT ON AFRICAN-AMERICAN TOURISM

AFRICAN AMERICAN  
TOURISM COUNCIL

**WHO WE ARE -  
BEOME A MEMBER**

*African-American Tourism Council*

## Organization Overview

The South Carolina African-American Tourism Council (SCAATC) is dedicated to elevating African-American tourism as a cornerstone of economic growth and cultural pride in South Carolina. Our organization is dedicated to harnessing the transformative power of tourism to drive economic growth and uplift underserved communities. With a focus on South Carolina's rich African-American heritage, our initiatives aim to expand the African-American sector of the tourism industry, contributing to its \$2.4 billion economic impact. By growing and developing this vital engine, we strive to create sustainable opportunities that serve as a catalyst for economic development across the state.

## Programs:

- Annual Conference & Regional Summits
- Digital Toolkit & Product Development
- Branding & Tourism Promotion
- Greenville African- American Heritage Trail
- Greenville Reggae Block Party
- Economic Impact Study Update- Regional Look

## Membership Perks

The SC African-American Tourism Council is your gateway to shaping the future of tourism in South Carolina.

- Individual Membership: \$100
- Non- Profits/Small Business: \$250
- Corporate Membership: \$1000

## As a member, you'll:

- Gain exclusive access to a quarterly newsletter packed with industry insights, success stories, and updates on African-American cultural tourism initiatives.
- Enjoy discounts to conferences and regional summits, where you'll network with industry leaders, discover new opportunities, and contribute to impactful discussions.



**RENEE MCDANIEL-  
NEWKIRK**

Program Director



**PAUL MERLO**

Operations- SCAATC

# UPSTATE SUMMIT ON AFRICAN-AMERICAN TOURISM



## SUMMIT OBJECTIVES

### **Conference & Regional Summits** **Upstate - Midlands - Pee Dee - Lowcountry**

This flagship event gathers industry leaders, stakeholders, and community partners to share insights, foster collaboration, and set the agenda for advancing African-American tourism. Through keynote presentations, panel discussions, and networking opportunities, the Conference/Summit provides a platform for showcasing success stories and developing actionable strategies that fuel economic growth.

#### **Conference Objectives-**

- Updated study on the African American niche of the tourism industry "African American Visitors' Impact on Tourism"- Regional Focus.
- Tourism promotion program targeting visitors interested in African American culture.
- Increased funding from local and state government.
- Product Development: Creation of more businesses, cultural events, and sites.
- Development of Advocacy Council.



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**NON- PROFITS,  
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## *Partner and Sponsor Recognition*



**SC PARKS, RECREATION  
& TOURISM**

<https://www.scprt.com>



city of  
**greenville**

**CITY OF GREENVILLE**

<https://www.greenvillesc.gov>



**VISITGREENVILLE**

<https://www.visitgreenvillesc.com>



**Greenville SC Branch**

**NAACP: GREENVILLE**

<https://naacp.org>



**TRULINE**

<https://www.truelinegvl.com>



**FLYWHEEL**

<https://www.flywheelcoworking.com>



**BETTER U CONNECT**

<https://www.betteruconnect.com>



**COUPES CORNER**

<https://coupescornergvl.com>



**BLACK HISTORY TOURS**

<https://www.scprt.com>

# UPSTATE SUMMIT ON AFRICAN-AMERICAN TOURISM

AFRICAN AMERICAN  
TOURISM COUNCIL

**SOCIAL MEDIA &  
MORE**

*Get In Touch - Stay In Touch*

## Like Us or Share Us:

- <https://www.facebook.com/AfricanAmericanTourismConference>
- [https://www.instagram.com/africanamericantourism\\_sc](https://www.instagram.com/africanamericantourism_sc)
- <https://x.com/SCAATourism/>



## Upcoming Events

Greenville Reggae Blockparty  
Spring/Summer

Midlands Summit  
Spring

**UNREALIZED POTENTIAL**

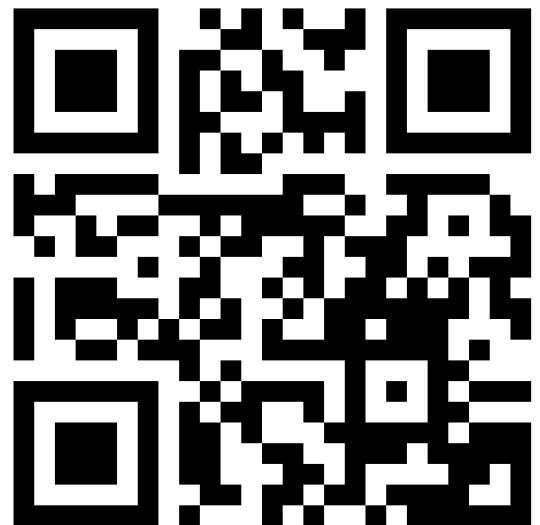
**[AATCOUNCIL.ORG](http://AATCOUNCIL.ORG)**

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**[www.AATCouncil.org](http://www.AATCouncil.org)**

Become A Member  
Join The Movement