



— 2025 —  
**AFRICAN  
AMERICAN**  
TOURISM CONFERENCE



DISCOVER  
*South Carolina*

Explore *Charleston*  
SOUTH CAROLINA



# ANNUAL SC AFRICAN- AMERICAN TOURISM CONFERENCE

AFRICAN AMERICAN  
TOURISM COUNCIL

## OPENING SESSION WELLS FARGO

## *African- American Tourism Opportunities in the Upstate*



### THE LABOR OF STORYTELLING: HOW BLACK NARRATIVES SHAPE PUBLIC POLICY AND ECONOMIC POWER

*Product Development- Historic Preservation*

Storytelling as labor has long shaped perception, influenced policy, and empowered Black communities. In an era of misinformation, recognizing storytelling as intellectual, creative, and vital work ensures its protection and continued impact.



### COURTNEY YOUNG, FORESIGHT COMMUNICATIONS

[//thinkfsc.com](https://thinkfsc.com)

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### EVELYN DEL, FORESIGHT COMMUNICATIONS

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### KWADJO CAMPBELL SCAATC/JC & ASSOCIATES

[//AATCouncil.org](https://AATCouncil.org)

[kwadjoc@jc-associates.com](mailto:kwadjoc@jc-associates.com)

## NON- PROFITS 10 AM RM 218

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



### EVELYN DEL, FORESIGHT COMMUNICATIONS

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. Literally millions available statewide.



# ANNUAL SC AFRICAN- AMERICAN TOURISM CONFERENCE



**BUSINESSES**  
11 AM RM 220

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



### **CAROLINAWORKS**

<https://www.communityworkscarolina.org>

**Wanda Davis**

### **CLIMB FUND**

<https://www.climbfund.org>  
[keonta@climbfund.org](mailto:keonta@climbfund.org)

**Keonta' Ramsey**



### **CITY OF CHAS. ENTREPRENEURIAL CENTER**

<https://www.charleston-sc.gov>  
[jordanr@charleston-sc.gov](mailto:jordanr@charleston-sc.gov)

**Ruth Jordan**

### **SC COMMUNITY LOAN FUND**

[charleston-sc.gov](mailto:brian@sccommunityloanfund.org)  
[Brian@sccommunityloanfund.org](mailto:brian@sccommunityloanfund.org)

**Brian Colclough**



**AI TECHNOLOGY**  
10 AM RM 214

**MARKETING**  
11AM RM 216



### **DONNA DAVIS, D W DAVIS CONSULTING**

[donnadavispresents.com](http://donnadavispresents.com)  
[dwdavisconsults@gmail.com](mailto:dwdavisconsults@gmail.com)

Join us to explore how AI is transforming destination marketing—analyzing data, targeting audiences, personalizing content, and optimizing strategies for greater impact.

***Making AI  
Work for  
You***



### **VICTORIA RAE BOYNTON TINY IS POWERFUL**

<https://tinyispowerful.com>  
[iamvictoriarae@gmail.com](mailto:iamvictoriarae@gmail.com)

Learn why digital marketing is essential, explore future trends, and gain practical steps for building and integrating a strategy into your overall plan.

***Deeper  
Dive:  
Digital  
Marketing***



# ANNUAL SC AFRICAN- AMERICAN TOURISM CONFERENCE



RESOURCE DEV.  
12- NOON WELLS FARGO

## *Visitor Bureaus & How they Help Your Tourism Initiative*



**EXPERIENCE COLUMBIA, TWILA JONES**

[tjones@experiencecolumbiasc.com](mailto:tjones@experiencecolumbiasc.com)



**BEREKELY COUNTY TOURISM, RACHEL KNIGHT**

[tjones@experiencecolumbiasc.com](mailto:tjones@experiencecolumbiasc.com) (*INVITED*)



**EXPLORE CHARLESTON, MARC GIBSON**

[MGibson@explorecharleston.com](mailto:MGibson@explorecharleston.com)

NETWORKING  
1PM TATE 2<sup>ND</sup> FLR.

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



**ANNUAL REPORT: KWADJO CAMPBELL**

<https://aatcouncil.org>

Join us as we celebrate the culmination with a vibrant Reception! Connect with industry leaders, entrepreneurs, and cultural ambassadors while enjoying live entertainment, curated bites, and a festive atmosphere. Annual report by Chairman Kwadjo Campbell.

## **Economic Impact**

- |   |  |
|---|--|
| <ul style="list-style-type: none"><li>• Average group size: 3.4 adults.</li><li>• Average stay: 2.2 nights.</li><li>• Spending: \$402 per person.</li></ul> | <ul style="list-style-type: none"><li>• Total economic impact: \$2.4 billion.</li><li>• Jobs supported: 26,302.</li><li>• Labor income: \$789.5 million.</li></ul> |
|---|--|



# ANNUAL SC AFRICAN-AMERICAN TOURISM CONFERENCE

AFRICAN AMERICAN  
TOURISM COUNCIL

## WHO WE ARE - BEOME A MEMBER

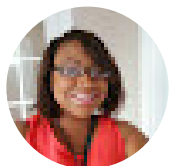
## *African- American Tourism Council*

### 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



**BRITTANY WILLIAMS**  
Registration Coordinator

### 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

**KWADJO CAMPBELL**

Founder & Chairman



**PAUL MERLO**  
Operations- SCAATC



# ANNUAL SC AFRICAN- AMERICAN TOURISM CONFERENCE



2025  
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## 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.



Explore *Charleston*  
SOUTH CAROLINA





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**MANY  
THANKS!!!**

## *Partner and Sponsor Recognition*

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**SCPRT**

[www.scprt.com](http://www.scprt.com)

[www.aatcouncil.org](http://www.aatcouncil.org)



# UPSTATE SUMMIT ON AFRICAN-AMERICAN TOURISM

AFRICAN AMERICAN  
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## SOCIAL MEDIA & MORE

## *Get In Touch - Stay In Touch*

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



## Upcoming Events

First Friday's  
Monthly

Upstate Summit  
February 2026

Myrtle Beach  
Pee Dee Summit  
April 2026

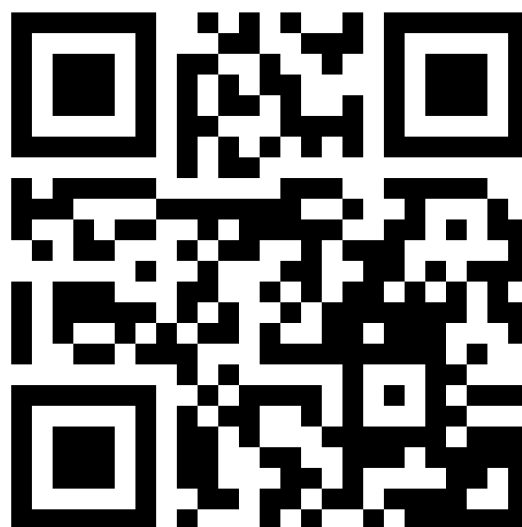
Greenville Reggae  
Blockparty  
Summer- June 2026

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

### CONTACT:

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