



— 2025 —
**AFRICAN
AMERICAN**
TOURISM CONFERENCE

**ANNUAL CONFERENCE
SATURDAY,
NOVEMBER 22ND**

**Beatty Center
5 Liberty Street, Charleston, SC**

**PRESENTED BY
AFRICAN- AMERICAN TOURISM COUNCIL**



Explore Charleston
SOUTH CAROLINA

MULLINS
McLEOD
Governor • South Carolina

City of
**NORTH
CHARLESTON**

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OPENING SESSION

The Labor of Storytelling: How Black Narratives Shape Public Policy and Economic Power

DESCRIPTION

Opening session explores the power of storytelling as labor in shaping public perception, influencing policy, and driving economic empowerment for Black communities. Historically, Black labor has not just been physical but intellectual, creative, and strategic. Today, in an era where misinformation threatens historical accuracy, strategic storytelling is a form of labor that must be acknowledged and protected.

COURTNEY YOUNG

Foresight Communications



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.

MICHIEL PERRY

Black Southern Belle



Michiel Perry, the successful influencer and founder of Black Southern Belle, celebrates Southern culture through style, storytelling, and heritage, inspiring audiences nationwide while elevating African-American traditions, creatives, and businesses across the region.

EVELYN DEL

Foresight Communications



Evelyn Del, of Foresight Communications, is a dynamic and creative leader dedicated to strengthening cultural preservation, community engagement, and inclusive tourism, helping elevate South Carolina's African-American heritage and expand opportunities statewide.

KWADJO CAMPBELL

JC & Associates/SC African- American Tourism Council



Kwadjo Campbell, CEO of JC & Associates and Chairman of the SC African-American Tourism Council, is a visionary leader advancing community development, cultural tourism, and equitable economic opportunities across South Carolina.

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NON- PROFITS, FESTIVALS, SITES

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



EVELYN DEL, 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 & ENTREPRENUERS

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. **Keonta' Ramsey**



SC COMMUNITY LOAN FUND

<https://sccommunityloanfund.org>

Supports small businesses and entrepreneurs throughout South Carolina by providing access to capital, resources, and guidance to help them start, grow, and thrive. **Brian Colclough**



ENTREPRENEUR RESOURCE CENTER/MWBE OFFICE

<https://www.charleston-sc.gov>

Strives to increase participation of minority and women-owned business enterprises in the full array of contracting opportunities available in the City of Charleston. **Ruth Jordon**

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NON- PROFITS, FESTIVALS, SITES

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



EXPLORE CHARLESTON

<https://www.charlestoncvb.com>

We are dedicated to bringing the area's passionate individuals together, because each of us plays a pivotal role in making our region a beloved place to live and a top destination. **Marc Gibson**



EXPERIENCE COLUMBIA

<https://www.experiencecolumbiasc.com>

strengthen the area's economy by marketing and selling the region as a premier destination for meetings & conventions, tradeshow, special events and leisure travel. **Twila Jones**

EVERYONE

Closing Networking Reception Black Tourism: A Golden Opportunity

ANNUAL UPDATE: KWADJO CAMPBELL

<https://aatcouncil.org>



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

Economic Impact

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

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**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

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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.



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**NON- PROFITS,
FESTIVALS, SITES**

Partner and Sponsor Recognition



COLLEGE OF CHARLESTON

<https://charleston.edu>



MCLEOD FOR GOVERNOR

<https://mcleodscgov.com>



**SC PARKS, RECREATION
& TOURISM**

<https://www.scprt.com>



EXPLORE CHARLESTON

<https://www.charlestoncvb.com>



CITY OF NORTH CHARLESTON

<https://www.northcharleston.org>



JC & ASSOCIATES

<https://jc-associates.com>

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**SOCIAL MEDIA &
MORE**

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Like Us or Share Us:

- <https://www.facebook.com/AfricanAmericanTourismConference>
- https://www.instagram.com/africanamericantourism_sc
- <https://x.com/SCAATourism/>



Upcoming Events

Upstate Summit
February

Greenville Reggae Blockparty
June

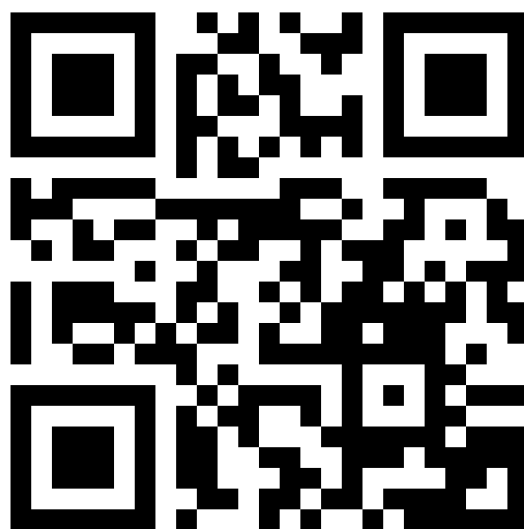
Pee Dee Summit
Spring

UNREALIZED POTENTIAL
AATCOUNCIL.ORG

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www.AATCouncil.org
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