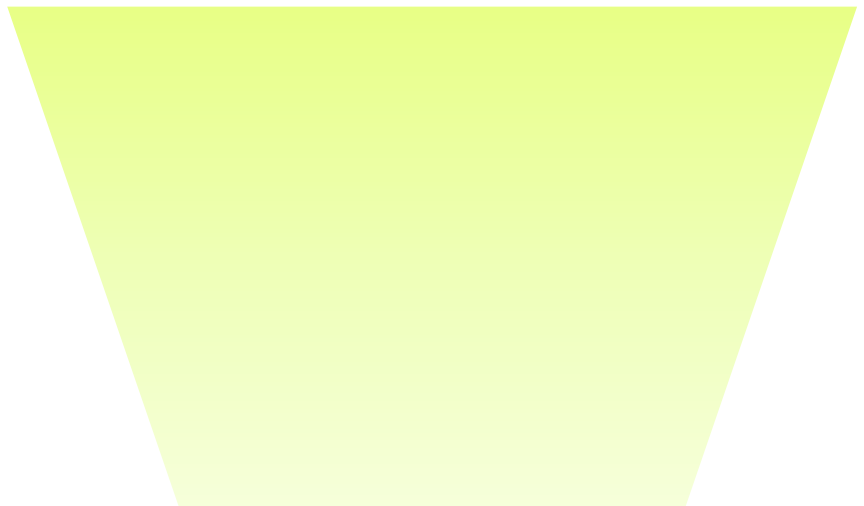
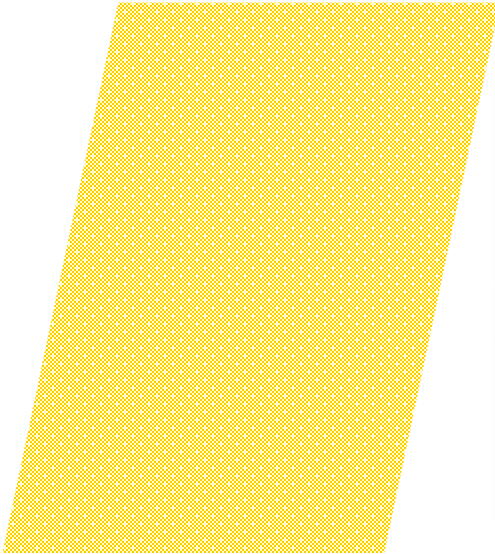


THE BUSINESS OF RURAL HERITAGE, CULTURE & ART

AN INTRODUCTORY RESOURCE GUIDE FOR ENTREPRENEURS



South Carolina African American Heritage Foundation
2019 Edition



<https://shpo.sc.gov/historic-preservation/resources/african-american-heritage/south-carolina-african-american-heritage>

South Carolina African American Heritage Foundation

The **South Carolina African American Heritage Foundation** (SCAAHF) supports the efforts of the **South Carolina African American Heritage Commission**. Membership to the Foundation is open to the public. <http://scaaheritagefound.org/index.html>

Cover Photos: *Top* - The **Pearl Fryar Topiary Garden**, Lee Co., showcases horticultural art & metal sculpture. It is located at Mr. Fryar's home where he hosts individuals & groups regularly. *Photo by A.M. Shinault-Small*

Center - York Co. resident **Dontavius Williams** performs "The Chronicles of Adam" throughout SC and beyond for audiences seeking a first-person interpretation on slavery. *Photo by A.M. Shinault-Small*

Bottom - **Sweetgrass Basketry**, the official SC handcraft, is a centuries-old Lowcountry tradition. Today, basketry is decorative as well as functional; wearable pieces are a norm also. Many of the artisans present to groups and vend at events & historic sites regularly. *Photo from SC Dept. of Archives and History (SCDAH)*

This directory would not have been possible without the generous support of the US Department of Agriculture's Rural Business Development Grant. Key members of the SC African American Heritage Foundation were instrumental to its completion. The leadership of Abel Bartley and Jannie Harriot, along with Dawn Dawson-House and Anita Dantzler, is greatly appreciated.

We are especially grateful to the South Carolina Arts Commission and former Program Director Joy Young who provided key insights for resources to support entrepreneurship and business development in rural heritage, culture and the arts for the inaugural 2018 edition.

2018 Design/Layout: Carleton Giles

2019 Update & Design/Layout: Alada M. Shinault-Small

FORWARD



The SCAAHC collaborated with the City of Hartsville, Darlington Co. & SCDH to create & install this state historical marker in 2012 at Pride Park in Hartsville.
Photo by the City of Hartsville

The **South Carolina African American Heritage Commission** was created by the South Carolina General Assembly and is dedicated to preserving, documenting, and discovering African American history, culture and heritage throughout the state. Representing every region, the Commission is the state's foremost entity for preserving African American history and culture.

It consists of dedicated stakeholders, to include professional and community historians, educators and other professionals who volunteer their time, resources and various talents. During its annual conference, SCAAHC recognizes individuals, communities and organizations that have significantly contributed to the preservation of SC African American history and culture during the previous year. Members travel hundreds of miles each year conducting workshops and symposia and teaching both laypeople and professionals how to facilitate preservation projects. The Commission has

overseen the development of research tools and learning aids and has provided them to educators across the state to assist them with integrating the contributions of African Americans into their daily lessons. One example is its Foundation's *2018 Supplement to A Teacher's Guide to African American Historic Places in South Carolina – Integrating the Arts into Classroom Instruction*. It was created to coincide with state curriculum standards for visual and performing arts and for social studies for grades K-12.

Since the creation of the Commission in 1993, more than 300 South Carolina Historical Markers have been erected to commemorate notable people, places and events. The *Green Book of South Carolina* was introduced in 2017 and is a web-based travel guide to help visitors find historical African American sites and attractions throughout the state.

The Commission's work has gained widespread attention locally, nationally, and internationally. The SCAAHC celebrated its 25th year in 2018, and we are tremendously proud of the work accomplished.

Dr. Abel A. Bartley, SCAAHC Vice-Chair



Faith Cabin Library, Oconee Co.
Photo from SCDAH

Table of Contents



"Aunt Pearl Sue" of Beaufort Co.
highlights Gullah Geechee culture to a
variety of audiences across SC & beyond.
Photo by Jannie Harriot

Acknowledgements	2
Foreword	3
Introduction	5
How to Use This Guide	5
<u>State Resources</u>	6 - 12
Business Development	6
Education & Training	7
Funding	9 - 10
General Information	11
Law & Legal	12
Taxes	12
<u>National Resources</u>	13 - 14
Business Development	13
Education & Training	13
Funding	13
General Information	14
Law & Legal	14
Taxes	14
The Green Book of South Carolina	15
South Carolina Family Reunion Tool Kit	16 - 23

INTRODUCTION

According to a 2016 study of African American Tourism led by Dr. Simon Hudson of the University of South Carolina's Smart State Center of Excellence in Tourism and Economic Development, African American tourists are responsible for \$2.4 billion in economic impact for South Carolina, which is an impact that is associated with approximately 26,302 jobs and \$789.5 million in labor income.

Information gathered as part of the study revealed the need for investment in product development, improved marketing, and collaboration among organizations working on African American tourism activities. The 2016 study is the impetus for designing a resource guide that supports entrepreneurship development in arts, culture, history and heritage that represents the African American experience in South Carolina.

What is unique about this guide is that it is an intentional and focused effort toward developing and supporting entrepreneurship related to or about African American heritage, history, culture and the arts in South Carolina. It acknowledges opportunities for entrepreneurs in rural heritage, culture and the arts, and its implementation can help entrepreneurs contribute to economic impact, jobs, and labor income. To spark ideas and bring awareness, the guide references heritage and history-related sites and structures specific to South Carolina.

HOW TO USE THIS GUIDE

The Business of Rural Heritage, Culture and the Arts: An Introductory Resource Guide for Entrepreneurs provides a wealth of information pointing toward assistance that is available to help entrepreneurs achieve success. The resources listed are a starting point for startup businesses and for existing businesses wishing to expand. Because basics are the foundation for entrepreneurs, this guide offers a simple framework for access to resources and technical expertise. Hundreds of informative books and websites exist, but this guide is a user-friendly collection of many of the resources available.

The guide is divided into two main sections. State Resources list South Carolina agencies and organizations that offer technical expertise related to business development to include education and training; funding and grant opportunities; legal information and taxes. National Resources list federal agencies and national organizations that offer similar expertise.

Like any guide, it is intended to provide accurate and helpful information. However, organization and agency websites, programs, and services do change. Further, this guide excludes traditional lending sources, such as banks and credit unions. As a resource, it is useful for general information rather than specific legal, accounting, or other professional service advice. If such specialized advice is required, the services of a competent professional should be sought.



Muscadine Grapes from Williams
Vineyard & Farm, Williamsburg Co.
Photo by Elnecia Williams Burgess

STATE RESOURCES

BUSINESS DEVELOPMENT RESOURCES

SC African American Chamber Of Commerce envisions being “recognized as the voice of African American business community in South Carolina. Through effective relationships with business owners, industry leaders, government officials, and educational organizations, we will advance The South Carolina African American Chamber of Commerce mission.”

<https://scachamber.org>

South Carolina Association for Community Economic Development (SCACED) supports the development of healthy and economically sustainable communities throughout SC. Sustainable non-profits, microenterprises and community development organizations often qualify for grant funding. <https://www.scaced.org/>

South Carolina Business One Stop

(SCBOS) is the official business web portal and helps new and existing businesses understand the process of filing permits, licenses, registrations, paying taxes, etc.

<https://scbos.sc.gov/>

South Carolina Chamber of Commerce

strives “to strategically create and advance a thriving, free-market environment where

South Carolina businesses can prosper.”

<https://www.scchamber.net/>

South Carolina Councils of Governments (SC COGs) is a network of 10 regions throughout the state. Economic and Workforce Development are two of its focus areas.

<https://sccogs.org/>

SC Division of Small and Minority Business Contracting and Certification (SMBCC) seeks to promote the growth and development of small and minority-owned businesses by acting as an advocate so that an equal portion of SC procurement contracts be awarded to these businesses. The agency also encourages businesses that want state contracts to become certified. <http://smbcc.sc.gov/index.html>

South Carolina Small Business Chamber Commerce

defines a small business as one with 100 employees or less. It’s an advocacy organization working to make state and local government more small-business friendly while providing various services and knowledge to its members.

<https://scsbc.org/>

STATE RESOURCES

BUSINESS DEVELOPMENT RESOURCES continued

South Carolina Secretary of State is responsible for business filings for corporations, nonprofit corporations, limited liability companies, limited partnerships and limited liability partnerships. Sole proprietorships and general partnerships do not file with this office. <https://sos.sc.gov/>

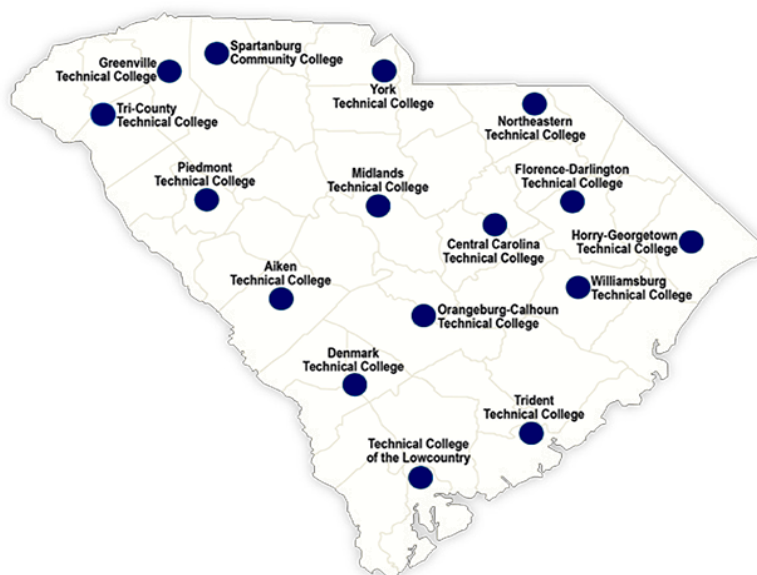
EDUCATION & TRAINING

South Carolina Technical College System is comprised of 16 colleges located strategically across the state and two internationally-renowned statewide programs, readySC™ and Apprenticeship Carolina™. The System is dedicated to furthering economic and workforce development.

www.sctechsystem.com

Midlands Technical College Center for Entrepreneurial Success (CES) will assist current or future MTC students with starting businesses while still in school.

www.midlandstech.edu/about/center-entrepreneurial-success



South Carolina's
Technical Colleges



Mt. Zion Rosenwald School, Florence Co., was built in 1925 for African American students. Photo from SCDAH

South Carolina Small Business Development Centers by Region

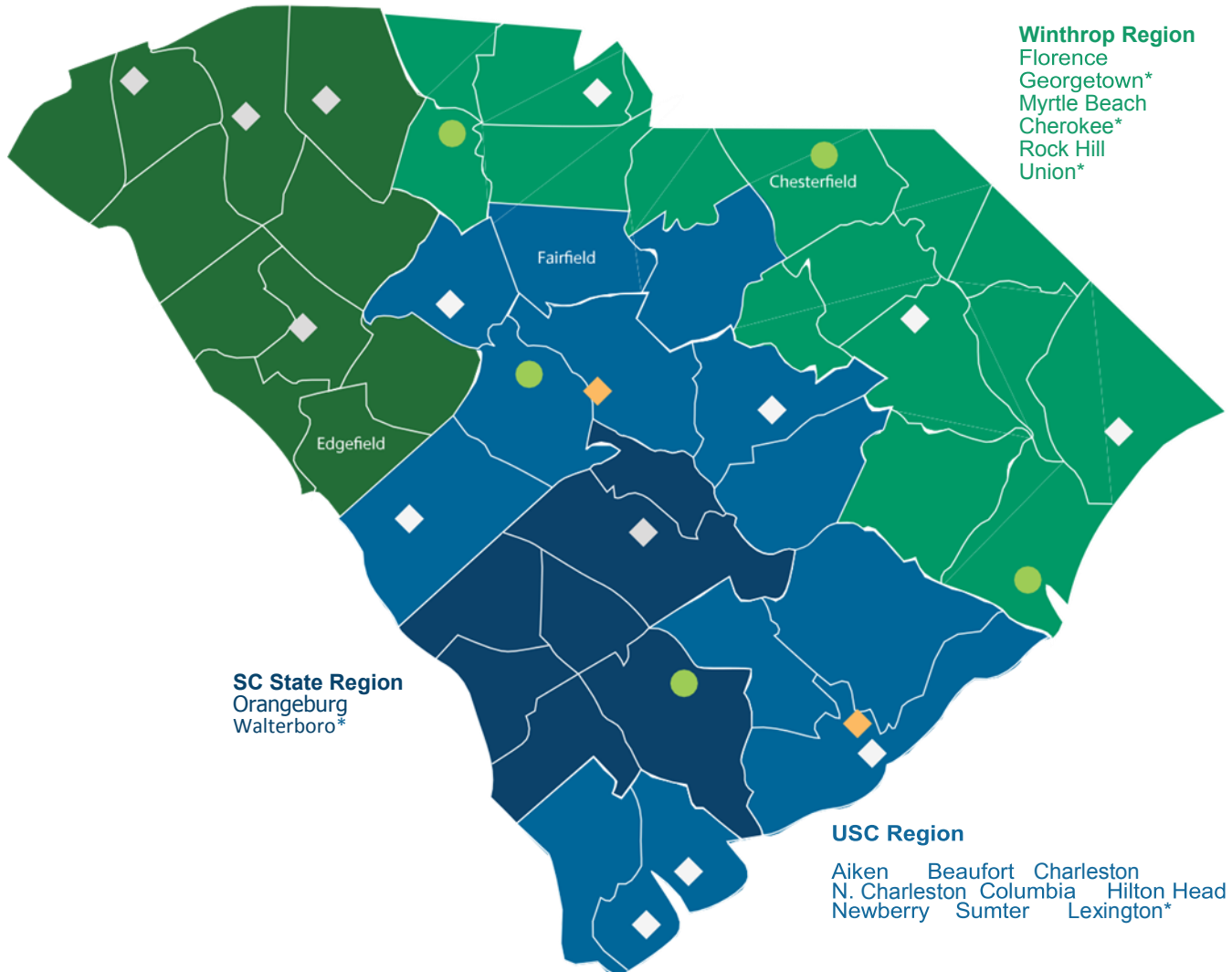
A **Small Business Development Center (SC SBDC)** offers seminars, resources and free counseling to startups. It considers itself “the gateway and proven provider of small business assistance driving entrepreneurial growth and success.” <https://www.scsbdc.com/>

Clemson Region

Clemson Greenville Spartanburg Greenwood

Winthrop Region

Florence
Georgetown*
Myrtle Beach
Cherokee*
Rock Hill
Union*



SC State Region

Orangeburg
Walterboro*

USC Region

Aiken Beaufort Charleston
N. Charleston Columbia Hilton Head
Newberry Sumter Lexington*



Center includes a Procurement Technical Assistance Center (PTAC)



*Part-time Satellite Center

FUNDING

GRANTS

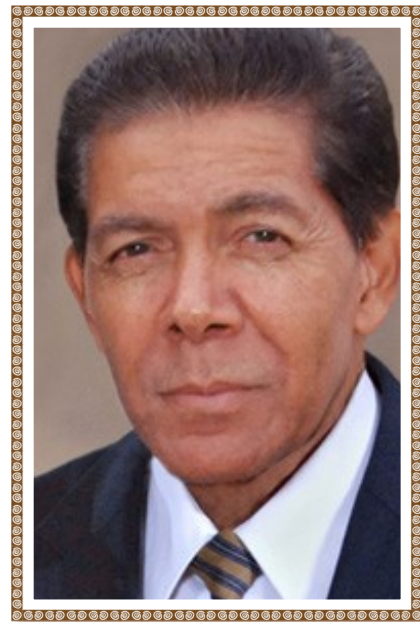
South Carolina Arts Commission (SCAC) has programs and activities that foster Artist Development, Arts Education and Community Arts Development. Grants are available to artists and arts organizations. <https://www.southcarolinaarts.com/>

South Carolina Dept. of Parks, Recreation & Tourism (SCPRT) administers grant programs for tourism development, including Heritage Corridor development; festivals and tourism marketing. <https://www.scprrt.com/>

South Carolina Humanities offers grant programs for projects, workshops, planning, and research, among others, that highlight the humanities. <https://schumanities.org/>

Right - *Cecil Williams*, Orangeburg Co., has photographed individuals, students, events and assorted group gatherings for well over 60 years. His business has branched out with book publishing, workshops, making presentations & operating a Civil Rights Museum.

Photo from <http://www.scartshub.com/s-c-arts-awards-cecil-williams/>



FUNDING

COMMUNITY FOUNDATIONS

Central Carolina Community Foundation serves 11 counties in the Midlands: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda and Sumter. <https://yourfoundation.org/>

Community Foundation of Greenville serves Greenville County. <https://www.cfgreenville.org/>

Community Foundation of the Lowcountry serves Beaufort, Colleton, Hampton and Jasper Counties. <https://www.cf-lowcountry.org>

Foothills Community Foundation serves Anderson, Oconee and Pickens Counties. <https://foothillscommunityfoundation.org/>

Foundation For The Carolinas serves Cherokee, Lancaster and York Counties. <https://www.ffc.org/>

Coastal Community Foundation serves Charleston, Beaufort, Berkeley, Colleton, Dorchester, Georgetown, Hampton, Horry and Jasper Counties <https://coastalcommunityfoundation.org/>

Spartanburg County Foundation serves Spartanburg County. <https://spcf.org>

Waccamaw Community Foundation serves Georgetown and Horry Counties. <https://waccamawcf.org>

The Fund for Southern Communities (FSC) serves GA, NC and SC. It supports groups addressing social change with technical assistance as well as financial support. <https://www.fundforsouth.org/>

FINANCIAL INSTITUTIONS

Business Development Network (BDC) is a non-bank commercial lending company established by the SC legislature to promote business and industry by financing small businesses. <https://www.businessdevelopment.org/>

Community Works Carolina (CWC) is a non-profit financial organization that offers consumer services, small business loans and community loans to specific areas in the Upstate. <https://communityworkscarolina.org/>

South Carolina Community Loan Fund is a nonprofit community development finance organization with offices in Charleston, Columbia and Spartanburg. Its mission is "To advance equitable access to capital by providing loans, technical assistance, and advocacy for affordable housing healthy food, community facilities and community business enterprises." <https://sccommunityloanfund.org/>

South Carolina State Library has a **Small Business Reference Center**, an online tool offering links to resources, demographic info and videos.

<http://web.b.ebscohost.com/sbrc/search/basic?vid=0&sid=abcc4f88-17e3-45ca-92a0-943c54c2fe0f%40pdc-v-sessmgr04>



GENERAL INFO

African American Tourism Conference is held annually in Charleston. Its goal is to expose SC residents to the benefits of creating and sustaining businesses that cater to black tourists and to collaborate with local and state entities to invest in this rapidly growing niche market. <https://scaat.us/>

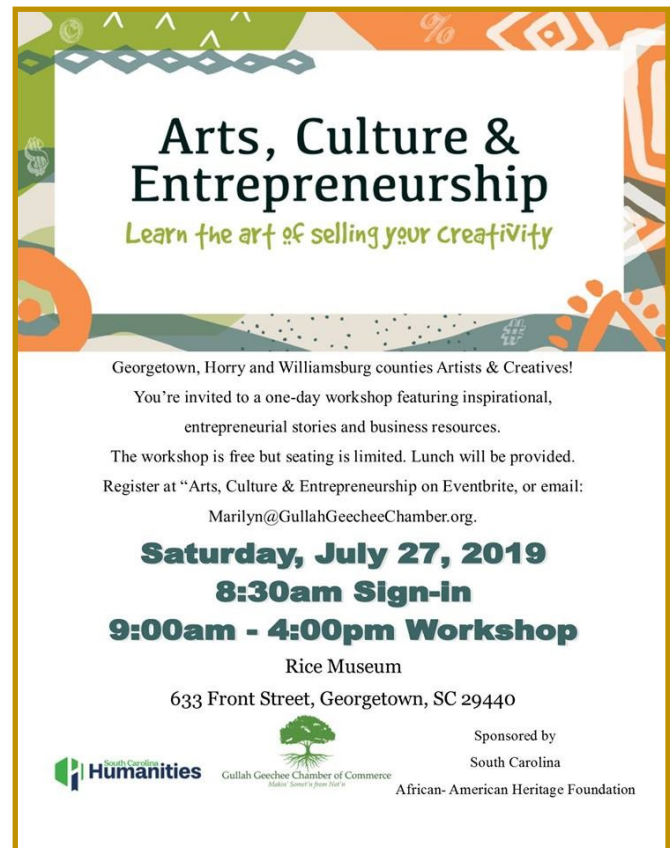
Arts Access South Carolina works to promote quality and accessible art experiences for people with disabilities. It works with artists, educators, arts administrators, and human service professionals to establish inclusivity dedicated to the arts and people with disabilities. <https://www.artsaccesssc.org/>

Beaufort County Black Chamber of Commerce (BCBCC) serves emerging professionals and entrepreneurs in Beaufort, Bluffton, St. Helena, Jasper, Port Royal and coastal Carolina by helping them to expand their networks and to increase wealth. <https://bcbcc.org/>

Gullah Geechee Chamber of Commerce serves Gullah Geechee businesses, museums and events within the Gullah Geechee Cultural Heritage Corridor. marilyn@gullahgeecheechamber.org

South Carolina Department of Archives and History (SCDAH) preserves and promotes the state's documentary and cultural heritage. It provides funding for the preservation and restoration of historic sites. <https://scdah.sc.gov/>

Together SC focuses on strengthening the nonprofits among its membership and has a very informative page on how to start a not-for-profit organization. The page is loaded with facts and ideas. <https://www.togethersc.org/page/startinganonprofit>



Above - Flyer for one of the Gullah Geechee Chamber of Commerce's 2019 events

LAW & LEGAL

SC Volunteer Lawyers for the Arts (SCVLA) provides pro bono legal assistance to the arts community. The program is a collaboration project of the USC School of Law Pro Bono Program, the USC School of Law Nonprofit Organizations Clinic, the SC Arts Commission and the SC Bar Pro Bono Program.

<https://scvolunteerlawyersforthearts.org/about.shtml>

South Carolina Bar offers a number of legal services for the public including online resources and events that are held statewide.

<https://www.scbar.org/public/get-legal-help/>

TAXES

South Carolina Department of Revenue (SCDOR) is responsible for the administration of state taxes. They provide a wealth of education and training for citizen taxpayers and businesses.

<https://dor.sc.gov/ted/index>

Small Business Tax Workshops

The IRS, in conjunction with the SCDOR and the SC Dept. of Employment and Workforce, provides educational opportunities to help taxpayers understand and meet tax responsibilities.

<https://www.irs.gov/businesses/small-businesses-self-employed/south-carolina-tax-workshops-meetings-and-seminars>



Image courtesy of Pixabay

NATIONAL RESOURCES

BUSINESS DEVELOPMENT

Small Business Administration (SBA) offers a variety of info to assist with planning, launching, managing and growing a business, among other services. <https://www.sba.gov>

EDUCATION & TRAINING

The Kauffman Foundation works to break down barriers that stand in the way of starting and growing businesses. The website provides empowering tools and resources for entrepreneurs. <https://www.entrepreneurship.org/>

Kauffman FastTrac is a component of the Kauffman Foundation and is a course to support entrepreneurs as they start a business. The course provides information, tips, exercises, & tools to stimulate thinking about business ideas. <https://www.fasttrac.org/why-fasttrac/>

FUNDING

Institute of Museum and Library Services (IMLS) Museum Grants for African American History and Culture are intended to enhance institutional capacity and sustainability through professional training, technical assistance, internships, outside expertise, and other tools. <https://www.imls.gov/grants/available/museum-grants-african-american-history-and-culture>

National Endowment for the Arts (NEA) offers grants for individuals, organizations and through partnerships with state and regional arts organizations and agencies. <https://www.arts.gov/grants>

National Endowment for the Humanities (NEH) provides grants to cultural institutions and individual scholars to promote excellence in the humanities. They define humanities as including “but is not limited to, the study and interpretation of...language, both modern and classical; linguistics; literature; history; jurisprudence; philosophy; archaeology; comparative religion; ethics; the history, criticism and theory of the arts; those aspects of the social sciences which have humanistic content and

employ humanistic methods; and the study and application of the humanities to the human environment with particular attention to reflecting our diverse heritage, traditions, and history and to the relevance of the humanities to the current conditions of national life.”

<https://www.neh.gov/grants>

National Trust For Historic Preservation (NTHP) provides funding to nonprofits and public agencies for the preservation and restoration of historic sites.

<https://savingplaces.org/grants#.XZBKNFVKiM8>

US Department of Agriculture (USDA) offers Rural Business Development Grants to support development of small and emerging private business enterprises located in rural areas.

<https://www.rd.usda.gov/programs-services/rural-business-development-grants>



Above - Beaufort Co. native *Jonathan Green* is a nationally-known visual artist whose work reflects rural coastal southern life & Gullah Geechee culture. He creates & markets prints, postcards, textiles & calendars from his paintings also.

Photo by Terry James

GENERAL INFORMATION

Americans for the Arts supplies tools, professional development and programs for members to assist them to access and prepare to apply for various funding opportunities.

<https://www.americansforthearts.org/by-topic/funding-resources>

Fractured Atlas supports Creatives with tools and guidance to help tackle business endeavors and initiatives.

<https://www.fracturedatlas.org/>

Placemaking - Project for Public Spaces is a cross-disciplinary nonprofit that supports strengthening communities via creatively transforming their public places and spaces.

<https://www.pps.org/>

Local Initiatives Support Corporation (LISC) supports projects that revitalize communities and bring additional economic opportunities to residents in both rural and urban locations. <https://www.lisc.org/>

LAW & LEGAL

Artrepreneur Art Law Journal gives valuable info for those in certain creative enterprises.

<https://alj.artrepreneur.com/>

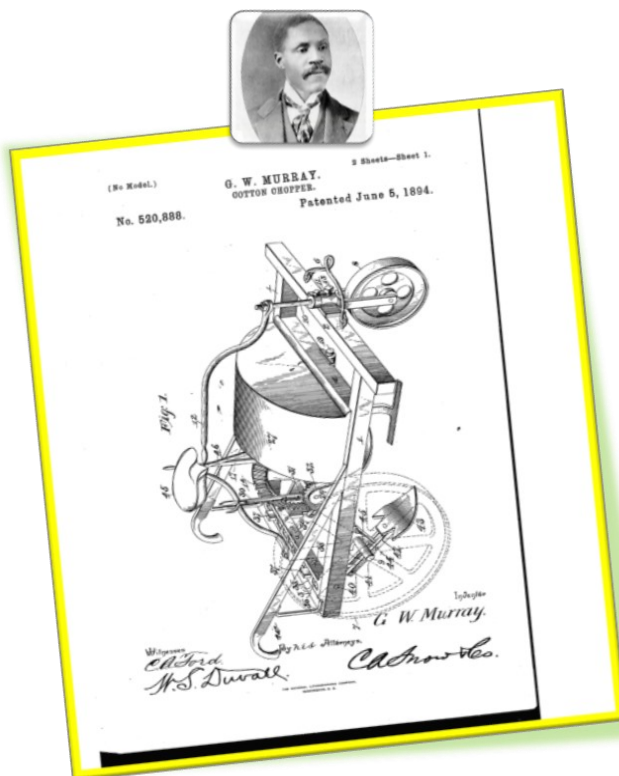
US Patent and Trademark Office (USPTO) grants patents and assigns trademarks to protect intellectual property.

<https://www.uspto.gov/>

TAXES

Internal Revenue Service (IRS) has a Small Business and Self-Employed Tax Center page that provides links to topics that business people need to know.

<https://www.irs.gov/businesses/small-businesses-self-employed>

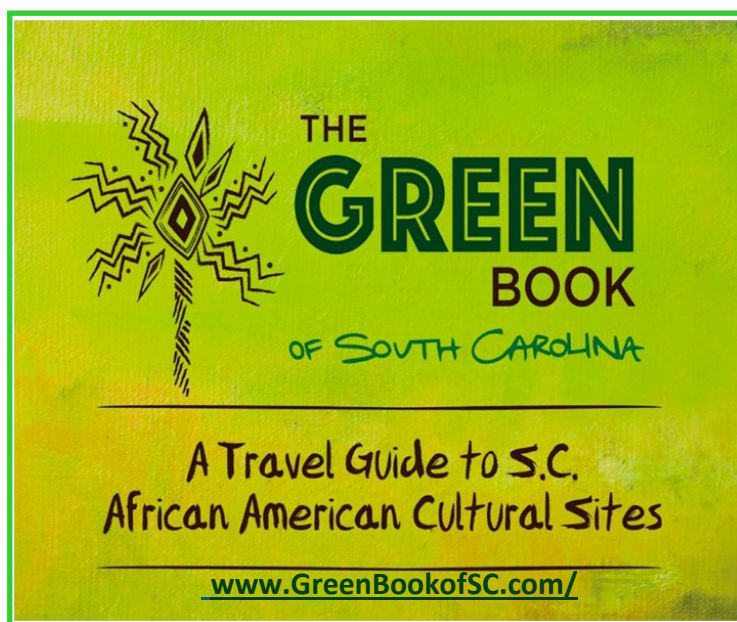


Above - Representative George Washington Murray (1853-1926), a former bondsman & a native of Sumter Co., invented the Cotton Chopper & received a patent for it in 1894.

Mr. Murray was a farmer, teacher & lecturer as well as an inventor. He patented 7 other farm tools in addition to the Chopper. While serving in Congress for 2 terms - 1893-97 - he was the only African American in either legislative house.

The Green Book of South Carolina is the first mobile travel guide to African American cultural sites across South Carolina. Created by the SC African American Heritage Commission in 2017, it provides residents and visitors from around the world a user-friendly guide to discovering and celebrating enriching cultural experiences across the state. The guide showcases more than 300 attractions and sites for a diverse audience, allowing travelers to plan their ultimate, customized itineraries across South Carolina by quickly searching through categories such as historic districts, markers, and churches to find the attractions that most suit their interests.

With an interface similar to that of a tourism app, this mobile-first, web-based guide features detailed listings of significant African American heritage and cultural destinations across South Carolina, each with a narrative defining the historic significance of the site, images, map points, a link to directions and more!



Left & Center - The 1963-64 edition of the *Travelers' Green Book International Edition*, a.k.a. *The Negro Motorist Green Book* & *The Negro Travelers' Green Book* during some years, was published by NY mailman V.H. Green from 1936 to the mid-1960s. This side job of Green provided priceless info on "black-friendly" businesses throughout the US for travelers of color. Later editions featured locations beyond the US. Images from *The New York Public Library*, <http://digitalcollections.nypl.org/items/666fe280-82ee-0132-31f3-58d385a7bbd0>

Below - *The Harriett M. Cornwell Tourist Home* in Richland Co. provided lodging for African American travelers in Columbia from the 1940s – 1960s. It was listed during this time period in the *Green Book*. Photo from SCDAH



The South Carolina African American Heritage Foundation's South Carolina Family Reunion Tool Kit



A primer on planning reunions in one of the nation's richest African American Heritage Destinations

Introduction

Research suggests that more than 45 percent of African Americans can trace their ancestry to South Carolina because the colonial port of Charleston was a primary entry point for the trans-Atlantic slave trade. Indeed, the quarantine facilities at [Sullivan's Island](#) and the 840-foot [Gadsden's Wharf](#) made it more efficient to remove countless thousands of people from West Africa to the colonies in the 17th and 18th centuries, and to enslave them.

According to research at the Smithsonian, however, it was the end of slavery that launched the family reunion. After Emancipation, newly-freed African Americans placed "Information Wanted" advertisements in newspapers and circulars seeking family members who were separated from them during the cruel practice of human bondage.

The South Carolina African American Heritage Foundation's **Family Reunion Tool Kit** will leverage a growing interest in ancestry and genealogy in the United States to raise awareness about South Carolina's rich ancestral roots. The Tool Kit - complete with tips on planning the family gathering and resources for top sites to visit for heritage tours - is outlined in this document. It will eventually reside in an interactive format at www.GreenBookofSC.com, the SCAAHC's online travel guide to more than 300 heritage sites in SC, and will include testimonials from families who have held reunions here.

The **Green Book of South Carolina** was developed in 2017 to make it easier for travelers to find the intriguing story of African Americans in the state. It motivates travelers to visit traditional tourism destinations like Charleston and Myrtle Beach, but also to discover hidden gems such as:

Georgetown – a coastal community that has preserved rice culture – and Gullah Geechee heritage – in museums and attractions like the [Lowcountry Trail at Brookgreen Gardens](#).

Lake City – home of the [Ronald E. McNair Life History Center](#).

Clarendon County – where the churches, homes and businesses of the people who signed the *Briggs v. Elliott* petition are part of a [driving tour](#).

We hope to inspire entrepreneurship and the building of businesses that will encompass non-traditional destinations like these. The Green Book's goal is to add another layer to South Carolina's growing tourism industry, currently at \$22.6 billion and supporting one in every 10 jobs in the state. [Research](#) suggests that a 5 percent increase in African American travel to the Palmetto State could mean an additional \$118.6 million in annual input, 1,315 more jobs and \$39.5 million more in labor income.

Preface

One of the most distinctive aspects of African American culture is the Family Reunion, the gathering of extended family members who reconnect, share, update and rediscover.

Reunions grew and became more joyful gatherings during the Great Migration when, between 1915-1940, nearly four million African Americans fled the South to the North and West. As they found educational and professional opportunities that were denied to them in the South, they developed the country's first African American middle class. With their discretionary income, they traveled back to the family and the communities they left behind. Many of them used the *Negro Motorist Green Book* to help them find welcoming establishments during their journey.

The reunion became a tangible symbol of memory and resilience that endured atrocities since slavery. Today, African American Family Reunions continue as an intergenerational celebration of community, fellowship and heritage.

How to Plan a Family Reunion

1. Choose a location

While many reunions seek to gather at an ancestral homesite, many are increasingly becoming “destination” reunions for mini-vacations, gatherings to discover an undiscovered aspect of African American heritage or genealogical events to search for ancestral information. The best way to choose a location is to determine which type of reunion you’re organizing. The following suggested destinations have facilities and features that can accommodate any type of reunion.

Myrtle Beach and the Grand Strand – the upper coast of SC is its #1 travel destination and has the state’s highest volume of affordable resorts, hotels and attractions fit for large family gatherings. Find more at VisitMyrtleBeach.com, including its planning page [here](#). An African American reunion in this region would not be complete without a visit to Atlantic Beach, one of the nation’s last remaining black-owned beaches, that had been a designated beach for African Americans during the Jim Crow Era. More [here](#). It is also anchored in the South by Georgetown and its preserved rice culture.

SCAAHC’s suggested day-trip itinerary --

<https://greenbookofsc.com/locations/the-rice-culture-of-historic-georgetown/>

Logo for the Town of Atlantic Beach.



Charleston – as an entry point for the trans-Atlantic slave trade, the port city of Charleston has perhaps the richest African American legacy in the nation. There are dozens of sites – from plantations to historic churches – that interpret the African American experience. More [here](#). There are also hotels suited for conventions and resorts ready to welcome families large and small. Tour Guides offer African American-centered tours of the historic district and surrounding areas. Learn more about Charleston at ExploreCharleston.com.

SCAAHC’s suggested day-trip itinerary -- <https://greenbookofsc.com/locations/historic-charleston-region/>

Columbia – South Carolina’s capital city was a focal point for legislative change. In the 1950s and 1960s, protests took place on the Statehouse grounds, and crowds would march down Main Street to rally at the drug stores and lunch counters that refused to integrate. The state’s African American monument on the Statehouse grounds illustrates much of this history. And a series of historic markers along Main Street chronicle Civil Rights protests. Columbia has convention facilities, large hotels suited for families, [guided tours](#) down Main Street and historic churches ready to welcome families. Begin planning by visiting ExperienceColumbiaSC.com.

SCAAHC’s suggested day-trip itinerary -- <https://greenbookofsc.com/locations/capital-city-tour/>

Hilton Head Island / Beaufort – the second oldest city in SC is Beaufort, a nucleus for Gullah Geechee culture and home to sea island plantations that were abandoned after the Civil War. The nation’s only national park devoted to Reconstruction is located in Beaufort, and its primary stop is [Penn Center](#). On Hilton Head Island, [Mitchelville](#) and [Fort Howell](#) are developing into attractions that interpret one of the first villages for formerly-enslaved residents and a fort (built by the US Army’s 32nd Colored Infantry and the 144th New York Infantry) that protected it. Guided tours are available in this region, but you can begin planning by visiting BeaufortSC.org or HiltonHeadIsland.org.

SCAAHC’s suggested day-trip itinerary -- <https://greenbookofsc.com/locations/day-trip-tour-hilton-head-island-and-historic-downtown-beaufort/>

Greenville and Spartanburg serve as gateways to mountain country, rolling hills at the terminus of the Blue Ridge that feature waterfalls, abundant wildlife and scenic vistas. But the region also is rich with African American history, including historic churches that served new and growing African American communities in the late 19th century, Rosenwald schools that served African American children during the Jim Crow era and Civil Rights protests, like marches held from [Springfield Baptist Church](#) and labor strikes at [Claussen’s Bakery](#). You can start planning your family reunion with VisitGreenvilleSC.com or VisitSpartanburg.com.

SCAAHC’s suggested day-trip itinerary -- <https://greenbookofsc.com/locations/mountain-country/>

The York County / Rock Hill area is a bedroom community of Charlotte, NC, but has its own unique African American story. This is where the Friendship Nine started the “Jail. No Bail.” civil rights protest strategy after students were arrested for a lunch counter sit-in at [McCrorry’s Five and Dime](#). It’s also home to the Allison Creek community, where Revolutionary War soldier William Hill operated a large ironworks, and where a community of disenchanted citizens decided to migrate to Liberia. It’s also a place with fine dining, shopping, cafes and breweries that can support family reunions. Begin your planning at VisitYorkCounty.com.

SCAAHC’s suggested day-trip itinerary -- <https://greenbookofsc.com/locations/piedmont-tour/>

The Florence / Darlington region has agricultural roots, mostly in tobacco. It is home to the [Ronald E. McNair Life History Center](#) that chronicles the childhood and experience of the astronaut who perished in the 1986 *Challenger* space shuttle explosion. The region also proudly preserves and protects historic schools, churches, business districts and events, and interprets them on markers, during tours and in museums. Begin your journey at VisitFlo.com and DarlingtonSConline.com.

Orangeburg and Clarendon counties were hotbeds for the Civil Rights movement. At [South Carolina State University](#) is a monument honoring the teenagers killed during the Orangeburg Massacre. It anchors an historic district that features churches, businesses and other places where strategy sessions and gatherings took place. Just across Lake Marion is Clarendon County, where parents signed the *Briggs v. Elliott* petition that formed the basis of the landmark *Brown v. Board of Education* Supreme Court case. Find hotels and dining establishments [here](#), and consider the [Briggs v. Elliott](#) self-guided tour or this [Civil Rights](#) tour for Saturday morning activities during your family reunion.

SCAAHC's suggested day-trip itinerary -- <https://greenbookofsc.com/locations/civil-rights-tour-through-orangeburg-clarendon-counties/>

2. **Establish a Committee**

Image courtesy of Pixabay



Your committee should include people who can handle the following obligations for developing a quality reunion:

- ◆ *General chairperson* who oversees all meetings and decisions, helps the committee choose a location, sets the agenda, and fills in when others fall short of their obligations.
- ◆ *Secretary* who manages the family directory and communications to family members about the reunion.
- ◆ *Finance chair* who collects fees, pay deposits and pays bills (set your fees according to estimated costs, including costs to cover the travel and lodging expenses of senior travel members. The reunion fee should be separate from the cost to purchase T-shirts because family members who cannot attend the reunion often would like the T-shirt.)
- ◆ *Reception committee* is responsible for planning and implementing the opening reception for the reunion. The reception is usually a drop-in casual affair held in a family member's hotel suite.
- ◆ *Picnic Committee* is responsible for planning and organizing the family picnic, including food and games.
- ◆ *Heritage Tours Committee* arranges guided or self-guided tours. Consult with the local CVB or Chamber of Commerce for Tour Guide recommendations as well as to find out any regulations or fees required for parking & navigating buses in historic districts. In addition to or instead of taking a tour, book a local cultural or historical presenter to educate and entertain during one of your group gatherings.
- ◆ *Banquet Committee* is responsible for planning and implementing the reunion's formal banquet, including contracting a venue, arranging food and beverage, and audio-visual needs; the evening program, including an optional talent show; and gathering prizes for winners.

The Southern African American Heritage Center, Chesterfield Co., is a museum offering exhibits, programs, tours of the center, step-on guided tours of Cheraw, and it has a gift shop. Photo from <http://southernaaheritagecenter.org/>



3. **Suggestions for an Agenda**

Many reunions cover four days and are held around extended holiday weekends, i.e., Memorial Day, Labor Day, Martin Luther King Jr. Birthday Celebration, Columbus Day, Veterans Day, Thanksgiving, Christmas, Easter and the Fourth of July.

Day 1 – Opening reception – A few hours in the evening after family arrive, with games and fun activities, including ways to help young members of the family learn more about the older ones. Reunion bags also are distributed at this time, with the family T-shirt and any souvenirs purchased or acquired for the reunion.

Day 2 – The Family Picnic – usually held in a local park, complete with a barbecue and card table or outdoor games.

Day 3 – In the morning – usually Heritage Tours in the destination, especially if there are family ties or roots associated with your destination. Use www.GreenBookofSC.com to plan these day-trips. Some have been prepared for families at this link <https://greenbookofsc.com/great-day-trips-for-your-next-vacation-in-south-carolina/>



Day 3 – In the evening – a banquet and (optional) talent show, the formal meal where awards are given for major accomplishments in the family, others are recognized for outstanding achievements and, sometimes, a talent show is held to demonstrate family talent.

Day 4 – Worship Service – an hour of worship at a local church/temple or in a facility of the family's choice.

Left - *Tours De Sandy Island* operates boat excursions between Pawleys & Sandy Islands. The Georgetown Co. company focuses on eco-tourism & cultural excursions, among other offerings, & reflects those businesses that service tourists as well as locals.
Photo by Jannie Harriot

Right - Community resource persons, historians, tour guides or museum/historic site professionals can spice up your reunion with their knowledge of your host city. Here, former SC senator *Maggie Glover* of Florence Co. engages an audience. *Photo by A. M. Shinault-Small*



4. **Shaping the Experience**

Plan 12-18 months in advance for optimal results.

Six months out, you should have your location, hotel/resort, reception plans, picnic site, banquet facility and day-trip itineraries finalized. Consider doing a site visit to check out your venues and vendors firsthand and to map out distances and other logistics. Spend the remaining six months inviting family and gathering their fees.

Begin with SOCIAL MEDIA

Build a Facebook Page, Instagram Account and Twitter feed for the reunion. These will be the sites where major announcements are posted and where you'll document selfies and other images of the reunion, including historical photos of family members.

For family members who are not on social media, consider providing written material.

Develop a FAMILY DIRECTORY

Ask key members of the family for the names, addresses, email addresses and phone numbers of as many family as they can find, and develop a directory. Digital directories on thumb drives are the best way to distribute directories, but plan to have several printed copies for members who prefer hard copies.

Find a GENEALOGICAL SERVICE

South Carolina's Archives and History Center's Records Room is one of the best single resources to find archival records of family movements and life in the state. Much of the research can be conducted online. The center is located at 8301 Parklane Road, Columbia, SC 29223. For details, visit <https://scdah.sc.gov/research-and-genealogy>.

Ideas for FAMILY SOUVENIRS

The reunion T-shirt is a key part of the tradition. But also consider family-branded:

Tote bags or Backpacks	Silicone bracelets	Water bottles
Key chains	Sun hats and visors	Scarfs and ties
Hand sanitizer	Sunscreen	Sunshades
GreenBookofSC merchandise (when ready)		

Here are ideas for GAMES at the reception or the family picnic - in addition to card games and outdoor activities. Think about other unique ways to engage members at the reunion.

- ♦ Consider a **Scavenger Hunt** with questions that invite youth in the family to seek out the stories from older members, i.e. "Find someone who speaks multiple languages," "Find someone who is a public school teacher," etc.
- ♦ **Decorate your own Tote Bags** - provide buttons, glitter, feathers and other craft items to help show off creativity
- ♦ **Hot Potato Camera Game** - Set a timer on a camera. With family members arranged in a circle, have them pass the camera around and hold it as if they're taking a selfie. The person who is holding the camera when it snaps the selfie is out of the game. Continue until only the winner is left
- ♦ **Who Am I?** Divide family members by age or geographical region. Group members will write something about themselves on an index card that other family members may not know. Put the cards in a bowl. Someone will read the cards, and group members will guess who the description references. Prizes can be given to those having the correct answer. This is a great way to learn more about your family
- ♦ **Meet So-and-So** - Distribute family members' names on a card during registration. The card recipient then interviews the relative whose name s/he received and introduces that person to everyone at one of your group functions

More GAMES IDEAS:

♦ ***Sitting at the Feet of the Elders*** - The eldest family members will sit in rocking chairs. Other family will gather around them with the children seated on the floor in front of the elders. The elders will share stories and info about their younger years. Allow time for Q&A. Record and photograph this session.

♦ ***50/50*** – Compile a list of “bad words” and distribute it at registration. The words can be terms associated with the host city like “Piedmont”, “mountains”, “capitol”, or “beach”; terms associated with family like “branch”, “genealogy” or “first cousin”; and terms associated with travel like “flight”, “bus” or “miles”. Determine a monetary amount to collect every time someone says a “bad word” and a system for collection. Pool the collected monies and pull a winning name at your final evening event from all who “donated”. Award 50% of the money to the winner and put the other 50% in your reunion kitty.



*Hazel's Delights, Darlington Co., was contracted to bake a customized sheet cake for the Henry Family Reunion.
Photo by Jannie Harriot*

EXTRAS

Consider writing a family anthem or statement that best expresses the common bonds among members.

Consider a family song that expresses your family's best attributes.

Consider hiring an artist who can sketch a family tree with family names.

Consider hiring a professional photographer for the family's annual group photo.



JMD Event Planning, Kershaw Co., was contracted by the Henry Family Reunion to decorate their venue with a South Carolina flavor & to cater their banquet. Photo by Jannie Harriot