

THE BUSINESS OF RURAL HERITAGE, CULTURE AND ART

AN INTRODUCTORY RESOURCE GUIDE FOR ENTREPRENEURS



South Carolina African American Heritage Foundation

This directory would not have been possible without the generous support of the US Department of Agriculture's Rural Development Block Grant Program. 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 Dantzer, are greatly appreciated. We are especially grateful to the South Carolina Arts Commission for the direction provided by Program Director Joy Young, who provided key insights for resources to support entrepreneurship and business development in rural heritage, culture and the arts.

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Design/layout: Carleton Giles

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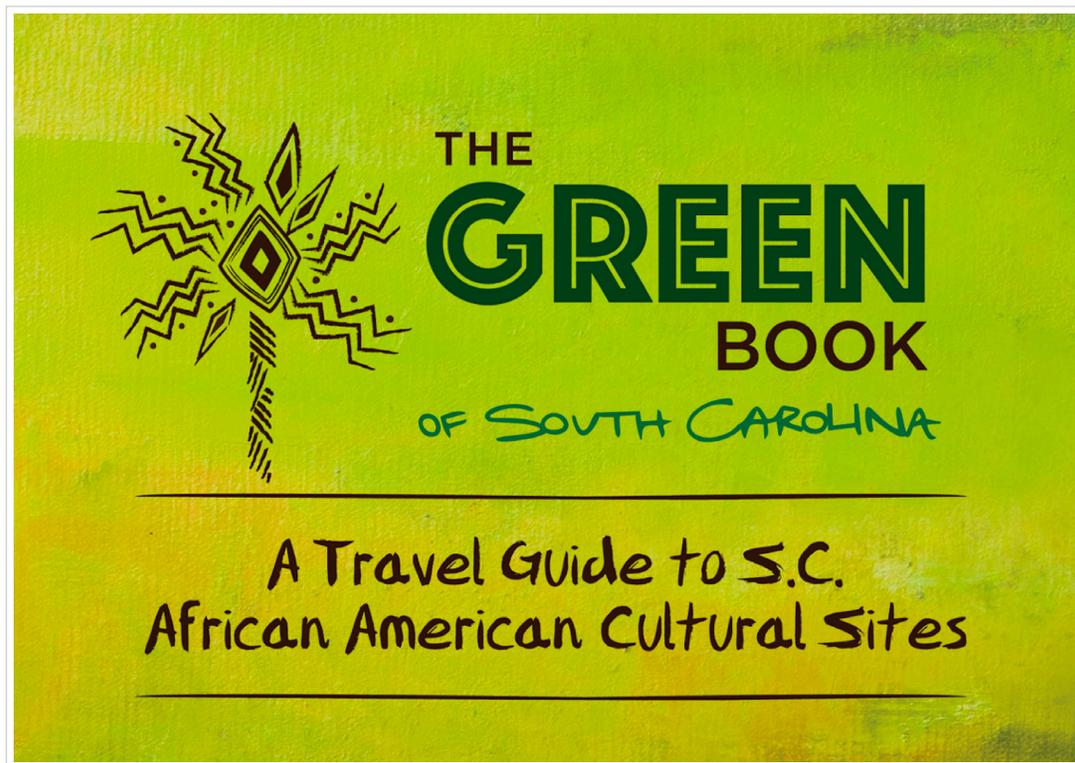
FORWORD

The South Carolina African American Heritage Commission created by the South Carolina General Assembly is dedicated to preserving, documenting, and discovering African American history, culture and heritage in South Carolina. Representing every region of the state, the Commission is the state's foremost entity for preserving African American history and culture. The Commission is made up of a variety of interested stakeholders, to include, professional and amateur historians, teachers and business professionals who volunteer their time and talent to the organization. Members provide advice and technical assistance to those interested in the role African Americans played in the state by documenting and preserving their history. Once each year, the SCAAHC recognizes individuals, communities and organizations that have significantly contributed to the preservation of African American history and culture during its annual conference. Members travel hundreds of miles each year conducting workshops and symposiums, teaching laypeople and professionals how to operate preservation projects. Research tools and learning aids have been developed and provided to educators across the state to assist them with integrating the contributions of African Americans into their daily lessons. Using the Commission's publication, *AFRICAN AMERICAN HISTORIC PLACES IN SOUTH CAROLINA*, A Teacher's Guide and Arts Supplement was created for the South Carolina curriculum standard for arts and 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 important people, places and events in South Carolina. Introduced in 2017, the Green Book of South Carolina is a web-based travel guide to help travelers find historical African American sites and attractions across the state. The work of the Commission has gained international attention as many of our members have received local, national, and even international awards for their activities. In 2018, the Commission will celebrate its 25th year and we are very proud of the work accomplished.



Carolina Department of Archives and History, Richland County

Dr. Abel A. Bartley, Chair SCAAHC



The Green Book of South Carolina* is the first mobile travel guide to African American cultural sites across South Carolina. Created by the S.C. African American Heritage Commission, it provides residents and visitors from around the world a user-friendly guide to discovering and celebrating enriching cultural experiences across the state of South Carolina. This mobile travel 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, churches and more 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.

South Carolina African American Heritage Foundation

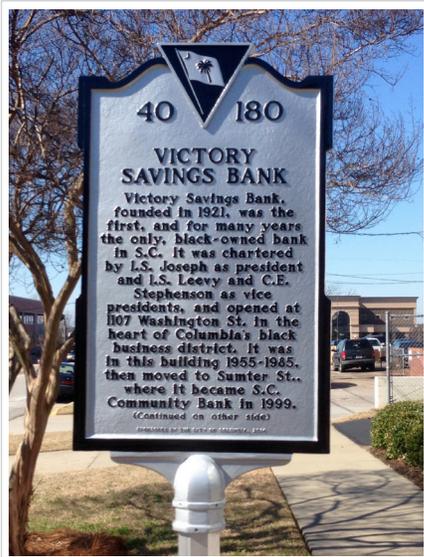
The South Carolina African American Heritage Foundation (SCAAHF) supports the efforts of the South Carolina African American Heritage Commission. Membership for the South Carolina African American Heritage Foundation is open to the public. www.scaaheritagefound.org



Oconee County Faith Cabin Library, Saluda County

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Victory Savings Bank, Richland County

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 here 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 is a user-friendly informative and useful resource.

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 technical expertise.

Like any guide, it is intended to provide accurate information and be a source of helpful information. However, organization websites, programs, and services might change for agencies. 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 profession should be sought.



McLeod Plantation. Main House

STATE RESOURCES

BUSINESS DEVELOPMENT RESOURCES

South Carolina Association for Community Economic Development(SCACED)

SCACED is a coalition of individuals and organizations who support the development of healthy and economically sustainable communities throughout South Carolina. Sustainable non-profits, local branches of government, microenterprises and community development organizations often qualify for grant funding. The MicroBusiness Program supports the development of microenterprises. www.scaced.org

South Carolina Chamber of Commerce

The South Carolina Department of Commerce works to promote economic opportunity for individuals and businesses. As South Carolina's leading economic development agent, the Department of Commerce works to recruit new businesses and help existing businesses grow.

South Carolina Chamber of Commerce Education & Workforce Foundation

Education & Workforce Foundation supports and runs programs that connect students with business and future careers, and underscores the business community's

strong belief that a well-educated and highly skilled workforce is crucial to the Palmetto state's prosperity and quality of life for its citizens.

SMBCC

SC Division of Small and Minority Business Contracting and Certification (SMBCC) connects minority-and women-owned small businesses to State contracting and procurement opportunities through the Material Management Office (MMO), while working with State agencies to implement and monitor minority-contracting programs in accordance with applicable policies, laws, and regulations.

SCSBDC

Under a cooperative agreement with the U.S. Small Business Administration, the Small Business Development Center (SC SBDC) program was established to aid small business start-up ventures and to assist in the continued growth of small businesses across the country. The program is supported with federal, state and private funds and is open to any present or prospective small business owner generally fee free.

South Carolina Secretary of State

The Secretary of State's Office is responsible for business filings for business corporations, nonprofit corporations, limited liability companies, limited partnerships and limited liability partnerships. Sole proprietorships and general partnerships do not file with the Secretary of State's Office. www.scsos.com.

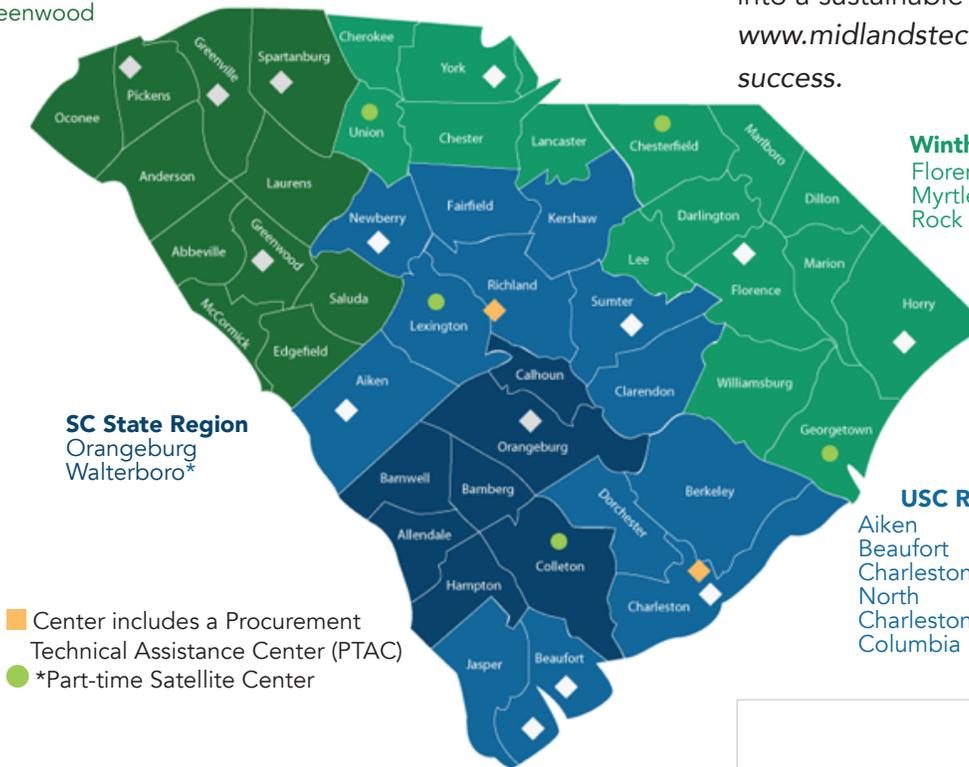
South Carolina Technical College Systems

Comprised of 16 colleges located strategically across the state and two internationally-renowned statewide programs: readySC™ and Apprenticeship Carolina™, the SC Technical College System is dedicated to furthering economic and workforce development in South Carolina. Technical Colleges are located across the state. www.sctechsystem.com

South Carolina Small Business Development Centers by Region

Clemson Region

Clemson
Greenville
Spartanburg
Greenwood



Winthrop Region

Florence
Myrtle Beach
Rock Hill
Georgetown*
Cheraw*
Union*

SC State Region

Orangeburg
Walterboro*

USC Region

Aiken
Beaufort
Charleston
North Charleston
Columbia
Hilton Head
Newberry
Sumter
Lexington*

- Center includes a Procurement Technical Assistance Center (PTAC)
- *Part-time Satellite Center

EDUCATION & TRAINING

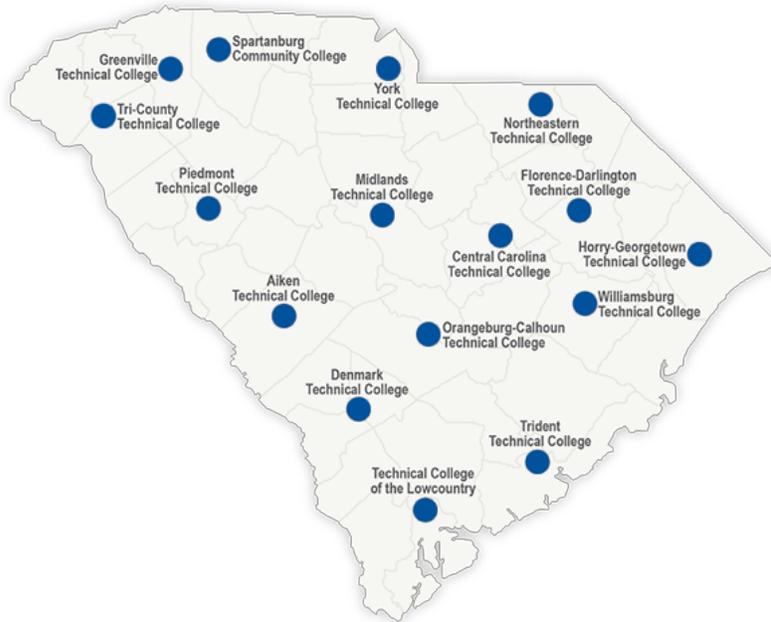
South Carolina Small Business Development Centers

Low cost and free training can be found at South Carolina Small Business Development Centers across the state of South Carolina. They offer individual, confidential business consulting at no cost. Training covering business topics from starting a new venture to financing options, from social media to bookkeeping are offered on a regular basis. www.scsbdc.com



Fountain Inn Teacherage School, Greenville County

South Carolina Technical College System Map



FUNDING

Community Foundations

Central Carolina Community Foundation

Serves eleven counties in the Midlands of South Carolina: Calhoun, Clarendon, Fairfield, Kershaw, Lee, Lexington, Newberry, Orangeburg, Richland, Saluda and Sumter. www.yourfoundation.org

Community Foundation of Greater Greenville

Serves Greenville County, SC. www.cfgreenville.org

Community Foundation of the Lowcountry

Serves Beaufort, Colleton, Hampton, Jasper Counties in South Carolina. www.cf-lowcountry.org

Foothills Community Foundation

Serves Anderson, Oconee, and Pickens Counties in South Carolina. www.foothillscommunityfoundation.org

Foundation For The Carolinas

Serves Cherokee, Lancaster, and York Counties, SC. www.fftc.org

Fund for Southern Communities (FSC)

Serves Georgia, North Carolina, and South Carolina. www.fundforsouth.org

Coastal Community Foundation of South Carolina

Serves nine counties in coastal South Carolina: Charleston, Beaufort, Berkeley, Colleton, Dorchester, Georgetown, Hampton, Horry and Jasper. coastalcommunityfoundation.org

The Spartanburg County Foundation

Serves Spartanburg County, SC. www.spcf.org

Waccamaw Community Foundation

Serves Georgetown and Horry Counties, South Carolina. www.waccamawcf.org

Financial Institutions

Business Development Network

Business Development Corporation (BDC) has been financing small businesses in South Carolina, ultimately creating new jobs for the citizens of the Palmetto State. BDC and its associate company, Certified Development Corporation (CDC), which was founded in 1994, have approved more than 2,625 loans on projects in excess of \$1.5 billion. www.businessdevelopment.org

Community Development Financial Institutions (CDFI)

Are specialized community based financial institutions with a primary mission to promote economic development by providing financial products and services to people and communities underserved by traditional financial institutions, particularly in low income communities. CDFIs include community development banks and credit unions, and non-regulated institutions such as non-profit loan funds or venture capital funds. CDFI Coalition. www.cdfi.org

Community Works Carolina (CWC)

The mission of CWC is simple; we strive to Build People and Places to create financial stability for low-wealth families and communities in the Upstate of South Carolina. Our work goes beyond charity to really help low-wealth families and communities break the cycle of generational poverty through education, lending, and investing. www.communityworkscarolina.org

South Carolina Association for Community Economic Development (SCACED)

SCACED is a coalition of individuals and organizations who support the development of healthy and economically sustainable communities throughout South Carolina. Sustainable non-profits, local branches of government, microenterprises and community development organizations often qualify for grant funding. The MicroBusiness Program supports the development of microenterprises. www.scaced.org

South Carolina Community Loan Fund

SC Community Loan Fund provides financing for the production and preservation of workforce and affordable housing, and actively encourages policies that reduce barriers to such production. Working with both nonprofit and for-profit developers, the Trust encourages and funds the construction and rehabilitation of environmentally sustainable homeownership and rental housing. The Trust finances projects in Charleston, Berkeley, Dorchester and Georgetown counties.

www.sccommunityloanfund.org

South Carolina Division of Small and Minority Business Contracting and Certification (SMBCC)

SMBCC connects minority- and women-owned small businesses to State contracting and procurement opportunities through the Material Management Office (MMO), while working with State agencies to implement and monitor minority-contracting programs in accordance with applicable policies, laws, and regulations. Graphic Design, Design, and Custom ceramic tiles are eligible as business endeavors.



Harriet M. Cornwell Tourist House, Richland County

South Carolina Small Business Chamber Commerce

The SC Small Business Chamber of Commerce, a statewide advocacy organization working to make state and local government more small business friendly.

Small Business Reference Center- South Carolina State Library

Up to date information on topics related to small businesses and entrepreneurs. www.statelibrary.sc.gov



E&E Motel - Atlantic Beach, South Carolina Hampton County

FUNDING

Grants

South Carolina Arts Commission

The Commission's programs and activities fall into three major domains of public participation and service - Artist Development, Arts Education, and Community Arts Development. Grants are available to artists and art organizations in South Carolina. www.southcarolinaarts.com.

South Carolina Dept. of Parks, Recreation & Tourism (SCPRT)

SCPRT administers several grant programs for tourism development, including Heritage Corridor development, festivals, and tourism marketing.

South Carolina Humanities

Grant programs for projects, workshops, and research in the humanities. It is the state program of the National Endowment for the Humanities.



Dennis High School, Bishopville SC

GENERAL INFORMATION

Arts Access South Carolina

Arts Access SC works to promote quality and accessible art experiences for people with all types of disabilities throughout the state of South Carolina. The organization works with South Carolina artists, educators, arts administrators, health/human and social service professionals to establish inclusive spaces, programs and communities dedicated to the arts and people with disabilities. Our programs are designed for people with disabilities and foster the attitude that people with disabilities should pursue the arts as a career or recreational pursuit. www.artsaccesssc.org

Women's Business Center of South Carolina

Women's Business Center of South Carolina start, run, and grow your business. Be part of a women-sourced, women-driven network of activity that results in economic growth for all. Our statewide congregation of women entrepreneurs is united through community and common purpose to add jobs, increase revenue, and achieve economic independence. www.columbiasc.edu/community/womens-business-center

Center for Women Founder's Lab

Are you an aspiring entrepreneur? Ready to start a small business but don't know where to begin? Founder's Lab is a quarterly workshop that provides fundamental resources and strategies for starting a small business in South Carolina. The session includes an outline of the entrepreneurship process followed by two speed coaching sessions with successful business owners to gain expertise in areas such as human resources, finance, marketing, and the basics of a business plan. Participants receive an official resource guide that includes contacts, helpful websites, and a breakdown of processes such as business licensing and time management.

www.c4women.org/programs/#entrepreneur

Together South Carolina

Are you interested in starting a non-profit? Together SC has a very informative page on how to start a Non-Profit. www.togethersc.org

South Carolina Business One Stop (SCBOS)

SCBOS is the official South Carolina business web portal. We help brand new as well as existing businesses, better understand the process of filing permits, licenses, registrations, or paying taxes. www.scbos.sc.gov

South Carolina Department of Archives and History (SCDAH)

SCDAH preserves and promotes the documentary and cultural heritage of the Palmetto State. The department houses one of the most comprehensive state archival collections in the nation, spanning more than 325 years of South Carolina history. www.scdah.sc.gov

LAW & LEGAL

SC Volunteer Lawyers for the Arts (SCVLA)

SCVLA provides pro bono legal assistance to the arts community in SC. This 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. scvolunteerlawyersforthearts.org/about.shtml

The South Carolina Bar Pro Bono Program

The South Carolina Bar Pro Bono Program is a private, nonprofit program whose mission is to encourage local attorneys to do free legal work for civil matters in their communities. For criminal matters, please contact your local public defender's office. www.scbar.org

TAXES

South Carolina Department of Revenue (SCDOR)

SCDOR is responsible for the administration of 32 different state taxes in South Carolina. They provide a wealth of education and training for citizen tax payers and businesses. www.dor.sc.gov

Small Business Tax Workshops

The IRS, in conjunction with the SCDOR and the South Carolina Department of Employment and Workforce, provides educational opportunities to help taxpayers understand and meet their tax responsibilities. www.dor.sc.gov



Lowman Hall, South Carolina State College, Orangeburg County



Mistletoe Grove, Afro American Insurance Company Beaufort County

NATIONAL RESOURCES

BUSINESS DEVELOPMENT

Small Business Administration (SBA)

The SBA offers a variety of online courses to help start and run a business. Find courses designed to help you research, plan, and turn your ideas into a great business.

www.sba.gov

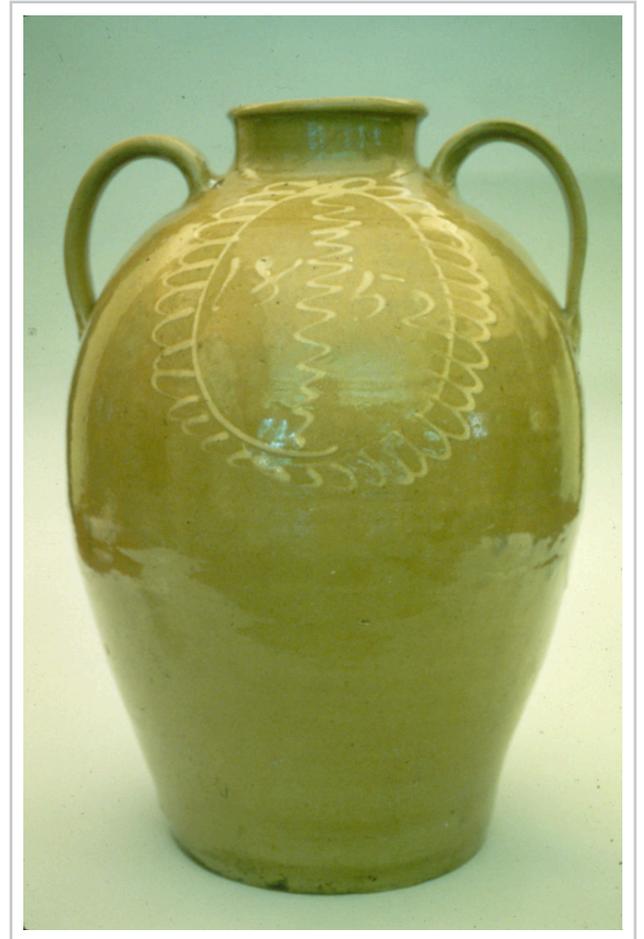
EDUCATION & TRAINING

The Kauffman Foundation

The Kauffman Foundation works to break down barriers that stand in the way of starting and growing businesses. The online website provides information for entrepreneurs that empowers them with tools and resources and works to break down barriers that stand in the way of starting and growing their businesses. www.entrepreneurship.org

Kauffman FastTrac

Kauffman FastTrac is a flexible course with a solid framework to support entrepreneurs as they start a business and begin their journey to success. The immersive course is designed to provide information, tips, exercises, and tools to help makers, doers, and dreamers think about their business ideas. www.fasttrac.org



Trapp and Chandler Pottery, Greenwood County

FUNDING & GRANTS

Institute of Museum and Library Services

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. Successful proposals will focus on one or more of the following three goals: (1) developing or strengthening knowledge, skills, and other expertise of current staff at African American museums; (2) attracting and retaining professionals with the skills needed to strengthen African American museums; and (3) attracting new staff to African American museum practice and providing them with the expertise needed to sustain them in the museum field. Historically Black Colleges or Universities (HBCUs) are also eligible. www.imls.gov/grants/available/museum-grants-african-american-history-and-culture

National Endowment for the Arts – Grants for Organizations

We fund projects only. Projects may consist of one or more specific events or activities. Projects do not have to be new. Excellent existing projects can be just as competitive as new activities. Projects do not need to be big either; we welcome small projects that can make a difference in their community or field. www.arts.gov/grants/apply-grant/grants-organizations

National Endowment for the Humanities (NEH)

NEH offers significant assistance for a range of arts-related programs, especially activities related to scholarship and public programs in arts history, criticism, and theory. www.neh.gov/grants

U.S. Department of Agriculture

Rural Business Enterprise Grants support development of small and emerging private business enterprises located in rural areas. www.rurdev.usda.gov/rbs/buspr/rbeg.htm

GENERAL INFORMATION

Americans for the Arts

Our mission is to build recognition and support for the extraordinary and dynamic value of the arts and to lead, serve, and advance the diverse networks of organizations and individuals who cultivate the arts in America. A webpage of information about federal and national resources can be found at this link: www.americansforthearts.org/by-topic/funding-resources

Fractured Atlas

Fractured Atlas is a national organization that supports folks at every level of the cultural ecosystem, which includes individual artists — performing, visual, literary, design, media, and everything in between — and arts organizations — from one-person outfits to the biggest of the big. Fractured Atlas empowers artists, arts organizations, and other cultural sector stakeholders by eliminating practical barriers to artistic expression, so as to foster a more agile and resilient cultural ecosystem. www.fracturedatlas.org

Placemaking - Project for Public Spaces

Project for Public Spaces promotes arts-based placemaking as an integrative approach to planning and community building that stimulates local economies and leads to increased innovation, cultural diversity, and civic engagement. Rural landscapes and agriculture play a major role in the identity of many small towns, and placemaking initiatives need to build opportunities for new businesses to thrive by providing services, jobs, and amenities for residents. www.pps.org

Rural Local Initiatives Support Corporation (LISC)

Rural LISC is a US non-profit community development financial institution (CDFI) that supports community development corporations in 30 urban areas and dozens of rural areas in the United States. www.lisc.org

LAW & LEGAL

Art Law Journal

The Art Law Journal provides useful insights on this sometimes-confusing deeply nuanced topic. www.alj.orangenius.com

Patents and Trademarks Patent and Trademark

The United States Patent and Trademark Office (USPTO) is the federal agency for granting U.S. patents and registering trademarks. In doing this, the USPTO fulfills the mandate of Article I, Section 8, Clause 8, of the Constitution that the legislative branch “promote the Progress of Science and useful Arts, by securing for limited Times to Authors and Inventors the exclusive Right to their respective Writings and Discoveries.” Trademarks are names or symbols used in any commerce that is subject to regulation by state government or the U.S. Congress. To learn more visit www.uspto.gov

TAXES

Internal Revenue Service (IRS)

IRS Resource and information for small businesses taxpayers. The information is technical, but useful. www.irs.gov/businesses/small-businesses-self-employed



Harleston Funeral Home, Charleton County



Afro American Insurance Company, York County

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WEBSITE

www.americansforthearts.org
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www.businessdevelopment.org
www.c4women.org
www.yourfoundation.org
www.coastalcommunityfoundation.org
www.cfgreenville.org
www.cf-lowcountry.org
www.communityworkscarolina.org
www.foothillscommunityfoundation.org
www.fftsc.org
www.fracturedatlas.org
www.fundforsouth.org
www.imls.gov
www.irs.gov
www.fasttrac.org
www.entrepreneurship.org
www.midlandstech.edu/about/center-entrepreneurial-success
www.arts.gov
www.neh.gov
www.pps.org
www.lisc.org
www.sba.gov/sc
www.sba.gov
www.statelibrary.sc.gov/
www.dor.sc.gov
www.scvolunteerlawyersforthearts.org
www.scaaheritagefound.org
www.southcarolinaarts.com
www.scaced.org
www.scbar.org
www.scbos.sc.gov
www.scchamber.net
www.sccommunityloanfund.org/
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www.nal.usda.gov/ric
www.rurdev.usda.gov
www.uspto.gov
www.waccamawcf.org
[www.columbiasc.edu/ community/womens-business-center](http://www.columbiasc.edu/community/womens-business-center)



State-Capitol-building--c-1905, Richland County

