



Corridor Insider

Get the inside scoop on what's happening in the SCNHC!

Moon rising over Redcliffe Plantation State Historic Site, Aiken County. Photo by Elizabeth Laney

Greetings!

As 2010 comes to a close and the new year is upon us, I think of Henry Ford who once stated "Coming together is a beginning. Keeping together is progress. Working together is a success". What a great synopsis of the South Carolina National Heritage Corridor.



Unlike no other program in the state, the Heritage Corridor brings together government agencies, philanthropic organizations, corporations, non-profit groups and private citizens to work passionately and diligently towards a common goal - that of protecting and promoting the unique resources of our great state. From Walhalla to Georgetown, Saluda to Walterboro and Pendleton to Orangeburg, you will find active and engaged citizens working to promote their story, protect their natural environment, preserve their built environment and, ultimately, improve the quality of life and economic vitality of their communities.

Whether we're working on a project as complex as creating a nationally recognized "System of Discovery" throughout our 17 counties or one as rewarding as engaging local school children in a stewardship project, our overall program is

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Important Dates!

Agriculture Conference: Cultivating Success Through Ag Tourism - January 26, 2011- North Augusta: Join the South Carolina National Heritage Corridor and the SC Department of Agriculture for this one day educational event that focuses on important current issues in the industry. For information, visit www.sc-heritagecorridor.org.

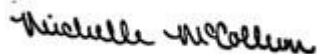
Governor's Conference on Tourism and Travel-

successful because of the positive engagement of our partners and the dedication of our communities to be active participants in our collective work.

The Heritage Corridor has made great strides in the years since our federal designation and 2010 was no exception. Over the past year we awarded 25 grants to local community projects, held 22 educational programs engaging over 1800 people, welcomed 160 farmers to our 5th Annual Agricultural Conference, planned and executed the Alliance of National Heritage Area's International Heritage Development Conference, expanded our partnership with the Country of Barbados, released the Heritage Corridor Travel Magazine, provided in-depth technical assistance to over 50 strategic projects, began organizational and development work in our three new counties of Berkeley, Georgetown and Saluda, grew our Group Tour program, held a Diversity Forum in collaboration with the SC African American Heritage Commission and the Gullah Geechee Cultural Heritage Corridor, hosted travel writers in our communities and continued to work on a federal level with the National Park Service, the Alliance of National Heritage Areas, Preservation Action and the National Trust for Historic Preservation.

We consider each successful project a stepping stone to the next stage in our development. We're ready to tackle the challenges and opportunities of 2011 and look forward to having you as a partner.

Sincerely,



Michelle McCollum
Director

February 21-23, 2011-

Charleston: Industry professionals will hear motivational talks from national speakers and exchange ideas on improving the business of tourism. Visit www.scgovcon.com often for updates on speakers, the agenda and other conference events.

**Preservation Conference-
March 31-April 1, 2011-**

Columbia: A wide range of session topics are planned: energy efficiency and historic buildings, planning for historic cemeteries, recent past resources, rehabilitation success stories, archaeology and archives, how to use Section 106 to protect historic places that matter to your community and using tax credits to finance historic rehabs. Details about these and other sessions will be posted online at <http://www.shpo.sc.gov/conf/>.

SAVE THE DATE!

2011 Arts Symposium- May 12-13, 2011- Greenwood- brought to you by the South Carolina National Heritage Corridor!

[Join our Mailing List!](#)

The New Year Brings New SCNHC Officers and Board Directors

WELCOME!

The SCNHC State Partnership Board of Directors and staff welcome Sam Bennett of North Augusta and Rhoda Green of Charleston to the State Board.



Sam has been the North Augusta City Administrator since 2007. Prior to North Augusta, he was the City Manager of Clinton for many years and the Assistant City Administrator for Goose Creek. Sam is a member of multiple professional and service organizations, holds a Master of Public Administration degree from the University of South Carolina, a Bachelor of Arts, Political Science from Winthrop University and is a South Carolina Executive Institute graduate. He is married with three children. Sam serves on the board as a representative of Region 3 for one year representing Aiken, Bamberg, Barnwell and Orangeburg counties. Welcome Sam!



Rhoda currently serves as the Honorary Consul for Barbados in South Carolina and has worked with the SCNHC over the years on the Carolina Caribbean Connection project. Rhoda serves in numerous organizations including the Friends of Charles Towne Landing and has previously served as chairwoman for organizations such as the Carolina Caribbean Association. Originally from Barbados, Rhoda moved to Charleston in 1978. She served as a Court Reporter for the Master in Equity for Charleston County for 27 years. She is married with four children and four grandchildren. Rhoda serves on the Board for two years representing Region 4-Berkeley, Charleston, Colleton, Dorchester and Georgetown counties. Welcome Rhoda!

WELCOME BACK!

Neal Workman of Walhalla was re-elected to serve two years representing the Region 1 counties of Anderson, Oconee and Pickens. Neal is the Founder and C.E.O. of Trehel Corporation, an unlimited licensed general contracting firm with offices in Clemson and Greenville.

Ken Durham of Edgefield was re-elected to serve two years as a representative of Region 2 of Abbeville, Edgefield, Greenwood, McCormick and Saluda counties. Ken is the Mayor of the Town of Edgefield.

John Singh of Orangeburg was re-elected to serve two years as a representative of Region 3 consisting of Aiken, Bamberg, Barnwell and Orangeburg counties. John is the Assistant City Administrator for the City of Orangeburg.

CONGRATULATIONS!

Congratulations to our new Officers!
Chairman- Bob Alexander, Country Gallery and Frames
Vice Chairman- Ray Anderson, City of North Charleston
Treasurer- Charlie Thornton, Elliott Davis
Secretary- John Singh, City of Orangeburg

Cultivating Success Through Ag Tourism

We are pleased to bring you the **2011 Agriculture Conference** on Wednesday, January 26 at the Municipal Center in North Augusta!

Join us for a one day educational event that focuses on the current issues of the SC Agriculture Industry such as liability insurance, marketing, product distribution, bringing tourism to the farm, certified organic vs. non-certified, creating successful farmers markets and more!

Registration is now OPEN!



- [Conference Webpage](#)
- [Agenda](#)
- [Online Registration](#)
- [Downloadable Registration](#)
- [Hotel Accommodations](#)
- [City of North Augusta](#)
- [Become an Exhibitor](#)
- [Be a Sponsor](#)

Special thanks to the following sponsors for helping make this conference possible: SC Department of Agriculture, City of North Augusta, Titan Farms, Aiken County Parks, Recreation and Tourism and AgSouth Farm Credit.

Federal Update

The South Carolina National Heritage Corridor is a federally funded program. As such, we work closely with partners at the federal level to not only stay up-to-date on federal legislation and funding issues, but to also be actively engaged in public policy decisions affecting conservation, preservation, tourism and community development. As Chair of the Alliance of National Heritage Areas, Michelle McCollum, Director of the SCNHC, has the opportunity to work closely with the National Park Service and the National Heritage Area (NHA) Congressional Caucus on several critical issues regarding the National Heritage Area Program. Those include maintaining NHA funding at the FY10 level, Program Legislation making the national heritage areas a permanent program of the National Park Service and creating a standardized evaluation system for NHAs.

Although we are several months into the new federal fiscal year, a FY11 budget has not yet passed. In order to keep federal agencies operating in the absence of a budget, Congress passed a Continuing Resolution (CR) to provide for funding of most federal programs at the FY10 level through December 3rd. Last week the House voted to extend the CR through December 20th. In the meantime, Senate Democrats are still working on an omnibus bill that they hope to pass during the lame duck session that would keep discretionary spending at the roughly \$1.108 trillion level as reported in the Congressional Quarterly.

SC's Congressional delegation will have new faces in the next Congress. We will be working closely with DC offices to educate them on the Heritage Corridor and to provide them with information showcasing the impact of our work. National Heritage Areas are shining examples of limited, yet effective, government - a great message for challenging economic times.

New Program = New Opportunities

This year the SCNHC launched a new **Partnership Program** designed to promote the natural, cultural and historic destinations and travel amenities located within our 17 counties. For the first time ever, any destination, accommodations, restaurants, retail locations, travel suppliers and vendors who meet heritage related criteria can now greatly benefit from being promoted by our nationally designated program and one of the largest National Heritage Areas in the country.



There are many advantages to becoming a partner, such as inclusion on our website, referrals, group tour opportunities, cooperative marketing initiatives and more! All benefits will automatically expand your audience and visibility while also providing the public with a network of authentic South Carolina experiences to choose from.

Not a heritage destination but a heritage related business? Don't worry- we have a category for the businesses who help our heritage destinations including exhibit designers, grant writers and marketing firms.

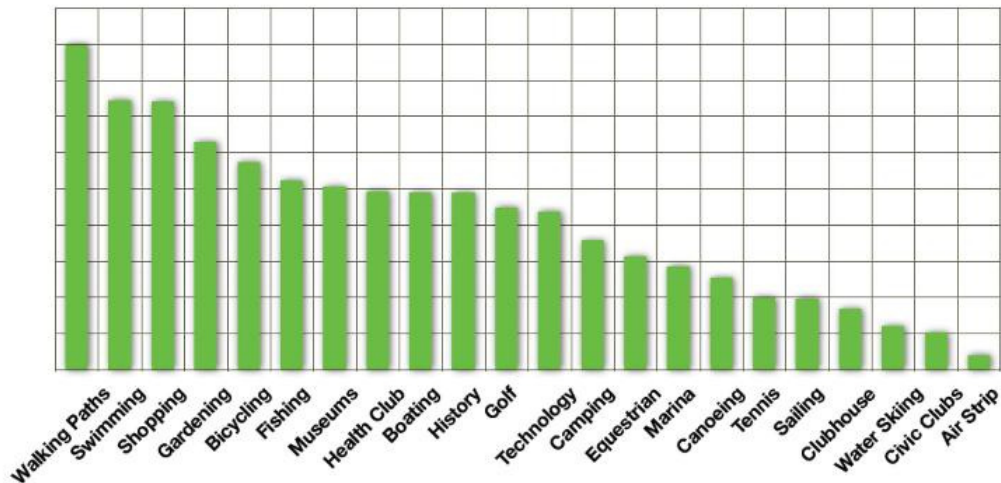
Join now to be included in the new website roll-out at the beginning of the new year!

[Click here to join the program!](#)

Carolina Living Provides Interesting Travel Stats

The Center for Carolina Living continuously gathers and compiles research on in-migration to our great state. Check out these interesting facts from this useful resource!

Amenity & Activity Preferences



With household incomes averaging \$119,000, Carolina in-migrating families arrive "ready-to-work" with rich skills and high educational achievement.

Source: N= 5,000 most recent responder households registering with Center For Carolina Living..

carolinalive.com

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- CarolinaLiving.com inquiry "registrations" for 2010 have seen an increase of 24% over 2009 numbers.
- National Change of Address Audits report CarolinaLiving systems moved 1,389 families into the Carolinas during the 14 months ending 6/1/10, nearly double the previous period. We know that 45% are over age 50 and that 77% have college degrees. NC receives about twice the SC counts.
- Our longer term confidence is supported by research saying the affluent segment of the 74 million living Baby Boomers will sustain motivations to visit frequently and relocate and acquire second homes over the next 25 years.
- Moreover, the huge X, Y, generation "creative class" will also find the Carolinas' natural out-of-doors, year round recreation, entrepreneurial opportunities and tech jobs great for raising families.
- In truth, the \$33.4 Billion annual In-Migration Industry is driven by tourism. Both Carolinas are fortunate to have a long record of well researched, aggressive tourism marketing systems in place, spending in the neighborhood of \$15 million in public sector funds annually. In addition, the private sector, in normal years, spends at least another \$20 million on national destination marketing to showcase attractions, towns and residential property.

For more information on in-migration statistics and the Center for Carolina Living, log onto www.carolinalive.com. Also, check out the results of the Center for Carolina Living's "[Carolina Lifestyle Survey](#)" question on activity preferences that now ranks golf after history...#1!

Heritage Happenings

- The 2010 Fall Festivals are still happening through December 31st! Discover the season at a farm or garden near you! Click [here](#) for the downloadable brochure!
- Get your camera's ready!! The SCNHC will be announcing an amateur photo contest in Spring 2011 highlighting the following categories: - Downtowns, People in Nature, Gardens/Public Art, Artists at Work and African American Heritage.
- The SCNHC will be making big changes to the homepage of our website in the new year. The changes will help highlight the new partners and streamline use for our website visitors. Be sure to check periodically to see the updates!
- Congratulations to the Pickens County Historical Society on receiving a \$10,000 grant from

the Mountain Lakes Regional Committee for the restoration of the front porch of the Hagood-Mauldin House!

- The Freshwater Coast Regional Committee is pleased to announce their annual fundraiser, the 2010 Spring Fling, tentatively scheduled for Monday, April 11th. The event will be held in Ridge Spring. More details will follow!
- The North Augusta Arts and Heritage Center will be the new Rivers, Rails and Crossroads Regional Discovery Center! The exhibits are expected to be relocated in January 2011 and available to the public by February 2011. Announcements regarding the ribbon cutting will be made locally.
- A downloadable iPhone application featuring vivid images, directions and quick information is now available for historic, natural and cultural resources within the Lowcountry of the Heritage Corridor! [Check out the app!](#)
- Placement of interactive kiosks to accompany and complement the iPhone are currently being planned at the North Charleston Fire Museum, the Klauber Building in St. George and the Charleston CVB.
- On November 14th the Town of St. George celebrated the completion of the restoration to the historic Klauber building! The celebration recognized the decedents of the original owners, contributions of the community, the SCNHC and other funders and highlighted the future uses of the facility.

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