



INTERNATIONAL AFRICAN AMERICAN MUSEUM P.O. BOX 22761 CHARLESTON SC 29413 843 872-5352

6/28/2024

South Carolina Department of Parks, Recreation & Tourism
1205 Pendleton Street, Suite 517
Columbia, SC 29201

To whom it may concern:

On December 19, 2022, we received a generous award of \$2,000,000 to assist us in our regional marketing and advertising campaigns in anticipation of our museum's opening in mid-2023. With this support, not only have we created excitement about our opening, but we have continued to share our stories with our neighboring communities.

In the 12 months since opening, we have welcomed over 160,000 visitors of whom 52% were South Carolina residents and 48% were visitors from out-of-state. In addition, we have hosted over 5,000 school children for complimentary visits.

In addition to our ability to share the untold stories of one of our nation's most sacred sites, a recent economic impact study that was conducted by the College of Charleston School of Business estimates approximately \$31M economic impact on the Charleston Metro Area during our first year.

Thank you for your generous support. Please let me know if you have any questions or need any further information.

Sincerely,

Dianne Firment
Chief Financial Officer