

State of South Carolina

Data Collection State Contributions Findings

Success Measures [Success Measures '!A1](#)

Statistical Data [Statistical Data '!A1](#)

2024 Gullah Festival Pictures [Pictures!A1](#)

Success Measures

List the success measures that will determine the effectiveness of the use of the state funds to be received. Success measures should be stated in a way that can be measured. At least one success measure is required, but if there are more success measures than lines provided, copy and paste the last line as needed to expand the list.

Measure	Description
1	Evaluation One: Goal measured by our ability to initiate in a timely manner with Public Service Announcements via social media, newspaper, radio and other platforms. Outcome is determined and measured by the number of applicant who respond.
2	Evaluation Two: Ensure each attendee receives a ticket or wristband prior to entering the park. Maintain accountability of the tickets or wristbands and give an after-action report with 60 days of the event.
3	Evaluation Three: Maintain a transaction list with invoice and supporting documentation.
4	Evaluation Four: Partner with local fire department and the City of Beaufort to address medical emergencies, manage crowd control, provide sufficient security, and adhere to safety protocols related to structures, equipment, and activities.
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At least one success measure is required. If additional lines are needed, copy and paste Measure 15.

Outcomes

The Original Gullah of South Carolina festival is estimated to have about 30,000 attendees over three days. Our commercial ad ran 500 times on WFMV. We placed two magazine ads. We advertised our presence on all social media platforms. In addition, we posted three billboards along the highway outside of Beaufort County and two-digit banners at Charleston Airport and Savannah Airport.

Attendees were given tickets and wristband paid workshop sessions. See the attached survey for a few participant's responses.

All invoices and documentation is available upon request.

No safety issues occurred during the festival.



Original Gullah Event Survey Analysis

Original Gullah Event Survey Analysis Summary

The Original Gullah Event recently concluded with overwhelming success survey submissions and subsequent analytics. The event attracted a diverse broad spectrum of demographics, interests, and cultural backgrounds. The notably high, indicating a well-received program and effective event execution.

Key Highlights:

1. Satisfaction Levels:

- A substantial majority of attendees rated their experience as highly satisfied "very satisfied" and an additional 10% "satisfied."
- The cultural authenticity and richness of the Gullah heritage presentation resonated with respondents highlighting these aspects as the event's standout features.

2. Diverse Attendance:

- The event successfully drew a varied audience, including families, cultural enthusiasts, and community members.
- Demographic data shows balanced representation across age groups and event's wide appeal.

analysis 2024

s, as evidenced by the comprehensive
erse array of attendees, reflecting a
ie overall satisfaction ratings were
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factory, with 85% expressing they were

ns were particularly praised, with 90% of

al enthusiasts, and scholars.

nd ethnic backgrounds, reinforcing the





