



**CHARLESTON
WINE + FOOD**

FINAL REPORT

**PREPARED FOR
SCPRT**

PRESENTED ON
JUNE 30, 2024

TOTAL FUNDING AMOUNT
\$300,000



OUR MISSION-BASED PROGRAMS,
ACTIVATED BY WAY OF THE 2024 FESTIVAL

WE CREATE PURPOSE- DRIVEN PROGRAMS THAT BUILD A SUSTAINABLE, VIBRANT, AND CONNECTED FOOD AND BEVERAGE COMMUNITY



As the organization approaches its 20th year and its 19th Festival in 2025, Charleston Wine + Food has established a renewed focus on the sustainability of the Charleston area food and beverage community in a tangible, measurable and focused way.

These programs include:

- Culinary education and workforce development **ACTIVATED** ✓
- Industry support for local food + beverage workers **ACTIVATED** ✓
- Year-round industry-focused programming **ACTIVATED** ✓
- A multi-day national festival that acts as a catalyst for these programs **ACTIVATED** ✓

GOALS + SUCCESS MEASURES

GOALS

GOAL 1: A measurable economic impact March 6 - 10, 2024 to the Tri-County area.

GOAL 2: Attract 50% of ticketed guests from greater than 50 miles outside of the Charleston area.

GOAL 3: Increase our media impressions by 10%

GOAL 4: Increase festival attendance by 10%

SUCCESS MEASURES:

SUCCESS MEASURE 1: Festival attendance and overall attendee satisfaction.

SUCCESS MEASURE 2: Festival economic impact.

SUCCESS MEASURE 3: Digital feedback: media impressions, website views, website users, mobile app users

AVERAGE ANNUAL STATS

FESTIVAL AUDIENCE

38,368 average yearly attendees

42.64% out-of-town attendees

87.4% visited primarily to attend Festival

4.3 nights - average length of stay

SOCIAL + DIGITAL REACH

110K+
combined social followers

Top Traffic States:
NY, GA, VA, NC, FL, NJ, CA, TX

992,187
total website views

302,000
website users

MEDIA IMPRESSIONS

1,615,922,168
total media reach

11,581,660
media impressions

Top Placements:
SAVEUR, TODAY, Washington Post,
VinePair, Imbibe, Forbes, Travel &
Leisure, New York Times

CONTINUING IMPACT

To say that our 2024 Festival was unprecedented is an understatement. Record rainfall, high tides, and flash flooding inflicted devastation on the Festival, resulting in the cancellation of two of the three days of the Culinary Village (between 10,000-12,000 people missing their chance to attend), five other venue changes, notable unplanned expenses and damages to property.

As we remain committed to annual reporting on the positive impact that the Festival has delivered – despite the negative implications the weather bestowed upon us in 2024 – one of our most unwavering data points was also notably impacted this year. For the first time, we received a lower response rate on our 2024 surveys through the Office of Tourism Analysis. While we are still awaiting the full report from the Office of Tourism Analysis, their team has remained steadfast in working alongside us over the past couple of weeks to provide an accurate analysis of our impact this season, so that we may fulfill our responsibility to report to you. The figures outlined in this report have been created in tandem with the Office of Tourism Analysis team, are reflective of this year's unfortunate reality, and remain proportionally aligned with our findings in years past.

In addition to the deep-rooted effects on our lean nonprofit organization, many of our local small business participants also incurred loss of revenue and damaged property. In the two short months since our March Festival, we swung into action to: create standalone opportunities to help our exhibitors reconnect with our CHSWF community in an effort to recoup their direct and projected losses and offer ticket credits to our guests so that they may visit the area again for the Festival over the course of the next two years. We are committed to getting these visitors back to our area and staying in area hotels. We continue to do everything in our power to give back to our community and our industry in their time of need.

As you are aware, over the course of our 19 years in operation, Charleston Wine + Food has worked with the College of Charleston's Office of Tourism Analysis to conduct an economic impact study yearly since the organization's inception. The Office of Tourism Analysis staff prepares a survey that is sent to all ticket purchasers after the festival concludes. In 2023, this survey had a response rate of 23.6%. This data, in conjunction with zip code data from our third party ticketing company, allows the festival to make highly accurate estimates of tourists and locals that attend the festival annually. Since our inception, the Festival has welcomed over 407,368 attendees and generated \$170.8 million in economic impact.

The 2024 Festival delivered a total attendance of 21,743, with visitors reporting an average length of stay of 4.1 nights. This year, we exceeded our average annual stat of 42.64% being from outside of Charleston's 50-mile radius -- delivering 44.9% (a 2.26% increase). Our small but mighty non-profit organization continues to have notable positive impacts on this region's economy, our community and industry, and most importantly draw visitors to this little slice of heaven we call South Carolina.

Thank you for your continued support.

BEYOND THE 2024 FESTIVAL



The Charleston Wine + Food Festival celebrates the food + beverage culture of Charleston on a national platform, provides a place for industry to connect, offers experiences designed for the residents of the greater Charleston area, and supports the next generation of our community's culinary + hospitality industry professionals. Reputationally speaking, the Charleston Wine + Food Festival is described as a place where people gather to share their stories through food + community.

\$170M



economic impact since inception

\$535,808



scholarships + charitable giving since 2009

769



grants to support Festival Talent since 2022

1.6B



annual total media reach

**“COMING TOGETHER
IS A BEGINNING,
STAYING TOGETHER
IS PROGRESS,
WORKING TOGETHER
IS SUCCESS.”**

- HENRY FORD



Provide direct, immediate and lasting impact on individuals and businesses in the culinary industry. **Together, we do.**