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DAUFUSKIE MARSH TACKY SOCIETY | ERICA@DAUFUSKIEMARSH TACKYSOCIETY.ORG

SC PARKS AND REC | 20K GRANT EXPENDITURE FINAL REPORT 2024

FINAL SUMMARY - FUNDING FOR FACILITIES IMPROVEMENTS TO SAVE THE CRITICALLY ENDANGERED SC HERITAGE HORSE ON DAUFUSKIE ISLAND

Established in 2015, Daufuskie Marsh Tacky Society's mission is to save the critically endangered South Carolina State Heritage Horse in its native habitat on Daufuskie Island through equine oriented programs that benefit the public.

Our 2024-2025 grant cycle funding request was for facilities and equipment improvements at our location to increase our program offerings to the public and to improve the quality of our horses' care routines, thereby saving time and money plus increasing safety and revenue.

Upon receipt of the funding, in the first quarter we spent \$8,810 towards expanding our video surveillance system to increase safety in our breeding and tourist programs, digital/online advertising and marketing to drive traffic and increase sales, and facilities improvements to include directional signage, informational/educational kiosk signage, fencing and gates for the improvement of horse pasture and traffic flow of horses and program participants.

In the second quarter we spent \$10,224 on the establishment of our passive park with a native seasonal garden walking trail, and the addition of 4 stalls in a shed-row style. These improvements allowed us to begin capturing day tourist traffic who may not be horse enthusiasts as well as improve the quality of life for our horses, and increase the quality of our educational programs for lesson students.

In the third quarter we spent \$610 on a video projector and a projector screen so that we can increase our programming and revenue to offer larger classes and clinics supported by video, to provide a better format for slideshow presentations, and to offer family friendly horse-themed outdoor movie nights, which is a new revenue stream that further contributes to our community and sustainability for our organization.

In the fourth quarter, with the remaining funds, we spent \$356.00 on more informational signage for ADA parking areas, do not feed the horses, no smoking, hours of operation, horse x-ing, slow for horses, video surveillance, free wifi and native plant identification signs, to better guide, inform and keep our horses and guests safe when they arrive upon our property.

With the accomplishments made possible by the funding from this grant cycle, our organization was able to make significant progress towards fulfilling our mission statement, with a focus on ensuring our property is safe, organized, clearly defined and secure for the quality of life for our horses and the quality of programming for our patrons with a focus on capturing day tourist traffic and increasing lesson students, thereby increasing our revenue and ensuring we become self sustainable into perpetuity. Thank you!

