

**State of South Carolina Request for Contribution Distribution**

This form is designed to collect the information required by South Carolina in accordance with Proviso 117.21 of the appropriations act of 2022 and Executive Order 2022-19. This form must be submitted to the state agency that is providing the contribution for the designated organization. The state agency providing the contribution should use this form to collect information from the designated organization. The information must be collected from the designated organization before the funds can be disbursed.

Contribution Information		
Amount	State Agency Providing the Contribution	Purpose
\$300,000.00	P280 - Department of Parks, Recreation, and Tourism	Charleston Wine + Food's 2023 Festival

Organization Information	
Entity Name	Charleston Wine + Food
Address	635 Rutledge Ave., Suite 101
City/State/Zip	Charleston / SC / 29403
Website	charwf.com
Tax ID#	20-2671674
Entity Type	Nonprofit Organization

Organization Contact Information	
Contact Name	Dominique McCloud
Position/Title	Development Coordinator
Telephone	(803) 361-8391
Email	dominique@charlestonwineandfood.com

Plan/Accounting of how these funds will be spent:		
Description	Budget	Explanation
Transportation	\$30,000.00	Travel expenses to transport talent to the festival
Signage	\$30,000.00	Signage throughout the festival's events
Wristbands and badging	\$10,000.00	Wristbands and badges to alert the volunteers/ ticketing staff as to the type of access the guests have
Audio visual	\$30,000.00	Audio/Visual throughout the festival's events
Rentals	\$30,000.00	All encompassing rentals to carryout festival logistics
Tenting	\$30,000.00	All encompassing tenting to carryout festival logistics
Disposables	\$30,000.00	Disposables for food to ensure sustainability
Entertainment	\$30,000.00	To acquire talent to promote the festival's success
Trash	\$30,000.00	To obtain waste facilities throughout the festival
Restrooms	\$30,000.00	To acquire restroom facilities throughout the festival
Venues	\$20,000.00	To acquire venues to host festival events
Grand Total	\$300,000.00	

Please explain how these funds will be used to provide a public benefit:

Our mission is to celebrate, educate, enrich, and promote the Lowcountry's diverse culinary + hospitality community through world-class experiences. The Charleston Wine + Food festival that takes place in March is a direct articulation of our mission. It's a platform to share stories, elevate the people in this community, celebrate our city, and create an enriching experience for the people who live + work here. Ninety-five cents of every dollar we spend producing the festival has a direct measurable impact on our city's economy and is mission-based. Since its inception, the festival has collectively welcomed just shy of 370,000 attendees and generated over \$138 million in economic impact. During our 2022 festival, our economic impact injected into the Charleston area was \$26.5M, up 29% from the 2020 festival. Our attendance was 34,918, up 20% from the 2020 festival. The average per person spend is \$1,329 during the 5 days of the festival. We are proud to see the spending levels were so healthy post-pandemic, and we know that the bounty was shared among numerous municipalities and entities. Our organization encourages the participation of local restaurants, entrepreneurs, farmers, purveyors, and artisans and prioritizes the programming of these businesses and individuals to maximize the exposure they receive during the festival week. As a result of our organization decreasing barriers of participation for our food + beverage community, a more diverse representation of talent and businesses was present. In 2020, 16% of participating talent identified as BIPOC, and in 2022, 34% of participating talent identified as BIPOC.

Each and every day, we are committed to putting people first. Through food, events, and collaboration, we work internally + externally to ensure the unique perspectives brought to the table are valued, strengthen us, and allow us to see the world through a fresh lens. We celebrate talent, passion, and community through our commitment to producing experiences where all people – regardless of race, ethnicity, nationality, gender identity, abilities, faith, and any other social identity – feel welcome and are woven into the fabric of the festival we collectively imagine.

We work with national, regional, and local media for festival coverage and pre-promotion, and always try to pitch stories for South Carolina businesses and individuals to further shine a spotlight on our amazing state. Over the past 6 years alone, the festival has negotiated over \$6.5 million in media trade to promote the greater Charleston area and the festival. Media partnerships and mentions have been with outlets such as NBC's TODAY, Washington Post, The New York Times, Food & Wine, SAVEUR, Wine Enthusiast, Imbibe, Fast Company, Forbes, Travel + Leisure, among others.

WE SUPPORT TALENT TO PARTICIPATE IN THE FESTIVAL

Successful festivals grow and evolve in response to the needs of the communities they serve. In an effort to be a more inclusive organization and decrease the barriers for chef and beverage professionals to participate in our festival, we have several ways that we directly compensate our talent.

We cover food + beverage costs for participating talent.

We provide per-head stipends for our Signature Brunch, Lunch, and Dinner host restaurants.

We provide on-the-ground logistical and event support including rentals, compostable plateware + flatware, signage, and more.

We cover accommodations and travel for visiting talent.

We provide access to participating talent to enjoy the festival and connect with their peers.

WE INJECT JOBS INTO OUR COMMUNITY

We think Charleston is a pretty special place that is filled with talented professionals, businesses, and entrepreneurs. It makes us proud to reinvest directly into our local business community.

We directly hire 80-100 independent contractors to help produce the festival; this does not include the mass hiring our largest vendors undergo annually to support production.

We are proud to work with and patronize a community of talented event planners, event producers, beverage logistics companies, rental companies, security, tenting, venues, and more.

We provide a paid externship opportunity for enrollees and graduates of the One80 Place Training Program to get on-the-ground experience at the festival.

WE ENRICH AND EDUCATE THE CHARLESTON COMMUNITY

The programming presented annually at the Charleston Wine + Food festival is a compilation of shared stories and experiences from our local food + beverage industry. Food is a powerful connector and storyteller. It allows our organization to present histories, cultures, and practices that are important and deserve attention and recognition to the world. We enlighten, enrich, and educate our community through food experiences.

WE PUT THE CHARLESTON FOOD COMMUNITY ON A NATIONAL STAGE

One of our cornerstone purposes is to bring national recognition to the food scene of Charleston, which we execute through multiple national, regional, and local media partnerships in addition to strategic marketing campaigns.

Organization Certifications

- 1) Organization hereby gives assurance that no person shall, upon the grounds of race, creed, color, or national origin, be excluded from participation in, be denied the benefit of, or be otherwise subjected to discrimination under any program or activity for which this organization is responsible.
- 2) Organization certifies that it will provide quarterly spending reports to the Agency Providing Contribution listed above.
- 3) Organization certifies that it will provide an accounting at the end of the fiscal year to the Agency Providing Contribution listed above.
- 4) Organization certifies that it will allow the State Auditor to audit or cause to be audited the contributed funds.


Organization Signature

Interim Executive Director
Title

Alyssa Maute Smith
Printed Name

11/30/2023
Date

Certifications of State Agency Providing Contribution

- 1) State Agency certifies that the planned expenditure aligns with the Agency's mission and/or the purpose specified in the appropriations act of 2022.
- 2) State Agency certifies that the Organization has set forth a public purpose to be served through receipt of the expenditure.
- 3) State Agency certifies that it will make distributions directly to the organization.
- 4) State Agency certifies that it will provide the quarterly spending reports and accounting received from the organization to the Senate Finance Committee, House Ways and Means Committee, and the Executive Budget Office by June 30, 2023.
- 5) State Agency certifies that it will publish on their website any and all reports, accountings, forms, updates, communications, or other materials required by Proviso 117.21 of the appropriations act of 2022.
- 6) State Agency will certify to the Office of the Governor that it has complied with the requirements of Executive Order 2022-19 by June 30, 2023.


Agency Head Signature
Duane Parrish
Printed Name

12/1/2022
Date