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Cc: [Tim Juengst](#); [Alyssa Maute Smith](#)
Subject: Year End/ Final Reporting for Earmarked Grant
Date: Thursday, June 29, 2023 7:21:35 PM
Attachments: [Final Expenditure Report - SCPRT.xlsx - Quarterly Reporting.pdf](#)

Good Evening,

Thank you for providing Charleston Wine + Food with the opportunity to receive funding from your organization. We continue to set goals to cultivate a rich heritage within the food and beverage industry in our community, create a positive, measurable economic impact, and support the present and future of our culinary + hospitality community. With the funding we received from the Earmarked Grant, we were able to achieve all of the goals we set and a few more.

Since Charleston Wine + Food's inception, the festival has welcomed over 407,368 attendees and generated \$170.8 million in economic impact. At the close of this year's 2023 Festival we saw the largest attendance and economic impact numbers to date. The 2023 Charleston Wine + Food Festival featured 115 events located in 10 towns and municipalities and spanned over 4 counties. The Lowcountry welcomed over 38,000 people and the Festival generated an impact for our region of \$32,982,121 in just five days. Approximately 57.3% of attendees live in the tri-county area and the remainder travel in from out-of-town and stay on average 4.2 nights.

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.

Some of the goals we achieved in the 2023 Charleston Wine + Food Festival include:

WE SUPPORTED TALENT TO PARTICIPATE IN THE FESTIVAL

We covered food + beverage costs for 512 participating talent, 271 of those were local through our ingredient stipend program.

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

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

We covered accommodations and travel for visiting talent.

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

WE INJECTED 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 worked with over 200 locally owned and operated businesses and independent contractors to help produce the festival.

We are proud to have worked with and patronized our community of talented event planners, event producers, beverage logistics companies, rental companies, security, tenting, venues,

and more in the tri-county area.

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. A few ways we chose to bring this goal to life was with our Culinary Scholars Enrichment Program, a new event titled City of Charleston Wine + Food Street Fest and our One80 Place externship.

The 2023 Charleston Wine + Food Festival debuted a new high school culinary apprenticeship. The apprenticeship included six Charleston County School District culinary high school programs and serviced over 33 students. The paid apprenticeship provided a hands-on experience for the students working with our world-class chefs and event planners.

City of Charleston Wine + Food Street Fest provided a family-friendly event to Upper King Street, at no cost to the community. This event attracted 4,000 guests and provided an inclusive opportunity for people to celebrate local businesses, food + wine offerings, food trucks, vendors and even a surprise appearance from the Burke High School Band.

Since 2017, the Charleston Wine + Food festival has served as an externship opportunity for current One80 Place trainees and past graduates. Charleston Wine + Food pairs trainees + graduates with local chefs to act as support at various festival events. This paid externship results in great experience in events, creates relationships with chefs and has resulted in the direct hire of many trainees + graduates.

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 the Lowcountry, which we execute through multiple national, regional, and local media partnerships in addition to strategic marketing campaigns.

For the 2023 festival we had over 111,581,600 media impressions from various BIPOC media sources that include *BuySide from Wall Street Journal*, *Edible Communities*, *The Post and Courier, Inc.*, *Black Food Fridays*, and Live 5 News.

In 2023 alone, our digital footprint included over 900 thousand website views, 53,000 e-newsletter recipients and 7,940 mobile app users.

I have attached our final reporting for the Earmarked Grant to this email.

Sincerely,

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