

**From:** [John Powell](#)  
**To:** [Brian \(Ashley\) A Berry](#)  
**Subject:** SEWE Q4 and fiscal YE report  
**Date:** Friday, June 30, 2023 11:41:43 AM  
**Attachments:** [image001.png](#)  
[image002.png](#)  
[image003.png](#)  
[image004.png](#)  
[Q4 - Final signed.pdf](#)

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Hi Ashley,

Thank you for your continued help. I have attached Q4 and year-end report. The final summary is below. Please let me know if you need anything else from me.

#### Final Summary – SEWE 2023

The Southeastern Wildlife Exposition (SEWE) is a three-day event held each February in Charleston, SC. The mission of SEWE is to create awareness and positively influence wildlife conservation through art and specialized programming; and to continue to impact the local and statewide economies.

As the largest event of its kind in the nation, SEWE incorporates all things related to nature and wildlife and was attended by 42,000+ in 2023 at venues throughout downtown Charleston. With its wide array of offerings, including world class art, lectures, wildlife viewing and demonstrations, SEWE is unique to Charleston and the region with its size, scope, and access granted to attendees of all income levels.

The 2023 event, held February 17<sup>th</sup> – 19<sup>th</sup>, was the 41<sup>st</sup> Annual Southeastern Wildlife Exposition. Presentations by numerous wildlife sanctuaries, serpentariums, raptor centers, and scores of conservation groups entertained while educating attendees. World renowned wildlife artists brought paintings, sculpture, and carvings to Charleston to the delight of crowds. Busch Wildlife Sanctuary, Forrest Galante, and films filled the stage at The Gaillard Center while The Center for Birds of Prey and demonstrations through SCDA brought crowds to Marion Square. SEWE kicked off the tourist season in Charleston and as often the barometer of what is to come, set a high standard for the industry.

SEWE's celebration of wildlife and nature features exhibit sites throughout downtown Charleston, adding another draw for visitors to come to the city. Marketing efforts pull attendees from across the nation, but especially SC, NC, GA, FL, and TN - 71% of which stay in paid lodging. According to recent surveys, SEWE attendees overwhelmingly cite the event as their primary reason for visiting the Charleston area during the weekend. One of the strongest cases provided that SEWE promotes tourism is that 96.4% of visiting responses predicted they would make a return trip to Charleston within the next 12 months. A high concentration of paid media ran September 2022 through February 2023. Print advertising in national and regional publications began fall of 2022 along with the unveiling of the 2023 poster image. Radio and TV promotions hit several markets beginning December 2022.

The economic benefits of the Southeastern Wildlife Exposition continue. While the region

feels the effects of a \$32.7 million impact, \$17.8 million as direct visitor spending the local and state governments have a net tax impact of nearly \$2.5 million. The ability to generate this type of spending and impact on the regional economy while simultaneously promoting arts and nature education is one of the reasons why this event is so unique.

The Southeastern Wildlife Exposition is a critical part of the South Carolina and Charleston calendar. Run with the utmost professionalism and pride, an effort that began as a small winter diversion in 1983 has now become one of the largest annual events to take place in South Carolina and one of the most popular and successful in the country. Support from public and private partners is critical to the success of SEWE.

Thank you,

John G. Powell



**SEWE 2024 | FEB. 16-18**

[sewe.com](http://sewe.com)

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