



Funds requested from the General Assembly will be used for the following purposes:

- *Annual SC African- American Tourism Conference & Regional Summits serve as a think tank where stakeholders & industry leaders gather with key government representatives to continue aligning efforts to support the African- American Tourism sector’s recovery and move beyond to a safer, more resilient, inclusive, and sustainable future. The Conference & Regional Summits also provide training that teaches stakeholders about business development & tourism promotion programs and how it can advance their goals.*
- Branding & Tourism Promotion Program for African- American Tourism that develops:
 - Digital Tool Kit for African- American tourism-related businesses and cultural arts organizations
 - Black Tourism App
 - Visitor’s Guide Website entitled “SC Bites, Sites, & Sounds”