

## SATURDAY, MARCH 7 | COMMUNITY DAY

### CONWAY CITY HALL CHAMBERS (SECOND FLOOR)

#### 10:30 A.M. - **Gullah Golf and Sustainable Cultural Heritage Tourism**

12:00 P.M. *Gregory Pickett, Small Business Developer*

*Emory S. Campbell, Owner of Gullah Heritage Trails Tour*

#### TOURISM, SUSTAINABILITY, AND HERITAGE IN GULLAH GEECHEE COMMUNITIES

African American tourism has a cultural, historic, and economic importance in South Carolina, yet little is known about this market, and South Carolina has yet to capitalize on the wealth of attractions and experiences that document the state's African American heritage. The objectives of this study are to assess the current tourism resources and products that could attract visitors interested in African American tourism experiences; to measure the demand for African American tourism in South Carolina by surveying current, past, and potential visitors to identify their awareness, interest, and constraints to visiting the state; to quantify the economic impact of African American travelers on the state of South Carolina; and to use this research to identify essential best practices and next steps in growing African American tourism in the state. This study defines African American tourism as visits by any race to African American historic sites, themed events and festivals, monuments, museums, theaters, tours, buildings such as churches, as well as restaurants serving traditional Gullah cuisine. A key demographic within this market are African American tourists, one of the fastest growing segments of the travel sector that spends more than \$63 billion annually on travel. The economic impact analysis reveals that African American tourists contribute \$2.4 billion in revenue for South Carolina, an impact that is associated with approximately 26,302 jobs and \$789.5 million in labor income.

#### **Indigenous Healing: Gullah Geechee Cultural Responses to Historical, Social, Economic, and Political Realities**

*Fayth Parks, Associate Professor in Leadership, Technology and Human Development, Georgia Southern University*

African American healing traditions are a reservoir of shared beliefs and practices created as a collective response to historical, social, economic and political realities. Gullah Geechee cultures are a cradle for the development of African American indigenous healing traditions. Most African Americans know the cognitive-style and associated behaviors such as prayer, medicinal teas from local plants and herbs, dream interpretation, and seeking wisdom from people in the community with special gifts. Employing Gullah Geechee visual arts, musical arts, and interviews with cultural practitioners, this presentation will explore an age-old blueprint for help-seeking, intervention, and well-being.

#### **“Don’t Ask, Won’t Sell”: Gullah Geechee and the war for land in coastal Georgia**

*Patrick J. Holladay, Associate Professor of Hospitality, Sport and Tourism Management, Troy University*

Glynn County, Georgia receives over 2.5 million visitors a year that generate approximately one billion dollars in tourism revenue. This area is losing its Gullah Geechee culture as the development of resorts, golf courses, and housing creates skyrocketing property values and taxes. Gullah Geechee people, for example, once owned 86% of St. Simons Island in Glynn County. Today, the population owns less than 3%. Yet, in the

face of these challenges, the St. Simons African American Heritage Coalition (SSAAHC) helps property owners retain their land and educates these individuals on the importance of preserving and revitalizing Gullah Geechee communities.

In 2002, SSAAHC launched a land retention initiative wherein owners placed bright yellow signs on their property declaring, “Don’t Ask – Won’t Sell.” Sadly, much of the plight of the Gullah Geechee communities is that of greed. Land developers use unsavory tactics to steal land for much less than it’s worth, build cookie-cutter luxury developments, then sell them for enormous profits. Holladay’s presentation explores SSAAHC’s efforts to stop the threat

## Exposing Florida’s Gullah Geechee Heritage

*Ennis Davis, Certified Senior Planner, Alfred Benesch*

*Adrienne Burke, Director of Planning & Economic Opportunity, Nassau County, Florida*

Historically associated with the Lowcountry region that stretches from Wilmington, North Carolina to St. Augustine, Florida, the Gullah Geechee are descendants of Central and West African ancestors who arrived in America through the transatlantic slave trade. They’ve had a major impact on the local culture of Jacksonville and the state of Florida that continues to be largely overlooked and misunderstood. Designed to assist in exposing and highlighting efforts to promote and preserve the heritage and tradition, this highly illustrative and mapping presentation is intended to serve as a general, high level overview and introduction of Florida’s Gullah Geechee story.

## THE HUT, FIRST UNITED METHODIST

### Discovering Dave Film Screening

*George Wingard, Co-Producer*

The Alkaline-Glazed, Edgefield Potter Dave lived in and worked his whole life in Edgefield, South Carolina as a slave to several families. Today his jars, churns, and pots - some dated with his name and a verse, are found primarily in private collections and museums around the country/world. In 2006, the Savannah River Archaeological Research Program (SRARP) discovered and excavated a broken example of one of Dave works dated April 16, 1862 and signed proudly “Dave.” Since the jars discovery it has been used extensively as an ambassador for archaeology and presenting Dave’s story.

In 2013, the SRARP co-produced a documentary on Dave illuminating the facts of his life in context with the times in which he lived. The film runs 47 minutes and would be introduced with a short verbal presentation and followed with anecdotes of filming and a Q & A. The producer will also bring two examples of Dave’s pottery for the audience to interact with.

2:00 - 3:00 P.M.

### Exploring the Connection between Sierra Leone’s *Shuku Blais* and Sweetgrass Baskets

*Amadu Massally, Director, Fambul Tik*

A continuation of the “Deepening the Sierra Leone-Gullah Connection” panel on Thursday, Amadu Massally will discuss the connection and influence of Sierra Leone’s coil baskets, the shuku blais, with the Gullah traditions of sweetgrass baskets. Baskets will also be for sale at the Artisan Market at 5th and Main (Conway Visitor’s Center).

3:15 - 4:00 P.M.

## BRYAN HOUSE, HORRY COUNTY HISTORICAL SOCIETY

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### 10:00 A.M. - 4:00 P.M. **Gullah African Diaspora Artists (GADA) Show**

*Curated by Victoria Smalls*

10:30 - 11:30 A.M. **Making Invisible Stories Visible: Mitchelville Augmented Reality Tour Project**  
AUGMENTED  
REALITY AND  
VIRTUAL REALITY  
PROJECT  
SHOWCASE

*Chris "Topher" Maraffi, Assistant Professor of Multimedia, Florida Atlantic University*

This presentation pre-production designs, models, and augmented reality prototypes which are in development for the Mitchelville tour project. Faculty and students from Florida Atlantic University are using the latest technology in virtual cinematic production and games AI to develop life-sized tour guides that will feature Gullah storytelling and dance, as well as historical characters like Robert Smalls and Harriet Tubman whose stories in surrounding Beaufort County will set Mitchelville within the larger themes of emancipation and Reconstruction.

#### **Reconstruction 360**

*Betsy Newman, SCETV Producer*

*Patrick Hayes, Independent Multimedia Producer*

*Reconstruction 360* is a computer, tablet and mobile application that interprets the Reconstruction era for users of digital devices, including the general public, students and educators. Funded by the National Endowment for the Humanities and produced by South Carolina ETV, the project examines humanities themes related to Reconstruction and helps to deepen the public's understanding of this crucial period of American history. The current version of *Reconstruction 360* is a prototype. The full project will be completed in 2022.

#### **Virtual Hampton**

*Sue Bergeron, Associate Professor of Geography, Coastal Carolina University*

Virtual Hampton is an immersive virtual landscape reconstruction for Hampton Plantation, one of a complex of well-known rice plantations along the South Santee River and now a South Carolina State Park and Historic Site. The completed first-phase prototype of the immersive landscape platform was developed in the Unity3D development environment, and includes the virtual recreation of the early 19th-century topography, plantation structures and rice fields. The second phase, currently underway, is building on this prototype and focuses on the development of the spatial narrative elements that present the intertwined stories of the people who lived and worked at Hampton Plantation and the natural landscape they inhabited.

### 11:45 A.M. - 12:45 P.M. **Gullah and African Diaspora Artists Presentation**

*Victoria Smalls, Director of History and Culture, Penn Center*

Gullah visual artist and curator Victoria Smalls will provide an overview of the artists and themes selected for the pop-up exhibition running throughout the day.

## Archaeology and Community History on Georgia's Coast

*Patricia McMahon, Archaeologist*

*Velma Thomas Fann, Historian, New South Associates, Inc.*

Former enslaved people from plantations in Glynn County, Georgia, took advantage of “first freedom” and created their own self-sustaining communities, including Needwood, located on US 17 between Darien and Brunswick. Needwood had a church and school, as well as a commercial center, consisting of three stores that operated during the late-nineteenth and early-twentieth century. New South Associates, on behalf of the Georgia Department of Transportation, excavated the location of one of these stores and interviewed former residents of the Needwood community, many of whom left in the 1960s. This paper presents the preliminary results from fieldwork and oral history interviews.

## The Representation of Gullah Geechee Culture and Life at Historic Plantation Museums: A Task for Archaeology

*Brad Botwick, Principal Investigator, New South Associates, Inc.*

This presentation focuses on the way African American history and culture have been portrayed at historic plantation museums in the Lowcountry of Georgia, the Carolinas, and Florida, roughly corresponding to the region of the Gullah Geechee Heritage corridor. This presentation borrows generously from the work of historians and others and considers ways that archaeology can help contribute to the discussion and provide sources for countering dominant narratives about the role of people of African descent in the region.

## Excavation, Exploration, and Engagement: Students, Volunteers, Community Members, and the Coastal Carolina University-Brookgreen Gardens Archaeology Program

*David T. Palmer, James L. Michie Endowed Professor of Historical Archaeology, CCU*

The Coastal Carolina University-Brookgreen Gardens Archaeology Program has been investigating the lives of Captive Africans who labored to produce rice on the Brook Green rice plantation. Brook Green plantation was one of the largest rice plantations in the United States prior to the Civil War, and it was one of four rice plantations that existed on the current non-profit entity's property. As a historical archaeology program rooted in a “teacher-scholar” model university, and established in memory of the late Professor James L. Michie, we have a strong commitment to student learning through participation, community involvement, conducting research of significance to descendant communities, and combining research with training, outreach, and service. Students and volunteers are involved in all stages of the project, including planning, fieldwork, analysis, and communication of findings. The project provides opportunities for engagement with visitors, including descendant community members, through engagements ranging from informal “site-side” conversations about findings and significance to formal presentations. A project in the developmental stage, documenting and preserving African descendant community cemeteries, will provide service to the Brook Green and other descendant communities while also deepening engagement and learning by all involved.

## Oral History and Archaeology in a Gullah Place

*Katherine Seeber, Graduate Student, Binghamton University*

Mitchelville, located on Hilton Head, SC, was the first free Black town in the South, established in 1861. Since 2017, the Historic Mitchelville Freedom Park community archaeology program has been working to locate historic structures and educate the public about Mitchelville's past. A key part of this program's research de-

2:00 - 3:00 P.M.

CURRENT  
PRACTICES WITH  
GULLAH GEECHEE  
ARTIFACTS

Moderator:

David Palmer  
Coastal Carolina University

sign is using community-based research to incorporate local Gullah knowledge and ways of knowing into the research process. To do so, we have/are collecting oral histories. These oral collections are constantly informing our research practices and results as they continue to shift and grow our knowledge about Mitchelville.

## HORRY COUNTY MUSEUM AUDITORIUM

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### 1:00 - 2:00 P.M. **Becoming Harriet Tubman**

*Natalie Daise*

Natalie Daise, former host of Nick Jr.'s Gullah Gullah Island, award-winning artist and storyteller, presents "Becoming Harriet Tubman," a one-person, 5-character show that shares the story of Ariminta Ross' evolution into Harriet Tubman. Engrossing narrative and original and traditional music trace her transition.

In "Becoming Harriet Tubman," Daise becomes five characters: the narrator, Harriet Green, the woman who was Ariminta's first mistress, the field hand who played a role in the traumatic brain injury that haunted Harriet the rest of her life, and, finally, Harriet herself. When the show debuted at Charleston, SC's Piccolo Spoleto in 2012, it received an A+ rating with the Charleston City Paper saying, "Natalie is a masterful storyteller."

### 2:45 - 4:00 P.M. **Staged Reading: Affairs of Our Ancestors**

*Charles Brooks and Students from Benedict College*

Charles Brooks leads this staged reading of his original play "Affairs of our Ancestors." The play depicts an ancient spiritual council assembling in order to communicate with the present generation with a much needed message about spiritual and cultural awareness to this world.

## HORRY COUNTY MUSEUM CLASSROOM (SECOND FLOOR)

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### 10:30 - 11:45 A.M. **Workshop: Reveal, Release, Reshape: A Curriculum Model for Decolonization and Healing**

*Rhonesha Blaché, Senior Executive Director of the African Diaspora Consortium and Doctoral Student at Teachers College, Columbia University*

*Nakeeba Wauchope, Founder of YeyeX, Education Consultant for New York University and Curriculum Chair, The Royalty Project, Inc.*

THE ROYALTY PROJECT (TRP) is a mentoring program based on a curriculum featuring culturally responsive themes that promote social justice while providing academically enriched programming for youth of African ancestry ages 8-15. The primary purpose of the TRP curriculum is to develop a framework that cultivates self-confidence, scholarship, leadership, cultural awareness, service, and activism. Our program features 8 weeks of engaging sessions that culminate with a Crowning Ceremony. This qualitative study addresses the question: To what extent does the content and implementation of a curriculum designed to contribute to a positive racial identity for children of African descent provide access to learning for all participants? Critical Race Theory and Africana Womanism served as the frameworks for analysis. The curriculum afforded all participants including youth mentees and adult mentors multiple access points to engage with the program content. Implementation led to intergenerational community building with healing opportunities for all involved. As a workshop, the audience will engage in some of the activities and a discussion about next steps.

## Marketing the Gullah Geechee Cultural Heritage Corridor: Is There a Better Way?

*Laura Mandala, Mandala Research*

Black historic sites and museums are flourishing across the South as a wave of interest in Black history has sparked a renewed enthusiasm for African American heritage tourism—including in the Gullah Geechee Cultural Heritage Corridor. What do we need to do ensure that our Gullah Geechee communities benefit from this curiosity about their culture and history? Come share your thoughts with the leadership of the Gullah Geechee Cultural Heritage Commission and their consultants from Mandala Research. Hear about the research they are doing to create a strategic heritage tourism marketing plan for the Corridor and share your insights on what needs to be done.

12:00 - 1:00 P.M.

## Workshop: Beyond Pottery: Design and History of Colonoware

*Jon Marcoux, Director of Graduate Program in Historic Preservation, Clemson/College of Charleston*

*Corey Ames Heyward, Wexler Curatorial Fellow, Drayton Hall*

“Colonoware” is a form of hand-built earthenware pottery made by enslaved Africans and Native Americans between the 17th and 19th centuries. This type of pottery served as daily cooking, storage, and serving vessels for most enslaved people living in colonial-period settlements and plantations in coastal South Carolina. The distinctively “plain” appearance of this pottery is intriguing, as it is quite unlike the vibrantly decorated pottery made by societies in Africa at the same time. Recently discovered fragments of Colonoware from archaeological sites in Charleston, however, present us with rare exceptions to this rule. Indeed, these shards, which bear distinct decorations made with a braided piece of palm frond (a technique called rouletting), are the first clear archaeological examples of an African potting tradition in the colonial United States. While few in number, these fragments nevertheless attest to the role of potting in maintaining cultural traditions during the African Diaspora.

In this public-facing workshop, Marcoux and Heyward invite the community to explore and interact with pieces of Colonoware pottery recovered from sites in the region (including the rouletted shards mentioned above). They will also demonstrate how to replicate the rouletted decoration, and we will produce a conference poster displaying the research component of the project (i.e., comparison to African examples, and maps showing the distribution of rouletted pottery in Africa). The goal of the workshop is to open dialog with and among members of Gullah Geechee communities about potting – a form of cultural heritage that has been eclipsed by practices like basket making.

3:00 - 4:00 P.M.

Gullah Geechee Community Day is supported by a major Hometown Humanities grant from SC Humanities.



**There are many more cultural events and performances throughout Saturday, including an artisan market, food trucks, and artistic workshops. Please visit [gullahgeecheeday.com](http://gullahgeecheeday.com) for a complete schedule.**