

2023

Accommodations Tax Funds Request

Application

Organization Name: Lowcountry Gullah

Project/Event Name: Lowcountry Gullah

Executive Summary

An ATAX Effectiveness Measurement form has been attached to this application.

Lowcountry Gullah was developed to promote and more importantly document the richly significant Gullah culture and its contributions to the United States. As a historical resource and cultural tourism influencer, Lowcountry Gullah provides a necessary and central link to the cultural elements that have been woven into the fabric of our society. With a primary focus on the traditional cultural strengths on Hilton Head Island, Lowcountry Gullah is the bridge between all of the Gullah/Geechee communities throughout the designated Gullah/Geechee Corridor, which includes the Sea Islands that span along the eastern seaboard to 35 miles inland from Wilmington, NC to St. Augustine, FL.

Lowcountry Gullah is the first “one-stop-shop” for the Gullah culture throughout the congressionally designated Gullah / Geechee Corridor, with a focus on providing educational information while stimulating interest in cultural and heritage tourism. The site www.lowcountrygullah.com serves as an interconnected resource between all Gullah Geechee cultural assets.

The heritage and traditions of the Gullah Geechee culture cannot be sustained without having protective measures that cover all of its elements. Formed through the stories and history of the Gullah culture, the information comes from the community. Therefore, the sole purpose of Lowcountry Gullah, is to give back to the community. Lowcountry Gullah and the Lowcountry Gullah Foundation utilize a non-profit approach, so that any financial resources earned go directly back to the community in the form of historic land preservation, heirs property protection, cultural

information and education.

The Gullah community and culture has been, in a lot of cases, dismissed and ignored, even though it's a significant part of America's historical story. Many Gullah are living disadvantaged lives, without some of the basic residential needs that many people take for granted, like sewer connections, fire hydrants and drainage. In addition, heirs property and resort development has caused the unique issue of a consistent loss of generational property. These issues are critically significant, causing gentrification and destroying the culture. As a result, our mission(s) are to preserve and document the culture; protect the culture's greatest asset, historic Gullah land for future generations, and provide a consistent voice for the community in conjunction with other Gullah cultural partners throughout the Gullah/Geechee Corridor.

The promotion and preservation of the culture is the primary focus of Lowcountry Gullah. In order to promote the culture, providing information, as well as educating people through creating genealogical connections to the Gullah is an important component to our success. Lowcountry Gullah provides genealogy resources, research assistance and guidance for individuals who are searching their ancestral roots, as well as looking for a cultural foundation.

Lowcountry Gullah fills a significant and necessary void as a central source and online location for Gullah information. People are starving for historic and cultural information, as well as a genealogic connection to their heritage on a local and global level. For the Black community, especially, having a tangible connection to the Gullah culture provides a priceless sense of identity. In a time where ancestry research and identifying one's "self" is a significant part of our society, it's the perfect time to promote the Gullah culture and its relevance to our society to a broader audience.

In addition to being a source of information and promotion for all things Gullah, Lowcountry Gullah provides a direct connection to the culture by offering groups planning assistance for day and overnight tours throughout the community's cultural assets in Savannah, Hilton Head, St. Helena and Charleston.

This year, Lowcountry Gullah has tripled its local, national and international audience. As of this writing, in 2022, the website has grown substantially in every state with over 76,000+ visitors, 424,000+ pageviews and has been accessed by 97% of the world. The worldwide audience clearly demonstrates a significant interest in Hilton Head and the island's Gullah culture.

Content creation is offered and delivered in several different ways (written articles - online, Facebook, Instagram, LinkedIn and Twitter; audio podcasts - available through all platforms (eg. Apple, Spotify, Amazon, Google); video shorts and documentaries - YouTube, Instagram and TikTok), so that it can reach a large and varied audience in whatever way they prefer to receive content. The audience is active and engaged in the content, looking at an average of 5 pages per visit and spending an average of 5 minutes per visit. The data and the site's growth clearly demonstrates that the audience has a significant interest in Hilton Head and the island's Gullah culture.

The website enhances and specifically drives tourism by highlighting and promoting the significant contributions that the culture and its people have made to our community and American society. By providing a window, as well as an informational resource into the culture, Lowcountry Gullah enables Hilton Head to be seen as a cultural, heritage and genealogical tourism destination with the backdrop of a great location to vacation that has great historic and cultural assets. By offering stories and information that describe various cultural locations, such as Historic Mitchelville Freedom Park, is intriguing, which in turn sparks a desire for travel. On a regular basis, viewers and followers ask for recommendations of specific places to see and stay, or they are excited about sharing their personal experiences from their own visit(s).

The specific type of tourism that Lowcountry Gullah focuses on can be described in several different terms or subcategories: Cultural Tourism, Heritage Tourism, Genealogical Tourism and DNA Tourism. Regardless of the category, they're described as people who are traveling to discover exactly who they are; they're searching for self-identification, authenticity, experiences (sometimes deeply personal) and to uncover a specific place that connects them directly to their lineage.

Heritage or cultural tourism is a \$171 Billion dollar industry and 81% of US tourists consider themselves as such. When cultural tourists travel, 56% of them include a cultural, historic, or heritage activity or event in their vacation. Millennials drive this type of tourism, with 76% desiring vacations that offer more engagement to authentic travel destinations. A cultural tourist is well educated and affluent 41%, travels and spends more 60%, stays longer overnight 77%, is curious and is interested in growing in their knowledge of diverse histories and cultures.

As interest and curiosity about genealogy and "where I come from" expands, more and more, people are realizing how entrenched the Gullah culture is into the fabric of

our society. The attention and awareness that the culture has garnered has made heritage and cultural tourism become a popular influencer for vacation selection for affluent, active, informed and frequent travelers who are looking for authentic educational experiences. By tapping into an audience that's craving broader travel experiences and richer cultural adventures, Lowcountry Gullah reaches a different type of tourist who has cultural needs and curiosity.

As a cultural influencer and through the promotion of the culture, Lowcountry Gullah is the bridge that connects all of the island's historical preservation and cultural assets. Site visitors receive a virtual tour of the area, including pictures that encourage further investigation and a sample of what one could expect upon visiting. Through articles, images and stories, Lowcountry Gullah highlights, cross-promotes and collaborates with the Historic Mitchelville Freedom Park, the Gullah Museum, the Heritage Library, the Coastal Discovery Museum, Ft. Howell and the Gullah Heritage Tours. The success of Lowcountry Gullah is directly tied to the success and sustainability of the island's Gullah culture.

Since its inception, Lowcountry Gullah and the Lowcountry Gullah Foundation have continuously evolved based on expressed needs of site visitors and more importantly, the culture. As a valuable asset that's not only expanding its cultural identity and exposing its relevance, Lowcountry Gullah is redefining the culture for new generations and information seekers, while strengthening Gullah Geechee families and communities, so that they can discover sustainable generational support and generational wealth, financially, as well as collectively.

2023 Accommodations Tax Funds Request Application

Date Received: 09/01/2022	Time Received: 06:38 PM	By: Online Submittal
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Applications will not be accepted if submitted after 4 pm on September 2, 2022

A. SUMMARY OF GRANT REQUEST:

ORGANIZATION NAME: Lowcountry Gullah

Project/Event Name: Lowcountry Gullah

Contact Name: Luana Graves Sellars Title: Founder

Address: 2 Catesby Lane, Hilton Head Island, SC 29928

Email Address:
lowcountrygullah@gmail.com

Contact Phone: 843-715-3506

Event Date:

Event Location:
www.lowcountrygullah.com

Total Budget: \$ 0.00

Grant Requested: \$100,000.00

Provide a brief summary on the intended use of the grant and how the money would be used. (100 words or less)

Lowcountry Gullah promotes Hilton Head and the Gullah culture using an online platform. With funding, Lowcountry Gullah can significantly increase its marketing and advertising reach in its social media presence, through events and other mediums. Expanded promotion of the island's rich history and valuable cultural assets through a variety of creative advertorial models that reach a wide ranging audience in several different ways. Lowcountry Gullah produces culturally focused articles, podcasts,

short videos, informational snippets and documentaries that reach people through their preferred method(s) of obtaining information on several web-based outlets, which peaks interest and directly increases our tourism numbers.

How does the organization/event either drive tourism to Hilton Head Island or enhance the visitor experience on Hilton Head Island? How is this impact being measured? (100 words or less)

Lowcountry Gullah highlights and promotes the contributions that the Gullah culture and its people have made to our community and society. The website serves as an educational driver for all of the island's Gullah cultural assets, and an informational enhancer that informs tourists, including while on the island, about Hilton Head and its location in the heart of the Gullah/Geechee Corridor. As a resource, Lowcountry Gullah markets Hilton Head as a cultural tourism destination while prompting visitors to include the Gullah culture as part of their vacation agenda.

Lowcountry Gullah's website reaches over 20,000+ visitors monthly and 25,000+ on social media.

A. Total Number of Physical Tourists Served: 34,888

A Tourist is considered a non-resident, traveling more than 50 miles to the Town of Hilton Head Island.

B. Total Number of Physical Visitors Served: 7,016

A Visitor is considered a non-resident, who travels 50 miles or less to visit the Town of Hilton Head Island.

C. Total Number of Physical Residents Served: 3,877

A Resident is considered any person who claims their property address within the limits of the Town of Hilton Head Island as their primary residence.

D. Total Number of Physical Patrons Served (A+B+C=D): 45,781

How was the Number of Visitors/Tourists Documented? (250 words or less)

In 2022, Lowcountry Gullah expanded its reach to potential tourists, online and through documentary screenings, speaking engagements (live and virtual) and participation in festivals on Hilton Head (Gullah Celebration, Taste of Gullah, Juneteenth, Crescendo, Historic Holidays and Gullah Market) and Juneteenth(s) (Savannah, Charleston, Tybee), Black Expos (Atlanta, Charleston and Columbia), Gullah Festivals (Wilmington, Bluffton and Beaufort), African American Travel Professional Conferences and Miami. Event participation was calculated by clicker with 1,632 zipcodes captured.

In addition to accessing physical tourists outside of Hilton Head, several varieties of data, including demographic information, site visitors and users based on their location, pageviews, interests, trends, searchable keywords and length of time spent on content, and email addresses are obtained.

Utilizing MailChimp, Google Analytics, Jetpack, Facebook, Instagram, YouTube, LinkedIn and Twitter data statistics on content interest and viewership are monitored. The numbers demonstrate a highly interested and actively engaged audience, who shares their informational finds with others, while they explore new learning opportunities and an exciting cultural vacation destination.

In addition to numerical and demographic data, as an interactive platform, a significant amount of comments are received. All visitor comments regarding tourism interests and requests for suggestions on areas or attractions to visit are also compiled. As a result, and based on the interest expressed by the audience, information shared is then utilized to create new content that is directly targeted towards popular interests.

In 2022, the growth has been substantial, surpassing it's previous total year end numbers in every category by triple digits by June. As of August, the website significantly increased to roughly 22,000+ visitors a month, 75,738+ users and 420,584 pageviews.

In the last year, a YouTube Channel was added to house the production of cultural video shorts and documentaries to compliment the social media

pages on Facebook, Instagram, TikTok, Twitter and LinkedIn. In May 2022, the Lowcountry Gullah Podcast was launched with 500+ downloads in its first month and averages over 1,000+ per month. Added social media exposure and increased cross promotional vehicles, not only greatly expanded the site's audience and reach, but also established a more diversified, savvy and engaged audience. The Lowcountry Gullah social media footprint continues to grow at an average of 1,000 followers a month. To date, the numbers on each site are as follows: Facebook 20,000+, Instagram 5,000+, YouTube 172,556+ video views/346 subscribers, LinkedIn 263 and Twitter and TikTok 100 combined.

Content interest and active engagement has grown the newsletter to over 3,200 subscribers in 2022 with 95% organically captured and only 2% unsubscribing. The average open rate is 33% and a click rate of 30% compared to national averages of 21%/10% respectively.

The amount and type of data that is compiled, on Lowcountry Gullah's active and engaged audience, of which 79% is under 54 years old is very detailed and includes age and gender, location (95% from the US), hobby/interest categories, new vs. returning visitors, mobile (81%) vs desktop/tablet (19%) use, as well as how the site's delivered, whether through social media, newsletter, organically accessed or searched.

B. DESCRIPTION OF OPERATIONS:

1. For state reporting purposes, give a brief description of the organization.
(250 words or less)

Lowcountry Gullah was developed to promote and more importantly document the richly significant Gullah culture and its contributions to the US. As a historical resource and cultural tourism influencer,

Lowcountry Gullah provides a necessary and central link to the cultural elements that have been woven into the fabric of our society. With a primary focus on the traditional cultural strengths on Hilton Head, Lowcountry Gullah is the bridge between all Gullah communities throughout the designated Gullah / Geechee Corridor, which includes all of the Sea Islands along the eastern seaboard.

With a focus on providing information and stimulating cultural tourism, the site www.lowcountrygullah.com serves as an interconnected resource between all Gullah cultural assets by highlighting the Gullah culture and its people through articles, podcasts, documentaries that focus on the history and culture. As a result, the incredible amount of interest generated, has translated into a large national and international following, which has an ongoing demand for information, including requests for speaking engagements. Lowcountry Gullah fills the void as a vital online source for Gullah information, which significantly fueled the expansion of its audience, in addition to creating a space for an online community and cultural dialogue.

At Lowcountry Gullah's core and through support and education of community-based issues, such as the preservation of culture and historic Gullah land, which is the culture's greatest asset. Through raising funds to protect, preserve and prevent the growing critical state that the land faces from being lost through delinquent taxes and heirs property issues.

2. Describe in detail how the requested grant funding would be used? (250 words or less)

Lowcountry Gullah is more than just a website. It's become a strong cultural influencer whose sole purpose is to bring the Gullah culture into a greater awareness worldwide. To date, the site has received significant national and international exposure, which, with the addition of ATAX dollars, the site has been able to demonstrably improve its reach, international audience and ability to be a cultural

influencer and promoter for Hilton Head Island.

Lowcountry Gullah plans to use the ATAX dollars to strengthen and maintain its overall presence; including maintaining the site and design adding fresh imagery; the ability to develop new and relevant content; increase its Search Engine Optimization through GOOGLE/BING, advertising (traditional forms and social media) as well as the promotion of the site.

In addition to printed information and launching a podcast and mobile app, offering visual media through documentaries and videos has proven to be a strong social media drivers for the site.

ATAX dollars enable the site to not only stay updated and relevant, but improve its overall search engine placement. Being able to add dollars towards GOOGLE/BING enables Lowcountry Gullah to achieve higher advertising frequency with broader social media advertising on Facebook and Instagram, which in turn would continue to extend its worldwide audience and reach.

The dollars would allow for the design and printing of collateral materials, which would be used to promote the site and culture at a variety of events and travel conferences, such as the African American Tourism Conference and other relevant organizations.

3. What impact would partial funding have on the activities, if full funding were not received? What would the organization change to account for partial funding? *(100 words or less)*

Partial ATAX funding would lessen the amount of national and international exposure and promotional advertising that Lowcountry Gullah could place, as well as its ability to maintain itself as a Gullah resource that educates and empowers people across the country and around the world. Full ATAX funding would enable the site to expand its search engine optimization by providing priority placement, as well as to broaden its overall social media presence. The greater

placement priority that the site is afforded translates directly into a higher amount of searchable access that the site achieves, thus delivering greater exposure to Hilton Head.

4. What is expected economic impact and benefit to the Island's tourism?
(100 words or less)

Lowcountry Gullah's strong presence and following is recognized and shared internationally. As interest and curiosity about genealogy and "where I come from" expands, learning how entrenched the Gullah culture is into the fabric of our society, sometimes affects people personally. The attention and awareness that the culture has garnered makes heritage and cultural tourism a popular influencer for vacation selection by affluent, active, informed and frequent travelers who are looking for deeper and authentic educational and historical knowledge. Tapping into an audience that's craving broader travel experiences and richer cultural adventures, Lowcountry Gullah reaches that different and sought after tourist.

5. In order to comply with the State's Tourism Expenditure Review Committee annual reporting requirements, **please classify your current grant request into the following authorized categories:**

1 - Destination Advertising/Promotion <i>Advertising and promotion of tourism so as to develop and increase tourist attendance through the generation of publicity.</i>	80 %
2 - Tourism-Related Events <i>Promotion of the arts and cultural events.</i>	20 %
3 - Tourism-Related Facilities <i>Construction, maintenance and operation of facilities for civic and cultural activities including construction and maintenance of access and other nearby roads and utilities for the facilities.</i>	0 %

<p>4 - Tourism-Related Public Services <i>The criminal justice system, law enforcement, fire protection, solid waste collection and health facilities when required to serve tourists and tourist facilities. This is based on the estimated percentage of costs directly attributed to tourist. Also includes public facilities such as restrooms, dressing rooms, parks and parking lots.</i></p>	<p>0 %</p>
<p>5 - Tourist Public Transportation <i>Tourist shuttle transportation.</i></p>	<p>0 %</p>
<p>6 - Waterfront Erosion/Control/Repair <i>Control and repair of waterfront erosion.</i></p>	<p>0 %</p>
<p>7 - Operation of Visitor Information Centers <i>Operating visitor information centers.</i></p>	<p>0 %</p>
Total:	100 %

6. If not covered elsewhere in the application, please describe (a) how the organization will collaborate with other organizations to enhance tourism efforts, and (b) provide a venue or service not otherwise available to visitors to the Town of Hilton Head Island. (250 words or less)

As a cultural influencer and through the promotion of Hilton Head’s Gullah culture, Lowcountry Gullah is the bridge that connects all of the island’s cultural and historic preservation assets.

Through an online platform, site visitors and social media followers receive a varied virtual tour of the area, including pictures that encourage further investigation and a sample of what one could expect upon visiting. The curiosity that the information develops frequently prompts tourists to seek recommendations for lodging and/or places to go and experience. Utilizing the instantaneous dialogue that Social Media provides plays a significant part in enabling tourists to quickly see and experience cultural assets that interest them.

By continuously sharing information through the podcast, mobile app, articles, imagery, informational videos, documentaries, and events, Lowcountry Gullah highlights, cross-promotes and collaborates with

the: Mitchelville Freedom Park, the Gullah Museum, NIBCAA, the Gullah Heritage Tours, Coastal Discovery, and the Heritage Library by providing visitors a unique and trendy view into the culture that had not existed previously. Collaborating on cultural projects, videos and documentaries, providing speaking engagements and classes, as well as promotion and participation in local cultural events, are just a few of the ways that we have been able to further our common goals.

With our broad exposure, Lowcountry Gullah created an active online community that offers the culture a specifically targeted space and voice. As such, the growth and ultimately the success of Lowcountry Gullah, is directly tied to the success and sustainability of the island's Gullah culture.

7. Additional comments. *(250 words or less)*

Lowcountry Gullah's primary mission is preserving and protecting Gullah culture. In order to be a catalyst of a sustained Gullah culture, educating and informing is at our core. Through documentation, education and information the richness of the culture is being preserved and promoted, however, in addition to preservation, there needs to be protection. A significant element in ensuring the survival of the culture includes protecting its greatest asset, historic generational land might have been originally purchased by slaves or the first generation after the civil war.

At one point, minimally, 3,500 acres on Hilton Head was Gullah owned. Today, that number is less than 700 acres. The status of Gullah land is at a critical state, because it has been quietly eroding as a result of increasing development and annual tax sales. By providing informational and educational exposure to heirs' property issues and its legal and financial complications, through fundraising, Lowcountry Gullah's goal is to be beneficial to the community as a whole.

Structurally, Lowcountry Gullah provides a funding source for the

community to draw upon to support its critical issues such as; maintaining Gullah land ownership by preventing loss through property taxes; help property owners with residential improvements; as well as being a relevant source of cultural communication and connection throughout the community. The Gullah community has a significant number of needs and Lowcountry Gullah addresses them as they develop and evolve. Through this work, Lowcountry Gullah will not only highlight and promote the culture, but protect, strengthen and preserve it.

C. FUNDING:

1. Please describe how the organization is currently funded. *(100 words or less)*

Lowcountry Gullah's popularity has led to interests/requests for Gullah art and cultural products, which provides a revenue stream, through our online store, the Lowcountry Gullah Market. In addition to online, we offer cultural products at our event and festival booths. With the addition of ATAX dollars, Lowcountry Gullah has significantly increased its marketing and advertising reach and exposure online and on social media.

Continuous efforts seeking local, state, and national grants, and other sponsorship opportunities are an ongoing priority. The financial support that they afford assists in keeping Lowcountry Gullah viable operationally and able to expand its reach and exposure.

2. Please also estimate, as a percentage, the source of the organization's total annual funding.

<u>30</u>	Government Sources	<u>40</u>	Private Contributions, Donations and Grants
15	Corporate Support, Sponsors	<u>5</u>	Membership, Dues, Subscriptions
<u>10</u>	Ticket Sales, or Sales and Services	<u> </u>	Other

3. Has the organization requested other ATAX or any other funding from other public sources or organizations?

Yes X No

If so, please list top 3 sources and amounts.

Ronald Burkle Foundation	\$10,000.00
Henry Chapin	\$50,000.00
Ben Snow Foundation	\$10,000.00

D. FINANCIAL INFORMATION:

Fiscal Year Disclosure: Start Month: January End Month: December

Financial Statement Requirements:

1. The upcoming year's **operating budget** for the organization.

Budget Years Provided:

2022

2. The previous two years and current year **profit and loss reports** for the organization.

Profit and Loss Years Provided:

2021

2022 YTD

3. The previous two years and current year **balance sheets**.

Balance Sheet Years Provided:

2022

2021

4. The previous two years and current year **IRS Form 990 or 990T**.

IRS Form 990 or 990T Years Provided:

2019

2020

2021

E. FINANCIAL GUARANTEES AND PROCEDURES:

1. Provide a copy of the **official minutes** wherein the organization approves the submission of this application.

An official set of minutes have been attached to this application.

2. Indicate whether your organization follows Town procurement guidelines or has its own procurement guidelines which are utilized and followed in the expenditure of ATAX grant funds.

- Follow Town procurement guidelines
- Utilize and follow organization's own procurement guidelines
- Our organization does not have or follow procurement guidelines

F. MEASURING EFFECTIVENESS:

If you received 2021 or 2022 HHI ATAX funds

1. List any ATAX award amounts received in 2021 and/or 2022.

2021 \$75,000.00

2022 \$75,000.00

2. How were the ATAX funds used? To what extent were the objectives achieved? The ATAX Effectiveness Measurement spreadsheet available in the application portal will show the numerics. Use the space below for verbal comments. (200 words or less)

2022 ATAX funds were used to advertise and promote Hilton Head and the Gullah culture through a variety of very successful online options and in person opportunities that not only grew the audience, but establish a clear focus on island culture and specific and targeted information, like stories about Historic Neighborhoods. Consistent fresh content creation includes written articles, a podcast, stories, snippets of information (short informative pieces that inform and tease the reader to discover more, leading them to the site), and the production of video shorts and documentaries (i.e. writing, research, voiceovers, editing and storyline development).

With the website as it's foundation, each element contains Hilton Head cultural information and images that are produced and shared with followers. The contents are shared during face to face interactions, posted online, distributed through the newsletter, and advertised to an audience larger than our core through their contacts and other social media platforms.

To date, in addition to high monthly website traffic, the social media exposure with the various platforms received 3,835,979 impressions, 1,408,367+ people reached, 300,000+ post engagements, 242,617 video plays and 101,772+ link click throughs, 34,891 post reactions, 30,224 facebook direct to website landing page views and 6,970 post shares.

3. What impact did this have on the success of the organization/event and how did it benefit the community? (200 words or less)

ATAX dollars has a tremendous impact on the accelerated and continuous growth of Lowcountry Gullah. The funding enables us to maintain a consistent online presence and produce and deliver fresh content for a very active and engaged audience who responds, shares and discusses the content. The funding is clearly attributed to an overall increase in new users and in online sessions.

YTY, the site's numbers rose to coverage in every state and from 44 to 140 countries. A monthly increase of 1,000+ to 20,000+ visitors and an annual increase(s) from 74,293 to 78,576 users; 73,573 to 91,327 sessions; 393,530 to 435,138 pageviews respectively. The average viewer reads 5 pages/session.

Social Media also experienced tremendous success. Facebook followers increased from 7,000 to 20,000 to date; Instagram from 4,000+ to 5,000+. Additional social media platforms (LinkedIn, Twitter, TikTok and YouTube) grew, broadened and diversified our audience's reach with additional subscribers, viewers and followers.

Currently, in production is a documentary on the US Colored Troops in collaboration with the Heritage Library. Offering content like this tells untold perspectives of the Hilton Head story, delivering it in a uniquely different way that significantly enhances the historic value of the island for residents and tourists.

4. How does the organization measure the effectiveness of both the overall activity and of individual programs? (200 words or less)

Lowcountry Gullah measures its effectiveness through the

awareness, levels of interest and incredible growth that it generates. Utilizing the data services: Google Analytics, Jetpack, Instagram and Facebook Audience Data, we track content interest, growth and audience usage weekly. As a result, we're able to understand which post or video receives greater attention, feedback and focus; and based on that, we can tailor and target the specific audience segments and topics that have the highest interest or amount of engagement.

Based on the data, the site delivers an audience of Adults 18-65+ and specifically 7%-18-24; 10%-25-34, 16%-35-44; 19%-45-54; 24%-54-64, 22%-65+, with a gender split of 37% Men/63% Women.

89% of the viewers are in the US with the top 10 states being: NC, SC, FL, GA, TX, CA, NY, VA, WA, and PA. The top 10 US cities: New York, Charlotte, Washington DC, Atlanta, Chicago, Los Angeles, Raleigh, Dallas and Houston.

11% of users are from 140 countries, counting the top 10 as: Canada, United Kingdom, France, Ireland, India, Sweden, Germany, Phillipians, and Indonesia.

In comparing the previous year(s) data, the states increased and international growth went from 4% to 7%, which demonstrates significant international tourist interest in Gullah cultural programming and information.

Signature: Luana Graves Sellars

Title/Position: Founder

Mailing Address: 2 Catesby Lane, Hilton Head, SC 29928

Email Address: lowcountrygullah@gmail.com

Office Phone Number: 843-715-3506

Home Phone Number: 954-770-5826

“Individually we are one drop;
but together we are an ocean.”

– Ryunosoke Saturo

COLLABORATE, COMMUNICATE, COOPERATE, COORDINATE - All that and in no particular order is how we work together in support of our organizational missions and commitment to our community. The arts, culture and history community comes together regularly because we believe that we are partners in promoting all that our Island has to offer to visitors, students and residents. We are there for each other and we actively seek out ways to partner when our missions intersect.

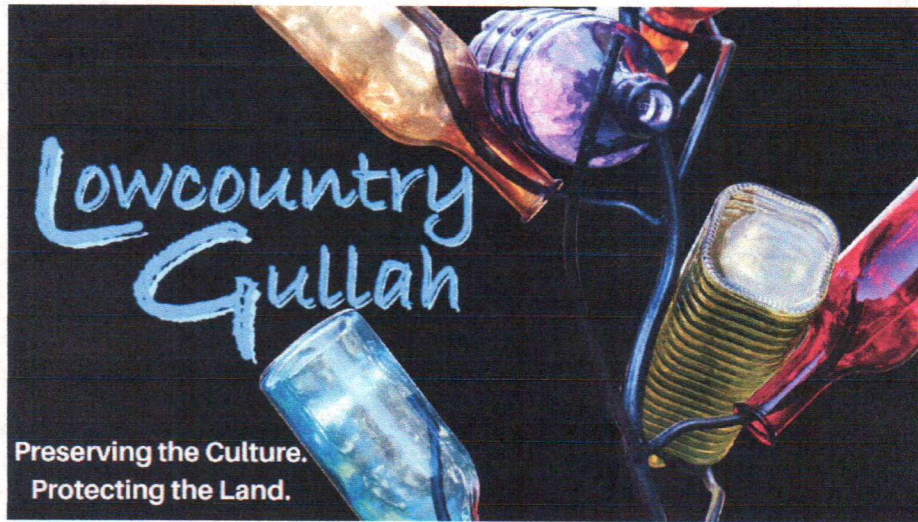
WHO: Coastal Discovery Museum, Culture HHI, Gullah Museum, Heritage Library Foundation, Hilton Head Island Land Trust, Lowcountry Gullah, Historic Mitchelville Freedom Park.

WHO ELSE: USCB HH, Arts Center of Coastal Carolina, Art League, Arts Council of Hilton Head, Beaufort County Schools, Chamber of Commerce, Heritage Classic Foundation, NIBCAA, MLK Committee for Social Justice, Island Recreation Center, Island Writers’ Network, Morris Center, Beaufort County Public Library, Turtle Trackers, local artists, local authors, OLLI, local community groups and service organizations.

WHAT: Crescendo, Gullah Celebration, Juneteenth, Historic Holidays, Lantern Parade, Family Fun Day, Farmers Market, Our Storied Island, Gullah Food Festival, public art, historic site tours, Fish & Grits, Diversity Weekend, MLK Day, Griot’s Corner, Mitchelville Annual Forum, Freedom Walk, Holiday Nights & Lights, Freedom Day, HHI Land Trust Eagle Nest, RBC Heritage, Art Moves, Return to Nature: Gullah Artists Documentary, Student Mural Exhibit, Hilton Head Island: The Pursuit of Freedom & Opportunity and the list goes on and on.

HOW: Shared radio, print and TV advertising, shared social media, event participation, event partnerships, combined research, shared resources, websites, board updates, training, brochures, rack cards, newsletters, volunteer sharing, mutual respect and strong communication.





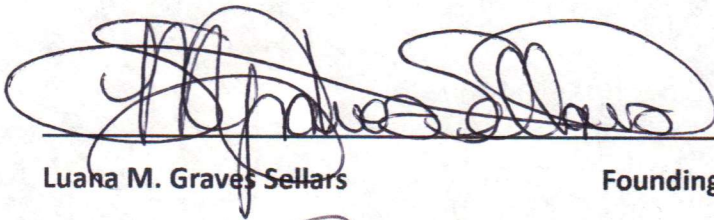
Board of Directors Meeting

July 29, 2022

In Attendance: Fred Hamilton, Herbert Ford, Melvin Campbell, Luana Graves Sellars

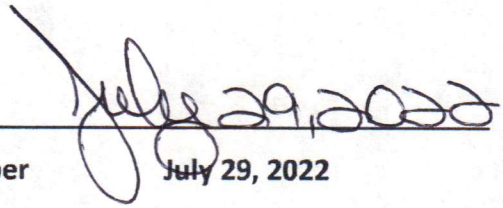
Resolved: The application request of \$100,000 for the promotion and marketing of Lowcountry Gullah through the website and social media presence. Lowcountry Gullah's proposed ATAX application is approved as submitted.

Voting In Favor: Unanimous

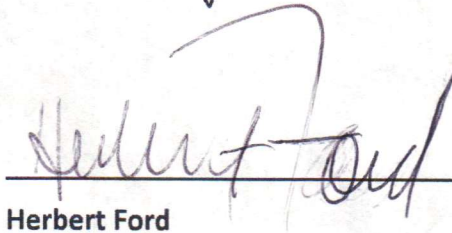


Luana M. Graves Sellars

Founding Member

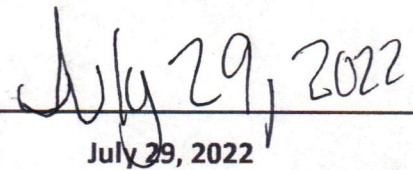


July 29, 2022



Herbert Ford

Member



July 29, 2022

Lowcountry Gullah Operational Budget - 2022

	<u>Annual</u> <u>Itemized Cost</u>	<u>Annual</u> <u>Expense</u>
Operational Costs		\$6,852.36
Office Supplies	\$200.00	
South State Banking Fees	\$500.00	
Merchant Account Fees	\$500.00	
Utilities		
Electric	\$1,860.00	
Water	\$1,116.00	
Landline / Internet	\$2,248.20	
Cellphone	\$428.16	
Advertising		\$45,000.00
Google	\$15,000.00	
Facebook/Instagram/YouTube/Twitter	\$30,000.00	
Content Design		\$73,000.00
Snippets/Social Media/Newsletter	\$25,000.00	
Long/Short - Video Production	\$20,000.00	
Artwork	\$3,000.00	
Site Content/Writing/Images	\$25,000.00	
Marketing		\$44,500.00
Social Media	\$30,000.00	
Website	\$12,000.00	
Collateral Material Design	\$2,500.00	
Website		\$6,389.72
Domain Hosting - Go Daddy	\$389.72	
Monthly Upload / Site Maintenance	\$6,000.00	
Equipment		\$2,700.00
Computer	\$1,000.00	
Recording/Microphone/Video	\$1,500.00	
Outreach		\$1,000.00
Miscellaneous	\$1,000.00	
Total 2022 Budget		\$172,589.72

1:25 PM
08/29/22
Accrual Basis

Lowcountry Gullah
Summary Balance Sheet
As of August 29, 2022

	<u>Aug 29, 22</u>
ASSETS	
Current Assets	206,680.00
TOTAL ASSETS	<u><u>206,680.00</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	1,701.76
Total Liabilities	1,701.76
Equity	204,978.24
TOTAL LIABILITIES & EQUITY	<u><u>206,680.00</u></u>

1:31 PM
08/29/22
Accrual Basis

Lowcountry Gullah
Balance Sheet
As of December 31, 2021

	<u>Dec 31, 21</u>
ASSETS	
Current Assets	186,681.62
TOTAL ASSETS	<u>186,681.62</u>
LIABILITIES & EQUITY	
Liabilities	1,701.76
Equity	184,979.86
TOTAL LIABILITIES & EQUITY	<u>186,681.62</u>

Lowcountry Gullah
Profit & Loss
January 1 through August 29, 2022

	<u>Jan 1 - Aug 29, 22</u>
Ordinary Income/Expense	
Income	
Direct Public Grants	76,310.56
Direct Public Support	1,000.00
Donations	200.00
Lowcountry Gullah Market	13,090.45
Other Types of Income	1,837.58
Program Income	75.17
	<hr/>
Total Income	92,513.76
Expense	
Advertising & Promotion	12,176.92
Business Expenses	6,896.14
Contract Services	7,442.40
Event Booths	3,042.97
LCG Market Inventory	8,065.02
Lowcountry Gullah Market Oper	3,711.47
Marketing	4,715.00
Newsletter	108.12
Operations	2,852.74
Production Expense	7,083.58
Research	230.30
Social Media Advertising	6,724.77
Travel and Meetings	4,506.07
Uncategorized Expenses	3,044.24
Venue Rental	1,250.00
Website Maintenece	665.64
	<hr/>
Total Expense	72,515.38
	<hr/>
Net Ordinary Income	19,998.38
	<hr/>
Net Income	<u><u>19,998.38</u></u>

Lowcountry Gullah
Profit & Loss
January through December 2021

	<u>Jan - Dec 21</u>
Ordinary Income/Expense	
Income	
Charitable Contributions	147,400.00
Direct Public Grants	77,218.50
Direct Public Support	22,651.18
Donations	-125.00
Lowcountry Gullah Market	4,429.20
Other Types of Income	8,105.21
Total Income	<u>259,679.09</u>
Expense	
Advertising & Promotion	1,026.43
Business Expenses	2,750.09
Contract Services	27,166.12
Facilities and Equipment	292.12
Gullah Property Tax Payments	4,081.70
LCG Market Inventory	456.02
Marketing	6,340.16
Operations	290.14
Other Types of Expenses	81.80
Production Expense	13,850.00
Reconciliation Discrepancies	262.46
Social Media Advertising	27,241.01
Website Maintenece	928.22
Total Expense	<u>84,766.27</u>
Net Ordinary Income	<u>174,912.82</u>
Net Income	<u><u>174,912.82</u></u>

Return of Organization Exempt From Income Tax

2021

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

- ▶ Do not enter social security numbers on this form, as it may be made public.
- ▶ Go to www.irs.gov/Form990EZ for instructions and the latest information.

Open to Public Inspection

Department of the Treasury
Internal Revenue Service

A For the 2021 calendar year, or tax year beginning 01/01/2021 **and ending** 12/31/2021

B Check if applicable: <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input checked="" type="checkbox"/> Initial return <input type="checkbox"/> Final return/terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	C Name of organization LOWCOUNTRY GULLAH		D Employer identification number 84-2343316
	Number and street (or P.O. box if mail is not delivered to street address)	Room/suite	E Telephone number 843-715-3506
	City or town, state or province, country, and ZIP or foreign postal code Hilton Head, SC 29928		F Group Exemption Number ▶

G Accounting Method: Cash Accrual Other (specify) ▶ _____

I Website: ▶ www.lowcountrygullah.com

J Tax-exempt status (check only one) – 501(c)(3) 501(c) (4) ◀ (insert no.) 4947(a)(1) or 527

K Form of organization: Corporation Trust Association Other _____

L Add lines 5b, 6c, and 7b to line 9 to determine gross receipts. If gross receipts are \$200,000 or more, or if total assets (Part II, column (B)) are \$500,000 or more, file Form 990 instead of Form 990-EZ ▶ \$ **184,679**

Part I Revenue, Expenses, and Changes in Net Assets or Fund Balances (see the instructions for Part I)
 Check if the organization used Schedule O to respond to any question in this Part I

Revenue	1	Contributions, gifts, grants, and similar amounts received	1	179,935
	2	Program service revenue including government fees and contracts	2	0
	3	Membership dues and assessments	3	0
	4	Investment income	4	0
	5a	Gross amount from sale of assets other than inventory	5a	0
	b	Less: cost or other basis and sales expenses	5b	0
	c	Gain or (loss) from sale of assets other than inventory (subtract line 5b from line 5a)	5c	0
	6	Gaming and fundraising events:		
	a	Gross income from gaming (attach Schedule G if greater than \$15,000)	6a	0
b	Gross income from fundraising events (not including \$ <u>0</u> of contributions from fundraising events reported on line 1) (attach Schedule G if the sum of such gross income and contributions exceeds \$15,000)	6b	4,744	
c	Less: direct expenses from gaming and fundraising events	6c	0	
d	Net income or (loss) from gaming and fundraising events (add lines 6a and 6b and subtract line 6c)	6d	4,744	
7a	Gross sales of inventory, less returns and allowances	7a	0	
b	Less: cost of goods sold	7b	0	
c	Gross profit or (loss) from sales of inventory (subtract line 7b from line 7a)	7c	0	
8	Other revenue (describe in Schedule O)	8	0	
	9 Total revenue. Add lines 1, 2, 3, 4, 5c, 6d, 7c, and 8 ▶	9	184,679	
Expenses	10	Grants and similar amounts paid (list in Schedule O)	10	3,979
	11	Benefits paid to or for members	11	0
	12	Salaries, other compensation, and employee benefits	12	0
	13	Professional fees and other payments to independent contractors	13	17,700
	14	Occupancy, rent, utilities, and maintenance	14	0
	15	Printing, publications, postage, and shipping	15	150
	16	Other expenses (describe in Schedule O)	16	62,070
	17 Total expenses. Add lines 10 through 16 ▶	17	83,899	
Net Assets	18	Excess or (deficit) for the year (subtract line 17 from line 9)	18	100,780
	19	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	19	3,437
	20	Other changes in net assets or fund balances (explain in Schedule O)	20	0
	21	Net assets or fund balances at end of year. Combine lines 18 through 20 ▶	21	104,217

Part II Balance Sheets (see the instructions for Part II)

Check if the organization used Schedule O to respond to any question in this Part II

	(A) Beginning of year	(B) End of year
22 Cash, savings, and investments	3,999	22 7,801
23 Land and buildings	0	23 0
24 Other assets (describe in Schedule O)	75,000	24 105,315
25 Total assets	78,999	25 113,116
26 Total liabilities (describe in Schedule O)	75,562	26 8,899
27 Net assets or fund balances (line 27 of column (B) must agree with line 21)	3,437	27 104,217

Part III Statement of Program Service Accomplishments (see the instructions for Part III)

Check if the organization used Schedule O to respond to any question in this Part III

What is the organization's primary exempt purpose? See Schedule O, Statement 1

Expenses
(Required for section 501(c)(3) and 501(c)(4) organizations; optional for others.)

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title.

28 <u>Lowcountry Gullah raises funds through donations to protect historic Gullah land in Hilton Head and Bluffton SC from being sold at the annual Beaufort County Tax Sale of Delinquent Properties. Three local properties/families were protected from going to the sale.</u> (Grants \$ <u>3,979</u>) If this amount includes foreign grants, check here <input type="checkbox"/>	28a	0
29 _____ (Grants \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	29a	
30 _____ (Grants \$ _____) If this amount includes foreign grants, check here <input type="checkbox"/>	30a	
31 Other program services (describe in Schedule O) _____ (Grants \$ <u>0</u>) If this amount includes foreign grants, check here <input type="checkbox"/>	31a	0
32 Total program service expenses (add lines 28a through 31a) _____	32	0

Part IV List of Officers, Directors, Trustees, and Key Employees (list each one even if not compensated—see the instructions for Part IV)

Check if the organization used Schedule O to respond to any question in this Part IV

(a) Name and title	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC/1099-NEC) (if not paid, enter -0-)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
<u>Herbert Ford</u> Member	2.00	0	0	0
<u>Fred Hamilton</u> Member	2.00	0	0	0
<u>Melvin Campbell</u> Member	2.00	0	0	0
<u>Jazmin Sellars</u> Member	2.00	0	0	0
<u>Luana Graves Sellars</u> Founder Member	40.00	0	0	0

Part V Other Information (Note the Schedule A and personal benefit contract statement requirements in the instructions for Part V.) Check if the organization used Schedule O to respond to any question in this Part V

		Yes	No
33	Did the organization engage in any significant activity not previously reported to the IRS? If "Yes," provide a detailed description of each activity in Schedule O		<input checked="" type="checkbox"/>
34	Were any significant changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the amended documents if they reflect a change to the organization's name. Otherwise, explain the change on Schedule O. See instructions		<input checked="" type="checkbox"/>
35a	Did the organization have unrelated business gross income of \$1,000 or more during the year from business activities (such as those reported on lines 2, 6a, and 7a, among others)?		<input checked="" type="checkbox"/>
b	If "Yes" to line 35a, has the organization filed a Form 990-T for the year? If "No," provide an explanation in Schedule O		
35c	Was the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization subject to section 6033(e) notice, reporting, and proxy tax requirements during the year? If "Yes," complete Schedule C, Part III		<input checked="" type="checkbox"/>
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N		<input checked="" type="checkbox"/>
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions <input type="text" value="0"/>		
b	Did the organization file Form 1120-POL for this year?		<input checked="" type="checkbox"/>
38a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee; or were any such loans made in a prior year and still outstanding at the end of the tax year covered by this return?		<input checked="" type="checkbox"/>
b	If "Yes," complete Schedule L, Part II, and enter the total amount involved <input type="text" value=""/>		
39	Section 501(c)(7) organizations. Enter:		
a	Initiation fees and capital contributions included on line 9 <input type="text" value=""/>		
b	Gross receipts, included on line 9, for public use of club facilities <input type="text" value=""/>		
40a	Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under: section 4911 <input type="text" value=""/> ; section 4912 <input type="text" value=""/> ; section 4955 <input type="text" value=""/>		
b	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year, or did it engage in an excess benefit transaction in a prior year that has not been reported on any of its prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I		<input checked="" type="checkbox"/>
c	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 <input type="text" value="0"/>		
d	Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations. Enter amount of tax on line 40c reimbursed by the organization <input type="text" value="0"/>		
e	All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T		<input checked="" type="checkbox"/>
41	List the states with which a copy of this return is filed <input type="text" value="SC"/>		
42a	The organization's books are in care of <input type="text" value="Luana Graves Sellars"/> Telephone no. <input type="text" value="843-715-3506"/> Located at <input type="text" value="90 Gloucester Road 1204, Hilton Head, SC 29928"/> ZIP + 4 <input type="text" value="29928"/>		
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country <input type="text" value=""/>	Yes	No
	See the instructions for exceptions and filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts (FBAR).		<input checked="" type="checkbox"/>
c	At any time during the calendar year, did the organization maintain an office outside the United States? If "Yes," enter the name of the foreign country <input type="text" value=""/>		<input checked="" type="checkbox"/>
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of Form 1041—Check here <input type="checkbox"/> and enter the amount of tax-exempt interest received or accrued during the tax year <input type="text" value="43"/>		
44a	Did the organization maintain any donor advised funds during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ		<input checked="" type="checkbox"/>
b	Did the organization operate one or more hospital facilities during the year? If "Yes," Form 990 must be completed instead of Form 990-EZ		<input checked="" type="checkbox"/>
c	Did the organization receive any payments for indoor tanning services during the year?		<input checked="" type="checkbox"/>
d	If "Yes" to line 44c, has the organization filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O		
45a	Did the organization have a controlled entity within the meaning of section 512(b)(13)?		<input checked="" type="checkbox"/>
b	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If "Yes," Form 990 and Schedule R may need to be completed instead of Form 990-EZ. See instructions		<input checked="" type="checkbox"/>

46	Did the organization engage, directly or indirectly, in political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	Yes	No
		46	<input checked="" type="checkbox"/>

Part VI Section 501(c)(3) Organizations Only

All section 501(c)(3) organizations must answer questions 47-49b and 52, and complete the tables for lines 50 and 51.

Check if the organization used Schedule O to respond to any question in this Part VI

47	Did the organization engage in lobbying activities or have a section 501(h) election in effect during the tax year? If "Yes," complete Schedule C, Part II	Yes	No
		47	
48	Is the organization a school as described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E	48	
49a	Did the organization make any transfers to an exempt non-charitable related organization?	49a	
b	If "Yes," was the related organization a section 527 organization?	49b	

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees, and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and title of each employee	(b) Average hours per week devoted to position	(c) Reportable compensation (Forms W-2/1099-MISC/1099-NEC)	(d) Health benefits, contributions to employee benefit plans, and deferred compensation	(e) Estimated amount of other compensation
None				

f Total number of other employees paid over \$100,000 ▶ _____

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None."

(a) Name and business address of each independent contractor	(b) Type of service	(c) Compensation
None		

d Total number of other independent contractors each receiving over \$100,000 ▶ _____

52 Did the organization complete Schedule A? **Note:** All section 501(c)(3) organizations must attach a completed Schedule A ▶ Yes No

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

Sign Here	Signature of officer	Date
	Luana Graves Sellars, Founder Type or print name and title	

Paid Preparer Use Only	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	Firm's name ▶	Firm's EIN ▶			
	Firm's address ▶	Phone no.			

May the IRS discuss this return with the preparer shown above? See instructions ▶ Yes No

SCHEDULE O
(Form 990 or 990-EZ)

Department of the Treasury
Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on
Form 990 or 990-EZ or to provide any additional information.

▶ Attach to Form 990 or Form 990-EZ.

▶ Go to www.irs.gov/Form990 for the latest information.

OMB No. 1545-0047

2021

**Open to Public
Inspection**

Name of the organization

LOWCOUNTRY GULLAH

Employer identification number

84-2343316

Form 990-EZ, Part I, Line 10 - Paid Beaufort County Property Taxes on the behalf of Gullah families in jeopardy of losing their historic land

Form 990-EZ, Part I, Line 16 - Advertising and Promotional support from the Town of Hilton Head Island ATAX dollars

Form 990-EZ, Part II, Line 24 - Online store inventory \$5,315 Intellectual Property Asset \$100,000

Form 990-EZ, Part II, Line 26 - Online merchandise \$8455

Primary Exempt Purpose

Primary Exempt Purpose

Cultural resource and information to document the Gullah culture and save historic Gullah land.

Department of the Treasury
Internal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2020

Open to Public Inspection

A For the 2020 Calendar year, or tax year beginning 2020-01-01 and ending 2020-12-31

B Check if available

 Terminated for Business Gross receipts are normally \$50,000 or lessC Name of Organization: LOWCOUNTRY GULLAH90 Gloucester Road 1204,
Hilton Head, SC, US, 29928

D Employee Identification

Number 84-2343316

E Website:

www.lowcountrygullah.comF Name of Principal Officer: Luana Graves Sellars90 Gloucester Road 1204,
Hilton Head, SC, US, 29928

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.



Confirmation

[Home](#) | [Security Profile](#) | [Logout](#)

e-Postcard Profile

Select EIN

Organization Details

Contact Information

Confirmation

Your Form 990-N(e-Postcard) has been submitted to the IRS

- **Organization Name:** LOWCOUNTRY GULLAH
- **EIN:** 842343316
- **Tax Year:** 2019
- **Tax Year Start Date:** 01-01-2019
- **Tax Year End Date:** 12-31-2019
- **Submission ID:** 10065520202473992445
- **Filing Status Date:** 09-03-2020
- **Filing Status:** Pending



MANAGE FORM 990-N SUBMISSIONS



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508, Room 4024
Cincinnati, OH 45021

Date: August 19, 2019
Person to Contact: Customer Services
Contact telephone number: 877-829-5500

Lowcountry Gullah
90 Gloucester Road
1204 Harbourmaster
Hilton Head Island, South Carolina 29928

We received your Form 8976, *Notice of Intent to Operate Under 501(c)(4)*, you filed on August 13, 2019. This acknowledgement is not a determination by the IRS that you qualify as tax-exempt under Internal Revenue Code (Code) Section 501(a) as an organization described in Code Section 501(c)(4).

For important information about your responsibilities, including recordkeeping, reporting, and disclosure requirements, go to www.irs.gov/charities.

If you have questions, you can call Customer Services at 1-877-829-5500.