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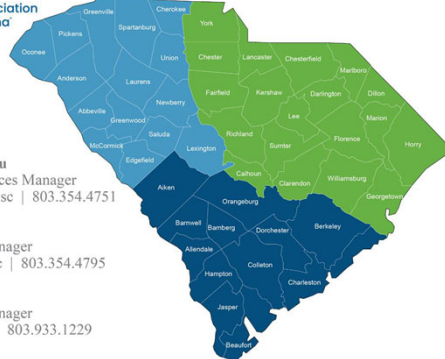
Making The Most of Your Community Event or Festival

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October 14, 2026



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Charlie's Community Event Tips

- Safety first!
- Local economy
- Don't be trashy!
- Branding matters
- Start small
- Road Trip
- It's food!
- Track it
- Be cool





*“What ever you do, do it well.
Do it so well that when people see you do it they will want to
come back and see you do it again and they will want to
bring others and show them how well you do what you do.”
~ Walt Disney*





Ever since we smoked our first sausage in Greenwood, South Carolina, way back in 1920, we've been coming up with bigger, better and fresher ways to bring our pork products to the public.

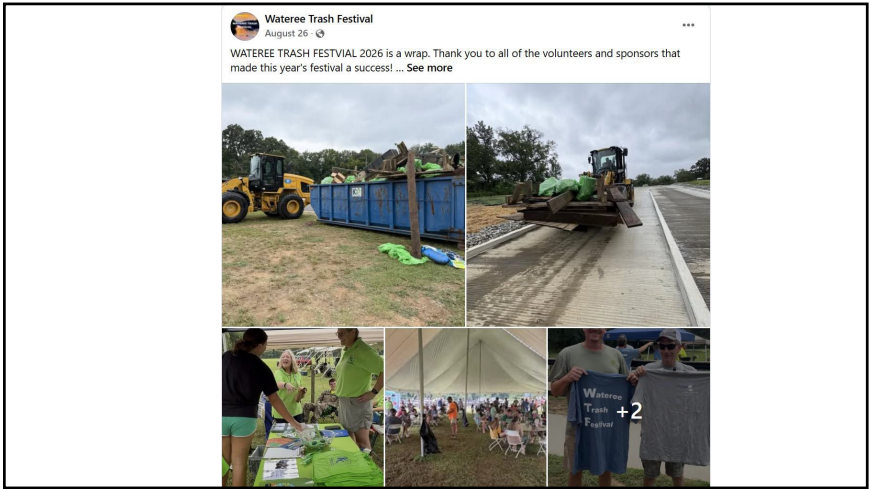


Festival of Discovery BBQ & Blues July 8-10, 2027













Colbert, GA July 2014



Jack Daniel's BBQ Invitational October 2013



St. George World Grits Festival
April 9 - 11, 2027



Fort Mill Strawberry Festival
May 7-8, 2027



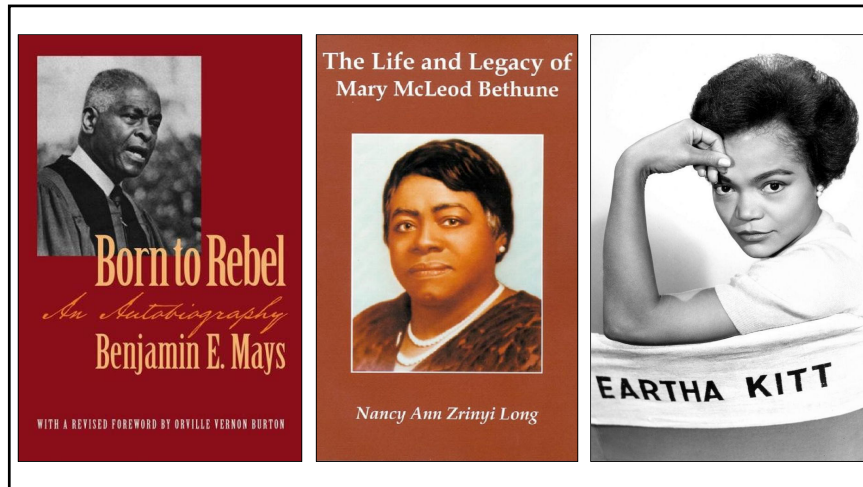




Salley Chitlin Strut
November ?



History of Hash – Robert Moss and Stanley Woodward







Cobalt Community Research

SPRING FESTIVAL CHERAW, SOUTH CAROLINA 2024 VISITOR 360 FOUNDATIONAL REPORT

Compiled May 2024

The table below shows the top 25 ZIP Codes that are home to these individuals.

Zip Code	City	State	Percentage	Visits
29520	Cheraw	SC	43.48%	4189
29389	Cheslerfield	SC	8.29%	799
29512	Bennettsville	SC	6.94%	669
29596	Wadega	SC	4.62%	446
29544	Farmville	SC	3.36%	328
28170	Wadesboro	NC	2.03%	196
29593	Seaford Hill	SC	1.89%	177
28352	Laurinburg	NC	1.68%	162
28379	Rockingham	NC	1.66%	162
29161	Billy	SC	1.65%	159
29160	Hartsville	SC	1.43%	138
28119	Maryes	NC	1.31%	127
28091	Lenoirville	NC	1.18%	113
28002	Mt. Fort	NC	0.78%	76
29732	Rock Hill	SC	0.74%	72
29728	Pageland	SC	0.73%	71
29600	Roboquille	SC	0.69%	59
29032	Cosart	SC	0.52%	51
29641	Ellingham	SC	0.51%	50
29230	Columbia	SC	0.51%	49
29070	Mt. Cobb	SC	0.42%	41
23518	Roanoke	VA	0.42%	41
28358	Lumberton	NC	0.42%	40
28345	Hamlet	NC	0.39%	38
29720	Lancaster	SC	0.38%	38

The heat maps below show distance people traveled from home location.

A map of South Carolina with numerous colored dots representing visitor locations. A legend in the bottom left corner indicates that the dots represent different distances from home: 0-100 miles (red), 100-200 miles (orange), 200-300 miles (yellow), 300-400 miles (green), and 400-500 miles (blue). The dots are concentrated in the central and eastern parts of the state.



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Special Events Liability Toolkit

Special events contribute to community spirit, the quality of life and the local economy. While these events offer opportunities for fun, they also create often overlooked liability exposures for cities and towns. Even if the city is not directly involved in planning or hosting the special event, it may still have liability exposure if the city allows public services, resources or property to be used for the event.



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