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Annual Accountability
Report 1995-96

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OLD EXCHANGE BUILDING COMMISSION

Agency No. P48

Annual Accountability Reports

Fiscal Year 1995-96

Period June 1, 1995 through June 30, 1996

122 East Bay Street

Charleston, South Carolina 29401

803/727-2165

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STATE DOCUMENTS

Mission Statement:

The Commission, created by Act 678 of 1976, is responsible for the restoration, development, administration and control of the Old Exchange Building, a public building built between 1768 and 1771, possessing historical and architectural significance.

The membership is limited to nine members:

Mrs. Louise T. Burgdorf, Chairman
Mrs. Alleene Crawley, Vice Chairman
Mrs. Nancy Pinckney, Secretary
Capt. John Coussons
Mr. James M. Eaves
Mrs. Ruth Dodds
Mrs. Dean Walker
Mrs. Deborah R. Bass
Mr. John Laurens

Organization/Structure of Agency:

Lease entered into on December 16, 1976, by and between the Rebecca Motte Chapter of the Daughters of the American Revolution, an unincorporated society of the Daughters of the American Revolution, and the South Carolina State Society of the Daughters of the American Revolution, a corporation organized and existing under the laws of the State of South Carolina, and the Old Exchange Building Commission, an agency of the State of South Carolina. The term of this lease is for 25 years ending on December 16, 2001, with the option to renew for three successive, additional 25-year terms.

On August 31, 1989, the Old Exchange Building Commission, an agency of the State of South Carolina, entered into a management agreement with the City of Charleston, a municipal corporation, which terminates June 30, 1990, with the option of renewal; current agreement dated May 28, 1996, commencing June 1, 1996, effective for a term of one year, with the option for renewal agreed upon by both parties, with renewal options not to exceed the date of December 16, 2001.

Program Name: Old Exchange & Provost Dungeon

Program Goal: Develop the Old Exchange as a premier historical site, offering quality educational and personal enrichment, while achieving substantial growth to continue the self-supporting status well into the 21st Century.

Program Objectives: The object of the body shall be to generate adequate revenue in order to protect and maintain the physical well-being of the Old Exchange Building and to utilize funds received from revenue-producing activities and any State Legislature funds and to further utilize such fiscal resources in presenting the building to the visiting public in ways which will most effectively communicate the dramatic story of its long and colorful history.

Performance Measures:

- A. Combat declining visitation by:
 - * Taking regular visitor surveys and incorporating the data into operations
 - * Identifying tourism trends, present and potential audiences
 - * Clearly targeting markets through specific advertising vehicles**

- B. Increase revenue generation in admissions, gift shop sales and evening rentals by upgrading staff, hospitality, presentation, performance, selective gift shop merchandise and improving marketing strategies for evening rental functions**

- C. Improve interpretative plan: regularly evaluate programs and exhibits which stimulate visitor interest and attention**

- D. Develop educational programs to enhance curriculum being offered in schools along with entertainment value to stimulate the interest of children to study history**

- E. Constant attention to maintenance and repair of the building, such as waterproofing, painting, etc.**

The above objectives have been in force operationally since 1992. Efforts by the staff to comply with these guidelines have proven effective. By 1994 the agency was generating adequate revenues annually to fund daily operations and fund needed waterproofing repairs. In November of 1996 dramatic animatronic exhibits will be installed in the Provost Dungeon which are expected to stimulate visitation.