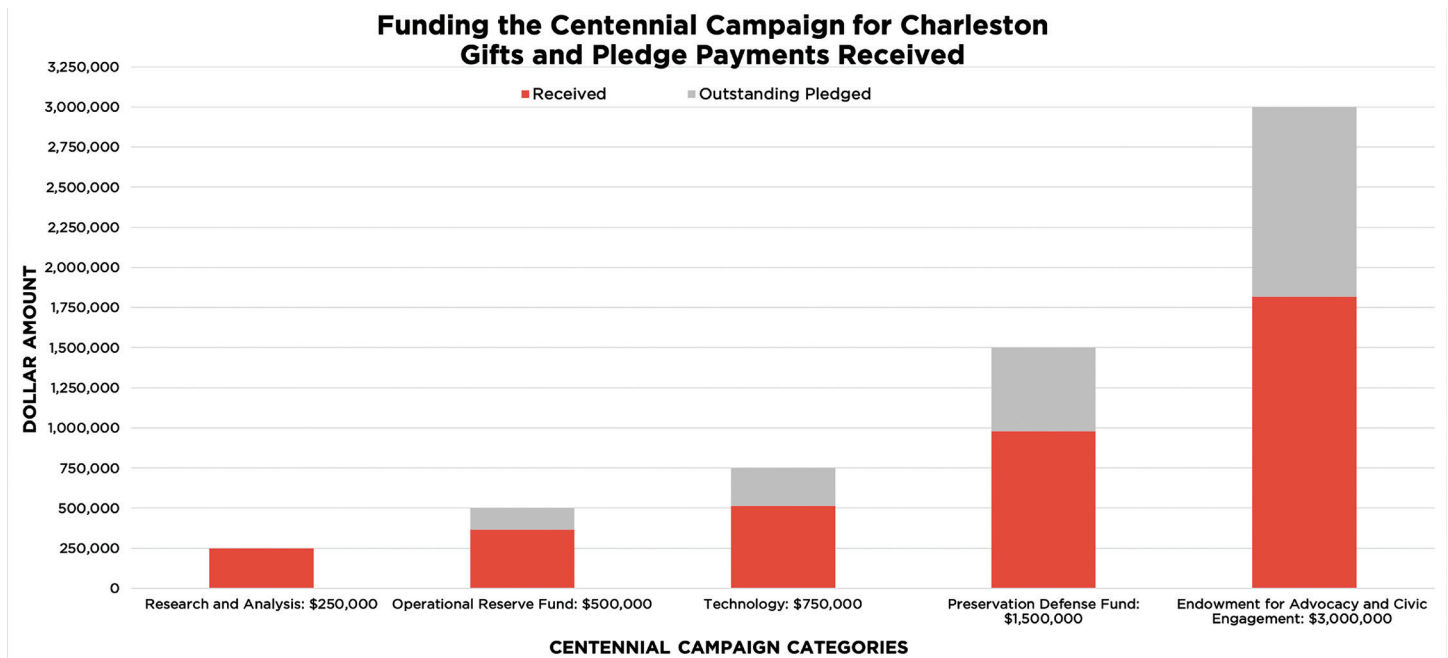


SECOND CENTURY

PRESERVATION
ESTD SOCIETY 1920
of CHARLESTON

CENTENNIAL CAMPAIGN UPDATE
FALL / WINTER 2021



THE CAMPAIGN FOR CHARLESTON

Your dollars at work

Although our Centennial campaign formally concluded in January 2021, its effects continue to reverberate through the Preservation Society. Not only have the increased financial resources ignited a transformation of our work, but the heightened community profile we attained through the articulation of the campaign's message and goals has continued to expand. Simply put, the world is newly aware of our talent and our capacity to make an impact, and that generates ongoing support that amplifies our voice in the public square.

The campaign had three principal categories: an endowment for advocacy staff, monies for research and technology, and our Preservation Defense Fund, designed to support advocacy-specific needs such as public relations or litigation. I am happy to report that, since our summer update, we have begun to activate all of these.

As promised, we have expanded our Advocacy staff to enable us to do more outreach. In August, we hired Kelly Vicario for the new position of Community Outreach Coordinator. In the two months that she has been with the PSC, Kelly – who holds an MPA from the College of Charleston – has attended numerous meetings on Johns Island, in West Ashley, and all around the peninsula as she starts to build relationships and coordinate on issues throughout the city. We have just posted another new campaign-funded position, that of GIS Specialist, who will play a pivotal role in gathering, analyzing, synthesizing, and disseminating useful data that will help us communicate clearly and cogently to our members about development, flooding, and tourism management. Both the specialist and the GIS system that he or she will use are campaign priorities that are funded by your generosity.

The lawsuit brought by an out-of-town developer in response to the twice-denied project at 295 Calhoun has been the occasion for us to draw on our Preservation Defense Fund. It took the assiduous efforts of Brian Turner, our Director of Advocacy, who had been checking court filings regularly, even to discover that the lawsuit had been filed. We petitioned to be parties to the pre-litigation mediation enabled by state law. Shortly before this newsletter went to press, we learned that the judge had denied our petition. We are reviewing our options and will keep you informed. This petition to intervene is exactly the sort of situation that the Preservation Defense Fund was designed for, and we are grateful to our campaign donors for making it possible.

We have other research initiatives and special projects in the works as well. We will keep you updated as these plans develop. In the meantime, please do not hesitate to reach out to me with any questions or concerns. Every day seems to bring a new example of the new capabilities and the good fortune that the campaign has brought us. Your generosity and unflagging support continue to make a difference for the Preservation Society, and for Charleston. Many, many thanks.

Betsy G. W.

Elizabeth Kirkland Cahill
Board Chair



MEET KELLY VICARIO, MPA

Community Outreach Coordinator

The Preservation Society was thrilled to welcome Kelly Vicario aboard the PSC's Advocacy team in September. Growing up in the Upstate, Kelly experienced firsthand the impacts on her hometown Seneca from the growth of nearby Clemson, and that's how she began to value historic preservation and strategic community planning. Kelly earned her Bachelor's degree in Psychology from the University of South Carolina, and recently completed a Master's degree in Public Administration from the College of Charleston, which brought her to the Lowcountry. About Charleston, Kelly enthusiastically says: "I found the place where I belong and where I want to make an impact."

As a graduate student, Kelly was granted an opportunity to be a part of the Community Assistance Program at the College, a community outreach effort that provides high-level strategies and solutions to nonprofit and municipal organizations. Through her work with Bluffton Self-help, she learned to bridge the gap between community members and the organization, and saw how meaningful conversations with citizens brought more support to the non-profit's mission.

In her new role as Community Outreach Coordinator, Kelly is excited to broaden the PSC's geographic and demographic reach within the Charleston region. In creating relationships and developing advocacy campaigns for projects in communities both on and off the peninsula, she will strengthen our connections in order to expand our presence in the Lowcountry. As developments and water encroach on the historic and cultural fabric of the greater Charleston region, she understands that time is of the essence to develop additional relationships with diverse stakeholders, including neighborhood representatives, community advocates, business leaders, and elected officials.

Kelly is ready to hit the ground running, noting, "I lean into the role of community outreach with compassion and an eagerness to build relationships on issues impacting livability in the Charleston area, and I believe the Preservation Society is the leader in this effort." We look forward to watching Kelly's work expand and strengthen the scope of the PSC's advocacy and preservation initiatives and will keep you up to date on her success.

PRESERVATION
ESTD SOCIETY 1920
of CHARLESTON
147 KING STREET
CHARLESTON, SC 29401

NON-PROFIT
ORGANIZATION
US POSTAGE PAID
CHARLESTON, SC
PERMIT NO. 1037

The Preservation Society of Charleston serves as a strong advocacy leader for citizens concerned about preserving Charleston's distinctive character, quality of life, and diverse neighborhoods.

UPCOMING ENGAGEMENT OPPORTUNITIES

68TH CAROLOPOLIS AWARDS CEREMONY

February 2, 2022 | Sottile Theatre | Tickets on sale at preservationsociety.org

WINTER MEMBERSHIP MEETING

February 24, 2022 | Location TBD | PSC Members Only

CHARLESTON HERITAGE SYMPOSIUM

March 11-13, 2022 | Sold Out