

# 2024 Annual Accountability Report

SC Confederate Relic Room and Military Museum

**Agency Code: H960** 

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### **AGENCY CODE:**

#### **AGENCY'S DISCUSSION AND ANALYSIS**

#### PART 1 – STATUS OF MUSEUM IN FY 24

The South Carolina Confederate Relic Room and Military Museum was able to reach its highest ever visitation in FY23, and surpassed that in FY24, despite losing a month to the Columbia Mills roofing construction project. Total visitation for FY24 was 41,431, including outreach. (See Appendix 1) This increase was due to multiple factors:

- The Vietnam exhibit, A War With No Front Lines: SC and the Vietnam War 1965-1973, drew crowds, including many veterans and school groups. Special programs with Vietnam War topics, held on the weekends, brought additional visitors to the Museum.
- Popular Saturday programs from previous years continued to attract enthusiastic patrons in large numbers (see below for more information). These extended the Museum's footprint out into the Atrium and upstairs to the multi-purpose Congaree Room to accommodate the activities and crowds.
- Digital and print marketing and public relations through our contract marketing agency raised interest in all Museum activities and expanded the reach of the Museum to new audiences.

The Columbia Mills construction project is concluding with the replacement of the glass roof on the Atrium that leads to the Museum entrance. Because of this, the Relic Room was closed starting at the beginning of June 2024. Anticipated closure of at least four months has led Museum leadership to decide to extend the exhibit schedule to allow more visitors to experience the educational encounters the Museum has to offer.

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#### Part 2 – Overview of FY 24 Museum Operation

#### I. Museum Exhibits

#### A. A War with No Front Lines: SC and the Vietnam War, 1965 – 1973

The years 2015-2023 mark the 50th Anniversary of the Vietnam War, from which 900 South Carolinians never returned. The Museum's major exhibit opened on Veterans Day, November 11, 2022, and has been extended through the Spring of 2025, due to the fourmonth construction closure. This exhibit features many of the strange and iconic weapons, uniforms, and equipment unique to America's involvement in Vietnam. Digital kiosks provide a timeline of the Vietnam War as well as comprehensive overview of additional topics and excerpts of oral histories. Recreated environments depict US Marines in urban warfare, Army patrols in the rich Delta of southern South Vietnam, and US troops fighting in the Central Highlands. Topics explored in the exhibit include the key role of helicopters and aircraft, nursing and medicine, the experience of POWs, and the legacy of the war. Over 60 oral interviews with SC Vietnam veterans are incorporated into this exhibit to commemorate their history and service in Vietnam and give voice to their unique stories. A special section commemorates the service of those who died and highlights the stories of Medal of Honor recipients from South Carolina. The exhibit won the South Carolina Federation of Museums' Award of Achievement for "excellent utilization of resources and professionalism." (See Appendix 2)

#### B. The Twilight of Revolutionaries and the Dawn of Photography

The Gist Gallery exhibit featuring 15 Daguerreotypes of Revolutionary War veterans proved very popular. This exhibit was supported by two grants, one from the SC 250<sup>th</sup> Commission and one from the SC Humanities Council. To meet the requirements of the granting agencies, visitor surveys by QR code were conducted for this exhibit. When it closed after Memorial Day 2024, the reproduction enlargements of the portraits and the text panels became a low-security travelling exhibit which will be available through the

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end of the Semiquincentennial (the 250<sup>th</sup> anniversary celebration of the Revolutionary War) observances in SC.

#### II. Museum Programs, Series and Education Programs

- **A.** As mentioned previously, the SC Confederate Relic Room and Military Museum's Saturday programs developed into strong attractions:
- 1. Toy Soldier Show: October 28 Second year hosting the event. The show was held in the Congaree room as well as having living-history performers in the atrium. Poor showing due to access problems caused by construction. The Museum had 165 attendants that day while the show only had 65.
- 2. **Christmas in the Trenches: December 2** Third annual event (was formerly Pearl Harbor Remembrance Day). Had over 250 people in attendance.
- 3. **Teachers' Primary Source workshop: February 3** Multiple topics and speakers to help 19 Social Studies teachers develop uses for primary sources in the classroom.
- **4. Swordfest**, **Feb. 10**: Demonstrations, displays, activities, programs, has developed into our most popular event, and this year had 987 attendees.
- 5. Vietnam Veterans Day Special Saturday Event: Angels from the Air: Vietnam Helicopter Pilots: March 30 Presentations by veteran pilots, 88 lecture attendees.
- **6. Revolutionary War Day**, **April 1** Reenactors, displays, and programs on the era of the Revolutionary War, this annual event had 264 attendees. The museum was awarded a grant from the SC 250<sup>th</sup> Commission to support the activities and speakers.
- 7. Miracle Workers: American Medical Personnel in Vietnam, 1965-1973: May 25 Presentations by medical providers and patients during the war, 24 lecture attendees.

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**B. Tours and School Visits:** (FY23 & FY22 attendance on the right):

o 210 School Groups FY23: 131 FY22: 126

o 9954 Students in School Groups FY23: 7441 FY22: 3944

o 3 Summer Camp Groups: 78 students FY23: 11/188

o 426 Homeschool Friday attendees FY23: 613 FY22: 550

o 106 JROTC/Scout/Cadet groups FY23: 418 FY22: 116

o 283 Specialty Tours visitors FY23: 12 groups FY22: 13 groups

- C. Lunch and Learn/Noon Debrief: This free program held monthly on Fridays at noon features live historical presentations from experts and includes some who were participants in the events they spoke about. This year's topics were divided between the Vietnam War, Civil War, World War II, and the Revolutionary War. Over 400 people attended live while the filmed speakers garnered over 6000 views on the museum's Facebook page, and an unknown number for one presentation that was filmed and aired by C-SPAN.
- **D. Outreach Programs** The Education Curator (41), History Curator (1) and Executive Director (9) conducted 51 off site programs, lectures, and events throughout SC to civic groups, school groups and heritage organizations reaching 2,815 people to promote the museum and its programs.

#### **III.** Collections

- **A. Improved staffing**: In FY23, The SC Confederate Relic Room & Military Museum Collections Department added one full-time Registrar and utilized the temporary services of four interns and one part-time assistant. There were 16 new lots accessioned. There were 98 individual objects added to the Museum's Permanent Collection.
- **B.** Conservation: Five artifacts (two uniforms coats and trousers, one shell jacket) were sent to professional conservation studios.

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C. **Storage Project:** Preparations were concluded and the staff began the process of inventorying and moving the entire collection out of Main Storage and into secure crates in a secondary location in anticipation of the delivery and installation of the new storage cabinetry provided for by two legislative appropriations. The project continues into FY25.

#### IV. Miscellaneous

- **A**. Several staff represented the Museum at professional association conferences and symposia.
- **B**. Eighty-six Research Requests were completed by Museum staff for state agencies, researchers, and the public seeking historical information.
- C. Museum staff generated material that resulted in 25,000 views to the Museum Facebook site.
- **D**. Over 2,300 museum brochures were distributed to statewide highway welcome centers and local venues.

#### <u>Part 3 – Museum's Strategic Plan</u>

Since Spring of FY21, the Museum's Executive Director began has been working on strategic planning with the input of Voight Shealy, the Chairman of the *South Carolina Confederate Relic Room and Military Museum Commission*, the Museum's governing board. The purpose has been to update the 2019 Strategic Plan that was developed in the first half of FY20 and reviewed by the *American Alliance of Museums* to earn National Reaccreditation for the first time since 2004. Because only fifteen of approximately 125 museums in South Carolina have earned national accreditation through a rigorous two-to-three-year examination and evaluation, it is

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important that the SC Confederate Relic Room and Military Museum maintains that accreditation as proof of excellence of operation.

The Museum earned accreditation for the fourth time (1977, 1986, 2004, and 2020) on February 28, 2020. Since earning reaccreditation in FY20, the Museum has continually sought to refine its submitted AAM Strategic Plan through the Accountability Report process, completing and then reducing more Strategies and Performance Measures through completion of targeted measures, while adding newbut fewer- Strategies and Measures, as defined by shifting parameters and external pressures.

Our primary goals have remained consistent:

- 1) To continue to grow and diversify Attendance.
- 2) To continue to grow the Museum's Budget
  - a) through Appropriation Increases to keep up with inflation and to maintain a highly trained, experienced, and motivated staff.
  - b) through Donations, Membership, and the Museum's Foundation, the Palmetto State Military History Foundation
- 3) To strengthen the Museum's Collection so that it remains the best, most expansive collection of South Carolina military material culture, first assembled in 1896, and doubled in size in the last 23 years, to roughly 7000 artifacts.
- 4) To use the Collection to increase the scholarly reputation of the Museum as reflected through publications, exhibits, and programs for South Carolina citizens and people visiting Columbia and our State.
- 5) To ensure the Museum adapts to its current era, grows and diversifies its audience, to survive and prosper throughout the 21<sup>st</sup> Century.
- 6) To continue to move forward with discussions on changing the name of the Museum to allow for corporate fundraising.

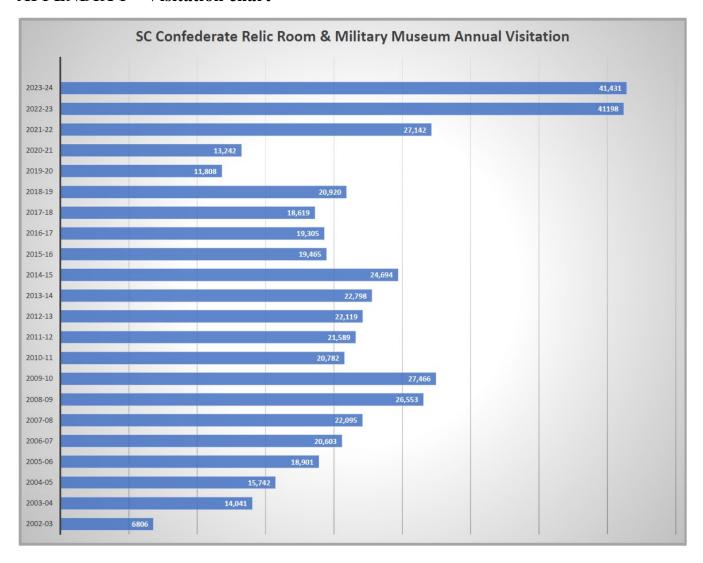
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7) To make a priority of expansion of the Museum's physical footprint; to increase storage, exhibits, and marketable and effective program space.

The Museum's *Strategic Plan Development For Next Annual Accountability Report* reflects these goals and the strategies to achieve them.

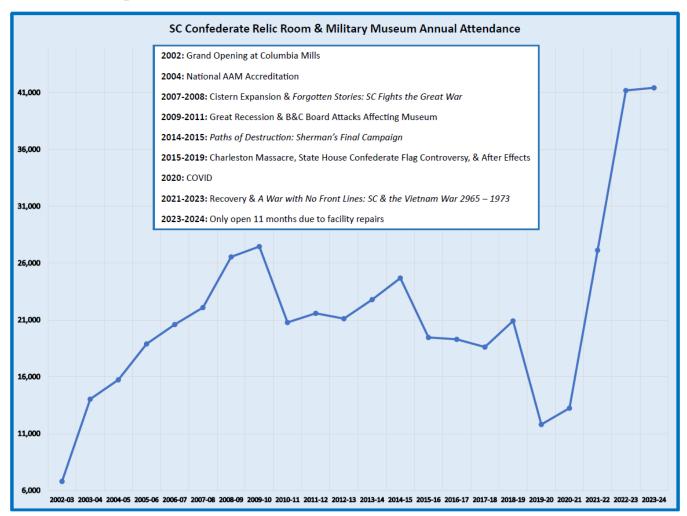
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#### **APPENDIX 1 – Visitation chart**



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#### **Visitation Graph**



AGENCY NAME: AGENCY CODE:

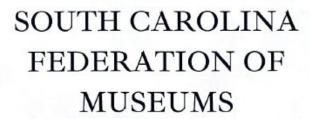
**SC Confederate Relic Room and Military Museum** 

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#### Appendix 2 – Vietnam Exhibit Award



# AWARD

OF ACHIEVEMENT

for excellent utilization of resources and professionalism

THE FOLLOWING AWARD IS GIVEN TO

South Carolina Confederate Relic Room &

Military Museum

for

A War with No Front Lines: South Carolina and the Vietnam War, 1965-1973

JR Fennell

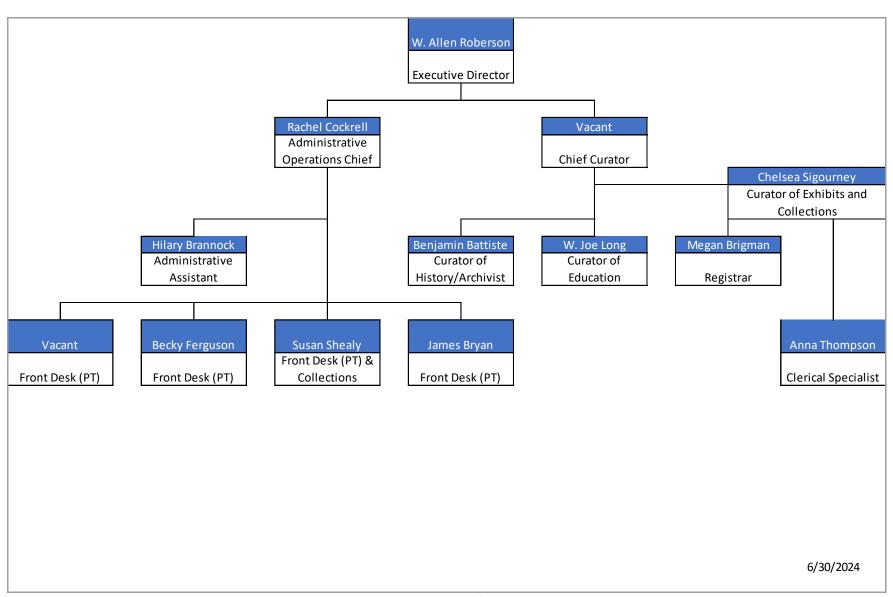
SCFM President

Timia D. Thompson

SCFM Field Services Outreach Manager

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#### **AGENCY ORGANIZATIONAL CHART**



## Reorganization and Compliance

as submitted for the Accountability Report by:

#### **Primary Contact**

#### H960 - Confederate Relic Room & Military Museum

First Name	Last Name	Role/Title	Email Address	Phone		
Rachel	Cockrell	Administrative Operations Chief	rcockre@crr.sc.gov	803-737-8020		
<b>Secondary Conta</b>	et					
First Name	Last Name	Role/Title	Email Address	Phone		
Allen	Roberson	Executive Director	arobers@crr.sc.gov	803-737-8096		
Agency Mission Adopted in: 2019						
The South Carolina Co	The South Carolina Confederate Relic Room and Military Museum connects people to the distinguished martial heritage of South Carolina where soldiers and					

civilians willingly sacrificed their lives and fortunes for liberty, home, state, and country.

Agency Vision Adopted in: 2019

Through collecting and interpreting the State's military history, we strive to engage the public in a conversation about South Carolina's history in its social and cultural contexts, to foster an understanding of the past and how it relates to the present, and encourage critical thinking about the future.

#### Recommendations for reorganization requiring legislative change:

None

Agency intentions for other major reorganization to divisions, departments, or programs to allow the agency to operate more effectively and efficiently in the succeeding fiscal year:

None

Significant events related to the agency that occurred in FY2024

Description of Event	Start	End	Agency Measures Impacted	Other Impacts
Construction on Columbia Mills Building, specifically the replacement of the glass Atrium roof above our entrance, led to the Museum's closure to the public beginning June 3, 2024 and lasting for at least four months.	July	June	Use exhibitions to proactively reach out to appropriate and diverse community groups.	The closure date of the Vietnam exhibit was extended, which pushed the rest of the exhibit schedule farther out, as well.
Construction on Columbia Mills Building, specifically the replacement of the glass Atrium roof above our entrance, led to the Museum's closure to the public beginning June 3, 2024 and lasting for at least four months.	July	June	Develop and present Vietnam-centered educational programming.	Educational programming on other topics was also delayed or moved to alternate venues.
Staff illnesses, including several chronic and severe conditions, reduced the time avaliable for staff to complete certain projects.	July	June	Digitize Archival records and create effective finding aid.	
Staff illnesses, including several chronic and severe conditions, reduced the time avaliable for staff to complete certain projects.	July	June	Establish partnership with new Governor's Office of Veteran's Affairs	
Staff illnesses, including several chronic and severe conditions, reduced the time avaliable for staff to complete certain projects.	July	June	Continue to emphasize staff authoring texts for national and regional historical publications.	

Staff illnesses, including several chronic and severe conditions, reduced the time avaliable for staff to complete certain projects.	July	June	Work with the new SC State Museum director to continue expansion into currently shared spaces	
Spatial limitations forced major storage project construction	May	June	Continue to provide meeting space for relevant special interest groups and cultural institutions as well as active duty military units and military reunion groups (Eventually transition to Revenue Source)	
Spatial limitations forced major storage project construction	May	June	Create work plan, move collections, and undertake renovation.	
Is the agency in compliance with S.C. Cod reports to the Legislative Services Agency Code Ann. § 60-2-20).  Reason agency is out of compliance: (if applicable)	•	and the second s		Yes
Is the agency in compliance with various r to the Department of Archives and History through 30-1-180) and the South Carolina 10 through 26-10-210).	y? See the Pub	olic Records A	ct (S.C. Code Ann. § 30-1-10	Yes
Does the law allow the agency to promulga	ate regulations	?		No
Law number(s) which gives the agency the authority to promulgate regulations:				
Has the agency promulgated any regulation	ons?			No
Is the agency in compliance with S.C. Code Ann. § 1-23-120 (J), which requires an agency to conduct a formal review of its regulations every five years?				Yes
	(End of Reorga	anization and Complia	nce Section)	

#### **Strategic Plan Results**

FY2024

as submitted for the Accountability Report by

H960 - Confederate Relic Room & Military Museum

Goal 1 Successfully connect patrons to the martial history of South Carolina

Goal 2 Maintain and grow the staff's use of focused collecting and scholarly interpretation to engage the public in

Goal 3 Enhance the standing of the Museum within its broader community

**Goal 4** Solidify the Museum's longevity through diversification and growth of its financial resources

Goal 5 Achieve optimal physical environment for the museum

Perf. asure Numbe	r Description	Base	Target	Actual	Value Type	Desired	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakahaldan	State Funded Program Numb Responsible	er Notes
sure ivallibe	Grow and diversify attendance by marke							Calculation Method	Data Source		Education, Training, and Hu		Responsible	Notes
1.1.1	Collect and evaluate visitor demographic data to better understand the Museum's audience.	30%	60%	60%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Survey results	Survey	Introduce new audiences to SC Military History.	Visitors to the Museum.	0113.000000.000	
1.1.2	Continue development and implementation of Saturday Programs to drive weekend visitation and revenue.	30%	60%	60%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Visitor encounters	Visitation counts	Introduce new audiences to SC Military History.	Visitors to the Museum.	0113.000000.000	
1.1.3	Revitalize Lunch and Learn Program to regain support base and increase attendance and membership.	15%	30%	30%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Visitor encounters	Visitation counts	Introduce new audiences to SC Military History.	Visitors to the Museum.	0113.000000.000	
	Ensure that access to the Museum, tours	, programs, an	d special event	s fits the needs	of its audience	e				State Objective:	Education, Training, and Hu	ıman Development		
1.2.1	Evaluate hours and modify if appropriate	60%	100%	100%	Percent	Complete	State Fiscal Year	Percent complete as determined	Visitor counts and	Visitor records	Museum open hours outside	Visitors to the Museum.	0113.000000.000	
1.2.1	and feasible for accessibility.	0070	100%	100%	Complete	Complete	(July 1 - June 30).	by the agency.	surveys	VISION FEGORAL	of regular weekday work hours.	Visitors to the Mascalla	0113.00000.000	
1.2.2	Survey visitors and program attendees as much as practical	0%	33%	33%	Percent complete	Complete	State fiscal year	Percent complete as determined by the agency.	Survey results	Visitor records	Museum programs and exhibits convey intended educational content to visitors.	Visitors to the Museum.	0113.000000.000	
	Review Collections policies, strategies am	d planning, re	elative to missio	on, policies, con	servation, and	physical space	e limitations			State Objective:	: Education, Training, and Hu	ıman Development		
2.1.1	Continue conservation initiative for SC uniform collection.	65%	85%	85%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	conservation contracts	Registrar records	Museum and State as the owner of the Collection must preserve important objects for the education of its citizens.	Citizens of the State.	9824.010000X000	
2.1.2	Digitize Collections records	30%	60%	60%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	conservation contracts	Registrar records	Museum and State as the owner of the Collection must preserve important objects for the education of its citizens.	Citizens of the State.	9824.010000X000	
2.1.3	Digitize Archival records and create effective finding aid.	0%	30%	15%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	conservation contracts	Registrar records	Museum and State as the owner of the Collection must preserve important objects for the education of its citizens.	Citizens of the State.	9824.010000X000	Staff availability

Perf. Measure Number	Description	Base	Target	Actual V	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Numbe Responsible	er Notes
2.2.1	Use exhibitions to proactively reach out	75%	100%	Actual 90% P	**	Complete	State Fiscal Year	Percent complete as determined	Presentation schedule	Staff Calendars	Introduce new audiences to	Visitors to the Museum.	0113.000000.000	Extending duration of Vietnam exhibit
	to appropriate and diverse community				Complete		(July 1 - June 30).	by the agency.			SC Military History.			delayed other exhibits and programs.
	groups.													
2.3	Open "SC in the Vietnam War" major o	exhibition.								State Objective	: Education, Training, and H	uman Development		
2.3.1	Develop and present Vietnam-centered educational programming.	60%	100%		Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Programming schedule	Calendar	Introduce new audiences to SC Military History.	Visitors to the Museum.	0113.000000.000	Extending duration of Vietnam exhibit delayed other exhibits and programs.
	educational programming.				compiete		(sury 1 surie 50).	by the agency.			De Minary History.			delayed enter extraoris and programs.
3.1	Address the issue of the current name of	f the Museum :	and gauge publ	ic reaction to the	word "Confe	ederate" in rel	lationship to shifting p	public views on the Civil War		State Objective	: Government and Citizens			
3.1.1	Evaluate and compile data on the impact	75%	100%	100% P	Parcant	Complete	State Fiscal Year	Percent complete as determined	Granting agencies	Director's records	Knowledge of impact of	Museum staff, governance, and	0113.000000.000	
3.1.1	of current name on both corporate	1370	10076		Complete	Complete	(July 1 - June 30).	by the agency.	Chanting agencies	Director's records	negative connotations of	supporters	0113.000000.000	
	fundraising and foundation and other										Museum name on fundraising.			
	potential grants.										iundraising.			
3.1.2	Engage and solicit opinions and support	0%	50%	50% P	Parcent	Complete	State fiscal year	Percent complete as determined	Surveys and other	Director's records	Evaluate reactions to one -: E-	Museum staff, governance, and	0113.000000.000	
3.1.2	for possible Museum name change.	070	3076		complete	Complete	State fiscal year	by the agency.	feedback	Director's records	examples of potential new	supporters	0113.000000.000	
											Museum names.			
	N. A									2				
3.2	Navigate community perceptions of Civi	i war nistory								State Objective	: Government and Citizens			
3.2.1	Make a strong effort to regain, nurture,	60%	100%	100% P		Complete	State Fiscal Year	Percent complete as determined	Calendar	Staff records	Enhance outreach to diverse	Former supporters and	0113.000000.000	
	and grow diverse community groups lost since FY10.			C	Complete		(July 1 - June 30).	by the agency.			groups who have lost touch with the Museum.	community partner groups.		
	Since 1 1 10.										with the Museum			
3.3	Raise general public awareness of the M	luseum throug	h a professional	marketing plan						State Objective	: Government and Citizens			
3.3.1	Establish partnership with new	50%	100%		Percent	Complete	State Fiscal Year	Percent complete as determined	Staff records	Calendar	Increased outreach to	Veterans in South Carolina	0113.000000.000	Staff availability because of other
	Governor's Office of Veteran's Affairs			C	Complete		(July 1 - June 30).	by the agency.			underserved audiences.			duties
3.4			. 00							2				
3.4	Further lift the academic standing of the	e Museum and	staii							State Objective	: Government and Citizens			
3.4.1	Continue to emphasize staff authoring	60%	100%		Percent	Complete	State Fiscal Year	Percent complete as determined	Staff records	Staff records	Scholarly engagement.	Staff of the Museum.	0113.000000.000	Staff availability because of other
	texts for national and regional historical publications.				Complete		(July 1 - June 30).	by the agency.						duties
	publications													
3.4.2	Continue promoting availability of	60%	100%	100% P	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined	Staff records	Staff records	Increased outreach to underserved audiences.	Civic and special-interest groups around the state.	0113.000000.000	
	professional staff to present programs to diverse groups around the state.				ompiete		(July 1 - June 30).	by the agency.			underserved audiences.	groups around the state.		
3.4.3	Augment Curatorial workforce by hiring	50%	100%	75% P		Complete	State Fiscal Year	Percent complete as determined	Staff records	Staff records	More efficient management.	Staff of the Museum.	0113.000000.000	Funding awarded June 2024
	a Chief Curator				Complete		(July 1 - June 30).	by the agency.	1					
									1					
									1					
3.4.4	Identify weaknesses in Museum's	0%	33%	33% P		Complete	State Fiscal Year	Percent complete as determined	Staff records	Staff records	SC material culture is	Citizens of the State.	0113.000000.000	
	collection and seek opportunities to				Complete		(July 1 - June 30).	by the agency.	1		preserved.			
	strengthen and grow collection of SC material culture													
3.5	Engage with other community non-profit	ts and civic or	ganizations to b	uild relationship	s and enhanc	e public awar	eness			State Objective	: Government and Citizens			

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
3.5.1	Engage with Columbia, Lexington, and Lake Murray Chambers of Commerce and any other pro-business organizations to promote the value of the Museum to the community.	60%	100%		Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Calendar	Staff records	Statemoner veed started Project a clear impression of what the Museum is and what it does to citizens and visitors in SC.	Tourism and business promotion organizations.	0113.000000.000	Nutes
	Continue to provide meeting space for relevant special interest groups and cultural institutions as well as active duty military units and military reuniton groups (Eventually transition to Revenue Source)	60%	100%	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Calendar	Staff records	Increased outreach to underserved audiences.	Special interest and military groups	0113.000000.000	
4.1	Work with the Museum's Foundation to	create and init	tiate a plan for	growth of reve	nue and divers	ification of fun	ding sources			State Objective:	: Public Infrastructure and E	conomic Development		
4.1.1	Elevate the status and role of the Foundation within the operation of the Museum and continue to grow Foundation Board.	0%	50%	25%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Membership records	Foundation records	Increased activity and involvement of the Foundation in support of the functions of the Museum.	Palmetto State Military History Foundation.	0113.000000.000	Foundation did not meet on schedule
	Diversify Foundation board membership with attention to professional expertise, military knowledge, race, gender, age, socioeconomic background, etc.	0%	50%	25%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Membership records	Foundation records	Increase diversity and memberships	Palmetto State Military History Foundation.	0113.000000.000	Foundation did not meet on schedule
4.1.3	Place the membership program under the Foundation and enhance its attractiveness by introducing new benefits to members.	30%	60%	30%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Membership records	Foundation records	Increased attractiveness and benefits of membership.	Palmetto State Military History Foundation and Museum members.	0113.000000.000	Foundation did not meet on schedule
4.1.4	Use Vietnam exhibit as a catalyst to grow membership program.	30%	100%	45%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Staff records	Donations	Expand knowledge base of Museum member group.	Target group pf potential Museum visitors.	0113.000000.000	Foundation did not meet on schedule, overriding priorities
4.2	Ensure that recurring funding grows rela	ative to inflatio	on and the Mus	seum's needs.						State Objective:	: Public Infrastructure and E	conomic Development		
4.2.1	Provide funding to hire and maintain a highly trained expert staff.	0%	50%	50%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Director's records	Personnel records	Professionalism of the staff is increased.	Staff of the Museum.	0113.000000.000	
4.2.2	Plan increases to Museum's operating budget and annual appropriation so they are sufficient to offset inflation and rising expenses.	0%	33%	33%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Director's records	Budget records	Museum operation and reputation is enhanced.	Staff of the Museum.	0113.000000.000	
5.1	Address the current spatial crisis of the l	Museum site fo	or collections							State Objective:	: Public Infrastructure and E	conomic Development		
5.1.1	Create work plan, move collections, and undertake renovation.	50%	100%	80%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Plan of action	Registrar, Ops Chief	Completion of Collections Storage Improvement project.	Staff of the Museum.	0113.000000.000	Delays in storage furniture delivery
5.2	Strategize solutions to ongoing spatial ne	eds across all !	Museum functi	ons		•				State Objective:	: Public Infrastructure and E	conomic Development		,

Perf. Measure Number	Description	Base	Target	Actual	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
5.2.1	With Foundation, develop strategies for raising additional funding	0%				Complete	State Fiscal Year	Percent complete as determined by the agency.			Increased activity and involvement of the Foundation in support of the functions of the Museum.	Palmetto State Military History Foundation.	0113.000000.000	Foundation did not meet on schedule, staff availability, overriding priorities
5.2.2	Work with the new SC State Museum director to continue expansion into currently shared spaces	75%	100%	75%	Percent Complete			Percent complete as determined by the agency.	Director's records	Plans and proposals	Additional space for programming, exhibits, and secure Collection storage.	Staff of the Museum.	0113.000000.000	Staff availability, ongoing negotiations
5.3	Assess and address potential threats to	professional op	eration caused	by infrastructu	re failures, em	ergencies, and	vandalism			State Objective	: Public Infrastructure and E	conomic Development		
5.3.1	Coordinate activities with new State Museum director where necessary.	60%	100%		Percent Complete			Percent complete as determined by the agency.	Calendar	Director, Ops Chief records	Coordination and cooperation among neighboring tenants in the Columbia Mills Building.	Commission and Staff of the Museum.	0113.000000.000	

#### **Strategic Plan Development**

FY2025

as submitted for the Accountability Report by:

H960 - Confederate Relic Room & Military Museum

Goal 1 Successfully connect patrons to the martial history of South Carolina

Goal 2 Maintain and grow the staff's use of focused collecting and scholarly interpretation to engage the public in meaningful conversations

Goal 3 Enhance the standing of the Museum within its broader community

Goal 4 Solidify the Museum's longevity through diversification and growth of its financial resources

Goal 5 Achieve optimal physical environment for the museum

Perf. Measure Number	Description	Base	Target	Value Type	Desired Outcome	Time Applicable	Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	State Funded Program Number Responsible	Notes
1.1	Grow and diversify attendance by mark							Data Source		Education, Training, and Hu		Responsible	Notes
1.1.1	Collect and evaluate visitor demographic data to better understand the Museum's audience.	0.6	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Survey results	Survey	Introduce new audiences to SC Military History.	Visitors to the Museum.	0113.000000.000	
1.1.2	Continue development and implementation of Saturday Programs to drive weekend visitation and revenue.	0.6	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Visitor encounters	Visitation counts	Introduce new audiences to SC Military History.	Visitors to the Museum.	0113.000000.000	
1.1.3	Revitalize Lunch and Learn Program to regain support base and increase attendance and membership.	0.3	45%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Visitor encounters	Visitation counts	Introduce new audiences to SC Military History.	Visitors to the Museum.	0113.000000.000	
1.2	Ensure that access to the Museum, tour	s, programs, an	d special event	s fits the needs	of its audience	e			State Objective:	Education, Training, and Hu	man Development		_
						4							
1.2.1	Survey visitors and program attendees as much as practical	33%	66%	Percent complete	Complete	State fiscal year	Percent complete as determined by the agency.	Survey results	Visitor records	Museum programs and exhibits convey intended educational content to visitors.	Visitors to the Museum.	0113.000000.000	
2.1	Review Collections policies, strategies a	and planning, re	lative to missio	n, policies, cor	servation, and	physical space limita	ntions		State Objective:	Education, Training, and Hu	man Development		
	T			-	1								
2.1.1	Continue conservation initiative for SC uniform collection.	85%	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	conservation contracts	Registrar records	Museum and State as the owner of the Collection must preserve important objects for the education of its citizens.	Citizens of the State.	9824.010000X000	
2.1.2	Digitize Collections records	60%	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	conservation contracts	Registrar records	Museum and State as the owner of the Collection must preserve important objects for the education of its citizens.	Citizens of the State.	9824.010000X000	
2.1.3	Digitize Archival records and create effective finding aid.	15%	50%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	conservation contracts	Registrar records	Museum and State as the owner of the Collection must preserve important objects for the education of its citizens.	Citizens of the State.	9824.010000X000	
2.2	Evaluate and solidify exhibitions with a	n eye toward in	clusion, well-re	searched cont	ent, and public	interest			State Objective:	Education, Training, and Hu	man Development		
	In this case		40	I.	la i	In	la l			1	***		
2.2.1	Use exhibitions to proactively reach out to appropriate and diverse community groups.	90%	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Presentation schedule	Staff Calendars	Introduce new audiences to SC Military History.	Visitors to the Museum.	0113.000000.000	
2.3	Open "SC in the Vietnam War" major	exhibition.							State Objective:	Education, Training, and Hu	man Development		

Perf.					Desired							State Funded Program Number	
Measure Number		Base	Target	Value Type			Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied		Responsible	Notes
2.3.1	Develop and present Vietnam-centered	80%	100%	Percent	Complete	State Fiscal Year	Percent complete as determined	Programming schedule	Calendar	Introduce new audiences to	Visitors to the Museum.	0113.000000.000	
	educational programming.			Complete		(July 1 - June 30).	by the agency.			SC Military History.			
3.1	Address the issue of the current name of the Civil War	of the Museum a	and gauge pub	lic reaction to t	he word "Cont	federate" in relations	hip to shifting public views on		State Objective:	: Government and Citizens			
3.1.1	Former and a limit animinated and assessed	50%	1000	In	Connelisto	Charles Carallana	Dtl-td-tin-d	Comment and other	Discotado secondo	Evaluate reactions to specific	M	0113.000000.000	i
3.1.1	Engage and solicit opinions and support for possible Museum name change.	30%	100%	Percent	Complete	State fiscal year	Percent complete as determined by the agency.	Surveys and other feedback	Director's records	examples of potential new	Museum staff, governance, and supporters	0113.000000.000	
	for possible wascum name change.			complete			by the agency.	iccuback		Museum names.	supporters		
3.1.2	Use expansion and new programming	0%	500	Percent	Complete	State fiscal year	Percent complete as determined	Legislative action	Code of Laws	Dublic monastics of the	Citizens of the State.	0113.000000.000	
3.1.2	facilities as an opportunity to change the	070	30%	complete	Complete	State fiscal year	by the agency.	Legislative action	Code of Laws	Public perception of the Museum is improved.	Citizens of the State.	0113.00000.000	
	Museum's name.						-,,-						
3.1.3	Use new name of the Museum to	0%	50%	Percent	Complete	State fiscal year	Percent complete as determined	Staff records	Staff records	Museum operation and	Citizens of the State.	0113.000000.000	
3.1.3	enhance and broaden corporate	070	307	complete	Complete	State fiscal year	by the agency.	Starr records	Starr records	reputation is enhanced.	Citizens of the State.	0113.00000.000	
	fundraising			,			, , ,			•			
3.2	Raise general public awareness of the M	Auseum through	h a professiona	l marketing nla	an .				State Objective:	: Government and Citizens			
	g P			8 1									
3.2.1	Establish partnership with new	75%	100%	Percent	Complete	State Fiscal Year	Percent complete as determined	Staff records	Calendar	Increased outreach to	Veterans in South Carolina	0113.000000.000	
	Governor's Office of Veteran's Affairs			Complete		(July 1 - June 30).	by the agency.			underserved audiences.			
3.3													
3.3	Further lift the academic standing of th	e Museum and	staff						State Objective:	: Government and Citizens			
				Percent	Complete	State Fiscal Vear	Percent complete as determined	Staff records			Staff of the Museum	0113 000000 000	I
3.3.1	Continue to emphasize staff authoring	e Museum and		Percent	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Staff records	State Objective: Staff records	Scholarly engagement.	Staff of the Museum.	0113.000000.000	
				Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Staff records			Staff of the Museum.	0113.000000.000	
	Continue to emphasize staff authoring texts for national and regional historical				Complete			Staff records			Staff of the Museum.	0113.000000.000	
	Continue to emphasize staff authoring texts for national and regional historical				Complete			Staff records			Staff of the Museum.	0113.000000.000	
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.	80%	100%	Complete		(July 1 - June 30).	by the agency.		Staff records	Scholarly engagement.			
	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring		100%	Complete Percent	Complete	(July 1 - June 30).  State Fiscal Year	by the agency.  Percent complete as determined	Staff records  Staff records			Staff of the Museum.  Staff of the Museum.	0113.000000.000 0113.000000.000	
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.	80%	100%	Complete		(July 1 - June 30).	by the agency.		Staff records	Scholarly engagement.			
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring	80%	100%	Complete Percent		(July 1 - June 30).  State Fiscal Year	by the agency.  Percent complete as determined		Staff records	Scholarly engagement.			
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring	80%	100%	Complete Percent		(July 1 - June 30).  State Fiscal Year	by the agency.  Percent complete as determined		Staff records	Scholarly engagement.			
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator	80% 75%	100%	Complete Percent Complete	Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).	by the agency.  Percent complete as determined by the agency.	Staff records	Staff records  Staff records	Scholarly engagement.  More efficient management.	Staff of the Museum.	0113.000000.000	
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator	80%	100%	Percent Complete		(July 1 - June 30).  State Fiscal Year	by the agency.  Percent complete as determined by the agency.  Percent complete as determined		Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for			
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator  Augment corporate fundraising ability of the Museum by hiring a Development	80% 75%	100%	Complete Percent Complete	Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).	by the agency.  Percent complete as determined by the agency.	Staff records	Staff records  Staff records	Scholarly engagement.  More efficient management.	Staff of the Museum.	0113.000000.000	
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator	80% 75%	100%	Percent Complete	Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).	by the agency.  Percent complete as determined by the agency.  Percent complete as determined	Staff records	Staff records  Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for	Staff of the Museum.	0113.000000.000	
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator  Augment corporate fundraising ability of the Museum by hiring a Development	80% 75%	100%	Percent Complete	Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).	by the agency.  Percent complete as determined by the agency.  Percent complete as determined	Staff records	Staff records  Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for	Staff of the Museum.	0113.000000.000	
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator  Augment corporate fundraising ability of the Museum by hiring a Development Director	75%	100%	Percent Complete	Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).  State fiscal year	Percent complete as determined by the agency.  Percent complete as determined by the agency.	Staff records  Staff records	Staff records  Staff records  Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for Museum programming.	Staff of the Museum.  Staff of the Museum.	0113.000000.000 0113.000000.000	
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator  Augment corporate fundraising ability of the Museum by hiring a Development Director	80% 75%	100%	Percent Complete  Percent Complete  Percent complete	Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).  State Fiscal year	Percent complete as determined by the agency.  Percent complete as determined by the agency.  Percent complete as determined by the agency.	Staff records	Staff records  Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for Museum programming.	Staff of the Museum.	0113.000000.000	
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator  Augment corporate fundraising ability of the Museum by hiring a Development Director  Identify weaknesses in Museum's collection and seek opportunities to	75%	100%	Percent Complete	Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).  State fiscal year	Percent complete as determined by the agency.  Percent complete as determined by the agency.	Staff records  Staff records	Staff records  Staff records  Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for Museum programming.	Staff of the Museum.  Staff of the Museum.	0113.000000.000 0113.000000.000	
3.3.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator  Augment corporate fundraising ability of the Museum by hiring a Development Director  Identify weaknesses in Museum's collection and seek opportunities to strengthen and grow collection of SC	75%	100%	Percent Complete  Percent Complete  Percent complete	Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).  State Fiscal year	Percent complete as determined by the agency.  Percent complete as determined by the agency.  Percent complete as determined by the agency.	Staff records  Staff records	Staff records  Staff records  Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for Museum programming.	Staff of the Museum.  Staff of the Museum.	0113.000000.000 0113.000000.000	
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3.3.1 3.3.2 3.3.3 3.3.4	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator  Augment corporate fundraising ability of the Museum by hiring a Development Director  Identify weaknesses in Museum's collection and seek opportunities to strengthen and grow collection of SC material culture	80% 75% 0% 33%	100%	Percent Complete  Percent complete  Percent complete	Complete  Complete  Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).  State Fiscal year  State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Staff records  Staff records	Staff records  Staff records  Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for Museum programming.  SC material culture is preserved.	Staff of the Museum.  Staff of the Museum.  Citizens of the State.	0113.000000.000 0113.000000.000	
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3.3.1 3.3.2 3.3.3 3.3.4 4.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator  Augment corporate fundraising ability of the Museum by hiring a Development Director  Identify weaknesses in Museum's collection and seek opportunities to strengthen and grow collection of SC material culture  Work with the Museum's Foundation to Elevate the status and role of the Foundation within the operation of the Museum and continue to grow Foundation Board.  Diversify Foundation board membership with attention to professional expertise,	80% 75% 0% 33% create and ini 25%	100% 100% 33% 66%	Percent Complete  Percent Complete  Percent Complete  Percent Complete  Percent Complete	Complete  Complete  Complete  Complete  Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).  State fiscal year  State fiscal Year (July 1 - June 30).  State Fiscal Year (July 1 - June 30).	by the agency.  Percent complete as determined by the agency.	Staff records  Staff records  Staff records  Membership records	Staff records  Staff records  Staff records  Staff records  Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for Museum programming.  SC material culture is preserved.  Public Infrastructure and E  Increased activity and involvement of the Foundation in support of the functions of the Museum.	Staff of the Museum.  Staff of the Museum.  Citizens of the State.  conomic Development  Palmetto State Military History Foundation.	0113.000000.000 0113.000000.000 0113.000000.000	
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3.3.1 3.3.2 3.3.3 3.3.4 4.1	Continue to emphasize staff authoring texts for national and regional historical publications.  Augment Curatorial workforce by hiring a Chief Curator  Augment corporate fundraising ability of the Museum by hiring a Development Director  Identify weaknesses in Museum's collection and seek opportunities to strengthen and grow collection of SC material culture  Work with the Museum's Foundation to SC material culture  Work with the Museum's Foundation to the Foundation within the operation of the Museum and continue to grow Foundation Board.  Diversify Foundation board membership with attention to professional expertise, militarly knowledge, race, gender, age, militarly knowledge, race, gender, age, militarly knowledge, race, gender, age,	80% 75% 0% 33% create and ini 25%	100% 100% 33% 66%	Percent Complete  Percent Complete  Percent Complete  Percent Complete  Percent Complete  Percent Complete	Complete  Complete  Complete  Complete  Complete	(July 1 - June 30).  State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.  Percent complete as determined by the agency.	Staff records  Staff records  Staff records  Membership records	Staff records  Staff records  Staff records  Staff records  Staff records	Scholarly engagement.  More efficient management.  Increased fundraising for Museum programming.  SC material culture is preserved.  Public Infrastructure and E  Increased activity and involvement of the Foundation in support of the functions of the Museum.	Staff of the Museum.  Staff of the Museum.  Staff of the Museum.  Citizens of the State.  Conomic Development  Palmetto State Military History Foundation.  Palmetto State Military History	0113.000000.000 0113.000000.000 0113.000000.000	

Perf.					Desired							State Funded Program Number	
Measure Number	Description			Value Type	Outcome		Calculation Method	Data Source	Data Location	Stakeholder Need Satisfied	Primary Stakeholder	Responsible	Notes
4.1.3	Place the membership program under the Foundation and enhance its attractiveness by introducing new benefits to members.	30%	60%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Membership records	Foundation records	Increased attractiveness and benefits of membership.	Palmetto State Military History Foundation and Museum members.	0113.000000.000	
4.1.4	Use Vietnam exhibit as a catalyst to grow membership program.	45%	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Staff records	Donations	Expand knowledge base of Museum member group.	Target group pf potential Museum visitors.	0113.000000.000	
4.2	Ensure that recurring funding grows re	elative to inflatio	on and the Mus	seum's needs					State Objective:	Public Infrastructure and E	conomic Development		1
	English that recurring running grows re	mire to minute	on and the 1114.	scum s necus.					Suite Objective.	T upite Illiant ucture and 2	conomic Development		
4.2.1	Provide funding to hire and maintain a highly trained expert staff.	50%	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Director's records	Personnel records	Professionalism of the staff is increased.	Staff of the Museum.	0113.000000.000	
4.2.2	Plan increases to Museum's operating budget and annual appropriation so they are sufficient to offset inflation and rising expenses.	33%	66%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Director's records	Budget records	Museum operation and reputation is enhanced.	Staff of the Museum.	0113.000000.000	
5.1	Address the current spatial crisis of the	Museum site fo	or collections						State Objective:	Public Infrastructure and E	conomic Development		
5.1.1	Create work plan, move collections, and undertake renovation.	80%	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Plan of action	Registrar, Ops Chief	Completion of Collections Storage Improvement project.	Staff of the Museum.	0113.000000.000	
5.2	Strategize solutions to ongoing spatial n	needs across all	Museum functi	ions					State Objective:	Public Infrastructure and E	conomic Development		
5.2.1	water to be a constant	25%	500/	Percent	0 1:	State Fiscal Year	In	Foundation, Director's		Increased activity and	Palmetto State Military History	0113.000000.000	
5.2.1	With Foundation, develop strategies for raising additional funding	25%	30%	Complete	Complete	(July 1 - June 30).	Percent complete as determined by the agency.	records	Revenue	increased activity and involvement of the Foundation in support of the functions of the Museum.	Foundation.	0113.000000.000	
5.2.2	Work with the SC State Museum director to continue expansion into currently shared spaces	75%	100%	Percent Complete	Complete	State Fiscal Year (July 1 - June 30).	Percent complete as determined by the agency.	Director's records	Plans and proposals	Additional space for programming, exhibits, and secure Collection storage.	Staff of the Museum.	0113.000000.000	
5.2.3	Acquire funding for feasibility study to expand into existing space above the SC Confederate Relie Room and Military Museum	0%	100%	Percent complete	Complete	State Fiscal Year	Percent complete as determined by the agency.	Director's records	Budget records	Museum operation and reputation is enhanced.	Staff of the Museum.	0113.000000.000	
5.2.4	Acquire funding for expansion into existing space above the SC Confederate Relic Room and Military Museum	0%	50%	Percent complete	Complete	State Fiscal Year	Percent complete as determined by the agency.	Director's records	Budget records	Museum operation and reputation is enhanced.	Staff of the Museum.	0113.000000.000	

#### **Budget Data**

as submitted for the Accountability Report by:

#### H960 - Confederate Relic Room & Military Museum

State Funded Program No.	State Funded Program Title	Description of State Funded Program		(Actual) General		Actual) Other	Actual) ederal	(Actual) Total	(Projected) General		(Projected) Other	rojected) Federal	(	Projected) Total
0113.000000.000	Confederate Relic Room & Military Museum	Operations of the state's military history museum.	\$	927,164.00	S	145,072.00	\$ -	\$ 1,072,236.00	\$ 1,080,290.00	0 \$	-	\$ -	\$	1,080,290.00
0118.050000X000	Southern Maritime Collection	Management of the Collection on behalf of the state.	\$	9,781.00	S	-	\$ -	\$ 9,781.00	\$ 11,000.00	0 \$	·	\$ -	\$	11,000.00
9500.050000.000	State Employer Contributions	Salaries and benefits for Museum employees.	s	138,560.00	S	-	\$ -	\$ 138,560.00	\$ 181,000.00	0 \$	-	\$ -	\$	181,000.00
9801.460000X000	Maritime Collection Maintenance & Security	Management of the Collection on behalf of the state.	\$	107.89	S	-	\$ -	\$ 107.89	-	\$	21.84	\$ -	\$	21.84
9824.010000X000	Uniform Collection	Conservation costs of Civil War uniforms in the Permanent Collection.	s	54,175.32	S	-	\$ -	\$ 54,175.32	\$ 6,595.94	4 \$	-	\$ -	\$	6,595.94

### Legal Data

#### H960 - Confederate Relic Room & Military Museum

Law number	Jurisdiction	Туре	Description	Purpose the law serves:	Notes:	Changes made during FY2024
60-17-10	State	Statute	Establishes the SC Confederate Relic Room & Military Museum Commission, the number of Commissioners, their terms, and whom should appoint them (Governor of SC, President Pro Tempore of the Senate, Speaker of the House of Representatives) and any organizations that the Commissoners should represent.	Not related to agency deliverable		No Change
60-17-20	State		SC Confederate Relic Room & Military Museum is authorized to supplement its state appropriations with revenue from fees and donations and expend the revenue on the museum's operations and for the acquisition, restoration, preservation, and display of its collection.	Not related to agency deliverable		No Change
60-70-40	State		The Director of the South Carolina Confederate Relic Room and Military Museum must be selected by the South Carolina Confederate Relic Room and Military Museum Commission after consultation with the South Carolina Division Commander of the Sons of the Confederate Veterans and the President of the South Carolina Chapter of the United Daughters of the Confederacy. The director shall serve at the pleasure of the commission.	Not related to agency deliverable		No Change

#### Services Data

as submitted for the Accountability Report by:
H960 - Confederate Relic Room & Military Museum

				Division or major organizational unit	Description of division or major	Primary negative impact if	Changes made to services	Summary of changes to
Description of Service Primarily Insures that museum follows State approved procurement, budget, personnel, and public operational policies practices	Description of Direct Customer Department of Administration	Customer Name Admin	Others Impacted by Service Citizens of the state	providing the service. Administration	organizational unit providing the service. Budgeting, Procurement, Revenue Accountability, Personnel, Janitorial, Mail, Shipping, Space Rentals, Museum Events, Brochure Distribution.	Daily operation of the Museum is hindered.	during FY2024 No Change	services
Preserves historically significant archival material culture for the citizens of SC related to SC military history utilizing professional standards, methods, and supplies.	Midlands residents, SC visitors to Columbia, out of state tourists, researchers, and historians	General public		Archival Collections & Research Library	Maintaining historic papers, correspondence, documents, manuscripts and processing new additions to the archival collection, according to American Alliance of Museums' standards. Maintaining the museum's research library and budgeting for new additions. Maintainging the Museum Archives.	Scholarly impact of the Museum is damaged.	No Change	
Preserves historically significant artifactual material culture for the citizens of SC related to SC military history utilizing professional standards, methods, and supplies.	Midlands residents, SC visitors to Columbia, out of state tourists, researchers, and historians	General public		Artifact Collections	Maintaining the Artifact Collection according to AAM standards.  Accessioning, cataloging, condition reporting, storing, data entry on all SC historical artifacts added to, or already in the Collection. Conducting 3 year inventory. Conservation treatment.  Maintaining artifact storage.	Preservation mission of the Museum is hindered.	No Change	
Supports and provides educational services to SC school children	Private, public, and homeschool students, 3rd grade - college	Students	Families	Education	Recruiting private, public, and home school attendance for tours and programs related to the current exhibits. Also conducting tours for church groups, civic organizations, historical organizations, colleges, Fort Jackson soldiers, and visiting dignitaries.		No Change	
Supports and meets SC Secondary Education Standards and provides educational entertainment for SC citizens and tourists. Also necessary, in tandem, with programming.	Private, public, and homeschool students, 3rd grade - high school	General public	Students		Conceiving, researching, artifact selection, design, production, and installation of exhibits, which includes writing text panels and artifact labels, selecting images, maps, art, and graphic production. Constructing interactives. Selecting, conserving, and interpreting artifacts to be exhibited, borrowing artifacts, if necessary.	Educational mission of the Muscum is hindered.	No Change	

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2024	Summary of changes to services
Supplements State Appropriation with Donations to Museum	Older college educated male and females, veterans	Supporters		Foundation	Developing the Foundation as a source of revenue to support the museum's mission. Foundation candiates become members first, and over time express an increasing interest in the museum, and a willingness to monetarily support the museum and enlist others to donate. Potential foundation members must believe in the museum's mission, be vetted, included in museum activities, and cultivated for long-term support of the institution.	Financial stability of the Museum is endangered.	No Change	
Donations to Museum	Sons of Confederate Veterans, Military Order of the Stars and Bars, United Daughters of the Confederacy, DAR, Colonial Dames, 1812 Society, Victnam Combat Veterans, USS Columbia Association		General public	Fundraising	Appealing to individuals or organizations to support specific museum activites, from conservation or acquisition of artifacts, reception expenses, or for specific infrastructure for the museum operation.	is endangered.		
Visitor entry and access and museum security and Admissions and Gift Shop revenue	Midlands residents, Columbia visitors and tourists, researchers, historians, and students	General public		Gift Shop & Admissions Desk	The Admissions Desk is front line for the visiting public, tours or events, staff appointments, maintenance, sales, etc. It is the first line of security for both the Collection and employees, must be staffed at all time during public hours, transfers general phone calls to specific staff members, handles deliveries. The Gift Shop is also controlled from the front admissions desk, and involves sales, ordering and inventory of merchandise, pricing, and merchandise security.		No Change	
Museum promotion and public accountability	Media and Midlands residents, Columbia visitors and tourists, researchers, historians, and students	General public		Marketing and Public Relations	This includes media relations, press releases, marketing, advertising, social media, web site, etc.	Public perception of the Museum is damaged.	-	
Free museum admission, event and program invitiation, special tours	Media and Midlands residents, Columbia visitors and tourists, researchers, historians, and students	General public		Membership	The museum has a membership program for individuals, family, and institutional, but due to lack of staffing, it has not grown very rapidly. Currently, the Administrative Assistant handles membership recruitment and schedules and plans events for members with staff assistance.	hindered.	No Change	

Description of Service	Description of Direct Customer	Customer Name	Others Impacted by Service	Division or major organizational unit providing the service.	Description of division or major organizational unit providing the service.	Primary negative impact if service not provided.	Changes made to services during FY2024	Summary of changes to services
Maintain museum's physical plant	Department of Administration	Facilities Management		Operations	Includes monitoring the museum's physical plant, coordinating construction, repairs, and building issues with General Services staff and independent contractors, handling building-wide issues with other Columbia Mills tenants (State Museum & DHEC), maintaining 24 hour security, insuring public safety and comfort, and updating the Standard Operating Procedures.	hindered.	No Change	
Military History lectures and programs	Private, public, and homeschool students, 3rd grade - college	Students	General public	Outreach	Outreach involves visiting schools, civic organizations, education providers, historical organizations, to lecture, present programs, and promote the museum and is conducted by the Executive Director, Curator of Education, and Curator of History.	Public perception of the Museum is damaged.	No Change	
Military History lectures and programs	Midlands residents, Columbia visitors and tourists, researchers, historians, and students	General public		Programs	Programs are generally scheduled for lunch times, after hours, or on weekends to attract repeat visitation or promote exhibit openings, books signings, lectures, etc. They can be on site or part of outreach and all staff are involved in programs as much as time allows. Effective programing in conjunction is essential for the museum's growth but demands significant staff time and resources.		No Change	

## Partnerships Data as submitted for the Accountability Report by:

#### H960 - Confederate Relic Room & Military Museum

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year
Non-Governmental Organization	American Heritage Foundation	Attendance, promotion, partnerships	No Change
Non-Governmental Organization	American Legion	Attendance, promotion, partnerships	No Change
Non-Governmental Organization	Black Vietnam Veterans Association	Attendance, promotion, partnerships	No Change
Private Business Organization	Lake Murray Country	Attendance, promotion, partnerships	No Change
Federal Government	Shaw AFB	Attendance, programs, outreach	No Change
Non-Governmental Organization	Veterans of Foreign Wars	Attendance, promotion, partnerships	No Change
Non-Governmental Organization	Vietnam Veterans of America	Attendance, promotion, partnerships	No Change
State Government	South Carolina Government Agencies	Attendance, promotion, partnerships	No Change
Non-Governmental Organization	Sons of Confederate Veterans	Attendance, donations, revenue donations, programs, outreach	No Change
Non-Governmental Organization	United Daughters of the Confederacy	Attendance, programs, outreach	No Change
State Government	University of South Carolina	Attendance, graduate assistants, historical research	No Change
Local Government	Columbia Chamber of Commerce	Attendance, promotion, partnerships	No Change

Type of Partner Entity	Name of Partner Entity	Description of Partnership	Change to the partnership during the past fiscal year	
Local Government	Metropolitan Convention Center	Attendance, promotion, partnerships	No Change	
Federal Government	Fort Jackson	Attendance, programs, outreach	No Change	
Non-Governmental Organization	Military Order of the Stars and Bars	Attendance, donations, revenue donations, programs, outreach	No Change	
State Government	Hunley Commission	Oversight of the Southern Maritime Collection, Exhibits	No Change	
Non-Governmental Organization	Daughters of the American Revolution	Attendance, donations, revenue donations, programs, outreach	No Change	
K-12 Education Institute	SC Public & Private Schools, Home Schools	Attendance, programs, outreach	No Change	
Non-Governmental Organization	USS Columbia Association	Attendance, donations, revenue donations, programs, outreach	No Change	
Non-Government Organization	SC Combat Veterans	Attendance, programs, outreach	No Change	
Non-Government Organization	SC American Revolution Sestercentennial Commission	Funding programs relating to the 250th anniversary of the American Revolution	No Change	
State Government	Governor's Office of Veterans Affairs	Attendance, programs, outreach	No Change	
Federal Government	SC Liaison to Secretary of Defense	Promotes exhibits and programs to US military entites	Add	
State Government	National Guard and SC Military Museum	Coordination and mutual promotion of museum events	Add	

## Reports Data as submitted for the Accountability Report by: H960 - Confederate Relic Room & Military Museum

Report Name Agency Accountability Report	Law Number (if applicable) §1-1-810	Summary of information requested in the report  The report "must contain the agency's or department's mission, objectives to accomplish the mission, and performance measures that show the degree to which objectives are being met."  Agencies must "identify key program area descriptions and expenditures and link these to key financial and performance results measures."	Date of most recent submission DURING the past fiscal year September 2023	Reporting Frequency Annually	Type of entity/entities Governor or Lt. Governor AND Legislative entity or entities	Method to access the report Provided to LSA for posting online	Direct access hyperlink or agency contact (if not provided to LSA for posting online) LSA	the past fiscal year No Change	Explanation why a report wasn't submitted
Agreed-Upon Procedures		Financial	June 2024	Annually	South Carolina state agency or agencies	Available on another website	rcockre@ctr.sc.gov	No Change	
Gift Shop Audit		Gift Shop inventory	June 2024	Annually	South Carolina state agency or agencies	Electronic copy available upon request	rcockre@err.sc.gov	No Change	
SC Confederate Relic Room and Military Museum Commission Reports		Various	June 2024	Annually	South Carolina state agency or agencies	Electronic copy available upon request	rcockre@crr.sc.gov	No Change	
Various DOA Budget Reports		Financial	June 2024	Quarterly	South Carolina state agency or agencies	Electronic copy available upon request	rcockre@crr.sc.gov	No Change	
Various PMO, EPO, DIS reports	Various proviso requirements	IT Planning, Privacy, InfoSec	June 2024	Quarterly	South Carolina state agency or agencies	Electronic copy available upon request	servicedesk@admin.sc.gov	No Change	
Fines and Fees	Proviso 117.73	Fines and fees collected by the agency	August 2023	Annually	Legislative entity or entities	Available on agency's website	crt.sc.gov	No Change	

AGENCY NAME:	SC Confederate Relic Room and Military Museum		
<b>AGENCY CODE:</b>	H960	SECTION:	030

2024 Accountability Report

#### **SUBMISSION FORM**

I have reviewed and approved the data submitted by the agency in the following templates:

- Data Template
  - o Reorganization and Compliance
  - o FY2024 Strategic Plan Results
  - o FY2025 Strategic Plan Development
  - o Legal
  - o Services
  - o Partnerships
  - o Report or Review
  - o Budget
- Discussion Template

AGENCY DIRECTOR

Organizational Template

I have reviewed and approved the financial report summarizing the agency's budget and actual expenditures, as entered by the agency into the South Carolina Enterprise Information System.

The information submitted is complete and accurate to the extent of my knowledge.

(SIGN AND DATE):	SIGNATURE ON FILE	Signature Received: 09/15/2024
(TYPE/PRINT NAME):	W. Allen Roberson, Executive Director	
BOARD/CMSN CHAIR		Circular Brasilari
(SIGN AND DATE): SIGNATURE ON FILE		Signature Received: 09/15/2024
(TYPE/PRINT NAME):		