

## White Home Project

Rock Hill, South Carolina

## *Saving a Local Treasure*

### The Opportunity

Constructed in 1839, the White family home is a historic treasure, housing five generations of the prominent White family. The 16 room, 3.1 acre homestead actually predates the city of Rock Hill.

Since 2002, the homestead had been vacant and fallen into disrepair. Efforts to acquire and renovate the home were hindered by a lack of capital funding and sound business plan to ensure its long-term operating capability.

### The Partnership

A consortium consisting of the City of Rock Hill Urban and Economic Development Office, Historic Rock Hill (the local preservation society), Comporium Group and Old Town Roundtable, partnered with Suddes Partners to conduct a Campaign Feasibility Assessment to determine how the home could be saved. Through this assessment, it was evident that strong potential existed to fund the project—once a respected local organization agreed to spearhead this effort.

By early 2005, the White Home came under the ownership and responsibility of Historic Rock Hill. With the help of Suddes Partners, Historic Rock Hill developed a strategic plan to raise the necessary capital to purchase, stabilize and refurbish the home. The plan included securing gifts from businesses, individuals and foundations, as well as collaborative opportunities with municipal governments and other historic entities.

### The Success

Because of the collaborative opportunities uncovered in the Campaign Feasibility Assessment, Historic Rock Hill was able to secure anchor-funding from the County's historic and cultural commission, the City of Rock Hill and a large privately-held local business.

With these critical components in place, the "Save the White Home" capital campaign was officially launched. To date, over \$1.77 million has been raised. These funds will enable the purchase of all pertinent property, historical studies, project-related costs and much needed emergency repair and stabilization work.

Capital commitments will be dedicated to funding the overall master plan for the home and surrounding grounds. Soon, the historic White Home will be a centerpiece for the community, hosting weddings, events, educational field trips and acting as a window to the historic roots of Rock Hill.

