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Subject: Media Brunch (9:00-11:00 AM)
Location: Hyatt Regency Greenville, The Roost, 220 North Main Street, Greenville, SC
When: 9/24/2016 10:00:00 AM - 10:30:00 AM

APPROVED BY: NH

EVENT: Media Brunch

DATE: Saturday, September 24, 2016

TIME: 9:30- 11:00 AM (Program portion begins at 10:00 AM)

LOCATION: Hyatt Regency Greenville, The Roost, 220 North Main Street, Greenville, S.C.
Note: Event will be on the patio, weather permitting.

LOCATION SET-UP: Reception style. Buffet brunch in room. Scattered seating. No podium. No microphone. Mixture of high top tables, Lounge Furniture, and small tables with chairs.

ATTIRE: Business causal or resort casual for brunch (some media will be in shorts or jeans).

SCHEDULING CONTACT:

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ONSITE CONTACT:

PRIMARY STAFF: Abby Scott

PURPOSE: The Media Brunch sponsored by Discover Upcountry tourism region, Executive Director Tim Todd and is hosted at the Hyatt Regency Hotel. The purpose of the brunch is to welcome the media and create an opportunity for networking. Governor Haley is invited to address the media during the brunch. Organizers expect approximately 50 guests.

PRESS: Yes.

PUBLIC: Yes.

ATTENDEES: About 30 media and other guests, Euphoria chef talent and a few sponsors. Total anticipated attendance: up to 50 people.

INVITED BY: PRT

INTRODUCED BY: Tim Todd, Executive Director of Discover Upcountry Tourism Region

LENGTH OF SPEAKING: Brief remarks celebrating Euphoria's 12th year

SPEAKING ORDER/LINE-BY-LINE: Media brunch is a casual function and will be relatively brief. No formal podium.

9:30 AM Breakfast event starts

10:00 AM Brief presentation

- Euphoria rep welcomes group (Either Euphoria co-founder Carl Sobisinsky or event director Brianna Shaw) – 2-3 minutes
- Tim Todd, executive director of Discover Upcountry Tourism Region speaks, recognizes Duane Parrish and any other dignitaries, and introduces Governor Haley – 2-3 minutes
- Governor Haley speaks – 5 to 7 minutes
- Turns it back over to Tim Todd

NOTE: ALL of the Euphoria chef talent is invited to the brunch. Not sure who will show up, but some of the SC Chef Ambassadors may be among the attendees.

TALKING POINTS:

Possible talking points for Governor Haley – Media Brunch:

It's a great day in South Carolina and especially here in Greenville!

I appreciate the opportunity to meet with you and am always happy to talk about South Carolina, its food, its destinations and its great experiences, like those you can find in Greenville.

Tourism is a major industry in the state, with an economic impact of \$19.1 billion and supporting one in 10 jobs. Tourism also generates millions in state and local tax collections. And it's a growing industry, with more than \$1 billion in new tourism investment in South Carolina in the past two years. In fact, there are seven hotel projects underway right here in Greenville.

A rising element of the industry – and we see it all over the state, from the mountains to the midlands to the coast – is the appeal of Southern food, the rich, flavorful, source of comfort that is harvested from our farms and waterways, and stems from our roots.

The culinary attractions in South Carolina are broad and diverse, but always anchored in our landscape and our heritage. People travel to the Palmetto State for the she crab soup and shrimp-and-grits we make from generations-old recipes, or chicken bog, Frogmore Stew and catfish stew from famous kitchens. They want to sample the four types of barbecue we offer, and they want to taste South Carolina's version of wine and craft beer.

We recognized the value of our culinary appeal a few years ago when we started the South Carolina Chef Ambassadors program, appointing up to four chefs every year to represent the state's dining options and tourism destinations.

This year's SC Chef Ambassador group includes **Chef Teryi Youngblood** of Passerelle Bistro, here in Greenville.

Teryi joins **former SC Chef Ambassador Heidi Trull** of Grits and Groceries in Belton as the featured chef talent at Euphoria's **Farm-To-Fork All-Female Chef Dinner Saturday night** at an area farm.

Our three other Chef Ambassadors are also on the program at Euphoria, so be on the lookout for them –

- **Chef Forrest Parker** and **Chef Orchid Paulmeier** in the tasting tents
- **AND Chef Ramone Dickerson** - and his crazy-delicious stuffed wings – in the food truck rally.

They'll be wearing their South Carolina blue Chef Ambassador chef coats.

Our tourism director, Duane Parrish, also capitalizes on the state's culinary appeal by launching the Satisfy Your Thirst initiative this year, encouraging travelers to sample and taste our craft brew, spirits, wine and beverage options throughout the state. The initiative includes a digital app and a hard copy map that helps consumers discover the stories behind these local products and the artisans who produce them.

This hospitality, as well as our natural beauty and fascinating history, draws visitors to South Carolina. They come for an exceptional experience, and they leave motivated to say good things about the Palmetto State.

Greenville has received a lot of accolades. Among them:

- Several years ago, Greenville was named a “Favorite Unexpected Vacation Destination” by a contributor to O, the Oprah Winfrey Magazine;
- The city’s Main Street was named by Travel+Leisure readers as one of America’s Top 10 Greatest Main Streets;
- USA Today named Greenville one of the 10 best emerging destinations in the United States;
- AARP considers Greenville and Upstate South Carolina one of the top 5 best places to retire;
- And ... Bikeabout.com said Greenville and the Upstate were among the top 12 places to walk and wander by bike.

At the state level, we want to keep the momentum going, so we consistently find ways to engage and exceed the expectations of travelers.

We are rebuilding welcome centers in South Carolina, transforming them into true front porches (as Duane Parrish likes to call them) and centers of hospitality off our major roadways. New centers in Fort Mill off Interstate 77 South and in Hardeeville off Interstate 95 North are currently being built and will feature the type of information technology that today’s consumers expect.

We are marketing more through mobile apps and social media, keeping pace with consumer habits of discovering destinations and planning their trips.

And we continue to work together as an industry, capitalizing on our common strengths, finding collaborative opportunities and sharing best practices, to continue expanding our presence in the marketplace.

We are committed to making sure it’s a great day in South Carolina not only for us but for our visitors as well, and I appreciate events like Euphoria making it easier for us to do just that!

ATTENDEES:

TOWN Magazine
Greenville News
Edible Upcountry
Greenville Journal
Lowcountry Live
Charleston City Paper
The Weather Channel
Food & Wine Magazine
Time Out NYC
Cooking Light
Food Republic
Southern Living
Southwest Magazine
Nashville Scene
Crop Stories
The Local Palate
Southern Fork
Thrillist
Hoffman Media
Clean Plates
TalesoftheCocktail.com
Men’s Journal
Many bloggers and local media