

From: Priester, Nicole
Required: Priester, NicoleNicolePriester@gov.sc.gov
Adams, ChaneyChaneyAdams@gov.sc.gov
Godfrey, RobRobGodfrey@gov.sc.gov
Pippin, ZachZachPippin@gov.sc.gov
Symmes, BrianBrianSymmes@gov.sc.gov
Packard, ClarkClarkPackard@gov.sc.gov
Subject: Palmetto Bluff Village Grand Opening
Location: Palmetto Bluff, 15 Village Park Square, Bluffton, S.C.
When: 4/27/2015 11:10:00 AM - 12:00:00 PM

Advance: Brandon Landrum
(803)260-0783

APPROVED BY: NH

EVENT: Palmetto Bluff Village Grand Opening

DATE: Monday, April 27, 2015

TIME: 11:10 AM

LOCATION: Palmetto Bluff, 15 Village Park Square, Bluffton, S.C.

LOCATION SET-UP: Microphone and podium only. Tables and chairs will be in a separate section for the lunch portion of the event.

ON-SITE LOCATION CONTACT:

Courtney Hampson
Palmetto Bluff
Cell: (843) 247-5958

SCHEDULING CONTACT:

Ashley Zink
Polished Pig Media
ashley@polishedpigmedia.com
Cell: (317) 727-5327

PRIMARY STAFF: N/A

ADVANCE STAFF: N/A

PURPOSE: This event will mark the opening of Moreland, the second “village” being built at Palmetto Bluff, as well as the expansion of the award-winning Inn at Palmetto Bluff – a combined investment of over \$20 million by developer Crescent Communities in Palmetto Bluff and the greater Bluffton area. Governor Haley will be asked to speak in support of Palmetto Bluff, the Inn at Palmetto Bluff, and the economic development value they bring to the Bluffton community.

PRESS: Yes.

Note: Scott Trubey, a reporter for the Atlanta Journal-Constitution has expressed and interested in speaking to NH in the media opportunities after the program.

Confirmed media attendees:

Cate Fitzpatrick, The Island Packet (bringing photographer)

Colleen Call, Garden & Gun magazine
Paula Fogarty, South magazine
Jessica Goss, South magazine
Curt Jacobi, The Island Packet
Beth Patton, The Island Packet
Scott Thompson, Bluffton Today
Scott Trubey, Atlanta Journal-Constitution
Maggie Washo, Celebrate Hilton Head magazine (bringing photographer)

PUBLIC: No.

INVITED BY: PRT

INTRODUCED BY: Bluffton Mayor Lisa Sulka

LENGTH OF SPEAKING: Brief remarks

SPEAKING ORDER/LINE-BY-LINE:

11:00 AM Event start time; PR team greets guests
11:10 AM Gov. Haley arrives
11:15 AM Trolleys depart RTs Market; Jay Walea and Mary Socci each on a trolley to narrate as they go
11:20 AM Trolleys stop at new Inn site and pause for update on expansion before driving around Moreland
11:30 AM Trolleys arrive Moreland Village; guests get off trolleys and enter reception space with seating for remarks
11:35 AM Guests assemble for remarks
Don Killoren welcomes group
Courtney Hampson gives overview of Moreland Village vision
Courtney Hampson introduces Mayor of Bluffton Lisa Sulka
Lisa Sulka gives remarks, introduces Gov. Nikki Haley
Gov. Nikki Haley gives remarks
Don Killoren gives closing remarks, ceremonial fire pit, invites guests to eat
11:50 AM Photo op with officials and executives (see shot list)
11:55 AM Media opportunities for Gov. Haley
12:00 PM Guests invited to enjoy lunch
Gov. Haley departs following conclusion of interviews

ATTENDEES: Nicole was emailed a list of those invited. List was printed for NH.

BACKGROUND: Local, regional and state elected officials and influencers will get a first look at Moreland Village, Palmetto Bluff's latest village and residential offering, on Monday, April 27. Moreland Village is located near the center of the 20,000 acre maritime forest that comprises Palmetto Bluff. And while Palmetto Bluff's first village, Wilson, reflects a polished side of Lowcountry life, Moreland Village will embody an outdoor, active lifestyle with residences and community spaces that blur the lines between indoor and outdoor living. The first phase of Moreland Village spans a 60-acre site housing 92 residential lots. The completed village will span 600 acres with 500 home sites. A limited number of home sites are now available and range in price from \$275,000 to more than \$1 million.

NOTE: The correct way to refer to the property is Palmetto Bluff, not "Palmetto Bluffs" (plural). They wanted me to make sure I passed this along because it is a common mistake.

SUGGESTED TALKING POINTS:

- Thank you for the kind introduction, Mayor Sulka
- South Carolina and Beaufort County are on the move.
- Our statewide unemployment rate has plummeted from over 10% in January 2011 to 6.7% as of this

- March.
- Here in Beaufort County, the unemployment rate has dropped from 9.2% in 2011 to 5.6% and 11,668 more people have jobs.
- Today we are here to celebrate the fact that we're just getting started in Beaufort County.
- If you're looking for an example of how a company can change a community, look no further than the effect that Palmetto Bluff and Crescent Communities have had on the Bluffton area.
- Job creation and tax revenue created by businesses like Crescent Communities have contributed to the success of Bluffton and the surrounding area.
- People from all over the world want to experience our South Carolina treasures like The Inn at Palmetto Bluff that is consistently ranked among the top resorts in the country by *Travel + Leisure*, *Condé Nast Traveler*, *US News & World Report*, and received the AAA 5-Diamond Award.
- Those visitors are making an important economic impact on the Bluffton community.
- We couldn't be more excited than when one of our South Carolina companies, like Crescent Communities, decides to expand in the palmetto state and they are doing just that through an expansion of The Inn Palmetto Bluff and the construction of Moreland Village.
- In its first ten years, the expanded Inn at Palmetto Bluff will have a \$175 million economic impact on the community.
- In addition to the 450 people that work at Palmetto Bluff today, an additional 450 full time jobs will be created.
- South Carolina is blessed to have partners like Crescent Communities that truly care about developing a strong workforce, creating communities and positively impacting the areas they develop.
- With that, I'll turn it over to Don Killoren of Crescent Communities and Palmetto Bluff

ECONOMIC DEVELOPMENT INFORMATION:

Beaufort County

Announced Jobs: 47

Announced Capital Investment: \$1 million

Announced Date	Company Name	Objective	Product or Service	Announced Investment	Announced Jobs
2013-08-28	DUER High Performance Composites	New	composite components	\$1,000,000	47

Between January 2011 and March 2015, the unemployment rate in Beaufort County has decreased by 3.6 percentage points from 9.2 percent to 5.6 percent. There are now 11,668 more people employed in the county and 1,605 fewer people unemployed.