

# FORTUNE

March 19, 2015

The Honorable Nikki R. Haley  
Governor, State of South Carolina  
Office of the Governor  
1205 Pendleton Street  
Columbia, SC 29201

Dear Governor Haley:

We see from your website that under your leadership, South Carolina's jobless rate hit record lows, the state announced more than 58,000 jobs in 45 of 46 counties, more than 25,000 South Carolinians moved from welfare to work, and the state made its largest infrastructure investment in a generation without raising taxes. You also brought together leaders of both political parties, educators and the business community to pass landmark education reforms. These reforms focus attention where it's most needed: on making education funding more equitable for schools in South Carolina's poorest communities, on reading instruction in the early grades, and on improving technology in classrooms.

The South Carolina economic development message must be communicated to business decision makers to put South Carolina top of mind. We understand that you are serious about creating growth and economic activity in South Carolina, and we feel that the time is right for a partnership between South Carolina and FORTUNE magazine to deliver your economic development message to a key audience of business leaders.

We are proposing a South Carolina economic development section in FORTUNE magazine during 2015 extolling the benefits of doing business in South Carolina. To see how the South Carolina economic development section will look, we have enclosed the June 16, 2014 "**FORTUNE 500**" issue which contains a 40-page Chicago economic development section published for Mayor Rahm Emanuel beginning on page 128. We have also enclosed the October 28, 2013 "**Most Powerful Women**" issue which contains a 19-page Oklahoma economic development section published for Governor Mary Fallin beginning on page 95. The South Carolina economic development section would not impact the state budget because companies with operations in South Carolina would be approached by FORTUNE with the opportunity to partner with South Carolina to promote their company as a sponsor of the feature. This is a win - win situation for everyone.

FORTUNE has a limited number of openings for economic development sections each year including the blockbuster "**FORTUNE Global 500**" and "**Fastest Growing Companies**" issues. We would like to establish the lines of communication with the South Carolina economic development team to explain how this project can help you promote South Carolina as a great place to do business. Tom Lewis, our 30-year veteran economic development director, (Tel: 972-335-6200), will contact your office to follow up on this letter.

Sincerely,



Eric Danetz  
Publisher