

**From:** Priester, Nicole  
**Required:** Priester, Nicole [NicolePriester@gov.sc.gov](mailto:NicolePriester@gov.sc.gov)  
Godfrey, Rob [RobGodfrey@gov.sc.gov](mailto:RobGodfrey@gov.sc.gov)  
Symmes, Brian [BrianSymmes@gov.sc.gov](mailto:BrianSymmes@gov.sc.gov)  
Adams, Chaney [ChaneyAdams@gov.sc.gov](mailto:ChaneyAdams@gov.sc.gov)  
**Subject:** Private Reception: Jaguar Land Rover Columbia Dealership (Warner Peacock request)  
**Location:** Jaguar Land Rover Columbia, 540 Jamil Road, Columbia, S.C.  
**When:** 6/11/2015 6:00:00 PM - 7:00:00 PM  
**Attachments:** [ATT21603](#)

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Advance: Todd Cook  
(803)608-6469

**NOTE:** They planned this event around a date that would fit NH's schedule.

**APPROVED BY:** NH

**EVENT:** Jaguar Land Rover Columbia Dealership (Warner Peacock request)

**DATE:** Thursday, June 11, 2015

**TIME:** NH will attend from 6:00-7:00 PM

Note:

Private Reception: 5:30-6:30 PM

Grand Opening Event: 6:30-7:30 PM

**ATTIRE:** Business

**LOCATION:**

Private Reception: Second floor of the dealership

Grand Opening Event: Showroom floor

**LOCATION SET-UP:**

Private Reception: It is on the second floor in the executive office suite - There is a seating area in the mezzanine area, and there is a large office area with more seating. We will serve passed hors 'd'oeuvres and champagne.

Entry to the upstairs will be staffed by one of our security guards, who will have a list of attendees who are allowed admittance. There will be a microphone.

Grand Opening Event: This will take place in the showroom, on a small stage (where a jazz quartet will be performing during the evening).

**ON-SITE LOCATION CONTACT:**

Mike Hernandez

Director of Security

843-208-1258 ext. 3401

843-304-4418

[MHernandez@Newriverautomall.com](mailto:MHernandez@Newriverautomall.com)

**SCHEDULING CONTACT:**

Jill Jauch

[jj@newriverautomall.com](mailto:jj@newriverautomall.com)

Cell: (912) 507-7171

Brianne Standridge

[bstandridge@jrlrcolumbia.com](mailto:bstandridge@jrlrcolumbia.com)

**PRIMARY STAFF:** Ashton Lee and Rob Godfrey

**ADVANCE STAFF:** N/A

**PURPOSE:** Gov. Haley will attend the Private Reception and Grand Opening Celebration in honor of the Jaguar Land Rover Columbia Dealership. This was a request made by Warner Peacock. Governor has agreed to make a few remarks and help with the ribbon cutting.

**PRESS:** No.

**PUBLIC:** No.

**NOTE:** Per Mr. Peacock- The press will not be invited unless she wants to invite them and we will not be

publicizing the Governor's appearance in advance of the event. This is intended to be a fun event for the Governor and all involved.

**INVITED BY:**

Warner Peacock  
President & CEO  
New River Auto Mall, LLC  
[Wpeacock@newriverautomall.com](mailto:Wpeacock@newriverautomall.com)  
(843) 208-1254 office  
(407) 739-9207 mobile

**INTRODUCED BY:** Warner Peacock

**LENGTH OF SPEAKING:** Brief remarks

**SPEAKING ORDER/LINE-BY-LINE:**

5:30-6:30 PM Private Champagne Reception with Executive Management Team and other VIP's

6:00 PM Gov. Haley arrives

6:30-6:35 PM Warner Peacock will welcome guests and give remarks

Remarks from Gov. Haley if she would like

6:35 PM Ribbon Cutting Ceremony and Party

7:00 PM Gov. Haley departs

Note: Warner will cut the ribbon, and others holding the ribbon will include other investors: Don Mealey, Jay Brennan and Ken Griffey, Jr. Gov. Haley will also stand on stage and help hold the ribbon.

**ATTENDEES:**

Private Reception: 25-30 people

These are personal friends of Mr. and Mrs. Peacock, some of whom the Governor met at the dinner that she attended at the Peacocks' home at Palmetto Bluff, as well as investors, our COO, and two high-level representatives from the Jaguar Land Rover corporate office.

**Last**

Agin  
Agin  
Brennan  
Floyd  
Garcia  
Goldberg  
Governor Haley  
Grant  
Grant  
Griffey  
Hofmeister  
Huntley  
Jauch  
Kennedy  
Kennedy  
Kutchinski  
Langhoff  
Lee  
Lyons  
Maas  
Martin  
Martin  
Mealey  
Mohan  
Mohan  
Moran  
Yergler  
Yergler  
Godfrey

**First**

Norm  
Marge  
Jay  
E. Sims  
Michael  
Brian  
Nikki R.  
Howard  
Jane  
Ken  
John  
Harry  
Jill  
Bill  
Lou  
Kevin  
Gregg  
Ashton  
John  
Lee  
Brad  
Gwen  
Don  
Pat  
Lee  
Ed  
Jon  
Kathy  
Rob

Grand Opening Event: Around 200 attendees

## Ken Griffey, Jr.

- Has been an investor with Warner Peacock for many years.
- Born in Donora, Pennsylvania.
- Griffey is one of only 29 players in baseball history to date to have appeared in Major League games in four different calendar decades.
- On August 10, 2013, Griffey became the seventh person inducted into the Mariners' Hall of Fame.
- He played for the following teams:
  - Seattle Mariners (1989–1999)
  - Cincinnati Reds (2000–2008)
  - Chicago White Sox (2008)
  - Seattle Mariners (2009–2010)
- He is the son of former MLB player Ken Griffey, Sr.
- He currently works in the Mariners' front office as a special consultant.

### NEEDED BACKGROUND INFO:

Here are just a few items for Gov. Haley to know in preparation for the Jaguar Land Rover Columbia grand opening event on Thursday:

- New River Auto Mall is an automotive sales group based in Hardeeville South Carolina with dealerships in Columbia, Augusta, Florence, and Greenville.
- New River Auto Mall purchased two existing dealerships – Jaguar Columbia and Land Rover Columbia, in February of 2014, and combined them into one. We have been operating out of the old Land Rover dealership for the past year, and are excited to be in the new building, now. The former dealership is now our parts and service department.
- The new combined dealership, Jaguar Land Rover Columbia, represents the company's current commitment to the market in Columbia, and our parent company, Coastal States Automotive Group, is looking to grow in this market.
- New River Auto Mall currently employs 42 people in the local community and its holding company, Coastal States Automotive Group LLC employs almost 500 people in South Carolina and Georgia.
- It is part of our corporate philosophy to be active citizens in our community - we support a variety of non-profit organizations, both at our parent company location in the S.C. Lowcountry and here in Columbia.
  - The company's philanthropic activity includes partnerships with the Boys and Girls Clubs of the Lowcountry and the American Heart Association and many other organizations.
- **President & CEO, Warner Peacock, was nominated by Gov Haley (January of this year) and confirmed by the S.C. Senate for a three-year term to serve on the S.C. Jobs-Economic Development Authority Board.** Mr. Peacock was also named Economic Ambassador by Jasper County last year and now serves on the Southern Alliance Board. He is proud to be assisting in economic development activities across the whole state of South Carolina.
- In addition to Mr Peacock, shareholders in Coastal States Automotive Group include future Baseball Hall of Famer Ken Griffey Jr., who is in attendance tonight.

### ECONOMIC DEVELOPMENT:

Richland County: 1,624 jobs announced; \$297 million capital investment announced

Announced Date	Company Name	Objective	Product or Service	Announced Investment	Announced Jobs
2015-04-08	Avantech	Expansion	Water treatment solutions	\$3,700,000	
2014-11-21	IBM Corporation	New	Customer Delivery Center		100

2014-09-17	The Ritedose Corporation (TRC)	Expansion	Blow Fill Seal (pharmaceutical)	\$110,000,000	65
2014-06-18	Rhythmlink International LLC	Expansion	Medical Device Packaging	\$1,400,000	50
2013-09-26	Dayton-Rogers Manufacturing, Co.	New	Stamping and Fabrication	\$11,000,000	134
2013-09-03	2AM Group, LLC - Blythewood	New	Assembly operation	\$500,000	100
2013-03-28	Constantia Hueck Foils, LLC	Expansion	Films for Food and Pharmaceutical Products	\$12,000,000	15
2012-11-20	JTEKT Automotive South Carolina	Expansion	Automotive Steering Systems	\$130,000,000	175
2012-09-25	McEntire Produce, Inc.	Expansion	Fresh Fruits and Vegetables	\$5,000,000	85
2012-05-22	WNS North America Inc.	New	Customer care center	\$4,250,000	750
2011-10-31	Sensor Electronic Technology, Inc.	Expansion	LED Lights	\$20,000,000	150

Between January 2011 and April 2015, the unemployment rate in Richland County has decreased by 3 percentage points from 8.8 percent to 5.8 percent. There are now 19,675 more people employed in the county and 4,567 fewer people unemployed.