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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:

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. We’re happy to help with talking points as needed.

PRESS: Yes.

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.

SUGGESTED TALKING POINTS:

- 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 has had on the Bluffton area.
- Job creation, tax dollar revenue and development fees have all contributed to the betterment of the town of Bluffton and the surrounding areas.
- The Inn at Palmetto Bluff is a world-class property that continues to win accolades including the AAA 5-Diamond Award as well as consistently being ranked among the top resorts in the country by industry experts at *Travel + Leisure*, *Condé Nast Traveler*, *US News & World Report*, and others.
- The continued commitment by Crescent Communities to investing in Palmetto Bluff and in the greater Bluffton area, through the expansion of the Inn at Palmetto Bluff and the construction of Moreland Village, will lead to even greater gains for the community.
 - In its first ten years, the expanded Inn at Palmetto Bluff will generate over \$175 million in economic impact.
 - In addition to the 450 people that work at Palmetto Bluff today, an additional 450 full time jobs will be created.
- South Carolina is home to a number of world-class destinations – including Palmetto Bluff – that draw visitors from all over the world.
- We in the state of South Carolina are lucky to have partners like Crescent Communities that truly care about creating communities and positively impacting the areas they develop.

ECONOMIC DEVELOPMENT INFORMATION: