

From: Lewis, Tom - Fortune/Money <Tom_Lewis@timeinc.com> <Tom_Lewis@timeinc.com>

To: Adams, ChaneyChaneyAdams@gov.sc.gov
AFairwell@SCCommerce.comAFairwell@SCCommerce.com

CC: Moss, Ronald - Fortune/Money <ron_moss@timeinc.com>ron_moss@timeinc.com

Date: 8/16/2016 3:56:59 PM

Subject: South Carolina Economic Development Section in FORTUNE

Attachments: South Carolina Economic Development Section Overview.pdf
South Carolina Summary Presentation.pdf

Hello again Chaney and Adrienne.

- Have you received any feedback on our proposal for South Carolina to partner with FORTUNE to publish a 2016 South Carolina section in FORTUNE?
- Are there any additional questions we can answer?
- Would it be helpful if we developed a draft of the proposed Governor Haley introductory letter for the proposed economic development section?

Tom Lewis

Director Economic Development
FORTUNE Magazine
Office: 972-335-6200
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Tom_Lewis@TimeInc.com

From: Lewis, Tom - Fortune/Money <Tom_Lewis@timeinc.com>
Sent: Thursday, August 11, 2016 1:08 PM
To: 'ChaneyAdams@gov.sc.gov'; 'AFairwell@SCCommerce.com'
Cc: Moss, Ronald - Fortune/Money <ron_moss@timeinc.com>
Subject: South Carolina Economic Development Section in FORTUNE

Hello Chaney and Adrienne. I hope your Summer is going well.

- Have you received any feedback on our proposal for South Carolina to partner with FORTUNE to publish a 2016 South Carolina section in FORTUNE?
- Are there any additional questions we can answer?
- Would it be helpful if we developed a draft of the proposed Governor Haley introductory letter for the proposed economic development section?

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From: Lewis, Tom - Fortune/Money <Tom_Lewis@timeinc.com>
Sent: Thursday, August 04, 2016 11:46 AM
To: 'ChaneyAdams@gov.sc.gov'; 'AFairwell@SCCommerce.com'
Cc: Moss, Ronald - Fortune/Money <ron_moss@timeinc.com>
Subject: South Carolina Economic Development Section in FORTUNE

Chaney, thank you for the return call. We were contacting Governor Haley's office to follow up on the letter and materials Governor Haley received from FORTUNE Magazine Publisher Meredith Long (see attached electronic version of the letter sent by Meredith). Enclosed with the Governor Haley letter from Meredith in the FedEx Pak (see below for tracking information) is the:

- print version of the June 15, 2015 "**FORTUNE 500**" issue which contains the 30-page **Georgia economic development section** published for Governor Nathan Deal beginning on page 102 (note PDF electronic version attached to this email).
- print version of 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 (note PDF electronic version attached to this email).
- section reprints for the Georgia and Oklahoma sections.

This invitation offers South Carolina the opportunity to publish a **South Carolina Economic Development Section** in FORTUNE magazine during 2016. We are working to find a state section partner that would like to be featured in the November 1, 2016 "**21st Century Corporation**" issue of FORTUNE or the December 15, 2016 "**2017 Investor's Guide**" issue of FORTUNE. The South Carolina economic development success story is a perfect fit for integration around the editorial of these FORTUNE issues. **Two key elements to remember are that there is no cost to the State of South Carolina, and we work very hard to make the project "turn-key" so that we do not need much of a time commitment from our South Carolina partners.**

One new part of the proposal we are offering to the state that moves quickly enough to take advantage of a 2016 section opportunity is a first-time-ever "economic development video" produced by FORTUNE. We are proposing a 5 to 10 minute video produced by FORTUNE which will tout South Carolina as a Great Place to Do Business as explained by top South Carolina company executives. The filming would take place as part of the traditional "End-of-Project Event" where Governor Haley, the South Carolina Department of Commerce and FORTUNE host the South Carolina section sponsors to a reception or lunch to thank the companies for participating in the project. The FORTUNE video team would conduct brief one-on-one interviews with the South Carolina company executives giving them the opportunity to explain how their experience in South Carolina has been so successful. These interviews will be integrated into a cohesive video about South Carolina that includes filming additional South Carolina features that tie into the theme. These testimonials are a very powerful marketing opportunity for South Carolina. Of course, interviews with Governor Haley and South Carolina Department of Commerce officials, would also be included in the marketing video. The finished video can be housed on the state's website, the sponsors websites, and FORTUNE's custom content website. Other audience amplification options will be available as well and paid for entirely as part of the sponsor packages. As always, there is no cost to the state of South Carolina.

Because of the size of the attachments, I will send additional information in a separate following email.

We look forward to talking with you soon.

Tom Lewis

Director Economic Development

FORTUNE Magazine

Office: 972-335-6200

Mobile: 214-608-8077

Tom_Lewis@TimeInc.com

From: trackingupdates@fedex.com [<mailto:trackingupdates@fedex.com>]

Sent: Wednesday, July 20, 2016 8:47 AM

To: Lewis, Tom - Fortune/Money <Tom_Lewis@timeinc.com>

Subject: FedEx Shipment 776796182150 Delivered



Your package has been delivered

Tracking # 776796182150

Ship date:
Tue, 7/19/2016

Meredith Long & Tom Lewis
FORTUNE Magazine
FRISCO, TX 75034
US



Delivered

Delivery date:
Wed, 7/20/2016 9:44
am

Governor Nikki Haley
State of South Carolina
1205 Pendleton Street Office of
the Governor
COLUMBIA, SC 29201
US

Personalized Message

Governor Haley, this is information on the proposed South Carolina economic development feature in FORTUNE magazine.


Shipment Facts

Our records indicate that the following package has been delivered.

Tracking number:	776796182150
Status:	Delivered: 07/20/2016 09:44 AM Signed for By: T. WILLIAMS
Reference:	South Carolina Section
Signed for by:	T.WILLIAMS
Delivery location:	COLUMBIA, SC
Delivered to:	Receptionist/Front Desk
Service type:	FedEx Standard Overnight
Packaging type:	FedEx Pak
Number of pieces:	1
Weight:	4.00 lb.
Special handling/Services:	Direct Signature Required Deliver Weekday
Standard transit:	7/20/2016 by 3:00 pm

This tracking update has been requested by:

Company name: FORTUNE Magazine
Name: Meredith Long & Tom Lewis
Email: tom_lewis@timeinc.com

 Please do not respond to this message. This email was sent from an unattended mailbox. This report was generated at approximately 8:46 AM CDT on 07/20/2016.

All weights are estimated.

To track the latest status of your shipment, click on the tracking number above.

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Standard transit is the date and time the package is scheduled to be delivered by, based on the selected service, destination and ship date. Limitations and exceptions may apply. Please see the FedEx Service Guide for terms and conditions of service, including the FedEx Money-Back Guarantee, or contact your FedEx Customer Support representative.

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