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Subject: FGI AWARDS EVENT DETAILS & TALKING POINTS

FGI AWARDS EVENT DETAILS & TALKING POINTS

Date: Thursday, April 18th, 2013

Location:

Wexford Golf Club
111 Wexford Club Drive
Hilton Head Island, SC 29928

Event Info:

2nd annual First Gentleman's Invitational during RBC Heritage Presented by Boeing
Guests include Governor and Staff, Prospects, Existing S.C. Industry, Partners in Economic Development and Commerce Staff
2013 marks the 45th Heritage tournament (debuted in 1969)

Line-by-Line Schedule:

4:30 – 5:00 p.m. Cocktails

5:00 – 6:00 p.m.

Governor Haley

- Introduction to Michael Haley video
- Jobs, Jobs, Jobs!
- OOP

Secretary Hitt

- Thanks Event Partners/Next Year Partners
- SC Means Business Video

Secretary Hitt & Director Parrish

- Tournament awards/pictures

Special Performance by Edwin McCain

6:00 p.m. Shuttle returns guests to Omni

GENERAL TALKERS

Purpose:

- ☐ Promote South Carolina's business climate and solidify relationships with existing companies
- ☐ Provide relationship building with existing industry and use SC's existing industry to interact peer to peer with prospects
- ☐ Encourage groups to participate in and return to Heritage, increasing the stability of the event.

Heritage History and Economic Impact:

- ☐ This is the 45th tournament (debuted in 1969).
- ☐ **A five year sponsorship deal with the Royal Bank of Canada and Boeing was announced in June 2011.**
- ☐ **100,000 people attend the RBC Heritage each year.**

- ❑ A 2010 study conducted by Clemson University shows the tournament has an annual economic impact of approximately **\$82 million**.
- ❑ It generates more than **\$1 million for charity** each year and brings worldwide exposure to HHI & S.C.
- ❑ **More than \$23 million has been distributed to those in need throughout South Carolina** and Georgia since 1987. In 2012, **\$1.5 million was distributed to charitable organizations**, the arts, medical institutions and for college scholarships.
- ❑ More than 1,200 volunteers work throughout tournament week.

South Carolina by the Numbers

- ❑ **Since January 2011, Commerce has announced more than 27,000 jobs and nearly \$7.5 billion in capital investment.**
- ❑ Manufacturing is 64% of all jobs recruited by SCDOC and 88% of all capital investment over the last 2 years.
- ❑ **Our exports are reaching record levels in 2012** at nearly \$25.3 billion. Exports from S.C. jumped 21 percent in 2011.
- ❑ **S.C. ranked 1st in exports of tires**, holding nearly 30% of the share of U.S. made exported tires (2nd year in a row)

Fun Heritage Facts:

- ❑ Since the RBC Heritage first teed off in 1969, there have been only two golfers who have won a major and haven't played at Harbour Town: Ian Woosnam, and Paul Lawrie.
- ❑ The RBC Heritage purse is eight times greater than it was in 1988, and this year's purse is greater than the combined payouts for the tournament's first 19 years.
- ❑ The Oldest Winner was Hale Irwin in 1994 at age 48, 10 months, 14 days
- ❑ The Youngest Winner was Davis Love III in 1987 at age 23, 6 days
- ❑ The Highest Score recorded by a Heritage winner was 283 by Arnold Palmer in 1969

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