

From: Veldran, Katherine
To: Veldran, Katherine <KatherineVeldran@gov.sc.gov>
Date: 3/22/2013 10:01:16 AM
Subject: FW: Shelver Cove Towne Center Ground Breaking
Attachments: SCTC - Backdrop.pdf

From: Parker Harrington [mailto:PHarrington@longcoveclub.org]
Sent: Thursday, March 21, 2013 4:33 PM
To: LeMoine, Leigh
Cc: Veldran, Katherine
Subject: Shelver Cove Towne Center Ground Breaking

Leigh, great meeting you "in person" on Friday!

Could you take a moment look at the attached, plus the details/email below? Governor Haley's presence is requested at the groundbreaking of the Shelter Cove Towne Center on Hilton Head on Wednesday, April 3rd. You may have already been contacted by Blanchard & Calhoun; I am asking on behalf of Mike Schlotman, CFO for The Kroger Co (and key part of this new development). If I can let him know you would consider putting this on the schedule, that would be great, then I'll step out of the mix then let you all take it from there.

Let me know if you want more background on this development and how important it is to Hilton Head—Katherine of course can answer those questions as well.

Thanks so much Leigh— I appreciate it,

Parker Harrington
Director of Marketing and Communications
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Good Afternoon,

Here is a summary of the decisions made on the Ground Breaking event:

Date: Wednesday, April 3, 2013

Time: 9:30am

Location: TBD - Looking into the area in front of the old Saks looking towards the water. See attached mock up. We may need to find a new location if this spot has already been torn up. Roni is looking into this along with parking and access.

RAIN PLAN

Don is checking to see if the Kroger tent is available to use. If not, WDM will order a 20'x20' tent to have at the site in case of rain.

MATERIALS

Press Kits - WDM is putting these together. It will include a pocket folder with the logo on the front, press release insert, fast facts insert, agenda, renderings inserts.

Banner - WDM is laying this out and will send to Don, Roni and Mariam for approval. We need to get this to print today so please be on the look out for the proof. The banner will be 8'x12' and secured at the site with posts.

Refreshments - Don is looking into the Bluffton Kroger providing coffee and snacks from the Bakery. Option B would be to ask SERG to provide these items.

Shovels & Hardhats - Blanchard & Calhoun will provide.

Heavy Machinery - Blanchard & Calhoun will arrange to have a piece of building equipment in the background of the event.

Podium - WDM will provide.

Posters/Easels - Roni will provide.

Table/Table Skirt - Roni will provide.

DIGNITARY

Blanchard & Calhoun is looking into their contacts with Governor Haley. Plan B would be the Hilton Head Mayor.

ANNOUNCEMENTS

-Along with the ground breaking, the new logo will be "unveiled" and we are waiting to hear if there are

SPEAKERS

Agenda:

Roni

Mike Schlotman, CFO of Kroger (WDM to write speech/talking points)

Blanchard & Calhoun (Vic or Mark) (WDM to write speech/talking points)

Dignitary

Open up for Questions from the Press

PRESS

-WDM will send out a "Save the Date" to media contacts in the Savannah, Charleston and Augusta DMA's on March 27th.

-WDM will include the Chamber, Town Council and the Shelter Cove Harbour Group

-WDM will send out the press release to all location media and the southeast newswire (including trade pubs) on the morning of April 3rd about an hour prior to the ground breaking.

-WDM will manage the press at the event and arrange interviews and photo opps.

FACTS

Don - Can you please send us all of the facts on the new Kroger store? Size, amenities, departments, services, etc.

Mariam - Can you please send us any new information on the job. Also, Mark said we could use a project cost in the press release, can you please send that over?

LOGO & TAGLINE

The first logo was approved along with the tagline "Where life meets in the middle."
