



POA Annual Meeting March 19, 2016 Communications Committee Report

Communications' vision is to raise our Island profile within the greater community through exposure in various media; to be proactive in presenting Dewees as a viable community in which to purchase property; to establish procedures that will welcome and encourage people to visit the Island; to support efforts of all committees that promote Dewees; to promote the attributes of the island to existing property owners and encourage all owners to enjoy spending time on the Island. The following actions have supported these goals and objectives:

Promote the attributes of the Island to existing property owners:

It takes a while to understand the complexity of navigating life on Dewees. Communications saw a need for a user friendly Owner's Guide, to be distributed to every owner at the Annual Meeting, as a one-source reference that easily provides the answers to who, what, when and where questions. We have published this Guide using pictures of the community along with descriptive phrases. Included, in addition to answers as simple as where to take your garbage, are references to The Covenants, ByLaws and Guidelines that form the ethos and commitment to which we subscribe. We believe that all owners will find the Guide useful, most especially the new Owners as they begin to enjoy using their island. Each Owner will be provided one copy; additional copies may be ordered at cost.

Judy Fairchild volunteered a huge amount of time and talent preparing the *Owners' Guide* fulfilling a need that Communications has recognized for quite a long time.

In addition, a Visitors'/Renters' Guide, in a similar format, is under development for use with every renter who comes on island. That Guide will be ready before the summer season. You may have already seen a Real Estate Guide, published commercially by Judy, for use with her clients.

This was a tremendous commitment on Judy's part to prepare these How To booklets for reference and resource materials for living and enjoying Dewees. We asked various owners and staff to review drafts of the Guide to make certain contact information and policies are current and accurate.

Deweese In Print:

- There is a Feature Article on Dewees in SIPS Annual Magazine, published by Lucky Dog Publishing. SIPS is an annual, local magazine focused on our local barrier islands. We paired the feature articles with a purchased ad.
- Charleston Magazine has ads for Dewees strategically placed by Dunes Properties.

Deweese Presence on line:

- **Mobile Advertising:** a new venture for Dewees, using a Keyword Search during SEWE and Spoleto, we have a pop up ad campaign very inexpensively aimed at that particular market. See copies of ads attached.
- POA & DUC Electronic Voting – huge success
- Deweesislandsc.com - Improvement in content and information maintained as current e by staff has resulted in higher usage from owners
- In addition to the hard copies of the Guides listed above, it is also available on line.
- There continues to be a large presence through various media outlets of our marketing partners as identified below.

Promoting Dewees in Strategic Markets-

- Sponsor LEAF Festival in Asheville – Spring and Fall arts and music festival, 20,000 in attendance over 3 days, promotion as Sponsor in web quarterly newsletter and Events Program distributed at the event. Dewees banner displayed near entrance to event. LEAF supports both the local and international arts communities. Tickets provided for our use and distribution. Dewees’ bartered all the cost of the sponsorship by providing a weekend planning retreat for the Executive Board of LEAF.
- Kelly Culpepper, a prominent professional photographer out of Charlotte, held the 1st of 2 photography workshops. A full week of excellent photographs and experience that have been shared on blogs, Facebook and Kelly’s network of national followers.
- Brass Quartet of CSO performed on Dewees on Valentine’s Day with 40 people from our surrounding areas attending. Lovey experience. This sponsored fundraiser for CSO was promoted through the entire Symphony mailing list and website.
- Mary Alice Monroe offered a 3 night stay at Marshview Cottage for the grand Prize for a drawing for pre-ordering her new best seller during an event held at the Charleston Aquarium. Comment from the national winner: *“I love Dewees Island! It is an amazing living classroom for children and adults! I learned so much about the creatures and plants that inhabit this little piece of heaven! After exploring the island, I did not realize exactly what the residents had until I walked out on the beach where I walked for miles! I picked up live starfish and found whole sand dollars and loved every minute of it! I loved how quiet it was. I felt like I was living in a Mary Alice Monroe book! She surely will surely be a good ambassador for Dewees”*
- On July 28th, a faculty administrative team from **Charleston County School of the Arts**, 20 teachers and administrators, met for an all day planning session on Dewees.
- Our Blue Yonder video, that tells the story of Dewees through the eyes of our owners, will be used in a video monitor booth at the international NAB convention in Las Vegas in April. Registration 100,000 pairs of eyeballs in attendance!
- Tagging onto the Media Advertising pop up ads, we used a 30 sec video with the Wild. Forever. Theme that received 2100 plays in one week.
- A Dewees staycation by an off island Realtor, featured Dewees on her Blog – LowCountry Love Letters. Beautifully written post. Copies available.

Using Our Island Assets for Promotion

- **The Dewees Experience – Auction Benefits:** Hollings Cancer Center; Charleston Historical Society; Birds of Prey; Eat Local; Spoleto Festival – runs an international on line auction in addition to a live auction in Charleston; Wildlife Federation; College of

Charleston Environmental Program; Sullivan's Island Audubon Society. East Lake Forest Hills Elementary School, Augusta, GA (purchased by Cottons)

- **Nights on Dewees for Benefit for owners of undeveloped lots** - 22 owners used 60+ nights. One owner from Columbia visited Dewees for the first time in several years. Comments from the ferry as they were leaving: What a marvelous benefit the island has made available for us lot owners! We've had a perfect visit. Attended a family wedding in Charleston where comparable rooms in downtown Charleston are in the \$300 category! The island was more than we expected and enjoyed connecting with other owners.

Real Estate Report: purchases since Annual Meeting 2015 to-date

Closed Sales

House on Lot 20 - Jeff Deal, seller

House on Lot 132 - Seller POA

House on Lot 128A - Seller Henry Savage

Partnership House Lot 75

Lot 22 - Hines/Pettus, seller

Lot 100 - seller Schwab/Toner

Lot 87 - Bank owned auction

Lot 113 - Bank owned

Jim & Marcia Decker, buyers

Jim & Iris Toner/ Sandra & Mark Bennett

Derrick and Mandy Jakes, partnership buyer

Virginia Nutter purchased shares from partners

Dr. Joe Gillespie, buyer

POA, trade

Guido Evangelista, buyer

Lynn Poretti, buyer

Pending Sales

House on Lot 126 - seller Tarleton

Lot 3DI - seller Bank

Communications Committee

Anne Anderson, Chair

Judy Fairchild, Reggie Fairchild, Betty Yearout

Tim Zitzman, Consultant

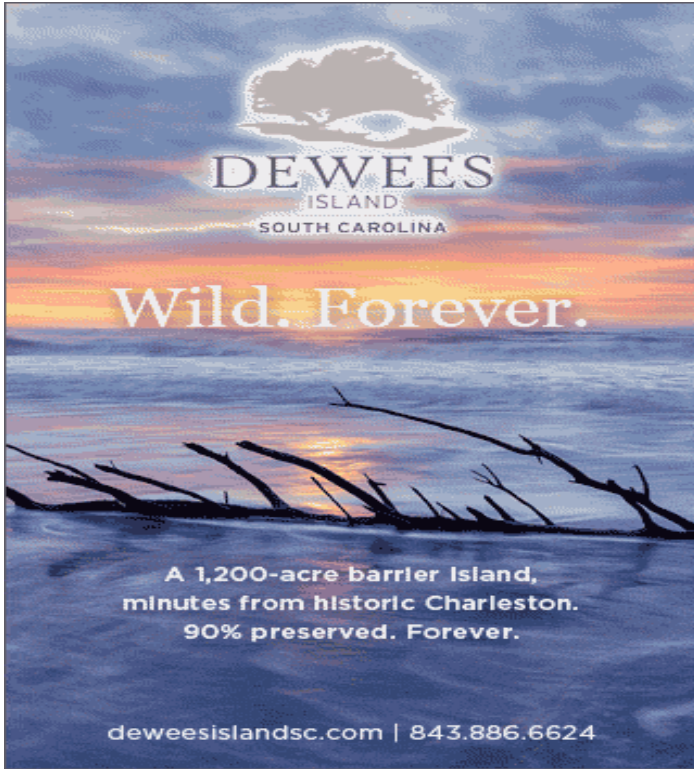
Mobile Ads - Themed for SEWE as Wild. Forever. And Preserved. Forever




A 1,200-acre barrier Island,
minutes from historic Charleston.
90% preserved. Forever.

deweesislandsc.com







DEWEES
ISLAND
SOUTH CAROLINA

Wild. Forever.

A 1,200-acre barrier Island,
minutes from historic Charleston.
90% preserved. Forever.

deweesislandsc.com | 843.886.6624




DEWEES
ISLAND
SOUTH CAROLINA

Wild. Forever.

A 1,200-acre barrier Island,
minutes from historic Charleston.
90% preserved. Forever.

deweesislandsc.com | 843.886.6624



DEWEES
ISLAND
SOUTH CAROLINA

**Wild.
Forever.**

A 1,200-acre
barrier island,
minutes from
historic Charleston.
90% preserved.
Forever.

deweesislandsc.com

