



Communications Report to POA Board July 22, 2017

Guidebooks:

- Owners Guides were distributed at POA meetings. Judy and Catherine will get together to distribute the ones that were not handed out to owners who need them. The financial brochure that is in the brochure Reggie developed is also found in the owner's guide.
- This summer's combined Visitors Guide and Real Estate guides have all the rules and information for vacationers.. Dewees Rentals (Emily Watson) and Dewees Real Estate split the cost for productions of guides and they are distributed in homes for rent. Additional copies are available for sale.

App: The Dewees Island app has been a valuable tool in communicating information to renters and guests as well as owners. Sections include: a calendar with sign ups, Ferry, Emergency, Field Guide, Fishing, Rentals, Weather, Tides, and Turtle Team. Dewees Real Estate (Judy) programmed and provided the app. The information in the owners guide is also available in the app. Judy paid for all development fees and the \$75 per month to keep the app online and updated. June and July have averaged 1000 launches a month.

ERB Signup Genius

Judy put all the summer events with interns in Sign-up genius, which has allowed people to pre-register for events. Lori reports attendance is up, and interns know how many people to prepare for. The software sends reminders automatically. Signups can also be accessed from the app.

Local Magazines and Authors:

- Dewees partnered with current NYT Bestselling Author Mary Alice Monroe to launch her book, Beach House for Rent, which has Dewees Island featured in it, along with the line, "Deweess Island makes the Isle of Palms look about as coastal as Charlotte." The 2 night stay we donated to her launch party raised over \$1000 for Audubon SC's Shorebird program and got Dewees some recognition locally. Dewees Island was also recognized for our shorebird initiatives at 3 separate Monroe functions. Mary Alice also made Judy a "guest blogger" on her website to explain Dewees Islao her readers.
- The current issue of Island Magazine, after three years of lobbying and providing stories and photos, now has Dewees Island listed on the cover. Dewees is featured in the magazine in two separate articles, one written by Judy about the shells on the beach, and one written by Susanna Smith Miles on the history of the islands. There are over 20 full color photographs in the magazine, which is 90 pages long and distributed to renters and vacationers all around the area.
- The current issue of SIP magazine has articles about Dewees Island, including an interview with Jim and Anne Anderson.
- Charleston Magazine's April issue featured photos of our turtle team as well as an article about Jamee Haley featuring one of Judy's beach photos.

Corporate Retreats and Events:

- **South by Southeast**, an Atlanta based artist publication, is sponsoring a photography workshop with National Geographic Photographer October 12-15. It is open to Dewees Residents and the public, and should bring some marketing value. The cost of the workshop, excluding housing, is \$950.
- **Audubon Photographers** A pass and workshop is scheduled for September 23, with several of their best photographers invited to Dewees for a day of shooting photos and birding.

Guest Photographer: Guest photographer Lisa Abrams has been doing photography for local organizations, including Dewees at sunrise one day in June. One of Lisa's photographs is now hanging on the wall at MUSC. Lisa says, "They chose the marsh shot of Dewees Island for the main image (40 x 60") in the Dean's Suite lobby. I have attached it, so you can see what it looks like. It's printed on canvas. Already people have come in and said, "My gosh, where is that?" So Dewees Island is getting some good exposure. "



Social Media

Judy and Reggie continue to leverage free social media to increase the online profile of the island, using instagram, facebook, and twitter. Judy was Audubon SC's artist of the month, bringing a lot of new followers on instagram. Reggie's weather photos and videos are often retweeted by news outlets.

Auctions

We have had a wide variety of people cash in on auctions either sponsored by the POA or by individual owners. The auction placed in Lowcountry Local First with Jamee Haley not only raised money for the organization but brought other local purveyors to the island. (Croghans Jewelry, Hay tires.) Auctions continue to be a visible and viable marketing tool for Dewees.

Lot Owner Free Nights: Based on a question from the budget committee, Judy did an analysis of the owners using free nights at Huyler House and whether this benefit was cost effective. Conclusions were that the benefit to lot owners of the use of Huyler House suits for visiting Dewees is important for owner satisfaction. Nights is a valuable tool for attracting and retaining owners. Through the statistical study we see an opportunity to maximize use of the various suites and increase income by managing the availability of the suites.

Properties sold in 2017

Lot 3DI (Moser) to Coker
Lot 45 (Cimarron) to Twofold
House 33 (Orr Errington) to Lau
House 5 (Fink et al) to Capps/Clark
House 21 (Jarrett) to Gay Street Parking
House 2DI (Kennedy) to Lau

Under Contract:

House 110 (Hoover) to Bonds
House 76 (DHZ) to Barker
House 55 (Key) to Henshaw
Lot 72 (Lawson) to Delambo