

THE TRAILBLAZERS

How some of the state's leading institutions are building for the future, for them and for South Carolina

GLOBAL IMPACT

A look at the companies that are turning heads as the state emerges on the world stage

STATE TOUR

How to make the most of South Carolina, whether you're a foodie, a history buff or an outdoor enthusiast

Spotlight

AN AMERICAN WAY SUPPLEMENT

FEBRUARY 2018

SOUTH CAROLINA

Inside the deals, developments and trends set to shape the Palmetto State in the years ahead



A photograph showing four people (three men and one woman) working on the interior of an aircraft fuselage in a factory setting. They are focused on a task, with one man pointing at a component. The background shows the industrial environment of an aircraft manufacturing plant.

WHAT BEGINS AT CLEMSON REACHES AROUND THE GLOBE

CLEMSON UNIVERSITY is ranked among the top-25 national public universities by *U.S. News & World Report* — and has been for 10 years. That ranking is just one indication of the innovation and entrepreneurship that Clemson University contributes to the state, the nation and far beyond in areas as diverse as advanced materials; cyberinfrastructure and big data science; energy, transportation and advanced manufacturing; human resilience; health innovation; and the sustainable environment.

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WELCOME TO SC

FROM MAJOR BUSINESS DEALS TO ITS ACCLAIMED QUALITY OF LIFE, THE PALMETTO STATE HAS PLENTY TO GET EXCITED ABOUT

Need to know



Population:
5.0m

GDP:
\$205.9bn



Annual visitors:
29.8m

Exports:
\$31.3bn



FACT FILE

South Carolina was named *Business Facilities'* 2017 state of the year for its success in attracting business investment.



INTERNATIONAL APPEAL

South Carolina has become a destination of choice for many international firms looking to expand operations in North America. In all, more than 1,200 operations of foreign-affiliated companies are located in the state, employing around 132,000 South Carolinians—a number that continues to grow with significant recent investments from the likes of BMW, Volvo and Samsung, to name just three.



LIVE, WORK AND PLAY

Although only the 40th-largest state, South Carolina is home to a diverse variety of landscapes, from the Blue Ridge Mountains in the north to its 187 miles of coastline, complemented by an emergent culinary scene, a deep sense of history and vibrant metros such as Charleston, ranked the number-one city in the world by *Travel + Leisure* readers.



Q&A: HENRY MCMASTER GOVERNOR OF SOUTH CAROLINA

What makes South Carolina a great place to do business?

"The executives that I've talked to from companies that have come from abroad mention a lot of things, such as our three research universities that are willing to collaborate. We have a technical college system that was created in 1961 and is retooling and is supercharged. We'll send a team to another country, examine a plant and learn how they make whatever the product is, and learn the customs and traditions. Then they'll come back and set up a curriculum at one of our technical colleges to train people to do that kind of work with that kind of machinery if that company will come invest and pay good wages.

"We've been referred to by a number of executives, including the CEO of BMW who came over several months ago when they were doing their \$900-million expansion, as a handshake state. They explained that means that when somebody in South Carolina gives you their word, they'll keep it, whether it's the economic development team, the workers you want to hire, or the people you deal with every day. They say that South Carolinians are smart, they're determined, they're resilient and they say that is very rare in the world."

What are your priorities for the state today?

"We want to attract the kind of business from across the country and around the world that are consistent with the type of work that we want to do. We believe in brain power. That's why we're so happy to have technical colleges, four-year colleges as well as research universities that are so eager to collaborate with these businesses. The future is in innovation, and we have a lot of that going on."

THE TRAILBLAZERS

HOW SOME OF SOUTH CAROLINA'S MOST IMPORTANT INSTITUTIONS ARE EMBRACING PARTNERSHIPS AS A WAY TO PROPEL THEMSELVES AND THE STATE FORWARD



“If you’re looking for a great research partner that can help you deliver solutions for the future, Clemson is that go-to place”

JAMES CLEMENTS, PRESIDENT CLEMSON UNIVERSITY

As a land-grant institution, the mission of Clemson University is entwined with a commitment to service and raising the economic prosperity of all South Carolinians—something that’s particularly apparent in a research enterprise that topped \$90 million in expenditures in FY2017 and emphasizes the value of collaboration with industry partners.

“If you are an industry located within the state of South Carolina, within the United States or globally, and you’re looking for a great research

partner that can help you deliver solutions for the future, Clemson is that go-to place,” says president James Clements. “We really become a connector, connecting industry and forming partnerships that benefit this region.”

For example, in 2017, Clemson announced the creation of a Center for Advanced Manufacturing that aligns with the state’s innovation and workforce needs, and has already led to an R&D partnership with state newcomers Samsung.

“Global businesses locate near good ports... having a world-class port is a distinct advantage for the state”

JIM NEWSOME, PRESIDENT AND CEO SOUTH CAROLINA PORTS AUTHORITY

Since its beginnings in the 17th century, the growth and pre-eminence of Charleston and South Carolina has been driven by its location on the Atlantic Ocean and its deepwater port.

“Global businesses locate near good ports,” says Jim Newsome, president and CEO of the South Carolina Ports Authority. “In the Southeast, where you have both population growth that drives imports and manufacturing growth that drives exports, having a world-class port is a

distinct advantage for the state.”

Today, one in 11 state jobs is tied to the Port of Charleston, which contributes \$53 billion in annual economic activity. Meanwhile, it continues to invest in its future with a 10-year plan that includes \$2 billion in capital investments, in such areas as a new container terminal as well as a harbor deepening project that will allow it to accommodate the larger ships becoming more prevalent following the Panama Canal expansion.



“We want our reputation to be embedded as a partner in the development of the state and the southeastern United States”

HARRIS PASTIDES, PRESIDENT UNIVERSITY OF SOUTH CAROLINA

As one of the oldest public institutions in the U.S., you’d be forgiven for assuming that the University of South Carolina would be very traditional in nature, but the state’s flagship university is also harnessing innovation as it blazes a path for regional economic and social development.

For example, it works closely with those global companies using the Port of Charleston through its nationally leading international business program, while more than \$250 million in annual research

awards have cemented it in the top one percent of patent-producing universities in the world.

“I’d like us to be known as a place where our graduates are life-ready, work-ready and leadership-ready, and for having been a vital part of South Carolina’s continued emergence as a world economic hub,” says president Harris Pastides. “We want our reputation to be embedded as a partner in the development of the state and the southeastern part of the United States.”



FACT FILE

Citadel alumni have served in every U.S. military action since the 1840s.



HOME GROWN >>> A NEW HOME

NAMED THE TOP public college in the South for institutions granting up to a master's degree for seven straight years by *U.S. News & World Report*, The Citadel is a military college that differentiates itself from its peers in higher education with its emphasis on leadership and character development in preparing its cadets for both military and civilian life.

"Our core values are honor, duty and respect," says Lt. Gen. John Rosa, The Citadel's president. "All of our programs are built around those core values and understanding, first of all, what a principled leader is—a person that knows the difference between right and wrong, and has the courage under difficult times to make those decisions."

"I want to continue to be a pillar and an example to all that living by core values makes institutions who we are"

Established in 1842, the college has been a Charleston landmark for 175 years, yet continues to evolve to better serve the community and the nation at large. For example, the creation of a mechanical engineering program in recent years not only complements established strengths in civil and electrical, but addresses the growing workforce needs of such major local employers as Boeing, while its latest class is its most diverse ever, reflecting wider demographic trends.

"Locally, I want to be better represent the community around us, and continue to be a pillar and an example to all that living by core values makes institutions who we are," says Rosa. "Nationally, I would like to continue to be the senior military college of choice when it comes to federal scholarships, Army ROTC scholarships, Air Force and Navy scholarships."



FACT FILE

Nephron ships 1bn+ doses of generic respiratory medication annually.

AFTER TWO DECADES in Orlando, FL, Nephron Pharmaceuticals Corporation announced in 2016 that it was moving its headquarters to West Columbia, marking a homecoming of sorts for CEO and owner Lou Kennedy, a South Carolina native, as well as vindication for the Palmetto State's support of its life sciences industry and the advantages it believes it can offer.

"We loved the atmosphere, the business climate, and the amazing talent that we have been able to recruit in the state," says Kennedy, who graduated from the University of South Carolina, and later helped establish its Kennedy Pharmacy Innovation Center with her husband Bill. "The permitting

"We loved the atmosphere, the business climate and the amazing talent that we have been able to recruit in the state"

environment for business and expansion is the easiest and smoothest that I have seen anywhere, so when you have an idea and you work with the local county or state, they do everything in their possibility to help you grow, expand and provide jobs."

With the completion of its \$313-million manufacturing facility, the relocation created jobs for more than 700 South Carolinians, while also providing Nephron with the resources to expand production and establish a new sterile compounding division. A further expansion was announced in late 2017 that will add 125 more jobs, as the company continues to grow its new division to fill gaps on the nation's drug shortage list.

Says Kennedy, "We want to be known as the leader in drug manufacturing and distribution, to help our hospitals solve the drug shortage crisis here in America."



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GLOBAL IMPACT: SOUTH CAROLINA

A LOOK AT THE INDUSTRIES AND ORGANIZATIONS DEFINING THE STATE'S ECONOMY TODAY

For many years, the South Carolina economy was dominated by the 3 'T's: tobacco, textiles and tourism. Anonymous may be an overstatement, but it certainly did not enjoy a high profile on any national or global level.

Now, though, the landscape looks markedly different, characterized by a breadth and diversity in the companies that call it home, and the countries that they represent. More than 1,200 foreign-owned operations exist across the state, which ranks among the leading states in the U.S. for jobs tied to foreign investment, and has led the nation four out of seven years in FDI per capita.

South Carolina is now what its secretary of commerce Bobby Hitt calls a "brand state," driven by a welcoming business environment, the deepwater Port of Charleston and one of the oldest customized workforce training programs in the United States.

Below, we look at some of the industries and companies, whether homegrown or drawn from beyond its borders, that are setting South Carolina up for the years ahead.

"BMW helped us demonstrate our capability as a workforce to build very sophisticated, complex consumer products"

AUTOMOTIVE

Probably the biggest pivot point in the transformation of the South Carolina economy was the decision taken by BMW to build its first U.S. manufacturing plant in Spartanburg. The first cars rolled off the production line in 1994, marking the start of a successful relationship that has now seen the German giant invest a total of \$8 billion in the state, produce more than 4 million cars, and scale up its employee base to more than 9,000 jobs onsite.

"BMW helped us demonstrate our capability as a workforce to build very sophisticated, complex consumer products," says Hitt. "As a result, we have 400 automotive manufacturing-related companies in South Carolina, where 25 years ago we had a handful at best. You talk to any of these companies and without BMW, none of them would have looked here."

Today, the automotive sector represents a critical part of the South Carolina economy, with an annual economic impact of \$27 billion, while the state ranks first in the U.S. in export sales of both tires and completed passenger vehicles. Some 158,000 South Carolinians are now employed within the industry, which spans from parts

FACT FILE

Agribusiness in SC has grown by 23% over the last decade and now has an impact in excess of \$41bn annually.

suppliers and raw material producers, many of which have also come from overseas, to other major OEMs such as Honda and Mercedes-Benz.

The latter of these broke ground in 2016 on a \$500-million expansion of its Charleston area site, upgrading what has to date been a reassembly facility into a full-scale production plant, in line with the company's preference to produce its vehicles in the market which they are sold. Set to open in late 2018, it's expected that the new facility will create up to 1,300 jobs by the end of the decade, with another 400 by local suppliers.

Says Michael Balke, president and CEO of Mercedes-Benz Vans, "The North American market right now is the second-largest market for our Sprinter vans. Our goal is, why should it not be the most important market?"

Between 2011 and 2016, capital investments worth \$6 billion were announced by South Carolina's auto industry—and this shows no sign of slowing with Volvo now also opening its first U.S. factory, near Charleston. Production isn't set to launch until later in 2018, but the company has already committed to more than \$1 billion in investment and 3,900 jobs, as it looks to strengthen its position in the North American market.

Part of the credit for securing Volvo must go to Santee Cooper, a state-owned electric and water utility, whose economic development efforts date back to the Second World War. More recently, it has also helped attract the likes of Google and Samsung thanks to industrial rates 15 percent lower than

*"It brings
together
education
and research,
and industry
partners in the
automotive
area to
facilitate close
interactions"*

the national average, in addition to innovative strategies such as, in the case of Volvo, buying land and developing an adjacent commerce center that features the amenities that workers need.

"Because we are a resource for the state of South Carolina, we have a real interest in being a facilitator in economic development," says interim CEO Jim Brogdon. "The state has the ability to bring us into economic development projects as they come online and direct us in a lot of ways that they would not be able to with an investor-owned utility."

Finally, manufacturing prowess alone is not all that South Carolina's becoming known for when it comes to the automotive sector. Opened in 2007, the Clemson University International Center for Automotive Research (CU-ICAR) is a state-of-the-art advanced technology campus that companies near and far are turning to for R&D support and leadership. Among other areas, the center is exploring how new composite technologies can reduce vehicle weight and improve fuel economy, while its Deep Orange flagship graduate program was designed from the ground up to meet the industry's workforce needs.

"The idea was to create a whole ecosystem," says Zoran Filipi, chair of Clemson's automotive engineering department. "It's much more than an academic unit here and it is much more than a technology park. It brings together education and research, and industry partners in the automotive area to facilitate close interactions and relationships."

FACT FILE

The readySC workforce program has trained more than 289,000 people since it started in 1961.



Above: Some 8,000 tons of structural steel and 450,000 bolts were used to build Boeing South Carolina's 1.2m-square-foot 787 Final Assembly building. Left: BMW's Spartanburg plant produces 1,400 vehicles a day, more than 70 percent of which are exported to 140 global markets

ADVANCED MANUFACTURING

Just as BMW was a change agent more than two decades ago, the same can be said of Boeing in 2009, when it chose North Charleston for a new 787 Dreamliner final assembly and delivery line. Ever since, the company has continued to grow, to where it now employs around 7,000 people, and has invested \$2 billion in land, facilities, infrastructure and tools across two locations.

"Boeing as a whole aspires to be a global champion and we will have an important role in that," says Joan Robinson-Berry, vice president and general manager of Boeing South Carolina. "We can only achieve that by maximizing the potential of every person on our team in order to have the best and brightest people unlocking their capabilities and innovating for new products and services."

In all, around 400 private firms now make up the South Carolina aerospace industry. They provide testimony to the state's ability to evolve beyond its traditional roots and support a broad advanced manufacturing industry that also takes in strengths such as

chemicals, plastics and consumer products.

"Textiles was king and we were doing a lot of bulk product production, and now it's transitioned to advanced materials and all the support structure of the automotive and aerospace industry," says David Swenson, executive director of York County Economic Development. "As those big companies grow, these supporting companies will grow as well."

For three consecutive quarters spanning 2016 and 2017, York County ranked among the country's top two counties for job growth, while investments by the likes of Black & Decker and the Schaeffler Group allude to a growing national and international recognition of what the county can offer. More broadly speaking, the last seven years have been especially prosperous for the four-county region around Interstate 77, in the north of the state, which also gets a boost from the growth and business advantages of nearby Charlotte.

"In June 2014, there were three announcements in this region on the same day, which was the largest day of announcements in South Carolina history,"

says Rich Fletcher, president and CEO of the I-77 Alliance. "Over 7,000 jobs created and almost \$1 billion in investment, and all those things happened within about 40 miles of each other. That was a pretty momentous occasion for this region, and it's really continued forward since then."

This is a pattern seen throughout the state—for example, in its western region, where Kimberly-Clark and Michelin count among the household names that have not only invested in manufacturing facilities in recent years, but found such success that they continue to invest with expansions and renovations to their plants.

"We've done a good job of diversifying ourselves over time to be able to weather economic downturns, but we've also been able to show that we have the workforce, and that's the most important thing that a company is looking for," says Will Williams, president and CEO of the Economic Development Partnership, a public-private development corporation serving Aiken, Edgefield, McCormick, and Saluda counties.

LIFE SCIENCES

From steel and bolts to test tubes and petri dishes, South Carolina's also seeing growth in a life sciences industry that spans from biotechnology to pharmaceuticals and now contributes \$11.4 billion to the state economy annually—backed up by forward-thinking research and medical institutions such as the Medical University of South Carolina (MUSC).

"We educate every dimension of healthcare provider and we provide exceptional healthcare, but I think the thing that sets us apart is that in the middle of our vision statement, as part of our values, you'll find innovation," says MUSC president David Cole. "Innovation is talking about not merely providing the best current healthcare possible, but changing healthcare for our patients in the future."

For example, as well as attracting more than \$250 million in annual research funding and training 3,000-plus students and residents, MUSC is one of only two nationally recognized centers of excellence for its telehealth capabilities, putting it in a prominent position to advance this technology and transform the care of patients in rural areas.

For further medical innovations, you can also look to the northwest corner of the

state, to Spartanburg Regional Healthcare System and its Gibbs Cancer Center & Research Institute. This was the first site in the country to combine the CyberKnife M6 Robotic Radiosurgery System and SpaceOAR, two high-tech cancer technologies, improving the experience for patients with prostate cancer by offering protection from some of the side effects of radiation therapy and potentially reducing the number of treatments needed.

Says medical director Daniel Fried. “For a community cancer center, it is not typical to be pushing the envelope and trying to be at the forefront of what is happening, and that really gives Gibbs a different feel.”

INFORMATION TECHNOLOGY

Flying under the radar compared to some of the state’s major manufacturing announcements, Charleston is quietly becoming a nationally relevant tech hub, ranking first among mid-size metros for IT jobs, according to the BLS. Nearly 300 related companies have found a home here, supported by an environment that saw the Kauffman Foundation name it one of the country’s best-performing entrepreneurial hotspots, in 2017.

Meanwhile, Columbia has emerged as a global leader in insurance technology and services, with an industry cluster that contributes \$7 billion in annual economic impact—the result of well over a century of innovation and development, much of it by Seibels, the oldest business enterprise still operating out of the capital.

Beginning life in the back of a Columbia clothing store in 1869, Seibels provides business process outsourcing to the property and casualty insurance industry, and in recent years has taken steps to securing its future within the city through major renovations of its historic headquarters and investments in upgrading its technologies.

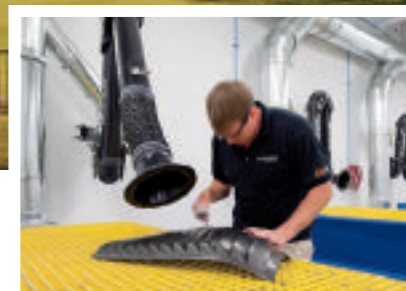
“Our vision is to be a best-in-class service provider to insurance companies and we’re now well on our way to doing that,” says chairman and CEO Rex Huggins.

HIGHER EDUCATION

If there’s a general rule in economic development, it’s that workforce typically wins out, which is why South Carolina can take strength from an extensive technical college system and a variety of higher



Above: According to a SmartAsset study, Columbia ranks second in the nation for the lowest business start-up costs. Right: Companies such as Composite Resources speak to York County’s strengths in advanced materials



education institutions that are adapting to the state’s new economic paradigm.

“For a school like us, the challenge is how do we align with this growth and how do we serve the needs of the economy and businesses that are moving here,” says College of Charleston president Glenn McConnell. “The College of Charleston is uniquely positioned to do so because we have continued to follow what we call a holistic approach to education. Our students are schooled here to be globally focused.”

Founded in 1770, the College of Charleston is South Carolina’s oldest university, but belies that age with innovative programs and facilities. These include a new Computer Science Student Innovation Center, where you’ll find a rapid prototyping makerspace as well as a co-location space that encourages employees from companies such as Boeing and Mercedes-Benz Vans to maintain a regular presence around its students.

Elsewhere, the Riley Institute at Furman University was launched in 1999 with the objective of broadening student and community perspectives about issues

critical to South Carolina’s progress—for example, through its Diversity Leaders Initiative, which has taken nearly 2,000 leaders from across the state and helped them identify their diversity ‘blind spots.’ It’s a fitting program for the state’s oldest private institution of higher learning, whose liberal arts curriculum is geared towards educating the whole person and preparing students for all that life has in store.

Says president Elizabeth Davis, “I want our alums to feel like their Furman experience gave them the tools to be able to adapt to a changing world, know how to use their strengths to be effective and to be engaged citizens in whatever community they find themselves.”

Similarly, Wofford College continues to show the value of a liberal arts education as a way for students to develop such intangibles as problem solving, communication and an ability to work with others—then supporting them with The Space in the Mungo Center, which provides services that range from helping with interview skills, to finding internships, to encouraging business or

social venture development.

"It is a full-service center for professional development and entrepreneurship, and our goal is to help students be prepared for lifelong success," says the college's president Nayef Samhat. "We like to say here that the vision is to serve as a haven for innovative experiences for every student."

Finally, Charleston Southern University is a Christian college that continues to evolve its programming in response to the needs of local industry—for example, adding degrees in cybersecurity and computer science—while differentiating itself through a faith-based environment that it believes fosters tolerance in other people's views.

"We are only 52 years young and we are the largest private college in South Carolina. And that's not because of leadership but that's because of our mission, our faculty, staff and the people who are called to be here," says president Jairy Hunter. "We want to be known nationally as well as internationally for our vision of integrating faith in leading, learning and service."

TOURISM

South Carolina's long stretches of sandy beaches, exquisite state parks and historical attractions have driven a thriving visitor industry for generations. Even today, one in 10 state jobs is tied to tourism, while visitor spending in South Carolina exceeds \$20 billion annually—and its impact stretches even further when you consider the indirect effects on the local business environment.

"Whether it was the corporate CEO or an economic development person, someone from BMW, Volvo and Boeing came to South Carolina as a visitor and said this is a great place to visit. I'd love to work here. You could move a plant here," says Duane Parrish, director of the South Carolina Department of Parks, Recreation & Tourism. "We're on the front end of economic development, as no-one moves here without first being a visitor."

That the same qualities that have made South Carolina a great place to visit make it also a great place to live is also evident when you look at the enduring appeal of locations such as Kiawah Island, consistently ranked by *Barron's* as one of the best places to invest in a second home. A luxury, master-planned

community, widely known for its golf offerings, the island's major developer is Kiawah Partners, which has sold more than \$1 billion of real estate here since 2013, and sees volumes and values continuing to rise.

"Kiawah is a place you can truly disconnect and unplug, while also be just 20 miles from a city like Charleston—that combination is unmatched anywhere in the U.S.," says partner Chris Randolph. "Our feeling is once someone comes down here to see it, they're sold as this is one of the most naturally amazing places you can find."

"We're on the front end of economic development, as no-one moves here without first being a visitor"

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SC CITY GUIDE

A LOOK AT THE DEVELOPMENTS, DESTINATIONS AND TRENDS
DEFINING SOME OF SOUTH CAROLINA'S LARGEST CITIES



CHARLESTON

POPULATION 135,000

THE STORY Known for its cobblestone streets and antebellum buildings, Charleston has also become a millennial hot spot and a major center for commerce, with a busy port, thriving tech scene and a roster of international manufacturing giants

MAJOR PROJECTS In 2016, Charleston International Airport completed a \$200m renovation and terminal upgrade to support the growth in passengers from 1.8m in 2010 to more than 4m last year

WHAT THEY SAY "Our vision is that this metro is recognized globally as an innovative and inspiring place for business and talent."—David Ginn, president and CEO of the Charleston Regional Development Alliance



COLUMBIA

POPULATION 134,000

THE STORY The state capital since 1786, Columbia is also home to the state's largest university and a workforce that counts among the nation's youngest and most educated, resulting in a city that's rich in cultural assets and creative energy

MAJOR PROJECTS The largest urban development east of the Mississippi, the 181-acre Bull Street project represents a 20-year plan to transform the old SC State Hospital site into a modern, mixed-use district

WHAT THEY SAY "This is a very authentic, friendly destination. We have the attributes of a bigger city, but with a small town feel."—Bill Ellen, president and CEO of Experience Columbia SC



ROCK HILL

THE STORY Close to Charlotte, York County's largest city is emerging as a center for knowledge jobs and amateur sports

MAJOR PROJECTS The center of the city is being transformed by the 23-acre Knowledge Park, a mixed-use business park that includes everything from the city's first breweries to a thriving technology incubator

WHAT THEY SAY "We're using the skeleton of the old textile industry to build a 21st-century economy, and using the talent that already lives here to populate new businesses that will grow here."—Stephen Turner, the city's director of economic & urban development



HILTON HEAD

THE STORY Some 12 miles of sandy beaches, 24 golf courses and 50 miles of public bike and nature trails have made Hilton Head Island one of the nation's most desirable family vacation destinations

WHAT THEY SAY "Compared to other destinations around the world, having the assets we have means something for everyone."—Bill Miles, president and CEO of the Hilton Head Chamber

WHAT OTHERS SAY In 2017, *Travel + Leisure* readers named Hilton Head Island the best island in the continental United States, and the second-best island in the world



SPARTANBURG

THE STORY The ongoing success found by BMW speaks to Spartanburg's appeal as a business destination, which it is now pairing with a re-energized downtown that has seen nearly \$200m invested in the last five years, driving new residential and visitor growth

MAJOR PROJECTS Opened in late 2017, South Carolina's first AC Hotel is set to be an anchor for the western end of downtown

WHAT THEY SAY "We're a Southern destination that's just starting to make its name in areas that travelers are looking for."—Chris Jennings, EVP of the Spartanburg CVB




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STATE TOUR

FROM GREAT FOOD TO EXQUISITE BEACHES, YOU'RE NEVER SHORT OF THINGS TO DO IN THE PALMETTO STATE

THE HISTORY TOUR

When it comes to South Carolina history, the place to begin is in its oldest city, Charleston, founded in 1670. Here you'll find the colorful **Rainbow Row (1)**, the longest cluster of Georgian row houses in the nation, as well as historic churches, battle-worn forts and the **Magnolia Plantation and Gardens (2)**, the oldest public gardens in America, which has welcomed visitors to see its thousands of flowers and plants since 1870. Elsewhere, **Historic Brattonsville (3)** offers a glimpse of the state in the 18th and 19th centuries, while the **South Carolina State Museum (4)** is housed in a former Columbia textile mill and welcomes more than 150,000 visitors each year.

THE CULINARY TOUR

We're not getting into a debate about who does it best, but what can't be argued is that South Carolina has a rich barbecue history and diversity—all of which can be explored as part of the SC Barbecue Trail, which takes in more than 200 restaurants from all over the state, including the porcine delights of **Ronnie's Ribs (5)** in Elgin. Similarly, since you'll need something to wash it all down, the state's Satisfy Your Thirst Tour shines a light on its craft beverage producers, from Anderson's **Palmetto Moonshine Distillery (6)** to La Belle Amie Vineyard, near Myrtle Beach.

THE RECREATION TOUR

In South Carolina, there are plenty of reasons to get outside, whether that's world-class fishing or its hundreds of golf courses, including the **Kiawah Island Golf Resort (7)**, host of the 1991 Ryder Cup. Or upgrade to two wheels and head to **Rock Hill (8)**, home to the Giordana Velodrome plus an Olympic-caliber BMX track and myriad bike trails. Alternatively, visitors can take their pick of 47 state parks, such as **Devils Fork State Park (9)**, or explore the rolling countryside, charming small towns and year-round equestrian events of **Thoroughbred Country (10)**. Finally, head to **Lake Murray (11)**, where 650 miles of shoreline and beautiful sunsets provide a peaceful retreat just 15 minutes from Columbia.

THE FAMILY-FRIENDLY TOUR

In the north of the state, the Myrtle Beach area is known nationally and beyond for its sands, boardwalks and golf courses, which it supplements with around 1,800 restaurants and 425 hotels. To the south, **Hilton Head Island (12)** is known for its natural beauty and environmental sensitivity as well as an array of cultural assets that belie its size. Away from the coast, more than a million people visit Columbia's **Riverbanks Zoo and Garden (13)** and its 2,000-plus animals each year, while **Greenville (14)** combines local sculptures and a kid-friendly scavenger hunt as part of 'Mice on Main'.



FACT FILE

Now in its 42nd year, Charleston's Spoleto Festival USA is one of America's premier performing arts festivals, encompassing opera, dance, jazz, theater and music across 17 days.

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