

Media Release



bluffton
HEART OF THE LOWCOUNTRY

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For More Information:

Debbie Szpanka
Public Information Officer
Town of Bluffton
20 Bridge Street
Bluffton, South Carolina 29910
(Office): 843.706.4534
(Cell): 843.540.2274
(Email): dszpanka@townofbluffton.com

Town of Bluffton Produces Economic Development Video

The Town of Bluffton has released a new economic development video. The video is designed to attract new businesses and to encourage existing businesses to relocate to the Town of Bluffton. According to a recent ranking by the Palmetto Promise Institute, the Town of Bluffton was ranked number one on a list of “Most Enterprise-Friendly Cities in South Carolina.” The video is a solid testimony to the ranking bestowed by the Palmetto Promise Institute.

There are three versions of the same video. The full video is five minutes in length and the two shorter versions are one minute and 90 seconds in length. Residents and business owners are encouraged to share them via their websites and social media accounts to assist in recruiting more knowledge-based businesses to Bluffton.

“Bluffton leaders have worked tirelessly to implement our vision of a diversified economy and educational opportunities so knowledge-based, high-paying jobs are available and a professional workforce is ready to fill those jobs,” Mayor Lisa Sulka said. “The Town’s new economic development video captures all the reasons why Bluffton has the best of both worlds. In Bluffton, we enjoy a high quality of life in a close-knit community while also offering companies progressive incentives in our business-friendly culture.”

The video features several community and business leaders who speak about the benefits of living and working in Bluffton. They speak about the availability of Gigabit internet service, available sites in the Buckwalter Commerce Park, public infrastructure which supports private investment, lack of metropolitan traffic issues, low crime, a high quality of life, a solid education system, a coastal lifestyle and accessibility to multiple transportation hubs (i.e. airports, railroad, deep-water ports and interstate highways.)

Town Manager Marc Orlando said residents and business owners are welcome to use the Town’s videos for their promotional venues such as websites and social media venues.

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“There’s no better recruiting advantage than other business owners speaking about why they came here,” Orlando said. “We know by Bluffton’s more than 1200 percent increase in population throughout the last two decades that people are happy to be here. We hope this video attracts more businesses which want to either locate or relocate to Bluffton. This video is one more tool the Town is using to continuously strive to diversify and enhance the town’s and region’s economy while maintaining Bluffton sense of place.”

You can find the three versions of the Town’s economic development video on the Town’s You Tube channel.

- Town of Bluffton/Economic Development Video/5 minute version
<https://www.youtube.com/watch?v=UqD2-nSlE8&t=8s>
- Town of Bluffton/Economic Development Video/ 90 second version
<https://www.youtube.com/watch?v=UkqING5n9qY>
- Town of Bluffton/Economic Development Video/60 second version
https://www.youtube.com/watch?v=hgpGiuM_SPw

If you have any questions about the use of the video, please contact the Town’s Public Information Officer Debbie Szpanka at (Email) dszpanka@townofbluffton.com or (Office) 843-706-4534.