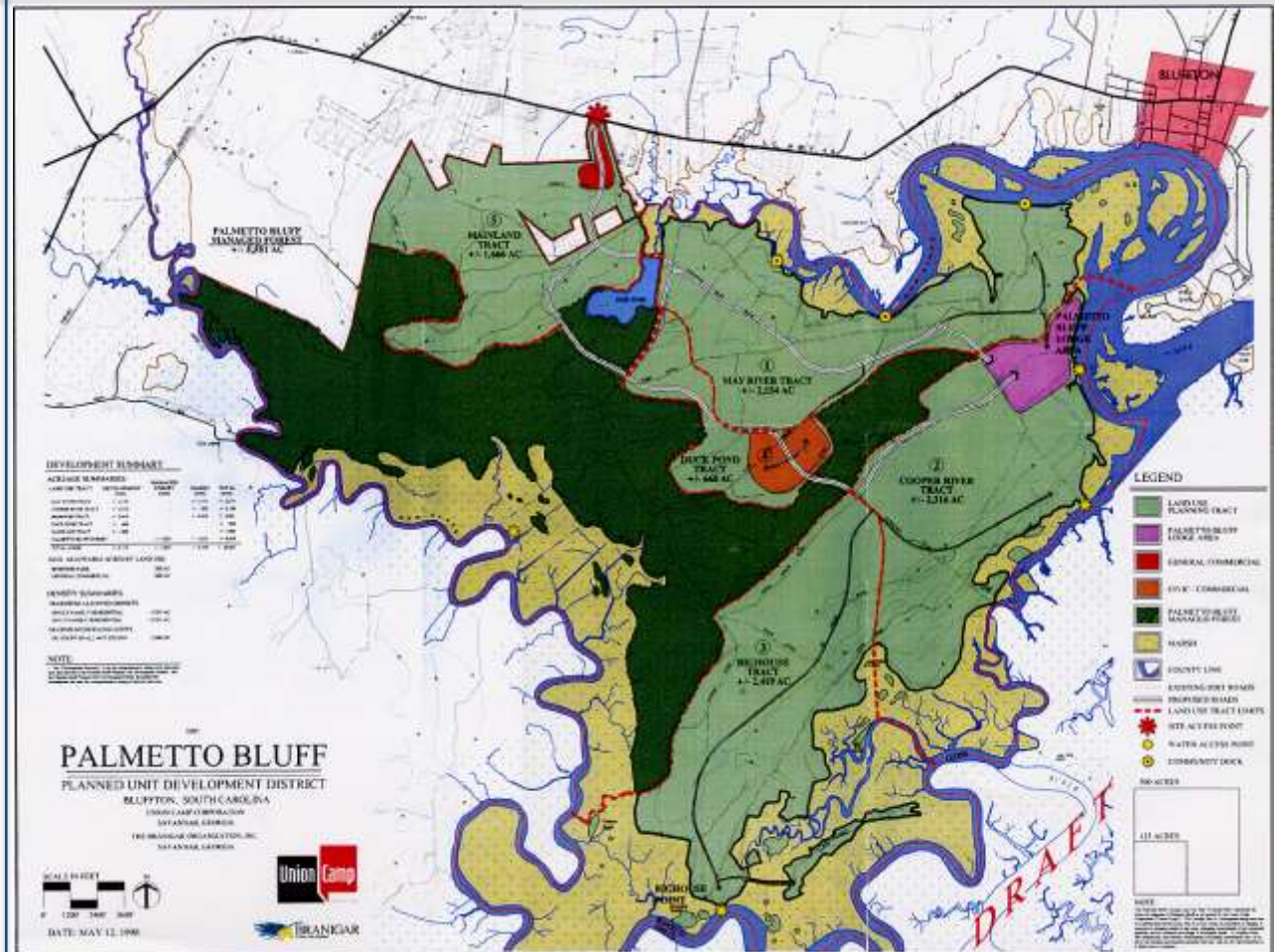




PALMETTO BLUFF UPDATE

March 12, 2013

- In 1998, Palmetto Bluff was annexed into the Town of Bluffton, SC and the PUD was approved for up to 5,000 units.
- In 2000, Crescent Resources acquired the property and begin planning and development.
- In 2003, the first lot sales began to occur in the Headwaters Conservation area and the Village.
- In the fall of 2004, The Inn at Palmetto Bluff opened.



- Palmetto Bluff is planned to evolve into a vibrant settlement where a diverse group of people create their own legacy by:
 - Connecting to themselves, their family, and others through self discovery, sincere interactions, close contact with nature, authentic roots in history, and an openness to new ideas.
 - Enjoying the best of classic lowcountry traditions within a majestic, beautiful, stimulating and protected environment



- A “Place”, rather than a “Project”
- Respect “Pieces of Geography”
- Plan guided by the Land rather than a Formula
- Encourage Diversity through scale and density
- Conservation Programs to Preserve and Enhance:
 - Natural Setting
 - History and Traditions
- A Natural Park-like Setting
 - Landscape dominates
 - Not manicured
 - Timeless appeal
 - Landscape as infrastructure





- Streets terminate with views to the water



- Varied Streetscapes



- Landscapes dominate



- May River Golf Club – Jack Nicholas Signature Golf Course



- The Lawn & Racquet Club
- 8 Tennis Courts
- Bocce and Croquet courts



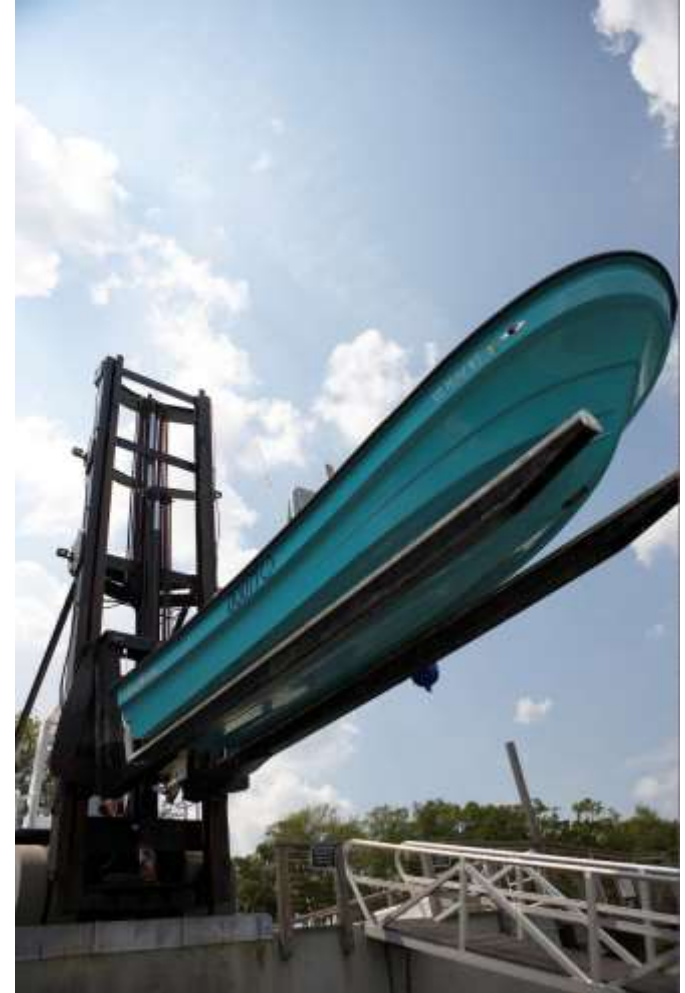
- Equestrian Center



- Pool and Fitness



- Boating



PALMETTO BLUFF INN

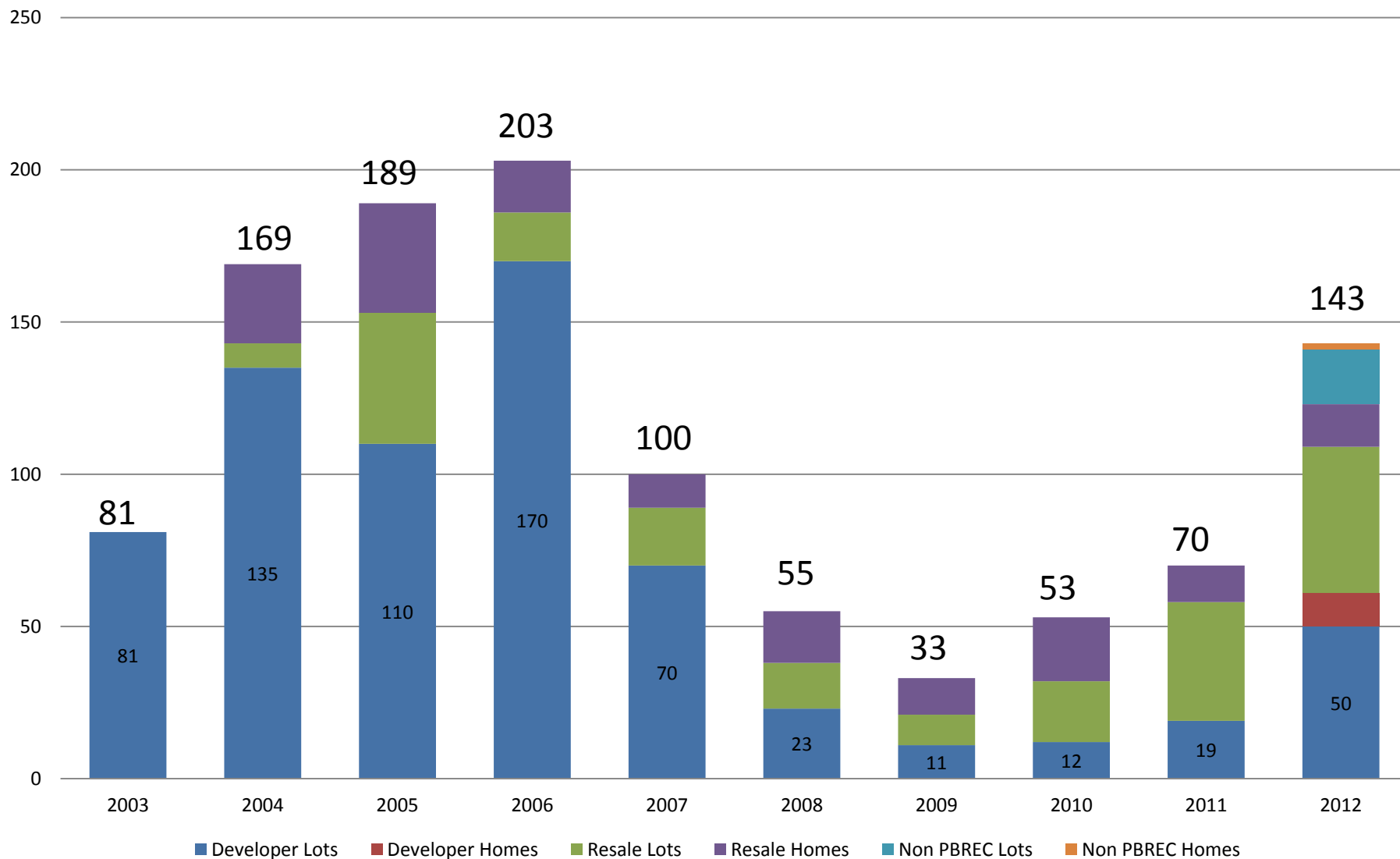
- AAA Five-Diamond Award, Most Luxurious Accommodations in North America (2011, 2012, 2013)
- #1 US Hotel *US News & World Report* (2012)
- #2 Best Hotel & Resort in the US & #17 'Top 100' property in the world *Condé Nast Traveler Readers' Choice* (2012)
- #6 Top Resort in Continental US *Travel & Leisure* (2012)



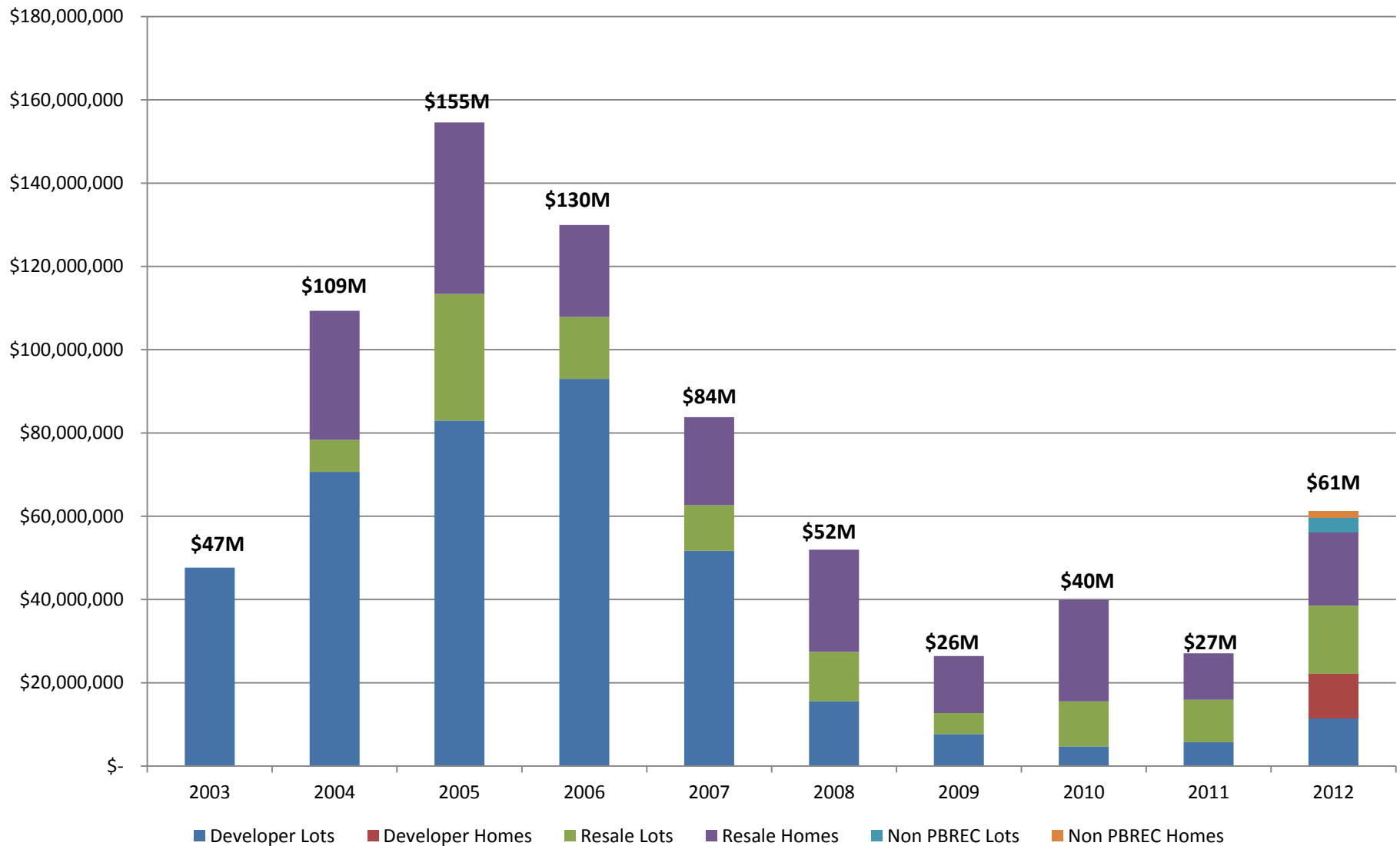
- New Crescent Name & Branding Effort to be Launched March/April 2013

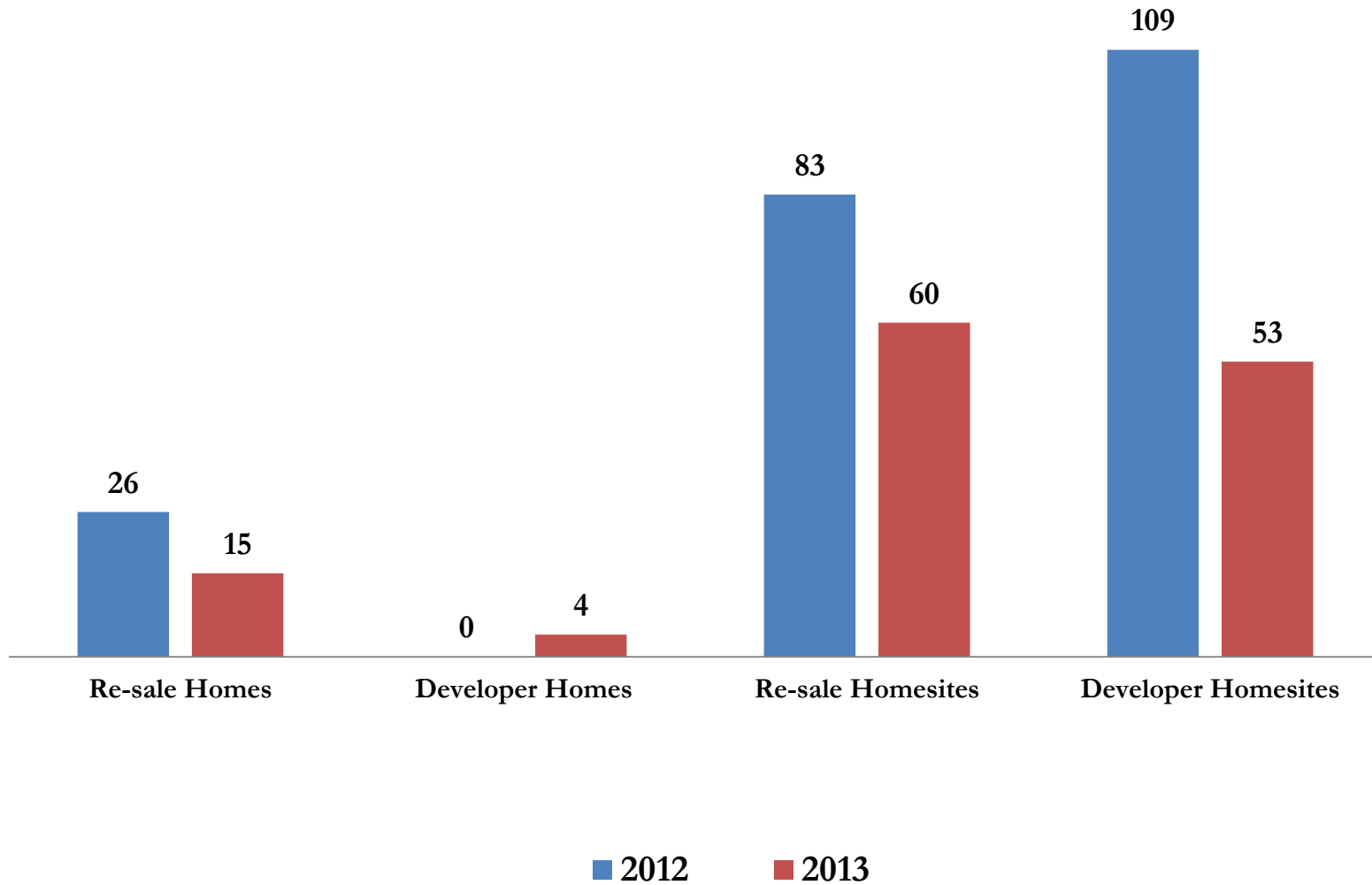


PALMETTO BLUFF SALES UPDATE (UNITS)



PALMETTO BLUFF SALES UPDATE (VOLUME)





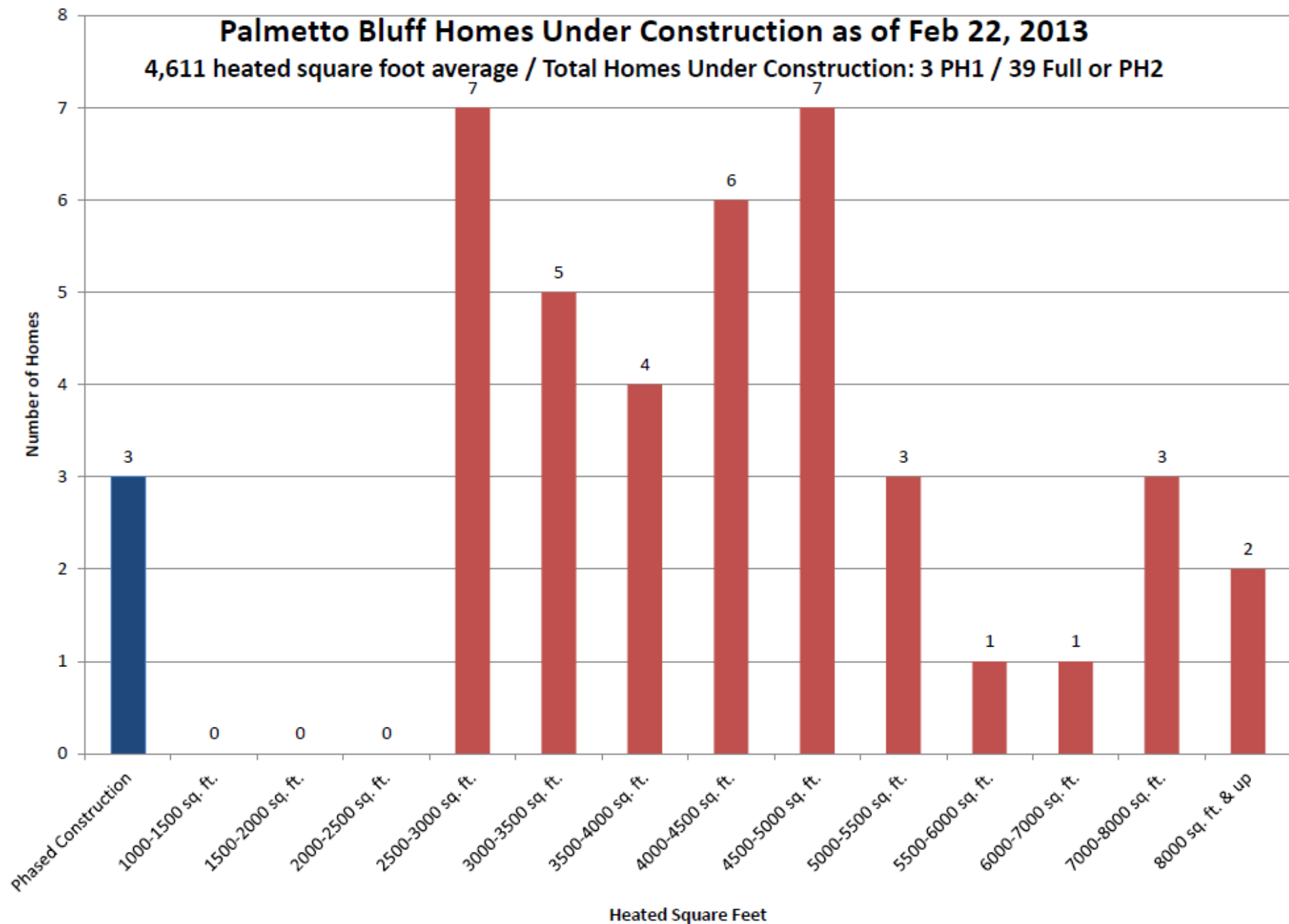
- Outside broker sales have increased from 5% in 2011 to 18% in 2012

Lead Source	% of Sales
PO Referral	38%
Inn Guest	24%
Print	4%
Web/Digital	7%
Outside Broker	18%
Other	9%

	February 2013
Homes in DRB	30
Homes Under Construction	48
Homes Completed	240
Total Developer Closings	685

Palmetto Bluff Homes Under Construction as of Feb 22, 2013

4,611 heated square foot average / Total Homes Under Construction: 3 PH1 / 39 Full or PH2



- The primary assets today:
 - Wilson Village
 - Vibrant amenities including golf, equestrian, tennis, boating, dining
 - 50 Room Award-winning Inn
 - 4,000+ / developable acres
- Current Strategy:
 - Updating/enhancing existing master plan
 - Expanding the Inn
 - Establishing successful operations in two or more new villages
- 683 homesite sales for close to \$400M



2012 RIVER ROAD RECAP

- 2012 initial program launched with the building of four homes (price \$600,000 to \$900,000)
- Palmetto Bluff Style home drove 4,000 people at \$10/person for charity (The Boys & Girls Club & Bluffton Self Help).
- YTD, 7 home sales, 4 new specs started and 4 more specs to start in next 30 days
- Since start of program (spring '12) we have sold 21 developer homesites in River Road over and above the home sales





RIVER ROAD PHASE 2

- Phase 2 (2013) – Develop new infrastructure and design homes to meet current demand for residential properties
- Goal is to build three “Idea Homes” that will open in the fall
- Focus on delivering finished homes rather than just homesites
- Property owner amenity to be located in River Road
- Connection to River Road Preserve









HOTEL EXPANSION TIMELINE

- **Step 1 – November 2012**
 - Hotel Announcement
 - Town Preliminary Plan Approval

- **Step 2 – December 2012 – February 2013**
 - Advanced Design & Land Plan
 - Traffic Plan
 - Cost Estimating
 - Continued Operator Discussions

- **Step 3 – March 2013 – June 2013**
 - Finalize Operator
 - Final Town Approval
 - Business Plan Development
 - Test Financial Markets

- **Step 4 – July 2013 – December 2013**
 - Finalize Design & Land Plan
 - Secured Financial Partner
 - Finalize Business Plan

- **Step 5 – Q1 2014**
 - Start Construction





- Construction & Development Expenditures
 - Over \$500,000,000
- Employment & Payroll
 - \$110,820,000 PTD (\$12,700,000 in 2012)
 - 346 Employees with 206 living in Bluffton (60%)
 - 570 business purchased decals in 2012 (206 were located in Bluffton)
- Preservation & Conservation
 - 727 acres protected by conservation easements
 - 5,000 acres in Managed Forest
 - Transfer of Development rights out of the May River watershed
 - Donation of 6 acres to Town of Bluffton for storm water purposes

- Development Fees
 - \$2,300,000
- Palmetto Bluff Property Taxes
 - \$29M annually
- Accommodations Tax Revenue
 - \$1.3M PTD (\$214,000 in 2012)
- Hospitality Tax Revenue
 - \$716,000 PTD (\$114,000 in 2012)
- Business License Fees
 - \$863,900 PTD (\$52,500 in 2012)
- Charitable Contributions
 - \$520,000 PTD
 - \$89,000 in 2012 (Style Home, Christmas in the Village, & Music to Your Mouth)

Public Access	2012
Visitor & Guest Passes Issued	52,543
Bike Passes	4,241
Concert on the Green	837
Movie on the Green	228
Music to Your Mouth	1,431

- Public Events
 - Music to Your Mouth
 - Face Your Fears MUD Run
 - Half Marathon
 - Concert of the Green
 - Summer Concert Series
 - Movies on the Lawn
 - Christmas in the Village
 - Sculptures
- Public Activity
 - Village Center
 - Town of Bluffton Dock
 - Buffalo's
 - Village Bike Rentals
 - IDEA Homes

