

## BUCKWALTER PLACE

WHERE BUSINESS IS GOOD AND LIFE IS BETTER

It's an interesting dichotomy for members of Generations X and Y. They crave the professional energies found in big, urban centers. But they also rank quality of life high on their priority lists. Judging by the traffic in Atlanta and the cost of living in D.C., it seems unlikely these young workers find many lifestyle perks in these areas. But is it possible to find urban energy in a place known for its quality of life? Officials in Bluffton, South Carolina, believe it is.

The area is already home to Hilton Head Island and the laid-back lifestyle many of today's professionals are looking for. Now, local governments and real estate developer Tom Zinn are teaming up to create an urban core in Beaufort County to add big city energy to the mix. "People don't want to wait until they retire to enjoy a high quality of life," says Kim Statler, executive director of the Lowcountry Economic Network. "We're

creating an economy that combines the best of both worlds."

"Buckwalter Place is going to be an interconnected, urban environment with a mix of technology businesses, retail, residential, municipal and hospitality uses," says Zinn. "Folks will be able to work in this complex, interface with other high-energy professionals. Then they'll be able to get home in plenty of time for a stroll on the beach after dinner.

"What's really unique is that it's more than just another real estate deal," he continues. "Buckwalter Place is about creating synergies. This area is in an explosive transition, and we have a unique opportunity to ride this wave of growth to create a sense of place."



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### Already A Success

Don Ryan, CEO of CareCore National, is a perfect example of working where you live and play. He has lived in Hilton Head for years and commuted to his company's offices in New York and Colorado Springs. "Having lived here, I knew the area would allow us to recruit the type of top talent my business needs to be successful. So when Buckwalter Place was conceived, I was quick to jump in." CareCore became the complex's anchor tenant in October of 2007, and already Ryan is certain the operation will quickly become his largest.

"We got great value for our investment, and we received a great deal of support from the local governments and from the community. And people are very willing to relocate to this area," he says. "Lifestyle is a big issue for people. We've had our best luck recruiting in locations where people want to live. So I have no doubt we'll be very successful here."