

Regional Economic Development Organizations Annual Reports

As required by Proviso 50.13 of the FY19-20 Appropriation Act.

- (1) Upstate Alliance;
- (2) Central SC Economic Development Alliance;
- (3) North Eastern Strategic Alliance (NESA);
- (4) Charleston Regional Development Alliance;
- (5) I-77 Alliance;
- (6) Economic Development Partnership;
- (7) Southern Carolina Alliance;
- (8) The LINK Economic Alliance



UpstateSCAlliance

*Business moves here.*

**Upstate South Carolina Alliance  
2019 Annual Report**

FY 2015-2016

State Appropriations Act

Appropriation to the Local Economic  
Development Alliances

FY 2016-2017

State Appropriations Act

Appropriation to the Local Economic  
Development Alliances

FY 2017-2018

State Appropriations Act

Appropriation to the Local Economic  
Development Alliances

FY 2018-2019

State Appropriations Act

Appropriation to the Local Economic  
Development Alliances

October 31, 2019

Honorable Robert M. Hitt III  
Secretary of Commerce, SC Department of Commerce  
1201 Main St., Suite 1600  
Columbia, SC 29201

RE: Annual Report per State of South Carolina Appropriations Act of 2015-2016; 2016-2017; 2017-2018; & FY2018-2019

Secretary Hitt:

Pursuant to the requirements provided in memorandums dated June 2016, June 2017, June 2018, and June 2019 from the South Carolina Department of Commerce, please accept this letter and attachments as the Upstate South Carolina Alliance's annual report for the receipt of the \$750,000 in funding provided to Local Economic Development Alliances in the State Appropriation Act for \$780,545.00 in funding FY2015-2016, \$750,000 in funding for FY2016-2017, \$761,084.56 for FY2017-2018, and \$759,290.71 for FY2018-2019.

Per the Act 2015-2016, the Upstate SC Alliance submitted a request and received these funds in May and July of 2016. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$780,545.

Per the Act 2016-2017, the Upstate SC Alliance submitted a request and received these funds in June 2017. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$750,000.

Per the Act 2017-2018, the Upstate SC Alliance submitted a request and received these funds in June 2018. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$761,084.56.

Per the Act 2018-2019, the Upstate SC Alliance submitted a request and received these funds in June 2018. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$ 759,290.71

Within this booklet, please find the following:

- A detailed Funding Request/Itemized Budget
- 2018 Upstate SC Alliance Annual Report
- 2019 Upstate South Carolina Alliance Performance Measures
- 2019 Upstate South Carolina Alliance Marketing and Business Recruitment Calendar
- 2018-2019 Upstate South Carolina Announcements

On behalf of the Upstate Alliance Board of Directors, our staff, and most importantly, the citizens of our region, thank you for providing an additional round of funding for the Local Economic Development Alliances. We continue to seek leveraging opportunities utilizing these funds through grants and additional private sector investment. We look forward to providing you with information on the impact of these funds to the Upstate Region and State of South Carolina!

Sincerely,



John Lummus  
President/CEO



**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
 FY2015-2016 General Appropriations Act  
 Appropriation to the Local Economic Development Alliances  
 Upstate South Carolina Alliance Annual Report

Lead Generation , Research and Project Support	State Funds Used Q4		EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
	2018-Q3	2019	Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>Payroll</b>								
810100 50% Employee Salaries (non-operational)	\$	-	\$ 367,605.06	\$	89,672.31	\$	277,932.76	
810200 50% Employee Payroll Taxes (non-operational)	\$	-	\$ 28,341.83	\$	7,555.39	\$	20,786.45	
<b>Mission Trips</b>								
824709 SCBIO Conference	\$	-	\$ -	\$	-	\$	-	
823010-19 Quebec Mission	\$	-	\$ 4,855.63	\$	3,242.96	\$	1,612.67	
823012 International Mission (UK) and Fabtech	\$	-	\$ 6,227.85	\$	2,298.02	\$	3,929.83	
823021 Ireland/Scotland Mission Trip	\$	-	\$ 5,043.14	\$	-	\$	5,043.14	
823022 Belgium/Netherlands	\$	-	\$ 5,434.40	\$	-	\$	5,434.40	
823023 United Kingdom Trips	\$	-	\$ 5,469.57	\$	5,469.57	\$	-	
823024-18 Switzerland/Poland Mission	\$	-	\$ -	\$	-	\$	-	
823024-19 Northeast Mission	\$	-	\$ 3,802.27	\$	-	\$	3,802.27	
823025-18 Vancouver Mission	\$	-	\$ 2,344.32	\$	2,344.32	\$	-	
823025-19 Wescoast Mission	\$	-	\$ 818.50	\$	-	\$	818.50	
823071 Regional Site Consultant/COI Trips	\$	-	\$ 8,335.04	\$	4,732.59	\$	3,602.45	
823072 State Led Consultant Missions	\$	-	\$ 695.33	\$	230.90	\$	464.43	
823090 Lead Generation Expenses	\$	-	\$ 127,145.07	\$	28,216.40	\$	98,928.67	
823091 Mini Mission Trips	\$	-	\$ 11,732.81	\$	6,362.63	\$	5,370.18	
823092 Local Developer Travel Sponsorship	\$	-	\$ 13,208.46	\$	5,499.97	\$	7,708.49	
823094-18 France Mission Trip	\$	-	\$ -	\$	-	\$	-	
823094-19 Commerce Led Mission - JEC in Paris	\$	-	\$ 1,054.85	\$	-	\$	1,054.85	
823095-18 UK Mission Trip	\$	-	\$ -	\$	-	\$	-	
823095-19 Commerce Led Mission NPE Plastics	\$	-	\$ 377.58	\$	55.26	\$	322.32	
823096 Commerce Led Paris Air Show	\$	-	\$ 7,916.24	\$	-	\$	7,916.24	
823097-19 Commerce Led Mission Trip - Arab Health	\$	-	\$ 2,678.07	\$	-	\$	2,678.07	
<b>Research &amp; Project Support</b>								
830500 Research Consultants - ACOG/Infomentum	\$	-	\$ 34,375.00	\$	6,875.00	\$	27,500.00	
831000 Research & Database	\$	-	\$ 101,417.11	\$	5,137.76	\$	96,279.35	
820500 Prospect Cultivation/Entertainment	\$	2,701.10	\$ 6,965.13	\$	2,655.07	\$	4,310.06	
821000 COI Cultivation/Entertainment	\$	762.22	\$ 2,489.15	\$	723.36	\$	1,765.79	
<b>TOTAL TO-DATE</b>	\$	<b>3,463.32</b>	\$ <b>748,332.41</b>	\$	<b>171,071.50</b>	\$	<b>577,260.91</b>	\$ -

Target Industry & Directed Global Marketing	State Funds Used Q4		EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
	2018-Q3	2019	Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>Payroll</b>								
810100 30% Employee Salaries (non-operational)	\$	-	\$ 220,563.04	\$	53,803.38	\$	166,759.65	33,000 grant from Chase Bank
810200 30% Employee Payroll Taxes (non-operational)	\$	-	\$ 17,005.10	\$	4,533.23	\$	12,471.87	
<b>Marketing Tools &amp; Publications</b>								
812500 Mktng Publication/Presentation	\$	5,242.98	\$ 14,004.11	\$	1,578.00	\$	12,426.11	
814000 Promotional Specialty Items	\$	22,295.99	\$ 23,118.71	\$	13,320.99	\$	9,797.72	
814500 Marketing Video/Photographs	\$	20,000.00	\$ 20,200.00	\$	10,000.00	\$	10,200.00	
815600 Internet Advertising	\$	4,597.35	\$ 19,286.29	\$	3,094.49	\$	16,191.80	
835500 Miscellaneous Marketing Expense	\$	34.00	\$ 1,098.68	\$	475.07	\$	623.61	
816000 External Marketing Initiatives	\$	68,070.97	\$ 147,529.85	\$	57,907.89	\$	89,621.96	
<b>Marketing Tools - Website</b>								
841000 Web site development	\$	-	\$ 16,296.44	\$	7,475.00	\$	8,821.44	
842000 Web site hosting & maintenance	\$	789.13	\$ 3,830.15	\$	789.13	\$	3,041.02	
<b>Trade Shows &amp; Inbound Events</b>								
822020 Automotive	\$	3,845.80	\$ 2,910.80	\$	2,892.90	\$	17.90	
822030 Life Sciences	\$	5,030.00	\$ 9,102.66	\$	3,881.55	\$	5,221.11	
822040 Other Trade Shows	\$	853.33	\$ 1,230.68	\$	-	\$	1,230.68	
822050 Engineered Materials	\$	957.00	\$ 1,575.64	\$	938.78	\$	636.86	
822060 Site Consultant Conferences	\$	8,221.35	\$ 16,399.64	\$	6,286.35	\$	10,113.29	
822070 Global Trade Investment	\$	-	\$ 975.00	\$	-	\$	975.00	
822095 Aeresospace	\$	32.18	\$ 985.51	\$	32.18	\$	953.33	
824600 Delegation 4 - OESA	\$	2,000.00	\$ 4,000.00	\$	2,000.00	\$	2,000.00	
<b>Economic Development Travel &amp; Events</b>								
832000 Committees Expense & Support	\$	-	\$ 822.86	\$	404.72	\$	418.14	
832010 Automotive Target Industry	\$	237.90	\$ 749.80	\$	74.00	\$	675.80	
832020 Engineered Materials Target Industry	\$	-	\$ 174.54	\$	46.48	\$	128.06	
832030 Life Sciences Target Industry	\$	231.10	\$ 256.36	\$	23.66	\$	232.70	
832050 Aerospace Target Industry	\$	100.35	\$ 63.36	\$	-	\$	63.36	
834500 Econ. Development Travel, Meals, & Registrations	\$	-	\$ 15,140.13	\$	1,420.66	\$	13,719.47	
833500 Econ. Development Dues & Sponsorships	\$	3,345.00	\$ 42,498.85	\$	32,099.19	\$	10,399.66	
832060 Global Competitiveness	\$	13,249.34	\$ 26,306.67	\$	12,730.96	\$	13,575.71	
<b>Miscellaneous</b>								
820550 CEO Related Economic Development Expense	\$	-	\$ -	\$	-	\$	-	
<b>TOTAL TO-DATE</b>	\$	<b>159,133.77</b>	\$ <b>606,124.86</b>	\$	<b>215,808.61</b>	\$	<b>390,316.25</b>	\$ <b>33,000.00</b>

Regional Promotion	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
		Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>Payroll</b>							
810100 20% Employee Salaries (non-operational)	\$ -	\$ 147,042.02	\$ 35,868.92	\$ -	\$ 111,173.10		
810200 20% Employee Payroll Taxes (non-operational)	\$ -	\$ 11,336.73	\$ 3,022.15	\$ -	\$ 8,314.58		
<b>InBound Events</b>							
824201 Summer Inbound	\$ -	\$ 16,965.42	\$ -	\$ -	\$ 16,965.42		
824100 BMW Charity Pro Am	\$ (543.76)	\$ 19,636.45	\$ -	\$ -	\$ 19,636.45		
623000 Site Consultant Luncheon - Food & Beverage Industry	\$ -	\$ 7,543.78	\$ -	\$ -	\$ 7,543.78		
824400 Delegation 2 - Auto Summit	\$ -	\$ 2,700.00	\$ -	\$ -	\$ 2,700.00		
824401 Delegation 5-Auto Inbound	\$ -	\$ -	\$ -	\$ -	\$ -		
824500 Foreign Delegations	\$ 7,644.31	\$ 11,497.85	\$ 7,027.93	\$ -	\$ 4,469.92		
824709 Delegation 6 - SCBIO	\$ -	\$ 7,500.00	\$ -	\$ -	\$ 7,500.00		
824800 Consultant In-Bound Event	\$ 21,940.23	\$ 27,945.78	\$ 21,940.23	\$ -	\$ 6,005.55		
824801 Experience the Upstate	\$ 5,460.18	\$ 13,978.87	\$ 5,146.43	\$ -	\$ 8,832.44		
824803 Commerce Inbound Events	\$ -	\$ -	\$ -	\$ -	\$ -		
824900 Miscellaneous Delegations	\$ 1,612.65	\$ 1,495.69	\$ 1.50	\$ -	\$ 1,494.19		
824901 SEUS Japan	\$ -	\$ -	\$ -	\$ -	\$ -		
824902 BR & Marketing Events	\$ -	\$ 50,337.57	\$ -	\$ -	\$ 50,337.57		
824903 SC Aerospace Conference	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00		
824904 Reimbursement from Sponsors	\$ -	\$ (4,950.16)	\$ (966.43)	\$ -	\$ (3,983.73)		
824905 Site Selectors Guild	\$ -	\$ -	\$ -	\$ -	\$ -		
<b>Other</b>							
729800 SCDOC Palmetto Partners	\$ -	\$ 40,000.00	\$ -	\$ -	\$ 40,000.00		
<b>Public Relations</b>							
833000 Legislative, Government & Publ	\$ -	\$ -	\$ -	\$ -	\$ -		
831500 Media Events/Cultivation	\$ -	\$ 76.41	\$ 27.04	\$ -	\$ 49.37		
837000 Public Relations	\$ 12,911.24	\$ 130,630.03	\$ 73,980.31	\$ -	\$ 56,649.72		
<b>TOTAL TO-DATE</b>	<b>\$ 49,024.85</b>	<b>\$ 486,236.45</b>	<b>\$ 146,048.09</b>	<b>\$ -</b>	<b>\$ 340,188.36</b>		

All Programs	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
		Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>TOTALS</b>	<b>\$ 211,621.94</b>	<b>\$ 1,840,693.72</b>	<b>\$ 532,928.20</b>	<b>\$ -</b>	<b>\$ 1,307,765.52</b>	<b>\$</b>	<b>33,000.00</b>

NOTE: State funds are reported as as the expenses occur, whereas our financial statements report expenses that are often accrued. This explains why sometimes a "STATE FUND USED" is greater than TOTAL EXPENSE. The trade missions are the strongest examples, as many trip expenses are paid before the trip occurs. Also, event sponsorships and online advertising are often prepaid.



**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
 FY2016-2017 General Appropriations Act  
 Appropriation to the Local Economic Development Alliances  
 Upstate South Carolina Alliance Annual Report

Lead Generation, Research and Project Support	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
		Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>Payroll</b>							
810100 50% Employee Salaries (non-operational)	\$ -	\$ 367,605.06	\$ 89,672.31	\$ 277,932.76			
810200 50% Employee Payroll Taxes (non-operational)	\$ -	\$ 28,341.83	\$ 7,555.39	\$ 20,786.45			
<b>Mission Trips</b>							
824709 SCBIO Conference	\$ 7,500.00	\$ -	\$ -	\$ -			
823010-19 Quebec Mission	\$ -	\$ 4,855.63	\$ 3,242.96	\$ 1,612.67			
823012 International Mission (UK) and Fabtech	\$ 796.65	\$ 6,227.85	\$ 2,298.02	\$ 3,929.83			
823021 Ireland/Scotland Mission Trip	\$ -	\$ 5,043.14	\$ -	\$ 5,043.14			
823022 Belgium/Netherlands	\$ -	\$ 5,434.40	\$ -	\$ 5,434.40			
823023 United Kingdom Trips	\$ 5,469.57	\$ 5,469.57	\$ 5,469.57	\$ -			
823024-18 Switzerland/Poland Mission	\$ -	\$ -	\$ -	\$ -			
823024-19 Northeast Mission	\$ -	\$ 3,802.27	\$ -	\$ 3,802.27			
823025-18 Vancouver Mission	\$ 5,823.28	\$ 2,344.32	\$ 2,344.32	\$ -			
823025-19 Wescoast Mission	\$ -	\$ 818.50	\$ -	\$ 818.50			
823071 Regional Site Consultant/COI Trips	\$ 10,669.79	\$ 8,335.04	\$ 4,732.59	\$ 3,602.45			
823072 State Led Consultant Missions	\$ 230.90	\$ 695.33	\$ 230.90	\$ 464.43			
823090 Lead Generation Expenses	\$ 70,925.00	\$ 127,145.07	\$ 28,216.40	\$ 98,928.67			
823091 Mini Mission Trips	\$ 8,992.91	\$ 11,732.81	\$ 6,362.63	\$ 5,370.18			
823092 Local Developer Travel Sponsorship	\$ 5,813.46	\$ 13,208.46	\$ 5,499.97	\$ 7,708.49			
823094-18 France Mission Trip	\$ -	\$ -	\$ -	\$ -			
823094-19 Commerce Led Mission - JEC in Paris	\$ 1,054.85	\$ 1,054.85	\$ -	\$ 1,054.85			
823095-18 UK Mission Trip	\$ -	\$ -	\$ -	\$ -			
823095-19 Commerce Led Mission NPE Plastics	\$ -	\$ 377.58	\$ 55.26	\$ 322.32			
823096 Commerce Led Paris Air Show	\$ -	\$ 7,916.24	\$ -	\$ 7,916.24			
823097-18 Commerce Led Mission Trip - NY	\$ 503.16	\$ -	\$ -	\$ -			
823097-19 Commerce Led Mission Trip - Arab Health	\$ 2,678.07	\$ 2,678.07	\$ -	\$ 2,678.07			
<b>Research &amp; Project Support</b>							
830500 Research Consultants - ACOG/Infomentum	\$ 13,750.00	\$ 34,375.00	\$ 6,875.00	\$ 27,500.00			
831000 Research & Database	\$ 51,451.98	\$ 101,417.11	\$ 5,137.76	\$ 96,279.35			
<b>TOTAL TO-DATE</b>	<b>\$ 185,659.62</b>	<b>\$ 738,878.13</b>	<b>\$ 167,693.07</b>	<b>\$ 571,185.06</b>			

Target Industry Marketing Campaigns	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
		Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>Payroll</b>							
810100 30% Employee Salaries (non-operational)	\$ -	\$ 220,563.04	\$ 53,803.38	\$ 166,759.65	33,000 grant from Chase Bank		
810200 30% Employee Payroll Taxes (non-operational)	\$ -	\$ 17,005.10	\$ 4,533.23	\$ 12,471.87			
<b>Marketing Tools &amp; Publications</b>							
812500 Mktg Publications/Presentations	\$ 6,307.55	\$ 14,004.11	\$ 1,578.00	\$ 12,426.11			
814000 Promotional Specialty Items	\$ 1,984.85	\$ 23,118.71	\$ 13,320.99	\$ 9,797.72			
814500 Marketing Videos & Photographs	\$ 9,650.00	\$ 20,200.00	\$ 10,000.00	\$ 10,200.00			
815600 Internet Advertising	\$ 16,191.80	\$ 19,286.29	\$ 3,094.49	\$ 16,191.80			
824600 Delegation 4 - OESA/SCAC	\$ 2,000.00	\$ 4,000.00	\$ 2,000.00	\$ 2,000.00			
835500 Miscellaneous Marketing Expense	\$ 225.80	\$ 1,098.68	\$ 475.07	\$ 623.61			
816000 External Market Initiatives	\$ 71,481.94	\$ 147,529.85	\$ 57,907.89	\$ 89,621.96			
<b>Marketing Tools - Website</b>							
841000 Web Site Development	\$ 7,321.44	\$ 16,296.44	\$ 7,475.00	\$ 8,821.44			
842000 Web Site Hosting & Maintenance	\$ 3,041.02	\$ 3,830.15	\$ 789.13	\$ 3,041.02			
<b>Trade Shows</b>							
822030 Life Sciences	\$ 2,523.60	\$ 9,102.66	\$ 3,881.55	\$ 5,221.11			
822040 Other Trade Shows	\$ 377.35	\$ 1,230.68	\$ -	\$ 1,230.68			
822050 Engineered Materials	\$ 636.86	\$ 1,575.64	\$ 938.78	\$ 636.86			
822060 Site Consultant Conferences	\$ 6,959.20	\$ 16,399.64	\$ 6,286.35	\$ 10,113.29			
822070 Global Trade Investment	\$ 975.00	\$ 975.00	\$ -	\$ 975.00			
822095 Aeresospace	\$ 953.33	\$ 985.51	\$ 32.18	\$ 953.33			
<b>Economic Development Travel &amp; Events</b>							
832000 Committees Expense & Support	\$ -	\$ 822.86	\$ 404.72	\$ 418.14			
832010 Automotive Target Industry	\$ 603.88	\$ 749.80	\$ 74.00	\$ 675.80			
832020 Engineered Materials Target Industry	\$ 12.34	\$ 174.54	\$ 46.48	\$ 128.06			
832030 Life Sciences Target Industry	\$ 215.42	\$ 256.36	\$ 23.66	\$ 232.70			
832050 Aerospace Target Industry	\$ 156.22	\$ 63.36	\$ -	\$ 63.36			
834500 Econ. Development Travel, Meals, & Registrations	\$ -	\$ 15,140.13	\$ 1,420.66	\$ 13,719.47			
833500 Econ. Development Dues & Sponsorships	\$ 504.01	\$ 42,498.85	\$ 32,099.19	\$ 10,399.66			
832060 Global Competitiveness	\$ 12,099.82	\$ 26,306.67	\$ 12,730.96	\$ 13,575.71			
<b>Miscellaneous</b>							
820550 CEO Related Economic Development Expense	\$ -	\$ -	\$ -	\$ -			
<b>TOTAL TO-DATE</b>	<b>\$ 144,221.43</b>	<b>\$ 603,214.06</b>	<b>\$ 212,915.71</b>	<b>\$ 390,298.35</b>		<b>\$ 33,000.00</b>	

Regional Promotion & Advocacy	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
		Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>Payroll</b>							
810100 20% Employee Salaries (non-operational)	\$ -	\$ 147,042.02	\$ 35,868.92	\$ 111,173.10			
810200 20% Employee Payroll Taxes (non-operational)	\$ -	\$ 11,336.73	\$ 3,022.15	\$ 8,314.58			

InBound Events									
623000	Site Consultant Luncheon - Food & Beverage Industry	\$	2,317.39	\$	7,543.78	\$	-	\$	7,543.78
820500	Prospect Cultivation/Entertainment	\$	4,286.26	\$	6,965.13	\$	2,655.07	\$	4,310.06
821000	COI Cultivation/Entertainment	\$	1,715.79	\$	2,489.15	\$	723.36	\$	1,765.79
822020	Automotive	\$	17.90	\$	2,910.80	\$	2,892.90	\$	17.90
824100	BMW Charity Pro Am	\$	19,636.45	\$	19,636.45	\$	-	\$	19,636.45
824201	Summer Inbound	\$	4,048.14	\$	16,965.42	\$	-	\$	16,965.42
824400	Delegation 2 - Auto Summit	\$	2,700.00	\$	2,700.00	\$	-	\$	2,700.00
824401	Delegation 5-Auto Inbound	\$	-	\$	-	\$	-	\$	-
824500	Foreign Delegations	\$	4,469.92	\$	11,497.85	\$	7,027.93	\$	4,469.92
824709	Delegation 6 - SCBIO	\$	7,500.00	\$	7,500.00	\$	-	\$	7,500.00
824800	Consultant In-Bound Event	\$	6,005.55	\$	27,945.78	\$	21,940.23	\$	6,005.55
824801	Experience the Upstate	\$	7,852.33	\$	13,978.87	\$	5,146.43	\$	8,832.44
824803	Commerce Inbound Events	\$	-	\$	-	\$	-	\$	-
824900	Miscellaneous Delegations	\$	1,494.19	\$	1,495.69	\$	1.50	\$	1,494.19
824902	Composites Suppliers Meeting Conference	\$	-	\$	-	\$	-	\$	-
824902-1	BR & Marketing Events	\$	37,743.82	\$	50,337.57	\$	-	\$	50,337.57
824903	SC Aerospace Conference	\$	2,500.00	\$	2,500.00	\$	-	\$	2,500.00
824904	Reimbursement from Sponsors	\$	-	\$	(4,950.16)	\$	(966.43)	\$	(3,983.73)
Other									
729800	SCDOC Palmetto Partners	\$	40,000.00	\$	40,000.00	\$	-	\$	40,000.00
Public Relations									
831500	Media Events/Cultivation	\$	28.31	\$	76.41	\$	27.04	\$	49.37
837000	Public Relations	\$	79,351.49	\$	130,630.03	\$	73,980.31	\$	56,649.72
<b>TOTAL TO-DATE</b>		\$	<b>221,667.54</b>	\$	<b>498,601.53</b>	\$	<b>152,319.42</b>	\$	<b>346,282.11</b>

All Programs	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
		Total Expenses	Expenses Q4 2018	Expenses Jan-Sep 2019			
<b>TOTALS</b>	\$ 551,548.59	\$ 1,840,693.72	\$ 532,928.20	\$ 1,307,765.52	\$	33,000.00	

NOTE: State funds are reported as as the expenses occur, whereas our financial statements report expenses that are often accrued. This explains why sometimes a "STATE FUND USED" is greater than TOTAL EXPENSE. The trade missions are the strongest examples, as many trip expenses are paid before the trip occurs. Also, event sponsorships and online advertising are often prepaid.



**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
 FY2017-2018 General Appropriations Act  
 Appropriation to the Local Economic Development Alliances  
 Upstate South Carolina Alliance Annual Report  
 October 31, 2019

Lead Generation, Research and Project Support	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
		Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>Payroll</b>							
810100 50% Employee Salaries (non-operational)	\$ -	\$ 367,605.06	\$ 89,672.31	\$ 277,932.76			
810200 50% Employee Payroll Taxes (non-operational)	\$ -	\$ 28,341.83	\$ 7,555.39	\$ 20,786.45			
<b>Mission Trips</b>							
824709 SCBIO Conference	\$ 1,612.67	\$ -	\$ -	\$ -			
823010-19 Quebec Mission	\$ -	\$ 4,855.63	\$ 3,242.96	\$ 1,612.67			
823012 International Mission (UK) and Fabtech	\$ 3,929.83	\$ 6,227.85	\$ 2,298.02	\$ 3,929.83			
823021 Ireland/Scotland Mission Trip	\$ 6,744.35	\$ 5,043.14	\$ -	\$ 5,043.14			
823022 Belgium/Netherlands	\$ 11,637.74	\$ 5,434.40	\$ -	\$ 5,434.40			
823023 United Kingdom Trips	\$ -	\$ 5,469.57	\$ 5,469.57	\$ -			
823024-18 Switzerland/Poland Mission	\$ 973.50	\$ -	\$ -	\$ -			
823024-19 Northeast Mission	\$ 2,566.68	\$ 3,802.27	\$ -	\$ 3,802.27			
823025-18 Vancouver Mission	\$ -	\$ 2,344.32	\$ 2,344.32	\$ -			
823025-19 Wescoast Mission	\$ 38.98	\$ 818.50	\$ -	\$ 818.50			
823071 Regional Site Consultant/COI Trips	\$ 4,203.97	\$ 8,335.04	\$ 4,732.59	\$ 3,602.45			
823072 State Led Consultant Missions	\$ 41,864.43	\$ 695.33	\$ 230.90	\$ 464.43			
823090 Lead Generation Expenses	\$ 21,984.96	\$ 127,145.07	\$ 28,216.40	\$ 98,928.67			
823091 Mini Mission Trips	\$ 5,439.68	\$ 11,732.81	\$ 6,362.63	\$ 5,370.18			
823092 Local Developer Travel Sponsorship	\$ 3,395.00	\$ 13,208.46	\$ 5,499.97	\$ 7,708.49			
823094-18 France Mission Trip	\$ -	\$ -	\$ -	\$ -			
823094-19 Commerce Led Mission - JEC in Paris	\$ -	\$ 1,054.85	\$ -	\$ 1,054.85			
823095-18 UK Mission Trip	\$ -	\$ -	\$ -	\$ -			
823095-19 Commerce Led Mission NPE Plastics	\$ 3,218.55	\$ 377.58	\$ 55.26	\$ 322.32			
823096 Commerce Led Paris Air Show	\$ 4,020.01	\$ 7,916.24	\$ -	\$ 7,916.24			
823097-18 Commerce Led Mission Trip - NY	\$ 503.16	\$ -	\$ -	\$ -			
823097-19 Commerce Led Mission Trip - Arab Health	\$ -	\$ 2,678.07	\$ -	\$ 2,678.07			
<b>Research &amp; Project Support</b>							
830500 Research Consultants - ACOG/Infomentum	\$ 20,625.00	\$ 34,375.00	\$ 6,875.00	\$ 27,500.00			
831000 Research & Database	\$ 48,784.60	\$ 101,417.11	\$ 5,137.76	\$ 96,279.35			
<b>TOTAL TO-DATE</b>	<b>\$ 181,543.11</b>	<b>\$ 738,878.13</b>	<b>\$ 167,693.07</b>	<b>\$ 571,185.06</b>			<b>-</b>

Target Industry Marketing Campaigns	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
		Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>Payroll</b>							
810100 30% Employee Salaries (non-operational)	\$ -	\$ 220,563.04	\$ 53,803.38	\$ 166,759.65		33,000 grant from Chase Bank	
810200 30% Employee Payroll Taxes (non-operational)	\$ -	\$ 17,005.10	\$ 4,533.23	\$ 12,471.87			
<b>Marketing Tools &amp; Publications</b>							
812500 Mktg Publications/Presentations	\$ -	\$ 14,004.11	\$ 1,578.00	\$ 12,426.11			
814000 Promotional Specialty Items	\$ -	\$ 23,118.71	\$ 13,320.99	\$ 9,797.72			
814500 Marketing Videos & Photographs	\$ -	\$ 20,200.00	\$ 10,000.00	\$ 10,200.00			
815600 Internet Advertising	\$ -	\$ 19,286.29	\$ 3,094.49	\$ 16,191.80			
824600 Delegation 4 - OESA/SCAC	\$ -	\$ 4,000.00	\$ 2,000.00	\$ 2,000.00			
835500 Miscellaneous Marketing Expense	\$ -	\$ 1,098.68	\$ 475.07	\$ 623.61			
816000 External Market Initiatives	\$ -	\$ 147,529.85	\$ 57,907.89	\$ 89,621.96			
<b>Marketing Tools - Website</b>							
841000 Web Site Development	\$ -	\$ 16,296.44	\$ 7,475.00	\$ 8,821.44			
842000 Web Site Hosting & Maintenance	\$ -	\$ 3,830.15	\$ 789.13	\$ 3,041.02			
<b>Trade Shows</b>							
822030 Life Sciences	\$ -	\$ 9,102.66	\$ 3,881.55	\$ 5,221.11			
822040 Other Trade Shows	\$ -	\$ 1,230.68	\$ -	\$ 1,230.68			
822050 Engineered Materials	\$ -	\$ 1,575.64	\$ 938.78	\$ 636.86			
822060 Site Consultant Conferences	\$ -	\$ 16,399.64	\$ 6,286.35	\$ 10,113.29			
822070 Global Trade Investment	\$ -	\$ 975.00	\$ -	\$ 975.00			
822095 Aeresospace	\$ -	\$ 985.51	\$ 32.18	\$ 953.33			
<b>Economic Development Travel &amp; Events</b>							
832000 Committees Expense & Support	\$ -	\$ 822.86	\$ 404.72	\$ 418.14			
832010 Automotive Target Industry	\$ -	\$ 749.80	\$ 74.00	\$ 675.80			
832020 Engineered Materials Target Industry	\$ -	\$ 174.54	\$ 46.48	\$ 128.06			
832030 Life Sciences Target Industry	\$ -	\$ 256.36	\$ 23.66	\$ 232.70			
832050 Aerospace Target Industry	\$ -	\$ 63.36	\$ -	\$ 63.36			
834500 Econ. Development Travel, Meals, & Registrations	\$ -	\$ 15,140.13	\$ 1,420.66	\$ 13,719.47			
833500 Econ. Development Dues & Sponsorships	\$ -	\$ 42,498.85	\$ 32,099.19	\$ 10,399.66			
832060 Global Competitiveness	\$ -	\$ 26,306.67	\$ 12,730.96	\$ 13,575.71			
<b>Miscellaneous</b>							
820550 CEO Related Economic Development Expense	\$ -	\$ -	\$ -	\$ -			
<b>TOTAL TO-DATE</b>	<b>\$ -</b>	<b>\$ 603,214.06</b>	<b>\$ 212,915.71</b>	<b>\$ 390,298.35</b>		<b>\$ 33,000.00</b>	

Regional Promotion	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
		Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019		
<b>Payroll</b>							
810100 20% Employee Salaries (non-operational)	\$ -	\$ 147,042.02	\$ 35,868.92	\$ 111,173.10			
810200 20% Employee Payroll Taxes (non-operational)	\$ -	\$ 11,336.73	\$ 3,022.15	\$ 8,314.58			



InBound Events									
623000	Site Consultant Luncheon - Food & Beverage Industry	\$	7,543.78	\$	-	\$	7,543.78		
820500	Prospect Cultivation/Entertainment	\$	6,965.13	\$	2,655.07	\$	4,310.06		
821000	COI Cultivation/Entertainment	\$	2,489.15	\$	723.36	\$	1,765.79		
822020	Automotive	\$	2,910.80	\$	2,892.90	\$	17.90		
824100	BMW Charity Pro Am	\$	19,636.45	\$	-	\$	19,636.45		
824201	Summer Inbound	\$	16,965.42	\$	-	\$	16,965.42		
824400	Delegation 2 - Auto Summit	\$	2,700.00	\$	-	\$	2,700.00		
824401	Delegation 5-Auto Inbound	\$	-	\$	-	\$	-		
824500	Foreign Delegations	\$	11,497.85	\$	7,027.93	\$	4,469.92		
824709	Delegation 6 - SCBIO	\$	7,500.00	\$	-	\$	7,500.00		
824800	Consultant In-Bound Event	\$	27,945.78	\$	21,940.23	\$	6,005.55		
824801	Experience the Upstate	\$	13,978.87	\$	5,146.43	\$	8,832.44		
824803	Commerce Inbound Events	\$	-	\$	-	\$	-		
824900	Miscellaneous Delegations	\$	1,495.69	\$	1.50	\$	1,494.19		
824902	Composites Suppliers Meeting Conference	\$	-	\$	-	\$	-		
824902-1	BR & Marketing Events	\$	50,337.57	\$	-	\$	50,337.57		
824903	SC Aerospace Conference	\$	2,500.00	\$	-	\$	2,500.00		
824904	Reimbursement from Sponsors	\$	(4,950.16)	\$	(966.43)	\$	(3,983.73)		
Other									
729800	SCDOC Palmetto Partners	\$	40,000.00	\$	-	\$	40,000.00		
Public Relations									
831500	Media Events/Cultivation	\$	76.41	\$	27.04	\$	49.37		
837000	Public Relations	\$	130,630.03	\$	73,980.31	\$	56,649.72		
<b>TOTAL TO-DATE</b>		\$	-	\$	<b>498,601.53</b>	\$	<b>152,319.42</b>	\$	<b>346,282.11</b>

All Programs	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN			
		Total Expenses	Expenses Q4 2018	Expenses Jan-Sep 2019	In-Kind Contributions/Sponsorships Q4 2018-Q3 2019
<b>TOTALS</b>	\$ 181,543.11	\$ 1,840,693.72	\$ 532,928.20	\$ 1,307,765.52	\$ 33,000.00

NOTE: State funds are reported as as the expenses occur, whereas our financial statements report expenses that are often accrued. This explains why sometimes a "STATE FUND USED" is greater than TOTAL EXPENSE. The trade missions are the strongest examples, as many trip expenses are paid before the trip occurs. Also, event sponsorships and online advertising are often prepaid.



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		Total Expenses	Expenses Q4 2018	Expenses	Jan-Sep 2019					
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810100 50% Employee Salaries (non-operational)	\$	367,605.06	\$	89,672.31	\$	277,932.76				
810200 50% Employee Payroll Taxes (non-operational)	\$	28,341.83	\$	7,555.39	\$	20,786.45				
<b>Mission Trips</b>										
824709 SCBIO Conference	\$	-	\$	-						
823010-19 Quebec Mission	\$	4,855.63	\$	3,242.96	\$	1,612.67				
823012 International Mission (UK) and Fabtech	\$	6,227.85	\$	2,298.02	\$	3,929.83				
823021 Ireland/Scotland Mission Trip	\$	5,043.14	\$	-	\$	5,043.14				
823022 Belgium/Netherlands	\$	5,434.40	\$	-	\$	5,434.40				
823023 United Kingdom Trips	\$	5,469.57	\$	5,469.57	\$	-				
823024-18 Switzerland/Poland Mission	\$	-	\$	-	\$	-				
823024-19 Northeast Mission	\$	3,802.27	\$	-	\$	3,802.27				
823025-18 Vancouver Mission	\$	2,344.32	\$	2,344.32	\$	-				
823025-19 Wescoast Mission	\$	818.50	\$	-	\$	818.50				
823071 Regional Site Consultant/COI Trips	\$	8,335.04	\$	4,732.59	\$	3,602.45				
823072 State Led Consultant Missions	\$	695.33	\$	230.90	\$	464.43				
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823091 Mini Mission Trips	\$	11,732.81	\$	6,362.63	\$	5,370.18				
823092 Local Developer Travel Sponsorship	\$	13,208.46	\$	5,499.97	\$	7,708.49				
823094-18 France Mission Trip	\$	-	\$	-	\$	-				
823094-19 Commerce Led Mission - JEC in Paris	\$	1,054.85	\$	-	\$	1,054.85				
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823096 Commerce Led Paris Air Show	\$	7,916.24	\$	-	\$	7,916.24				
823097-18 Commerce Led Mission Trip - NY	\$	-	\$	-	\$	-				
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822070 Global Trade Investment	\$	975.00	\$	-	\$	975.00				
822095 Aerespace	\$	985.51	\$	32.18	\$	953.33				
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832050 Aerospace Target Industry	\$	63.36	\$	-	\$	63.36				
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832060 Global Competitiveness	\$	26,306.67	\$	12,730.96	\$	13,575.71				
<b>Miscellaneous</b>										
820550 CEO Related Economic Development Expense	\$	-	\$	-	\$	-				
<b>TOTAL TO-DATE</b>	\$	-	\$	<b>603,214.06</b>	\$	<b>212,915.71</b>	\$	<b>390,298.35</b>	\$	<b>33,000.00</b>

Regional Promotion	State Funds Used Q4 2018-Q3 2019	EXPENSE BREAKDOWN				In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4
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<b>InBound Events</b>									
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824803	Commerce Inbound Events	\$	-	\$	-	\$	-		
824900	Miscellaneous Delegations	\$	1,495.69	\$	1.50	\$	1,494.19		
824902	Composites Suppliers Meeting Conference	\$	-	\$	-	\$	-		
824902-1	BR & Marketing Events	\$	50,337.57	\$	-	\$	50,337.57		
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		Total Expenses	Expenses Q4 2018	Expenses Jan-Sep 2019	In-Kind Contributions/Sponsorships 2018-Q3 2019	Q4 2018
<b>TOTALS</b>	\$ -	\$ 1,840,693.72	\$ 532,928.20	\$ 1,307,765.52	\$ -	\$ 33,000.00

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# **2018 Annual Report to Investors**



# ANNUAL REPORT

*2018*

# INTRODUCTION & 2018 HIGHLIGHTS

“The world as we have created it is a process of our thinking. It cannot be changed without changing our thinking.”

This expression by visionary physicist Albert Einstein is a fitting one for the Upstate SC Alliance today. Ten years into an American economic recovery, the Upstate’s blossoming business landscape remains strong.

As we look to the future, shifts in the global economy, uncertainty over trade policies, technology disruptions and near-full employment are leading businesses to make more cautious decisions.

Economic development is changing, and we’re striving to stay on the forefront. That means embracing growth-oriented companies known as Landing Pads who may not meet today’s incentive requirements. It means building

relationships with international consulates and trade offices, which help companies transition into new markets. And ensuring our business environment is an integrated ecosystem, where we all work together to meet business needs.

For #TeamUpstate, shifting expectations today will lead to greater outcomes tomorrow. Read on to see how these ideas shape our program of work.

**Because, TOGETHER WE soar.**



**JOHN LUMMUS**  
*President & CEO,  
Upstate SC Alliance*

*We shared the Upstate  
with the world.*

**395**  
presentations

**106**  
visits

**27**  
RFIs

*And they  
took notice.*

**\$1.29B**  
capital investment

**4,259**  
jobs

**65**  
projects

*You helped make  
it happen.*

**180**  
private sector investors

**19**  
public sector investors

**24**  
new investors

**7**  
upgraded investors





*"I often say that an airport is as healthy as its community. It's clear that the Upstate is a vibrant region, and airlines, manufacturers and those transporting their products are taking notice."*

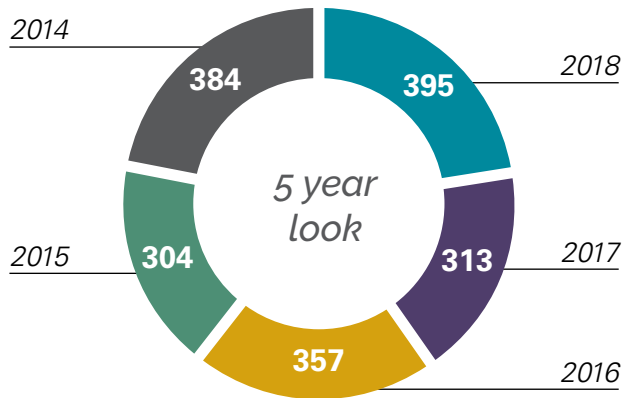
**DAVE  
EDWARDS**

*President & CEO,  
Greenville-Spartanburg  
Airport District*



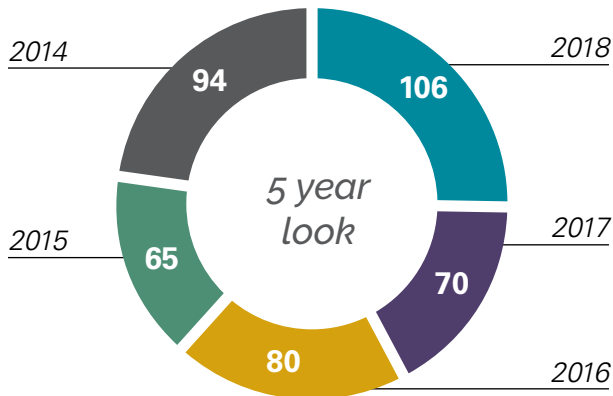
# WE SHARED THE UPSTATE WITH THE WORLD

## PRESENTATIONS



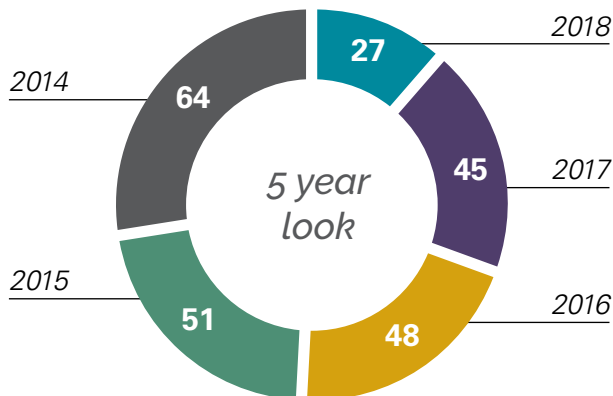
Presentations made by Upstate SC Alliance to prospect companies and Centers of Influence\*

## VISITS



Prospect company or Centers of Influence (COI) visits to the region hosted by the Upstate SC Alliance







## RFIs



Requests for Information (RFIs) received from prospect companies and shared with local economic development teams

## TOP COUNTRIES OF INTEREST

Measured by active contacts in pipeline

 USA	326
 Germany	83
 United Kingdom	80
 Canada	79
 Spain	48
 France	31

## 2018 PIPELINE

Automotive	211
Engineered Materials	211
Aerospace	125
Industrial Manufacturing	111
Life Sciences	107
Other	89
Business Services	64
Food Production	55
Energy & Utilities	55

**TOTAL 1,028**

\*Centers of Influence (COIs) = Site consultants, international business and trade organizations, real estate brokers and developers)



# 2018 MARKETING & BUSINESS RECRUITMENT CALENDAR

## OUTBOUND EVENTS

EVENT	LOCATION	INDUSTRY
Consumer Electronics Show	Las Vegas, NV	Automotive
France Mission Trip	France	All sectors
Missouri-Illinois Mission Trip	MO & IL	All sectors
JEC World	Paris	Engineered Materials
Canada Mission Trip	Halifax	All sectors
Power Team Mission Trip	Finland/Poland	All sectors
D.C. Commerce Consultant Lunch	Washington, DC	Consultants
Site Selectors Guild	Cincinnati, OH	Consultants
SAE World Congress	Detroit, MI	Automotive
London Road Shows	London	All sectors
IAMC Spring Forum	Savannah, GA	COIs
NPE Plastics Show	Orlando, FL	Engineered Materials
NextGen	Asheville, NC	Consultants
Chicago Commerce Consultant Lunch	Chicago, IL	Consultants
Atlanta COI Event	Atlanta, GA	COIs
BIO International Convention	Boston, MA	Life Sciences
Belgium Mission Trip	Brussels	All sectors
UK Mission/World FDI Forum	United Kingdom	All sectors
SelectUSA Investment Summit	Washington, DC	All sectors
Ireland Mission Trip	Dublin	All sectors
IAMC Board Dinner	Atlanta, GA	COIs
Charlotte COI Event	Charlotte, NC	COIs
Atlanta Commerce COI Events	Atlanta, GA	COIs
Vancouver Mission Trip	Vancouver	All sectors
Women in ED Conference	Sante Fe, NM	Consultants
Fabtech	Atlanta, GA	Engineered Materials
Medica Trade Fair	Dusseldorf	Life Sciences
New York Commerce Consultant Event	New York, NY	Consultants
Economix	Nashville, TN	Consultants

## INBOUND EVENTS

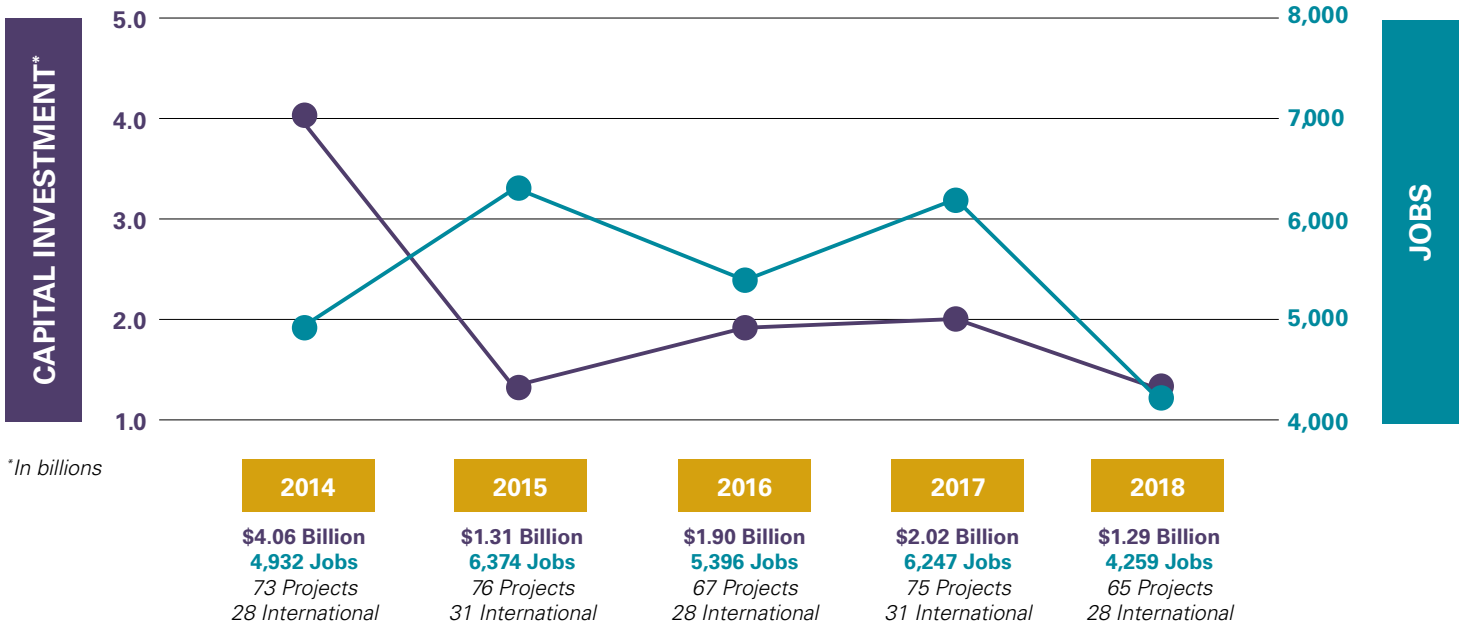
EVENT	LOCATION	INDUSTRY
International Commerce Visit	Upstate	All sectors
SC Auto Summit	Upstate	Automotive
SEMDA Medtech Conference	Upstate	Life Sciences
BMW Charity Pro-Am	Upstate	All sectors
Upstate Consultant Inbound	Upstate	COIs
Site Selectors Guild	Upstate	COIs
South Carolina Aerospace Conference	Columbia	Aerospace
SC BIO	Charleston	Life Sciences

# AND COMPANIES TOOK NOTICE

**5 YEAR TOTAL**

**\$10.57B** in new capital investment

**27,208** new jobs announced



## 2018 ANNOUNCEMENTS *at a glance*

**29**  
New Companies



**36**  
Existing Companies

**57%**  
Domestic Companies



**43%**  
Foreign-Owned Companies

## 2018 NEW COMPANIES

**29** new company announcements

**\$876M** in new capital investment

**2,615** new jobs announced

- Zylo Therapeutics
- Grupo Antolin
- Keowee Brewing Company
- Jocassee Valley Brewing
- Birdseye Energy
- ACS Manufacturing
- EAS Change Systems
- Lakeside Lodge
- Tribe513
- Kemper Corporation
- Keurig Green Mountain
- Southern Current
- Down Home Manufacturing
- Alorica, Inc (Samsung)
- Master Gage & Tool

- Midway Green Solar LLC
- Green Tech Solution Inc.
- SeeDaten Inc.
- Caterpillar Inc.
- Element Materials Technology
- Huvis Indorama Advanced Materials
- Castelli Magnet
- KV Final
- BDS Technologies, LLC
- Project Hook
- Project Tiger
- Project Horse
- Plastic Omnium
- VIS/Pinestone Warehouses

## 2018 EXISTING COMPANY EXPANSIONS

**36** existing company announcements

**\$416M** in new capital investment

**1,644** new jobs announced

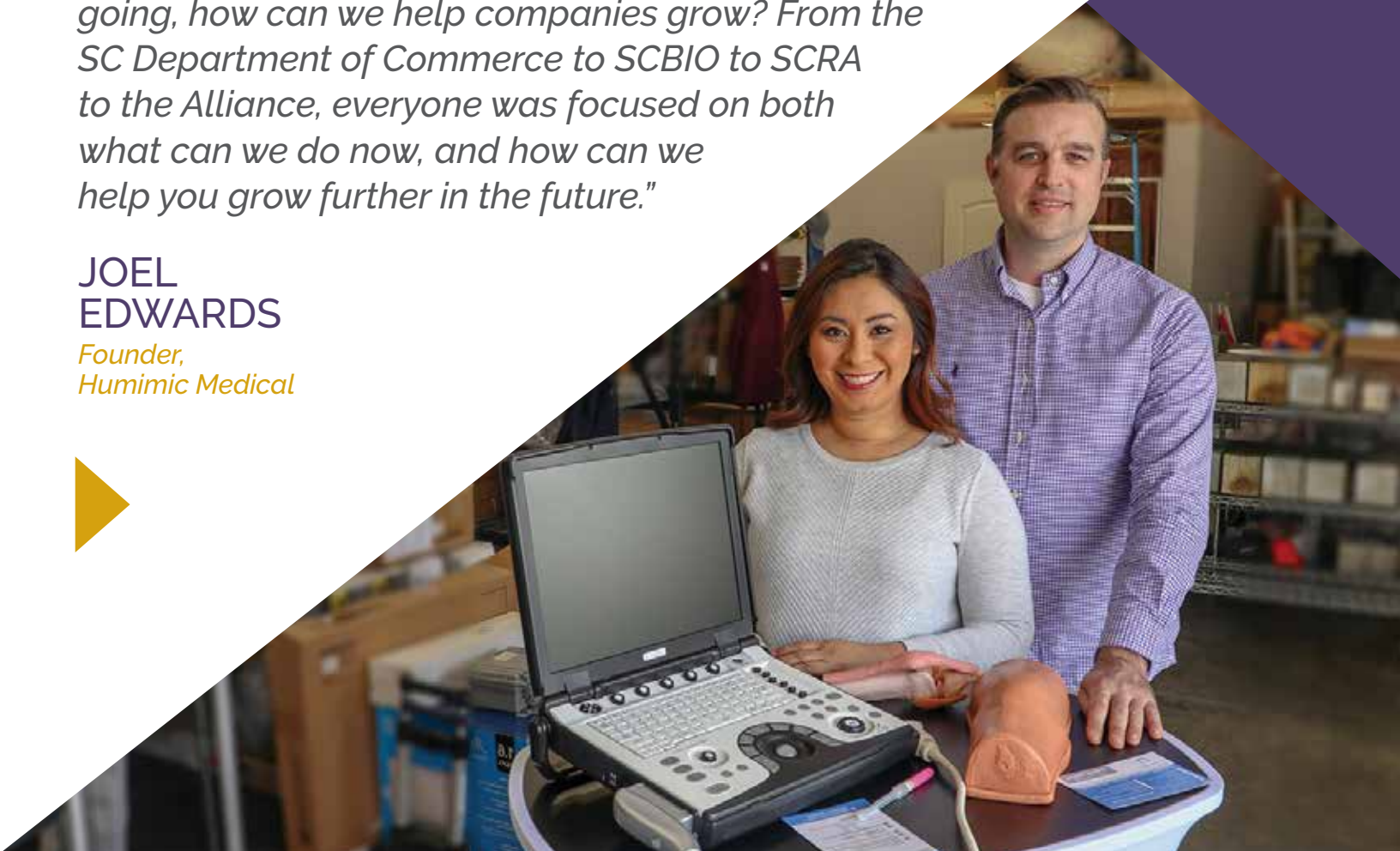
- KapStone Paper and Packaging Corp.
- Van Dyke's Restorers Inc.
- Enviva Pellets Greenwood, LLC
- United Tool and Mold Inc.
- Grace Hill Inc.
- Magna International
- Oppermann Webbing
- RBC Aerostructures
- Lonza (formerly Capsugel)
- JTEKT North America
- Koops, Inc.
- International Vitamin Corporation (IVC)
- Monti Inc.
- Timken Tyger River Plant
- Synthomer
- Scenic Tool
- Kohler
- TaylorMade

- ACL Airshop
- FUJIFILM Manufacturing USA Inc.
- Materials Sciences Corporation (MSC)
- Flame Spray North America
- redi-Group
- JTEKT North America
- Green Cloud Technologies
- Brawo USA
- Bosch
- Milliken & Company
- Draxlmaier Group
- Ascend Performance Materials (Ascend)
- Ahold Delhaize
- GES Recycling
- AL Solutions
- AFL
- Cooper Standard
- Green River Cabins

*“South Carolina seems to be forward-thinking. That’s really what caught my attention – they were thinking, ‘Where are we going in 5 or 10 years? Where is the state going, how can we help companies grow? From the SC Department of Commerce to SCBIO to SCRA to the Alliance, everyone was focused on both what can we do now, and how can we help you grow further in the future.’”*

**JOEL EDWARDS**

*Founder,  
Humimic Medical*



## A PLACE TO LAND & LAUNCH

The world’s economy is changing. So are business needs and how we respond to them. South Carolina has emerged as a leader in embracing the potential of small-to-medium operations.

The SC Department of Commerce launched its Landing Pad initiative in 2016, and since then the Upstate SC Alliance has helped to welcome 10 small business operations — with longterm growth potential — to the Upstate.

What distinguishes these companies? They’re often already established overseas, and they need quick access to small, turnkey facilities as they establish a North American presence. Sometimes they’re small, family-owned outfits. Always, they’re seeking regional connections and expertise needed to help them navigate our landscape.

They create unique opportunities for our private sector investors and bring longterm potential to the region.

**valantic**



**Brunel**



**AVONBROOK**  
SOFTWARE SOLUTIONS



Rudolph  
Logistics Group  
Reaching more.



# WE'RE POSITIONING THE REGION TO COMPETE AT HOME AND BEYOND

## BUILDING INTERNATIONAL BRIDGES

While consulate dignitaries visited the Upstate to learn about our economic environment, we created a platform to connect them with the region's business leaders. These events provided Upstate companies the chance to hear what policies are impacting foreign trade partners, to learn what opportunities exist between the United States and visitors' countries, and to make personal connections.



## CONNECTING INTERNATIONALLY

Introducing international influencers to the Upstate at home and abroad.

- S.C. Commerce International Offices
- Belgium Delegation
- Consulate General of Canada
- Planning/Hosting Automotive Select USA spin-off with S.C. Commerce
- Embassy of Uzbekistan
- International Lunch in Atlanta
- Consul General of United Kingdom (UK)
- Government of Quebec
- Chinese Delegation
- Consul General of Belgium
- Consul General of Ireland
- UK Automotive Delegation and UK Trade + Investment Office



## LAUNCHING THE GROW YOUR BUSINESS EVENT SERIES

Connecting Upstate companies to ideas & resources to help them prosper, with programs intended to reach industries and companies beyond our investor audience.

### TOPICS INCLUDING

- intellectual property protection
- digital privacy regulation
- how to navigate exports

### ENGAGEMENT

**320**

event attendees

**45%**

non-investors

## CHARTING A PATH TO EXPORT SUCCESS

How does a company begin to sell its products overseas? What resources can guide their exploration, business development and complex international logistics? We launched an Export Roadmap to chart the process and players, in a personal manner.

For manufacturers and service exports, our map shows who to call. For business service providers, our map offers a competitive edge and a chance to create value for clients.



## BUILDING A FOLLOWING WITH THE UPSTATE GLOBE NEWSLETTER

Our goal? To reach Upstate companies poised for growth, inspire them to try new pursuits, and connect them to the support to make it happen.

**367**

GCC contacts





*"I went to an Alliance event about exporting to Chile. My company doesn't export, but our clients do, so understanding the topic is important. I always want to stand next to people doing big things in the Upstate, and the Alliance provides that opportunity."*

**MICHAEL  
STOKES**

*Materials Handling Solutions*



# AND YOU HELP MAKE IT HAPPEN

## INCREASING INVESTOR ENGAGEMENT



### “BECAUSE TOGETHER WE...”

How does economic development work? Why does it matter to me, or to my business?

In the spring of 2018, we launched the #TeamUpstate campaign to explore the answers using a variety of communication channels: blog posts, advertisements, social media and events.

The goal? To connect Upstate economic development agencies, private sector leaders and other stakeholders with the idea of what we can achieve by thinking — and acting — on a regional level.



### #TEAMUPSTATE SOCIAL MEDIA IMPACT IN 2018



496 tweets



219 contributors



1.3M potential impressions





*“Our communities, along with industry, along with economic developers, are coming up with programs that are supporting existing industries and helping business grow and thrive here. Together as a team, our leaders are working on innovative solutions to meet industry needs.”*

**AIMEE  
REDICK**

*Director of Global Engagement,  
Upstate SC Alliance*



# THIS IS HOW IT'S MADE POSSIBLE

## 2018 FINANCIAL OVERVIEW

### ASSETS

Total Current Assets	\$2,812,061.33
Total Property & Equipment	\$197,436.33

**TOTAL ASSETS** **\$3,009,497.66**

### LIABILITIES & CAPITAL

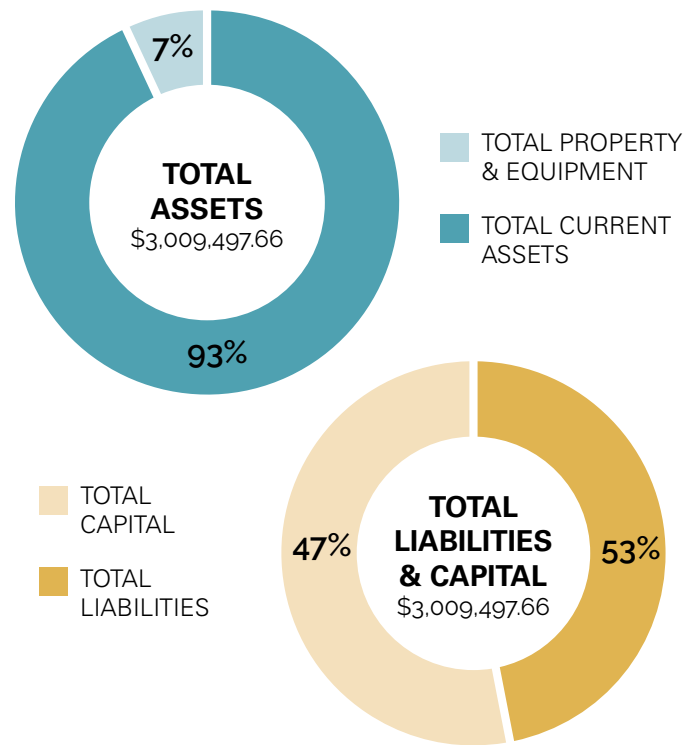
Total Current Liabilities	\$1,541,348.44
Total Long-Term Liabilities	\$48,268.56

**TOTAL LIABILITIES** **\$1,589,617.00**

Beginning Unrestricted Net Assets	\$1,312,109.31
Change in Net Assets	\$107,771.35

**TOTAL CAPITAL** **\$1,419,880.66**

**TOTAL LIABILITIES & CAPITAL** **\$3,009,497.66**



## FINANCIAL SUMMARY & HISTORICAL ANALYSIS

REVENUE	2018 ACTUAL	2018 BUDGET	2017 ACTUAL	2016 ACTUAL
Investor Revenue	\$1,552,926.26	\$1,587,957.92	\$1,643,862.96	* \$1,869,778.31
Sponsorships/Grants/Other Revenue	\$122,045.72	\$99,450.00	\$82,566.91	\$186,878.07
State Funds Applied to Budget	\$804,671.94	\$977,686.00	\$686,356.66	\$473,500.29
<b>TOTAL REVENUE</b>	<b>\$2,479,643.92</b>	<b>\$2,665,093.92</b>	<b>\$2,412,786.53</b>	<b>\$2,530,156.67</b>

\*Higher figure is indicative of correction in the amortization schedule of investor revenues (actual fundraising increased from 2016 to 2017).

EXPENSES	2018 ACTUAL	2018 BUDGET	2017 ACTUAL	2016 ACTUAL
Total Operational Expense**	\$664,280.90	\$718,023.00	\$579,415.58	\$525,313.43
Total Program and Service Expense	\$1,587,552.37	\$1,750,744.00	\$1,375,205.70	\$1,163,830.08
Total Fundraising Expense	\$120,040.00	\$117,300.00	\$103,335.90	\$74,856.88
<b>TOTAL EXPENSES</b>	<b>\$2,371,873.27</b>	<b>\$2,586,067.00</b>	<b>\$2,057,957.18</b>	<b>\$1,764,000.39</b>

\*\*Must add depreciation amount to get true number

## FINANCIAL SUMMARY at a glance

2018 ACTUAL	2018 BUDGET	2017 ACTUAL	2016 ACTUAL
TOTAL REVENUE <b>\$2,479,643.92</b>	TOTAL REVENUE <b>\$2,665,093.92</b>	TOTAL REVENUE <b>\$2,412,786.53</b>	TOTAL REVENUE <b>\$2,530,156.67</b>
TOTAL EXPENSES <b>\$2,371,873.27</b>	TOTAL EXPENSES <b>\$2,586,067.00</b>	TOTAL EXPENSES <b>\$2,057,957.18</b>	TOTAL EXPENSES <b>\$1,764,000.39</b>





*"By watching business trends, listening to companies, and collaborating as a regional team to meet industry needs, the Upstate differentiates itself as a leading region for business."*

**STEVE  
COOPER**

*Chairman,  
Upstate SC Alliance*



# WITH GUIDANCE FROM THESE VISIONARIES

## OFFICERS



**CHAIRMAN  
STEVE COOPER**  
Managing Partner  
*Rödl & Partner*



**VICE-CHAIRWOMAN  
EMILY DEROBERTS**  
Government &  
Community Relations  
*Duke Energy*



**MAX METCALF**  
Government &  
Community Relations  
*BMW Manufacturing Co.*



**JOHN LUMMUS**  
President/CEO  
*Upstate SC Alliance*

## MEMBERS AT LARGE



**STEVE BROWN**  
Vice-Chairman  
*Greenwood County  
Council*



**DAVE EDWARDS**  
President & CEO  
*GSP International Airport*



**TERRANCE FORD**  
Government &  
Community Relations  
*AT&T South Carolina*



**LISA GUNTON**  
Vice President of Human  
Resources, *AFL*



**ZACH HINTON**  
Government &  
Community Relations  
*Blue Ridge Electric  
Cooperative*



**BILL MANSON**  
CEO  
*AnMed Health*



**AMY RYBERG DOYLE**  
Council Member  
*Greenville City Council*

## NON-VOTING



**MIKE PANASKO**  
Business Development  
Manager  
*City of Greenville*





*“In the last few years, Upstate leaders have gone from talking about regionalism to acting regionally, rolling up their sleeves and calling their competitors to work on solutions.”*

**JOHN LUMMUS**

*President & CEO,  
Upstate SC Alliance*



# UpstateSCAlliance

124 Verdae Blvd., Suite 202  
Greenville, SC 29607  
864.283.2300  
[upstateSCalliance.com](http://upstateSCalliance.com)



# **2019 Performance Measures (Q1-Q3)**

# Upstate SC Alliance Performance Metrics - 2019

Lead Regional Marketing and Business Attraction / Move Up the Manufacturing Value Chain												
<b>Strategic Lead Generation</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
New Companies in the Pipeline - Total	150	6	15	18	19	15	19	12	12	0	116	77%
<b>RFIs and Property Searches</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
UA Generated		0	0	5	1	1	2	1	1	0	11	
DOC		1	0	1	4	1	1	2	2	0	12	
<b>Total</b>	<b>33</b>	<b>1</b>	<b>0</b>	<b>6</b>	<b>5</b>	<b>2</b>	<b>3</b>	<b>3</b>	<b>3</b>	<b>0</b>	<b>23</b>	<b>70%</b>
<b>Relationship Development</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Introductory Conference Calls ( Go-to Meeting)		1	1	0	2	1	3	2	2	3	15	
Company Visits - Inbound	55	2	4	6	4	1	5	2	1	2	27	49%
Company Visits - Outbound		15	1	23	12	8	15	0	4	16	94	
COI Visits - Inbound	30	3	3	2	1	17	5	9	3	2	45	150%
COI Visits - Outbound	85	0	0	3	13	18	15	0	0	13	73	86%
Total Presentations	350	20	8	24	32	35	43	14	21	36	233	67%
<b>Website Marketing</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Unique Visitors (Users)		2,095	2,146	3,762	2,460	2,770	3,929	3,557	3,632	4,204	28,555	
US Non-SC Traffic (Sessions)		1,179	1,106	2,264	1,111	1,260	2,723	2,449	2,202	2,813	17,107	
International Traffic (Sessions)		242	314	309	312	371	573	536	621	802	4,080	
Total Sessions	<b>43,000</b>	<b>2,688</b>	<b>2,719</b>	<b>4,473</b>	<b>3,245</b>	<b>3,493</b>	<b>4,662</b>	<b>4,229</b>	<b>4,267</b>	<b>4,921</b>	<b>34,697</b>	<b>81%</b>
Engage Intentionally in the Global Economy												
<b>Export Progress/International Competitiveness</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Export Events	10	1	1	1	2	1	1	0	0	0	7	70%
"Compete Globally" Partnership trainings/events	11	1	2	1	1	1	1	0	1	1	9	82%
Establish the UA as an Economic Thought Leader												
<b>UA Communications Activities</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Pitched Story Ideas	10	3	0	6	1	6	0	1	1	0	18	180%
Published Advocacy Pieces	11	2	0	0	0	0	0	0	0	0	2	18%
Partnered or Commissioned Content	1	0	0	0	0	1	0	1	0	0	2	200%
Media Meetings (relationship building, seed planting)	8	2	0	2	1	2	0	1	0	1	9	113%
Blogs Published	24	4	1	2	2	2	2	1	1	0	15	63%
Press Releases	3	0	0	1	1	0	0	0	1	0	3	100%

Local Economic Developer PR Assistance	10	0	1	0	0	0	0	0	1	1	3	30%
Quotes provided to DOC / other Stakeholders	4	2	1	1	0	0	0	0	2	3	9	225%
<b>Social Media Group Activity Overview (rates effectiveness of all organizational social media)</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Engagements	18,000	1,612	1,865	2,005	2,359	1,420	2,224	1,075	1,673	1,735	15,968	89%
Link Clicks	6000	730	713	862	1065	656	956	479	566	435	6462	108%
<b>Social Media Marketing - Activity (Posts)</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Facebook	300	28	23	27	27	23	25	16	16	20	205	68%
Twitter	400	37	34	42	47	39	45	16	31	20	311	78%
LinkedIn	300	28	23	25	22	21	28	15	17	14	193	64%
<b>Total Activity</b>	<b>1,000</b>	<b>93</b>	<b>80</b>	<b>94</b>	<b>96</b>	<b>83</b>	<b>98</b>	<b>47</b>	<b>64</b>	<b>54</b>	<b>709</b>	<b>71%</b>
<b>Social Media Marketing - Subscriptions (Followers)</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Max</b>	<b>% of Progress</b>
Facebook	1,300	1,108	1,120	1,140	1,178	1,196	1,213	1,223	1,236	1,243	1,243	96%
Twitter	9,200	8,609	8,646	8,671	8,718	8,730	8,760	8,796	8,834	8,849	8,849	96%
LinkedIn	4,000	2,917	3,139	3,473	3,744	3,964	4,093	4,203	4,292	4,381	4,381	110%
<b>Total Subscriptions</b>	<b>14,500</b>	<b>12,634</b>	<b>12,905</b>	<b>13,284</b>	<b>13,640</b>	<b>13,890</b>	<b>14,066</b>	<b>14,222</b>	<b>14,362</b>	<b>14,473</b>	<b>14,473</b>	<b>100%</b>
<b>Social Media Marketing - Impressions (seen)</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Facebook	130,000	15,320	9,378	15,879	16,023	8,139	13,966	8,144	7,595	7,840	102,284	79%
Twitter	400,000	30,932	25,480	28,852	35,358	29,311	30,541	16,269	23,322	17,400	237,465	59%
LinkedIn	425,000	23,366	29,407	30,544	26,369	22,072	31,953	20,436	27,094	19,000	230,241	54%
<b>Total Impressions</b>	<b>955,000</b>	<b>69,618</b>	<b>64,265</b>	<b>75,275</b>	<b>77,750</b>	<b>59,522</b>	<b>76,460</b>	<b>44,849</b>	<b>58,011</b>	<b>36,400</b>	<b>562,150</b>	<b>59%</b>
<b>UA + The Media</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Total Media Mentions (solicited and unsolicited)	130	20	16	2	36	21	19	9	17	25	165	127%
Unsolicited Media Mentions	40	4	0	1	9	6	7	4	3	19	53	133%
Media Requests (total - includes data, comment or business source)	60	4	0	5	4	2	2	1	2	2	22	37%
Media Request for Data (includes Research inquiry)	20	0	0	2	0	0	0	0	0	0	2	10%
Media Request for UA Comment	30	2	0	3	5	2	2	1	1	2	18	60%
Media Request for Other Expert Sources	10	2	0	12	1	0	0	0	1	1	17	170%
Media Advertisements - Print	26	0	0	2	2	0	5	0	4	3	16	76%
Media Advertisements - Online	21	0	1	3	1	3	1	0	2	4	15	71%
Reporter Inquiries or Opportunities Shared with Investor	10	4	0	6	1	0	0	1	0	1	13	130%

Advocacy Interactions	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Advocacy/Thought Leadership Presentations to Elected Officials	15	0	1	0	0	1	0	0	0	0	2	13%
Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	15	0	0	3	0	0	1	0	1	0	5	33%
Advocacy/Thought Leadership Events/Meetings**	15	5	1	1	4	5	0	1	5	10	32	213%
<b>Move Up Metrics</b>												
Website Marketing (Move Up Website)	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Unique Visitors (Users)	-	-	-	-	-	2,862	5,296	4,561	4,987	5,592	23,298	0
Indeed Job Views	-	-	-	-	-	1,977	1,096	951	605	1,091	5,720	0
Outbound Link Clicks to Key Resources (non-Indeed)	-	-	-	-	-	1,054	519	505	440	711	3,229	0
Social Media - Aggregate for All Move Up Channels	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Followers	1,000	-	-	-	203	467	646	722	811	896	896	90%
Impressions	750,000	-	-	-	5,446	8,914	232,800	178,700	149,000	94,300	669,160	89%
Engagements + Link Clicks	15,000	-	-	-	484	698	3,934	2,114	3,649	2,221	13,100	87%
Internal Audience Development	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Number of Presentations/Company Meetings	30	0	0	1	0	11	1	4	1	4	23	77%
Presentation Participants	750	0	0	11	0	380	80	63	4	265	805	107%
Badge/Link/Video Uses	20	0	0	0	0	0	0	0	4	6	11	55%
<b>Anchor Efforts in Robust Research</b>												
	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% Progress
Non-RFI/Project Related Research Requests to Locals	71	3	4	4	7	5	5	8	2	4	45	63%
RFI/Project Related Research Support to Locals	34	3	3	4	1	0	2	2	2	1	17	50%
Other UA Support to Locals (PR or marketing support)	13	9	0	0	1	0	0	0	0	2	5	38%
Total Requests for Research Support (all origins)	195	2	14	22	16	21	14	20	17	15	154	79%
Updating/Maintenance of Standard Data Sets	12	1	1	2	0	2	3	0	2	1	12	100%
Research Support for UA (maps, website, fact sheets, PR)	24	5	1	2	4	11	2	0	8	4	37	154%
New Research Reports Generated	4	0	0	1	0	0	1	0	0	1	3	75%

\*All website numbers skewed because of new site;

\*\* Includes meetings hosted by the UA and meetings/events the UA sponsors/participates in as a partner



# **2019 Marketing & Business Recruitment Calendar**

## 2019 Major Marketing & Business Recruitment Team Calendar

Proposed Event	Date(s)	Location	Target(s)
<b>Outbound Events</b>			
Arab Health	January 28-31	Dubai, UAE	Life Sciences
IPPE	February 12-13	Atlanta, GA	Food Processing
Power Team Mission Trip	March 4-7	Montreal/Toronto	All sectors
Domestic Mission	March 11-14	Cincinnati/Columbus	All sectors
JEC World	March 12-14	Paris	Engineered Materials
Aeromart	April 15-19	Quebec City/Montreal	Aerospace/All
NextGen Talks	April 28-30	Brooklyn, NY	COIs
IAMC Spring Forum	May 4-8	Santa Barbara, CA	COIs
Belgium/Netherlands Mission trip	May 6-10	Belgium/Netherlands	All sectors
Chicago Commerce Consultant Lunch	May 15	Chicago, IL	COIs
Nordic Investment Mission	May 28-31	Helsinki, Finland	All sectors
BIO International	June 3-6	Philadelphia, PA	Life Sciences
SelectUSA	June 10-12	Washington, DC	All sectors
Paris Air Show	June 17-23	Paris, France	Aerospace
Woodward Dream Cruise Event	August 15-18	Detroit, MI	COIs / Prospects
Charlotte Mission	September 16-18	Charlotte, NC	COIs
European Mission Trip	September 16-20	Europe	All sectors
Newcastle/Edinburgh Mission	September 23-27	United Kingdom	All sectors
Auto Technology Mission	September 31-October 4	West Coast	Automotive
Women in ED Conference	October 21-23	Denver, CO	COIs
UK Mission	November 11-15	Greater London	All sectors
Ireland Mission	November 11-15	Dublin	All sectors
OESA Annual Conference	November 13	Detroit, MI	Automotive
Atlanta Consultant Lunch	November 21	Atlanta, GA	COIs
Economix	December 4-5	Charleston, SC	COIs

<b>Inbound Events</b>			
Local Site Consultant Event	January 8	Upstate SC	COIs
Japan American Association Dinner	January 26	Upstate SC	All sectors
SC Auto Summit	February 19-21	Upstate SC	Automotive
BMW Diversity Supplier Conference	April 4	Upstate SC	Automotive
International Commerce Visit	April 9	Columbia, SC	All sectors
UA International Inbound	May 14-15	Upstate SC	
OESA SE Regional Meeting	May 16	Upstate SC	Automotive
BMW Pro-Am Tournament	June 3- 9	Upstate SC	All sectors
Upstate Consultant Inbound	October 2-3	Upstate SC	COIs
SC BIO	October 29-31	Upstate SC	Life Sciences

*Centers of Influence (COIs) include site consultants, real estate brokers, international officers, and others who influence corporate expansion decisions.*

*Items presented on this calendar are subject to change without notice. Supplemental calendar items added throughout the year are dependent upon funding. For those events organized by the Upstate SC Alliance, there may be instances where participation will be limited due to capacity constraints.*

**2018-2019 Upstate  
South Carolina  
Announcements**



2018 Upstate South Carolina Announcements

Total:		65	\$1,292,599,001	4,259	3,507,398			International	28
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Greenville	Zylo Therapeutics	New		30		Biosciences	HQ, R&D	Jan-18	No
Spartanburg	Grupo Antolin	New	50,000,000	152		Automotive	Manufacturing	Jan-18	Spain
Oconee	Keoewe Brewing Company	New	600,000	10		Other - Food Manufacturing	Manufacturing	Mar-18	No
Oconee	Jocassee Valley Brewing	New	250,000	15		Other - Food Manufacturing	Manufacturing	Mar-18	No
Laurens	Birdseye Energy	New	35,000,000	0		Energy	Solar Farm	Mar-18	No
Abbeville	ACS Manufacturing	New	6,000,000	150	141,000	Energy	Manufacturing	Apr-18	No
Greenville	EAS Change Systems	New		20		Advanced Materials	HQ	Apr-18	Netherlands
Oconee	Lakeside Lodge	New	45,000,000	30		Other- Business Services	Hospitality/Tourism	Apr-18	No
Greer	Tribe513	New		70		Biosciences	HQ	May-18	No
Union	Kemper Corporation	New	1,900,000	28	18,000	Advanced Materials	Manufacturing	May-18	No
Spartanburg	Keurig Green Mountain	New	350,000,000	500		Other - Food Manufacturing	Manufacturing	May-18	No
Anderson	Southern Current	New	30,000,000			Energy	Solar Farm	Jun-18	No
Greenwood	Down Home Manufacturing	New	2,400,000	50		Other - Consumer Products	Manufacturing	Jun-18	No
Greenville	Alorica, Inc (Samsung)	New		400	34,928	Other - Business Services	Call Center	Jul-18	South Korea
Greenville	Master Gage & Tool	New				Other - Industrial	Industrial Services	Aug-18	No
Union	Midway Green Solar LLC	New	12,000,000			Energy	Solar Farm	Aug-18	No
Cherokee	Green Tech Solution Inc.	New	75,000,000	200		Advanced Materials	Recycling operations	Sep-18	China
Spartanburg	SeeDaten Inc.	New				Other - Business Services	HQ	Sep-18	No
Greenwood	Caterpillar Inc.	New	13,500,000	85	103,000	Automotive	Manufacturing	Oct-18	No
Anderson	Element Materials Technology	New	3,400,000	31	30,000	Advanced Materials	Testing laboratory	Sep-18	United Kingdom
Spartanburg	Huvis Indorama Advanced Materials	New	48,000,000	50		Advanced Materials	Manufacturing	Oct-18	India/South Korea
Greenwood	Castelli Magnet	New	1,100,000	57		Other- Consumer Products	Manufacturing	Jun-18	No
Spartanburg	KV Final	New	2,500,000	50	32,000	Automotive	Manufacturing	Dec-18	Czech Republic
Laurens	BDS Technologies, LLC	New	17,265,000	44		Other - Industrial	Manufacturing	Dec-18	No
Spartanburg	Project Hook	New	15,082,000	42		Biosciences	Distribution	Dec-18	Germany
Spartanburg	Project Tiger	New	2,090,422	43		Automotive	Manufacturing	Dec-18	Canada
Spartanburg	Project Horse	New	29,000,000	78		Automotive	Manufacturing	Dec-18	China
Spartanburg	Plastic Omnium	New	119,600,000	327		Automotive	Manufacturing	Dec-18	France
Spartanburg	VIS/Pinestone Warehouses	New	16,800,000	153		Other - Logistics	Distribution	Dec-18	No
<b>New Companies</b>	<b>29</b>		<b>\$876,487,422</b>	<b>2,615</b>	<b>358,928</b>			<b>New International</b>	<b>11</b>
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Cherokee	KapStone Paper and Packaging Corp.	Existing	6,000,000			Advanced Materials	Manufacturing	Feb-18	No
Greenwood	Van Dyke's Restorers Inc.	Existing		31		Other - Building Materials	Logistics	Feb-18	No
Greenwood	Enivia Pellets Greenwood, LLC	Existing	20,000,000			Energy	Pellet Mill	Feb-18	No
Pickens	United Tool and Mold Inc.	Existing	11,100,000	17	60,000	Advanced Materials	Manufacturing, Engineering	Mar-18	No
Greenville	Grace Hill Inc.	Existing		53		Other - Technology	HQ	Mar-18	No
Spartanburg	Magna International	Existing	8,026,579	130	25,000	Automotive	Manufacturing	Mar-18	Canada
Anderson	Oppermann Webbing	Existing	10,000,000	71		Advanced Materials	Textiles; Manufacturing	Mar-18	Germany
Oconee	RBC Aerostructures	Existing	3,800,000	22		Aerospace	Manufacturing	Apr-18	No
Greenwood	Lonza (formerly Capsugel)	Existing	46,000,000	30	50,000	Biosciences	Manufacturing	May-18	Switzerland
Oconee	JTEKT North America	Existing	19,400,000	56	18,000	Automotive	Manufacturing	May-18	Japan
Greenville	Koops, Inc.	Existing	2,200,000	20		Other - Industrial	Manufacturing	May-18	No
Greenville	International Vitamin Corporation (IVC)	Existing				Biosciences	Manufacturing	Jun-18	No
Greenwood	Monti Inc.	Existing	2,700,000	19	20,000	Other - Industrial	Manufacturing	Jun-18	No
Union	Timken Tyger River Plant	Existing	2,500,000		350,000	Other - Industrial	Manufacturing	Jun-18	No
Spartanburg	Synthomer	Existing	16,000,000	10		Advanced Materials	Manufacturing	Jun-18	United Kingdom
Greenville	ACL Airshop	Existing	7,200,000	32	60,000	Aerospace	Manufacturing	Jun-18	No
Greenwood	FUJIFILM Manufacturing USA Inc.	Existing	3,900,000	67	2,500,000	Advanced Materials	Manufacturing	Jul-18	Japan
Greenville	Materials Sciences Corporation (MSC)	Existing	2,700,000	23	32,000	Advanced Materials	R & D, Manufacturing	Aug-18	No
Laurens	Flame Spray North America	Existing	4,000,000	20		Aerospace, Advanced Materials	Manufacturing	Aug-18	Italy
Greenville	redi-Group	Existing		140		Automotive	Business Services	Aug-18	Germany
Greenville	JTEKT North America	Existing	5,800,000	100	19,000	Automotive	HQ	Sep-18	Japan
Greenville	Green Cloud Technologies	Existing	7,800,000	50	14,470	Other - Technology	HQ	Sep-18	No
Laurens	Brawo USA	Existing	3,000,000	10		Advanced Materials	Manufacturing	Sep-18	Italy
Anderson	Bosch	Existing	45,000,000	20		Automotive, Advanced Materials	R & D, Manufacturing	Nov-18	Germany
Union	Milliken & Company	Existing	2,500,000			Advanced Materials	Textiles; Manufacturing	Nov-18	No
Spartanburg	Draxmaier Group	Existing	42,700,000	460		Automotive	Manufacturing	Dec-18	Germany
Greenwood	Ascend Performance Materials (Ascend)	Existing	35,200,000	30		Advanced Materials	Manufacturing	Dec-18	No
Greenville	Ahold Delhaize	Existing	10,000,000			Other- Business Services	Data Center	Dec-18	Netherlands
Union	GES Recycling	Existing	6,300,000	28		Advanced Materials	Recycling operations	Dec-18	Spain
Spartanburg	AL Solutions	Existing	3,000,000	28		Automotive	Distribution	Dec-18	Israel
Spartanburg	AFL	Existing	50,000,000	0		Energy	Manufacturing	Dec-18	Japan
Spartanburg	Cooper Standard	Existing	17,500,000	107		Automotive	Manufacturing	Mar-18	No
Spartanburg	Green River Cabins	Existing	285,000	0		Other - Building Materials	Manufacturing	Dec-18	No
Spartanburg	Scenic Tool	Existing	5,000,000	10		Automotive	Manufacturing	Dec-18	No
Spartanburg	Kohler	Existing	10,000,000	0		Advanced Materials	Manufacturing	Dec-18	No
Pickens	TaylorMade	Existing	6,500,000	60		Advanced Materials	Manufacturing, Consumer Goods	Dec-18	Germany
<b>Existing Companies</b>	<b>36</b>		<b>\$416,111,579</b>	<b>1,644</b>	<b>3,148,470</b>			<b>Existing International</b>	<b>17</b>

Source: Upstate SC Alliance partner organizations, <http://www.goupstate.com/news/20180920/spartanburg-county-council-oks-tax-breaks-for-7-projects-totalling-1837m-investment-199-jobs>





**Central SC Alliance Annual 2019 Report  
“Proviso 50.13 FY 2016-2017 Appropriations Act”**

Founded in 1994, the Central SC Alliance (CSCA) is a 501(c)(3) not-for-profit public/private regional economic development organization chartered to recruit world-class industry and new jobs to the eight counties that make up the Central SC region. These counties include: Calhoun, Clarendon, Fairfield, Kershaw, Lexington, Newberry, Orangeburg and Richland, as well as the capital City of Columbia. The efforts of the Central SC Alliance work to enhance the prosperity of the region, increasing the communities’ tax base, thus providing opportunities for stakeholders, citizens and future generations. The corporation is governed by a 36-member board of directors selected from the private and public sectors. Since its inception, Central SC has assisted in the attraction of over \$14.2 billion in announced capital investment and over 71,000 new jobs.

The Central SC Alliance has been instrumental in supporting our counties with the tools to be successful. Our goal is to provide comprehensive marketing and economic development services to include: lead generation, market research, project management, incentive facilitation, conducting marketing missions, project performance analysis, prospect requests for information, regional data collection, available property advertising, county research and marketing assistance and product development. We measure our success by these support features. Support offered as a result of this grant has been listed below.

<b>Proviso Expenditures as of October 30, 2019</b>	
<b>Marketing Trips &amp; Lead Generation Expenses</b>	\$356,932.08
<b>Advertising Expenses</b>	\$7,836.37
<b>Prospect Engagement &amp; Research Expenses</b>	\$306,510.17
<b>Consultant, New &amp; Existing Industry Event Expenses</b>	\$78,749.09
<b>Total Expenditures</b>	\$750,000
<b>Remaining</b>	\$0
<b>Received match from SCDOC on 3/9/17</b>	\$750,000

**Business Recruitment Missions - Tradeshows, Conferences and Missions**

Eight international recruiting missions including five generated and implemented by CSCA and three domestic missions including two generated and implemented by CSCA.

**Local Tradeshows, Conference and Events:**

6 local events and conferences targeting site consultants, existing industry and allies.

**Publications, Advertising & Marketing Resources**

CSCA created four marketing brochures and ads and assisted with three county marketing brochures and ads.

**Website & Social Media**

Redevelopment is underway of the organization’s largest and most powerful marketing tool, [www.centralsc.org](http://www.centralsc.org). The new website, anticipated for launch in early 2020 is currently under construction. It is being updated to fit the latest industry trends and provide prospects, site consultants, Central SC member counties, and allies with the most comprehensive information resource of the region. The website will deliver visitors an overview of the Central SC region, our organization and our partners. It will also include expanded details on county partners, enhanced search engines on regional employers and investor partners, regional and county-specific data and resources, available property database, enhancement of social media presence, data integration capabilities and more.

## **Regional Video & Photography Project**

CSCA began a new video and photography project to highlight facets of the Central SC region and its member counties that make the area competitive for growth opportunities. These will be used by CSCA for the website, presentations and brochures. They will also be provided to the counties and City for use in their marketing materials.

## **CRM Database Development**

CSCA maintains a CRM database to better manage leads, projects, contacts, existing industries, events and available properties.

## **Lead Generation**

The CSCA lead generation program is on-going with the primary purpose of:

1. To identify companies that are currently contemplating an expansion, consolidation or relocation project and/or would consider the Central SC region as a location for a future project.
2. To connect the relevant decision makers at those firms to the CSCA project management team for visits and/or calls to assist in their location/expansion decision.

## **Project Development Activity**

As part of the Central SC Alliance's comprehensive list of services for its members, partners and to local industries, the organization assists in the development and execution of project visits, announcements/groundbreakings and publicity as needed.

## **Research Capability Enhancements**

As part of the CSCA's services to its members, partners and community, the organization manages a vast database of regional metrics. This database is derived from multiple sources that include direct efforts by the CSCA to collect community data as well as state, federal and private databases widely used in the economic development industry.

## **Palmetto Partners**

We continue to support the Palmetto Partners and join the Department of Commerce on marketing missions that are made available to us.

## **Synergy Central SC™**

During the Fall of 2018, the CSCA embarked on an economic development strategic initiative focused on enhancing the region and the organization. Avalanche Consulting was hired to manage the initiative.

I hope that this report satisfies the requirement of Proviso 50.13 FY 2016-2017. Please contact me if you have any questions. On behalf of the Central SC Alliance and its leadership, we appreciate the investment made by the General Assembly in this successful program. All money has now been expended from this allocation and this is our final report.



G. Michael Briggs  
President & CEO



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 “Proviso 50.13 FY 2017-2018 Appropriations Act”**

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<b>Proviso Expenditures as of October 30, 2019</b>	
<b>Marketing Trips &amp; Lead Generation Expenses</b>	\$57,577.75
- Palmetto Partners	\$40,000
<b>Advertising Expenses</b>	\$21,800
<b>Prospect Engagement &amp; Research Expenses</b>	\$0
<b>Consultant, New &amp; Existing Industry Event Expenses</b>	\$2,684.34
<b>Total Expenditures</b>	\$123,010.59
<b>Remaining</b>	\$589,397.48
<b>Received match from SCDOC on 7/13/18</b>	\$712,408.48

**Business Recruitment Missions - Tradeshows, Conferences and Missions**

Three international recruiting missions including one generated and implemented by CSCA.

**Local Tradeshows, Conference and Events:**

One local event for an existing industry expansion.

**Publications, Advertising & Marketing Resources**

CSCA created two marketing brochures.

**Website & Social Media**

Redevelopment is underway of the organization’s largest and most powerful marketing tool, [www.centralsc.org](http://www.centralsc.org). The new website, anticipated for launch in early 2020 is currently under construction. It is being updated to fit the latest industry trends and provide prospects, site consultants, Central SC member counties, and allies with the most comprehensive information resource of the region. The website will deliver visitors an overview of the Central SC region, our organization and our partners. It will also include expanded details on county partners, enhanced search engines on regional employers and investor partners, regional and county-specific data and resources, available property database, enhancement of social media presence, data integration capabilities and more.



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1. To identify companies that are currently contemplating an expansion, consolidation or relocation project and/or would consider the Central SC region as a location for a future project.
2. To connect the relevant decision makers at those firms to the CSCA project management team for visits and/or calls to assist in their location/expansion decision.

## **Palmetto Partners**

We continue to support the Palmetto Partners and join the Department of Commerce on marketing missions that are made available to us.

I hope that this report satisfies the requirement of Proviso 50.13 FY 2017-2018. Please contact me if you have any questions. On behalf of the Central SC Alliance and its leadership, we appreciate the investment made by the General Assembly in this successful program.



G. Michael Briggs  
President & CEO



**Central SC Alliance Annual 2019 Report**  
**“Proviso 50.13 FY 2018-2019 Appropriations Act”**

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Proviso Expenditures as of October 30, 2019	
<b>Marketing Trips &amp; Lead Generation Expenses</b>	\$0
- Palmetto Partners	\$40,000
<b>Advertising Expenses</b>	\$0
<b>Prospect Engagement &amp; Research Expenses</b>	\$0
<b>Consultant, New &amp; Existing Industry Event Expenses</b>	\$0
<b>Total Expenditures</b>	\$40,000
<b>Remaining</b>	\$684,965
<b>Received match from SCDOC on 7/22/19</b>	\$724,965

I hope that this report satisfies the requirement of Proviso 50.13 FY 2018-2019. Please contact me if you have any questions. On behalf of the Central SC Alliance and its leadership, we appreciate the investment made by the General Assembly in this successful program. All money has now been expended from this allocation and this is our final report.

G. Michael Briggs  
President & CEO



**2019 Annual Report**  
**Local Economic Development Alliances Appropriation**  
**Proviso 50.13**

## Annual Report – LEDA Appropriation

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In accordance with the guidelines for the proviso, the appropriation to Local Economic Development Alliances (LEDA), this shall serve as a report relative to the use of this funding by the North Eastern Strategic Alliance (NESA). All of the required documentation necessary through receipt of these funds has been submitted to the Department of Commerce.

Programs adhering to the guidelines of the appropriation for the expenditure of these funds were developed and adopted by the NESA Executive Committee. The following is an outline of and progress report for the programs that were approved by the NESA Executive Committee and submitted and accepted by the South Carolina Department of Commerce.

### **Grant Program for County Business Development**

The NESA Executive Committee developed a financial assistance program to encourage investment in product development and marketing programs that enhance the region's competitiveness.

All of the NESA counties are eligible to receive funding for marketing and product development efforts that are intended to promote job creation. Eligible projects include speculative buildings, site acquisition, on-site infrastructure, industrial site planning and due diligence, South Carolina certified site documentation, industrial park amenities, site brochures, website development or enhancements, quality of life brochures, DVD's and other projects that have the potential to create jobs as approved by NESA on a case by case basis. Counties receiving grant funds signed a certification form stating the following:

1. That their project was executed in accordance with the South Carolina Consolidated Procurement Code
2. That they will maintain all records pertaining to the use of these funds for a period of three fiscal years
3. That they acknowledge the fact that their records are subject to audit by the South Carolina Department of Commerce and the State Auditor's Office
4. That they acknowledge the fact that by receiving these funds they are subject to the South Carolina Freedom of Information Act and that they will comply with public disclosure and other requirements under state law

### Collaborative Product Development

NESA will work with county allies, board members and private sector sponsors to identify worthwhile economic development product and infrastructure projects within the region. The program will induce, leverage and maximize funding from the private sector in order to develop sites, buildings, and other infrastructure within the region which will assist us in being more competitive for economic development projects.

### Marketing and Business Development

These funds will be used to promote the NESA region for economic development opportunities through marketing, lead generation, and business development efforts. In accordance with our mission to create jobs, NESA will proactively contact and meet with key site selection consultants and corporate executives of companies that would consider the NESA Region a viable option for new facilities.

### NESA Mission and Goals

Our primary objective is to create jobs and improve the lives for the residents of the 9 county region by working within the existing industry base and recruiting new companies.

Included are metrics to reflect progress in the NESA region:

Reflected below are the changes in employment from Sept. 2018 through June of this year; as indicated, there was a net increase of 6.86% in the NESA region as compared to the state (Dec. 2018-Jun. 2019). Note the SC percent growth removing the NESA region, reflecting the positive impact of individuals employed in the NESA region on our state.

Period	Employment		
	NESA, SC	S.C. (Excluding NESA)	S.C.
September 2018	322,171	1,919,056	2,241,226
October 2018	322,406	1,933,016	2,255,421
November 2018	321,207	1,928,644	2,249,850
December 2018	320,291	1,926,948	2,247,240
January 2019	319,474	1,925,913	2,245,388
February 2019	323,711	1,948,594	2,272,304
March 2019	329,465	1,959,202	2,288,668
April 2019	334,928	1,967,597	2,302,525
May 2019	337,623	1,970,997	2,308,617
June 2019	342,257	1,983,471	2,325,725
YTD Change*	6.86%	2.93%	3.49%

\*Dec-Jun



Percent unemployment has remained stable, only experiencing marginal changes over the 10 month period, a statewide trend as reflected below.

**Unemployment Rate**

Period	NESAS, SC	S.C.	
		(Excluding NESAS)	S.C.
<b>September 2018</b>	3.9%	3.1%	3.2%
<b>October 2018</b>	3.9%	3.1%	3.2%
<b>November 2018</b>	3.7%	2.8%	3.0%
<b>December 2018</b>	4.4%	3.1%	3.3%
<b>January 2019</b>	4.9%	3.4%	3.6%
<b>February 2019</b>	4.5%	3.1%	3.3%
<b>March 2019</b>	4.1%	3.2%	3.3%
<b>April 2019</b>	3.6%	2.8%	3.0%
<b>May 2019</b>	3.9%	3.2%	3.3%
<b>June 2019</b>	4.1%	3.5%	3.6%
<b>YTD Change*</b>	-0.8	0.1	0.0

\*Jan-Jun

Per capita income in the NESAS region increased by 3.7% between 2016 and 2017, which tracks behind state and national levels less than 0.5%. Based on most recent data published by the census bureau.

**Per Capita Income**

Year	NESAS	S.C.	U.S.A.
<b>2016</b>	\$22,618	\$25,521	\$29,829
<b>2017</b>	\$23,450	\$26,645	\$31,177
<b>Change</b>	3.7%	4.4%	4.5%

**Financial Report  
 As of June 30, 2019**

**North Eastern Strategic Alliance  
 Results of Operations**

**State Program -- Period Ending June 30, 2019**

	<b>Revenue</b>	<b>Budget</b>	<b>Actual</b>	<b>Percentage of Actual To Budget</b>
State Match Funds		\$ 745,000	\$ 754,291	101%
Interest Earnings		-	60	0%
Total Funds Available		<u>\$ 745,000</u>	<u>\$ 754,351</u>	101%
	<b>Expenditures</b>			
County Economic Development Grants Program		\$ 400,000	\$ 299,907	75%
Marketing and Business Development		345,000	339,352	98%
Total Expenditures		<u>\$745,000</u>	<u>\$ 639,259</u>	86%
Cash Balance			<u>\$ 115,092</u>	

Remaining funds for the FY2018 were fully utilized as of May 31, 2019.  
 Please see below close of month end statement below.

**North Eastern Strategic Alliance  
 Results of Operations  
 May 31, 2019  
 State Program -- Period Ending June 30, 2018**

	<b>Revenue</b>	<b>Budget</b>	<b>Actual</b>	<b>Percentage of Actual To Budget</b>
State Match Funds		\$ 745,000	\$ 756,085	101%
Interest Earnings		-	165	0%
Total Funds Available		<u>\$ 745,000</u>	<u>\$ 756,250</u>	102%
	<b>Expenditures</b>			
County Economic Development Grants Program		\$ 400,000	\$ 371,515	93%
Product Development		132,000	149,033	113%
Marketing and Business Development		213,000	235,702	111%
Total Expenditures		<u>\$745,000</u>	<u>\$ 756,250</u>	102%
Cash Balance			<u>\$ 0</u>	

**Accounting and Administration**

NESA uses cash basis accounting and will comply with quarterly and annual reporting requirements including the provision of financial statements. NESA is in good standing with regard to its administration of the previous state match programs. NESA will contract with an independent auditor on an annual basis to review all of its accounts including the state match program accounts.



**CHARLESTON REGIONAL DEVELOPMENT ALLIANCE**  
Berkeley, Charleston & Dorchester Counties

## MEMORANDUM

**TO:** Chairman of Senate Finance Committee, Senator Hugh K. Leatherman, Sr.  
Chairman of House Ways & Means Committee, Representative G. Murrell Smith, Jr.  
Secretary of Commerce, Robert M. Hitt III

**FROM:** David T. Ginn, President & CEO

**COPY:** Chris Huffman, Chief Financial Officer, SC Department of Commerce

**DATE:** October 30, 2019

**RE:** FY2018-19 Appropriation pursuant to Proviso 50.13  
2019 Annual Report

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The Charleston Regional Development Alliance (CRDA) is the regional economic development organization representing Berkeley, Charleston and Dorchester counties. Our organization serves as a catalyst for long-term regional prosperity by attracting the world’s best companies, talent and entrepreneurs. In addition to leading a comprehensive global marketing and business development effort, we work with dozens of partners and allies to facilitate new, high-value business investments within the three-county region. We also collaborate with other entities to ensure a globally competitive, sustainable regional economy.

The South Carolina Department of Commerce matching funds program has allowed us to leverage private-sector investments to greatly enhance our overall economic development program. A portion of this funding will also be directed to the Palmetto Partners program to help fund statewide, collaborative marketing initiatives.

On behalf of the CRDA Board of Directors, I am pleased to submit the following report providing a comprehensive overview of matching fund expenditures tied to the FY18-19 program. This report covers our activities through September 30, 2019.

If you have questions or would like additional information about any of the activities outlined in this report, please contact me directly at 843-760-4524 or [dginn@crda.org](mailto:dginn@crda.org).

### **Financial Summary**

State appropriations:	\$669,290.71
State funds used as of 9/30/19:	\$199,918.74

# LEADERSHIP FOR A WORLD-CLASS, GLOBALLY COMPETITIVE ECONOMY

**Charleston Regional Development Alliance (CRDA)** has served as a catalyst for long-term, sustainable economic prosperity in Berkeley, Charleston, and Dorchester counties since 1995.

This upcoming year marks our 25th anniversary, and we are thankful for the foresight, guidance and contributions of the visionary leaders who have supported this Alliance along the way.

With a strong economy and tremendous momentum, our community benefits from this public-private partnership with the region’s most influential business leaders, three county governments, largest municipalities, and top academic institutions working together toward a shared vision for the future.

The steps we collectively take today will impact our region for generations to come.



Since 1995, the Charleston Regional Development Alliance has led five distinct regional economic development strategies:

**1995-2000**

Post-BRAC  
Economic  
Development  
Strategy

**2000-2005**

**TARGET  
INDUSTRIES  
STRATEGY**

**2005-2010**

**FORWARD  
CHARLESTON**

**2010-2015**



**2015-2020**







# WHAT DOES CRDA DO?

Drive sustainable economic prosperity by building high-impact industry clusters



Market the Charleston region as a globally competitive location for business, entrepreneurs, and talent



Facilitate the site selection process for companies considering our market for competitive expansion or location investments



Convene regional leaders around key economic competitiveness issues



Engage the region's top business, academic and elected leaders in economic development – and keep economic development a top priority for each of them

“If we unite the region’s centers of influence around a common vision and are intentional with addressing infrastructure, education, health, and affordability, our community will prosper and reflect our values for decades to come.”

**John Hagerty**  
**CRDA Board Chairman**



# PROGRAM PRIORITIES: FY 2018-19



## STRENGTHEN THE REGION'S HIGH-IMPACT CLUSTER ECOSYSTEMS

- Continue building global awareness of region's business and lifestyle assets
- Boost business development initiatives to reach more target companies and advance project pipeline
- Cultivate direct leads through continued outreach with investors, local industry, cluster ecosystem networks, and site selectors
- Continue engagement with venture capital, M&A, tech transfer, entrepreneurship support, and workforce development programs
- Increased focus on IT and Life Sciences sectors and enhance supply chain insights for all clusters
- Build cluster networks and academic connections through regional roundtables, project engagement, and joint mission opportunities



## ENHANCE COMPETITIVE INTELLIGENCE & ENGAGEMENT

- Use CRDA's business intelligence capabilities to support high-impact cluster development, augment global marketing & business development programs, and enhance the direct sales process
- Lead multifaceted, regional economic development strategy
- Inform and engage local community on key economic development issues, including how disruptive technologies will impact region
- Measure progress and trends in advancing the regional economy



## ATTRACT TALENT TO SUPPORT BUSINESS SUCCESS

- Diversify and expand talent attraction efforts. Highlight occupations most in demand
- Boost brand awareness of region in select markets as a desired destination for talent
- Continue leveraging Charleston Open Source in support of region's IT Cluster
- Maintain support for Global Fluency Initiative and expand content for global talent on Community Guide website
- Partner with investors to participate in targeted career fairs & trade shows; speak at key conferences
- Collaborate with area colleges to connect students/alumni with local jobs and inform parents/faculty of regional career opportunities



## LEVERAGE RELATIONSHIPS AND INFLUENCE

- Directly engage public- and private-sector leaders in the work of CRDA
- Regularly convene local leaders to consider and discuss issues that directly impact our region's ability to compete globally

# CRDA RESULTS BY THE NUMBERS

FY 2018-19

EVERY

\$1

INVESTED IN CRDA

PRODUCED

\$16

IN NEW REGIONAL PAYROLL



LOCATION/EXPANSION PROJECTS



855

NEW DIRECT JOBS

130+



VENTURE INVESTORS, ENTREPRENEURS, & CRDA STAKEHOLDERS CONNECTED FOR INVESTMENT OPPORTUNITIES

\$45,000,000 NEW PAYROLL



CRDA WEBSITE VISITOR TRAFFIC IS DIVERSIFIED

- 48% INTERNATIONAL
- 37% US (EXCLUDING SC)
- 12% CHS METRO
- 3% SC

115

NATIONAL/INTERNATIONAL MEDIA PLACEMENTS RESULTING IN...

\$2.3 MILLION

ADVERTISING EQUIVALENCY

## TOP 7 COUNTRIES

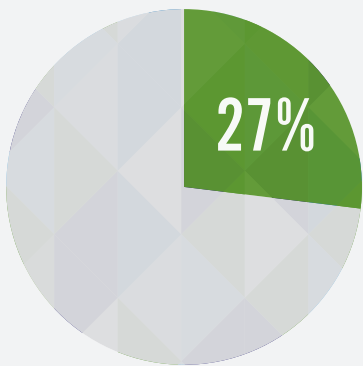
IN PROSPECT PIPELINE



**POPULATION 2018**      **JOB GROWTH 2013-2018**



**CHARLESTON REGIONAL ECONOMY IS STRONG**



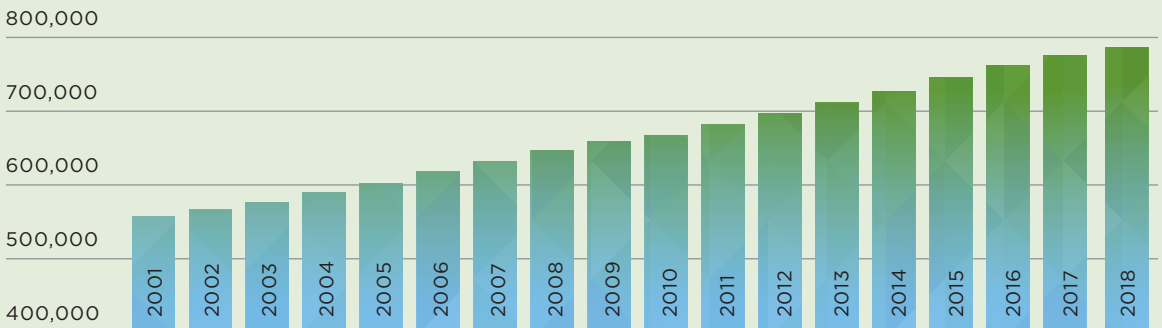
Charleston Metro responsible for **27% OF ALL JOBS CREATED** in South Carolina between 2013-2018

Sources: US Census; Bureau of Labor Statistics

Source: Avalanche Consulting, 2019

**CHARLESTON MSA POPULATION**

**POPULATION GROWTH SLOW & STEADY**



Source: BEA.gov

## **Key Focus Area 1**

### **Global Business Development / Strategic Marketing**

Estimated state appropriations: \$469,290.71  
State funds used as of 9/30/19: \$180,929.25

Includes:

- Prospect Qualification & Lead Generation
- Active Project Facilitation
- Life Sciences Growth Strategy
- Outbound Marketing Missions
- Conferences, Trade Shows and Association Meetings
- Inbound Business Development Events / Hosting
- Support for Palmetto Partners
- Global Media Outreach
- Digital Marketing
- Sales Support

The CRDA drives a global marketing and business development program to attract the world's best companies, entrepreneurs and professional talent. We also serve as consultants and facilitators for companies considering a competitive investment in the region.

Our regional marketing and business development activities are designed to align with One Region, a broad-based competitiveness strategy launched in May 2016. This strategy knits together an array of economic, community and workforce development initiatives to help the Charleston region sustain our current economic momentum. The One Region vision is to act as a unified region to be a globally competitive place where people and businesses flourish.

Following is an overview of related activities through September 30, 2019.

#### **1. Prospect Qualification & Lead Generation**

The CRDA engages in a globally focused lead generation and prospect qualification effort to strategically target relevant companies that a) fall within the region's industry and geographic targets; b) are actively pursuing investment opportunities; and c) would consider the Charleston region as a potential location for that investment.

We have also added "High-Value Targets" to the mix, defined as large, multinational corporations with multiple divisions and annual revenues over \$1 billion. Due to their prominence and / or decision-making value, these companies are targeted for their strong multiplier effects and long-term potential to both grow existing regional investments and / or expand investments to multiple lines of business.

Since initiating our prospect qualification and lead generation program, we have met with hundreds of qualified companies. Many of these companies have subsequently visited the Charleston region, which

is a significant project milestone indicating the region is in the top three-five locations under consideration.

By employing this valuable resource when planning marketing missions, attending tradeshows and hosting in-bound visits, we have significantly increased the quantity and quality of our company interactions. We have also greatly expanded our relationship network within our target clusters, which will continue to pay dividends in the years ahead.

## **2. Active Project Facilitation**

The CRDA devotes significant resources toward working with companies considering our region for competitive business investments. We serve as a confidential resource to help streamline the site selection process, assist companies with issues ranging from buildings and sites to financing and workforce training, and connect corporate executives to relevant local business, government and academic resources.

Through Sept. 30, 2019, we allocated funds from the FY18-19 matching funds program to support these mission-critical activities. We have partnered with the SC Department of Commerce and our three county economic development directors to engage with dozens of companies with a potential interest in our state and region. Many of these companies have visited our region for executive briefings and customized tours, including pre-arranged meetings and visits to potential sites and buildings. While we experienced a slowing of project visits within the past several months, we've continued to stay in touch with companies considering our region for business investments. We also traveled to companies' headquartered locations to discuss project details with key decision makers.

## **3. BIO International Convention – June 3-6, 2019**

This high-level conference is held each year by the Biotechnology Industry Organization (BIO), the world's largest biotechnology trade association representing 1,000+ biotech companies, academic institutions, state biotech centers and related organizations across the U.S. plus more than 30 other countries. The 2019 conference, held in Philadelphia, drew 16,000+ attendees. CRDA partnered with SCBIO to attend this major industry event. During the conference, we met with several companies which resulted in two new projects.

## **4. SelectUSA Investment Summit – June 10-12, 2019**

The SelectUSA Investment Summit is the highest-profile event dedicated to promoting foreign direct investment (FDI) in the U.S. It features senior government officials, C-suite business executives, and other thought leaders focused on the U.S. investment environment, industry trends, and new opportunities. The South Carolina delegation was led by the SC Department of Commerce with Commerce hosting a total of 50 one-on-one meetings. CRDA joined in eight individual company meetings and participated in sessions including information on helping foreign investors navigate US tax and immigration laws, remarks from US governors, and advancements in the technology sector.

## **5. International Paris Air Show – June 17-21, 2019**

The CRDA participated in the bi-annual International Paris Air Show with the SC Department of Commerce and several other partners from throughout South Carolina. This signature event attracted



316,000 trade visitors, more than 2,450 exhibitors and delegates from 98 countries across the globe. Throughout the week of the show, the CRDA team had follow-up meetings with eight companies plus met with 10 other companies interested in learning more about doing business in South Carolina and the Charleston region.

**6. Logistics Development Forum – August 5-7**

Held in Vail, CO, the Logistics Development Forum is the premiere event for site selectors and economic development professionals to learn about the unique needs of distribution and warehouse projects. At the forum, we received information on the logistics industry's need for more cold storage space near ports, which Charleston is uniquely positioned to address with its current real estate offerings and port proximity. In addition to attending the forum, we met with a company actively considering the Charleston market.

**7. SIOR Southeast Conference – August 21-23, 2019**

The SIOR Southeast Conference is a key gathering for real estate professionals in the southeastern United States with this year's event held in Charleston. As the opening lunch sponsor, CRDA kicked off the conference with a regional overview presentation to this valuable target audience. Regional assets such as Camp Hall were also involved in the conference, giving us an opportunity to amplify our messages to the real estate community.

**8. 7<sup>th</sup> Annual Global Carolina Connections Conference on International Investment – August 21, 2019**

The premier conference for foreign direct investment (FDI) and international manufacturing in the Carolinas was held in Columbia this year, attracting more than 200 global business leaders representing nearly a dozen countries. Presentations and panel discussions included topics ranging from attracting and retaining global talent, the state of FDI from China and Europe, and emerging issues impacting the Carolinas. This conference offered a rich environment for networking and relationship building.

**9. Atlanta Site Selectors – August 29, 2019**

In the summer of 2019, CRDA traveled to Atlanta to participate in a site selector luncheon and reception organized by the SC Department of Commerce and led by Commerce Secretary Bobby Hitt. Along with five other SC regional alliances, we hosted 27 site consultants to update them on activity and opportunities in South Carolina.

**10. United Kingdom Mission – August 30 - Sept. 7, 2019**

The recent introduction of direct flights between Charleston and the United Kingdom should provide new opportunities for corporate investments by UK-based companies. At the same time, with UK businesses facing a potential loss of trade with the EU after Brexit, many companies are looking to explore new markets or to expand their existing business footprints in the United States.

In late summer 2019, CRDA traveled to the UK with a local representative from Avison Young, a global real estate firm with offices in both Charleston and the United Kingdom. The mission included introductions to eight new companies and a visit to one current project. Of the eight new companies,

one became an immediate project and we expect at least one other introduction to result in a visit to Charleston by the end of 2019.

**11. International Automotive Exhibition (IAA) – Sept. 7-12, 2019**

IAA Cars, hosted in Frankfurt, Germany every other year, is the world's leading trade fair for mobility and the only automotive exhibition showcasing the entire value chain, from the development of individual ideas to comprehensive mobility solutions. CRDA partnered with the SC Department of Commerce and state economic development allies for a week-long mission surrounding the show. During the week, we met with 10 companies, including three interested in expanding into the U.S.

**12. Biotech Week Boston – Sept. 9-12, 2019**

Biotech Week Boston brings together 12 prominent events spanning the drug development value chain and driving the future of the Life Sciences industry. To take advantage of this high-profile opportunity, CRDA partnered with MUSC as a supporting sponsor. This sponsorship included a video interview and breakfast briefing with 25 attendees featuring one of MUSC's top transplant surgeons, Dr. Satish Nadig. We also partnered with SCBIO to host an evening reception for biotech leaders attending the event. During the week, we connected with 12 companies resulting in two potential partnerships for MUSC and three new project leads. MUSC also received an invitation to return to Boston to speak to a life sciences company.

**13. The MedTech Conference – Sep. 23-25, 2019**

In late September, we partnered with SCBIO for a return trip to Boston for The MedTech Conference, which attracts leading innovators, investors and businesses in the medical technology sector. More than 3,000 people representing 125 companies attended this year's conference. CRDA served as an expert panelist during a seminar for international businesses hoping to break into the U.S. market.

**14. 42<sup>nd</sup> Annual SEUS-Japan Meeting – Oct. 20-23, 2019**

The 42<sup>nd</sup> Annual Joint Meeting of the Southeast U.S.-Japan Association (SEUS) and the Japan-U.S. Southeast Association (JUSSA Japan) will be held in Savannah, Georgia in late October. SEUS-Japan was established in 1976 to promote trade, investment, understanding and friendship between Japan and the seven U.S. member states. The annual meeting is held on a rotational basis in Japan and the southeastern U.S. The event attracts delegates from Japan and seven states in the southeastern U.S. to build relationships and celebrate longstanding economic and cultural ties. CRDA is attending the event and will include details in next year's annual report.

**15. SC Dept. of Commerce India Mission – Nov. 14-23, 2019**

In mid-November, CRDA will participate in a week-long business development mission to India with the SC Department of Commerce. We will include details of this mission in next year's annual report.

**16. Site Selector Hosting – 2020 Charleston Wine & Food Festival**

The 15<sup>th</sup> annual Charleston Wine & Food Festival will be held March 4-8, 2020. Last year, this popular celebration of Charleston's rich food culture attracted more than 25,000 attendees. CRDA is making plans to host site selectors for the 2020 event and will include details in next year's annual report.

## 17. Global Media Outreach

Research consistently shows that C-level executives are influenced in their perceptions of a community by third-party articles in leading business and trade media. As such, CRDA is committed to a strong and consistent media relations program to position the Charleston region as a top location for successful business operations.

Significant media coverage between July 1 and September 30, 2019 included:

- *Brookings Institution* published an article titled “Welcoming communities make for globally competitive city-regions.” The article spotlights how communities throughout the U.S. are strengthening global competitiveness with programs helping expats feel more welcome. It references Charleston’s Global Fluency initiative, which was launched three years ago and is led by CRDA and business volunteers.

## 18. GIS Mapping / Real Estate Tool

To ensure website visitors have 24/7 access to search for available real estate options in our region, CRDA has a longstanding partnership with the Charleston Trident Association of Realtors (CTAR) to display MLS-listed commercial and industrial properties on our regional economic development website. We work with our county partners to supplement these listings with significant properties not currently in the MLS system.

CRDA employs the GIS Planning “ZoomProspector” enterprise application as a real estate search, mapping and data tool. We work to drive traffic to this comprehensive search tool through our digital media efforts.

## 19. Digital Marketing Campaigns

To support the CRDA’s global business development program, our marketing team employs an electronic “toolbox” for creating awareness of and generating interest in our three-county region.

Elements of this toolbox include:

- Programmed tweets aligned with industry events and outbound marketing missions
- Strategic posts on LinkedIn, Facebook and the CRDA blog
- Search engine display ads linked to targeted geographies and key words
- Custom landing pages aligned with key business development activities
- Quarterly email campaign to site selection consultants focused on new regional developments

Most of these efforts are focused on driving traffic to our regional economic development website and / or leveraging our messages through various social media outlets. International audiences have been a particular focus. These efforts are paying off with a growing number of digital engagements originating outside the U.S. For example, in Q1 FY19-20, Israel ranked first in engagements with CRDA’s online Real Estate tool. This same quarter, South Korea led in terms of PDF downloads from our primary economic development website.

## Key Focus Area 2

### Regional Competitiveness / Business Intelligence

Estimated state appropriations: \$200,000.00

State funds used as of 9/30/19: \$18,989.49

Includes:

- Cluster Support Initiatives
- Competitive Research & Analysis
- Workforce and Talent Strategy

The Charleston region is a top 100 metropolitan area, putting us in direct competition with communities across the United States and around the world. For the region to compete effectively, CRDA invests in research and analysis to guide and inform our efforts. We also serve as a regional resource, convener and collaborator in addressing competitiveness issues.

Following is an overview of related activities through September 30, 2019.

#### 1. Talent Attraction and Retention Strategy

According to the U.S. Bureau of Labor, Charleston is the fastest growing mid-sized metro for information technology jobs. Recent studies show that jobs in this and other high-tech sectors have a significant multiplier effect. For each new high-tech job created, 4.3 additional jobs are created in service, business, health care and other occupational categories.

CRDA has partnered with local employers and regional stakeholders to develop and implement a multidimensional talent attraction campaign specifically focused on high-demand skills. Numerous collaborative partners are involved, including the region's largest IT-sector employers (eGroup, Blackbaud, Benefitfocus, BoomTown, Snagajob, and Booz | Allen | Hamilton). More than a dozen of these partner companies also financially support the effort.

The campaign is branded "Charleston Open Source" to reflect the region's local culture of sharing ideas, inspirations and experiences. Campaign elements include promotional items, a website ([www.charlestonopensource.com](http://www.charlestonopensource.com)), social media, digital advertising, and print collateral. We also employ a Digital Ambassador program, built on the innovative social media engagement platform "SocialToaster." This platform allows people who are passionate about Charleston's thriving tech community to easily share related info and news with their social networks. This effort exponentially expands the reach of Charleston Open Source through the power of social media.

#### 2. Regional Competitiveness Strategy – *One Region: A Global Competitiveness Strategy*

In May 2016, the Charleston Regional Development Alliance and Charleston Metro Chamber of Commerce completed a new five-year strategy designed to strengthen the region's competitiveness and leverage our current economic momentum. This global competitiveness strategy, called One Region, was guided by an 80-member Advisory Group

representing a diverse range of public, private, nonprofit and academic leaders. One Region calls on the region to take a more holistic, inclusive approach to being a globally competitive place where all people and businesses flourish. It offers guidance on economic, workforce and community development priorities over the next several years. Initiatives aligned with One Region include efforts to develop and strengthen our regional workforce pipeline, expand our region's infrastructure capacity, encourage and support new business formation, develop appropriate real estate opportunities, plus numerous other related efforts.

CRDA has aligned our work around One Region and is focused on expanding and strengthening the high-impact clusters identified in the strategy. These clusters offer a broad array of jobs across different skill sets and wage levels. We are also partnering with numerous other stakeholder organizations to broadly implement the strategy recommendations.

Through September 30, 2019, we have used FY18-19 funds to Support the One Region Activation Plan, which provides dedicated resources to convene entities involved with the strategy plus regularly provide updates and reports, including a monthly update email. Current focus areas are aligned with global fluency, housing affordability, workforce pipeline, and alternative transportation. Visit [www.OneRegionStrategy.com](http://www.OneRegionStrategy.com) for more information.



Mr. Chris Huffman  
Chief Financial Officer  
South Carolina Department of Commerce  
1201 Main Street, Suite 1600  
Columbia, SC 29201

October 31, 2019

Dear Chris,

I am pleased to provide you the South Carolina I-77 Alliance (Alliance) Annual Report for Proviso 50.13. As you know, the Alliance is a regional economic development group representing Chester, Fairfield, Lancaster, Richland, and York Counties. The Alliance has 33 board members and consists of 17 public sector officials, 15 private sector officials, and the President/CEO. Each of the counties have three public sector board members (a county council appointee, the county administrator, and the county economic development director). The Presidents of the two Technical Colleges (Midlands Tech and York Tech) make up the last two public sector board members. Each of the five counties have three private sector board members as well.

The executive committee of the board is made up of the Board Chair and Vice Chair, the County Developer from each of the five Member Counties, and four private sector board members. The inclusion of the County Developers on the Board and Executive Committee is a key element to the structure of the organization.

The Alliance is charged with marketing and branding the region and focuses on lead generation for the five-member counties. The activities of the Alliance are designed to maximize the exposure of the region to key site location decision makers and associated economic development allies.

The most important accomplishment for the Alliance to date though, is the continuation of our aggressive marketing efforts. Last fiscal year, the Alliance had 31 marketing trips that called on 171 companies and 184 site consultants. Most importantly, we generated 19 qualified leads (and 14 Department of Commerce leads) to our five member counties. The Alliance has done this in partnership with our counties, the South Carolina Department of Commerce, and our private sector partners. When our Alliance was formed in October 2013, it was designed to create better partnerships and sense of regionalism along the I-77 corridor. We are proud to report that our activities and successes to-date have been a result of the partnerships we create daily.

We are excited to have built a strong base for success at the I-77 Alliance through the first five years of our existence, but we are focused on bringing even more value to the five counties we serve in 2020. The existence of the Alliance allows our counties to focus on what they do best: product development and project management to create new jobs and investment in those communities. We support them by marketing the region and delivering leads for the counties, so they have more opportunities to sell.



However, we also can bring additional resources to bear to help the Counties be more successful in their efforts.

### **Progress of Securing Matching Funds**

By the end of last fiscal year (FY 2018-2019), the Alliance successfully matched \$669,290.71 of the \$660,000 allotted to us. Moreover, the Alliance anticipates matching 100% of the \$660,000 allocated to us in the current fiscal year by Proviso 50.13.

### **Funds Expended**

Through September 30, the Alliance has expended restricted private sector donations in support of site/industry specific work and Proviso 50.13 funds on Alliance marketing projects and contract services. We have spent no Proviso money from FY 2018-2019 to date.

An itemized list of Proviso 50.13 funds is included below:

#### ***Proviso 50.13 Funds Received (As of 09-30-2019)***

<i>FY 2016-2017</i>	\$660,000.00
<i>FY 2017-2018</i>	\$611,084.56
<i>FY 2018-2019</i>	\$669,290.71
<b><i>TOTAL</i></b>	<b><i>\$1,940,375.27</i></b>

#### ***Proviso 50.13 Funds Expended for FY 2016-2017 (As of 9-30-2019)***

<i>Marketing Expenses</i>	\$130,086.76
<i>Advertising Expenses</i>	\$270,592.31
<i>Prospect Expenses</i>	\$12,432.95
<i>Lead Generation Expenses</i>	\$105,256.52
<i>Workforce Development Expenses</i>	\$45,169.59
<i>Sponsorships</i>	\$23,268.50
<i>Data</i>	\$73,193.37
<b><i>TOTAL</i></b>	<b><i>\$660,000.00</i></b>

#### ***Proviso 50.13 Funds Expended for FY 2017-2018 (As of 9-30-2019)***

<i>Marketing Expenses</i>	\$0
<i>Advertising Expenses</i>	\$0
<i>Prospect Expenses</i>	\$12,522.51
<i>Lead Generation Expenses</i>	\$12,800.00
<i>Sponsorships</i>	\$5,000.00
<i>Data</i>	\$2,599.24
<b><i>TOTAL</i></b>	<b><i>\$32,921.75</i></b>

As evidenced by the expenditures included within this report, the Alliance is spending its portion of the proviso money on electronic and face-to-face marketing, development of a workforce development plan for our counties, lead generation, prospect, and advertising expenses. We continue to have under 50 percent of our budget dedicated to operational and salary expenses and over half of our budget is dedicated to lead generation, marketing, advertising, and other value added services for our five counties. Our investors expect us to invest in our mission to market and brand the region, instead of predominantly investing in operations and administration. The Alliance will continue working diligently on establishing itself as the premier economic development marketing organization in the state, and market the I-77 region as the ideal location for companies the world over.

Please do not hesitate to contact us if you have any questions or need additional information.

Sincerely,

A handwritten signature in black ink, appearing to read 'Rich Fletcher', written in a cursive style.

Rich Fletcher  
President & CEO



November 4, 2019

The Honorable Hugh Leatherman, Sr.  
The Honorable G. Murrell Smith, Jr.  
The Honorable Robert M. Hitt III

RE: Proviso Funding – FY 2018-19

Gentlemen:

I am pleased to report on the status of Proviso Funding for the Economic Development Partnership provided by the State of South Carolina. The Partnership is very appreciative of the \$450,000.00 in regional funding provided to our alliance. Our efforts centered on the development of infrastructure, attraction of new companies and building a base of technology which will serve as foundation for the creation of new jobs in the future.

**Summary of Projects:**

**Lead Generation** – The Partnership engaged a European based consultant to develop leads. This initiative has resulted in additional inquiries from European based companies that may benefit by being in close proximity to other European based customers or suppliers. A total of \$12,425.00 was used in this effort.

**Professional Development** – The Partnership provided funding for Governor’s Opportunity Zone Summit and Rural Summit, Southern Economic Development Roundtable, SCEDA Recertification, and two USC Aiken SBDC events totaling \$6,950.00.

**Marketing** – As part of our recruitment of manufacturing and technology companies, funds were used for traditional marketing efforts. Through several sources we advertised in various media, including the Japan Times, the leading daily English-language publication of its kind in Japan with its digital version reaching over 8 million per month. We also marketed through trade show booths and direct correspondence. Our marketing efforts continue to educate domestic consultants and companies about the viability of our region as good place to do business. These efforts have led us to attract companies such as Bridgestone Americas, MTU and Recleim, all to our region. Our efforts and investment of \$61,285.00 have served to complement our work with the SCDOC.

**Product & Prospect Development** – In our efforts to improve, promote and attract new companies to the Aiken, Edgefield, Saluda and McCormick region several areas were funded. New sewer lines in Saluda County for a manufacturing company accounted for \$200,000.00. An I-20 corridor evaluation for a new industrial park, E. Pine Log Road sewer line evaluation for an existing expanding industry, an Edgefield County strategic plan, Industrial Park due diligence and broadband evaluation, and a cyber study all totaling \$76,526.00. A Fiscal Impact model, FILOT model and license fees for Aiken, Edgefield and McCormick Counties were purchased costing \$10,500.00. Upgrades to data resources completed at \$9,370.00. Sage Mill spec building general liability \$6,930.00. The Graniteville area profile book including Sage Mill Industrial park, and industrial appreciation events all totaling 14,415.00.

**FY 2018/2019** – We are beginning FY 2019-20 with our current Program of Work available for review. Our Audit team is compiling FY 18-19 and the June 30, 2019 audit will be completed in mid-December and made available for review.

The Economic Development Partnership is most appreciative of the support provided by the Legislature under this regional funding program. We appreciate this program as it allows the Partnership to match funds received from local support. We believe that we have been able to leverage the Proviso Funding in manner that provides great benefit to our region. Without this funding, we would not have been able to advance our programs nor attract new industries to our community.

Regards,



Will Williams

cc:

Mr. Chris Huffman, Chief Financial Officer, South Carolina Department of Commerce  
Mr. Gary L. Stooksbury, Chairman, Economic Development Partnership



Matching Funds		1st Qtr FY 2018/2019	
Marketing			
Southern Business	\$	12,500.00	
Morris Communications Aiken Homes & Lifestyle Spring 2018	\$	825.00	
Due North Media	\$	500.00	
SC Biz News, LLC	\$	1,500.00	
752 Design, LLC - Fall 2018	\$	1,200.00	
<b>Total Marketing</b>	<b>\$</b>	<b>16,525.00</b>	
Professional Development			
USC Aiken SBDC	\$	500.00	
<b>Total Prof. Development</b>	<b>\$</b>	<b>500.00</b>	
Lead Generation			
Parker Poe - Euro Trip	\$	6,000.00	
<b>Total Lead Generation</b>	<b>\$</b>	<b>6,000.00</b>	
Product Development			
ESRI, Inc.	\$	2,160.00	
Chmura Economics & Analytics	\$	7,210.00	
Parker Poe Consulting LLC	\$	2,500.00	
<b>Total Product Development</b>	<b>\$</b>	<b>11,870.00</b>	
Prospect Development			
Thomas & Hutton (I-20 Site Eval)	\$	9,602.56	
SC Research Foundation - Edgefield Co. Broadband Access Eval.	\$	2,500.00	
Thomas & Hutton (E.Pine Log Sewer)	\$	1,900.00	
Thomas & Hutton (ECIP Due Diligence)	\$	2,055.00	
Thomas & Hutton (I-20 Site Eval)	\$	1,752.50	
Thomas & Hutton (E.Pine Log Sewer)	\$	1,210.00	
Thomas & Hutton (E.Pine Log Sewer)	\$	690.00	
SC Research Foundation - Edgefield Co. Broadband Access Eval.	\$	5,000.00	
<b>Total Prospect Development</b>	<b>\$</b>	<b>24,710.06</b>	
<b>Total</b>	<b>\$</b>	<b>59,605.06</b>	

Matching Funds		2nd Qtr FY 2018/2019	
Marketing			
Aiken Standard-Discover Aiken Magazine	\$	1,500.00	
Morris Media Network- Aiken Homes & Lifestyle Fall 2018	\$	825.00	
Journal Communications	\$	4,615.00	
SC Biz News, LLC	\$	1,500.00	
SEDC-Bronze Sponsor-Meet the Consultants	\$	2,500.00	
<b>Total Marketing</b>	<b>\$</b>	<b>10,940.00</b>	
Professional Development			
Governor's Opportunity Zone Summit - Palmetto	\$	1,500.00	
Southern Eco.Dev.Roundtable 2019	\$	300.00	
SCEDA - Recertification for Will Williams	\$	150.00	
SC Dept of Commerce - Palmetto Partners - Rural	\$	3,500.00	
<b>Total Prof. Development</b>	<b>\$</b>	<b>5,450.00</b>	
Lead Generation			
Parker Poe - Euro Trip	\$	175.00	
<b>Total Lead Generation</b>	<b>\$</b>	<b>175.00</b>	
Product Development			
Hutson-Etherredge (Gen.Liab.Covg.SPEC Bldg.)	\$	4,563.72	
Hutson-Etherredge (Prop.Covg.SPEC Bldg.)	\$	2,365.92	
<b>Total Product Development</b>	<b>\$</b>	<b>6,929.64</b>	
Prospect Development			
Saluda County- Sewer Line Extension	\$	200,000.00	
Thomas & Hutton (E.Pine Log Sewer)	\$	4,000.00	
Thomas & Hutton (I-20 Site Eval)	\$	2,172.89	
Thomas & Hutton (I-20 Site Eval)	\$	3,525.00	
<b>Total Prospect Development</b>	<b>\$</b>	<b>209,697.89</b>	
<b>Total</b>	<b>\$</b>	<b>233,192.53</b>	

Matching Funds		3rd Qtr FY 2018/2019	
Marketing			
Morris Media Network- Aiken Homes & Lifestyle Winter 2018	\$	825.00	
752 Design, LLC - Spring 2019	\$	500.00	
SC Biz News, LLC	\$	1,500.00	
Japan Times - Global Media Post Ltd.	\$	13,600.00	
Edgefield Chamber Lifestyle Guide - 1/2pg Ad	\$	570.00	
<b>Total Marketing</b>	<b>\$</b>	<b>16,995.00</b>	
Professional Development			
<b>Total Prof. Development</b>	<b>\$</b>	<b>-</b>	
Lead Generation			
Parker Poe Adams & Bernstein, LLP - Euro Trip - Feb 2019	\$	6,250.00	
<b>Total Lead Generation</b>	<b>\$</b>	<b>6,250.00</b>	
Product Development			
Parker Poe Consulting LLC - Fiscal impact model, initial lic. Fee for Aiken & Edgefield Co.	\$	8,000.00	
Tiencken Law Firm, LLC	\$	787.50	
Tiencken Law Firm, LLC	\$	742.50	
Kruhu, Inc. Edgefield Strategic Plan	\$	750.00	
Kruhu, Inc. Edgefield Strategic Plan	\$	750.00	
Tiencken Law Firm, LLC	\$	1,102.50	
<b>Total Product Development</b>	<b>\$</b>	<b>12,132.50</b>	
Prospect Development			
Thomas & Hutton (I-20 Site Eval)	\$	8,010.55	
Thomas & Hutton (I-20 Site Eval)	\$	7,161.00	
Southern Carolina Reg. Dev. Alliance Herritage Golf Event	\$	10,000.00	
Parker Poe Adams & Bernstein	\$	400.50	
Thomas & Hutton (I-20 Site Eval)	\$	3,115.50	
<b>Total Prospect Development</b>	<b>\$</b>	<b>28,687.55</b>	
<b>Total</b>	<b>\$</b>	<b>64,065.05</b>	

Matching Funds		4th Qtr FY 2018/2019	
Marketing			
Due North Media	\$	500.00	
Southern Business & Development	\$	12,500.00	
SEDC-Copper Sponsor - 2019	\$	1,500.00	
Morris Media Network- Aiken Homes & Lifestyle Spring 2019	\$	825.00	
SC Biz News, LLC	\$	1,500.00	
<b>Total Marketing</b>	<b>\$</b>	<b>16,825.00</b>	
Professional Development			
USC SC SBDC Aiken Event	\$	1,000.00	
<b>Total Prof. Development</b>	<b>\$</b>	<b>1,000.00</b>	
Lead Generation			
<b>Total Lead Generation</b>	<b>\$</b>	<b>-</b>	
Product Development			
Tiencken Law Firm, LLC	\$	2,609.60	
Kruhu, Inc. Graniteville Piece	\$	850.00	
Tiencken Law Firm, LLC	\$	538.20	
Kruhu, Inc. Graniteville Piece- Booklets	\$	453.60	
<b>Total Product Development</b>	<b>\$</b>	<b>4,451.40</b>	
Prospect Development			
Bridgestone Corporate Meeting	\$	312.83	
Thomas & Hutton (I-20 Site Eval)	\$	3,600.00	
Thomas & Hutton (I-20 Site Eval)	\$	2,900.00	
USC SC SBDC / Aiken Event	\$	1,000.00	
Industrial Appreciation Day 100 tickets	\$	1,800.00	
Thomas & Hutton (I-20 Site Eval)	\$	9,650.00	
<b>Total Prospect Development</b>	<b>\$</b>	<b>19,262.83</b>	
<b>Total</b>	<b>\$</b>	<b>41,539.23</b>	

Total Spent FY 2018/2019	\$	398,401.87
Available Funds from State	\$	450,000.00



November 1, 2019

**2018-2019  
PROVISO/REDO FUNDING ANNUAL REPORTING**

*Park/Property and Project Development: \$317,204.68*

SouthernCarolina Alliance continues to expand its industrial sites and property to have available for economic investment opportunities throughout the region.

-SCA continues its partnership with a developer on a 40,000 sq. ft speculative building. SCA is responsible for make payments for the 1<sup>st</sup> five years.

-SCA has secured an option on 1,300 acres to develop as a mega site and perform due diligence (environmental, cultural, wetlands, etc.) for mega site designation and potential project siting.

-SCA recently updated an option and due diligence of an inventory site for project considering area.

-SCA recently assisted with property assessment of a site for potential economic development opportunities.

-Additional acreage has been purchased for expansion of a regional industrial park.

-SCA has partnered with Bamberg County, SC Department of Commerce, SC Department of Health and Environmental Control, US Department of Agriculture and Town of Denmark to improve current antiquated infrastructure and expand for future industrial growth opportunities.

*Marketing and Lead Generation Development: \$343,944.11*

-SCA's goal through Marketing and Lead Generation is to make the region it serves known domestically and globally and secure investment and job opportunities for the seven-county region served. SouthernCarolina Alliance contracted with several lead generation services and conducted 7 international marketing missions and 6 domestic marketing missions this year currently that have generated several project inquires and site visits to our region.

-SCA continues to update its website and videography capabilities as a branch of its marketing to show case the sites and buildings available throughout the region.

-SCA hosts its Annual Regional Celebration to present its accomplishments and distribute its Annual Report to those investing in our organization; including our Legislative Delegation, SC Department of Commerce, Investors, Allies, Partners, Members and other supporters.

These investments in Marketing and Product Development has created 585 new jobs for the region and over \$116 million in capital investment in the region for this reporting period.

If you should have any questions regarding this report, please contact Danny Black, President & CEO at 803-541-0023.



Regional Economic Development Organizations (REDO) Funding Report  
Annual Report

2018-2019 Funding	Actual REDO Cost	Budgeted REDO Cost	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	108,211.56	150,000.00	41,788.44	325,000.00
Park, Property Development & Infrastructure	84,687.23	210,000.00	125,312.77	1,300,000.00
Project Development Costs	8,250.00	100,000.00	91,750.00	400,000.00
Total Expenses	201,148.79		-201,148.79	
REDO Funds		460,000.00		
Additional REDO Funds		140,000.00		
Total REDO Funds		600,000.00		2,025,000.00
Total Remaining Funds			398,851.21	

2017-2018 Funding	Actual REDO Cost	Budgeted REDO Cost	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	235,732.55	150,000.00	-85,732.55	325,000.00
Park, Property Development & Infrastructure, Project Costs	224,267.45	210,000.00	-14,267.45	1,300,000.00
Total Expenses	460,000.00		-460,000.00	
REDO Funds		460,000.00		
Total REDO Funds		460,000.00		1,625,000.00
Total Remaining Funds			0.00	

All funds prior to 2017/2018 have been utilized  
No funds from 2019/2020 Proviso have been drawn down



An Economic Development Alliance Representing Lee and Sumter Counties, South Carolina

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10 East Liberty Street Sumter, SC 29150 1.800.888.7926 [www.TheLINKsc.com](http://www.TheLINKsc.com) [info@TheLINKsc.com](mailto:info@TheLINKsc.com)

November 1, 2019

The Honorable Hugh Leatherman, Sr.  
The Honorable G. Murrell Smith  
The Honorable Robert M. Hitt III

Proviso Funding FY 2018/2019 Annual Report

Dear Sirs:

Please accept this Annual Report on the status of Proviso Funding for TheLINK, a regional economic alliance representing Lee and Sumter Counties. We thank you for your continued support of our economic development efforts within these two counties and look forward to continued progress. TheLINK, now in its 5<sup>th</sup> year, was formed to facilitate and foster economic development through a renewed partnership for progress in Lee and Sumter Counties. During the 2018-2019 Fiscal year, LEDA funding continued to bolster our ability to promote and market our region through many different efforts including but not limited to: lead generation and recruiting; image enhancement; workforce development training initiatives; product development and economic infrastructure improvements; international exposure with participation in trade missions encompassing the globe; and professional development and new strategic initiative-based programming to make our region stronger and create more economic opportunities.

Properties (23% of budgeted allocation)

Three (3) Site Certifications Complete –

James Industrial Park and I-20 Industrial Park (Lee County)  
Black River Airport Industrial Park (Sumter County)

To be completed in early 2019-20

Palmetto Sites Certification for Pocatigo East  
(formerly known as the Lewis/Lawrence Tract)

Funding has been secured to build a new Spec Building in Sumter and develop 3 pad-ready sites in Lee County. Construction has begun and will continue during the 2019-2020 year with completion anticipated during the first half of 2020.

Workforce Training and Development (6%)

Workforce continued to be the primary focus for TheLINK in the 2018-2019 fiscal year. The LINK has spearheaded and sponsored activities and marketing initiatives focused on talent development and retention. These include:

- Job Fairs in both Counties
- Middle and High School Career Fairs
- College Outreach programs – USC, Clemson, and the Citadel
- Shaw AFB job board opened to employers
- Third Annual Manufacturer’s Expo for 350 8<sup>th</sup> grade students to showcase work opportunities with local industry held at the CCTC Advanced Manufacturing Technology Training Center
- Planned and executed first annual eSTEAM Festival for October 6, 2018. This downtown Sumter street festival had over 3,000 visitors enjoying interactive exhibits from over 65 industry, civic and cultural organizations along with other STEAM related activities, stage shows, and food trucks all geared to expose our future talent pipeline to careers and opportunities in STEAM related fields. The second annual eSTEAM Festival took place in October, 2019 with more than 6,000 visitors
- Successfully completed and graduated 16 high school juniors from TheLINK’s Ross McKenzie Emerging Leaders Program in May, 2019 and began the second class of 23 Emerging Leaders in August, 2019. The members of the first class now serve as Ex-Officio members on various civic boards in the community during their senior year. These students serve as ambassadors for community events, and they receive transferable college credit hours through the University of South Carolina.
- Sumter School District Business and Career Summit
- Sumter School District Leaders in Learning Partnership Breakfast
- Industry 4.0 session (SKF, Cat Hydraulics, Cat Pins, Porter’s & Bd represented industry).
- Youth apprenticeship signing day. BD and SKF signed six students for mechatronics and machine tool.
- Lee County Industrial Group meeting with local industry. Connections made between Lee Career and Technology Center, CCTC, Apprenticeship Carolina, and local industries.
- Connecting Existing Industry with the TAP Program Base (Transition Assistance Program) and the DOD Skill Bridge Program at Shaw Air Force Base to connect service members to internship opportunities prior to leaving service.
- STEAM Launch at Lee Central Middle School in partnership with the South Carolina Department of Commerce
- Irly Bird STEM Bus sponsorship in Bishopville

Marketing, Recruiting and Travel (60%)

TheLINK’s marketing and recruiting efforts in 2019 included print media, social media, billboards and opportunities to participate with the SCDOC on regional, national and international trade missions.

- Farnborough Air Show South Carolina Delegation
- DACH Mission
- SEDC Conference
- Site Selector’s Conference
- SC Manufacturer’s Expo
- Hosted SC House Ways & Means Committee meeting

- Greater Sumter Chamber of Commerce Retreat
- SB&D Ads
- New Billboard Campaign
- Hosted SC Department of Commerce International Team
- Team members participated in the All-American Cities Finalist event representing Sumter
- Select USA
- Paris Air Show South Carolina Delegation
- DACH Mission
- Ohio Marketing Mission
- Annual Bluegrass and Barbeque event
- Website enhancement
- SC Business Week
- Hermes Gold Award level for marketing and programming
- Simply a Great Place video series
- Multiple radio spots
- TheLINK promotional items

In addition to traditional print and media marketing, TheLINK also has a strong presence on multiple social media platforms including Facebook, twitter, etc. etc. all of which are geared to drive traffic to the website [www.thelinksc.com](http://www.thelinksc.com).

#### Projects

On March 29, 2019 Florence Concrete Products announced a \$4.2 million expansion investment with 80 new jobs, and on April 5, 2019, Continental Tire the Americas announced a \$37.5 million expansion with 50 new jobs for their ContiSeal and ContiSilent tire noise inhibitor production facility.

Project activity was brisk for TheLINK at the beginning of July, 2018. Since then the bulk of the active projects had been put on hold either due to uncertainty with the political climate or other factors. Currently TheLINK is engaged with 4 active projects.

This is not the case for the regional existing industries. Business continues to be strong in our region with many of our local existing industries having announced expansion or in the process of exploring expansion capabilities. At the end of July, 2019 the following existing industry expansions were either named projects or still under consideration:

- Project Combine - \$26 million/10 jobs
- Carolina Power Systems - \$380,000/8 jobs
- Pilgrims - \$10 million/70 jobs (2019)
- Sumter Packaging - \$2.4 million (2019)
- Project Starlight - \$47.5 million/141 jobs (\$23/hour)
- Project Tiger V - \$9.5 million/20 jobs (\$32.25/hour)

In total, these existing industry potential expansion projects totaled \$97 million and 249 new jobs.

Leadership and Development Training (10% budgeted allocation)

Proviso funding supported staff training at BEDC Course at UNC, IEDC, SEDC, both the SCEDA Institute and the Advanced Economic Development Symposium, and the Ports Authority. In addition, members of TheLINK team attended the DISRUPT-ED, and I completed the Advanced Economic Development Leadership Program. In addition, we participated in the Black River Electric Cooperative Economic Development Summit, the Economix Conference, the SEDR Roundtable and the IEDC Marketing and Attraction Course. Yanet Alvarez also participated in the Science Festival Summit – and the eSTEAM Festival has been accredited by the national Science Festival Alliance.

Funding

TheLINK met its funding match of \$385,000 for the 2018-2019 fiscal year in February 2019. We anticipate meeting our current funding match in early 2020.

Your continued support of our economic development efforts is having an impact in TheLINK region as is evidenced by the continued interest in companies locating in and expanding within its footprint. This funding continues to enable us to attract well-paying jobs to the region in addition to providing resources for a robust marketing program in a broad spectrum of media outlets. Likewise, talent development and retention in TheLINK region continues to benefit from programming and initiatives that this funding allows.

Sincerely,



Jay Schwedler  
President & CEO

cc: Senator Thomas McElveen, TheLINK Ex Officio Member  
Senator Gerald Malloy, TheLINK Ex-Officio Member  
Representative David Weeks, District 51  
Representative Will Wheeler, District 50  
Gordon Eckley, TheLINK Chairman  
Mr. Chris Huffman, Chief Financial Officer, South Carolina Department of Commerce

## TheLINK LEDA Funding Accounting

<b>Remaining Funds unexpended but allocated from FY2017</b>	<b>\$82,556.43</b>
<u>FY2017-2018 Match</u>	<u>\$385,000.00</u>
<b>TOTAL AVAILABLE at 7 1 18</b>	<b>\$467,556.43</b>
<u>Total Spent in FY17-18</u>	<u>(\$279,047.97)</u>
<b>Remaining Funds unexpended but allocated going into FY18-19</b>	<b>\$188,508.46</b>
<u>FY 18-19 MATCH</u>	<u>\$385,000.00</u>
<b>TOTAL AVAILABLE at 7 1 19</b>	<b>\$573,508.46</b>
<u>Total spent in FY18-19</u>	<u>(\$377,077.02)</u>
<b>Remaining Funds unexpended but allocated at 7/1/19</b>	<b>\$196,431.44</b>
Expenditures - 1Q FY19-20	(\$144,843.95)
Draw Down FY19-20	\$0.00
<b>REMAINING BALANCE at 9/30/19</b>	<b>\$51,587.49</b>

<b>REMAINDER at 9/30/19</b>	<b>\$51,587.49</b>	
<b>Available Draw FY19-20</b>	<b>\$385,000.00</b>	
Remaining Budgeted expenditures FY 19-20	(\$346,406.05)	10/1/19-6/30/20
<b><u>Anticipated carry-forward to FY20-21</u></b>	<b><u>\$90,181.44</u></b>	

	\$106,250.00	2Q expenditures
	<u>\$240,156.05</u>	3Q and 4Q expenditures
	\$346,406.05	Total remaining expenditures 2019-20

Typically we do not draw down our match until the start of the next calendar year (2020) so a portion of it carries forward to the following fiscal year.