

Regional Economic Development Organizations Annual Reports

As required by Proviso 50.13 of the FY20-21 Appropriation Act.

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

Central SC Economic Development Alliance Annual Report



Central SC Alliance October Q3 & Annual 2020 Report "Proviso 50.13 FY 2017-2018 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. 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 \$14.8 billion in announced capital investment and over 73,300 new jobs.

The Central SC Alliance has been instrumental in supporting our counties with the tools to be successful. Our comprehensive services include marketing research, project management, incentive facilitation, conducting marketing missions, project performance analysis and product development assistance.

The Alliance has been successful in matching \$712,408 of the \$750,000 in available state funds from the support of the private sector:

Advanced Disposal	Lexington Medical Center
AECOM	M.B. Kahn Construction Co.
Aflac	Mashburn Construction Co. Inc.
Allied Universal	McNair Law Firm
Ameris Bank	Miller-Valentine Group
Apartment & Corporate Relocations	MTC Federal Credit Union
Apple One Employment Services	NAI Avant
AT&T	NBSC
Bank of America	Nelson Mullins Riley & Scarborough LLP
Bank of Clarendon	Nephron Pharmaceuticals
Bauknight Pietras & Stormer, P.A.	Newberry County Memorial Hospital
BB&T	Newmark Grubb Wilson Kibler
Blue Cross Blue Shield of SC	Nexsen Pruet
Boyer Commercial Construction	Ogletree Deakins Nash Smoak Stewart, PC
Buchmaier Law Firm LLC	Palmetto Health
Carlisle Associates, Inc.	PASCO
CB Richard Ellis/Columbia	Recruiting Solutions
Coldwell Banker Residential Brokerage	Robert Half International
Colonial Life	S&ME, Inc.
Columbia Metropolitan Airport	Sandhills Development Company
DEVRO	SC Power Team
Duke Energy Carolinas	SCANA Corporation
Elliott Davis Decosimo	Snelling Staffing Services
Find Great People	South State Bank
First Citizens Bank	Southeastern Freight Lines
Fisher & Phillips LLP	Southern Way Catering
Fitts & Goodwin, Inc.	Spirit Telecom PalmettoNet
Gallman Personnel Services	Stokes-Trainor Chevrolet
GEL Engineering	Thomas & Hutton
Harper Corporation	TruVista
Haynsworth Sinkler Boyd	Wells Fargo
HDR	Willoughby & Hoefer, PA
Hood Construction, Inc.	Womble Carlyle
K&L Gates	Yeargin Potter Smith Construction
Landmark Construction	
Lange Moving	

Proviso Expenditures as of October 30, 2020

Marketing Trips & Lead Generation Expenses	\$349,959.92
- Palmetto Partners	\$40,000
Advertising, Web, Publications & Marketing Resource Expenses	\$203,877.39
Prospect Engagement & Research Expenses	\$74,264.12
Consultant, New & Existing Industry Event Expenses	\$20,092.68
<hr/>	
Total Expenditures	\$699,189.11
Remaining	\$13,218.96
Received match from SCDOC on 7/3/18	\$672,408.07
Palmetto Partners Match from SCDOC on 06/27/18	\$40,000
Total Grant Funds Available	\$712,408.07

Business Recruitment Missions - Tradeshow, Conferences and Missions

- **Medica 2019** – On behalf of the Central SC region, a representative of Fairfield County traveled with the SC Department of Commerce on a #TeamSC mission to Dusseldorf, Germany for the Medica trade fair. This annual event focuses on aspects of the medical industry and the 2018 year attracted roughly 200 vendors and over 120,000 international visitors from 155 countries.
- **Sweden Recruiting Mission 2019 / SCDOC FKG SLD Conference** – CSCA participated in the SCDOC mission to the FKG conference in Sweden to recruit automotive companies, and more specifically, Volvo suppliers. The CSCA also created and implemented a recruiting mission in western Sweden to focus on automotive and advanced manufacturing companies using our own in-country lead generation.
- **Korean Mission 2019** – CSCA participated in the SCDOC mission to Korea with Newberry County representing the Central SC region. This mission is focused on recruiting new Korean companies and meeting with existing companies like Samsung. CSCA updated, printed and translated a brochure as the lead sales piece for Newberry County.
- **Domestic Marketing Missions** – Destinations including: Wisconsin, Illinois, Washington DC, Dallas, Michigan, Atlanta as well as conferences including SEUS Japan, CAR Management, IAMC, SCBIO, and Economix.
- **FKG Sweden to Silicon Valley Supplier Mission** – Traveled with automotive companies from Sweden to multiple cities in California for meetings with suppliers.
- **Palmetto Partners** - We continue to support the Palmetto Partners and join the Department of Commerce on marketing missions that are made available to us.
- **Virtual Missions & Webinars** – Sweden, Italy, EU, enhanced engagement through virtual meetings with leads.

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.

The CSCA utilizes a variety of resources to generate leads including direct marketing tactics and hired lead generation firms, as well as in-house research and CRM development.

Consultant, New & Existing Industry Event Expenses, Local Conferences and Events:

- **Gnotec Grand Opening Event** – Gnotec was recruited by the CSCA from Sweden to Orangeburg County. The company is the first Swedish Volvo supplier to locate in South Carolina.
- **Kershaw County Existing Industry Event**

Advertising, Publications & Marketing Resources

- **Pocket Folders** – Redesign and print of new pocket folders for prospect information.
- **Brochures for European Marketing Missions** – A fundamental component of the Central SC Alliance armory of publications, the Central SC regional International Brochure is updated annually and provided online through the CSCA website, in hard copy for regionwide distribution, as well as supplied as part of marketing missions to prospects during meetings, seminars, networking and other events. The brochure has been a centerpiece on missions to Europe and Asia with English and translated versions available. Translations into seven different languages have been completed.
- **Print Advertising** – Book of Lists, County specific requests, SCBiz ads for counties
- **Website & Social Media** - In the first half of 2019, CSCA signed on with a new web development company – Blue Ion – to assist in the redevelopment of the organizations largest and most powerful marketing tool, centralsc.org. The new website, launched in April 2020, to fit the latest industry trends and provide prospects, site consultants, Central SC member counties, and allies with the most comprehensive information resource from the Central SC Alliance to date. The website delivers visitors an overview of the Central SC region, our organization and our partners. It includes expanded details on county partners, enhanced search engines on regional employers and investor partners, regional and county-specific data and resources, and more, as well as an enhancement of social media presence, data integration capabilities and an investors' portal experience.
- **Regional Video & Photography Project** - In the early part of 2019, the CSCA began development of a new video project to highlight facets of the Central SC region and its member counties that make area competitive for growth opportunities. The first phase of the project involved the participation of each member county in determining ideal properties from within each of their counties for drone videography shoots, as well as local existing industries and quality of life features that best exhibit the counties. Phase two of the project launched in Q2 2019 with the hiring of Coal Powered Filmworks to execute all videography needs. Videography and photography components of the project were unveiled in April 2020 alongside the new website. All elements developed were provided to local counties to use in their marketing as well.

Research & Prospect Engagement

- **Prospect Visits, Research Subscriptions, Mapping & Design Software**
- **Deloitte IT Action Plan – Richland County, City of Columbia, Lexington County**

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.



Tracy McMillin
Interim President & CEO



**Central SC Alliance October 2020 Q3 & Annual Report
"Proviso 50.13 FY 2018-2019 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. 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 \$14.8 billion in announced capital investment and over 73,300 new jobs.

The Central SC Alliance has been instrumental in supporting our counties with the tools to be successful. Our comprehensive services include marketing research, project management, incentive facilitation, conducting marketing missions, project performance analysis and product development assistance.

The Alliance has been successful in matching \$724,965 of the \$750,000 in available state funds from the support of the private sector.

Proviso Expenditures as of October 30, 2020

Received from SCDOC from match 7/22/19	\$684,695
Palmetto Partners Match	\$40,000
Total Match	\$724,965
 Total Expenditures – Palmetto Partners	 \$40,000
Remaining	\$684,965

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A handwritten signature in black ink, reading "Tracy McMillin". The signature is fluid and cursive, with the first name "Tracy" and last name "McMillin" clearly distinguishable.

Tracy McMillin
Interim President & CEO



**Central SC Alliance October 2020 Q3 & Annual Report
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The Central SC Alliance has been instrumental in supporting our counties with the tools to be successful. Our comprehensive services include marketing research, project management, incentive facilitation, conducting marketing missions, project performance analysis and product development assistance.

The Alliance has been successful in matching \$702,036.41 of the \$750,000 in available state funds from the support of the private sector.

Proviso Expenditures as of October 30, 2020

Received from SCDOC from match 7/13/20	\$669,912.53
Palmetto Partners Match	\$32,123.88
Total Match	\$702,036.41
 Total Expenditures – Palmetto Partners	 \$40,000
Remaining	\$662,036.41

I hope that this report satisfies the requirement of Proviso 50.13 FY 2019-2020. 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.

A handwritten signature in black ink, reading "Tracy McMillin". The signature is written in a cursive, flowing style.

Tracy McMillin
Interim President & CEO

Charleston Regional
Development Alliance (CRDA)
Annual Report

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 29, 2020

RE: FY2018-19 Appropriation pursuant to Proviso 50.13
2020 Annual Report

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 has also been 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 June 30, 2020 when all allocated funds were expended.

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.

Financial Summary

State appropriations:	\$669,291
State funds used as of 6/30/20:	\$669,291



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.

We are thankful for the foresight, guidance and contributions of the visionary leaders who have supported this Alliance over the past 25 years.

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.



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

CRDA RESULTS BY THE NUMBERS

FY 2019-20



PRODUCED \$20
IN NEW REGIONAL PAYROLL



INCLUDING INBOUND PROJECT VISITS,
OUTBOUND MISSIONS, & TRADESHOWS

7
PROJECTS

701
NEW JOBS

\$28 M
ANNUAL PAYROLL

\$19.50
AVERAGE
HOURLY WAGE

\$520 M
ESTIMATED
ECONOMIC IMPACT



- 64% INTERNATIONAL
- 10% US (EXCLUDING SC)
- 3% SC (OUTSIDE CHS METRO)
- 23% CHS METRO

238,629 VISITORS



Bloomberg

AREA
DEVELOPMENT

BROOKINGS

Forbes

U.S. News & WORLD REPORT

SMARTCITIES DIVE

CRDA'S COVID RESPONSE

As the global pandemic severely impacted our local economy, CRDA adjusted our short-term strategies to help the three-county region rebound as quickly as possible.



ONE REGION READY

At the request of our region's elected leaders, CRDA engaged a coalition of local business, healthcare, government and nonprofit leaders to champion the safe reopening of our regional economy. The initiative, called One Region Ready, included a comprehensive plan, sector-specific reopening guidelines, and a voluntary pledge for businesses to promote their compliance. Other elements included social marketing and messaging videos to encourage healthy behaviors to stop the spread of COVID-19. The group continues to monitor and report on the economic recovery.



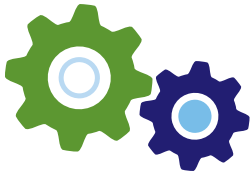
RAPID RESPONSE TEAMS

CRDA formed two Rapid Response Teams focused on life sciences and automotive supply chains in anticipation of the impacts and opportunities resulting from COVID-19. Comprising investors and regional stakeholders, the teams interviewed relevant businesses, studied existing assets, and developed specific action items to capitalize on the changing economic landscape. CRDA's FY20-21 program of work includes a number of these recommendations.



TALENT RECRUITMENT MARKETING

CRDA intensified our efforts to identify and recruit talent with high-demand skills as the pandemic is altering migration patterns from large urban centers to mid-size markets like Charleston. Our research identified the best U.S. metros for targeting talent ads based on in-migration levels, talent pools, average wages, and cost of living. We conducted an online survey in five key metros to gauge perceptions of our region & job opportunities and used the survey results and other data to guide key messaging for new digital ad campaigns targeting talent in key occupations in the Northeast and Northwest.



RESOURCES FOR RESILIENCY

We compiled online news and resources, and issued a weekly email featuring updates from local and state partners, national news, and video interviews providing insights to help our investors and stakeholders navigate through economic uncertainty.

ISSUED

21

RESOURCES EMAILS

4,700

OPENS

CREATED

17

TOTAL VIDEOS

3,600

VIEWS

CHARLESTON DEAL ALLIANCE



In Feb. 2020, CRDA's Capital Connections initiative spun off as the Charleston Deal Alliance (CDA), a nonprofit entity bringing together the region's dealmakers to compare notes, make new contacts, and identify potential business opportunities. The organization aims to raise the profile of Charleston as an attractive and robust market for closing business deals.

CDA membership is open to individuals and companies in accounting, legal, banking, consulting, recruiting, technology, valuation, and wealth management. With a robust member database, discounts to exclusive events and access to content and information, members will be able to grow their network and increase their profitability.

Learn more at
charlestondealalliance.com.

"Charleston is emerging as a financial hub, which means we need to highlight the incredible deal talent that resides here in the Charleston region."

- Andy Brusman
CDA Chairman

CEO of investment bank
Charles Towne Holdings, LLC



CRDA STRATEGIC PRIORITIES

FY 2020-21



STRENGTHEN HIGH-IMPACT CLUSTER ECOSYSTEMS

- Advance project pipeline across all target industry sectors
- Engage Boeing, Volvo and Mercedes-Benz Vans on supply chain disruption and transformation post COVID-19
- Elevate life science ecosystem work
- Evolve network and resources to provide entrepreneurial support



ENHANCE COMPETITIVE INTELLIGENCE & ENGAGEMENT

- Integrate business intelligence to enhance/augment the project pipeline, including uncovering niche opportunities such as in mobility and IT
- Reboot One Region and strengthen partnerships with other stakeholder organizations
- Evaluate and determine direction of CRDA's next five-year strategy



ATTRACT TALENT TO SUPPORT BUSINESS SUCCESS

- Increase local & national awareness of high-demand jobs, training and continuing education programs
- Ensure key stakeholders are aware and directly engaged in talent strategy
- Develop and implement strategy focused on exiting military & military spouses



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

Key Focus Area 1

Global Business Development / Strategic Marketing

Total state funds applied: \$577,689

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 high-demand 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 drive a strong, sustainable economy in the three-county region. The vision of One Region 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 from October 1, 2019 (when our last report was filed) through June 30, 2020 (when all FY18-19 funds were expended):

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 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 3-5 locations under consideration.

In March 2020, with COVID-19 disrupting the global economy, we tasked our lead generators in Germany, the UK, and the Netherlands with monitoring European business conditions and assessing new opportunities for Charleston as companies pivot in response to the pandemic. As an outcome, our German lead generator completed an analysis of European life science firms that align with our region's assets and identified 20 companies with potential opportunities for Charleston. As we work to schedule "virtual" meetings with these companies, our lead generators are focused on providing similar insights for Charleston's other target sectors.

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 June 30, 2020, we allocated funds from the FY18-19 matching funds program to support these mission-critical activities. We 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. In FY19-20, we hosted an average of 10 companies per month for project visits, although visits dropped sharply in spring 2020 due to COVID-19. In Q1 FY20-21, project activity began to rebound with five in-person company visits and another five conducted via video conferencing platforms.

3. International Business Development Mission – Oct. 14-18, 2019

In October 2019, CRDA conducted a geographic mission to the UK, Germany and Italy where we met with companies from a variety of industries, including automotive and advanced manufacturing. During the week, our team met with 12 companies including two existing projects.

4. 42nd Annual SEUS-Japan Meeting – Oct. 20-23, 2019

The 42nd Annual Joint Meeting of the Southeast U.S.-Japan Association (SEUS) and the Japan-U.S. Southeast Association (JUSSA Japan) was held in Savannah, GA in late October 2019. 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 attended the conference as a part of a statewide delegation led by SC Commerce Secretary Bobby Hitt.

5. SC Power Team Mission – Oct. 20-22, 2019 (Philadelphia)

CRDA joined the SC Power Team for a multiday mission in the Philadelphia area for meetings with companies interested in expanding their U.S. operations. The companies included an adhesives group, a food production facility, and a construction machine manufacturer.

6. Gregson & Co. Win ED Conference – Oct. 21-23, 2019 (Denver)

CRDA traveled to Denver, CO for an event designed to connect female economic developers and site selectors. This year's conference featured a variety of speakers, including two representatives from Parker Poe's South Carolina team who spoke about FDI.

7. 2019 SC Manufacturing Conference & Expo – Oct. 29-30, 2019

CRDA served as a sponsor for the 2019 South Carolina Manufacturing Conference and Expo held at the Charleston Area Convention Center in North Charleston. Hosted by the South Carolina Department of Commerce, SC Biz News, SC Manufacturing Extension Partnership and SC Aerospace, the conference provided opportunities to connect with aerospace suppliers as well as key industry stakeholders.

8. SCBIO – Oct. 29-31, 2019 (Greenville)

SCBIO is a statewide, not-for-profit, public / private life sciences industry association and economic development organization formed to actively promote, build, support, expand, and convene South Carolina's life sciences industry. This year's annual conference was held in Greenville, bringing together nearly 450 attendees from 11 countries and 32 U.S. states. As an event sponsor, CRDA was provided an opportunity to highlight the 100+ life sciences companies in our three-county region.

9. United Kingdom Mission – Oct. 28 - Nov. 4, 2019

The 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, companies may be looking to explore new markets or expand their existing business footprints in the United States.

In fall 2019, CRDA traveled to the UK with local representatives from Bridge Commercial and K&L Gates. The mission included meetings with 10 new companies and one company with an existing project.

10. 9th Aviation Forum – Nov. 5-6, 2019 (Munich, Germany)

We leveraged our trip to Europe to participate in this aviation-focused event which attracted 775 attendees, 147 exhibitors and 72 speakers. CRDA was an event sponsor and spoke on a panel to highlight South Carolina's expertise in aviation. Connections were made at the event with aerospace companies in the Charleston region as well as around the world.

11. Dallas Site Selectors – Nov. 12, 2019

In the fall of 2019, CRDA participated in a site selector event in Dallas organized by the SC Department of Commerce and led by Commerce Secretary Bobby Hitt. Along with other SC regional

alliances, we hosted 19 site consultants to update them on activity and opportunities in South Carolina. Members of the SC coalition also toured one of Lockheed Martin's Dallas area operations.

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

In mid-November 2019, CRDA participated in a week-long business development mission to India with the SC Department of Commerce, other SC regional alliances, and the SC Power Team. The group participated in meetings and receptions in three cities and met with dozens of companies. About one-third of the meetings should yield projects for the state. The visit also gave us an opportunity to showcase our region's M&A Council.

13. LA Auto Show – Nov. 18-22, 2019

We attended the LA Auto Show in California for the first time to gather information and determine its value for future business development efforts. The LA Auto Show attracts auto industry decision makers from around the world and brings together the entire ecosystem driving the convergence of technology and the automobile. While in Los Angeles, we took the opportunity to meet with some existing projects to provide updated information on the region.

14. MEDICA 2019 Trade Fair / International Business Development Mission – Nov. 14-21, 2019

MEDICA is the world's largest event for the medical technology sector, attracting more than 5,000 exhibitors from 70 different countries. CRDA participated in the South Carolina delegation including representatives from the SC Department of Commerce and SCBIO. During the event, we met with 22 companies which included 12 existing contacts and 10 new companies which resulted in five new projects for our region.

Prior to MEDICA, we partnered with Dorchester County Economic Development for three company meetings with potential projects.

15. ECONOMIX – Dec. 3-5, 2019

ECONOMIX describes itself as "designed for economic developers by economic developers." The location for this conference changes annually, and the 2019 conference was held in Charleston. To kick off the conference, we partnered with Charleston County Economic Development to co-host a FAM Tour for some of the 25 site consultants attending the event. We also participated in the conference which included panels offering insights from site consultants and networking opportunities.

16. CES – Jan. 7-10, 2020 (Las Vegas)

CES (previously known as the Consumer Electronics Show) is the most influential tech event in the world – the proving ground for breakthrough technologies and global innovators. With the convergence of tech with the automotive and medical device sectors, we joined a coalition of SC entities in Las Vegas to uncover new opportunities for our state. In addition to hosting a booth and reception with the Upstate Alliance, Clemson University, SC Power Team, and SC Department of Commerce, we participated in a dozen company meetings.

17. SC Automotive Summit – Feb. 26-28, 2020 (Greenville)

The SC Automotive Summit draws C-level executives, managers and other top decision makers of OEMs, Tier 1, 2 and 3 suppliers, leading research institutions, test facilities, logistics and other service providers and organizations directly tied to the automotive industry. The 2020 event, held in Greenville, attracted more than 400 attendees.

18. Site Selector Hosting – 2020 Charleston Wine & Food Festival

This popular celebration of Charleston's rich food culture attracted more than 28,000 attendees for food-focused events held throughout our region. CRDA hosted site selectors and representatives from the aerospace industry to showcase Charleston's lifestyle and corporate entertainment assets while discussing business opportunities in the region.

19. Palmetto Partners Support

Palmetto Partners is a strategic partnership with the SC Department of Commerce and other economic development allies throughout the state to position South Carolina as a premier location for new business investment. CRDA is actively participating in this statewide partnership and has applied a portion of our state appropriations to support this valuable effort.

20. 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.

Between Oct. 1, 2019 and June 30, 2020 (when all FY18-19 funds were expended), these efforts achieved significant results including the articles highlighted below:

- *Industry Today*: "Charleston's Rising Life Science Industry – bylined article featuring Thorne and MUSC; touches on talent, research, global connectivity, and Charleston's growing tech sector (12/17)
- *National Defense Magazine*: "Navy Establishing 'Tech Bridge' in South Carolina (2/5)
- *GrowWire.com*: "Travel Sparked Charleston's Startup Scene. Now, the Lowcountry Flies High" (2/28)
- *Assembly Magazine*: "Industrial Laser Manufacturer Moves to South Carolina" (3/16)
- *U.S. News & World Report*: "Disconnected and Disadvantaged: Schools Race to Give Students Access" - covers Berkeley County's Wi-Fi equipped school bus initiative (4/1)
- *Healthline*: "How Even One Social Gathering Can Quickly Spread COVID-19" – includes responses from Dr. Schmidt (MUSC) to questions about the spread of COVID-19 (4/1)
- *Managed Healthcare Executive*: "How Health Execs and Employees Are Responding to COVID-19 – focuses on Vikor Scientific's response to COVID-19 (4/6)
- *Politico*: "Bubble bursts on Cuomo's hope of 'immunity' testing" – an interview with MUSC's Dr. Danielle Scheurer to discuss MUSC's antibody testing and the hospital's partnership with New York health experts (5/5)

- *Smart Cities Dive*: “New era of city workforce development implores virtual strategies” – features information on Charleston-based talent platform Tallo and the company’s efforts to get students interested in emerging industries using virtual hiring methods (5/18)
- *Bloomberg TV*: interview with City of Charleston’s Mayor Tecklenburg discussing Charleston’s economy reopening following the COVID-19 pandemic (6/3)
- *duPont Registry Daily*: “Arkonik announces new headquarters in Charleston” (6/17)
- *Area Development*: “British-based Arkonik choose Charleston, South Carolina for first U.S. production plant” (6/23)
- *Industry Today*: “Charleston bridal company turns garment bags into masks” (6/25)
- *Forbes*: “Video chats, apps and lasers: tools for remote home design and sales work” (6/29) – featured Charleston-based tech real estate company BoomTown and its business growth through the COVID-19 pandemic (6/29)

The Charleston region also was recognized in several “top cities” lists, including:

- Top Boomtowns in America – *SmartAsset* (12/5/19)
- Where the Jobs Will Be in 2020 – *Forbes* (12/10/19)
- 50 Best Cities for Starting a Business – *Inc.* (12/12/19)
- 2020’s Best Cities for Jobs – *WalletHub* (1/3/20)
- The South’s Best City of 2020 – *Southern Living* (3/10/20)

21. 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 WebTech “Recruit” platform as a real estate search, mapping and data tool. We work to drive traffic to this comprehensive search tool through our digital media efforts.

22. 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.

23. Visual Storytelling

CRDA invests in original photography and videography to support our region’s global business development and marketing efforts. Using FY18-19 state matching funds, we refreshed our Aerospace videos with new executive interviews and updated footage. We also obtained additional workforce development footage and secured new lifestyle-focused photography.

24. Promotional Items / Prospect Gifts / Sales Materials

To support business development activities aligned with the One Region strategy, we regularly add to the CRDA’s “tool kit” of professionally designed sales materials and unique promotional items. Using FY18-19 matching funds, we continued to invest in our inventory of SC- and Charleston-related promotional items and corporate gifts.

Key Focus Area 2

Regional Competitiveness / Business Intelligence

Total state funds applied: \$91,602

Includes:

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

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 from October 1, 2019 (when our last report was filed) through June 30, 2020 (when all FY18-19 funds were expended):

1. High-Demand Talent Attraction Strategy

As in other successful communities, employers in the Charleston region are challenged with finding qualified local candidates to fill critical positions. While several regional entities work to build our long-term talent pipeline, CRDA is focused on attracting new residents with high-demand skills to meet more immediate employer demand.

For several years, we have partnered with local tech firms to attract talent with specific IT skills. Branded “Charleston Open Source” to reflect the region’s local culture of sharing ideas, inspirations

and experiences, this tech talent campaign includes a website (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.

More recently, CRDA has partnered with local employers and regional stakeholders to develop and implement a multidimensional campaign to attract talent with other skills in high demand. As the global pandemic is changing migration patterns toward mid-size markets like Charleston, we have accelerated our work to take advantage of the current landscape.

We are supporting this expanded talent effort by arming CRDA investors and other stakeholders with key messaging related to our regional economy and high-demand job opportunities. This talent “pocket guide” will be regularly updated to include real-time information. Our goal is to encourage a broad array of regional ambassadors to help spread Charleston’s talent story through their personal networks and contacts.

Over the past few months, we have also:

- Analyzed wage, relocation and cost of living statistics to identify key metro areas with high concentrations of needed talent plus an affinity for Charleston.
- Created a color-coded ranking system to prioritize markets with the most potential.
- Conducted a survey in five of these U.S. metros to gauge perceptions of our region as well as awareness of local job opportunities.
- Used the survey results and other data to guide messaging for new digital ad campaigns targeting talent in key markets in the Northeast and Northwest.
- Partnered with our local *Business Journal* to design and distribute ads in several northeastern markets with a surplus of business, finance, and operations talent needed by local companies. This campaign reached 243,000+ *Business Journal* subscribers and resulted in 180,000+ advertising impressions.

Currently, we are working to establish a talent attraction council to provide guidance and insights for the next phase of our efforts.

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.

Between Oct. 1, 2019 and June 30, 2020 (when all FY18-19 funds were expended), we 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. Visit www.OneRegionStrategy.com for more information.

3. Automotive Supply Chain Research

To deepen our understanding of opportunities within the automotive supply chain, especially related to Volvo, we contracted with an automotive industry consultant to conduct primary research and provide recommendations for targeted outreach. The project included conducting interviews with Tier 1 and Tier 2 suppliers, compiling relevant financial reports, and providing insights and trends related to the global automotive sector. As a result of the project, we have a roadmap for future business development efforts, including where to focus outbound missions and which companies to target for in-person meetings. We also have a better understanding of current trends in the automotive industry.

4. Charleston Regional Competitiveness Center

A partnership of the CRDA, the Berkeley-Charleston-Dorchester Council of Governments, SC Works, and the Charleston Metro Chamber of Commerce, this virtual center (www.charlestonregionaldata.com) includes a comprehensive online portal providing regional economic, workforce, demographic and industry data. This centralized data warehouse is meant to streamline and align regional planning and reporting by providing entities throughout our region with current statistics as well as multi-year trends and forecast information.

We use this valuable resource as the data-collection vehicle for our annual Regional Economic Scorecard, which compares the economic performance of the Charleston region with eight comparative communities with similar economic assets. We partner with the Charleston Metro Chamber of Commerce and *SC Biz News* to publish this annual economic report.

5. 2019 Regional Economic Scorecard

The CRDA partners with the Charleston Metro Chamber of Commerce and SC Biz News, publisher of the *Charleston Regional Business Journal*, to produce an annual assessment of our region's economic progress. This annual Scorecard is intended to help guide discussions and actions by local

business, government, community and workforce leaders regarding strategies for shaping our region's economic future.

The 2019 Scorecard showed that our three-county region's economy is performing better than the U.S. overall, and continues to strengthen since the launch of the One Region strategy in May 2016. However, the region's average salary remains below the U.S. average while our cost of living is very close to the U.S. average creating a gap between what people earn and what it costs to live here. As shown in the report, while the regional economy is strong, we are experiencing challenges related to regional transportation infrastructure, housing affordability, and the skilled human capital needed to fill jobs in advanced industries. There is also a growing gap in median earnings between white residents and residents of color.

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 29, 2020

RE: FY2019-20 Appropriation pursuant to Proviso 50.13
2020 Annual Report

The Charleston Regional Development Alliance (CRDA) is the regional economic development organization representing Berkeley, Charleston and Dorchester counties. Our organization leads a global marketing effort to attract world-class businesses and talent, and works directly with companies to facilitate new, high-value business investment 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 is also 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 FY19-20 program. This report covers our activities through September 30, 2020.

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.

Financial Summary

State appropriations:	\$671,441
State funds used as of 9/30/20:	\$198,215



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.

We are thankful for the foresight, guidance and contributions of the visionary leaders who have supported this Alliance over the past 25 years.

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.



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

CRDA RESULTS BY THE NUMBERS

FY 2019-20



PRODUCED \$20
IN NEW REGIONAL PAYROLL



INCLUDING INBOUND PROJECT VISITS,
OUTBOUND MISSIONS, & TRADESHOWS

7
PROJECTS

701
NEW JOBS

\$28 M
ANNUAL PAYROLL

\$19.50
AVERAGE
HOURLY WAGE

\$520 M
ESTIMATED
ECONOMIC IMPACT



- 64% INTERNATIONAL
- 10% US (EXCLUDING SC)
- 3% SC (OUTSIDE CHS METRO)
- 23% CHS METRO

238,629 VISITORS



Bloomberg

AREA
DEVELOPMENT

BROOKINGS

Forbes

U.S. News & WORLD REPORT

SMARTCITIES DIVE

CRDA'S COVID RESPONSE

As the global pandemic severely impacted our local economy, CRDA adjusted our short-term strategies to help the three-county region rebound as quickly as possible.



ONE REGION READY

At the request of our region's elected leaders, CRDA engaged a coalition of local business, healthcare, government and nonprofit leaders to champion the safe reopening of our regional economy. The initiative, called One Region Ready, included a comprehensive plan, sector-specific reopening guidelines, and a voluntary pledge for businesses to promote their compliance. Other elements included social marketing and messaging videos to encourage healthy behaviors to stop the spread of COVID-19. The group continues to monitor and report on the economic recovery.



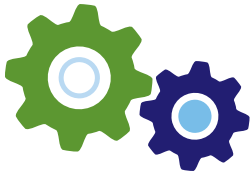
RAPID RESPONSE TEAMS

CRDA formed two Rapid Response Teams focused on life sciences and automotive supply chains in anticipation of the impacts and opportunities resulting from COVID-19. Comprising investors and regional stakeholders, the teams interviewed relevant businesses, studied existing assets, and developed specific action items to capitalize on the changing economic landscape. CRDA's FY20-21 program of work includes a number of these recommendations.



TALENT RECRUITMENT MARKETING

CRDA intensified our efforts to identify and recruit talent with high-demand skills as the pandemic is altering migration patterns from large urban centers to mid-size markets like Charleston. Our research identified the best U.S. metros for targeting talent ads based on in-migration levels, talent pools, average wages, and cost of living. We conducted an online survey in five key metros to gauge perceptions of our region & job opportunities and used the survey results and other data to guide key messaging for new digital ad campaigns targeting talent in key occupations in the Northeast and Northwest.



RESOURCES FOR RESILIENCY

We compiled online news and resources, and issued a weekly email featuring updates from local and state partners, national news, and video interviews providing insights to help our investors and stakeholders navigate through economic uncertainty.

ISSUED

21

RESOURCES EMAILS

4,700

OPENS

CREATED

17

TOTAL VIDEOS

3,600

VIEWS

CHARLESTON DEAL ALLIANCE



In Feb. 2020, CRDA's Capital Connections initiative spun off as the Charleston Deal Alliance (CDA), a nonprofit entity bringing together the region's dealmakers to compare notes, make new contacts, and identify potential business opportunities. The organization aims to raise the profile of Charleston as an attractive and robust market for closing business deals.

CDA membership is open to individuals and companies in accounting, legal, banking, consulting, recruiting, technology, valuation, and wealth management. With a robust member database, discounts to exclusive events and access to content and information, members will be able to grow their network and increase their profitability.

Learn more at
charlestondealalliance.com.

"Charleston is emerging as a financial hub, which means we need to highlight the incredible deal talent that resides here in the Charleston region."

- Andy Brusman
CDA Chairman

CEO of investment bank
Charles Towne Holdings, LLC



CRDA STRATEGIC PRIORITIES

FY 2020-21



STRENGTHEN HIGH-IMPACT CLUSTER ECOSYSTEMS

- Advance project pipeline across all target industry sectors
- Engage Boeing, Volvo and Mercedes-Benz Vans on supply chain disruption and transformation post COVID-19
- Elevate life science ecosystem work
- Evolve network and resources to provide entrepreneurial support



ENHANCE COMPETITIVE INTELLIGENCE & ENGAGEMENT

- Integrate business intelligence to enhance/augment the project pipeline, including uncovering niche opportunities such as in mobility and IT
- Reboot One Region and strengthen partnerships with other stakeholder organizations
- Evaluate and determine direction of CRDA's next five-year strategy



ATTRACT TALENT TO SUPPORT BUSINESS SUCCESS

- Increase local & national awareness of high-demand jobs, training and continuing education programs
- Ensure key stakeholders are aware and directly engaged in talent strategy
- Develop and implement strategy focused on exiting military & military spouses



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

Key Focus Area 1

Global Business Development / Strategic Marketing

Estimated state appropriations: \$471,441
State funds used as of 9/30/20: \$117,291

Includes:

- Prospect Qualification & Lead Generation
- Active Project Facilitation
- 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 high-demand 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 drive a strong, sustainable economy in the three-county region. The vision of One Region 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, 2020.

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 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 3-5 locations under consideration.

In March 2020, with COVID-19 disrupting the global economy, we tasked our lead generators in Germany, the UK, and the Netherlands with monitoring European business conditions and assessing new opportunities for Charleston as companies pivot in response to the pandemic. As an outcome, our German lead generator completed an analysis of European life science firms that align with our region's assets and identified 20 companies with potential opportunities for Charleston. As we work to schedule "virtual" meetings with these companies, our lead generators are focused on providing similar insights for Charleston's other target sectors.

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 September 30, 2020, we allocated funds from the FY19-20 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. In FY19-20, we hosted an average of 10 companies per month for project visits, although visits dropped sharply in spring 2020 due to COVID-19. In Q1 FY20-21, project activity began to rebound with five in-person company visits and another five conducted via video conferencing platforms.

3. SpeedNews 8th Annual Aerospace Manufacturing Conference – Aug. 25-26, 2020

SpeedNews conferences are widely regarded as industry staples for aviation executives and top-level decision makers. While this year's conference was scheduled to be held in Charleston, it was conducted virtually due to the COVID-19 pandemic. The event brought together leading manufacturers and suppliers in the aerospace industry to present updates and developments in manufacturing capabilities and processes, innovation within manufacturing, modern machining technologies, and industry automation. During the event, Bob Walker with Trident Technical College provided a virtual tour of the S.C. Aeronautical Training Center in North Charleston.

4. Industrial Asset Management Council (IAMC) Fall Professional Forum – Sept. 14-15, 2020

The Industrial Asset Management Council (IAMC) is the leading association of industrial asset management and corporate real estate executives, their suppliers and service providers, and economic developers. Members include senior real estate directors from 3M, Alcoa, BASF, PepsiCo, General Mills, Johnson & Johnson, Pfizer and many other large industrial firms. The CRDA's CEO is a member of this highly regarded association and attended the 2020 Fall Forum, which was held virtually this year. Themed "Corporate Real Estate: the Change Agent," the fall

event focused on the quickly evolving business and economic conditions and the need for leaders to be agents of change. Keynote speakers included the co-founder of Netflix and the global group president of CBRE.

5. The MedTech Conference – Oct. 5-7, 2020

The MedTech Conference is an annual event hosted by AdvaMed for manufacturers, investors, and other industry stakeholders. The conference typically attracts over 3,300 attendees; however, this year's conference was held virtually due to COVID-19. Conference sessions covered cybersecurity, M&A opportunities, artificial intelligence, and other advancements in the life sciences industry. In addition to attending the virtual conference events, CRDA received five leads through the event's B2B partnering feature.

6. SCBIO 2021 – Feb. 16-18, 2021

SCBIO is a statewide, not-for-profit, public / private life sciences industry association and economic development organization formed to actively promote, build, support, expand, and convene South Carolina's life sciences industry. The 2021 annual conference will be held in Charleston, bringing together hundreds of industry executives, leaders in government and higher education, biotechnology and pharma executives, and life sciences supporters from across America. CRDA is sponsoring the event and will include details in next year's annual report.

7. 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.

CRDA worked to secure the following media coverage during Q1 FY20-21:

- *Authority Magazine*: we arranged for several local businesses to participate in *Authority* magazine's regular interview series featuring business leaders and their perspectives on the business impacts of COVID-19; July's interviews included "Casey Welch of Tallo: How We Plan to Rebuild in the Post COVID Economy" (7/7), "Sam Staley of Event. Gives: How We Plan to Rebuild in the Post COVID Economy" (7/8), and "Mitchell Davis of BiblioLabs: How We Plan to Rebuild in the Post COVID Economy" (7/8)
- *Area Development*: "Walmart Selects Dorchester County, South Carolina for \$220 Million Distribution Hub" (7/21)
- *Sea News*: "Logistics: Walmart to build Distribution Center worth USD 220 Mn at Dorchester County" (7/21)
- *The Wall Street Journal*: Article on companies finding ways to collaborate during the global pandemic features the CEO of a local tech company, SENTIO's AJ Richichi (7/27)
- *Smart Cities Dive*: CRDA coordinated a call with Bratton Riley of Citibot to discuss how Citibot is helping cities amid the pandemic; the resulting article detailed the company's background as a Charleston-based startup: "Citibot Web Chat relieves comms staff in Williamsburg, VA" (7/29)

- *FreightWaves*: “ArkoniK Ltd. launches North American headquarters in South Carolina” (8/1)
- *Business Facilities*: “Walmart to Build \$220M Distribution Center in South Carolina” (8/7)
- *Digital Journal*: “Q&A: Importance of endotoxin testing COVID-19 vaccines” (8/26)
- *Area Development*: “Juliska expands operations in North Charleston, South Carolina” (9/16)

8. Digital Marketing Campaigns

To support CRDA’s global business development program, our marketing team employs an electronic “toolbox” for creating awareness 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
- Digital media campaigns focused on targeted geographies, significant industry events, the region’s high-impact industry clusters, and unique real estate offerings
- Topical blogs and relevant news postings on CRDA’s website
- 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 with 54% of our FY19-20 site traffic originating outside the U.S. We also continue to rapidly build our base of Twitter followers and increase the number and quality of website engagements via Google AdWords, Facebook, LinkedIn and YouTube.

9. Visual Storytelling

CRDA invests in original photography and videography to support our region’s global business development and marketing efforts. Using FY19-20 state matching funds, we secured updated lifestyle images to support a highly targeted, talent-focused digital marketing campaign (see more details below).

Key Focus Area 2

Regional Competitiveness / Business Intelligence

Estimated state appropriations:	\$200,000
State funds used as of 9/30/20:	\$80,924

Includes:

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

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, 2020.

1. **High-Demand Talent Attraction Strategy**

As in other successful communities, employers in the Charleston region are challenged with finding qualified local candidates to fill critical positions. While several regional entities work to build our long-term talent pipeline, CRDA is focused on attracting new residents with high-demand skills to meet more immediate employer demand.

For several years, we have partnered with local tech firms to attract talent with specific IT skills. Branded “Charleston Open Source” to reflect the region’s local culture of sharing ideas, inspirations and experiences, this tech talent campaign includes a website (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.

More recently, CRDA has partnered with local employers and regional stakeholders to develop and implement a multidimensional campaign to attract talent with other skills in high demand. As the global pandemic is changing migration patterns toward mid-size markets like Charleston, we have accelerated our work to take advantage of the current landscape.

Over the past few months, we have:

- Analyzed wage, relocation and cost of living statistics to identify key metro areas with high concentrations of needed talent plus an affinity for Charleston.
- Created a color-coded ranking system to prioritize markets with the most potential.
- Conducted a survey in five of these U.S. metros to gauge perceptions of our region as well as awareness of local job opportunities.
- Used the survey results and other data to guide messaging for new digital ad campaigns targeting talent in key markets in the Northeast and Northwest.
- Partnered with our local *Business Journal* to design and distribute ads in several northeastern markets with a surplus of business, finance, and operations talent needed by local companies. This campaign reached 243,000+ *Business Journal* subscribers and resulted in 180,000+ advertising impressions.

Currently, we are working to establish a talent attraction council to provide guidance and insights for the next phase of our efforts.

2. One Region Ready: Regional COVID-19 Reopening Campaign

For the past 4½ years, dozens of local entities have linked their efforts to One Region, a global competitiveness strategy designed to strengthen the local economy and provide new opportunities for businesses and residents throughout our three-county region.

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 a range of economic, workforce and community development priorities. 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 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.

In late spring 2020, at the request of our region's elected leaders, CRDA leveraged a coalition of local leaders engaged in One Region to champion the safe reopening of our regional economy. Comprising business, healthcare, government and nonprofit leaders, the group convened weekly to plan and launch [One Region Ready](#), a comprehensive effort including:

- A website providing re-opening recommendations plus sector-specific guidelines
- Press conferences with local media and presentations to business and civic organizations
- The One Region Ready Pledge for businesses to publicly acknowledge compliance with re-opening guidelines; 250+ companies signed the pledge
- "Back to Sports" and "Back to School" videos to encourage healthy behaviors to stop the spread of COVID-19
- Social marketing to build awareness and drive engagement with the recommendations and guidelines

The One Region Ready coalition continues to monitor and report on the region's economic recovery as local businesses gradually reopen.

3. Descartes Datamyne International Trade Data

Using FY19-20 matching funds, CRDA obtained a subscription to Datamyne, the world's largest source of import/export data. Since beginning our subscription in spring 2020, we have leveraged the database to identify 1,000+ life sciences companies with a potential link to our market. Our research & business intelligence team is further analyzing the data to isolate the best companies for future outreach.

Economic Development
Partnership (EDP)
Annual Report



Economic Development Partnership

Will Williams | President & CEO

November 30, 2020

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

RE: Proviso Funding – FY 2019-2020

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:

Professional Development – The Partnership provided funding for Leadership Aiken County, Sponsorship of Piedmont Tech Foundation in the Business & Industry Showcase, educational speaker from Creative Economic Development Consulting, LLC, SCEDA EDI sessions for Edgefield Co. Council Chair, Palmetto Partners Select USA Inv. Summit and Rural Summit Champion Sponsorship all totaling \$9,850.00.

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. Our marketing efforts continue to educate domestic consultants and companies about the viability of our region as good place to do business. EDP completed a total rebranding of our website, updates to our logo, and a dedicated social media presence. Our marketing is more streamline and targeted. EDP has invested \$46,765.00 which serves to complement our work with the SCDOC.

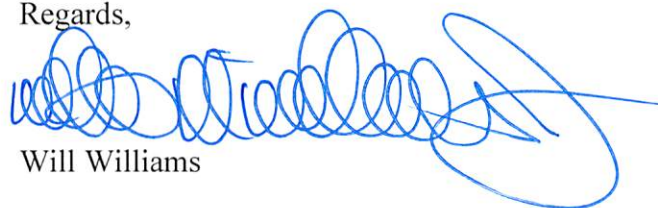
Product & Prospect Development – In our efforts to improve, promote and attract new companies to the Aiken, Edgefield, Saluda and McCormick regions, here are several areas that were funded. Fiber optics to SC Pet Food Solutions in Saluda County accounting for \$179,662.00.

Product & Prospect Development (continued) - Starting the evaluation phase for Palmetto Sites Program, the relocation of Dragon Lair Road and a Geotechnical study all in Sage Mill Industrial Park, Aiken County totaling \$87,850.00. Beginning stages for a second Industrial Park in Aiken County accounted for \$44,515.00. A Workforce Analysis done in conjunction with our bordering Georgia counties was \$36,493.00. Enhancements to better retrieve and furnish data to prospects through our website and other sources totaling \$14,586.00. Updates to Aiken, Edgefield, Saluda and McCormick County photographs for prospect development usage totaling \$10,707.00. Partnering with Edgefield County business to assist with changeover to produce PPE during COVID-10 pandemic costing \$3,000.00. A Fiscal Impact, FILOT model costing \$2,000.00. Obtaining a real estate agency to market the SPEC building in Sage Mill Industrial Park costing \$5,000.00.

FY 2020/2021 – We are beginning FY 2020-2021 with our current Program of Work available for review. Our Audit team is compiling FY 2019-2020 ending June 30, 2020. Our 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

North Eastern Strategic Alliance
(NESA)
Annual Report



2020 Annual Report
Local Economic Development Alliances Appropriation
Proviso 50.13

Annual Report – LEDA Appropriation

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 January through June of this year. While 2020 has been highly impacted by COVID-19 as indicated, there was a much lower net decrease in the NESA region as compared to the state and national levels. Note the SC percent decrease by removing the NESA region, reflecting the positive impact of individuals employed in the region on our state.

Employment			
Period	NESA, SC	S.C. (without NESA)	S.C.
Sep-19	331,124	1,987,965	2,319,088
Oct-19	330,405	1,996,793	2,327,197
Nov-19	327,494	1,991,179	2,318,671
Dec-19	326,765	1,988,769	2,315,534
Jan-20	324,804	1,987,767	2,312,571
Feb-20	327,444	1,996,501	2,323,944
Mar-20	330,508	1,999,662	2,330,172
Apr-20	283,451	1,797,801	2,081,253
May-20	301,149	1,828,853	2,130,003
Jun-20	324,069	1,924,540	2,248,615
Jul-20	324,775	1,941,940	2,266,715
Aug-20	322,943	1,945,220	2,268,162
YTD Change*	-0.57%	-2.14%	-1.92%
*Jan-Aug			

Percent unemployment has remained consistent with the remainder of the state from January to August of 2020.

Unemployment Rate			
Period	NESA, SC	S.C. (Excluding NESA)	S.C.
Sep-19	2.40%	2.00%	2.00%
Oct-19	2.90%	2.30%	2.40%
Nov-19	2.80%	2.20%	2.30%
Dec-19	3.10%	2.30%	2.40%
Jan-20	3.90%	2.80%	3.00%
Feb-20	3.90%	2.90%	3.10%
Mar-20	3.80%	2.90%	3.00%
Apr-20	15.90%	11.60%	12.20%
May-20	14.00%	11.70%	12.00%
Jun-20	10.10%	8.70%	8.90%
Jul-20	10.10%	8.70%	8.90%
Aug-20	7.70%	6.40%	6.60%
YTD Change*	3.80%	3.60%	3.60%
*Jan-Aug			

Per capita income in the NESA region increased by 4.72% between 2016 and 2017, which was a 1% higher than year over year changes from 2016 to 2017 in the region.

Per Capita Income			
Year	NESA	S.C.	U.S.A.
2017	\$23,450	\$26,645	\$31,177
2018	\$24,557	\$27,986	\$32,621
Change	4.72%	5.03%	4.63%

As a noteworthy point, neither SC not the US had that high of percentage growth.

Per Capita Income			
Year	NESA	S.C.	U.S.A.
2016	\$22,618	\$25,521	\$29,829
2017	\$23,450	\$26,645	\$31,177
Change	3.7%	4.4%	4.5%

North Eastern Strategic Alliance
 Post Office Box 100547 • Florence, SC 29501
 843-661-4669 • 843-661-1207 fax
 info@nesasc.org



North Eastern Strategic Alliance				
Results of Operations				
June 30, 2020				
State Program -- Period Ending June 30, 2020				
				Percentage
				of Actual
Revenue		Budget	Actual	To Budget
State Match Funds		\$ 745,000	\$ 745,000	100%
Interest Earnings		-	54	0%
Total Funds Available		\$ 745,000	\$ 745,054	100%
Expenditures				
County Economic Development Grants Program		\$ 400,000	\$ 527,317	132%
Marketing and Business Development		345,000	176,800	51%
Total Expenditures		\$745,000	\$ 704,118	95%
Cash Balance			\$ 40,937	

North Eastern Strategic Alliance				
Results of Operations				
June 30, 2020				
State Program -- Period Ending June 30, 2019				
				Percentage
				of Actual
Revenue		Budget	Actual	To Budget
State Match Funds		\$ 745,000	\$ 754,291	101%
Interest Earnings		-	60	0%
Total Funds Available		\$ 745,000	\$ 754,351	101%
Expenditures				
County Economic Development Grants Program		\$ 400,000	\$ 408,990	102%
Marketing and Business Development		345,000	345,360	100%
Total Expenditures		\$745,000	\$ 754,351	101%
Cash Balance			\$ 0	

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.

SC I-77 Alliance Annual Report

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

October 31, 2020

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 16 marketing trips that called on 99 companies and 114 site consultants. Most importantly, we generated 17 qualified leads (and 7 Department of Commerce leads) to our five member counties. These numbers were significantly impacted by the COVID-19 pandemic. However, our Board of Directors allowed us to quickly adapt and convert our efforts from face-to-face meeting to virtual meetings. We have adapted our entire operation to be responsive to the new reality in which we find ourselves. We remain committed to finding and delivering high quality leads to our five member counties.

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 2021. 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 2019-2020), the Alliance successfully matched \$671,441 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 or FY 2019-2020 to date.

An itemized list of Proviso 50.13 funds is included below:

Proviso 50.13 Funds Received (As of 09-30-2020)

<i>FY 2017-2018</i>	\$611,084.56
<i>FY 2018-2019</i>	\$669,290.71
<i>FY 2019-2020</i>	\$671,441.07
<i>TOTAL</i>	<i>\$1,951,816.34</i>

Proviso 50.13 Funds Expended for FY 2017-2018 (As of 9-30-2020)

<i>Marketing Expenses</i>	\$58,848.07
<i>Advertising Expenses</i>	\$199,196.11
<i>Prospect Expenses</i>	\$18,558.27
<i>Lead Generation Expenses</i>	\$100,390.00
<i>Sponsorships</i>	\$10,000.00
<i>Data</i>	\$95,072.69
<i>TOTAL</i>	<i>\$482,065.14</i>

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 dark ink, appearing to read 'Rich Fletcher', written in a cursive style.

Rich Fletcher
President & CEO

Southern Carolina Alliance

Annual Report



November 1, 2020

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

**2019/2020
PROVISO/REDO FUNDING ANNUAL REPORTING**

The COVID-19 pandemic has impacted our marketing missions and travel opportunities to meet with prospective industries, but during these times our marketing department and project managers began creating and producing virtual tours of our sites and properties and offered these virtual visits instead of face-to-face meeting, and it has been very successful.

The development of sites and properties have continued but have been slower due to contractors and their teams being slowed down due to the COVID-19 pandemic. Overall, we have been pleased with how we have been able to progress through these unprecedented times.

Park/Property and Project Development: \$219,947.07

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

- SCA continues to work on assessment and expansion opportunities for several of the industrial parks within the 7-county region.
- SCA has renewed several land options within the region for future industrial development.
- SCA continues its partnership with Bamberg County, SC Department of Commerce, SC Department of Health and Environmental Control, US Department of Agriculture and the Town of Denmark to improve current antiquated infrastructure and expand for future industrial growth opportunities.
- SCA continues working with developers for speculative buildings and land development opportunities.

Marketing and Lead Generation Development: \$182,460.63

-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. Due to COVID-19 all marketing missions, events and travel were cancelled. SCA continued

with as many marketing missions as possible and began hosting those meetings virtually and offering virtual site tours and were very successful.

- SCA along with the SC Department of Commerce have been working with a marketing firm to lead a rebranding/marketing campaign for Allendale and Bamberg counties; two of the most impoverished counties in SC.

- Updated SCA website with Opportunity Zone sites and information.

- SCA engaged in a contract opportunity to study and closely examine the regional opportunities for workforce training and education to assist regional industries with these needs.

- SCA assisted Agriculture Technology Campus (ATC) with its announcement in September 2020 at the SCIC Industrial Park in Hampton County. ATC is one of the largest agricultural project in SC and for the Opportunity Zone. Their investment in Hampton County will create over 1,500 jobs with an investment of \$314 million.

Investments in new industry and industrial expansions have created 1,996 new jobs for the region and over \$362 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

2019-2020 Funding	Actual REDO Cost	Budgeted REDO Cost	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	182,460.63	250,000.00	67,539.37	400,000.00
Park, Property Development & Infrastructure, Project Costs	219,947.07	350,000.00	130,052.93	1,525,000.00
Total Expenses	402,407.70		-402,407.70	
REDO Funds				
Total REDO Funds		600,000.00		1,925,000.00
Additional REDO Funds		11,441.07		
Total Remaining Funds			209,033.37	

2018-2019 Funding	Actual REDO Cost	Budgeted REDO Cost	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	237,121.47	150,000.00	-87,121.47	325,000.00
Park, Property Development & Infrastructure	286,524.19	210,000.00	-76,524.19	1,300,000.00
Project Development Costs	85,645.08	100,000.00	14,354.92	400,000.00
Total Expenses	609,290.74		-609,290.74	
REDO Funds		460,000.00		
Additional REDO Funds		140,000.00		
Total REDO Funds		600,000.00		2,025,000.00
Additional REDO Funds		9,290.74		
Total Remaining Funds			0.00	

All funds for 2018/2019 and prior years have been utilized
No funds from 2020/2021 Proviso have been drawn down

The LINK Economic Alliance Annual Report



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

10 East Liberty Street Sumter, SC 29150 1.800.888.7926 www.TheLINKsc.com info@TheLINKsc.com

November 1, 2020

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

Proviso Funding FY 2019-2020 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 6th year, was formed to facilitate and foster economic development through a renewed partnership for progress in Lee and Sumter Counties. Despite the challenges we faced during the last quarter of the 2019-2020 fiscal year, LEDA funding has continued to bolster our ability to promote and market our region through many creative and virtual efforts including but not limited to: lead generation and recruiting; image enhancement; workforce development training initiatives; product development and economic infrastructure improvements; in person and virtual international exposure; professional development and new strategic initiative-based programming to make our region stronger and create more economic opportunities.

Properties (25% of budgeted allocation)

The 50k square foot (expandable to 230 sq. ft) Sumter Spec Building has been completed and the three pad-ready sites in Lee County are underway. Additional funding is currently being explored to build a Spec Building in Lee County on one of the pad-ready sites.

There are three Opportunity Zones in Sumter County and two in Lee County. TheLINK continues exploring and developing site programs related to the Opportunity Zone legislation.

Three (3) Site Certifications Complete –

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

Site Certification Completed 2019-20	Palmetto Sites Certification for Pocatigo East underway (formerly known as the Lewis/Lawrence Tract)
Site Enhancement Grant request	Funded for site enhancement at the I-20 Industrial Center
Drone Videos	10 drone videos (5 in each County) have been completed to market available sites. The drone videos were made possible through a grant from the SC Dept. of Commerce.

Workforce Training and Development (6%)

Workforce continued to be the primary focus for TheLINK in the 2019-2020 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
- Youth Apprenticeship Day
- College Outreach programs – USC, Clemson, and the Citadel
- Fourth Annual Manufacturer’s Expo for 350 8th grade students to showcase work opportunities with local industry was cancelled due to the Covid-19 pandemic
- Planned and executed the second annual eSTEAM Festival on October 5, 2019. Held on the streets of downtown Sumter, the 2019 eSTEAM Sumter festival welcomed over 6,000 visitors (more than twice the number that attended in 2018) to enjoy and explore interactive exhibits from over 70 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.
- Successfully completed and graduated 23 high school juniors from TheLINK’s Ross McKenzie Emerging Leaders Program. The program, which began in August of 2019 had to adjust to a virtual classroom in March 2020. Graduation was delayed and conducted at the participants individual homes in August due to the limitations of in-person gatherings.
- 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 (41%)

TheLINK's marketing and recruiting efforts in 2019-2020 included print media, social media, billboards and opportunities to participate with the SCDOC on regional, national and international trade missions.

- Team members participated in the All-American Cities Finalist event representing Sumter
- Billboards for upcoming eSTEAM Sumter Festival
- WLTX Interview with Jay Schwedler
- Simply a Great Place video series and website enhancement
- SC Business Week
- IEDC Conference – Attended and awarded the Silver Award for the eSTEAM Festival
- Daily Blogs for National Economic Development Week
- Simply a Great Place – Billboard campaign
- SC Business Week participation
- FKG Sweden mission – October, 2019
- SCEDA mid-year conference – Silver Sponsorship and two attendees
- Commerce Tariff Event
- SC Manufacturers Conference – where BD – located in Sumter -won the South Carolina expansion project of the year award
- Site Selectors luncheon in Dallas
- UK/Ireland Mission with the Commerce Europe office, November 2019
- Billboards focused on talent development opportunities in TheLINK region.
- Simply a Great Place – Billboard campaign
- Ads in Sumter Living, Livability Magazine and Southern Business & Development
- Produced Annual report (document)
- Produced 2019 Snapshot document assessing and comparing our region to similar one across the nation
- Career Specialist Event
- SC Business Climate Magazine
- Census 2020
- SKF Golden Shovel Groundbreaking event
- New HERE Campaign Billboards and ads with the tagline – “Everything you need is HERE” (HERE = Healthcare, Education, Recreation, Employment)
- Production of ancillary HERE Campaign video testimonials
- SC Business Week participation
- Southern Business and Development ad

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.

Projects

The bulk of the project activity for TheLINK region in 2019-2020 was related our existing industries with plans to expand.

In November, SKF, formerly Kaydon, announced a \$26 million investment and 10 new jobs at their Sumter facility. Additionally, in December 2019, Jemison Metals announced a \$14.2 million investment and 57 new jobs for their Sumter operation. At the conclusion of the 2019 calendar year, TheLINK had announced a total of four expansion projects totaling \$81.9 million in investment and 197 new jobs, and one acquisition including;

Florence Concrete Products - \$4.2 million/80 jobs

Continental Tire the Americas - \$37.5 million/50 jobs

SKF – formerly Kaydon - \$26 million/10 jobs

Jemison Metals - \$14.2 million/57 jobs

Santa Cruz Nutritionals - Acquired Mount Franklin Nutritionals, which had 50 employees. Santa Cruz Nutritionals is now fully staffed at three shifts, employing over 150 people, and has major expansion plans for the future. (Article link: <https://www.theitem.com/stories/gummy-expert-buys-sumters-mount-franklin,327898?>)

Despite the limitations and economic challenges posed by the global pandemic, in the fourth quarter of the 2019-2020 fiscal year TheLINK's project activity increased from 9 active projects to 11. These potential projects represent \$442.7 million in potential investment and 2,427 potential new jobs.

With regard to existing industry, at the end of June 2020, seven of our regional industries were considering expansions which represent \$73.9 million in investment and 279 new jobs in the region.

Leadership and Development Training (9% budgeted allocation)

Proviso funding supported staff training in 2019-2020, with two staff members, Eliza Buxton and Brian Rauschenbach completing and being awarded their SCCED designations in October 2019. This funding supported attendance at the SEDC conference, and IEDC conference. Once travel became restricted, staff began to explore and participate in virtual opportunities to continue to develop and augment their skills.

Funding

TheLINK met its funding match of \$385,000 for the 2019-2020 fiscal year. We anticipate meeting our current funding match in early 2021.

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. The funding has also impacted our ability to keep our existing industries thriving and exploring the possibility of expanding in our region. Both avenues to attracting well-paying jobs to the region are continuing despite the current economic and health challenges we all face. The Proviso funding also arms TheLINK with the resources to create 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,

A handwritten signature in black ink, appearing to read "Jay Schwedler".

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

Upstate Alliance Annual Report



UpstateSCAlliance

Business moves here.

Upstate South Carolina Alliance 2020 Annual Report

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

FY 2019-2020

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

October 31, 2020

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 2016-2017; 2017-2018; FY2018-2019; and FY2019-2020

Secretary Hitt:

Pursuant to the requirements provided in memorandums dated June 2017, June 2018, June 2019, and June 2020 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 FY2016-2017, \$761,084.56 for FY2017-2018, \$759,290.71 for FY2018-2019, and \$761,441.07 for FY2019-2020.

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 2019. 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

Per the Act 2019-2020, the Upstate SC Alliance submitted a request and received these funds in June 2020. 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 - \$ 761,441.07.

Within this packet, please find the following:

- A detailed Funding Request/Itemized Budget
- 2019 Upstate SC Alliance Annual Report
- 2019-2020 Upstate South Carolina Alliance Performance Measures
- 2019-2020 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



UpstateSCAlliance
Business moves here.

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 2019-Q3 2020		EXPENSE BREAKDOWN				In-Kind Contributions Q4 2019-Q3 2020	
				Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020		
Payroll									
810100	50% Employee Salaries (non-operational)	\$	-	\$	391,570.97	\$	93,997.15	\$	297,573.83
810200	50% Employee Payroll Taxes (non-operational)	\$	-	\$	30,713.29	\$	8,131.68	\$	22,581.61
Mission Trips									
823010-19	Canada Mission	\$	-	\$	16.46	\$	16.46	\$	-
823020	International Mission/Roadshow	\$	-	\$	-	\$	-	\$	-
823021	Ireland/Scotland Mission Trip	\$	-	\$	7,516.02	\$	3,422.97	\$	4,093.05
823022	Belgium/Netherlands	\$	-	\$	4.64	\$	-	\$	4.64
823023	United Kingdom Trips	\$	-	\$	4,800.67	\$	4,800.67	\$	-
823024-19	Northeast Mission	\$	-	\$	219.33	\$	219.33	\$	-
823025-19	Wescoast Mission	\$	-	\$	3,153.63	\$	3,153.63	\$	-
823071	Regional Site Consultant/COI Trips	\$	-	\$	5,828.10	\$	5,828.10	\$	-
823072	State Led Consultant Missions	\$	-	\$	1,128.49	\$	835.75	\$	292.74
823090	Lead Generation Expenses	\$	-	\$	155,640.38	\$	36,950.00	\$	118,690.38
823091	Mini Mission Trips	\$	-	\$	7,240.76	\$	4,459.81	\$	2,780.95
823092	Local Developer Travel Sponsorship	\$	-	\$	5,135.62	\$	2,345.62	\$	2,790.00
823094	Commerce Led Korea Mission	\$	-	\$	-	\$	-	\$	-
823095-19	Commerce Led Mission	\$	-	\$	-	\$	-	\$	-
823095-20	Commerce Led Italy Mission	\$	-	\$	(20.53)	\$	(20.53)	\$	-
823096-19	Commerce Led Paris Air Show	\$	-	\$	-	\$	-	\$	-
823096-20	Commerce Led Switzerland Show	\$	-	\$	1,684.37	\$	-	\$	1,684.37
823097-19	Commerce Led Mission Trip - Arab Health	\$	-	\$	-	\$	-	\$	-
823097-20	Commerce Led Japan Mission	\$	-	\$	-	\$	-	\$	-
Research & Project Support									
830500	ACOG/Infomentun	\$	-	\$	20,625.00	\$	-	\$	20,625.00
831000	Research fees & databases	\$	-	\$	103,348.63	\$	2,252.86	\$	101,095.77
TOTAL TO-DATE		\$	-	\$	738,605.83	\$	166,393.50	\$	572,212.33
									-

Target Industry Marketing Campaigns	State Funds Used Q4 2019-Q3 2020	EXPENSE BREAKDOWN						
		Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020	In-Kind Contributions/Sponsorships Q4 2019-Q3 2020		
Payroll								
810100 30% Employee Salaries (non-operational)		\$	234,942.58	\$	56,398.29	\$	178,544.30	
810200 30% Employee Payroll Taxes (non-operational)		\$	18,427.97	\$	4,879.01	\$	13,548.96	
Marketing Tools & Publications								
726000 Email Marketing		\$	-	\$	-	\$	-	
812500 Marketing Publications/Presentations/Graphics	\$	2,496.88	\$	10,746.28	\$	3,092.14	\$	7,654.14
814000 Speciality/Promotion Items	\$	1,583.19	\$	4,607.03	\$	1,583.19	\$	3,023.84
814500 Marketing Video/Photos	\$	-	\$	14,241.61	\$	-	\$	14,241.61
815600 Internet Advertising	\$	7,600.00	\$	36,229.98	\$	7,600.00	\$	28,629.98
816000 External Regional Marketing	\$	78,536.97	\$	76,296.10	\$	67,757.25	\$	8,538.85
817000 Talent Attraction & Retention Initiative	\$	-	\$	93,440.81	\$	-	\$	93,440.81
835500 Misc. Marketing Expense	\$	-	\$	585.52	\$	372.34	\$	213.18
Marketing Tools - Website								
841000 Web Site/Digital Marketing Strategy	\$	-	\$	16,475.00	\$	4,725.00	\$	11,750.00
842000 Web Site Hosting & Maintenance	\$	-	\$	6,177.06	\$	1,594.10	\$	4,582.96
Trade Shows								
822030 Bioscience Trade Show	\$	1,741.21	\$	1,741.21	\$	1,741.21	\$	-
822040 Other Tradeshows	\$	-	\$	-	\$	-	\$	-
822050 Engineered Materials Trade Show	\$	-	\$	9,326.03	\$	-	\$	9,326.03
822060 Site Consultant Conferences	\$	3,977.79	\$	9,387.52	\$	4,249.90	\$	5,137.62
822070 Global Trade & Investment	\$	31.86	\$	426.09	\$	426.09	\$	-
822095 Aerospace Trade Show	\$	-	\$	901.80	\$	-	\$	901.80
Economic Development Travel & Events								
832000 Committees Expense & Support	\$	-	\$	1,505.18	\$	1,000.00	\$	505.18
832010 Automotive Target Industry	\$	289.62	\$	404.36	\$	257.97	\$	146.39
832020 Engineered Materials Target Industry	\$	171.45	\$	183.45	\$	171.45	\$	12.00
832030 Life Sciences Target Industry	\$	1,028.53	\$	1,611.33	\$	1,011.25	\$	600.08
832050 Aerospace Target Industry	\$	9.57	\$	85.17	\$	9.57	\$	75.60
834500 Econ. Development Travel, Meals, & Registrations	\$	-	\$	6,597.83	\$	3,406.68	\$	3,191.15
833500 Econ. Development Dues & Sponsorships	\$	-	\$	59,665.58	\$	44,157.99	\$	15,507.59
832060 Global Competitiveness	\$	8,311.50	\$	11,426.57	\$	8,311.49	\$	3,115.08
Miscellaneous								
820550 CEO Related Economic Development Expense	\$	-	\$	-	\$	-	\$	-
TOTAL TO-DATE	\$	105,778.57	\$	615,432.06	\$	212,744.92	\$	402,687.15

		EXPENSE BREAKDOWN				
						In-Kind Contributions/Sponsorships
Regional Promotion & Advocacy	State Funds Used Q4 2019-Q3 2020	Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020	Q4 2019-Q3 2020
Payroll						
810100 20% Employee Salaries (non-operational)	\$ -	\$ 156,628.39	\$ 37,598.86	\$	119,029.53	
810200 20% Employee Payroll Taxes (non-operational)	\$ -	\$ 12,285.31	\$ 3,252.67	\$	9,032.64	
InBound Events						
820500 Prospect Cultivation	\$ 1,937.81	\$ 5,971.92	\$ 2,059.25	\$	3,912.67	
821000 COI (Centers of Influence) Cultivation	\$ 226.85	\$ 1,422.61	\$ 724.79	\$	697.82	
822020 Automotive Trade Shows	\$ 1,420.53	\$ 1,470.53	\$ 1,420.53	\$	50.00	
823073 International COI Event	\$ -	\$ 496.56	\$ -	\$	496.56	
824100 BMW Charity Pro Am	\$ -	\$ -	\$ -	\$	-	
824201 Summer Inbound	\$ 2,012.54	\$ -	\$ -	\$	-	
824400 SC Auto Summit	\$ -	\$ -	\$ -	\$	-	
824401 Automotive Inbound	\$ -	\$ 6,293.38	\$ -	\$	6,293.38	
824500 Foreign Delegation Visits	\$ 2,544.98	\$ 4,693.21	\$ 2,858.72	\$	1,834.49	
824709 SC BIO	\$ -	\$ 10,640.21	\$ 3,140.21	\$	7,500.00	
824800 Consultant In-Bound Event	\$ 22,590.89	\$ 22,649.77	\$ 22,590.89	\$	58.88	
824801 Experience the Upstate	\$ -	\$ 5,716.04	\$ 1,367.60	\$	4,348.44	
824900 Misc Delegations	\$ -	\$ 225.34	\$ -	\$	225.34	
824902 Composites Suppliers Meeting Conference	\$ -	\$ -	\$ -	\$	-	
824902-1 BR Marketing Events	\$ -	\$ 17,376.64	\$ 2,687.51	\$	14,689.13	
824903 SC Aerospace Conference	\$ -	\$ -	\$ -	\$	-	
824904 Reimbursement from Sponsors	\$ -	\$ (1,750.22)	\$ (1,648.10)	\$	(102.12)	
Other						
729800 SCDOC Palmetto Partners	\$ -	\$ 40,000.00	\$ -	\$	40,000.00	
Public Relations						
831500 Media Events/Cultivation	\$ -	\$ 145.23	\$ 42.64	\$	102.59	
837000 Public Relations & Advocacy	\$ -	\$ 142,467.92	\$ 111,150.12	\$	31,317.80	
TOTAL TO-DATE		\$ 30,733.60	\$ 426,732.84	\$ 187,245.69	\$ 239,487.15	

		EXPENSE BREAKDOWN				
						In-Kind Contributions/Sponsorships
All Programs	State Funds Used Q4 2019-Q3 2020	Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020	Q4 2019-Q3 2020
TOTALS	\$ 136,512.17	\$ 1,780,770.73	\$ 566,384.10	\$	1,214,386.63	\$ -

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.



UpstateSCAlliance
Business moves here.

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2017-2018 General Appropriations Act
Appropriation to the Local Economic Development Alliances

Upstate South Carolina Alliance Annual Report

October 31, 2020

		State Funds Used Q4		EXPENSE BREAKDOWN				In-Kind Contributions			
Lead Generation , Research and Project Support		2019-Q3 2020		Total Expenses		Expenses Q4 2019		Expenses Jan-Sep 2020		Q4 2019-Q3 2020	
Payroll											
810100	50% Employee Salaries (non-operational)	\$	-	\$	391,570.97	\$	93,997.15	\$	297,573.83		
810200	50% Employee Payroll Taxes (non-operational)	\$	-	\$	30,713.29	\$	8,131.68	\$	22,581.61		
Mission Trips											
823010-19	Canada Mission	\$	16.46	\$	16.46	\$	16.46	\$	-		
823020	International Mission/Roadshow	\$	-	\$	-	\$	-	\$	-		
823021	Ireland/Scotland Mission Trip	\$	1,774.87	\$	7,516.02	\$	3,422.97	\$	4,093.05		
823022	Belgium/Netherlands	\$	-	\$	4.64	\$	-	\$	4.64		
823023	United Kingdom Trips	\$	4,219.34	\$	4,800.67	\$	4,800.67	\$	-		
823024-19	Northeast Mission	\$	481.42	\$	219.33	\$	219.33	\$	-		
823025-19	Wescoast Mission	\$	3,153.63	\$	3,153.63	\$	3,153.63	\$	-		
823071	Regional Site Consultant/COI Trips	\$	-	\$	5,828.10	\$	5,828.10	\$	-		
823072	State Led Consultant Missions	\$	835.75	\$	1,128.49	\$	835.75	\$	292.74		
823090	Lead Generation Expenses	\$	-	\$	155,640.38	\$	36,950.00	\$	118,690.38		
823091	Mini Mission Trips	\$	4,459.81	\$	7,240.76	\$	4,459.81	\$	2,780.95		
823092	Local Developer Travel Sponsorship	\$	2,345.62	\$	5,135.62	\$	2,345.62	\$	2,790.00		
823094	Commerce Led Korea Mission	\$	-	\$	-	\$	-	\$	-		
823095-19	Commerce Led Mission			\$	-	\$	-	\$	-		
823095-20	Commerce Led Italy Mission			\$	(20.53)	\$	(20.53)	\$	-		
823096-19	Commerce Led Paris Air Show	\$	-	\$	-	\$	-	\$	-		
823096-20	Commerce Led Switzerland Show			\$	1,684.37	\$	-	\$	1,684.37		
823097-19	Commerce Led Mission Trip - Arab Health	\$	-	\$	-	\$	-	\$	-		
823097-20	Commerce Led Japan Mission			\$	-	\$	-	\$	-		
Research & Project Support											
830500	Research Consultants - ACOG/Infomomentum	\$	-	\$	20,625.00	\$	-	\$	20,625.00		
831000	Research & Database	\$	1,673.15	\$	103,348.63	\$	2,252.86	\$	101,095.77		
TOTAL TO-DATE		\$	18,960.05	\$	738,605.83	\$	166,393.50	\$	572,212.33	\$	-

Target Industry Marketing Campaigns		State Funds Used Q4 2019-Q3 2020	EXPENSE BREAKDOWN				In-Kind Contributions Q4 2019-Q3 2020
			Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020	
Payroll							
810100	30% Employee Salaries (non-operational)	\$ -	\$ 234,942.58	\$ 56,398.29	\$	178,544.30	
810200	30% Employee Payroll Taxes (non-operational)	\$ -	\$ 18,427.97	\$ 4,879.01	\$	13,548.96	
Marketing Tools & Publications							
726000	Email Marketing	\$ 198.55	\$ -	\$ -	\$	-	
812500	Marketing Publications/Presentations/Graphics	\$ 8,988.79	\$ 10,746.28	\$ 3,092.14	\$	7,654.14	
814000	Speciality/Promotion Items	\$ 3,023.84	\$ 4,607.03	\$ 1,583.19	\$	3,023.84	
814500	Marketing Video/Photos	\$ 14,711.61	\$ 14,241.61	\$ -	\$	14,241.61	
815600	Internet Advertising	\$ 28,629.98	\$ 36,229.98	\$ 7,600.00	\$	28,629.98	
816000	External Regional Marketing	\$ 6,924.70	\$ 76,296.10	\$ 67,757.25	\$	8,538.85	
817000	Talent Attraction & Retention Initiative	\$ 95,239.62	\$ 93,440.81	\$ -	\$	93,440.81	
835500	Misc. Marketing Expense	\$ 3,456.31	\$ 585.52	\$ 372.34	\$	213.18	
Marketing Tools - Website							
841000	Web Site/Digital Marketing Strategy	\$ 17,200.00	\$ 16,475.00	\$ 4,725.00	\$	11,750.00	
842000	Web Site Hosting & Maintenance	\$ 7,948.86	\$ 6,177.06	\$ 1,594.10	\$	4,582.96	
Trade Shows							
822030	Bioscience Trade Show	\$ -	\$ 1,741.21	\$ 1,741.21	\$	-	
822040	Other Tradeshows	\$ -	\$ -	\$ -	\$	-	
822050	Engineered Materials Trade Show	\$ 7,285.17	\$ 9,326.03	\$ -	\$	9,326.03	
822060	Site Consultant Conferences	\$ 9,303.96	\$ 9,387.52	\$ 4,249.90	\$	5,137.62	
822070	Global Trade & Investment	\$ 850.00	\$ 426.09	\$ 426.09	\$	-	
822095	Aerospace Trade Show	\$ 901.80	\$ 901.80	\$ -	\$	901.80	
Economic Development Travel & Events							
832000	Committees Expense & Support	\$ -	\$ 1,505.18	\$ 1,000.00	\$	505.18	
832010	Automotive Target Industry	\$ 138.72	\$ 404.36	\$ 257.97	\$	146.39	
832020	Engineered Materials Target Industry	\$ 39.73	\$ 183.45	\$ 171.45	\$	12.00	
832030	Life Sciences Target Industry	\$ 580.41	\$ 1,611.33	\$ 1,011.25	\$	600.08	
832050	Aerospace Target Industry	\$ 75.60	\$ 85.17	\$ 9.57	\$	75.60	
834500	Econ. Development Travel, Meals, & Registrations	\$ -	\$ 6,597.83	\$ 3,406.68	\$	3,191.15	
833500	Econ. Development Dues & Sponsorships	\$ 1,703.05	\$ 59,665.58	\$ 44,157.99	\$	15,507.59	
832060	Global Competitiveness	\$ 3,115.08	\$ 11,426.57	\$ 8,311.49	\$	3,115.08	
Miscellaneous							
820550	CEO Related Economic Development Expense	\$ -		\$ -	\$	-	
TOTAL TO-DATE		\$ 210,315.78	\$ 615,432.06	\$ 212,744.92	\$	402,687.15	

Regional Promotion		State Funds Used Q4 2019-Q3 2020	EXPENSE BREAKDOWN				In-Kind Contributions Q4 2019 -Q3 2020
			Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020	
Payroll							
810100	20% Employee Salaries (non-operational)	\$ -	\$ 156,628.39	\$ 37,598.86	\$	119,029.53	
810200	20% Employee Payroll Taxes (non-operational)	\$ -	\$ 12,285.31	\$ 3,252.67	\$	9,032.64	
InBound Events							
820500	Prospect Cultivation	\$ 3,170.85	\$ 5,971.92	\$ 2,059.25	\$	3,912.67	
821000	COI (Centers of Influence) Cultivation	\$ 616.24	\$ 1,422.61	\$ 724.79	\$	697.82	
822020	Automotive Trade Shows	\$ 50.00	\$ 1,470.53	\$ 1,420.53	\$	50.00	
823073	International COI Event	\$ -	\$ 496.56	\$ -	\$	496.56	
824100	BMW Charity Pro Am	\$ -	\$ -	\$ -	\$	-	
824201	Summer Inbound	\$ -	\$ -	\$ -	\$	-	
824400	SC Auto Summit	\$ -	\$ -	\$ -	\$	-	
824401	Automotive Inbound	\$ 6,293.38	\$ 6,293.38	\$ -	\$	6,293.38	
824500	Foreign Delegation Visits	\$ 2,148.23	\$ 4,693.21	\$ 2,858.72	\$	1,834.49	
824709	SC BIO	\$ 10,574.73	\$ 10,640.21	\$ 3,140.21	\$	7,500.00	
824800	Consultant In-Bound Event	\$ 6,058.88	\$ 22,649.77	\$ 22,590.89	\$	58.88	
824801	Experience the Upstate	\$ 5,671.04	\$ 5,716.04	\$ 1,367.60	\$	4,348.44	
824900	Misc Delegations	\$ 225.34	\$ 225.34	\$ -	\$	225.34	
824902	Composites Suppliers Meeting Conference	\$ 2,687.51	\$ -	\$ -	\$	-	
824902-1	BR Marketing Events	\$ 14,782.93	\$ 17,376.64	\$ 2,687.51	\$	14,689.13	
824903	SC Aerospace Conference	\$ -	\$ -	\$ -	\$	-	
824904	Reimbursement from Sponsors	\$ -	\$ (1,750.22)	\$ (1,648.10)	\$	(102.12)	
Other							
729800	SCDOC Palmetto Partners	\$ 40,000.00	\$ 40,000.00	\$ -	\$	40,000.00	
Public Relations							
831500	Media Events/Cultivation	\$ 102.59	\$ 145.23	\$ 42.64	\$	102.59	
837000	Public Relations	\$ 57,125.68	\$ 142,467.92	\$ 111,150.12	\$	31,317.80	
TOTAL TO-DATE		\$ 149,507.40	\$ 426,732.84	\$ 187,245.69	\$	239,487.15	
All Programs		State Funds Used Q4 2019-Q3 2020	EXPENSE BREAKDOWN				In-Kind Contributions Q4 2019-Q3 2020
			Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020	
TOTALS		\$ 378,783.23	\$ 1,780,770.73	\$ 566,384.10	\$	1,214,386.63	\$ -

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.



UpstateSCAlliance
Business moves here.

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2018-2019 General Appropriations Act
Appropriation to the Local Economic Development Alliances

Upstate South Carolina Alliance Annual Report

October 31, 2020

			EXPENSE BREAKDOWN								
Lead Generation , Research and Project Support			State Funds Used Q4 2019-Q3 2020	Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020	In-Kind Contributions Q4 2019-Q3 2020			
Payroll											
810100	50% Employee Salaries (non-operational)	\$	-	\$	391,570.97	\$	93,997.15	\$	297,573.83		
810200	50% Employee Payroll Taxes (non-operational)	\$	-	\$	30,713.29	\$	8,131.68	\$	22,581.61		
Mission Trips											
823010-19	Canada Mission	\$	-	\$	16.46	\$	16.46	\$	-		
823020	International Mission/Roadshow	\$	-	\$	-	\$	-	\$	-		
823021	Ireland/Scotland Mission Trip	\$	4,093.05	\$	7,516.02	\$	3,422.97	\$	4,093.05		
823022	Belgium/Netherlands	\$	4.64	\$	4.64	\$	-	\$	4.64		
823023	United Kingdom Trips	\$	581.33	\$	4,800.67	\$	4,800.67	\$	-		
823024-19	Northeast Mission	\$	-	\$	219.33	\$	219.33	\$	-		
823025-19	Wescoast Mission	\$	-	\$	3,153.63	\$	3,153.63	\$	-		
823071	Regional Site Consultant/COI Trips	\$	5,828.10	\$	5,828.10	\$	5,828.10	\$	-		
823072	State Led Consultant Missions	\$	2,088.79	\$	1,128.49	\$	835.75	\$	292.74		
823090	Lead Generation Expenses	\$	157,628.81	\$	155,640.38	\$	36,950.00	\$	118,690.38		
823091	Mini Mission Trips	\$	2,780.95	\$	7,240.76	\$	4,459.81	\$	2,780.95		
823092	Local Developer Travel Sponsorship	\$	2,790.00	\$	5,135.62	\$	2,345.62	\$	2,790.00		
823094	Commerce Led Korea Mission	\$	-	\$	-	\$	-	\$	-		
823095-19	Commerce Led Mission	\$	-	\$	-	\$	-	\$	-		
823095-20	Commerce Led Italy Mission	\$	-	\$	(20.53)	\$	(20.53)	\$	-		
823096-19	Commerce Led Paris Air Show	\$	-	\$	-	\$	-	\$	-		
823096-20	Commerce Led Switzerland Show	\$	1,684.37	\$	1,684.37	\$	-	\$	1,684.37		
823097-19	Commerce Led Mission Trip - Arab Health	\$	-	\$	-	\$	-	\$	-		
823097-20	Commerce Led Japan Mission	\$	-	\$	-	\$	-	\$	-		
Research & Project Support											
830500	Research Consultants - ACOG/Infomentum	\$	13,750.00	\$	20,625.00	\$	-	\$	20,625.00		
831000	Research & Database	\$	108,598.58	\$	103,348.63	\$	2,252.86	\$	101,095.77		
TOTAL TO-DATE		\$	299,828.62	\$	738,605.83	\$	166,393.50	\$	572,212.33	\$	-

		EXPENSE BREAKDOWN					In-Kind Contributions	
Target Industry Marketing Campaigns		State Funds Used Q4 2019-Q3 2020	Total Expenses	Expenses Q4 2019	Expenses Jan-Sep 2020		Q4 2019 -Q3 2020	
Payroll								
810100	30% Employee Salaries (non-operational)	\$	234,942.58	\$ 56,398.29	\$ 178,544.30			
810200	30% Employee Payroll Taxes (non-operational)	\$	18,427.97	\$ 4,879.01	\$ 13,548.96			
Marketing Tools & Publications								
726000	Email Marketing	\$	-	\$ -	\$ -			
812500	Marketing Publications/Presentations/Graphics	\$	10,746.28	\$ 3,092.14	\$ 7,654.14			
814000	Speciality/Promotion Items	\$	4,607.03	\$ 1,583.19	\$ 3,023.84			
814500	Marketing Video/Photos	\$	14,241.61	\$ -	\$ 14,241.61			
815600	Internet Advertising	\$	36,229.98	\$ 7,600.00	\$ 28,629.98			
816000	External Regional Marketing	\$	76,296.10	\$ 67,757.25	\$ 8,538.85			
817000	Talent Attraction & Retention Initiative	\$	93,440.81	\$ -	\$ 93,440.81			
835500	Misc. Marketing Expense	\$	585.52	\$ 372.34	\$ 213.18			
Marketing Tools - Website								
841000	Web Site/Digital Marketing Strategy	\$	16,475.00	\$ 4,725.00	\$ 11,750.00			
842000	Web Site Hosting & Maintenance	\$	6,177.06	\$ 1,594.10	\$ 4,582.96			
Trade Shows								
822030	Bioscience Trade Show	\$	1,741.21	\$ 1,741.21	\$ -			
822040	Other Tradeshows	\$	-	\$ -	\$ -			
822050	Engineered Materials Trade Show	\$	9,326.03	\$ -	\$ 9,326.03			
822060	Site Consultant Conferences	\$	9,387.52	\$ 4,249.90	\$ 5,137.62			
822070	Global Trade & Investment	\$	426.09	\$ 426.09	\$ -			
822095	Aerospace Trade Show	\$	901.80	\$ -	\$ 901.80			
Economic Development Travel & Events								
832000	Committees Expense & Support	\$	1,505.18	\$ 1,000.00	\$ 505.18			
832010	Automotive Target Industry	\$	404.36	\$ 257.97	\$ 146.39			
832020	Engineered Materials Target Industry	\$	183.45	\$ 171.45	\$ 12.00			
832030	Life Sciences Target Industry	\$	1,611.33	\$ 1,011.25	\$ 600.08			
832050	Aerospace Target Industry	\$	85.17	\$ 9.57	\$ 75.60			
834500	Econ. Development Travel, Meals, & Registrations	\$	6,597.83	\$ 3,406.68	\$ 3,191.15			
833500	Econ. Development Dues & Sponsorships	\$	59,665.58	\$ 44,157.99	\$ 15,507.59			
832060	Global Competitiveness	\$	11,426.57	\$ 8,311.49	\$ 3,115.08			
Miscellaneous								
820550	CEO Related Economic Development Expense	\$	-	\$ -	\$ -			
TOTAL TO-DATE		\$ -	\$ 615,432.06	\$ 212,744.92	\$ 402,687.15	\$ 33,000.00		

		EXPENSE BREAKDOWN				
Regional Promotion		State Funds Used Q4 2019-Q3 2020	Total Expenses	Expenses Q4 2019	Expenses Jan-Sep 2020	In-Kind Contributions Q4 2019-Q3 2020
Payroll						
810100	20% Employee Salaries (non-operational)	\$	156,628.39	\$ 37,598.86	\$	119,029.53
810200	20% Employee Payroll Taxes (non-operational)	\$	12,285.31	\$ 3,252.67	\$	9,032.64
InBound Events						
820500	Prospect Cultivation	\$	5,971.92	\$ 2,059.25	\$	3,912.67
821000	COI (Centers of Influence) Cultivation	\$	1,422.61	\$ 724.79	\$	697.82
822020	Automotive Trade Shows	\$	1,470.53	\$ 1,420.53	\$	50.00
823073	International COI Event	\$	496.56	\$ -	\$	496.56
824100	BMW Charity Pro Am	\$	-	\$ -	\$	-
824201	Summer Inbound	\$	-	\$ -	\$	-
824400	SC Auto Summit	\$	-	\$ -	\$	-
824401	Automotive Inbound	\$	6,293.38	\$ -	\$	6,293.38
824500	Foreign Delegation Visits	\$	4,693.21	\$ 2,858.72	\$	1,834.49
824709	SC BIO	\$	10,640.21	\$ 3,140.21	\$	7,500.00
824800	Consultant In-Bound Event	\$	22,649.77	\$ 22,590.89	\$	58.88
824801	Experience the Upstate	\$	5,716.04	\$ 1,367.60	\$	4,348.44
824900	Misc Delegations	\$	225.34	\$ -	\$	225.34
824902	Composites Suppliers Meeting Conference	\$	-	\$ -	\$	-
824902-1	BR Marketing Events	\$	17,376.64	\$ 2,687.51	\$	14,689.13
824903	SC Aerospace Conference	\$	-	\$ -	\$	-
824904	Reimbursement from Sponsors	\$	(1,750.22)	\$ (1,648.10)	\$	(102.12)
Other						
729800	SCDOC Palmetto Partners	\$	40,000.00	\$ -	\$	40,000.00
Public Relations						
831500	Media Events/Cultivation	\$	145.23	\$ 42.64	\$	102.59
837000	Public Relations	\$	142,467.92	\$ 111,150.12	\$	31,317.80
TOTAL TO-DATE		\$ -	\$ 426,732.84	\$ 187,245.69	\$	239,487.15

		EXPENSE BREAKDOWN				
All Programs		State Funds Used Q4 2019-Q3 2020	Total Expenses	Expenses Q4 2019	Expenses Jan-Sep 2020	In-Kind Contributions Q4 2019-Q3 2020
TOTALS		\$ 299,828.62	\$ 1,780,770.73	\$ 566,384.10	\$	1,214,386.63

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.



UpstateSCAlliance
Business moves here.

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2019-2020 General Appropriations Act
Appropriation to the Local Economic Development Alliances
Upstate South Carolina Alliance Annual Report

		State Funds Used Q4		EXPENSE BREAKDOWN					In-Kind Contributions	
Lead Generation , Research and Project Support		2019-Q3 2020		Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020		Q4 2019-Q3 2020	
Payroll										
810100	50% Employee Salaries (non-operational)	\$	-	\$	391,570.97	\$	93,997.15	\$	297,573.83	
810200	50% Employee Payroll Taxes (non-operational)	\$	-	\$	30,713.29	\$	8,131.68	\$	22,581.61	
Mission Trips										
823010-19	Canada Mission	\$	-	\$	16.46	\$	16.46	\$	-	
823020	International Mission/Roadshow	\$	-	\$	-	\$	-	\$	-	
823021	Ireland/Scotland Mission Trip	\$	-	\$	7,516.02	\$	3,422.97	\$	4,093.05	
823022	Belgium/Netherlands	\$	-	\$	4.64	\$	-	\$	4.64	
823023	United Kingdom Trips	\$	-	\$	4,800.67	\$	4,800.67	\$	-	
823024-19	Northeast Mission	\$	-	\$	219.33	\$	219.33	\$	-	
823025-19	Wescoast Mission	\$	-	\$	3,153.63	\$	3,153.63	\$	-	
823071	Regional Site Consultant/COI Trips	\$	-	\$	5,828.10	\$	5,828.10	\$	-	
823072	State Led Consultant Missions	\$	-	\$	1,128.49	\$	835.75	\$	292.74	
823090	Lead Generation Expenses	\$	-	\$	155,640.38	\$	36,950.00	\$	118,690.38	
823091	Mini Mission Trips	\$	-	\$	7,240.76	\$	4,459.81	\$	2,780.95	
823092	Local Developer Travel Sponsorship	\$	-	\$	5,135.62	\$	2,345.62	\$	2,790.00	
823094	Commerce Led Korea Mission	\$	-	\$	-	\$	-	\$	-	
823095-19	Commerce Led Mission	\$	-	\$	-	\$	-	\$	-	
823095-20	Commerce Led Italy Mission	\$	-	\$	(20.53)	\$	(20.53)	\$	-	
823096-19	Commerce Led Paris Air Show	\$	-	\$	-	\$	-	\$	-	
823096-20	Commerce Led Switzerland Show	\$	-	\$	1,684.37	\$	-	\$	1,684.37	
823097-19	Commerce Led Mission Trip - Arab Health	\$	-	\$	-	\$	-	\$	-	
823097-20	Commerce Led Japan Mission	\$	-	\$	-	\$	-	\$	-	
Research & Project Support										
830500	Research Consultants - ACOG/Infomomentum	\$	-	\$	20,625.00	\$	-	\$	20,625.00	
831000	Research & Database	\$	-	\$	103,348.63	\$	2,252.86	\$	101,095.77	
TOTAL TO-DATE		\$	-	\$	738,605.83	\$	166,393.50	\$	572,212.33	\$ -

Target Industry Marketing Campaigns		State Funds Used Q4 2019-Q3 2020	EXPENSE BREAKDOWN				In-Kind Contributions Q4 2019-Q3 2020
			Total Expenses	Expenses Q4 2019	Expenses	Jan-Sep 2020	
	Payroll						
810100	30% Employee Salaries (non-operational)	\$ -	\$ 234,942.58	\$ 56,398.29	\$	178,544.30	
810200	30% Employee Payroll Taxes (non-operational)	\$ -	\$ 18,427.97	\$ 4,879.01	\$	13,548.96	
	Marketing Tools & Publications						
726000	Email Marketing	\$ -	\$ -	\$ -	\$	-	
812500	Marketing Publications/Presentations/Graphics	\$ -	\$ 10,746.28	\$ 3,092.14	\$	7,654.14	
814000	Speciality/Promotion Items	\$ -	\$ 4,607.03	\$ 1,583.19	\$	3,023.84	
814500	Marketing Video/Photos	\$ -	\$ 14,241.61	\$ -	\$	14,241.61	
815600	Internet Advertising	\$ -	\$ 36,229.98	\$ 7,600.00	\$	28,629.98	
816000	External Regional Marketing	\$ -	\$ 76,296.10	\$ 67,757.25	\$	8,538.85	
817000	Talent Attraction & Retention Initiative	\$ -	\$ 93,440.81	\$ -	\$	93,440.81	
835500	Misc. Marketing Expense	\$ -	\$ 585.52	\$ 372.34	\$	213.18	
	Marketing Tools - Website						
841000	Web Site/Digital Marketing Strategy	\$ -	\$ 16,475.00	\$ 4,725.00	\$	11,750.00	
842000	Web Site Hosting & Maintenance	\$ -	\$ 6,177.06	\$ 1,594.10	\$	4,582.96	
	Trade Shows						
822030	Bioscience Trade Show	\$ -	\$ 1,741.21	\$ 1,741.21	\$	-	
822040	Other Tradeshow	\$ -	\$ -	\$ -	\$	-	
822050	Engineered Materials Trade Show	\$ -	\$ 9,326.03	\$ -	\$	9,326.03	
822060	Site Consultant Conferences	\$ -	\$ 9,387.52	\$ 4,249.90	\$	5,137.62	
822070	Global Trade & Investment	\$ -	\$ 426.09	\$ 426.09	\$	-	
822095	Aerospace Trade Show	\$ -	\$ 901.80	\$ -	\$	901.80	
	Economic Development Travel & Events						
832000	Committees Expense & Support	\$ -	\$ 1,505.18	\$ 1,000.00	\$	505.18	
832010	Automotive Target Industry	\$ -	\$ 404.36	\$ 257.97	\$	146.39	
832020	Engineered Materials Target Industry	\$ -	\$ 183.45	\$ 171.45	\$	12.00	
832030	Life Sciences Target Industry	\$ -	\$ 1,611.33	\$ 1,011.25	\$	600.08	
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	Miscellaneous						
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824902-1	BR Marketing Events	\$ -	\$ 17,376.64	\$ 2,687.51	\$	14,689.13	
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ANNUAL REPORT *2019*

Celebrating **20 YEARS**



10 COUNTIES. TWO DECADES. ONE REGION.

The year 2000 was the start of a new millennium. It was the year of Mad Cow Disease, the merger of AOL and Time Warner, and the challenges of Bush v. Gore. Britney Spears, *NSYNC and Santana dominated the airwaves.

The game Snake had people glued to their Nokia cellphones. Wikipedia gave everyone a platform to publish their stories.

And, surprisingly – to some – computers were able to handle the jump from 1999 to 2000, averting the “Y2K Bug.”

We learned from the “Y2K Bug” frenzy that technology would influence – but not necessarily ruin – our lives. Though many people recognized early benefits of the digital era, we didn’t know then how profoundly it would change daily life or the business landscape.

The year 2000 was also when forward-thinking leaders formalized a regional economic development presence for the Upstate, resulting in the creation of the Upstate Alliance.

They recognized that a regional organization could market the collective assets of the 10 counties that make up the Upstate, using public and private funds to leverage emerging databases, websites and channels of communication to attract global business investment.



Two decades later, the Alliance team continues to build on the foundation laid by many volunteer visionaries, our early staff members, and economic developers across the region.

Marking our 20th anniversary has led us to revisit our “Highlight Reel” and reflect on all the Alliance has accomplished in its time. It’s also reminded us that our region has weathered past challenges. That our leaders have diligently planned for much of the Upstate’s success. And that adaptability, innovation and a research-guided approach to economic development are in our DNA.

Our partnerships with 10 counties, nine cities, and 175+ private organizations are at the heart of our work to position the region to excel in the global economy through strategic marketing, collaboration and thought leadership.

And it’s work we hope to carry on with you as our partner for many more decades.

A handwritten signature in black ink that reads "John Lummus".

John Lummus
President & CEO
Upstate SC Alliance



OUR BRAND *through the years*

2001



UpstateAlliance
SOUTH CAROLINA

The Right Climate For Global Business.

2005



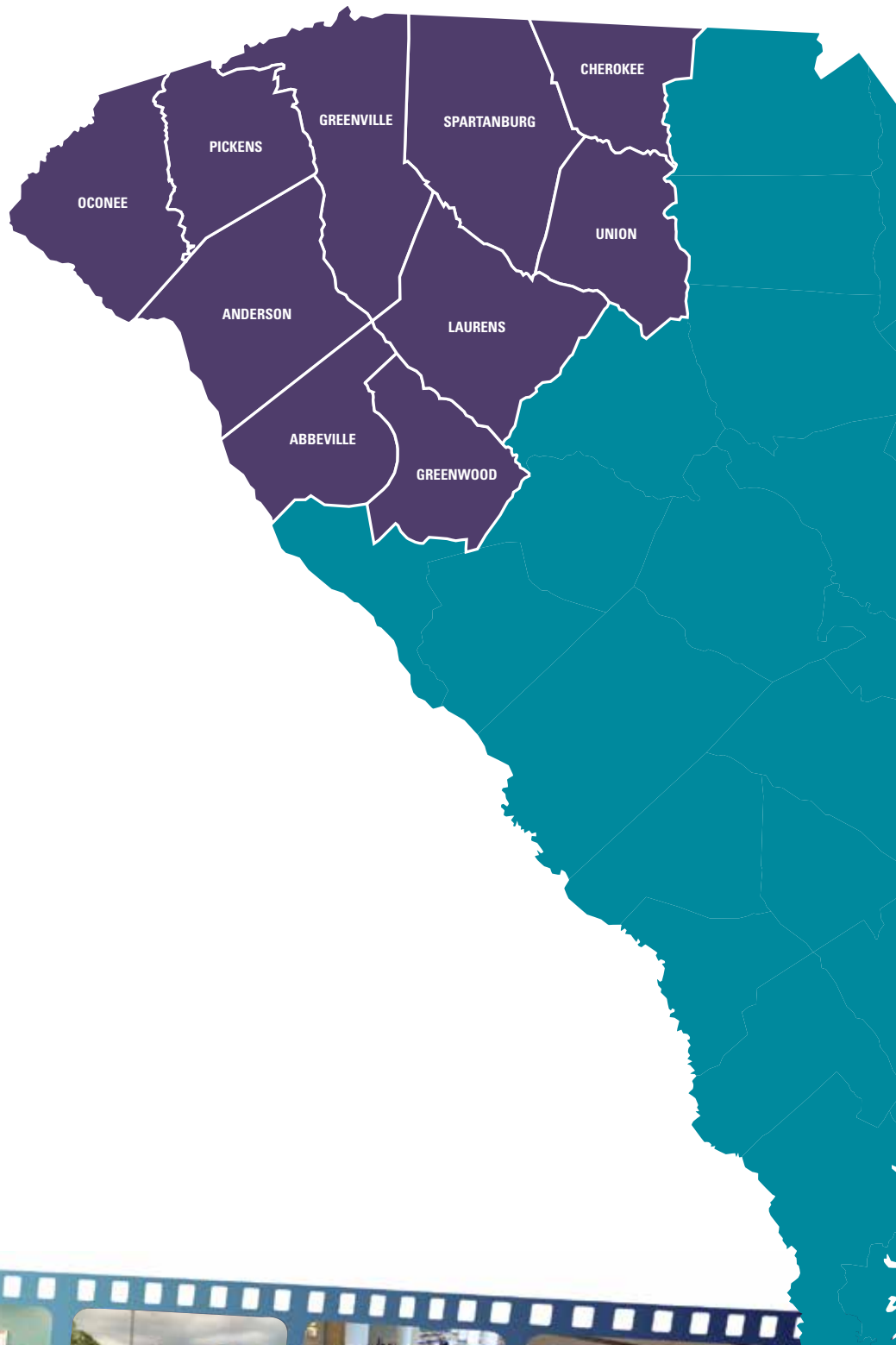
UpstateAlliance
SOUTH CAROLINA

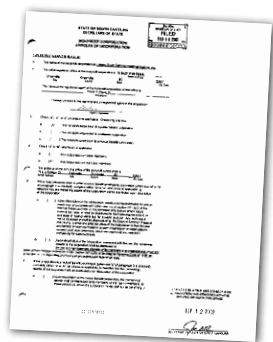
The Right Climate For Global Business.

2010



UpstateSCAlliance
Business moves here.





FEBRUARY: Articles of Incorporation filed for **Upstate South Carolina Regional Alliance, Inc.**

Samuel J. Konduros hired as President & CEO



Alliance establishes offices at The Point & The Crescent Center

2000



First-ever **Spirit of the Upstate** awarded to Carl Flesher, BMW Associate #1

Henry "Hal" Johnson hired as President & CEO



AUGUST: Inaugural **Upstate South Carolina Showcase** welcomes 15 consultants to the region; event is a precursor to inbound familiarization tours

2005

I Was Blown Away campaign receives Southern Economic Development Council (SEDC) awards, including Best in Class & Best in Show



Alliance produces **Competitive Asset Map, Target Industry Profiles & Marketing Strategy Plans** with support from *Avalanche Consulting, Greyhill Advisors & McCallum Sweeney Consulting*



Property Navigator database launches with custom-built Upstate data points

OCTOBER: Alliance launches social media channels:



@SCUpstate



Upstate SC Alliance



2009

2002

NOVEMBER: Upstate Alliance moves to **124 Verdae Blvd., Suite 202**



NOVEMBER 21: All **10 Upstate Counties** become aligned with Upstate Alliance

Upstate Alliance supports Clemson University & industry leaders in working to establish the **International Center for Automotive Research**

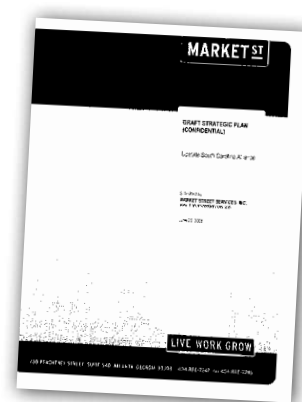
2008

Alliance adopts **Strategic Plan** produced by *Market Street Services*

Spirit of the Upstate awarded to Irv Welling, an early Alliance visionary & advocate



Coffee & Conversation guest speaker & investor networking event series launches





Spirit of the Upstate awarded to Bobby Hitt, Secretary of Commerce & former Executive Committee member

Alliance establishes dedicated **Research** position, geared toward proactive data collection, management & analysis

Aerospace is added as a target industry



MARCH: Alliance is awarded \$96,250 in grants from **Duke Energy Foundation & SC Power Team** for access to the **customizable labor database Emsi**



APRIL: IndustryWeek Best Plants Conference brings 800 executives from 300 companies to the Upstate. The event was recruited by the Greenville CVB, & the Alliance leveraged it for media coverage, advertising opportunities & a VIP dinner with industry leaders & IndustryWeek executives

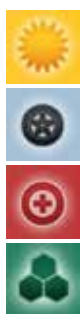


2011

2013

2010

Alliance launches new Strategic Marketing Initiative, which includes **Upstate SC Alliance** brand, enhanced upstateSCalliance.com website & industry target areas: **Advanced Materials, Biosciences, Automotive, Energy**



Spirit of the Upstate awarded to Christian E. G. Przirembel, Ph.D., Vice President Emeritus for Research & Economic Development, Clemson University

2012

Alliance launches **Investor Roundtable Club** to create small group networking & idea sharing opportunities



Alliance relocates to larger office at 124 Verdae – & **manages to keep Suite #202**

2014

John H. Lummus hired as President & CEO



NOVEMBER: Upstate SC accepted into **Global Cities Initiative**, a joint project of the Brookings Institution & JPMorgan Chase





MARCH: Upstate Regional Export Plan released

Alliance launches a comprehensive, proprietary **Upstate industry database** shared with city & county economic developers

2015



MARCH: Updated Strategic Plan launched, with revised mission:

"To position the Upstate to excel in the global economy through strategic marketing, collaboration and thought leadership."

JULY: Upstate Global Competitiveness Council launches, with \$100,000 program grant from a JPMorgan Chase



2017



JULY: Site Selection Magazine features region in Upstate Intelligence Report



AUGUST: Spirit of the Upstate awarded to Charles Dalton, retired from Blue Ridge Electric Cooperative

2016

MARCH: Upstate Regional Foreign Direct Investment Plan released



JULY: Upstate hosts Global South Metro Exchange, gathering of Atlanta, Charleston, Charlotte & Upstate leaders



SEPTEMBER: SC Department of Commerce & Regional EDOs begin Landing Pad program

2018

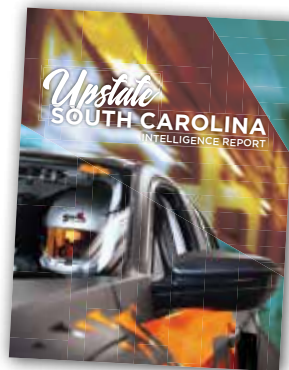
MARCH: #TeamUpstate storytelling & video campaign kicks off

#TeamUpstate





Site Selection Magazine revisits region for Upstate Intelligence Report



Food Manufacturing is added as a target industry



International Inbound welcomes 17 foreign consultants, trade representatives & binational chamber representatives from 13 countries to visit the region



Alliance & Upstate Chamber Coalition lead business delegation to Washington, D.C. to **advocate with federal representatives**

JAN

MAY

SEPT

APR

Move Up Talent Attraction Initiative launched



AUG

Alliance leads Business Recruitment trip to **Woodward Dream Cruise** in Detroit



OCT

Site Consultant Inbound welcomes eight site selectors to experience the Upstate



MoveUpstateSC.com receives awards:

- Gold Award in the IEDC Excellence in Economic Development Awards
- Platinum in the dotCOMM Awards
- Certificate of Superior in the SEDC Communication Awards
- Gold in the MarCom Awards



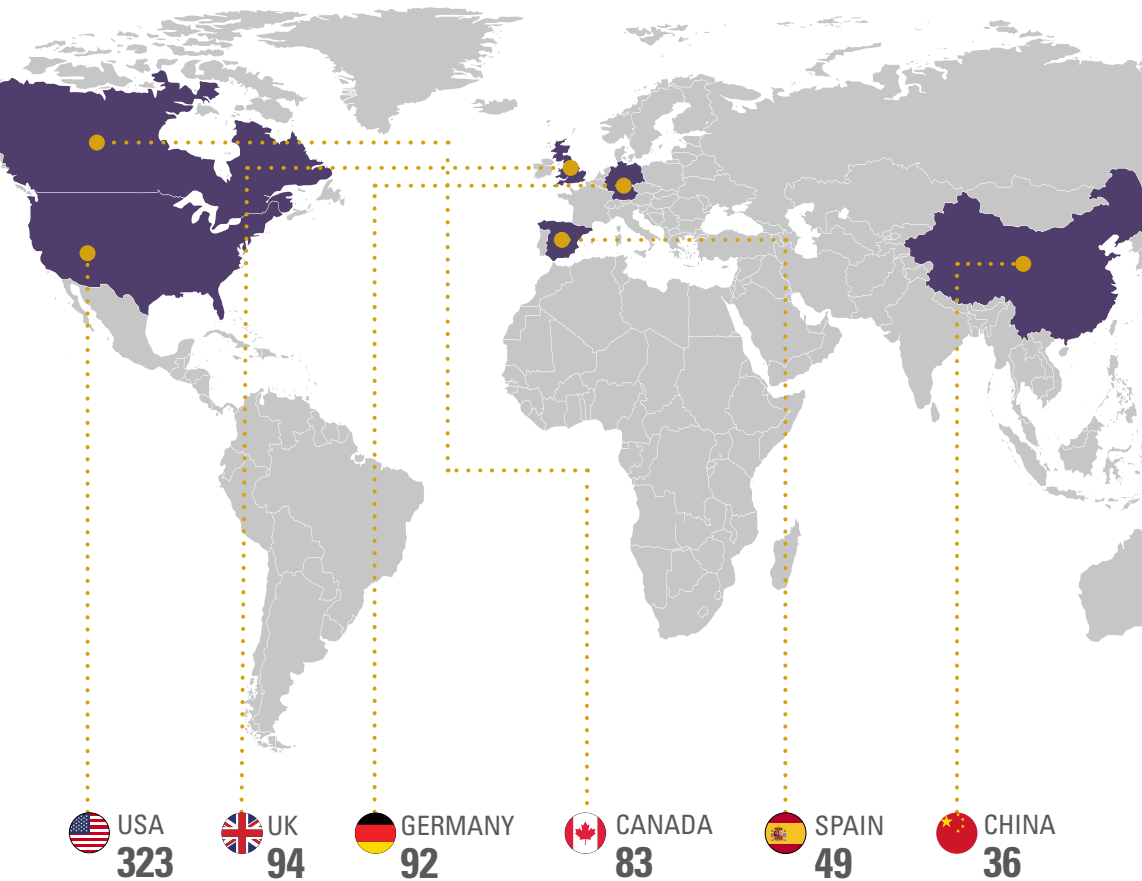
Spirit of the Upstate awarded to Dr. Ronnie Booth, retired from Tri-County Technical College



BUSINESS RECRUITMENT

TOP COUNTRIES OF INTEREST

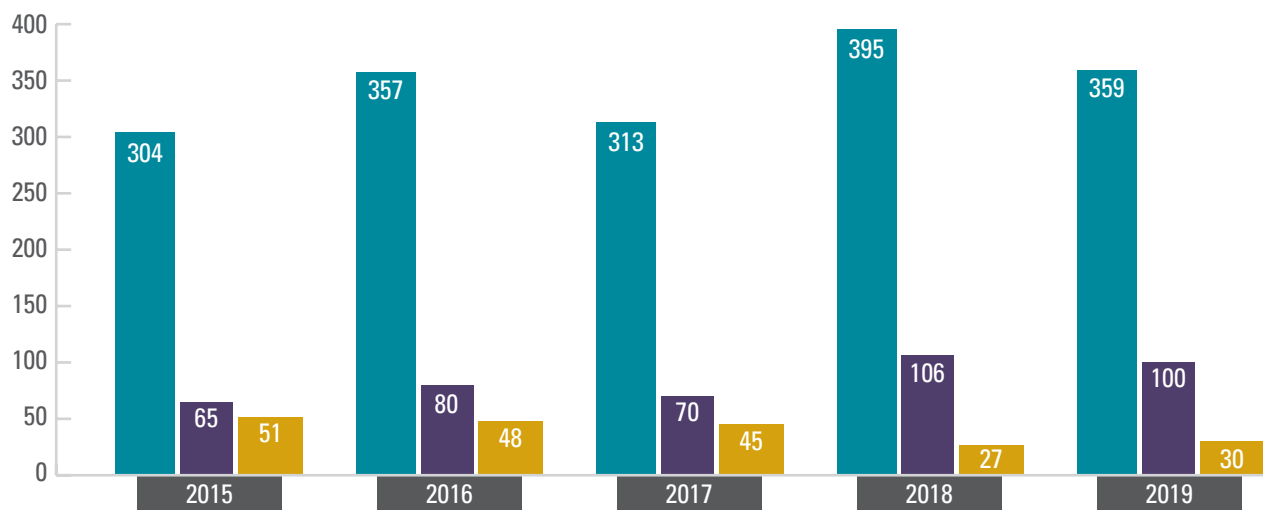
Measured by active contacts in pipeline



2019 PIPELINE

	Engineered Materials	229
	Auto & Transport	220
	Aero & Defense	135
	Industrial MFG	133
	Life Sciences	118
	Other	96
	Business Services	85
	Food Production	66
TOTAL		1,082

EXTERNAL ENGAGEMENTS *by the numbers*



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

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

MARKETING & BUSINESS RECRUITMENT CALENDAR 2019

OUTBOUND EVENTS

EVENT	LOCATION	INDUSTRY
Arab Health	Dubai, United Arab Emirates	Life Sciences
International Production & Processing Expo	Atlanta, GA	Food Processing
Power Team Mission Trip	Montreal / Toronto	All sectors
Domestic Mission	Cincinnati / Columbus	All sectors
JEC World International Composites Show	Paris, France	Engineered Materials
Aeromart Suppliers Forum	Quebec City / Montreal	Aerospace / All
NextGen Talks	Brooklyn, NY	COIs
IAMC Spring Forum	Santa Barbara, CA	COIs
Belgium / Netherlands Mission Trip	Belgium / Netherlands	All sectors
Chicago Commerce Consultant Lunch	Chicago, IL	COIs
Nordic Investment Mission	Helsinki, Finland	All sectors
BIO International	Philadelphia, PA	Life Sciences
SelectUSA	Washington, DC	All sectors
Paris Air Show	Paris, France	Aerospace
Woodward Dream Cruise Event	Detroit, MI	COIs / Prospects
Charlotte Mission	Charlotte, NC	COIs
European Mission Trip	Europe	All sectors
Newcastle / Edinburgh Mission	United Kingdom	All sectors
Auto Technology Mission	West Coast	Automotive
Women in ED Conference	Denver, CO	COIs
UK Mission	Greater London	All sectors
Ireland Mission	Dublin, Ireland	All sectors
Original Equipment Suppliers Association (OESA) Automotive Supplier Conference	Detroit, MI	Automotive
Atlanta Consultant Lunch	Atlanta, GA	COIs
Economix	Charleston, SC	COIs

INBOUND EVENTS

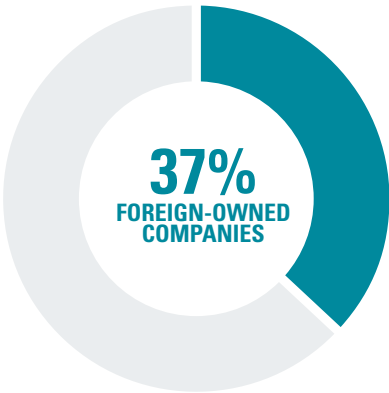
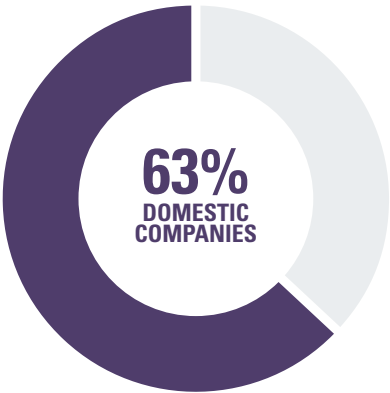
EVENT	LOCATION	INDUSTRY
Local Site Consultant Event	Upstate	COIs
Japan American Association Dinner	Upstate	All sectors
SC Auto Summit	Upstate	Automotive
BMW Diversity Supplier Conference	Upstate	Automotive
International Commerce Visit	Columbia, SC	All sectors
UA International Inbound	Upstate	COIs
OESA SE Regional Meeting	Upstate	Automotive
BMW Pro-Am Tournament	Upstate	All sectors
Upstate Consultant Inbound	Upstate	COIs
SCBIO Conference	Upstate	Life Sciences

2019 ANNOUNCEMENTS

2019

 **\$1.28B** in new capital investment

 **4,577** new jobs announced

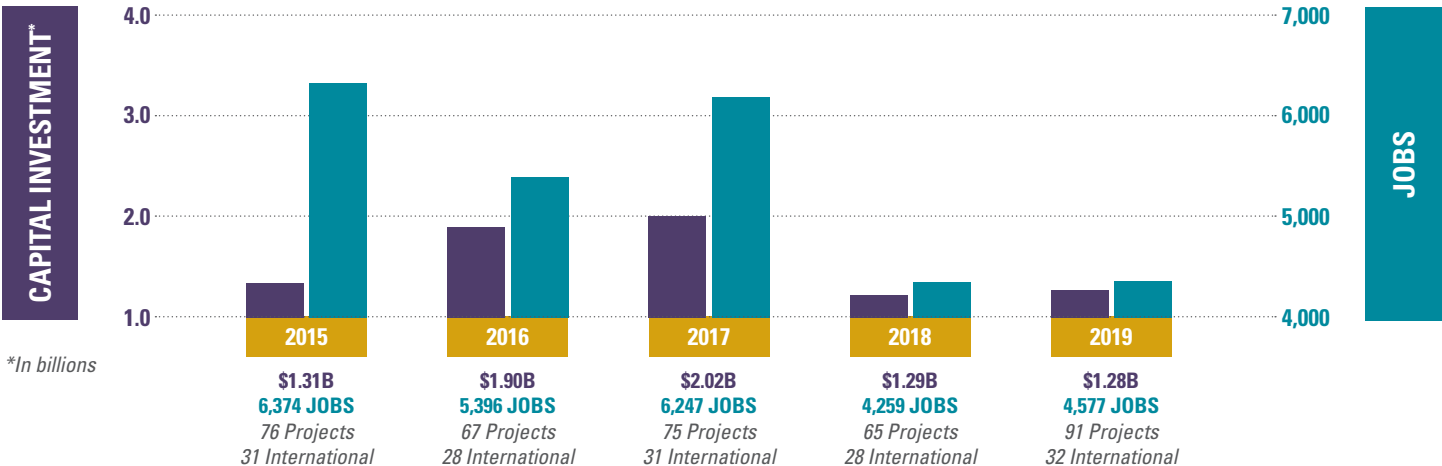


UPSTATE ANNOUNCEMENTS *by the numbers*

5 YEAR TOTAL

 **\$7.80B** in new capital investment

 **26,853** new jobs announced



2019 ANNOUNCEMENTS *new vs. existing*

NEW COMPANIES 2019



31

new company
announcements

- AddUp USA
- AIRSYS Cooling Technologies
- Alo USA
- Blue Bird Solar
- Confidential New Announcements
- CubeSmart
- Cypress Solar
- Depcom Power
- docs24
- Global Transplant Solution
- Horton Holding, Inc.



\$372M

in new capital
investment

- IPSUM Technologies
- Lincoln Terminal
- Lowes
- NARENCO (Solar) National Renewable Energy Corp
- Norwegian Cruise Lines
- P3 North America
- Palmetto Pedic
- Poster Sale LLC
- Project Das Boot
- Project PV-1 (Solar)



1,160

new jobs
announced

- R&E Automated Systems
- Renew Petra (Solar)
- Renewable Properties
- Rooker (Augustus)
- Southern Current
- The Muffin Mam, Inc.
- TR Fastenings
- valantic SCE (USA) Inc.
- Van Trust, LLC
- Xingda

EXISTING COMPANIES 2019



60

existing company
announcements

- 3M
- 98 Ventures (UST)
- Accurate Brazing
- ACI Plastics
- Anderson Industries, LLC
- Bausch & Lomb
- Baxter Enterprises/Hi-Tech Mold & Engineering
- BMW
- Borgers
- Central Packaging & Crating
- CeramTec North America
- Dantherm Cooling
- Dare Foods
- DB Santasalo
- Eberspaecher North America
- Echols Oil Company
- Fibertex Nonwovens
- Freightliner Custom Chassis Corporation
- Fujifilm



\$910M

in new capital
investment

- Fuyao North America Inc.
- Getronics
- Global Lending Services
- Greenwood Fabricating and Plating
- Greenwood Genetics Center
- GSP International Airport
- International Wire Group
- InvestiNet
- Kelley Engineering
- Kimura Inc.
- KP Components
- Lucideon M+P
- Magna Seating
- Milliken & Company
- Milliken & Company - Allen Plant
- Milliken & Company - Pendleton Plant
- MSI Mold Builders
- Multi-Pack
- National Engineering & Survey Group (NCEES)



3,417

new jobs
announced

- Nestle
- Noregon
- Ortec
- Pierburg US, LLC
- Polydeck Screen Corporation
- Prisma Health
- Standard Motor Products
- Stoll Industries
- Strategy Plastics LLC
- T&S Brass and Bronze Works, Inc.
- Techtronic Industries Power Equipment (TTI)
- Tile Council of North America, Inc.
- Tower Automotive
- Transtech
- Trelleborg Wheel Systems
- U.S. Waffle Company
- Under the Carolina Moon
- US Lumber Group
- Vermeer



BUILDING A GLOBAL *region*

SPRING INTERNATIONAL INBOUND

With our International Inbound, we hosted 17 foreign consultants, trade representatives and binational chamber representatives from 13 countries for a visit to the region. We showcased why business moves and thrives here, from Landing Pads to entrepreneurship. They also met with Upstate business leaders during an International Speed Round, discussed federal issues with Congressional staff members, and met the region's Local Economic Developers.



17

representatives from



13

countries

WELCOMING COIs TO THE UPSTATE

- International Inbound
- Duff and Phelps Inbound
- Clemson Game
- Fall Inbound
- SCBIO Inbound

TELLING THE UPSTATE STORY



*Landing Pad
Brochure*



*"It All Adds Up"
Video Brochure*



*Boards at GSP
International Airport*

GLOBAL GROWTH IN THE MIDDLE MARKET



11

Grow Your Business
events



703

Grow Your Business
event attendees



633

"The Upstate Globe"
Newsletter Subscribers

To maximize the impact and reach of our Global Competitiveness Program, we partnered with the European-American Chamber of Commerce – Carolinas, the German-American Chamber of Commerce, and Upstate International on event programming and promotion.



ATTRACTING TALENT: MOVE UPSTATE SC

Business growth fuels opportunities for talent. And, as a result, talent fuels opportunities for business to grow. In April 2019, we launched Move Up, a website and campaign geared toward connected Upstate South Carolina employers with employees who will help their companies grow. Move Up is a resource aimed at answering the question, "So, what's it like to live in the Upstate?"



36

presentations



951

presentation attendees



20

badge/link/video uses



1,136

social followers



915.9K

impressions



AWARD-
WINNING
WEBSITE

MoveUpstateSC.com has been recognized with:

- Gold Award in the IEDC Excellence in Economic Development Awards
- Platinum in the dotCOMM Awards
- Certificate of Superior in the SEDC Communication Awards
- Gold in the MarCom Awards



14.8K

engagements



7,162

link clicks

April 2019-December 2019

INVESTORS *by the numbers*

The Alliance's work is funded through public-private partnership, including:



175+

private sector
investors



19

public sector
investors

Updated February 2020

2019 INVESTOR ACTIVITY



22

new
investors



5

upgraded
investors



52

investor events
and networking
opportunities



118

research requests
fulfilled for public
and private investors



FINANCIAL OVERVIEW 2019

ASSETS

Total Current Assets	\$2,712,019.94
Total Property & Equipment	\$219,316.02

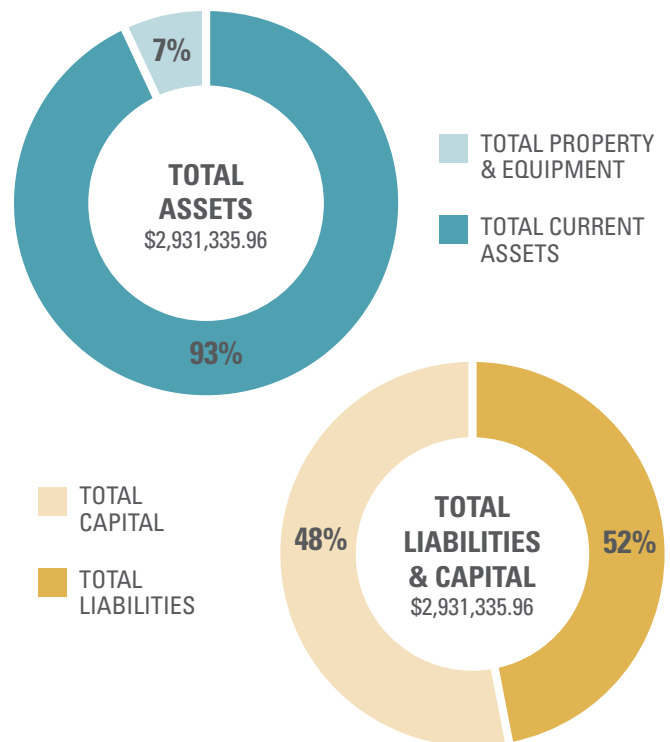
TOTAL ASSETS	\$2,931,335.96
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LIABILITIES & CAPITAL

Total Current Liabilities	\$1,358,187.17
Total Long-Term Liabilities	\$33,739.56
TOTAL LIABILITIES	\$1,391,926.73

Beginning Unrestricted Net Assets	\$1,419,880.66
Change in Net Assets	\$119,528.57
TOTAL CAPITAL	\$1,539,409.23

TOTAL LIABILITIES & CAPITAL	\$2,931,335.96
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FINANCIAL SUMMARY & Historical Analysis

REVENUE	2019 ACTUAL	2019 BUDGET	2018 ACTUAL	2017 ACTUAL
Investor Revenue	\$1,642,078.29	\$1,662,680.92	\$1,552,926.26	\$1,643,862.96
Sponsorships/Grants/Other Revenue	\$186,055.46	\$112,500.00	\$122,045.72	\$82,566.91
State Funds Applied to Budget	\$907,440.97	\$1,125,275.40	\$804,671.94	\$686,356.66
TOTAL REVENUE	\$2,735,574.72	\$2,900,456.32	\$2,479,643.92	\$2,412,786.53

EXPENSES	2019 ACTUAL	2019 BUDGET	2018 ACTUAL	2017 ACTUAL
Total Operational Expense**	\$753,193.63	\$764,947.15	\$664,280.90	\$579,415.58
Total Program and Service Expense	\$1,740,789.84	\$1,985,191.60	\$1,587,552.37	\$1,375,205.70
Total Fundraising Expense	\$122,062.68	\$140,500.00	\$120,040.00	\$103,335.90
TOTAL EXPENSES	\$2,616,046.15	\$2,890,638.75	\$2,371,873.27	\$2,057,957.18

**Must add depreciation amount to get true number

FINANCIAL SUMMARY at a glance

2019 ACTUAL	2019 BUDGET	2018 ACTUAL	2017 ACTUAL
TOTAL REVENUE \$2,735,574.72	TOTAL REVENUE \$2,900,456.32	TOTAL REVENUE \$2,479,643.92	TOTAL REVENUE \$2,412,786.53
TOTAL EXPENSES \$2,616,046.15	TOTAL EXPENSES \$2,890,638.75	TOTAL EXPENSES \$2,371,873.27	TOTAL EXPENSES \$2,057,957.18

EXECUTIVE COMMITTEE 2019

The following leaders and Executive Committee members presided during 2019:

OFFICERS



CHAIRMAN
STEVE COOPER
Managing Partner
Rödl & Partner



VICE-CHAIRWOMAN
EMILY DEROBERTS
Government &
Community Relations
Duke Energy



IMMEDIATE PAST CHAIR
MAX METCALF
Government &
Community Relations
BMW Manufacturing Co.



JOHN LUMMUS
President/CEO
Upstate SC Alliance

MEMBERS AT LARGE



STEVE BROWN
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
Former Council Member
Greenville City Council



MIKE PANASKO
Business Development
Manager
City of Greenville

NON-VOTING

“

We are poised for much greater success if we continue to strengthen our Alliance to take advantage of the opportunities.

What do we need to do?

What must we improve on?

What areas need work?

Our answers to these questions will guide the work ahead of us.”

DOUG HARPER,
CHAIRMAN'S LETTER
IN 2006 ANNUAL REPORT



UpstateSCAlliance

124 Verdae Blvd., Suite 202
Greenville, SC 29607
864.283.2300
upstateSCalliance.com



Upstate SC Alliance Performance Metrics - 2019

Lead Regional Marketing and Business Attraction / Move Up the Manufacturing Value Chain															
Strategic Lead Generation	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
New Companies in the Pipeline - Total	150	6	15	18	19	15	19	12	12	0	21	1	9	147	98%
RFIs and Property Searches	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
UA Generated		0	0	5	1	1	2	1	1	0	0	1	1	13	
DOC		1	0	1	4	2	1	2	2	0	2	0	2	17	
Total	33	1	0	6	5	3	3	3	3	0	2	1	3	30	91%
Relationship Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Introductory Conference Calls (Go-to Meeting)		1	1	0	2	1	3	2	2	3	3	0	1	19	
Company Visits - Inbound	55	2	4	6	4	1	5	2	1	2	5	1	2	35	64%
Company Visits - Outbound		15	1	23	12	8	15	0	4	16	6	4	0	104	
COI Visits - Inbound	30	3	3	2	1	17	5	9	3	2	13	2	0	60	200%
COI Visits - Outbound	85	0	0	3	13	18	15	0	0	13	12	17	0	102	120%
Total Presentations	350	20	8	24	32	35	43	14	21	36	40	24	3	300	86%
Website Marketing	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Unique Visitors (Users)		2,095	2,146	3,762	2,460	2,770	3,929	3,557	3,632	4,204	4,853	5,377	3,832	42,617	
US Non-SC Traffic (Sessions)		1,179	1,106	2,264	1,111	1,260	2,723	2,449	2,202	2,813	3,088	3,746	2,436	26,377	
International Traffic (Sessions)		242	314	309	312	371	573	536	621	802	817	911	719	6,527	
Total Sessions	43,000	2,688	2,719	4,473	3,245	3,493	4,662	4,229	4,267	4,921	5,653	6,056	4,412	50,818	118%
Engage Intentionally in the Global Economy															
Export Progress/International Competitiveness	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Export Events	10	1	1	1	2	1	1	1	0	1	1	1	0	11	110%
"Compete Globally" Partnership trainings/events	11	1	2	1	1	1	1	0	1	1	1	1	0	11	100%
Establish the UA as an Economic Thought Leader															
UA Communications Activities	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Pitched Story Ideas	10	3	0	6	1	6	0	1	1	0	0	0	1	19	190%
Published Advocacy Pieces	11	2	0	0	0	0	0	0	0	0	0	0	0	2	18%
Partnered or Commissioned Content	1	0	0	0	0	1	0	1	0	0	0	0	1	3	300%
Media Meetings (relationship building, seed planting)	8	2	0	2	1	2	0	1	0	1	0	1	1	11	138%
Blogs Published	24	4	1	2	2	2	2	1	1	0	2	2	1	20	83%
Press Releases	3	0	0	1	1	0	0	0	1	0	2	0	0	5	167%
Local Economic Developer PR Assistance	10	0	1	0	0	0	0	0	1	1	0	0	1	4	40%
Quotes provided to DOC / other Stakeholders	4	2	1	1	0	0	0	0	2	3	0	0	0	9	225%
Social Media Group Activity Overview (rates effectiveness of all organizationl social media)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Engagements	18,000	1,612	1,865	2,005	2,359	1,420	2,224	1,075	1,673	1,735	1,764	2,037	1,242	21,011	117%
Link Clicks	6000	730	713	862	1065	656	956	479	566	435	607	287	350	7706	128%
Social Media Marketing - Activity (Posts)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Facebook	300	28	23	27	27	23	25	16	16	20	17	12	17	251	84%
Twitter	400	37	34	42	47	39	45	16	31	20	39	15	26	391	98%
LinkedIn	300	28	23	25	22	21	28	15	17	14	18	14	12	237	79%
Total Activity	1,000	93	80	94	96	83	98	47	64	54	74	41	55	879	88%
Social Media Marketing - Subscriptions (Followers)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Max	% of Progress
Facebook	1,300	1,108	1,120	1,140	1,178	1,196	1,213	1,223	1,236	1,243	1,257	1,277	1,282	1,282	99%
Twitter	9,200	8,609	8,646	8,671	8,718	8,730	8,760	8,796	8,834	8,849	8,885	8,912	8,906	8,912	97%

LinkedIn	4,000	2,917	3,139	3,473	3,744	3,964	4,093	4,203	4,292	4,381	4,478	4,593	4,592	4,593	115%
Total Subscriptions	14,500	12,634	12,905	13,284	13,640	13,890	14,066	14,222	14,362	14,473	14,620	14,782	14,780	14,782	102%
Social Media Marketing - Impressions (seen)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Facebook	130,000	15,320	9,378	15,879	16,023	8,139	13,966	8,144	7,595	7,840	5,188	14,400	4,114	125,986	97%
Twitter	400,000	30,932	25,480	28,852	35,358	29,311	30,541	16,269	23,322	17,400	24,400	17,200	16,300	295,365	74%
LinkedIn	425,000	23,366	29,407	30,544	26,369	22,072	31,953	20,436	27,094	19,000	24,000	13,300	12,600	280,141	66%
Total Impressions	955,000	69,618	64,265	75,275	77,750	59,522	76,460	44,849	58,011	36,400	53,588	44,900	33,014	693,652	73%
UA + The Media	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Total Media Mentions (solicited and unsolicited)	130	20	16	2	36	21	19	9	17	25	11	8	3	187	144%
Unsolicited Media Mentions	40	4	0	1	9	6	7	4	3	19	1	1	3	58	145%
Media Requests (total - includes data, comment or business source)	60	4	0	5	4	2	2	1	2	2	1	1	0	24	40%
Media Request for Data (includes Research inquiry)	20	0	0	2	0	0	0	0	0	0	0	0	0	2	10%
Media Request for UA Comment	30	2	0	3	5	2	2	1	1	2	1	1	1	21	70%
Media Request for Other Expert Sources	10	2	0	12	1	0	0	0	1	1	0	0	0	17	170%
Media Advertisements - Print	26	0	0	2	2	0	5	0	4	3	2	3	2	23	110%
Media Advertisements - Online	21	0	1	3	1	3	1	0	2	4	3	1	0	19	90%
Reporter Inquiries or Opportunities Shared with Investor	10	4	0	6	1	0	0	1	0	1	0	0	0	13	130%
Advocacy Interactions	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Advocacy/Thought Leadership Presentations to Elected Officials	15	0	1	0	0	1	0	0	0	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	0	0	0	5	33%
Advocacy/Thought Leadership Events/Meetings**	15	5	1	1	4	5	0	1	5	10	0	2	1	35	233%
Move Up Metrics															
Website Marketing (Move Up Website)	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Unique Visitors (Users)	38,000	-	-	-	309	2,862	5,296	4,561	4,987	5,592	6,021	3,237	4,121	36,677	0
Indeed Job Views	8,000	-	-	-	129	1,977	1,096	951	605	1,091	1,349	672	1,120	8,861	0
Outbound Link Clicks to Key Resources (non-Indeed)	4,800	-	-	-	67	1,054	519	505	440	711	913	420	632	5,194	0
Social Media - Aggregate for All Move Up Channels	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Followers	1,000	-	-	-	203	467	646	722	811	896	976	1,062	1,137	1,137	114%
Impressions	750,000	-	-	-	5,446	8,914	232,800	178,700	149,000	94,300	111,700	27,000	107,100	914,960	122%
Engagements + Link Clicks	15,000	-	-	-	484	698	3,934	2,114	3,649	2,221	2,654	989	5,077	21,820	145%
Internal Audience Development	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Number of Presentations/Company Meetings	30	0	0	1	0	11	1	4	1	5	3	7	2	35	117%
Presentation Participants	750	0	0	11	0	380	80	63	4	265	38	90	20	951	127%
Badge/Link/Video Uses	20	0	0	0	0	0	0	0	4	6	1	4	3	18	90%
Anchor Efforts in Robust Research															
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Non-RFI/Project Related Research Requests to Locals	71	3	4	4	7	5	5	8	3	4	10	3	2	61	86%
RFI/Project Related Research Support to Locals	34	3	3	4	1	0	2	2	2	1	3	1	2	23	68%
Other UA Support to Locals (PR or marketing support)	13	9	0	0	1	0	0	0	0	2	0	2	1	8	62%
Total Requests for Research Support (all origins)	195	2	14	22	16	21	14	20	17	15	24	9	10	197	101%
Updating/Maintenance of Standard Data Sets	12	1	1	2	0	2	3	0	2	1	2	0	1	15	125%
Research Support for UA (maps, website, fact sheets, PR)	24	5	1	2	4	11	2	0	8	4	3	3	0	43	179%
New Research Reports Generated	4	0	0	1	0	0	1	0	0	1	0	0	1	4	100%

*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

Goal set

Comparison to previous year

Upstate SC Alliance Performance Metrics - 2020

Lead Regional Marketing and Business Attraction / Move Up the Manufacturing Value Chain											
Strategic Lead Generation	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
New Companies in the Pipeline - Total	0	13	16	10	14	5	0	1	5	11	75
RFIs and Property Searches	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
UA Generated		1	1	5	3	0	0	0	0	1	11
DOC		3	1	1	0	2	0	1	1	1	10
Total	0	4	2	6	3	2	0	1	0	0	18
Relationship Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Introductory Conference Calls (Go-to Meeting)		4	2	2	1	5	5	2	3	7	31
Company Visits - Inbound	0	7	1	11	0	1	1	2	0	6	29
Company Visits - Outbound		23	1	0	0	0	0	0	0	6	30
COI Visits - Inbound	35	0	1	0	0	0	4	0	2	0	7
COI Visits - Outbound	90	7	0	17	0	18	0	0	0	21	45
Total Presentations	0	60	20	35	3	9	14	5	5	35	186
Website Marketing	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Unique Visitors (Users)		5,386	4,775	3,161	2,582	3,150	4,104	3,634	3,978	3,850	0
US Non-SC Traffic (Sessions)		3,468	2,949	1,674	1,489	1,198	2,278	2,032	2,359	2,195	0
International Traffic (Sessions)		877	971	734	226	700	1,061	770	926	748	0
Total Sessions	55,000	6,364	5,666	3,885	3,205	3,803	4,919	4,387	4,767	4,514	0
Engage Intentionally in the Global Economy											
Export Progress/International Competitiveness	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Export Events	0	0	0	0	0	0	0	0	0	0	0
"Compete Globally" Partnership trainings/events	10	1	0	1	0	1	1	0	1	1	8
Establish the UA as an Economic Thought Leader											
UA Communications Activities	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Pitched Story Ideas	10	6	2	0	1	3	0	1	0	0	14
Published Advocacy Pieces	4	1	0	0	0	0	0	0	1	0	2
Partnered or Commissioned Content	2	0	0	0	0	0	1	0	1	0	2
Media Meetings (relationship building, seed planting)	10	2	1	0	0	0	0	1	3	2	12
Blogs Published	18	3	1	3	0	2	2	1	0	0	13
Press Releases	3	0	2	0	0	0	0	0	0	0	2
Local Economic Developer PR Assistance	4	0	0	0	0	0	1	0	0	0	2
Quotes provided to DOC / other Stakeholders	9	0	0	0	0	2	0	0	0	1	3
Social Media Group Activity Overview (rates effectiveness of all organizationl social media)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Engagements	21,011	1,745	1,212	1,446	1,118	310	1,642	1,316	725	1,151	11,876
Link Clicks	7706	502	416	274	354	92	597	499	256	467	3941
Social Media Marketing - Activity (Posts)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Facebook	250	16	10	16	24	2	21	19	7	16	144
Twitter	400	25	25	31	22	2	18	29	17	20	210
LinkedIn	250	11	9	10	30	2	21	19	12	19	152
Total Activity	900	52	44	57	76	6	60	67	36	55	506
Social Media Marketing - Subscriptions (Followers)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Max
Facebook	1,500	1,298	1,312	1,320	1,324	1,323	1,331	1,328	1,357	1,375	1,381
Twitter	9,500	8,926	8,951	8,993	9,034	5,211	9,030	9,074	9,093	9,117	9,155

LinkedIn	6,000	4,776	4,949	5,036	5,125	#REF!	5,336	5,452	5,542	5,640	5,729
Total Subscriptions	17,000	15,000	15,212	15,349	15,483	15,564	15,697	15,854	15,992	16,132	16,265
Social Media Marketing - Impressions (seen)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Facebook	125,000	7,451	5,508	5,323	22,400	2,507	2,777	2,307	1,122	2,699	34,803
Twitter	296,000	24,300	17,200	25,200	#REF!	4,499	39,219	16,369	11,625	10,195	184,871
LinkedIn	290,000	14,500	14,300	9,270	13,500	5,351	21,050	19,217	13,031	16,180	142,650
Total Impressions	711,000	46,251	37,008	39,793	35,900	12,357	63,046	37,893	25,778	29,074	358,727
UA + The Media	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Total Media Mentions (solicited and unsolicited)	187	10	16	42	9	5	30	9	18	6	149
Unsolicited Media Mentions	58	1	0	0	1	3	1	7	6	2	22
Media Requests (total - includes data, comment or business source)	24	2	2	7	3	2	0	0	0	2	19
Media Request for Data (includes Research inquiry)	2	0	1	1	1	0	0	0	0	0	3
Media Request for UA Comment	21	2	2	6	1	2	0	0	0	1	14
Media Request for Other Expert Sources	17	0	1	2	0	1	0	0	0	1	6
Media Advertisements - Print	23	3	1	0	2	0	1	1	0	1	10
Media Advertisements - Online	19	3	1	0	4	0	0	2	1	4	18
Reporter Inquiries or Opportunities Shared with Investor	13	0	3	1	2	1	0	0	0	2	10
Advocacy Interactions	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Advocacy/Thought Leadership Presentations to Elected Officials	19	0	0	0	0	0	0	0	0	0	0
Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	5	0	0	0	0	1	1	0	3	2	7
Advocacy/Thought Leadership Events/Meetings**	25	7	1	4	4	2	1	4	5	1	31
Move Up Metrics											
Website Marketing (Move Up Website)	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Unique Visitors (Users)	50,000	4,184	4,226	4,186	5,185	3,812	7,924	1,685	4,095	5,688	46,166
Indeed Job Views	15,000	1,320	1,457	904	939	1,207	1,207	501	3,237	3,847	18,167
Outbound Link Clicks to Key Resources (non-Indeed)	7,000	686	626	608	378	573	573	380	507	928	5,545
Social Media - Aggregate for All Move Up Channels	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Followers	2,250	1,252	1,480	1,622	1,710	1,769	1,810	1,866	1,909	1,963	2,008
Impressions	750,000	3,168	271,500	205,139	7,628	5,754	7,635	9,627	8,511	6,577	533,439
Engagements + Link Clicks	20,000	174	4,949	2,967	399	382	626	739	545	476	11,820
Internal Audience Development	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Number of Presentations/Company Meetings	35	3	5	1	3	3	1	2	0	2	24
Presentation Participants	400	58	63	8	76	41	12	6	0	8	355
Badge/Link/Video Uses	20	0	4	0	0	0	0	0	1	1	7
Anchor Efforts in Robust Research											
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Non-RFI/Project Related Research Requests to Locals	61	7	9	4	12	6	14	15	7	7	81
RFI/Project Related Research Support to Locals	23	4	1	7	5	2	0	1	0	7	27
Other UA Support to Locals (PR or marketing support)	8	0	0	0	0	0	2	0	0	1	3
Total Requests for Research Support (all origins)	197	26	23	23	24	15	25	23	28	23	210
Updating/Maintenance of Standard Data Sets	15	1	2	1	2	1	2	1	1	1	12
Research Support for UA (maps, website, fact sheets, PR)	43	1	4	3	4	1	3	9	7	3	35
New Research Reports Generated	4	0	0	0	0	0	1	0	0	1	2

*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

Goal set
Comparison to previous year

2019 Upstate South Carolina Announcements

Total:		91	\$1,282,124,385	4,577	2,589,600	International			32
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Spartanburg	Renewable Properties	New	22,700,000	0		Energy	Solar Farm	Jan-19	No
Greenville	docs24	New		3		Other - Business Services	Sales, customer service	Jan-19	United Kingdom
Greenville	valantic SCE (USA) Inc	New		15		Automotive	Business Services, Logistics	Feb-19	Germany
Greenwood	CubeSmart	New	2,750,000	1	47,000	Other - Business Services	Self Storage	Feb-19	No
Cherokee	Technomic Industries Power Equipment (TTI)	New	50,000,000			Other - Consumer Products	Manufacturing, Distribution	Mar-19	China
Oconee	Horton Holding, Inc.	New	22,000,000	125	100,000	Automotive	Manufacturing	Apr-19	No
Pickens	IPSUM Technologies	New	19,200,000	55		Aerospace, Life Sciences, Engineered Materials	Manufacturing	Apr-19	No
Laurens	The Muffin Mom, Inc	New	18,800,000	114	100,000	Food Manufacturing	Manufacturing	Apr-19	No
Greenville	Norwegian Cruise Lines	New	0	30		Other - Business Services	Call center	Apr-19	No
Greenville	TR Fastenings	New				Automotive	Manufacturing	May-19	United Kingdom
Anderson	Blue Bird Solar	New	4,000,000			Energy	Solar Farm	May-19	No
Anderson	Van Trust, LLC	New	14,000,000			Other - Business Services	Industrial Real Estate	May-19	No
Greenville	AddUp USA	New	100,000	12		Other - Industrial	Manufacturing	May-19	France
Anderson	Southern Current	New	6,000,000			Energy	Solar Farm	Jun-19	No
Greenville	P3 North America	New				Automotive	Business Services	Jun-19	Germany
Greenville	Poster Sale LLC	New	0	4		Other - Logistics	Distribution, Office	Jul-19	No
Greenville	Alo USA	New	6,000,000	44		Other - Industrial	Distribution	Jul-19	Sweden
Greenville	Xingda	New	0	3		Other - Business Services	Automotive	Sep-19	China
Spartanburg	R&E Automated Systems	New	12,000,000	176		Engineered Materials	Manufacturing	Sep-19	No
Anderson	Rooker (Augustus)	New	12,000,000			Other - Business Services	Industrial Real Estate	Sep-19	No
Spartanburg	AIRSYS Cooling Technologies	New	5,000,000	116		Engineered Materials	HQ, Manufacturing, Information Technology	Dec-19	China
Cherokee	Palmetto Pedic	New	8,500,000	60		Engineered Materials	Manufacturing	Dec-19	China/USA
Spartanburg	Cypress Solar	New	3,000,000	0		Energy	Solar Farm	Dec-19	No
Spartanburg	Depcom Power	New	9,000,000	0		Energy	Solar Farm	Dec-19	No
Spartanburg	Global Transplant Solution	New	2,500,000	74		Life Sciences	Distribution	Dec-19	No
Spartanburg	Lincoln Terminal	New	8,600,000	8		Energy	Distribution, Logistics	Dec-19	No
Spartanburg	NARENCO (Solar) National Renewable Energy Corp	New	8,400,000	0		Energy	Solar Farm	Dec-19	No
Spartanburg	Project Das Boot	New	46,200,000	34		Advanced manufacturing	Manufacturing	Dec-19	Germany
Spartanburg	Project PV-1 (Solar)	New	22,500,000	0		Energy	Solar Farm	Dec-19	No
Spartanburg	Lowes	New	98,400,000	150	1,300,000	Logistics	Distribution	Dec-19	No
Spartanburg	Renew Petra (Solar)	New	5,000,000	0		Energy	Solar Farm	Dec-19	No
Greenville	Confidential New Announcements	New	15,814,881	136		Various	Various	Dec-19	No
New Companies	32		\$422,464,881	1,160	1,547,000			New International	11
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Greenwood	Central Packaging and Crating	Existing	6,000,000	37		Other - Forest Products	Manufacturing, Packaging	Jan-19	No
Greenville	Prisma Health	Existing	0	40		Other - Healthcare	HQ	Jan-19	No
Oconee	Baxter Enterprises/Hi-Tech Mold & Engineering	Existing	5,700,000	22		Engineered Materials	Manufacturing	Jan-19	No
Greenville	Fuyao North America Inc	Existing	16,100,000	70	182,000	Engineered Materials, Automotive	Manufacturing	Jan-19	China
Laurens	Fibertex Nonwovens	Existing	12,100,000	25		Engineered Materials	Manufacturing, Textiles	Jan-19	Denmark
Laurens	Milliken & Company	Existing	2,500,000			Engineered Materials	Manufacturing, R&D	Jan-19	No
Anderson	Ortec	Existing	20,000,000	18	50,000	Life Sciences	Manufacturing	Feb-19	No
Pickens	Under the Carolina Moon	Existing	1,000,000	15	52,000	Other - Consumer Products	Retail, Sales	Feb-19	No
Greenville	InvestiNet	Existing	2,100,000	85		Other - Business Services	Account Receivables Management	Mar-19	No
Greenville	3M	Existing	60,000,000			Engineered Materials	Manufacturing	Mar-19	No
Laurens	CeramTec North America	Existing	20,000,000	14		Engineered Materials	Manufacturing	Mar-19	United Kingdom
Greenwood	Greenwood Genetics Center	Existing	1,750,000			Life Sciences	R&D	Mar-19	No
Greenville	Multi-Pack	Existing	16,300,000	72	125,000	Life Sciences, Engineered Materials	Manufacturing, Sales	Apr-19	No
Greenwood	Greenwood Fabricating and Plating	Existing	17,100,000	31		Engineered Materials, Other - Industrial	Manufacturing	Apr-19	No
Anderson	Anderson Industries, LLC	Existing	8,500,000	55		Engineered Materials	Manufacturing	Apr-19	No
Anderson	Tile Council of North America, Inc.	Existing	4,300,000	20		Engineered Materials	R&D	Apr-20	No
Greenville	Lucideon M+P	Existing	7,500,000	28	23,000	Engineered Materials, Life Sciences	Testing Laboratory	May-19	United Kingdom
Greenville	Tower Automotive	Existing	43,384,400	24		Automotive	Manufacturing	May-19	No
Anderson	Kelley Engineering	Existing		30	25,000	Engineered Materials	Manufacturing, Machining	May-19	No
Pickens	U.S. Waffle Company	Existing	14,000,000	350	310,000	Food Manufacturing	Manufacturing	May-19	No
Greenville	National Engineering & Survey Group (NCEES)	Existing	13,500,000	60	70,600	Engineered Materials	Services	May-19	No
Cherokee	Milliken & Company - Allen Plant	Existing	75,000,000			Engineered Materials	Manufacturing, R&D	May-19	No
Greenville	Getronics	Existing	1,630,000	500		Other - Business Services	Services, Software	Jan-19	Brazil/USA
Greenville	Kimura Inc.	Existing	4,000,000	25		Other - Logistics	Logistics	Jun-19	Japan
Greenville	Bausch & Lomb	Existing	20,000,000	0		Life Sciences	Manufacturing	Jun-19	Canada
Greenwood	Fulfillm	Existing		20		Engineered Materials	Manufacturing	Jun-19	Japan
Abbeville	Stoll Industries	Existing	1,100,000	30		Other - Industrial	Manufacturing	Jul-19	No
Spartanburg	BMW	Existing	10,000,000		35,000	Automotive	Training Facility	Jul-19	Germany
Greenville	Accurate Brazing	Existing	13,000,000	8	20,000	Engineered Materials	Manufacturing	Jul-19	Netherlands
Pickens	KP Components	Existing	16,800,000	47	50,000	Engineered Materials	Manufacturing	Aug-19	Denmark
Spartanburg	Dare Foods	Existing	4,300,000	0		Food Manufacturing	Manufacturing	Feb-19	Canada
Spartanburg	Polydeck Screen Corporation	Existing	8,700,000	45		Engineered Materials	Manufacturing	Sep-19	No
Greenville	R&S Brass and Bronze Works, Inc.	Existing	10,370,000	22		Engineered Materials	Manufacturing	Sep-19	No
Anderson	Strategy Plastics LLC	Existing	3,400,000	81		Engineered Materials	Manufacturing	Oct-19	No
Spartanburg	Eberspaecher North America	Existing	28,200,000	160		Automotive	Manufacturing	Oct-19	Germany
Greenville	Transtech	Existing	5,579,000	85		Automotive, Engineered Materials	Manufacturing	Oct-19	No
Greenville	BMW	Existing	46,000,000			Automotive	Manufacturing	Nov-19	Germany
Oconee	ACI Plastics	Existing	10,000,000			Engineered Materials	Manufacturing	Nov-19	No
Cherokee	Nestle	Existing	100,000,000			Food Manufacturing	Manufacturing	Nov-19	Switzerland
Greenville	MSI Mold Builders	Existing	2,500,000	6		Engineered Materials	Manufacturing	Dec-19	No
Greenville	98 Ventures (UST)	Existing	600,000	150		Other - Business Services	Executive Management Services, Logistics	Dec-19	No
Greenville	Noregon	Existing		13		Automotive, Other-Business Services	Software, Services	Dec-19	No
Cherokee	Freightliner Custom Chassis Corporation	Existing	13,900,000	193		Automotive	Manufacturing	Dec-19	Germany
Greenville	Global Lending Services	Existing	4,200,000	669		Automotive, Other - Business Services	Services	Dec-19	No
Greenville	Echols Oil Company	Existing				Other - Business Services, Energy	Distribution	Dec-19	No
Pickens	Milliken & Company - Pendleton Plant	Existing	2,500,000			Engineered Materials	Manufacturing, R&D	Dec-20	No
Greenville	Pierburg US, LLC	Existing	27,000,000	95	100,000	Automotive	Manufacturing	Dec-19	Germany
Spartanburg	Borers	Existing	2,597,887	16		Automotive	Manufacturing	Dec-19	Germany
Spartanburg	Dantherm Cooling	Existing	4,812,000	51		Industrial	Manufacturing	Dec-19	No
Spartanburg	DB Santos	Existing	2,450,000	7		Industrial	Manufacturing	Dec-19	United Kingdom
Spartanburg	GSP International Airport	Existing	33,000,000	0		Aerospace	Air cargo	Dec-19	No
Spartanburg	International Wire Group	Existing	5,000,000	0		Engineered Materials	Manufacturing	Dec-19	No
Spartanburg	Project Wonderland	Existing	21,000,000	0		Automotive	Manufacturing	Dec-19	No
Spartanburg	Trelleborg Wheel Systems	Existing	2,000,000	0		Automotive, Engineered Materials	Manufacturing	Dec-19	Sweden
Spartanburg	US Lumber Group	Existing	13,035,370	22		Engineered Materials	Distribution	Dec-19	No
Greenville	Standard Motor Products	Existing	6,664,846	14		Automotive	Manufacturing	Dec-19	No
Greenville	Vermeer	Existing	19,864,100	25		Automotive	Manufacturing	Dec-19	No
Spartanburg	Maena Seating	Existing	5,231,430	112		Automotive	Manufacturing	Dec-19	Canada
Greenville	Confidential Expansions	Existing	63,390,471	25		Various	Various	Dec-19	No
Existing Companies	59		\$859,659,504	3,417	1,042,600			Existing International	21

Source: Upstate SC Alliance partner organizations

2020 Upstate South Carolina Announcements

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