

Regional Economic Development Organizations Annual Reports

As required by Proviso 50.13 of the FY24-25 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**



## *Statement of Mission, Goals, Objectives & Performance Measures*

The Central SC Alliance is a public/private partnership founded in 1994 to serve the economic development needs for counties in the Greater Columbia region. The original founding public members were the four counties of Richland, Lexington, Fairfield, Newberry and the City of Columbia. Today, the "Alliance" membership has grown to include eight counties (the original four with the additions of Kershaw, Clarendon, Calhoun, and Orangeburg) and about one hundred and twenty private investors. The corporation is governed by a 34-member board of directors selected from the private and public sectors. Since its inception, the Alliance has assisted in attracting in excess nearly \$20.5 billion in announced capital investment and over 86,100 new jobs. The Central SC Alliance is focused on regional marketing and branding for economic development. The organization is instrumental in supporting our counties with the tools they need to be successful. Our comprehensive services include marketing and project research, project management, incentive facilitation, conducting marketing missions, project performance analysis, lead generation and product development. Our performance measures include providing county requested assistance, lead and project generation statistics, marketing outreach including social media, RFI fulfillment, prospect visits, and website analytics.



**Central SC Alliance October 2024 Annual Report  
"Proviso 50.13 FY 2019-2020 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, Richland and the City of Columbia. The efforts of the Central SC Alliance work to enhance the prosperity of the region, increasing the communities' tax base, thus providing opportunities for stakeholders, citizens and future generations. The corporation is governed by a 34-member board of directors selected from the private and public sectors. Since its inception, Central SC has assisted in the attraction of nearly \$20.5 billion in announced capital investment and over 86,100 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, lead generation, 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 October 2024**

Business Recruitment Trips & Lead Generation Expenses	\$333,640.91
Advertising, Web, Publications & Marketing Resource Expenses	\$124,872.70
Prospect Engagement & Research Expenses	\$215,360.37
Consultant, New & Existing Industry Event Expenses	\$28,219.24
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Total Expenditures	\$702,093.22
Remaining	\$0
Received from SCOOOC from match 7/13/20	\$669,912.53
Palmetto Partners Match 6/24/20	\$32,123.88
<b>Total Match</b>	<b>\$702,036.41</b>

## **Lead Generation & Business Recruitment Trips**

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 supporting SCBIO through membership. All lead generation data is tracked in-house in our custom CRM system which is undergoing improvements in data collection and reporting through PowerBI.

- **Business Recruitment Trips** - IAMC, Benelux Missions, Battery Show, Site Selector Events, DOC France Roadshow, SC Manufacturer's Summit, SCDOC Japan Mission, SelectUSA, Consumer Electronics Show, DOC UK Roadshow

## **Advertising, Publications & Marketing Resources**

- **Websites & Social Media-CSCA** continues to enhance the organization's largest and most powerful marketing tool, [centralsc.org](http://centralsc.org). The 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. CSCA began building a talent attraction website in February 2021 to help the region attract and retain talent around the Central SC Region. This site was launched in Fall 2021 and the CSCA continues enhancing the site and adding new marketing campaigns around it to promote talent attraction and retention.
- **Regional Video & Photography Project** - CSCA continues the development of a photo and video project to highlight facets of the Central SC region and its member counties that make area competitive for growth opportunities. This includes quality of life, workforce, local industry photos and videos, as well as property drone videos, in each of our member counties. It is a resource provided to our counties and used regionally.
- **Brochures, Marketing Videos and Custom Ads for County Members** - International and domestic sales pieces as well as industry specific inserts have been produced with additional production.

## **Consultant, New & Existing Industry, Local Conferences, Prospect Events & Meetings**

- Pre-announcement and post-announcement event assistance for counties and companies including groundbreaking and ribbon cuttings
- Prospect Visits, Research Subscriptions, CRM & PowerBI Development, Mapping & Design Software, Existing Industry Events
- Start Central SC - Workforce initiative including website and advertising to enhance regional labor with upskilling, veteran, jobseeker, and community resources

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.



Jason Giulietti  
President & CEO



**Central SC Alliance October 2024 Annual Report  
"Proviso 50.13 FY 2020-2021 Appropriations Act"**

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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, lead generation, conducting marketing missions, project performance analysis and product development assistance.

The Alliance has been successful in matching \$633,441.15 of the \$750,000 in available state funds from the support of the private sector.

**Proviso Expenditures October 2024**

Marketing & Research <i>Marketing, Advertising, Trips &amp; Materials</i>	\$57,203.55
Business Recruitment <i>Recruitment &amp; Prospect Events</i>	\$1,966.50
Business Development <i>Lead Generation</i>	\$7,491.15
Business & Public Relations	\$1,347.98
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Total Expenditures	\$66,918.03
Total Remaining	\$566,523.12
Received from SCDOC from match 7/26/2021	\$633,441.15

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President & CEO



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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, lead generation, conducting marketing missions, project performance analysis and product development assistance.

The Alliance has been successful in matching \$669,809.24 of the \$750,000 in available state funds from the support of the private sector.

**Proviso Expenditures October 2024**

Received from SCDOC from match 8/01/22	\$669,809.24
Remaining	\$669,809.24

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A handwritten signature in blue ink that reads "Jason Giulietti".

Jason Giulietti  
President & CEO



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"Proviso 50.13 FY 2023-2024 Appropriations Act"**

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The Alliance has been successful in matching \$763,903.33 of the \$750,000 in available state funds from the support of the private sector.

**Proviso Expenditures October 2024**

Received from SCDOC from match 8/01/23	\$750,000
Additional SCDOC match	\$13,903.33
Total Match Funds	\$763,903.33
Remaining	\$763,903.33

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Jason Giulietti  
President & CEO



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

**Proviso Expenditures October 2024**

Business Recruitment Trips & Lead Generation Expenses	\$487,716.34
Advertising, Web, Publications & Marketing Resource Expenses	\$291,269.76
Prospect Engagement & Research Expenses	\$53,367.16
Consultant, New & Existing Industry Event Expenses	\$24,357.73
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Total Expenditures	\$856,710.99
Received from SCDOC from match 8/1/24	\$750,000.00

A handwritten signature in blue ink, appearing to read "Jason Giulietti".

Jason Giulietti President  
& CEO

## Lead Generation & Business Recruitment Trips

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

3. To identify and recruit 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.
4. To connect the relevant decision makers at prospective companies to the CSCA project management team and local, regional, and state authorities.

The CSCA utilizes a variety of resources to generate leads including direct marketing tactics and hired lead generation firms with a focus on domestic and international markets, as well as in-house research and supporting multiple trade associations and partnerships through multiple means of collaboration. Additionally, we develop and support targeted lead generation around statewide priorities and goals with SC Nexus an example. All lead generation data is tracked in-house in our custom CRM system which assists in data collection and reporting through PowerBI.

- **Business Recruitment Trips** - IAMC, Area Development, Battery Show, Site Selector Events in collaboration with Consultant Connect, Next Move Group, SC Automotive Summit, SEDC InterBattery, Area Development Workshops, IAMC Spring Professional Forum, SCDOC Germany Roadshow, SEDC Meet the Consultants, SCDOC Italy Roadshow, SC Bio, Central Marketing Trip LA, Consultant Connect Summit, SEDC Annual Conference, SIAL, Economix, SCDOC Taiwan Mission, SCDOC France Roadshow, SC Manufacturer's Summit, Trade and Industry Automotive Summit, SelectUSA Investment Summit, DOC UK Roadshow, and multiple Lead Generation missions including California, Michigan, Western Europe and parts of Korea.
- **Hosting a Familiarization Tour** – engage six leading site consultants for an immersive tour of the Central South Carolina footprint. This very interactive, multi-day event includes all our economic development partners, private sector leaders, statewide resources, institutions of higher learning and commercial real estate partners. Our goal is to showcase the region and ultimately attract business investment. All activity is tracked to ensure short and long-term success.

## Advertising, Publications & Marketing Resources

- **Branding Refresh**- CSCA partnered with a nationally recognized advertising agency to revitalize our brand identity and messaging. Leveraging their award-winning expertise, we developed a new logo that visually represents our role as a South Carolina organization focused on attracting business to the central region. This refreshed branding aligns with the organization's renewed vision and mission, both of which have been shaped under our new leadership. We are currently updating all marketing collaterals to reflect these changes and ensure consistency across our communications.
- **Websites & Social Media**- The Central SC Alliance continues to elevate its most powerful marketing tool, CentralSC.org—a nationally recognized, industry-leading website. The platform highlights the latest industry trends and serves as the most comprehensive information hub for prospects, site consultants, member counties, and allies. It offers an in-depth overview of the Central SC region, our organization, and our partners, featuring expanded details on county partnerships, advanced search engines for regional employers and investor partners, and a wealth of regional and county-specific data. Additionally, the site integrates enhanced social media capabilities, data integration tools, and an improved

investor portal experience. We also maintain our talent attraction website, designed to draw and retain the highly educated talent produced by our region's esteemed higher education institutions. Marketing campaigns are strategically launched around this platform to support talent attraction and retention efforts. Moreover, we are reinvigorating our social media presence to add more engaging and entertaining content that fosters interaction with our audience, ensuring that Central SC remains top of mind and continues to build brand awareness.

- **Regional Video & Photography Project-** The Central SC Alliance continuously captures photography and videography to showcase the strengths of the Central SC region and its member counties, emphasizing their competitiveness for growth. This includes highlighting major developments like the Bull Street District and new speculative buildings across the area. Web captures key elements such as quality of life, workforce, local industries, and drone footage of available properties in each member county. These resources are made available to our counties and used to promote the region for future opportunities.
- **Global Branding Recognition-** We have further strengthened our global presence by hosting high-profile events and welcoming international delegations. One such event was the tailgate party we co-hosted with the British Consulate General's office during the historic Rivals in Red game at Williams-Brice Stadium, which provided a unique platform for showcasing our region's vibrant culture. In addition, we hosted delegations from Slovenia, Denmark, and Korea, offering them insights into the valuable assets of our region and highlighting the exceptional quality of life we all enjoy. These engagements have played a key role in elevating our global visibility and fostering meaningful international relationships.
- **Earned Media Campaign** – We are focused on telling the story of Central South Carolina communities. The organization has developed a platform to engage local business and community leaders to highlight the assets and differentiators in our region. The goal is to develop the stories and get placements in all forms of media (TV, Radio and Print) around the globe through earned media, not paid media. The stories will show off the region as a destination for business through the examples of success.
- **Brochures, Marketing Videos and Custom Ads for County Members-**We have developed international and domestic sales materials, along with industry-specific inserts, to assist communities in promoting their properties for projects and sharing videos with site consultants. Additionally, we have facilitated the creation of articles published in trade magazines to enhance our brand recognition and solidify collaborations with existing industry partners.

### **Consultant, New & Existing Industry, Local Conferences, Prospect Events & Meetings**

- Pre-announcement and post-announcement event assistance for counties and companies including groundbreakings and ribbon cuttings
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- Start Central SC - Workforce initiative including website and advertising to enhance regional labor with upskilling, veteran, jobseeker, and community resources

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**Central SC Alliance**  
**Budget for Use of Funds**

***SC Department of Commerce 2024-2025 appropriation for Regional Economic Development Alliances***

<b>Marketing &amp; Research</b> <i>Marketing, Advertising, Trips and Materials</i>	<b>\$ 600,213</b>
<b>Business Recruitment</b> <i>Recruitment &amp; Prospect Events</i>	<b>\$ 626,000</b>
<b>Business Development</b> <i>Lead Generation</i>	<b>\$ 196,000</b>
<b>Business &amp; Public Relations</b>	<b>\$ 7,500</b>
<b><i>Total Funds Requested</i></b>	<b>\$ 1,429,713</b>



**CHARLESTON REGIONAL  
DEVELOPMENT ALLIANCE (CRDA)**

## MEMORANDUM

**TO:** Chairman of Senate Finance Committee, Senator Harvey S. Peeler, Jr.  
Chairman of House Ways & Means Committee, Representative Bruce W. Bannister  
Secretary of Commerce, Harry M. Lightsey III

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

**COPY:** Patrick Jarvis, Chief Financial Officer, SC Department of Commerce

**DATE:** October 14, 2024

**RE:** FY2023-24 Appropriation pursuant to Proviso 50.13  
2024 Annual Report

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

The South Carolina Department of Commerce matching funds program allows 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.

As of June 30, 2024, no FY23-24 funds have been expended. We will report on related expenditures until the funds are fully expended as required by the matching funds proviso.

If you have questions or would like additional information, please contact me directly at 843-860-3536 or [dginn@crda.org](mailto:dginn@crda.org).

### **Financial Summary**

State appropriations:	\$660,000
State funds used as of 6/30/24:	\$0

## Charleston Regional Development Alliance SC Matching Funds FY 2023-2024 Overview

	Month To Date 06/30/2024	Fiscal Year to date 06/30/2024	Inception To Date 06/30/2024
	Actual	Actual	Actual
<b>Net Income</b>			
Revenue	0.00	660,000.00	660,000.00
Expenses	0.00	0.00	0.00
<b>Total Net Income</b>	<b>0.00</b>	<b>660,000.00</b>	<b>660,000.00</b>

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The South Carolina Department of Commerce matching funds program allows 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 an overview of matching fund expenditures tied to the FY22-23 program. This report covers our activities from July 1, 2023 through July 6, 2024 when all funds associated with the FY22-23 program were fully expended.

If you have questions or would like additional information, please contact me directly at 843-860-3536 or [dginn@crda.org](mailto:dginn@crda.org).

### **Financial Summary**

State appropriations:	\$673,903
State funds used as of 7/6/24:	\$673,903

**Key Focus Area 1**  
**Global Business Development / Strategic Marketing**

Estimated state appropriations:           \$578,947  
State funds used as of 7/6/24:           \$578,947

Includes:

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

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.

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**Key Focus Area 2**  
**Regional Competitiveness / Business Intelligence**

Estimated state appropriations:           \$94,956  
State funds used as of 7/6/24:           \$94,956

Includes:

- Regional Economic Development Strategy
- Cluster Support Initiatives
- Regional Competitiveness Initiatives
- Competitiveness Research & Analysis
- Workforce & 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, analysis and strategic planning to guide and inform our efforts. We also serve as a regional resource, convener and collaborator in addressing competitiveness issues.

# OUR MISSION

To serve as a catalyst for long-term regional prosperity by attracting the world's best companies, talent and entrepreneurs.





## What does CRDA do?

- Drives sustainable economic prosperity by building high-impact industry clusters
- Markets the Charleston region as a globally competitive location for businesses, entrepreneurs and talent
- Facilitates the site selection process for companies considering our market for competitive expansion or location investments
- Engages the region's top business, academic and elected leaders in economic development
- Convenes regional leaders around key economic competitiveness issues



# Charleston's Target Clusters

## PRIORITY CLUSTERS FOR THE REGION

ESTABLISHED		EMERGING	
			
AEROSPACE	AUTOMOTIVE	INFO TECH	LIFE SCIENCES
<b>CHARLESTON REGION JOB GROWTH, Q3 2013 – Q3 2023</b>			
+11%	+116%	+362%	+201%
<b>NATIONAL JOB GROWTH, Q3 2013 – Q3 2023</b>			
+4%	+19%	+13%	+25%

## Why Clusters Matter

**Economic clusters** are groups of related businesses that contribute to a healthy economy.

Well-developed clusters:

- Provide good jobs
- Pay higher wages
- Spawn new technologies that expand the economy



# Regional Accomplishments (2013-2023)

Total private-sector  
wages **increased**



**110%** to **\$20 billion**  
*(70% U.S.)*

GDP **increased**



**80%** to **\$57 billion**  
*(58% U.S.)*

Employment  
**increased**



**28%** *(12% U.S.)*





# Current Labor Force Snapshot (2023)

Labor Force growing **3X**  than U.S.

**430,000**

**#3**

**66.7%**

**42%**

**16%**

**Total Metro Civilian  
Labor Force**

**Mid-size Metro for Prime-age  
Workforce Ages 25-54**

**Labor Force Participation  
Rate, Pop 16+  
(U.S. 63.8%)**

**Bachelor's Degree or  
Higher, Pop 25+  
(U.S. 36%)**

**have a Graduate or  
Professional Degree  
(U.S. 14%)**



Source: U.S. Bureau of Labor  
Statistics & U.S. Census Bureau

# CHARLESTON REGIONAL DEVELOPMENT ALLIANCE

## FY22-23 Regional Economic Development Appropriations 2024 Annual Report: Financial Recap

SCDoC Funds Received: \$673,903 | Funds Used to Date: \$673,903

Strategic Initiatives / Use of Funds
<p><b>Prospect Qualification and Lead Generation</b> - During FY23-24, CRDA targeted Spain, France, Italy, Germany, Austria and the UK for meetings pre-arranged by our professional lead generation partners. These meetings ranged from electric batteries, robotics, automotive and other advanced manufacturing to life sciences, IT and professional services. Our team uses an integrated CRM platform to log and track leads generated through our lead generation partners.</p>
<p><b>Hosting / Visiting Prospects</b> - In FY23-24, CRDA hosted more than 40 project teams considering the Charleston region for new investments. We also responded to 44 requests for information (RFIs). Vehicle electrification and battery-supply chain projects remained strong, with a noticeable uptick in the life sciences sector. We also saw strong interest from companies in aerospace, chemical manufacturing, and defense. Many of the projects had an innovation component, including innovative products, partnerships, business solutions and/or manufacturing processes.</p>
<p><b>International Paris Air Show</b> (June 19-25 2023 Paris, France) - CRDA traveled with the SC Department of Commerce to the 2023 International Paris Airshow. During this event, we engaged with 11 companies showcasing new and expanding technologies. Many of these companies are targeting the U.S. market for establishing headquarters or expanding their production capabilities.</p>
<p><b>SemiCon West 2023</b> (July 11-13 2023 San Francisco, CA) - CRDA participated in the annual SemiCon West conference, which included an exhibition floor and speakers/panels on key topics surrounding the semi-conductor industry. Topics included industry updates, the CHIPS act, supply chain, and location drivers for semi-conductor supply chain.</p>
<p><b>SEDC Annual Conference</b> (Aug 13-15 2023 Williamsburg, VA) - This conference is the largest gathering of economic development professionals and service providers in the 17-state Southeastern U.S. Approximately 470 attendees gathered to learn and build relationships.</p>
<p><b>Northern California Business Development Mission</b> (Aug 27 - Sept 1 2023) - CRDA joined the SC Department of Commerce for a business development mission targeting companies based in northern California. During the trip, we engaged with 4 businesses operating in the bioenergy, life sciences, and sustainable materials manufacturing sectors.</p>
<p><b>The Battery Show   North America</b> ( Sept 12-14 2023 Novi, MI) - CRDA traveled with the SC Department of Commerce to the Battery Show, North America's largest and most comprehensive advanced battery event. We met with 9 companies representing vehicle electrification, battery supply chain, and advanced materials. Many of them expressed an interest in expanding their production to South Carolina.</p>
<p><b>The MedTech Conference AdvaMed</b> (Oct 8-11 2023 Anaheim, CA) - The MedTech Conference is an annual event hosted by AdvaMed for medical technology manufacturers, investors, and other industry stakeholders. The conference typically attracts over 3,300 attendees. During the conference, we spoke on a panel focused on entry into the U.S. market. We also spent time with the British, Australian and Belgian delegations, met with 6 companies interested in learning more about opportunities in Charleston, and attended multiple panels about the current and future state of the medical device industry.</p>
<p><b>SEUS/Japan Conference 2023</b> (Oct 12-14 2023 Tokyo, Japan) - The 45th annual joint meeting of the Southeast U.S.-Japan Association (SEUS) and the Japan-U.S. Southeast Association (JUUSA Japan) was held in Tokyo. CRDA joined the SC delegation, which included broad representation from both the public and private sectors. South Carolina was one of 7 Southeastern state delegations attending the event to strengthen business relationships, encourage foreign direct investment, and advance opportunities for collaborative research and development.</p>
<p><b>Asia Business Development Missions</b> (Oct 16-19 2023 Japan; Oct 30 - Nov 4 2023 South Korea) - Following the SEUS/Japan Conference, CRDA joined Commerce Sec. Lightsey and other SC Commerce representatives to meet with companies with a presence in SC. The group also met with companies considering the state for a future economic development investments. The group conducted a total of 14 productive meetings. In late October, CRDA joined the SC Dept of Commerce South Korean office for meetings with 10 companies interested in learning more about opportunities in the state. Industries represented included E-mobility, energy storage and textiles.</p>
<p><b>European Business Development Missions</b> (Nov 6-10 2023; Nov 27-Dec. 2 2023; Jan 22-26 2024; Mar 18-20 2024; Apr 15-19 2024; Apr 22-26 2024) - In early Nov. 2023, CRDA traveled to the UK and met with 10 companies representing the IT, life sciences, electric vehicle, food and beverage, and fuel cell sectors. Later that month, we visited Spain for meetings with 12 small and medium companies targeting the U.S. for expansion opportunities in the automotive, aerospace, metals, industrial manufacturing, and IT sectors. In early 2024, we traveled to France and met with 15 company executives, including several who provide machinery and packaging services to the life sciences industry. In March 2024, CRDA visited Italy and met with ten companies, many within the IT, life sciences and automotive sectors. Our April 2024 travel included a mission to the area around London where we met with 7 companies in the pharma logistics, digital health, medical device, IT, and sustainable packaging sectors. We next traveled to Austria for 15 company meetings ranging from small decor-focused companies and tech firms, to large, well-established manufacturers.</p>
<p><b>2023 Consultants Forum Executive Summit</b> (Nov 15-17 2023 Scottsdale, AZ) - Hosted by Area Development magazine, this forum is an intimate gathering of top site selectors and select economic development executives for presentations and discussions related to current economic development issues and trends. CRDA attended the 2023 summit in Scottsdale, AZ.</p>
<p><b>NextGen Talks: Food &amp; Beverage Conference</b> (Dec 4-6 2023 Savannah, GA) - This boutique networking event brings together next-generation consultants with young professionals and established economic developers to build relationships and discuss new trends and best practices in the economic development profession.</p>

## Strategic Initiatives / Use of Funds

**SCbio Support & Annual Conference 2024** (Feb 6-8 2024 Greenville, SC) - SCbio is a statewide, not-for-profit, public / private life sciences industry association and economic development organization focused on expanding South Carolina's life sciences industry. As our state's affiliate of BIO (the U.S. Biotechnology Innovation Organization), SCbio serves as a champion for biotechnology and its potential to provide better healthcare, enhanced agriculture, and a cleaner and safer environment. The 2024 annual conference attracted more than 500 people from across the country. A conference highlight was the announcement of the SCbioDrive Accelerator, a partnership with MassBio, slated to launch in Charleston in Q3 2024.

**13th Annual SC Automotive Summit** (Feb 13-15 2024 Greenville, SC) - The SC Automotive Summit is produced by the SC Automotive Council, a division of the SC Manufacturers Alliance. The annual summit draws C-level executives, managers and other top decision makers from OEMs, Tier 1-3 suppliers, leading research institutions, and other service providers and organizations directly tied to the automotive industry. Many automotive companies and related organization/industries were present, as well as economic development allies. Major topics covered were the future of automobiles, the modernization of the electric grid to accommodate electric mobility, South Carolina's newest OEM, Scout Motors, and the macroeconomic outlook.

**Site Selector Hosting at Charleston Food+Wine Festival** (Mar. 6-10 2024 Charleston, SC) - Site selection consultants often represent the largest and most complex economic development projects. To foster and maintain relationships with this key audience while showcasing Charleston's lifestyle assets, CRDA hosted site selectors from North Carolina and the West Coast during the 2024 Charleston Food+Wine Festival.

**ADSS Seattle 2024 - Aerospace & Defense Supplier Forum** (March 12-14 2024 Seattle, WA) - CRDA, partnered with the SC Council of Competitiveness and the SC Department of Commerce to attend this event. At the Forum, CRDA engaged with more than 20 companies, including suppliers, contract manufacturers, service providers, and supply chain and procurement specialists.

**Area Development The Workshop Forum** (March 18-20 2024 Louisville, KY) - Limited to 135 attendees, this interactive event provided the opportunity to learn from and engage with 18 leading site consultants and corporate real estate advisors.

**Site Selectors Guild Annual Conference** (Apr 3-5 2024 Nashville, TN) - Each year, the Guild holds its annual conference event with all 58 global Guild members in attendance. The cornerstone of the conference is knowledge sharing, an interactive exchange of ideas, and networking between Guild members, economic developers, and investment promotion professionals from around the world.

**IAMC Spring 2024 Forum** (Apr 6-10 2024 Greenville, SC) - With a focus on core corporate real estate business practice areas, IAMC blends targeted professional development with world-class knowledge sharing during this industrial real estate conference. CRDA joined other SC organizations to help sponsor this important event.

**DIG SOUTH AI Summit** (Apr. 25 2024 Charleston, SC) - DIG SOUTH connects midmarket companies and leading global brands to the South's most scalable startups. Executives, founders, investors, business leaders, and innovative experts convene in Charleston to talk tech innovation, business growth, digital marketing and what's next. CRDA sponsored and participated in the 2024 AI Summit, connecting with local tech talent, entrepreneurs, innovators, and national business leaders.

**BIO International Convention** (June 3-6 2024 San Diego, CA) - BIO International is the largest and most comprehensive event for biotechnology and is attended by over 18,000 industry leaders across the globe. During the conference, CRDA had 19 set appointments and made connections with several other companies. The meetings were a variety of existing leads/projects, new potential projects, start-ups that may be interested in SCBio Drive, and venture capital/angel fund groups. Discussions centered around the growth of life sciences in Charleston, promoting the accelerator, MUSC's initiatives and the life science ecosystem in Charleston that can support new and expanding companies.

**Site Selectors Guild Partner Summer Summit** (June 11-12 2024 Charleston, SC) - The Site Selectors Guild Partner program offers economic development organizations enhanced access to site selection consultants through intimate, partner-only networking events. The goal is to build strong working relationships between economic development professionals and the industry's top site selection consultants. In 2024, the Partner Summer Summit was held in Charleston for the first time.

**The 10th SelectUSA Investment Summit** (June 23-26 2024 National Harbor, MD) - This annual event is designed to promote the business assets, opportunities, and benefits of the U.S. market to the world. The 2024 event attracted approximately 500 attendees from dozens of countries. CRDA participated in the 12-person SC delegation with included representatives from South Carolina's global offices.

**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.

**GIS Real Estate Tool** - To ensure website visitors have 24/7 access to search for 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 website. CRDA uses the GIS WebTech Guru system, which updates automatically each night via the commercial MLS feed from CTAR. This system allows CRDA to feature properties with unique characteristics, and it enables staff to make certain edits and additions to the property listings. The tool allows users to conduct workforce, demographic and economic analysis for custom geographies surrounding any property listing selected.

**Digital Marketing** - CRDA deploys an electronic "toolbox" for building awareness and generating interest in our three-county region among corporate executives, entrepreneurs and high-demand talent. Elements of the toolbox include social media posts to share relevant economic news and items of interest; digital media campaigns across multiple platforms targeting specific national/international geographies and featuring our region's target clusters and career opportunities; custom landing pages to support key business development activities including outbound marketing missions and industry events; and a social media management platform to allow strategic scheduling of key messages. We currently reach more than 17,000 followers across CRDA social platforms. A primary goal of these efforts is to drive traffic to our regional economic development website. As a measure of quality website visits, in FY23-24 we realized a marked increase in PDF downloads, video views, and web-initiated phone calls with nearly 60,000 visitors interacting with our talent-focused pages.

## Strategic Initiatives / Use of Funds

**Next Evolution: CRDA Economic Development Website** - CRDA is currently undertaking a comprehensive update and refresh of its economic development website, initially developed and launched nearly eight years ago. The project began with a design thinking workshop, aimed at identifying key content priorities for the site's diverse audiences: businesses, site selectors, talent, and local stakeholders. This critical phase allowed us to align on the website's purpose, target audience, design aesthetics, and functional requirements ensuring a shared vision for the project. Following the workshop, CRDA enlisted a creative agency to craft a brand messaging strategy. This initiative seeks to enhance consistency in tone, messaging and design not only for the new website but across all communications. We are now in the final stages of developing written content, finalizing visual elements, and finetuning the overall design with a projected launch by the end of 2024.

**Innovation-Focused Video Storytelling** - In partnership with CRDA's Economic Leadership Council, we developed a short video to help local stakeholders set a vision for innovation in our region. The video featured regional innovators from Ingevity, Boeing and MUSC who shared their stories of innovation in our region. Work is currently underway to expand this effort with a revised video designed for multiple audiences: regional leaders, high-demand talent, innovative companies, and national thought leaders.

**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 business location. In FY23-24, results from our media relations efforts included interviews and coverage by The Korea Herald, Essence, Authority Magazine, Digital Journal, NBC News, Site Selection Magazine, MarketWatch, Bloomberg, Reuters, and Chief Executive Magazine. Topics ranged from renewable energy, e-mobility and lithium battery production to sustainable farming, culinary travel and the region's expanding financial services sector.

**Promotional Items / Prospect Gifts / Sales Materials** - To support our business development activities and project management work, we regularly add to the CRDA's "tool kit" of professionally designed sales materials and unique promotional items. Using FY22-23 matching funds, we continued to invest in our inventory of SC- and Charleston-related promotional items and corporate gifts. We also created new template designs for our one-page topical overviews.

**Digital Job Board** - CRDA's regional job board provides talent with quick access to job postings from across the region. Nearly 200 companies and 3,000 job listings are currently included. Local companies can link to this page from their websites and social media and administer their own company page on the site. The site is being promoted via social media and Google Ads campaigns along with word of mouth via investor and talent roundtables. A primary goal of these efforts is to drive traffic to the online job board. As a measure of quality job board visits, in FY23-24 nearly 30,000 users clicked to apply for regional jobs.

**Talent Print Advertising** - As one of the world's top visitor destinations, Charleston is well known for its attractive hospitality and lifestyle amenities. To present the region's talent and business opportunities to a captive audience of leisure travelers, CRDA is partnering with Explore Charleston to highlight Charleston's appeal beyond leisure. In FY23-24, this strategic approach included a full-page print advertisement in the Charleston Visitor's Guide and a listing on Explore Charleston's website that directs users to CRDA's talent page. Future initiatives may include advertising at the Charleston International Airport as well as targeted messaging at other high-visibility locations.

**Metro Leadership Best Practices Visit** (Sept. 20-22 2023 Austin, TX) - CRDA joined approximately 80 top business, academic and elected leaders for a three-day leadership best practices visit to Austin, TX. The biggest takeaway from the trip was the power of bold collaboration as area leaders tackle many of the same challenges faced by Charleston, including housing affordability, traffic congestion and K-12 education.

**Plug and Play Silicon Valley Summit** (Dec 5-7 2023 Sunnyvale, CA) - Plug and Play Tech Center has more than 50 locations around the globe, and is considering if Charleston would benefit from their model of entrepreneurship, startup support and connections with venture capitalists. To learn more about their unique concept, CRDA attended Plug and Play's 2023 Summit to meet with key staff, other economic development professionals, and innovators engaged with the program. The Summit showcased startup pitches, case studies of successful partnerships, and models for moving the knowledge-based economy forward. We continue conversations with Plug and Play representatives.

**Competitiveness Event 2024** (Feb. 13 2024 Charleston, SC) - CRDA held it's second Competitiveness Event in early 2024 with a focus on economic resiliency in light of shifting global trends. The event drew approximately 130 attendees to hear keynote remarks from Richmond Federal Reserve Bank President Tom Barkin. Also included was a panel discussion featuring top site selection consultants, the CEO of MassBio, and the president of a global consulting firm focused on emerging technologies. In conjunction with the event, CRDA hosted two dinners providing an opportunity for select CRDA investors and stakeholders to engage with the event speakers.

**Chmura JobsEQ Data Subscription** - Talent availability is a top consideration for most company location decisions. CRDA's research & business intelligence team uses the platform Chmura JobsEQ to help tell our region's talent story. This software provides in-depth data on demographics, occupations, skills, wages, and more. We are using JobsEQ to inform prospect presentations and support our business development and marketing efforts through data-driven empirical evidence that the region's workforce has the skills companies need now plus a strong talent pipeline for the future.

**Headlight Regional Data Center** - A partnership of CRDA, the Berkeley-Charleston-Dorchester Council of Governments, SC Works, and the Charleston Metro Chamber of Commerce, this virtual center ([www.charlestonregionaldata.com](http://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.

**Entrepreneurial Ecosystem Map** - CRDA's EcoMap platform, named NavigateCHS, offers a virtual representation of Charleston's innovation and entrepreneurial ecosystems. Through the power of AI, this platform catalogs regional entrepreneurial assets and resources for those seeking funding, office and/or maker space, collaborative opportunities and other relevant information. The platform, which officially launched in November 2023, features approximately 80 organizations and over 100 resources to assist entrepreneurs at any stage of development. We are continually updating and expanding the platform as the region's innovation ecosystem evolves.

**Crunchbase Business Intelligence and Market Research tool** - Crunchbase is a comprehensive resource for in-depth company data and insights, from early-stage startups to Fortune 1000. CRDA uses this valuable tool to inform our approach to cultivating the deal-making and entrepreneurial ecosystems in the Charleston region. For example, we are able to uncover who is investing in Charleston-based companies, whether the deals originate from in-market investors or non-local funders. We capture this information in our database of deal-making contacts for targeted marketing and direct outreach.

## Strategic Initiatives / Use of Funds

**Innovation-Focused Regional Economic Development Strategy** - CRDA has engaged global consulting firm EY to develop a forward-thinking strategy to establish greater Charleston as an international leader in innovation and a hub for the world's best companies, talent and entrepreneurs. The initiative has four overarching objectives: 1) set a common vision for the economic future of the Charleston region; 2) identify near-term, mid-term and long-term goals for achieving that vision; 3) better connect, leverage and make known Charleston's many innovation assets, and 4) establish relevant input and outcome measures to gauge the region's progress over time. Dozens of relevant stakeholders are engaged in developing the strategy, which will be finalized in December 2024. CRDA will broadly disseminate the recommendations through a multifaceted communications plan including a rollout event featuring high-level speakers, a public relations campaign, stakeholder presentations, social media and other relevant means.

**Innovation Initiatives** (EV / technology focused strategies) - To help uncover innovation-related opportunities within the electric vehicle (EV) sector, we contracted with a firm with global industry expertise to conduct primary research and provide recommendations for the Charleston region. The project included an analysis of existing innovation centers throughout the Southeast plus a workshop with CRDA staff and representatives from local manufacturers and academic institutions. The resulting report provides insights and trends related to the global EV industry, an opportunity analysis for the Charleston region, and recommended next steps to identify niche opportunities for a regional Innovation Center of Excellence.

Report Submitted: October 14, 2024

## Charleston Regional Development Alliance SC Matching Funds Usage Details for 2022-2023

	Year Ending 06/30/2024 <small>Prior Year Used</small>	Quarter Ending 07/06/2024 <small>Quarterly CY Used</small>	Year To Date 07/06/2024 <small>Current YTD Used</small>	Inception To Date 07/06/2024 <small>TOTAL USED</small>
<b>Expenses</b>				
<b>Global Business Development / Marketing</b>				
<b>Global Business Development</b>				
<b>Industry Forums</b>				
Area Development Forums	7,767.76	0.00	0.00	7,767.76
Gregson Conferences	2,329.50	0.00	0.00	2,329.50
Site Selector Guild	9,296.43	0.00	0.00	9,296.43
IAMC	10,936.00	0.00	0.00	10,936.00
SelectUSA Summit	304.44	0.00	0.00	304.44
SEUS - Japan	6,949.75	0.00	0.00	6,949.75
SC Industry Conferences	540.75	0.00	0.00	540.75
SC BIO	26,735.57	0.00	0.00	26,735.57
Other Industry Forums	7,173.64	0.00	0.00	7,173.64
<b>Total Industry Forums</b>	<b>72,033.84</b>	<b>0.00</b>	<b>0.00</b>	<b>72,033.84</b>
<b>Outbound Business Development</b>				
Paris Air Show	2,613.36	0.00	0.00	2,613.36
AIRTEC	2,999.53	0.00	0.00	2,999.53
ADSS	2,009.83	0.00	0.00	2,009.83
AdvaMed	2,551.53	0.00	0.00	2,551.53
BIO International	1,055.20	0.00	0.00	1,055.20
US Automotive Mission	2,984.52	0.00	0.00	2,984.52
Domestic Missions	1,907.66	0.00	0.00	1,907.66
Asia Mission	4,915.67	0.00	0.00	4,915.67
European Missions	12,776.97	0.00	0.00	12,776.97
UK Missions	13,839.41	0.00	0.00	13,839.41
Partnership Missions	3,627.89	0.00	0.00	3,627.89
Lead Generation	84,199.50	0.00	0.00	84,199.50
Palmetto Partners Support	49,500.00	0.00	0.00	49,500.00
Other Outbound Business Development	4,750.00	0.00	0.00	4,750.00
<b>Total Outbound Business Development</b>	<b>189,731.07</b>	<b>0.00</b>	<b>0.00</b>	<b>189,731.07</b>
<b>Inbound Business Development</b>				
Site Selector Hosting	9,541.31	0.00	0.00	9,541.31
<b>Total Inbound Business Development</b>	<b>9,541.31</b>	<b>0.00</b>	<b>0.00</b>	<b>9,541.31</b>
<b>Project Management</b>				
Project Meetings	12,935.08	0.00	0.00	12,935.08
GIS Real Estate Tool	8,873.00	0.00	0.00	8,873.00
<b>Total Project Management</b>	<b>21,808.08</b>	<b>0.00</b>	<b>0.00</b>	<b>21,808.08</b>
<b>Total Global Business Development</b>	<b>293,114.30</b>	<b>0.00</b>	<b>0.00</b>	<b>293,114.30</b>
<b>Global Marketing</b>				
<b>Digital Media</b>				
CRDA Website	32,666.66	0.00	0.00	32,666.66
Digital Marketing	138,986.11	1,975.22	1,975.22	140,961.33
Videos / Photography	5,345.00	0.00	0.00	5,345.00
<b>Total Digital Media</b>	<b>176,997.77</b>	<b>1,975.22</b>	<b>1,975.22</b>	<b>178,972.99</b>
<b>Media Content</b>				
PR Agency	98,800.00	0.00	0.00	98,800.00
<b>Total Media Content</b>	<b>98,800.00</b>	<b>0.00</b>	<b>0.00</b>	<b>98,800.00</b>
<b>Business Branding &amp; Sales Support</b>				
Print / Digital Collateral	60.00	0.00	0.00	60.00
<b>Total Business Branding &amp; Sales Support</b>	<b>60.00</b>	<b>0.00</b>	<b>0.00</b>	<b>60.00</b>
<b>High-Demand Talent</b>				
Talent Digital Marketing	15,586.19	0.00	0.00	15,586.19
DIG SOUTH Conference	8,000.00	0.00	0.00	8,000.00
Digital Job Board	6,480.00	0.00	0.00	6,480.00
Talent Advertising	4,900.00	0.00	0.00	4,900.00
<b>Total High-Demand Talent</b>	<b>34,966.19</b>	<b>0.00</b>	<b>0.00</b>	<b>34,966.19</b>

### Charleston Regional Development Alliance SC Matching Funds Usage Details for 2022-2023

	Year Ending 06/30/2024 <small>Prior Year Used</small>	Quarter Ending 07/06/2024 <small>Quarterly CY Used</small>	Year To Date 07/06/2024 <small>Current YTD Used</small>	Inception To Date 07/06/2024 <small>TOTAL USED</small>
<b>Total Global Marketing</b>	<b>310,823.96</b>	<b>1,975.22</b>	<b>1,975.22</b>	<b>312,799.18</b>
<b>Total Global Business Development / Marketing</b>	<b>603,938.26</b>	<b>1,975.22</b>	<b>1,975.22</b>	<b>605,913.48</b>
<b>Regional Competitiveness</b>				
<b>Research &amp; Strategy</b>				
Center of Excellence Strategy	13,501.11	0.00	0.00	13,501.11
Chmura JobsEQ	19,154.43	0.00	0.00	19,154.43
Other Research & Strategy	1,176.00	0.00	0.00	1,176.00
<b>Total Research &amp; Strategy</b>	<b>33,831.54</b>	<b>0.00</b>	<b>0.00</b>	<b>33,831.54</b>
<b>Competitiveness</b>				
Headlight Regional Data Center	3,900.00	0.00	0.00	3,900.00
Entrepreneurial Ecosystem Map	13,750.00	0.00	0.00	13,750.00
Innovation Initiatives	9,454.72	0.00	0.00	9,454.72
CMCC Trips	3,955.16	0.00	0.00	3,955.16
Fact-Finding Missions	2,662.43	0.00	0.00	2,662.43
Convening & Collaborations	436.00	0.00	0.00	436.00
<b>Total Competitiveness</b>	<b>34,158.31</b>	<b>0.00</b>	<b>0.00</b>	<b>34,158.31</b>
<b>Total Regional Competitiveness</b>	<b>67,989.85</b>	<b>0.00</b>	<b>0.00</b>	<b>67,989.85</b>
<b>Total Expenses</b>	<b>671,928.11</b>	<b>1,975.22</b>	<b>1,975.22</b>	<b>673,903.33</b>

## MEMORANDUM

**TO:** Chairman of Senate Finance Committee, Senator Harvey S. Peeler, Jr.  
Chairman of House Ways & Means Committee, Representative Bruce W. Bannister  
Secretary of Commerce, Harry M. Lightsey III

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

**COPY:** Patrick Jarvis, Chief Financial Officer, SC Department of Commerce

**DATE:** October 14, 2024

**RE:** FY2021-2022 Appropriation pursuant to Proviso 50.13  
2024 Annual Report

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The Charleston Regional Development Alliance (CRDA) is the regional economic development organization representing Berkeley, Charleston and Dorchester counties. Our organization serves as a catalyst for long-term regional prosperity by attracting the world's best companies, talent and entrepreneurs. As a public/private partnership, our organization is funded and led by a growing network of public-sector, private-sector and academic partners committed to strengthening our regional economy and providing good paying jobs to area residents.

The South Carolina Department of Commerce matching funds program allows us to leverage private-sector investments to greatly enhance our overall economic development program. In addition to elevating CRDA's business and talent attraction work, our expanded efforts include partnering with economic development entities throughout the state on collaborative research, marketing, and business development initiatives.

On behalf of the CRDA Board of Directors, I am pleased to submit the following report providing an overview of matching fund expenditures tied to the FY21-22 program. This report covers our activities from July 1, 2023 through June 30, 2024. Please reference our 2022 and 2023 annual reports for additional initiatives supported by FY21-22 matching funds.

If you have questions or would like additional information, please contact me directly at 843-860-3536 or [dginn@crda.org](mailto:dginn@crda.org).

### **Financial Summary**

State appropriations:	\$671,780
State funds used as of 6/30/24:	\$671,780



**Key Focus Area 1**  
**Global Business Development / Strategic Marketing**

Estimated state appropriations: \$554,798  
State funds used as of 6/30/24: \$554,798

Includes:

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

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.

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**Key Focus Area 2**  
**Regional Competitiveness / Business Intelligence**

Estimated state appropriations: \$116,982  
State funds used as of 6/30/24: \$116,982

Includes:

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

# OUR MISSION

To serve as a catalyst for long-term regional prosperity by attracting the world's best companies, talent and entrepreneurs.





## What does CRDA do?

- Drives sustainable economic prosperity by building high-impact industry clusters
- Markets the Charleston region as a globally competitive location for businesses, entrepreneurs and talent
- Facilitates the site selection process for companies considering our market for competitive expansion or location investments
- Engages the region's top business, academic and elected leaders in economic development
- Convenes regional leaders around key economic competitiveness issues



# Charleston's Target Clusters

## PRIORITY CLUSTERS FOR THE REGION

ESTABLISHED		EMERGING	
			
AEROSPACE	AUTOMOTIVE	INFO TECH	LIFE SCIENCES
<b>CHARLESTON REGION JOB GROWTH, Q3 2013 – Q3 2023</b>			
+11%	+116%	+362%	+201%
<b>NATIONAL JOB GROWTH, Q3 2013 – Q3 2023</b>			
+4%	+19%	+13%	+25%

## Why Clusters Matter

**Economic clusters** are groups of related businesses that contribute to a healthy economy.

Well-developed clusters:

- Provide good jobs
- Pay higher wages
- Spawn new technologies that expand the economy

# Regional Accomplishments (2013-2023)

Total private-sector  
wages **increased**



**110%** to **\$20 billion**  
*(70% U.S.)*

GDP **increased**



**80%** to **\$57 billion**  
*(58% U.S.)*

Employment  
**increased**



**28%** *(12% U.S.)*



# Current Labor Force Snapshot (2023)

Labor Force growing **3X**  than U.S.

**430,000**

**#3**

**66.7%**

**42%**

**16%**

**Total Metro Civilian  
Labor Force**

**Mid-size Metro for Prime-age  
Workforce Ages 25-54**

**Labor Force Participation  
Rate, Pop 16+**  
(U.S. 63.8%)

**Bachelor's Degree or  
Higher, Pop 25+**  
(U.S. 36%)

**have a Graduate or  
Professional Degree**  
(U.S. 14%)



Source: U.S. Bureau of Labor  
Statistics & U.S. Census Bureau

# CHARLESTON REGIONAL DEVELOPMENT ALLIANCE

## FY21-22 Regional Economic Development Appropriations 2024 Annual Report: Financial Recap

SCDoC Funds Received: \$671,780 | Funds Used to Date: \$671,780

### Strategic Initiatives / Use of Funds

**Hosting / Visiting Prospects** - In FY23-24, CRDA hosted over 40 projects in our market and received 44 request for information proposals. These projects varied from small to large capital investment represented by referrals, site selection consultants, and the Department of Commerce. Vehicle electrification and the battery-supply chain projects remained strong, and a noticeable uptick in bio/life sciences has occurred. We also saw strong interest from companies in aerospace, chemical manufacturing, innovation and defense.

**SC Competes: Support for SC Aerospace and SC Logistics Initiatives** - Advanced logistics and the aerospace industry are key drivers in both our regional and statewide economies. CRDA supports and partners with SC Logistics and SC Aerospace to help strengthen and grow these important sectors. Through this partnership, we regularly engage with related companies and their supporting ecosystems. We also receive critical data and economic reports to inform our business development initiatives.

**Digital Marketing** - CRDA deploys an electronic "toolbox" for building awareness and generating interest in our three-county region among corporate executives, entrepreneurs and high-demand talent. Elements of the toolbox include social media posts to share relevant economic news and items of interest; digital media campaigns across multiple platforms targeting specific national/international geographies and featuring our region's target clusters and career opportunities; custom landing pages to support key business development activities including outbound marketing missions and industry events; and a social media management platform to allow strategic scheduling of key messages. We currently reach more than 17,000 followers across CRDA social platforms. A primary goal of these efforts is to drive traffic to our regional economic development website. As a measure of quality website visits, in FY23-24 we realized a marked increase in PDF downloads, video views, and web-initiated phone calls with nearly 60,000 visitors interacting with our talent-focused pages.

**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 business location. In FY23-24, results from our media relations efforts included interviews and coverage by The Korea Herald, Essence, Authority Magazine, Digital Journal, NBC News, Site Selection Magazine, MarketWatch, Bloomberg, Reuters, and Chief Executive Magazine. Topics ranged from renewable energy, e-mobility and lithium battery production to sustainable farming, culinary travel and the region's expanding financial services sector.

**Support for Harbor Entrepreneur Center** - The Harbor Entrepreneur Center (HEC) is a 501(c)(3) nonprofit organization founded a decade ago by two local entrepreneurs and advocates. The Center supports the growth of new companies and the continued development of Charleston's entrepreneurial community through several initiatives including pitch events, shared workspaces and a business accelerator program. CRDA supports this high-value initiative which is a critical element of the region's expanding innovation ecosystem. We are also actively engaged in numerous HEC events, which provide us valuable connections plus insights as to what startups and venture funds need to thrive in the region.

Report Submitted: October 14, 2024

### Charleston Regional Development Alliance SC Matching Funds Usage Details for 2021-2022

	Year Ending 06/30/2023 <small>Prior Year Used</small>	Quarter Ending 09/30/2023 <small>Quarterly CY Used</small>	Quarter Ending 12/31/2023 <small>Quarterly CY Used</small>	Year To Date 06/30/2024 <small>Current YTD Used</small>	Inception To Date 06/30/2024 <small>TOTAL USED</small>
<b>Expenses</b>					
<b>Global Business Development / Marketing</b>					
<b>Global Business Development</b>					
<b>Industry Forums</b>					
Area Development Forums	2,246.56	0.00	0.00	0.00	2,246.56
Site Selector Guild	3,729.65	0.00	0.00	0.00	3,729.65
IAMC	8,125.38	0.00	0.00	0.00	8,125.38
IEDC Annual Conference	6,885.50	0.00	0.00	0.00	6,885.50
SelectUSA Summit	3,313.84	0.00	0.00	0.00	3,313.84
SC Industry Conferences	9,575.00	4,000.00	(4,000.00)	0.00	9,575.00
SC BIO	1,657.62	0.00	0.00	0.00	1,657.62
Association Memberships	0.00	0.00	4,000.00	4,000.00	4,000.00
<b>Total Industry Forums</b>	<b>35,533.55</b>	<b>4,000.00</b>	<b>0.00</b>	<b>4,000.00</b>	<b>39,533.55</b>
<b>Outbound Business Development</b>					
Paris Air Show	2,116.25	0.00	0.00	0.00	2,116.25
AdvaMed	2,028.99	0.00	0.00	0.00	2,028.99
BIO International	10,318.90	0.00	0.00	0.00	10,318.90
MEDICA	2,414.64	0.00	0.00	0.00	2,414.64
CES	3,114.29	0.00	0.00	0.00	3,114.29
Life Science Mission	3,176.66	0.00	0.00	0.00	3,176.66
Asia Mission	12,947.51	0.00	0.00	0.00	12,947.51
European Missions	11,952.99	0.00	0.00	0.00	11,952.99
Germany Missions	16,282.65	0.00	0.00	0.00	16,282.65
UK Missions	6,980.69	0.00	0.00	0.00	6,980.69
SCDoC Site Selector Events	1,492.51	0.00	0.00	0.00	1,492.51
Lead Generation	46,428.67	0.00	0.00	0.00	46,428.67
Palmetto Partners Support	49,500.00	0.00	0.00	0.00	49,500.00
<b>Total Outbound Business Development</b>	<b>168,754.75</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>168,754.75</b>
<b>Inbound Business Development</b>					
Hosting International Groups	273.50	0.00	0.00	0.00	273.50
Site Selector Hosting	1,995.00	0.00	0.00	0.00	1,995.00
Heritage Golf	6,336.52	0.00	0.00	0.00	6,336.52
<b>Total Inbound Business Development</b>	<b>8,605.02</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>8,605.02</b>
<b>Project Management</b>					
Project Meetings	13,733.46	2,073.24	0.00	2,073.24	15,806.70
GIS Real Estate Tool	8,873.00	0.00	0.00	0.00	8,873.00
<b>Total Project Management</b>	<b>22,606.46</b>	<b>2,073.24</b>	<b>0.00</b>	<b>2,073.24</b>	<b>24,679.70</b>
<b>Total Global Business Development</b>	<b>235,499.78</b>	<b>6,073.24</b>	<b>0.00</b>	<b>6,073.24</b>	<b>241,573.02</b>
<b>Global Marketing</b>					
<b>Digital Media</b>					
CRDA Website	11,477.00	0.00	0.00	0.00	11,477.00
Digital Marketing	118,301.51	19,251.54	0.00	19,251.54	137,553.05
Videos / Photography	8,287.50	0.00	0.00	0.00	8,287.50
<b>Total Digital Media</b>	<b>138,066.01</b>	<b>19,251.54</b>	<b>0.00</b>	<b>19,251.54</b>	<b>157,317.55</b>
<b>Media Content</b>					
PR Agency	120,600.00	24,700.00	0.00	24,700.00	145,300.00
<b>Total Media Content</b>	<b>120,600.00</b>	<b>24,700.00</b>	<b>0.00</b>	<b>24,700.00</b>	<b>145,300.00</b>
<b>Business Branding &amp; Sales Support</b>					
Promotional Items	1,664.74	0.00	0.00	0.00	1,664.74
Print / Digital Collateral	2,000.00	0.00	0.00	0.00	2,000.00
<b>Total Business Branding &amp; Sales Support</b>	<b>3,664.74</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3,664.74</b>
<b>High-Demand Talent</b>					
Talent Digital Marketing	32,290.51	3,922.62	0.00	3,922.62	36,213.13
DIG SOUTH Conference	8,000.00	0.00	0.00	0.00	8,000.00
Digital Job Board	8,640.00	0.00	0.00	0.00	8,640.00
<b>Total High-Demand Talent</b>	<b>48,930.51</b>	<b>3,922.62</b>	<b>0.00</b>	<b>3,922.62</b>	<b>52,853.13</b>

Strategic Accounting Outsource Solutions, LLC prepared this report for use by Charleston Regional Development Alliance. No assurance has been provided on this report.

### Charleston Regional Development Alliance SC Matching Funds Usage Details for 2021-2022

	Year Ending 06/30/2023 <small>Prior Year Used</small>	Quarter Ending 09/30/2023 <small>Quarterly CY Used</small>	Quarter Ending 12/31/2023 <small>Quarterly CY Used</small>	Year To Date 06/30/2024 <small>Current YTD Used</small>	Inception To Date 06/30/2024 <small>TOTAL USED</small>
<b>Total Global Marketing</b>	<b>311,261.26</b>	<b>47,874.16</b>	<b>0.00</b>	<b>47,874.16</b>	<b>359,135.42</b>
<b>Total Global Business Development / Marketing</b>	<b>546,761.04</b>	<b>53,947.40</b>	<b>0.00</b>	<b>53,947.40</b>	<b>600,708.44</b>
<b>Regional Competitiveness</b>					
<b>Research &amp; Strategy</b>					
Chmura JobsEQ	18,471.00	0.00	0.00	0.00	18,471.00
<b>Total Research &amp; Strategy</b>	<b>18,471.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>18,471.00</b>
<b>Competitiveness</b>					
Headlight Regional Data Center	3,900.00	0.00	0.00	0.00	3,900.00
Innovation Initiatives	15,000.00	0.00	0.00	0.00	15,000.00
CMCC Trips	3,566.59	0.00	0.00	0.00	3,566.59
Convening & Collaborations	24,133.69	6,000.00	0.00	6,000.00	30,133.69
<b>Total Competitiveness</b>	<b>46,600.28</b>	<b>6,000.00</b>	<b>0.00</b>	<b>6,000.00</b>	<b>52,600.28</b>
<b>Total Regional Competitiveness</b>	<b>65,071.28</b>	<b>6,000.00</b>	<b>0.00</b>	<b>6,000.00</b>	<b>71,071.28</b>
<b>Total Expenses</b>	<b>611,832.32</b>	<b>59,947.40</b>	<b>0.00</b>	<b>59,947.40</b>	<b>671,779.72</b>



# **ECONOMIC DEVELOPMENT PARTNERSHIP (EDP)**



**Economic  
Development  
Partnership**

**Will Williams | President & CEO**

October 30, 2024

The Honorable Bruce W. Bannister  
Chairman, SC House Ways & Means Committee  
The Honorable Harvey S. Peeler, Jr.  
Chairman, SC Senate Finance Committee  
The Honorable Harry M. Lightsey, III  
Secretary, SC Department of Commerce

**RE: Proviso Funding Report for FY 2023-2024**

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 expanding infrastructure in our region along with acquiring land and developing a new industrial commerce park to attract companies that provide goods and technology, serving as a foundation for growth in our region.

**Summary of Projects**

**Professional Development** – The Partnership provided funding for an educational speaker to address a large group of business, community & political leaders from our region. We also provided sponsorship for the IAMC Spring Professional Forum for Economic Development. Our total for the fiscal year was \$9,543.00

**Marketing** – As a part of our recruitment of manufacturing and technology companies, funds were used toward streamlining our marketing efforts to best reach our target groups. We are now reaching consultants worldwide and providing a direct link to our regional data. Our marketing outreach gained us recognition from SEDC for the Best-in-Class Communications Award for 2024. We've also participated in Map Ads for two(2) of our counties, which are distributed regionwide. In collaboration with our four(4) counties we completed a Welcome & Relocation guide which is a useful tool for our existing industry and future new industry to recruit worldwide talent. Marketed our region worldwide through a publication for the Master Golf Tournament. Total marketing investment for the fiscal year was \$32,275.49.

Mailing Address: P.O. Box 1708 | Aiken, SC 29802  
Physical Address: 124 Chesterfield St. S. | Aiken, SC 29801  
839-216-6320 | [www.WesternSC.org](http://www.WesternSC.org)

**Lead Generation** – EDP continues to build on an AI analytics framework Investing \$16,500.00 working through Global Site Location Industries, LLC. This program is specifically designed for economic developers to compete in the fast pace of global economics around the world. The AI analytics program is a tactical tool to reach and target industry data so EDP can focus our regional resources effectively.

**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. EDP continues advancement of a new Industrial Park in Aiken County, North Fork Commerce Park. Investing \$270,361.41 in FY2023-2024 on due diligence following the Palmetto Sites Program along with the design phase for monument signage, main entry road, water and sewer.

For Sage Mill Industrial Park in Aiken County multiple enhancements are continuing. Relocation of AT&T underground cables as a prerequisite of road closures, diversions, and a new road creation. Major infrastructure improvements within the park. These improvements totaled \$443,432.37 to date and will continue into the next fiscal year.

Shaw Industries is undergoing a large expansion at their Aiken County facility and EDP has been investing in that expansion with our last payment of \$500,000.00 being paid out this fiscal year.

EDP was privileged to be involved in a cyber study which is almost complete. Our investment this fiscal year was \$97,492.57. EDP was asked by The Governor’s Office to administer a grant from the SC Department of Commerce that would be used to develop and advance a coordinated, statewide initiative to further align cyber and enabling assets, augment cyber capability and capacity, and attract cyber workers, executive, and investors. EDP plans to leverage the cyber assets we currently have in the region to help us grow that sector of our employment base.

McCormick’s Eco Industrial Park began upgrades and EDP has invested \$69,880.00 in fiscal year 2023-2024 on that project. The upgrades will be ongoing into the next fiscal year, and we will provide updates in next year’s report.

Many projects encompass all four(4) counties in our EDP service region. EDP updates needed Fiscal Impact Models throughout the year costing \$4,000.00. EDP continues to work with our SC DOC on integrated ways for prospects to locate our region and easily pull the needed data, investing \$28978.76. EDP was honored to sponsor both the SC Department of Commerce Rural Champion and SCEDA SC EDI Session II Lunch, combined totaling \$9,500.00. EDP gives back to our SC DOC through a Palmetto Partners contribution of \$33,750.00 this past fiscal year and we renewed our 3-year membership with the Association of the US Army given our close ties to Fort Gordon and the ongoing cyber initiative in our area. EDP continued its partnership with USC-Aiken campus by providing funds for an IT upgrade to a location of mutual use, costing \$4,271.58. EDP also participated in local studies and land appraisals to update information for promoting sites totaling \$3,690.00

**FY 2024/2025** – EDP’s 2024-2025 Fiscal Year is underway and our current Program of Work outlining how EDP will be applying state funds in the upcoming fiscal year including our goals to be accomplished are included with this letter. Our Audit will be starting in early January 2025, and we will provide results in late Spring 2025.

The Economic Development Partnership is most appreciative of the support provided by the Legislature under this regional funding program which allows the Partnership to matching funds received from local support. We have been able to provide great benefit to our region by leveraging the Proviso Funds provided. Without these matching funds we would not be able to advance our programs nor attract new industries to our community.

Best regards,



Will Williams  
EDP President & CEO

Enclosure: Program of Work for FY2024-2025

CC: Patrick Jarvis, Chief Financial Officer, SC Department of Commerce  
Gary Stooksbury, Chairman, Economic Development Partnership



## Economic Development Partnership

Will Williams, President & CEO

2024-2025

### PROGRAM OF WORK WESTERN SC ECONOMIC DEVELOPMENT PARTNERSHIP

*The mission of the Economic Development Partnership is to attract capital investment and create jobs in Aiken, Edgefield, Saluda & McCormick Counties.*

This *Program of Work* is based on understanding that economic development involves five primary functions:

1. Marketing
2. Community Development
3. Recruiting Jobs & Capital Investment
4. Existing Industry
5. Leveraging Technology Assets

This document provides the framework the President/CEO and staff will use for planning and carrying out activities for the 2023-2024 year.

#### MARKETING

1. Market Aiken, Edgefield, Saluda & McCormick Counties through innovative marketing means, personal contact, and advertising to prospects, potential prospects, consultants, and economic development allies.
2. Provide specific information and proposals as requested by prospects, consultants, and economic development allies.
3. Plan for and host visits by prospects, consultants, and economic development allies.
4. Follow-up on inquiries and prospect visits.
5. Participate in recruiting efforts with national and international companies with the South Carolina Department of Commerce, Dominion Energy, SC Power Team and other economic development allies.
6. Continue the recruiting program focused on attracting Foreign Direct Investment.
7. Update Website to stay on top of marketing/web trends.
8. Use Social Media platforms to market Aiken, Edgefield, Saluda & McCormick Counties.

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## **COMMUNITY DEVELOPMENT**

### **EXISTING INDUSTRY**

1. Provide support for growth and increased investment of existing industry.
2. Provide staff support for the Aiken County Manufacturers' Council and the Multi-County Human Resources Council.
3. Continue Existing Industry Visitation Program, with visits by the Director of Existing Industry, the President/CEO and volunteers.
4. Aggressively pursue expansion of current industrial base.

### **SAVANNAH RIVER SITE**

1. Serve as an advocate to foster public support missions and stability of the Savannah River Site.
2. Support SRS efforts to expand and diversify its current mission.
3. Provide support for new technologies based on the potential economic advantages to the community and the potential to attract allied industries.
5. Identify, focus, and present community needs in areas of economic development.
6. Take an active role in promoting assets of the SRS for the benefit of the community.

### **SAVANNAH RIVER SITE REDEVELOPMENT AUTHORITY**

#### **INTERNAL OPERATIONS**

1. Organize and administer the annual private investment campaign.
2. Participate in staff development meetings, workshops, and seminars.
3. Provide contractual support services.
4. Promote the organization and economic development by speaking and serving on panels and boards and community and state organizations.
5. Promote the organization and economic development in general by attending meetings, workshops, and seminars.
6. Emphasize professional development of staff.
7. Establish cost effective operations of new corporation office building.

## **ECONOMIC DEVELOPMENT PARTNERSHIP 2024-2025 PRIORITIES**

The following priorities will guide the operation of the Partnership over the next year. While carrying out our *Program of Work*, we will place special emphasis on these priorities.

- A. Increase the number of national and international prospects visiting the region through self-generated leads and participation in SCDOC recruiting trips.
- B. Visiting existing industry in the region to assist and garner new investment and job opportunities.
- C. Continue development of North Fork Commerce Park in eastern Aiken County. (Entry Road/Signage, well, Prospect Receiving Area, and Water/Sewer Service.)

- D. Assist Saluda County with extension of road as well as water and sewer service to Saluda County Commerce Park -West.
- E. Continue efforts to raise the workforce participation rate of the region.
- F. Work with community entities to maintain the economic vitality of the area.
- G. Secure manufacturing companies for Edgefield County Industrial Park, Saluda Commerce Park and McCormick County Eco Industrial Park.
- H. Continue to support the implementation of broadband across our region through Electric Co-Ops and Carolina Connect.
- I. Complete move – in and operating new corporate office space at 124 Chesterfield St, S in Aiken.

**NORTH EASTERN STRATEGIC ALLIANCE  
(NESA)**





**2024 Annual Report**  
**Local Economic Development Alliances Appropriation**  
**Proviso 50.13**

# Annual Report – LEDA Appropriation

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

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

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

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

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

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

### **Collaborative Product Development**

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

### **Marketing and Business Development**

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

### **NESA Mission and Goals**

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

Included are metrics to reflect progress in the NESA region:

Reflected below are the changes in employment from July 2023 through June of 2024.

LAUS Data	NESAS, SC		South Carolina excluding NESAS		South Carolina (45)	
Time	Employed	Unemployment Rate	Employed	Unemployment Rate	Employed	Unemployment Rate
June 2023	342,206	3.6%	2,056,448	3.1%	2,398,653	3.2%
July 2023	343,366	3.4%	2,060,747	3.0%	2,404,115	3.0%
August 2023	341,430	3.1%	2,053,936	2.7%	2,395,364	2.7%
September 2023	339,042	3.1%	2,051,402	2.6%	2,390,444	2.7%
October 2023	337,989	3.4%	2,056,171	3.0%	2,394,160	3.1%
November 2023	335,627	3.3%	2,058,501	2.8%	2,394,128	2.9%
December 2023	332,006	3.7%	2,045,891	2.9%	2,377,896	3.0%
January 2024	331,725	4.2%	2,039,657	3.2%	2,371,382	3.4%
February 2024	334,162	4.4%	2,048,308	3.5%	2,382,469	3.6%
March 2024	342,549	4.0%	2,078,541	3.2%	2,421,090	3.3%
April 2024	345,730	3.3%	2,087,847	2.8%	2,433,577	2.9%
May 2024	344,374	4.0%	2,070,940	3.5%	2,415,314	3.6%
June 2024	349,344	5.1%	2,085,315	4.5%	2,434,657	4.6%
% Change Year-over-Year	2.1%	1.5%	1.4%	1.4%	1.5%	1.4%
Exported on:						
Source: <a href="#">Jobst</a>						
Note: Figures						

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



Year	NESAS Region		South Carolina		USA	
	Income	%Change from prev. yr	Income2	%Change from prev. yr3	Income4	%Change from prev. yr5
2012	\$21,388	-0.5%	\$23,906	0.2%	\$28,051	0.5%
2013	\$21,371	-0.1%	\$23,943	0.2%	\$28,155	0.4%
2014	\$21,363	0.0%	\$24,222	1.2%	\$28,555	1.4%
2015	\$21,791	2.0%	\$24,604	1.6%	\$28,930	1.3%
2016	\$22,618	3.8%	\$25,521	3.7%	\$29,829	3.1%
2017	\$23,450	3.7%	\$26,645	4.4%	\$31,177	4.5%
2018	\$24,557	4.7%	\$27,986	5.0%	\$32,621	4.6%
2019	\$25,682	4.6%	\$29,426	5.1%	\$34,103	4.5%
2020	\$26,567	3.4%	\$30,727	4.4%	\$35,384	3.8%
2021	\$28,383	6.8%	\$32,823	6.8%	\$37,638	6.4%
2022	\$31,302	10.3%	\$36,072	9.9%	\$41,261	9.6%
2023						
Total 10-yr Change		46.3%		50.9%		47.1%
10-yr CAGR	3.9%		4.2%		3.9%	
5-yr CAGR	5.0%		5.2%		4.8%	

**Financial Report  
 As of August 31, 2024**

North Eastern Strategic Alliance				
Results of Operations				
August 31, 2024				
State Program -- Period Ending June 30, 2024				
				Percentage of Actual To Budget
Revenue		Budget	Actual	
State Match Funds		\$ 745,000	\$ 745,000	100%
Interest Earnings			-	
Support for Apprenticeship Program			10,000	
<b>Total Funds Available</b>		<b>\$ 745,000</b>	<b>\$ 755,000</b>	<b>101%</b>
Expenditures				
County Economic Development Grants Program		\$ 80,000	\$ 118,000	148%
High Impact Grant Program		372,500	400,000	107%
Marketing and Business Development		292,500	235,812	81%
<b>Total Expenditures</b>		<b>\$ 745,000</b>	<b>\$ 753,812</b>	<b>101%</b>
Cash Balance			<b>\$ 1,188</b>	

**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

The Honorable Harvey S. Peeler, Jr  
111 Gressette Bldg.  
Columbia, SC 29201

The Honorable Bruce W. Bannister  
525 Blatt Bldg.  
Columbia, SC 29201

Secretary Harry M. Lightsey  
1201 Main Street, Suite 1600  
Columbia, SC 29201

October 15, 2024

Dear Senator Peeler, Senator Bannister, and Secretary Lightsey,

I am pleased to provide you with the South Carolina I-77 Alliance (Alliance) Annual Report for Proviso 50.13. The Alliance serves as a regional economic development group representing Chester, Fairfield, Lancaster, Richland, and York Counties. The Alliance's board comprises twenty-eight directors, of which three do not have specific geographic boundaries: the Acting/Interim Presidents and CEOs of York Technical College, Midlands Technical College, and the I-77 Alliance. The remaining directors are evenly distributed, providing each county five directors, including two ex-officio members representing their public sector (a county council appointee OR county administrator, AND the county economic development director), as well as three private sector representatives chosen through the Alliance's nominating process.

The executive committee of the board consists of the Alliance's Board Chair, Vice Chair, the five county economic development directors, and five private-sector board members. According to the Alliance's bylaws, the Vice Chair's position rotates between public and private sector directors, with each term culminating in the Vice Chair assuming the role of Board Chair. The inclusion of county developers on the Board and Executive Committee is a fundamental element of our organizational structure.

The Alliance's primary mission is the marketing and branding of the region, with a particular focus on lead generation for our five member counties. Our activities are strategically designed to maximize the region's exposure to key site location decision-makers and associated economic development partners, ensuring that each county's economic development prospects pipeline remains robust.

As of June 30, 2024 the Alliance reported the following metrics for FY 2023-2024:

- 120 company visits/meetings
- 130 site consultant meetings
- 55 leads either sourced internally or via partners
- 11,000+ users on our website
- 50,000+ impressions of our LinkedIn content

Currently, as we undergo our second President & CEO transition in as many years, the Alliance is taking this opportunity to reassess our strategy and organizational model. In March 2023, we held an operations retreat, facilitated by Creative EDC Consulting, to help shape this vision. To support the initiatives that emerged from the retreat, in October 2023, the Alliance initiated a fundraising campaign in partnership with Convergent Nonprofit Solutions. CNS is also collaborating with the Alliance to determine the future structure of our fundraising and investor relations functions in alignment with potential organizational changes.

Following the relaxation of pandemic restrictions, we reinstated our outbound marketing efforts, which have had a positive impact on our activity. We adopted a modified approach, combining virtual meetings and conference calls with in-person trade missions and marketing. Until the Alliance finalizes its organizational structure, our five county developers will have more opportunities to travel domestically and internationally.

#### **FUNDS RECEIVED (MATCHING FUNDS PROGRESS)**

The Alliance has successfully matched and received its full allocation of Proviso funds, including any surpluses available, for fiscal years 2013-2023. However, FY 2023 marked the first year where we did not receive the maximum allotment, securing \$566,500, which fell \$93,500 short of the non-surplus maximum. As of June 30, 2024, including the FY 2023



request of \$566,500, the Alliance will have claimed a total of \$6,284,535.64. An itemized list of Proviso 50.13 funds received for the current and previous fiscal years is provided below. The Alliance has not yet received its allocation for the 2023-2024 FY:

**PROVISO 50.13 FUNDS RECEIVED (AS OF JUNE 30, 2024)**

FISCAL YEAR	ALLOCATED FUNDS	FISCAL YEAR	ALLOCATED FUNDS
2013-2014	\$378,500.00	2019-2020	\$671,441.07
2014-2015	\$700,000.00	2020-2021	\$725,394.07
2015-2016	\$630,545.50	2021-2022	\$671,779.73
2016-2017	\$660,000.00	2022-2023	\$566,500.00
2017-2018	\$611,084.56	2023-2024	TBD
2018-2019	\$669,290.71	<b>TOTAL</b>	<b>\$6,284,535.64</b>

**FUNDS EXPENDED**

Through June 30, 2024, the Alliance has utilized Proviso 50.13 funds for Alliance marketing and advertising initiatives, as well as contract services. Below, you'll find a detailed breakdown of all Proviso 50.13 fund expenditures, including the reconciliation of fiscal year allocations:

**PROVISO 50.13 FUNDS EXPENDED AND RECONCILIATION (AS OF JUNE 30, 2024)**

CATEGORY	EXPENDED FUNDS	FISCAL YEAR	ALLOCATION	CUMULATIVE	BALANCE
Software/Data/Subscriptions	\$848,240.32	2013-2014	\$378,500.00	\$378,500.00	\$0.00
Prospect Expenses	\$378,801.39	2014-2015	\$700,000.00	\$1,078,500.00	\$0.00
Advertising Expenses	\$1,503,091.15	2015-2016	\$630,545.50	\$1,709,045.50	\$0.00
Marketing Missions/Travel	\$993,484.19	2016-2017	\$660,000.00	\$2,369,045.50	\$0.00
Lead Gen/ED Contract Svcs	\$1,496,444.25	2017-2018	\$611,084.56	\$2,980,130.06	\$0.00
<b>TOTAL</b>	<b>\$5,220,061.30</b>	2018-2019	\$669,290.71	\$3,649,420.77	\$0.00
		2019-2020	\$671,441.07	\$4,320,861.84	\$0.00
		2020-2021	\$725,394.07	\$5,046,255.91	\$0.00
		2021-2022	\$671,779.73	\$5,718,035.64	\$0.00
		2022-2023	\$566,500.00	\$6,284,535.64	\$325,102.62
		2023-2024	-	\$6,284,535.64	-
		<b>TOTALS</b>	<b>\$6,284,535.64</b>		<b>\$325,102.62</b>

As indicated by the expenditures detailed in this report, the Alliance allocates a significant portion of its resources to marketing, advertising, prospect-related expenses, and lead generation. Our commitment is to diligently position the Alliance as the foremost economic development marketing organization in the state, promoting the I-77 region as the optimal destination for companies worldwide.

Our goals for the upcoming 2024-2025 FY are represented by an across the board 10% increase in our measurables. At this time, we do not expect to take on any new significant initiatives; however, we intend to be even more efficient with the existing tools, resources, and lead generation missions we can arrange. Please feel free to reach out if you have any inquiries or require further information.

Sincerely,

Christopher Finn  
Interim President & CEO  
South Carolina I-77 Alliance

# **SOUTHERN CAROLINA ALLIANCE**



201 Lee Avenue  
Hampton, SC 29924  
803-541-0023

[www.southerncarolina.org](http://www.southerncarolina.org)  
[sca@southerncarolina.org](mailto:sca@southerncarolina.org)

October 14, 2024

The Honorable Harvey S. Peeler, Jr.  
The Honorable Bruce Bannister  
The Honorable Harry M. Lightsey, III

### **PROVISO/REDO FUNDING ANNUAL REPORTING**

#### *Park/Property and Project Development: \$210,778.58*

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 assessments and expansion opportunities for several of the industrial parks within the 7-county region.
- SCA solicited and engaged vendors to perform due diligence for Palmetto Sites at several properties and industrial Parks.
- SCA continues to work on the acquisition of 1500 acres in Jasper County to create a logistics park.
- SCA has managed soil scientist to do further due diligence on the Sherwood Tract for a specific project in Jasper County
- SCA assisted Beaufort EDC in investigating contamination and infrastructure needs of the Chilton tract and 126-acre Lobeco site in Beaufort County.
- SCA has worked in coordination with Hampton County, SCDOT, and CSX regarding the rail crossing and signal arms project at the entrance to Southern Carolina Industrial Campus.
- SCA has assisted ATC (Agriculture Technology Campus) in closing on a loan for the creation of greenhouses for Harvest House growing.
- SCA has continued to work through due diligence and pre-construction related to the proposed Spec Building #2 within the Southern Carolina Industrial Campus.

- SCA has purchased 10 acres to be an addition to the Pointe Salkehatchie Industrial Park in Allendale County.
- SCA has been awarded a grant for the upfit of the Allendale Training facility that will upfit the building along with training equipment to facilitate the training needs in the region of current and prospective industries workforce needs.
- SCA is working in collaboration with McMillan Pazdan Smith on the design of the New Cross Rhodes Spec building.
- SCA has coordinated with LSCOG and design engineer regarding the CBDG grant funded new well on the Wolf Site in Bamberg County.
- SCA coordinated with the city of Barnwell and engineers for infrastructure improvements of nine miles of sewer to connect the 1600-acre park to the city.
- SCA seeks to expand the Southern Carolina Advanced Technology Park by acquiring 300 acres from Savannah River Site to accommodate proposed missions of DOE.
- SCA assisted Colleton County in expanding acreage at The Colleton Mega Site. SCA also assisted with engineering and infrastructure needs on the site.
- SCA is assisting with the placement of a charter school in Colleton County.
- SCA is coordinating with Palmetto Railways to establish a distribution site in Canadys.

Marketing and Lead Generation Development: \$398,139.77

SCA's goal through Marketing and Lead Generation is to make the region known domestically and globally and secure investment and job opportunities for the 7-county region served.

- SCA participated in an international marketing mission to the Vancouver area led by the SC Department of Commerce.
- SCA participated in the Beaufort County EDC's Converge event presenting an overview of SCA's accomplishments and vision for the coming year.
- SCA participated in the launch for the Leadership Salkehatchie regional leadership program with USC Salkehatchie at their Allendale Campus.
- SCA led a site visit from the SC Department of Commerce's European Office Director for an overview of the region and our industrial sites.
- SCA participated in the SC Rural Summit as a major sponsor.
- SCA participated in an Agribusiness Virtual Marketing Mission with SC Department of Commerce.
- SCA Participated in the Washington, DC Site Consultants Luncheon as part of the SC delegation.
- SCA met with the SCDOC team from Japan and Korea to present the regional overview.
- SCA developed and presented a presentation of an industrial site to the German American Chamber of Commerce's German manufacturing project, Bronze Sky.
- SCA participated in a marketing mission to New York, New Jersey and Connecticut, meeting with 13 companies.

- SCA continues to produce and release podcast episodes of Behind The Golden Shovel, featuring topics of regional interest related to economic development, job creation, workforce training and other activities that can improve opportunities and enhance the quality of life in the region.
- SCA hosted the Fall Business and Industry event to allow networking opportunities for existing industry with SCA Board, staff, and elected officials.
- SCA continues our social media campaigns on Facebook, Twitter, LinkedIn, and Instagram, while adding videos to our YouTube channel.

Investment in new industry and industrial expansions have created 247 new jobs for the region and over \$38 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

2022-2023 Funding	Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	184,561.71	135,962.91	250,000.00	255,769.88	-64,754.74	300,000.00
Park, Property Development & Infrastructure, Project Costs	127,158.67	166,220.04	350,000.00	358,133.45	64,754.74	4,600,000.00
Total Expenses	311,720.38	302,182.95				
REDO Funds	600,000.00	600,000.00				
Additional REDO Funds	13,903.33	13,903.33				
Total REDO Funds	613,903.33	613,903.33	600,000.00	613,903.33		4,900,000.00
Total Remaining Funds	0.00	311,720.38			0.00	

2023-2024 Funding	Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	213,578.06		250,000.00		36,421.94	300,000.00
Park, Property Development & Infrastructure, Project Costs	83,619.91		350,000.00		-83,619.91	4,600,000.00
Total Expenses	297,197.97					
REDO Funds	600,000.00					
Additional REDO Funds	0.00					
Total REDO Funds	600,000.00		600,000.00			4,900,000.00
Total Remaining Funds	302,802.03				-47,197.97	

2024-2025 Funding	Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	0.00		250,000.00		0.00	300,000.00
Park, Property Development & Infrastructure, Project Costs	0.00		350,000.00		0.00	4,600,000.00
Total Expenses	0.00				0.00	
REDO Funds	600,000.00		600,000.00			
Additional REDO Funds						4,900,000.00
Total REDO Funds	600,000.00		600,000.00			
Total Remaining Funds	600,000.00				0.00	

All funds for 2022/2023 and prior years have been utilized

# **THE LINK ECONOMIC ALLIANCE**



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

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

October 15, 2024

The Honorable Harvey S. Peeler, Jr.  
The Honorable Bruce W. Bannister  
The Honorable Harry M. Lightsey, III

Proviso Funding FY 2023-24 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 10<sup>th</sup> year, was formed to facilitate and foster economic development through a renewed partnership for progress in Lee and Sumter Counties. The LEDA funding we receive continues to bolster our ability to promote and market our region through many creative 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.

Sites and Properties (10.38% of budgeted allocation)

Spec Buildings and Pads

Prospect visits to both the Lee County spec building and the Sumter spec building continue at a brisk pace. Planning is underway for a 200,000 square foot pad ready site in the Black River Industrial Park in Sumter.

Site Updates

Black River Industrial Park and I-20 Industrial Center have been designated as Palmetto Sites.

The Gibbs Rail Site #2 in Sumter County was optioned for 76 acres and subsequently purchased in September of 2023. Planning to rezone the property to heavy industrial. It has also received Palmetto Sites designation.

Due diligence has been completed on the Gibbs rail site and is underway for the Pocotaligo East site.

Design and engineering are underway for a 1,120 ft. road extension in the Pocotaligo Industrial Park.

Awarded \$275k in funding for Pocotaligo East clearing.

2630 Hwy 15 South is currently available for lease as is 31 Plowden Mill Road.

The Maysteel building sold to Thompson Construction Group for their custom pipe making operation.



Grants

- \$2.05 MM grant from Commerce for Lee County wastewater improvements.
- \$450k grant from Commerce for railroad depot work.
- \$200k grant from Commerce for Race Track Road improvements.
- \$10k grants for drone videos.
- \$57.25k grant for BRIP due diligence.
- \$35k grant for I-20 due diligence.
- \$300k grant Commerce for Pocotaligo road extension (an additional 450').
- \$200k UTC support from Duke for Pocotaligo road extension project.
- \$300k Commerce; \$500k Power Team; \$200k BREC for 200k pad.
- \$43,750 from Commerce for POCO East due diligence.
- \$62,688 from Commerce for Gibbs Site due diligence - grant will increase for phase 1 intensive archeological survey.
- \$250,000 from BREC in UTC for Lee County water and wastewater improvements.
- \$50k UTC from Dominion for Grey Platinum; moved to Black Nickel.
- \$300k UTC from Duke for Black Nickel.
- Awarded \$225k from Commerce and \$50k from Duke for POCO East site enhancement.
- SC Dept of Ag is offering \$331k grant to Peach Orchard Processing to support beef processing capabilities; working through grant application with company and Sumter County, as Sumter County is the pass through/grantee.
- SC Dept of Ag offering \$50k for Nova.
- **Totaling: \$5,619,688 since 2022**

Workforce Training and Development (10.39% budget allocation)

Workforce continues to be an important area of focus for TheLINK in the 2023-34 fiscal year. The LINK continues to spearhead and sponsor activities and marketing initiatives focused on talent development and retention. These include:

- Ross McKenzie Emerging Leaders sixth class comprised of 21 high school juniors completed the program and graduated in May 2024. Members of the fifth class who graduated in the spring of 2023 were placed and are currently serving as ex-officio members on a variety of non-profit and civic boards in TheLINK region.
- The eSTEAM Sumter Festival took place on Saturday, October 7, 2023, with attendance exceeding 6,500 guests. More than 91 exhibitors participated along with 14 food trucks. Thirty-three sponsors supported the event which kicked off with a 22-unit parade. Planning for the 2024 event took place throughout the fiscal year and several sponsors committed to support the 2024 event immediately after the event.
- The Manufacturer's Expo and STEAM Challenge for 8<sup>th</sup> grade students in both Lee and Sumter Counties was held at the Advanced Manufacturers Technology Training Center on March 1, 2024. Nine area middle schools participated in this interactive event with five industry partners. The goal of the event is to expose the students to opportunities in the region prior to them completing their Individual Graduation Plans.

- 
- Graduate to Greatness took place on April 24, 2024. This is for high school seniors who have not yet formed a post-graduation plan. The event hosted 110 students, 21 employers representing a mix of business, industry and local government with available jobs, the area's three local colleges (CCTC, Morris College and USC -Sumter) along with military recruiters from four branches of service were on hand to talk to soon-to-be high school graduates.

#### Marketing and Recruiting (68.84% budget allocation)

TheLINK's marketing and recruiting efforts in 2023-24 included print media, social media, billboards, and opportunities to participate with the SCDOC on regional, national, and international trade missions.

- Eat on This – A community cuisine – bringing together different community groups to learn about the work of TheLINK in the region.
- Bluegrass and BBQ investor appreciation event.
- Annual Report produced in May 2024.
- Scan and Learn QR Codes produced and displayed at various events.
- Ads in Sumter Living, SB&D, Lee County Observer, The Item, etc.
- The eSTEAM Sumter Festival website was updated and improved with new sponsorship package opportunities, photos and interactive capabilities.
- Social media “Industry Check-ins and Promotion” blitz featured local industries.
- A Women in STEAM Social media campaign was developed and executed.
- In conjunction with National Economic Development Week (May 6-10, 2024), social media campaigns continued with “Industry Check-ins and Promotion” and “TheLINK-The Details” campaign.

Marketing materials were developed for programming efforts including Graduate to Greatness and Eat on This along with print ads in Sumter Living, The Lee County Observer, Southern Business & Development and The Item.

Marketing efforts also included a significant social media presence for TheLINK region related to the Manufacturer's Expo, eSTEAM Festival and Graduate to Greatness.

In May, the LINK hosted the annual Bluegrass and Barbeque investor appreciation event. The newly produced annual report was distributed at this event.

In addition to traditional print and media marketing, TheLINK also has a strong presence on multiple social media platforms including Facebook, twitter, etc., all of which are intentionally created to drive traffic to the new website which launched in December 2022.

Members of TheLINK team participated in several trade missions throughout the year including the Paris Air Show, Select USA Conference, the Southern Germany Road Show.

TheLINK also hosted the opening reception for the SCEDA Institute in February 2024.

Members of TheLINK team participated in multiple local events including:

- National Counselors Week Breakfast
- Greater Sumter Chamber of Commerce Retreat
- Black History moment at Alice Drive Elementary
- State of Sumter Event
- Read Across American week at Kingsbury Elementary School
- SHE (See Her Empowered) Seminar
- Lee Chamber of Commerce Luncheon and Awards Ceremony
- SCEDA Institute
- 

Projects

Project activity in FY23-24 continued to be robust and was primarily driven by the availability of buildings and pad ready sites in the region.

- |               |  |
|---------------|--|
| December 2024 | eVAC Magnetics announced \$506 million/300 jobs. Ground breaking took place in March of 2024 and the topping off ceremony will take place on October 17, 2024. |
| January 2024  | Nova Molecular Technologies (\$23.74 million/20 jobs)  |

Throughout the fiscal year TheLINK responded to 25 requests for information. Of those, 12 were looking for a spec building, 8 were greenfield sites, 3 were for existing industry and 2 did not submit due to site needs. While not all of these projects remain active, at the end of the fiscal year, TheLINK was working 19 active projects totaling \$1.26 billion in potential investment and 3,493 potential new jobs. Additionally, ten of the region’s existing industries were engaged in the preliminary discussions related to expansion.

Travel (5.19% budget allocation)

TheLINK team traveled on a variety of trade missions during the FY23-24 year (discussed above under Marketing).

Leadership & Development Training (5.19% budget allocation)

In addition to supplemental coursework with SCEDA, several members of TheLINK team pursued additional coursework during the fiscal year. Ms. Lynch participated in the SCEDA Institute.

Funding

In the coming fiscal year our budget allocations for the use of Proviso funding will not change. The goals of TheLINK are unwavering and we continue to measure success through increased per capita income, the capital investment and number of jobs created in the region, and the number of individuals reached by our marketing efforts.

TheLINK successfully exceeded raising its 2024 Proviso allocation of \$385,000 all of which was drawn down at the end of the 2023-24 fiscal year. This funding allowed TheLINK to continue its mission to increase and enhance GDP, employment opportunities, marketability and visibility of the Lee and Sumter County region by working to provide global outreach, business intelligence and talent engagement programs and initiatives.

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 the region's footprint. The funding has also impacted our ability to keep our existing industries thriving and exploring the possibility of expanding in our region. The Proviso funding provides 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,



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. Patrick Jarvis, Chief Financial Officer, South Carolina Department of Commerce

# UPSTATE ALLIANCE



UpstateSCAlliance

*Business moves here.*

**Upstate South Carolina Alliance  
2024 Annual Report**

FY 2021-2022

State Appropriations Act  
Appropriation to the Local Economic  
Development Alliances

FY 2022-2023

State Appropriations Act  
Appropriation to the Local Economic  
Development Alliances

FY 2023-2024

State Appropriations Act  
Appropriation to the Local Economic  
Development Alliances

October 15, 2024

Honorable Harry M. Lightsey 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 FY2021-2022; FY2022-2023; FY2023-2024

Secretary Lightsey:

Pursuant to the requirements provided in memorandums June 2021, June 2022, and June 2023 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 \$761,441.07 in funding provided to Local Economic Development Alliances in the State Appropriation Act for FY2021-2022, \$763,903.33 for FY2022-2023, and \$750,000.00 for FY2023-2024.

Per the Act 2021-2022 the Upstate SC Alliance submitted a request and received funds. 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 - \$761,799.72. All funds have now been expended.

Per the Act 2022-2023, the Upstate SC Alliance submitted a request and received funds. 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 - \$763,903.33. Funds in the amount of \$635,485.49 have been spent.

Per the Act 2023-2024, the Upstate SC Alliance submitted a request and received funds. 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 - \$750,000.00. Funds have not been spent yet.

Within this packet, please find the following:

- A detailed Funding Request/Itemized Budget
- 2023 Upstate SC Alliance Annual Report
- 2023-Q32024 Upstate South Carolina Alliance Performance Measures
- 2023-Q32024 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 on the Upstate Region and State of South Carolina!

Sincerely,



John Lummus  
President/CEO

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2021-2022 General Appropriations Act**  
**Appropriation to the Local Economic Development Alliances**



<b>Lead Generation, Research and Project Support</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 300,000.00</b>		
830500	ACOG/Infomentun	\$	2,163.74	\$ 34,245.91
823065	Domestic Mission Trips	\$	706.93	\$ 1,352.13
823012	International Mission Trips	\$	3,800.45	\$ 44,206.28
823020	Investor Led Mision Trips			\$ -
823090	Lead Generation Expenses	\$	4,813.75	\$ 66,241.71
823092	Local Developer Travel Sponsorship	\$	2,373.47	\$ 16,077.95
823091	Partner Mission Trips			\$ -
820500	Prospect Cultivation	\$	1,629.82	\$ 11,481.60
831000	Research & Databases			\$ 119,474.75
823072	Site Consultant Trips	\$	3,489.60	\$ 6,919.67
<b>TOTAL TO-DATE</b>		<b>\$ 300,000.00</b>	<b>\$ 18,977.76</b>	<b>\$ 300,000.00</b>

<b>Global Marketing &amp; Business Recruitment</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 250,000.00</b>		
821000	COI (Centers of Influence) Cultivation	\$	-	\$ 1,434.07
824800	Consultant In-Bound Event	\$	-	\$ 23,822.64
833500	Economic Development Sponsorships	\$	-	\$ 4,184.70
834500	Economic Development Travel & Meals	\$	-	\$ 7,200.59
824801	Experience the Upstate	\$	-	\$ (861.69)
832060	Global Competetiveness Events and Programs	\$	-	\$ 14,627.31
818000	Marketing Tools & Initiatives	\$	-	\$ 107,918.08
824900	Misc Delegations	\$	-	\$ -
835500	Misc. Marketing Expense	\$	-	\$ -
822060	Site Consultant Conferences/IAMC	\$	-	\$ 21,384.65
823065	Target Industry Association/Support	\$	-	\$ 2,073.95
822065	Tradeshows	\$	-	\$ 12,539.07
841500	Website & Digital Engagement	\$	-	\$ 55,676.63
<b>TOTAL TO-DATE</b>		<b>\$ 250,000.00</b>	<b>\$ -</b>	<b>\$ 250,000.00</b>



<b>Regional Promotion, Advocacy, &amp; Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$211,779.72</b>		
824401	Automotive Inbound	\$	-	\$ 5,000.00
824100	BMW Charity Pro Am	\$	-	\$ 13,179.39
824902	Business Recruitment & Marketing Events	\$	-	\$ 31,793.62
837000	Communications & Content Creation	\$	-	\$ 37,934.04
824500	Foreign Delegation Visits	\$	-	\$ -
823073	International COI Event	\$	-	\$ 4,284.21
831500	Media Cultivation	\$	-	\$ -
729800	Palmetto Partners Contribution	\$	-	\$ -
824904	Reimbursement from Sponsors	\$	-	\$ -
824903	SC Aerospace Conference	\$	-	\$ -
824400	SC Auto Summit	\$	-	\$ -
824709	SCBIO	\$	-	\$ 10,000.00
817000	Talent Attraction & Retention/Upskilling Initiative	\$	-	\$ 109,588.46
<b>TOTAL TO-DATE</b>		<b>\$211,779.72</b>	<b>\$ -</b>	<b>\$ 211,779.72</b>
<b>All Programs</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$761,779.72</b>	<b>\$ 18,977.76</b>	<b>\$ 761,779.72</b>

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2022-2023 General Appropriations Act**  
**Appropriation to the Local Economic Development Alliances**



**Upstate South Carolina Alliance Quarterly Report - September 30, 2024**

<b>Global Marketing/Lead Generation/Project Support/Research</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 550,000.00</b>		
830500	ACOG/Infomentun		\$ 4,711.26	\$ 4,711.26
824902	Business Recruitment + Marketing Events		\$ 2,500.00	\$ 21,573.85
821000	COI (Centers of Influence) Cultivation		\$ 579.47	\$ 8,418.71
824800	Consultant In-Bound Event		\$ 1,383.04	\$ 1,173.85
823065	Domestic Mission Trips			\$ -
832090	ED Project Support			\$ 50,000.00
833500	Economic Development Sponsorships			\$ 8,076.34
834500	Economic Development Travel & Meals		\$ 817.87	\$ 9,309.82
823012	International Mission Trips			\$ -
823020	Investor Led Mision Trips			\$ -
823090	Lead Generation Expenses			\$ -
823092	Local Developer Travel Sponsorship			\$ 2,368.00
818000	Marketing Tools & Initiatives		\$ 14,910.07	\$ 84,327.94
824900	Misc Delegations			\$ -
835500	Misc. Marketing Expense			\$ -
823091	Partner Mission Trips			\$ -
820500	Prospect Cultivation			\$ -
831000	Research fees & databases		\$ 700.00	\$ 700.00
822060	Site Consultant Conferences/IAMC		\$ 6,386.11	\$ 72,186.97
823072	Site Consultant Trips			\$ -
822065	Tradeshows		\$ 5,304.76	\$ 22,465.95
841500	Website & Digital Engagement		\$ 21,373.83	\$ 105,531.05
<b>TOTAL TO-DATE</b>		<b>\$ 550,000.00</b>	<b>\$ 58,666.41</b>	<b>\$ 390,843.74</b>

<b>Regional Promotion and Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$263,903.33</b>		
824401	Automotive Inbound		\$	5,000.00
824100	BMW Charity Pro Am		\$	10,500.00
824902	Business Recruitment & Marketing Events		\$	-
837000	Communications & Content Creation	\$	15,934.26	\$ 76,823.57
824500	Foreign Delegation Visits		\$	-
832060	Global Competitiveness Events and Programs	\$	5,334.29	\$ 8,639.24
823073	International COI Event		\$	-
831500	Media Cultivation		\$	-
729800	Palmetto Partners Contribution		\$	-
824904	Reimbursement from Sponsors		\$	-
824903	SC Aerospace Conference		\$	-
824400	SC Auto Summit		\$	-
824709	SCBIO	\$	833.33	\$ 833.33
817000	Talent Attraction & Retention/Upskilling Initiative	\$	52,783.96	\$ 138,043.52
823065	Target Industry Association/Support	\$	359.01	\$ 4,802.09
<b>TOTAL TO-DATE</b>		<b>\$263,903.33</b>	<b>\$ 75,244.85</b>	<b>\$ 244,641.75</b>
<b>All Programs</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$813,903.33</b>	<b>\$ 133,911.26</b>	<b>\$ 635,485.49</b>

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2023-2024 General Appropriations Act**  
**Appropriation to the Local Economic Development Alliances**



**Upstate South Carolina Alliance Quarterly Report - September 30, 2024**

<b>Global Marketing/Lead Generation/Project Support/Research</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 500,000.00</b>		
830500	ACOG/Infomentun	\$	-	\$ -
824902	Business Recruitment + Marketing Events	\$	-	\$ -
821000	COI (Centers of Influence) Cultivation	\$	-	\$ -
824800	Consultant In-Bound Event	\$	-	\$ -
823065	Domestic Mission Trips	\$	-	\$ -
832090	ED Project Support	\$	-	\$ -
833500	Economic Development Sponsorships	\$	-	\$ -
834500	Economic Development Travel & Meals	\$	-	\$ -
823012	International Mission Trips	\$	-	\$ -
823020	Investor Led Mision Trips	\$	-	\$ -
823090	Lead Generation Expenses	\$	-	\$ -
823092	Local Developer Travel Sponsorship	\$	-	\$ -
818000	Marketing Tools & Initiatives	\$	-	\$ -
824900	Misc Delegations	\$	-	\$ -
835500	Misc. Marketing Expense	\$	-	\$ -
823091	Partner Mission Trips	\$	-	\$ -
820500	Prospect Cultivation	\$	-	\$ -
831000	Research fees & databases	\$	-	\$ -
822060	Site Consultant Conferences/IAMC	\$	-	\$ -
823072	Site Consultant Trips	\$	-	\$ -
822065	Tradeshows	\$	-	\$ -
841500	Website & Digital Engagement	\$	-	\$ -
<b>TOTAL TO-DATE</b>		<b>\$ 500,000.00</b>	<b>\$ -</b>	<b>\$ -</b>

<b>Regional Promotion and Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$250,000.00</b>		
824401	Automotive Inbound	\$	-	\$ -
824100	BMW Charity Pro Am	\$	-	\$ -
824902	Business Recruitment & Marketing Events	\$	-	\$ -
837000	Communications & Content Creation	\$	-	\$ -
824500	Foreign Delegation Visits	\$	-	\$ -
832060	Global Competitiveness Events and Programs	\$	-	\$ -
823073	International COI Event	\$	-	\$ -
831500	Media Cultivation	\$	-	\$ -
729800	Palmetto Partners Contribution	\$	-	\$ -
824904	Reimbursement from Sponsors	\$	-	\$ -
824903	SC Aerospace Conference	\$	-	\$ -
824400	SC Auto Summit	\$	-	\$ -
824709	SCBIO	\$	-	\$ -
817000	Talent Attraction & Retention/Upskilling Initiative	\$	-	\$ -
823065	Target Industry Association/Support	\$	-	\$ -
<b>TOTAL TO-DATE</b>		<b>\$250,000.00</b>	\$ -	\$ -
<b>All Programs</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$750,000.00</b>	\$ -	\$ -

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2021-2022 General Appropriations Act**  
**Appropriation to the Local Economic Development Alliances**



**Upstate South Carolina Alliance Quarterly Report - March 31, 2024**

<b>Lead Generation, Research and Project Support</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 300,000.00</b>		
830500	ACOG/Infomentun		\$ 6,875.01	\$ 25,207.17
823065	Domestic Mission Trips		\$ -	\$ 645.20
823012	International Mission Trips		\$ 7,622.26	\$ 25,582.45
823020	Investor Led Mision Trips		\$ -	\$ -
823090	Lead Generation Expenses		\$ 12,175.00	\$ 32,729.88
823092	Local Developer Travel Sponsorship		\$ 9,837.20	\$ 13,704.48
823091	Partner Mission Trips		\$ -	\$ -
820500	Prospect Cultivation		\$ 663.08	\$ 6,848.52
831000	Research & Databases		\$ 61,715.42	\$ 114,138.11
823072	Site Consultant Trips		\$ 276.27	\$ 2,021.12
<b>TOTAL TO-DATE</b>		<b>\$ 300,000.00</b>	<b>\$ 99,164.24</b>	<b>\$ 220,876.93</b>

<b>Global Marketing &amp; Business Recruitment</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 250,000.00</b>		
821000	COI (Centers of Influence) Cultivation		\$ -	\$ 1,434.07
824800	Consultant In-Bound Event		\$ -	\$ 23,822.64
833500	Economic Development Sponsorships		\$ -	\$ 4,184.70
834500	Economic Development Travel & Meals		\$ -	\$ 7,200.59
824801	Experience the Upstate		\$ -	\$ (861.69)
832060	Global Competetiveness Events and Programs		\$ -	\$ 14,627.31
818000	Marketing Tools & Initiatives		\$ -	\$ 107,918.08
824900	Misc Delegations		\$ -	\$ -
835500	Misc. Marketing Expense		\$ -	\$ -
822060	Site Consultant Conferences/IAMC		\$ -	\$ 21,384.65
823065	Target Industry Association/Support		\$ -	\$ 2,073.95
822065	Tradeshows		\$ -	\$ 12,539.07
841500	Website & Digital Engagement		\$ -	\$ 55,676.63
<b>TOTAL TO-DATE</b>		<b>\$ 250,000.00</b>	<b>\$ -</b>	<b>\$ 250,000.00</b>

<b>Regional Promotion, Advocacy, &amp; Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$211,779.72</b>		
824401	Automotive Inbound		\$	5,000.00
824100	BMW Charity Pro Am		\$	13,179.39
824902	Business Recruitment & Marketing Events		\$	31,793.62
837000	Communications & Content Creation		\$	37,934.04
824500	Foreign Delegation Visits		\$	-
823073	International COI Event		\$	4,284.21
831500	Media Cultivation		\$	-
729800	Palmetto Partners Contribution		\$	-
824904	Reimbursement from Sponsors		\$	-
824903	SC Aerospace Conference		\$	-
824400	SC Auto Summit		\$	-
824709	SCBIO		\$	10,000.00
817000	Talent Attraction & Retention/Upskilling Initiative		\$	109,588.46
<b>TOTAL TO-DATE</b>		<b>\$211,779.72</b>	<b>\$ -</b>	<b>\$ 211,779.72</b>
<b>All Programs</b>		<b>\$761,779.72</b>	<b>\$ 99,164.24</b>	<b>\$ 682,656.65</b>

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2022-2023 General Appropriations Act**  
**Appropriation to the Local Economic Development Alliances**



**Upstate South Carolina Alliance Quarterly Report - March 31, 2024**

<b>Global Marketing/Lead Generation/Project Support/Research</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 550,000.00</b>		
830500	ACOG/Infomentun	\$	- \$	-
821000	COI (Centers of Influence) Cultivation	\$	2,541.70 \$	4,213.61
824800	Consultant In-Bound Event	\$	- \$	(209.19)
823065	Domestic Mission Trips	\$	- \$	-
833500	Economic Development Sponsorships	\$	3,266.44 \$	2,322.65
834500	Economic Development Travel & Meals	\$	2,803.99 \$	3,343.08
823012	International Mission Trips	\$	- \$	-
823020	Investor Led Mision Trips	\$	- \$	-
823090	Lead Generation Expenses	\$	- \$	-
823092	Local Developer Travel Sponsorship	\$	- \$	-
818000	Marketing Tools & Initiatives	\$	21,724.96 \$	25,775.98
824900	Misc Delegations	\$	- \$	-
835500	Misc. Marketing Expense	\$	- \$	-
823091	Partner Mission Trips	\$	- \$	-
824902	Business Recruitment + Marketing Events	\$	3,492.86 \$	3,492.86
820500	Prospect Cultivation	\$	- \$	-
831000	Research fees & databases	\$	- \$	-
822060	Site Consultant Conferences/IAMC	\$	9,985.89 \$	13,242.30
823072	Site Consultant Trips	\$	- \$	-
822065	Tradeshows	\$	6,817.42 \$	6,817.42
841500	Website & Digital Engagement	\$	26,155.16 \$	39,041.17
<b>TOTAL TO-DATE</b>		<b>\$ 550,000.00</b>	<b>\$ 76,788.42</b>	<b>\$ 98,039.88</b>

<b>Regional Promotion and Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$263,903.33</b>		
824401	Automotive Inbound	\$	5,000.00 \$	5,000.00
824100	BMW Charity Pro Am	\$	10,500.00 \$	10,500.00



824902	Business Recruitment & Marketing Events			\$	-
837000	Communications & Content Creation	\$	50,000.91	\$	52,017.50
824500	Foreign Delegation Visits			\$	-
832060	Global Competitiveness Events and Programs	\$	421.51	\$	946.10
823073	International COI Event			\$	-
831500	Media Cultivation			\$	-
729800	Palmetto Partners Contribution			\$	-
824904	Reimbursement from Sponsors			\$	-
824903	SC Aerospace Conference			\$	-
824400	SC Auto Summit			\$	-
824709	SCBIO			\$	-
817000	Talent Attraction & Retention/Upskilling Initiative	\$	30,933.52	\$	30,933.52
823065	Target Industry Association/Support	\$	2,885.34	\$	3,380.04
<b>TOTAL TO-DATE</b>			<b>\$263,903.33</b>	<b>\$</b>	<b>99,741.28</b>
				<b>\$</b>	<b>102,777.16</b>

<b>All Programs</b>	<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
	<b>\$813,903.33</b>	<b>\$ 176,529.70</b>	<b>\$ 200,817.04</b>

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2021-2022 General Appropriations Act**  
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**Upstate South Carolina Alliance Quarterly Report - June 30, 2024**

<b>Lead Generation, Research and Project Support</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 300,000.00</b>		
830500	ACOG/Infomentun		\$ 6,875.00	\$ 32,082.17
823065	Domestic Mission Trips			\$ 645.20
823012	International Mission Trips		\$ 14,823.38	\$ 40,405.83
823020	Investor Led Mision Trips			\$ -
823090	Lead Generation Expenses		\$ 28,698.08	\$ 61,427.96
823092	Local Developer Travel Sponsorship			\$ 13,704.48
823091	Partner Mission Trips			\$ -
820500	Prospect Cultivation		\$ 3,003.26	\$ 9,851.78
831000	Research & Databases		\$ 5,336.64	\$ 119,474.75
823072	Site Consultant Trips		\$ 1,408.95	\$ 3,430.07
<b>TOTAL TO-DATE</b>		<b>\$ 300,000.00</b>	<b>\$ 60,145.31</b>	<b>\$ 281,022.24</b>

<b>Global Marketing &amp; Business Recruitment</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 250,000.00</b>		
821000	COI (Centers of Influence) Cultivation			\$ 1,434.07
824800	Consultant In-Bound Event			\$ 23,822.64
833500	Economic Development Sponsorships			\$ 4,184.70
834500	Economic Development Travel & Meals			\$ 7,200.59
824801	Experience the Upstate			\$ (861.69)
832060	Global Competetiveness Events and Programs			\$ 14,627.31
818000	Marketing Tools & Initiatives			\$ 107,918.08
824900	Misc Delegations			\$ -
835500	Misc. Marketing Expense			\$ -
822060	Site Consultant Conferences/IAMC			\$ 21,384.65
823065	Target Industry Association/Support			\$ 2,073.95
822065	Tradeshows			\$ 12,539.07
841500	Website & Digital Engagement			\$ 55,676.63
<b>TOTAL TO-DATE</b>		<b>\$ 250,000.00</b>	<b>\$ -</b>	<b>\$ 250,000.00</b>

<b>Regional Promotion, Advocacy, &amp; Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$211,779.72</b>		
824401	Automotive Inbound		\$	5,000.00
824100	BMW Charity Pro Am		\$	13,179.39
824902	Business Recruitment & Marketing Events		\$	31,793.62
837000	Communications & Content Creation		\$	37,934.04
824500	Foreign Delegation Visits		\$	-
823073	International COI Event		\$	4,284.21
831500	Media Cultivation		\$	-
729800	Palmetto Partners Contribution		\$	-
824904	Reimbursement from Sponsors		\$	-
824903	SC Aerospace Conference		\$	-
824400	SC Auto Summit		\$	-
824709	SCBIO		\$	10,000.00
817000	Talent Attraction & Retention/Upskilling Initiative		\$	109,588.46
<b>TOTAL TO-DATE</b>		<b>\$211,779.72</b>	<b>\$ -</b>	<b>\$ 211,779.72</b>
<b>All Programs</b>		<b>\$761,779.72</b>	<b>\$ 60,145.31</b>	<b>\$ 742,801.96</b>

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2022-2023 General Appropriations Act**  
**Appropriation to the Local Economic Development Alliances**



**Upstate South Carolina Alliance Quarterly Report - June 30, 2024**

<b>Global Marketing/Lead Generation/Project Support/Research</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 550,000.00</b>		
830500	ACOG/Infomentun		\$	-
824902	Business Recruitment + Marketing Events		\$ 12,088.13	\$ 19,073.85
821000	COI (Centers of Influence) Cultivation		\$ 1,083.93	\$ 7,839.24
824800	Consultant In-Bound Event		\$	(209.19)
823065	Domestic Mission Trips		\$	-
832090	ED Project Support		\$ 50,000.00	\$ 50,000.00
833500	Economic Development Sponsorships		\$ 2,487.25	\$ 8,076.34
834500	Economic Development Travel & Meals		\$ 2,344.88	\$ 8,491.95
823012	International Mission Trips		\$	-
823020	Investor Led Mision Trips		\$	-
823090	Lead Generation Expenses		\$	-
823092	Local Developer Travel Sponsorship		\$ 2,368.00	\$ 2,368.00
818000	Marketing Tools & Initiatives		\$ 21,916.93	\$ 69,417.87
824900	Misc Delegations		\$	-
835500	Misc. Marketing Expense		\$	-
823091	Partner Mission Trips		\$	-
820500	Prospect Cultivation		\$	-
831000	Research fees & databases		\$	-
822060	Site Consultant Conferences/IAMC		\$ 42,572.67	\$ 65,800.86
823072	Site Consultant Trips		\$	-
822065	Tradeshows		\$ 3,526.35	\$ 17,161.19
841500	Website & Digital Engagement		\$ 18,960.89	\$ 84,157.22
	<b>TOTAL TO-DATE</b>	<b>\$ 550,000.00</b>	<b>\$ 157,349.03</b>	<b>\$ 332,177.33</b>

<b>Regional Promotion and Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$263,903.33</b>		
824401	Automotive Inbound		\$	5,000.00
824100	BMW Charity Pro Am		\$	10,500.00
824902	Business Recruitment & Marketing Events		\$	-
837000	Communications & Content Creation	\$	8,871.81	\$ 60,889.31
824500	Foreign Delegation Visits		\$	-
832060	Global Competitiveness Events and Programs	\$	2,358.85	\$ 3,304.95
823073	International COI Event		\$	-
831500	Media Cultivation		\$	-
729800	Palmetto Partners Contribution		\$	-
824904	Reimbursement from Sponsors		\$	-
824903	SC Aerospace Conference		\$	-
824400	SC Auto Summit		\$	-
824709	SCBIO		\$	-
817000	Talent Attraction & Retention/Upskilling Initiative	\$	54,326.04	\$ 85,259.56
823065	Target Industry Association/Support	\$	1,063.04	\$ 4,443.08
<b>TOTAL TO-DATE</b>		<b>\$263,903.33</b>	<b>\$ 66,619.74</b>	<b>\$ 169,396.90</b>
<b>All Programs</b>		<b>\$813,903.33</b>	<b>\$ 223,968.77</b>	<b>\$ 501,574.23</b>

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2021-2022 General Appropriations Act**  
**Appropriation to the Local Economic Development Alliances**



<b>Lead Generation, Research and Project Support</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 300,000.00</b>		
830500	ACOG/Infomentun	\$	2,163.74	\$ 34,245.91
823065	Domestic Mission Trips	\$	706.93	\$ 1,352.13
823012	International Mission Trips	\$	3,800.45	\$ 44,206.28
823020	Investor Led Mision Trips			\$ -
823090	Lead Generation Expenses	\$	4,813.75	\$ 66,241.71
823092	Local Developer Travel Sponsorship	\$	2,373.47	\$ 16,077.95
823091	Partner Mission Trips			\$ -
820500	Prospect Cultivation	\$	1,629.82	\$ 11,481.60
831000	Research & Databases			\$ 119,474.75
823072	Site Consultant Trips	\$	3,489.60	\$ 6,919.67
<b>TOTAL TO-DATE</b>		<b>\$ 300,000.00</b>	<b>\$ 18,977.76</b>	<b>\$ 300,000.00</b>

<b>Global Marketing &amp; Business Recruitment</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 250,000.00</b>		
821000	COI (Centers of Influence) Cultivation	\$	-	\$ 1,434.07
824800	Consultant In-Bound Event	\$	-	\$ 23,822.64
833500	Economic Development Sponsorships	\$	-	\$ 4,184.70
834500	Economic Development Travel & Meals	\$	-	\$ 7,200.59
824801	Experience the Upstate	\$	-	\$ (861.69)
832060	Global Competetiveness Events and Programs	\$	-	\$ 14,627.31
818000	Marketing Tools & Initiatives	\$	-	\$ 107,918.08
824900	Misc Delegations	\$	-	\$ -
835500	Misc. Marketing Expense	\$	-	\$ -
822060	Site Consultant Conferences/IAMC	\$	-	\$ 21,384.65
823065	Target Industry Association/Support	\$	-	\$ 2,073.95
822065	Tradeshows	\$	-	\$ 12,539.07
841500	Website & Digital Engagement	\$	-	\$ 55,676.63
<b>TOTAL TO-DATE</b>		<b>\$ 250,000.00</b>	<b>\$ -</b>	<b>\$ 250,000.00</b>

<b>Regional Promotion, Advocacy, &amp; Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$211,779.72</b>		
824401	Automotive Inbound	\$	-	\$ 5,000.00
824100	BMW Charity Pro Am	\$	-	\$ 13,179.39
824902	Business Recruitment & Marketing Events	\$	-	\$ 31,793.62
837000	Communications & Content Creation	\$	-	\$ 37,934.04
824500	Foreign Delegation Visits	\$	-	\$ -
823073	International COI Event	\$	-	\$ 4,284.21
831500	Media Cultivation	\$	-	\$ -
729800	Palmetto Partners Contribution	\$	-	\$ -
824904	Reimbursement from Sponsors	\$	-	\$ -
824903	SC Aerospace Conference	\$	-	\$ -
824400	SC Auto Summit	\$	-	\$ -
824709	SCBIO	\$	-	\$ 10,000.00
817000	Talent Attraction & Retention/Upskilling Initiative	\$	-	\$ 109,588.46
<b>TOTAL TO-DATE</b>		<b>\$211,779.72</b>	<b>\$ -</b>	<b>\$ 211,779.72</b>
<b>All Programs</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$761,779.72</b>	<b>\$ 18,977.76</b>	<b>\$ 761,779.72</b>

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2022-2023 General Appropriations Act**  
**Appropriation to the Local Economic Development Alliances**



**Upstate South Carolina Alliance Quarterly Report - September 30, 2024**

<b>Global Marketing/Lead Generation/Project Support/Research</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 550,000.00</b>		
830500	ACOG/Infomentun		\$ 4,711.26	\$ 4,711.26
824902	Business Recruitment + Marketing Events		\$ 2,500.00	\$ 21,573.85
821000	COI (Centers of Influence) Cultivation		\$ 579.47	\$ 8,418.71
824800	Consultant In-Bound Event		\$ 1,383.04	\$ 1,173.85
823065	Domestic Mission Trips			\$ -
832090	ED Project Support			\$ 50,000.00
833500	Economic Development Sponsorships			\$ 8,076.34
834500	Economic Development Travel & Meals		\$ 817.87	\$ 9,309.82
823012	International Mission Trips			\$ -
823020	Investor Led Mision Trips			\$ -
823090	Lead Generation Expenses			\$ -
823092	Local Developer Travel Sponsorship			\$ 2,368.00
818000	Marketing Tools & Initiatives		\$ 14,910.07	\$ 84,327.94
824900	Misc Delegations			\$ -
835500	Misc. Marketing Expense			\$ -
823091	Partner Mission Trips			\$ -
820500	Prospect Cultivation			\$ -
831000	Research fees & databases		\$ 700.00	\$ 700.00
822060	Site Consultant Conferences/IAMC		\$ 6,386.11	\$ 72,186.97
823072	Site Consultant Trips			\$ -
822065	Tradeshows		\$ 5,304.76	\$ 22,465.95
841500	Website & Digital Engagement		\$ 21,373.83	\$ 105,531.05
	<b>TOTAL TO-DATE</b>	<b>\$ 550,000.00</b>	<b>\$ 58,666.41</b>	<b>\$ 390,843.74</b>



<b>Regional Promotion and Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$263,903.33</b>		
824401	Automotive Inbound		\$	5,000.00
824100	BMW Charity Pro Am		\$	10,500.00
824902	Business Recruitment & Marketing Events		\$	-
837000	Communications & Content Creation	\$	15,934.26	\$ 76,823.57
824500	Foreign Delegation Visits		\$	-
832060	Global Competitiveness Events and Programs	\$	5,334.29	\$ 8,639.24
823073	International COI Event		\$	-
831500	Media Cultivation		\$	-
729800	Palmetto Partners Contribution		\$	-
824904	Reimbursement from Sponsors		\$	-
824903	SC Aerospace Conference		\$	-
824400	SC Auto Summit		\$	-
824709	SCBIO	\$	833.33	\$ 833.33
817000	Talent Attraction & Retention/Upskilling Initiative	\$	52,783.96	\$ 138,043.52
823065	Target Industry Association/Support	\$	359.01	\$ 4,802.09
<b>TOTAL TO-DATE</b>		<b>\$263,903.33</b>	<b>\$ 75,244.85</b>	<b>\$ 244,641.75</b>
<b>All Programs</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$813,903.33</b>	<b>\$ 133,911.26</b>	<b>\$ 635,485.49</b>

**ECONOMIC DEVELOPMENT ORGANIZATIONS**  
**FY2023-2024 General Appropriations Act**  
**Appropriation to the Local Economic Development Alliances**



**Upstate South Carolina Alliance Quarterly Report - September 30, 2024**

<b>Global Marketing/Lead Generation/Project Support/Research</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$ 500,000.00</b>		
830500	ACOG/Infomentun	\$	-	\$ -
824902	Business Recruitment + Marketing Events	\$	-	\$ -
821000	COI (Centers of Influence) Cultivation	\$	-	\$ -
824800	Consultant In-Bound Event	\$	-	\$ -
823065	Domestic Mission Trips	\$	-	\$ -
832090	ED Project Support	\$	-	\$ -
833500	Economic Development Sponsorships	\$	-	\$ -
834500	Economic Development Travel & Meals	\$	-	\$ -
823012	International Mission Trips	\$	-	\$ -
823020	Investor Led Mision Trips	\$	-	\$ -
823090	Lead Generation Expenses	\$	-	\$ -
823092	Local Developer Travel Sponsorship	\$	-	\$ -
818000	Marketing Tools & Initiatives	\$	-	\$ -
824900	Misc Delegations	\$	-	\$ -
835500	Misc. Marketing Expense	\$	-	\$ -
823091	Partner Mission Trips	\$	-	\$ -
820500	Prospect Cultivation	\$	-	\$ -
831000	Research fees & databases	\$	-	\$ -
822060	Site Consultant Conferences/IAMC	\$	-	\$ -
823072	Site Consultant Trips	\$	-	\$ -
822065	Tradeshows	\$	-	\$ -
841500	Website & Digital Engagement	\$	-	\$ -
<b>TOTAL TO-DATE</b>		<b>\$ 500,000.00</b>	<b>\$ -</b>	<b>\$ -</b>

<b>Regional Promotion and Talent</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
Note: Overage funds awarded were placed in this category		<b>\$250,000.00</b>		
824401	Automotive Inbound	\$	-	\$ -
824100	BMW Charity Pro Am	\$	-	\$ -
824902	Business Recruitment & Marketing Events	\$	-	\$ -
837000	Communications & Content Creation	\$	-	\$ -
824500	Foreign Delegation Visits	\$	-	\$ -
832060	Global Competitiveness Events and Programs	\$	-	\$ -
823073	International COI Event	\$	-	\$ -
831500	Media Cultivation	\$	-	\$ -
729800	Palmetto Partners Contribution	\$	-	\$ -
824904	Reimbursement from Sponsors	\$	-	\$ -
824903	SC Aerospace Conference	\$	-	\$ -
824400	SC Auto Summit	\$	-	\$ -
824709	SCBIO	\$	-	\$ -
817000	Talent Attraction & Retention/Upskilling Initiative	\$	-	\$ -
823065	Target Industry Association/Support	\$	-	\$ -
<b>TOTAL TO-DATE</b>		<b>\$250,000.00</b>	\$ -	\$ -
<b>All Programs</b>		<b>Funds Received</b>	<b>Funds Used This Quarter</b>	<b>Funds Used To-Date</b>
		<b>\$750,000.00</b>	\$ -	\$ -

# **2023 Annual Report to Investors**



UpstateSCAlliance

# ANNUAL REPORT 2023



VIEW OUR VISION FOR THE UPSTATE

## Mission

To establish Upstate South Carolina as a unified and innovative economic region; market the Upstate for global business investment and talent attraction; foster public-private collaboration and regional relationships; and move ideas into action.

## Vision

A 10-county Upstate SC region where business thrives, and people can prosper through access to a diverse array of career opportunities.

## UPSTATE ALLIANCE PROGRAM PILLARS



Showcase the Upstate's value proposition



Data-driven lead generation & business attraction



Promote the Upstate as a career destination



Captain "Team Upstate" + foster business friendly environment



Operate efficiently with culture of continuous improvement

## How we did it in 2023:

# GLOBAL ENGAGEMENT & BUSINESS RECRUITMENT

We put the Upstate on the radar for businesses through a mix of visits to companies in target markets and tradeshows, and building relationships with Centers of Influence (COIs). Key indications of our efforts include:

  
**372**  
presentations  
about the Upstate

  
**102**  
visits hosted  
in the Upstate

**41** company visits  
**61**\*COI visits

  
**69**  
\*\*RFIs  
completed

  
**250**  
New leads  
added to pipeline

\*COIs: site selection consultants, international business and trade organizations, real estate brokers and developers who serve as referral sources.

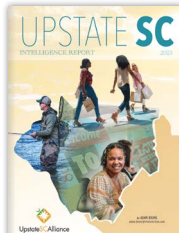
\*\*RFIs: Requests for Information

## SHOWCASING THE UPSTATE

What makes the Upstate a magnetic business location? We paint the picture of our industry landscape, talent pipeline, and the “collaborative, can-do” attitude that helps companies succeed through materials such as:

### SITE SELECTION UPSTATE INTELLIGENCE REPORT

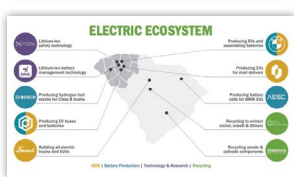
Niche publication, whose audience is site consultants and C-suite executives, produces a highlight on Upstate SC with contacts and story support from the Upstate Alliance.



[VIEW REPORT](#)

### PRESENTATION MATERIALS

Tailoring the message to address growing interest in energy and sustainability.



### FACT SHEETS



[SEE REPORTS & FACT SHEETS](#)

## INVESTOR RELATIONS

Keeping our investors in-the-know through programs, networking opportunities and data intelligence:

  
**230**  
public &  
private investors

  
**88**  
investor  
events

  
**245**  
investor research  
requests fulfilled

[BECOME AN INVESTOR](#)



# UPSTATE ECONOMIC DEVELOPMENT







## 2023 BUSINESS RECRUITMENT PIPELINE

Prospective companies our team has supported as they are considering growth in the Southeast:

### By industry sector

Automotive & Transport	216
Engineered Materials	168
Industrial Manufacturing	136
Life Sciences	129
Other	114
Aerospace & Defense	105
Business Services	55
Food Production	54
Energy & Utilities	46
Robotics/Process/Automation	23
<b>TOTAL</b>	<b>1,046</b>

### Top parent countries

297		USA
78		ITALY
74		GERMANY
73		UK
70		CANADA
52		BELGIUM
40		SPAIN

## 2023 ANNOUNCEMENTS



**55**  
total projects



**\$2.1B**  
in capital investment



**60%**  
international companies



**4,455**  
new jobs



**55%**  
new companies

[LEARN MORE](#)

**Five Year Total**  
2019-2023

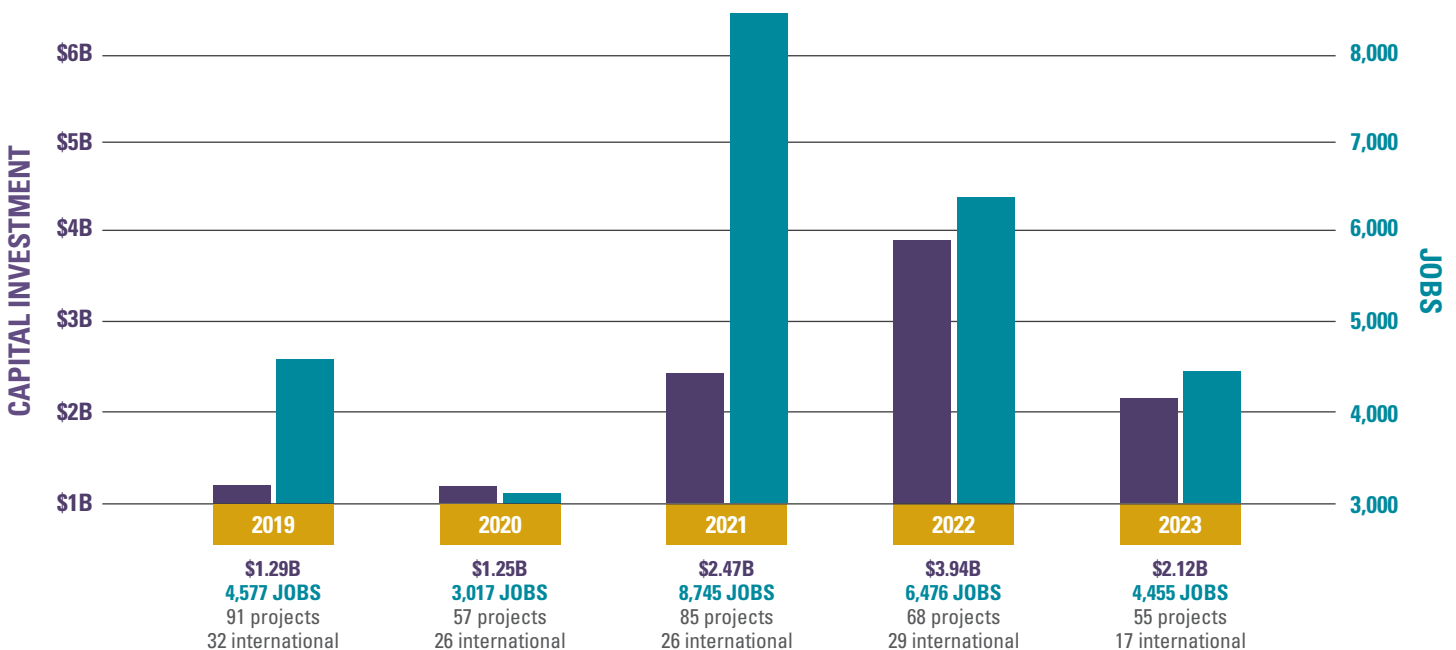


**\$11 billion**  
capital investment



**27,415**  
jobs announced

[SEE INVESTMENT REPORT](#)




# Move Up UPSTATE SC

## Marketing to Talent

Workforce availability remains a top factor as businesses choose where to locate and expand, and that means communities where people want to live and work are best poised for resilience. **Move Up** markets the Upstate as a leading talent location to local populations, higher education institutions, and to individuals in key external markets. And **Skill Up** showcases in-demand technical training pathways and opportunities.

  
**78,024**  
website  
visitors

  
**52,502**  
job  
views

  
**3,670**  
Skill Up  
program clicks

  
**5,619**  
social media  
followers

**38% increase**  
across all platforms  
from 2022

  
**3.1M**  
social media  
impressions

JOIN THE MOVEMENT   

## Connecting with Colleges

Want college students to know about your job opportunities? Call upon the career services professionals who connect them with employers. Our 2023 College Immersion Tour made that happen: we hosted higher education representatives to learn about the Upstate's career opportunities and quality of life.

  
**157**  
higher education  
career service  
relationships

  
**100+**  
investors  
engaged

  
**36**  
institutions  
attended

  
**6**  
states  
represented



VISIT [MOVEUPSTATESC.COM](https://moveupstatesc.com)





# **2023 Performance Measures**

## Upstate SC Alliance Performance Metrics - 2023

Lead data-driven lead generation and business attraction efforts for the region																
<b>Strategic Lead Generation</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total</b>	<b>% of Progress</b>	
New Companies in the Pipeline - Total	170	24	16	17	19	24	38	18	15	21	16	20	22	250	147%	
<b>RFIs and Property Searches</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total</b>	<b>% of Progress</b>	
UA Generated	16	1	3	1	0	2	1	6	1	2	1	1	1	20	142%	
DOC	36	3	6	9	4	5	3	6	4	1	4	2	2	49		
<b>Total</b>	<b>52</b>	<b>5</b>	<b>9</b>	<b>10</b>	<b>4</b>	<b>7</b>	<b>4</b>	<b>13</b>	<b>5</b>	<b>3</b>	<b>8</b>	<b>3</b>	<b>3</b>	<b>74</b>		
<b>Relationship Development</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total</b>	<b>% of Progress</b>	
Virtual Upstate Overview Meetings	20	1	1	3	3	0	7	3	5	4	9	4	1	41	205%	
Company Visits - Inbound	40	2	3	6	2	6	5	1	7	2	3	3	1	41	103%	
Company Visits - Outbound	55	7	0	7	0	19	11	0	0	18	3	25	0	90	164%	
COI Visits - Inbound	45	1	5	3	22	2	3	0	16	1	0	11	1	65	144%	
COI Visits - Outbound	115	2	20	7	11	15	2	16	0	6	16	4	23	122	106%	
Total Presentations	300	13	29	26	38	44	31	20	30	33	32	50	26	372	124%	
<b>Website Marketing</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total</b>	<b>% of Progress</b>	
Unique Visitors (Users)	95,000	6,175	5,709	6,709	6,325	5,993	5,663	4,832	5,043	5,790	#REF!	5,100	4,710	68,245	85%	
US Non-SC Traffic (Sessions)		4,072	3,971	4,474	4,150	3,683	3,770	3,134	3,183	3,079	#REF!	2,862	2,846	42,351		
International Traffic (Sessions)		926	828	1,237	1,198	1,322	895	816	882	1,978	1,966	1,046	980	14,074		
Total Sessions		6,905	6,533	7,721	7,204	7,166	6,588	5,656	6,356	7,005	7,506	6,363	5,669	80,672		
Lead regional efforts to refine and showcase the Upstate's competitive value proposition																
<b>UA Communications Activities</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total</b>	<b>% of Progress</b>	
Meaningful Media Mentions (data, commentary, announcements or authored content provided by the UA)	50	1	7	14	11	15	21	3	5	6	4	4	0	91	182%	
Media Meetings & Pitches (relationship building, seed planting)	6	1	0	1	1	2	5	0	1	5	1	1	1	19	317%	
Blogs Published	6	0	0	0	1	0	1	1	0	1	0	1	0	5	83%	
Local Economic Developer PR Assistance	2	0	1	0	0	1	0	0	0	0	0	0	1	3	150%	
Quotes provided to DOC / other Stakeholders	4	0	0	1	1	1	2	0	1	0	1	0	0	7	175%	
<b>Social Media Group Activity Overview (rates effectiveness of all organizational social media)</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total</b>	<b>% of Progress</b>	
Engagements	38,000	2,502	1,858	2,793	1,828	1,701	1,702	1,871	2,343	1,959	3,170	2,781	3,625	28,133	74%	
Link Clicks	18,600	1,395	1,858	1,245	955	852	843	992	1,048	789	1,693	1,324	2,252	14,208	76%	
<b>Social Media Marketing - Activity (Posts)</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Total</b>	<b>% of Progress</b>	
Twitter	144	9	11	16	15	16	17	11	13	16	15	14	14	124	86%	
Facebook	190	8	11	28	17	15	16	11	17	15	13	14	15	180	95%	
LinkedIn	190	8	12	20	19	17	17	13	18	21	14	15	14	188	99%	
<b>Total Activity</b>	<b>524</b>	<b>25</b>	<b>34</b>	<b>64</b>	<b>51</b>	<b>48</b>	<b>50</b>	<b>35</b>	<b>48</b>	<b>52</b>	<b>42</b>	<b>43</b>	<b>43</b>	<b>535</b>	<b>102%</b>	
<b>Social Media Marketing - Subscriptions (Followers)</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Max</b>	<b>% of Progress</b>	
Twitter	9,200	9,140	9,165	9,152	9,134	9,134	3,575	9,118	9,118	2,404	9,149	9,160	9,155	9,134	1	
Facebook	1,700	1,686	1,684	1,682	1,688	1,703	1,975	2,375	2,385	4,398	2,494	2,500	2,500	2,500	147%	
LinkedIn	10,500	9,237	9,436	9,647	9,817	9,960	27,996	10,278	10,490	27,516	10,763	10,993	11,145	11,145	106%	
<b>Total Subscriptions</b>	<b>21,400</b>	<b>20,063</b>	<b>20,285</b>	<b>20,481</b>	<b>20,639</b>	<b>20,797</b>	<b>33,546</b>	<b>21,771</b>	<b>21,993</b>	<b>22,253</b>	<b>22,406</b>	<b>22,653</b>	<b>22,800</b>	<b>22,800</b>	<b>107%</b>	

Social Media Marketing - Impressions (seen)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Twitter	26,864	1,299	1,994	3,423	3,386	2,834	3,575	2,223	3,324	2,404	66,720	2,611	1,438	30,670	114%
Facebook	27,500	1,715	1,428	3,732	2,313	2,136	1,975	2,654	4,628	4,398	2,265	3,324	3,167	33,735	123%
LinkedIn	461,368	35,343	48,011	31,988	34,446	25,991	27,996	25,583	23,065	27,516	#REF!	48,313	39,756	434,728	94%
<b>Total Impressions</b>	<b>515,732</b>	<b>38,357</b>	<b>51,433</b>	<b>39,143</b>	<b>40,145</b>	<b>30,961</b>	<b>33,546</b>	<b>30,460</b>	<b>31,017</b>	<b>34,318</b>	<b>71,144</b>	<b>54,248</b>	<b>44,361</b>	<b>499,133</b>	<b>97%</b>
UA + The Media	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Media Requests (total - includes data, comment or business source)	20	1	0	2	2	3	0	2	1	2	2	2	1	18	90%
Media Request for Data (includes Research inquiry)	10	0	0	1	1	1	0	0	0	0	0	0	0	3	30%
Media Request for UA Comment	10	1	0	1	2	2	0	1	1	2	2	2	1	15	150%
Media Request for Other Expert Sources	5	0	0	0	0	0	0	1	0	0	0	0	1	2	40%
Reporter Inquiries or Opportunities Shared with Investor	3	0	0	0	0	0	18	1	0	0	0	0	1	20	667%
<b>Promote the Upstate as a talent destination and showcase career and skill building opportunities</b>										<b>58,710</b>					
Website Marketing (Move Up Website)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Unique Visitors (Users)	59,458	8,217	7,837	7,963	6,410	6,691	5,247	5,713	5,127	4,025	6,017	6,196	7,991	78,024	131%
Indeed Job Views	38,210	7,025	6,152	6,655	5,334	6,166	4,855	5,529	1,079	2,801	2,061	3,127	2,132	52,502	137%
Skill Up Program Clicks	2,490	454	331	319	413	405	351	395	107	148	246	211	290	3,670	147%
COLI Calculations	3,519	86	53	116	80	83	80	44	21	156	174	244	296	1,433	41%
Social Media - Aggregate for All Move Up Channels	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Followers	5,500	4,150	4,391	4,500	4,591	4,622	4,871	4,915	5,011	5,044	5,049	5,075	5,619	5,619	102%
Impressions	1,157,998	282,633	159,529	68,728	150,659	9,248	7,976	8,515	1,173,617	567,137	172,366	166,062	319,694	3,086,164	267%
Engagements + Link Clicks	34,904	4,996	4,052	2,958	2,713	667	394	518	2,681	5,485	5,826	6,251	8,963	45,504	130%
Internal Audience Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Number of Presentations/Company Meetings	30	0	2	3	4	2	2	4	3	41	1	4	0	29	97%
Presentation Participants	350	0	67	108	93	2	39	7	5	#REF!	12	24	0	398	114%
Captain Team Upstate															
Regional Point of Contact for 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	61	3	7	5	3	2	6	3	5	4	6	5	5	54	89%
RFI/Project Related Research Support to Locals	93	2	3	2	6	12	7	8	3	9	2	0	1	55	59%
Total Requests for Research Support (all origins)	265	11	22	17	21	20	25	35	23	24	18	13	16	245	92%
Updating/Maintenance of Standard Data Sets	30	2	1	4	0	3	2	1	1	1	0	0	2	17	57%
Research Support for UA (maps, website, fact sheets, PR)	30	1	2	1	3	7	2	6	0	1	0	0	2	25	83%
New Research Reports Generated	4	0	0	3	0	3	0	2	0	2	0	0	0	10	250%
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	5	0	1	1	0	2	0	0	0	0	0	0	0	4	80%
Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	10	0	2	3	3	1	1	1	0	2	2	1	0	16	160%
Advocacy/Thought Leadership Events/Meetings**	20	6	1	5	5	2	2	1	2	2	1	0	1	28	140%
International Competitiveness	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
"Compete Globally" Partnership trainings/events	4	0	0	1	0	1	1	0	0	1	1	0	1	7	175%

\*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

# **2024 Performance Measures (Q1-Q3)**

## Upstate SC Alliance Performance Metrics - 2024

Lead data-driven lead generation and business attraction efforts for the region												
<b>Strategic Lead Generation</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
New Companies in the Pipeline - Total	215	10	17	29	23	18	6	25	13	18	159	74%
<b>RFIs/Property Searches</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
UA Generated	20	0	2	1	2	1	1	0	2	1	10	85%
DOC	40	5	3	4	5	6	1	6	5	2	37	
<b>Total</b>	<b>60</b>	<b>5</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>7</b>	<b>3</b>	<b>7</b>	<b>7</b>	<b>4</b>	<b>51</b>	
<b>Relationship Development</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Virtual Upstate Overview Meetings	30	2	2	2	5	3	1	5	5	5	30	100%
Company Visits - Inbound	41	2	4	7	7	4	7	2	4	1	38	93%
Company Visits - Outbound	75	1	6	27	2	3	11	0	0	13	63	84%
COI Visits - Inbound	60	0	6	2	20	0	1	2	1	2	34	57%
COI Visits - Outbound	120	5	18	1	1	4	2	5	13	13	62	52%
Total Presentations	338	11	37	40	37	14	40	14	23	36	252	75%
<b>Website Marketing</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Unique Visitors (Users)	85,000	5,865	7,863	6,807	10,269	8,544	1,684	1,926	2,063	1,670	46,691	67%
US Non-SC Traffic (Sessions)		4,104	4,148	3,871	5,994	5,416	1,455	1,646	1,877	1,417	29,928	
International Traffic (Sessions)		1,325	3,453	2,614	3,806	3,278	312	357	354	355	15,854	
Total Sessions		7,166	9,761	8,182	11,509	9,753	2,512	2,812	2,975	2,396	57,066	
Lead regional efforts to refine and showcase the Upstate's competitive value proposition												
<b>UA Communications Activities</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Meaningful Media Mentions (data, commentary, announcements or authored content provided by the UA)	85	4	1	4	0	4	5	19	11	14	62	73%
Media Meetings & Pitches (relationship building, seed planting)	15	0	2	0	1	0	1	0	0	0	4	27%
Blogs Published	5	1	1	0	0	0	1	0	2	0	5	100%
Local Economic Developer PR Assistance	3	0	0	0	0	0	1	1	1	0	3	100%
Quotes provided to DOC / other Stakeholders	5	0	1	0	0	2	3	1	0	2	9	180%
<b>Social Media Group Activity Overview (rates effectiveness of all organizationl social media)</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Engagements	32,000	1,081	1,731	2,403	5,038	2,046	4,897	2,092	1,895	2,838	24,021	75%
Link Clicks	12,000	629	1,731	1,164	3,946	1,317	3,466	1,171	1,202	1,740	15,530	129%
<b>Social Media Marketing - Activity (Posts)</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
Twitter	168	8	28	19	13	12	11	13	13	16	133	79%
Facebook	168	9	15	19	12	15	12	14	18	17	131	78%
LinkedIn	168	9	17	20	13	13	12	14	16	19	133	79%
<b>Total Activity</b>	<b>504</b>	<b>26</b>	<b>60</b>	<b>58</b>	<b>38</b>	<b>40</b>	<b>35</b>	<b>41</b>	<b>47</b>	<b>52</b>	<b>397</b>	<b>79%</b>

Social Media Marketing - Subscriptions (Followers)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Max	% of Progress
Twitter	9,591	9,172	9,192	9,198	9,208	9,224	1,867	9,248	9,264	1,084	9,224	1
Facebook	2,881	2,505	2,514	2,530	2,542	2,256	2,759	2,268	2,268	2,337	2,542	88%
LinkedIn	13,565	11,304	11,461	11,695	11,863	11,981	35,667	12,270	12,361	35,098	12,505	92%
<b>Total Subscriptions</b>	<b>26,037</b>	<b>22,981</b>	<b>23,167</b>	<b>23,423</b>	<b>23,613</b>	<b>23,461</b>	<b>40,293</b>	<b>23,786</b>	<b>23,893</b>	<b>24,042</b>	<b>24,042</b>	<b>92%</b>
Social Media Marketing - Impressions (seen)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Twitter	33,737	1,527	2,916	3,274	2,560	1,969	1,867	1,569	1,766	1,084	18,532	55%
Facebook	38,795	1,638	1,994	2,461	3,513	3,545	2,759	2,819	1,761	2,337	22,827	59%
LinkedIn	524,674	20,926	22,347	39,147	29,032	22,351	35,667	33,983	28,957	35,098	267,508	51%
<b>Total Impressions</b>	<b>597,206</b>	<b>24,091</b>	<b>27,257</b>	<b>44,882</b>	<b>35,105</b>	<b>27,865</b>	<b>40,293</b>	<b>38,371</b>	<b>32,484</b>	<b>38,519</b>	<b>308,867</b>	<b>52%</b>
UA + The Media	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Media Requests (total - includes data, comment or business source)	18	1	1	0	3	2	2	1	1	0	11	61%
Media Request for Data (includes Research inquiry)	3	0	0	0	0	1	0	0	0	0	1	33%
Media Request for UA Comment	15	0	0	0	3	2	2	1	1	0	9	60%
Media Request for Other Expert Sources	2	1	0	0	0	0	0	0	0	0	1	50%
Reporter Inquiries or Opportunities Shared with Investor	15	1	0	0	0	0	0	0	0	0	1	7%
<b>Promote the Upstate as a talent destination and showcase career and skill building opportunities</b>									<b>63,202</b>			
Website Marketing (Move Up Website)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Unique Visitors (Users)	85,826	17,646	2,121	14,232	14,818	13,525	17,172	11,548	8,809	14,133	114,004	133%
Indeed Job Views	57,752	2,917	1,594	3,406	3,829	3,748	3,225	3,570	3,863	5,901	32,053	56%
Skill Up Program Clicks	4,037	314	24	467	663	55	507	541	555	578	3,704	92%
COLI Calculations	1,576	341	33	388	448	320	294	199	70	128	2,221	141%
Social Media - Aggregate for All Move Up Channels	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Followers	6,181	5,684	5,705	5,759	5,860	5,941	7,044	7,125	7,142	7,199	7,199	116%
Impressions	3,394,780	365,049	8,542	534,271	371,644	#####	#####	#####	88,129	96,870	2,487,368	73%
Engagements + Link Clicks	50,054	7,857	586	14,296	852	911	4,232	787	424	409	30,354	61%
Internal Audience Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Number of Presentations/Company Meetings	30	2	2	2	1	7	3	1	2	1	21	70%
Presentation Participants	400	2	17	2	1	227	3	1	3	2	258	65%
<b>Captain Team Upstate</b>												
Regional Point of Contact for Research	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Non-RFI/Project Related Research Requests to Locals	54	5	6	8	6	6	6	9	13	7	66	122%
RFI/Project Related Research Support to Locals	55	6	5	4	2	15	4	7	16	3	62	113%
Total Requests for Research Support (all origins)	245	18	22	31	15	31	25	26	37	23	228	93%
Updating/Maintenance of Standard Data Sets	17	1	3	2	2	1	4	5	0	0	18	106%
Research Support for UA (maps, website, fact sheets, PR)	25	1	2	5	5	0	4	0	1	0	23	92%
New Research Reports Generated	10	1	0	1	0	0	5	3	4	3	17	170%
Advocacy Interactions	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Advocacy/Thought Leadership Presentations to Elected Officials	13	0	0	0	1	1	2	0	3	2	9	69%

Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	12	2	2	2	0	0	2	0	1	0	9	75%
Advocacy/Thought Leadership Events/Meetings**	24	2	2	3	3	2	4	0	3	6	25	104%
<b>International Competitiveness</b>	<b>Goal</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Total</b>	<b>% of Progress</b>
"Compete Globally" Partnership trainings/events	4	1	0	0	1	0	0	0	1	0	2	75%

\*All website numbers skewed because of new site

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

# **2023 Upstate SC Announcements**



**2023 Upstate South Carolina Announcements**

Total:		55	\$2,150,234,182	4,455	2,027,070	International		Total:	17
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Spartanburg	Evrnu	New	5,600,000	24		Engineered Materials	Manufacturing	Jan-23	No
Spartanburg	Milo's Tea Company	New	130,000,000	103	110,000	Food Manufacturing	Manufacturing	Jan-23	No
Greenville	GE Appliances (GEA), a Haier company	New	50,000,000	45	584,820	Other - Consumer Products	Distribution	Feb-23	China
Spartanburg	Visual Comfort & Co	New	29,450,000	105		Other - Consumer Products	Distribution	Feb-23	No
Greenville	Erchonja Corp.	New	6,700,000	51		Life Sciences	Manufacturing, Corporate HQ	Feb-23	No
Greenville	Yanfeng Automotive Interiors	New	600,000	14		Automotive	Manufacturing	Mar-23	China
Spartanburg	TIME Bicycles (TIME)	New	6,500,000	105	140,000	Other - Consumer Products	Manufacturing	Mar-23	No
Pickens	FN America, Inc.	New	33,000,000	176		Other - Defense	Manufacturing	Apr-23	Belgium
Greenville	Verdeco Recycling	New	43,000,000	79		Engineered Materials	Manufacturing; Corporate HQ	May-23	No
Oconee	Meyn America, LLC	New	10,800,000	25	80,000	Food Manufacturing	Distribution	May-23	Netherlands
Greenville	Timberlab	New	9,900,000	67		Engineered Materials	Manufacturing	Jun-23	No
Greenwood	Envogue International	New	360,000	3	122,610	Other - Consumer Products	Manufacturing, Distribution	Jun-23	No
Cherokee	Gaffney Bakery, LLC	New	98,000,000	288		Food Manufacturing	Manufacturing	Jun-23	No
Spartanburg	Pan Technology, Inc.	New	7,200,000	72		Engineered Materials	Manufacturing	Jun-23	No
Greenville	Sage Parts Plus, Inc.	New	1,727,750	73		Aerospace	Global HQ; Distribution	Jun-23	No
Spartanburg	Hammer-IMS	New				Other - Technology	Office	Jun-23	Belgium
Greenville	Garver	New	925,000	100		Other - Professional Services	Office	Jun-23	No
Greenville	Wenker, Inc.	New	3,120,000	27		Automotive	US HQ	Jul-23	Germany
Greenville	Safe-Guard Products International	New		100		Other - Business Services	Call Center, Office	Sep-23	No
Oconee	Books for Less	New	3,900,000	20		Other - Consumer Products	Distribution	Sep-23	No
Greenville	Buckeye Corrugated	New	6,400,000	25		Engineered Materials	Manufacturing	Oct-23	No
Anderson	Mojave Energy Systems	New	4,000,000	200		Other - Consumer Products	Manufacturing	Oct-23	No
Greenville	Nissin Foods	New	224,200,000	322	640,640	Food Manufacturing	Manufacturing	Nov-23	Japan
Anderson	Smurfit Kappa	New	68,000,000	200	259,000	Engineered Materials	Manufacturing	Nov-23	Ireland
Anderson	FlexIT USA	New	5,230,000	28		Other - Industrial	Manufacturing	Nov-23	No
Spartanburg	Omron Industrial Automation	New	9,200,000	162		Other - Technology	Manufacturing	Dec-23	No
Anderson	WC Fiber	New	10,000,000	0		Other - Technology	Services	Dec-23	No
Laurens	Tomahawk Processing LLC	New	5,000,000	26		Food Manufacturing	Manufacturing	Dec-23	No
Greenville	Confidential New Projects	New	4,560,800	9		Various	Various	Dec-23	No
<b>New Companies</b>	<b>29</b>		<b>\$777,373,550</b>	<b>2,449</b>	<b>1,937,070</b>			<b>New International</b>	<b>8</b>
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Spartanburg	Highland Baking*	Existing	35,000,000	80		Food Manufacturing	Manufacturing	Jan-23	No
Spartanburg	Cytiva	Existing	63,000,000	0		Life Sciences	Manufacturing	Mar-23	Belgium
Cherokee	Associated Hardwoods	Existing	5,000,000	0		Engineered Materials	Manufacturing	Mar-23	No
Oconee	BorgWarner	Existing	42,700,000	122		Automotive	Manufacturing	Apr-23	No
Greenville	Ortec	Existing	11,500,000	30		Life Sciences	Manufacturing	May-23	No
Spartanburg	Taylor Enterprises Inc	Existing	205,000	30		Other - Industrial	Office	May-23	No
Pickens	Sulzer Pumps Solutions, Inc.	Existing	5,300,000	25		Engineered Materials	Manufacturing	May-23	Switzerland
Oconee	ltron	Existing	28,500,000	100		Other - Energy	Manufacturing	Jun-23	No
Greenville	Lima One Capital	Existing	51,478,500	303	65,000	Other - Financial Services	HQ, Services	Jun-23	No
Greenville	International Vitamin Corp (IVC)	Existing	8,600,000	90		Life Sciences	Distribution	Aug-23	China
Spartanburg	Keurig Dr Pepper (KDP)	Existing	100,000,000	250		Food Manufacturing	Manufacturing	Oct-23	Luxembourg
Spartanburg	Toray Industries	Existing	200,000,000	125		Engineered Materials	Manufacturing	Nov-23	Japan
Laurens	ZF Transmissions Gray Court	Existing	500,000,000	400		Automotive	Manufacturing	Nov-23	Germany

Spartanburg	Tokyo Gas Engineering Solutions (TGES) America Ltd.	Existing	19,670,132	2		Other - Industrial	Distribution	Nov-23	No
Abbeville	Sage Automotive Interiors	Existing	10,450,000	95		Automotive	Manufacturing	Nov-23	No
Greenville	Sealed Air Corporation	Existing	70,000,000			Engineered Materials	Manufacturing	Dec-23	No
Greenville	International Vitamin Corp (IVC)	Existing	1,000,000			Life Sciences	Manufacturing, Distribution	Dec-23	China
Anderson	Additive Plastics Group	Existing	6,200,000	24	25,000	Engineered Materials	Manufacturing	Dec-23	No
Greenville	JTEKT North America	Existing	48,400,000	87		Other - Industrial	Manufacturing	Dec-23	Japan
Spartanburg	Lockhart Power Co	Existing	14,007,000	0		Other - Energy	Services	Dec-23	No
Spartanburg	Evrnu	Existing	51,850,000	65		Engineered Materials	Manufacturing	Dec-23	No
Anderson	Pro-Fab Manufacturing	Existing	2,500,000	20		Other - Industrial	Manufacturing	Dec-23	No
Laurens	Alupress, LLC	Existing	26,000,000	64		Automotive	Manufacturing	Dec-23	Italy
Laurens	MPF Products	Existing	2,500,000	13		Engineered Materials	Manufacturing	Dec-23	No
Laurens	Milliken & Co.	Existing	15,000,000	0		Engineered Materials	Manufacturing	Dec-23	No
Greenville	Confidential Expansions	Existing	54,000,000	81		Various	Various	Dec-23	No
Existing Companies			26					Existing International	9
			\$1,372,860,632	2,006	90,000				

Source: Upstate SC Alliance partner organizations

\*Announced in 2022 but counted by Spartanburg in 2023



# **2024 Upstate SC Announcements Q1-Q3**

## 2024 Upstate South Carolina Announcements

Total:		25	\$1,094,750,000	1,861	1,779,100			International Total:	11
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Greenville	Tesla	New			251,100	Automotive & Mobility	Distribution	Jan-24	No
Anderson	Carolina Structural Systems*	New	4,700,000	60		Other - Consumer Products	Manufacturing	Jan-24	No
Spartanburg	Omron Automation (OMRON)	New	9,200,000	162	60,000	Manufacturing Technology	Manufacturing	Feb-24	Japan
Greenville	EnerSys	New	500,000,000	500	500,000	Other - Energy	Manufacturing	Feb-24	No
Spartanburg	Matica Group	New	2,000,000	40	38,000	Other - Technology	Manufacturing	Mar-24	Switzerland
Spartanburg	Munich Composites SC	New	2,000,000	32		Engineered Materials	Manufacturing	May-24	No
Anderson	Southern Wall Products, Inc.	New	23,000,000	28		Engineered Materials	Manufacturing	May-24	No
Greenville	Expandable, LLC	New	3,000,000	10	40,000	Other - Facilities	Distribution; Office	May-24	Netherlands
Pickens	ElringKlinger Group	New	40,300,000	115	226,000	Automotive & Mobility	Manufacturing; Research & Development	Jun-24	Germany
Pickens	Carolina Handling	New	232,000,000	100	267,000	Other - Industrial	Distribution	Jun-24	No
Laurens	Nordson Industrial Coating Systems (ICS)	New	30,000,000	125	225,000	Engineered Materials	Manufacturing	Jul-24	No
Greenville	Fenecon	New	3,000,000	68		Advanced Energy	North American HQ; Manufacturing	Jul-24	Germany
Anderson	Halton MEI USA, Inc.	New	2,600,000	65	39,000	Other - Industrial	Manufacturing	Jul-24	Finland
Spartanburg	Carbotech Group	New	3,400,000	35	14,000	Other - Industrial	Manufacturing	Aug-24	Canada
Spartanburg	ARKU, Inc.	New		10		Other - Industrial	Services	Sep-24	Germany
Spartanburg	Smartpress	New	9,600,000	150	94,000	Other - Commercial Printing	Manufacturing	Sep-24	No
New Companies	16		\$864,800,000	1,500	1,754,100			New International	8
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Laurens	Flame Spray North America	Existing	2,500,000	40		Aerospace, Engineered Materials	Manufacturing	Jan-24	Italy
Cherokee	Just In Time (JIT) Manufacturing	Existing	600,000			Other - Industrial	Manufacturing	Mar-24	No
Oconee	Dynamic Fluid Components, Inc.	Existing	4,800,000	10	25,000	Other - Industrial	Distribution	Mar-24	No
Oconee	Clarios	Existing	16,000,000	12		Advanced Energy	Manufacturing	May-24	No
Oconee	Sandvik Coromant	Existing	29,400,000			Engineered Materials	Manufacturing	Jun-24	Sweden
Oconee	Schneider Electric	Existing	23,800,000	130		Advanced Energy	Manufacturing	Jun-24	France
Greenville	MP Husky	Existing	11,100,000	35		Advanced Energy	Manufacturing	Jul-24	No
Greenwood	J&P Park, Inc.	Existing	750,000	50		Food Manufacturing	Distribution	Sep-24	No
Spartanburg	Keurig Dr Pepper (KDP)	Existing	141,000,000	84		Food Manufacturing	Manufacturing	Sep-24	No
Existing Companies	9		\$229,950,000	361	25,000			Existing International	3

Source: Upstate SC Alliance partner organizations

\*Project announced publicly in Dec. 2023, but counted by Anderson County in 2024

