

Regional Economic Development Organizations Annual Reports

As required by Proviso 50.13 of the FY23-24 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 36-member board of directors selected from the private and public sectors. Since its inception, the Alliance has assisted in attracting in excess of \$20.5 billion in announced capital investment and over 85,412 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 2023 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 36-member board of directors selected from the private and public sectors. Since its inception, Central SC has assisted in the attraction of over \$20.5 billion in announced capital investment and over 85,412 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 2023

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
<hr/>	
Total Expenditures	\$702,093.22
Remaining	\$0
Received from SCDOC from match 7/13/20	\$669,912.53
Palmetto Partners Match 6/24/20	\$32,123.88
Total Match	\$702,036.41

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 enhance the organization's largest and most powerful marketing tool, 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 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 in production.

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

- Pre-announcement and post-announcement event assistance for counties and companies including ground breakings 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, job-seeker, 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.

A handwritten signature in blue ink, appearing to read "J. Giuletta".

Jason Giuletta
President & CEO



**Central SC Alliance October 2023 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 2023

Marketing & Research <i>Marketing, Advertising, Trips & Materials</i>	\$57,203.55
Business Recruitment <i>Recruitment & Prospect Events</i>	\$1,966.50
Business Development <i>Lead Generation</i>	\$7,491.15
Business & Public Relations	\$1,347.98
<hr/> 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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Jason Giulietti
President & CEO



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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 2023

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

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Jason Giulietti
President & CEO



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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 2023

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

I hope that this report satisfies the requirement of Proviso 50.13 FY 2022-2023. 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.

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Jason Giulietti
President & CEO



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

SC Department of Commerce 2023-2024 appropriation for Regional Economic Development Alliances

Marketing & Research	\$ 400,000
<i>Marketing, Advertising, Trips and Materials</i>	
Business Recruitment	\$ 100,000
<i>Recruitment & Prospect Events</i>	
Business Development	\$ 220,000
<i>Lead Generation</i>	
Business & Public Relations	\$ 30,000
<i>Total Funds Requested</i>	\$ 750,000

**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 13, 2023

RE: FY2020-21 Appropriation pursuant to Proviso 50.13
2023 Annual Report

The Charleston Regional Development Alliance (CRDA) is the regional economic development organization representing Berkeley, Charleston and Dorchester counties. Our organization serves as a catalyst for long-term regional prosperity by attracting the world's best companies, talent and entrepreneurs to the three-county Charleston region. 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 a final recap of matching fund expenditures tied to the FY20-21 program. Most of the associated activities were captured in our 2022 Annual Report. This final report adds expenditures from Sept. 2022, when the funds were fully expended.

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

Financial Summary

State appropriations:	\$725,394
State funds used as of 9/31/22:	\$725,394

Key Focus Area 1
Global Business Development / Strategic Marketing

Total State funds applied: \$544,241

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.

Our regional marketing and business development activities are designed to align with One Region, a broad-based competitiveness strategy launched in May 2016 and updated in 2022. Now called One Region Roadmap: Opportunities for All, this strategy knits together an array of economic, community and workforce development initiatives to drive a strong, sustainable economy in the three-county region. The plan challenges local leaders to ensure the region’s economic prosperity is inclusive, providing all residents opportunities to participate and thrive.

September 2022 Initiatives

In September 2022, CRDA applied a portion of FY20-21 matching funds toward our comprehensive digital marketing program, which deploys an electronic “toolbox” for building awareness and generating interest in our three-county region.

A primary goal of these efforts is to drive traffic to our regional economic development website. While the number of website visitors continues to increase, we are also seeing more engagement with information presented on the site. FY22-23 saw an 80% year-over-year increase in Excel downloads, 130% increase in PDF downloads, 80% increase in staff email clicks, and 150% increase in web-initiated phone calls.

Key Focus Area 2
Regional Competitiveness / Business Intelligence

Total state funds applied: \$181,153

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.

September 2022 Initiatives

For several years, CRDA has partnered with local tech firms to attract talent with specific IT skills that are in short supply in our region. Branded “Charleston Open Source” to reflect the region’s local culture of sharing ideas, inspirations and experiences, this tech talent campaign includes a website (www.charlestonopensource.com), social media, digital advertising, and print collateral. In September 2022, we deployed funds from the FY20-21 matching funds program to continue this successful campaign.

INSPIRE. IGNITE. INNOVATE.

Charleston Regional Development Alliance (CRDA) serves as a catalyst for long-term economic prosperity in Berkeley, Charleston and Dorchester counties by attracting the world’s best companies, talent and entrepreneurs. We deliver impactful results by convening and collaborating with the most influential business, government and academic leaders in our community.

CRDA’s current economic development strategy serves as a framework for our FY23-24 work plan. A focus on innovation, from process improvement to disruptive technology, is embedded throughout CRDA’s regional economic development activities.

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



“Our collective efforts ignite change, spark innovation, and propel the Charleston region forward to continued economic prosperity. The knowledge gained from our experiences and the milestones we’ve reached will form the bedrock for the strategic priorities of the upcoming year, paving the way for a sustainable future that benefits all. With a shared vision and unwavering dedication, there is no limit to our impact.”

-Chris Fraser

Managing Director, South Carolina and Savannah, GA, Principal, Avison Young and CRDA Board Chair



BY THE NUMBERS



7 projects including the single largest economic development investment in South Carolina's history – **Redwood Materials.**

1,663	New direct jobs
\$33.10	Average hourly wage
\$114.5M	New payroll
\$926M	Annual impact

REGIONAL ECONOMIC IMPACT 2012-2022

Tax Base
+35% for SC

+61% to \$7.1B

Private Sector Wages
+66% for US

+102% to \$18B

Gross Regional Product
+49.5% for US

+68% to \$51B

STATE & REGIONAL RECOGNITION

#2 state for doing business in 2023 by Area Development.

The Charleston region exhibited **strong economic performance** compared to the other 56 large metro areas measured, according to Brookings.



APPROXIMATELY

\$10 BILLION

of EV investment has been announced in South Carolina since 2022, with two projects landing in our region:

Bosch Electrification and **Redwood Materials**.

SOUTH CAROLINA IS IN THE

TOP 10 FOR GROWTH

Based on released census population estimates.



Forbes

- Pushing the Envelope of What Industrial Parks Can Be
- 65.5M circulation reach

“Camp Hall is unique in that it puts just as much emphasis on the area’s natural beauty and nature as it does on infrastructure and amenities. Prospective companies have been blown away at the quality of the place they could potentially offer their future employees.”

Bloomberg®

- A \$100 Billion Wealth Migration Tilts US Economy’s Center of Gravity South
- 25M circulation reach

“Signs of the explosive growth are everywhere along the Interstate 26 corridor that leads to Charleston, South Carolina, a 150,000-resident city with a rich, 350-year history.”

GLOBAL COMPETITIVENESS

TRENDING FORWARD: Building blocks to what's next

On January 18, 2023, nearly 100 investors gathered for “Charleston’s Competitiveness on the World Stage,” a lively discussion featuring national site selection consultants and international Consuls General.



“It doesn’t matter how many buildings you build if you don’t have talent.”

- TOM STRINGER, JD

National Site Selection and Incentives Service Leader at BDO USA.

TALENT ATTRACTION

Talent Perception Research

CRDA’s 2023 Talent Perception Study included 1,500+ responses from five target geographies. The resulting insights are now informing our talent-focused marketing.

Key takeaways:

- Lifestyle, including safety and affordability, is a top priority when considering a new community.
- Charleston is viewed as a beautiful, friendly place with a strong entrepreneurial culture.
- We can leverage our strengths as a coastal location and top tourism destination.



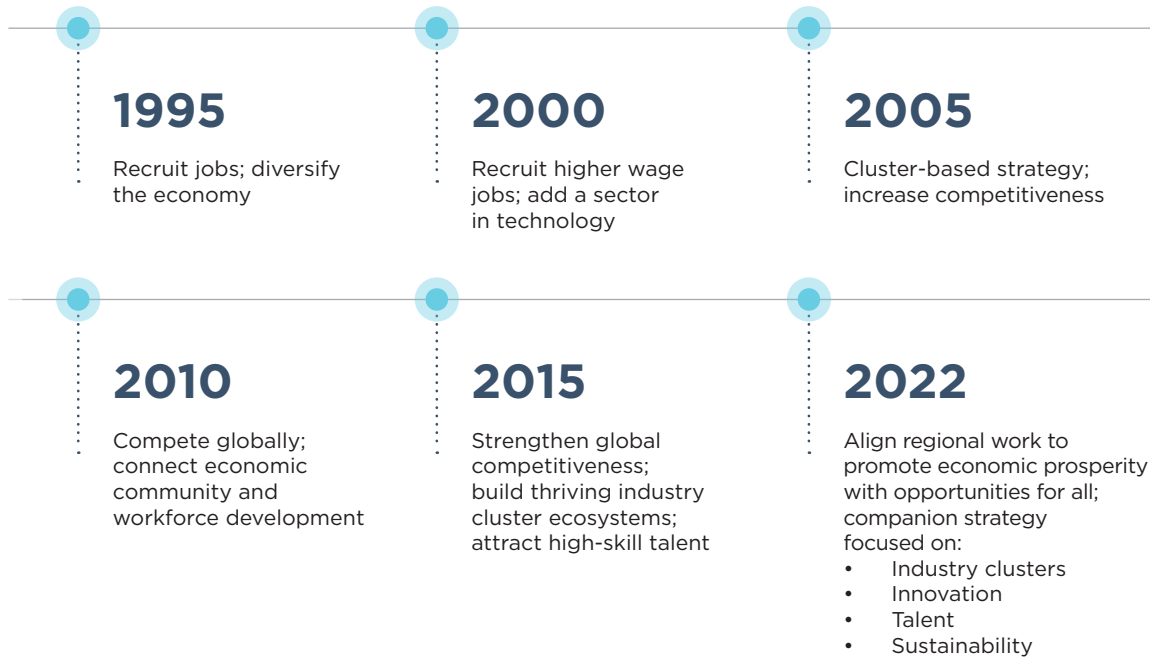
TALENT DEMAND STUDY

CRDA partnered with the Charleston Metro Chamber to produce the 2022 Charleston Metro Area Talent Demand Study. This biennial report considers projected growth for various occupations to help guide the region's workforce development and talent attraction efforts.

Findings:

- **35,700** new jobs are forecasted between 2021 and 2026.
- The fastest growing occupations include **life sciences and IT**.
- Potential **talent shortages** are predicted for some growing occupations.

CHARLESTON'S ECONOMIC MOMENTUM



CRDA's current economic development strategy is focused on strengthening our region's cluster and innovation ecosystems. The plan is designed to lay the groundwork for the next evolution of Charleston's economy by bolstering innovation throughout the region.

The strategy is aligned with the more comprehensive One Region Roadmap, an economic recovery and resiliency plan for the three-county region created and led by the Berkeley-Charleston-Dorchester Council of Governments, Charleston Metro Chamber and CRDA with additional support from partner agencies.



CRDA STRATEGIC PRIORITIES

FY 2023-2024

Market Globally

Our region competes with much larger markets for competitive investments, and our marketing and business development must be world class.

- Prioritize high-impact clusters and associated supply chains
- Attract headquarters, financial services, and other office projects
- Deploy business intelligence tools to identify new opportunities
- Develop and launch new economic development website

Drive Innovation

According to the U.S. Chamber of Commerce, innovation fuels 50-60% of economic growth in high-performing regions.

- Continue as champion for a Life Sciences Innovation District
- Investigate feasibility of other innovation centers of excellence
- Weave innovation messaging throughout marketing materials
- Spark and align connections across industry sectors to foster collaboration

Attract Talent

Access to skilled talent is a top consideration for nearly every business deciding between investment locations.

- Increase global awareness of in-demand job opportunities
- Chart a sustainable path for the Charleston Intern Network
- Collaborate with local HR experts, colleges, and veteran groups
- Evolve talent messaging and target markets based on new research

Grow Sustainably

Leading companies consider resiliency & sustainability as key investment considerations.

- Increase market intelligence of local efforts and initiatives
- Highlight importance of sustainability to maintaining economic competitiveness
- Continue collaboration with One Region Roadmap stakeholders and partners

MEMORANDUM

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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 September 1, 2022 through June 30, 2023. Please reference our 2022 annual report, submitted in October 2022, for additional initiatives supported by FY21-22 matching funds.

If you have questions or would like additional information, please contact me directly at 843-760-4524 or dginn@crda.org.

Financial Summary

State appropriations:	\$671,780
State funds used as of 6/30/23:	\$611,832

Key Focus Area 1
Global Business Development / Strategic Marketing

Estimated state appropriations: \$554,798
State funds used as of 6/30/23: \$504,231

Includes:

- Prospect Qualification & Lead Generation
- Active Project Facilitation
- Outbound Marketing Missions, Conferences, Trade Shows & Association Meetings
- Inbound Business Development Events / Hosting
- Global Media Outreach
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Key Focus Area 2
Regional Competitiveness / Business Intelligence

Estimated state appropriations: \$116,982
State funds used as of 6/30/23: \$107,602

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.

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WHAT DOES CRDA DO?



Drives sustainable economic prosperity by building high-impact industry clusters



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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



“Our collective efforts ignite change, spark innovation, and propel the Charleston region forward to continued economic prosperity. The knowledge gained from our experiences and the milestones we’ve reached will form the bedrock for the strategic priorities of the upcoming year, paving the way for a sustainable future that benefits all. With a shared vision and unwavering dedication, there is no limit to our impact.”

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- Pushing the Envelope of What Industrial Parks Can Be
- 65.5M circulation reach

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Key takeaways:

- Lifestyle, including safety and affordability, is a top priority when considering a new community.
- Charleston is viewed as a beautiful, friendly place with a strong entrepreneurial culture.
- We can leverage our strengths as a coastal location and top tourism destination.



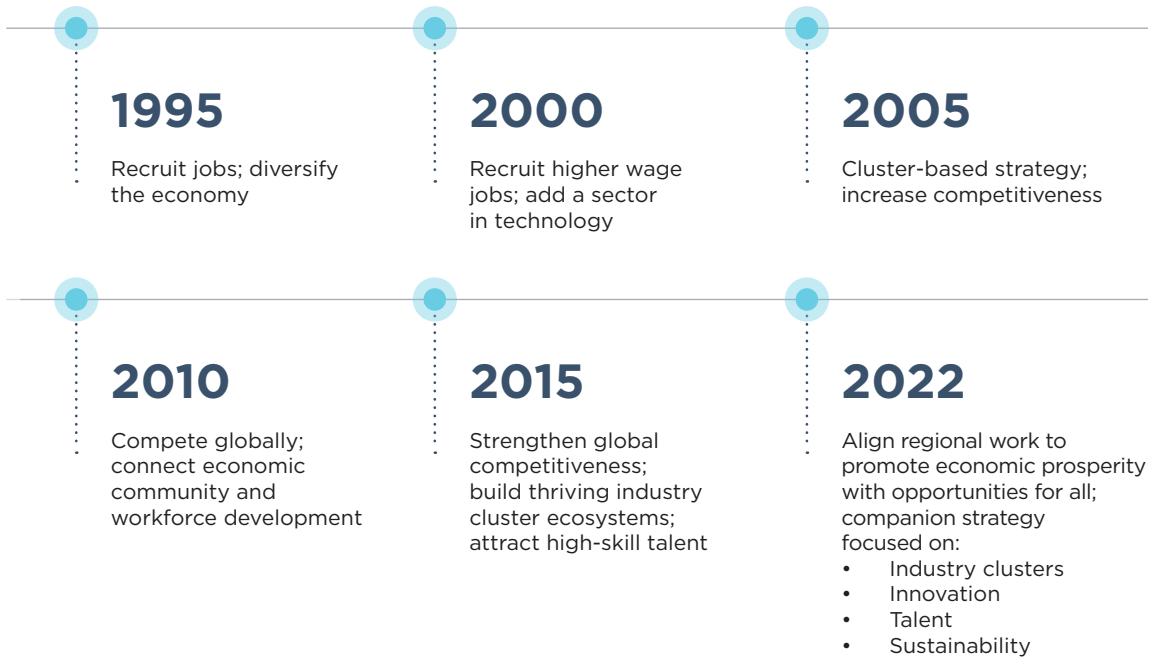
TALENT DEMAND STUDY

CRDA partnered with the Charleston Metro Chamber to produce the 2022 Charleston Metro Area Talent Demand Study. This biennial report considers projected growth for various occupations to help guide the region's workforce development and talent attraction efforts.

Findings:

- **35,700** new jobs are forecasted between 2021 and 2026.
- The fastest growing occupations include **life sciences and IT**.
- Potential **talent shortages** are predicted for some growing occupations.

CHARLESTON'S ECONOMIC MOMENTUM



CRDA's current economic development strategy is focused on strengthening our region's cluster and innovation ecosystems. The plan is designed to lay the groundwork for the next evolution of Charleston's economy by bolstering innovation throughout the region.

The strategy is aligned with the more comprehensive One Region Roadmap, an economic recovery and resiliency plan for the three-county region created and led by the Berkeley-Charleston-Dorchester Council of Governments, Charleston Metro Chamber and CRDA with additional support from partner agencies.



CRDA STRATEGIC PRIORITIES

FY 2023-2024

Market Globally

Our region competes with much larger markets for competitive investments, and our marketing and business development must be world class.

- Prioritize high-impact clusters and associated supply chains
- Attract headquarters, financial services, and other office projects
- Deploy business intelligence tools to identify new opportunities
- Develop and launch new economic development website

Drive Innovation

According to the U.S. Chamber of Commerce, innovation fuels 50-60% of economic growth in high-performing regions.

- Continue as champion for a Life Sciences Innovation District
- Investigate feasibility of other innovation centers of excellence
- Weave innovation messaging throughout marketing materials
- Spark and align connections across industry sectors to foster collaboration

Attract Talent

Access to skilled talent is a top consideration for nearly every business deciding between investment locations.

- Increase global awareness of in-demand job opportunities
- Chart a sustainable path for the Charleston Intern Network
- Collaborate with local HR experts, colleges, and veteran groups
- Evolve talent messaging and target markets based on new research

Grow Sustainably

Leading companies consider resiliency & sustainability as key investment considerations.

- Increase market intelligence of local efforts and initiatives
- Highlight importance of sustainability to maintaining economic competitiveness
- Continue collaboration with One Region Roadmap stakeholders and partners

CHARLESTON REGIONAL DEVELOPMENT ALLIANCE

FY21-22 Regional Economic Development Appropriations 2023 Annual Report: Financial Recap

SCDoC Funds Received: \$671,780 | Funds Used to Date: \$611,832

Strategic Initiatives / Use of Funds

Prospect Qualification and Lead Generation - During FY22-23, CRDA targeted Boston, France, Italy, Germany and the UK for meetings pre-arranged by our professional lead generation partners. These meetings ranged from 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.

Hosting / Visiting Prospects - In FY22-23, we saw an uptick in large capital investment projects represented by site selection consultants. Vehicle electrification and the battery-supply chain projects remained strong. Requests for greenfield opportunities also increased, as many projects have specialized process needs that impact the size, shape and height of their planned facilities. We also saw strong interest from companies in aerospace, bio/life sciences, chemical manufacturing, and defense.

IEDC Annual Conference (Sept. 18-21 2022 Oklahoma City, OK) - The International Economic Development Council (IEDC) is the largest economic development association in the world. Key takaways from the 2022 conference: 1. the U.S. has 11.2M open jobs and only 6M unemployed people to fill them, leading to significant shifts in employee expectations and priorities; 2. equity and innovation were discussed in virtually all presentations, highlighting the importance of being intentional and targeted with our region's talent attraction and workforce development work.

European Business Development Missions (Sept. 26-30 2022; Mar. 24-31 2023; Apr. 24-28 2023) - During our September Franco-German mission, we met with six new companies and two existing company contacts. Industry sectors included automotive, consumer products, defense, life sciences, and recycling. In March, we traveled to France and Italy for meetings with 10 companies in the life sciences, manufacturing, IT, financial, and professional services sectors. Two of the life sciences firms are undergoing clinical trials with U.S. universities and will visit the region in Q3 or Q4 2023. Our April mission to the UK included meetings with seven companies all located in England. Most meetings would be considered landing pad opportunities with an emphasis on life sciences and IT. We are continuing discussions with several companies we met with across the three missions.

IAMC Conferences (Fall Forum, Oct. 22-26 2022 Detroit, MI; Spring Forum, Apr. 1-5 2023 Biloxi, MS; International Forum, June 7-9 2023 London, UK) - Members of the Industrial Asset Management Council (IAMC) include three stakeholder groups: Fortune 1000 corporate real estate executives, corporate real estate service providers, and economic development professionals. CRDA's CEO is a member of this highly regarded association and regularly attends Council events. Key topics discussed during the Fall 2022 Forum included emerging technologies, the global economy, logistics vulnerabilities and increasing demands on distribution. The Spring 2023 Forum attracted 325 attendees with topics ranging from deglobalization and supply chain volatility to technology, workforce and automation. CRDA joined the SC Power Team to attend the International Forum which focused on trends and best practices in site selection, sustainability, and geopolitical strategy.

Business Development Life Sciences Mission (Oct. 20-23 2022 Boston, MA) - In advance of the MedTech conference, we traveled to Boston for meetings with four new company contacts and one company actively considering Charleston for a project. From these meetings, we added two longer term projects to our pipeline.

The MedTech Conference AdvaMed (Oct. 24-26 2022 Boston, MA) - 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 met with three company leads and participated in events hosted by SCbio. These events connected CRDA with three major life sciences companies: Abbott, IQVIA, and Siemens Healthcare.

Asia Business Development Missions (Oct. 21-29 2022 South Korea; Nov. 4-12 2022 Japan; Dec. 2-12 2022 India) - In October, CRDA joined the SC Department of Commerce in South Korea for a mission led by Commerce Secretary Lightsey. During the trip, CRDA met with 10 companies primarily focused on lithium batteries and emerging battery technologies. We attended the Daegu International Future Auto Expo where Sec. Lightsey made opening remarks and CRDA joined four other members of the SC delegation for a presentation on the state's automotive industry.

We also joined SC Commerce for a mission to Japan in November. During the trip, CRDA participated in meetings with the Osaka Development Agency and nine companies in several industries including automotive, electric batteries and food/beverage.

Our final Asian mission focused on India, where CRDA again joined the SC Department of Commerce and a delegation of other SC economic development partners. We participated in meetings with the US Commercial Service and 15 companies in sectors ranging from IT and engineering to chemicals and pharmaceuticals. We also joined a networking event and dinner hosted at the Ambassador's residence in Chennai where we gave a brief presentation on doing business in South Carolina and Charleston.

Strategic Initiatives / Use of Funds

MEDICA 2022 (Nov. 14-17 2022 Düsseldorf, Germany) - CRDA joined the SC Department of Commerce and other SC economic development partners for MEDICA, the largest medical trade fair in the world. The delegation hosted companies at the South Carolina tradebooth and met with companies identified by the Department of Commerce. During the show, CRDA made connections with 11 new companies and eight existing contacts, most of which are based outside the U.S. Of these companies, 12 have projects in CRDA's project pipeline.

SCDoC Site Selector Events (Nov. 30 2022 Atlanta, GA; Mar. 23 2023 Washington, DC) - Site selection consultants often represent the largest and most complex economic development projects. As such, the SC Department of Commerce regularly organizes events to build and maintain relationships with these key contacts. In fall 2022, CRDA joined the SC Commerce Department in Atlanta for a lunch event with 28 consultants. That evening, SC Commerce hosted a reception for 54 guests representing the Consulates of 28 nations. In March, CRDA represented our region at a similar luncheon held in Washington, DC. In addition to site selection consultants, guests included government relations professionals from select firms.

15th Annual CDCA Defense Summit (Dec. 7-8 2022 Charleston, SC) - The Charleston Defense Contractors Association (CDCA) is focused on strengthening the defense industry in the Charleston region. CRDA sponsored and attended the group's 15th annual summit to build connections and meet with defense companies about business opportunities in our region. We also gave a short presentation on "Why Charleston for Defense" to the 200+ attendees.

CES 2023 (Jan. 5-8 2023 Las Vegas, NV) - Held annually in Las Vegas, CES is the most influential tech event in the world. It showcases new and innovative products as well as manufacturers, developers and suppliers of consumer technology hardware, content, technology delivery systems and more. CRDA joined the Upstate Alliance for a business development mission in connection with CES. The SC Department of Commerce Innovation office, CU-ICAR and the Central SC Alliance also attended the event. To support our CES attendance, we conducted a digital marketing campaign resulting in 1,324 visits to the event landing page on CRDA's website.

12th Annual SC Automotive Summit (Feb. 14-16 2023 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. The 2023 event featured SC Governor Henry McMaster and spotlighted Volvo Car USA, Mercedes Benz Vans, Redwood Materials, BMW, Michelin and other major companies from across South Carolina.

Germany Business Development Missions (Feb. 27 - Mar. 3 2023; May 5-13 2023) - In February, CRDA traveled to Germany for meetings with several companies with an interest in the U.S. market. During the week, we participated in eight company meetings in a variety of sectors including E-mobility, life sciences, robotics, software, renewable energy and advanced manufacturing. We returned to Germany in May, meeting with eight additional companies across the precision and advanced manufacturing, life sciences, and automotive industries. Several companies are looking at the Charleston market for FDI or looking to target the U.S. for expansion. We expect five of them to visit Charleston in mid-to-late 2023.

SCbio Support and 2023 Annual Conference (Feb. 21-23 2023 Charleston, 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. In addition to attending the conference, CRDA hosted a lunch to introduce visiting site selectors from Deloitte and Global Location Strategies to local life science and healthcare executives. We also partnered with SCbio and the Upstate Alliance to host a dinner for conference speakers and other VIP conference attendees.

Site Selectors Guild Annual Conference (Mar. 29-31 2023 San Antonio, TX) - This annual conference offers the opportunity to connect with the world's top site selection consultants and location advisors. The 2023 conference was the largest in the Guild's history with more than 60 Guild members and 480 economic developers participating. Key topics included trends in site selection research and the current state of office-related projects.

Business Development at RBC Heritage Tournament (Apr. 10-16 2023 Hilton Head Island, SC) - CRDA's CEO and Director Stakeholder Relations joined representatives from across South Carolina to welcome an array of business guests for this annual event on Hilton Head Island.

Area Development The Workshop Forum (Apr. 17-19 2023 Greenville, SC) - The Workshop Forum focuses on best practices for economic development. This year's event attracted 18 site selection consultants plus 125 economic developers. Using a small group format, top site selection consultants presented relevant and pragmatic information on how companies are currently evaluating locations for new business investments.

Strategic Initiatives / Use of Funds

DIG SOUTH Tech Summit 2023 (Apr. 26-28 2023 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 2023 conference, connecting with local tech talent, entrepreneurs, and national business leaders. To raise awareness among local teachers, students and entrepreneurs, CRDA ran a contest for a chance to win free passes. Contestants were asked to share "why I want to attend DIG SOUTH" on social media and the top 10 entrants received two passes each.

SelectUSA Investment Summit (May 1-4 2023 National Harbor, MD) - CRDA joined the South Carolina delegation led by the Department of Commerce. In addition to nine scheduled meetings, dozens of companies from several countries visited the SC booth to learn about opportunities in the state. The SC delegation hosted a well-attended reception during the Summit, and CRDA also participated in a reception hosted by the German Embassy.

UK Delegation Event (May 6 2023) - The British Consulate General in Atlanta reached out to CRDA for help in coordinating a gala in Charleston to celebrate the coronation of King Charles III. In addition to connecting them to supportive resources in our region, we participated in the event which included the new Atlanta-based British Consul General, the Deputy Consul General, several Consulate staff members, local business leaders, elected officials, and leaders from the SC Department of Commerce. Following the gala, we hosted several attendees for additional conversations. The UK event allowed networking and relationship building to strengthen our ties as FDI and trade partners.

BIO International Convention (June 5-8 2023 Boston, MA) - The Biotechnology Industry Organization (BIO) is the world's largest biotechnology trade association representing 1,000+ biotech companies, academic institutions, state biotech centers and related organizations across the U.S. plus more than 30 other countries. CRDA joined the South Carolina delegation at the 2023 BIO International Convention, which drew 20,500 participants from 73 countries. During the week, we met with six companies with active projects considering the Charleston region.

International Paris Air Show (June 19-25 2023 Paris, France) - CRDA partnered with the SC Department of Commerce and several other partners from throughout South Carolina for this bi-annual show and event, which attracted nearly 300,000 trade visitors, nearly 2,500 exhibitors and delegates from 100+ countries across the globe. Throughout the week of the show, CRDA met with 11 companies, many of which are looking to target the U.S. market for headquarters operations or to expand their production.

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. The CRDA is actively participating in this statewide partnership and has applied a portion of our state appropriations to support this valuable effort.

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.

GIS Real Estate Tool - To ensure website visitors have 24/7 access to search for available real estate options in our region, CRDA has a longstanding partnership with the Charleston Trident Association of Realtors (CTAR) to display MLS-listed commercial and industrial properties on our 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 provides a valuable GIS analysis capability allowing public users and internal staff 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. Elements of this toolbox include:

- Social media posts and website blogs focused on relevant industry events, outbound missions, and relevant news/updates about the Charleston region
- Digital media campaigns targeting specific national/international geographies and featuring significant events, our region's target clusters, and career opportunities
- Custom landing pages to support key business development activities including outbound marketing missions and industry events
- A social media management platform for LinkedIn, Facebook, and Twitter (we currently reach more than 21,000 followers across our 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 FY22-23 we realized an 80% year-over-year increase in Excel downloads, 130% increase in PDF downloads, 80% increase in staff email clicks, and 150% increase in web-initiated phone calls.

Strategic Initiatives / Use of Funds

Next Evolution - CRDA Economic Development Website - CRDA is in the process of updating and refreshing our existing economic development website, which was developed and launched nearly eight years ago. Initial work included a design thinking workshop to help identify priority content areas for the site's various audiences including businesses, site selectors, talent and local stakeholders. We are now working on site design, images and written content with a target launch date of Q2 2024.

Innovation in Charleston Video - A focus on innovation is increasingly important to the long-term success of a regional economy. To bring this concept to life, CRDA is developing an innovation-focused video that includes interviews with Boeing, Ingevity and MUSC as well as film footage of innovation taking place within our three-county region.

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. FY22-23 results included:

- *Expansion Solutions* magazine published three articles on medical device manufacturing in our region – "Plastics: Projections Rising with Demand for Biodegradable" (1/25/23); "Going Green: The Only Way to Grow" (1/25/23); and "Medical Manufacturers See Turbulence, but More Steady Returns" (1/25/23).
- *Forbes* highlighted a Berkeley County industrial park, Camp Hall, putting our region's product offerings on the national map – "Pushing The Envelope of What Industrial Parks Can Be" (1/13/23).
- Showcasing talent thought leadership, *Authority Magazine* interviewed the local CEO of Sprockets for an article focused on how employers and employees are working together to determine new working dynamics (1/30/23) – "The Great Resignation & The Future of Work" (1/30/23).
- *Chief Executive* included the Charleston region and our position in the southeastern Battery Belt – "States Divided on Whether To Welcome China Backed EV Battery Plants" (2/17/23).
- *HealthLeaders* featured MUSC's Chief Innovation Officer in an article focused on innovation – "The Exec: Innovation is a Team Sport" (4/11/23).
- An article in *Chief Executive* discussed opportunities in the Charleston region – "Volkswagen Makes U.S. Inroads Through Investment in South Carolina" (4/12/23).
- *Black Wall Street Times* featured HI Mark Capital's Herbert Drayton discussing his efforts to raise funds for minority- and women-owned businesses in SC – "Herbert Drayton is the Venture Capitalist for the Culture" (5/12/23).
- An article in *Bloomberg* covered employment growth, migration patterns and the investment by Redwood Materials in the Charleston region – "A \$100 billion wealth migration tilts US economy's center of gravity south" (6/29/23).

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 FY22-22 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 5,000 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. We promote the site via social media and Adwords campaigns along with word of mouth via investor and talent roundtables. Nearly 3,500 unique visitors are visiting the site each month.

Metro Leadership / Best Practices Visit (Sept. 20-23 2022 Boston, MA) - CRDA joined approximately 90 other business and community leaders for the Charleston Metro Chamber's Metro Leadership Visit to Boston for two and a half days of immersion into the community, their challenges and successes. Focus areas were innovation, life sciences and port logistics. Highlights included innovation-focused sessions at MIT, an overview of Boston's economic drivers, and a panel discussion on ports and the supply chain.

Charleston's Competitiveness on the World Stage (Jan. 18 2023 Charleston) - This well-attended event featured national and international experts providing insights as to the Charleston region's strengths and challenges as a world-class business destination. Attendees included a range of local business and community leaders engaged in our efforts to advance the local economy. Panelists included the Consul General of South Africa in New York, the Consul General of Germany in Atlanta, and site selectors from BDO, Newmark and Nect2US. The event also included comments by the Deputy Secretary of the SC Department of Commerce and Volvo Car USA. More than 140 local leaders attended the session with topics ranging from workforce and incentives to innovation and real estate requirements. In connection to the event, CRDA hosted two dinners providing invited guests the opportunity for direct dialogue with the Consuls General and global site selectors.

Talent Perception Study - To help inform CRDA's talent-focused marketing efforts, we commissioned a study on how our region is perceived by talent considering a potential relocation. The study targeted five geographic areas with more than 1,500 responses. The results confirmed a positive perception of the Charleston region among those surveyed, although knowledge of the region's economic sectors was limited. Lifestyle is a top priority in a relocation decision, with issues such as safety/security, reasonable cost of living, and work/life balance of primary importance. CRDA will use the perception study results, along with the recently released Talent Demand Analysis, to create a new talent attraction strategy for our region.

Strategic Initiatives / Use of Funds

Chmura JobsEQ Data Subscription - Talent availability plays a crucial role in company location decisions. In Q3 FY20-21, we began using 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 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 the CRDA, the Berkeley-Charleston-Dorchester Council of Governments, SC Works, and the Charleston Metro Chamber of Commerce, this virtual center (www.charlestonregionaldata.com) includes a comprehensive online portal providing regional economic, workforce, demographic and industry data. This centralized data warehouse is meant to streamline and align regional planning and reporting by providing entities throughout our region with current statistics as well as multi-year trends and forecast information.

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 13, 2023

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 13, 2023

RE: FY2022-23 Appropriation pursuant to Proviso 50.13
2023 Annual Report

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

The South Carolina Department of Commerce matching funds program 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.

While CRDA received funds tied to the FY22-23 program, as of June 30, 2023, no FY22-23 funds had been expended. As information, attached is how we anticipate using the funds. 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 843-760-4524 or dginn@crda.org.

Financial Summary

State appropriations:	\$673,903
State funds used as of 6/30/23:	\$0



FY2022-23 Appropriations Act pursuant to Proviso 50.13

Itemized Budget

I. Global Business Development / Strategic Marketing

State Appropriations: \$460,000

A. Global Business Development Initiatives

CRDA's global business development activities align with our 2022 "Regional Economic Cluster & Innovation" strategy, a companion to the much broader "One Region Roadmap: Opportunities for All" strategic plan. This new economic development plan prioritizes four high-impact economic clusters that capitalize on key assets in the Charleston region, including the Port of Charleston, Boeing, Volvo, Mercedes-Benz, the Clemson University Energy Systems campus, the Medical University of South Carolina, U.S. Military installations / NIWC, and the region's base of existing industry.

Our activities will include but are not limited to:

- Strategic partnerships with the SC Dept. of Commerce and other economic development allies throughout the state to position South Carolina as a premiere location for new business investment.
- Aggressive schedule of domestic and international industry events aligned with our region's high-impact clusters, including aerospace conferences and tradeshows, automotive conferences and tradeshows, life sciences conferences and tradeshows, information technology events, and relevant site selection consultant forums.
- Outbound business development missions to targeted regions of the world with a high concentration of companies in our high-impact clusters, including the Pacific Northwest, California, the U.S. Northeast and upper Midwest, Germany, the UK, Italy, France, Sweden, Denmark, Norway, Spain, Israel, Japan, Korea, India and China.
- Globally focused prospect qualification and lead generation firms to strategically target relevant companies that a) fall within the region's high-impact clusters and geographic targets; b) are considering or actively pursuing significant investment opportunities; and c) would consider the Charleston region as a potential location for that investment. We have also added "High-Value Targets" to the mix, defined as large, multinational corporations with multiple divisions and annual revenues over \$1 billion.
- Inbound hosting opportunities to expose targeted corporate executives and key site selection consultants to the region's business and lifestyle assets; tie into existing world-class events such as Spoleto Festival USA, the Charleston Wine & Food Festival, the Southeastern Wildlife Exposition, the RBC Heritage and other premier events.

- Directly assisting companies that are considering our region for competitive business investments, including venture capital investors and companies involved with the SC Landing Pad program. Activities include conducting regional tours (occasionally via helicopter), facilitating connections, hosting meetings with key state and local allies, traveling to the company’s corporate offices, custom videos and presentations, Charleston and SC themed gifts, etc.
- Industry-specific consultants to provide insights and guidance to our related business development efforts. Our goal is to identify market segments that may be uniquely suited to our region and to identify specific companies that might benefit from locating an office, R&D center and/or production operation in the Charleston area.
- Strategic partnerships with the Charleston Area Convention & Visitors Bureau to recruit high-level industry conferences and other significant events to the Charleston region.

B. Strategic Marketing Campaigns

Recommended in the “Regional Economic Cluster & Innovation” strategy and designed to support CRDA’s business development activities. The Cluster & Innovation strategy calls for CRDA to invest in world-class strategic marketing initiatives to position the Charleston region as a top destination for high-value companies, talent and entrepreneurs.

Activities include but are not limited to:

- Globally focused media outreach program to establish international recognition of the Charleston region as a top destination for innovative businesses, skilled talent, and successful entrepreneurs.
- Multi-platform regional website including business and talent testimonials, videos, photography, interactive mapping, foreign language translations, etc.
- Comprehensive digital marketing campaigns-to create awareness of and generate interest in our three-county region.
- Supporting CRDA’s presence at key industry trade shows with custom website landing pages, blog posts, search engine marketing, digital advertising, and social media.
- Industry-specific collateral, presentation graphics, custom videos, promotional items, customized gifts, and other sales support materials.
- Talent attraction campaigns targeting professionals with specific skills and competencies that are in high demand among the region’s high-impact clusters. Campaign elements include website/information portal, online community guide, automated regional job board, digital marketing, printed materials, branded premiums, media relations, local talent-focused events and promotions, road show events in key feeder metros, etc.
- Partnering with local colleges, universities and employers to build the local talent pool by encouraging new graduates and summer interns to build their careers in the Charleston region.
- Working with an array of relevant stakeholders to help connect transitioning military and active military spouses to job opportunities in our three-county region.

II. Regional Competitiveness / Business Intelligence

State Appropriations: \$200,000

A. Global Competitiveness and Economic Development Strategies

In summer 2022, CRDA partnered with the Charleston Metro Chamber of Commerce (CMCC) and Berkeley-Charleston-Dorchester Council of Governments (BCDCOG) to unveil a new multiyear strategy to continue our region's economic success while building a stronger, more resilient economy for the future.

Dubbed "One Region Roadmap: Opportunities for All," this planning process was the most inclusive and comprehensive to date. It brought together hundreds of stakeholders with an interest in aligning their work with a common vision for the region. It involved nine months of information gathering and research with extensive input from local businesses and area residents. Focus areas include affordability, infrastructure, innovation & entrepreneurship, talent, quality of place, global fluency, equity and economic momentum.

CRDA leveraged this more comprehensive effort to develop a sub-strategy specifically focused on our region's economic clusters and innovation ecosystem. The plan is designed to lay the groundwork for the next evolution of Charleston's economy, with an emphasis on bolstering innovation throughout the region. According to the U.S. Chamber, innovation spurs 50 to 60 percent of economic growth in high-performing regions.

To boost awareness of and participation in both the One Region Roadmap and Cluster & Innovation plans, we anticipate using state appropriations to:

- Support strategy activation initiatives, which could include convening relevant entities, securing outsourced consulting and facilitation services, and providing regular updates and progress reports
- Jumpstart recommended projects and initiatives aligned with CRDA's economic development mission
- Facilitate follow-up studies or reports
- Maintain the strategy and reporting website to include related updates, progress reports, articles, and presentations from stakeholder organizations aligned with the strategy.

B. Competitive Research & Analysis

Designed to support CRDA's business development and marketing initiatives, guide industry cluster growth, and inform regional competitiveness efforts.

Activities include but are not limited to:

- Support for the "Charleston Regional Competitiveness Center" (a partnership of CRDA, CMCC, BCDCOG, and SC Works Trident). The center 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.
- Detailed examinations of cluster workforce requirements and existing training programs to identify gaps between programming and employer needs. Expanding this work to include a focus on the workforce requirements for an innovation-led economy.

- Economic impact analysis and industry white papers to support our global business development and marketing efforts.
- Competitive benchmarking and best practices research to support regional efforts to improve global competitiveness, create high-wage jobs, and spur innovation-focused initiatives.
- Subscriptions to research tools such as Descartes Datamyne international trade data and CHMURA JobsEQ labor market data to inform prospect presentations and support our business development efforts.

C. Cluster-Support Initiatives

Designed to optimize opportunities within the region's high-impact clusters by improving our foundational assets and bringing together business, academic, and economic development leaders to spawn new ideas and foster cross-industry collaborations.

Activities include but are not limited to:

- Support for creative initiatives specifically targeting companies, investors and start-ups focused on innovative products and solutions.
- Support for organizing and convening taskforces and high-profile events aligned with the region's high-impact cluster, talent and innovation ecosystems.
- Strategic partnerships to identify, plan and champion the creation of significant innovation assets for the region.

III. Total Program Costs

Estimated State Appropriations: \$660,000

ECONOMIC DEVELOPMENT PARTNERSHIP (EDP)



**Economic
Development
Partnership**

Will Williams | President & CEO

October 10, 2023

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 2022-2023

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 Leadership Aiken County, SCEDA Recertification, Southern Business & Development roundtable, USM Trent Lott National Center Advanced ED Leadership Retreat, SCEDA EDI Sessions for Edgefield County Administrator and North Augusta City Administrator all totaling \$5,815.00 for the fiscal year.

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. Continued work with NP Strategies, LLC to strengthen our manufacturers' workforce acquisition and retention throughout our region. EDP provided Saluda County with complete rebranding services through The Design Group. Partnered with SCBIO for the Southeast Life Sciences Conference to promote our region. Marketed our region worldwide through a publication for the Master Golf Tournament. Total marketing investment for the fiscal year was \$28,839.64.

Lead Generation – EDP continues to build on an AI analytics framework Investing \$29,500.00 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. EDP has also secured attendance and sponsorship at the Consultant Connect Welcome Mixer in Atlanta later in 2023 totaling \$3,333.34.

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. Investing \$225,572.15 in FY2022-2023 on due diligence following the Palmetto Sites Program along with the design phase for signage and the main entry road to the site.

For Sage Mill Industrial Park in Aiken County multiple enhancements are continuing. Underbrushing of available sites to open up landscape visibility to prospects. Relocation of AT&T underground cables as a prerequisite of road closures, diversions, and a new road creation. These improvements totaled \$200,351.20 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 \$30,375.00 being paid out this fiscal year.

Our Edgefield County Industrial Park(ECIP) underwent a revitalization with new monument signage and landscaping. Due diligence is in progress for the ECIP to be compliant with the Palmetto Sites Program. A conceptual plan was created to make sure the available industrial park land is being utilized to its best potential. In the past fiscal year EDP has invested \$116,010.77 in the ECIP.

The Saluda Commerce Park has completed an updated due diligence process through the Palmetto Sites Program so the industrial park would be up to date on technical components, industry clusters and availability of a viable workforce to attract new industry. EDP also covered appraisal services for a parcel in Saluda County. Our investment in Saluda County was \$22,319.63 for the past fiscal year.

EDP was privileged to be involved in a year-long cyber study with an investment of \$257,415.59 to date. 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 \$50,856.98 in fiscal year 2022-2023 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 \$21,152.27. EDP was honored to host the Department of Commerce International Banquet last fiscal year. We also invests in our local manufactures through Industry Appreciation events. Combined we have invested \$17,699.44 in these type events. 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 for \$475.00, with the Association of the US Army given our close ties to Fort Gordon and the ongoing cyber initiative in our area.

FY 2023/2024 – EDP's 2023-2024 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 team is currently evaluating FY Ending June 30, 2023. Our Audit will be completed by January 31, 2024.

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 FY2023-2024

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

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Administrative Office: 319 Scholar Loop | Aiken, SC 29801
Inter-Campus Mail: 471 University Parkway, Box 08 | Aiken, SC 29801
803-641-3300 | www.westernsc.org



Economic Development Partnership

Will Williams, President & CEO

2023-2024

PROGRAM OF WORK 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. Continued use of lead generation firm to locate potential new industrial prospects.
8. Update Website to stay on top of marketing/web trends.
9. Use Social Media platforms to market Aiken, Edgefield, Saluda & McCormick Counties.

COMMUNITY DEVELOPMENT

1. Assist local communities in the development of economic development-related plans and projects.
2. Support rural areas in defining development needs to include basic infrastructure.
3. Encourage expanded water and sewer infrastructure development and broadband, especially in areas of projected industrial growth.
4. Support educational initiatives that enhance the skills of workers in this region.
5. Market established industrial parks, assist in master planning and development of new parks.
6. Continue to work with Applied Research Center on technology/scientific related issues.
7. Assist Aiken County in marketing the Savannah River Research Campus.
8. Assist McCormick County in attracting new capital investment.

DATA GATHERING / RESEARCH / INFORMATION SERVICES / REFERRAL

1. Publish and maintain up-to-date statistical and demographic information.
2. Publish an Annual Report and provide the publication to economic development allies.
3. Make appropriate referrals to other economic development allies when in the best interest of the client.
4. Prepare a quarterly newsletter updating investors on activities EDP has been involved in.

SITES AND BUILDINGS

1. Maintain an inventory of sites and buildings. The inventory will be primarily sites and buildings that can be used for manufacturing, distribution, and research and development projects. Identify and gather information for additional sites to be added to the inventory.
2. Place sites and buildings data on computer with maps, drawings and drone videos.
3. Make appropriate recommendations to the Board of Directors, County Councils, and other interested parties regarding potential sites and buildings.
4. Support City of Aiken's Strategic Plan, City of North Augusta's Strategic Plan and Edgefield County's Strategic Plan for industrial and/or business parks.
5. Leverage funding from state alliance funding and private sources to prepare sites and infrastructure in the four-county region.
6. Search for additional sites in Edgefield, Saluda & McCormick Counties.

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.
4. Identify, focus, and present community needs in areas of economic development.
5. Take an active role in promoting assets of the SRS for the benefit of the community.

SAVANNAH RIVER SITE REDEVELOPMENT AUTHORITY

1. Actively participate with the Savannah River Site Redevelopment Authority in identifying projects compatible with charter and mission of SRSRA.
2. Administer funding provided by SRSRA for projects for which the Economic Development Partnership has responsibility.
3. Work with applicable resources to bring about the development of new private sector companies in cooperation with SRS.

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.

ECONOMIC DEVELOPMENT PARTNERSHIP 2023-2024 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 community 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.
- D. Develop a new industrial park in eastern Aiken County.
- E. Develop groups to address findings in Regional Workforce Study.
- F. Work with community entities to maintain 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. Work with Edgefield, Saluda & McCormick Counties to identify and develop more industrial locations.

**NORTH EASTERN STRATEGIC ALLIANCE
(NESA)**



2023 Annual Report
Local Economic Development Alliances Appropriation
Proviso 50.13

Annual Report – LEDA Appropriation

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

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

Grant Program for County Business Development

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

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

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

Collaborative Product Development

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

Marketing and Business Development

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

NESA Mission and Goals

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

Included are metrics to reflect progress in the NESA region:

Reflected below are the changes in employment from July 2022 through June of 2023. Note the SC percent decrease by removing the NESA region, reflecting the positive impact of individuals employed in the region on our state.



	NESA, SC	NESA	(45)
Time	Employed	Employed	Employed
July 2022	331,641	1,978,176	2,309,818
August 2022	329,335	1,969,650	2,298,986
September 2022	325,691	1,970,549	2,296,240
October 2022	324,710	1,974,402	2,299,111
November 2022	320,907	1,964,080	2,284,988
December 2022	319,437	1,967,411	2,286,845
January 2023	320,579	1,973,763	2,294,342
February 2023	324,369	1,997,310	2,321,679
March 2023	329,346	2,017,378	2,346,726
April 2023	335,961	2,038,068	2,374,030
May 2023	338,276	2,039,745	2,378,017
June 2023	343,630	2,052,065	2,395,693
YTD Change*	7.2%	4.0%	4.4%
*Jan-Jun			



	NESA, SC	NESA	South Carolina (45)
Time	Unemployment Rate	Unemployment Rate	Unemployment Rate
July 2022	3.8%	3.3%	3.4%
August 2022	4.1%	3.4%	3.5%
September 2022	3.4%	2.9%	3.0%
October 2022	3.7%	3.2%	3.3%
November 2022	3.4%	2.8%	2.8%
December 2022	3.7%	2.9%	3.0%
January 2023	4.6%	3.3%	3.5%
February 2023	4.5%	3.6%	3.7%
March 2023	4.1%	3.2%	3.4%
April 2023	2.8%	2.4%	2.4%
May 2023	3.2%	2.7%	2.8%
June 2023	3.9%	3.4%	3.5%
YTD Change*	-0.66%	0.08%	-0.03%
*Jan-Jun 2023			

Per Capita Income

Month/Year	NESAs		South Carolina		USA	
	Income	%Change from prev. yr	Income	%Change from prev. yr	Income	%Change from prev. yr
2010	\$21,332		\$23,443		\$27,334	
2011	\$21,486	0.7%	\$23,854	1.8%	\$27,915	2.1%
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						
10-yr CAGR	2.8%	32.1%	3.2%	40.0%	3.0%	37.7%
5-yr CAGR	4.6%		5.2%		4.8%	

**Financial Report
 As of September 30, 2018**

North Eastern Strategic Alliance			
Results of Operations			
June 30, 2023			
State Program – Period Ending June 30, 2022			
	Revenue	Budget	Actual
State Match Funds		\$ 745,000	\$ 754,512
Interest Earnings			-
Total Funds Available		\$ 745,000	\$ 754,512
	Expenditures		
County Economic Development Grants Program		\$ 80,000	\$ 79,937
High Impact Grant Program		372,500	392,500
Marketing and Business Development		292,500	282,076
Total Expenditures		\$ 745,000	\$ 754,513
Cash Balance			\$ (0)

Accounting and Administration

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

SC I-77 ALLIANCE



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 12, 2023

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, 2023 the Alliance reported the following metrics for FY 2022-2023:

- 92 company visits/meetings
- 102 site consultant meetings
- 81 leads either sourced internally or via partners
- 7,700+ users on our website
- 19,100+ 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 2013-2022. 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, 2023, 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:

PROVISO 50.13 FUNDS RECEIVED (AS OF JUNE 30, 2023)

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

FUNDS EXPENDED

Through June 30, 2023, 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:

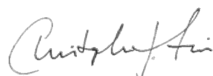
PROVISO 50.13 FUNDS EXPENDED AND RECONCILIATION (AS OF JUNE 30, 2023)

CATEGORY	EXPENDED FUNDS	FISCAL YEAR	ALLOCATED FUNDS	EXPENDED FUNDS	BALANCE
Software/Data/Subscriptions	\$669,091.17	2013-2014	\$378,500.00	\$378,500.00	\$0.00
Prospect Expenses	\$304,909.83	2014-2015	\$700,000.00	\$700,000.00	\$0.00
Advertising Expenses	\$1,353,686.53	2015-2016	\$630,545.50	\$630,545.50	\$0.00
Marketing Missions/Travel	\$822,438.84	2016-2017	\$660,000.00	\$660,000.00	\$0.00
Lead Gen/ED Contract Srvcs	\$1,107,348.44	2017-2018	\$611,084.56	\$611,084.56	\$0.00
TOTAL	\$4,257,474.81	2018-2019	\$669,290.71	\$669,290.71	\$0.00
		2019-2020	\$671,441.07	\$608,054.04	\$63,387.03
		2020-2021	\$725,394.07	-	\$788,781.10
		2021-2022	\$671,779.73	-	\$1,460,560.83
		2022-2023	\$566,500.00	-	\$2,027,060.83
		TOTAL	\$6,284,535.64	\$4,257,474.81	

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.

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
sca@southerncarolina.org

October 10, 2023

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

2022/2023
PROVISO/REDO FUNDING ANNUAL REPORTING

Park/Property and Project Development: \$360,256.33

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 provided complete project management in Allendale County for the completion of the 50k sf Spec Building at Point Salkehatchie Industrial Park.
- SCA solicited and engaged vendors to perform due diligence for Palmetto Sites at several properties and industrial parks.
- SCA provided coordination with consultant on new entrance road design and turn lane improvements at Point South Park in Jasper County.
- SCA coordinated with a vendor for road paving and improvements in the SCIC Industrial Park in Hampton County.
- SCA provided funding for existing building renovations in Beaufort County.
- SCA engaged vendors and provided funding for improvements to the Sherwood property in Jasper County.

Marketing and Lead Generation Development: \$507,622.51

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

- SCA participated in an international marketing mission to Canada in October of 2022, meeting with 9 companies.
- SCA participated in an international marketing mission to Spain in November 2022, meeting with 11 companies.
- SCA attended the SIAL Global Food Show in Paris in October of 2022, meeting with 19 prospects from around the world.
- SCA Participated in a virtual marketing mission to India in March of 2023, meeting with 4 prospects.
- SCA conducted a domestic marketing mission to the Northeast United States meeting with 9 companies.
- SCA met with companies interested in locating in SC through the US Dept. of Commerce's Select USA held in Washington, DC, resulting meeting with 48 prospects from around the world.
- SCA's staff met with the DOC international marketing team in Columbia, providing them with an overview of the region.
- 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 1,706 new jobs for the region and over \$367 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

2021-2022 Funding	Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	371,659.60	35,658.19	250,000.00	254,888.58	-152,429.21	300,000.00
Park, Property Development & Infrastructure, Project Costs	194,036.29	10,425.64	350,000.00	356,891.14	152,429.21	4,600,000.00
Total Expenses	565,695.89	46,083.83			0.00	
REDO Funds	600,000.00		600,000.00	600,000.00		
Additional REDO Funds	11,779.72			11,779.72		4,900,000.00
Total REDO Funds	611,779.72		600,000.00	611,779.72		
Total Remaining Funds	0.00				0.00	

2022-2023 Funding	Actual REDO Cost		Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	135,962.91		250,000.00	255,769.88	119,806.97	300,000.00
Park, Property Development & Infrastructure, Project Costs	166,220.04		350,000.00	358,133.45	191,913.41	4,600,000.00
Total Expenses	302,182.95					
REDO Funds	600,000.00					
Additional REDO Funds	13,903.33					
Total REDO Funds	613,903.33		600,000.00	613,903.33		4,900,000.00
Total Remaining Funds	311,720.38				311,720.38	

All funds for 2021/2022 and prior years have been utilized
No funds from 2023/2024 Proviso have been drawn down

THE LINK ECONOMIC ALLIANCE



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

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

October 13, 2023

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

Proviso Funding FY 2022-23 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 9th 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

The 106k sq. ft. spec building located in the Pocatigo Industrial Park was completed in the spring of 2023. 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 building 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. The option was exercised in September 2023.

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

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

The Apex Building (272,561 sq. ft) was available and subsequently leased to SEM Wafertech Solar for America (see announcements).

Grants

- \$2.05 MM grant from Commerce for Lee County wastewater improvements – approved (reimbursements started)
- \$450k grant from Commerce for railroad depot work – approved (reimbursements started)
- \$200k grant from Commerce for Race Track Road improvements – approved (reimbursement completed)
- \$10k grants for drone videos – approved (reimbursement completed)
- \$57.25k grant for BRIP due diligence – approved (will seek reimbursement)
- \$35k grant for I-20 due diligence – approved (will seek reimbursement)
- \$300k grant Commerce for Pocotaligo road extension (an additional 450') – approved
- \$200k UTC support from Duke for Pocotaligo road extension project
- \$300k Commerce; \$500k Power Team; \$200k BREC – submitted and awaiting approval

Workforce Training and Development (10.39% budget allocation)

Workforce continued to be an important area of focus for TheLINK in the 2022-23 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 fifth class comprised of 26 high school juniors completed the program and graduated in May 2023. Members of the fourth class who graduated in the spring of 2022 were placed and are currently serving as ex-officio members on a variety of non-profit and civic boards in TheLINK region.
- The 4th annual eSTEAM Sumter Festival was scheduled for Saturday, October 1, 2022, but had to be moved to Saturday, November 12th as a result of the arrival of Hurricane Ian. Despite the change in date, this first post-Covid eSTEAM Festival was a huge success with over 70 exhibitors, 41 sponsors, 17 schools represented and over 3,500 attendees.
- The Manufacturer's Expo and STEAM Challenge for 8th grade students in both Lee and Sumter Counties was held at the Advanced Manufacturers Technology Training Center on April 28, 2023. This interactive day brings together 8th grade students with industry and technical college representatives to expose the students to opportunities in the region prior to them completing their Individual Graduation Plans.
- Graduate to Greatness took place on April 27, 2022. This event was launched last year and is for high school seniors who have not yet formed a post-graduation plan. This year, 150 students (a 66% increase over last year), 22 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 2022-23 included print media, social media, billboards, and opportunities to participate with the SCDOC on regional, national, and international trade missions.

- Nova Molecular plant commissioning was held in October 2022.
- A new website for TheLINK launched in December 2022 with new features like online forms, payment capabilities, chat bot, and tracking as well as being ADA compliant.

- Programs purchased to track website visits with detailed information on who visited the website, what pages were visited and how long the visit lasted.
- Eat on This – A community cuisine – bringing together different community groups to learn about the work of TheLINK in the region.
- Talent Development Timeline – this one-page document was developed to show prospects and community members the steps being taken to address developing the talent pipeline in the region.
- Bluegrass and BBQ investor appreciation event.
- Annual Report produced in May 2023.
- Scan and Learn QR Codes produced and displayed at various events.
- Ads in Sumter Living, SB&D, Lee County Observer, The Item, etc.

Additional 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 with special guest, Secretary of Commerce Harry M. Lightsey III. 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 Farnborough Air Show, the Select USA Conference, the Benelux Mission Trip, and the Paris Air Show.

Projects

Project activity in FY22-23 continued to be robust and was primarily driven by the availability of buildings and pad ready sites in the region. Of those projects, the following announcements occurred:

- January 2023 – EFP (Project Grapefruit) – 15.575 million/53 new jobs
The Upcycle Company (Project Spaniel) - \$7.675 million/22 jobs
- April 2023 SEM Wafertech, Inc. (Project Ignis) \$65.9 million/300 jobs
- May 2023 South Atlantic Cannery (Project Canyon) \$28.75 million/15 jobs

Throughout the fiscal year TheLINK had a total of 43 RFIs/Projects comprised of 4 looking at pad-ready sites, 19 looking at the spec buildings; 14 potential greenfield projects and 6 from existing industry. While not all of these projects remain active, at the end of the fiscal year, TheLINK was working 10 active projects totaling \$5.454 billion in potential investment and 4,695 potential new jobs. Additionally, eight 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 FY22-23 year (discussed above under Marketing). TheLINK also hosted the International Team at the Department of Commerce offices while the group was visiting from around the globe.

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. Lopez graduated from the OUEDI Economic Development program, and Ms. Williams graduated from the Advanced Economic Development Leadership program.

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 2023 Proviso allocation of \$385,000 all of which was drawn down at the end of the 2022-23 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
2023 Annual Report**

FY 2019-2020

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

FY 2020-2021

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

FY 2021-2022

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

October 15, 2023

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 FY2019-2020; FY2020-2021; FY2021-2022

Secretary Lightsey:

Pursuant to the requirements provided in memorandums dated June 2020, June 2021, and June 2022 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 FY2019-2020, \$815,394.07 for FY2020-2021, and \$761,799.72 for FY2021-2022.

Per the Act 2019-2020, the Upstate SC Alliance submitted a request and received these funds in June 2020. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$ 761,441.07. All funds have now been expended.

Per the Act 2020-2021, the Upstate SC Alliance submitted a request and received these funds in June 2021. 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 - \$ 815,394.07. All funds have now been expended.

Per the Act 2021-2022, the Upstate SC Alliance submitted a request and received these funds in June 2022. 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. Funds in the amount of \$168,811.99 have been spent.

Within this packet, please find the following:

- A detailed Funding Request/Itemized Budget
- 2022 Upstate SC Alliance Annual Report
- 2022-Q32023 Upstate South Carolina Alliance Performance Measures
- 2022-Q32023 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 in the Upstate Region and State of South Carolina!

Sincerely,



John Lummus
President/CEO

**ECONOMIC DEVELOPMENT ORGANIZATIONS
 FY2019-2020 General Appropriations Act
 Appropriation to the Local Economic Development Alliances**

Upstate South Carolina Alliance Quarterly Report - December 31, 2022



Lead Generation, Research and Project Support

Note: Overage funds awarded were placed in this category

	Funds Received	Funds Used This Quarter	Funds Used To-Date
	\$ 382,253.13		
823010		\$ -	
823012		\$ 38,765.72	
823065		\$ 27,733.39	
823020		\$ -	
823021		\$ -	
823022		\$ -	
823023		\$ -	
823024		\$ -	
823025		\$ -	
823071		\$ 4,784.02	
823072		\$ 1,350.54	
823090		\$ 165,392.76	
823091		\$ -	
823092		\$ 3,194.76	
823094		\$ -	
823095		\$ -	
823096		\$ -	
823097		\$ -	
830500		\$ 34,375.00	
831000		\$ 106,656.94	
	TOTAL TO-DATE	\$ 382,253.13	\$ -
			\$ 382,253.13

Directed Global Marketing & Business Recruitment

	Funds Received	Funds Used This Quarter	Funds Used To-Date
	\$ 179,187.94		
818000		\$ 30,076.34	
817000		\$ 89,781.95	
822065		\$ 27,259.31	
822060		\$ 3,695.72	

832010	Automotive Target Industry			\$	161.86
832020	Engineered Materials Target Industry			\$	61.60
832030	Life Sciences Target Industry			\$	1,176.34
832050	Aerospace Target Industry			\$	158.75
832060	Global Competitiveness Events and Programs			\$	7,012.13
833500	Economic Development Sponsorships			\$	-
835500	Misc. Marketing Expense			\$	70.47
841500	Website & Digital Engagement			\$	19,733.47
TOTAL TO-DATE		\$	179,187.94	\$	-
				\$	179,187.94

Regional Promotion and Advocacy

		Funds Received	Funds Used This Quarter	Funds Used To-Date	
		\$200,000.00			
817000	Talent Attraction & Retention/Upskilling Initiative			\$ 104,144.73	
729800	Palmetto Partners Contribution			\$ -	
820500	Prospect Cultivation	\$	(897.02)	\$ (897.02)	
821000	COI (Centers of Influence) Cultivation	\$	(2,638.64)	\$ (2,638.64)	
822020	Automotive Trade Shows			\$ -	
823073	International COI Event	\$	9.00	\$ 9.00	
824100	BMW Charity Pro Am			\$ -	
824105	Innovation Attraction	\$	30.00	\$ 30.00	
824400	SC Auto Summit			\$ -	
824401	Automotive Inbound			\$ -	
824500	Foreign Delegation Visits			\$ -	
824709	SC BIO			\$ -	
824800	Consultant In-Bound Event	\$	17,730.28	\$ 17,730.28	
824801	Experience the Upstate	\$	7,658.58	\$ 7,658.58	
824900	Misc Delegations			\$ -	
824902-1	BR + Marketing Events	\$	7,081.89	\$ 18,883.85	
824903	SC Aerospace Conference			\$ -	
824904	Reimbursement from Sponsors			\$ -	
831500	Media Cultivation			\$ -	
837000	Communications & Content Creation			\$ 55,079.22	
TOTAL TO-DATE		\$	200,000.00	\$	28,974.09
				\$	200,000.00

All Programs

Funds Received	Funds Used This Quarter	Funds Used To-Date
\$ 761,441.07	\$ 28,974.09	\$ 761,441.07

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2020-2021 General Appropriations Act
Appropriation to the Local Economic Development Alliances



Upstate South Carolina Alliance Quarterly Report - December 31, 2022

Lead Generation, Research and Project Support

Note: Overage funds awarded were placed in this category

		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 390,394.07		
823012	International Mission Trips	\$	3,792.47	\$ 25,922.32
823065	Domestic Mission Trips	\$	4,590.61	\$ 16,609.54
823020	Investor Led Mision Trips			\$ -
823071	Regional Site Consultant/COI Trips			\$ 3,612.42
823072	Site Consultant Trips	\$	3.99	\$ 5,356.85
823090	Lead Generation Expenses	\$	9,903.85	\$ 113,290.15
823091	Partner Mission Trips			\$ -
823092	Local Developer Travel Sponsorship	\$	9,054.36	\$ 15,569.56
830500	ACOG/Infomentun	\$	6,875.00	\$ 27,504.68
831000	Research fees & databases	\$	5,175.00	\$ 86,468.43
TOTAL TO-DATE		\$ 390,394.07	\$ 39,395.28	\$ 294,333.95

Directed Global Marketing & Business Recruitment

		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 225,000.00		
818000	Marketing Tools & Initiatives			\$ 29,483.25
817000	Talent Attraction & Retention/Upskilling Initiative			\$ 65,113.42
822065	Tradeshows	\$	567.69	\$ 11,275.57
822060	Site Consultant Conferences/IAMC	\$	1,603.75	\$ 18,525.78
832010	Automotive Target Industry	\$	159.00	\$ 962.15
832020	Engineered Materials Target Industry			\$ -
832030	Life Sciences Target Industry			\$ 623.71
832050	Aerospace Target Industry			\$ 2.80
832060	Global Competetiveness Events and Programs	\$	7,568.52	\$ 19,593.74
833500	Economic Development Sponsorships	\$	1,019.00	\$ 6,384.00
834500	Economic Development Travel & Meals	\$	78.43	\$ 78.43

835500	Misc. Marketing Expense			\$	-
841500	Website & Digital Engagement		\$	7,687.82	\$ 54,002.70
	TOTAL TO-DATE	\$ 225,000.00	\$	18,684.21	\$ 206,045.55

Regional Promotion and Advocacy

		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$200,000.00		
817000	Talent Attraction & Retention/Upskilling Initiative		\$ 74,896.12	\$ 74,896.12
729800	Palmetto Partners Contribution		\$ -	\$ -
820500	Prospect Cultivation		\$ -	\$ -
821000	COI (Centers of Influence) Cultivation		\$ -	\$ -
822020	Automotive Trade Shows		\$ -	\$ -
823073	International COI Event		\$ -	\$ -
824100	BMW Charity Pro Am		\$ -	\$ -
824105	Innovation Attraction		\$ -	\$ -
824400	SC Auto Summit		\$ -	\$ -
824401	Automotive Inbound		\$ -	\$ -
824500	Foreign Delegation Visits		\$ -	\$ -
824709	SC BIO		\$ -	\$ -
824800	Consultant In-Bound Event		\$ -	\$ -
824801	Experience the Upstate		\$ -	\$ -
824900	Misc Delegations		\$ -	\$ -
824902	BR Marketing Events		\$ 8,915.20	\$ 8,915.20
824903	SC Aerospace Conference		\$ -	\$ -
824904	Reimbursement from Sponsors		\$ -	\$ -
831500	Media Cultivation		\$ -	\$ -
837000	Communications & Content Creation		\$ 26,930.17	\$ 26,930.17
	TOTAL TO-DATE	\$ 200,000.00	\$ 110,741.49	\$ 35,845.37

All Programs

Funds Received	Funds Used This Quarter	Funds Used To-Date
\$ 815,394.07	\$ 168,820.98	\$ 536,224.87

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



Upstate South Carolina Alliance Quarterly Report - December 31, 2022

Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
823012	International Mission Trips	\$ -	\$ -	\$ -
823065	Domestic Mission Trips	\$ -	\$ -	\$ -
823020	Investor Led Mision Trips	\$ -	\$ -	\$ -
823072	Site Consultant Trips	\$ -	\$ -	\$ -
823090	Lead Generation Expenses	\$ -	\$ -	\$ -
820500	Prospect Cultivation	\$ -	\$ -	\$ -
823091	Partner Mission Trips	\$ -	\$ -	\$ -
823092	Local Developer Travel Sponsorship	\$ -	\$ -	\$ -
830500	ACOG/Infomentun	\$ -	\$ -	\$ -
831000	Research fees & databases	\$ -	\$ -	\$ -
TOTAL TO-DATE		\$ -	\$ -	\$ -

Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: 100K moved from Lead Gen		\$ 250,000.00		
818000	Marketing Tools & Initiatives	\$ -	37,953.38	\$ 37,953.38
817000	Talent Attraction & Retention/Upskilling Initiative	\$ -	\$ -	\$ -
822065	Tradeshows	\$ -	\$ -	\$ -
822060	Site Consultant Conferences/IAMC	\$ -	\$ -	\$ -
821000	COI (Centers of Influence) Cultivation	\$ -	\$ -	\$ -
824800	Consultant In-Bound Event	\$ -	\$ -	\$ -
824900	Misc Delegations	\$ -	\$ -	\$ -
Code TBD	Target Industry Association/Support	\$ -	\$ -	\$ -
832060	Global Competetiveness Events and Programs	\$ -	\$ -	\$ -
833500	Economic Development Sponsorships	\$ -	\$ -	\$ -
834500	Economic Development Travel & Meals	\$ -	\$ -	\$ -

835500	Misc. Marketing Expense	\$	-	\$	-
841500	Website & Digital Engagement	\$	-	\$	-
TOTAL TO-DATE		\$	37,953.38	\$	37,953.38

Regional Promotion, Advocacy, & Talent

Note: Overage funds placed in this category; 50K moved from Lead Gen

		Funds Received	Funds Used This Quarter	Funds Used To-Date	
		\$211,779.72			
817000	Talent Attraction & Retention/Upskilling Initiative	\$	-	\$	-
729800	Palmetto Partners Contribution	\$	-	\$	-
823073	International COI Event	\$	-	\$	-
824100	BMW Charity Pro Am	\$	-	\$	-
824400	SC Auto Summit	\$	-	\$	-
824401	Automotive Inbound	\$	-	\$	-
824500	Foreign Delegation Visits	\$	-	\$	-
824709	SCBIO	\$	-	\$	-
824902	Business Recruitment & Marketing Events	\$	-	\$	-
824903	SC Aerospace Conference	\$	-	\$	-
824904	Reimbursement from Sponsors	\$	-	\$	-
831500	Media Cultivation	\$	-	\$	-
837000	Communications & Content Creation	\$	-	\$	-
TOTAL TO-DATE		\$	-	\$	-

All Programs

Funds Received	Funds Used This Quarter	Funds Used To-Date
\$761,779.72	\$ 37,953.38	\$ 37,953.38

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2020-2021 General Appropriations Act
Appropriation to the Local Economic Development Alliances



Upstate South Carolina Alliance Quarterly Report - March 31, 2023

Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds awarded were placed in this category		\$ 390,394.07		
823012	International Mission Trips		\$ 4,007.02	\$ 29,929.34
823065	Domestic Mission Trips			\$ 16,609.54
823020	Investor Led Mision Trips			\$ -
823071	Regional Site Consultant/COI Trips			\$ 3,612.42
823072	Site Consultant Trips	\$ 3,017.36		\$ 8,374.21
823090	Lead Generation Expenses	\$ 23,266.67		\$ 136,556.82
823091	Partner Mission Trips			\$ -
823092	Local Developer Travel Sponsorship	\$ 5,000.00		\$ 20,569.56
830500	ACOG/Infomentun	\$ 6,875.00		\$ 34,379.68
831000	Research fees & databases	\$ 12,866.79		\$ 99,335.22
TOTAL TO-DATE		\$ 390,394.07	\$ 55,032.84	\$ 349,366.79

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 225,000.00		
818000	Marketing Tools & Initiatives			\$ 29,483.25
817000	Talent Attraction & Retention/Upskilling Initiative		\$ 18,954.45	\$ 84,067.87
822065	Tradeshows			\$ 11,275.57
822060	Site Consultant Conferences/IAMC			\$ 18,525.78
832010	Automotive Target Industry			\$ 962.15
832020	Engineered Materials Target Industry			\$ -
832030	Life Sciences Target Industry			\$ 623.71
832050	Aerospace Target Industry			\$ 2.80
832060	Global Competetiveness Events and Programs			\$ 19,593.74
833500	Economic Development Sponsorships			\$ 6,384.00
834500	Economic Development Travel & Meals			\$ 78.43
835500	Misc. Marketing Expense			\$ -
841500	Website & Digital Engagement			\$ 54,002.70
TOTAL TO-DATE		\$ 225,000.00	\$ 18,954.45	\$ 225,000.00

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$200,000.00		
817000	Talent Attraction & Retention/Upskilling Initiative	\$	27,357.37	\$ 102,253.49
729800	Palmetto Partners Contribution			\$ -
820500	Prospect Cultivation	\$	251.39	\$ 251.39
821000	COI (Centers of Influence) Cultivation	\$	679.91	\$ 679.91
822020	Automotive Trade Shows			\$ -
823073	International COI Event			\$ -
824100	BMW Charity Pro Am			\$ -
824105	Innovation Attraction			\$ -
824400	SC Auto Summit			\$ -
824401	Automotive Inbound			\$ -
824500	Foreign Delegation Visits			\$ -
824709	SC BIO			\$ -
824800	Consultant In-Bound Event	\$	440.00	\$ 440.00
824801	Experience the Upstate	\$	861.69	\$ 861.69
824900	Misc Delegations			\$ -
824902	BR + Marketing Events	\$	15,540.56	\$ 24,455.76
824903	SC Aerospace Conference			\$ -
824904	Reimbursement from Sponsors			\$ -
831500	Media Cultivation			\$ -
837000	Communications & Content Creation	\$	44,127.59	\$ 71,057.76
	TOTAL TO-DATE	\$ 200,000.00	\$ 89,258.51	\$ 200,000.00

All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 815,394.07	\$ 163,245.80	\$ 774,366.79

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



Upstate South Carolina Alliance Quarterly Report - March 31, 2023

Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
823012	International Mission Trips	\$	-	\$ -
823065	Domestic Mission Trips	\$	-	\$ -
823020	Investor Led Mision Trips	\$	-	\$ -
823072	Site Consultant Trips	\$	-	\$ -
823090	Lead Generation Expenses	\$	-	\$ -
820500	Prospect Cultivation	\$	-	\$ -
823091	Partner Mission Trips	\$	-	\$ -
823092	Local Developer Travel Sponsorship	\$	-	\$ -
830500	ACOG/Infomentun	\$	-	\$ -
831000	Research fees & databases	\$	-	\$ -
TOTAL TO-DATE		\$	-	\$ -

Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 250,000.00		
818000	Marketing Tools & Initiatives	\$	17,367.44	\$ 55,320.82
822065	Tradeshows	\$	5,016.82	\$ 5,016.82
822060	Site Consultant Conferences/IAMC	\$	1,933.08	\$ 1,933.08
821000	COI (Centers of Influence) Cultivation			\$ -
824800	Consultant In-Bound Event			\$ -
824900	Misc Delegations			\$ -
NEEDSNEW CODE	Target Industry Association/Support			\$ -
832060	Global Competetiveness Events and Programs	\$	419.09	\$ 419.09
833500	Economic Development Sponsorships	\$	4,184.70	\$ 4,184.70
834500	Economic Development Travel & Meals	\$	1,562.46	\$ 1,562.46

835500	Misc. Marketing Expense			\$	-
841500	Website & Digital Engagement		\$	18,655.16	\$ 18,655.16
TOTAL TO-DATE		\$ 250,000.00	\$	49,138.75	\$ 87,092.13

Regional Promotion, Advocacy, & Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds awarded were placed in this category		\$211,779.72		
817000	Talent Attraction & Retention/Upskilling Initiative	\$	-	\$ -
729800	Palmetto Partners Contribution	\$	-	\$ -
823073	International COI Event	\$	-	\$ -
824100	BMW Charity Pro Am	\$	-	\$ -
824400	SC Auto Summit	\$	-	\$ -
824401	Automotive Inbound	\$	-	\$ -
824500	Foreign Delegation Visits	\$	-	\$ -
824709	SCBIO	\$	-	\$ -
824902	Business Recruitment & Marketing Events	\$	-	\$ -
824903	SC Aerospace Conference	\$	-	\$ -
824904	Reimbursement from Sponsors	\$	-	\$ -
831500	Media Cultivation	\$	-	\$ -
837000	Communications & Content Creation	\$	5,650.88	\$ 5,650.88
TOTAL TO-DATE		\$	5,650.88	\$ 5,650.88

All Programs	Funds Received	Funds Used This Quarter	Funds Used To-Date
	\$761,779.72	\$ 54,789.63	\$ 92,743.01

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2020-2021 General Appropriations Act
Appropriation to the Local Economic Development Alliances



Upstate South Carolina Alliance Quarterly Report - June 30, 2023

Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds awarded were placed in this category		\$ 390,394.07		
823012	International Mission Trips		\$ 13,521.47	\$ 43,450.81
823065	Domestic Mission Trips			\$ 16,609.54
823020	Investor Led Mision Trips			\$ -
823071	Regional Site Consultant/COI Trips			\$ 3,612.42
823072	Site Consultant Trips			\$ 8,374.21
823090	Lead Generation Expenses	\$ 24,615.87		\$ 161,172.69
823091	Partner Mission Trips			\$ -
823092	Local Developer Travel Sponsorship	\$ 597.10		\$ 21,166.66
830500	ACOG/Infomentun	\$ 2,292.84		\$ 36,672.52
831000	Research fees & databases			\$ 99,335.22
TOTAL TO-DATE		\$ 390,394.07	\$ 41,027.28	\$ 390,394.07

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 225,000.00		
818000	Marketing Tools & Initiatives			\$ 29,483.25
817000	Talent Attraction & Retention/Upskilling Initiative			\$ 84,067.87
822065	Tradeshows			\$ 11,275.57
822060	Site Consultant Conferences/IAMC			\$ 18,525.78
832010	Automotive Target Industry			\$ 962.15
832020	Engineered Materials Target Industry			\$ -
832030	Life Sciences Target Industry			\$ 623.71
832050	Aerospace Target Industry			\$ 2.80
832060	Global Competetiveness Events and Programs			\$ 19,593.74
833500	Economic Development Sponsorships			\$ 6,384.00
834500	Economic Development Travel & Meals			\$ 78.43
835500	Misc. Marketing Expense			\$ -
841500	Website & Digital Engagement			\$ 54,002.70
TOTAL TO-DATE		\$ 225,000.00	\$ -	\$ 225,000.00

Regional Promotion, Advocacy, & Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$200,000.00		
817000	Talent Attraction & Retention/Upskilling Initiative			\$ 102,253.49
729800	Palmetto Partners Contribution			\$ -
820500	Prospect Cultivation			\$ 251.39
821000	COI (Centers of Influence) Cultivation			\$ 679.91
822020	Automotive Trade Shows			\$ -
823073	International COI Event			\$ -
824100	BMW Charity Pro Am			\$ -
824105	Innovation Attraction			\$ -
824400	SC Auto Summit			\$ -
824401	Automotive Inbound			\$ -
824500	Foreign Delegation Visits			\$ -
824709	SC BIO			\$ -
824800	Consultant In-Bound Event			\$ 440.00
824801	Experience the Upstate			\$ 861.69
824900	Misc Delegations			\$ -
824902	BR + Marketing Events			\$ 24,455.76
824903	SC Aerospace Conference			\$ -
824904	Reimbursement from Sponsors			\$ -
831500	Media Cultivation			\$ -
837000	Communications & Content Creation			\$ 71,057.76
	TOTAL TO-DATE	\$ 200,000.00	\$ -	\$ 200,000.00

All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 815,394.07	\$ 41,027.28	\$ 815,394.07

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



Upstate South Carolina Alliance Quarterly Report - June 30, 2023

Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
823012	International Mission Trips	\$	-	\$ -
823065	Domestic Mission Trips	\$	-	\$ -
823020	Investor Led Mision Trips	\$	-	\$ -
823072	Site Consultant Trips	\$	-	\$ -
823090	Lead Generation Expenses	\$	-	\$ -
820500	Prospect Cultivation	\$	3,510.02	\$ 3,510.02
823091	Partner Mission Trips	\$	-	\$ -
823092	Local Developer Travel Sponsorship	\$	-	\$ -
830500	ACOG/Infomentun	\$	4,582.16	\$ 4,582.16
831000	Research fees & databases	\$	43,453.94	\$ 43,453.94
TOTAL TO-DATE		\$	51,546.12	\$ 51,546.12

Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 250,000.00		
818000	Marketing Tools & Initiatives	\$	14,149.20	\$ 69,470.02
822065	Tradeshows	\$	5,522.10	\$ 10,538.92
822060	Site Consultant Conferences/IAMC	\$	4,181.85	\$ 6,114.93
821000	COI (Centers of Influence) Cultivation	\$	958.88	\$ 958.88
824800	Consultant In-Bound Event	\$	18,396.80	\$ 18,396.80
824900	Misc Delegations			\$ -
823065	Target Industry Association/Support	\$	1,456.56	\$ 1,456.56
824801	Experience the Upstate	\$	(861.69)	\$ (861.69)
832060	Global Competetiveness Events and Programs	\$	11,200.84	\$ 11,619.93
833500	Economic Development Sponsorships			\$ 4,184.70
834500	Economic Development Travel & Meals	\$	2,296.91	\$ 3,859.37
835500	Misc. Marketing Expense			\$ -

841500	Website & Digital Engagement		\$	19,687.32	\$	38,342.48
	TOTAL TO-DATE	\$ 250,000.00	\$	76,988.77	\$	164,080.90

Regional Promotion, Advocacy, & Talent	Funds Received	Funds Used This Quarter	Funds Used To-Date
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Note: Overage funds awarded were placed in this category

\$211,779.72

817000	Talent Attraction & Retention/Upskilling Initiative			49,735.44	\$	49,735.44
729800	Palmetto Partners Contribution		\$	-	\$	-
823073	International COI Event		\$	5.00	\$	5.00
824100	BMW Charity Pro Am		\$	13,177.39	\$	13,177.39
824400	SC Auto Summit		\$	-	\$	-
824401	Automotive Inbound		\$	-	\$	-
824500	Foreign Delegation Visits		\$	-	\$	-
824709	SCBIO		\$	-	\$	-
824902	Business Recruitment & Marketing Events		\$	25,418.38	\$	25,418.38
824903	SC Aerospace Conference		\$	-	\$	-
824904	Reimbursement from Sponsors		\$	-	\$	-
831500	Media Cultivation		\$	-	\$	-
837000	Communications & Content Creation		\$	7,520.74	\$	13,171.62
	TOTAL TO-DATE	\$211,779.72	\$	95,856.95	\$	101,507.83

All Programs	Funds Received	Funds Used This Quarter	Funds Used To-Date
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\$761,779.72 **\$** **224,391.84** **\$** **317,134.85**

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2021-2022 General Appropriations Act
Appropriation to the Local Economic Development Alliances
Upstate South Carolina Alliance Quarterly Report - September 30, 2023



Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
823012	International Mission Trips		\$ 7,043.44	\$ 7,043.44
823065	Domestic Mission Trips		\$ 645.20	\$ 645.20
823020	Investor Led Mision Trips		\$ -	\$ -
823072	Site Consultant Trips		\$ 1,014.72	\$ 1,014.72
823090	Lead Generation Expenses		\$ 12,354.88	\$ 12,354.88
820500	Prospect Cultivation		\$ 763.03	\$ 4,273.05
823091	Partner Mission Trips		\$ -	\$ -
823092	Local Developer Travel Sponsorship		\$ 3,867.28	\$ 3,867.28
830500	ACOG/Infomentun		\$ 6,875.00	\$ 11,457.16
831000	Research fees & databases		\$ 5,381.25	\$ 48,835.19
TOTAL TO-DATE			\$ 37,944.80	\$ 89,490.92

Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 250,000.00		
818000	Marketing Tools & Initiatives		\$ 10,496.15	\$ 79,966.17
822065	Tradeshows		\$ 2,000.15	\$ 12,539.07
822060	Site Consultant Conferences/IAMC		\$ 15,269.72	\$ 21,384.65
821000	COI (Centers of Influence) Cultivation		\$ 475.19	\$ 1,434.07
824800	Consultant In-Bound Event		\$ 5,425.84	\$ 23,822.64
824900	Misc Delegations		\$ -	\$ -
823065	Target Industry Association/Support		\$ 617.39	\$ 2,073.95
824801	Experience the Upstate		\$ (861.69)	\$ (861.69)
832060	Global Competetiveness Events and Programs		\$ 3,426.47	\$ 14,627.31
833500	Economic Development Sponsorships		\$ -	\$ 4,184.70
834500	Economic Development Travel & Meals		\$ 3,341.22	\$ 7,200.59
835500	Misc. Marketing Expense		\$ -	\$ -
841500	Website & Digital Engagement		\$ 17,334.15	\$ 55,676.63
TOTAL TO-DATE		\$ 250,000.00	\$ 58,386.28	\$ 222,048.09

Regional Promotion, Advocacy, & Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds awarded were placed in this category		\$211,779.72		
817000	Talent Attraction & Retention/Upskilling Initiative		44,703.22	\$ 94,438.66
729800	Palmetto Partners Contribution			\$ -
823073	International COI Event	\$	4,279.21	\$ 4,284.21
824100	BMW Charity Pro Am	\$	2.00	\$ 13,179.39
824400	SC Auto Summit			\$ -
824401	Automotive Inbound	\$	5,000.00	\$ 5,000.00
824500	Foreign Delegation Visits			\$ -
824709	SCBIO	\$	10,000.00	\$ 10,000.00
824902	Business Recruitment & Marketing Events	\$	2,240.36	\$ 27,658.74
824903	SC Aerospace Conference			\$ -
824904	Reimbursement from Sponsors			\$ -
831500	Media Cultivation			\$ -
837000	Communications & Content Creation	\$	6,256.12	\$ 19,427.74
TOTAL TO-DATE		\$211,779.72	\$ 72,480.91	\$ 173,988.74
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$761,779.72	\$ 168,811.99	\$ 485,527.75

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



Upstate South Carolina Alliance Quarterly Report - September 30, 2023

Global Marketing/Lead Generation/Project Support/Research		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 550,000.00		
818000	Marketing Tools & Initiatives	\$	-	\$ -
820500	Prospect Cultivation	\$	-	\$ -
821000	COI (Centers of Influence) Cultivation	\$	-	\$ -
822060	Site Consultant Conferences/IAMC	\$	-	\$ -
822065	Tradeshows	\$	-	\$ -
823012	International Mission Trips	\$	-	\$ -
823020	Investor Led Mision Trips	\$	-	\$ -
823065	Domestic Mission Trips	\$	-	\$ -
823072	Site Consultant Trips	\$	-	\$ -
823090	Lead Generation Expenses	\$	-	\$ -
823091	Partner Mission Trips	\$	-	\$ -
823092	Local Developer Travel Sponsorship	\$	-	\$ -
824800	Consultant In-Bound Event	\$	-	\$ -
824900	Misc Delegations	\$	-	\$ -
830500	ACOG/Infomentun	\$	-	\$ -
831000	Research fees & databases	\$	-	\$ -
833500	Economic Development Sponsorships	\$	-	\$ -
834500	Economic Development Travel & Meals	\$	-	\$ -
835500	Misc. Marketing Expense	\$	-	\$ -
841500	Website & Digital Engagement	\$	-	\$ -
TOTAL TO-DATE		\$	-	\$ -

Regional Promotion and Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds awarded were placed in this category		\$263,903.33		
729800	Palmetto Partners Contribution	\$	-	\$ -
817000	Talent Attraction & Retention/Upskilling Initiative	\$	-	\$ -
823065	Target Industry Association/Support	\$	-	\$ -
823073	International COI Event	\$	-	\$ -
824100	BMW Charity Pro Am	\$	-	\$ -
824400	SC Auto Summit	\$	-	\$ -
824401	Automotive Inbound	\$	-	\$ -
824500	Foreign Delegation Visits	\$	-	\$ -
824709	SCBIO	\$	-	\$ -
824902	Business Recruitment & Marketing Events	\$	-	\$ -
824903	SC Aerospace Conference	\$	-	\$ -
824904	Reimbursement from Sponsors	\$	-	\$ -
831500	Media Cultivation	\$	-	\$ -
832060	Global Competitiveness Events and Programs	\$	-	\$ -
837000	Communications & Content Creation	\$	-	\$ -
TOTAL TO-DATE		\$263,903.33	\$ -	\$ -
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$813,903.33	\$0.00	\$ -

2022 Annual Report to Investors



2022 ANNUAL REPORT

at a glance

GLOBAL ENGAGEMENT & BUSINESS RECRUITMENT

How do we put the Upstate on the radar for businesses looking for new locations? It's a multifaceted approach including a mix of digital presence, direct outreach, and building relationships with Centers of Influence (site selection consultants, international business and trade organizations, real estate brokers and developers) who serve as referral sources. Key indications of economic development activity include:



332

presentations about the Upstate



99

visits hosted in the Upstate



80

Requests for Information (RFIs) completed



MARKETING TO TALENT: MOVE UP & SKILL UP

Talent availability remains the top driver in business location decisions, with the 2022 Site Selectors Survey characterizing the issue as "no workforce, no deal." That's why we've incorporated connecting employers and talent into our mission: Move Up markets the Upstate as a leading talent location to non-residents and local students alike, and Skill Up showcases in-demand technical training pathways and opportunities.



82,580

website visitors



53,070

job views



4,067

social media followers



3,459

Skill Up program clicks



INVESTOR RELATIONS

Driven by a belief that the Upstate's "can-do" spirit and relationships are key to making our economy prosper, our Investor Relations program aims to keep our regional network of 200+ public and private organizations in-the-know through networking and presentations. Investors at the \$10,000 level and up can leverage our research resources to gather business intelligence data.



210+

public & private investors



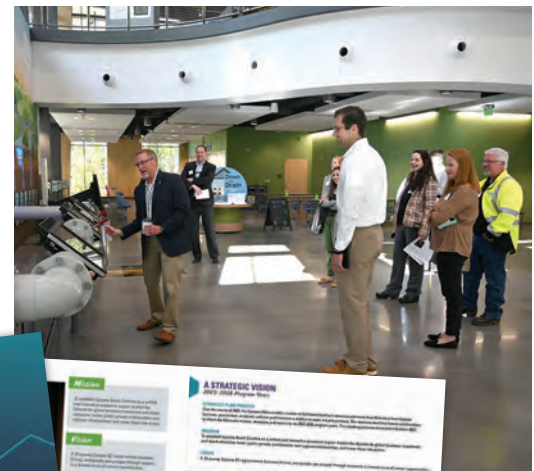
66

events



266

research requests fulfilled



Explore the FULL REPORT

Scan code to view our 2022 annual report.









UPSTATE ECONOMIC DEVELOPMENT *at a glance*

2022 BUSINESS RECRUITMENT PIPELINE

By industry sector

Engineered Materials	280
Automotive & Transport	267
Industrial Manufacturing	199
Aerospace & Defense	153
Life Sciences	153
Other	148
Food Production	101
Business Services	99
Energy & Utilities	74
Robotics/Process/Automation	21
TOTAL	1,495

Top parent countries

432		USA
109		UK
99		GERMANY
94		CANADA
68		ITALY
54		SPAIN

2022 ANNOUNCEMENTS


68
projects


\$3.9B
in capital investment


6,476
new jobs

A STRATEGIC VISION *2023-2028 program years*

Over the course of 2022, the Upstate Alliance held a number of facilitated feedback sessions with more than 50 leaders from Upstate business, government, academic and non-profit sectors in addition to state industry partners. The sessions identified trends and directives to inform the Alliance's mission, strategies and tactics for its 2023-2028 program years. The resulting plan was launched in October 2022.

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.

Trend 1

Post-pandemic communications are fundamentally altered.

Trend 2

Industry 4.0 is changing the nature of manufacturing and industrial services.

Trend 3

Environmental, Social & Governance and Diversity, Equity & Inclusion rise in prominence.

Trend 4

Workforce and talent are critical site location factors.

Trend 5

Growth creates pressure throughout the region.

Trend 6

Change is a constant in global markets that influences decisions about global value chains.



UpstateSCAlliance

upstateSCalliance.com

2022 Performance Measures

Upstate SC Alliance Performance Metrics - 2022

Lead Regional Marketing and Business Attraction / Move Up the Manufacturing Value Chain														
Strategic Lead Generation	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
New Companies in the Pipeline - Total	170	22	12	10	16	14	8	9	22	59	12	15	7	206
RFIs and Property Searches	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
UA Generated	18	3	1	4	1	0	2	4	1	0	1	2	0	19
DOC	30	6	8	1	6	5	2	4	8	3	3	5	3	54
Total	48	9	9	5	7	5	4	8	9	3	4	7	3	73
Relationship Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Introductory Conference Calls (Go-to Meeting)	40	8	3	3	1	7	3	3	2	8	2	2	0	42
Company Visits - Inbound	30	0	4	3	2	5	2	2	6	3	8	7	3	47
Company Visits - Outbound	50	9	0	14	12	13	3	1	0	6	2	0	0	60
COI Visits - Inbound	45	0	0	8	4	18	10	1	1	0	8	1	1	52
COI Visits - Outbound	115	18	2	18	9	14	11	16	17	0	6	5	6	122
Total Presentations	300	35	9	47	28	57	30	25	28	18	28	17	10	332
Website Marketing	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Unique Visitors (Users)		7,744	6,465	6,745	6,578	7,747	6,759	7,818	7,039	6,505	7,178	5,818	5,308	81,704
US Non-SC Traffic (Sessions)		4,438	3,675	3,744	3,836	3,802	3,394	4,232	4,444	4,363	5,321	4,070	3,520	48,839
International Traffic (Sessions)		2,152	1,903	2,018	1,600	2,580	2,291	2,589	1,394	1,128	1,103	770	802	20,330
Total Sessions	82,000	8,775	7,323	7,749	7,344	8,710	7,614	8,852	8,066	7,384	8,015	6,493	5,876	92,201
Engage Intentionally in the Global Economy														
Export Progress/International Competitiveness	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
"Compete Globally" Partnership trainings/events	4	0	0	2	1	3	0	0	0	0	0	1	1	8
Establish the UA as an Economic Thought Leader														
UA Communications Activities	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Pitched Story Ideas	9	3	0	1	0	2	0	0	0	2	0	0	0	8
Published Advocacy Pieces	3	1	0	0	0	0	0	0	0	0	0	0	0	1
Partnered or Commissioned Content	2	0	0	0	0	0	0	0	0	0	0	0	1	1
Media Meetings (relationship building, seed planting)	7	2	1	0	0	0	0	0	0	1	0	0	0	4
Blogs Published	8	1	1	0	0	0	0	0	0	0	2	0	1	5
Press Releases	5	2	1	1	0	1	0	0	0	0	2	0	0	7
Local Economic Developer PR Assistance	3	0	0	0	0	0	0	0	0	0	0	0	0	0
Quotes provided to DOC / other Stakeholders	5	2	0	0	1	0	1	0	0	1	0	0	0	5
Social Media Group Activity Overview (rates effectiveness of all organizational social media)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Engagements	30,000	1,303	2,038	10,949	1,804	1,128	2,889	2,613	3,937	2,957	3,725	1,541	3,933	38,817
Link Clicks	8500	530	917	2195	1220	751	1998	1374	2800	1987	1820	534	2439	18565
Social Media Marketing - Activity (Posts)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Twitter	220	21	19	27	13	11	17	10	15	15	18	14	9	189
Facebook	230	25	20	25	14	21	16	20	17	17	18	11	9	175
LinkedIn	240	22	20	33	11	12	16	10	16	18	18	11	10	197
Total Activity	690	68	59	85	38	44	49	40	48	50	54	36	28	599
Social Media Marketing - Subscriptions (Followers)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Max
Twitter	1,400	3,676	1,370	1,382	1,466	2,694	7,664	1,504	3,426	9,201	1,643	2,149	3,304	1,652
Facebook	10,000	6,243	9,032	9,041	9,123	9,159	9,178	9,194	3,115	2,988	9,211	1,160	1,651	9,211
LinkedIn	7,500	23,459	6,090	6,230	7,556	#REF!	7,773	7,921	32,292	8,358	8,616	31,405	9,018	9,018
Total Subscriptions	18,900	16,348	16,492	16,653	18,145	18,295	18,426	18,619	38,833	19,180	19,470	34,714	19,814	19,814

Social Media Marketing - Impressions (seen)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Twitter	42,000	6,243	3,493	117,250	2,436	2,694	4,305	4,821	3,426	4,579	4,392	2,149	3,304	156,525
Facebook	72,000	3,676	5,775	18,556	2,980	4,035	3,509	3,174	3,115	2,988	3,939	1,160	1,335	56,809
LinkedIn	300,000	23,459	34,766	46,924	14,501	8,650	17,570	14,655	32,292	33,638	51,490	31,405	46,352	355,702
Total Impressions	414,000	33,378	44,034	182,730	19,917	15,379	25,384	22,650	38,833	41,205	59,821	34,714	50,991	569,036
UA + The Media	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Total Media Mentions (solicited and unsolicited)	250	56	50	17	13	43	13	11	15	15	35	7	32	307
Media Requests (total - includes data, comment or business source)	48	4	4	8	3	5	5	1	3	3	2	0	4	42
Media Request for Data (includes Research inquiry)	12	2	0	3	1	1	1	0	1	0	0	0	1	10
Media Request for UA Comment	24	4	4	4	2	5	5	0	2	2	1	0	3	32
Media Request for Other Expert Sources	12	1	0	1	0	1	2	0	2	1	1	0	0	9
Reporter Inquiries or Opportunities Shared with Investor	10	1	0	1	0	1	1	0	1	1	0	0	0	6
Advocacy Interactions	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Advocacy/Thought Leadership Presentations to Elected Officials	1	0	0	0	0	0	0	0	0	0	0	0	0	0
Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	4	0	2	0	0	0	2	0	0	0	5	1	0	10
Advocacy/Thought Leadership Events/Meetings**	15	1	4	1	3	0	1	2	1	3	0	0	1	17
Move Up Metrics	77,666													
Website Marketing (Move Up Website)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Unique Visitors (Users)	100,000	5,732	5,262	7,333	6,786	5,431	8,217	8,509	7,234	4,837	8,415	7,598	7,226	82,580
Indeed Job Views	50,145	3,857	3,429	4,577	4,236	3,448	4,758	3,681	3,220	2,914	6,730	6,216	6,004	53,070
Skill Up Program Clicks	2,599	276	190	293	270	325	280	378	229	148	415	323	332	3,459
COLI Calculations	4,616	593	428	611	673	232	433	588	557	475	229	39	29	4,887
Social Media - Aggregate for All Move Up Channels	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Followers	3,893	3,566	3,602	3,634	3,648	3,670	3,715	3,751	3,769	3,829	3,920	4,011	4,067	4,067
Impressions	2,200,411	752	12,724	72,110	76,096	726	170,982	216,313	3,503	4,905	473,219	329,755	247,246	1,608,331
Engagements + Link Clicks	71,826	20	290	4,542	4,286	6	10,286	8,738	183	263	8,090	7,210	4,564	48,478
Internal Audience Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number of Presentations/Company Meetings	30	2	3	7	2	4	0	1	4	8	3	2	1	37
Presentation Participants	400	2	40	46	2	5	0	1	10	13	11	116	2	248
Badge/Link/Video Uses	12	1	0	0	2	2	0	0	0	0	0	0	0	5
Anchor Efforts in Robust Research														
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total
Non-RFI/Project Related Research Requests to Locals	100	6	5	7	6	9	5	5	6	2	6	3	1	61
RFI/Project Related Research Support to Locals	100	3	3	5	2	7	4	2	46	10	3	5	3	93
Other UA Support to Locals (PR or marketing support)	10	0	0	0	0	1	0	0	0	0	0	0	0	1
Total Requests for Research Support (all origins)	325	24	14	24	22	25	18	12	61	21	16	18	10	265
Updating/Maintenance of Standard Data Sets	15	3	0	4	0	1	#REF!	0	0	0	0	0	1	10
Research Support for UA (maps, website, fact sheets, PR)	18	3	2	9	1	1	1	0	0	2	0	0	0	18
New Research Reports Generated	4	0	0	0	0	2	1	0	1	2	0	1	0	7

*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 Performance Measures (Q1-Q3)

Upstate SC Alliance Performance Metrics - 2023

Lead data-driven lead generation and business attraction efforts for the region											
Strategic Lead Generation	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
New Companies in the Pipeline - Total	170	25	17	17	19	24	38	18	16	21	195
RFIs and Property Searches	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
UA Generated	16	1	3	1	0	2	1	6	1	2	17
DOC	36	3	6	9	4	5	3	6	4	1	41
Total	52	5	9	10	4	8	4	13	5	3	61
Relationship Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Virtual Upstate Overview Meetings	20	1	1	3	3	0	7	3	5	4	27
Company Visits - Inbound	40	2	3	6	2	6	5	1	7	2	34
Company Visits - Outbound	55	7	0	7	0	19	11	0	0	18	62
COI Visits - Inbound	45	1	5	3	22	2	3	0	16	0	52
COI Visits - Outbound	115	2	20	7	11	15	2	16	0	6	79
Total Presentations	300	13	29	26	38	44	31	20	30	32	263
Website Marketing	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Unique Visitors (Users)	95,000	6,175	5,709	6,709	6,325	5,993	5,663	4,832	5,043	5,790	52,239
US Non-SC Traffic (Sessions)		4,072	3,971	4,474	4,150	3,683	3,770	3,134	3,183	3,079	33,516
International Traffic (Sessions)		926	828	1,237	1,198	1,322	895	816	882	1,978	10,082
Total Sessions		6,905	6,533	7,721	7,204	7,166	6,588	5,656	6,356	7,005	61,134
Lead regional efforts to refine and showcase the Upstate's competitive value proposition											
UA Communications Activities	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Meaningful Media Mentions (data, commentary, announcements or authored content provided by the UA)	50	1	7	14	11	15	21	3	5	6	83
Media Meetings & Pitches (relationship building, seed planting)	6	1	0	1	1	2	5	0	1	5	16
Blogs Published	6	0	0	0	1	0	1	1	0	1	4
Local Economic Developer PR Assistance	2	0	1	0	0	1	0	0	0	0	2
Quotes provided to DOC / other Stakeholders	4	0	0	1	1	1	2	0	1	0	6
Social Media Group Activity Overview (rates effectiveness of all organizational social media)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Engagements	38,000	2,502	1,858	2,793	1,828	1,701	1,702	1,871	2,343	1,959	18,557
Link Clicks	18,600	1,395	1,858	1,245	955	852	843	992	1,048	789	8,939
Social Media Marketing - Activity (Posts)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Twitter	144	9	11	16	15	16	17	11	13	16	124
Facebook	190	8	11	28	17	15	16	11	17	15	138
LinkedIn	190	8	12	20	19	17	17	13	18	21	145
Total Activity	524	25	34	64	51	48	50	35	48	52	407

Social Media Marketing - Subscriptions (Followers)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Max
Twitter	9,200	9,140	9,165	9,152	9,134	9,134	3,575	9,118	9,118	2,404	9,134
Facebook	1,700	1,686	1,684	1,682	1,688	1,703	1,975	2,375	2,385	4,398	10,675
LinkedIn	10,500	9,237	9,436	9,647	9,817	9,960	27,996	10,278	10,490	27,516	10,490
Total Subscriptions	21,400	20,063	20,285	20,481	20,639	20,797	33,546	21,771	21,993	22,253	22,253
Social Media Marketing - Impressions (seen)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Twitter	26,864	1,299	1,994	3,423	3,386	2,834	3,575	2,223	3,324	2,404	24,462
Facebook	27,500	1,715	1,428	3,732	2,313	2,136	1,975	2,654	4,628	4,398	24,979
LinkedIn	461,368	35,343	48,011	31,988	34,446	25,991	27,996	25,583	23,065	27,516	279,939
Total Impressions	515,732	38,357	51,433	39,143	40,145	30,961	33,546	30,460	31,017	34,318	329,380
UA + The Media	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Media Requests (total - includes data, comment or business source)	20	1	0	2	2	3	0	2	1	2	13
Media Request for Data (includes Research inquiry)	10	0	0	1	1	1	0	0	0	0	3
Media Request for UA Comment	10	1	0	1	2	2	0	1	1	2	10
Media Request for Other Expert Sources	5	0	0	0	0	0	0	1	0	0	1
Reporter Inquiries or Opportunities Shared with Investor	3	0	0	0	0	0	18	1	0	0	19
Promote the Upstate as a talent destination and showcase career and skill building opportunities									58,710		
Website Marketing (Move Up Website)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Unique Visitors (Users)	59,458	8,217	7,837	7,963	6,410	6,691	5,247	5,713	5,127	4,025	57,230
Indeed Job Views	38,210	7,025	6,152	6,655	5,334	6,166	4,855	5,529	1,079	2,801	45,596
Skill Up Program Clicks	2,490	454	331	319	413	405	351	395	107	148	2,923
COLI Calculations	3,519	86	53	116	80	83	80	44	21	156	719
Social Media - Aggregate for All Move Up Channels	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Followers	5,500	4,150	4,391	4,500	4,591	4,622	4,871	4,915	5,011	5,044	5,044
Impressions	1,157,998	282,633	159,529	68,728	150,659	9,248	7,976	8,515	1,173,617	567,137	2,428,042
Engagements + Link Clicks	34,904	4,996	4,052	2,958	2,713	667	394	518	2,681	5,485	24,464
Internal Audience Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Number of Presentations/Company Meetings	30	0	2	3	4	2	2	4	3	41	24
Presentation Participants	350	0	67	108	93	2	39	7	5	#REF!	362
Captain Team Upstate											
Regional Point of Contact for Research	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Non-RFI/Project Related Research Requests to Locals	61	3	7	5	3	2	6	3	5	4	38
RFI/Project Related Research Support to Locals	93	2	3	2	6	12	7	8	3	9	52
Total Requests for Research Support (all origins)	265	11	22	17	20	20	20	29	23	24	186
Updating/Maintenance of Standard Data Sets	30	2	1	4	0	3	2	1	1	1	15
Research Support for UA (maps, website, fact sheets, PR)	30	1	2	1	3	7	2	6	0	1	23

New Research Reports Generated	4	0	0	3	0	3	0	2	0	2	10
Advocacy Interactions	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
Advocacy/Thought Leadership Presentations to Elected Officials	5	0	1	1	0	2	0	0	0	0	4
Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	10	0	2	3	3	1	1	1	0	2	13
Advocacy/Thought Leadership Events/Meetings**	20	6	1	5	5	2	2	1	2	2	26
International Competitiveness	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
"Compete Globally" Partnership trainings/events	4	0	0	1	0	1	1	0	0	1	5

*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

2022 Upstate SC Announcements

2022 Upstate South Carolina Announcements

Total:		68	\$3,949,316,000	6,476	4,766,139			International Total:	29
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Laurens	Shamrock Technologies, Inc.	New	19,400,000	18	150,660	Engineered Materials	Manufacturing	Jan-22	No
Union	MycoWorks	New	107,000,000	400	100,000	Engineered Materials	Manufacturing	Jan-22	No
Greenville	Kostwein	New	8,500,000	95	92,000	Other - Industrial	Manufacturing	Jan-22	Austria
Greenville	EMUS	New				Other - Engineering Services	Sales, Service	Jan-22	Lithuania
Spartanburg	Greenidge Generation Holdings Inc	New	265,000,000	40	750,000	Other - Technology	Data Center	Jan-22	No
Cherokee	Somnus Mattress International LLC	New	13,000,000	55	156,000	Engineered Materials	Manufacturing	Feb-22	No
Laurens	Blue Diamond Industries	New	18,000,000	90	190,000	Engineered Materials	Manufacturing, Logistics	Feb-22	Sweden
Spartanburg	Takeuchi-US	New	37,000,000	142	156,000	Automotive	Manufacturing	Mar-22	Japan
Spartanburg	Spartanburg Newair, Inc.	New	2,200,000	36		Other - Logistics	Distribution	Mar-22	No
Greenville	Trane Technologies' Thermo King	New	30,000,000	220	300,000	Automotive	Manufacturing	Mar-22	Ireland
Oconee	CurTec	New	13,000,000	32	33,000	Engineered Materials	Manufacturing	Mar-22	Netherlands
Pickens	ACI Plastics	New	4,000,000	21	138,000	Engineered Materials	Manufacturing	Mar-22	No
Greenville	Argo AI	New	2,600,000	40		Automotive	R&D	Apr-22	No
Greenwood	E.A. Sween Company	New	38,000,000	300	100,000	Food Manufacturing	Manufacturing	May-22	No
Anderson	FedEx Ground Package Systems, Inc.	New	45,343,000	12	251,000	Other - Logistics	Distribution	Jun-22	No
Greenville	Health Supply US dba Glove One	New	150,000,000	600		Life Sciences	Manufacturing	Jun-22	No
Greenville	First Source Worldwide	New	15,750,000	45		Engineered Materials	Manufacturing	Jun-22	No
Greenville	Purpose Financial	New	2,680,000	332		Other - Financial	Office	Jun-22	No
Spartanburg	PODS Carolina Realty, LLC and PODS Enterprises, LLC	New	23,000,000	82		Other - Logistics	Manufacturing, Leasing	Jul-22	No
Abbeville	Hira Industries' Aerofoam USA	New	11,500,000	50	60,000	Engineered Materials	HQ, Manufacturing	Aug-22	United Arab Emirates
Oconee	Impact Housing Group	New	30,000,000	215	170,000	Engineered Materials	Manufacturing	Aug-22	No
Laurens	Sunny Days Entertainment, LLC	New	16,000,000	80		Other - Consumer Goods	HQ, Manufacturing, Distribution	Aug-22	No
Laurens	Europastry	New	23,000,000	155	100,000	Food Manufacturing	Manufacturing	Sep-22	Spain
Spartanburg	Volvo Car USA	New	20,000,000	0		Automotive	Manufacturing	Sep-22	China
Greenville	Volvo Car USA	New	42,600,000	0		Automotive	Manufacturing	Sep-22	China
Spartanburg	VPET USA, LLC	New	10,800,000	40	137,340	Engineered Materials	Manufacturing	Sep-22	No
Greenville	Responsive Industries	New	10,000,000	10		Engineered Materials	Distribution, Sales, Service	Sep-22	India
Spartanburg	Winar Connection, Inc.	New	5,000,000	50	61,875	Other - Industrial	Manufacturing	Sep-22	No
Greenville	Dash EV	New		10		Automotive	HQ	Oct-22	No
Spartanburg	Boysen USA	New	4,500,000	88	51,248	Automotive	Manufacturing	Oct-22	Germany
Cherokee	Niagara Pharmaceuticals	New	9,000,000	45		Life Sciences	Manufacturing	Oct-22	Canada
Anderson	Third Stage Capital US-Piedmont I, LLC and Latitude Applied Technologies, LLC	New	18,000,000	37		Automotive	Manufacturing	Nov-22	No
Spartanburg	Visual Comfort & Co.	New	62,000,000	125		Other - Consumer Products	Distribution	Nov-22	No
Greenville	EPC Power	New	5,000,000	150		Other - Industrial	Manufacturing	Nov-22	No
Laurens	Motor City Racks	New	26,000,000	88		Automotive	Manufacturing	Nov-22	No
Anderson	Volvo Car USA	New	5,618,000	0		Automotive	Manufacturing	Dec-22	China
Spartanburg	Blue Ridge Data Mining, LLC	New	18,000,000	4		Other - Technology	Data Center	Dec-22	No
Greenwood	Flybar, Inc	New	8,000,000	36	157,016	Other - Consumer Products	Distribution	Dec-22	No
New Companies	38		\$1,119,491,000	3,743	3,154,139			New International	14
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Cherokee	Bericap	Existing	19,700,000			Engineered Materials	Manufacturing	Feb-22	Australia / Germany
Greenville	Stomagienics	Existing		30		Life Sciences	Manufacturing	Feb-22	No
Greenville	Diversified Medical Healthcare (DMH)	Existing	51,000,000	185	136,000	Life Sciences	Manufacturing	Feb-22	No

Spartanburg	BMW Manufacturing Corp.	Existing	200,000,000	200	219,000	Automotive	Manufacturing	Mar-22	Germany
Spartanburg	Ingram Micro	Existing	37,000,000	203		Other - Technology	Logistics	Mar-22	No
Anderson	Lollis Metals Fabrication, Inc.	Existing	3,825,000	10	10,000	Other - Industrial	Manufacturing	Mar-22	No
Greenville	Fuyao Glass America	Existing	34,500,000	121		Automotive	Manufacturing	Apr-22	China
Anderson	Kelley Engineering	Existing	6,000,000	80		Other - Engineering Services	Manufacturing	Apr-22	No
Greenwood	Symrise Pet Food	Existing	65,500,000	65		Food Manufacturing	Manufacturing	Apr-22	Germany
Greenwood	Mumford Industries, Inc.	Existing	2,000,000	33		Engineered Materials	Recycling	May-22	No
Greenville	Greif	Existing	13,000,000			Engineered Materials	Manufacturing	Aug-22	No
Anderson	Robert Bosch	Existing	200,000,000	350	147,000	Automotive	Manufacturing	Aug-22	Germany
Greenville	GE Global Technology Center	Existing	5,000,000			Other - Industrial	Manufacturing	Aug-22	No
Cherokee	Sticker Mule	Existing	18,000,000	50	100,000	Other - Industrial	Manufacturing	Sep-22	No
Spartanburg	TTI Floor Care North America, Inc.	Existing	200,000,000	470		Other - Consumer Products	Manufacturing	Sep-22	China
Spartanburg	Magna Steyr Fuel Systems USA LLC	Existing	9,000,000	78		Automotive	Manufacturing	Jul-22	Canada
Greenville	Paxton Access	Existing	10,000,000	INR		Other - Industrial	HQ	Oct-22	United Kingdom
Spartanburg	MOCOM Compounds Corp.	Existing	10,000,000	1		Engineered Materials	Manufacturing	Dec-22	Germany
Spartanburg	BMW Manufacturing Corp.	Existing	1,700,000,000	300	1,000,000	Automotive	Manufacturing	Oct-22	Germany
Spartanburg	Celanese Corp	Existing	13,000,000	0		Engineered Materials	Manufacturing	Jul-22	No
Spartanburg	Roehling Automotive USA	Existing	10,000,000	1		Automotive	Manufacturing	Dec-22	Germany
Spartanburg	TC Transcontinental Packaging	Existing	47,000,000	0		Engineered Materials	Manufacturing	Dec-22	Canada
Greenville	Essential Cabinetry Group	Existing	4,750,000	156		Engineered Materials	Manufacturing	Dec-22	No
Cherokee	Milliken & Company	Existing	27,400,000	75		Engineered Materials	Manufacturing	Dec-22	No
Greenville	Dodge Mechanical Power Transmission	Existing	25,000,000	0		Other - Industrial	Manufacturing	Mar-22	No
Greenville	Ahold Delhaize	Existing	5,000,000	187		Other - Logistics	Distribution	Dec-22	Netherlands
Greenville	Marleylilly LLC	Existing	7,500,000			Other - Consumer Goods	Distribution	Nov-22	No
Laurens	Volvo Car USA	Existing	21,000,000	0		Automotive	Manufacturing	Dec-22	China
Laurens*	Yanfeng Automotive	Existing	49,650,000	58		Automotive	Manufacturing	Dec-22	China/Ireland
Spartanburg	Highland Baking Co.	Existing	35,000,000	80		Food Manufacturing	Manufacturing	Dec-22	No
Existing Companies	30		\$2,829,825,000	2,733	1,612,000			Existing International	15

Source: Upstate SC Alliance partner organizations; county totals may differ due to criteria parameters

*Announced 1/18/23 but counted in 2022 by Laurens County



2022 Upstate SC Announcements Q1-Q3

