

Regional Economic Development Organizations Annual Reports

As required by Proviso 50.13 of the FY21-22 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**



Central SC Alliance Annual & Quarterly October 2021 Report
"Proviso 50.13 FY 2020-2021 Appropriations Act"

Founded in 1994, the Central SC Alliance (CSCA) is a 501(c)(3) not-for-profit public/private regional economic development organization chartered to recruit world-class industry and new jobs to the eight counties that make up the Central SC region. These counties include: Calhoun, Clarendon, Fairfield, Kershaw, Lexington, Newberry, Orangeburg and Richland. The efforts of the Central SC Alliance work to enhance the prosperity of the region, increasing the communities' tax base, thus providing opportunities for stakeholders, citizens and future generations. The corporation is governed by a 36 member board of directors selected from the private and public sectors. Since its inception, Central SC has assisted in the attraction of over \$16.1 billion in announced capital investment and over 77,000 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 \$633,441.15 of the \$750,000 in available state funds from the support of the private sector.

Proviso Expenditures as of October 30, 2021

Received from SCDOC from match 7/13/21	\$633,441.15
Remaining	\$633,441.15

I hope that this report satisfies the requirement of Proviso 50.13 FY 2020-2021. 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 "Nelson Lindsay", with a long, sweeping flourish extending to the right.

Nelson Lindsay
President & CEO



Central SC Alliance Annual & Quarterly October 2021 Report
"Proviso 50.13 FY 2019-2020 Appropriations Act"

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

Proviso Expenditures as of October 30, 2021

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

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Central SC Alliance Annual & Quarterly October 2021 Report "Proviso 50.13 FY 2018-2019 Appropriations Act"

Founded in 1994, the Central SC Alliance (CSCA) is a 501(c)(3) not-for-profit public/private regional economic development organization chartered to recruit world-class industry and new jobs to the eight counties that make up the Central SC region. These counties include: Calhoun, Clarendon, Fairfield, Kershaw, Lexington, Newberry, Orangeburg and Richland. The efforts of the Central SC Alliance work to enhance the prosperity of the region, increasing the communities' tax base, thus providing opportunities for stakeholders, citizens and future generations. The corporation is governed by a 36 member board of directors selected from the private and public sectors. Since its inception, Central SC has assisted in the attraction of over \$16.1 billion in announced capital investment and over 77,000 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 \$724,965 of the \$750,000 in available state funds from the support of the private sector.

Proviso Expenditures as of October 30, 2021

Marketing Trips & Lead Generation Expenses	\$47,162.82
- Palmetto Partners	\$40,000
Advertising, Web, Publications & Marketing Resource Expenses	\$151,205.44
Prospect Engagement & Research Expenses	\$50,933.74
Consultant, New & Existing Industry Event Expenses	\$4,017.99
<hr/>	
Total Expenditures	\$295,121.98
Remaining	\$429,843.02
Received match from SCDOC on 7/22/19	\$684,695
Palmetto Partners Match from SCDOC	\$40,000
Total Grant Funds Available	\$724,965

Lead Generation:

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

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

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

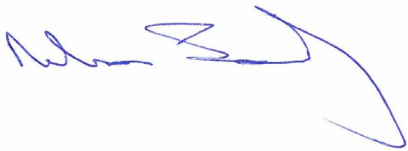
Advertising, Publications & Marketing Resources

- **Websites & Social Media** - In the first half of 2019, CSCA signed on with a new web development company to assist in the redevelopment of the organizations largest and most powerful marketing tool, centralsc.org. The new website, launched in April 2020, to fit the latest industry trends and provide prospects, site consultants, Central SC member counties, and allies with the most comprehensive information resource from the Central SC Alliance to date. The website delivers visitors an overview of the Central SC region, our organization and our partners. It includes expanded details on county partners, enhanced search engines on regional employers and investor partners, regional and county-specific data and resources, and more, as well as an enhancement of social media presence, data integration capabilities and an investors' portal experience. 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 is expected to launch in early Fall 2021.
- **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.
- **Brochures** – A new brochure highlighting premier properties in the region sent to site consultants and project managers at SCDOC. 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

- **Mark Anthony Brewing** – pre-announcement and post-announcement event assistance for Richland County
- **Prospect Visits, Research Subscriptions, CRM & PowerBI Development, Mapping & Design Software**

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President & CEO

**CHARLESTON REGIONAL
DEVELOPMENT ALLIANCE (CRDA)**

MEMORANDUM

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

FROM: David T. Ginn, President & CEO

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

DATE: September 28, 2021

RE: FY2020-2021 Appropriation pursuant to Proviso 50.13
2021 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 FY20-21 program, as of August 31, 2021, no FY20-21 funds have been expended. We will report on related expenditures until the funds are fully expended as required by the matching funds proviso.

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

Financial Summary

State appropriations:	\$725,394
State funds used as of 8/31/21:	\$0

MEMORANDUM

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Chairman of House Ways & Means Committee, Representative G. Murrell Smith, Jr.
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FROM: David T. Ginn, President & CEO

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DATE: September 28, 2021

RE: FY2019-20 Appropriation pursuant to Proviso 50.13
2021 Annual Report

The Charleston Regional Development Alliance (CRDA) is the regional economic development organization representing Berkeley, Charleston and Dorchester counties. Our organization leads a global marketing effort to attract world-class businesses and talent, and works directly with companies to facilitate new, high-value business investment within the three-county region. We also collaborate with other entities to ensure a globally competitive, sustainable regional economy.

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

On behalf of the CRDA Board of Directors, I am pleased to submit the following report providing a comprehensive overview of matching fund expenditures tied to the FY19-20 program. This report covers our activities from October 1, 2020 (when we filed our last annual report) through August 31, 2021.

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

Financial Summary

State appropriations:	\$671,441
State funds used as of 8/31/21:	\$585,796



LEADERSHIP FOR A WORLD-CLASS, GLOBALLY COMPETITIVE ECONOMY

Charleston Regional Development Alliance (CRDA)

has served as a catalyst for long-term, sustainable economic prosperity in Berkeley, Charleston, and Dorchester counties since 1995.

Our community benefits from this public-private partnership with the region's most influential business leaders, three county governments, largest municipalities, and top academic institutions working together toward a shared vision for the future.

Our region's next economic development strategy, **One Region Roadmap**, will be finalized in early 2022. The resulting recommendations specifically focused on our region's economic clusters and innovation ecosystem will guide CRDA's regional economic development work over the next five years.

WHAT DOES CRDA DO?

Drive sustainable economic prosperity by building high-impact industry clusters



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



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



Convene regional leaders around key economic competitiveness issues



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

“CRDA is instrumental in identifying companies that are the right fit for the Charleston region, and the pandemic has proven the resiliency, drive, and creativity of our community.

As we look to the future, our shared vision and influence will lead the way to address economic gaps and capitalize on the region's strengths to attract the world's best companies, talent, and entrepreneurs.”

Michael Fuller, *CRDA Chairman*

PRESIDENT & CEO, BERKELEY ELECTRIC COOPERATIVE

CRDA RESULTS BY THE NUMBERS

FY 2011
-
2021

EVERY
\$1 = **\$18** PRODUCED

INVESTED IN CRDA

IN NEW REGIONAL PAYROLL

NEW HIGHER-PAYING JOBS
GIVE RESIDENTS MORE
MONEY TO INVEST BACK
INTO THE LOCAL ECONOMY

76

LOCATION/EXPANSION
PROJECTS

10,165

NEW
JOBS

\$488M

ANNUAL
PAYROLL

\$23.09

AVERAGE
HOURLY WAGE

\$7.74B

ESTIMATED
ECONOMIC IMPACT

FROM 2010 - 2020

TAX BASE
GREW

50%
TO

\$6.2
BILLION

[23% IN REST OF SC]

Source: SC Department of
Revenue Annual Reports

FROM 2010 - 2020

TOTAL PRIVATE-SECTOR
WAGES GREW

78%
TO

\$14.4
BILLION

[57% SC AND 54% US]

Source: U.S. Bureau of
Labor Statistics

FROM 2010 - 2020

GRP
GREW

63%
TO

\$44.7
BILLION

[COMPARED TO 39% FOR US]

Source: U.S. Bureau of
Economic Analysis & JobsEQ

CHARLESTON REGION SET ECONOMIC RECORDS IN 2019

Our regional economy demonstrated strong performance over the past decade, culminating in record income levels, higher prosperity and optimal employment levels in 2019 (just prior to the onset of the global pandemic).

This sustained momentum is a testament to our economy's diversity and resiliency, and the power of public- and private-sector leadership.

**\$43
BILLION**
**GROSS REGIONAL
PRODUCT**
DOUBLED FROM 2005

\$70,505
**MEDIAN
HOUSEHOLD INCOME**
SURPASSED THE US
FOR THE FIRST TIME

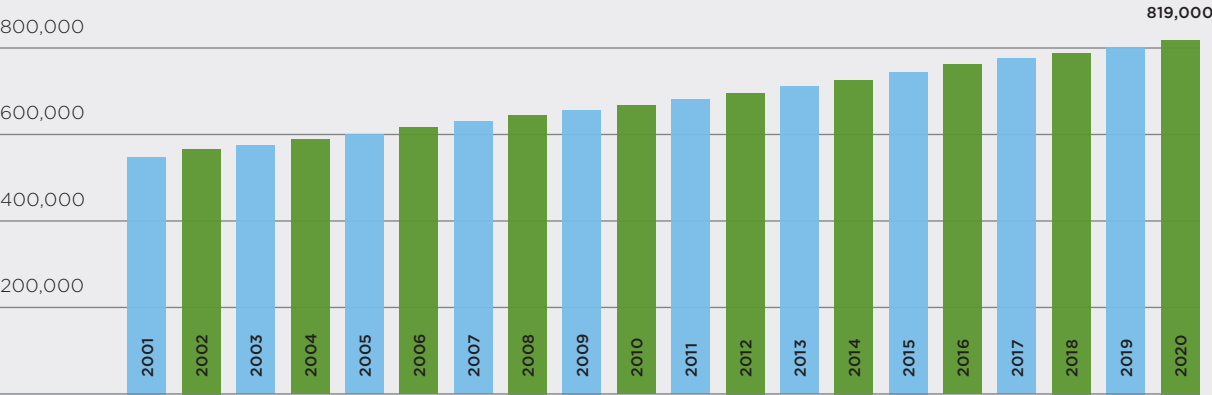
10.7%
**RECORD LOW
POVERTY RATE**
LOWEST LEVEL SINCE
TRACKING BEGAN

2.3%
**UNEMPLOYMENT
RATE**
LOWEST ANNUAL RATE

Sources: U.S. Bureau of Economic Analysis, U.S. Census Bureau, U.S. Bureau of Labor Statistics

POPULATION GROWTH STABLE AND STEADY

2.3% Average Annual Growth Rate
2010-2020

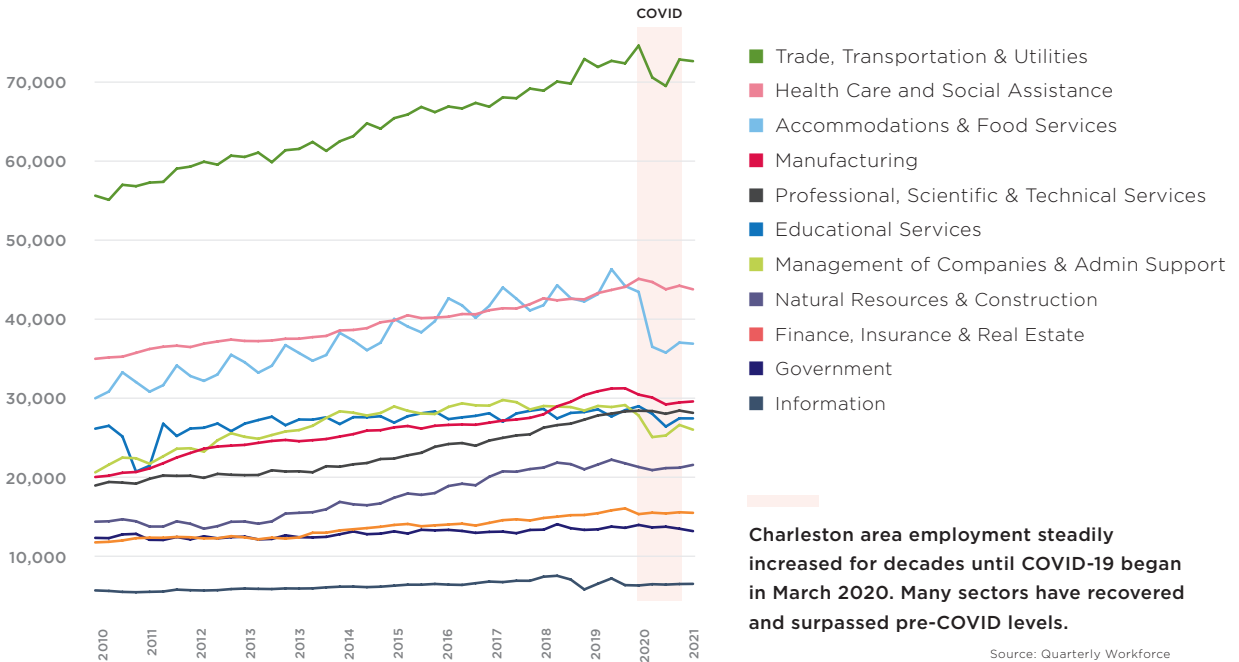


THE CHARLESTON MSA POPULATION IS EXPECTED TO REACH 1M BY 2029

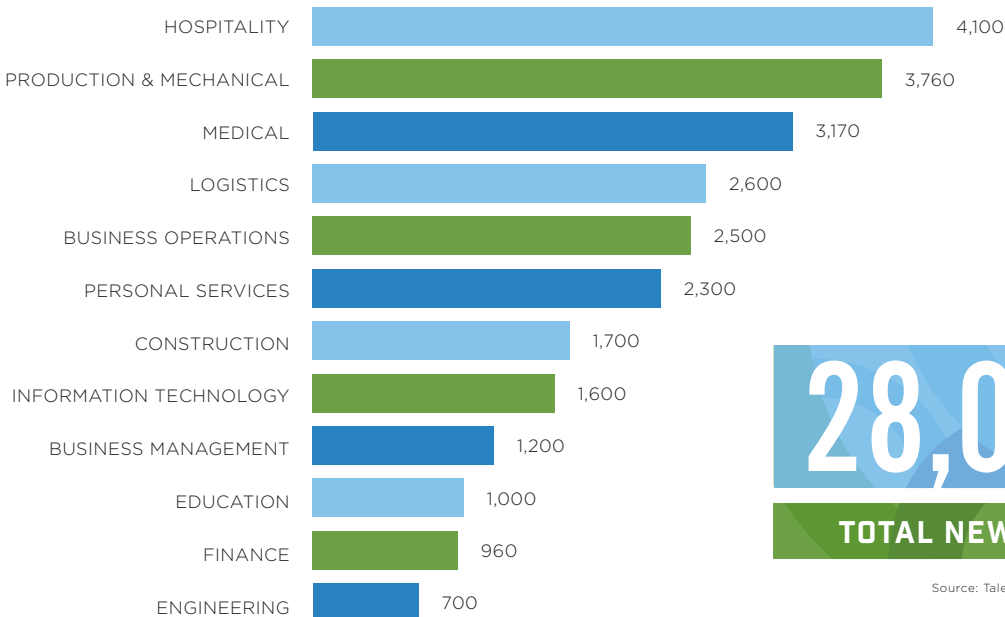
Source: US Census Bureau

CHARLESTON'S STRONG JOB GROWTH

REGIONAL EMPLOYMENT BY SECTOR



PROJECTED NEW JOBS 2019-2024



28,000

TOTAL NEW JOBS

Source: Talent 2020 & Beyond Report

CRDA STRATEGIC PRIORITIES

FY 2021
-
2022



Project Pipeline



Cluster Ecosystems
& Supply Chains



Headquarters



Entrepreneur &
Capital Connections



Awareness



Stakeholder
Engagement



HR/Colleges/Military
Connections



One Region Roadmap



Supply Chain Database



Lead Generation



Business Intelligence Tools



501(c)3 Foundation



Teambuilding



Post-COVID



Diversity, Equity,
& Inclusion



Economic Leadership
Council



Public/Private Investors



Engagement

**STRENGTHEN
HIGH-IMPACT
CLUSTER
ECOSYSTEMS**

- Business Development
- Global Awareness & Branding
- Cluster Building
- Entrepreneurial Support

**ATTRACT TALENT
TO SUPPORT
BUSINESS
SUCCESS**

- Target In-Demand Occupations
- Content Curation and
Peer-to-Peer Storytelling
- Relationship Building and Outreach

**ENHANCE
BUSINESS
INTELLIGENCE**

- Market Research
- Economic Strategy
- Regional Competitiveness Analysis

**ENSURE CRDA IS A
HIGH-PERFORMING
ORGANIZATION**

- Maximize Financial & Human Resources
- Promote Healthy Corporate Culture
- Pursue Industry Best Practices

FOUNDATIONAL

- Engage Investors
- Comply with Board Governance
and Operational Policies
- Sound Fiscal Management

Key Focus Area 1

Global Business Development / Strategic Marketing

Estimated state appropriations: \$471,441
State funds used as of 8/31/21: \$408,376

Includes:

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

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

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

Following is an overview of related activities through August 31, 2021.

1. Prospect Qualification & Lead Generation

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

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

Through this multifaceted prospect qualification and lead generation program, we have met with hundreds of qualified companies. Many of these companies have subsequently visited the Charleston region, which is a significant project milestone indicating the region is in the top 3-5 locations under consideration.

With COVID-19 continuing to disrupt the global economy, we have tasked our lead generators in the United States, Germany, the UK, and the Netherlands with assessing new opportunities for our business development efforts considering shifting corporate priorities. They have compiled a target list of 200+ companies in 17 countries with more than half in the life sciences, automotive, or information technology industries. We've connected virtually with several of the firms and plan to contact others when travel restrictions ease.

Our European lead generation consultants advise that the EU requires European companies to consider environmental, social, and governance (ESG) factors when making business decisions. To highlight the ESG work being done in our region, we have launched an ESG page on our website to share with interested prospects. We've also added ESG content to our prospect proposals and sales presentations.

2. Active Project Facilitation

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

Since our last annual report, we have continued allocating funds from the FY19-20 matching funds program to support these mission-critical activities. We partnered with the SC Department of Commerce and our three county economic development directors to engage with dozens of companies with a potential interest in our state and region. While we hosted some companies for in-person visits, the power of technology allowed us to conduct most of our project meetings virtually.

Through FY20-21, as the pandemic continued to impact business travel, CRDA conducted 113 company meetings (compared to 145 meetings in FY19-20). During the first two months of FY21-22, we continued to see a slowdown in project-related meetings as ongoing travel and supply chain disruptions are significantly impacting the decision-making process.

3. Virtual Project Hosting / Presentation Equipment

Over the past year and a half, travel restrictions, social distancing guidelines, and crowd-size regulations have moved much of CRDA's work online. As the pandemic subsides, we expect a continued demand for virtual meetings and project visits, and we are prepared to meet these new expectations. We have upgraded our two primary conference rooms with high-end cameras and microphones to accommodate social distancing and support a growing demand for virtual meetings and presentations. While our existing displays work well, we installed room-darkening blinds to reduce glare.

4. Pacific Northwest Aerospace Alliance (PNAA) Advance 2021 – Feb. 8, 2021

The Pacific Northwest Aerospace Alliance (PNAA) hosts the Advance conference annually, with the 2021 conference marking its 20th anniversary. The 2021 conference was held virtually, with representatives from OEMs and Tier 1-4 level companies addressing the impact of commercial air

travel restrictions on the aerospace industry, anticipated growth areas for the industry, and updates on new technologies being used by industry leaders. CRDA hosted a virtual booth and approximately 50 people "stopped by" to learn more about the Charleston region, including one possible long-term project. Connections made during PNAA will be used to develop our itinerary for a trip to Portland and Seattle in FY21-22.

5. SCBIO Support / Annual Meeting Sponsorships – Feb. 16-18, 2021; 2022 date TBD

SCBIO is a statewide, not-for-profit, public / private life sciences industry association and economic development organization formed to actively promote, build, support, expand, and convene South Carolina's life sciences industry. As our state's affiliate of BIO (the U.S. Biotechnology Innovation Organization), SCBIO brings together a diverse network of public / private stakeholders and is a primary conduit and link to global industry partners. CRDA's Vice President for Global Business Development is actively involved in the association and serves on the SCBIO board of directors.

CRDA served as a sponsor for the organization's 2021 annual meeting, which was originally slated to be held in Charleston. Changed to a virtual format due to COVID-19, the event featured a half-day of cutting-edge presentations, a virtual exhibit hall, private partnering sessions with attendees and SC life sciences leaders, intensive networking, innovation updates, opportunity discovery, partnership making and strategic discussion. We recently allocated FY19-20 matching funds to continue our support of SCBIO's mission and to co-chair the group's 2022 conference, which will be held in Charleston. We will share details of the event in next year's annual report.

6. Canada Business Development Mission – Sept. 13-17, 2021

In mid-September 2021, CRDA participated in a week-long business development mission to Canada with the SC Department of Commerce. We will share details and results of the mission in next year's annual report.

7. IEDC Annual Conference – Oct. 3-6, 2021

The International Economic Developer's Council (IEDC) is the world's preeminent organization of economic developers with 5,000 members worldwide. The Council's annual conference is the group's marquee event, drawing site selection consultants and economic development practitioners from around the world.

CRDA's President & CEO will attend this year's conference, which will be held in Nashville, TN. Speakers will address the key themes of technology & innovation, transportation, tourism, and arts & culture. We will include details of the 2021 Annual Conference in next year's annual report.

8. Site Selectors Guild 2021 Fall Forum – Nov. 10-12, 2021

The Site Selectors Guild is the only association of the world's foremost professional site selection consultants. Founded in 2010, the Guild is dedicated to advancing the profession of international corporate site selection by promoting integrity, objectivity and professional development. The group's 50 professional members provide location strategy to corporations across the globe and for every industry, sector and function. Guild membership is the highest standard in the site selection industry.

The Guild's Fall Forum is intended to provide a smaller, more close-knit conference with opportunities for one-on-one access to site selectors. The 2021 Forum was originally scheduled for mid-Sept. in New Orleans, LA. However, due to the extensive impacts of Hurricane Ida, the event was rescheduled for Nov. 10-12 in Dallas, TX. We plan to participate in the Forum and will include details in next year's annual report.

9. Business Xpansion Journal – Oct./Nov. 2020

The October/November 2020 edition of *Business Xpansion Journal* profiled South Carolina's strong economy and globally competitive business assets in a section titled "South Carolina: Just Right for Business." CRDA leveraged this coverage with a full-page ad and advertorial (ad and content) showcasing the region's competitive advantages for business and talent. *Business Xpansion Journal* targets C-level executives and other decision makers including owners, partners, corporate managers, directors, economic development professionals and real estate managers. It has a print circulation of 10,000 with a digital circulation of 65,000.

10. Global Media Outreach

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

Significant media coverage between October 1, 2020 and August 31, 2021 included:

- Article in *Medium* focuses on Ernst and Young's Shawn Saulsberry and his experience returning to Charleston to continue his career growth: "Why Charleston, South Carolina is a strategic location for career growth" (10/6)
- Record-high investments in life sciences have led to growth in the life science real estate sector, causing new players to consider developing or buying lab space; an article in *Business Insider* highlights the rapid growth of Charleston-based diagnostics company, Vikor Scientific (10/8)
- Article in *USA Today* highlights the success of companies created due to the COVID-19 pandemic; features Charleston-based custom mask company MINO (11/18)
- Report on opportunities available to mechanical engineers in *U.S. News and World Report* includes comments from Dr. Rabb at The Citadel (12/10)
- *Area Development and Trade & Industry Development* covers "Mainstream Pine Products Plans Berkeley County, South Carolina, Crude Oil Biorefinery" (2/2/21)
- *Yahoo Finance* broadcast features interview with Laura Steiner, President of Horizon Scientific, on the company's role in the COVID-19 vaccine distribution (2/2/21)
- *The Union Journal* includes the interview featuring Laura Steiner, President of Horizon Scientific, on the company's role in the COVID-19 vaccine distribution (2/3/21)

- Article in *Forbes* titled “How the Low Country Attracts Developers and Residents” features highlights of our regional economy plus details about residential and commercial growth in Goose Creek, a fast-growing suburb in Berkeley County (2/16/21)
- *NBC News*’ list of 200 Black-owned businesses to support in 2021 includes Charleston Gourmet Burger Company at number 4 (2/27/21)
- *PR Newswire* includes article titled “Quantgene and Vikor Scientific Partner to Launch Serenity – Ground-Breaking Advancement in Precision Genomics, Personalized Medicine” (2/17/21)
- *Forbes* highlights Charleston as an up-and-coming life science hub to watch, noting our region’s appeal to top talent (4/9/21)
- *Smart Cities Dive* features College of Charleston’s new electrical engineering degree program in an article about schools adjusting course curriculum to meet talent demands in the autonomous vehicle industry (5/3/21)
- *K-12 Dive* includes an article about strong high school / business partnerships in the Charleston region (6/8/21)
- *Area Development* covers news that XIFIN, a national leader in revenue cycle management for diagnostic providers, plans to establish operations in the Charleston region and create 150+ new jobs over the next two years (7/20/21)
- An article in the *New York Times*, titled “Coronavirus Threatens the Luster of Superstar Cities,” notes the pandemic may cause companies to shift away from dense urban areas as more employees are able to work from home. As a result, innovative activities may migrate toward smaller, less dense cities. The article cites Charleston among the top 10 U.S. cities gaining the most innovation jobs between 2005 and 2017 (7/21/21)
- *HR Dive* covers Bosch’s apprenticeship program in an article titled “Facing talent shortage, a manufacturer taps into its German apprenticeship roots;” Bosch has used this talent pipeline strategy for its Dorchester County operations since 1976 (8/2/21)
- BID Group’s talent retention and growth strategies are detailed in an *HR Dive* article titled “A South Carolina part maker lands a \$2.5M machine; will workers be ready to operate it?” (8/5/21)
- In an article titled “A close-up view of the talent shortage in Charleston,” *HR Dive* interviews Bosch and BID Group about their workforce experiences during the COVID pandemic (8/11/21)
- *Area Development* includes the announcement by TELUS International that it plans to establish operations in North Charleston, investing \$3.4 million project and creating 1,200 new jobs by 2022 (8/25/21)

11. TV Eyes Media Monitoring

TVEyes is a search engine expressly designed for discovering and quickly finding television or radio coverage for every domestic media market plus several international markets. CRDA subscribes to TVEyes to monitor television and radio coverage of Charleston’s business community. This allows us to keep a pulse on the results of our decades-long regional branding and media outreach efforts.

12. Digital Marketing Campaigns

To support CRDA's global business development program, our marketing team employs an electronic "toolbox" for creating awareness and generating interest in our three-county region. Elements of this toolbox include:

- Programmed tweets aligned with industry events and marketing missions
- Strategic posts on Twitter, LinkedIn, Facebook and the CRDA blog
- Digital media campaigns focused on targeted geographies, significant industry events, the region's high-impact industry clusters, and unique real estate offerings
- Topical blogs and relevant news postings on CRDA's website
- Custom landing pages aligned with key business development activities
- Periodic emails to site selection consultants focused on new regional developments

Most of these efforts are focused on driving traffic to our regional economic development website and/or leveraging our messages through various social media outlets. International audiences have been a particular focus with 70% of our FY20-21 site traffic originating outside the U.S. We also continue to build our base of Twitter followers and increase the number and quality of website engagements via Google AdWords, Facebook, LinkedIn and YouTube.

CRDA halted international digital advertising in the spring of 2020 due to the COVID-19 global pandemic. We rebooted our international outreach after a few months and by early summer 2021, we had fully recovered our international online visits. In Q4 FY20-21, India, Taiwan, and the United Kingdom represented our largest website audiences, which aligns with our targeted messaging and global business development outreach to those countries. Web visitors from India took the highest value actions, such as real estate searches, report downloads, and email clicks.

13. Lead Monitor AI

CRDA has contracted with LeadMonitor.ai to target Life Science decisionmakers in western Europe. The company will deploy custom marketing content and artificial intelligence to precisely reach this intended audience, with a goal of producing stronger project leads. Content development is underway with audience outreach scheduled to begin in Q2 FY21-22. We will report on the results of this initiative in next year's annual report.

14. GIS Mapping / Real Estate Tool

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

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

15. Visual Storytelling

CRDA invests in original photography and videography to support our region's global business development and marketing efforts. In FY20-21, we began an intentional effort to expand our library of testimonial videos to include more women and people of color. Using FY19-20 state matching funds, we created a series of videos highlighting eight Black business leaders and entrepreneurs in the Charleston region which will be incorporated into our website and client presentations.

Key Focus Area 2

Regional Competitiveness / Business Intelligence

Estimated state appropriations: \$200,000
State funds used as of 8/31/21: \$177,421

Includes:

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

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

Following is an overview of related activities through August 31, 2021.

1. High-Demand Talent Attraction Strategy

According to Development Counsellors International's (DCI's) *2019 Talent Wars Report*, "talent is the new currency of economic development," with companies around the world facing a shortage of skilled labor. As in other successful communities, employers in the Charleston region are challenged with finding qualified local candidates to fill critical positions. While several regional entities work to build our long-term talent pipeline, CRDA is focused on attracting workers with high-demand skills to meet more immediate employer demand.

For several years, we have partnered with local tech firms to attract talent with specific IT skills. Branded "Charleston Open Source" to reflect the region's local culture of sharing ideas, inspirations and experiences, this tech talent campaign includes a website (www.charlestonopensource.com), social media, digital advertising, and print collateral.

More recently, CRDA has partnered with local employers and regional stakeholders to develop and implement a multidimensional campaign to attract talent with other skills in high demand. This effort

includes a focus on retaining local college and university graduates as well as those transitioning from Joint Base Charleston.

Since filing our 2020 Annual Report, we have focused on the following talent-related initiatives:

- **Charleston Career Guide.** We developed this full color, multi-page [guide](#) to help local employers better market our community to job candidates and to ensure skilled workers are aware of the diverse sectors and career opportunities available here.
- **CharlestonCareers.org.** CRDA's dedicated [talent site](#) (linked to our primary website) was launched in spring 2020 to provide information on career and lifestyle opportunities in the Charleston region. For the past several months, we've deployed an aggressive digital marketing and media outreach campaign to spread the word about our region's expanding job market and drive visits to this talent website. To date, the top metros of visitors include New York City, Washington DC, Philadelphia, Boston, Baltimore, Chicago, and San Francisco. Data shows that each of these markets has a surplus of residents with the skills needed by Charleston area employers.
- **Charleston Open Source Virtual Job Fair.** In October 2020, CRDA partnered with eight local tech employers to safely connect with tech professionals during the pandemic. The event attracted 60+ job seekers to learn about local job opportunities and the region's lifestyle attributes. Due to the success of the first virtual job fair, another event is scheduled for October 2021 with eight companies planning to participate.
- **Military Outreach.** Transitioning military and the spouses of active military provide a significant talent pool for local companies. CRDA is working with an array of relevant stakeholders on a multifaceted strategy to attract and retain this valuable talent resource.
- **Connections to SC HBCUs.** To help build a stronger talent pipeline from SC's colleges and universities to local employers, CRDA facilitated a discussion including Charleston Open Source tech companies and three of our state's HBCUs (Benedict College, Claflin University, and SC State University). The goal was to strengthen the relationships between the HBCUs and the local IT industry. Several partnerships have been established as a result.
- **Life Sciences Talent Webpage.** Life Sciences is one of our region's fastest growing sectors. To connect relevant talent to local job openings, CRDA launched a dedicated [Life Sciences talent page](#), which includes information on our region's life sciences cluster and the diverse career opportunities available here.
- **Local Job Postings.** CRDA is working with a company called GETRO to create a regional job board that will integrate with our current website. The job board will list 200+ career opportunities with local employers using automated technology to keep listings up to date.

- **Talent Recruitment Advisory Council.** Comprising an array of regional talent stakeholders, the Council was formed to advise CRDA's growing talent attraction efforts. The Council is also supporting the development of tools and a networking system to help local companies and other economic agencies recruit critical talent.

2. **One Region Roadmap**

Since our inception in 1995, CRDA has updated our regional economic development strategy roughly every five years. FY20-21 marked the fifth year of our current strategic plan, One Region, and work on a revised strategy is well underway.

Dubbed [One Region Roadmap](#), this new planning effort is the most inclusive and comprehensive to date. It brings together dozens of local entities who have linked their efforts to One Region over the past several years. And it builds on the success of One Region Ready, a multifaceted effort to encourage area residents to safely re-engage in the economy following the 2020 COVID-related shutdowns.

CRDA is working with the Berkeley-Charleston-Dorchester Council of Governments and Charleston Metro Chamber of Commerce on One Region Roadmap, with input and support from a growing roster of partner organizations. This new broad-based strategy will serve as a blueprint for continuing the economic momentum our region has built over the last 10 years while building a stronger, more resilient economy as we recover from the pandemic and other economic disruptions.

We are leveraging this more comprehensive effort by developing a sub-strategy specifically focused on our region's economic clusters and innovation ecosystem. The resulting recommendations will guide CRDA's regional economic development work over the next five years.

The One Region Roadmap planning effort started in early 2021, and hundreds of local companies and residents have provided input to date. The strategic plan is slated for completion in early 2022.

3. **Descartes Datamyne International Trade Data**

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

4. **Chmura JobsEQ**

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.

ECONOMIC DEVELOPMENT PARTNERSHIP (EDP)



Economic Development Partnership

Will Williams | President & CEO

October 10, 2021

The Honorable Hugh Leatherman, Sr.
The Honorable G. Murrell Smith, Jr.
The Honorable Harry M. Lightsey, III

RE: Proviso Funding – FY 2020-2021

Gentlemen:

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

Summary of Projects:

Professional Development – The Partnership, in our attempt to provide professional development in a time when most in-person events were cancelled, provided opportunities through video and written publication. Training videos for newly elected officials and board members was provided. Used as a refresher for long-time members and training for newly appointed members. The partnership also provided a publication to elected county council members, administrators, and board members to help them better understand the fundamentals of economic development. By using video and written publication EDP was able to educate many safely and cost-effectively at \$708.40.

Marketing – As part of our recruitment of manufacturing and technology companies, funds were used toward modernization of our marketing efforts to reach our target. Streamlining the process for consultants worldwide to easily link to our regional data. Onboarding NP Strategy, LLC to strengthen our manufacturers' workforce profile & devise a workforce retention and acquisition marketing plan is available to all four counties. EDP was among the sponsors of the annual SEDC, Meet the Consultants event and a contributing sponsor for SC Future Makers, a military career fair. For programs listed above, marketing investment was \$10,550.00 this past fiscal year. This investment directly complements our work with the SCDOC.

Lead Generation – EDP partnered with Global Site Location Industries, LLC, an elite prospect marketing program with a yearlong campaign to search out, service, and deliver prospects. EDP also onboarded an AI (artificial intelligence) analytics framework. This is specifically designed for economic developers as a tactical tool for evaluating company and industry data. These powerful platforms were a \$17,000.00 investment in our region, allowing us to be a competitor in the fast pace of global economic changes around the world.

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. The complete relocation of Dragon Lair Road in Sage Mill Industrial Park in Aiken County accounted for \$1,726,894.00. Studies, engineering plans and beginning implementation of water lines, force main, and sewer upgrades costing \$376,581.00 have continued in Sage Mill Industrial Park. Additionally, in SMIP engineering design and land disturbance permitting has been acquired costing \$36,830.00. Advancement of a second Industrial Park in Aiken County is well under way with \$364,348.00 invested this past fiscal year. This project will continue into coming years.

Land acquisition in the Edgefield County Industrial Park of 21.291 acres for \$319,350.00 was made as an investment in their manufacturing and workforce sustainability future. The beginning stages of the roadway extension project in Edgefield County Industrial Park is underway with cost totaling \$39,375.00. Having Edgefield County Industrial Park “shovel ready”, EDP worked through the SCDOC’s Palmetto Sites Program. During the fiscal year this has been an \$8,125.00 investment.

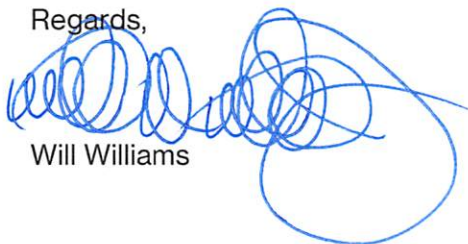
The ending stage of water & sewer improvements in Saluda County were covered at \$13,937.00.

Many projects encompass all four counties in our region, such as Drone video footage of industrial parks and sites. This was completed for Aiken, Edgefield, Saluda and McCormick County, costing \$46,525.00. All drone videos are active on our website and linked to SCDOC LocateSC. EDP also added updated aerial and still photos to our database. We continue to have fiscal impact models of all four counties completed to evaluate and monitor the ever-changing dynamic of our region. Analytic and GIS improvement programs have been implemented across our region to make data easily compiled and accessible to all.

FY 2021/2022 – We are beginning FY 2021-2022 with our current Program of Work available for review. Our Audit team is compiling FY 2020-2021 ending June 30, 2021. Our audit will be completed in mid-December 2021 and made available for review.

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

Regards,



Will Williams

cc:

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

NORTH EASTERN STRATEGIC ALLIANCE (NESA)



2021 Annual Report
Local Economic Development Alliances Appropriation
Proviso 50.13

Annual Report – LEDA Appropriation

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

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

Grant Program for County Business Development

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

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

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

Collaborative Product Development

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

Marketing and Business Development

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

NESA Mission and Goals

Our primary objective is to create jobs and improve the lives for the residents of the 9 county region by working within the existing industry base and recruiting new companies. Included are metrics to reflect progress in the NESA region:

Reflected below are the changes in employment from January through July of this year. Despite the seasonal drop in employment that normally occurs in the winter, employment in the NESA region grew almost 3% for the year ending in July 2021.

Period	Employment		
	NESA, SC	South Carolina excluding NESA	South Carolina (45)
Jul-20	324,302	1,936,746	2,261,047
Aug-20	327,046	1,956,210	2,283,257
Sep-20	325,146	1,964,154	2,289,300
Oct-20	326,009	1,982,319	2,308,328
Nov-20	310,345	1,902,937	2,213,282
Dec-20	308,225	1,901,557	2,209,784
Jan-21	309,994	1,904,712	2,214,705
Feb-21	314,991	1,941,200	2,256,191
Mar-21	319,988	1,958,147	2,278,136
Apr-21	321,337	1,946,580	2,267,918
May-21	327,175	1,968,725	2,295,902
Jun-21	331,572	1,990,832	2,322,404
Jul-21	333,764	2,001,061	2,334,823
Y/Y % Change (Jul-20 to Jul-21)	2.92%	3.32%	3.26%

Percent unemployment has remained largely consistent with the state trends starting in July 2020 and even shed a larger portion of unemployment than the state over the same time period.

Unemployment Rate (Not Seas. Adj.)			
Period	NESA, SC	S.C.	USA
Jul-20	9.0%	7.9%	10.4%
Aug-20	6.4%	5.4%	8.5%
Sep-20	6.0%	5.1%	7.7%
Oct-20	5.9%	5.0%	6.6%
Nov-20	6.5%	5.4%	6.4%
Dec-20	7.3%	5.9%	6.5%
Jan-21	6.7%	5.4%	6.8%
Feb-21	6.5%	5.2%	6.6%
Mar-21	5.9%	4.8%	6.2%
Apr-21	5.4%	4.4%	5.8%
May-21	4.4%	3.6%	5.5%
Jun-21	5.4%	4.5%	6.1%
Jul-21	5.2%	4.3%	5.7%
Y/Y Change (Jul-20 to Jul-21)	-3.8%	-3.6%	-4.8%

Per capita income in the NESA region increased by 4.58% between 2018 and 2019, on trend with the US average for per capita growth over the same period.

Per Capita Income (ACS 5-year Estimates)			
Year	NESA, SC	S.C.	USA
2018	\$24,557	\$27,986	\$32,621
2019	\$25,682	\$29,426	\$34,103
Change	4.58%	5.15%	4.54%

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



North Eastern Strategic Alliance				
Results of Operations				
June 30, 2021				
State Program -- Period Ending June 30, 2021				
				Percentage of Actual
Revenue		Budget	Actual	To Budget
State Match Funds		\$ 745,000	\$ 745,000	100%
Interest Earnings		-	-	0%
Total Funds Available		\$ 745,000	\$ 745,000	100%
Expenditures				
County Economic Development Grants Program		\$ 80,000	\$ 80,000	100%
High Impact Grant Program		372,500	393,000	106%
Marketing and Business Development		292,500	128,285	44%
Total Expenditures		\$ 745,000	\$ 601,285	81%
Cash Balance			\$ 143,715	

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

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 contracts with an independent auditor on an annual basis to review all of its accounts including the state match program accounts.

SC I-77 ALLIANCE



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

October 15, 2021

Dear Chris,

I am pleased to provide you the South Carolina I-77 Alliance (Alliance) Annual Report for Proviso 50.13. As you know, the Alliance is a regional economic development group representing Chester, Fairfield, Lancaster, Richland, and York Counties. The Alliance has thirty-two board members and consists of fifteen public-sector representatives, fifteen private-sector executives, and the Presidents of the region's two largest technical colleges. This structure provides each of the counties six board directors, three public sector board members (a county council appointee, the county administrator, and the county economic development director), and three private sector representatives.

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

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

The focus of everything we do is marketing. 2020 was certainly a challenging year for the Alliance's marketing efforts due to the impacts of the COVID-19 pandemic. Fortunately, our organization was flexible enough to adapt and we are pleased to report that for FY 20/21 ninety-three companies either in-person or virtually, while also sourcing nineteen leads for our region and adding value to our partners on another sixteen leads.

Since altering our external marketing strategy in response to the pandemic we have seen a net-positive impact on activity. Whereas typically our lead generation services revolved around time-consuming travel, our modified approach relying on virtual and conference calls allows us to be more efficient with our resources. While we were not able to continue with marketing trips and face-to-face meetings, we persevered forward with the mission of lead generation, marketing, and branding and have adjusted accordingly. We will continue to use these Proviso funds for the same purposes, but we will alter how we spend them to achieve the mission of creating more economic development activity in our five-county region.

FUNDS RECEIVED (MATCHING FUNDS PROGRESS)

The Alliance successfully matched \$611,084.56 of the \$600,000.00 allocated in FY 2017-2018, \$669,290.71 of the \$660,000.00 allocated in FY 2018-2019, and \$671,441.07 of the \$660,000.00 allocated in FY 2019-2020. The Alliance matched \$660,000.00 of the initial funding allotment for FY 2020-2021, as well as a portion of the surplus resulting in a total of \$671,441.07. An itemized list of Proviso 50.13 funds received for the current and three previous fiscal years is included below:

PROVISO 50.13 FUNDS RECEIVED (AS OF SEPTEMBER 30, 2021)

FISCAL YEAR	ALLOCATED FUNDS
2017-2018	\$611,084.56
2018-2019	\$669,290.71
2019-2020	\$671,441.07
2020-2021	\$671,441.07
TOTAL	\$2,623,257.41

FUNDS EXPENDED

Through September 30, 2021, the Alliance has expended Proviso 50.13 funds on Alliance marketing and advertising projects and contract services. An itemized list of all Proviso 50.13 funds expenditures is included below along with the respective fiscal year allocation reconciliation:

PROVISO 50.13 FUNDS EXPENDED AND RECONCILIATION (AS OF SEPTEMBER 30, 2021)

CATEGORY	FUNDS	FISCAL YEAR	ALLOCATED FUNDS	EXPENDED FUNDS	BALANCE
Marketing Expenses	\$ 74,391.31	2017-2018	\$611,084.56	\$611,084.56	\$0.00
Advertising Expenses	\$ 393,391.56	2018-2019	\$669,290.71	\$272,342.99	\$375,588.33
Prospect Expenses	\$ 41,244.85				
Lead Generation	\$ 199,050.00				
Sponsorships	\$ 12,500.00				
Data	\$ 209,543.70				
TOTAL	\$ 930,121.42				

As evidenced by the expenditures included within this report, the Alliance is spending most of its resources on marketing, advertising, prospect expenses, and lead generation. The Alliance will work diligently to establish itself as the premier economic development marketing organization in the state and market the I-77 region as the ideal location for companies the world over.

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

Sincerely,



Steven Pearce
President & CEO
SC I-77 Alliance

SOUTHERN CAROLINA ALLIANCE



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

www.southerncarolina.org
sca@southerncarolina.org

October 15, 2021

The Honorable Hugh K. Leatherman, Sr.
The Honorable G. Murrell Smith, Jr.
The Honorable Harry M. Lightsey, III

2020/2021
PROVISO/REDO FUNDING ANNUAL REPORTING

The COVID-19 pandemic has continued to impact our marketing missions and travel opportunities to meet with prospective industries, but our marketing department and project managers have continued to create and produce virtual tours of our sites and properties and offered these virtual visits along with face-to-face meetings, and it has been very successful.

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

Park/Property and Project Development: \$209,173.83

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

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

Marketing and Lead Generation Development: \$61,554.98

- SCA's goal through Marketing and Lead Generation is to make the region it serves known domestically and globally and secure investment and job opportunities for the seven-county region served. Due to COVID-19 all marketing missions, events and travel were cancelled. SCA continued with as many marketing missions as possible and continued hosting those meetings virtually and offering virtual site tours as well as in-person visits and were very successful.
- SCA has led a rebranding/marketing campaign for Allendale and Bamberg counties; two of the most impoverished counties in SC.
- SCA continues to update its current website while creating a new website that will reach completion soon.
- SCA engaged in a contract opportunity to study and closely examine the regional opportunities for workforce training and education to assist regional industries with these needs.
- SCA assisted several industries with announcements.
- SCA has launched a new podcast 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.

Investments in new industry and industrial expansions have created 333 new jobs for the region and over \$112 million in capital investment in the region for this reporting period.

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

Regional Economic Development Organizations (REDO) Funding Report
Annual Report

2019-2020 Funding	Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost		Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	77,251.29	182,460.63	250,000.00		-9,711.92	400,000.00
Park, Property Development & Infrastructure, Project Costs	131,782.08	219,947.07	350,000.00		-1,729.15	1,525,000.00
Total Expenses	209,033.37	402,407.70			-11,441.07	
REDO Funds						
Total REDO Funds			600,000.00			1,925,000.00
Additional REDO Funds			11,441.07			
Total Remaining Funds	0				0.00	

2020-2021 Funding	Actual REDO Cost		Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs	61,554.98		250,000.00	277,465.51	215,910.53	300,000.00
Park, Property Development & Infrastructure, Project Costs	209,173.83		350,000.00	387,928.56	178,754.73	4,600,000.00
Total Expenses	270,728.81			665,394.07		
REDO Funds	600,000.00					
Additional REDO Funds	65,394.07					
Total REDO Funds	665,394.07		600,000.00			4,900.000.00
Additional REDO Funds			65,394.07			
Total Remaining Funds	394,665.26				394,665.26	

All funds for 2019/2020 and prior years have been utilized
No funds from 2021/2022 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 15, 2021

The Honorable Hugh K. Leatherman, Sr.
The Honorable G. Murrell Smith, Jr.
The Honorable Harry M. Lightsey, III

Proviso Funding FY 2020-2021 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 7th year, was formed to facilitate and foster economic development through a renewed partnership for progress in Lee and Sumter Counties. Despite the challenges we faced during the 2020-2021 fiscal year, LEDA funding has continued to bolster our ability to promote and market our region through many creative and virtual efforts including but not limited to: lead generation and recruiting; image enhancement; workforce development training initiatives; product development and economic infrastructure improvements; in person and virtual international exposure; professional development and new strategic initiative-based programming to make our region stronger and create more economic opportunities.

Properties (18.18% of budgeted allocation)

Spec Buildings and Pads

The 50k square foot (expandable to 230 sq. ft) Sumter Spec Building was completed and sold in the first quarter of the fiscal year. It has subsequently been leased to King Machine (a supplier to Continental) and building expansion efforts are underway.

The three pad ready sites in Lee County have been completed and funding has been secured to build a 50k square foot Spec Building on one of the completed pad ready sites. The spec building construction is currently underway and is anticipated to be completed by the end of 2021.

Evaluations are taking place regarding a future 100k square foot spec building in Sumter to be located at the Pocotaligo Industrial Park.

Site Certifications

James Industrial Park, the I-20 Industrial Center, Black River Industrial Park, Pocotaligo East and Pocotaligo Industrial Park have all been certified with the Palmetto Sites designation.

Grants Awards

A grant for \$300k to fund the road extension in the Pocotaligo Industrial Park has been submitted and approved.

Additionally, through a Department of Commerce grant program, TheLINK created 10 drone videos for the Sumter and Lee County Sites. Two more have been approved for the Lee Spec Building and infrastructure /site improvements at Pocotaligo East.

A site enhancement grant was awarded to TheLINK to upgrade lighting, landscaping and drainage at the I-20 Industrial center and the work was completed this year.

Palmetto Sites grants were awarded for Phase I Archaeological at the Pocotaligo Industrial Park and wetlands delineation at James Industrial Park.

Other

The Gibbs Rail Site in Sumter has been optioned for 76 acres in preparation for future development for rail served sites.

Workforce Training and Development (10.39% budget allocation)

Workforce continued to be the primary focus for TheLINK in the 2020-21 fiscal year. The LINK has spearheaded and sponsored activities and marketing initiatives focused on talent development and retention. These include:

- Ross McKenzie Emerging Leaders third class was delayed due to the pandemic. However, this class, comprised of 16 high school juniors, completed their course in an accelerated timeline with virtual monthly sessions. The members of the second class who graduated in the spring of 2020 have been placed and are currently serving as ex-officio members on a variety of non-profit and civic boards in TheLINK region.
- The 3rd annual eSTEAM Sumter Festival that was scheduled for October 3, 2020 was cancelled. Plans were underway to host it in 2021, however, a majority of the regional industries could not commit to participating due to ever-changing Covid-19 protocols dictated by their respective company headquarters – a majority of which are located internationally.
- The Manufacturer's Expo for 8th grade students was held virtually in March, 2021.
- Fit for Life, a program designed for high school athletes to take them from the locker room to the board room, was launched this year and over 100 student athletes participated.
- The first of its kind Virtual Career Fair for Shaw AFB took place in February, 2021 resulting in 35 job applications, 26 interviews and 6 job offers. A second career fair occurred in June 2021. Secretary Grimsley has praised the program and expressed interest in duplicating the Sumter/Shaw model as the model for all the military installations in the State.

Marketing, Recruiting and Travel (41% budget allocation)

TheLINK's marketing and recruiting efforts in 2020-2021 included print media, social media, billboards, and opportunities to participate with the SCDOC on regional, national, and international trade missions.

- Continued HERE Campaign Billboards and ads with the tagline "Everything you need is HERE" (HERE= Healthcare, Education, Recreation and Employment).
- Production of ancillary HERE Campaign video testimonials and promotional items
- Billboard focused on talent development opportunities in TheLINK region – "Learn to Earn"
- Simply a Great Place video series and website enhancement
- Sumter County Spec Building digital marketing campaign
- Simply a Great Place billboard campaign
- Ads in Sumter Living, Livability Magazine and Southern Business and Development

Additional marketing materials were developed for programming efforts including Fit for Life, Southern Business & Development Recognition, Top 20 under 40 Young Professionals Award, Spain Virtual Mission, and The Lee County Observer.

Marketing efforts also included a significant social media presence for TheLINK region especially related to the HERE Campaign. These efforts included Connected TV, Website, Printed Media, Satellite Radio Ads.

The HERE Campaign ads and industrial drone videos highlighting TheLINK's industrial parks and properties were also converted into scannable QR codes that take the user directly to informational videos.

In March of 2021, TheLINK flooded social media with a blitz campaign commemorating the third anniversary of occupancy in the Economic Development Headquarters Building. In the last year alone, more than 100 industrial meetings took place in the board room space in this building.

In the fourth quarter, TheLINK hosted the annual Bluegrass and Barbeque investor appreciation event. The newly produced annual report (link below) was distributed at this event.

<https://secureservercdn.net/198.71.233.96/9bg.057.myftpupload.com/wp-content/uploads/2021/06/2021-Annual-Report-You-Belong-HERE-compressed.pdf>

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 geared to drive traffic to the website – www.thelinksc.com

TheLINK was featured in a SCEDA Spotlight video produced by Nexsen Pruet. Mr. Schwedler was featured in a podcast produced by the Next Move Group. Mr. Schwedler and Mr. Rauschenbach have both been engaged in the Sumter School District's strategic planning initiative.

Recognition and Awards

TheLINK's marketing efforts have received recognition and awards throughout the economic development community. These accolades include:

- Main Street South Carolina 2020 outstanding promotion award for the eSTEAM Festival
- SEDC 2021 Communication Award – Special Judges Award for innovative concept in Site Promotion/Medium Division
- IEDC 2021 Gold Award in recognition of the Industrial Portfolio – General purpose print promotion

Projects

In 2020-2021, projects were primarily related to our existing industries where TheLINK continues to ensure that these companies have the resources available to them to continue to be successful here.

On October 29, 2020 Nova Molecular Technologies announced a \$14.9 million expansion with the addition of 25 new jobs. The expanded operation will locate in the Pocatigo East Industrial Park located on Hwy 521. Formerly known as Project Tiger V, the project has been in the works for two and a half years.

In November 2020 Santa Cruz Nutritionals announced an \$84 million expansion with 164 new jobs. It is of interest to note that when Santa Cruz Nutritionals acquired Mount Franklin Foods and their Sumter facility, the local company had 50 employees. Santa Cruz now runs 3 shifts and employs over 350 people at the Sumter facility.

In March 2021 King Machine announced an expansion to include \$8.3 million in investment and 20 announced new jobs.

At least 10 of the region's existing companies are in the initial stages of exploring expansions, and BD had its second phase expansion groundbreaking in the third quarter.

At the end of the fiscal year, TheLINK was working eleven different projects with the potential of \$790.2 million in investment and 1012 potential new jobs.

Travel (6.49% budget allocation)

While travel was curtailed due to the pandemic, TheLINK team was able to participate in several virtual trade missions including, Korea, Spain, and Select USA.

Leadership & Development Training (9.09% budget allocation)

Several members of TheLINK team pursued additional coursework during the fiscal year. Mr. Rauschenbach completed the first half of the Advanced Economic Development Leadership program and will complete the program this year. Ms. Williams completed the coursework to receive certification as a Global Career Development Facilitator.

Of major significance in 2020-2021 was the undertaking of a strategic planning process. TheLINK engaged Hickey Global to facilitate the plan. Interviews with stakeholders took place in June, 2021. Weekly meetings with TheLINK Staff and Barry Matherly of Hickey Global took place throughout the summer with Hickey providing

detailed competitive analysis, cluster verification, a report on stakeholder engagement responses, and ecosystem analysis. The strategic plan and metrics were presented in September 2021.

Funding

TheLINK successfully exceeded raising its Proviso allocation of \$385,000 all of which was drawn down at the end of the 2020-2021 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. Both avenues to attracting well-paying jobs to the region are continuing despite the current economic and health challenges we all face. The Proviso funding also arms TheLINK with the resources to create a robust marketing program in a broad spectrum of media outlets. Likewise, talent development and retention in TheLINK region continues to benefit from programming and initiatives that this funding allows.

Sincerely,



Jay Schwedler
President & CEO

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

UPSTATE ALLIANCE



UpstateSCAlliance

Business moves here.

Upstate South Carolina Alliance 2021 Annual Report

FY 2017-2018

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

FY 2018-2019

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

FY 2019-2020

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

October 15, 2021

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

Secretary Lightsey:

Pursuant to the requirements provided in memorandums dated June 2018, June 2019, and June 2020 from the South Carolina Department of Commerce, please accept this letter and attachments as the Upstate South Carolina Alliance's annual report for the receipt of the \$761,084.56 in funding provided to Local Economic Development Alliances in the State Appropriation Act for FY2017-2018, \$759,290.71 for FY2018-2019, and \$761,441.07 for FY2019-2020.

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

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

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

Within this packet, please find the following:

- A detailed Funding Request/Itemized Budget
- 2020 Upstate SC Alliance Annual Report
- 2021 Mid-Year Report
- 2020-Q32021 Upstate South Carolina Alliance Performance Measures
- 2020-Q32021 Upstate South Carolina Announcements

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

Sincerely,



John Lummus
President/CEO

2020 Q4

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



Upstate South Carolina Alliance Quarterly Report - December 31, 2020

Lead Generation Program, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 200,000.00		
823010-18	SCBIO Conference			\$ 143.84
823010-19	Quebec Mission			\$ 1,485.29
823020	International Mission/Roadshow			\$ 3,929.83
823021	Ireland/Scotland Mission Trip			\$ 6,593.89
823022	Belgium/Netherlands			\$ 13,563.07
823023	United Kingdom Trips			\$ 4,219.34
823024-18	Switzerland/Poland Mission			\$ -
823024-19	Northeast Mission			\$ 4,021.60
823025-18	Vancouver Mission			\$ -
823025-19	Wescoast Mission			\$ 3,972.13
823071	Regional Site Consultant/COI Trips			\$ 3,424.45
823072	State Led Consultant Missions			\$ 1,300.18
823090	Lead Generation Expenses			\$ 62,100.00
823091	Mini Mission Trips			\$ 7,184.45
823092	Local Developer Travel Sponsorship			\$ 9,740.62
823094-18	France Mission Trip			\$ -
823094-19	Commerce Led Mission - JEC in Paris			\$ -
823095-18	UK Mission Trip			\$ -
823095-19	Commerce Led Mission			\$ 322.32
823096	Commerce Led Paris Air Show			\$ 6,916.24
823097-18	Commerce Led Mission Trip - NY			\$ -
823097-19	Commerce Led Mission Trip - Arab Health			\$ -
830500	ACOG/Infommentun			\$ 20,625.00
831000	Research fees & databases			\$ 50,457.75
TOTAL TO-DATE		\$ 200,000.00	\$ -	\$ 200,000.00

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
726000	Email Marketing			\$ 198.55
812500	Marketing Publications/Presentations/Graphics		\$ 62.37	\$ 9,051.16
814000	Speciality/Promotion Items		\$ 2,259.24	\$ 5,283.08
814500	Marketing Video/Photos		\$ 6,342.38	\$ 21,053.99
815600	Internet Advertising		\$ 3,800.00	\$ 32,429.98
816000	External Regional Marketing		\$ 241.32	\$ 7,166.02
817000	Talent Attraction & Retention Initiative		\$ 25,146.42	\$ 120,386.04
822030	Bioscience Trade Show			\$ -
822040	Other Tradeshows			\$ -
822050	Engineered Materials Trade Show			\$ 7,285.17
822060	Site Consultant Conferences		\$ 6,741.25	\$ 16,045.21
822070	Global Trade & Investment			\$ 850.00
822095	Aerospace Trade Show			\$ 901.80
824600	OESA/SCAC			\$ -
832010	Automotive Target Industry		\$ 133.22	\$ 271.94
832020	Engineered Materials Target Industry		\$ 92.14	\$ 131.87
832030	Life Sciences Target Industry		\$ 182.44	\$ 762.85
832050	Aerospace Target Industry		\$ 90.43	\$ 166.03
832060	Global Competitiveness Events and Programs		\$ 2,569.10	\$ 5,684.18
833500	Economic Development Sponsorships		\$ 924.19	\$ 2,627.24
835500	Misc. Marketing Expense			\$ 3,456.31
841000	Web Site/Digital Marketing Strategy		\$ 2,350.00	\$ 19,550.00
842000	Web Site Hosting & Maintenance		\$ 2,528.15	\$ 10,477.01
	TOTAL TO-DATE	\$ 300,000.00	\$ 53,462.65	\$ 263,778.43

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 261,084.56		
729800	Palmetto Partners Contribution			\$ 40,000.00
820500	Prospect Cultivation		\$ 1,879.91	\$ 5,050.76
821000	COI (Centers of Influence) Cultivation		\$ 571.92	\$ 1,188.16
822020	Automotive Trade Shows			\$ 50.00
823073	International COI Event		\$ 489.64	\$ 489.64
824100	BMW Charity Pro Am			\$ -
824400	SC Auto Summit			\$ -
824401	Automotive Inbound			\$ 6,293.38
824500	Foreign Delegation Visits			\$ 2,148.23
824709	SC BIO			\$ 10,574.73
824800	Consultant In-Bound Event		\$ 1,482.33	\$ 7,541.21
824801	Experience the Upstate		\$ 3,500.00	\$ 9,171.04
824900	Misc Delegations			\$ 225.34
824902	Composites Suppliers Meeting Conference			\$ 2,687.51
824902-1	BR Marketing Events			\$ 14,782.93
824903	SC Aerospace Conference		\$ 2,500.00	\$ 2,500.00
824904	Reimbursement from Sponsors			\$ -
831500	Media Cultivation		\$ 45.29	\$ 147.88
837000	Public Relations & Advocacy Initiatives		\$ 17,548.81	\$ 74,674.49
TOTAL TO-DATE		\$ 261,084.56	\$ 28,017.90	\$ 177,525.30

All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 761,084.56	\$ 81,480.55	\$ 641,303.73

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



Upstate South Carolina Alliance Quarterly Report - December 31, 2020

Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds placed in this category; Global Marketing decreased by corresponding amount for FY		\$ 309,290.71		
823010	Canada Mission			\$ -
823020	Investor Led Mision Trips			\$ -
823021	Ireland			\$ 4,093.05
823022	Belgium/Netherlands	\$ 449.65		\$ 454.29
823023	United Kingdom Trips			\$ 581.33
823024	Florida Mission <i>(Line item name changed post-covid)</i>	\$ 2,282.44		\$ 2,282.44
823025	Wescoast Mission			\$ -
823071	Regional Site Consultant/COI Trips			\$ 5,828.10
823072	State Led Consultant Missions			\$ 2,088.79
823090	Lead Generation Expenses	\$ 4,479.06		\$ 162,107.87
823091	Partner Mission Trips	\$ 537.12		\$ 3,318.07
823092	Local Developer Travel Sponsorship			\$ 2,790.00
823094	Commerce Led Korea Mission			\$ -
823095	Commerce Led Italy Mission			\$ -
823096	Commerce Led Switzerland Show			\$ 1,684.37
823097	Commerce Led Japan Mission			\$ -
830500	ACOG/Infomentun			\$ 13,750.00
831000	Research fees & databases	\$ 1,713.82		\$ 110,312.40
TOTAL TO-DATE		\$ 309,290.71	\$ 9,462.09	\$ 309,290.71

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 200,000.00		
726000	Email Marketing			
812500	Marketing Publications/Presentations/Graphics			
814000	Speciality/Promotion Items			
814500	Marketing Video/Photos			
815600	Internet Advertising			

816000 External Regional Marketing
 817000 Talent Attraction & Retention Initiative
 822030 Bioscience Trade Show
 822040 Other Tradeshows
 822050 Engineered Materials Trade Show
 822060 Site Consultant Conferences
 822070 Global Trade & Investment
 822095 Aerospace Trade Show
 824600 OESA/SCAC
 832010 Automotive Target Industry
 832020 Engineered Materials Target Industry
 832030 Life Sciences Target Industry
 832050 Aerospace Target Industry
 832060 Global Competitiveness Events and Programs
 833500 Economic Development Sponsorships
 835500 Misc. Marketing Expense
 841000 Web Site/Digital Marketing Strategy
 842000 Web Site Hosting & Maintenance

TOTAL TO-DATE	\$	200,000.00	\$	-	\$	-
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Regional Promotion and Advocacy

Funds Received
\$250,000

Funds Used This Quarter

Funds Used To-Date

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
 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 Composites Suppliers Meeting Conference
 824902-1 BR Marketing Events
 824903 SC Aerospace Conference
 824904 Reimbursement from Sponsors
 831500 Media Cultivation

837000 Public Relations & Advocacy Initiatives

TOTAL TO-DATE	\$ 250,000.00	\$ -	\$ -
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All Programs

Funds Received	Funds Used This Quarter	Funds Used To-Date
\$ 759,290.71	\$ 9,462.09	\$ 309,290.71

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



Upstate South Carolina Alliance Quarterly Report - December 31, 2020

Lead Generation, Research and Project Support

Funds Received	Funds Used This Quarter	Funds Used To-Date
\$ 311,441.07		

Note: Overage funds awarded were placed in this category

823010	Canada Mission		\$ -
823020	Investor Led Mision Trips		\$ -
823021	Ireland		\$ -
823022	Belgium/Netherlands		\$ -
823023	United Kingdom Trips		\$ -
823024	Florida Mission <i>(Line item name changed post-covid)</i>		\$ -
823025	Wescoast Mission		\$ -
823071	Regional Site Consultant/COI Trips		\$ -
823072	State Led Consultant Missions		\$ -
823090	Lead Generation Expenses	\$ 34,506.22	\$ 34,506.22
823091	Partner Mission Trips		\$ -
823092	Local Developer Travel Sponsorship		\$ -
823094	Commerce Led Korea Mission		\$ -
823095	Commerce Led Italy Mission		\$ -
823096	Commerce Led Switzerland Show		\$ -
823097	Commerce Led Japan Mission		\$ -
830500	ACOG/Infomentun		\$ -
831000	Research fees & databases		\$ -
TOTAL TO-DATE		\$ 311,441.07	\$ 34,506.22

Directed Global Marketing & Business Recruitment

Funds Received	Funds Used This Quarter	Funds Used To-Date
\$ 250,000.00		

726000 Email Marketing

812500 Marketing Publications/Presentations/Graphics
814000 Speciality/Promotion Items
814500 Marketing Video/Photos
815600 Internet Advertising
816000 External Regional Marketing
817000 Talent Attraction & Retention Initiative
822030 Bioscience Trade Show
822040 Other Tradeshows
822050 Engineered Materials Trade Show
822060 Site Consultant Conferences
822070 Global Trade & Investment
822095 Aerospace Trade Show
824600 OESA/SCAC
832010 Automotive Target Industry
832020 Engineered Materials Target Industry
832030 Life Sciences Target Industry
832050 Aerospace Target Industry
832060 Global Competitiveness Events and Programs
833500 Economic Development Sponsorships
835500 Misc. Marketing Expense
841000 Web Site/Digital Marketing Strategy
842000 Web Site Hosting & Maintenance

TOTAL TO-DATE

\$ 200,000.00 \$

- \$

-

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$200,000.00		
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			
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	Composites Suppliers Meeting Conference			
824902-1	BR Marketing Events			
824903	SC Aerospace Conference			
824904	Reimbursement from Sponsors			
831500	Media Cultivation			
837000	Public Relations & Advocacy Initiatives			
	TOTAL TO-DATE	\$ 250,000.00	\$ -	\$ -
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$761,441.07	\$ 34,506.22	\$ 34,506.22

2021 Q1

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



Upstate South Carolina Alliance Quarterly Report - March 31, 2021

Lead Generation Program, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 200,000.00		
823010-18	SCBIO Conference			\$ 143.84
823010-19	Quebec Mission			\$ 1,485.29
823020	International Mission/Roadshow			\$ 3,929.83
823021	Ireland/Scotland Mission Trip			\$ 6,593.89
823022	Belgium/Netherlands			\$ 13,563.07
823023	United Kingdom Trips			\$ 4,219.34
823024-18	Switzerland/Poland Mission			\$ -
823024-19	Northeast Mission			\$ 4,021.60
823025-18	Vancouver Mission			\$ -
823025-19	Wescoast Mission			\$ 3,972.13
823071	Regional Site Consultant/COI Trips			\$ 3,424.45
823072	State Led Consultant Missions			\$ 1,300.18
823090	Lead Generation Expenses			\$ 62,100.00
823091	Mini Mission Trips			\$ 7,184.45
823092	Local Developer Travel Sponsorship			\$ 9,740.62
823094-18	France Mission Trip			\$ -
823094-19	Commerce Led Mission - JEC in Paris			\$ -
823095-18	UK Mission Trip			\$ -
823095-19	Commerce Led Mission			\$ 322.32
823096	Commerce Led Paris Air Show			\$ 6,916.24
823097-18	Commerce Led Mission Trip - NY			\$ -
823097-19	Commerce Led Mission Trip - Arab Health			\$ -
830500	ACOG/Infomentun			\$ 20,625.00
831000	Research fees & databases			\$ 50,457.75
TOTAL TO-DATE		\$ 200,000.00	\$ -	\$ 200,000.00

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
726000	Email Marketing			\$ 198.55
812500	Marketing Publications/Presentations/Graphics			\$ 9,051.16
814000	Speciality/Promotion Items			\$ 5,283.08
814500	Marketing Video/Photos			\$ 21,053.99
815600	Internet Advertising			\$ 32,429.98
816000	External Regional Marketing			\$ 7,166.02
817000	Talent Attraction & Retention Initiative		\$ 19,923.82	\$ 140,309.86
822030	Bioscience Trade Show			\$ -
822040	Other Tradeshows			\$ -
822050	Engineered Materials Trade Show			\$ 7,285.17
822060	Site Consultant Conferences		\$ 1,595.75	\$ 17,640.96
822070	Global Trade & Investment			\$ 850.00
822095	Aerospace Trade Show			\$ 901.80
824600	OESA/SCAC			\$ -
832010	Automotive Target Industry			\$ 271.94
832020	Engineered Materials Target Industry			\$ 131.87
832030	Life Sciences Target Industry		\$ 109.63	\$ 872.48
832050	Aerospace Target Industry		\$ 32.50	\$ 198.53
832060	Global Competitiveness Events and Programs		\$ 4,500.00	\$ 10,184.18
833500	Economic Development Sponsorships			\$ 2,627.24
835500	Misc. Marketing Expense		\$ 278.55	\$ 3,734.86
841000	Web Site/Digital Marketing Strategy		\$ 6,950.00	\$ 26,500.00
842000	Web Site Hosting & Maintenance		\$ 2,831.32	\$ 13,308.33
TOTAL TO-DATE		\$ 300,000.00	\$ 36,221.57	\$ 300,000.00

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 261,084.56		
729800	Palmetto Partners Contribution			\$ 40,000.00
820500	Prospect Cultivation		\$ 848.07	\$ 5,898.83
821000	COI (Centers of Influence) Cultivation		\$ 250.72	\$ 1,438.88
822020	Automotive Trade Shows			\$ 50.00
823073	International COI Event			\$ 489.64
824100	BMW Charity Pro Am			\$ -
824400	SC Auto Summit			\$ -
824401	Automotive Inbound			\$ 6,293.38
824500	Foreign Delegation Visits			\$ 2,148.23
824709	SC BIO			\$ 10,574.73
824800	Consultant In-Bound Event	\$ 419.70		\$ 7,960.91
824801	Experience the Upstate			\$ 9,171.04
824900	Misc Delegations	\$ 8.96		\$ 234.30
824902	Composites Suppliers Meeting Conference			\$ 2,687.51
824902-1	BR Marketing Events	\$ 4,500.00		\$ 19,282.93
824903	SC Aerospace Conference			\$ 2,500.00
824904	Reimbursement from Sponsors			\$ -
831500	Media Cultivation			\$ 147.88
837000	Public Relations & Advocacy Initiatives		\$ 10,742.63	\$ 85,417.12
TOTAL TO-DATE		\$ 261,084.56	\$ 16,770.08	\$ 194,295.38

All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 761,084.56	\$ 52,991.65	\$ 694,295.38

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



Upstate South Carolina Alliance Quarterly Report - March 31, 2021

Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds placed in this category; Global Marketing decreased by corresponding amount for FY		\$ 309,290.71		
823010	Canada Mission			\$ -
823020	Investor Led Mision Trips			\$ -
823021	Ireland			\$ 4,093.05
823022	Belgium/Netherlands			\$ 454.29
823023	United Kingdom Trips			\$ 581.33
823024	Florida Mission (Line item name changed post-covid)			\$ 2,282.44
823025	Wescoast Mission			\$ -
823071	Regional Site Consultant/COI Trips			\$ 5,828.10
823072	State Led Consultant Missions			\$ 2,088.79
823090	Lead Generation Expenses			\$ 162,107.87
823091	Partner Mission Trips			\$ 3,318.07
823092	Local Developer Travel Sponsorship			\$ 2,790.00
823094	Commerce Led Korea Mission			\$ -
823095	Commerce Led Italy Mission			\$ -
823096	Commerce Led Switzerland Show			\$ 1,684.37
823097	Commerce Led Japan Mission			\$ -
830500	ACOG/Infomentun			\$ 13,750.00
831000	Research fees & databases			\$ 110,312.40
TOTAL TO-DATE		\$ 309,290.71	\$ -	\$ 309,290.71

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 200,000.00		
726000	Email Marketing			\$ -
812500	Marketing Publications/Presentations/Graphics		\$ 163.74	\$ 163.74
814000	Speciality/Promotion Items		\$ 5,820.68	\$ 5,820.68
814500	Marketing Video/Photos		\$ 61.13	\$ 61.13
815600	Internet Advertising		\$ 12,250.00	\$ 12,250.00
816000	External Regional Marketing		\$ 2,289.87	\$ 2,289.87
817000	Talent Attraction & Retention Initiative		\$ 7,427.89	\$ 7,427.89
822030	Bioscience Trade Show			\$ -
822040	Other Tradeshows			\$ -
822050	Engineered Materials Trade Show			\$ -
822060	Site Consultant Conferences			\$ -
822065	Trade Shows		\$ 383.95	\$ 383.95
822070	Global Trade & Investment			\$ -
822095	Aerospace Trade Show			\$ -
824600	OESA/SCAC			\$ -
832010	Automotive Target Industry			\$ -
832020	Engineered Materials Target Industry			\$ -
832030	Life Sciences Target Industry		\$ 56.72	\$ 56.72
832050	Aerospace Target Industry			\$ -
832060	Global Competetiveness Events and Programs			\$ -
833500	Economic Development Sponsorships			\$ -
835500	Misc. Marketing Expense			\$ -
841000	Web Site/Digital Marketing Strategy			\$ -
842000	Web Site Hosting & Maintenance			\$ -
TOTAL TO-DATE		\$ 200,000.00	\$ 28,453.98	\$ 28,453.98

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
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		\$ -	\$ -
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		\$ -	\$ -
824903	SC Aerospace Conference		\$ -	\$ -
824904	Reimbursement from Sponsors		\$ -	\$ -
831500	Media Cultivation		\$ -	\$ -
837000	Public Relations & Advocacy Initiatives		\$ -	\$ -
TOTAL TO-DATE		\$ 250,000.00	\$ -	\$ -
All Programs		\$ 761,084.56	\$ 28,453.98	\$ 337,744.69

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



Upstate South Carolina Alliance Quarterly Report - March 31, 2021

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		\$ 311,441.07		
823010	Canada Mission			\$ -
823020	Investor Led Mission Trips			\$ -
823021	Ireland			\$ -
823022	Belgium/Netherlands			\$ -
823023	United Kingdom Trips			\$ -
823024	Florida Mission (Line item name changed post-covid)			\$ -
823025	Wescoast Mission			\$ -
823071	Regional Site Consultant/COI Trips	\$ 488.50		\$ 488.50
823072	State Led Consultant Missions			\$ -
823090	Lead Generation Expenses	\$ 34,506.22		\$ 69,012.44
823091	Partner Mission Trips			\$ -
823092	Local Developer Travel Sponsorship	\$ 2,500.00		\$ 2,500.00
823094	Commerce Led Korea Mission			\$ -
823095	Commerce Led Italy Mission			\$ -
823096	Commerce Led Switzerland Show			\$ -
823097	Commerce Led Japan Mission			\$ -
830500	ACOG/Infomentun	\$ 13,750.00		\$ 13,750.00
831000	Research fees & databases	\$ 75,262.72		\$ 75,262.72
TOTAL TO-DATE		\$ 311,441.07	\$ 126,507.44	\$ 161,013.66

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 250,000.00		
726000	Email Marketing		\$ -	\$ -
812500	Marketing Publications/Presentations/Graphics		\$ -	\$ -
814000	Speciality/Promotion Items		\$ -	\$ -
814500	Marketing Video/Photos		\$ -	\$ -
815600	Internet Advertising		\$ -	\$ -
816000	External Regional Marketing		\$ -	\$ -
817000	Talent Attraction & Retention Initiative		\$ -	\$ -
822030	Bioscience Trade Show		\$ -	\$ -
822040	Other Tradeshows		\$ -	\$ -
822050	Engineered Materials Trade Show		\$ -	\$ -
822060	Site Consultant Conferences		\$ -	\$ -
822070	Global Trade & Investment		\$ -	\$ -
822095	Aerospace Trade Show		\$ -	\$ -
824600	OESA/SCAC		\$ -	\$ -
832010	Automotive Target Industry		\$ -	\$ -
832020	Engineered Materials Target Industry		\$ -	\$ -
832030	Life Sciences Target Industry		\$ -	\$ -
832050	Aerospace Target Industry		\$ -	\$ -
832060	Global Competitiveness Events and Programs		\$ -	\$ -
833500	Economic Development Sponsorships		\$ -	\$ -
835500	Misc. Marketing Expense		\$ -	\$ -
841000	Web Site/Digital Marketing Strategy		\$ -	\$ -
842000	Web Site Hosting & Maintenance		\$ -	\$ -
TOTAL TO-DATE		\$ 250,000.00	\$ -	\$ -

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$200,000.00	\$ -	\$ -
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	\$	-	\$ -
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	Composites Suppliers Meeting Conference	\$	-	\$ -
824902-1	BR Marketing Events	\$	-	\$ -
824903	SC Aerospace Conference	\$	-	\$ -
824904	Reimbursement from Sponsors	\$	-	\$ -
831500	Media Cultivation	\$	-	\$ -
837000	Public Relations & Advocacy Initiatives	\$	-	\$ -
TOTAL TO-DATE		\$ 200,000.00	\$ -	\$ -

All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$761,441.07	\$ 126,507.44	\$ 161,013.66

2021 Q3

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



Upstate South Carolina Alliance Quarterly Report - June 30, 2021

Lead Generation Program, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 200,000.00		
823010-18	SCBIO Conference		\$	143.84
823010-19	Quebec Mission		\$	1,485.29
823020	International Mission/Roadshow		\$	3,929.83
823021	Ireland/Scotland Mission Trip		\$	6,593.89
823022	Belgium/Netherlands		\$	13,563.07
823023	United Kingdom Trips		\$	4,219.34
823024-18	Switzerland/Poland Mission		\$	-
823024-19	Northeast Mission		\$	4,021.60
823025-18	Vancouver Mission		\$	-
823025-19	Wescoast Mission		\$	3,972.13
823071	Regional Site Consultant/COI Trips		\$	3,424.45
823072	State Led Consultant Missions		\$	1,300.18
823090	Lead Generation Expenses		\$	62,100.00
823091	Mini Mission Trips		\$	7,184.45
823092	Local Developer Travel Sponsorship		\$	9,740.62
823094-18	France Mission Trip		\$	-
823094-19	Commerce Led Mission - JEC in Paris		\$	-
823095-18	UK Mission Trip		\$	-
823095-19	Commerce Led Mission		\$	322.32
823096	Commerce Led Paris Air Show		\$	6,916.24
823097-18	Commerce Led Mission Trip - NY		\$	-
823097-19	Commerce Led Mission Trip - Arab Health		\$	-
830500	ACOG/Infomentun		\$	20,625.00
831000	Research fees & databases		\$	50,457.75
TOTAL TO-DATE		\$ 200,000.00	\$ -	\$ 200,000.00

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
726000	Email Marketing		\$	198.55
812500	Marketing Publications/Presentations/Graphics		\$	9,051.16

814000	Speciality/Promotion Items		\$	5,283.08
814500	Marketing Video/Photos		\$	21,053.99
815600	Internet Advertising		\$	32,429.98
816000	External Regional Marketing		\$	7,166.02
817000	Talent Attraction & Retention Initiative		\$	140,309.86
822030	Bioscience Trade Show		\$	-
822040	Other Tradeshows		\$	-
822050	Engineered Materials Trade Show		\$	7,285.17
822060	Site Consultant Conferences		\$	17,640.96
822070	Global Trade & Investment		\$	850.00
822095	Aerospace Trade Show		\$	901.80
824600	OESA/SCAC		\$	-
832010	Automotive Target Industry		\$	271.94
832020	Engineered Materials Target Industry		\$	131.87
832030	Life Sciences Target Industry		\$	872.48
832050	Aerospace Target Industry		\$	198.53
832060	Global Competitiveness Events and Programs		\$	10,184.18
833500	Economic Development Sponsorships		\$	2,627.24
835500	Misc. Marketing Expense		\$	3,734.86
841000	Web Site/Digital Marketing Strategy		\$	26,500.00
842000	Web Site Hosting & Maintenance		\$	13,308.33
TOTAL TO-DATE		\$	300,000.00	\$ - \$ 300,000.00

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 261,084.56		
729800	Palmetto Partners Contribution		\$	40,000.00
820500	Prospect Cultivation		\$ 6,373.41	\$ 12,272.24
821000	COI (Centers of Influence) Cultivation		\$ 952.06	\$ 2,390.94
822020	Automotive Trade Shows		\$	50.00
823073	International COI Event		\$	489.64
824100	BMW Charity Pro Am		\$	-
824105	Innovation Attraction		\$ 5.40	\$ 5.40
824400	SC Auto Summit		\$	-
824401	Automotive Inbound		\$	6,293.38
824500	Foreign Delegation Visits		\$ 1,050.14	\$ 3,198.37
824709	SC BIO		\$	10,574.73
824800	Consultant In-Bound Event		\$	7,960.91
824801	Experience the Upstate		\$ 1,641.49	\$ 10,812.53

824900	Misc Delegations				\$	234.30
824902	Composites Suppliers Meeting Conference				\$	2,687.51
824902-1	BR Marketing Events	\$	2,048.33		\$	21,331.26
824903	SC Aerospace Conference				\$	2,500.00
824904	Reimbursement from Sponsors				\$	-
831500	Media Cultivation				\$	147.88
837000	Public Relations & Advocacy Initiatives	\$	8,853.51		\$	94,270.63
TOTAL TO-DATE		\$	261,084.56	\$	20,924.34	\$ 215,219.72

All Programs		Funds Received		Funds Used This Quarter		Funds Used To-Date
		\$	761,084.56	\$	20,924.34	\$ 715,219.72

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



Upstate South Carolina Alliance Quarterly Report - June 30, 2021

Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds placed in this category; Global Marketing decreased by corresponding amount for FY		\$	309,290.71	
823010	Canada Mission		\$	-
823020	Investor Led Mision Trips		\$	-
823021	Ireland		\$	4,093.05
823022	Belgium/Netherlands		\$	454.29
823023	United Kingdom Trips		\$	581.33
823024	Florida Mission (Line item name changed post-covid)		\$	2,282.44
823025	Wescoast Mission		\$	-
823071	Regional Site Consultant/COI Trips		\$	5,828.10
823072	State Led Consultant Missions		\$	2,088.79
823090	Lead Generation Expenses		\$	162,107.87
823091	Partner Mission Trips		\$	3,318.07
823092	Local Developer Travel Sponsorship		\$	2,790.00
823094	Commerce Led Korea Mission		\$	-
823095	Commerce Led Italy Mission		\$	-
823096	Commerce Led Switzerland Show		\$	1,684.37
823097	Commerce Led Japan Mission		\$	-
830500	ACOG/Infomentun		\$	13,750.00
831000	Research fees & databases		\$	110,312.40
TOTAL TO-DATE		\$	309,290.71	\$ - \$ 309,290.71

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$	200,000.00	
726000	Email Marketing		\$	-
812500	Marketing Publications/Presentations/Graphics		\$	163.74
814000	Speciality/Promotion Items		\$	5,820.68
814500	Marketing Video/Photos		\$ 1,264.28	\$ 1,325.41

815600	Internet Advertising	\$	10,150.00	\$	22,400.00
816000	External Regional Marketing	\$	20,478.83	\$	22,768.70
817000	Talent Attraction & Retention Initiative	\$	35,588.48	\$	43,016.37
822030	Bioscience Trade Show			\$	-
822040	Other Tradeshows			\$	-
822050	Engineered Materials Trade Show			\$	-
822060	Site Consultant Conferences	\$	10,937.34	\$	10,937.34
822065	Trade Shows			\$	383.95
822070	Global Trade & Investment			\$	-
822095	Aerospace Trade Show			\$	-
824600	OESA/SCAC			\$	-
832010	Automotive Target Industry	\$	182.48	\$	182.48
832020	Engineered Materials Target Industry	\$	150.28	\$	150.28
832030	Life Sciences Target Industry	\$	260.28	\$	317.00
832050	Aerospace Target Industry			\$	-
832060	Global Competitiveness Events and Programs	\$	269.73	\$	269.73
833500	Economic Development Sponsorships			\$	-
835500	Misc. Marketing Expense	\$	33.28	\$	33.28
841000	Web Site/Digital Marketing Strategy	\$	7,550.00	\$	7,550.00
842000	Web Site Hosting & Maintenance	\$	1,771.80	\$	1,771.80
TOTAL TO-DATE		\$	200,000.00	\$	88,636.78
				\$	117,090.76

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
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		\$	-
824903	SC Aerospace Conference		\$	-

824904	Reimbursement from Sponsors					\$	-
831500	Media Cultivation					\$	-
837000	Public Relations & Advocacy Initiatives					\$	-
TOTAL TO-DATE		\$	250,000.00	\$	-	\$	-

All Programs		Funds Received		Funds Used This Quarter		Funds Used To-Date	
		\$	761,084.56	\$	88,636.78	\$	426,381.47

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



Upstate South Carolina Alliance Quarterly Report - June 30, 2021

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		\$ 311,441.07		
823010	Canada Mission		\$	-
823020	Investor Led Mision Trips		\$	-
823021	Ireland		\$	-
823022	Belgium/Netherlands		\$	-
823023	United Kingdom Trips		\$	-
823024	Florida Mission <i>(Line item name changed post-covid)</i>		\$	-
823025	Wescoast Mission		\$	-
823071	Regional Site Consultant/COI Trips		\$ 129.12	\$ 617.62
823072	State Led Consultant Missions		\$	-
823090	Lead Generation Expenses		\$ 28,782.98	\$ 97,795.42
823091	Partner Mission Trips		\$	-
823092	Local Developer Travel Sponsorship		\$ 694.76	\$ 3,194.76
823094	Commerce Led Korea Mission		\$	-
823095	Commerce Led Italy Mission		\$	-
823096	Commerce Led Switzerland Show		\$	-
823097	Commerce Led Japan Mission		\$	-
830500	ACOG/Infomentun		\$ 6,875.00	\$ 20,625.00
831000	Research fees & databases		\$ 24,196.39	\$ 99,459.11
TOTAL TO-DATE		\$ 311,441.07	\$ 60,678.25	\$ 221,691.91

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 250,000.00	\$ -	\$ -
726000	Email Marketing		\$ -	\$ -
812500	Marketing Publications/Presentations/Graphics		\$ -	\$ -
814000	Speciality/Promotion Items		\$ -	\$ -
814500	Marketing Video/Photos		\$ -	\$ -
815600	Internet Advertising		\$ -	\$ -
816000	External Regional Marketing		\$ -	\$ -

817000	Talent Attraction & Retention Initiative	\$	-	\$	-
822030	Bioscience Trade Show	\$	-	\$	-
822040	Other Tradeshows	\$	-	\$	-
822050	Engineered Materials Trade Show	\$	-	\$	-
822060	Site Consultant Conferences	\$	-	\$	-
822070	Global Trade & Investment	\$	-	\$	-
822095	Aerospace Trade Show	\$	-	\$	-
824600	OESA/SCAC	\$	-	\$	-
832010	Automotive Target Industry	\$	-	\$	-
832020	Engineered Materials Target Industry	\$	-	\$	-
832030	Life Sciences Target Industry	\$	-	\$	-
832050	Aerospace Target Industry	\$	-	\$	-
832060	Global Competitiveness Events and Programs	\$	-	\$	-
833500	Economic Development Sponsorships	\$	-	\$	-
835500	Misc. Marketing Expense	\$	-	\$	-
841000	Web Site/Digital Marketing Strategy	\$	-	\$	-
842000	Web Site Hosting & Maintenance	\$	-	\$	-
TOTAL TO-DATE		\$	250,000.00	\$	-

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$200,000.00		
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	Composites Suppliers Meeting Conference		\$	-
824902-1	BR Marketing Events		\$	-
824903	SC Aerospace Conference		\$	-
824904	Reimbursement from Sponsors		\$	-
831500	Media Cultivation		\$	-

837000

Public Relations & Advocacy Initiatives

TOTAL TO-DATE

\$

200,000.00

\$

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\$

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All Programs

Funds Received

\$761,441.07

Funds Used This Quarter

\$

60,678.25

Funds Used To-Date

\$

221,691.91

2021 Q2

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2017-2018 General Appropriations Act
Appropriation to the Local Economic Development Alliances
Upstate South Carolina Alliance Quarterly Report - September 30, 2021



Lead Generation Program, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 200,000.00		
TOTAL TO-DATE		\$ 200,000.00	\$ -	\$ 200,000.00

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
TOTAL TO-DATE		\$ 300,000.00	\$ -	\$ 300,000.00

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 261,084.56		
729800	Palmetto Partners Contribution			\$ 40,000.00
820500	Prospect Cultivation		\$ 1,144.43	\$ 13,416.67
821000	COI (Centers of Influence) Cultivation		\$ 1,390.00	\$ 3,780.94
822020	Automotive Trade Shows			\$ 50.00
823073	International COI Event			\$ 489.64
824100	BMW Charity Pro Am		\$ 50.12	\$ 50.12
824105	Innovation Attraction		\$ 16,625.26	\$ 16,630.66
824400	SC Auto Summit			\$ -
824401	Automotive Inbound			\$ 6,293.38
824500	Foreign Delegation Visits			\$ 3,198.37
824709	SC BIO			\$ 10,574.73
824800	Consultant In-Bound Event		\$ 4,729.75	\$ 12,690.66
824801	Experience the Upstate		\$ 5,959.90	\$ 16,772.43
824900	Misc Delegations		\$ 1,667.00	\$ 1,901.30
824902	Composites Suppliers Meeting Conference			\$ 2,687.51
824902-1	BR & Marketing Events		\$ 4,902.20	\$ 24,185.13
824903	SC Aerospace Conference			\$ 4,548.33
824904	Reimbursement from Sponsors			\$ -
831500	Media Cultivation			\$ 147.88
837000	Public Relations & Advocacy Initiatives		\$ 9,396.18	\$ 103,666.81
TOTAL TO-DATE		\$ 261,084.56	\$ 45,864.84	\$ 261,084.56

All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 761,084.56	\$ 45,864.84	\$ 761,084.56

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



Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds placed in this category; Global Marketing decreased by corresponding amount for FY		\$ 309,290.71		
TOTAL TO-DATE		\$ 309,290.71	\$ -	\$ 309,290.71
Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 200,000.00		
726000	Email Marketing			\$ -
812500	Marketing Publications/Presentations/Graphics		\$ 147.85	\$ 311.59
814000	Speciality/Promotion Items		\$ 3,050.44	\$ 8,871.12
814500	Marketing Video/Photos		\$ 10,964.95	\$ 12,290.36
815600	Internet Advertising		\$ 3,550.00	\$ 25,950.00
816000	External Regional Marketing		\$ 12,234.21	\$ 35,002.91
817000	Talent Attraction & Retention Initiative		\$ 23,242.44	\$ 66,258.81
822030	Bioscience Trade Show			\$ -
822040	Other Tradeshow			\$ -
822050	Engineered Materials Trade Show			\$ -
822060	Site Consultant Conferences		\$ 16,672.81	\$ 27,610.15
822065	Trade Shows		\$ 507.85	\$ 891.80
822070	Global Trade & Investment			\$ -
822095	Aerospace Trade Show			\$ -
824600	OESA/SCAC			\$ -
832010	Automotive Target Industry		\$ 87.94	\$ 270.42
832020	Engineered Materials Target Industry			\$ 150.28
832030	Life Sciences Target Industry		\$ 184.61	\$ 501.61
832050	Aerospace Target Industry			\$ -
832060	Global Competitiveness Events and Programs		\$ 980.44	\$ 1,250.17
833500	Economic Development Sponsorships			\$ -
835500	Misc. Marketing Expense		\$ 634.33	\$ 667.61
841000	Web Site/Digital Marketing Strategy		\$ 8,776.37	\$ 16,326.37
842000	Web Site Hosting & Maintenance		\$ 1,875.00	\$ 3,646.80
TOTAL TO-DATE		\$ 200,000.00	\$ 82,909.24	\$ 200,000.00

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
729800	Palmetto Partners Contribution			\$ -
820500	Prospect Cultivation	\$	3,403.82	\$ 3,403.82
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			\$ -
824903	SC Aerospace Conference			\$ -
824904	Reimbursement from Sponsors			\$ -
831500	Media Cultivation			\$ -
837000	Public Relations & Advocacy Initiatives			\$ -
TOTAL TO-DATE		\$ 250,000.00	\$ 3,403.82	\$ 3,403.82
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 761,084.56	\$ 86,313.06	\$ 512,694.53

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



Upstate South Carolina Alliance Quarterly Report - September 30, 2021

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		\$ 311,441.07		
823010	Canada Mission		\$	-
823012	International Mission Trips	\$	13,414.47	\$ 13,414.47
823065	Domestic Mission Trips	\$	7,226.14	\$ 7,226.14
823020	Investor Led Mision Trips		\$	-
823021	Ireland		\$	-
823022	Belgium/Netherlands		\$	-
823023	United Kingdom Trips		\$	-
823024	Florida Mission <i>(Line item name changed post-covid)</i>		\$	-
823025	Wescoast Mission		\$	-
823071	Regional Site Consultant/COI Trips		\$	617.62
823072	State Led Consultant Missions	\$	1,325.34	\$ 1,325.34
823090	Lead Generation Expenses	\$	49,005.42	\$ 146,800.84
823091	Partner Mission Trips		\$	-
823092	Local Developer Travel Sponsorship		\$	3,194.76
823094	Commerce Led Korea Mission		\$	-
823095	Commerce Led Italy Mission		\$	-
823096	Commerce Led Switzerland Show		\$	-
823097	Commerce Led Japan Mission		\$	-
830500	ACOG/Infomentun	\$	6,875.00	\$ 27,500.00
831000	Research fees & databases	\$	5,111.69	\$ 104,570.80
TOTAL TO-DATE		\$ 311,441.07	\$ 82,958.06	\$ 304,649.97

Directed Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 250,000.00		
726000	Email Marketing		\$	-
812500	Marketing Publications/Presentations/Graphics		\$	-
814000	Speciality/Promotion Items		\$	-
814500	Marketing Video/Photos		\$	-

815600	Internet Advertising	\$	-	\$	-
816000	External Regional Marketing	\$	-	\$	-
817000	Talent Attraction & Retention Initiative	\$	23,242.44	\$	23,242.44
822030	Bioscience Trade Show	\$	-	\$	-
822040	Other Tradeshows	\$	-	\$	-
822050	Engineered Materials Trade Show	\$	-	\$	-
822060	Site Consultant Conferences	\$	-	\$	-
822070	Global Trade & Investment	\$	-	\$	-
822095	Aerospace Trade Show	\$	-	\$	-
824600	OESA/SCAC	\$	-	\$	-
832010	Automotive Target Industry	\$	-	\$	-
832020	Engineered Materials Target Industry	\$	-	\$	-
832030	Life Sciences Target Industry	\$	-	\$	-
832050	Aerospace Target Industry	\$	-	\$	-
832060	Global Competitiveness Events and Programs	\$	-	\$	-
833500	Economic Development Sponsorships	\$	-	\$	-
835500	Misc. Marketing Expense	\$	-	\$	-
841000	Web Site/Digital Marketing Strategy	\$	-	\$	-
842000	Web Site Hosting & Maintenance	\$	-	\$	-
TOTAL TO-DATE		\$ 250,000.00	\$ 23,242.44	\$ 23,242.44	

Regional Promotion and Advocacy		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$200,000.00		
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	Composites Suppliers Meeting Conference		\$	-
824902-1	BR Marketing Events		\$	-
824903	SC Aerospace Conference		\$	-

824904	Reimbursement from Sponsors				\$	-
831500	Media Cultivation				\$	-
837000	Public Relations & Advocacy Initiatives				\$	-
TOTAL TO-DATE		\$	200,000.00	\$	-	\$ -

All Programs	Funds Received	Funds Used This Quarter	Funds Used To-Date
	\$761,441.07	\$ 106,200.50	\$ 327,892.41

2020 Annual Report to Investors



ANNUAL REPORT

2020

A YEAR OF DIGITAL ADAPTATION



As we launched into 2020, I often joked it was “the year of clear vision.”

The year marked the Upstate SC Alliance’s 20th anniversary, and in February, we celebrated with more than 600 regional leaders at our 2020 Annual Meeting. We invoked Dusty Rhodes

as we talked about how the region’s economy has outgrown past “hard times.”

We didn’t know more “hard times” and blurry vision were lurking on account of COVID-19.

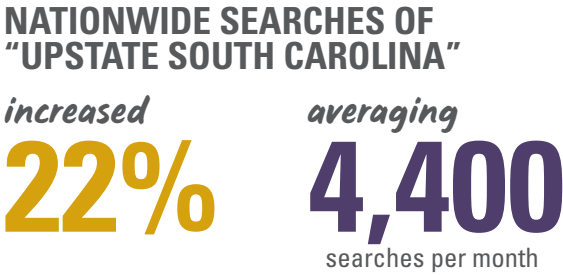
Like many organizations, the challenges of 2020 prompted us to explore new avenues to fulfill our mission.

As you’ll find within this report, our team created new touchpoints and experiences, and I’m proud of the their resilience and creativity.

We launched opportunities for investors to Zoom in, keep connected with the economy and the #TeamUpstate network.

We created a “Tour of the Upstate” video featuring the region’s economic developers, and we shared it with Centers of Influence and site selectors along with a Taste of the Upstate gift box. We launched collaborative pursuits, from digital ad campaigns to interactive brochures.

We continued marketing the region to talent through Move Up. And we introduced the Skill Up platform, which promotes in-demand occupations accessible through non-degree training at the region’s four technical colleges.



Between December 2018 & December 2020

In the year of all things digital, one metric shows we’re making an impact on promoting the Upstate for businesses and individuals: nationwide digital searches of “Upstate South Carolina” increased 22% between December 2018 and December 2020, averaging 4,400 searches per month.

2020 ECONOMIC DEVELOPMENT IMPACTS
How did Upstate economic development interest fare in 2020?

Despite 2020 sidelining travel, our only metric with a sizable decline was in-region visits. In fact, we still gave 263 presentations to external audiences and nearly matched the number of Requests for Information (RFIs) from 2019.

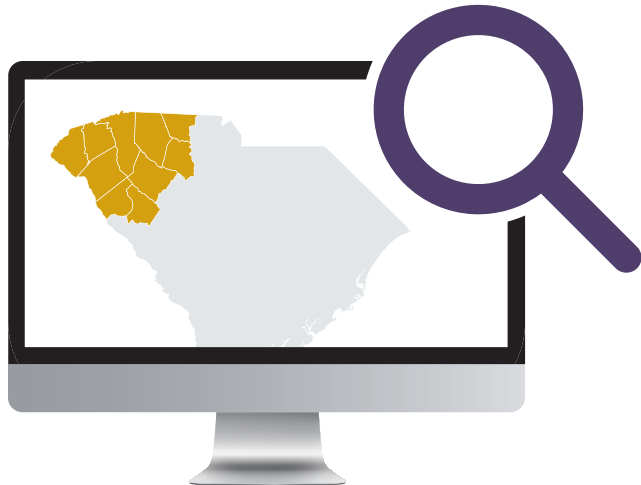
These accomplishments are a testament to the robust pipeline we’ve built through years of travel, meetings and building relationships with consultants, international trade offices, and partners such as Irish Manufacturing Research and the United Kingdom Department of Investment & Trade.

Throughout the hard times of 2020, #TeamUpstate showed resilience in working together, even while apart. And we couldn’t do it without support from partners like you.

Thanks for continuing this journey with us, and here’s to building on this foundation in the future.

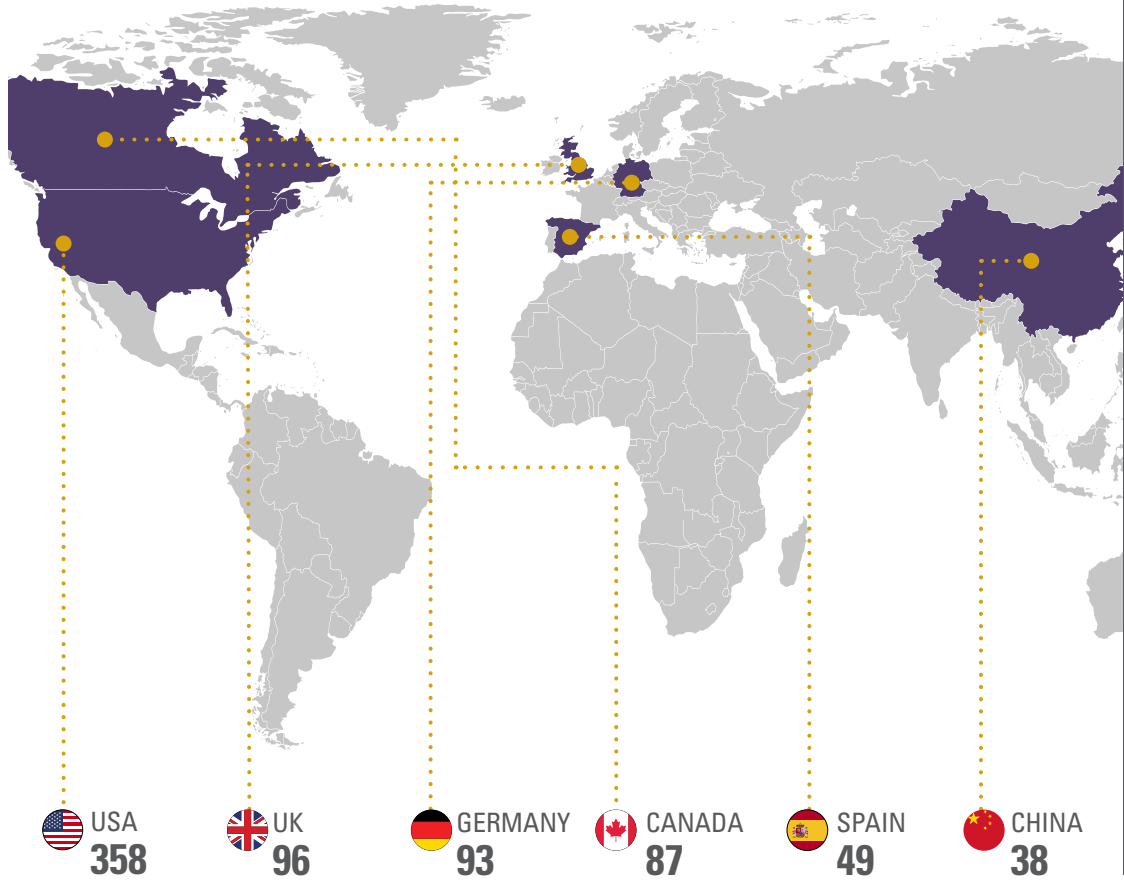
John Lummus

John Lummus
President & CEO
Upstate SC Alliance



BUSINESS RECRUITMENT

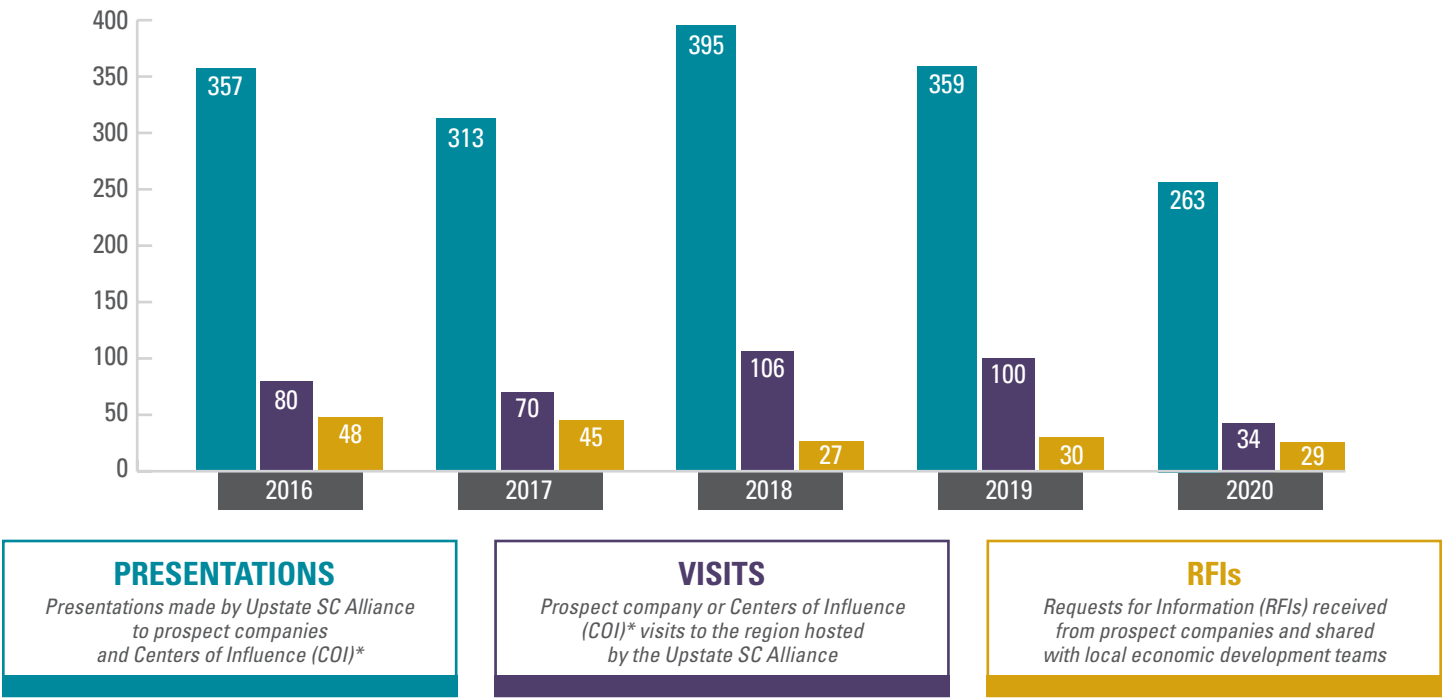
Top Countries of Interest
Measured by active contacts in pipeline



2020 PIPELINE

Engineered Materials	237
Auto & Transport	232
Industrial Manufacturing	144
Aero & Defense	140
Life Sciences	135
Other	109
Business Services	87
Food Production	76
Energy & Utilities	57
TOTAL	1,082

EXTERNAL ENGAGEMENTS *by the numbers*



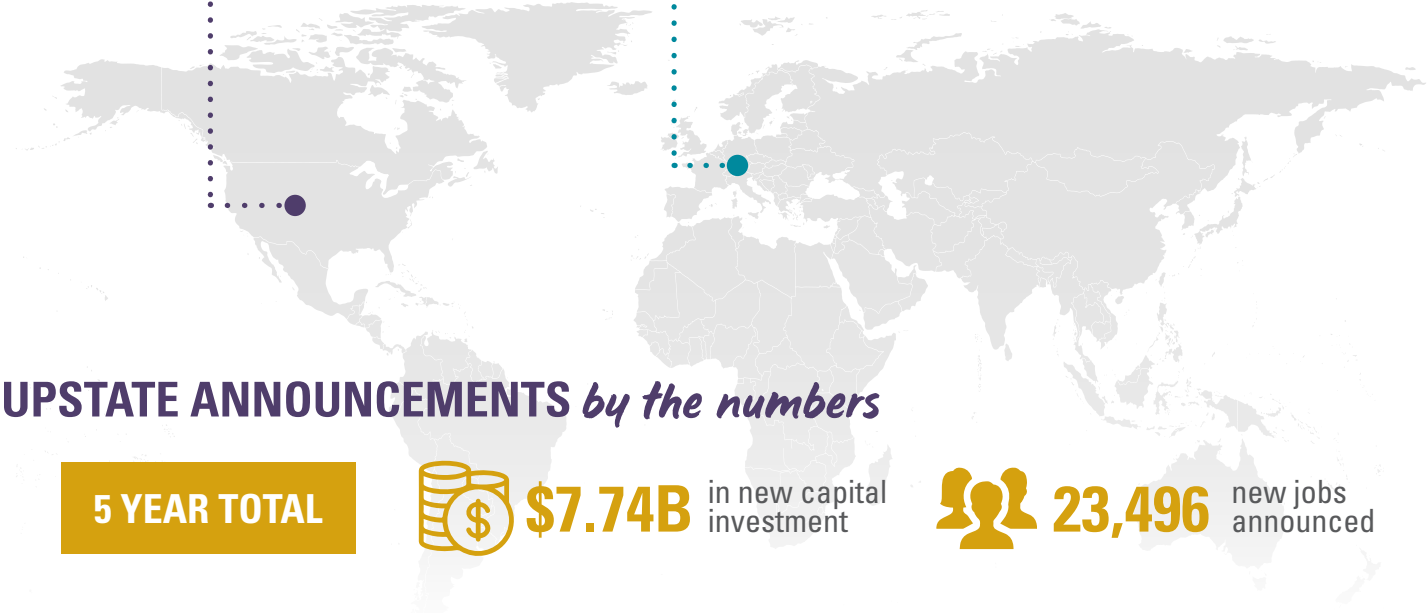
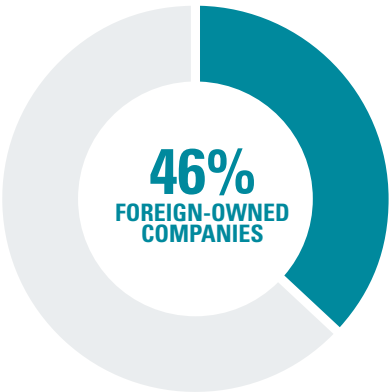
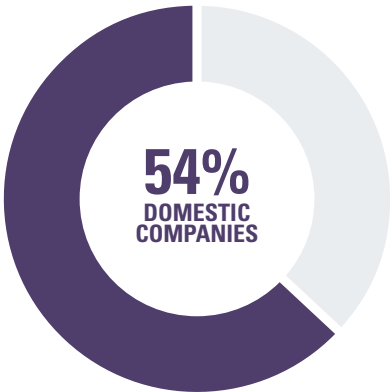
*Centers of Influence (COIs) = Site consultants, international business and trade organizations, real estate brokers and developers

2020 ANNOUNCEMENTS

 **57** total announcements

 **\$1.25B** in new capital investment

 **3,017** new jobs announced

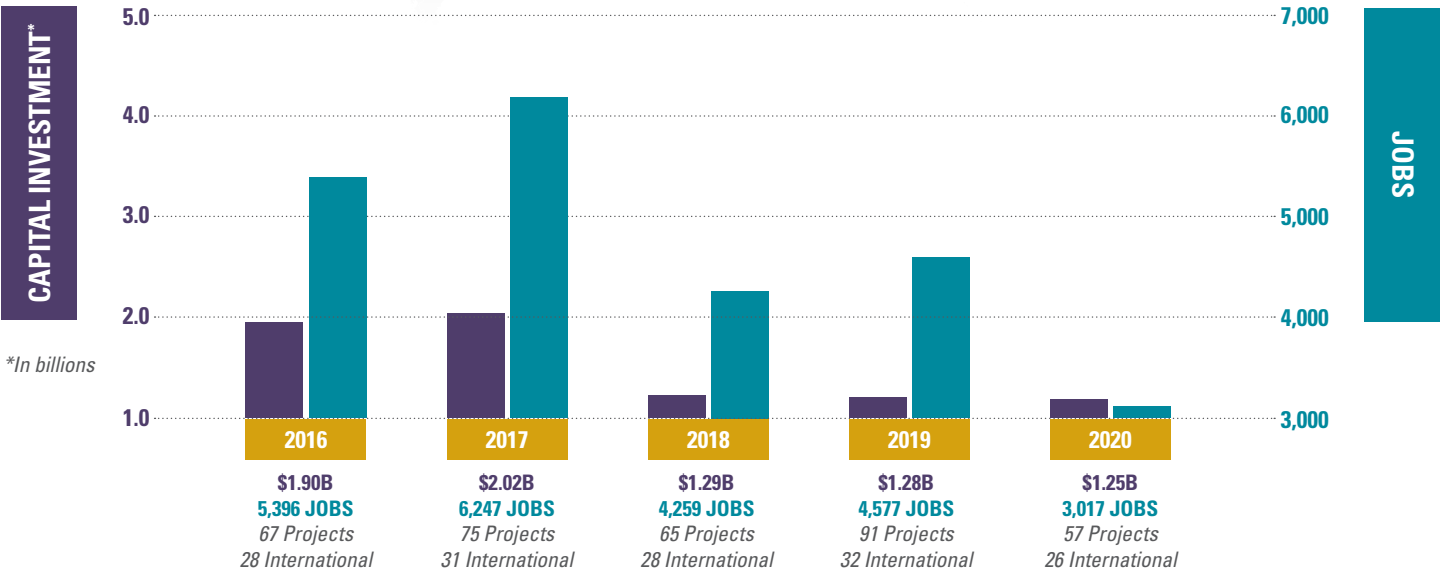


UPSTATE ANNOUNCEMENTS *by the numbers*

5 YEAR TOTAL

 **\$7.74B** in new capital investment

 **23,496** new jobs announced



2020 ANNOUNCEMENTS *New vs. Existing*

NEW COMPANIES 2020

 **18**
new company announcements

abatUS
Adams Products
Aero Precision/Kellstrom Defense
Axiscades
DC Blox
FlexQube

 **\$284M**
in new capital investment

IGP Pulvertechnik AG
JIDA Industrial Solutions
Meiden America Switchgear
Motus Integrated Technologies
MTM Investments
Peabody Engineering & Supply Inc.

 **654**
new jobs announced

PGS USA, LLC (Pacorini)
Power Pool Plus Inc.
Race City Steel
Setterstix North America
Sixin North America
Sticker Mule

EXISTING COMPANIES 2020

 **39**
existing company expansions

adidas NAM
Alupress
AMAMCO Tool & Supply Co Inc.
Armada Analytics Inc.
Carolina Pride
CCL Label
CSL Plasma
Cytec
Eaton Corporation
EuWe Wexler
Fitesa Simpsonville Inc.

 **\$968M**
in new capital investment

Lockheed Martin
Marleylilly
Materials Sciences LLC
Michelin, NA
Milliken & Company
Monti, Inc.
Nutra
Orbis Corporation
Plastic Omnium Industries Inc.
Prodigy Cabinetry
Refresco

 **2,363**
new jobs announced

Sargent Metal Fabricators
Siemens Energy Management
Southern First Bank
Southern States Packaging Co.
Staubli Corporation
Tactical Medical Solutions
Techtronic Industries (TTI)
Tietex International Ltd.
Tindall Corporation
Utility Partners
VELUX Greenwood

RESEARCH



GLOBAL ENGAGEMENT & MARKETING

GLOBAL COMPETITIVENESS



GCC events included presentations by:



Consul General
Ard van der Vorst
of the Netherlands



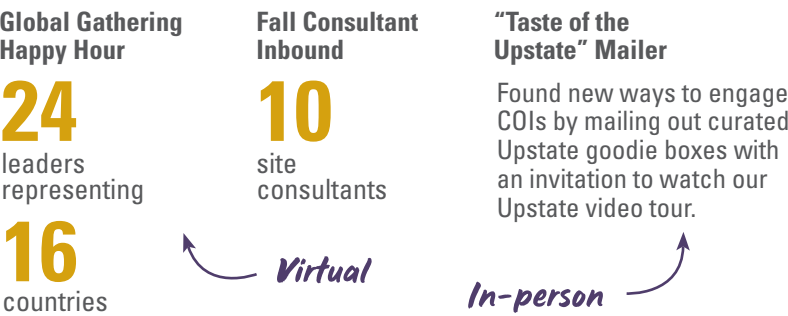
Consul General
Andrew Staunton
of the U.K.



Consul General
William De Baets
of Belgium



CENTERS OF INFLUENCE



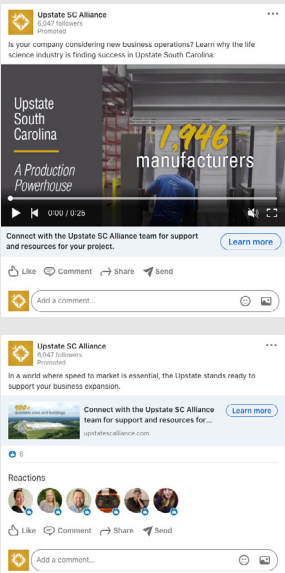
DIGITAL MARKETING CASE STUDY *Life Sciences*

STRATEGY

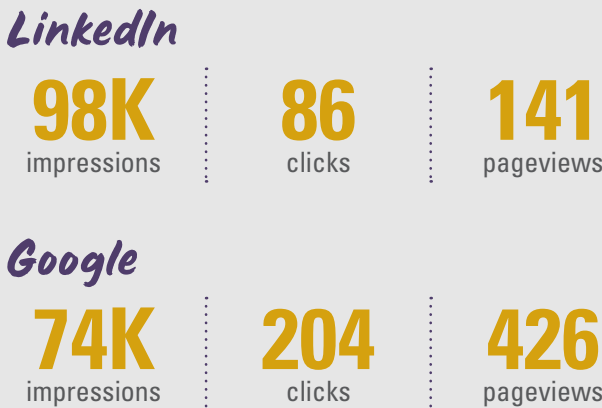
Why
To market the Upstate SC region to life science companies looking to expand their business.

Who
C-level executives of life science companies and target list curated by Upstate Alliance's research team.

How
Native display, retargeting and paid social ads using Google and LinkedIn.



RESULTS



TALENT ATTRACTION

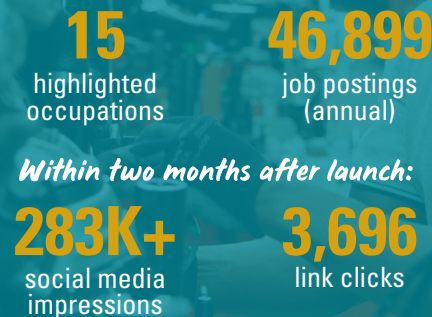
Move Up

Continued promoting job opportunities to targeted talent audiences outside the region – as well as to those in the Upstate.



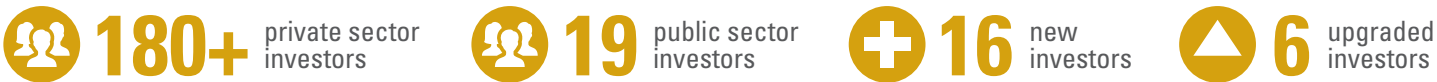
Skill Up

Launched a platform that promotes short-term training opportunities for in-demand jobs & connects them to programs at Upstate Technical Colleges.



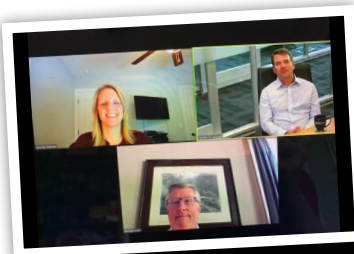
INVESTORS *by the numbers*

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



Updated January 2021

INVESTOR EVENTS *by the numbers*



FINANCIAL OVERVIEW 2020

ASSETS

Total Current Assets	\$2,851,037.09
Total Property & Equipment	\$170,772.08

TOTAL ASSETS	\$3,021,809.17
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LIABILITIES & CAPITAL

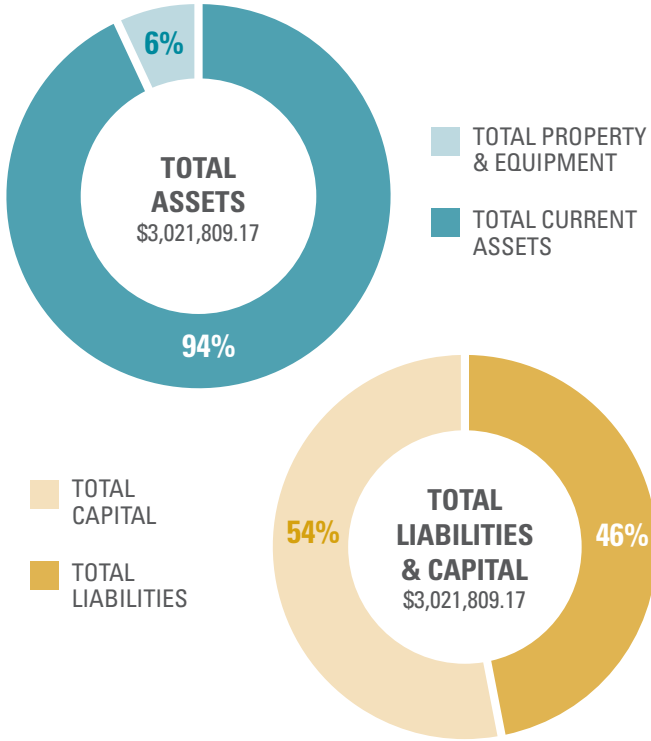
Total Current Liabilities	\$1,361,007.45
Total Long-Term Liabilities	\$19,210.56

TOTAL LIABILITIES	\$1,380,218.01
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Beginning Unrestricted Net Assets	\$1,539,409.23
Change in Net Assets	\$102,181.93

TOTAL CAPITAL	\$1,641,591.16
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TOTAL LIABILITIES & CAPITAL	\$3,021,809.17
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FINANCIAL SUMMARY & Historical Analysis

REVENUE	2020 ACTUAL	2020 BUDGET	2019 ACTUAL	2018 ACTUAL
Investor Revenue	\$1,727,424.06	\$1,755,280.05	\$1,642,078.29	\$1,552,926.26
Sponsorships/Grants/Other Revenue	\$113,462.40	\$139,500.00	\$186,055.46	\$122,045.72
State Funds Applied to Budget	\$683,659.76	\$1,195,153.32	\$907,440.97	\$804,671.94
TOTAL REVENUE	\$2,524,546.22	\$3,089,933.37	\$2,735,574.72	\$2,479,643.92

EXPENSES	2020 ACTUAL	2020 BUDGET	2019 ACTUAL	2018 ACTUAL
Total Operational Expense**	\$724,521.23	\$754,353.86	\$753,193.63	\$664,280.90
Total Program and Service Expense	\$1,582,279.30	\$2,139,334.86	\$1,740,789.84	\$1,587,552.37
Total Fundraising Expense	\$115,563.76	\$160,000.00	\$122,062.68	\$120,040.00
TOTAL EXPENSES	\$2,422,364.29	\$3,053,688.72	\$2,616,046.15	\$2,371,873.27

**Must add depreciation amount to get true number

FINANCIAL SUMMARY at a glance

2020 ACTUAL		2020 BUDGET		2019 ACTUAL		2018 ACTUAL	
TOTAL REVENUE	\$2,524,546.22	TOTAL REVENUE	\$3,089,933.37	TOTAL REVENUE	\$2,735,574.72	TOTAL REVENUE	\$2,479,643.92
TOTAL EXPENSES	\$2,422,364.29	TOTAL EXPENSES	\$3,053,688.72	TOTAL EXPENSES	\$2,616,046.15	TOTAL EXPENSES	\$2,371,873.27

EXECUTIVE COMMITTEE 2020

The following leaders and Executive Committee members presided during 2020:

OFFICERS



EMILY DeROBERTS
Government & Community Relations
Duke Energy
Chairwoman



DAVE EDWARDS
President & CEO
GSP International Airport
Vice-Chairman



STEVE COOPER
Managing Partner
Rodl & Partner
Immediate Past Chair

MEMBERS AT LARGE



DAVID BRITT
Spartanburg
County Council



JENNIFER CALABRIA
Director of Land
Development
Pacolet Milliken



FRANK DAVIS
Partner
Haynsworth Sinkler
Boyd, P.A.



JACK ELLENBERG
Associate Vice President
Corporate Partnerships &
Strategic Initiatives,
Clemson University



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



LISA GUNTON
Vice President
of Human Resources,
AFL



EMILY HEFLIN
Account Executive
MAU Workforce Solutions



BILL MANSON
CEO
AnMed Health



GARRETT McDANIEL
Laurens County
Council



LIZ SEMAN
Chief of Staff, Liason to
the Board of Trustees,
Furman University

NON-VOTING



MIKE PANASKO
Business Development
Manager
City of Greenville

The unique challenges of 2020 called upon the collective, region-wide expertise of the Executive Committee. We worked together as a diverse sounding board, representing industries ranging from healthcare, travel, higher education, legal, HR and utilities, to help the Upstate Alliance navigate challenging decisions.”

Emily DeRoberts
CHAIRWOMAN,
UPSTATE SC ALLIANCE BOARD OF DIRECTORS

2021 Mid-Year Report to Investors



Midyear **REPORT** 2021

2021 MIDYEAR REPORT

There's no doubt: 2021 has been a challenging year across the globe, with implications for the business community.

That's where the Upstate's resilience and "can-do" spirit comes in. Even with challenges before us, economic development activities for 2021 remain strong – with announcements from the first half of the year far outpacing the same period in 2019.

The creative energy and enthusiasm of our team, and of all our extended #TeamUpstate partners, has kept us innovating, adapting and delivering on our mission. And the Upstate has continued to shine on the global stage.

Building on our international connections, in March we hosted Michel Gerebtzoff, Consul General of Belgium in Atlanta. It was his first diplomatic visit beyond Georgia since he took the post in August 2020. And he came fresh on the heels of a landing pad announcement from Pozyx, a Belgian location-tracking technology company.

Establishing our leadership in the economic and fiscal arena, in April we welcomed Federal Reserve Bank of Richmond President & CEO Tom Barkin to the region. He met with Arthrex and TTI in Anderson and with VELUX in Greenwood, seeking to learn more about what their businesses were experiencing, from product demand to supply chain to labor issues.

Showcasing the region's engineering prowess, in May we joined Clemson University automotive engineering students in unveiling their groundbreaking, autonomous Deep Orange 12 vehicle at the Indianapolis Motor Speedway.

And continuing to build #TeamUpstate connections, we brought investors together with more than 30 (and counting) Small Group Gatherings, as well as resumed in-person Coffee & Conversation.

We achieved all of this while maintaining high volumes of RFLs, continuing to grow our Move Up and Skill Up talent initiatives, and exploring the innovative edge that will keep our region competitive looking to the future.

Within this Midyear Report, I'm pleased to share these accomplishments and our vision for the remainder of the year. And, it's all made possible by financial support, inspiration and collaboration with partners like you.

With gratitude,



John Lummus
President & CEO, Upstate SC Alliance



Belgian Consulate Inbound



Federal Reserve Visit



CU-ICAR at Indy 500

ANNOUNCEMENTS 2021 Q1 & Q2



22

total companies



\$930M

in capital investment



3,963

jobs



41%

domestic
companies



59%

international
companies

NEW COMPANIES

BMarko Structures

BNNano

DHL Supply Chain

Frauenthal Gnotec

Gissing North America

Kerns Trucking Inc.

Magna Mirrors

Oshkosh Defense

Pall Corporation

Pozyx

Sync.MD

TTI Floor Care North America

EXISTING COMPANIES

BASF

E+I Engineering USA

Fibertex Nonwovens Inc.

First Quality Tissue

Lonza

Nestlé USA

Siemens

Standard Textile Co., Inc.

United Community Bank

ZF Transmissions

PIPELINE 2021 Q1 / Q2 by Target Industry Type

	Engineered Materials	263
	Automotive & Transport	238
	Industrial Manufacturing	155
	Life Sciences	146
	Aerospace and Defense	144
	Other	119
	Business Services	101
	Food Production	89
	Energy & Utilities	58
	TOTAL	1,313

TOP COUNTRIES OF INTEREST by Active Contacts in Pipeline

	USA	414
	United Kingdom	102
	Germany	94
	Canada	91
	Spain	50
	China	39
	France	37
	India	34
	Belgium	33
	Italy	30



155

PRESENTATIONS

made to external market
audiences about the Upstate



23
**REQUESTS FOR
INFORMATION**

issued to economic
development teams



25

VISITS

from companies and Centers
of Influence (COIs) to the Upstate

**All numbers reflect January 1 – June 30, 2021 unless otherwise noted*

GLOBAL ENGAGEMENT & MARKETING




385
social media posts


498K
social media impressions


40,085
website visits
up 42% from June 2020


1.6M
digital marketing impressions

 amplified to

OUTBOUND EVENTS 2021 Q3 & Q4

EVENT	DATE(S)	LOCATION	TARGET(S)
SC Commerce Consultant Lunch	August	Atlanta, GA	COIs
Northeast Mission	August 3-5	Hartford, CT	COIs
Consultant Connect	August 5-6	New York, NY	All sectors
Detroit Mission	August 25-26	Detroit, MI	Automotive
IAA Mobility Summit	September 7-11	Munich, Germany	Automotive
Swiss Biotech Day & Mission	September 7-11	Basel, Switzerland	Life Sciences/All sectors
IAMC Fall Forum	October 2-6	Kansas City, MO	All sectors
Anuga Food Expo	October 13-16	Cologne, Germany	Food
NextGen Talks	October 18-20	Nashville, TN	COIs
Domestic Mission	October	TBD	All sectors
West Coast Mission	October	California	Innovation
MEDICA	November	Dusseldorf, Germany	Life Sciences
UK Mission	November	Greater London	All sectors
Women in ED Conference	November 8-9	San Antonio, TX	COIs
Upstate Atlanta International Lunch	November 15	Atlanta, GA	COIs
SEDC Meet the Consultants	November 16-17	Atlanta, GA	COIs

INBOUND EVENTS 2021 Q3 & Q4

EVENT	DATE(S)	LOCATION	TARGET(S)
BMW Diversity Supplier Conference	September 2-4	Upstate SC	Automotive
South Carolina Homecoming Event	September 16-19	Upstate SC	Innovation
Upstate Consultant Inbound	October 27-28	Upstate SC	COIs

Events on this calendar are subject to change. Contact us if you're interested in learning more.

Site Selection Magazine: Upstate Intelligence Report

"The streets buzzed with people & possibilities. It's a feeling the 10 counties of the Upstate have been experiencing for some time."

A regional population growth rate double the nation's. Global materials powerhouse Milliken & Company. Clemson University's 55 strategic corporate partnerships. A growing innovation ecosystem, attracting startups and capital. In the 2021 Upstate Intelligence Report, Site Selection Magazine shares these stories with their audience of 48,000 C-suite executives and business leaders.



INVESTORS *by the numbers*

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



185

investors



17

new
investors



3

upgraded
investors

NEW INVESTORS

Adah International
adidas
Agracel, Inc.
BASF Corporation
Berkshire Hathaway Energy
*through its operating company
Carolina Gas Transmission*

[bu:st] LLC
City of Simpsonville
Jackson Lewis
Limestone University
Mactac
PNC Bank

slant
Spartanburg Regional Healthcare System
Sunny Days Entertainment, LLC
Thompson Construction Group, Inc.
TRS Staffing
Vortex Companies

SMALL GROUP GATHERINGS

Relationships and awareness for the Upstate's business environment are the core of our investor benefits, and our Small Group Gatherings series was launched to keep connectivity coursing through the region. Coffee, Lunch with Lummus, and happy hours have provided new, engaging ways for investors to build their networks.



31

small group gatherings
May through July



“

With some quick, innovative pivoting at the start of COVID, the Upstate Alliance provided a year of meaningful engagement for investors. From regional and state-wide industry update webinars to smaller group chats on topics impacting Upstate business, as well as my personal favorite – the Small Group Gatherings – connections and friendships were made, and continue on. The plan they put in place and executed so well drew all of us investors closer in a challenging year, and kept business moving here and locating to the Upstate.

Tina Zwolinski
Co-Founder & CEO, Skillsgapp

**All numbers reflect January 1 – July 31, 2021 unless otherwise noted*

INVESTOR EVENTS 2021 Q3 & Q4

COFFEE & CONVERSATION

Keep your finger on the pulse of economic development trends & initiatives with our networking & speaker series.

September 8	8:30-9:30 AM
October 13	8:30-9:30 AM
November 3	8:30-9:30 AM

INVESTOR EVENTS

Catch up with connections from across the region at these signature events.

Golf Tournament	October 26	8:00 AM-6:30 PM	The Cliffs Valley
Holiday Gathering	December 8	5:00-6:30 PM	Crowne Plaza Greenville

BOARD OF DIRECTORS MEETINGS

Stay current on our business recruitment strategy & programs. Exclusively for board level companies.

Q3 Board Meeting	September 29	Lunch	Anderson University
Q4 Board Meeting	November 17	TBD	Greenville



2020 Performance Measures

Upstate SC Alliance Performance Metrics - 2020

Lead Regional Marketing and Business Attraction / Move Up the Manufacturing Value Chain																
Strategic Lead Generation	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress	
New Companies in the Pipeline - Total		13	16	10	14	5	0	1	5	11	11	8	10	104		
RFIs and Property Searches	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress	
UA Generated		1	1	5	3	0	0	0	0	1	3	0	1	15		
DOC		3	1	1	0	2	0	1	1	0	1	3	14			
Total		4	2	6	3	2	0	1	1	2	3	1	4	29		
Relationship Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress	
Introductory Conference Calls (Go-to Meeting)		4	2	2	1	5	5	2	3	7	18	7	1	57		
Company Visits - Inbound		7	1	11	0	1	1	2	0	6	1	0	1	31		
Company Visits - Outbound		23	1	0	0	0	0	0	0	6	0	0	0	30		
COI Visits - Inbound	35	0	1	0	0	0	4	0	2	0	1	0	0	8	23%	
COI Visits - Outbound	90	7	0	17	0	18	0	0	0	21	10	0	0	55	61%	
Total Presentations	300	60	20	35	3	9	14	5	5	35	44	7	2	239		
Website Marketing	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress	
Unique Visitors (Users)		5,386	4,775	3,161	2,582	3,150	4,104	3,634	3,978	3,850	4,832	3,734	3,061	46,247		
US Non-SC Traffic (Sessions)		3,468	2,949	1,674	1,489	1,198	2,278	2,032	2,359	2,195	3,110	2,090	1,809	26,651		
International Traffic (Sessions)		877	971	734	226	700	1,061	770	926	748	899	483	370	8,765		
Total Sessions		55,000	6,364	5,666	3,885	3,205	3,803	4,919	4,387	4,767	4,514	5,576	4,370	3,716	55,172	100%
Engage Intentionally in the Global Economy																
Export Progress/International Competitiveness	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress	
Export Events	0	0	0	0	0	0	0	0	0	0	0	0	0	0	100%	
"Compete Globally" Partnership trainings/events	10	1	0	1	0	1	1	0	1	1	2	0	1	9	90%	
Establish the UA as an Economic Thought Leader																
UA Communications Activities	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress	
Pitched Story Ideas	10	6	2	0	1	3	0	1	0	0	1	1	1	16	160%	
Published Advocacy Pieces	4	1	0	0	0	0	0	0	1	0	0	0	1	3	75%	
Partnered or Commissioned Content	2	0	0	0	0	0	1	0	1	0	0	1	1	4	200%	
Media Meetings (relationship building, seed planting)	10	2	1	0	0	0	0	1	3	2	3	3	2	17	170%	
Blogs Published	18	3	1	3	0	2	2	1	0	0	1	1	2	16	89%	
Press Releases	3	0	2	0	0	0	0	0	0	0	0	1	0	3	100%	
Local Economic Developer PR Assistance	4	0	0	0	0	0	1	0	0	0	1	1	0	3	75%	
Quotes provided to DOC / other Stakeholders	9	0	0	0	0	2	0	0	0	1	0	0	0	3	33%	
Social Media Group Activity Overview (rates effectiveness of all organizationl social media)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress	
Engagements	21,011	1,745	1,212	1,446	1,118	310	1,642	1,316	725	1,151	1,211	1,571	1,504	14,951	71%	
Link Clicks	7706	502	416	274	354	92	597	499	256	467	484	550	545	5036	65%	
Social Media Marketing - Activity (Posts)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress	
Facebook	250	16	10	16	24	2	21	19	7	16	13	23	25	192	77%	
Twitter	400	25	25	31	22	2	18	29	17	20	21	34	36	280	70%	
LinkedIn	250	11	9	10	30	2	21	19	12	19	19	24	21	197	79%	
Total Activity	900	52	44	57	76	6	60	67	36	55	53	81	82	669	74%	
Social Media Marketing - Subscriptions (Followers)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Max	% of Progress	
Facebook	1,500	1,298	1,312	1,320	1,324	1,323	1,331	1,328	1,331	1,348	1,351	1,356	1,359	1,359	91%	
Twitter	9,500	8,926	8,951	8,993	9,034	9,030	9,030	9,074	9,093	9,117	9,134	9,136	9,147	9,147	96%	
LinkedIn	6,000	4,776	4,949	5,036	5,125	5,211	5,336	5,452	5,542	5,640	5,727	5,789	5,879	5,879	98%	
Total Subscriptions	17,000	15,000	15,212	15,349	15,483	15,564	15,697	15,854	15,966	16,105	16,212	16,281	16,385	16,385	96%	
Social Media Marketing - Impressions (seen)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress	
Facebook	125,000	7,451	5,508	5,323	3,597	2,507	2,777	2,307	1,122	2,699	1,512	2,142	2,388	39,333	31%	
Twitter	296,000	24,300	17,200	25,200	22,400	4,499	39,219	16,369	11,625	10,195	13,864	22,649	20,597	227,534	77%	
LinkedIn	290,000	14,500	14,300	9,270	13,500	5,351	21,050	19,217	13,031	16,180	16,251	19,837	20,597	183,084	63%	

Total Impressions	711,000	46,251	37,008	39,793	35,900	12,357	63,046	37,893	25,778	29,074	31,627	44,628	42,999	446,354	63%
UA + The Media	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Total Media Mentions (solicited and unsolicited)	187	10	16	42	9	5	30	9	18	6	4	18	5	172	92%
Unsolicited Media Mentions	58	1	0	0	1	3	1	7	6	2	1	8	0	30	52%
Media Requests (total - includes data, comment or business source)	24	2	2	7	3	2	0	0	0	2	1	0	3	22	92%
Media Request for Data (includes Research inquiry)	2	0	1	1	1	0	0	0	0	0	0	0	1	4	200%
Media Request for UA Comment	21	2	2	6	1	2	0	0	0	1	0	0	1	15	71%
Media Request for Other Expert Sources	17	0	1	2	0	1	0	0	0	1	1	0	1	7	41%
Media Advertisements - Print	23	3	2	1	2	1	1	1	1	2	0	4	2	20	105%
Media Advertisements - Online	19	4	1	1	1	0	1	2	1	3	4	3	1	22	116%
Reporter Inquiries or Opportunities Shared with Investor	13	0	3	1	2	1	0	0	0	2	1	0	1	11	85%
Advocacy Interactions	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Advocacy/Thought Leadership Presentations to Elected Officials	19	0	0	0	0	0	0	0	0	0	0	0	1	1	5%
Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	5	0	0	0	0	1	1	0	3	2	0	0	1	8	160%
Advocacy/Thought Leadership Events/Meetings**	25	7	1	4	4	2	1	4	5	1	2	1	1	33	132%
Move Up Metrics															
Website Marketing (Move Up Website)	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Unique Visitors (Users)	50,000	4,184	4,226	4,186	5,185	6,812	7,924	1,685	4,095	5,690	5,181	7,210	6,259	61,630	123%
Indeed Job Views	15,000	1,320	1,457	904	939	1,207	1,522	501	3,237	3,847	3,548	2,793	2,533	23,808	159%
Outbound Link Clicks to Key Resources (non-Indeed)	7,000	686	626	608	378	573	793	380	507	928	582	743	631	7,435	106%
Social Media - Aggregate for All Move Up Channels	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Followers	2,250	1,252	1,480	1,622	1,710	1,769	1,810	1,866	1,909	1,963	2,008	2,088	2,134	2,134	95%
Impressions	750,000	3,168	271,500	205,139	7,628	5,754	7,635	9,627	8,511	6,577	7,894	133,356	164,431	831,220	111%
Engagements + Link Clicks	20,000	174	4,949	2,967	399	382	626	739	545	476	563	4,595	4,618	21,033	105%
Internal Audience Development	2019 Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Number of Presentations/Company Meetings	35	3	5	1	3	3	1	2	0	2	4	4	2	30	86%
Presentation Participants	400	58	63	8	76	41	12	6	0	8	83	28	53	436	109%
Badge/Link/Video Uses	20	0	4	0	0	0	0	0	1	1	1	0	1	8	40%
Anchor Efforts in Robust Research															
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total	% of Progress
Non-RFI/Project Related Research Requests to Locals	61	7	9	4	12	6	14	15	7	7	12	4	3	100	164%
RFI/Project Related Research Support to Locals	23	4	1	7	5	2	0	1	0	7	1	0	7	35	152%
Other UA Support to Locals (PR or marketing support)	8	0	0	0	0	0	2	0	1	0	0	1	0	4	50%
Total Requests for Research Support (all origins)	197	26	23	23	24	15	25	23	28	23	30	9	15	264	134%
Updating/Maintenance of Standard Data Sets	15	1	2	1	2	1	2	1	1	1	0	1	0	13	87%
Research Support for UA (maps, website, fact sheets, PR)	43	1	4	3	4	1	3	9	7	3	4	0	0	39	91%
New Research Reports Generated	4	0	0	0	0	0	1	0	0	1	0	0	0	2	50%

*All website numbers skewed because of new site

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

Goal set
Comparison to previous year

2021 Performance Measures (Q1-Q3)

Upstate SC Alliance Performance Metrics - 2021

Regional Marketing and Business Attraction / Move Up the Manufacturing Value Chain													
Strategic Lead Generation													
New Companies in the Pipeline - Total	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
	100	19	10	24	11	13	17	9	7	18	128	128%	
RFIs and Property Searches													
UA Generated	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
DOC	16	2	2	4	1	3	2	2	2	2	20		
	15	4	0	1	1	0	3	1	0	1	13		
Total	31	6	4	5	2	3	5	3	2	3	33	106%	
Relationship Development													
Introductory Conference Calls (Go-to-Meeting)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Company Visits - Inbound	60	11	7	10	9	5	27	1	4	9	83	138%	
Company Visits - Outbound	30	1	3	8	4	3	3	0	2	0	24	80%	
COI Visits - Inbound	40	0	0	4	1	0	0	0	7	0	12	30%	
COI Visits - Outbound	20	1	0	3	1	0	3	0	0	0	8	40%	
Total Presentations	70	18	11	1	0	1	22	16	0	0	82	117%	
	230	31	26	30	14	8	55	18	26	9	217	94%	
Website Marketing													
Unique Visitors (Users)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
US Non-SC Traffic (Sessions)		5,906	6,266	6,276	4,614	5,139	4,804	5,051	5,450	4,814	48,320		
International Traffic (Sessions)		3,190	3,431	3,926	3,101	2,988	2,689	2,307	2,741	2,625	26,998		
Total Sessions		3,693	2,062	1,515	792	1,208	1,303	1,748	1,722	1,335	15,378		
	60,000	8,323	7,478	7,387	5,357	5,911	5,629	5,798	6,317	5,614	57,814	96%	
Engage Intentionally in the Global Economy													
Export Progress/International Competitiveness													
Export Events	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
"Complete Globally" Partnership trainings/events	Not Tracking	0	0	0	0	0	0	0	0	0	0	100%	
Establish the UA as an Economic Thought Leader	10	0	1	2	1	1	1	1	0	2	9	90%	
Establish the UA as an Economic Thought Leader													
UA Communications Activities													
Pitched Story Ideas	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Published Advocacy Pieces	12	0	1	2	0	0	0	1	0	1	5	42%	
Partnered or Commissioned Content	5	0	0	0	1	0	1	0	0	0	2	40%	
Media Meetings (relationship building, seed planting)	3	0	0	0	0	0	0	4	1	0	5	167%	
Blogs Published	12	0	0	1	1	1	0	0	1	0	4	33%	
Press Releases	16	1	0	1	1	1	0	1	2	0	7	44%	
Local Economic Developer PR Assistance	3	0	2	0	1	0	0	0	0	0	3	100%	
Quotes provided to DOC / other Stakeholders	3	0	0	1	0	0	1	0	0	1	3	100%	
Social Media Group Activity Overview (rates effectiveness of all organizational social media)	3	0	0	1	1	1	1	1	0	0	5	167%	
Social Media Group Activity Overview (rates effectiveness of all organizational social media)													
Engagements	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Link Clicks	15,000	1,086	1,850	10,946	7,112	1,707	1,254	994	1,110	1,103	27,162	181%	
	5250	478	636	2195	801	398	685	396	411	389	6389	122%	
Social Media Marketing - Activity (Posts)													
Facebook	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Twitter	195	15	30	28	18	8	12	14	16	23	164	84%	
LinkedIn	280	24	36	25	29	13	23	20	25	34	229	82%	
	200	14	32	33	21	8	16	14	21	23	182	91%	
Total Activity	475	53	98	86	68	29	51	48	62	80	575	85%	
Social Media Marketing - Subscriptions (Followers)													
Facebook	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Max	% of Progress	
Twitter	1,425	1,368	1,370	1,382	1,383	15,399	1,394	1,396	1,933	5,065	1,407	99%	
LinkedIn	9,600	9,019	9,032	9,041	9,052	8,990	8,993	9,022	12,658	9,065	9,065	94%	
Total Subscriptions	6,379	5,961	6,090	6,230	6,336	6,444	6,521	6,586	18,576	6,738	6,738	106%	
	17,404	16,348	16,492	16,653	16,771	16,829	16,908	17,004	33,167	17,210	17,210	99%	
Social Media Marketing - Impressions (seen)													
Facebook	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Twitter	40,000	1,339	2,453	117,250	107,560	15,399	1,475	1,449	1,933	2,487	251,345	628%	
LinkedIn	230,000	14,758	20,395	18,556	18,960	10,677	18,386	10,235	12,658	12,786	137,411	60%	
Total Impressions	190,000	15,854	28,538	46,924	28,107	14,803	16,277	18,079	18,576	17,212	204,370	108%	
	460,000	31,951	51,386	182,730	154,627	40,879	36,138	29,763	33,167	32,485	593,126	129%	
UA + The Media													
Total Media Mentions (solicited and unsolicited)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Unsolicited Media Mentions	172	4	20	7	9	7	22	11	18	14	112	65%	
Media Request (total - includes data, comment or business source)	30	0	0	1	2	2	1	2	5	7	20	67%	
Media Request for Data (includes Research inquiry)	24	1	4	1	6	3	5	4	1	8	33	138%	
Media Request for UA Comment	6	0	0	0	1	2	2	0	0	1	6	100%	
Media Request for Other Expert Sources	14	0	1	0	5	0	2	3	0	5	16	114%	
Media Advertisements - Print	4	0	4	1	0	1	2	1	1	3	13	325%	
Media Advertisements - Online	13	0	0	1	0	2	1	0	1	2	7	15%	
Reporter Inquiries or Opportunities Shared with Investor	46	0	1	3	4	4	3	4	5	5	29	63%	
	12	0	4	0	0	9	2	1	1	1	18	150%	
Advocacy Interactions													
Advocacy/Thought Leadership Presentations to Elected Officials	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	5	0	0	0	0	1	4	2	4	0	11	220%	
Advocacy/Thought Leadership Events/Meetings**	8	0	3	0	1	0	0	1	0	0	5	63%	
	24	1	8	5	4	3	0	0	2	6	29	121%	
									66,334				
Move Up Metrics													
Website Marketing (Move Up Website)													
Unique Visitors (Users)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Indexed Job Views	75,000	5,473	6,504	9,187	8,216	8,290	9,366	7,755	8,734	7,418	71,443	95%	
Outbound Link Clicks to Key Resources (non-indexed)	25,000	3,352	3,294	4,191	3,727	5,029	7,918	4,285	9,450	45,531	18,325	182%	
	8,000	541	504	1,271	1,053	1,195	2,324	987	987	2,369	11,231	140%	
Social Media - Aggregate for All Move Up Channels													
Followers	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Impressions	2,750	2,163	2,197	2,644	2,703	3,538	3,526	3,505	3,531	3,524	3,538	129%	
Engagements + Link Clicks	2,000,000	6,223	4,938	279,646	266,786	294,379	309,599	176,434	246,780	145,413	1,730,198	87%	
	50,000	381	467	9,037	9,522	10,957	11,577	4,846	7,477	4,180	58,444	117%	
Internal Audience Development													
Number of Presentations/Company Meetings	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
Presentation Participants	30	2	1	1	1	3	2	0	3	0	13	43%	
Badge/Link/Video Uses	450	8	45	1	2	21	12	0	226	0	315	70%	
	15	0	1	2	0	0	1	0	0	1	5	33%	
Anchor Efforts in Robust Research													
Non-RFI/Project Related Research Requests to Locals	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress	
RFI/Project Related Research Support to Locals	100	11	8	9	7	17	4	7	8	2	73	73%	
Other UA Support to Locals (PR or marketing support)	35	19	9	10	5	7	17	4	4	3	78	223%	
Total Requests for Research Support (all origins)	4	0	0	0	1	0	0	0	0	0	1	25%	
Updating/Maintenance of Standard Data Sets	264	39	30	37	22	38	35	16	24	16	257	97%	
Research Support for UA (maps, website, fact sheets, PR)	13	2	4	1	1	0	4	0	0	1	13	100%	
New Research Reports Generated	39	1	2	1	0	3	6	1	0	0	15	38%	
	2	0	1	2	0	0	1	0	1	0	5	250%	

**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

2020 Upstate SC Announcements

2020 Upstate South Carolina Announcements

Total:	57		\$1,251,560,205	3,017	276,000			International Total:	26
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Greenville	abatUS	New	10,000,000	25		Other - Business Services	Office	Feb-20	Germany
Greenville	Motus Integrated Technologies	New	355,000	33		Other - Industrial	Manufacturing	Mar-20	No
Cherokee	Adams Products	New	14,000,000	81		Other - Industrial	Manufacturing	Apr-20	No
Laurens	Meiden America Switchgear	New	8,000,000	41		Engineered Materials	Manufacturing, North America HQ	Apr-20	Japan
Cherokee	Sticker Mule	New	1,500,000	37		Other - Consumer Goods	Manufacturing	Apr-20	No
Spartanburg	PGS USA, LLC (Pacorini)	New	14,369,573	25		Life Sciences	Agribusiness	May-20	Italy
Spartanburg	MTM Investments	New	420,000	3		Other - Business Services	Office	Jun-20	No
Greenville	Axiscades	New	0	15		Other - Business Services	Office	Jun-20	India
Greenwood	Power Pool Plus Inc	New	1,500,000	21		Engineered Materials	Manufacturing	Jun-20	No
Greenville	Aero Precision/Kellstrom Defense	New	1,200,000	21		Aerospace	Manufacturing	Jun-20	No
Spartanburg	Race City Steel	New	0	20		Engineered Materials, Automotive	Distribution	Aug-20	No
Greenville	JIDA Industrial Solutions	New	3,000,000	78	150,000	Automotive	Manufacturing	Aug-20	China
Spartanburg	FlexQube	New				Automotive, Engineered Materials	Manufacturing, Distribution	Aug-20	Sweden
Greenville	DC Blox	New	200,000,000	5	45,000	Other - Technology	Data Center	Sep-20	No
Greenville	Sixin North America	New	5,000,000	94		Engineered Materials, Life Sciences	Manufacturing, R&D, HQ	Sep-20	No
Spartanburg	IGP Pulvertechnik AG	New	7,080,000	40		Engineered Materials	Manufacturing	Nov-20	Switzerland
Laurens	Setterstix North America	New	11,700,000	80		Engineered Materials	Manufacturing	Nov-20	No
Pickens	Peabody Engineering & Supply Inc	New	5,600,000	35		Other - Industrial	Manufacturing	Dec-20	No
New Companies	18		\$283,724,573	654	195,000			New International	7
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International
Greenville	Refresco	Existing	1,000,000	22		Food Manufacturing	Distribution, Manufacturing	Jan-20	Netherlands
Greenville	Materials Sciences LLC	Existing	4,200,000	34		Engineered Materials, Automotive	Manufacturing, R&D	Jan-20	No
Laurens	Alupress	Existing	20,570,000	79		Engineered Materials, Automotive	Manufacturing	Jan-20	Italy
Greenville	Prodigy Cabinetry	Existing	2,500,000	80		Other - Consumer Goods	HQ, Manufacturing	Feb-20	No
Greenwood	Carolina Pride	Existing	8,000,000	50		Food Manufacturing	Distribution, Manufacturing	Mar-20	No
Union	Milliken & Company	Existing	15,000,000	0		Engineered Materials	Manufacturing	Mar-20	No
Spartanburg	Southern States Packaging Co	Existing	3,500,000	0		Engineered Materials	Manufacturing	Apr-20	USA/France
Spartanburg	Tindall Corporation	Existing	27,900,000	20		Engineered Materials	Manufacturing	Apr-20	No
Spartanburg	Staubli Corporation	Existing	5,900,000	15		Engineered Materials, Automotive	Manufacturing	Apr-20	Switzerland
Spartanburg	Tindall Corporation	Existing	27,900,000	20		Engineered Materials, Other - Industrial	Manufacturing	Apr-20	No
Greenville	Utility Partners	Existing	1,100,000	350		Other - Business Services	Office	Jun-20	No
Spartanburg	Tietex International Ltd	Existing	17,314,600	100		Engineered Materials, Life Sciences	Manufacturing	Jun-20	No
Greenwood	Eaton Corporation	Existing	13,500,000	30		Engineered Materials	Manufacturing	Jun-20	Ireland
Greenwood	VELUX Greenwood	Existing	26,000,000	0	48,000	Engineered Materials	Manufacturing	Jun-20	Denmark
Greenville	Orbis Corporation	Existing				Engineered Materials, Automotive	Manufacturing	Jun-20	No
Greenville	Refresco	Existing		40		Food Manufacturing	Distribution, Manufacturing	Jun-20	Netherlands
Greenwood	Monti, Inc.	Existing	3,800,000	0	33,000	Engineered Materials	Manufacturing	Jul-20	No
Anderson	Sargent Metal Fabricators	Existing	9,500,000	50		Engineered Materials	Manufacturing	Jul-20	No
Greenville	Nutra	Existing	8,500,000	118		Life Sciences	Manufacturing	Aug-20	No
Greenville	Cytec	Existing	39,000,000	30		Engineered Materials	Manufacturing	Sep-20	Belgium
Anderson	Tactical Medical Solutions	Existing	1,700,000	21		Life Sciences, Engineered Materials	Manufacturing	Sep-20	No
Greenville	Armada Analytics Inc	Existing	1,073,000	33		Other - Business Services	Office	Oct-20	No
Laurens	CCL Label	Existing	5,000,000	0		Other - Business Services	Manufacturing	Oct-20	Canada
Spartanburg	adidas NAM	Existing	15,600,000	0		Other - Consumer Goods	Distribution	Nov-20	Germany
Spartanburg	AMAMCO Tool & Supply Co Inc	Existing	10,000,000	10		Engineered Materials	Manufacturing	Nov-20	No
Spartanburg	Siemens Energy Management	Existing	39,883,452	176		Engineered Materials, Energy	Manufacturing	Nov-20	Germany
Spartanburg	Plastic Omnium Industries Inc	Existing	27,000,000	0		Engineered Materials, Automotive	Manufacturing	Nov-20	France
Spartanburg	Milliken & Company	Existing	25,000,000	0		Engineered Materials	Manufacturing	Nov-20	No
Greenville	Southern First Bank	Existing	40,000,000	60		Other - Business Services	Office, HQ	Nov-20	No
Spartanburg	Michelin, NA	Existing	75,000,000	0		Engineered Materials, Automotive	Manufacturing	Nov-20	France
Union	CSL Plasma	Existing	2,200,000	0		Life Sciences	Manufacturing	Nov-20	No
Greenville	Michelin, NA	Existing	100,000,000	0		Engineered Materials, Automotive	Manufacturing	Dec-20	France
Greenville	Lockheed Martin	Existing	14,000,000	250		Aerospace	Manufacturing	Dec-20	No
Greenville	Marley Lilly	Existing	1,000,000	38		Other - Consumer Goods	Manufacturing	Dec-20	No
Greenville	Confidential Projects	Existing	99,594,580	56				Dec-20	
Greenville	Fitesa Simpsonville Inc	Existing	100,000,000	40		Engineered Materials	Manufacturing	Dec-20	Brazil
Cherokee	Techtronic Industries (TTI)	Existing	67,000,000	100		Other - Industrial	Distribution, Manufacturing	Dec-20	China
Anderson	Techtronic Industries (TTI)	Existing	100,000,000	525		Engineered Materials	Manufacturing	Dec-20	China
Anderson	EuWe Wexler	Existing	8,600,000	16		Engineered Materials, Automotive	Manufacturing	Dec-20	Germany
Existing Companies	39		\$967,835,632	2,363	81,000			Existing International	19

Source: Upstate SC Alliance partner organizations

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2021 Upstate South Carolina Announcements

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Source: Upstate SC Alliance partner organizations

