

## PARTICIPATION APPLICATION GUIDE

### OVERVIEW

The VisionSC Participation Application offers counties, regional alliances, and economic development partners an exciting opportunity to engage in the VisionSC program. By showcasing key assets such as available properties, infrastructure, workforce centers, local colleges and universities, large employers, and quality-of-life features, VisionSC aims to enhance the recruitment process and support the growth of South Carolina's economic landscape.

To participate in the program, applicants will need to gather multimedia content (e.g., photos, videos, CAD drawings, and KMZ files) and submit a completed application to the South Carolina Department of Commerce (SCDOC) Product Development Team. This guide will provide you with a comprehensive understanding of the application process and outline the materials needed for submission.

Participation in VisionSC involves a fee of \$15,000, plus the cost of two (2) Apple Vision Pro devices, for a total of approximately \$23,000. This fee covers the costs associated onboarding, equipment, implementation, and training. This fee ensures that you receive all the necessary support and resources to successfully engage with the platform. Additional costs will arise related to the capture of new multimedia content. These costs will vary based on the type and scale of asset capture required, and will be discussed in detail throughout the participation process.

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### PROCESS

#### 1. Submit Statement of Intent

The first step to participating in VisionSC is to submit your Statement of Intent through the online form, which can be found at the bottom of [www.explorevisionsc.com](http://www.explorevisionsc.com). This is your opportunity to express interest in participating and to select your preferred round for consideration.

You will need to submit your Statement of Intent by one of the following deadlines:

- **Round 1:** Friday, June 13, 2025
- **Round 2:** Friday, September 12, 2025
- **Round 3:** Friday, December 12, 2025
- **Round 4:** Friday, March 13, 2026<sup>1</sup>

Please note that due to high demand and limited capacity, applications will be processed in the order in which they are received. If necessary, some submissions may be moved to a subsequent round based on availability. We appreciate your flexibility as we approach this exciting launch.

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<sup>1</sup> By participating in Round 4, please be advised that not all content may be available prior to the public launch of VisionSC.



## 2. Attend Required Webinar

After submitting your Statement of Intent, you will need to attend a mandatory webinar. **The webinar will be scheduled the week following the Statement of Intent deadline** and will provide a thorough overview of the VisionSC program. During the session, we will cover:

- **How to Complete the Participation Application**
- **Key Components of the Application**
- **Hardware and Minimum Bandwidth Requirements**
- **Asset List and Multimedia Submission:**
  - What assets should be added (e.g., properties, utilities, workforce centers, large employers, etc.)
  - The necessary data points for your region or community
  - Instructions for submitting multimedia content using the FTP site, and how to ensure proper licensing
  - Information about multimedia vendors and the vetting process

This session will equip you with the knowledge to submit a complete and effective application.

## 3. Prepare and Submit Draft Application

Once you've attended the webinar and gathered the necessary information, **you will have 60 days from the Statement of Intent submission date** to prepare and submit your draft application to SCDOC at [VisionSC@sccommerce.com](mailto:VisionSC@sccommerce.com). The draft allows the VisionSC Team to review your progress and provide guidance before final submission.

Your draft application should include:

- **Asset Inventory List (Excel Sheet):** A detailed inventory of assets, along with associated multimedia and data.
- **FTP Upload for Existing Multimedia:** Upload any photos, videos, or multimedia related to your assets.
- **License Agreements:** Ensure all multimedia you intend to use is properly licensed.
- **New Multimedia:** Specify any new multimedia you need to capture, along with any known multimedia vendor information.

Applicants are encouraged to submit draft applications as soon as the draft is complete, and prior to the 60-day deadline.

## 4. Consultation Workshop

Following your draft submission, the VisionSC Team will schedule a 1-2 hour consultation with you. This session will provide an opportunity to review your draft application, discuss any areas that need attention or improvement, and ensure compliance with the program's requirements. The consultation will focus on:

- **Reviewing Your Asset List** to ensure completeness and proper categorization.
- Assessing **Existing Multimedia** to confirm that your content meets quality standards (e.g., resolution and suitability for use).
- Discussing **New Multimedia Needs** to ensure your new content aligns with program



requirements, including any immersive media needs like 180° video, panoramic capture, or stereoscopic drone overlays.

- Note: For immersive media, counties should not independently produce or format these materials without consulting the VisionSC team. Immersive content, particularly for Apple Vision Pro or Web, requires specialized knowledge and expertise. VisionSC will provide guidance on technical aspects, creative direction, and post-production workflows. Counties are encouraged to propose local videography partners, but these vendors must adhere to centralized guidance.
- **Brainstorming Ideas** to capture any additional multimedia if needed.
- **Reviewing Multimedia Vendors:** If you have a vendor in mind to capture new multimedia, we will discuss the vendor's qualifications. If not, we will provide a list of vetted vendors for you to choose from.
  - For **Immersive Content:** Any vendor producing immersive content (e.g., 180° or 360° video or imagery) must work closely with the VisionSC content management team throughout pre-production, media capture, and post-production. This collaboration ensures that content meets technical and creative standards, and all media is properly edited and formatted for platform compatibility.

This consultation will ensure you're on the right track and ready to proceed to the next phase.

## 5. Submit Final Application

After the consultation, you will have 30 days to finalize and submit your application. This is your opportunity to make any necessary revisions to your draft and submit the finalized application to SCDOC. The final submission must include:

- **Finalized Asset List:** An updated list of all assets with complete data.
- **Revised Multimedia:** Ensure your multimedia content is updated and includes proper licenses for use.
- **Finalized New Multimedia List:** If new multimedia is required, include vendor information and the schedule for capturing this content.
- **Grant Applications** (If Applicable): If you're applying for grant funding, include your completed grant application, cost estimates from vendors, and any other eligible expenses.

Once your final application is approved, you will have **four months** to schedule your multimedia vendor and complete the updates to your Content Management System. Any additional work required by the development team will also be completed within this timeframe.

## 6. Licensing Agreement

Once your multimedia is captured, edited, and uploaded, the VisionSC team will provide you with a License and Use Agreement for execution. Signing this agreement will grant you the rights to use the VisionSC platform, and is required prior to using the platform. Additionally, keeping your materials updated is a condition of maintaining your access to the platform and continuing to use VisionSC.

## 7. Equipment Issuance & Training

Once the License and Use Agreement has been signed, we will proceed with the onboarding process. This includes arranging for the delivery of Apple Vision Pro devices to your office.



We will also provide you with a training schedule offering multiple opportunities to learn how to use the equipment and programming effectively. We are thrilled to see how you will utilize the VisionSC platform and the Apple Vision Pro devices!

## 8. Grant Funding (If Applicable)

Counties and regional alliances may apply for state grant funding to reimburse a portion of their costs for the implementation of this platform.

Funding Tiers:

- Tier 1 & Tier 2 counties are eligible for up to 50% of implementation costs.
- Tier 3 & Tier 4 counties are eligible for up to 75% of implementation costs.

Applicants can find the Grant Application on the [www.explorevisionsc.com](http://www.explorevisionsc.com) website for more information.

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## Contact Information

For any questions or assistance throughout the process, don't hesitate to reach out to the SCDOC's Product Development Team at [VisionSC@sccommerce.com](mailto:VisionSC@sccommerce.com).

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## Final Thoughts

This guide is your roadmap to successfully navigating the VisionSC participation process. By following the steps outlined above, meeting the deadlines, and ensuring your application is complete, you'll be well on your way to participating in this innovative and exciting new program. We're eager to see how VisionSC will support your community's growth and contribute to South Carolina's economic future!

