



Regional Economic Development Organizations Annual Reports

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

**CENTRAL SC ECONOMIC
DEVELOPMENT ALLIANCE**



Statement of Mission, Goals, Objectives & Performance Measures

The Central SC Alliance is a public/private partnership founded in 1994 to serve the economic development needs for counties in the Greater Columbia region. The original founding public members were the four counties of Richland, Lexington, Fairfield, Newberry and the City of Columbia. Today, the "Alliance" membership has grown to include eight counties (the original four with the additions of Kershaw, Clarendon, Calhoun, and Orangeburg) and about one hundred and twenty private investors. The corporation is governed by a 36-member board of directors selected from the private and public sectors. Since its inception, the Alliance has assisted in attracting in excess of \$22 billion in announced capital investment and over 87,000 new jobs. The Central SC Alliance is focused on regional marketing and branding for economic development. The organization is instrumental in supporting our counties with the tools they need to be successful. Our comprehensive services include: marketing and project research, project management, incentive facilitation, conducting marketing missions, project performance analysis, lead generation and product development. Our performance measures include: providing county requested assistance, lead and project generation statistics, marketing outreach including social media, RFI fulfillment, prospect visits, and website analytics.

Central SC Alliance October 2025 Annual Report

Founded in 1994, the Central SC Alliance (CSCA) is a 501(c)(3) not-for-profit public/private regional economic development organization chartered to recruit world-class industry and new jobs to the eight counties that make up the Central SC region. These counties include: Calhoun, Clarendon, Fairfield, Kershaw, Lexington, Newberry, Orangeburg, Richland and the City of Columbia. The efforts of the Central SC Alliance work to enhance the prosperity of the region, increasing the communities' tax base, thus providing opportunities for stakeholders, citizens and future generations. The corporation is governed by a 36 member board of directors selected from the private and public sectors. Since its inception, Central SC has assisted in the attraction of over \$22 billion in announced capital investment and over 87,000 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 \$750,000 of the \$750,000 in available state funds from the support of the private sector.

Proviso Expenditures October 2024

Marketing & Research <i>Marketing, Advertising, Trips & Materials</i>	\$40,681.31
Business Recruitment <i>Recruitment & Prospect Events</i>	\$21,152.42
Business Development <i>Lead Generation</i>	\$15,815.42
Business & Public Relations	\$15,312.21
Total Expenditures	\$92,961.36
Total Remaining	\$657,038.98
Received from SCDOC from match 7/26/2024	\$750,000.00

Lead Generation & Business Recruitment Trips

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

1. To identify companies that are currently contemplating an expansion, consolidation or relocation project and/or would consider the Central SC region as a location for a future project.
2. Through a targeted, research based approach, we target industries and companies that best align with our regional assets and opportunities.
3. 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 multiple sectors through increased collaboration across statewide industry organizations, academic leadership and private sector business leaders. All lead generation data is tracked in-house in our custom CRM system which is undergoing improvements in data collection and reporting.

- **Business Recruitment Trips** – Site Selectors Guild, Southern Economic Development Roundtable, Consultant Connect Summits (5), Targeted regional domestic marketing missions (Denver, Northern and Southern CA, Michigan, Chicago, Detroit/Grand Rapids, San Diego), Targeted International marketing missions (Taiwan, France, Korea, Canada, Netherlands, Italy, Amsterdam, Germany), Industrial Asset Management Council Annual Conference, BIO International, Live Exchange, Next Gen, Economix, SEDC Annual and Consultant events

Advertising, Publications & Marketing Resources

- **Websites & Social Media-CSCA** continues enhance the organization's largest and most powerful marketing tool, centralsc.org. The website was overhauled and updated to fit the latest industry trends and provide prospects, site consultants, Central SC member counties, and allies with the most comprehensive information resource from the Central SC Alliance to date. The website delivers visitors an overview of the Central SC region, our organization and our partners. It includes expanded details on county partners, enhanced search engines on regional employers and investor partners, regional and county-specific data and resources, and more, as well as an enhancement of social media presence, data integration capabilities and an investors' portal experience.
- **Regional Video & Photography Project** - CSCA continues the development of a photo and video project to highlight facets of the Central SC region and its member counties that make area competitive for growth opportunities. This includes quality of life, workforce, local industry photos and videos, as well as property drone videos, in each of our member counties. It is a resource provided to our counties and used regionally.

CSCA also engaged our local counties to identify priorities sites and developed custom

video collateral highlighting the opportunities for development. The videos were utilized during our annual familiarization tour while also shared with site consultants across the country.

- **Brochures, Marketing Videos and Custom Ads for County Members** - International and domestic sales pieces as well as industry specific inserts have been produced with additional in production.

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

- Pre-announcement and post-announcement event assistance for counties and companies including groundbreakings and ribbon cuttings
- Prospect Visits, Research Subscriptions, CRM & PowerBI Development, Mapping & Design Software, Existing Industry Events
- Hosted a familiarization tour with leading site consultants providing a full immersion into our region and state.
- Developed a regional strategy that unifies the regional goals and objectives over the next three years. All KPIs and goals will be shared on the CSCA website for full accountability and transparency.
- Continue to conduct bi-monthly investor meetings with public and private sector leaders to demonstrate progress and successes with a focus on transparency and accountability
- Launched a statewide lead generation strategy targeted around the SC Nexus designation
- Reinvigorated our partnership with University of South Carolina, Midlands Technical College and other academic institutions to support growing our region through job creation and investment

Measurement of Success

- Launch a KPI website within the Central SC website to display key KPI metrics for accountability and transparency based on goals and objectives laid out in our regional strategic plan
- Compare and contrast capital expenditures and job creation to a five year running average
- Utilize CRM system to monitor and track site selector engagement, meaningful interactions and projects
- Generate at least 120 new leads for our communities and public sector partners
- Review business development and recruitment staff activity as it relates to moving projects through our pipeline of activity and closer to announcement
- Track all meetings and interactions between companies and CSCA
- Aggressively continue marketing trips to companies around the world in the targeted industry sectors that best align with our regional assets and in line with our strategic plan
- Develop and execute a regional marketing plan to better position the region to projects, site selectors and business investment opportunities.

I hope that this report satisfies the requirement of Proviso 50.13 FY 2019-2020. Please contact me if you have any questions. On behalf of the Central SC Alliance and its leadership, we appreciate the investment made by the General Assembly in this successful program.



Jason Giulietti
President & CEO



**Central SC Alliance October 2025
Annual Report**

Founded in 1994, the Central SC Alliance (CSCA) is a 501(c)(3) not-for-profit public/private regional economic development organization chartered to recruit world-class industry and new jobs to the eight counties that make up the Central SC region. These counties include: Calhoun, Clarendon, Fairfield, Kershaw, Lexington, Newberry, Orangeburg, Richland and the City of Columbia. The efforts of the Central SC Alliance work to enhance the prosperity of the region, increasing the communities' tax base, thus providing opportunities for stakeholders, citizens and future generations. The corporation is governed by a 36-member board of directors selected from the private and public sectors. Since its inception, Central SC has assisted in the attraction of over \$22 billion in announced capital investment and over 87,000 new jobs.

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

Proviso Expenditures Fiscal Year 2025 (Received May 2025)

Received from SCDOC from match	\$750,000.00
Remaining	\$750,000.00

I hope that this report satisfies the requirement of Proviso 50.13 FY2025. 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, reading "Jason Giulietti".

Jason Giulietti
President & CEO

Central SC Alliance
Budget for Use of Funds for FY26

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

Marketing & Research <i>Marketing, Advertising, Trips and Materials</i>	\$ 300,000
Business Recruitment <i>Recruitment & Prospect Events</i>	\$ 675,000
Business Development <i>Lead Generation</i>	\$ 200,000
Business & Public Relations	\$ 25,000
Total Funds Requested	\$ 750,000

The CSCA team is very aggressive at executing our mission to do all we can to increase economic opportunities for the residents of South Carolina. We have strategically developed our budget to focus on areas that will directly lead to these types of investments. Our team started the execution of our new regional strategic plan. The plan unifies our goals and objectives in each of the next three years. All Key Performance Indicators (KPIs) will be posted on our website for greater transparency and accountability to our stakeholders and residents.

All funds will allow the organization to provide the greatest impact to our member counties, capital city and most importantly the residents we represent. By understanding how to best add value to our partners, CSCA will deploy these resources to fill gaps in our communities efforts and amplify their efforts wherever possible. We conduct bi-monthly investor meetings to demonstrate continued progress and outcomes to our stakeholders to ensure we are delivering on our goals and objectives in a transparent and accountable way.

**CHARLESTON REGIONAL
DEVELOPMENT ALLIANCE (CRDA)**

MEMORANDUM

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

FROM: David T. Ginn, President & CEO

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

DATE: October 14, 2025

RE: FY2024-2025 Appropriation pursuant to Proviso 50.13
2025 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.

On behalf of the CRDA Board of Directors, I am pleased to submit the following report providing an overview of matching fund expenditures tied to the FY24-25 program. This report covers our activities from January 1, 2025, through June 30, 2025, when \$72,076.74 associated with the FY24-25 program were expended.

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

Financial Summary

State appropriations:	\$660,000
State funds used as of 06/30/25:	\$72,076.74

CRDA: Powering Global Business Development and Talent Attraction for the Charleston Region

- Bi-Monthly strategy meetings with county economic development staff and allied partners
- 340 research projects completed
- 14 Domestic/International Missions
- 80% of new project wins attracted innovation economy companies
- 80% of new project wins generated through foreign direct investment



Emphasize Innovation as Primary Driver of Future Economy

1. Signature Event: Launch of Economic Development Strategy

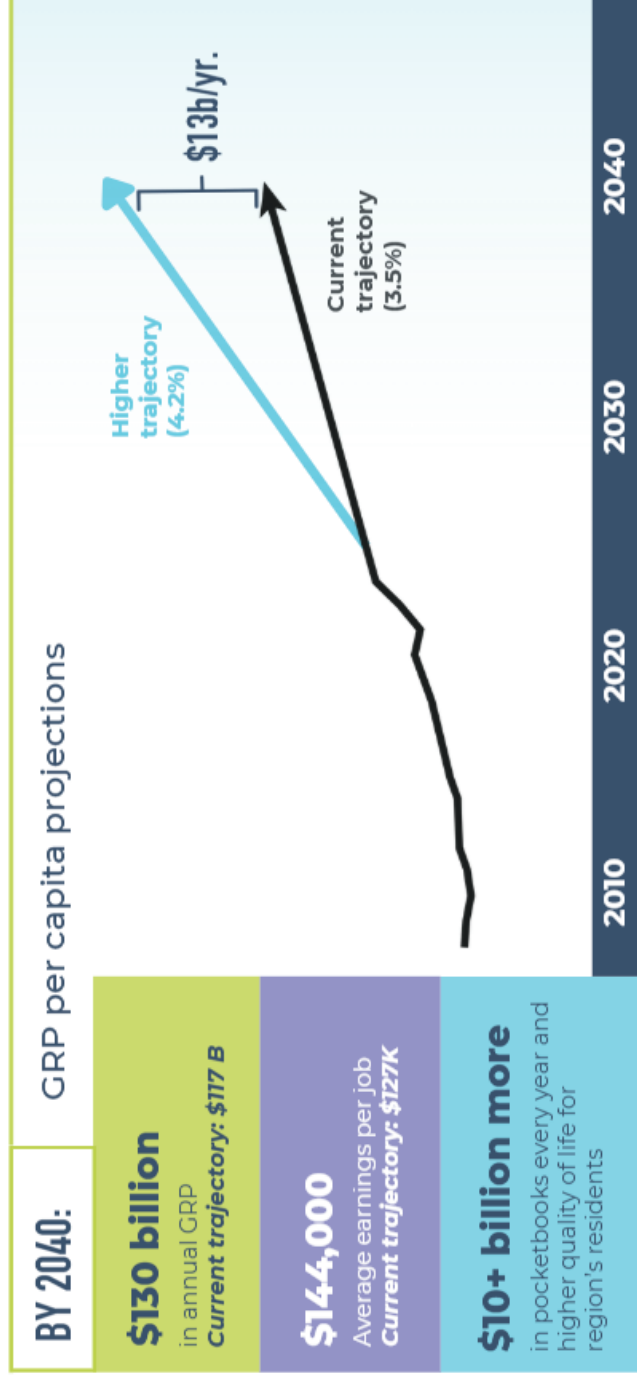
CRDA introduced Charleston Inspired: Discover What's Possible, where we unveiled the Charleston region's new Innovation Strategy. With **500 attendees**, it marked a record-breaking year for the event and launched our new 5-year focus.



Emphasize Innovation as Primary Driver of Future Economy

Innovation Pays

Becoming an innovation-driven hub could bring the Charleston region an additional \$13 billion in Gross Regional Product (GRP) and \$10 billion in annual earnings by 2040, driving faster economic growth and opportunity, according to a recent analysis by Ernst & Young.

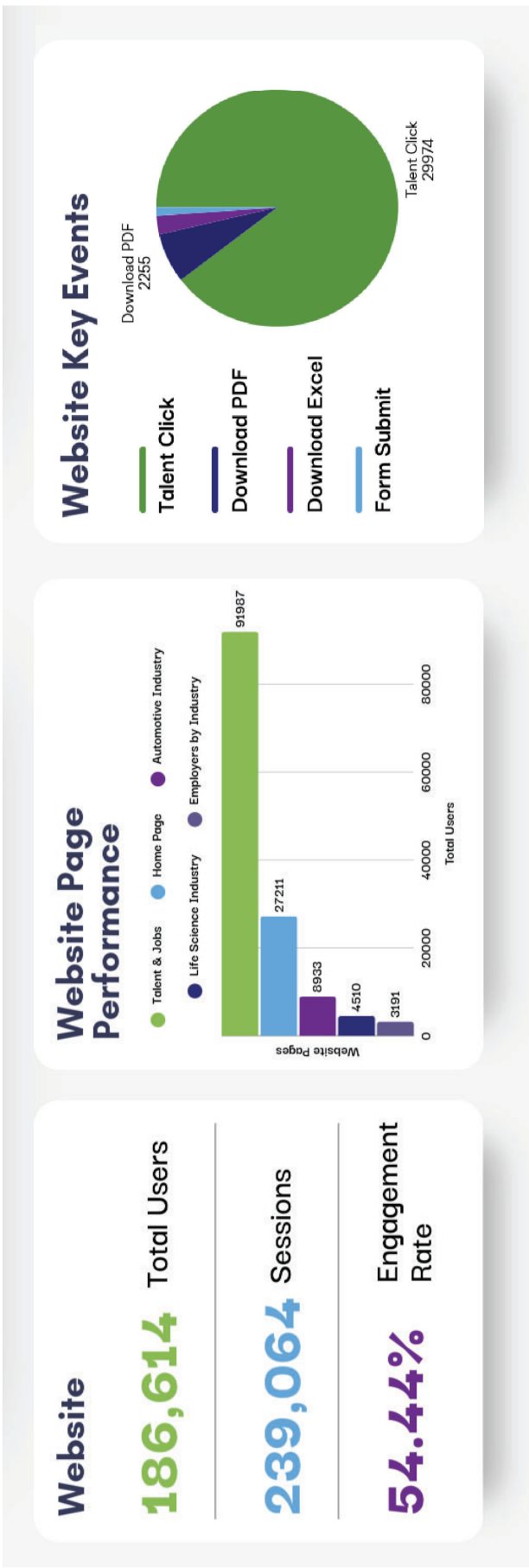


Source: EY Analysis - Charleston Inspired, Discover What's Possible

Emphasize Innovation as Primary Driver of Future Economy

2. Talent Attraction/Digital Communications

The CRDA website serves as a key talent resource, with most of our traffic driven by users seeking job opportunities and industry insights.



Emphasize Innovation as Primary Driver of Future Economy

The CRDA job board drives the majority of our website traffic, generating over 5,700 applications to regional employers.

CRDA Job Board

 Page Visits **141,781**

 Clicks on Jobs **41,020**

 Likely Applied **5,700**

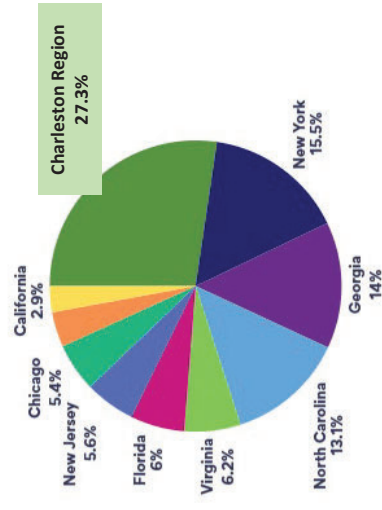
 New Job Alert Subscribers **994**

Over the past 12 months, the CRDA job board has sent **5,700 qualified applicants** to our network companies.

Based on the [GETRO ROI calculator](#), these leads represent **\$267,360 in pipeline value** generated for our listed companies.

This impact puts the CRDA job board in the **top 15% of all Getro customers.**

Talent Attraction by Location



Emphasize Innovation as Primary Driver of Future Economy

Leveraging LinkedIn to attract and retain top talent in our region—while serving as a go-to source for regional success stories and key resources.

LinkedIn

15,102 Total Followers



We gained +1,864 new followers this year!



2,964,775

IMPRESSIONS



11,070

REACTIONS



505

COMMENTS



208

REPOSTS



Charleston Regional Development Alliance
SC Matching Funds FY 2024-2025 Overview

As of Date:
Expense Type group:
Location:
Project:

Net Income

Expenses	
Global Business Development / Marketing	
Global Business Development	
Industry Forums	
Site Selector Guild	
Other Industry Forums	
Total Industry Forums	
Outbound Business Development	
Paris Air Show	
Aeromart	
BIO International	
European Missions	
UK Missions	
Lead Generation	
Total Outbound Business Development	
Inbound Business Development	
State / Regional Ally Meetings	
Hosting International Groups	
Site Selector Hosting	
Total Inbound Business Development	
Project Management	
Project Meetings	
Total Project Management	
Total Global Business Development	
Global Marketing	
Digital Media	

Fiscal Year to date	Inception To Date
06/30/2025	06/30/2025
Actual	Actual
852.29	852.29
1,269.37	1,269.37
2,121.66	2,121.66
3,380.98	3,380.98
2,257.63	2,257.63
11,079.26	11,079.26
6,177.10	6,177.10
0.00	0.00
27,896.69	27,896.69
50,791.66	50,791.66
0.00	0.00
0.00	0.00
0.00	0.00
0.00	0.00
1,935.64	1,935.64
1,935.64	1,935.64
54,848.96	54,848.96

CRDA Website	550.00	550.00
Digital Marketing	2,976.78	2,976.78
Total Digital Media	3,526.78	3,526.78
High-Demand Talent		
Talent Digital Marketing	0.00	0.00
Total High-Demand Talent	0.00	0.00
Total Global Marketing	3,526.78	3,526.78
Total Global Business Development / Marketing	58,375.74	58,375.74
Regional Competitiveness		
Research & Strategy		
Regional Economic Strategies	13,701.00	13,701.00
Total Research & Strategy	13,701.00	13,701.00
Competitiveness		
Headlight Regional Data Center	0.00	0.00
Convening & Collaborations	0.00	0.00
Total Competitiveness	0.00	0.00
Total Regional Competitiveness	13,701.00	13,701.00
Total Expenses	72,076.74	72,076.74
Total Net Income	(72,076.74)	(72,076.74)

Assurance is not provided on these financial statements. Substantially all disclosures are omitted.

Created on : 10/14/2025 11:47 AM EST

CHARLESTON REGIONAL DEVELOPMENT ALLIANCE

FY24-25 Regional Economic Development Appropriations 2025 Annual Report: Financial Recap

SCDoC Funds Received: \$ 660,000 | Funds Used to Date: \$72,077

Strategic Initiatives / Use of Funds

Prospect qualification and lead generation: The Global Business Development (GBD) team continued to strengthen its prospect qualification and lead generation efforts throughout FY 2024-2025. By leveraging targeted outreach tools, market intelligence platforms, four lead generation firms, and coordinated engagement with the South Carolina Department of Commerce (SCDOC), the team identified and advanced high-quality leads across strategic sectors including aerospace, life sciences, technology, and advanced manufacturing. These activities enhanced the efficiency of CRDA's recruitment pipeline and positioned the Charleston region for stronger conversion outcomes from international and domestic missions.

Hosting/Visiting Prospects - In Q1, CRDA hosted 10 projects in the region and received 13 RFI proposals, representing a diverse range of capital investments. These opportunities were sourced through referrals, site selection consultants, and the SC Department of Commerce.

In Q2, CRDA hosted six projects and received nine RFI proposals, continuing to support investment opportunities across various industries. These projects spanned sectors including food and beverage, manufacturing, distribution, green technology, aerospace, automotive, and agricultural products, reinforcing the region's appeal to a wide range of industries.

Site Selectors Guild 2025 Annual Conference (Orlando, FL) - Each year, the Guild holds its annual conference event with 60+ global Guild members in attendance. The cornerstone of the conference is knowledge sharing, an interactive exchange of ideas, and networking between Guild members, economic developers, and investment promotion professionals from around the world. (the ratio of Guild members to ED organizations is 8:1)

SC DoC Site Selectors Luncheon (Atlanta, GA) - In December 2024, CRDA attended the Site Selectors Luncheon in Atlanta, GA, hosted by the SC Department of Commerce. This event provided an opportunity to engage directly with leading site selection consultants and industry experts, strengthening relationships and showcasing the Charleston region's competitive advantages. CRDA's participation supported ongoing business recruitment efforts by promoting the region as a premier destination for investment and expansion.

AEROMART Montreal -CRDA joined a delegation lead by SC Aerospace (The Council on Competitiveness) to attend AEROMART in Montreal, Quebec, Canada. At the summit, CRDA engaged with over 20 companies, including suppliers, contract manufacturers, multipliers and trade organizations, service providers, and supply chain and procurement specialists. The trip resulted in several meaningful touchpoints for new contacts, as well as existing relationships in anticipation of Le Bourget 2025.

Paris Air Show (June 15-21, 2025 Paris, France) - In June 2025, the Global Business Development (GBD) team partnered with the South Carolina Department of Commerce (SCDOC) on a trade mission to the Paris Air Show, meeting with 15 companies representing various segments of the aerospace industry. The mission strengthened international relationships, highlighted Charleston's growing aerospace ecosystem, and advanced several long-standing recruitment efforts. Since the show, one prospect—engaged with the region for over a decade—has officially committed to establishing operations in the Charleston region. SCDOC is serving as the lead agency in following up with the participating companies to advance ongoing recruitment conversations.

BIO International (June 16-19, 2025, Boston, MA) - In June 2025, the Global Business Development (GBD) team engaged a domestic lead generation firm to support outreach for the BIO International Convention, one of the world's largest life sciences conferences. Through this initiative, the team met with 12 qualified prospects across various segments of the life sciences sector, including biomanufacturing, therapeutics, diagnostics, and medical devices. The effort provided valuable insights into the effectiveness of targeted lead generation for future missions and expanded Charleston's pipeline of high-quality life science prospects while continuing to market the region as a great place for life science companies and talent. CRDA was a conference sponsor and also attendee.

APEX Defense Forum (April 23-25, 2025 Washington, DC) - In March 2025, CRDA's Global Business Development team participated in the APEX Defense Forum in Washington, D.C. for the first time as a fact-finding mission. The event provided valuable insights into federal procurement trends, supplier engagement strategies, and emerging opportunities within the defense and aerospace sectors. This engagement helped strengthen relationships with national defense partners and informed CRDA's approach to positioning Charleston for future federal and industry collaborations.

Nordic Mission (Enovado June 2-7, 2025) - In June 2025, the Global Business Development (GBD) team participated in a Nordics mission trip to Finland, Denmark, and Sweden, meeting with 11 companies across renewable energy, raw materials, boat manufacturing, technology, defense, aerospace, and security sectors. The mission provided valuable insights into emerging European market trends, sustainability innovations, and potential trade and investment opportunities aligned with Charleston's advanced manufacturing and technology ecosystems.

Germany/France/Business Development Mission (February 28 - March 16, 2025) - In March 2025, the Global Business Development (GBD) team participated in two international mission trips. The first took place in Germany, where the team held nine meetings across Düsseldorf, Berlin, and Osnabrück with companies representing the chemicals, automotive, HVAC, and machinery sectors. The second mission was in France, with 13 meetings in Lyon and Saint-Genis-Laval focused on biotech, medtech, renewable energy, manufacturing, AI, and technology. Together, these missions strengthened relationships with European industry leaders and advanced recruitment opportunities across multiple innovation-driven sectors.

Digital marketing (non-talent) - CRDA utilizes an electronic "toolbox" to build awareness and generate interest in our three-county region. Elements of this toolbox include:

- Social media posts and local news updates focused on relevant industry events, outbound missions, and news about the Charleston region
- Custom landing pages to support key business development activities, including outbound marketing missions and industry events
- A social media management platform, Loomly, for LinkedIn and Facebook (currently reaching nearly 18,000 followers across CRDA's social platforms)
- Digital and Print media campaigns to market the Charleston region to businesses and site selectors to learning more about the region.

A primary goal of these efforts is to drive traffic to our regional economic development website. As a measure of quality website visits, in Q1 FY24-25, we saw a 26% increase in average engagement time per active user, meaning users are staying on the website longer to engage with content. Additionally, there was a 15% increase in new users who discovered CRDA organically, without the influence of paid advertising initiatives.

CRDA economic development website - CRDA is currently redesigning our economic development website, which was originally developed and launched nearly eight years ago. Our initial work included a design thinking workshop to identify priority content areas for the site's diverse audiences, including businesses, site selectors, talent, and local stakeholders. Following this workshop, CRDA partnered with a third-party agency to develop a brand messaging strategy that refreshes and aligns our content across the new website and beyond. We are now finalizing written content, sourcing vibrant imagery, and refining the website design, with a target launch date of Q1 2025.

Strategic Initiatives / Use of Funds

Digital marketing (talent) - To support CRDA's talent attraction program, our marketing team employs an electronic "toolbox" for creating awareness of and attracting talent to our three-county region. Elements of this toolbox include:

- Strategic posts on CRDA's LinkedIn and Facebook focused on relevant job fairs and hiring events, talent data, workforce development programs, and talent-related news and topics of interest in the Charleston region
- Digital media campaigns via Google Ads, LinkedIn Ads, Native Display Ads, and outlets like CHS Today, focused on targeting national geographies promoting high-demand career opportunities, the Getro Regional Job Board on CRDA's website, the Charleston Career Guide, and testimonials of local talent success
- Email resources (Charleston Talent Page, Charleston Careers Guide, and Charleston Job Board) to prospective talent filling out the contact form on CRDA's website looking to find a new career and relocate to the Charleston region

A primary goal of these efforts is to drive traffic to the talent page on our website. As a measure of quality talent page visits, in FY23-24 we realized nearly 60,000 users visiting and staying on our talent page longer and exploring resources.

Innovation Strategy - CRDA unveiled its new innovation-led economy strategic plan in February 2025. Ernst and Young, the consulting firm selected to develop the strategy, presented a final strategic plan in December, 2024, which featured summaries of their 35+ interviews completed, analysis of data found on the region, and information on sample benchmark regions such as Huntsville, Indianapolis, and others. The strategy, titled "Charleston Inspired: Discover What's Possible," was unveiled at CRDA's Leadership Luncheon on February 26, 2025 to a crowd of nearly 500 attendees. For the remainder of FY24-25, CRDA staff finalized a plan to operational the plan and align staff roles and priorities to the new strategy, which is being implemented over the next 5 fiscal years.

MEMORANDUM

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

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On behalf of the CRDA Board of Directors, I am pleased to submit the following report providing an overview of matching fund expenditures tied to the FY23-24 program. This report covers our activities from July 1, 2024 through March 31, 2025 when all funds associated with the FY23-24 program were fully expended.

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

Financial Summary

State appropriations:	\$660,000
State funds used as of 7/6/24:	\$660,000

Key Focus Area 1

Global Business Development / Strategic Marketing

Estimated state appropriations:	\$416,960.86
State funds used as of 7/6/24:	\$416,960.86

Includes:

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

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

Key Focus Area 2

Regional Competitiveness / Business Intelligence

Estimated state appropriations:	\$243,039.14
State funds used as of 7/6/24:	\$243,039.14

Includes:

- Regional Economic Development Strategy
- Cluster Support Initiatives
- Regional Competitiveness Initiatives
- Competitiveness Research & Analysis
- Workforce & Talent Initiatives

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

CRDA: Powering Global Business Development and Talent Attraction for the Charleston Region

- Bi-Monthly strategy meetings with county economic development staff and allied partners
- 340 research projects completed
- 14 Domestic/International Missions
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Emphasize Innovation as Primary Driver of Future Economy

1. Signature Event: Launch of Economic Development Strategy

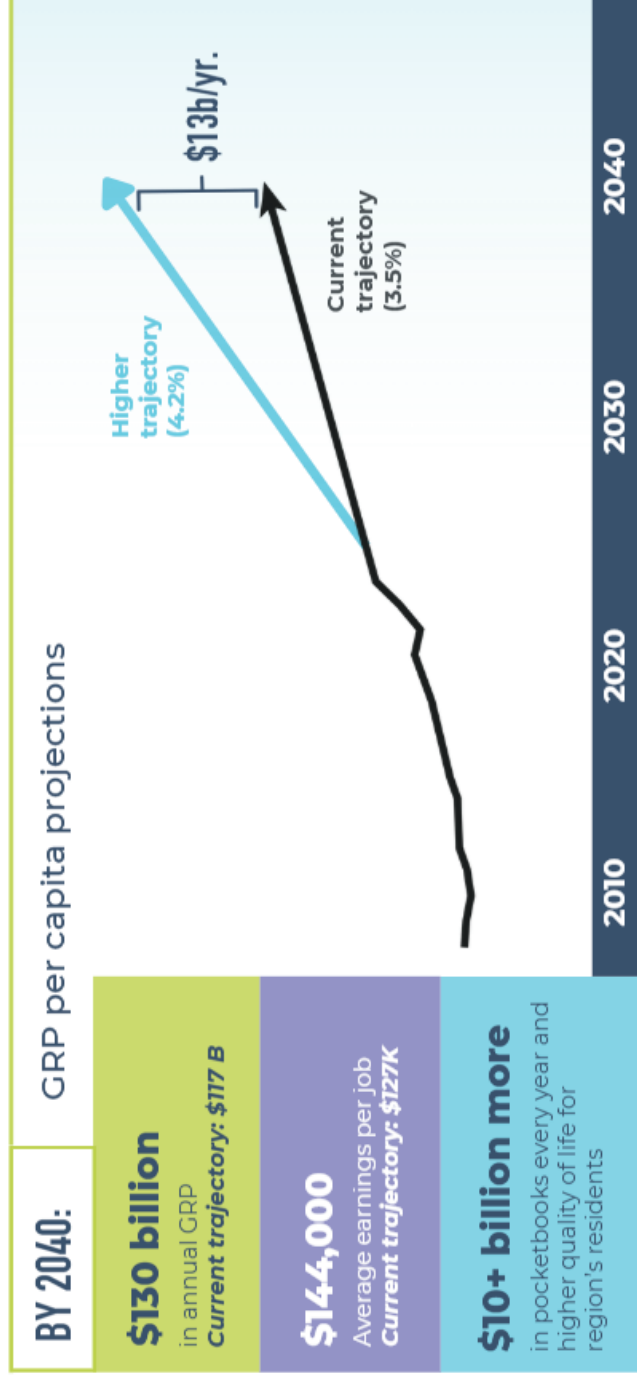
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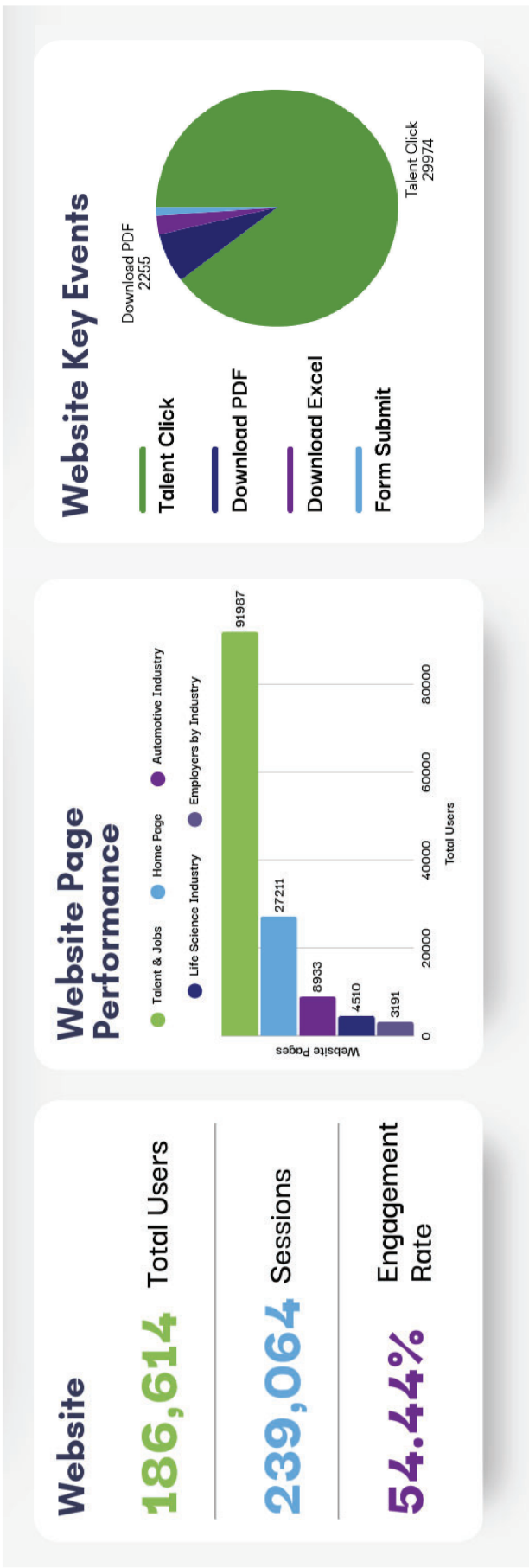


Source: EY Analysis - Charleston Inspired, Discover What's Possible

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2. Talent Attraction/Digital Communications

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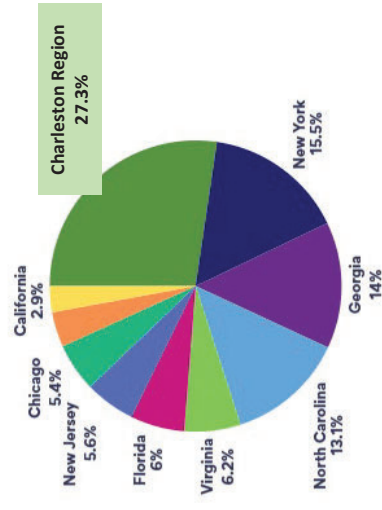
 New Job Alert Subscribers **994**

Over the past 12 months, the CRDA job board has sent **5,700 qualified applicants** to our network companies.

Based on the [GETRO ROI calculator](#), these leads represent **\$267,360 in pipeline value** generated for our listed companies.

This impact puts the CRDA job board in the **top 15% of all Getro customers.**

Talent Attraction by Location



Emphasize Innovation as Primary Driver of Future Economy

Leveraging LinkedIn to attract and retain top talent in our region—while serving as a go-to source for regional success stories and key resources.

LinkedIn

15,102 Total Followers



We gained +1,864 new followers this year!



2,964,775

IMPRESSIONS



11,070

REACTIONS



505

COMMENTS



208

REPOSTS



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

As of Date:
Expense Type group:
Location:
Project:

	Fiscal Year to date	Inception To Date
	03/31/2025	03/31/2025
Net Income	Actual	Actual
Expenses		
Global Business Development / Marketing		
Global Business Development		
Industry Forums		
Area Development Forums	4,102.68	4,102.68
Gregson Conferences	2,038.80	2,038.80
Site Selector Guild	3,178.37	3,178.37
IAMC	5,038.02	5,038.02
SEUS - Japan	1,675.84	1,675.84
Southeast Global Conferences	849.73	849.73
SC Industry Conferences	933.34	933.34
SC BIO	11,640.81	11,640.81
SC Power Team Conference	0.00	0.00
Other Industry Forums	1,336.66	1,336.66
Total Industry Forums	30,794.25	30,794.25
Outbound Business Development		
Farnborough Air Show	6,801.38	6,801.38
Aeromart	7,211.91	7,211.91
MEDICA	3,073.42	3,073.42
Life Science Mission	2,993.40	2,993.40
Domestic Missions	6,731.01	6,731.01
European Missions	20,980.45	20,980.45
UK Missions	5,307.62	5,307.62
Partnership Missions	6,132.06	6,132.06
SCDoC Site Selector Events	2,279.38	2,279.38
Lead Generation	74,681.75	74,681.75

Palmetto Partners Support	49,500.00	49,500.00
Other Outbound Business Development	42.19	42.19
Total Outbound Business Development	185,734.57	185,734.57
Inbound Business Development		
SC DoC / Counties Hosting	237.58	237.58
Site Selector Hosting	6,177.25	6,177.25
Total Inbound Business Development	6,414.83	6,414.83
Project Management		
Project Meetings	11,540.34	11,540.34
GIS Real Estate Tool	9,130.32	9,130.32
Total Project Management	20,670.66	20,670.66
Total Global Business Development	243,614.31	243,614.31
Global Marketing		
Digital Media		
CRDA Website	40,041.01	40,041.01
Digital Marketing	49,472.69	49,472.69
Videos / Photography	24,800.00	24,800.00
Total Digital Media	114,313.70	114,313.70
Business Branding & Sales Support		
Print / Digital Collateral	7,156.50	7,156.50
Total Business Branding & Sales Support	7,156.50	7,156.50
High-Demand Talent		
Talent Digital Marketing	36,603.86	36,603.86
DIG SOUTH Conference	8,499.99	8,499.99
Digital Job Board	6,480.00	6,480.00
Talent Advertising	292.50	292.50
Total High-Demand Talent	51,876.35	51,876.35
Total Global Marketing	173,346.55	173,346.55
Total Global Business Development / Marketing	416,960.86	416,960.86
Regional Competitiveness		
Research & Strategy		
Regional Economic Strategies	173,906.52	173,906.52
Strategy Consultant Support	125.09	125.09
Chmura JobsEQ	21,734.31	21,734.31
Total Research & Strategy	195,765.92	195,765.92
Competitiveness		
Entrepreneurial Ecosystem Map	15,950.00	15,950.00

Innovation Initiatives	4,572.49	4,572.49
CMCC Trips	3,612.95	3,612.95
Convening & Collaborations	23,137.78	23,137.78
Total Competitiveness	47,273.22	47,273.22
Total Regional Competitiveness	243,039.14	243,039.14
Total Expenses	660,000.00	660,000.00
Total Net Income	(660,000.00)	(660,000.00)

Assurance is not provided on these financial statements. Substantially all disclosures are omitted.

Created on : 10/14/2025 11:51 AM EST

CHARLESTON REGIONAL DEVELOPMENT ALLIANCE

FY23-24 Regional Economic Development Appropriations

2025 Annual Report: Financial Recap

SCDoC Funds Received: \$660,000 | Funds Used to Date: \$660,00

Strategic Initiatives / Use of Funds
Prospect qualification and lead generation: During FY24-25, CRDA targeted Spain, France, Italy, Germany, Austria and the UK for meetings prearranged by our professional lead generation partners. In September 2024, the CRDA, in collaboration with partners from Parker Poe Adams & Bernstein LLP and a lead generation firm, completed a European business development mission to Germany, Italy, and Switzerland. During this mission, the CRDA engaged with eight carefully selected companies exploring opportunities to establish or expand their presence in the U.S. market. These companies represented sectors including textiles, design and manufacturing, packaging and merchandising solutions, automotive components, and electrical power and rolling stock industries. In October 2024, the CRDA partnered with a European lead generation firm for a mission trip to Sweden. During this trip, the CRDA engaged with six companies in Stockholm and Gothenburg, representing a mix of medium and large businesses across life sciences, automotive, maritime, and machinery sectors. Notably, one of these companies quickly followed up with a visit to the Charleston region in November 2024 to explore a promising automotive project where the region has a strong competitive advantage. Additionally, in October 2024, the CRDA collaborated with its French lead generation firm to conduct a successful mission in Milan, Italy. The CRDA team met with 14 companies spanning life sciences, fintech, investment banking, energy, manufacturing, defense, and aerospace sectors. These companies are evaluating opportunities to establish or expand their U.S. operations and to foster collaborations and networking avenues for Italian entrepreneurs. In November 2024, CRDA tested a new virtual lead generation initiative by participating in the Beyond Silicon Valley: Discover 5 Thriving Business Frontiers to Unlock Your US Expansion webinar, a virtual event hosted by a London-based interactive ecosystem that connects ambitious tech and digital scale-up companies with international expansion opportunities. CRDA joined economic development organizations from Arizona, Indiana, Florida, and Utah, along with trade associations and private sector partners, to showcase Charleston as a prime business destination. During the event, CRDA presented an overview of the region's life sciences and tech sector to over 200 UK tech, digital, and e-commerce scale-up businesses exploring U.S. expansion. This was followed by a two-day virtual workshop in December 2024, where the CRDA team engaged with 11 companies (who attended the November 2024 event) across the medtech, healthcare technology, medical device, manufacturing, life sciences, and SaaS industries to discuss potential investment and growth opportunities in the Charleston region. In December 2024, CRDA completed a mission trip to Montpellier, France, in collaboration with its French lead generation firm. During the trip, the CRDA team met with eight companies spanning various sectors, including an animation studio, a public administration ecosystem with over 200 specialized companies, an AI consulting firm, and a digital ecosystem cluster comprising over 300 member companies. These companies expressed interest in Charleston's venture capital and entrepreneurial ecosystem, exploring future projects and potential investment opportunities in the region. This mission underscored CRDA's ongoing efforts to attract global businesses and strengthen the local innovation and investment landscape.
Hosting/Visiting Prospects - In Q1, CRDA hosted 10 projects in the region and received 13 RFI proposals, representing a diverse range of capital investments. These opportunities were sourced through referrals, site selection consultants, and the SC Department of Commerce. In Q2, CRDA hosted six projects and received nine RFI proposals, continuing to support investment opportunities across various industries. These projects spanned sectors including food and beverage, manufacturing, distribution, green technology, aerospace, automotive, and agricultural products, reinforcing the region's appeal to a wide range of industries.
Boston Business Development Mission with SC DoC - On July 22-26, CRDA associates accompanied SCDOC to Boston for a business development mission. Attending were Philip Morgan (SCDOC) and Jeff Delung (NESA). We met with eight companies, one of which followed up a couple of months later with a formal RFI, and is being treated as an official project.
2024 Farnborough International Air Show -In July 2024, the CRDA joined the SC Department of Commerce at the Farnborough International Air Show. During the event, CRDA engaged with 17 companies showcasing innovative and expanding technologies, many of which are targeting the U.S. market for establishing headquarters or expanding production capabilities. The SC Department of Commerce is spearheading follow-up efforts with these companies.
SEDC Annual Conference 2024 (Savannah) - The Southern Economic Development Council (North America's oldest and largest regional economic development association - made up of 17 states in the southeastern U.S.), convened in Savannah, GA, where 500 gathered to learn and share regarding economic development trends and opportunities.
Site Selectors Luncheon with SC DoC (Chicago) - On September 10th, CRDA associates accompanied a delegation from SCDOC, regional alliances, and other state-organization allies to Chicago to have lunch with a group of site location consultants who are based in Chicago. CRDA met site selectors who have been active with projects in our region in the past, and caught up with some others who Charleston hadn't seen in a while.
IAMC Fall Forum 2024 (Quebec City) - The Industrial Asset Management Council held its 2024 Fall Forum in Quebec City, Canada, and hosted approximately 350 attendees. The theme of the corporate real estate conference (where attendees include corporate executives, site selection professionals, economic developers), was "Leader, Faster, Stronger: What's Next for Industrial Real Estate." The conference was centered around the emerging trends, strategies, and opportunities that will shape the future of industrial real estate, empowering companies to become leaner, faster, and stronger.
Germany/Switzerland/Italy Business Development Mission - In September 2024, the CRDA, in collaboration with partners from Parker Poe Adams & Bernstein LLP and a lead generation firm, completed a European business development mission to Germany, Italy, and Switzerland. During this mission, the CRDA engaged with eight carefully selected companies exploring opportunities to establish or expand their presence in the U.S. market. These companies represented sectors including textiles, design and manufacturing, packaging and merchandising solutions, automotive components, electrical power and rolling stock industries.
Germany/Switzerland Business Development Mission - In November 2024, CRDA completed a successful mission trip to Germany and Switzerland, in partnership with Bushy Park, where they engaged with eight companies across a variety of industries. The industries represented included consulting and engineering services, manufacturing of laminated and coated materials, metal and plastics, power tool accessories, and refractory products and services. These meetings focused on exploring potential investment and expansion opportunities in the Charleston region, further strengthening the area's competitive position in these key sectors.

Strategic Initiatives / Use of Funds	
RESI (Redefining Early Stage Investments) Boston Conference 2024 - On September 25th, CRDA associates went to Boston to attend a life science conference by the organization "Life Science Nation" called RESI (Redefining Early-Stage Investments). This was a conference to allow early-stage investors and life science startups a chance to meet one-another and pitch and ask questions of one-another. There was also interesting programming about the industry in general. CRDA associates met with several investors and startups and to educate them about Charleston, Blue Sky Labs, and SCBio Drive.	
Italy Business Development Mission - VP of Global Business Development went on a business development mission centered on Milan, Italy, conducting 12 meetings with Italian firms, with two follow-up virtual meetings and continued cultivation in process. The companies were in multiple industries; however, the majority were in the aerospace and life science industries. This trip is a continuation of our efforts to broaden our approach to Europe to other countries beyond our traditional emphasis on Germany, which is amplifying our current development pipeline.	
Sweden Business Development Mission - On October 14-18, CRDA staff went to Sweden on a business development mission arranged by Enovado with attorney, Whit McGreevy of Womble Bond Dickinson. We met with seven companies in the boat-building, life science, robotics, IT, machinery, and automotive industries.	
SEUS/Japan Conference 2024 (Charlotte) - North Carolina welcomed 518 attendees, known as delegates, to the once-a-decade North Carolina edition of the Southeast U.S./Japan Conference in Charlotte, October 27-29, 2024. This conference provided economic developers and US state leaders from 7 southeastern states and opportunity to reconnect and build relationships with top government and business leaders from Japan and other southeastern member states.	
Area Development 4th Annual Executive Summit (Amelia Island) - This Executive Summit was held in Amelia Island, FL, November 11-13 2024. Conference was invitation only, and targeted 60 leaders of regional statewide economic development organization, and 20 invited site selection consultants to share and learn. The result was smaller scale, high level, highly productive conference where each of us were able to deeper our relationships. The themes were "Economic Development in a Changing Landscape", and "What's Next for 2025".	
Growth Summit 2024 (Columbia) - On Nov 21, 2024, CRDA participated in the Growth Summit 2024 in Columbia, SC to strengthen its role in fostering the entrepreneurial ecosystem in the Charleston region. The summit provided valuable insights into emerging trends, strategies, and partnerships that support innovation-driven economic development. Engagement in such events aligns with CRDA's upcoming innovation strategy, which focuses on fostering entrepreneurship, attracting and retaining high-growth businesses, and driving innovation to position the Charleston region as a premier hub for entrepreneurs and cutting-edge industries.	
DIG SOUTH Tech Summit - Sponsorship: Dig South Tech Summit, the South's premier event connecting global brands with the region's most scalable startups, today announced its 2025 speaker lineup featuring 65+ leading executives, 20+ high-growth startups, and 8 new programs. Now in its lucky 13th year, the Summit remains the only event purpose-built to fuel the South's tech economy, delivering the contacts, content, and capital companies need to scale.	
SCbio Annual Conference (Charleston, SC) - SCbio, and more than 16 life sciences companies and organizations with roots in the Palmetto State, will showcase South Carolina's rapidly growing life sciences ecosystem and highlight the state's commitment to innovation, collaboration, and economic development in the biotech and MedTech sectors. As one of the fastest-growing life sciences hubs in the Southeast, South Carolina is home to more than 1,000 life sciences companies, employing over 87,000 professionals.	
Next evolution - CRDA economic development website - CRDA is currently redesigning our economic development website, which was originally developed and launched nearly eight years ago. Our initial work included a design thinking workshop to identify priority content areas for the site's diverse audiences, including businesses, site selectors, talent, and local stakeholders. We are working on a refreshed messaging and project schedule for launch in early 2026 (project delayed from original target date to align with new economic development strategy and staffing transitions.)	
Digital marketing (non-talent) - CRDA utilizes an electronic "toolbox" to build awareness and generate interest in our three-county region. Elements of this toolbox include: • Social media posts and local news updates focused on relevant industry events, outbound missions, and news about the Charleston region • Custom landing pages to support key business development activities, including outbound marketing missions and industry events • A social media management platform, Loomly, for LinkedIn and Facebook (currently reaching nearly 18,000 followers across CRDA's social platforms) • Digital and Print media campaigns to market the Charleston region to businesses and site selectors to learning more about the region. A primary goal of these efforts is to drive traffic to our regional economic development website. As a measure of quality website visits, in Q1 FY24-25, we saw a 26% increase in average engagement time per active user, meaning users are staying on the website longer to engage with content. Additionally, there was a 15% increase in new users who discovered CRDA organically, without the influence of paid advertising initiatives.	
Digital marketing (talent) - To support CRDA's talent attraction program, our marketing team employs an electronic "toolbox" for creating awareness of and attracting talent to our three-county region. Elements of this toolbox include: • Strategic posts on CRDA's LinkedIn and Facebook focused on relevant job fairs and hiring events, talent data, workforce development programs, and talent-related news and topics of interest in the Charleston region • Digital media campaigns via Google Ads, LinkedIn Ads, Native Display Ads, and outlets like CHS Today, focused on targeting national geographies promoting high-demand career opportunities, the Getro Regional Job Board on CRDA's website, the Charleston Career Guide, and testimonials of local talent success • Email resources (Charleston Talent Page, Charleston Careers Guide, and Charleston Job Board) to prospective talent filling out the contact form on CRDA's website looking to find a new career and relocate to the Charleston region A primary goal of these efforts is to drive traffic to the talent page on our website. As a measure of quality talent page visits, in FY23-24 we realized nearly 60,000 users visiting and staying on our talent page longer and exploring resources.	
Entrepreneurial Ecosystem Map - CRDA's EcoMap platform offers a virtual representation of Charleston's innovation and entrepreneurial ecosystems, serving as an alternative to a physical innovation district. Through the power of AI, this platform catalogs regional entrepreneurial assets and resources available to business owners seeking funding, space, and more. CRDA will continue promoting the platform through digital marketing campaigns and word of mouth at investor events and roundtables. The platform, named NavigateCHS, officially launched at the November 2023 CRDA board meeting. NavigateCHS features approximately 80 organizations and over 100 resources to assist entrepreneurs at any stage in the region. CRDA staff have finalized design edits for the platform's landing page and completed admin training. They are now focusing on logo design updates, building resource lists, and creating guides to increase engagement. Additionally, they are collaborating with EcoMap staff to drive more traffic to the site. In Fall 2024, CRDA staff began conversations with regional stakeholders such as the Harbor Entrepreneur Center about potential collaboration opportunities to create content for the site. Additionally, EcoMap spoke with CRDA's EY strategy consultants about how NavigateCHS can be best leveraged and woven into CRDA's innovation-driven economy strategy. At the conclusion of the FY24-25 fiscal year, CRDA's Innovation Scorecard (available in print and electronic versions) highlights this resource as a key asset as part of our innovation strategy implementation.	

Strategic Initiatives / Use of Funds	
Getro digital job Board - CRDA's regional job board provides talent with quick access to job postings from across the region, featuring nearly 200 companies and 4,000 listings. Local companies can link to this page from their websites and social media and have the ability to manage their own company pages on the site. The job board is promoted through social media, Google Ads, LinkedIn campaigns, and word of mouth. To date, the job board has sent 5,700 qualified applicants to network companies generating approximately 150,000 page visits. This impact puts the CRDA job board in the top 15% of all Getro customers.	
Sustain SC: 2024 Symposium sponsorship - CRDA, alongside the Upstate Alliance co-sponsored Sustain SC's 3rd Annual Sustainability Symposium at Central Energy in Columbia. Sustain SC brought together sustainability leaders, government officials, conservationists, business executives from across South Carolina to discuss the future of sustainability in the state. The day was filled with content and information on the future of South Carolina's workforce, corporate conservation efforts, energy sustainability, and innovation in sustainability.	
Support of Harbour Entrepreneur Center through sponsorships - Sponsoring the Harbour Entrepreneur center holds strategic significance for CRDA, as it aligns with our commitment to fostering innovation, supporting local business communities, and expanding our startup network. By sponsoring the center, we not only demonstrate our dedication to nurturing entrepreneurship but also establish a platform for collaboration and knowledge exchange. Our ability to participate in the opening panel event was a unique opportunity to share our expertise, showcase our thought leadership, and connect with the entrepreneurial ecosystem. This engagement allowed us to actively contribute to the center's mission, share insights, and build valuable relationships with emerging and established entrepreneurs, all while reinforcing our position as a key player in driving economic growth and innovation in our community. It's a mutually beneficial partnership that underscores our commitment to making a positive impact and driving forward the entrepreneurial spirit in the region.	
Metro Leadership / Best Practices (Pittsburgh) - This trip provided the Charleston Metro Chamber's members with key insights on the most pressing issues facing both the nation and South Carolina. We held briefings with the SC congressional delegation. Attendees also had the opportunity to engage with local government officials and officials from the outgoing White House Administration. Critical issues discussed included military/defense and transportation and infrastructure issues.	
Innovation Initiatives - CRDA hosted members of Savills life science team, along with SCBIO, MUSC, Charleston County and SCDoc. The intent was to take advantage of Savills' expertise in growing our ecosystem beyond the current wave featuring SCBIO Drive and MUSC Blue Sky Labs.	
Innovation Strategy - CRDA unveiled its new innovation-led economy strategic plan in February 2025. Ernst and Young, the consulting firm selected to develop the strategy, presented a final strategic plan in December, 2024, which featured summaries of their 35+ interviews completed, analysis of data found on the region, and information on sample benchmark regions such as Huntsville, Indianapolis, and others. The strategy, titled "Charleston Inspired: Discover What's Possible," was unveiled at CRDA's Leadership Luncheon on February 26, 2025 to a crowd of nearly 500 attendees. For the remainder of FY24-25, CRDA staff finalized a plan to operational the plan and align staff roles and priorities to the new strategy, which is being implemented over the next 5 fiscal years.	
Charleston Angel Partners 2024 Innovation Summit - On October 18, 2024, CRDA attended and sponsored the Charleston Angel Partners Innovation Summit, reinforcing its commitment to fostering the region's entrepreneurial ecosystem. This event brought together investors, startups, and industry leaders to explore emerging innovations and investment opportunities. CRDA's involvement supported its broader strategy to attract and retain high-growth businesses, strengthen the local venture network, and position Charleston as a hub for innovation and entrepreneurship.	
Site Selector Hosting (Charleston Open) - In April 2025, the Global Business Development (GBD) team hosted two site selectors and their projects during the Credit One Charleston Open—one of the region's premier professional women's tennis tournaments that attracts global executives, sponsors, and investors. The event provided a unique platform to showcase Charleston's business community and quality of life in a dynamic setting. Since the event, one of the hosted projects has committed to establishing operations in the Charleston region.	
2024 NBAA Business Aviation Convention & Exhibition (Las Vegas, NV) - In November 2024, CRDA partnered with Santee Cooper to attend the NBAA Convention and Exhibition in Las Vegas, NV, the world's largest trade show for the business aviation industry. Over 2.5 days, CRDA engaged with 11 companies specializing in products, services, distribution, repair, and manufacturing within various segments of the aerospace industry. Santee Cooper is leading the follow-up efforts with these companies as they explore opportunities to expand their U.S. footprint or invest in the U.S. market.	
MEDICA 2024 (Dusseldorf, Germany) - In November 2024, CRDA attended MEDICA in Düsseldorf, Germany, alongside the SC Department of Commerce. As one of the world's largest medical industry trade fairs, MEDICA provided a key platform for CRDA to engage with over 20 companies across the life sciences sector, including medical device manufacturers, biotechnology firms, healthcare innovators, venture and private investment firms. In addition to identifying new business recruitment opportunities, CRDA also connected with five existing prospects to support their expansion efforts in the Charleston region. The SC Department of Commerce is leading follow-up efforts with these companies to further explore investment and growth opportunities.	
Lowcountry Healthcare Alliance Nov 2024 Reception (SCbio Demo Day) - On November 20, 2024, CRDA co-hosted and sponsored a Lowcountry Healthcare Alliance reception at The Charleston Place during the SCbio Drive Demo Day, fostering collaboration among key stakeholders in the life sciences and healthcare industries. With over 60 attendees, the reception provided a valuable networking opportunity for local leaders, innovators, and investors to strengthen the region's healthcare ecosystem. The event also served to showcase and officially launch SCBio Drive's first accelerator program, highlighting efforts to support and grow life science startups in South Carolina.	
AEROMART Toulouse 2024 - In December 2024, CRDA attended the Aeromart Toulouse Tradeshow in partnership with the SC Department of Commerce, engaging with 23 companies across the aerospace and aviation industries. The event provided valuable opportunities to connect with global industry leaders and explore potential collaborations. The SC Department of Commerce is leading the follow-up efforts with these companies to further develop investment and partnership opportunities in the Charleston region.	
SC DoC Site Selectors Luncheon (Atlanta, GA) - In December 2024, CRDA attended the Site Selectors Luncheon in Atlanta, GA, hosted by the SC Department of Commerce. This event provided an opportunity to engage directly with leading site selection consultants and industry experts, strengthening relationships and showcasing the Charleston region's competitive advantages. CRDA's participation supported ongoing business recruitment efforts by promoting the region as a premier destination for investment and expansion.	
28th Annual GACC South Gala (Atlanta, GA) - On 12/7/2024 CRDA attended the German-American Chamber of Commerce: Southeast Christmas Gala, at the invitation of the South Carolina Department of Commerce. The DOC had 20-25 people from the SC Economic Development field in attendance, and there were also many other people attending from other ally organizations in South Carolina, like attorneys and engineers, and of course existing German companies. CRDA engaged with several people from the GACC who the organization hadn't met previously. It was a great opportunity for fellowship and networking with our network of allies.	
Site Selectors Guild 2025 Annual Conference (Orlando, FL) - Each year, the Guild holds its marquee Annual Conference event with all global Guild members in attendance. The cornerstone of the Annual Conference is knowledge sharing, an interactive exchange of ideas and networking between Guild members and economic developers and investment promotion professionals from around the world. At the conference, the ratio of Guild members to economic development organization (EDO) participants is eight to one (eight attendees for every one Guild member). Members plan all conference content, serve on panels and participate in interactive breakout sessions with conference attendees for the purpose of sharing insights and fostering discussion. Additionally, our awards program for the Annual Conference gives EDOs, their partners and communities the opportunity to be recognized within the industry and receive complimentary registration.	

Strategic Initiatives / Use of Funds	
AEROMART Montreal 2025 (March 25-27, 2025)	Montreal, Quebec, Canada - CRDA joined a delegation lead by SC Aerospace (The Council on Competitiveness) to attend AEROMART in Montreal, Quebec, Canada. At the summit, CRDA engaged with over 20 companies, including suppliers, contract manufacturers, multipliers and trade organizations, service providers, and supply chain and procurement specialists. The trip resulted in several meaningful touchpoints for new contacts, as well as existing relationships in anticipation of Le Bourget 2025.
Gregson Conferences (Life Science Conference)	- In September 2025, CRDA attended a conference in Chapel Hill, North Carolina by Gregson & Co, focusing on the life science industry. This conference featured a large group of site selection consultants and other industry experts who provided two days of insights into the life sciences site selection environment and processes of location analysis. The conference provided attendees with thorough information about this valuable industry, as well as lots of opportunities to interact with speakers and consultants, and other economic development professionals from around the country. CRDA also used the opportunity to reconnect and collaborate with the large cohort of South Carolina professionals who were also in attendance.
UK Mission (February 25-28, 2025)	- In February 2025, the Global Business Development (GBD) team traveled to the United Kingdom on a mission trip to meet with ten companies across key sectors including manufacturing, life sciences, technology, medtech, and automotive aviation. This trip provided valuable insights into international expansion trends, strengthened relationships with potential investors and partners, and reinforced Charleston's global competitiveness as a destination for innovation-driven industries. UK Mission (February 25-28, 2025)
APEX Defense Forum (Washington, DC March 23-25, 2025)	- In March 2025, CRDA's Global Business Development team participated in the APEX Defense Forum in Washington, D.C. for the first time as a fact-finding mission. The event provided valuable insights into federal procurement trends, supplier engagement strategies, and emerging opportunities within the defense and aerospace sectors. This engagement helped strengthen relationships with national defense partners and informed CRDA's approach to positioning Charleston for future federal and industry collaborations.
Palmetto Partners Support	- Palmetto Partners is a strategic partnership with the SC Department of Commerce and other economic development allies throughout the state to position South Carolina as a premier location for new business investment. CRDA is actively participating in this statewide partnership and has applied a portion of our state appropriations to support this valuable effort.
SCbio Annual Membership/Partnership	- CRDA has supported SCbio for several years. Megan Anderson sits on its Board of Directors. We collaborate with SCbio at multiple events (including BIO and Medica) and jointly host life science prospects interested in our region and state.
GIS Mapping/Real Estate Tool	- WebTech Guru tool is a public-facing commercial real estate listings tool powered by the MLS system of the Charleston Trident Association of REALTORS® and located on crda.org. Best-in-industry EDOs host some form of searchable tool featuring a region's available buildings and sites so that prospective firms and site selectors can assess specific inventory prior to official visits during a location decision. The system not only updates automatically each night via the commercial MLS feed, but CRDA staff can make certain edits and additions to property listings, as well as feature certain key listings on the public site. The tool also provides a valuable GIS analysis capability allowing public users as well as internal staff to do workforce, demographic and economic analysis and reporting on custom geographies surrounding any or all of the sites/buildings listed in the system.
SC Council on Competitiveness:	support for SC Aerospace and SC Logistics initiatives - CRDA supports and partners with SC Logistics and SC Aerospace. Advanced logistics and the aerospace industry are key drivers in our regional and state economy. Partnerships with these groups provide opportunity to engage more closely with companies within their respective ecosystems through quarterly meetings. The groups also provide critical data and economic reports that we are able to use in our marketing initiatives.
Innovation Video	- CRDA created a video to introduce our new innovation strategy, which will debut at the 2025 Leadership Luncheon and support ongoing promotion of the strategy. We've engaged Lunch & Recess, a third-party video production agency, to film talent interviews and capture regional footage to create an engaging final product. Using a finalized script and shot location list, Lunch & Recess will produce a video featuring both company and regional highlights, to be unveiled at the February Leadership Luncheon. Visual storytelling: videos & photography - Telling the story of the Charleston region requires compelling visual imagery. To this end, CRDA creates and maintains a library of imagery showing all the region has to offer, ranging from still photographs of the region's best attractions atom videos of innovation at work in some of Charleston's most luminary industrial sites.
Promotional items / prospect gifts / sales materials	- Keeping Charleston at the top of one's list often calls for a souvenir, gift, or printed collateral. CRDA invests in these with an eye toward quality and financial responsibility.
Talent Print Advertising	- Collaborated with Charleston Visitor's Bureau, dba Explore Charleston, to showcase the region's job opportunities and industries to tourists, highlighting Charleston's appeal beyond leisure. This strategic approach included a full-page print advertisement in the 2025 Charleston Visitor's Guide and listing CRDA on Explore Charleston's website, directing users to CRDA's talent page.
Chmura JobsEQ	- Software which helps us identify workforce and labor market characteristics of our region in comparison to other geographies nationwide and to assess current and projected industry and demographic trends. We most frequently use JobsEQ to inform prospect presentations and support our business development efforts through data-driven empirical evidence that the region's workforce has the skills they need now plus a strong talent pipeline for the future. We also use it for economic impact analysis, wage trend data, and talent demand and supply gap analysis to assist the region's educators and workforce development organizations in aligning curriculum.
Germany/France Business Development Mission	(February 28-March 16 2025) In March 2025, the Global Business Development (GBD) team participated in two international mission trips. The first took place in Germany, where the team held nine meetings across Düsseldorf, Berlin, and Osnabrück with companies representing the chemicals, automotive, HVAC, and machinery sectors. The second mission was in France, with 13 meetings in Lyon and Saint-Genis-Laval focused on biotech, medtech, renewable energy, manufacturing, AI, and technology. Together, these missions strengthened relationships with European industry leaders and advanced recruitment opportunities across multiple innovation-driven sectors.

ECONOMIC DEVELOPMENT PARTNERSHIP (EDP)



**Economic
Development
Partnership**

Will Williams | President & CEO

October 1, 2025

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

RE: Proviso Funding Report for FY 2024-2025

Gentlemen,

I am pleased to report on the status of Proviso Funding for the Economic Development Partnership (EDP) provided by the State of South Carolina. The Partnership is very appreciative of the \$450,000.00 in funding provided to our alliance. Our efforts centered on expanding infrastructure in our region along with developing a new industrial commerce park to attract companies that provide goods and technology, serving as a foundation for growth in our region.

Summary of Projects

Professional Development – The Partnership provided funding for an educational speaker who addressed a group of over 100 business, community, and political leaders from our region and the state. We also provided sponsorship for Will Williams to attend the IAMC Spring Professional Forum for Economic Development. EDP actively participated in the Southern Business and Development Roundtable; one of the best coordinated and informative think-tank events for economic development leadership. EDP also provided funding for Will Williams, Kelci Green and Kell Anderson to attend SCEDA's Advanced Symposium recertification workshops. Funding was also provided for Terra Carroll, the CEO of North Augusta Chamber of Commerce, to attend SCEDA Institute 2025. There were two events EDP attended through SEDC: the 2025 American South Site Selection Summit and a professional development initiative webinar. EDP's total spent for *Professional Development* during the fiscal year was **\$17,480.18**.

Marketing – As part of our efforts to recruit manufacturing and technology companies, we allocated funds to streamline our marketing strategy and better reach our target audiences. Our Marketing & Development Director, Kelci Green, has worked diligently to research and implement innovative ways to promote our region through both published and online media. As a result, EDP is now reaching more site selectors and consultants worldwide than ever before, providing them with a direct connection to our regional data. Total *Marketing* investment for the fiscal year was **\$42,095.00**.

Product & Prospect Development – The Economic Development Partnership (EDP) is focused on supporting growth across the Western region of South Carolina, which includes Aiken, Edgefield, Saluda, and McCormick Counties. Our continued goal is to improve, promote and attract new companies to the region. This fiscal year EDP funded **\$2,460,853.34** in *Product and Prospect Development*, to keep our region at the forefront for manufacturing expansion and new capital investment. Below is an overview of how those funds were allocated.

A portion of funds are invested regionally, benefiting all four counties, such as advanced data tracking programs, housing studies, site consultant summits and industry appreciation events. The majority of funds are allocated for specific projects as EDP prioritizes readiness, making sure our locations are primed for development. Detailed below are how funds were allocated for park specific projects in fiscal year 2024-2025.

North Fork Commerce Park:

EDP has continued advancing the development of this new industrial park. Over the past year, we have collaborated with water and sewer authorities to create a viable plan for future industrial growth. Additional progress has been made on entry roads and other key infrastructure, working closely with SC DOT to ensure a safe flow of traffic to and from the entry highway. Updates are also communicated regularly to electric and natural gas utility companies that will serve the park.

Sage Mill Industrial Park:

To remain competitive and attractive to site selectors, EDP has maintained momentum on infrastructure enhancements, including water, sewer, and road improvements. These upgrades help ensure the park is ready for companies to locate with minimal delay. This readiness program was a huge factor in landing Meta in Sage Mill Industrial Park.

McCormick County Eco Park:

Significant infrastructure upgrades are underway, with EDP helping to fund improvements. The availability of a fully established SPEC building and these upgrades were major factors in the German-based company Mikro-Technik's decision to select McCormick Eco Park for its first North American location.

FY 2025/2026 – Included with this letter you will find our fiscal year 2025-2026 Program of Work, outlining how EDP will be applying state funds to accomplish goals in alignment with Provisos 50.13. Our Audit will start early January 2026, and we will provide results in late Spring 2026.

The Economic Development Partnership (EDP) deeply appreciates the Legislature's support through this regional funding program. Each year, we are inspired and motivated by our dedicated investors who share our vision for the future of the Western SC region. The matching Proviso funds enable us to achieve our goals and keep our region at the forefront of economic development. Without these funds, we would not be able to advance our programs or attract new industries to our community.

Best regards,



Will Williams, SCCED, MEDP
President & CEO
Western SC Economic Development Partnership

Enclosure: Program of Work for FY2025-2026

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



**Economic
Development
Partnership**

Will Williams | President & CEO



2025-2026

PROGRAM OF WORK

WESTERN SC ECONOMIC DEVELOPMENT PARTNERSHIP

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

Our *Program of Work* follows the five primary functions of economic development.

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

This document provides a framework for the President/CEO & staff to follow while planning and conducting activities for the 2025-2026 year.

MARKETING

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

COMMUNITY DEVELOPMENT

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

DATA GATHERING / RESEARCH / INFORMATION SERVICES / REFERRAL

1. Publish and maintain up-to-date statistical and demographic information.
2. Publish an Annual Report and provide the publication to economic development allies.
3. Make proper referrals to other economic development allies when in the best interest of the client.
4. Prepare a quarterly newsletter updating investors on the activities EDP has been involved in.
5. Publish a regional wage and benefit survey to provide documentation of regional wages to prospective companies as well as existing industries able to keep their wages and benefits competitive.

SITES AND BUILDINGS

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

EXISTING INDUSTRY

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

SAVANNAH RIVER SITE

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

SAVANNAH RIVER SITE REDEVELOPMENT AUTHORITY

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

INTERNAL OPERATIONS

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

ECONOMIC DEVELOPMENT PARTNERSHIP

2025-2026 PRIORITIES

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

- A. Increase the number of national and international prospects visiting the region through self-generated leads and participation in SCDOC recruiting trips.
- B. Visiting existing industry in the region to assist and garner new investment and job opportunities.
- C. Continue development of North Fork Commerce Park in eastern Aiken County. (Entry Road/Signage, well, Prospect Receiving Area, and Water/Sewer Service.)
- D. Assist Saluda County with further enhancement, such as a graded building pad, in Saluda County Commerce Park -West.
- E. Continue efforts to raise the workforce participation rate of the region.
- F. Collaborate with community entities to maintain the economic vitality of the area.
- G. Secure manufacturing companies for Edgefield County Industrial Park, Saluda Commerce Park and McCormick County Eco Industrial Park.

NORTH EASTERN STRATEGIC ALLIANCE (NESA)



2024 Annual Report
Local Economic Development Alliances Appropriation
Proviso 50.13

Annual Report – LEDA Appropriation

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

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

Grant Program for County Business Development

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

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

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

Collaborative Product Development

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

Marketing and Business Development

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

NESA Mission and Goals

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

Included are metrics to reflect progress in the NESA region:

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

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

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



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

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

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

Accounting and Administration

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



2025 Annual Report
Local Economic Development Alliances Appropriation
Proviso 50.13

Annual Report – LEDA Appropriation

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

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

Grant Program for County Business Development

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

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

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

Collaborative Product Development

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

Marketing and Business Development

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

NESA Mission and Goals

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

Reflected below are the changes in employment from July 2024 through June of 2025.

LAUS Data						
	NESA, SC		SC Excluding NESA Region		South Carolina (45)	
	Unemployment		Unemployment		Unemployment	
Time	Employed	Rate	Employed	Rate	Employed	Rate
June 2024	343,676	5.3%	2,107,281	4.5%	2,450,961	4.7%
July 2024	342,831	5.6%	2,105,411	4.8%	2,448,241	4.9%
August 2024	337,968	5.6%	2,091,752	4.8%	2,429,723	4.9%
September 2024	336,348	4.8%	2,097,715	4.1%	2,434,060	4.2%
October 2024	335,179	5.0%	2,101,735	4.3%	2,436,910	4.4%
November 2024	330,143	5.0%	2,091,279	4.1%	2,421,422	4.2%
December 2024	330,361	4.8%	2,095,899	3.9%	2,426,260	4.0%
January 2025	329,730	5.3%	2,091,075	4.1%	2,420,805	4.3%
February 2025	334,393	5.5%	2,105,879	4.4%	2,440,273	4.5%
March 2025	339,831	4.9%	2,118,691	3.9%	2,458,520	4.1%
April 2025	345,205	4.3%	2,126,329	3.7%	2,471,534	3.8%
May 2025	347,353	4.2%	2,129,306	3.6%	2,476,661	3.7%
June 2025	352,190	5.1%	2,139,879	4.4%	2,492,069	4.5%
% Change Year-over-Year	2.5%	-0.2%	1.5%	-0.1%	1.7%	-0.2%
Exported on: Thursday, July 31, 2025 4:31 PM						
Source: JobsEQ®, BLS						
Note: Figures may not sum due to rounding.						

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



	NESAS Region		South Carolina		USA	
Year	Per Capita Income	%Change from prev. yr	Per Capita Income	%Change from prev. yr	Per Capita Income	%Change from prev. yr
2013	\$21,371	-0.1%	\$23,943	0.2%	\$28,155	0.4%
2014	\$21,363	0.0%	\$24,222	1.2%	\$28,555	1.4%
2015	\$21,791	2.0%	\$24,604	1.6%	\$28,930	1.3%
2016	\$22,618	3.8%	\$25,521	3.7%	\$29,829	3.1%
2017	\$23,450	3.7%	\$26,645	4.4%	\$31,177	4.5%
2018	\$24,557	4.7%	\$27,986	5.0%	\$32,621	4.6%
2019	\$25,682	4.6%	\$29,426	5.1%	\$34,103	4.5%
2020	\$26,567	3.4%	\$30,727	4.4%	\$35,384	3.8%
2021	\$28,383	6.8%	\$32,823	6.8%	\$37,638	6.4%
2022	\$31,302	10.3%	\$36,072	9.9%	\$41,261	9.6%
2023	\$33,452	10.7%	\$37,993	10.5%	\$43,289	10.5%
2024						
Total 10-yr Change		56.2%		58.7%		53.8%
10-yr CAGR	4.6%		4.7%		4.3%	
5-yr CAGR	5.4%		5.2%		4.9%	

Source: Census Bureau

**Financial Report
 As of July 31, 2025**

North Eastern Strategic Alliance				
Results of Operations				
July 31, 2025				
State Program -- Period Ending June 30, 2025				
				Percentage
				of Actual
Revenue		Budget	Actual	To Budget
State Match Funds		\$ 745,000	\$ 745,000	100%
Interest Earnings		-	304	
Grant Refund		-	400,000	
Total Funds Available		\$ 745,000	\$ 1,145,304	154%
Expenditures				
County Economic Development Grants Program		\$ 80,000	\$ 40,000	50%
High Impact Grant Program		372,500	372,500	100%
Marketing and Business Development		292,500	311,271	106%
Total Expenditures		\$ 745,000	\$ 723,771	97%
Cash Balance			\$ 421,534	

Accounting and Administration

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

SC I-77 ALLIANCE



October 13, 2025

The Honorable Bruce W. Bannister
Chairman, SC House Ways & Means Committee

The Honorable Harvey S. Peeler, Jr
Chairman, SC Senate Finance Committee

The Honorable Harry M. Lightsey, III
Secretary, South Carolina Department of Commerce

RE: Proviso Funding Report for FY 2024-2025

Dear Senator Peeler, Representative Bannister, and Secretary Lightsey,

I am pleased to provide the South Carolina I-77 Alliance (Alliance) Annual Report for Proviso 50.13. The Alliance is a regional economic development organization representing Chester, Fairfield, Lancaster, Richland, and York Counties. Its board comprises twenty-eight directors, including three without geographic boundaries: the Acting or Interim Presidents and CEOs of York Technical College, Midlands Technical College, and the I-77 Alliance. The remaining directors are evenly distributed among the five counties, with each county represented by five directors. These include two ex-officio public sector members (a county council appointee or county administrator, and the county economic development director) and three private sector representatives selected through the Alliance's nominating process.

The Executive Committee consists of the Board Chair, Vice Chair, the five county economic development directors, and five private sector members. In accordance with the Alliance's bylaws, the Vice Chair position alternates between public and private sector directors, with each term culminating in the Vice Chair's advancement to Board Chair. The inclusion of county economic developers on both the Board and Executive Committee remains a core element of our governance model.

The Alliance's primary mission is to market and promote the I-77 region, with a particular emphasis on lead generation for its member counties. Our programs are designed to maximize regional visibility among site location decision-makers and key economic development partners, ensuring a strong and consistent pipeline of opportunities for each county.

FY 2024-2025 Highlights

- The Alliance, represented primarily by our five county EDO directors, participated in varying recruitment missions, lead generation events, and industry conferences, including: Business Facilities Live Xchange, World Korean Business Convention, SEDC Site Selection Summit, NextGen Talks Conference: Future Proof, SelectUSA Investment Summit, PLMA Private Label Show, Area Development's Spring Forum, SEUS-Canada, and the BIO International Convention.
- Continued execution of an online marketing campaign targeting advanced manufacturing, biotech, and software/simulation sectors, managed in partnership with Camoin. This campaign has increased traffic to our website by almost 100% and these are users falling within our target audiences.
- Strengthened investor engagement and advanced the five-year capital campaign, securing commitments that support long-term sustainability.
- Expanded distribution of updated regional marketing collateral to site selectors and industry contacts, reinforcing the workforce and cost advantages of the Charlotte-Columbia dual metro corridor.
- Advanced regional competitiveness through updated target industry data and refreshed marketing assets used in national and international business development.

As of June 30, 2025 the Alliance reported the following metrics for FY 2024-2025:

- 123 company visits/meetings
- 95 site consultant meetings
- 65 leads either sourced internally or via partners
- 21,000+ users on our website (**91% YoY growth**)
- 150,000+ impressions of our LinkedIn content (**200% YoY growth**)

The Alliance completed a year-long fundraising campaign in partnership with Convergent Nonprofit Solutions to enhance the organization's financial sustainability and expand private-sector participation. The campaign successfully secured multi-year commitments from both new and existing investors, ensuring continued support for regional marketing, research, and business development initiatives. This effort was concluded during the FY and results close to 90% of our goal, with a number of requests still unanswered.

Operationally, the Alliance has maintained a strong emphasis on proactive marketing and lead generation. Our team participated in targeted industry conferences and missions, while continuing to leverage virtual outreach to maintain flexibility and reach. As the Alliance evaluates potential adjustments to its long-term structure, our county partners have also taken on greater roles in domestic and international business development efforts, helping ensure consistent representation of the I-77 region's assets across key markets.

FUNDS RECEIVED (MATCHING FUNDS PROGRESS)

The Alliance has successfully matched and received its full allocation of Proviso funds, including any surpluses available, for fiscal years 2013-2025. However, FY 2023 marked the first year where we did not receive the maximum allotment, securing \$566,500, which fell \$93,500 short of the non-surplus maximum. As of June 30, 2025, including the FY 2023 request of \$566,500, the Alliance will have claimed a total of \$7,604,535.64. An itemized list of Proviso 50.13 funds received for the current and previous fiscal years is provided below.

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

FISCAL YEAR REVENUE	FUNDS RECEIVED	FISCAL YEAR REVENUE	FUNDS RECEIVED
2013-2014	\$ 378,500.00	2019-2020 ³	\$ 669,290.71
2014-2015	\$ 700,000.00	2020-2021 ⁴	\$ 671,441.07
2015-2016	\$ 600,000.00	2021-2022 ⁵	\$ 725,394.07
2016-2017 ¹	\$ 690,545.50	2022-2023 ⁶	\$ 11,779.73
2017-2018	\$ 404,166.00	2023-2024 ⁷	\$ 566,500.00
2018-2019 ²	\$ 866,918.56	2024-2025 ⁸	\$ 1,320,000.00
		TOTAL	\$ 7,604,535.64

FUNDS EXPENDED

Through June 30, 2025, the Alliance has utilized Proviso 50.13 funds for Alliance marketing and advertising initiatives, as well as contract services and other efforts related to marketing and economic development. On the following page, a detailed breakdown of all Proviso 50.13 fund expenditures, including the reconciliation of fiscal year allocations has been provided:

PROVISO 50.13 FUNDS EXPENDED AND RECONCILIATION (AS OF JUNE 30, 2025)

2024-2025 PROVISO EXPENSES

CATEGORY	COSTS
Marketing Expenses	\$115,389.27
Advertising Expenses	\$293,396.35
Prospect Expenses	\$45,654.13
Lead Generation	\$109,774.95
Sponsorships	\$82,735.00
Data	\$136,267.10
EDO Contract Svcs	\$110,746.06
2024-2025 TOTAL:	\$893,962.86

TOTAL PROVISO EXPENDITURE

FISCAL YEAR	FUNDS RECEIVED	CUMULATIVE	EXPENSES
2013-2014	\$378,500.00	\$378,500.00	\$86,920.45
2014-2015	\$700,000.00	\$1,078,500.00	\$404,820.37
2015-2016	\$600,000.00	\$1,678,500.00	\$316,632.79
2016-2017 ¹	\$690,545.50	\$2,369,045.50	\$546,083.94
2017-2018	\$404,166.00	\$2,773,211.50	\$527,385.05
2018-2019 ²	\$866,918.56	\$3,640,130.06	\$722,393.87
2019-2020 ³	\$669,290.71	\$4,309,420.77	\$559,562.95
2020-2021 ⁴	\$671,441.07	\$4,980,861.84	\$295,400.50
2021-2022 ⁵	\$725,394.07	\$5,706,255.91	\$383,827.64
2022-2023 ⁶	\$11,779.73	\$5,718,035.64	\$592,541.08
2023-2024 ⁷	\$566,500.00	\$6,284,535.64	\$962,586.49
2024-2025 ⁸	\$1,320,000.00	\$7,604,535.64	\$893,962.86
TOTALS	\$7,604,535.64		\$6,292,117.99

1 - Includes \$30,545.50 of previous FY funds rec after 6/30/16

2 - Includes \$206,918.56 of previous FY funds rec after 6/30/18

3 - Includes \$9,290.71 of previous FY funds rec after 6/30/19

4 - Includes \$11,441.07 of previous FY funds rec after 6/30/20

6 - Includes \$11,779.73 of previous FY funds rec after 6/30/22

7 - Includes \$566,500 of previous FY funds rec after 6/30/23

8 - Includes \$660,000.00 of previous FY funds rec after 6/30/24

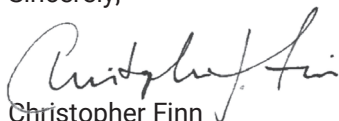
Proviso funds this fiscal year were allocated primarily to:

- Participation in key recruitment events to expand national and international prospect engagement.
- Execution of digital campaigns reaching decision-makers in growth industries such as EV battery materials, biotech, and advanced manufacturing.
- Lead generation efforts through ROI and Camoin, both of which continue to deliver a steady pipeline of qualified opportunities.
- Support of county-level missions, ensuring that each partner EDO benefits from enhanced reach and visibility.

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

Our goals for the upcoming 2025-2026 FY are represented by an across the board 10% increase in our measurables. At this time, we do not expect to take on any new significant initiatives; however, we intend to be even more efficient with the existing tools, resources, and lead generation missions we can arrange. Please feel free to reach out if you have any inquiries or require further information.

Sincerely,



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

SOUTHERN CAROLINA ALLIANCE



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

www.southerncarolina.org
sca@southerncarolina.org

October 14, 2024

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

PROVISO/REDO FUNDING ANNUAL REPORTING

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

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

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

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

Marketing and Lead Generation Development: \$398,139.77

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

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

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

Investment in new industry and industrial expansions have created 247 new jobs for the region and over \$38 million in capital investment in the region for this reporting period.

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

Regional Economic Development Organizations (REDO) Funding Report
Annual Report

2022-2023 Funding									
Marketing & Lead Generation Programs	Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs			
	184,561.71	135,962.91	250,000.00	255,769.88	-64,754.74	300,000.00			
Park, Property Development & Infrastructure, Project Costs	127,158.67	166,220.04	350,000.00	358,133.45	64,754.74	4,600,000.00			
Total Expenses	311,720.38	302,182.95							
REDO Funds	600,000.00	600,000.00							
Additional REDO Funds	13,903.33	13,903.33							
Total REDO Funds	613,903.33	613,903.33	600,000.00	613,903.33		4,900,000.00			
Total Remaining Funds	0.00	311,720.38			0.00				
2023-2024 Funding									
Marketing & Lead Generation Programs	Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs			
	213,578.06		250,000.00		36,421.94	300,000.00			
Park, Property Development & Infrastructure, Project Costs	83,619.91		350,000.00		-83,619.91	4,600,000.00			
Total Expenses	297,197.97								
REDO Funds	600,000.00								
Additional REDO Funds	0.00								
Total REDO Funds	600,000.00		600,000.00			4,900,000.00			
Total Remaining Funds	302,802.03				-47,197.97				
2024-2025 Funding									
Marketing & Lead Generation Programs	Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs			
	0.00		250,000.00		0.00	300,000.00			
Park, Property Development & Infrastructure, Project Costs	0.00		350,000.00		0.00	4,600,000.00			
Total Expenses	0.00				0.00				
REDO Funds	600,000.00		600,000.00						
Additional REDO Funds						4,900,000.00			
Total REDO Funds	600,000.00		600,000.00						
Total Remaining Funds	600,000.00				0.00				

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



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

www.southerncarolina.org
sca@southerncarolina.org

October 07, 2025

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

PROVISO/REDO FUNDING ANNUAL REPORTING

Park/Property and Project Development: \$288,657.65

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

- SCA continues to work on assessments and expansion opportunities for several of the industrial parks within the 7-county region.
- SCA solicited and engaged vendors to perform due diligence for Palmetto Sites at several properties and industrial Parks.
- SCA continues to work on the acquisition of 1500 acres in Jasper County to create a logistics park.
- SCA engaged vendors for engineering, design, and permitting for an entrance road leading to the Sherwood Site in Jasper County.
- SCA supported Beaufort County with a grant to assist in the location of a project.
- SCA has worked in coordination with Hampton County, SCDOT, and CSX regarding the rail crossing and signal arms project at the entrance to Southern Carolina Industrial Campus.
- SCA has continued to work through due diligence and pre-construction related to the proposed Spec Building #2 within the Southern Carolina Industrial Campus.
- SCA engaged vendors to construct a master plan and a conceptual site plan for the Walkers Road Site in Allendale County.

- SCA has continued work associated with the DOE grant for the upfit of the Allendale Training facility. This grant will update the building along with training equipment to facilitate the training needs in the region for current and prospective industries' workforce needs.
- SCA is working in collaboration with McMillan Pazdan Smith on the design of the New Cross Rhodes Spec building in Bamberg County.
- SCA seeks to expand the Southern Carolina Advanced Technology Park in Barnwell County by acquiring 300 acres from Savannah River Site to accommodate proposed missions of DOE.
- SCA Continues to assist Barnwell County with an extension in sewer lines to be completed by December 2026. SCA will assist in the planning and extension of water lines as well.
- SCA is coordinating with Palmetto Railways to establish a distribution site in Canadys.
- SCA assisted Colleton County with infrastructure needs within the Colleton Mega Site.

Marketing and Lead Generation Development: \$614,144.38

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

- SCA participated in an international marketing mission to Switzerland and Italy, resulting in 93 engagements.
- SCA participated in a virtual marketing mission with 4 California companies in the aerospace/defense sectors.
- SCA conducted a Marketing Mission to New York, meeting with 9 companies.
- SCA Participated in the DOC sponsored Italy Road Show, meeting with 10 companies.
- SCA participated in the Leadership Salkehatchie regional leadership program with USC Salkehatchie at their Allendale Campus.
- SCA participated in the SC Rural Summit as a major sponsor.
- SCA Participated in Select USA held in Washington, DC, meeting with approximately 80 companies.
- SCA met twice with the SCDOC International Team to present a regional overview and provided tours of our Industrial Parks.
- SCA hosted approximately 450 guests at the RBC Heritage, connecting active projects with local and state officials, site selectors, and leaders within the region.
- SCA Participated in the Site Consultants skybox in Chicago.
- SCA participated in the Anuga Food Show in Germany along with SC Department of Commerce and the SC Power Team.
- SCA hosted the Fall Business and Industry event to allow networking opportunities for existing industry with SCA Board, staff, and elected officials.
- SCA continues to produce and release podcast episodes of Behind The Golden Shovel, featuring topics of regional interest related to economic development, job creation, workforce training and other activities that can improve opportunities and enhance the quality of life in the region.

- SCA continues our social media campaigns on Facebook, Twitter, LinkedIn, and Instagram, while adding videos to our YouTube channel.

Investment in new industry and industrial expansions have created 1,068 new jobs for the region and over \$528 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

2023-2024 Funding		Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs		233,637.86	213,578.06	250,000.00		16,362.14	300,000.00
Park, Property Development & Infrastructure, Project Costs		69,164.17	83,619.91	350,000.00		-152,784.08	4,600,000.00
Total Expenses		600,000.00	297,197.97				
REDO Funds		600,000.00	600,000.00				
Additional REDO Funds		0.00	0.00				
Total REDO Funds		600,000.00	600,000.00	600,000.00			4,900,000.00
Total Remaining Funds		0.00	302,802.03			-136,421.94	

2024-2025 Funding		Actual REDO Cost	Previously Reported Cost	Budgeted REDO Cost	Adjusted with Additional funds	Remaining REDO Funds	Total Budget Costs
Marketing & Lead Generation Programs		380,506.52	0.00	250,000.00		-380,506.52	300,000.00
Park, Property Development & Infrastructure, Project Costs		219,493.48	0.00	350,000.00		-219,493.48	4,600,000.00
Total Expenses		600,000.00	0.00			-600,000.00	
REDO Funds		600,000.00	600,000.00	600,000.00			
Additional REDO Funds							
Total REDO Funds		600,000.00	600,000.00	600,000.00			4,900,000.00
Total Remaining Funds		0.00	600,000.00			0.00	

All funds for 2024/2025 and prior years have been utilized

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, 2025

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

Proviso Funding FY 2024-25 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. For eleven years, TheLINK has facilitated and fostered economic development through a renewed partnership for progress in Lee and Sumter Counties. The LEDA funding we receive continues to bolster our ability to promote and market our region through many creative efforts including but not limited to lead generation and recruiting; image enhancement; workforce development training initiatives; product development and economic infrastructure improvements; international exposure; professional development and new strategic initiative-based programming to make our region stronger and create more economic opportunities.

Sites and Properties (10.38% of budgeted allocation)

Spec Buildings and Pads

Prospect visits to both the Lee County spec building and the Sumter spec building continue at a brisk pace. Funding has been approved for a 200k sq. ft. pad in the Black River Industrial Park and the possibility of increasing the pad to 250k sq. ft. is in discussion.

Site Updates

- Construction is underway for a 1,120 ft. road extension in the Pocotaligo Industrial Park.
- Awarded \$275k in funding for Pocotaligo East clearing.
- The Sumter EDGE took an option on property in Pinewood, SC related to Project Fanatic.
- Applied for \$300k grant for Black River Industrial Park water improvements to the 200k sq. ft. pad.
- Applied for \$300k grant for new Lee Spec building along with \$750k secured from the Power Team contingent on the sale of the current Lee Spec.
- 2630 Hwy 15 South is currently available for lease as is 31 Plowden Mill Road.

Workforce Training and Development (10.39% budget allocation)

Workforce continues to be an important area of focus for TheLINK in the 2024-25 fiscal year. The LINK continues to spearhead and sponsor activities and marketing initiatives focused on talent development and retention. These include:

- Ross McKenzie Emerging Leaders seventh class comprised of 18 high school juniors from both public and private schools in Sumter and Lee Counties, completed the program and graduated in May 2025. Members of the sixth class who graduated in the spring of 2024 were placed and are currently serving as ex-officio members on a variety of non-profit and civic boards in TheLINK region.
- The eSTEAM Sumter Festival took place on Saturday, October 5, 2024, with attendance exceeding 7,000 guests. More than 78 exhibitors participated along with 14 food trucks. Thirty-three sponsors supported the event which kicked off with a 22-unit parade. Planning for the 2025 event took place throughout the fiscal year and several sponsors committed to support the 2025 event immediately after the 2024 event.
- The Manufacturer's Expo and STEAM Challenge for 7th and 8th grade students in both Lee and Sumter Counties was held at the Advanced Manufacturers Technology Training Center on March 28, 2025. Nine area middle schools participated in this interactive event with six industry partners. The goal of the event is to expose the students to opportunities in the region prior to them completing their Individual Graduation Plans.
- Graduate to Greatness took place on April 30, 2025. This event is tailored to high school seniors who have not yet formed a post-graduation plan. The event hosted 210 students, 26 employers representing a mix of business, industry and local government with available jobs, the area's three local colleges (CCTC, Morris College and USC -Sumter) along with military recruiters from five branches of service were on hand to talk to soon-to-be high school graduates.

Additionally, TheLINK, in conjunction with the South Carolina Department of Commerce, hosted a very successful supplier event for eVAC on January 28, 2025.

Marketing and Recruiting (68.84% budget allocation)

TheLINK's marketing and recruiting efforts in 2024-25 included print media, social media, billboards, and opportunities to participate with the SCDOC on regional, national, and international trade missions.

- Eat on This – A community cuisine – bringing together different community groups to learn about the work of TheLINK in the region.
- Bluegrass and BBQ investor appreciation event.
- Digital Annual Report focusing on 20 years of public private partnership was produced in May 2025 and unveiled at Bluegrass and BBQ.
- Ads in Sumter Living, SB&D, Lee County Observer, The Item, etc.
- The eSTEAM Sumter Festival website was updated and improved with new sponsorship package opportunities, photos and interactive capabilities.
- eSTEAM – sponsored by TheLINK – billboards were placed throughout Sumter, Lee, Richland, Kershaw and Clarendon Counties.
- A Women's History month series featuring women in Economic Development in the region was featured on TheLINK's online portals. In STEAM Social media campaign was developed and executed.
- The Power of Progress: Shining a Spotlight on the manufacturers fueling progress in Sumter and Lee Counties online campaign.

Marketing materials were developed for programming efforts including Graduate to Greatness and Eat on This along with print ads in Sumter Living, The Lee County Observer, Southern Business & Development and The Item in conjunction with significant social media posts related to these events and programs.

In May, the LINK hosted the annual Bluegrass and Barbeque investor appreciation event. The newly produced anniversary of 20 years of Public – Private partnership was unveiled at this event.

TheLINK also has a strong presence on multiple social media platforms including Facebook, Instagram, X, LinkedIn, etc., all of which are intentionally created to drive traffic to the new website which launched in December 2022.

Members of TheLINK team participated in and sponsored multiple local events including:

- State of the School District Breakfast Sponsor
- Greater Sumter Chamber of Commerce Retreat
- State of Sumter Event
- State of the Economy Sumter Event
- SHE (See Her Empowered) Seminars
- Lee Chamber of Commerce Luncheon and Awards Ceremony
- SCEDA Conference

The team hosted the South Carolina Dept. of Commerce’s European office in May with discussion about the region, tours of sites and dinner.

Throughout the year, great deal of time and effort was devoted to VisionSC, which unveiled the Digital Twin featuring Sumter as part of the new marketing push by Commerce at the recent SCEDA conference. Demos of VR/AR headsets were available to participants which showcased Sumter’s industrial and community assets.

Projects

Project activity in FY24-25 continued to be robust and was primarily driven by the availability of buildings and pad ready sites in the region. Project announcements and celebrations during FY24-25 included:

- Feb 2025 - Lee County Solar (Project Charles) - \$175 million
- Feb 2025 - Sumter County Solar (Project White Palmetto) - \$250 Million
- Feb 2025 - Sylvamo (Project Kerrigan) - \$45 Million and 6 jobs
- March 2025 – EFP (Project Grapefruit 2/Dante) - \$31.5 Million and 57 jobs
- March 2025 – EnerSys (Project Pumpkin Pie) - \$6.7 million and 14 jobs

Total: \$508.2 million and 77 new jobs.

Throughout the fiscal year TheLINK responded to over 35 requests for information. While not all of these projects remain active, at the end of the fiscal year, TheLINK was working on 17 active projects (both new and existing industry expansions) representing the potential investment of \$1.424 billion and 3,698 potential jobs.

In addition to projects, several industries in the region celebrated significant milestones:

- e-VAC Topping off ceremony on October 17, 2024.
- Pilgrims Ribbon Cutting for Waste to Natural Gas Program.
- e-VAC received the Smart Move SC New Plant award at SCMEP.
- Enersys held its expansion celebration on May 29, 2025.
- South Atlantic Cannery in Bishopville celebrated its 50th Anniversary at that location on June 25, 2025.

Travel (5.19% budget allocation)

TheLINK team traveled on a variety of trade missions during the FY24-25 year including:

- Farnborough Air Show
- The Southern Germany Road Show
- Mission to Spain with the European delegation
- Montreal Aeromart
- Select USA Conference
- Paris Air Show

Leadership & Development Training (5.19% budget allocation)

In addition to supplemental coursework with SCEDA, several members of TheLINK team pursued additional coursework during the fiscal year including the Santee Cooper Envoy Program and Leadership South Carolina.

Funding

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

TheLINK successfully exceeded raising its FY2025 Proviso allocation of \$385,000, all of which was drawn down by the end of the 2024-25 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 greatly enhanced our ability to keep our existing industries thriving and exploring the possibility of expanding in our region. The Proviso funding provides TheLINK with the resources to create a robust marketing program in a broad spectrum of media outlets. Likewise, talent development and retention in TheLINK region continues to benefit from programming and initiatives that this funding allows.

Sincerely,



Jay Schwedler
President & CEO

cc: Senator Jeffrey R. Graham, District 35
Senator JD Chaplin, District 29
Representative David Weeks, District 51
Representative Keishan M. Scott, District 50
Gordon Eckley, TheLINK Chairman
Mr. Patrick Jarvis, Chief Financial Officer, South Carolina Department of Commerce

UPSTATE ALLIANCE



UpstateSCAlliance

Business moves here.

Upstate South Carolina Alliance 2024 Annual Report

FY 2021-2022

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

FY 2022-2023

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

FY 2023-2024

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

October 15, 2024

Honorable Harry M. Lightsey III
Secretary of Commerce, SC Department of Commerce
1201 Main St., Suite 1600
Columbia, SC 29201

RE: Annual Report per State of South Carolina Appropriations Act of FY2021-2022; FY2022-2023; FY2023-2024

Secretary Lightsey:

Pursuant to the requirements provided in memorandums June 2021, June 2022, and June 2023 from the South Carolina Department of Commerce, please accept this letter and attachments as the Upstate South Carolina Alliance's annual report for the receipt of the \$761,441.07 in funding provided to Local Economic Development Alliances in the State Appropriation Act for FY2021-2022, \$763,903.33 for FY2022-2023, and \$750,000.00 for FY2023-2024.

Per the Act 2021-2022 the Upstate SC Alliance submitted a request and received funds. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$761,799.72. All funds have now been expended.

Per the Act 2022-2023, the Upstate SC Alliance submitted a request and received funds. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$763,903.33. Funds in the amount of \$635,485.49 have been spent.

Per the Act 2023-2024, the Upstate SC Alliance submitted a request and received funds. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$750,000.00. Funds have not been spent yet.

Within this packet, please find the following:

- A detailed Funding Request/Itemized Budget
- 2023 Upstate SC Alliance Annual Report
- 2023-Q32024 Upstate South Carolina Alliance Performance Measures
- 2023-Q32024 Upstate South Carolina Announcements

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

Sincerely,



John Lummus
President/CEO

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



Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
830500	ACOG/Infomentun	\$	2,163.74	\$ 34,245.91
823065	Domestic Mission Trips	\$	706.93	1,352.13
823012	International Mission Trips	\$	3,800.45	44,206.28
823020	Investor Led Mision Trips	\$		-
823090	Lead Generation Expenses	\$	4,813.75	66,241.71
823092	Local Developer Travel Sponsorship	\$	2,373.47	16,077.95
823091	Partner Mission Trips	\$		-
820500	Prospect Cultivation	\$	1,629.82	11,481.60
831000	Research & Databases	\$		119,474.75
823072	Site Consultant Trips	\$	3,489.60	6,919.67
TOTAL TO-DATE		\$ 300,000.00	18,977.76	\$ 300,000.00
Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 250,000.00		
821000	COI (Centers of Influence) Cultivation	\$	-	1,434.07
824800	Consultant In-Bound Event	\$	-	23,822.64
833500	Economic Development Sponsorships	\$	-	4,184.70
834500	Economic Development Travel & Meals	\$	-	7,200.59
824801	Experience the Upstate	\$	-	(861.69)
832060	Global Competitiveness Events and Programs	\$	-	14,627.31
818000	Marketing Tools & Initiatives	\$	-	107,918.08
824900	Misc Delegations	\$	-	-
835500	Misc. Marketing Expense	\$	-	-
822060	Site Consultant Conferences/IAMC	\$	-	21,384.65
823065	Target Industry Association/Support	\$	-	2,073.95
822065	Tradeshows	\$	-	12,539.07
841500	Website & Digital Engagement	\$	-	55,676.63
TOTAL TO-DATE		\$ 250,000.00	-	\$ 250,000.00

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

All Programs				Funds Received	Funds Used This Quarter	Funds Used To-Date
				\$761,779.72	18,977.76	761,779.72

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

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

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

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

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

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

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

All Programs			
		Funds Received	Funds Used To-Date
		\$761,779.72	682,656.65
		99,164.24	

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

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

		Funds Received	Funds Used This Quarter	Funds Used To-Date
824902	Business Recruitment & Marketing Events		\$ -	-
837000	Communications & Content Creation	\$	50,000.91	\$ 52,017.50
824500	Foreign Delegation Visits		\$	-
832060	Global Competitiveness Events and Programs	\$	421.51	\$ 946.10
823073	International COI Event		\$	-
831500	Media Cultivation		\$	-
729800	Palmetto Partners Contribution		\$	-
824904	Reimbursement from Sponsors		\$	-
824903	SC Aerospace Conference		\$	-
824400	SC Auto Summit		\$	-
824709	SCBIO		\$	-
817000	Talent Attraction & Retention/Upskilling Initiative	\$	30,933.52	\$ 30,933.52
823065	Target Industry Association/Support	\$	2,885.34	\$ 3,380.04
	TOTAL TO-DATE	\$263,903.33	\$99,741.28	\$102,777.16
	All Programs	Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$813,903.33	\$176,529.70	\$200,817.04

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

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

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

All Programs	Funds Received	Funds Used This Quarter	Funds Used To-Date
	\$761,779.72	\$ 60,145.31	\$ 742,801.96

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

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

All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$813,903.33	\$ 223,968.77	501,574.23

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Lead Generation, Research and Project Support		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 300,000.00		
830500	ACOG/Infomentun	\$	2,163.74	\$ 34,245.91
823065	Domestic Mission Trips	\$	706.93	\$ 1,352.13
823012	International Mission Trips	\$	3,800.45	\$ 44,206.28
823020	Investor Led Mision Trips	\$		-
823090	Lead Generation Expenses	\$	4,813.75	\$ 66,241.71
823092	Local Developer Travel Sponsorship	\$	2,373.47	\$ 16,077.95
823091	Partner Mission Trips	\$		-
820500	Prospect Cultivation	\$	1,629.82	\$ 11,481.60
831000	Research & Databases	\$		\$ 119,474.75
823072	Site Consultant Trips	\$	3,489.60	\$ 6,919.67
TOTAL TO-DATE		\$ 300,000.00	\$ 18,977.76	\$ 300,000.00
Global Marketing & Business Recruitment		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 250,000.00		
821000	COI (Centers of Influence) Cultivation	\$	-	\$ 1,434.07
824800	Consultant In-Bound Event	\$	-	\$ 23,822.64
833500	Economic Development Sponsorships	\$	-	\$ 4,184.70
834500	Economic Development Travel & Meals	\$	-	\$ 7,200.59
824801	Experience the Upstate	\$	-	\$ (861.69)
832060	Global Competitiveness Events and Programs	\$	-	\$ 14,627.31
818000	Marketing Tools & Initiatives	\$	-	\$ 107,918.08
824900	Misc Delegations	\$	-	\$ -
835500	Misc. Marketing Expense	\$	-	\$ -
822060	Site Consultant Conferences/IAMC	\$	-	\$ 21,384.65
823065	Target Industry Association/Support	\$	-	\$ 2,073.95
822065	Tradeshows	\$	-	\$ 12,539.07
841500	Website & Digital Engagement	\$	-	\$ 55,676.63
TOTAL TO-DATE		\$ 250,000.00	\$ -	\$ 250,000.00

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

All Programs				Funds Received	Funds Used This Quarter	Funds Used To-Date
				\$761,779.72	18,977.76	761,779.72

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

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

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

Upstate South Carolina Alliance Quarterly Report - September 30, 2024



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

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

2023 Annual Report to Investors



UpstateSCAlliance

ANNUAL REPORT *2023*



[VIEW OUR VISION FOR THE UPSTATE](#)

Mission

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

Vision

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

UPSTATE ALLIANCE PROGRAM PILLARS



Showcase the Upstate's value proposition



Data-driven lead generation & business attraction



Promote the Upstate as a career destination



Captain "Team Upstate" + foster business friendly environment



Operate efficiently with culture of continuous improvement

How we did it in 2023:

GLOBAL ENGAGEMENT & BUSINESS RECRUITMENT

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


372
presentations
about the Upstate


102
visits hosted
in the Upstate

41 company visits
61 *COI visits


69
**RFIs
completed


250
New leads
added to pipeline

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

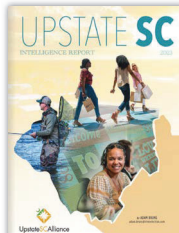
***RFIs: Requests for Information*

SHOWCASING THE UPSTATE

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

SITE SELECTION UPSTATE INTELLIGENCE REPORT

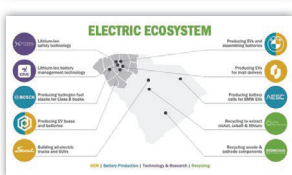
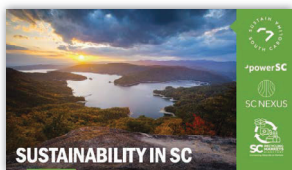
Niche publication, whose audience is site consultants and C-suite executives, produces a highlight on Upstate SC with contacts and story support from the Upstate Alliance.



[VIEW REPORT](#)

PRESENTATION MATERIALS

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



FACT SHEETS



[SEE REPORTS & FACT SHEETS](#)



INVESTOR RELATIONS

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


230
public &
private investors


88
investor
events


245
investor research
requests fulfilled

[BECOME AN INVESTOR](#)



UPSTATE ECONOMIC DEVELOPMENT

2023 BUSINESS RECRUITMENT PIPELINE

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

By industry sector

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

Top parent countries

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

2023 ANNOUNCEMENTS



55
total projects



\$2.1B
in capital
investment



4,455
new
jobs



60%
international
companies



55%
new
companies

[LEARN MORE ►](#)

Five Year Total 2019-2023

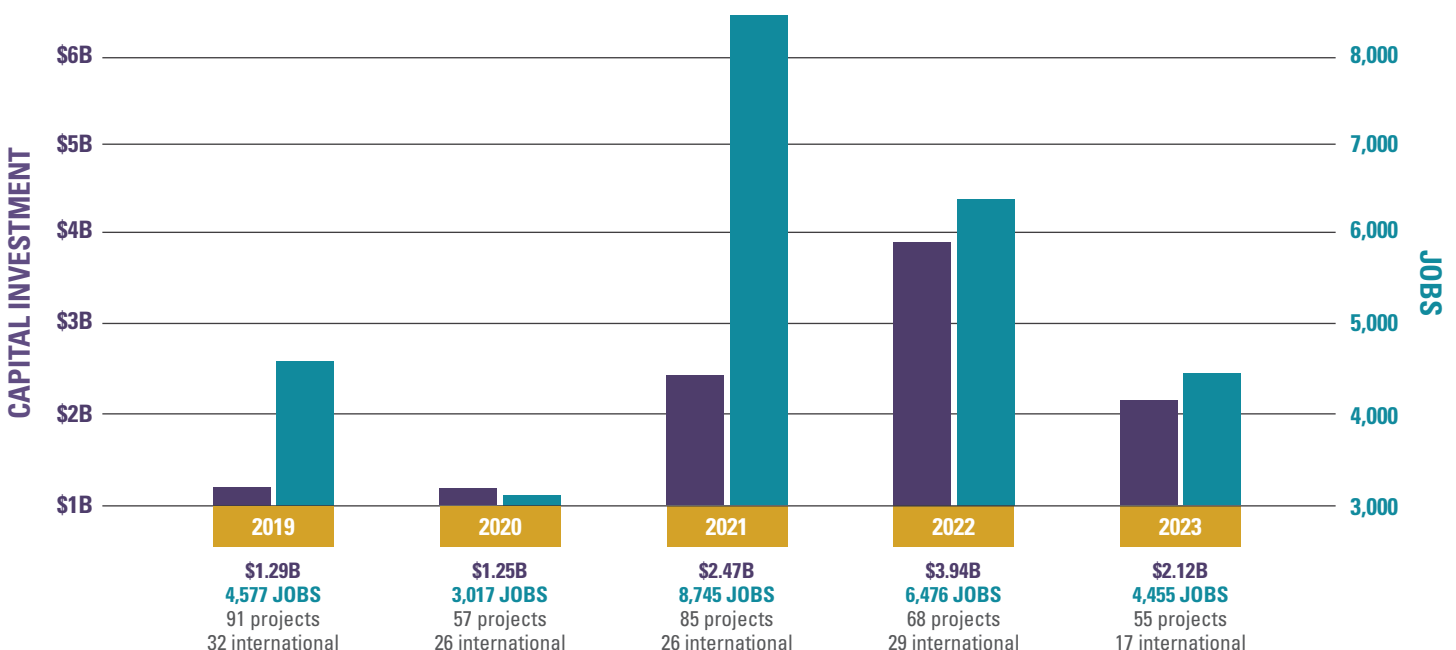


\$11 billion
capital investment



27,415
jobs announced

[SEE INVESTMENT REPORT ►](#)





Marketing to Talent

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


78,024
website
visitors


52,502
job
views


3,670
Skill Up
program clicks


5,619
social media
followers

38% increase
across all platforms
from 2022


3.1M
social media
impressions

JOIN THE MOVEMENT



Connecting with Colleges

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

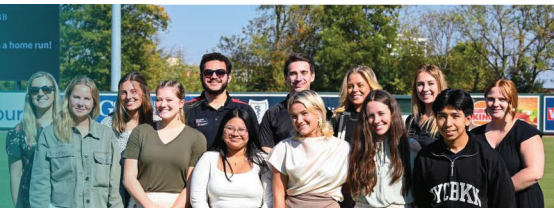

157
higher education
career service
relationships


100+
investors
engaged


36
institutions
attended


6
states
represented

Followed up by
Gardner-Webb
student inbound



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



 **UpstateSCAlliance**
Business moves here.

EXPLORE 2023 FINANCIALS

2023 Performance Measures

Upstate SC Alliance Performance Metrics - 2023

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

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

*All website numbers skewed because of new site

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

2024 Performance Measures (Q1-Q3)

Upstate SC Alliance Performance Metrics - 2024

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

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

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

*All website numbers skewed because of new site

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

2023 Upstate SC Announcements

2023 Upstate South Carolina Announcements

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

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

Source: Upstate SC Alliance partner organizations

*Announced in 2022 but counted by Spartanburg in 2023



2024 Upstate SC Announcements Q1-Q3

2024 Upstate South Carolina Announcements

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

Source: Upstate SC Alliance partner organizations

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



UpstateSCAlliance

Business moves here.

Upstate South Carolina Alliance 2025 Annual Report

FY 2022-2023

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

FY 2023-2024

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

FY 2024-2025

State Appropriations Act

Appropriation to the Local Economic
Development Alliances

October 15, 2025

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 FY2022-2023; FY2023-2024; FY2024-2025

Secretary Lightsey:

Pursuant to the requirements provided in memorandums June 2022, June 2023, and June 2024 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 \$763,903.33 in funding provided to Local Economic Development Alliances in the State Appropriation Act for FY2022-2023; \$750,000.00 for FY2023-2024, and \$750,000.00 for FY2024-2025.

Per the Act 2022-2023, the Upstate SC Alliance submitted a request and received funds. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$763,903.33. All funds have now been spent.

Per the Act 2023-2024, the Upstate SC Alliance submitted a request and received funds. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$750,000.00. Funds in the amount of \$654,202.43 have been spent.

Per the Act 2024-2025, the Upstate SC Alliance submitted a request and received funds. The Upstate SC Alliance was able to demonstrate matching funds and was deemed eligible to receive the maximum provided for a regional organization in the proviso - \$750,000.00. Funds in the amount of \$184,917.59 have been spent.

Within this packet, please find the following:

- A detailed Funding Request/Itemized Budget
- 2024 Upstate SC Alliance Annual Report
- 2024-Q32025 Upstate South Carolina Alliance Performance Measures
- 2024-Q32025 Upstate South Carolina Announcements

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

Sincerely,



John Lummus
President/CEO

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



Upstate South Carolina Alliance Quarterly Report - December 31, 2024

Global Marketing/Lead Generation/Project Support/Research		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 550,000.00		
830500	ACOG/Infomemtun	\$	6,875.00	11,586.26
824902	Business Recruitment + Marketing Events			
821000	COI (Centers of Influence) Cultivation	\$	1,018.29	21,573.85
824800	Consultant In-Bound Event	\$	21,331.01	9,437.00
823065	Domestic Mission Trips	\$	1,416.52	22,504.86
832090	ED Project Support			1,416.52
833500	Economic Development Sponsorships	\$	352.80	50,000.00
834500	Economic Development Travel & Meals	\$	1,394.65	8,429.14
823012	International Mission Trips	\$	18,072.92	10,704.47
823020	Investor Led Mision Trips			18,072.92
823090	Lead Generation Expenses	\$	35,981.44	-
823092	Local Developer Travel Sponsorship			35,981.44
832000	Local Developer Committee	\$	499.96	2,368.00
818000	Marketing Tools & Initiatives	\$	21,662.79	499.96
824900	Misc Delegations			105,990.73
835500	Misc. Marketing Expense	\$		-
823091	Partner Mission Trips			1,568.09
820500	Prospect Cultivation	\$	3,686.19	-
831000	Research fees & databases	\$	29,707.58	3,686.19
822060	Site Consultant Conferences/IAMC	\$	4,669.71	30,407.58
823072	Site Consultant Trips	\$	198.14	76,856.68
822065	Tradeshows	\$	445.74	198.14
841500	Website & Digital Engagement	\$	10,275.43	22,911.69
TOTAL TO-DATE		\$ 550,000.00	157,588.17	550,000.00

Regional Promotion and Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds awarded were placed in this category		\$263,903.33		
824401	Automotive Inbound		\$	5,000.00
824100	BMW Charity Pro Am		\$	10,500.00
824902	Business Recruitment & Marketing Events		\$	-
837000	Communications & Content Creation		\$	76,823.57
824500	Foreign Delegation Visits		\$	-
832060	Global Competitiveness Events and Programs		\$	8,639.24
823073	International COI Event		\$	-
831500	Media Cultivation		\$	-
729800	Palmetto Partners Contribution		\$	-
824904	Reimbursement from Sponsors		\$	-
824903	SC Aerospace Conference		\$	-
824400	SC Auto Summit		\$	-
824709	SCBIO		\$	833.33
817000	Talent Attraction & Retention/Upskilling Initiative	\$	19,261.58	157,305.10
823065	Target Industry Association/Support		\$	4,802.09
TOTAL TO-DATE		\$263,903.33	\$ 19,261.58	263,903.33
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$813,903.33	\$ 176,849.75	813,903.33

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2023-2024 General Appropriations Act
Appropriation to the Local Economic Development Alliances
Upstate South Carolina Alliance Quarterly Report - December 31, 2024



Global Marketing/Lead Generation/Project Support/Research		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 500,000.00		
830500	ACOG/Infomontun	\$ -	\$ -	-
824902	Business Recruitment + Marketing Events	\$ -	\$ -	-
821000	COI (Centers of Influence) Cultivation	\$ -	\$ -	-
824800	Consultant In-Bound Event	\$ -	\$ -	-
823065	Domestic Mission Trips	\$ -	\$ -	-
832090	ED Project Support	\$ -	\$ -	-
833500	Economic Development Sponsorships	\$ -	\$ -	-
834500	Economic Development Travel & Meals	\$ -	\$ -	-
823012	International Mission Trips	\$ -	\$ -	-
823020	Investor Led Mision Trips	\$ -	\$ -	-
823090	Lead Generation Expenses	\$ -	\$ -	-
823092	Local Developer Travel Sponsorship	\$ -	\$ -	-
832000	Local Developer Committee	\$ -	\$ -	-
818000	Marketing Tools & Initiatives	\$ -	\$ -	-
824900	Misc Delegations	\$ -	\$ -	-
835500	Misc. Marketing Expense	\$ -	\$ -	-
823091	Partner Mission Trips	\$ -	\$ -	-
820500	Prospect Cultivation	\$ -	\$ -	-
831000	Research fees & databases	\$ -	\$ -	-
822060	Site Consultant Conferences/IAMC	\$ -	\$ -	-
823072	Site Consultant Trips	\$ -	\$ -	-
822065	Tradeshows	\$ -	\$ -	-
841500	Website & Digital Engagement	\$ 15,064.95	\$ 15,064.95	15,064.95
TOTAL TO-DATE		\$ 500,000.00	\$ 15,064.95	15,064.95

Regional Promotion and Talent

Note: Overage funds awarded were placed in this category

	Funds Received	Funds Used This Quarter	Funds Used To-Date
	\$250,000.00		
824401			
824100			
824902			
837000			
824500			
832060			
823073			
831500			
729800			
824904			
824903			
824400			
824709			
817000			
823065			
Automotive Inbound	\$	-	\$
BMW Charity Pro Am	\$	-	\$
Business Recruitment & Marketing Events	\$	1,568.09	\$
Communications & Content Creation	\$	10,978.88	\$
Foreign Delegation Visits	\$	-	\$
Global Competitiveness Events and Programs	\$	1,009.71	\$
International COI Event	\$	-	\$
Media Cultivation	\$	-	\$
Palmetto Partners Contribution	\$	-	\$
Reimbursement from Sponsors	\$	-	\$
SC Aerospace Conference	\$	-	\$
SC Auto Summit	\$	-	\$
SCBIO	\$	2,499.99	\$
Talent Attraction & Retention/Upskilling Initiative	\$	43,338.86	\$
Target Industry Association/Support	\$	502.99	\$
TOTAL TO-DATE	\$250,000.00	59,898.52	59,898.52

All Programs	Funds Received	Funds Used This Quarter	Funds Used To-Date
	\$750,000.00	74,963.47	\$ 74,963.47

ECONOMIC DEVELOPMENT ORGANIZATIONS
FY2024-2025 General Appropriations Act
Appropriation to the Local Economic Development Alliances
Upstate South Carolina Alliance Quarterly Report - December 31, 2024



Global Marketing/Lead Generation/Project Support/Research		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 500,000.00		
830500	ACOG/Infomontun	\$	-	\$
824902	Business Recruitment + Marketing Events	\$	-	\$
821000	COI (Centers of Influence) Cultivation	\$	-	\$
824800	Consultant In-Bound Event	\$	-	\$
823065	Domestic Mission Trips	\$	-	\$
832090	ED Project Support	\$	-	\$
833500	Economic Development Sponsorships	\$	-	\$
834500	Economic Development Travel & Meals	\$	-	\$
823012	International Mission Trips	\$	-	\$
823020	Investor Led Mision Trips	\$	-	\$
823090	Lead Generation Expenses	\$	-	\$
823092	Local Developer Travel Sponsorship	\$	-	\$
818000	Marketing Tools & Initiatives	\$	-	\$
824900	Misc Delegations	\$	-	\$
835500	Misc. Marketing Expense	\$	-	\$
823091	Partner Mission Trips	\$	-	\$
820500	Prospect Cultivation	\$	-	\$
831000	Research fees & databases	\$	-	\$
822060	Site Consultant Conferences/IAMC	\$	-	\$
823072	Site Consultant Trips	\$	-	\$
822065	Tradeshows	\$	-	\$
841500	Website & Digital Engagement	\$	-	\$
TOTAL TO-DATE		\$ 500,000.00	-	\$ 15,064.95
				15,064.95

Regional Promotion and Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
Note: Overage funds awarded were placed in this category		\$250,000.00		
824401	Automotive Inbound	\$	-	-
824100	BMW Charity Pro Am	\$	-	-
824902	Business Recruitment & Marketing Events	\$	-	-
837000	Communications & Content Creation	\$	-	-
824500	Foreign Delegation Visits	\$	-	-
832060	Global Competitiveness Events and Programs	\$	-	-
823073	International COI Event	\$	-	-
831500	Media Cultivation	\$	-	-
729800	Palmetto Partners Contribution	\$	-	-
824904	Reimbursement from Sponsors	\$	-	-
824903	SC Aerospace Conference	\$	-	-
824400	SC Auto Summit	\$	-	-
824709	SCBIO	\$	-	-
817000	Talent Attraction & Retention/Upskilling Initiative	\$	-	-
823065	Target Industry Association/Support	\$	-	-
TOTAL TO-DATE		\$250,000.00	-	-
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$750,000.00	-	15,064.95

ECONOMIC DEVELOPMENT ORGANIZATIONS
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Global Marketing/Lead Generation/Project Support/Research		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 500,000.00		
830500	ACOG/Infomementun	\$	6,875.00	\$ 6,875.00
824902	Business Recruitment + Marketing Events	\$	270.47	\$ 270.47
821000	COI (Centers of Influence) Cultivation	\$	539.34	\$ 539.34
824800	Consultant In-Bound Event	\$	672.30	\$ 672.30
823065	Domestic Mission Trips	\$		-
832090	ED Project Support	\$		-
833500	Economic Development Sponsorships	\$	2,626.81	\$ 2,626.81
834500	Economic Development Travel & Meals	\$	3,379.56	\$ 3,379.56
823012	International Mission Trips	\$	4,782.76	\$ 4,782.76
823020	Investor Led Mision Trips	\$		-
823090	Lead Generation Expenses	\$	27,725.50	\$ 27,725.50
823092	Local Developer Travel Sponsorship	\$	6,201.39	\$ 6,201.39
832000	Local Developer Committee	\$	485.11	\$ 485.11
818000	Marketing Tools & Initiatives	\$	14,192.67	\$ 14,192.67
824900	Misc Delegations	\$		-
835500	Misc. Marketing Expense	\$		-
823091	Partner Mission Trips	\$		-
820500	Prospect Cultivation	\$	2,597.75	\$ 2,597.75
831000	Research fees & databases	\$	22,211.54	\$ 22,211.54
822060	Site Consultant Conferences/IAMC	\$	8,747.47	\$ 8,747.47
823072	Site Consultant Trips	\$	3,405.07	\$ 3,405.07
822065	Domestic Missons + Trade Shows	\$	5,583.53	\$ 5,583.53
841500	Website & Digital Engagement	\$	17,973.51	\$ 33,038.46
TOTAL TO-DATE		\$ 500,000.00	128,269.78	143,334.73

Regional Promotion and Talent			
	Funds Received	Funds Used This Quarter	Funds Used To-Date
	\$250,000.00		
824401 Automotive Inbound	\$	5,945.31	\$ 5,945.31
623000 Annual Regional Meeting	\$	4,432.79	\$ 4,432.79
824100 BMW Charity Pro Am	\$	11,000.00	\$ 11,000.00
824902 Business Recruitment & Marketing Events	\$		\$ 1,568.09
837000 Communications & Content Creation	\$	54,550.89	\$ 65,529.77
824500 Foreign Delegation Visits	\$		\$ -
832060 Global Competitiveness Events and Programs	\$	5,322.68	\$ 6,332.39
823073 International COI Event	\$	302.01	\$ 302.01
831500 Media Cultivation			\$ -
729800 Palmetto Partners Contribution			\$ -
824904 Reimbursement from Sponsors			\$ -
824903 SC Aerospace Conference			\$ -
824400 SC Auto Summit			\$ -
824709 SCBIO			\$ 2,499.99
817000 Talent Attraction & Retention/Upskilling Initiative	\$	29,898.34	\$ 73,237.20
823065 Target Industry Association/Support	\$	5,085.75	\$ 5,588.74
	\$250,000.00	\$ 116,537.77	\$ 176,436.29
TOTAL TO-DATE			

All Programs			
	Funds Received	Funds Used This Quarter	Funds Used To-Date
	\$750,000.00	\$ 244,807.55	\$ 319,771.02

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Global Marketing/Lead Generation/Project Support/Research		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 500,000.00		
830500	ACOG/Infomentun	\$	-	\$
824902	Business Recruitment + Marketing Events	\$	-	\$
821000	COI (Centers of Influence) Cultivation	\$	-	\$
824800	Consultant In-Bound Event	\$	-	\$
823065	Domestic Mission Trips	\$	-	\$
832090	ED Project Support	\$	-	\$
833500	Economic Development Sponsorships	\$	-	\$
834500	Economic Development Travel & Meals	\$	-	\$
823012	International Mission Trips	\$	-	\$
823020	Investor Led Mision Trips	\$	-	\$
823090	Lead Generation Expenses	\$	-	\$
823092	Local Developer Travel Sponsorship	\$	-	\$
818000	Marketing Tools & Initiatives	\$	-	\$
824900	Misc Delegations	\$	-	\$
835500	Misc. Marketing Expense	\$	-	\$
823091	Partner Mission Trips	\$	-	\$
820500	Prospect Cultivation	\$	-	\$
831000	Research fees & databases	\$	-	\$
822060	Site Consultant Conferences/IAMC	\$	-	\$
823072	Site Consultant Trips	\$	-	\$
822065	Domestic Missons + Trade Shows	\$	-	\$
841500	Website & Digital Engagement	\$	-	\$
TOTAL TO-DATE		\$ 500,000.00	-	17,973.51
				17,973.51

Regional Promotion and Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$250,000.00		
824401	Automotive Inbound	\$	-	\$
824100	BMW Charity Pro Am	\$	-	\$
824902	Business Recruitment & Marketing Events	\$	-	\$
837000	Communications & Content Creation	\$	-	\$
824500	Foreign Delegation Visits	\$	-	\$
832060	Global Competitiveness Events and Programs	\$	-	\$
823073	International COI Event	\$	-	\$
831500	Media Cultivation	\$	-	\$
729800	Palmetto Partners Contribution	\$	-	\$
824904	Reimbursement from Sponsors	\$	-	\$
824903	SC Aerospace Conference	\$	-	\$
824400	SC Auto Summit	\$	-	\$
824709	SCBIO	\$	-	\$
817000	Talent Attraction & Retention/Upskilling Initiative	\$	-	\$
823065	Target Industry Association/Support	\$	-	\$
TOTAL TO-DATE		\$250,000.00	-	\$
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$750,000.00	-	\$ 17,973.51

ECONOMIC DEVELOPMENT ORGANIZATIONS
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Global Marketing/Lead Generation/Project Support/Research		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 500,000.00		
830500	ACOG/Infomentun	\$	3,125.00	\$ 10,000.00
824902	Business Recruitment + Marketing Events	\$	1,778.41	\$ 2,048.88
821000	COI (Centers of Influence) Cultivation	\$	888.00	\$ 1,427.34
824800	Consultant In-Bound Event	\$	(672.30)	\$ -
823065	Domestic Mission Trips	\$	6,502.69	\$ 6,502.69
832090	ED Project Support	\$	-	\$ -
833500	Economic Development Sponsorships	\$	1,877.74	\$ 4,504.55
834500	Economic Development Travel & Meals	\$	3,004.42	\$ 6,383.98
823012	International Mission Trips	\$	20,455.08	\$ 25,237.84
823020	Investor Led Mision Trips	\$	-	\$ -
823090	Lead Generation Expenses	\$	35,606.54	\$ 63,332.04
823092	Local Developer Travel Sponsorship	\$	8,574.15	\$ 14,775.54
832000	Local Developer Committee	\$	951.03	\$ 1,436.14
818000	Marketing Tools & Initiatives	\$	18,702.02	\$ 32,894.69
824900	Misc Delegations	\$	-	\$ -
835500	Misc. Marketing Expense	\$	-	\$ -
823091	Partner Mission Trips	\$	-	\$ -
820500	Prospect Cultivation	\$	2,898.70	\$ 5,496.45
831000	Research fees & databases	\$	12,534.71	\$ 34,746.25
822060	Site Consultant Conferences/IAMC	\$	13,267.18	\$ 22,014.65
823072	Site Consultant Trips	\$	42.02	\$ 3,447.09
822065	Domestic Missons + Trade Shows	\$	-	\$ 5,583.53
841500	Website & Digital Engagement	\$	25,899.56	\$ 58,938.02
TOTAL TO-DATE		\$ 500,000.00	\$ 155,434.95	\$ 298,769.68

Regional Promotion and Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$250,000.00		
824401	Automotive Inbound		\$	5,945.31
623000	Annual Regional Meeting		\$	4,432.79
824100	BMW Charity Pro Am		\$	11,000.00
824902	Business Recruitment & Marketing Events		\$	1,568.09
837000	Communications & Content Creation	\$	4,109.34	69,639.11
824500	Foreign Delegation Visits		\$	-
832060	Global Competitiveness Events and Programs	\$	9,291.18	15,623.57
823073	International COI Event	\$	14,894.20	15,196.21
831500	Media Cultivation		\$	-
729800	Palmetto Partners Contribution		\$	-
824904	Reimbursement from Sponsors		\$	-
824903	SC Aerospace Conference		\$	-
824400	SC Auto Summit		\$	-
824709	SCBIO		\$	2,499.99
817000	Talent Attraction & Retention/Upskilling Initiative	\$	41,870.41	115,107.61
823065	Target Industry Association/Support	\$	3,398.58	8,987.32
	TOTAL TO-DATE	\$250,000.00	\$ 73,563.71	250,000.00
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$750,000.00	\$ 228,998.66	548,769.68

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

Regional Promotion and Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$250,000.00		

824401	Automotive Inbound	\$	-	\$	-	-
824100	BMW Charity Pro Am	\$	-	\$	-	-
824902	Business Recruitment & Marketing Events	\$	-	\$	-	-
837000	Communications & Content Creation	\$	-	\$	-	-
824500	Foreign Delegation Visits	\$	-	\$	-	-
832060	Global Competitiveness Events and Programs	\$	-	\$	-	-
823073	International COI Event	\$	-	\$	-	-
831500	Media Cultivation	\$	-	\$	-	-
729800	Palmetto Partners Contribution	\$	56,250.00	\$	56,250.00	56,250.00
824904	Reimbursement from Sponsors	\$	-	\$	-	-
824903	SC Aerospace Conference	\$	-	\$	-	-
824400	SC Auto Summit	\$	-	\$	-	-
824709	SCBIO	\$	-	\$	-	-
817000	Talent Attraction & Retention/Upskilling Initiative	\$	52,948.86	\$	52,948.86	52,948.86
823065	Target Industry Association/Support	\$	-	\$	-	-
TOTAL TO-DATE		\$	250,000.00	\$	109,198.86	109,198.86
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date		
		\$750,000.00	109,198.86	\$	109,198.86	\$

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Global Marketing/Lead Generation/Project Support/Research		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$ 500,000.00		
830500	ACOG/Infomementun	\$	5,000.00	\$ 15,000.00
824902	Business Recruitment + Marketing Events	\$	13,473.77	\$ 15,522.65
821000	COI (Centers of Influence) Cultivation	\$	392.06	\$ 1,819.40
824800	Consultant In-Bound Event	\$	473.67	\$ 473.67
823065	Domestic Mission Trips	\$	875.57	\$ 7,378.26
832090	ED Project Support	\$		\$ -
833500	Economic Development Sponsorships	\$	1,250.01	\$ 5,754.56
834500	Economic Development Travel & Meals	\$	3,022.08	\$ 9,406.06
823012	International Mission Trips	\$	10,970.48	\$ 36,208.32
823020	Investor Led Mision Trips	\$		\$ -
823090	Lead Generation Expenses	\$	6,548.75	\$ 69,880.79
823092	Local Developer Travel Sponsorship	\$		\$ 14,775.54
832000	Local Developer Committee	\$	495.68	\$ 1,931.82
818000	Marketing Tools & Initiatives	\$	24,736.27	\$ 57,630.96
824900	Misc Delegations	\$		\$ -
835500	Misc. Marketing Expense	\$		\$ -
823091	Partner Mission Trips	\$		\$ -
820500	Prospect Cultivation	\$	3,402.10	\$ 8,898.55
831000	Research fees & databases	\$	12,068.52	\$ 46,814.77
822060	Site Consultant Conferences/IAMC	\$	3,554.82	\$ 25,569.47
823072	Site Consultant Trips	\$	507.04	\$ 3,954.13
822065	Domestic Missons + Trade Shows	\$		\$ 5,583.53
841500	Website & Digital Engagement	\$	18,661.93	\$ 77,599.95
TOTAL TO-DATE		\$ 500,000.00	105,432.75	404,202.43

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

Regional Promotion and Talent		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$250,000.00		
824401	Automotive Inbound	\$	5,000.00	\$ 5,000.00
824100	BMW Charity Pro Am	\$	-	\$ -
824902	Business Recruitment & Marketing Events	\$	-	\$ -
837000	Communications & Content Creation	\$	8,979.99	\$ 8,979.99
824500	Foreign Delegation Visits	\$	-	\$ -
832060	Global Competitiveness Events and Programs	\$	1,299.28	\$ 1,299.28
823073	International COI Event	\$	-	\$ -
831500	Media Cultivation	\$	-	\$ -
729800	Palmetto Partners Contribution	\$	-	\$ 56,250.00
824904	Reimbursement from Sponsors	\$	-	\$ -
824903	SC Aerospace Conference	\$	-	\$ -
824400	SC Auto Summit	\$	-	\$ -
824709	SCBIO	\$	-	\$ -
817000	Talent Attraction & Retention/Upskilling Initiative	\$	57,769.92	\$ 110,718.78
823065	Target Industry Association/Support	\$	2,669.54	\$ 2,669.54
	TOTAL TO-DATE	\$250,000.00	\$ 75,718.73	\$ 184,917.59
All Programs		Funds Received	Funds Used This Quarter	Funds Used To-Date
		\$750,000.00	\$ 75,718.73	\$ 184,917.59

2024 Annual Report to Investors



UpstateSCAlliance

ANNUAL REPORT

2024



Mission

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

Vision

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

Upstate Alliance Program Pillars

1

Showcase the Upstate's value proposition

2

Data-driven lead generation & business attraction

3

Promote the Upstate as a career destination

4

Captain "Team Upstate" + foster business friendly environment

5

Operate efficiently with culture of continuous improvement

GLOBAL ENGAGEMENT & BUSINESS RECRUITMENT

We put the Upstate on the radar for business through a mix of visits to companies in target markets and at tradeshows, and building relationships with Centers of Influence (COIs – site selection consultants, international business and trade organizations, real estate brokers and developers who serve as referral sources). When a company's search turns to a formal inquiry, it becomes a "Request for Information" (RFI).



SHOWCASING THE UPSTATE

What makes the Upstate a magnetic business location? Here's how we painted the picture:

WELCOMING CONSULTANTS AND BUSINESS LEADERS

Serving as host sponsor and aligning Team SC partners to support the Industrial Asset Management Council's (IAMC) largest event, which brought more than 500 corporate business leaders to experience the Upstate. And, we welcomed site consultants during our Fall Consultant Inbound and during the SCbio and NextGen Talks conferences.



INTERNATIONAL DELEGATIONS AND VISITORS

Welcoming Consular representatives and visiting business delegations from Canada, Austria, Slovenia, and the SC Department of Commerce's international offices as they toured the Upstate to learn what makes business move here.



OUTBOUND ACTIVITIES

From tradeshows like JEC World to private visits with businesses in Germany, Italy, Spain, Portugal, and South Korea, our team promoted the Upstate. We also participated in the SelectUSA Roadshow in Brazil and Investment Summit in Washington, D.C.



UPSTATE ECONOMIC DEVELOPMENT

2024 BUSINESS RECRUITMENT PIPELINE

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

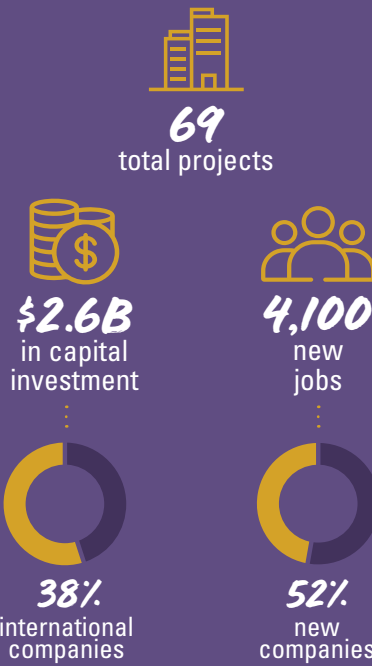
By industry sector:

Automotive & Mobility	218
Engineered Materials	199
Industrial Manufacturing	129
Life Sciences	115
Aerospace & Defense	106
Food Production	66
Business Services	57
Advanced Energy	55
Other	48
Manufacturing Technology	37
TOTAL	1,030

Top Parent Countries:

306		USA
83		GERMANY
77		UK
70		ITALY
67		CANADA
50		BELGIUM
45		SPAIN

2024 ANNOUNCEMENTS

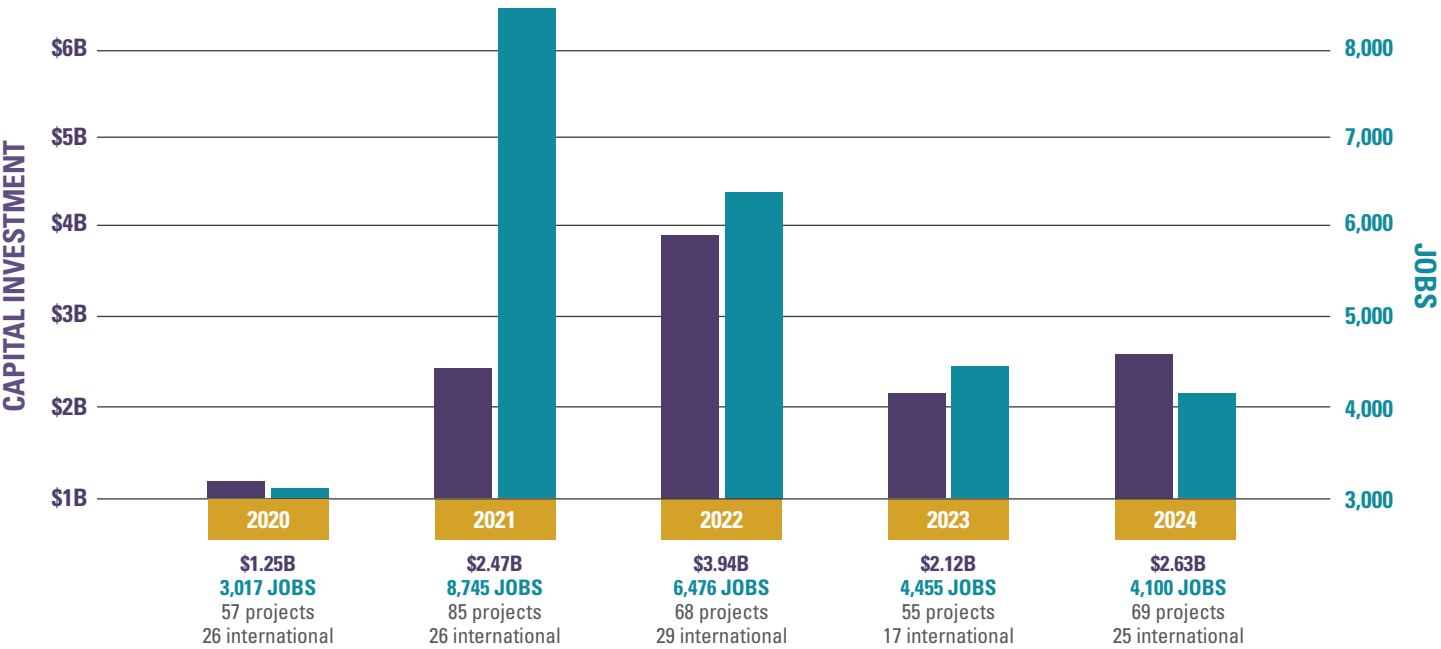


[LEARN MORE ►](#)

Five Year Total 2020-2024



[SEE INVESTMENT REPORT ►](#)





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

Connecting Employers + Talent

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



170,900
website visitors



63,089
job views



5,034
Skill Up
program clicks



2,354
cost-of-living
calculations

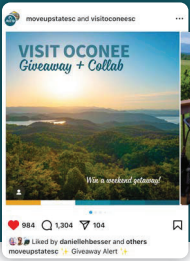
JOIN THE MOVEMENT



7,245
social media
followers



2.8m
social media
impressions



INVESTOR RELATIONS

Our Investor Events offered something for everyone: teeing off among the vines at the Cliffs at Keowee Vineyards; hitting new targets with Sporting Clays at River Bend Sportsman's Resort; and meditation and cookie decorating at Womens' Networking Events. Our speaker series offered insights into hot topics like advanced energy, AI, and electric vehicle infrastructure.



236
public &
private investors



95
investor
events



280
research requests
fulfilled



BECOME AN INVESTOR ►



UpstateSCAlliance
Business moves here.

EXPLORE 2024 FINANCIALS ►

2024 Performance Measures

Upstate SC Alliance Performance Metrics - 2024

Lead data-driven lead generation and business attraction efforts for the region												
Strategic Lead Generation	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
New Companies in the Pipeline - Total	215	10	17	29	23	18	6	25	13	18	207	96%
RFIs/Property Searches	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
UA Generated	20	0	2	1	2	1	1	0	2	2	13	
DOC	40	5	3	4	5	6	1	6	5	2	45	
Total	60	5	6	6	7	7	3	7	7	4	63	105%
Relationship Development	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Virtual Upstate Overview Meetings	30	2	2	2	5	3	1	5	5	5	39	130%
Company Visits - Inbound	41	2	4	7	7	4	7	2	4	1	48	117%
Company Visits - Outbound	75	1	6	27	2	3	11	0	0	13	86	115%
COI Visits - Inbound	60	0	6	2	20	0	1	2	1	2	50	83%
COI Visits - Outbound	120	5	18	1	1	4	2	5	13	13	93	78%
Total Presentations	338	11	37	40	37	14	40	14	23	36	345	102%
Website Marketing	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Unique Visitors (Users)	5,865	7,863	6,807	10,269	8,544	1,684	1,926	2,063	2,063	1,670	53,114	
US Non-SC Traffic (Sessions)	4,104	4,148	3,871	5,994	5,416	1,455	1,646	1,877	1,877	1,417	32,501	
International Traffic (Sessions)	1,325	3,453	2,614	3,806	3,278	312	357	354	354	355	20,004	
Total Sessions	85,000	7,166	9,761	8,182	11,509	9,753	2,512	2,812	2,975	2,396	66,314	78%
Lead regional efforts to refine and showcase the Upstate's competitive value proposition												
UA Communications Activities	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Meaningful Media Mentions (data, commentary, announcements or authored content provided by the UA)	85	4	1	4	0	4	5	19	11	14	85	100%
Media Meetings & Pitches (relationship building, seed planting)	15	0	2	0	1	0	1	0	0	0	5	33%
Blogs Published	5	1	1	0	0	0	1	0	2	0	5	100%
Local Economic Developer PR Assistance	3	0	0	0	0	0	1	1	1	0	3	100%
Quotes provided to DOC / other Stakeholders	5	0	1	0	0	2	3	1	0	2	11	220%
Social Media Group Activity Overview (rates effectiveness of all organizational social media)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Engagements	32,000	1,081	1,731	2,403	5,038	2,046	4,897	2,092	1,895	2,838	29,222	91%
Link Clicks	12,000	629	1,731	1,164	3,946	1,317	3,466	1,171	1,202	1,740	18,915	158%
Social Media Marketing - Activity (Posts)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Twitter	168	8	28	19	13	12	11	13	13	16	133	79%
Facebook	168	9	15	19	12	15	12	14	18	17	172	102%
LinkedIn	168	9	17	20	13	13	12	14	16	19	175	104%
Total Activity	504	26	60	58	38	40	35	41	47	52	521	103%

Social Media Marketing - Subscriptions (Followers)		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Max	% of Progress
Twitter		9,591	9,172	9,192	9,198	9,208	9,224	1,867	9,248	9,264	1,084	9,186	1
Facebook		2,881	2,505	2,514	2,530	2,542	2,256	2,759	2,268	2,268	2,337	2,286	79%
LinkedIn		13,565	11,304	11,461	11,695	11,863	11,981	35,667	12,270	12,361	35,098	12,698	94%
Total Subscriptions		26,037	22,981	23,167	23,423	23,613	23,461	40,293	23,786	23,893	24,042	24,170	93%
Social Media Marketing - Impressions (seen)		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Twitter		33,737	1,527	2,916	3,274	2,560	1,969	1,867	1,569	1,766	1,084	22,810	68%
Facebook		38,795	1,638	1,994	2,461	3,513	3,545	2,759	2,819	1,761	2,337	27,791	72%
LinkedIn		524,674	20,926	22,347	39,147	29,032	22,351	35,667	33,983	28,957	35,098	328,362	63%
Total Impressions		597,206	24,091	27,257	44,882	35,105	27,865	40,293	38,371	32,484	38,519	378,963	63%
UA + The Media		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Media Requests (total - includes data, comment or business source)		18	1	1	0	3	2	2	1	1	0	13	72%
Media Request for Data (includes Research inquiry)		3	0	0	0	0	1	0	0	0	0	2	67%
Media Request for UA Comment		15	0	0	0	3	2	2	1	1	0	11	73%
Media Request for Other Expert Sources		2	1	0	0	0	0	0	0	0	0	1	50%
Reporter Inquiries or Opportunities Shared with Investor		15	1	0	0	0	0	0	0	0	0	1	7%
Promote the Upstate as a talent destination and showcase career and skill building opportunities													
Website Marketing (Move Up Website)		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Unique Visitors (Users)		85,826	17,646	2,121	14,232	14,818	13,525	17,172	11,548	8,809	14,133	170,900	199%
Indeed Job Views		57,752	2,917	1,594	3,406	3,829	3,748	3,225	3,570	3,863	5,901	63,089	109%
Skill Up Program Clicks		4,037	314	24	467	663	55	507	541	555	578	5,034	125%
COLL Calculations		1,576	341	33	388	448	320	294	199	70	128	2,354	149%
Social Media - Aggregate for All Move Up Channels		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Followers		6,181	5,684	5,705	5,759	5,860	5,941	7,044	7,125	7,142	7,199	7,245	117%
Impressions		3,394,780	365,049	8,542	534,271	371,644	#####	#####	#####	88,129	96,870	2,835,167	84%
Engagements + Link Clicks		50,054	7,857	586	14,296	852	911	4,232	787	424	409	35,015	70%
Internal Audience Development		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Number of Presentations/Company Meetings		30	2	2	2	1	7	3	1	2	1	28	93%
Presentation Participants		400	2	17	2	1	227	3	1	3	2	274	69%
Captain Team Update													
Regional Point of Contact for Research		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Non-REI/Project Related Research Requests to Locals		54	5	6	8	6	6	6	9	13	7	83	154%
REI/Project Related Research Support to Locals		55	6	5	4	2	15	4	7	16	3	65	118%
Total Requests for Research Support (all origins)		245	18	22	31	15	31	25	26	37	23	280	114%
Updating/Maintenance of Standard Data Sets		17	1	3	2	2	1	4	5	0	0	20	118%
Research Support for UA (maps, website, fact sheets, PR)		25	1	2	5	5	0	4	0	1	0	25	100%
New Research Reports Generated		10	1	0	1	0	0	5	3	4	3	21	210%
Advocacy Interactions		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Advocacy/Thought Leadership Presentations to Elected Officials		13	0	0	0	1	1	2	0	3	2	11	85%

Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	12	2	2	2	0	0	2	0	1	0	10	83%
Advocacy/Thought Leadership Events/Meetings**	24	2	2	3	3	2	4	0	3	6	54	225%
International Competitiveness	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
"Compete Globally" Partnership trainings/events	4	1	0	0	1	0	0	0	1	0	2	100%

*All website numbers skewed because of new site

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

2025 Performance Measures (Q1-Q3)

Upstate SC Alliance Performance Metrics - 2025

Lead data-driven lead generation and business attraction efforts for the region												
Strategic Lead Generation	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
New Companies in the Pipeline - Total	210	11	30	23	30	26	35	19	15	11	200	95%
RFIs/Property Searches												
UA Generated	15	1	2	4	1	3	2	3	3	4	23	
DOC	45	2	5	3	3	2	6	4	3	6	34	
Total	60	3	7	7	4	5	8	7	6	10	57	95%
Relationship Development												
ED Group Presentations	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Virtual Upstate Overview Meetings	12	1	3	1	3	0	0	0	0	1	9	75%
Company Visits - Inbound	30	6	10	4	5	7	6	3	10	7	58	193%
Company Visits - Outbound	48	1	10	4	6	7	1	4	2	6	41	85%
COI Visits - Inbound	90	10	13	0	23	31	13	6	0	0	96	107%
COI Visits - Outbound	50	1	3	0	17	3	2	3	0	2	31	62%
Total Presentations	100	4	21	18	9	15	16	0	3	12	98	98%
	330	23	60	27	63	63	38	18	15	28	335	102%
Website Marketing												
Unique Visitors (Users)	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
US Non-SC Traffic (Sessions)		4,973	5,994	11,365	9,257	7,002	7,924	4,453	6,138		65,403	
International Traffic (Sessions)		1,281	3,376	7,395	4,893	3,391	3,473	3,269	5,251		39,089	
Total Sessions		5,268	2,936	5,077	5,746	3,861	4,687	764	611		31,625	
	118,607	6,513	8,458	13,640	12,231	8,706	9,931	5,838	7,476		83,793	71%
Lead regional efforts to refine and showcase the Upstate's competitive value proposition												
UA Communications Activities	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Meaningful Media Mentions (data, commentary, announcements or authored content provided by the UA)	85	8	4	5	5	0	3	4	1	0	30	35%
Media Meetings & Pitches (relationship building, seed planting)	5	1	1	5	0	0	1	0	0	0	8	160%
Media Requests (includes requests for data, comment, business source)	18	3	2	1	4	3	1	0	1	0	15	83%
Blogs Published	6	0	0	1	2	0	0	1	2	0	6	100%
Local Economic Developer PR Assistance	3	0	1	0	1	0	1	0	0	0	3	100%
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	30,000	1,532	3,608	1,472	2,855	1,356	1,425	1,721	3,139	2,876	21,618	72%
	15,000	946	3,608	821	1,996	1,356	878	1,721	2,045	1,820	13,887	93%
Social Media Marketing - Activity (Posts)												
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Twitter	170	13	11	13	14	11	9	5	0	0	76	45%
Facebook	170	13	12	15	16	13	9	16	11	16	121	71%
LinkedIn	170	13	11	16	18	14	10	15	17	19	133	78%
Total Activity	510	39	34	44	48	38	28	36	28	35	330	65%
Social Media Marketing - Subscriptions (Followers)												
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Max	% of Progress
Twitter	9,200	9,207	9,217	9,235	9,239	9,186	994	9,212	9,212	92	9,239	1
Facebook	2,500	2,289	2,301	2,303	2,298	2,307	1,888	2,321	2,327	2,189	2,331	93%
LinkedIn	13,000	12,806	12,983	13,056	13,174	13,372	18,366	13,649	13,763	36,117	13,909	107%

Total Subscriptions		24,700	24,302	24,501	24,594	24,711	24,865	21,248	25,182	25,302	25,451	25,451	103%
Social Media Marketing - Impressions (seen)		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Twitter		20,000	1,588	1,949	2,242	1,504	1,017	994	653	105	92	10,144	51%
Facebook		30,000	1,274	2,366	1,703	1,925	1,363	1,888	2,217	2,235	2,189	17,160	57%
LinkedIn		450,000	22,998	26,249	14,320	23,302	25,106	18,366	26,306	30,400	36,117	223,164	50%
Total Impressions		500,000	25,860	30,564	18,265	26,731	27,486	21,248	29,176	32,740	38,398	250,468	50%
Promote the Upstate as a talent destination and showcase career and skill building opportunities													
Website Marketing (Move Up Website)		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Unique Visitors (Users)		187,990	9,257	7,340	12,501	9,932	9,511	13,018	13,540	12,721	10,410	98,230	52%
Indeed Job Views		69,398	6,296	3,885	7,944	6,051	5,635	6,604	6,557	5,523	5,135	53,630	77%
Skill Up Program Clicks		5,537	564	559	533	405	419	381	453	495	357	4,166	75%
COLI Calculations		2,589	38	27	119	33	41	67	22	22	42	411	16%
Social Media - Aggregate for All Move Up Channels		Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total	% of Progress
Followers		9,419	7,220	7,691	7,789	7,903	7,939	7,967	7,987	8,049	8,046	8,049	85%
Impressions		3,118,684	4,695	408,960	199,846	169,721	128,539	144,657	190,908	241,824	240,550	1,729,700	55%
Engagements + Link Clicks		38,517	283	2,525	1,070	2,576	527	350	519	421	282	8,553	22%

Internal Audience Development											
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	% of Progress
Number of Presentations/Company Meetings	28	3	2	5	1	2	5	3	2	2	89%
Presentation Participants	274	36	2	5	1	96	118	26	37	3	118%
Captain Team Update											
Regional Point of Contact for Research											
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	% of Progress
Non-RFI/Project Related Research Requests to Locals	83	2	3	1	3	2	3	5	2	3	29%
RFI/Project Related Research Support to Locals	65	5	7	7	11	5	3	4	4	7	82%
Total Requests for Research Support (all origins)	280	13	28	24	24	23	10	26	15	15	64%
Updating/Maintenance of Standard Data Sets	20	1	3	4	5	2	1	2	0	0	90%
Research Support for UA (maps, website, fact sheets, PR)	25	2	2	3	3	1	1	0	4	0	64%
New Research Reports Generated	21	0	4	0	2	1	1	4	0	3	71%
Advocacy Interactions											
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	% of Progress
Advocacy/Thought Leadership Presentations to Elected Officials	13	1	0	0	0	0	0	0	0	0	8%
Advocacy/Thought Leadership Presentations to Other Regional Stakeholders (private companies, EDO boards, etc.)	12	2	1	2	1	1	0	0	2	0	75%
Advocacy/Thought Leadership Events/Meetings**	24	0	3	7	13	2	0	7	8	0	167%
International Competitiveness											
	Goal	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	% of Progress
"Compete Globally" Partnership trainings/events	4	0	0	0	1	0	1	0	0	0	50%

2024 Upstate SC Announcements

2024 Upstate South Carolina Announcements

69										International Total:		26
Total:		\$2,630,885,051		4,100		4,430,701						
County	Company	Type	Capital Investment	Jobs	Facility SF	Target Industry	Type of Operation	Date	International			
Spartanburg	Ice Air, LLC	New	22,276,815	50		Advanced Energy	Manufacturing	Jan-24	No			
Laurens	Duke Energy	New	61,000,000	0		Advanced Energy	Solar Farm	Jan-24	No			
Anderson	Carolina Structural Systems*	New	4,700,000	60		Other - Consumer Products	Manufacturing	Jan-24	No			
Greenville	Tesla	New	0	0	251,100	Automotive & Mobility	Distribution	Jan-24	No			
Greenville	EnerSys	New	500,000,000	500	500,000	Advanced Energy	Manufacturing	Feb-24	No			
Spartanburg	Matica Group	New	1,300,000	35	38,000	Other - Technology	Manufacturing	Mar-24	Switzerland			
Spartanburg	Munich Composites SC / Boyd Cycling	New	1,880,000	32		Automotive & Mobility, Engineered Materials	Manufacturing	May-24	No			
Anderson	Southern Wall Products, Inc.	New	23,000,000	28		Engineered Materials	Manufacturing	May-24	No			
Greenville	Expandable, LLC	New	3,000,000	10	40,000	Other - Construction	Distribution, Office	May-24	Netherlands			
Greenwood	ES Foundry Corp	New	37,000,000	353	353,310	Advanced Energy	Manufacturing	Jun-24	No			
Pickens	Carolina Handling	New	23,200,000	100	267,000	Other - Industrial	Distribution	Jun-24	No			
Pickens	ElingKlinger Group	New	67,325,000	115	226,000	Automotive & Mobility	Manufacturing, R&D	Jun-24	Germany			
Laurens	Nordson Industrial Coating Systems (ICS)	New	30,000,000	135	225,000	Engineered Materials	Manufacturing	Jul-24	No			
Greenville	Fenecon	New	3,000,000	68	70,000	Advanced Energy	NA HQ, Manufacturing	Jul-24	Germany			
Anderson	Halton MEI USA, Inc.	New	2,600,000	65	39,000	Other - Industrial	Manufacturing	Jul-24	Finland			
Spartanburg	Carbotech Group	New	2,350,000	35	14,000	Other - Industrial	Manufacturing	Aug-24	Canada			
Spartanburg	Sky Composites	New	8,400,000	65		Engineered Materials	HQ, Manufacturing, Distribution	Aug-24	Switzerland			
Spartanburg	ARKU, Inc.	New	5,740,000	5		Other - Industrial	Services	Sep-24	Germany			
Spartanburg	Smartpress (The Bernard Group)	New	9,600,000	150	94,000	Other - Commercial Printing	Manufacturing	Sep-24	No			
Cherokee	WanRun	New	168,000,000	0	700,000	Automotive & Mobility	Manufacturing	Oct-24	China			
Abbeville	Aqua Diamond, LLC	New	0	8	5,000	Food Manufacturing	Manufacturing, R&D	Nov-24	No			
Anderson	Harbor Freight Tools	New	30,000,000	36	76,171	Other - Industrial	R&D, Distribution	Nov-24	No			
Greenville	Samaritan Biologics	New	5,000,000	85		Life Sciences	Manufacturing	Nov-24	No			
Laurens	Project Yorkshire	New	45,000,000	0		Confidential	Confidential	Dec-24	No			
Laurens	Project Joanna	New	37,500,000	0		Confidential	Confidential	Dec-24	No			
Laurens	RE Michel	New	50,000,000	50		Other - Industrial	Distribution	Dec-24	No			
Laurens	Construction Partners, Inc.	New	20,000,000	25		Other - Construction	Services	Dec-24	No			
Spartanburg	Genuine Cable Group (GCG)	New	1,330,650	26		Other - Industrial	Distribution	Dec-24	No			
Greenville	Kuzco Lighting	New	1,000,000	20		Other - Consumer Products	Distribution	Dec-24	Canada			
Greenville	Confidential Projects	New	0	5		Confidential	Confidential	Dec-24	No			
Spartanburg	Roger Cleveland Golf Company Inc. (dba Dunlop Sports Americas)	New	2,500,000	50		Other - Consumer Products	Distribution	Dec-24	No			
Spartanburg	Landa Digital Printing	New	1,900,000	16		Other - Industrial	Manufacturing	Dec-24	Israel			
New Companies	32		\$1,168,602,465	2,127	2,898,581			New	11			
Pickens	TaylorMade	Existing	0	0	30,000	Other - Consumer Products	Manufacturing	Jan-24	South Korea			
Greenville	PL Developments	Existing	43,000,000	118		Life Sciences	Manufacturing	Jan-24	No			
Laurens	Flame Spray North America	Existing	8,900,000	40		Aerospace, Engineered Materials	Manufacturing	Jan-24	Italy			
Oconee	Dynamic Fluid Components, Inc.	Existing	4,800,000	10	25,000	Other - Industrial	Distribution	Mar-24	No			
Greenville	NC&E	Existing	3,700,000	12		Other - Construction	Office	Mar-24	No			
Cherokee	JIT Manufacturing	Existing	650,000	0		Other - Construction	Manufacturing	Mar-24	No			
Greenville	Swamp Rabbit Café & Grocery	Existing	4,807,107	43		Food Manufacturing	Manufacturing, Distribution	Apr-24	No			
Oconee	Clarios	Existing	16,000,000	12		Advanced Energy	Manufacturing	May-24	No			
Oconee	Sandvik Coromant	Existing	29,400,000	0		Engineered Materials	Manufacturing	Jun-24	Sweden			
Oconee	Schneider Electric	Existing	14,300,000	130		Advanced Energy	Manufacturing	Jun-24	France			
Greenville	MP Husky	Existing	11,100,000	35	134,000	Advanced Energy	Manufacturing	Jul-24	No			

Cherokee	AZZ Manufacturing	Existing	400,000	0		Other - Construction	Manufacturing	Aug-24	No
Greenwood	J&P Park, Inc.	Existing	750,000	50		Food Manufacturing	Distribution	Sep-24	No
Greenville	Fuyao North America	Existing	20,000,000	0		Automotive & Mobility	Manufacturing	Sep-24	China
Spartanburg	Keurig Dr Pepper (KDP)	Existing	141,000,000	84		Food Manufacturing	Manufacturing	Sep-24	No
Greenwood	Casting Cleaning Resources	Existing	5,000,000	42	56,120	Other - Industrial	Manufacturing	Oct-24	No
Greenville	Koops Automation Systems	Existing	10,200,000	26		Manufacturing Technology	Manufacturing	Oct-24	No
Spartanburg	BENTELER Automotive Corporation	Existing	51,065,947	0		Automotive & Mobility	Manufacturing	Oct-24	Austria
Cherokee	Nestle USA	Existing	150,000,000	0		Food Manufacturing	Manufacturing	Nov-24	Switzerland
Anderson	Vertiv	Existing	1,000,000	300	462,000	Other - Technology	Manufacturing	Nov-24	No
Pickens	Confidential Project	Existing	0	120		Confidential	Confidential	Nov-24	International
Spartanburg	Milo's Tea Company	Existing	69,000,000	97		Food Manufacturing	Manufacturing	Nov-24	No
Spartanburg	AFL	Existing	155,974,532	153		Advanced Energy	Manufacturing	Dec-24	Japan
Greenville	Magna International	Existing	194,000,000	200	625,000	Automotive & Mobility	Manufacturing	Dec-24	Canada
Oconee	Meyn America, LLC	Existing	50,000,000	172	200,000	Food Manufacturing	Manufacturing, HQ	Dec-24	Netherlands
Laurens	CeramTec	Existing	5,000,000	0		Other - Industrial	Manufacturing	Dec-24	Italy
Spartanburg	Inman Mills, Ramey Plant	Existing	10,635,000	21		Engineered Materials	Manufacturing	Dec-24	No
Spartanburg	Beck & Pollitzer	Existing	100,000	36		Other - Industrial	Manufacturing	Dec-24	United Kingdom
Spartanburg	ILJIN USA	Existing	18,000,000	35		Other - Industrial	Manufacturing	Dec-24	South Korea
Spartanburg	Cytiva (formerly Pall Corporation)	Existing	25,000,000	0		Life Sciences	Manufacturing	Dec-24	Belgium
Abbeville	Pro Towels	Existing	65,000	0		Other - Consumer Products	Manufacturing	Dec-24	No
Abbeville	ACS Manufacturing Inc	Existing	1,000,000	21		Other - Industrial	Manufacturing	Dec-24	No
Abbeville	Merl's Countertops	Existing	325,000	4		Other - Consumer Products	Manufacturing	Dec-24	No
Greenville	Amazon	Existing	47,535,000	200		Other - Consumer Products	Distribution	Dec-24	No
Abbeville	Burnstein Von Seelen	Existing	800,000	0		Other - Industrial	Manufacturing	Dec-24	No
Greenville	Confidential Projects	Existing	338,775,000	0		Confidential	Confidential	Dec-24	No
Greenwood	KPR US, LLC (Cardinal Health)	Existing	30,000,000	12		Other - Industrial	Manufacturing	Dec-24	No
Existing Companies	37		\$1,462,282,586	1,973	1,532,120			Existing International	15

Source: Upstate SC Alliance partner organizations

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

2025 Upstate SC Announcements Q1-Q3

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UpstateSCAlliance
Business moves here.

