



Central SC Alliance 3rd Quarter 2018 & Annual Report – FINAL REPORT “Proviso 50.13 FY 2015-2016 Appropriations Act”

The Central SC Alliance is a public/private partnership founded in 1993 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 and Newberry and the City of Columbia. Today, the Central SC membership has grown to include eight counties (the original four with the additions of Kershaw, Clarendon, Calhoun, and Orangeburg), the University of South Carolina and 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, Central SC has attracted over \$13.5 billion in announced capital investment and over 70,000 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, conducting marketing missions, project performance analysis and product development.

The Alliance has been successful in matching \$722,520 in available state funds from the support of the following private sector participants:

Adams and Reese	Fisher & Phillips, LLP	PASCO
AECOM	Fitts & Goodwin, Inc.	Recruiting Solutions
Aflac	Gallman Personnel Services, Inc.	Regions Bank
Alliance Consulting Engineers	GEL Engineering	Richardson Construction Company
Allied Universal Security	Google	Robert Half Finance & Accounting
AllSouth Federal Credit Union	Harper Corporation	Roedl Langford de Kock LLP
Ameris Bank	Haynsworth Sinkler Boyd, P.A.	S&ME Engineering
AOS Specialty Contractors, Inc	HDR Engineering	Samet Corporation
Apartment & Corporate Relocation	Hood Construction, Inc.	Sandhill Development Company/Lexington County
Arnold Companies	JC Wilkie	Industrial Park
AT&T South Carolina	K&L Gates	Santee Cooper
Bank of America	KeenanSuggs Insurance/HUB International	Santee Electric Cooperative
Bank of Clarendon	Landmark Construction	SC Ports Authority
Bauknight Pietras & Stormer, P.A.	LCK Construction Services	SC Power Team
BB&T	Lexington Medical Center	SCANA
Blue Cross Blue Shield of SC	M.B. Kahn Construction Co. Inc.	Snelling Staffing Services
Blue Marlin Restaurant and Catering	Mashburn Construction	South Carolina Research Authority
Bobbitt Design Build LLC	McNair Law Firm, PA	South State Bank
Buchmaier Law Firm LLC	Mead & Hunt	Southeastern Freight Lines, Inc.
Carlisle Associates, Inc.	Michelin Tire	Southern Industrial Constructors, Inc.
CBRE, Inc.	Midlands Technical College - Main Campus: Beltline	Southern Way Catering
CEC	Miller-Valentine Group	Sowell Gray Robinson Stepp & Laffitte LLC
Central SC Committee of 100	MTC Federal Credit Union	Spirit Communications
Coldwell Banker Residential Brokerage	NAI Avant	Stokes-Trainer Chevrolet
Colite	Nelson Mullins Riley & Scarborough, LLP	Synovus Bank
Colliers International SC, Inc.	Nephron Pharmaceuticals	Thomas & Hutton
Colonial Life & Accident Insurance	Newberry County Memorial Hospital	TruVista
Columbia Metropolitan Airport	Newmark Grubb Wilson Kibler	University of South Carolina
Devro Inc	Nexsen Pruet , LLC	Wells Fargo Bank, N.A.
Dominion Resources	Ogletree, Deakins, Nash, Smoak, Stewart, PC	Willoughby & Hoefler, P.A.
Duke Energy South Carolina	O'Neal, Inc.	Womble Carlyle Bond Dickinson
Elliott Davis Decosimo	Palmetto Health Alliance	Yeargin Potter Smith Construction
Fairfield Electric Cooperative	Parker Poe Adams & Bernstein LLP - Columbia	
Find Great People		
First Citizens Bank & Trust of SC		
First Community Bank		

Proviso Expenditures as of October 30, 2018

Marketing Trip Expenses	\$197,601.70
Lead Generation Expenses	\$301,659.51
Advertising Expenses	\$44,701.44
Prospect & Research Expenses	\$75,657.36
Consultant, New & Existing Industry Event Expenses	\$94,673.47
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Total Expenditures	\$722,520

Project Outcomes

Business Recruitment Missions

INTERNATIONAL:

Tradeshows, Conferences and Missions:

- **Nordics Mission 2018** – CSCA assisted with hiring a lead generation firm on behalf of partner county, Clarendon, which participated as the regional representative on the SCDOC Nordics Mission 2018.
- **European Marketing Mission, May/Spring 2018** – CSCA traveled to three European countries for their European recruiting trip in May 2018. This trip, held annually in the Spring, takes Central SC staff, local developers and partners to various target countries in Europe to recruit businesses with an interest in seeking or exploring expansion opportunities in the Central SC region and state. Moleskin notebooks and pens were presented as guest gifts during the trip. Lead generation was hired to assist with the recruitment of guests for events and potential projects.
- **JEC World 2018** – Representing the Central SC region, Fairfield County traveled with SCDOC to the trade show which attracted over 1,300 exhibitors and 40,000 visitors. This show focuses on the composites industry.
- **Medica 2016** – In November 2016, the CSCA region was represented by a county partner from Fairfield at this tradeshow which is known to be the world's leading trade fair for the medical industry. CSCA created 2 designs for the walls of the TeamSC shared booth at the event.

Central/SC

Located in the
HEART
of South Carolina



& employing approximately
**73,500 people in the
medical industry.**
Central SC is charting
the future



- **Paris Air Show 2017** – Expanding on the effort to establish and maintain contacts with industry representatives in aerospace, the CSCA travelled with the SC Department of Commerce and other area EDOs to attend the world's largest aeronautics event held annually in France.



- **IAMC London Professional Forum 2017**– Joining the SC Department of Commerce in June 2017, a member from the CSCA traveled to London for discussions on global business matters including offshoring, on-shoring, manufacturing, supply chains and distribution, and LEED and BREEAM.

- **IAA 2017** – In September, CSCA attended the IAA passenger automotive show in Frankfurt, the world’s largest. This show is done in partnership with the SCDOC, and participating EDOs are able to meet with companies interested in learning more about doing business here.
- **Nordics Mission 2017** – In October 2017, the CSCA region was represented by a county partner from Clarendon County in Sweden and Denmark for company meetings with automotive suppliers and other companies considering locations in the U.S. We also participated in the FKG Event as part of the SC Department of Commerce team, which focuses on automotive suppliers.
- **UK Mission** – In April 2017, a local developer representing the Central SC region – George Kosinski, Clarendon County - and SC Department of Commerce travelled to the United Kingdom to meet with industry representatives and introduce them to the Central SC region and South Carolina. Custom business cards were created for George on behalf of the CSCA.



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centralsc.org   

- **European Recruiting Mission, Spring 2017** – Members of the CSCA staff and local developers travelled to Germany, Italy and Sweden in an ongoing effort to recruit European businesses seeking North American locations for expansion or relocation.



DOMESTIC

Tradeshows, Conferences and Missions:

- **SC Aerospace Conference & Expo 2018** - For the third year, CSCA sponsored SCACE, and covered the costs and managed registrations for partner counties interested in attending the event.



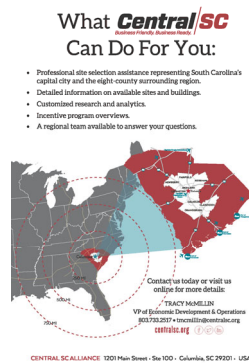
- **Site Selector’s Guild Fall Forum 2018** – Upcoming in September, CSCA is sponsoring the Fall Forum. The three-day long event unites site consultants and economic development experts for professional development and networking.
- **Site Selector’s Guild Annual Conference 2018** – Annual conference bringing together consultants and economic development experts from around the country. Discussions and presentations focused on the conference theme—disruptive technologies— and how each area might be impacted in the future by advancing tech.
- **FAM Tour/Heritage 2018**- CSCA hosted a group of 19 site consultants, company reps, local developers and staff at the 50th Anniversary RBC Heritage (presented by Boeing). Activities included a networking reception and dinners, participation in the state Palmetto Gala, course time and trips to partners’ on-course venues/houses. To further increase exposure, CSCA sponsored a skybox for one of the tournament days.
- **Chicago Marketing Mission** – CSCA staff members and regional developers traveled to Chicago to host site consultants from the area. The CSCA also hosted a Chinese delegation.
- **Italian Seminar 2017**– CSCA participated in a seminar targeting Italian company representatives to introduce them to business in the United States, highlighting various areas including the Central SC region.



- **SCBIO Annual Conference 2017**– This conference, held in October in Charleston, focused on “Building the Business of Life Sciences in SC.” The Central SC region was represented by a CSCA team member who attended numerous panels and presentations, including those with speakers from the Central SC region. The CSCA also partnered on the event as a sponsor.



- **Select USA Investment Summit 2017**– Held in Washington, DC in June 2017, this event focuses on Foreign Direct Investment efforts being made throughout the United States. A member of the CSCA team was present to represent the Central SC region.
- **WIN Consultants Forum 2016** – In December 2016, CSCA and local developers attended this forum. With a focus on the growing importance of leadership roles of women in the economic development industry, provides attendees opportunities to network with some of the most influential female Site Consultants, Site Selectors, Corporate Real Estate Executives and other Economic Developers while gaining insight into current site selection trends and best economic development practices. A custom advertisement for the agenda book provided to all participants was created in-house and focused on the services available through the CSCA.



- **Area Development Consultants Forums** - In December 2016 and June 2017, along with a local partner county representative, CSCA traveled to the Fall & Spring forums to meet and establish contacts with site consultants.
- **Area Development Automotive Workshop** – In March 2017, two local county developers attended the workshop. This workshop will provide an intense look at the effective “best practices” that can improve your response efforts and better your chance to win projects. The Workshop will bring together a distinguished lineup of site consultants and industry experts who will discuss the most current insights into where the latest auto related projects will invest and why. The one day program of presentations, panels and roundtable discussions has been designed to help economic developers frame their marketing strategies and find the right course of action to attract suppliers and other industry related companies. The Automotive Workshop will provide attendees with a valuable insider’s view of today’s global automotive investment market.
- **Area Development Consultants Forum** – In June, 2017 CSCA participated in a site consultant’s conference featuring consultants from all across the U.S. to share information about the growing Central SC region.
- **Atlanta Consultants Mission** – In August 2017, CSCA traveled with SCDOC for a luncheon with consultants in Atlanta.
- **Site Selector’s Guild Forum 2017** – Fall of 2017, CSCA staff and local developers attended a conference featuring over 25 premier site selection consultants from around the country to spread the word about our region.

- **SEUS Japan 2017** – CSCA attended this prestigious gathering of global business leaders celebrates longstanding economic and cultural ties and offers delegates from Japan and seven southeastern U.S. member states unparalleled opportunities to forge new ones.

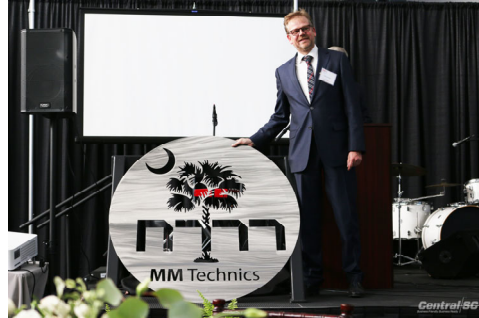


Local Tradeshows, Conference and Events:

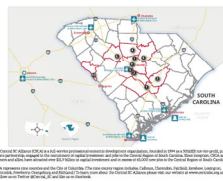
- **Clarendon County Industry Appreciation Golf Tournament 2018**– To support partner Clarendon County in its effort to connect with existing industry in the county, CSCA is providing gold-level sponsorship for the golf tournament.
- **Project Recycle Dinner (Ecomelida) 2018** – CSCA hosted a group dinner ahead of the company’s announcement that included guests from the company, CSCA’s project manager who worked on the project and leadership, as well as key figures in the project’s development.
- **Kershaw County Cup Event Sponsor 2018**– In support of partners in Kershaw County, CSCA provided a \$1,000.00 sponsorship for the Cup for existing industry appreciation.
- **International Project Managers Lunch and Learn 2018** – For the third consecutive year, the CSCA took part in hosting international Project Managers from the SC Department of Commerce as they toured the different regions of the state. The CSCA participated in multiple events through the week-long tour, including hosting a lunch and learn session in Columbia. The goal of this event is to provide the international representatives a briefing on the region, enhancing the value towards and knowledge for potential future projects. Additional attendees included local economic developers, industry representatives, local SCDOC Project Managers, and investors. A custom PowerPoint presentation featuring available properties and data from around the region was showcased, as well as an updated Premier Properties direct mailer card, revamped Central SC Regional Executive Summary, International Brochure and new Strategic Marketing Talking Points handout.



- **2017 Holiday Drop In** – Hosted at the CSCA’s office in Columbia, this yearly tradition provides investors and stakeholders a networking opportunity with the Central SC regional team and local partners like the SC Department of Commerce.
- **MM Technics Grand Opening 2017** – The CSCA had a custom wall metal art created to congratulate MM Technics on the opening of its first North American facility, located in Newberry County, SC. The gift was presented during the Grand Opening in October 2017.



- **Central SC Alliance Annual Meeting 2017** – The CSCA held its Annual Meeting for Investors in June 2017. This meeting provided investors – public and private – with details on the past 18 months of progress made within the Central SC region and highlighted upcoming endeavors and planning. Local developers, local industry and SCDOC representatives are invited to attend.
- **EMS Consultant Event/FAM Tour 2017** – In an effort to provide a better understanding of the Central SC region to Site Consultants and Industry representatives, CSCA hosted a FAM Tour, exposing participants them to the valuable facets of the region.
- **FKG/RAI Reception 2017** – Reception in Charleston for visiting FKG automotive group from Sweden. Many companies interested in locations in the U.S. attended.
- **City Art DOC International Reception 2017** – For the second year, the CSCA took part in hosting international Project Managers from the SC Department of Commerce as they toured the different regions of the state. The goal of this event is to provide the international representatives a briefing on the region, enhancing the value towards and knowledge for potential future projects. Additional attendees included local economic developers, industry representatives, local SCDOC project managers, and investors. A custom PowerPoint presentation featuring available properties and data from around the region was created, as well as a Premier Properties direct mailer card (see below in “Publications & Advertising”) distributed.



- **MM Technics Groundbreaking 2016** – At the request of Newberry County, CSCA assisted with the development and execution of the MM Technics Groundbreaking in January 2016. Services provided included conceptualization and arrangements for customized water bottle labels featuring the MM Technics logo, event

site set up and aid, and pro bono photography, as well as assisting with connections to various resource providers.



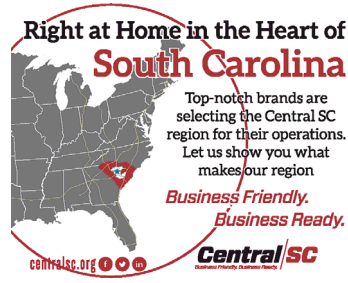
- **Kershaw County Carolina Cup Industry Event 2017** – CSCA provided sponsorship to Kershaw County in support of the annual Carolina Cup.
- **Clarendon County Existing Industry Event 2017**– CSCA provided sponsorship to Clarendon County in support of their existing industry golf tournament.
- **Calhoun County Existing Industry Event 2017**– CSCA provided sponsorship to Calhoun County in support of their existing industry golf tournament.
- **SC Aerospace Conference & Expo 2017** – CSCA provided sponsorship for this local aerospace event. Many of our local county economic developers and companies attended.

Publications & Advertising

- **Branded Thermos Stainless Travel Tumblers** – A refresh of this marketing supply stock item was made for use in recruitment of prospects and various promotional needs. The mug features a recognizable palmetto tree for the state and the CSCA logo.
- **Strategic Marketing Talking Points handout** – New to the CSCA’s marketing collateral in 2018, this front-back printed handout is utilized by investors/stakeholders and the CSCA for informational purposes when representing the Central SC region in the community. It is also used for recruitment needs.



- **Columbia Business Monthly advertisement** – The CSCA purchased an advertisement in the Columbia Business Monthly print and featured the 2017 ad used for the SCDOC Magazine.
- **SCDOC Magazine Ad 2018** – The CSCA is continuing its presence on the back cover of the SCDOC magazine (“South Carolina Business Climate”) in 2018. The ad was produced and submitted in-house by CSCA. A web-based mini-ad component is included, as well, as part of the advertisement.



- **RFID cards** – Promotional giveaway purchased for special events.



- **Central SC Alliance Annual Reports** – In 2017, CSCA began producing its own annual reports in house. Two reports have been generated since that time which are used in our recruitment process.



- **International Foreign Investment Brochure (multi-translated)** – This Central SC Alliance staple piece was updated with the latest stats and printed in English, German and Italian. The brochure is used for marketing missions, project packets, and available online for website visitors.



- **Pop Up Banners** – Two banners produced to promote the value and support of the Central SC region investors, as well as function as recruitment.



- **American Chamber of Commerce Spain membership** – To further the CSCA’s mission globally, the organization renewed membership with AmCham Spain, which has historically functioned a valuable partner in event development and prospect company recruitment in Spain.
- **Mandarin (Chinese) Translation** – The CSCA regional master presentation was adapted for and translated to Mandarin (Chinese) for various purposes including project presentations, lead generation recruitment, etc.

房地产 | Saxe Gotha

Saxe Gotha 工业园



工业园规格

- 总面积 139 英亩
- 58,000 美元/英亩
- 南卡罗莱纳州认证场地
- 距离查尔斯顿港 104 英里
- 距离 CAE 大都会机场 6 英里
- 距离 CLT 国际机场 105 英里

驾车时间范围内人口：
Saxe Gotha 工业园

30 分钟	45 分钟	60 分钟
		
571,978	797,197	1,038,382

- **CAT building marketing video** – CSCA assisted Newmark Grubb Knight Frank in the development of a promotional video for the former CAT building in Newberry County, in conjunction with Newberry County Economic Development and SC Power Team. https://www.youtube.com/watch?v=ArdLG_bi1jk



- **Premier Properties bi-fold** – Designed as a bi-fold informational mailer, this property promotion has been utilized for numerous events and purposes, and is refreshed with new property listings as needed. The bi-fold highlights properties from around the Central SC region, as well as their proximity to major airports and port access.



- **CSCA business cards** – CSCA has created a new business card design to align with the organization’s latest marketing branding updates.



Central/SC
Business Friendly. Business Ready.

MIKE BRIGGS
President & CEO

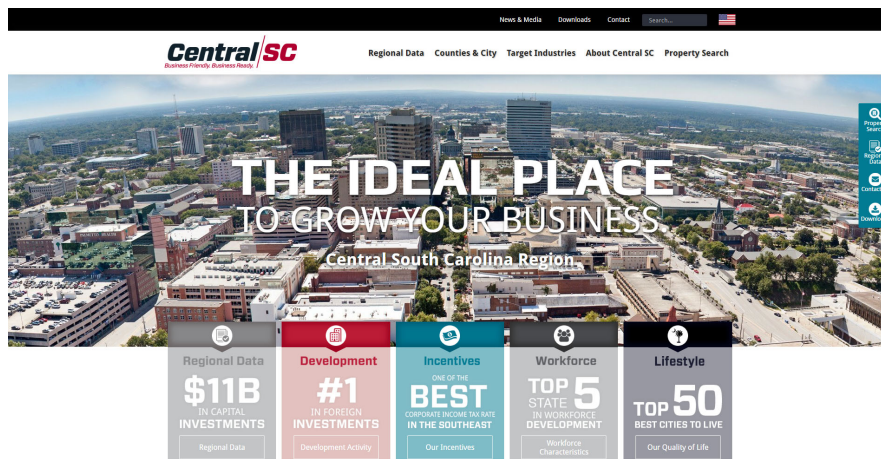
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Columbia, SC 29201 USA
centralsc.org

Company Investment Verifications

CSCA assists counties in verifying investments made by companies that are receiving incentives. This ensures the county can accurately track achievements made by new and expanding companies and address any issues early on when working with existing industries and future expansion opportunities.

Website & Social Media

CSCA executed the launched an update of the organization website during early 2016 and has recently begun work on a second phase to enhance existing features and roll in new features. The new site provides a bolder, modernized product for online visitors to learn about 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. Updated staff photos were taken to match the new site's design.



To further engage online visitors, CSCA is actively utilizing multiple social media platforms to distribute information on economic development activity throughout the Region and is steadily gaining followers.



CSCA's social media pages have accrued over **2,200 "Followers"**.

Presentation Technology

Our presentation room has been upgraded with larger screens and connectivity for guests. This will greatly enhance our prospect presentation, communication and marketing abilities. We host the majority of our prospects in this room as well as our GoToMeeting presentations with leads.

CRM Database Development

We continue to develop our CRM database to better manage leads, projects, contacts, existing industries and available properties. This database also drives our website data for existing industries and properties, creating a more streamlined and efficient system.

Lead Generation

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

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

SINCE 2009 TO SEPTEMBER 2018, THE LEAD GENERATION PROGRAM HAS REACHED 6,619 DECISION MAKERS, SCHEDULED 1,017 CONFERENCE CALLS/APPOINTMENTS, AND FULFILLED 3,092 INFORMATION REQUESTS.

Palmetto Partners

We continue to support the Palmetto Partners and join the Department of Commerce on marketing missions that are made available to us.

I hope that this report satisfies the requirement of Proviso 50.13 FY 2015-2016 State Stabilization Fund. 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.



G. Michael Briggs
President & CEO