



2021 – 2022

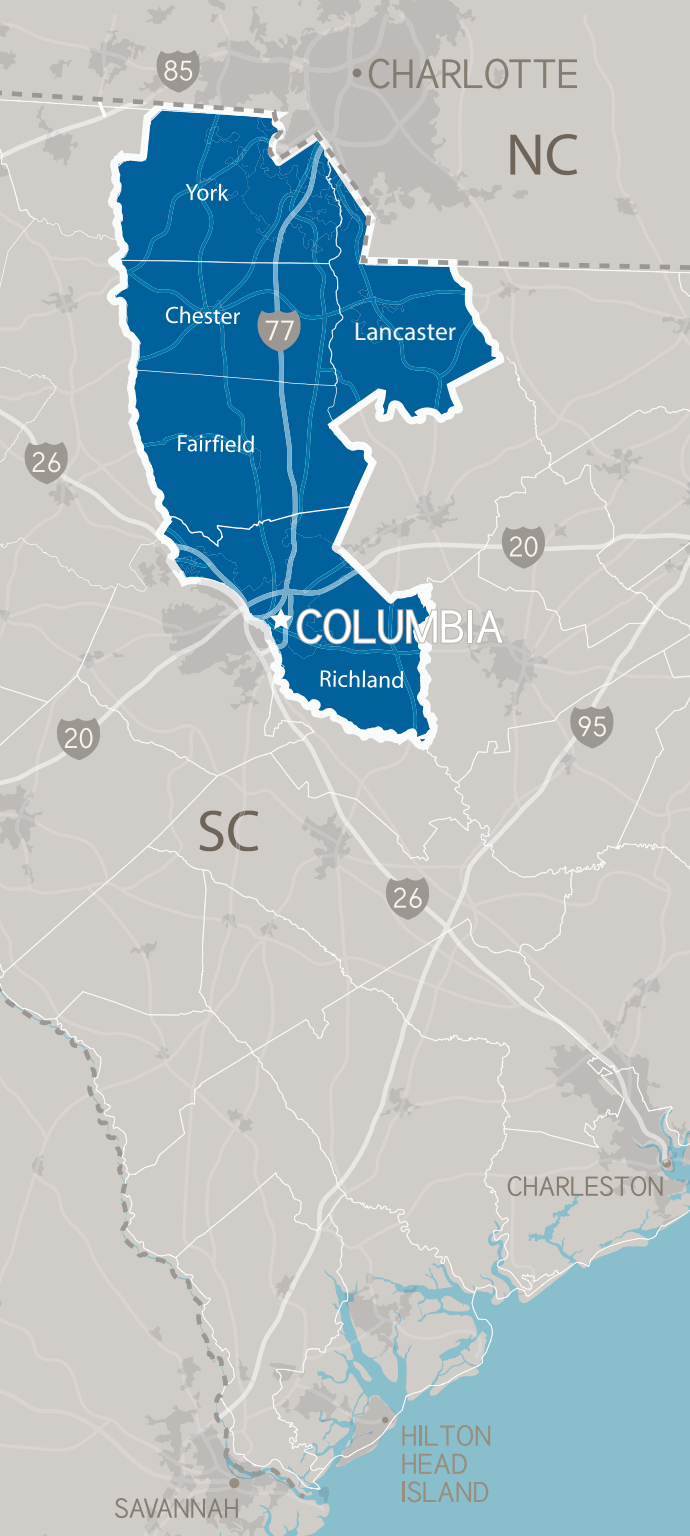
ANNUAL PLAN

Invest Locally... Compete Globally



**SOUTH CAROLINA
I-77ALLIANCE**

Five counties. One ideal opportunity.



Dear I-77 Alliance stakeholder,

The South Carolina I-77 Alliance is a non-profit organization charged with the mission of recruiting companies to expand, invest, and create new jobs in the five counties of the I-77 region: Chester, Fairfield, Lancaster, Richland, and York. Vitally critical to our public-sector partners, the Alliance's role is three-fold:

- 1) Target, identify, and source these opportunities,
- 2) Add value to the process of our stakeholders in their recruitment of corporate expansion opportunities to the I-77 region,
- 3) Marketing and branding of the region as an ideal location for economic growth.

The Alliance is structured to be nimble and responsive. Adapting to the ever-changing business climate, our strategy is routinely evaluated to identify best practices for what we do and how we do it. The executive team of the Alliance's board recently approved a thorough and practical strategy for FY 21/22 that enhances the value of our public and private sector partners investment by centering around three objectives:

- 1) Year-over-year increase of leads sourced by the Alliance: +15%
- 2) Year-over-year increase of projects supported by the Alliance: +10%
- 3) Year-over-year increase in social media engagement and website traffic: +10%

To achieve each objective, the newly adopted plan outlines distinct strategies that are defined by specific tactics, measured through KPIs, and recorded for accountability through the scorecard developed to track and monitor our performance.

Economic development is a collaborative endeavor, involving subject-matter experts, like you, to serve as an ambassador of the region and as a resource to our partners in their business recruitment efforts. For the Alliance to carry out this strategy, there must be dynamic, regionally-minded partners in the private sector willing to invest both leadership and financial support into the organization.

We look forward to partnering with you to serve this great region!

Sincerely,



Matthew Dosch
Chairman of the Board
EVP and COO, Comporium



Steven Pearce
President & CEO
SC I-77 Alliance

OUR UNIQUE ROLE | The South Carolina I-77 Alliance is a county driven, non-profit regional economic development organization dedicated to positioning and marketing the five counties as a world class business location to attract capital investment and high quality jobs.

OUR UNIQUE ATTRIBUTES | These characteristics detailed below set us apart in the economic development infrastructure.



GROUND-UP, COUNTY-DRIVEN ORGANIZATION

Our five county economic development directors are intricately involved in the goals and vision of the Alliance, as they guide our program of work.



LEAD GENERATION + MARKETING

We are focused on lead generation and marketing. Once a lead is identified, it is then handed over to the county economic developer to manage the project.



NO DUPLICATION OF SERVICES

Projects are managed by the counties and the Alliance only funds resources that benefit the region that are individually cost prohibitive to the counties.

RETURN ON INVESTMENT PROVIDED TO OUR FIVE-COUNTY REGION

COUNTY WEBSITE ENHANCEMENTS

- » State-of-the-art, GIS-based industrial property database
- » County-specific economic data center, featuring 80+ data variables

PROJECT MANAGEMENT SUPPORT

- » Cloud-based customer and project management CRM platform (Salesforce)
- » Incentive and cost-benefit analysis software

MARKETING & LEAD GENERATION

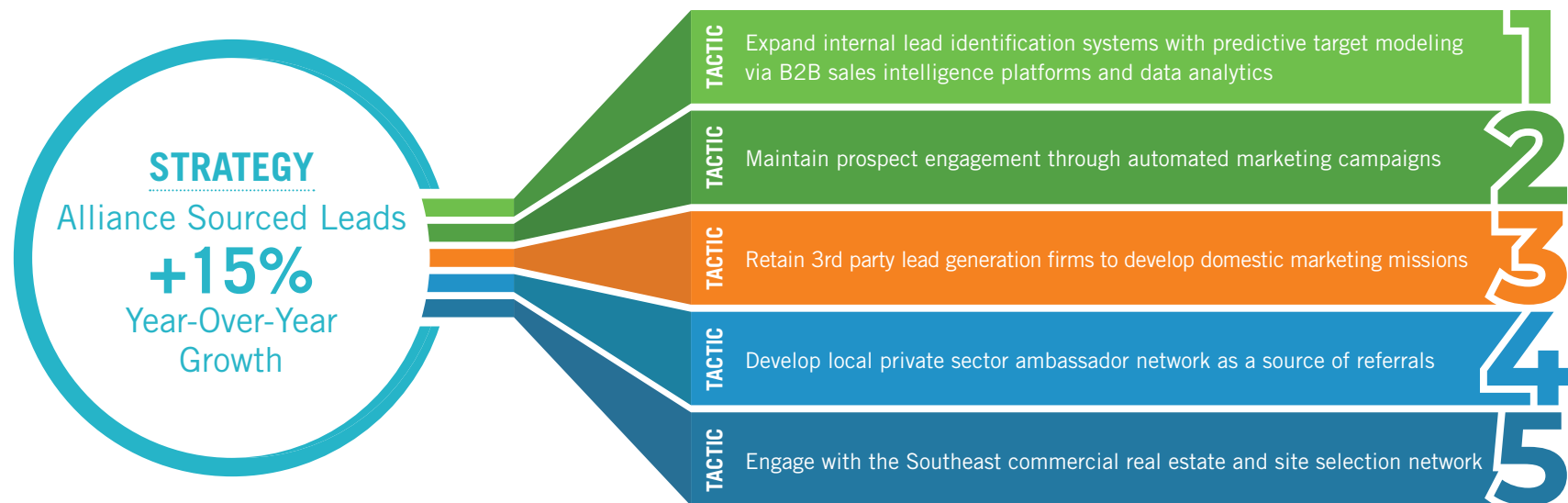
- » County-specific videos, economic overview brochures, social media content management
- » Multiple domestic and international business attraction mission trips in collaboration with lead generation firms
- » County travel expenses for lead generation missions paid for by the I-77 Alliance

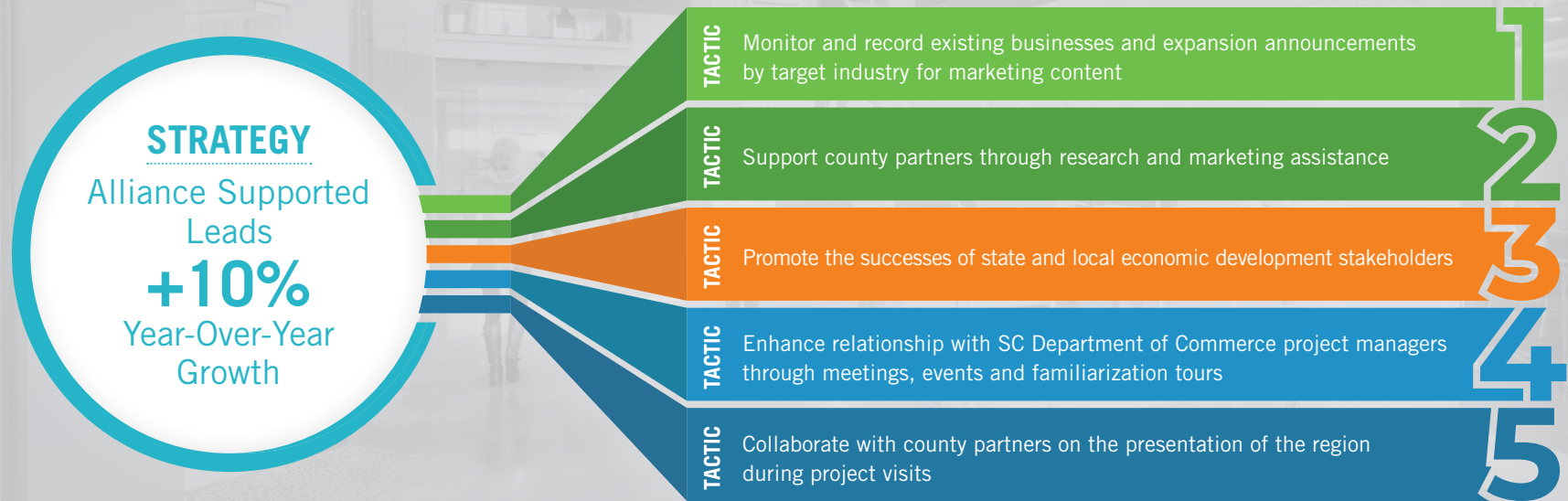
RESEARCH SERVICES

- » Response to “Requests for Information” (RFI) from companies and site location consultants
- » Custom economic, target industry, and workforce research
- » Regional and county-specific workforce study
- » Economic impact modeling

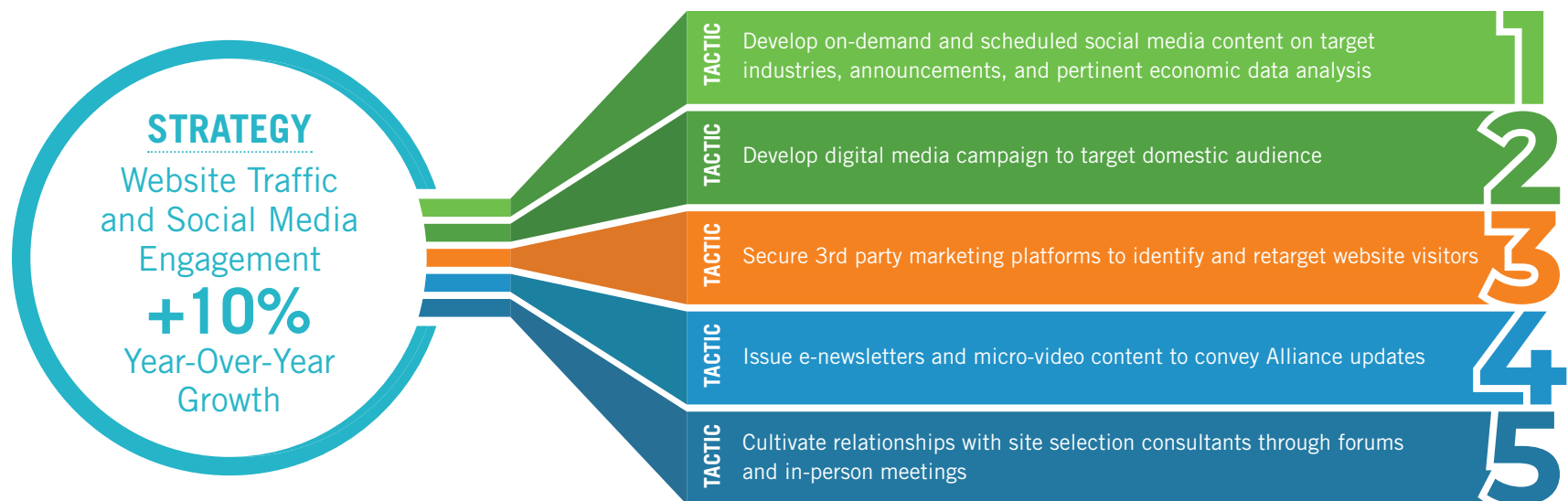


2021 – 2022 ANNUAL PLAN | Lead Generation





2021 – 2022 ANNUAL PLAN | Marketing and Stakeholder Engagement





2021 – 2022 ANNUAL PLAN | Scorecard

METRIC	FY 22 GOAL
MARKETING AND SALES	
PROSPECT VISITS	100
SITE SELECTION CONSULTANT VISITS	75
I-77 ALLIANCE GENERATED LEADS	22
I-77 ALLIANCE REFERRAL LEADS	30
WEB USERS www.i77alliance.com	6,375
I-77 ALLIANCE LINKEDIN IMPRESSIONS	
in linkedin.com/company/sc-i77-alliance/	10,400

METRIC	FY 22 GOAL
OPERATIONS	
PARTNER REQUESTS AND PROJECT-RELATED RESEARCH HOURS	180
REQUESTS-FOR-INFORMATION (RFI) RESPONSE	20

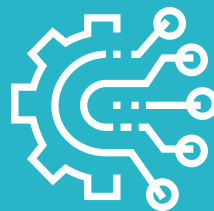
INVESTING IN THE GROWTH OF THE I-77 REGION | The South Carolina I-77 Alliance is a public/private 501 (c)(3) nonprofit organization that receives operational funding from its member county governments and private sector investors. By working together, investors in the Alliance create new economic opportunities for the region, which far exceed what they could accomplish on their own.

The Alliance has established an aggressive marketing and branding campaign to bring new economic development leads and activities to Chester, Fairfield, Lancaster, Richland and York counties, which is made possible by our investors.

ORGANIZATIONS WHO SUPPORT SOUTH CAROLINA I-77 ALLIANCE SHARE THESE TRAITS:



**VALUE A HOLISTIC APPROACH
TO ECONOMIC DEVELOPMENT AND LEAD
GENERATION**



**ENGAGED IN
REGIONAL GROWTH AND
ECONOMIC ADVANCEMENTS**



**THINK STRATEGICALLY
AND HAVE A
PROGRESSIVE MINDSET**

INVESTOR OPPORTUNITY | The Alliance is often asked, “What does my investment mean for the I-77 region?” The answer is simple — it empowers economic growth and opportunity in the region. More specifically:

- » Private sector investment is eligible for a dollar-for-dollar match via state funding of economic development alliances, doubling the value
- » There is no duplication of services between the Alliance, our counties, or their partners resulting in the most efficient investment in the economic development process
- » The table below details the tangible return-on-investment I-77 Alliance investors receive

INVESTOR BENEFITS	ALLY \$2,500	LEADER \$5,000	CHAMPION \$10,000	VISIONARY \$15,000+
Name recognition as an investor on the I-77 Alliance’s website	✓			
Monthly email economic updates from I-77 Alliance	✓	✓	✓	✓
Opportunity to support I-77 Alliance clients, as the need arises	✓	✓	✓	✓
Name and logo recognition as an investor on the I-77 Alliance’s website		✓	✓	✓
One seat on the Business Recruitment Advisory Council (BRAC)		✓	✓	✓
Notification of new company announcements		✓	✓	✓
Logo recognition as an investor in the Alliance’s Annual Report			✓	✓
Sponsorship recognition at the I-77 Alliance’s Annual Summit				✓
Priority invitations to VIP events				✓

STAY CONNECTED WITH THE SOUTH CAROLINA I-77 ALLIANCE | Follow us on social media for announcement alerts, breaking economic development news, or updates on the I-77 Alliance's efforts.



FACEBOOK



TWITTER



LINKEDIN



YOUTUBE



COMPASS
E-NEWSLETTER



BLOG

The collage features several items related to the South Carolina I-77 Alliance:

- Twitter Post:** A tweet from the South Carolina I-77 Alliance (@SCI77Alliance) featuring a post by Lucinda Sutton, Area Director at ReadySC, about HR and Talent Acquisition positions at E&J Gallo's new location in Chester, South Carolina. The tweet includes a link to a job application and a video player showing a woman in a suit.
- Website Screenshot:** A screenshot of the South Carolina I-77 Alliance website, showing the header with navigation links (REGION, DOING BUSINESS HERE, LIVING HERE, NEWS/BLOG, ABOUT US) and a featured story about AMERICAN SpiralWeld Pipe Company expanding operations in Richland County.
- Press Release:** A press release titled "AMERICAN SpiralWeld Pipe Company expanding operations in Richland County – I77 Alliance" dated December 9 at 10:39 AM. It mentions a \$40 million CAPEX investment and the creation of 100 jobs. It also includes statistics about South Carolina schools awarded welding degrees and the South Carolina Department of Commerce logo.
- Other Assets:** A screenshot of a property database with a map, a video player showing a woman in a suit, and a small image of a vineyard.

2021 – 2022 EXECUTIVE COMMITTEE

Matt Dosch
Board Chair
York Electric Cooperative

Charlene McGriff
Board Vice Chair
Lancaster County Council

Paul Basha
York Electric Cooperative

John Cadena
Dominion Energy

Ty Davenport
Fairfield County Economic Development

Jamie Gilbert
Lancaster County Economic Development

Robert Long
Chester County Economic Development

Doug Payne
Fairfield Electric Cooperative

Jeff Ruble
Richland County Economic Development

Brian Singleton
TruVista

David Swenson
York County Economic Development

SC I-77 ALLIANCE STAFF

Steven Pearce
President & CEO

Christopher Finn
Director of Research & Marketing

2021 – 2022 BOARD OF DIRECTORS

Matt Dosch
Board Chair
Comporium Communications

Charlene McGriff
Board Vice Chair
Lancaster County Council

Paul Basha
York Electric Cooperative

Jim Bennett
Spratt Savings Bank

Joe Branham
Chester County Council

Brian Broughton
Lynches River Electric Cooperative

Leonardo Brown
Richland County

John Cadena
Dominion Energy

Brad Caulder
Fairfield County

Tushar Chikhliker
Nexsen Pruet

Ty Davenport
Fairfield County Economic Development

Dr. Wylie Frederick
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Matt Gedney
L & C Railroad

Jamie Gilbert
Lancaster County Economic Development

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Rocky Hudson
Lancaster County Natural Gas

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Edward Kluiters
Nelson Mullins Riley & Scarborough

Paul Livingston
Richland County Council

Robert Long
Chester County Economic Development

Sandy Martin
Duke Energy

Amy Massey
Kimley Horn

Dr. Stacey Moore
York Technical College

Sam Moses
Parker Poe Adams & Bernstein

Doug Payne
Fairfield Electric Cooperative

Dr. Ronald Rhames
Midlands Technical College

Jeff Ruble
Richland County Economic Development

Brian Singleton
TruVista

Jason Stewart
Chester Natural Gas Authority

David Swenson
York County Economic Development

Susan Taylor
South State Bank

Vacant
Fairfield County Council

Steve Willis
Lancaster County

