



2023 – 2024

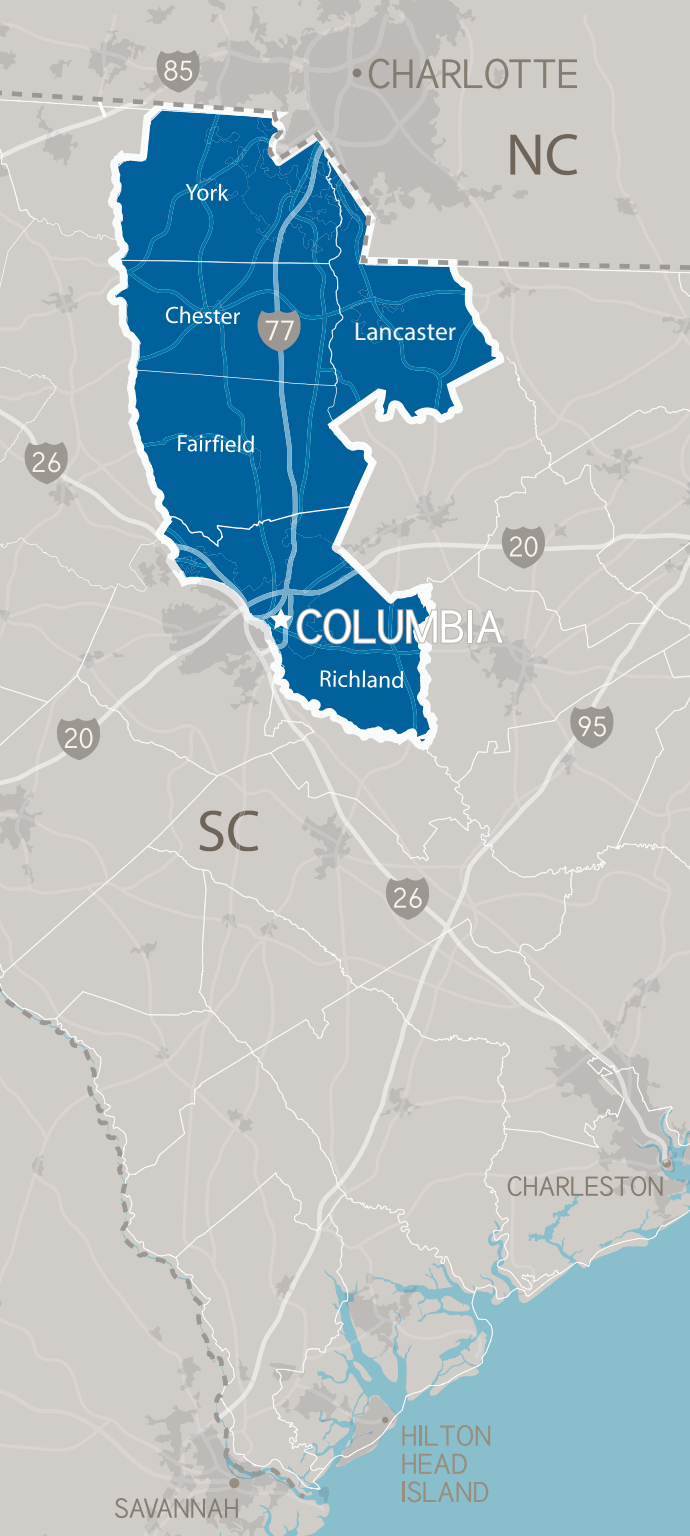
ANNUAL PLAN

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 23/24 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,



Charlene McGriff
Charlene McGriff
Chairman of the Board
Lancaster County Council



Sandy Martin
Sandy Martin, SCCED
Vice-Chairman of the Board
Duke Energy



Christopher Finn
Christopher Finn
Interim 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

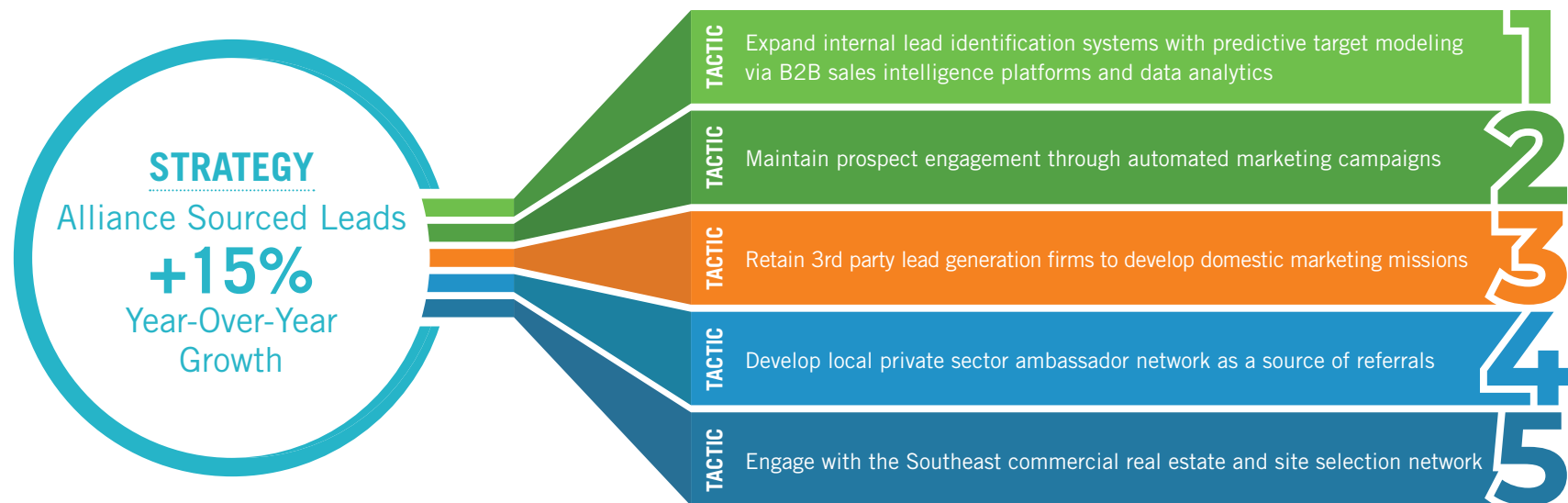
- » County-specific videos, economic overview brochures, social media content management
- » Multiple domestic and international business attraction mission trips in collaboration with lead generation firms
- » County travel expenses for lead generation missions paid for by the I-77 Alliance

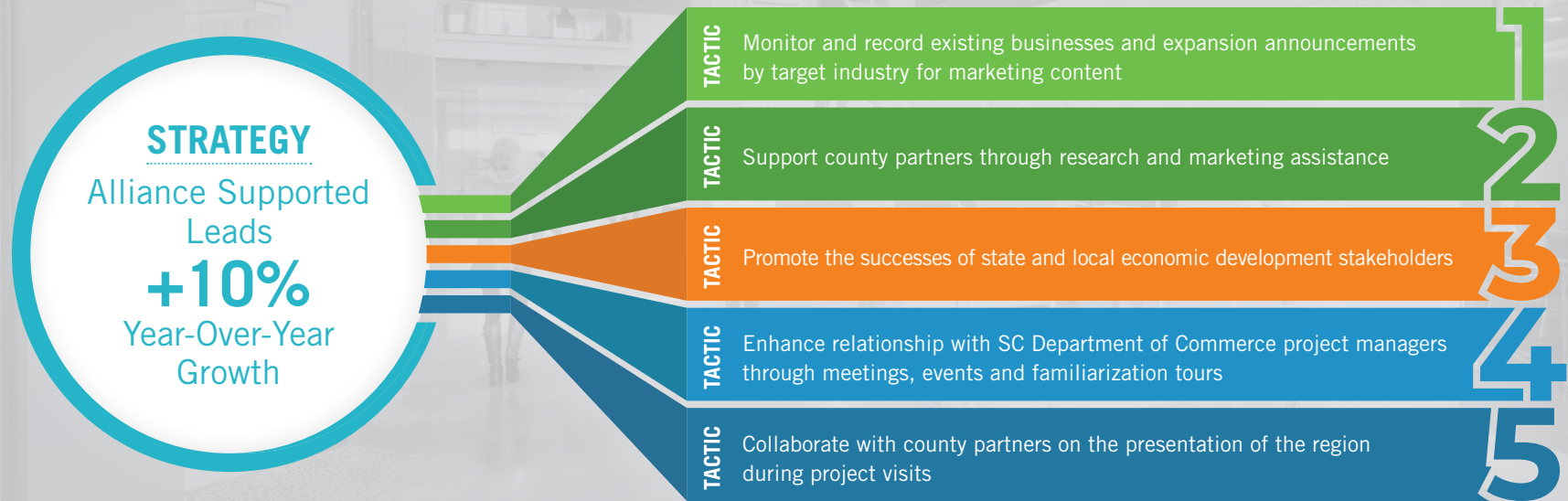
RESEARCH SERVICES

- » 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

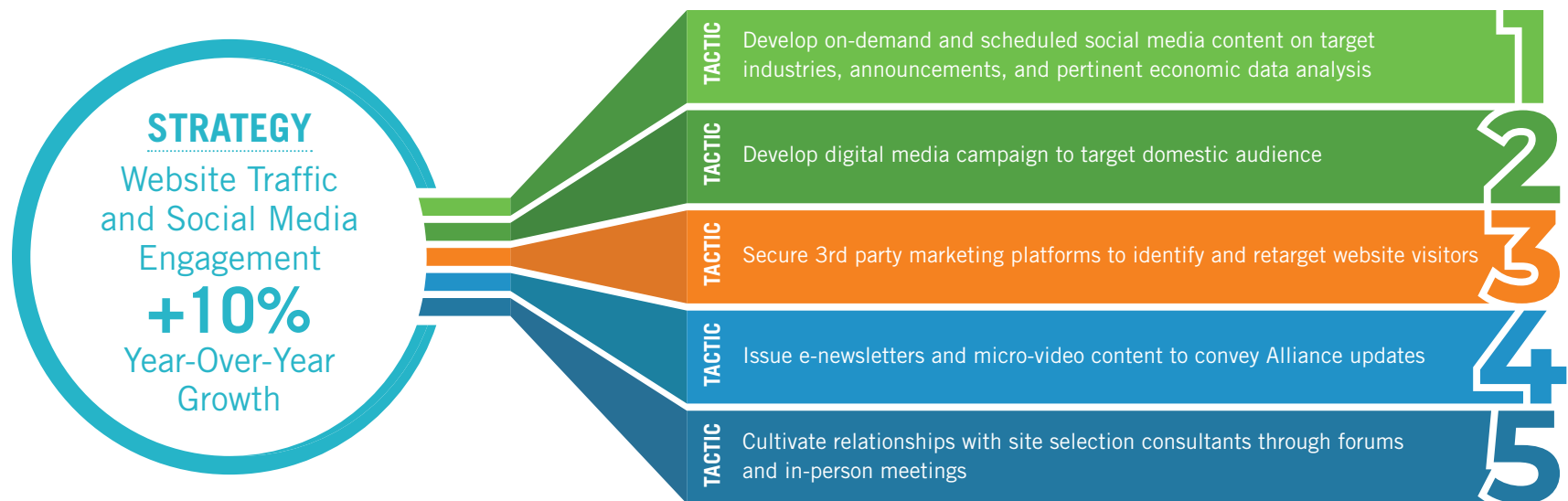


2023 – 2024 ANNUAL PLAN | Lead Generation





2023 – 2024 ANNUAL PLAN | Marketing and Stakeholder Engagement





2023 – 2024 ANNUAL PLAN | Scorecard

METRIC	FY 24 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 24 GOAL
OPERATIONS	
PARTNER REQUESTS AND PROJECT-RELATED RESEARCH HOURS	180
REQUESTS-FOR-INFORMATION (RFI) RESPONSE	20

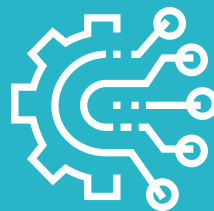
INVESTING IN THE GROWTH OF THE I-77 REGION | The South Carolina I-77 Alliance is a public/private 501 (c)(3) nonprofit organization that receives operational funding from its member county governments and private sector investors. By working together, investors in the Alliance create new economic opportunities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



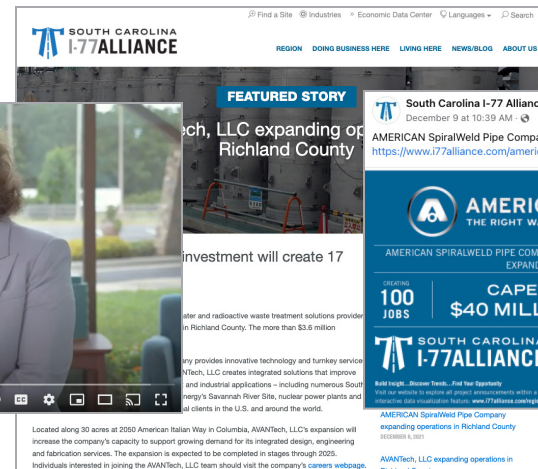
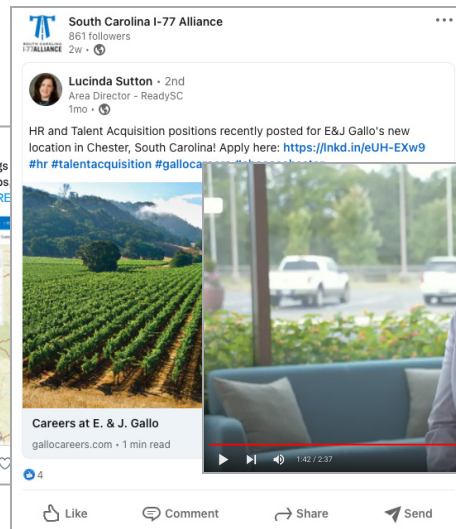
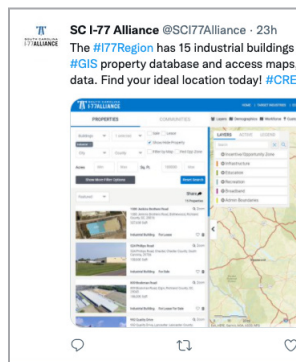
YOUTUBE



COMPASS
E-NEWSLETTER



BLOG



2023 – 2024 EXECUTIVE COMMITTEE

Charlene McGriff
*Lancaster County Council
Board Chair*

Sandy Martin
*Duke Energy
Board Vice Chair*

Jim Bennett
Spratt Savings Bank

Ann Broadwater
Fairfield Economic Development

John Cadena
Dominion Energy

Matt Dosch
Comporium

Marc Howie
York Electric Cooperative

Robert Long
Chester County Economic Development

Brian Fulk
Lancaster County Economic Development

Doug Payne
Fairfield Electric Cooperative

Jeff Ruble
Richland County Economic Development

David Swenson
York County Economic Development

SC I-77 ALLIANCE STAFF

Christopher Finn
Interim President & CEO

2023 – 2024 BOARD OF DIRECTORS

Charlene McGriff
*Lancaster County Council
Board Chair*

Sandy Martin
*Duke Energy
Board Vice Chair*

Jim Bennett
Spratt Savings Bank

Joe Branham
Chester County Council

Ann Broadwater
Fairfield Economic Development

Brian Broughton
Lynches River Electric Cooperative

John Cadena
Dominion Energy

Tushar Chikhliker
Maynard Nexsen

Matt Dosch
Comporium

Jenny Eickmeyer
Southern Entertainment

Matthew Gedney
Gulf & Ohio Railways

Shirley Greene
Fairfield County Council

Marc Howie
York Electric Cooperative

Watts Huckabee
York County Council

Rocky Hudson
Lancaster County Natural Gas Authority

Edward Kluiters
Nelson Mullins Riley & Scarborough LLP

Paul Livingston
Richland County Council

Robert Long
Chester County Economic Development

Amy Massey
Kimley Horn

Brian Fulk
Lancaster County Economic Development

Dr. Stacey Moore
York Technical College

Sam Moses
Parker Poe Adams & Bernstein LLP

Doug Payne
Fairfield Electric Cooperative

Dr. Ronald Rhames
Midlands Technical College

Jeff Ruble
Richland County Economic Development

Jason Stewart
Chester Development Association

David Swenson
York County Economic Development

