



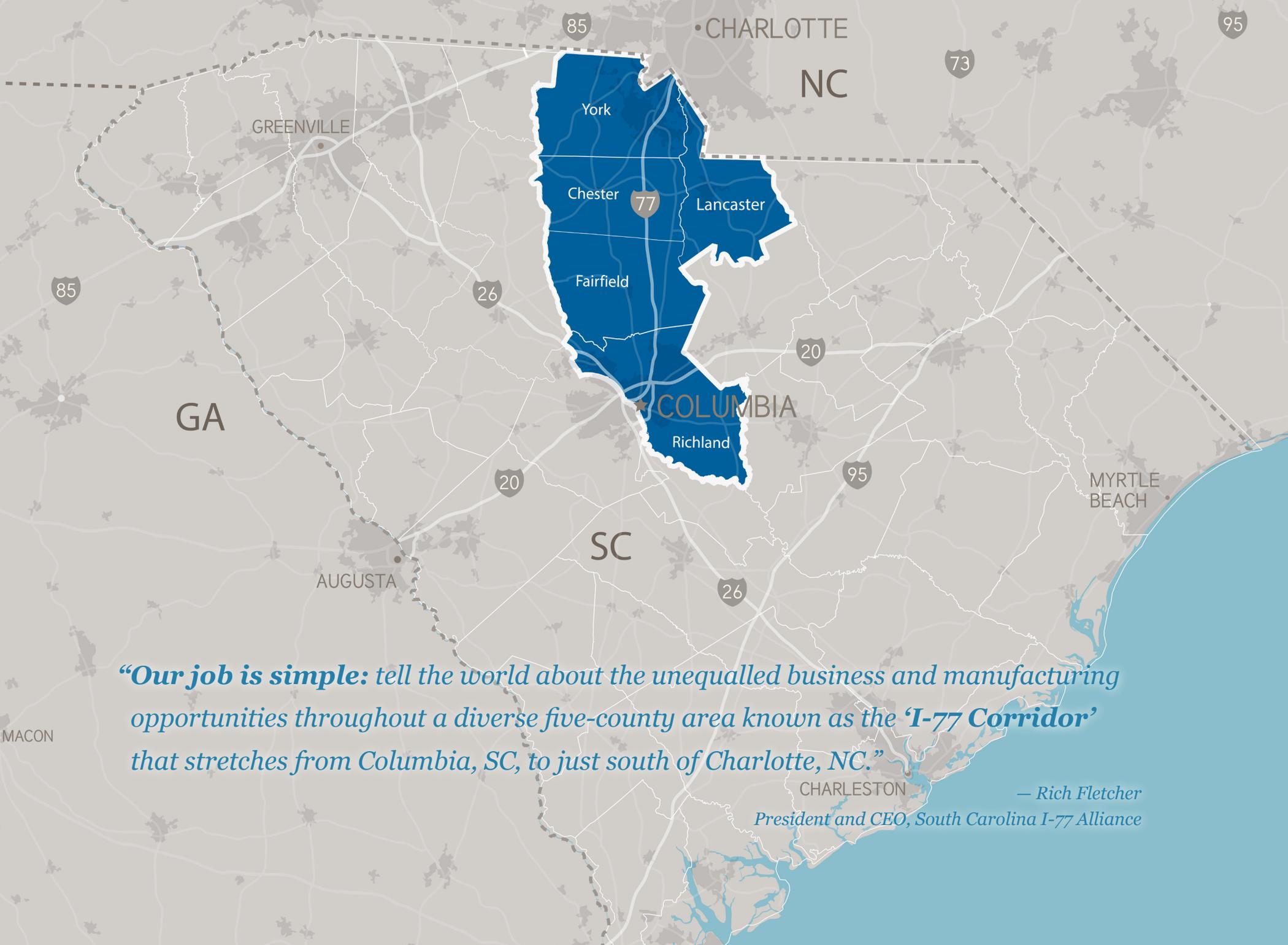
Invest Locally | Compete Globally

Empower Economic Development in the South Carolina I-77 Region



**SOUTH CAROLINA
I-77ALLIANCE**

Five counties. One ideal opportunity.



“Our job is simple: tell the world about the unequalled business and manufacturing opportunities throughout a diverse five-county area known as the ‘I-77 Corridor’ that stretches from Columbia, SC, to just south of Charlotte, NC.”

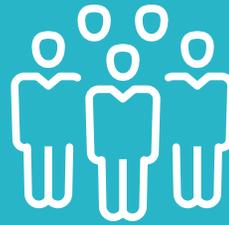
— Rich Fletcher
President and CEO, South Carolina I-77 Alliance

South Carolina I-77 Alliance Region | The South Carolina I-77 Alliance is a county-driven, nonprofit 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 to the region.



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.



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.



Fiscally Responsible
+
Accountable

Less than 50% of our budget goes toward staff and operations, as we are a lean, financially stable organization with no duplication of services.



“Being in a metropolitan area — like Charlotte — gives us access to a wide variety of personnel.”

*— Morgan Brady
Managing Partner, Composite Resources*

How we Support our Five Counties | We provide value-added services and products to the local developers within our five-county region, including strategic planning, workforce assessment, research services and data platforms. Plus, since our members represent the entire I-77 region, we are agile and proactive, as we all work in tandem to drive the region's success.

What we Provide to our Five Counties

COUNTY WEBSITE ENHANCEMENTS

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

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

PROJECT MANAGEMENT SUPPORT

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

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

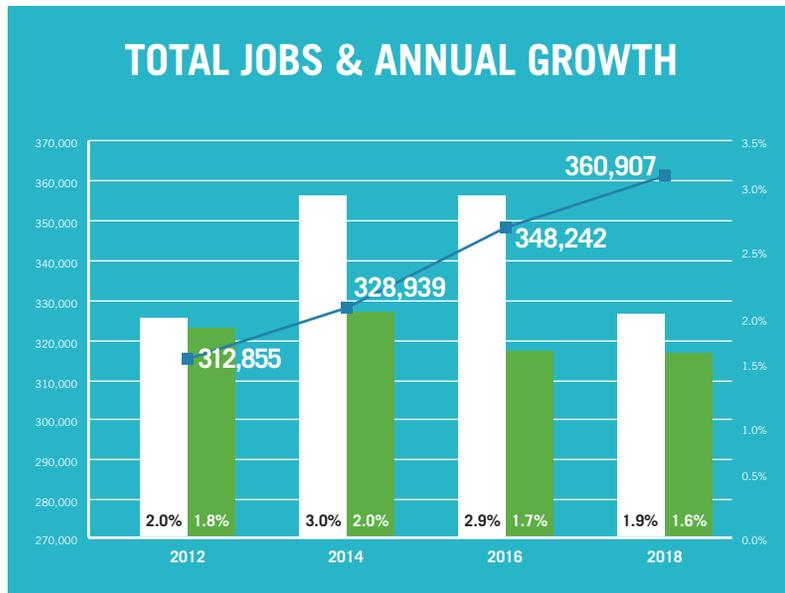


*By 2030, the I-77 Alliance will have played a critical role in securing **500,000 jobs** in the region with wages exceeding the state average.*

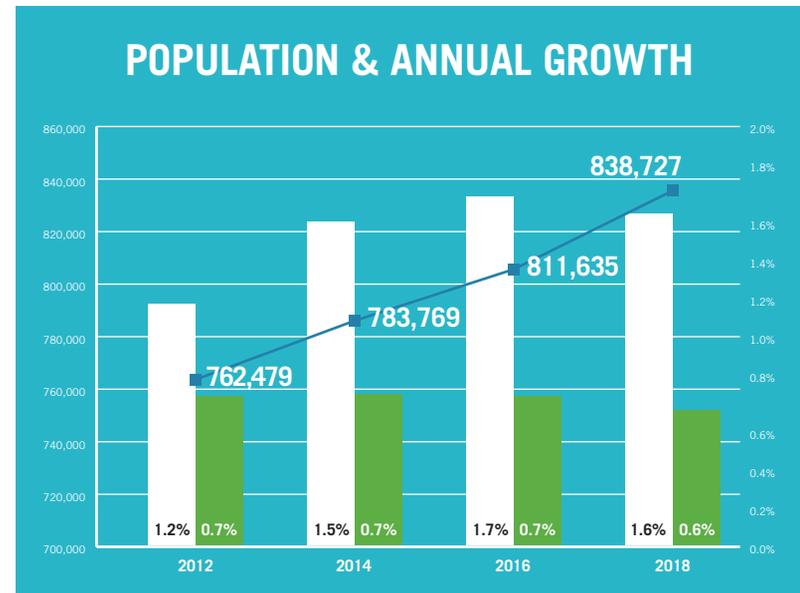
Investors becoming Ambassadors | New investors often ask “What specifically can I do to help?”

The answer is simple — share the message of our region’s economic prosperity and its unique assets:

- » Access to Charlotte’s market and amenities with South Carolina’s business climate;
- » Growing workforces in Charlotte and Columbia in a non-union environment;
- » A diverse portfolio of available sites and buildings with a dynamic transportation network for global connections: Charlotte-Douglas International and Columbia Metropolitan Airports, direct interstate access, multiple Class I rail providers, and a short drive to the Port of Charleston.



YEAR-OVER-YEAR JOB GROWTH: □ I-77 REGION ■ USA — TOTAL JOBS



YEAR-OVER-YEAR POPULATION GROWTH: □ I-77 REGION ■ USA — TOTAL POPULATION

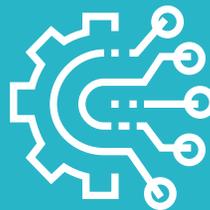
Investing in the Growth of the I-77 Region | The South Carolina I-77 Alliance is a public/private 501 (c)(3) nonprofit organization that receives operational funding from its member county governments and private sector investors. By working together, investors in the Alliance create new economic opportunities 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 SC I-77 Alliance share these traits:



VALUE A HOLISTIC APPROACH
TO ECONOMIC DEVELOPMENT AND
LEAD GENERATION



ENGAGED IN
GROWTH AND ADVANCEMENTS
IN THE REGION



THINK STRATEGICALLY
AND HAVE A
PROGRESSIVE MINDSET



PLATINUM

\$15,000+

- DUKE ENERGY
- DOMINION ENERGY
- FAIRFIELD ELECTRIC COOPERATIVE
- TRUVISTA
- WINNSBORO PETROLEUM
- YORK ELECTRIC COOPERATIVE



GOLD

\$10,000+

- COMPORIUM
- YORK TECHNICAL COLLEGE



SILVER

\$5,000+

- CHESTER COUNTY NATURAL GAS AUTHORITY
- L & C RAILROAD
- MIDLANDS TECHNICAL COLLEGE
- PARKER POE ADAMS & BERNSTEIN
- SOUTH CAROLINA POWER TEAM
- THE SPRINGS COMPANY



BRONZE

\$2,500+

- CHESTER METROPOLITAN DISTRICT
- CHESTER COUNTY WASTEWATER RECOVERY
- HAYNSWORTH SINKLER BOYD
- NELSON MULLINS RILEY & SCARBOROUGH
- NEXSEN PRUET
- THOMAS & HUTTON ENGINEERING



*“I feel like within the last five to ten years, **this region has woken up.** We have seen a lot more entrepreneurs who are starting to take more risks and who are experimenting by creating new lifestyle and hospitality offerings.”*

*— Gregory G. Hilton, IMBA
CoFounder, SOCO Cowork*

Help us Tell our Story. Engage with our Economic Data Center. | When someone you know needs local economic data, encourage them to use our free data center. It provides local demographic, industry and economic data across 80+ variables, each with multiple ways to customize the results. All charts and tables can be exported as graphics or just the underlying data can be exported. This is a great resource for: market analysis, business plans, strategic planning, school projects, industry insight, and socio-economic trend analysis: i77alliance.com/shared-data-platform/



FACEBOOK

Elevating our visibility in the local community by sharing content about our region's quality-of-life, local events and community news.



TWITTER

Offering our followers insight into our target industries and regional economic development activity.



LINKEDIN

Every project announcement is promoted first on our LinkedIn company page.



YOUTUBE

Share our county videos and subscribe for future features.



COMPASS E-NEWSLETTER

Sign up to receive quarterly emails recapping top economic development news and initiatives from across our region.



BLOG

Dive deeper into the work we are doing with our counties and gain insight from economic data analysis with our blog posts.

