

Year In Review

FY 2013-2014

GLOBAL BUSINESS DEVELOPMENT / MARKETING

9 
ANNOUNCED
COMMITMENTS



2 **CONFERENCES
& KEY EVENTS**
HOSTED IN THE REGION
INTERNATIONAL MEDIA TOUR
& AREA DEVELOPMENT FORUM



582
DIRECT
NEW JOBS

\$77 MILLION
NEW CAPITAL
INVESTMENT



49 MEDIA
PLACEMENTS

USA TODAY • FAST COMPANY
THE WALL STREET JOURNAL
AREA DEVELOPMENT • FOX & FRIENDS



12
OUTBOUND
MARKETING
MISSIONS

156,019,711 MEDIA IMPRESSIONS 

REGIONAL COMPETITIVENESS

 **2013**
PRODUCED
REGIONAL ECONOMIC
SCORECARD

ACHIEVED
420,000+
IMPRESSIONS
WITH TASKFORCE DISTRIBUTION,
COMMUNITY PRESENTATIONS & MEDIA COVERAGE

SUPPORTED
NUMEROUS REGIONAL
INITIATIVES

- TRI-COUNTY CRADLE TO CAREER COLLABORATIVE
- CHARLESTON CREATIVE PARLIAMENT / PECHA KUCHA NIGHT
- CHARLESTON METRO CHAMBER ECONOMIC OUTLOOK BOARD
- DIG SOUTH
- SOUTH CAROLINA-ISRAEL COLLABORATION
- SC COMMUNITY LOAN FUND "HOUSING MATTERS SUMMIT"



CONVENED
OPPORTUNITY NEXT
ALIGNMENT BOARD
FACILITATED "YEAR 3"
REVIEW & STRATEGY UPDATE



PARTNERED
WITH CHARLESTON
METRO CHAMBER ON
TALENT DEMAND
ANALYSIS

Program Priorities

FY 2014-2015

GLOBAL BUSINESS DEVELOPMENT / MARKETING

The CRDA drives a global marketing and business development program to attract the world's best companies, entrepreneurs, and professional talent. Opportunity Next target clusters and competencies are the focus of the CRDA's global economic development efforts. Key priorities include:

TARGETED MARKETING MISSIONS

- Continue outreach to international geographies recommended in Opportunity Next, such as Canada, France, Germany, UK, and the Netherlands
- Capitalize on significant regional developments by targeting relevant domestic markets and key industry trade shows
- Host target industry executives to showcase the region's business and lifestyle assets

DEEPER EXECUTION WITHIN INDUSTRY TARGETS

- Ramp up biomedical and information technology/software attraction efforts
- Continue aerospace momentum by matching supplier capabilities with needs of Boeing's 787 and 737 programs and facilitating connections with full range of local/state resources
- Execute energy systems initiatives by leveraging Clemson's Energy Campus

NEW CRDA WEBSITE

- Refresh our region's 24/7 storefront with a responsive design, improved real estate tool, foreign language translations, enhanced data displays, and new testimonial videos

REGIONAL COMPETITIVENESS

For the Charleston region to compete globally, the CRDA invests in research & analysis to guide and inform our efforts. Key priorities include:

2014 REGIONAL ECONOMIC SCORECARD

- Produce fifth annual Regional Economic Scorecard for the community in partnership with the Charleston Metro Chamber
- Explore new metrics and comparison metros for future reports

TALENT ATTRACTION CAMPAIGN

- Convene IT businesses and key stakeholders to develop a comprehensive talent attraction marketing strategy
- Develop a one-stop web portal for high-demand talent seeking to locate in Charleston region

OPPORTUNITY NEXT REGIONAL STRATEGY

- Conduct "Year 4" annual review and strategy update
- Continue to host regular meetings of Opportunity Next Alignment Board

ENGAGED LEADERSHIP

The CRDA convenes the region's top business, academic, community and governmental leaders to shape and lead a comprehensive economic development strategy. Key priorities include:

LEVERAGING RELATIONSHIPS AND INFLUENCE

- Directly engage public- and private-sector leaders in the work of CRDA
- Tap into Economic Leadership Council and CRDA board members' broad networks on issues related to our region's global competitiveness
- Utilize top executives to enhance the direct sales process through peer-to-peer conversations and interactions

FOSTERING THOUGHT LEADERSHIP

- Regularly convene local leaders to consider and discuss issues that directly impact our region's ability to compete globally
- Provide regular updates on regional economic news, trends, rankings, accolades, and other relevant information