







LEADERSHIP FOR A WORLD-CLASS, GLOBALLY COMPETITIVE ECONOMY

Charleston Regional Development Alliance

(CRDA) has served as a catalyst for long-term, sustainable economic prosperity in Berkeley, Charleston, and Dorchester counties since 1995.

We are thankful for the foresight, guidance and contributions of the visionary leaders who have supported this Alliance over the past 25 years.

Our community benefits from this public-private partnership with the region's most influential business leaders, three county governments, largest municipalities, and top academic institutions working together toward a shared vision for the future.

The steps we collectively take today will impact our region for generations to come.



Drive sustainable economic prosperity by building highimpact industry clusters



Market the Charleston region as a globally competitive location for business, entrepreneurs, and talent



Facilitate the site selection process for companies considering our market for competitive expansion or location investments



Convene regional leaders around key economic competitiveness issues



Engage the region's top business, academic and elected leaders in economic development – and keep economic development a top priority for each of them

CRDA RESULTS BY THE NUMBERS

FY 2019-20

PROJECTS

701

(FY 2010-20) **EVERY \$1** INVESTED IN CRDA

PRODUCED \$20 IN NEW REGIONAL PAYROLL

MEETINGS

INCLUDING INBOUND PROJECT VISITS, **OUTBOUND MISSIONS, & TRADESHOWS**

NEW JOBS \$28 M

> \$19.50 **HOURLY WAGE**

64% INTERNATIONAL 10% US (EXCLUDING SC) **CRDA WEBSITE** 3% SC (OUTSIDE CHS METRO) **VISITOR TRAFFIC** 23% CHS METRO IS DIVERSIFIED 238,629 **VISITORS**

\$520 M **ECONOMIC IMPACT**

NATIONAL/INTERNATIONAL **MEDIA PLACEMENTS** RESULTING IN...

ADVERTISING EQUIVALENCY

Bloomberg



BROOKINGS

Forbes



SMARTCITIES DIVE

CRDA'S COVID RESPONSE

As the global pandemic severely impacted our local economy, CRDA adjusted our short-term strategies to help the three-county region rebound as quickly as possible.



ONE REGION READY

At the request of our region's elected leaders, CRDA engaged a coalition of local business, healthcare, government and nonprofit leaders to champion the safe reopening of our regional economy. The initiative, called One Region Ready, included a comprehensive plan, sector-specific reopening guidelines, and a voluntary pledge for businesses to promote their compliance. Other elements included social marketing and messaging videos to encourage healthy behaviors to stop the spread of COVID-19. The group continues to monitor and report on the economic recovery.



CRDA formed two Rapid Response
Teams focused on life sciences and
automotive supply chains in anticipation
of the impacts and opportunities
resulting from COVID-19. Comprising
investors and regional stakeholders, the
teams interviewed relevant businesses,
studied existing assets, and developed
specific action items to capitalize on the
changing economic landscape. CRDA's
FY20-21 program of work includes a
number of these recommendations.



CRDA intensified our efforts to identify and recruit talent with high-demand skills as the pandemic is altering migration patterns from large urban centers to mid-size markets like Charleston. Our research identified the best U.S. metros for targeting talent ads based on inmigration levels, talent pools, average wages, and cost of living. We conducted an online survey in five key metros to gauge perceptions of our region & job opportunities and used the survey results and other data to guide key messaging for new digital ad campaigns targeting talent in key occupations in the Northeast and Northwest.



RESOURCES FOR RESILIENCY

We compiled online news and resources, and issued a weekly email featuring updates from local and state partners, national news, and video interviews providing insights to help our investors and stakeholders navigate through economic uncertainty.

ISSUED

21

RESOURCES EMAILS

4,700

CREATED

17

TOTAL VIDEOS

3,600

VIEWS



CHARLESTON DEAL ALLIANCE



In Feb. 2020, CRDA's Capital Connections initiative spun off as the Charleston Deal Alliance (CDA), a nonprofit entity bringing together the region's dealmakers to compare notes, make new contacts, and identify potential business opportunities. The organization aims to raise the profile of Charleston as an attractive and robust market for closing business deals.

CDA membership is open to individuals and companies in accounting, legal, banking, consulting, recruiting, technology, valuation, and wealth management. With a robust member database, discounts to exclusive events and access to content and information, members will be able to grow their network and increase their profitability.

Learn more at charlestondealalliance.com.

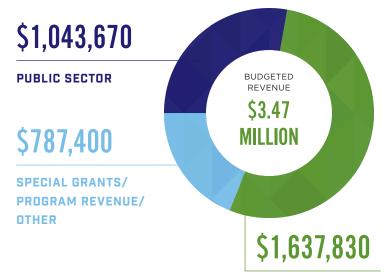
"Charleston is emerging as a financial hub, which means we need to highlight the incredible deal talent that resides here in the Charleston region."

- Andy Brusman CDA Chairman

CEO of investment bank Charles Towne Holdings, LLC

ANNUAL BUDGET

FY 2020-21



PRIVATE SECTOR*

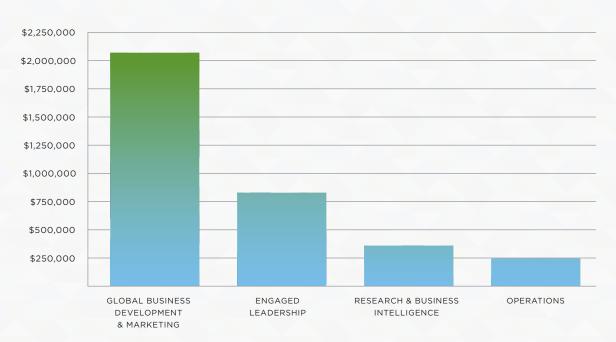
*Includes \$36,750 FY20-21 revenue received in June 2020

The One Region strategic plan guides CRDA's organizational program of work including Global Business Development / Marketing, Research & Business Intelligence, and Engaged Leadership.

These charts provide a snapshot of how we allocate resources to fulfill our regional economic development mission.

RESOURCE ALLOCATIONS

FY 2020-21



CRDA's current fiscal year runs July 1, 2020 through June 30, 2021.

CRDA STRATEGIC PRIORITIES

FY 2020-21



STRENGTHEN
HIGH-IMPACT
CLUSTER ECOSYSTEMS

ENHANCE COMPETITIVE INTELLIGENCE & ENGAGEMENT

- Advance project pipeline across all target industry sectors
- Engage Boeing, Volvo and Mercedes-Benz Vans on supply chain disruption and transformation post COVID-19
- Elevate life science ecosystem work
- Evolve network and resources to provide entrepreneurial support

- Integrate business intelligence to enhance/augment the project pipeline, including uncovering niche opportunities such as in mobility and IT
- Reboot One Region and strengthen partnerships with other stakeholder organizations
- Evaluate and determine direction of CRDA's next five-year strategy



ATTRACT TALENT
TO SUPPORT
BUSINESS SUCCESS

- Increase local & national awareness of high-demand jobs, training and continuing education programs
- Ensure key stakeholders are aware and directly engaged in talent strategy
- Develop and implement strategy focused on exiting military & military spouses



LEVERAGE RELATIONSHIPS AND INFLUENCE

- Directly engage public- and private- sector leaders in the work of CRDA
- Regularly convene local leaders to consider and discuss issues that directly impact our region's ability to compete globally

CRDA BOARD OF DIRECTORS*

EXECUTIVE COMMITTEE

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Nelson Mullins Riley & Scarborough, LLP

Michael Fuller

BOARD CHAIR-ELECT

Berkeley Electric

Cooperative

Mary Garcia

TREASURER & FINANCE COMMITTEE CHAIR

Pinnacle Financial Partners

Steve Gallagher

LEADERSHIP DEVELOPMENT COMMITTEE CHAIR

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eGroup

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Elliott Davis, LLC

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Charleston Water System

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Southern First Bank

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United Bank

Len Hutchison

First National Bank

Christopher Ibsen

Dolphin Architects & Builders

Deon Jackson

Berkeley County School District

Grady Johnson

Charleston Regional Business Journal

Carl D. Kolts

Showa Denko Carbon, Inc.

Tom Kutyla

United Community Bank

Jason Lee

REV Federal Credit Union

Lindsay E. Leonard

Boeing South Carolina

C. Dinos Liollio

Liollio Architecture

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Landmark Construction

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College of Charleston

Michael Perkins

Volvo Cars USA

Scott Poelker

Trident Technical College

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State Farm Insurance

Jim Posda

GEL Engineering, LLC

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Pratt & Co. at RE/MAX Pro Realty

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South Carolina Research Authority (SCRA)

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South Street Partners / Kiawah Partners

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Jarrard, Nowell & Russell

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Charleston Naval Complex RDA

Michael Scarafile

Carolina One Real Estate

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Roper St. Francis Healthcare

Scott Sharp

TD Bank

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Bank of America

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The InterTech Group

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University of South Carolina

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South Street Partners / Kiawah Partners

Wil Riley

Charleston Trident Association of Realtors®

O.L. Thompson

O.L. Thompson
Construction Company

Mary Thornley, EdD

Trident Technical College

Gen. Glenn Walters

The Citadel

FEATURED PROJECT WINS



SPARTAN MOTORS

Production of industry-specific custom shelving, lighting and ergonomic design services for commercial vehicles including Mercedes-Benz Vans

Jobs:

308

Investment:

\$1.15 MILLION



ARKONIK

Customized Land Rover vehicles

Jobs:

10

North American Headquarters

2020-2021 INVESTORS*

The CRDA is a true alliance of business, government, and higher education working together to drive a sustainable, competitive economy for the Charleston region. Below is a recognition of entities who have stepped forward to help lead and fund this collaborative effort.

ACCOUNTING SERVICES

Dixon Hughes Goodman LLP

Elliott Davis, LLC

Jarrard, Nowell & Russell, LLC

WebsterRogers, LLP

ARCHITECTURE & ENGINEERING

Alliance Consulting

Engineers, Inc.

BRPH

Davis & Floyd, Inc.

Dolphin Architects & Builders

GEL Engineering, LLC

HLA, Inc.

Hussey Gay Bell

Life Cycle Engineering

Liollio Architecture

LS3P

McMillan Pazdan Smith

Architecture

S&ME. Inc.

SAIC*

SeamonWhiteside

Stantec

Terracon

The Ohmega Group, Inc.

Thomas & Hutton

ATTORNEYS

Burr Forman McNair

Haynsworth Sinkler Boyd, PA

K&L Gates, LLP

Moore & Van Allen

Nelson Mullins Riley &

Scarborough, LLP

Nexsen Pruet, LLC

Parker Poe

Shumaker, Loop & Kendrick, LLP

Womble Bond Dickinson

(US) LLP

BANKING &

FINANCIAL SERVICES

Bank of America

BB&T and SunTrust now Truist

First Citizens Bank

First National Bank

JPMorgan Chase & Co.

Pinnacle Financial Partners

PNC Bank

REV Federal Credit Union

South State Bank

Southern First Bank

Synovus Bank

TD Bank

United Bank

United Community Bank

Wells Fargo

CHAMBERS OF COMMERCE

Charleston Metro Chamber

of Commerce

Greater Summerville /

Dorchester County Chamber

of Commerce

CONSTRUCTION & CONTRACTORS

Banks Construction Company

Choate Construction Company

Evans General Contractors

Harbor Contracting

Hill Construction

Hood Construction

Landmark Construction

O.L. Thompson Construction Co.

Thompson Turner Construction

Trident Construction

Vannoy Construction

The Whiting-Turner

Contracting Company

ECONOMIC DEVELOPMENT

South Carolina Research

Authority - SCRA

EDUCATION & TRAINING

Charleston Southern University

Clemson University

College of Charleston

Lowcountry Graduate Center

The Citadel

Trident Technical College

University of South Carolina

GOVERNMENT & AGENCIES

Berkeley County

Charleston County

Dorchester County

City of Charleston

City of Goose Creek
City of North Charleston

Town of Mount Pleasant

Town of Summerville

HEALTHCARE

Medical University of

South Carolina

Roper St. Francis Healthcare

Trident Health

HOSPITALITY

Daniel Island Golf Club. LLC

Fennell Holdings, Inc.

Francis Marion Hotel

INFORMATION TECHNOLOGY

BoomTown

eGroup

Google

INSURANCE

AON South Carolina

BlueCross BlueShield of SC

State Farm Insurance

- Tony Pope

INVESTMENT CAPITAL

Charles Towne Holdings

INVESTMENT HOLDINGS

The InterTech Group

MANUFACTURING

AstenJohnson, Inc.

Boeing South Carolina

Charleston Steel

& Metal Company

Ingevity

Robert Bosch, LLC

Showa Denko Carbon, Inc.

stoba

Thorne Research, Inc.

Volvo Cars USA

MARITIME

Charleston Branch

Pilots Association

MEDIA & COMMUNICATIONS

Charleston Regional

Business Journal

REAL ESTATE & DEVELOPMENT

Avison Young

Bridge Commercial

Carolina One Real Estate

CBRE

CC&T Real Estate

Charleston International

Manufacturing Center

Charleston Naval Complex

Redevelopment Authority

Charleston Trident Association

of Realtors®

Colliers International

Cushman & Wakefield | Thalhimer

Darby Development

Gateway Development Services

Highland Resources, Inc.

Lee & Associates - Charleston

Marcus & Millichap

NAI Charleston

Nexton

Pratt & Co. at RE/MAX Pro Realty

Raven Cliff Company, LLC

Ravenel Commercial Properties

South Street / Kiawah Partners

SunCap Property Group

The Beach Company

STAFFING

& EMPLOYMENT SERVICES

Aerotek

Human Technologies, Inc.

TELECOMMUNICATIONS

T&TA

Home Telecom

UTILITIES & ENERGY

Berkshire Hathaway Energy

Company

Berkeley Electric Cooperative

Charleston Water System

Dominion Energy

Santee Cooper

South Carolina Power Team

Southern Current

CHARLESTON OPEN SOURCE

AVOXI

BoomTown

Booz Allen Hamilton

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Geocent, LLC

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Phishlabs

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CRDA PROFESSIONAL STAFF



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Karen Kuchenbecker, SHRM-CP VICE PRESIDENT, OPERATIONS



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Jaime Caldwell
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Jamie DeMent
TALENT & STRATEGIC
INITIATIVES



Galina Maiduc

OPERATIONS MANAGER

& CEO ASSISTANT



Lynn Demos
BUSINESS DEVELOPMENT
SOLUTIONS MANAGER



Allison Warner
DIGITAL MARKETING
MANAGER

COUNTY ECONOMIC DEVELOPMENT PARTNERS



Kristen Lanier
DIRECTOR OF ECONOMIC
DEVELOPMENT
BERKELEY COUNTY



Steve Dykes, SCCED, AICP DIRECTOR OF ECONOMIC DEVELOPMENT CHARLESTON COUNTY



John M. Truluck, SCCED DIRECTOR OF ECONOMIC DEVELOPMENT DORCHESTER COUNTY

LEVELS OF ENGAGEMENT

ENGAGEMENT OPPORTUNITIES	\$50k	\$25k	\$15k	\$10k	\$5k
Minimum of 1 "one-on-one" visit with a member of key CRDA staff annually	~	~	~	~	~
Opportunity to participate in 1 or 2 business or talent attraction events, mission trips or tradeshows annually at the invitation of CRDA.+	2	2	1	1	
Inclusion in special invitation-only events	~	~	~		
Opportunities to serve as co-host for international visits and/or site selectors*	~	~	~		
Minimum 1 visit with CRDA President & CEO per year	~	~			
Top local executive invited to attend one ELC meeting annually as guest of CRDA President & CEO		~			
BOARD & COMMITTEE PARTICIPATION	\$50k	\$25k	\$15k	\$10k	\$5k
Eligibility to serve on a CRDA Taskforce and/or Special Initiatives Committee	~	~	~	~	~
Opportunity to serve on CRDA Board of Directors (CEO or most senior executive)	~	~	~	~	
Eligibility for election to CRDA Executive Committee	~	~	~		
Opportunity to serve on Economic Leadership Council	~				
BRAND RECOGNITION	\$50k	\$25k	\$15k	\$10k	\$5k
Opportunities for recognition at CRDA events and sponsorship of special CRDA initiatives	~	~	~	~	~
Recognition as investor on CRDA website, social media, and in marketing materials	~	~	~	~	~
Special recognition at CRDA Annual Luncheon	~	~			
CRDA EVENTS & NETWORKING OPPORTUNITIES	\$50k	\$25k	\$15k	\$10k	\$5k
Invitation(s) to Quarterly Investor Briefings	~	~	~	~	~
Invitation to Regional Summits	~	~	~	~	~
Invitation(s) to exclusive Investor-only events	~	~	~	~	
Invitation to present as subject matter expert at CRDA events*	~	~	~	~	
Ticket(s) to Annual Luncheon+	2	2	1	1	
INFORMATION	\$50k	\$25k	\$15k	\$10k	\$5k
Digital subscriptions to Quarterly/Breaking News Updates and Quarterly Snapshot	~	~	~	~	~
Investment Announcements	~	~	~	~	~
Opportunity to participate in an Investor Roundtable with CRDA staff	~	~	~	~	
Access to customized market research services*	~	~	~		
Access to custom industry or topical workshops created by CRDA staff	~				

"This pandemic has tested this organization and our community in ways we could not have foreseen. CRDA answered the call to help safely reopen the region's economy and there is more work to do. Let us continue to take the steps necessary to insure that history books will record that during this crisis our region united around a common vision and shared values to remove barriers and ensure economic opportunities for all citizens. This continues to be a time to address infrastructure, education, health and affordability challenges. I look forward to working with you all to continue to make our community an even better place to live and thrive."

JOHN HAGERTY CRDA Board Chair

GETTING INVOLVED

If you share a long-term commitment to building a prosperous and sustainable regional economy, please contact us about engagement opportunities with the CRDA.



T: 843.767.9300 | F: 843.760.4535 alliance@crda.org charlestoneconomicdevelopment.com



BEST PERFORMING CITIES 2020:

WHERE AMERICA'S JOBS ARE CREATED AND SUSTAINED

- Milken Institute

#10

U.S. CITY GAINING INNOVATION JOBS

- NY Times

50
BEST U.S. CITIES
FOR STARTING
A BUSINESS IN 2020
- INC

2020
BEST CITIES
FOR JOBS

- WalletHub