

ADVANCE
DORCHESTER



2022 ANNUAL REPORT

About Us

Dorchester Economic Development Corporation, a 501(c)3 charitable organization, serves as the sole economic development fundraising organization for Dorchester County.

Advance Dorchester

A funding initiative of Dorchester Economic Development Corporation, working to diversify the tax-base while bringing jobs and prosperity to the County.

BOARD OF DIRECTORS

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Skip Elliott

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Sandy Price



DORCHESTER ECONOMIC DEVELOPMENT CORPORATION

A Word

from DCED Director John Truluck



Looking back on last year's Annual Report, I surely got one thing correct. Last year, I predicted the world would continue to get crazier. It did! I also predicted that Dorchester County and the Charleston Region would continue to have economic development success, and we did. Make that two. Boy, am I on a roll? The fiscal year 2021/2022 numbers were somewhat modest with four announcements, \$49.3 million in capital investment and 126 new jobs. Congrats to Interfor, Sportsman Boats and the BID Group on their expansions, and welcome to our newest industry, Engeser.

I may have missed one prediction but only by a little. I predicted 2022 would be the year of the Spec Building. Instead, it should have been the year of the permit. (Some of you will get that.) However, 2023 WILL be the year of the Spec Building. Two buildings have broken ground this year, with more to come before the end of the

year. Hopefully, all of these will deliver and lease in 2023, with more ground breakings to follow in 2023.

Another trend we are seeing is smaller new job numbers. I do not see this as a bad thing. Our County is blessed with low unemployment, but we are also cursed with a low tax base.

Dorchester County cannot afford to stop recruiting capital investment, but the lower job numbers let us do that without putting unsustainable pressure on our workforce and existing employers.

We now have over 100 Advance Dorchester investors. Today's Annual Meeting is our chance to celebrate you. Without your support, much of this would not be possible. Thanks for all that you do to help us make Dorchester County a better place to live, work and play.



LEADERSHIP COUNCIL MEMBERS

Visionary Level: \$10,000+



BOSCH

Vanguard Level: \$5,000-\$9,999



Reputation is Everything



The Art and Science of Construction

FORV/S



ADVANCE DORCHESTER INVESTORS

Your Investment Supports Our Four Pillars:

Marketing - Reaching the right audiences with the right message at the right time.

Product Development - Preparing our sites & buildings for future industrial growth.

Prospect Development - Hosting, traveling and doing what it takes to close the deal.

Workforce Development - Training our citizens for the high-skill, high-pay jobs coming to the County.

Innovator Level: \$2,500-\$4,999

Alliance Consulting Engineers • Ameris Bank • Boeing • Burr & Forman LLP • CBRE • Dominion Energy • Evans General Contractors • First Citizens Bank • Brigadier General Henry Taylor, USAF (Retired) • Haynsworth Sinkler Boyd, P.A. • Hitt Contracting, Inc. • Hood Construction • J Davis Construction • James R. Vannoy & Sons Construction Company, Inc. • King Kozlarek Law • M.B. Kahn Construction Co., Inc. • McMillan Pazdan Smith • Miller Valentine Construction • NAI Charleston • Palmetto Rural Telephone Cooperative • Renfrow Industrial • Santee Cooper • Seamon Whiteside • South Carolina Ports Authority • Synovus • Terracon • The Bank of South Carolina • Thomas & Hutton • THS Constructors • Tupco • Waste Management

Advocate Level: \$1,000-\$2,499

Agracel, Inc. • Appraisal Services of SC, Inc. • Argos USA • Avison Young • Berkeley Electric Cooperative • BID Group • Bill Hearn Attorney at Law, PA • Brantley Construction • Brown & Brown of South Carolina • Carlisle Associates • CBC Atlantic • Cityvolve LLC • Coastal Coffee Roasters, Inc. • Colliers International • Cypress Engineering • Davis & Floyd • ECPI University • ECS Southeast LLP • Edcon General Contractors • Edisto Electric Cooperative • First Capital Bank • First National Bank of PA • GEL Engineering • George Bailey • HLA, Inc. • Hussey Gay Bell • Insight Group • LS3P • Marlboro Development Team • Mashburn Construction • MAU Workforce Solutions • Pattillo Construction • Robbins Construction Group • S&ME • Scott Insurance • SGA | NarmourWright Design • South Carolina Power Team • South State Bank • Southern First Bank • Stantec Consulting Services • Stevens Funeral Home • Summerville Rotary Club • TD Bank • Thomas Calcote • Tri-County Regional Chamber • BB&T and Suntrust, now Truist • United Community Bank • W.K. Dickson

Supporter Level: \$250-\$999

Allstate Insurance - Con Chellis • James T. Martin, Jr. MD • Mead & Hunt • Mortgage Equity Partners • Nelson Mullins • Nexsen Pruet • ServisFirst Bank • Surface Restorations, LLC • Womble Bond Dickinson



Congratulations to John Truluck for being named one of Consultant Connect's Top 50 Economic Developers in North America!



John Truluck
Executive Director



Michelle McDonald
Deputy Director



Joe Affsprung
Project Manager



Brooks Hearn
*Marketing & Investor
Relations Manager*



Amy Dixon
Administrative Assistant

In partnership with County administration and elected officials, the DEDC Board, investors and allies, the Dorchester County Economic Development team works together to carry out our mission of creating an environment that supports new business growth and retention, enabling companies to succeed for generations.

THE DCED TEAM

BY THE NUMBERS

Announcements

4 announcements, including three expansions and one new business, took place in FY 2021-22.

Capital Investment

\$49.3 M in capital investments resulted from these announcements.

New Jobs

126 new jobs were created as a result of this year's announcements.

Industry Visits

44 Dorchester County existing industry partners received a visit from DCED staff.



BY THE NUMBERS

Total Investors

109 investors committed or recommitted during the Advance Dorchester 2.0 cycle.

New Investors

31 new investors joined the initiative for its second phase, beginning in 2021.

Total Pledges

\$1M in pledges over a five-year period will enable DEDC to support its four key areas of focus.

Leadership Council

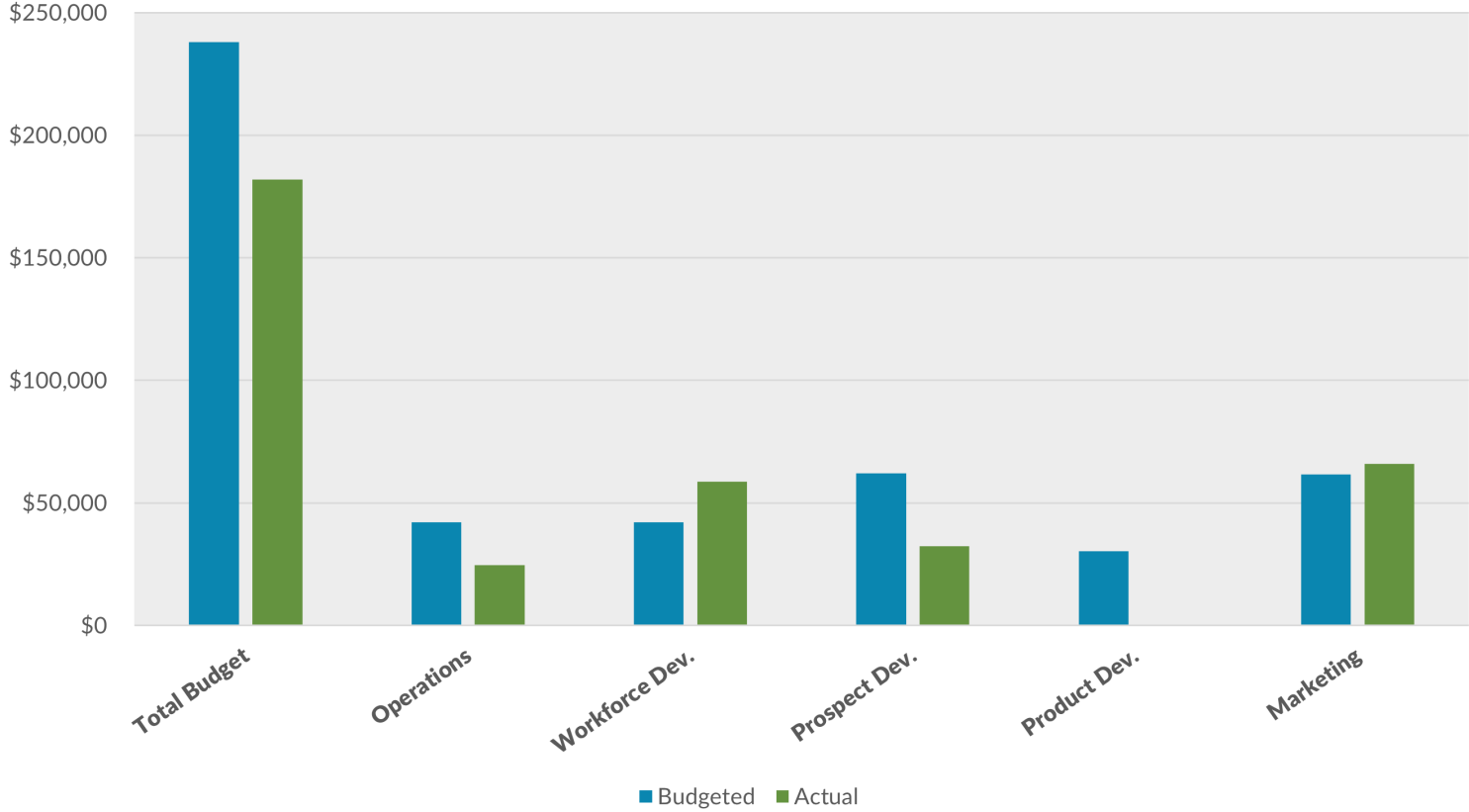
21 of the current Advance Dorchester 2.0 investors are at the leadership level (\$5,000+ annual pledge).

DEDC launched the Advance Dorchester initiative in 2018 to recruit private-sector partnerships. Three years later, the organization rolled out Advance Dorchester 2.0 to build upon existing successes by renewing commitments and securing new investors. This six-month campaign yielded 31 new investors and 78 renewals for a five-year pledge total of \$1,009,500.

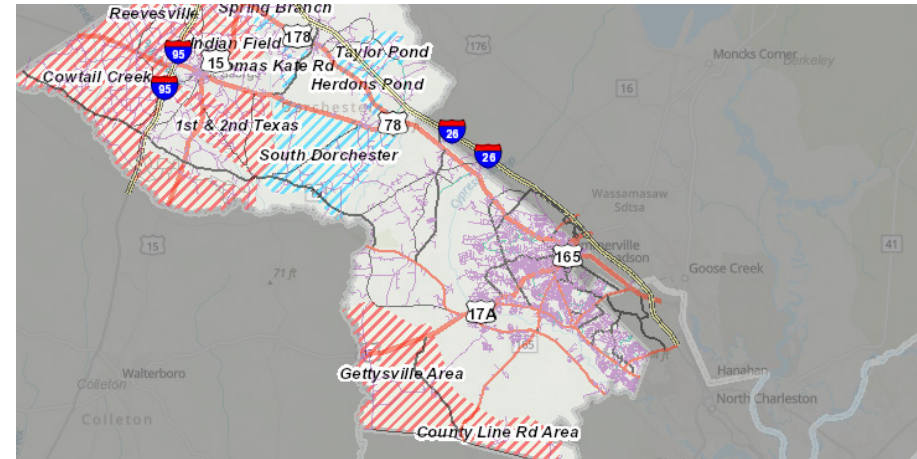
All funds generated through Advance Dorchester 2.0 have a direct impact on product development, prospect development, workforce development and marketing efforts in Dorchester County.

ADVANCE DORCHESTER 2.0

DEDC BUDGET FY 2021-22



- A rural broadband expansion project to expand high-speed internet access to western Dorchester County
 - Three-year timeframe
 - A public-private partnership between the County, Home Telecom and PRTC
 - A \$17.1M investment subsidized through matching funds from both providers, along with a maximum \$8.5M ARPA grant
 - Will create a high-quality fiber network serving over 4,100 homes and creating more opportunity for economic growth and development



Current infrastructure upgrades within Dorchester County fall primarily in two areas: water/sewer and broadband.



- \$4.3M grant for sewer projects in western Dorchester County
 - Includes capacity upgrades around Harleyville and new service along the US-15 corridor to I-26
 - Two-year timeframe
- Winding Woods Reach & Elevated Storage Tank: under construction
 - To be completed in nine months
- Master Planning for water: underway
 - US-78 in Ridgeville
 - SC-27/61 corridors between Ridgeville and US-17A

PRODUCT DEVELOPMENT

MARKETING



DCED's marketing strategy for FY 2021-22 emphasized the importance of earned media in addition to inbound marketing and several strategic event

partnerships.

Messaging strategy continued to showcase available sites and parks, promote workforce development opportunities and emphasize product development and infrastructure improvements within the County.

DCED's LinkedIn post on November 1, 2021 resulted in 22,206 impressions and 1,796 engagements. The company page gained 147 followers in the month of November 2021.

HIGHLIGHTS

➤ Social Media

Facebook

- Business page reach of 79,656
- Paid Facebook advertising yielded a reach of 17,970 and 39,374 paid impressions

LinkedIn

- 60,107 organic impressions
- 385 new followers

Instagram

- Business account reach of 8,301

➤ Web/Digital Media

- Two new site videos completed and added to the DCED Vimeo channel

➤ Print Media

- County Spotlight feature article in the February 2022 issue of *SC Biz News* magazine

➤ Broadcast Media

- Seven TV/radio interviews given by DCED staff

BY THE NUMBERS

Projects Worked

90 projects, representing new business or industry expansions, were worked in FY 2021-22.

Marketing Missions

5 prospecting trips, either out-of-state or international, were completed by three separate DCED staff members.

Prospect Visits

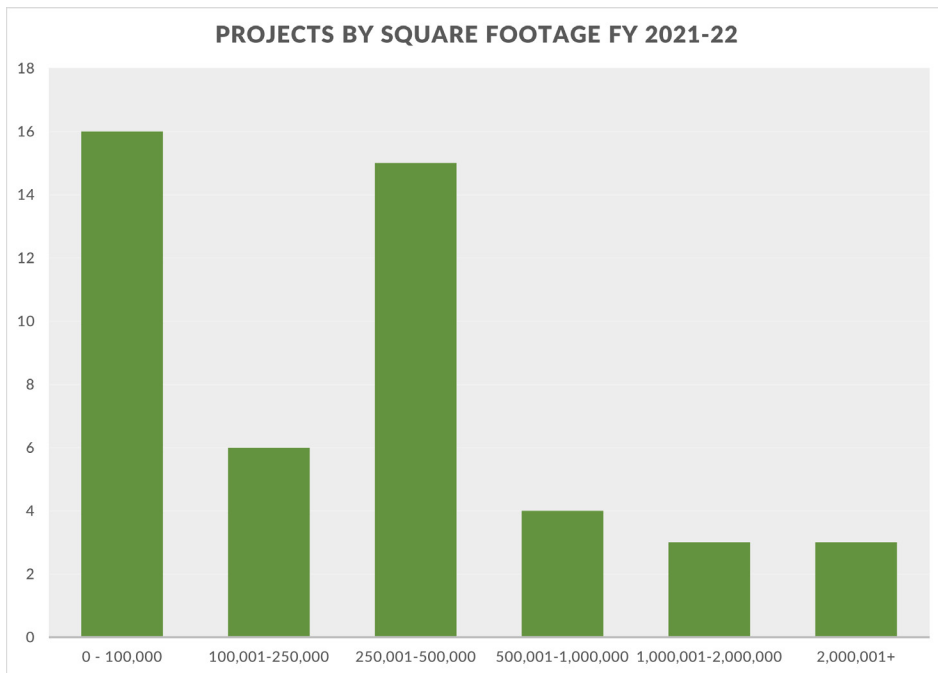
18 prospects visited the County to view sites and meet with DCED staff and allies.

Wheels up! FY 2021-22 brought a return to prospecting trips, including:

- Consumer Electronic Show (Las Vegas)
- Site Selectors Guild (San Diego)
- European Prospect Trip (Germany, Italy)
- NextGen Talks Food & Beverage (Kansas City)
- NextGen Talks (Nashville)

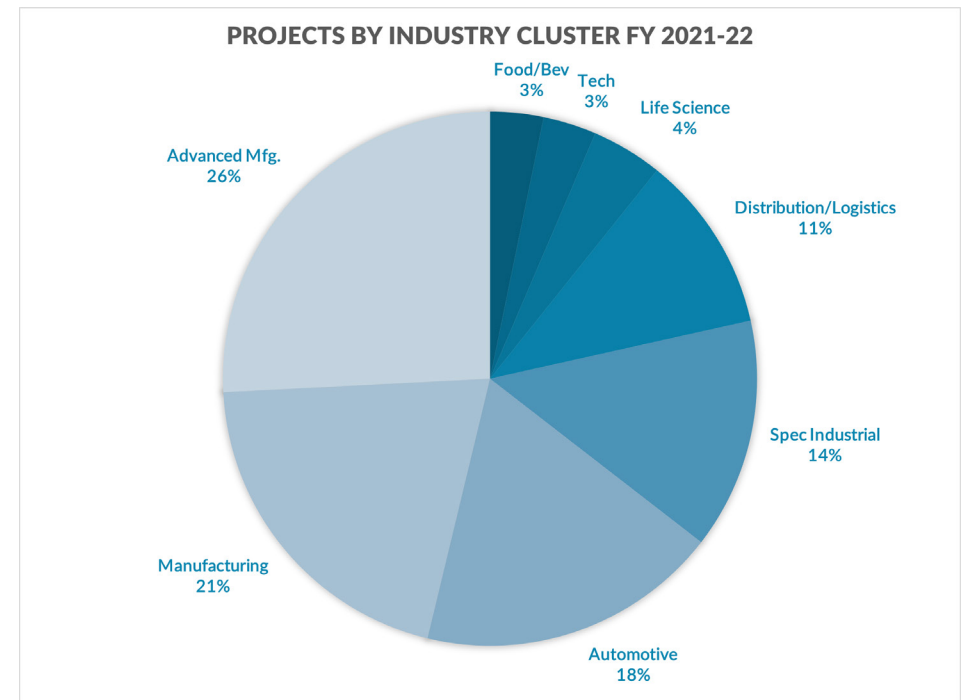


PROSPECT DEVELOPMENT



Project tracking statistics show that the majority of inquiries fell in the ranges of 0-100,000 SF or 250,001-500,000 SF over the past year.

Project tracking statistics show that the majority of inquiries pertained to advanced manufacturing projects, with standard manufacturing at a close second.





DCED staff planned and supported numerous events and initiatives aimed at developing our County's talent pool.

Tri-County STEMersion celebrated its

fifth anniversary, and a return to in-person programming, in 2022. The mission of STEMersion is to connect classroom STEM concepts with the readiness of our region's future workforce. Of this year's 48 STEMersion participants, 60 percent represented Dorchester County schools. DCED increased its outreach efforts in 2022 in order to ramp up participation among educators and counselors within the County.

New for 2021-22, DCED co-hosted a Job Fair with the Summerville Chamber of Commerce and the first-ever Dorchester Skills Development Symposium with the South Carolina Department of Commerce and Apprenticeship Carolina.

DCED continued to promote the ManuFirstSC initiative by employing new strategies to attract participants. With a host of other training and quick-hire opportunities presently available, DCED is assessing the need for hosting future ManuFirstSC sessions.

Supporting new and existing industry partners within the County is another workforce development priority. DCED assisted several industry partners with hiring endeavors, including a series of community hiring events for the Walmart IDC. These events, co-hosted with SCWorks and DEW, reached over 200 job seekers.

WORKFORCE DEVELOPMENT



BY THE NUMBERS

Job Fair

54

job seekers and
17 employers
participated

in the Job Fair co-
hosted by DCED and the
Summerville Chamber in
November 2021.

Symposium

38

Dorchester
County
business,

community and
education leaders
attended this inaugural
event in May 2022.

ManuFirstSC

6

Dorchester
County
residents

received ManuFirstSC
certification in Spring
2022.

STEMersion

29

Dorchester
County
educators and

counselors completed
the Summer 2022
session of Tri-County
STEMersion.

ADVANCE
DORCHESTER



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