

# 2010 ANNUAL REPORT

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# NESA

North Eastern Strategic Alliance



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## Private Sector Supporters

- Anderson Brothers Bank
- ArborOne Financial
- AT&T
- BB&T
- Beach First National Bank
- Burroughs & Chapin Company
- Carolina First
- Cyberwoven\*
- Farmers Telephone Cooperative
- Grand Strand Water and Sewer Authority
- Horry Electric Cooperative
- Horry Telephone Cooperative
- Marlboro Electric Cooperative
- Myrtle Beach Area Chamber of Commerce
- Pee Dee Electric Cooperative
- Pepsi
- Progress Energy
- Santee Cooper
- Santee Electric Cooperative
- Sonoco
- Wachovia
- WMBF TV\*

\*Non-traditional support

## Public Sector Supporters

- Chesterfield County
- Darlington County
- Dillon County
- Florence County
- Georgetown County
- Horry County
- Marion County
- Marlboro County
- Williamsburg County

## Board Members

- **Mr. Billy Alford\***, Vice President, A&I, Inc.
- **Mr. James Alford**, Dillon County
- **Mr. W. Stuart Ames**, Manager-Economic Development-SC, External Relations, Progress Energy
- **Mr. John Q. Atkinson**, Marion County
- **Mr. Billy Baldwin**, Darlington County Council Chairman
- **Mr. Brant Branham**, Myrtle Beach Area Chamber of Commerce
- **Mr. James E. Brodgon**, Senior Vice President, General Consul, Santee Cooper
- **Mr. Frank J. Bullard**, Regional President, BB&T
- **Dr. Fred Carter\***, President, Francis Marion University
- **Dr. David A. DeCenzo\***, President, Coastal Carolina University
- **Mr. Fred DuBard\***, Retired-President & CEO, Consultant to Crown Beverages LLC
- **Mr. Brad Erwin**, CEO, Farmers Telephone Cooperative
- **Ms. Liz Gilland**, Horry County Council Chair
- **Mr. Mike Hagg**, CEO, Horry Telephone Cooperative
- **Mr. Benjy Hardee**, Board Member, Grand Strand Water and Sewer Authority
- **Mr. H. Lynn Harton**, CEO, Carolina First
- **Mr. Sel Hemingway**, Georgetown County Administrator
- **Mr. James "Pat" Howle**, CEO, Horry Electric Cooperative
- **Mr. Daniel H. Isaac, Jr.**, President, A&I, Inc.
- **Rep. Doug Jennings\***, SC State Representative
- **Mr. Floyd Keels**, CEO, Santee Electric Cooperative
- **Sen. Hugh K. Leatherman\***, SC State Senator
- **Sen. J. Yancey McGill\***, SC State Senator
- **Mr. E. LeRoy Nettles, Jr. Esq.**, President & CEO, Pee Dee Electric Cooperative
- **Mr. Stanley Pasley**, Williamsburg County Supervisor
- **Dr. Carolyn Prince**, Marlboro County Council Chair
- **Mr. J. Matthew Rivers**, Chesterfield County Council Chairman
- **Mr. Roger Schrum**, VP, Investor Relations & Corporate Affairs, Sonoco
- **Mr. Jack Shuler**, President & CEO, ArborOne Financial
- **Mr. K.G. "Rusty" Smith, Jr.**, Florence County Council Chairman
- **Mr. Marvin Stevenson**, SC Department of Transportation Commissioner
- **Mr. Doug Wendel\***, Retired-President & CEO, Consultant to Burroughs & Chapin Company
- **Mr. Frank Willis\***, President, Willis Consulting Company
- **Rep. William D. Witherspoon\***, Retired SC State Representative

\*Denotes Executive Committee Member

## Message from the Chairman



A handwritten signature in blue ink that reads "J. Yancey McGill".

**Senator J. Yancey McGill,**  
Chairman of the NESAs  
Executive Committee

Great strides have been made in the NESAs Region this year! NESAs has continued to expand its efforts and is reaping the benefits. With over \$132 million in announced new capital investment and more than 1,350 announced new jobs, our region continues to make great strides.

In 2009, NESAs expanded its efforts to obtain funding for I-73 by applying for a Transportation Infrastructure Generating Economic Recovery (TIGER) Grant in a collaborative effort with the Myrtle Beach Area Chamber of Commerce and the South Carolina Department of Transportation. In early 2010, we learned that this grant application resulted in \$10 million for the construction of I-73.

Another area NESAs expanded its efforts in was our agribusiness initiative. We were extremely pleased to learn that we were one of only 27 recipients of a Rural Business Opportunity Grant (RBOG) from the United States Department of Agriculture and only one of five regional projects highlighted. This \$50,000 grant will support NESAs's agribusiness development initiative.

I would like to express my gratitude on behalf of this organization and the people of this region to our private sectors supporters because without you, we would not be able to continue expanding our efforts to seek new opportunities for our region to compete for additional jobs and new capital investment. Your support is greatly appreciated and we look forward to continuing to build our relationship with you in the future.

## Message from the Executive Director



A handwritten signature in blue ink that reads "Jeff McKay".

**Jeff McKay,**  
NESAs Executive Director

In 2009, NESAs made a commitment to ramp up its lead generation efforts and to be proactive in targeting companies and consultants throughout the country. In 2010, we conducted eighteen business development missions around the globe. We also made contact with 3,640 companies, consultants and brokers.

During 2010, over 1,350 new jobs and more than \$132 million in new capital investment in the region resulted from the expansion of eighteen companies. In addition to these eighteen announcements, NESAs is continuing to work with additional projects and prospects. In 2011, NESAs will once again increase its efforts to bring additional opportunities for our nine member counties to compete for jobs and capital investment.

NESAs's key initiatives continue to progress and the results of this past year with the awarding of the \$10 million TIGER grant and the \$50,000 RBOG have given our initiatives a boost. We are committed to working with our local, county, and state economic development organizations and delegations to identify opportunities for the NESAs Region and to make these opportunities a reality. I look forward to working with each of you in 2011 to continue making our region the best it can be.

## Mission Statement

NESA's mission is to work with existing county and state economic development organizations to create new jobs and increase the per capita wage of the citizens of the North Eastern region of South Carolina at a rate faster than per capita growth rates for the state and the nation.

## Services to Companies

The NESA staff has the resources and expertise to assist companies interested in relocating or expanding in the region. Our customized service insures that companies have access to all of the components needed to jump-start their business including:

**Regional Site Selection** – NESA will work with representatives from each of its nine counties to identify the best buildings or sites based on companies' needs. From there, extensive research and guided site tours allow companies to make a fully educated decision before committing.

**Infrastructure** – NESA will work with CSX (railroad), the South Carolina Department of Transportation, water and sewer authorities, telecommunications companies, and energy companies to identify locations that have the infrastructure a company requires to be successful.

**Incentives** – NESA will coordinate with its county allies and the South Carolina Department of Commerce to develop competitive incentives packages, making locating in the NESA Region one of the easiest and best business decisions companies have ever made.

**Workforce** – Through resources offered by the South-eastern Institute of Manufacturing and Technology (SiMT) and ReadySC, the NESA Region has the resources to provide companies with a world-class workforce that will ensure their profitability and success in the region for years to come. The NESA Region is also home to seven colleges and universities and is fully committed to promoting educational opportunities at Coastal Carolina University, Francis Marion University, Coker College, Florence-Darlington Technical College, Horry-Georgetown Technical College, Northeastern Technical College, and Williamsburg Technical College.

## Services to County Allies

**Product Development** – NESA supports its counties through product development assistance and initiatives.

**Research** – NESA maintains up-to-date information that can be used for RFI's and will also assist each county with preparing these documents for companies and consultants. In addition, NESA subscribes to a proprietary database of nearly 14 million companies worldwide and will use this database to assist county allies in their lead generation and research efforts.

**Marketing** – NESA markets the region locally, domestically, and internationally and provides its services to each county economic development group for specific marketing projects.

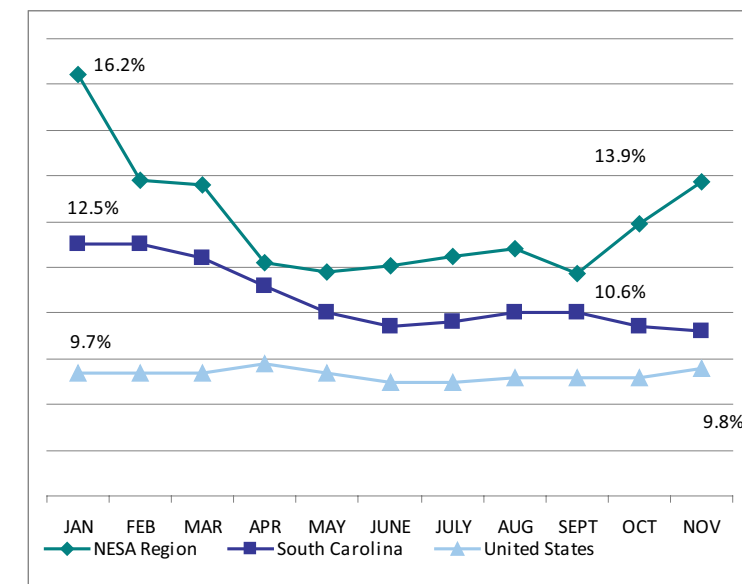
**Business Development** – NESA encourages its local economic developers to participate in its domestic and international business development missions. These missions are organized, planned, and executed by NESA.

## Our Year at a Glance

- **\$132,975,000** in new capital investment announced
- **3,640** companies directly contacted
- **210** unique meetings with companies, consultants, and brokers
- **111** active leads pursued
- **Five** regional consultant events held
- **Two** Educational Consultant events held
- **\$450,000** in State Match Funds received
- **\$10 million** TIGER Grant received
- **\$50,000** RBOG received
- **1,356** new jobs created
- **18** announcements made
- **18** business development missions taken

## Unemployment Rates

In 2010, the NESA Region saw a larger drop in its unemployment rate than the state and the nation. From January 2010 to November 2010, the NESA Region had a 2.3 percent drop in its unemployment rate while the state had a 1.9 percent drop and the nation increased 0.1 percent.



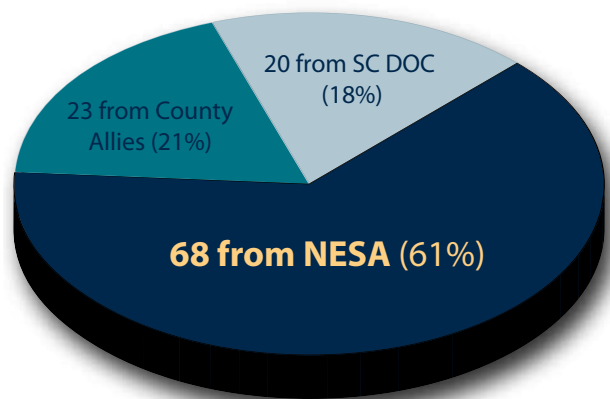
# Business Development

## Lead Generation Report

As of December 15, 2010, the total number of companies contacted by NESAs was **3,640**. Additionally, we have had **210 unique contacts** with consultants and brokers as of December 15, 2010.

During 2010, NESAs worked **111 qualified leads**, all generated in 2010, assisting the region to compete for **\$2,772,400,000 in new capital investment** and **15,918 new jobs**. The industries in which these leads fall include the alternative energy, automotive, aviation, call center, data center, distribution, foods, manufacturing, metals, plastics, textile, woodworking, and other industries. Our primary target markets include aviation, call center, data center, distribution, foods, manufacturing, and the plastics industry.

## Source of 2010 Leads to Date



## Business Development Missions

In 2009, NESAs made a commitment to ramp up its schedule of business development missions. This was done. In 2010, we completed more than double the number of missions completed in 2009. Each of these business development missions was aimed at recruiting companies to the area and encouraging companies who already have a presence here to expand. At least one mission was conducted per month and the local developer from each county was invited and encouraged to participate in these missions.

In 2010, NESAs travelled to the following locations:

- **January** – Texas
- **February** – California, MD&M Trade Show; Atlanta, Consultant Event
- **March** – Oregon/Washington
- **April** – Kansas; Arizona, MRO Americas Trade Show; Charlotte, SouthPack Expo, Consultant Event; Charleston, Consultant Event
- **May** – Nevada, FMI Food Show; Ohio/Pennsylvania
- **June** – North East Corridor (PA, NJ, NY, CT), Plastec Trade Show (NY)
- **July** – Chicago; Raleigh Consultant Event; England, Farnborough Air Show
- **August** – Texas
- **September** – Chicago/Wisconsin
- **October** – Atlanta, NBAA; Charleston Consultant Event; Tennessee, SEUS
- **November** – Chicago, Pack Expo; Chicago, PLMA
- **December** – Michigan



In addition to solely meeting with individual companies, consultants, and brokers during each of the business development missions, NESAs also participates in trade shows. In 2010, the region had a presence at the MD&M Trade Show, MRO Americas Trade Show, SouthPack Expo, FMI Food Show, Plastec Trade Show, Farnborough Air Show, NBAA, Pack Expo, and PLMA.

### MD&M Trade Show

In February, NESAs attended the MD&M Trade Show which combines plastics, packaging, and electronics with medical devices. This show, which had 2,500 companies in attendance, was a collaborative effort with Santee Cooper.

### MRO Americas Trade Show

In April, NESAs attended the MRO Americas Trade Show in Phoenix, Arizona. This show focused on the aviation and aerospace industry.

### SouthPack Expo

In April, NESAs also attended the SouthPack Expo in Charlotte with the South Carolina Department of Commerce. This trade show brings together the leading suppliers in the packaging materials and machinery sectors along with the material handling products companies.

### FMI Food Show

In May, NESAs attended the Food Marketing Institute Trade Show in Las Vegas with the South Carolina Department of Commerce. During this show, the group met with twenty-four companies.

### Plastec Trade Show

In June, NESAs attended the Plastec Trade Show in New York which showcases companies that provide the latest advances in plastics, automation and processing machinery. NESAs partnered with the SC Power Team for this trade show.



Members of the SC delegation at the Farnborough Air Show

## Farnborough Air Show

In July, NESAs traveled to Hampshire, England, along with other representatives of the state including Governor Mark Sanford and Senator Lindsey Graham for the 47th Farnborough International Air Show. The air show, in which South Carolina was an exhibitor, featured exhibits from the nearly 1,400 companies in the aerospace industry.

## NBAA

In October, NESAs partnered with Santee Cooper at the National Business Aviation Association Tradeshow which is the largest aviation conference in the United States. During this show, booth calls were made to 57 companies.

## SEUS

NESA Executive Committee member, Senator Hugh Leatherman, led the South Carolina delegation to the

annual Southeast US/Japan (SEUS) Trade Association meeting which was held in Nashville, Tennessee, in October. Senator J. Yancey McGill, NESA Chairman, Jeff McKay, executive director, and Mark Williams, economic development consultant to NESA also attended. The trip's purpose was to continue building relationships with East Asian companies who already do business in South Carolina and to seek potential business partners for the NESA Region and the state.

## Pack Expo

In November, NESAs partnered with Sonoco at the Pack Expo. This event is held every two years for the leading packaging and processing companies from around the world. Over three dozen meetings were held with firms with an interest in South Carolina.

## PLMA

Also in November, NESAs worked with the SC Power Team and the SC DOC at the PLMA show. During this show, which is for private label food manufacturers, over thirty meetings were held with companies looking to expand their North American presence.

Senator Hugh Leatherman, NESA Executive Committee member, led South Carolina's delegation to the annual SEUS conference.



## Collaboration

Collaboration is important when it comes to increasing economic development opportunities through business development initiatives. In 2010, NESAs had the opportunity to partner with some of our allies on recruiting missions and trade shows.

- NESAs partnered with Santee Cooper in February for the MD&M Trade Show, in June for the Plastec Show, and in October for the NBAA Trade Show.
- NESAs partnered with the South Carolina Department of Commerce and other alliances in July to travel to England for the Farnborough Air Show as well as partnering with the SC DOT for the SouthPack Expo in April, FMI in May, and PLMA in November.
- In October, NESAs led the state delegation to the annual SEUS meeting.
- NESAs partnered with Sonoco for the Pack Expo Trade Show, one of the largest packaging materials trade shows in the world, in November.
- NESAs partnered with the SC Power Team in November to make joint calls to prospects in Illinois.

NESAs partnered with the Francis Marion University Center for Entrepreneurship to subscribe to the ESRI Business Analyst Online (BAO) system. BAO is a web-based solution that combines GIS technology with extensive demographic, consumer spending, and business data for the entire United States to deliver on-demand, boardroom-ready reports and maps. This tool will be especially useful for NESAs counties to access demographic information and market research and is available to assist each of their regional economic development and county planning efforts.

## Product Development

In order to compete for projects, it is important to have product readily available. NESAs actively pursues an aggressive product development strategy in conjunction with our allies. Some of the product development work from 2010 includes:

- NESAs work in conjunction with the South Carolina Power Team and Marlboro Electric on the Carolina's I-95 Mega Site. Through this partnership, the Carolina's I-95 Mega Site was South Carolina Certified. NESAs is continuing to work with its partners to aggressively market the site to potential end users.
- NESAs is working with Darlington County officials to investigate the possibility of expanding the Darlington County I-20 Industrial Park.

## 2011 Business Development Strategy

NESAs will continue to pursue an aggressive face-to-face industrial recruitment strategy by planning and executing business development missions monthly. While NESAs objective is to market the region as a whole, each county is invited and encouraged to attend these trade missions to showcase each of their communities and the advantages their respective counties possess.

NESAs will also continue to maintain a solid relationship with the South Carolina Department of Commerce and state allies. NESAs will continue to assist each county economic development office through research assistance, product development programs, website marketing, and project management.



## Marketing Media

During 2010, a variety of marketing media was developed to augment the business development efforts of NESAs. Marketing media includes those materials used to market the region to those both within the region and outside of the region.

During 2010, each of NESAs's existing targeted industry pieces and overview were completely redesigned and updated during 2010 to ensure that they each contained the best and most up-to-date data available. Two additional targeted industry pieces for the aerospace and agribusiness industries were also created. Each of NESAs's targeted industry pieces can be viewed and downloaded from the NESAs website at [www.nesasc.org](http://www.nesasc.org).

In order to keep those within the region apprised of NESAs's activities, a monthly publication is sent to the NESAs board, investors, allies, county economic development offices and boards, and legislative delegation.

## Online Marketing

In addition to print media, NESAs markets the region through our website, [www.nesasc.org](http://www.nesasc.org), and monthly e-blasts.

In 2010, a new website was created. This website is managed in house which allows us to ensure that it contains the most up-to-date information available. The new website contains separate sections for each of our targeted industries, a searchable site and building database, extensive labor and employment data, a logistics cost calculator, events calendar, news, and so much more.

Through our website, we have maintained a web-based database of 61 industrial buildings, 15 call center buildings, and 78 sites within the region during 2010.



## E-Blasts

Each month, NESAs sends an e-blast to site selectors, companies and consultants around the globe which features at least one site or building from one NESAs county. In 2010, we increased the frequency of our e-blasts and made nearly 64,000 contacts with this audience. The following properties were featured in 2010.

- **January** – Florence County (Florence Industrial Center); Dillon County (Mohawk Building)
- **February** – Williamsburg County (Spec Building #2, Williamsburg County Commerce Center)
- **March** – Darlington County (Hartsville Winn Dixie)
- **April** – Chesterfield County (Ridgeview A, Lynches River); Marion County (Marion County Industrial Park)
- **May** – Marlboro County (Marlboro County Industrial Park, Spotlight Building); Horry County (Cool Spring, Compass Center)

- **June** – Georgetown County (Georgetown County Spec Building, Port of Georgetown)
- **July** – Dillon County (Mohawk, Dillon Yarn, BiLo, I-95 Carolinas Mega Site); Florence County (Fox, South East Express, Grist Mill)
- **August** – Chesterfield County (Ridgeview A, Carolinas Centre); Darlington County (I-20 Industrial Park)
- **September** – Marion County (Marion County Industrial Park, Russell Stover)
- **October** – Florence County (White Hawk); Marlboro County (Marlboro County Industrial Park)
- **November** – Horry County (Cool Spring Business Park, MB ITAP, Bucksport Marine Industrial Park); Williamsburg County (X)
- **December** – Georgetown County (Georgetown County Industrial Center); Williamsburg County (Hemingway Spec Building, Williamsburg County Spec Building #2)



## Regional Consultant Events

Throughout the year, NESAs hosts regional luncheons to introduce the NESAs Region to site selectors and consultants. In 2010, NESAs hosted five regional consultant events. NESAs staff and county economic developers travelled to Atlanta, Charleston (2), Charlotte, and Raleigh. During each of these luncheons, NESAs staff presents an informative program on the region and then each county developer has the opportunity to highlight properties within his or her county and share specific benefits of his or her county.



## Educational Consultant Series

In 2010, NESAs began a series of educational consultant events. These events have been designed to provide our county economic development groups, boards, members of county council, and the NESAs Board and Executive Committee with a strong educational experience which will make our region stronger and more competitive in attracting economic development projects. This series has been funded through a combination of state funding and private sector sponsors. Two events were held within 2010 and there are plans for additional events in 2011.

The first event, "Marketing to Site Selection Consultants and Prepared Communities Win" was conducted by Jeanette Goldsmith of McCallum Sweeney Consulting. The second event, "Prospecting and Closing Deals" was presenting by Frank Spano of Austin Consulting. Both consultants spent a few days in the region. The events each began with an extensive training session for county economic developers. A breakfast training session for county economic developers, county economic development board members, county council members, and county administrators was also held. Each event culminated with a keynote presentation to NESAs Board members, legislative delegation, investors, allies, county economic development board members, county council members, and other invited guests.



## Media Placement

NESAs has continued to work to increase its visibility in regional and national media outlets. In addition to regional press releases, some of the highlights of NESAs's media placement efforts in 2010 includes:

- **Trade and Industry Development Magazine** – NESAs was featured in several issues of this magazine including: May/June (workforce focus), July/August (quality of life focus), and September/October (certified sites focus), November/December (location focus). NESAs is also listed in the resource portion of the *Trade and Industry Development* website.
- **Expansion Solutions Magazine** – NESAs was the feature article for the advanced manufacturing segment of this magazine in September/October. The article, "The Best Manufacturing Institute You've Never Heard Of", covered the benefits of having a training center like SiMT in the region for companies potentially looking to locate within the region. In the November/December issue of the magazine, an article, "Aviation's Next Great Location", appeared and focused on the benefits of the NESAs Region for aviation companies.
- **Chamber Post** – In June, an op-ed by Senator Hugh Leatherman and Senator Yancey McGill, "4 Keys to Working with Elected Officials", was featured on the US Chamber of Commerce blog.



# Key Initiatives

## Interstate 73

I-73 continues to be a major priority for NESAs and is at the forefront of the South Carolina Department of Transportation's (SC DOT) construction priorities. In 2009, NESAs collaborated with the SC DOT, the Myrtle Beach Area Chamber of Commerce and others to prepare and submit a \$300 million Transportation Infrastructure Generating Economic Recovery (TIGER) Grant. In early 2010, it was announced that this project was awarded a \$10 million TIGER Grant to support the construction of I-73. This grant was one of 51 out of over 1,400 funded through the program. In October 2010, United States Department of Transportation Secretary Ray LaHood visited the region to conduct a round table on I-73 and its importance for the region.

## Agribusiness Initiative

In 2010, NESAs began a partnership with the South Carolina Department of Agriculture on an agribusiness initiative. NESAs has contracted with a consulting firm to identify opportunities for agribusiness development and to conduct pertinent research pertaining to the recruitment of agribusiness companies to the NESAs Region. Our ultimate goal is to identify, market, and recruit companies that are involved in agribusiness to the region as part of our overall lead generation effort. In 2010, NESAs received a \$50,000 Rural Business Opportunity Grant (RBOG) from the United States Department of Agriculture to support this initiative. This grant was one of 27 awarded across the nation and the region was one of five highlighted.

## Solar Energy Initiative

NESAs is committed to working with alternative energy firms to identify the best state and local programs that are conducive to the production of alternative energy related products. The NESAs Executive Committee has identified solar component manufacturing as one of our key target industries. In 2010, the NESAs Region saw the efforts of its solar energy initiative begin to pay off with the announcement of Solar Energy Initiatives in the region. This company has plans to build a solar academy to train solar technicians as well as a distribution facility for solar equipment.

## Tourism

NESAs continues to support tourism initiatives in the region as well as state incentive marketing dollars for increasing tourism to the region.



# Financial Report

The North Eastern Strategic Alliance, Inc. received a clean audit from McGregor and Company in 2010.

NESA is composed of two separate units. The first is the Foundation which receives support from private sector contributors. The second is the Operations Unit which receives support from public sector contributors.

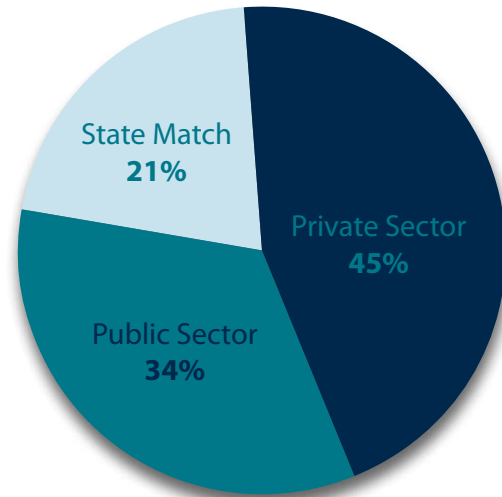
## Grant Funding

In 2010, NESA secured the following federal grants to support regional economic development initiatives.

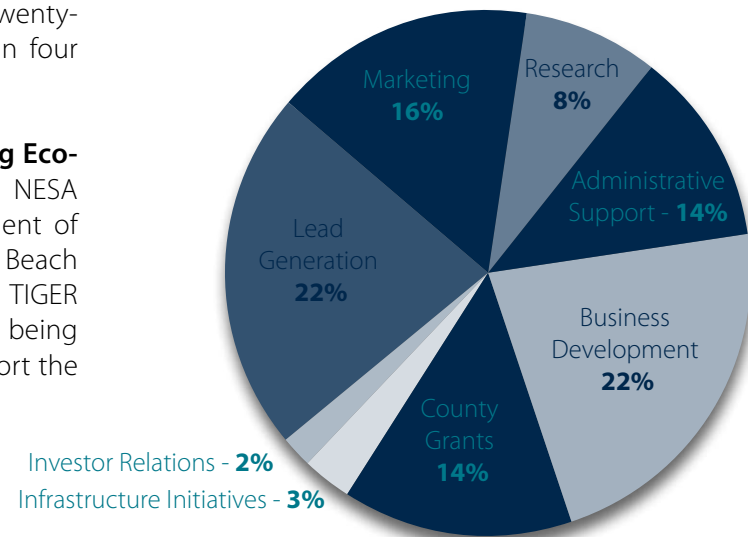
**Rural Business Opportunity Grant (RBOG)** This \$50,000 grant from the United States Department of Agriculture will support NESA's agribusiness development initiative. NESA was one of twenty-seven applicants funded out of more than four hundred applicants.

**Transportation Infrastructure Generating Economic Recovery (TIGER) Grant** In 2010, NESA worked with the South Carolina Department of Transportation (SC DOT) and the Myrtle Beach Area Chamber of Commerce to apply for a TIGER Grant. This effort resulted in the SC DOT being awarded a \$10 million TIGER Grant to support the construction of I-73.

## NESA's Sources of Funding



## NESA's Investment in the Region



# Announcements

In 2010, the NESA Region had **18 announcements**. Over **1,350 new jobs** were created. More than **\$130 million in new capital investment** is expected from these announcements.

Date	Company	Jobs	Investment	County
1/6/10	General Electric Healthcare	N/A	N/A	Florence
1/29/10	Bennettsville Printing	40	\$3 million	Marlboro
2/11/10	Solar Energy Initiatives	200	N/A	Williamsburg
2/25/10	ACAS Landing Gear Services	300	\$5 million	Marion
3/17/10	McCall Farms	65	\$9 million	Florence
4/16/10	PolyQuest	30	\$8 million	Darlington
4/21/10	Myrtle Beach Recycling	15	\$5 million	Horry
5/27/10	Mohawk Industries	150	\$60 million	Marlboro
6/1/10	Ironwood Farms	11	\$1,125,000	Chesterfield
6/21/10	Boggs Paving	50	N/A	Marion
7/23/10	Super Duper Glass	N/A	N/A	Marion
8/10/10	Palmetto Synthetics	75	\$7 million	Williamsburg
8/9/10	Naturally Advanced Technologies	20	\$1 million	Williamsburg
8/16/10	Assurant Specialty Property	200	N/A	Florence
8/31/10	I.T.I. Hydraulik	30	\$1 million	Williamsburg
9/21/10	Schaeffler Group	70	\$26 million	Chesterfield
12/9/10	ICE Recycling LLC	50	\$4,350,000	Florence
12/16/10	Wellman Plastics Recycling	50	\$2,500,000	Florence
<b>Total</b>		<b>1,356</b>	<b>\$132,975,000</b>	

N/A = Not Announced

# State Match Program

In 2008 and 2010, NESAs had the opportunity to participate in a State Match Program and match up to \$450,000 of private sector funds with State Funds. We are proud to report that NESAs were able to raise the maximum amount of private funds during each program. Both programs have greatly supported the economic development efforts of the region.

## State Match I

Through State Match Program I, \$4,470,930 was leveraged from our \$450,000 private sector match. The following programs were funded through State Match I and were conducted in accordance to South Carolina State Procurement Code:

- **National Media Placement** – Using \$51,111, NESAs leveraged \$666,090 through this program to gain regional and national coverage of the region over the last two years.
- **Lead Generation** – Using \$58,580, NESAs were able to enhance its targeted marketing efforts and make direct company calls through this program.
- **Rural Leadership** - \$25,000 was used in this partnership with Francis Marion University's Rural Area Leadership Initiative (RALI) to further enhance the economic development leadership capacity in the region's rural communities.
- **Product Development** - \$230,000 was leveraged for over \$2.6 million within the region by this program which allowed each NESAs county to receive matching funds for product development activities such as speculative building, shovel-ready sites, or rehabilitated industrial properties.
- **National Marketing** - \$45,000 was leveraged for more than \$244,000 within the region by this program which allowed each NESAs county to receive matching funds for marketing activities such as brochures, ad development, print media, county videos, and website development.
- **Labor Profile** - \$18,575 was leveraged for \$74,300 through this program which included a quarterly economic report and a comprehensive regional and county-level labor studies through a collaborate effort spearheaded by a state-wide economic development ally and partnerships with our region's two universities.
- **Website Development** - \$21,735 was used to develop an interactive website that is fully customizable by NESAs staff to market the region and serve as a marketing resource for the region for years to come.

## State Match II

The following programs were funded through State Match II:

- **Lead Generation** –In accordance with South Carolina State Procurement Code, NESAs has contracted with a professional consulting firm to make economic development appointments with major industrial companies in North America and abroad. This will help us identify and make contact with companies that could create jobs and investment in our region.

NESAs continues to invite economic developers from our nine counties to accompany our business development team on all domestic missions. This effort supports NESAs's desire to conduct a targeted and effective approach to lead generation and making face-to-face contact with corporate executives.

- **Administrative Support** – NESAs is utilizing these funds to offset expenses associated with our organization's overall economic development efforts. Expenses included under this budget are in accordance with South Carolina State Procurement Code.
- **State, National, and International Marketing** – These funds are being used to help make companies and consultants around the world aware of the opportunities that exist within our state and region. We have taken advantage of various opportunities to support a widespread awareness campaign which markets all of the key attributes of the counties within the NESAs Region.
- **Business Development** – NESAs is utilizing these funds to aggressively promote job creation and capital investment in the region by meeting with key corporate executives of companies that may have plans to expand or relocate their facilities and would consider the NESAs Region a viable option. These funds support our overall business development efforts including our efforts to recruit companies from target industry sectors. Examples of this include NESAs's pursuit of leads related to the Boeing announcement and our pursuit of food processing and related companies.
- **Professional Development** – NESAs is hosting a series of activities to provide our county economic development groups, boards, members of county council, and the NESAs Board and Executive Committee with a strong educational experience which will make our region stronger and more competitive in attracting economic development projects.

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