

NESA

North Eastern Strategic Alliance



SOUTH CAROLINA'S BUSINESS CORNER



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Public Sector Supporters

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

Private Sector Supporters

Anderson Brothers Bank
 ArborOne Farm Credit
 AT&T
 BB&T
 Burroughs & Chapin Company
 Farmers Telephone Cooperative
 Grand Strand Water and Sewer Authority
 Horry Electric Cooperative
 Marlboro Electric Cooperative
 Michelin
 Myrtle Beach Area Chamber of Commerce
 Nexsen Pruet
 Pee Dee Electric Cooperative
 Pepsi
 Progress Energy
 Santee Cooper
 Santee Electric Cooperative
 Sonoco
 Wells Fargo
 WMBF-TV*

*Non-traditional Support

Mr. Billy Alford*, Vice President, A&I, Inc.
Mr. W. Stuart Ames, Manager – Economic Development – SC, External Relations, Progress Energy
Mr. John Q. Atkinson, Marion County
Mr. Billy Baldwin, Chairman, Darlington County Council
Rep. Jim Battle*, SC State Representative (*began serving November 2011*)
Mr. Brant Branham, Myrtle Beach Area Chamber of Commerce
Mr. James E. Brogdon, 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
Mr. Mike Hagg, CEO, Horry Telephone Cooperative
Mr. Benjy Hardee, Board Member, Grand Strand Water and Sewer Authority
Mr. Sel Hemingway, Georgetown County Administrator
Mr. James “Pat” Howle, CEO, Horry Electric Cooperative
Mr. Daniel H. Isaac, Jr., President, A&I, Inc.

Mr. Doug Jennings*, former SC State Representative (*resigned from Executive Committee, November 2011*)
Mr. Floyd Keels, CEO, Santee Electric Cooperative
Senator Hugh K. Leatherman*, SC State Senator
Senator J. Yancey McGill*, SC State Senator
Mr. Ron Munnerylyn, Chairman, Marlboro County Council
Mr. E. LeRoy Nettles, Jr. Esq., President & CEO, Pee Dee Electric Cooperative
Mr. Stanley Pasley, Williamsburg County Supervisor
Mr. J. Matthew Rivers, Chairman, Chesterfield County Council
Mr. Roger Schrum, VP, Investor Relations & Corporate Affairs, Sonoco
Mr. Jack Shuler, President & CEO, ArborOne Farm Credit
Mr. K.G. “Rusty” Smith, Jr., Chairman, Florence County Council
Mr. Marvin Stevenson, SC Department of Transportation
Mr. Doug Wendel*, Retired- President & CEO, Consultant to Burroughs & Chapin Company
Mr. Frank Willis*, President, Willis Consulting Company
Mr. William D. Witherspoon*, Former SC State Representative

*Denotes Executive Committee Member



Message from the Chairman



The NESAs Region continues to be a great place to do business! In 2011, NESAs continued to expand its marketing and recruitment efforts to bring more jobs to the citizens of this great region of the state! This year, the NESAs Region announced over 2,000 new jobs and \$248 million in new capital investment from 13 corporate announcements.

In 2011, NESAs worked to increase project lead location and visits, expand its existing industry program, initiate construction on I-73, and increase awareness of the region's strategic geographic location, business advantages and successes. I am happy to report that NESAs gained ground in each of these areas.

NESAs continues to aggressively pursue its agribusiness initiative. In October, the NESAs Agribusiness Development Strategic Plan was completed which marked the culmination of three years of research. This plan is the first of its kind in the state and NESAs is already working toward achieving many of the goals outlined for the organization in the plan.

NESAs also continues to promote funding and construction priority for I-73. In May, NESAs released the I-73 Economic Impact Study by Chmura Economics & Analytics which found that the existence of I-73 will inject billions of dollars into the I-73 Corridor and South Carolina and provides tens of thousands of jobs in tourism, retail, service and warehouse industries. NESAs held a public forum on I-73 in September.

In conclusion, I would like to thank all of our public and private sector supporters! Without your support, the work that we do to bring more opportunities for our region to compete for jobs and capital investment would not be possible! I look forward to continuing to work with each of you in 2012 as we continue to promote this region for economic development!

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



Message from the Executive Director



This has been a great year for the NESAs Region! In 2011, the organization had four key goals to reach which were established by NESAs's executive committee. These goals were to:

- Increase and enhance activities dedicated to the generation of prospect leads and visits to the NESAs Region
- Implement an existing industry program
- Initiate construction of a major portion of I-73, and
- Increase local and national awareness of NESAs's strategic geographic location, business advantages and successes.

As you will see throughout this annual report, NESAs met and exceeded each of these goals.

In 2011, the NESAs Region announced the creation of over 2,000 new jobs and \$248,000,000 in new capital investment which was a result of the decisions of 13 companies to expand in the region. NESAs continues to work with other companies who are currently seeking to expand their operations. In the coming year, NESAs will once again work to bring more opportunities for the nine counties in the NESAs Region to compete for jobs and capital investment.

NESAs is committed to ensuring that our nine counties not only have the opportunity to compete for jobs and investment, but that the infrastructure necessary to succeed is readily available. Progress was made on the construction of I-73 in 2011 which, when completed, is expected to sustain 22,347 jobs in South Carolina with an annual economic impact of \$2.0 billion. In addition to I-73, NESAs received a \$50,000 Rural Business Enterprise Grant (RBEG) from the United States Department of Agriculture which will be used to complete a regional infrastructure inventory. This study will include an inventory of primary roadway transportation systems, water distribution centers including treatment capacity, sewer collection systems including treatment capacity and broadband service areas and the capacity thereof.

As we all know, South Carolina's Business Corner is a great place to live, work, and play. I, along with the NESAs staff, look forward to continuing to serve you as we seek to bring additional opportunities for our nine counties to compete for jobs and capital investment.

Jeff McKay,
NESAs Executive Director

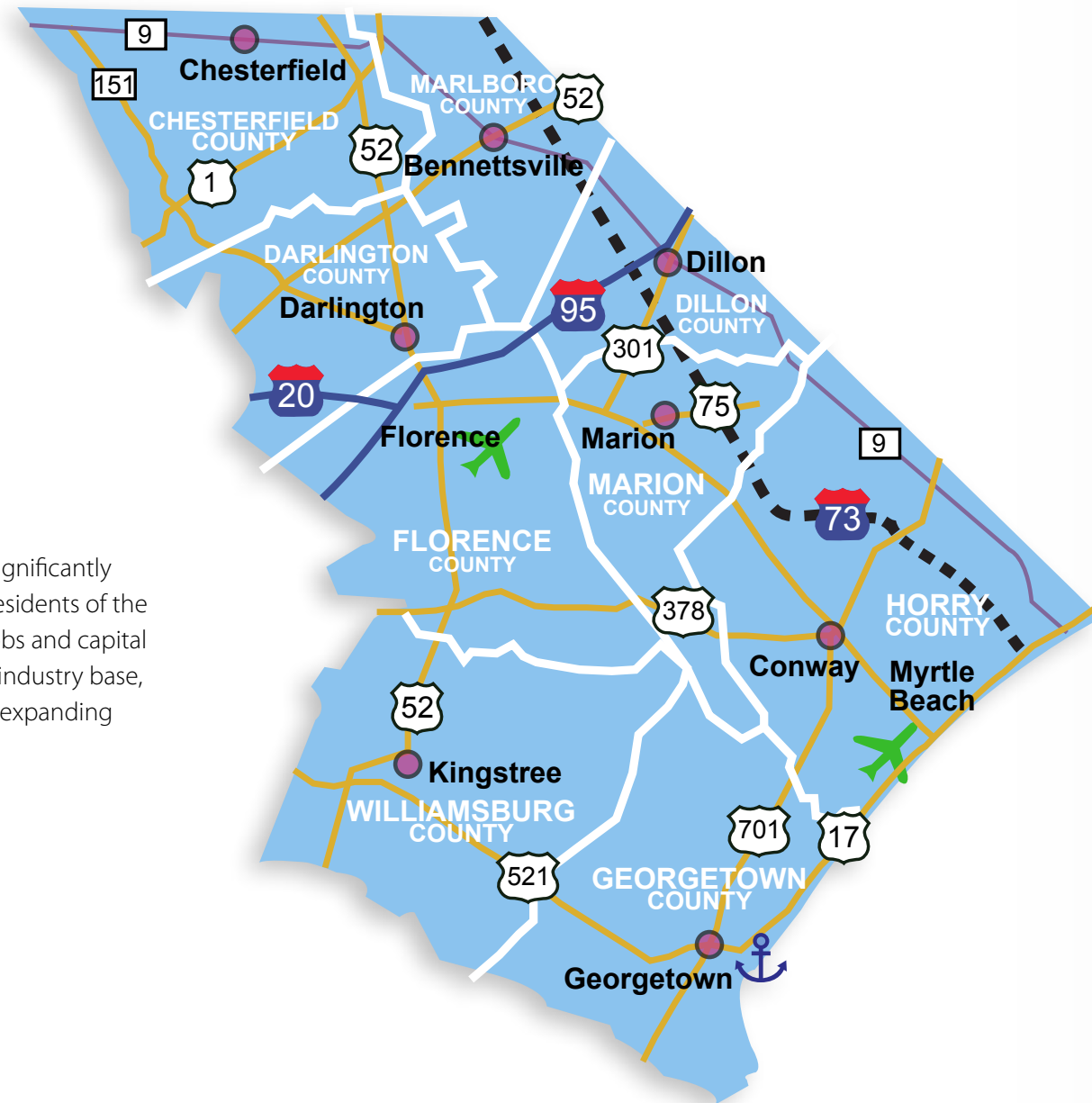


Mission Statement

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.

Primary Objective

NESA's primary objective is to significantly enhance the quality of life for residents of the region by creating additional jobs and capital investment within the existing industry base, recruiting new companies and expanding tourism-related development.



Services to Clients

The NESA staff has the resources and expertise to assist companies interested in relocating or expanding in the region. Our customized service insures that you have access to all of the components needed to jump-start your 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 a company's needs. From there, extensive research and guided site tours allow companies to make a fully educated decision.
- **Regional Demographic and Socioeconomic Data** – NESA has access to numerous databases and research resources that it will use to provide up-to-date information to companies to help them make informed decisions about locating a facility in the region.
- **Infrastructure** – NESA will work with CSX, 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.
- **Coordination with State and Local Permitting Entities and Utilities**
- **Facilitation of Community Briefing, Custom Tours, and Building or Site Tours**
- **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 made.
- **Workforce** – Through resources offered by the Southeastern 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 your profitability and success in the region for years to come.

Services to County Allies

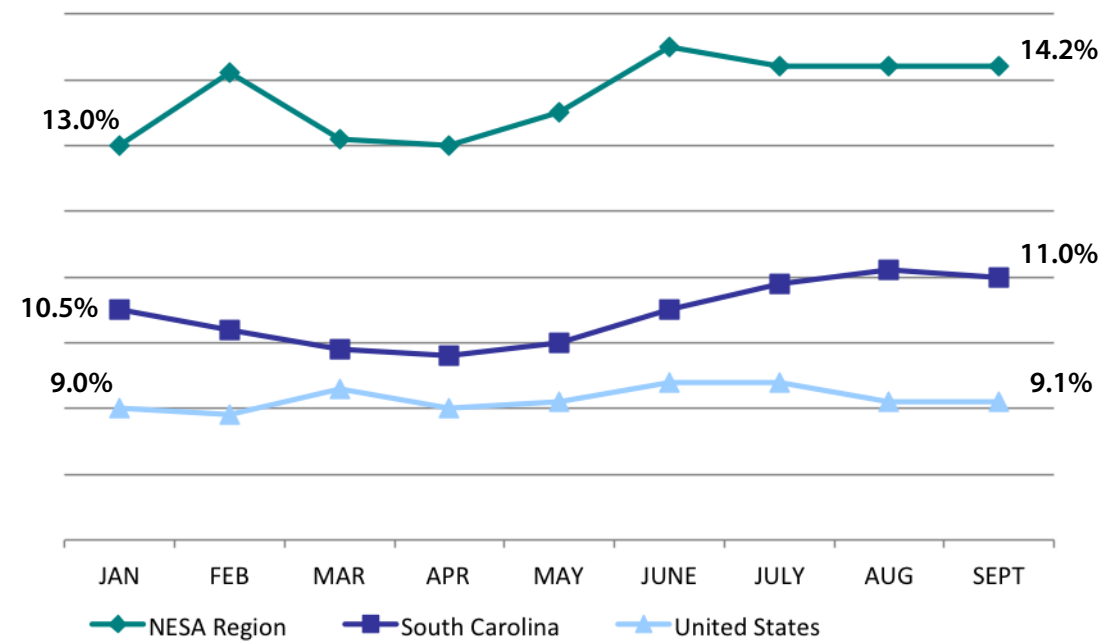
NESA's core services to its county members include:

- **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.



- **13** new announcements
- **2,001** announced new jobs
- **\$248,000,000** announced capital investment
- **13** business development missions
- **2,737** contacts with companies and consultants
- **323** meetings with companies and consultants outside of the region
- **85** leads pursued
- **25** existing industry visits
- **Two** Regional Consultant Luncheons
- **Three** educational consultant events
- Over **30** articles in local and national publications
- **\$50,000** Rural Business Enterprise Grant

Unemployment Rates



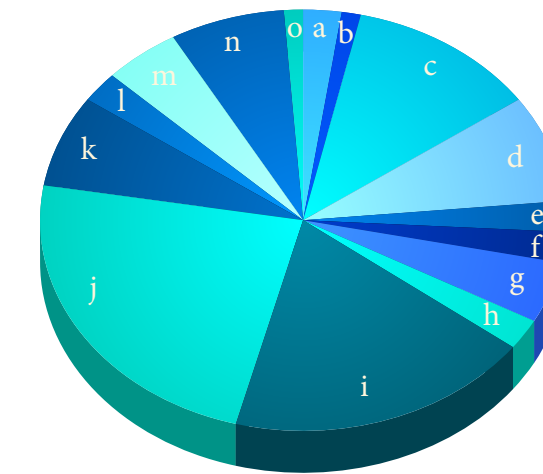
NESA's business development activities include its efforts to recruit new jobs and capital investment to the nine county region through lead generation, business development mission trips, and collaboration with the South Carolina Department of Commerce and our county allies.

Leads, Projects and Contacts*

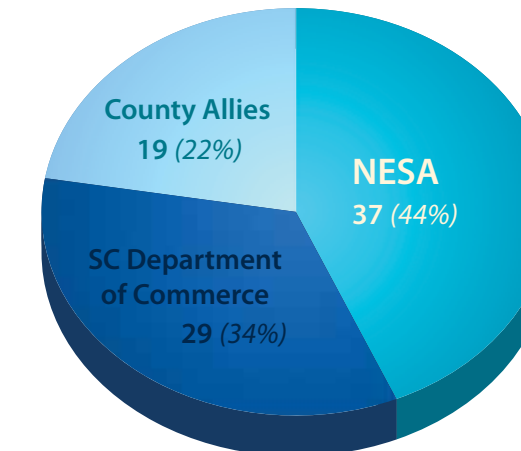
- NESA had **44** visits to the region from companies and consultants during 2011
- NESA staff met with **323** companies and consultants outside the region in 2011.
- NESA staff has made **1,924** staff contacts with companies and consultants in 2011
- The total number of companies and consultants contacted by NESA staff and contractors in 2011 is **2,737**.
- Since January 1, 2011, NESA has generated **85** leads, representing the potential opportunity for **14,924** new jobs and **\$6,349,640,000** in new capital investment.
- Of those **85** leads, **37** were generated by NESA (44%), **29** were generated by Commerce (34%), and **19** were generated by County Allies (22%)

*As of November 2, 2011

Number of Leads by Sector



Breakdown of Leads



Business Development Missions

In 2011, NESAs conducted 13 business development missions. Each of these missions is aimed at recruiting companies to the area and encouraging companies who already have a presence here to expand. During the year, NESAs partnered with Marlboro Electric, Pee Dee Electric, Santee Cooper, the South Carolina Department of Commerce, the South Carolina Power Team, and Darlington, Florence, Georgetown and Horry counties on business development missions. Local developers are invited and encouraged to participate in these missions.

- **January** – Atlanta
- **February** – MD&M Trade Show, California (Partners: the South Carolina Power Team and Santee Cooper)
- **March** – International Seafood Show; MA, PA, NJ (Partner: Florence County)
- **April** – SAE Trade Show, Detroit (Partner: SC Power Team); MRO Americas Trade Show, Miami (Partners: Santee Cooper, Horry County)
- **May** – IARW-WFLO Trade Show and United Fresh Trade Show, New Orleans (Partner: SC DOC); Windpower Expo, California (Partners: Pee Dee Electric, SC Power Team)
- **June** – Paris Air Show, Paris (Partner: SC DOC)
- **July** – Atlanta Consultant Luncheon and Meetings
- **August** – Atlanta and Chicago (Marlboro Electric, SC Power Team)
- **September** – Charlotte Consultant Luncheon and Meetings, IEDC
- **October** – NBAA Trade Show, Las Vegas (Partners: Santee Cooper, SC Power Team, Georgetown County, Horry County)
- **November** – PLMA Private Label Food Show, Chicago (Partners: SC Power Team, SC DOC, Darlington County)

International Seafood Show - In March, NESAs attended the International Seafood Show in Boston, MA, with Florence County. This trade show is North America's largest seafood event and features over 900 exhibits.

SAE World Congress Trade Show - NESAs attended the SAE Trade Show in Detroit, MI, with the South Carolina Power Team. SAE is the automotive industry's largest engineering conference in the world.

MRO Americas Trade Show - NESAs attended the MRO Americas Trade Show with Santee Cooper and Horry County in Miami, Florida. This show is focused on the aviation industry and brings together the top MRO customers, suppliers, OEMs, regulators and experts from around the globe in which the MRO community is able to engage, learn, network, buy, sell and share.

IARW-WFLO Trade Show and United Fresh Trade Show - NESAs partnered with the South Carolina Department of Commerce for the IARW-WFLO and United Fresh trade shows.

The IARW-WFLO Trade Show brings together the world's leading public refrigerated warehousing and logistics professionals.

United Fresh is a leading trade show for the produce market. Food industry leaders gather at this show which provides an innovative format customized for each segment of the produce market.

WINDPOWER - The American Wind Energy Association's annual WINDPOWER Conference is one of the world's premier wind energy trade shows. The conference combines education, exhibition, and networking and brings together wind industry professionals, experts, leaders, decision makers, and researchers. NESAs partnered with Pee Dee Electric Cooperative and the South Carolina Power Team at this trade show.

Paris Air Show - In June, NESAs partnered with the South Carolina Department of Commerce to attend the Paris Air Show. The Paris Air Show has been the premier and largest worldwide event dedicated to aviation and the space industry for a century with over 2,000 exhibitors, 138,000 trade show visitors, and 205 official delegations from 88 countries.

NBAA Trade Show - NBAA is the National Business Aviation Association's annual trade show which brings together key operators and industry leaders. It is the world's largest civil aviation trade show. NESAs partnered with Santee Cooper, the South Carolina Power Team, and Horry and Georgetown counties at this trade show.

PLMA Private Label Food Show - The PLMA Private Label Food Show brings together manufacturers of store brands and private label companies. This year's show featured over 2,000 exhibitors from more than 35 countries. NESAs partnered with the South Carolina Department of Commerce, South Carolina Power Team, and Darlington County at this trade show.



Research

NESA provides research assistance to its counties and allies when needed. Research tools are used for a variety of reasons including preparing responses to requests for information from companies and consultants during the site selection process. All of NESA's research tools are available to its member counties. NESA has had 102 requests for research including assistance on 23 RFI documents during 2011.

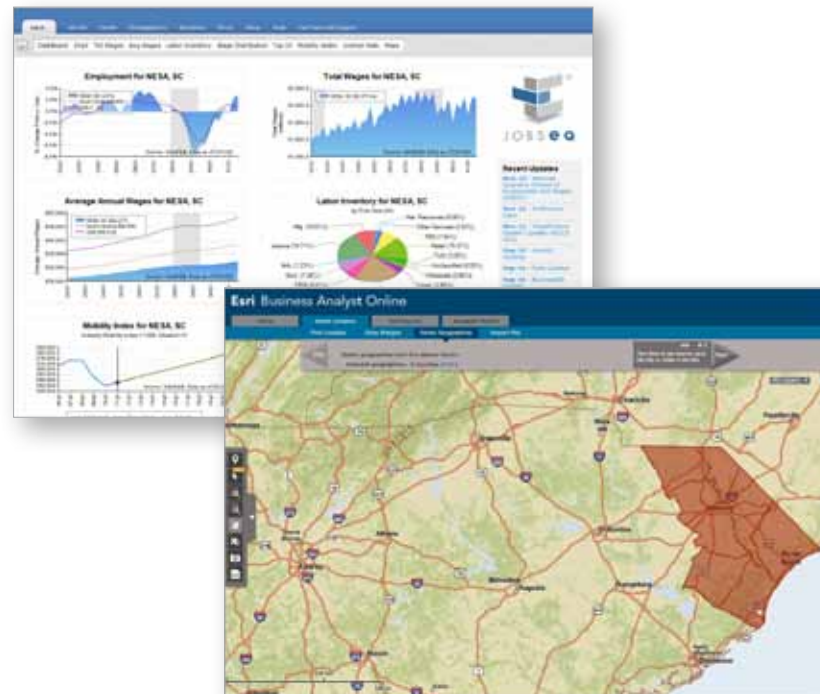
In 2011, NESA added two new research tools, ESRI and JobsEQ.

ESRI is a GIS-based demographic research tool that has significantly expedited our collection of data for RFIs. In addition, the program allows us to do radius searches of industrial sites, buildings and communities in order to determine labor draws, the number of people employed in manufacturing in a specified radius and other demographic information.

JobsEQ is a web-based service that features economic impact modeling, industry cluster information, occupation cluster impact analyses, what-if analyses and other tools that can be used to develop business cases for companies considering the region. JobsEQ is primarily focused on workforce data and is being used by NESA to assist counties in identifying workforce strengths and weaknesses for specific targeted industries. This program can also be used by counties to determine the total impact of company locations.

Existing Industry Program

NESA continued to expand its existing industry program in 2011. In 2011, we visited 25 existing industries in the region. This effort has been extremely successful in letting existing industries know about NESA and assuring them that we are here as a resource to assist them in growing and expanding their businesses in the region. When requested by companies, NESA has worked to provide contact information for companies who could potentially be suppliers or customers or for federal or state officials who can address issues that are of concern to our existing industries. Six projects resulted directly from this existing industry program.

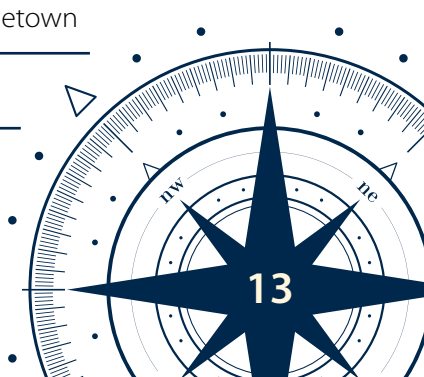
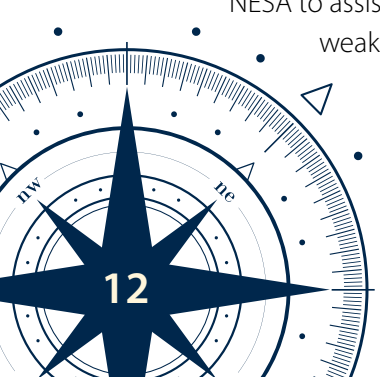


Announcements in the NESA Region

In 2011, there were 13 announcements in the NESA Region which have accounted for \$248,000,000 in announced new capital investment and 2,001 new jobs.

Date	Company	Jobs	Investment	County
1/19/11	Carolina AAC	36	\$16 million	Marlboro
2/16/11	American Luxury Coach	40	N/A	Florence
3/16/11	3V Incorporated	30	\$15 million	Georgetown
4/27/11	ECAPS Corp.	150	\$3.4 million	Marlboro
5/6/11	SC National Guard Maintenance Facility	60	\$19 million	Darlington
8/3/11	Schaffler Group USA	100	\$10 million	Chesterfield
8/6/11	PolyQuest	20	\$8 million	Darlington
8/31/11	5-STAR USA	1,000	\$25 million	Marlboro
9/16/11	Otis Elevator Company	360	\$40 million	Florence
9/29/11	Dillon Furniture Manufacturing Co.	107	\$2.6 million	Dillon
9/30/11	JBE Inc.	30	N/A	Darlington
12/13/11	Sonoco	10	\$100 million	Darlington
12/14/11	SafeRack LLC	58	\$9 million	Georgetown
Total		2,001	\$248,000,000	

N/A = Not Announced



NESA's marketing efforts are designed to enhance our regional position with regard to job creation and lead generation. It includes our efforts to secure financial support of NESA from both the public and private sectors as well as through federal grant funding. In addition, this category includes education efforts designed to inform our partners and the citizens within our region of the activities undertaken by NESA.

Marketing Media Developed in 2011

- The 2010 Annual Report was compiled, produced, and distributed to over 500 regional stakeholders and allies and placed on the website for download.
- A targeted marketing piece for the Aviation MRO industry was added to NESA's marketing materials in 2011. An updated Agribusiness and Food Processing piece was also added. All of NESA's targeted industry marketing materials can be viewed and downloaded from the NESA website.
- NESA's agribusiness, workforce training, incentive, and utilities marketing pieces were updated in 2011 to ensure that they contain the most up to date information.
- Custom packages were created for various marketing missions and individual company visits.
- A monthly publication, NESA Update, is sent to the NESA board, investors, allies, county economic development offices and boards, and legislative delegation to keep them apprised of NESA's activities. The update is also posted on the NESA website monthly.
 - NESA taped a television segment for Channel 4 in the region that aired throughout the month of October. This video can be found on the NESA website.



Online Marketing

NESA continues to pursue an aggressive online marketing strategy which includes the NESA website, social media, and an e-blast campaign.

NESA Website: www.nesasc.org

Throughout 2011, NESA continued to bolster its online marketing presence. Some of the activities pursued by NESA in this area are as follows:

- Maintained a web-based database of 68 industrial buildings, 17 call center buildings, and 83 sites within the region.
- NESA has added an interactive map to its website that will allow users to search for sites and buildings based upon their industry type and view demographics for each county and existing industry locations.

Social Media

In 2011, NESA began engaging in social media with the creation of both Facebook and Twitter accounts. You can follow along with NESA at:



E-Blast Campaign

NESA's e-blast campaign has made over 52,000 e-blast contacts with site selectors, consultants, and companies worldwide highlighting available product in each NESA county.

The following properties were featured in 2011:

- **Chesterfield County** - Lynches River Industrial Park
- **Darlington County** - Hartville Winn Dixie, Wellman Complex, Darlington County I-20 Industrial Park, Tech Foundation Park
- **Dillon County** - The Carolinas I-95 Mega Site, Polar Cold Storage
- **Florence County** - White Hawk, Pee Dee Commerce City Park, White Hawk, Fox Building
- **Georgetown County** - Georgetown County Business Center, Georgetown County Spec Building
- **Horry County** - MB ITAP, the Compass Center
- **Marion County** - Russell Stover Building
- **Marlboro County** - Marlboro County Industrial Park, Musashi Building, Former Winn Dixie, Reliance Trading
- **Williamsburg County** - Firestone, Williamsburg Cooperative Commerce Centre

This year's e-blasts have resulted in a lead, project and visit to the region.

In addition to the above e-blasts, NESA sends a weekly property update to the project managers at the SC Department of Commerce to keep them well-informed of the product offerings from our region.



Educational Consultant Series

NESA held three events as part of its educational consultant series. The purpose of these events is two-fold. First, they are used as an educational tool for county economic development staff, board members, county council members and other elected officials as well as NESA staff. Secondly, they give the region an opportunity to be visited by top site location consultants who may not be familiar with the area.

- In April, Carol Johnson of Continuous Dialog visited the region and discussed marketing and closing deals.
- In July, Susan Arledge of Arledge Partners visited the region and toured our existing call center properties and discussed what it takes to win call center projects.
- In November, Darin Beulow of Deloitte Consulting visited the region and focused on distribution and logistics project preparedness.

These events would not have been possible without the generosity of Progress Energy, SCANA and the South Carolina Power Team!



Regional Consultant Events

In addition to the consultant series, NESA also hosted two regional consultant luncheons in Atlanta and Charlotte. These events give county developers the opportunity to highlight their county's strengths and available properties in front of a group of site selectors, brokers and consultants.

Department of Commerce in the NESA Region

NESA hosted Department of Commerce staff in the region for regional tours and meetings with county developers/existing industry four times in 2011. These tours were intended to familiarize all project managers with the NESA Region, our workforce and available properties. We have received extremely positive feedback from Commerce staff stemming from this effort.



One of NESAs's goals in 2011 was to increase its presence in the local media. In March 2011, NESAs staff along with a representative from 30 Point Strategies, NESAs's PR firm, met with local and regional news outlets to discuss NESAs and its successes. This effort paid off in the local press as NESAs has received more local and state coverage this year than ever before. NESAs has also received more national coverage in 2011 than ever before. The following articles were written by or about NESAs as of November 21, 2011 and increased NESAs's coverage in local, state and national publications.



- 2011 Issue 1 • **Cities Play Direct Roles in Regional Economic Development Alliances** - Cities Mean Business
- Spring 2011 • **Johnson Controls Brings Green to Florence County** - The Circuit
- Spring 2011 • **NESAs Keeps SC Region Focused on the Future** - The Circuit
- Jan/Feb 2011 • **SiMT Feature in "Tech Park"** - Trade and Industry Development
- Jan/Feb 2011 • **Modern Jobs through Modern Economic Development** - Expansion Solutions
- Jan 24, 2011 • **South Carolina's NESAs Region Hosts U.S.D.A.** - various **national** sources
- Feb 10, 2011 • **NESAs Reports Economic Development Success** - Florence Morning News
- Feb 10, 2011 • **NESAs Releases Annual Report** - various sources
- March 8, 2011 • **NESAs Acknowledges Strong Legislative Support** - various sources
- March/April 2011 • **Locating with Like Minds** - Trade and Industry Development
- March/April 2011 • **Bring Your Product to Market by Air, Land, & Sea** - Expansion Solutions
- March 2011 • **Quarterly Update** - Pee Dee Regional Business Journal
- April 1, 2011 • **NESAs On a Mission to Bring More Business to SC** - Florence Morning News
- April 4, 2011 • **North Eastern Strategic Alliance Holds Third Consultant Event** - various sources
- April 21, 2011 • **NESAs Aims to Capitalize on Region's Transportation Options** - Florence Morning News
- April 22, 2011 • **State Funding Paves Way for I-73** - Florence Morning News
- May 13, 2011 • **Jobs, Big Bucks Will Follow I-73 in the Pee Dee** - Florence Morning News
- May 13, 2011 • **I-73 Study Released** - various sources
- May/June 2011 • **Whether Short of Long, Supply Chains are Fostering Deep Roots in Communities Throughout the Country** - Trade and Industry Development
- June/July 2011 • **Teeing Up Economic Diversity in South Carolina** - Business Xpansion Journal
- July/Aug 2011 • **Communities Where Quality of Life Matters** - Trade and Industry Development
- July/Aug 2011 • **An Ideal Home for the Plastics/Any Industry** - Expansion Solutions
- Aug 5, 2011 • **NESAs Holds Two-Day Seminar on "Effective Ways to Recruit Call Center Projects"** - various sources
- Aug 2011 • **NESAs Works for You** - Pee Dee Regional Business Journal
- Sept 2011 • **NESAs: Regionalism is the Answer to Globalism** - Business Facilities
- Sept/Oct 2011 • **The Future of Manufacturing Starts Here** - South Carolina Business
- Sept/Oct 2011 • **The NESAs Region's Incentive Philosophy: "Make it a Win-Win"** - Expansion Solutions
- Sept/Oct 2011 • **NESAs's Transportation Triad** - Trade and Industry Development
- Nov/Dec 2011 • **The NESAs Region Has Your Covered** - Expansion Solutions
- Nov 14, 2011 • **NESAs Holds Distribution and Logistics Consultant Event** - various sources



Agribusiness Initiative

In October 2011, NESAs Agribusiness Development Strategic Plan, marking the culmination of three years of intensive research and meetings with pertinent companies, consultants, and state and federal officials. This plan is the first of its kind in the state and NESAs already working toward achieving many of the goals outlined for the organization in the plan. The renewed focus on food processing and agribusiness opportunities has resulted in a year to year increase over the last 3 years.

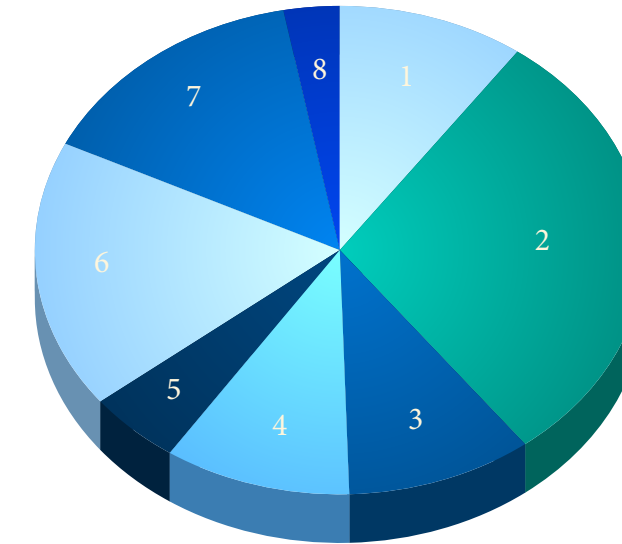
Our agribusiness strategic plan identified a regional infrastructure study as one of the key objectives for NESAs to pursue. The purpose of the study is to update and expand the regions infrastructure inventory survey and can be used as a planning guide for regional infrastructure improvements. Additionally we hope to use the study to identify what areas of the region are best suited from an infrastructure perspective for major food and beverage operations and the development of agribusiness related enterprises.

In October 2011, the South Carolina Department of Commerce and the South Carolina Department of Agriculture reached an agreement to employ a dedicated project manager at Commerce to pursue and manage agribusiness projects.



I-73

NESA continues to promote funding and construction priority for the I-73 project. In April 2011, the South Carolina Department of Transportation's highway commission voted to spend \$105 million to start construction on the I-95 to Latta portion of I-73. In May, NESAs released the I-73 Economic Impact Study by Chmura Economics & Analytics. The study found that the existence of I-73 will inject billions of dollars into the I-73 Corridor and South Carolina, and provide tens of thousands of jobs in tourism, retail, service and warehouse industries. After road completion, annual economic impacts estimated at \$2.0 billion will sustain 22,347 jobs in South Carolina in 2030 and beyond. In September, NESAs held a public forum on I-73.



NESA's Investment in the Region

- 1 Administrative Support - 10%
- 2 Business Development - 30%
- 3 County Grants - 10%
- 4 Infrastructure Initiatives - 10%
- 5 Investor Relations - 5%
- 6 Lead Generation - 18%
- 7 Marketing - 15%
- 8 Research - 3%

The North Eastern Strategic Alliance, Inc. received a clean audit from McGregor and Company in 2011.

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

Grant Funding

In 2011, NESAs secured the following federal grant to support regional economic development initiatives.

Rural Business Enterprise Grant (RBEG)

This \$50,000 award from the United States Department of Agriculture (U.S.D.A.) will be used to offset some of the costs associated with completing a regional infrastructure inventory that will be published and made available to Chesterfield, Clarendon, Darlington, Dillon, Florence, Georgetown, Horry, Lee, Marion, Marlboro, Sumter and Williamsburg counties. This infrastructure inventory will include an inventory of primary roadway transportation systems, water distribution centers including treatment capacity, sewer collection systems including treatment capacity and broadband service areas and the capacity thereof.



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