

Study of	Rec or Internal Change	Rec or Internal Change Number	RFI Year	RFI #	Status of Implementation	Date of 100% Completion - Actual or Anticipated, If not yet complete (mm/dd/yyyy)	If unable to implement, explain why?	Does this refine one or more agency processes and save/repurpose employee hours? (Yes/No)	Are there anticipated net savings? (Yes/No)	Other Benefits Realized from Implementing Recommendation or Internal Change, if any (e.g., results of agency performance measures and outcomes that improved)	Other Drawbacks Realized or from Implementing Recommendation or Internal Change, if any	Additional Comments (optional)
Department of Commerce	Recommendation	1	2024	2	Complete	7/1/2024		No	No			S.C. Commerce has completed the procurement process for a slimmed down strategic plan for some of our state's larger Tier 3 and 4 cities. There are no plans to do this on the county level.
Department of Commerce	Recommendation	2	2024	2	In progress	11/30/2024		No	No			After launching S.C. Commerce's new brand in January 2024, the agency deployed its first-ever paid media campaign. The campaign will be complete in November 2024. Before deploying the media campaign, metrics were established to measure the impact and success of the campaign, which focused on evangelizing the new brand within the state and increasing the level of awareness of what it means to do business in South Carolina in select markets across the country. The metrics will allow us to determine those cities in which the targeted ad campaign raised the most awareness and drew the most new visits to the Commerce website for potential companies to learn more about the state and what we offer. In addition to the website, the metrics will allow us to measure the level of awareness and reach across social, radio, TV, streaming ad services, email campaigns and geofencing at select economic development events. Additional metrics have been included to be reported on the FY24-25 Accountability Report.
Department of Commerce	Recommendation	5	2024	2	Complete	11/12/2024	N/A	Yes	No	Allows for further collaboration across the Global Business Division and the Business Services Division.		S.C. Commerce has developed an internal Customer Relationship Management (CRM) process, the Business Support Lifecycle, which provides a transfer post-recruitment from Global Business Development with that division's project managers handing off new and expanding company accounts to the Division of Business Services Existing Industry Managers who provide resources, services, and support via "service after the sale" for the lifetime of these South Carolina companies.
Department of Commerce	Recommendation	6	2024	2	In progress	6/30/2025		No	No			S.C. Commerce has created an RFP to overhaul the agency's website. As of November 2024, state procurement is reviewing the RFP and preparing it for deployment. This website overhaul will examine current content and user experience/engagement to determine the most efficient and effective way to redesign the site, ensuring that access to the information is in line with the latest, commonly accepted web standards and user experience designs. The website currently includes Coordinating Council and Enterprise Zone reports, which include more project performance information than ever. With the addition of InformSC to the S.C. Commerce website in January of 2021, citizens can easily locate announced projects and have incentives details at their fingertips.
Department of Commerce	Recommendation	29	2024	2	In progress							S.C. Commerce has a Data Sharing Agreement with DEW. S.C. Commerce is open to further collaboration with other appropriate state agencies pursuant to applicable laws and confidentiality policies.
Department of Commerce	Internal Change	6	2024	2	Not yet started - No plans to implement		Workforce is no longer at SC Commerce					Pursuant to Act 67 of 2023, the Coordinating Council for Workforce Development was moved to the Department of Employment and Workforce. This recommendation would be best addressed by DEW.

Department of Commerce	Internal Change	7	2024	2	Complete							
Department of Commerce	Internal Change	8	2024	2	Not yet started - No plans to implement		Workforce is no longer at SC Commerce					Pursuant to Act 67 of 2023, the Coordinating Council for Workforce Development, including Regional Workforce Advisors, was moved to the Department of Employment and Workforce.