

House Legislative Oversight Committee

May 11, 2021



South Carolina
Department of Commerce

Just right for business.



Marketing the State



South Carolina
Department of Commerce

Just right for business.

Marketing the State Outline

- **WHY DO WE HAVE TO MARKET?**
- **MARKETING TOOLS**
 - The SC Story
 - Website
 - Social Media/Collaterals/Announcements
 - Tradeshows/Mission Trips/Events
- **INTERNATIONAL REPRESENTATION**



Why do we
have to
market?



Why do we have to market?

- To keep South Carolina top of mind for a company's decision-making process
- To promote our pro-business environment
- To build brand awareness
- To overcome geographical stereotypes



Marketing Tools



WHY NORTH CAROLINA

If you're looking for somewhere to grow and ready to embrace what's next, you should be looking at North Carolina.

WORKFORCE &
EDUCATION

BUSINESS CLIMATE

INFRASTRUCTURE

QUALITY OF LIFE

Discover Virginia's Advantages
Over Other States

Sumitomo Drive Technologies, Chesapeake

MADE IN
ALABAMA

GULFSTREAM AEROSPACE

Global Headquarters and Georgia Made

Play Video



WATCH THE TENNESSEE HYPE VIDEO ▶

GM ANNOUNCES A MAJOR
INVESTMENT IN
TENNESSEE

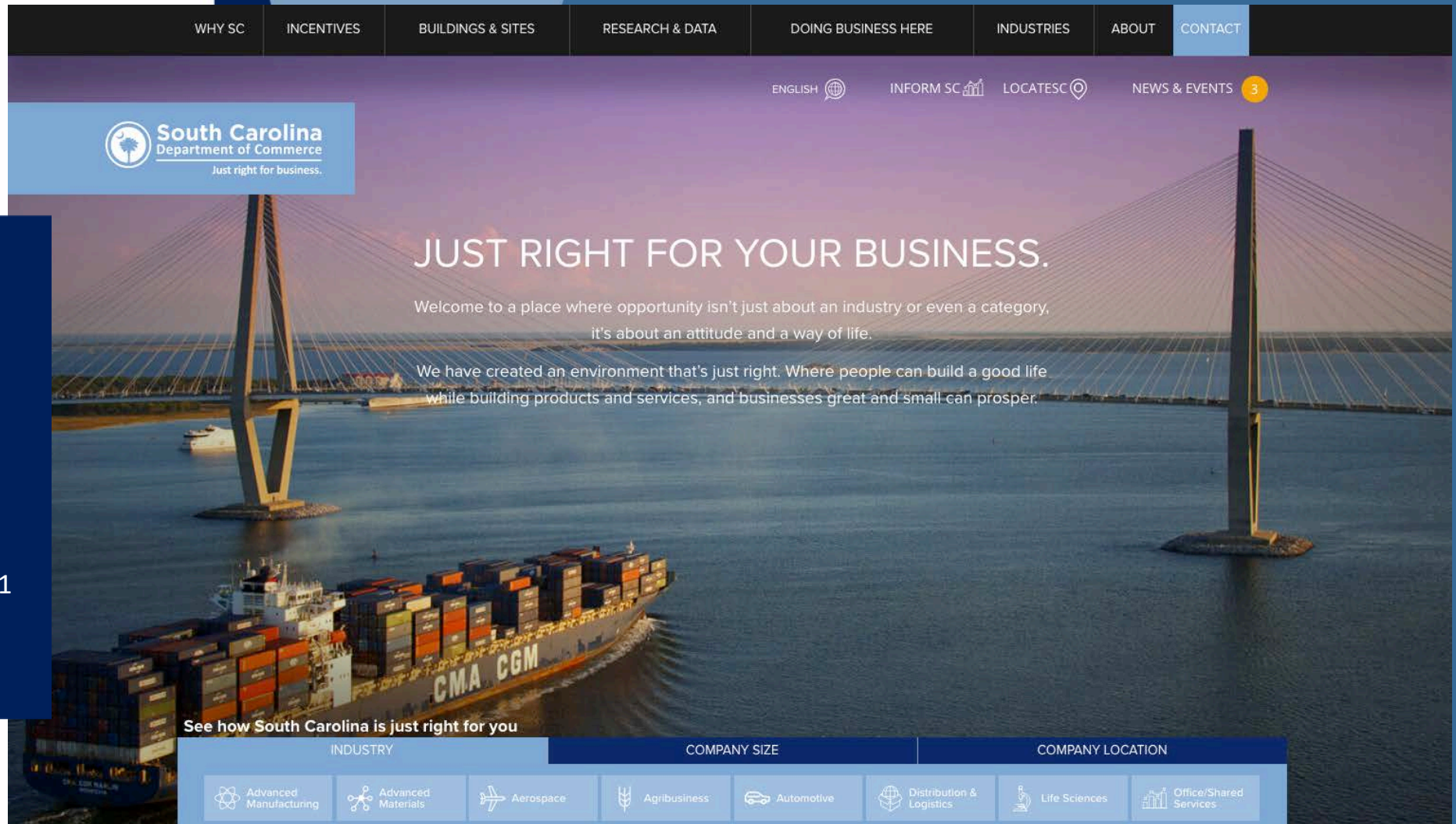
Automaker will invest nearly \$2 billion in its Spring Hill manufacturing facility to build EVs.

READ THE RELEASE

MASTERED IN
TENNESSEE

Marketing Tools: The South Carolina Story





Site Interactions	
2019	
Sessions:	359,155
Pageviews:	721,017
Users:	266,996
LocateSC property searches:	17,000
2020	
Sessions:	587,415
Pageviews:	1,167,811
Users:	443,055
LocateSC property searches:	22,000

Marketing Tools: Website



Sessions : number of unique visits
Pageviews : number of times individual site pages are loaded
Users : number of people visiting the site



@sccommerce



@sccommerce



@sccommerce



@South Carolina
Department of Commerce

Marketing Tools: Social Media & Collaterals



ZEUS INDUSTRIAL PRODUCTS, INC. EXPANDING ITS CALHOUN COUNTY OPERATIONS

Friday, February 2, 2018

Polymer extrusion manufacturer creating more than 350 new jobs

COLUMBIA, S.C. — Zeus Industrial Products, Inc. (Zeus), a leading polymer extrusion manufacturer and material science

million investment is expected to create an additional 350 jobs.

variety of industries, including the medical, fluorochemicals, and automotive. Zeus is a leading manufacturer of polypropylene (PP) products to design, engineer and produce fluoropolymer (FEP) products with exceptional chemical resistance and high-tensile strength demands.

Zeus's new manufacturing facility, located off of I-26 near Exit 111 in Calhoun County, S.C., is a 1.2 million square foot manufacturing space. Hiring for the initial phase of the project is currently underway. For more information, please visit the company's [careers page online](#) for more information.



NEWS RELEASE

For Immediate Release
February 10, 2021

Generac Power Systems, Inc. establishing operations in Edgefield County

Company's investment will create 450 new jobs

COLUMBIA, S.C. — [Generac Power Systems, Inc.](#) (Generac), a leading global power and energy solutions provider serving the residential, commercial and industrial markets, today announced that it is establishing manufacturing operations in Edgefield County. The company's investment will

lead the industry with a broad range of power and energy solutions including power generator systems, engine-powered and battery-powered solar energy storage systems.

Generac's new manufacturing operations are located on Highway 101 in Edgefield County. The facility will also serve as a distribution center to customers throughout the

area. The new manufacturing operations are expected to be operational by the third quarter of 2021. Individuals interested in working for Generac should visit the company's [careers webpage](#).



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NEWS RELEASE

For Immediate Release
March 20, 2020

South Carolina to receive disaster recovery assistance from Small Business Administration

Applications for small business emergency loans now open

COLUMBIA, S.C. - In response to a request from Governor Henry McMaster for a disaster declaration, the U.S. Small Business Administration (SBA) is offering low-interest federal disaster loans for South Carolina small businesses suffering substantial economic injury resulting from the Coronavirus (COVID-19). The disaster declaration makes SBA assistance available in the entire state of S.C.

"These low-interest loans are of monumental importance to our business community," said Gov. Henry McMaster. "There's no doubt that our state's small businesses have suffered losses throughout this incredibly difficult time, but help is on the way."

Small businesses and non-profit organizations that have been financially impacted as a direct result of COVID-19 may qualify for Economic Injury Disaster Loans up to \$2 million to help meet financial obligations and operating expenses.

Just Announced

United Community Bank

is expanding operations in Greenville County and naming the location its new corporate headquarters. The \$24.8 million investment will create 227 new jobs.

[Read more](#)

Ray-Mont Logistics

is establishing operations in Charleston County, investing more than \$16 million and creating 85 new jobs.

[Read more](#)

3D Systems

is expanding operations in York County, investing \$13 million and creating 50 new jobs.

[Read more](#)

**Marketing Tools:
Economic
Development
Announcements**



Marketing Tools: Tradeshows, Mission Trips & Events



Marketing Tools: Tradeshows, Mission Trips & Events



International Representation





International Representation



Project Management



South Carolina
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Project Management Outline

- **LEAD SOURCES**
- **SITE LOCATION DECISIONS**
 - Factors Companies are Evaluating
 - Site Selection Process

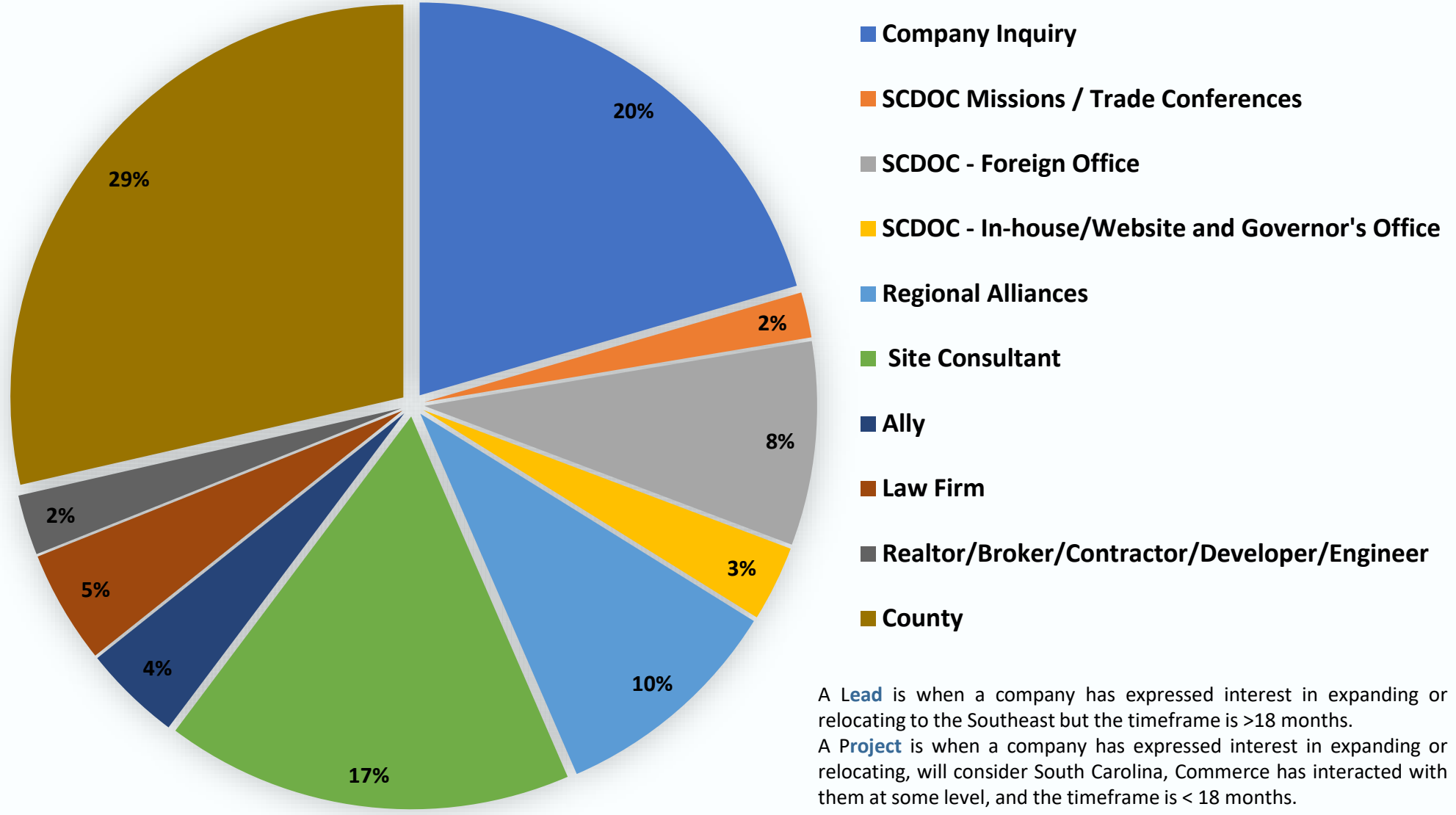


Lead Sources



Project Management: Sources of Projects

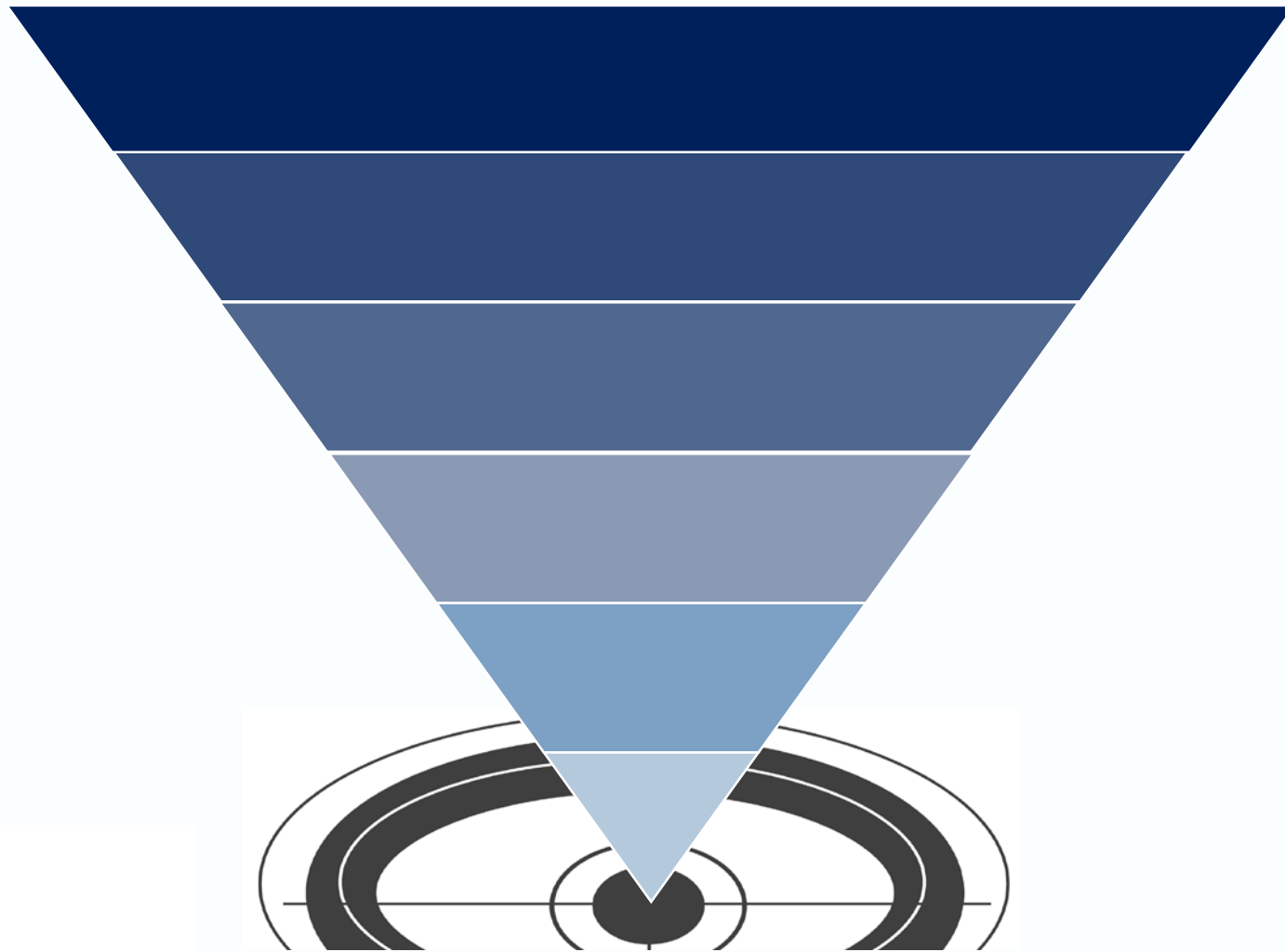
Active Projects
March 2021



Site Location Decisions



Project Management: Site Selection Process



Needs assessment by company.

Project Management: Factors Companies are Evaluating

Site Selection Factors	2020	2019
Ranking		
1. Availability of skilled labor	91.4	92.3 (2)**
2. Highway accessibility	88.7	92.4 (1)
3. Energy availability and costs	85.3	79.5 (7)
4. Quality-of-life	84.8	82.2 (4)
5. Labor costs	84.2	87.1 (3)
6. Occupancy or construction costs	80.6	80.3 (5)
7. Corporate tax rate	80.0	79.7 (6)
8. Tax exemptions	78.6	75.0 (8)
9. State and local incentives	77.2	70.2 (14)
10. Inbound/outbound shipping costs	76.8	69.8 (15)
11. Right-to-work state	71.8	72.0 (11)
12. Proximity to major markets	71.7	72.6 (10)
13. Environmental regulations	71.6	73.0 (9)
14. Available buildings	70.6	71.3 (12)

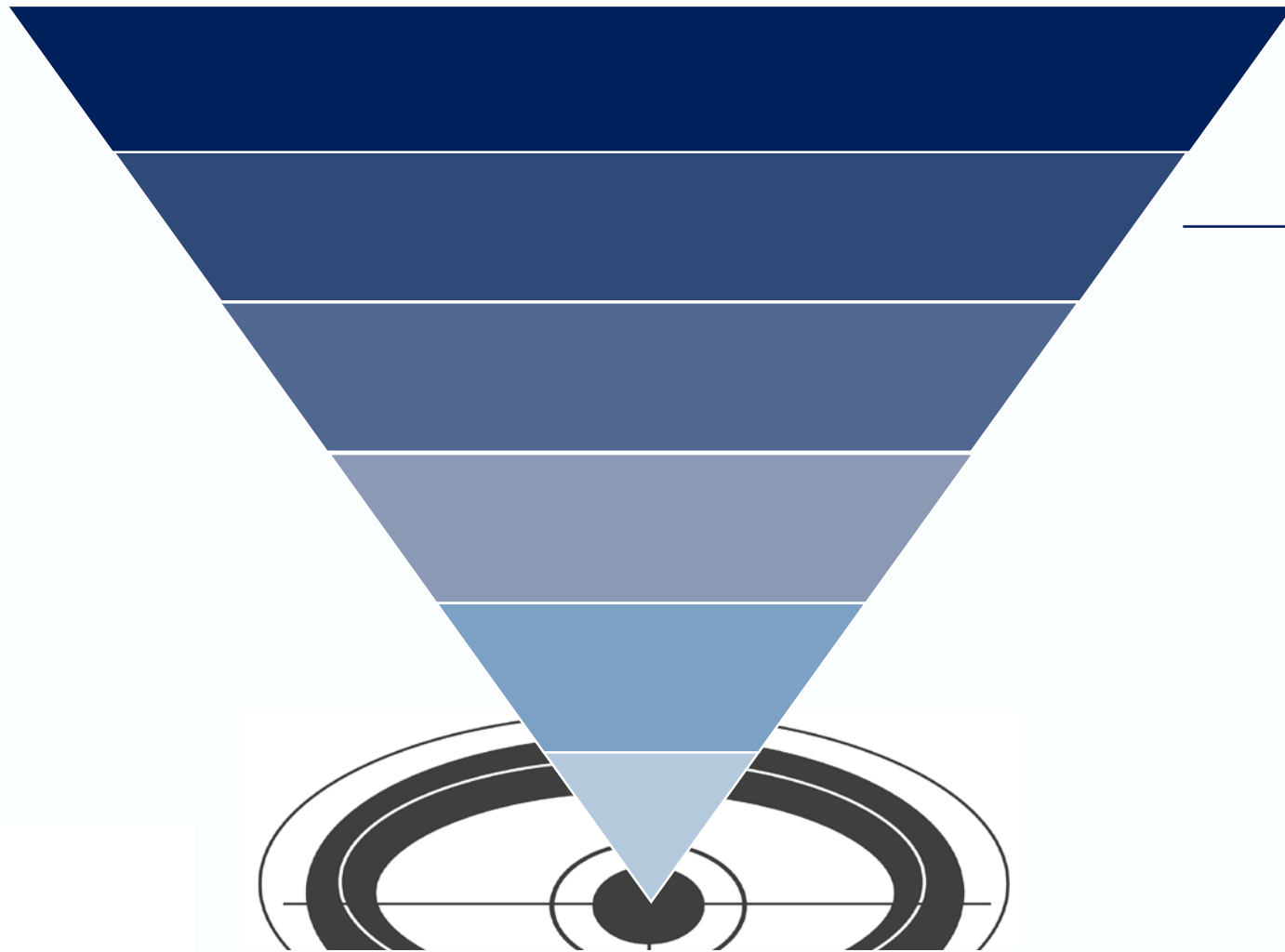
Site Selection Factors	2020	2019
Ranking		
15. Low union profile	70.0	62.7 (18)
16. Available land	65.2	64.4 (17)
17. Proximity to suppliers	64.2	68.1 (16)
18. Training programs/technical schools	63.3	60.3 (19)
19. Expedited or "fast-track" permitting	61.8	70.7 (13)
20. Availability of long-term financing	59.4	59.5 (20)
21. Raw materials availability	59.1	56.1 (22)
22. Availability of unskilled labor	53.0	59.0 (21)
23. Water availability	50.1	45.2 (24)
24. Accessibility to major airport	47.8	50.6 (23)
25. Availability of advanced ICT services	36.9	26.7 (26)
26. Proximity to innovation commercialization/R&D centers	29.9	35.7 (25)
27T. Railroad service	24.6	25.3 (27)
27T. Waterway or oceanport accessibility	24.6	20.3 (28)



* All figures are percentages and are the total of the "very important" and "important" ratings of the Area Development Corporate Survey (2020) and are rounded to the nearest tenth of a percent.

** 2019 ranking

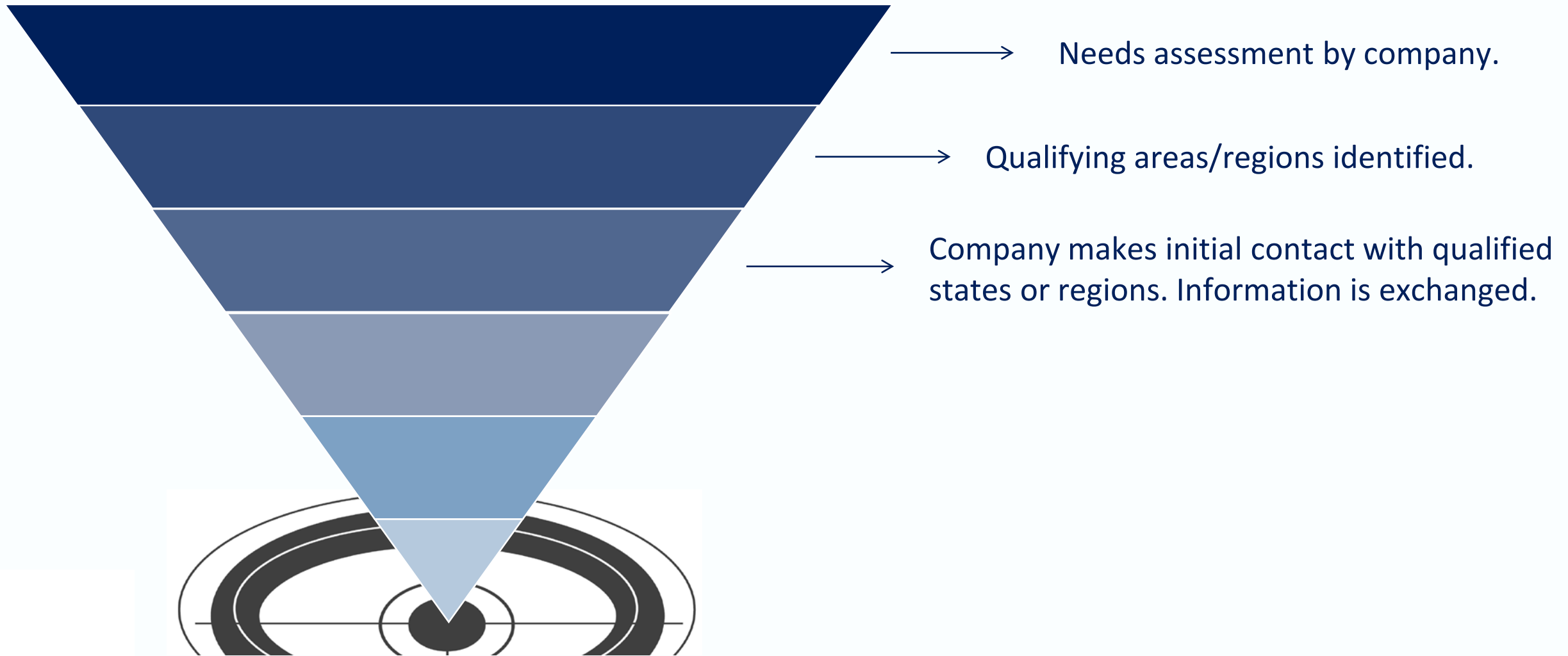
Project Management: Site Selection Process



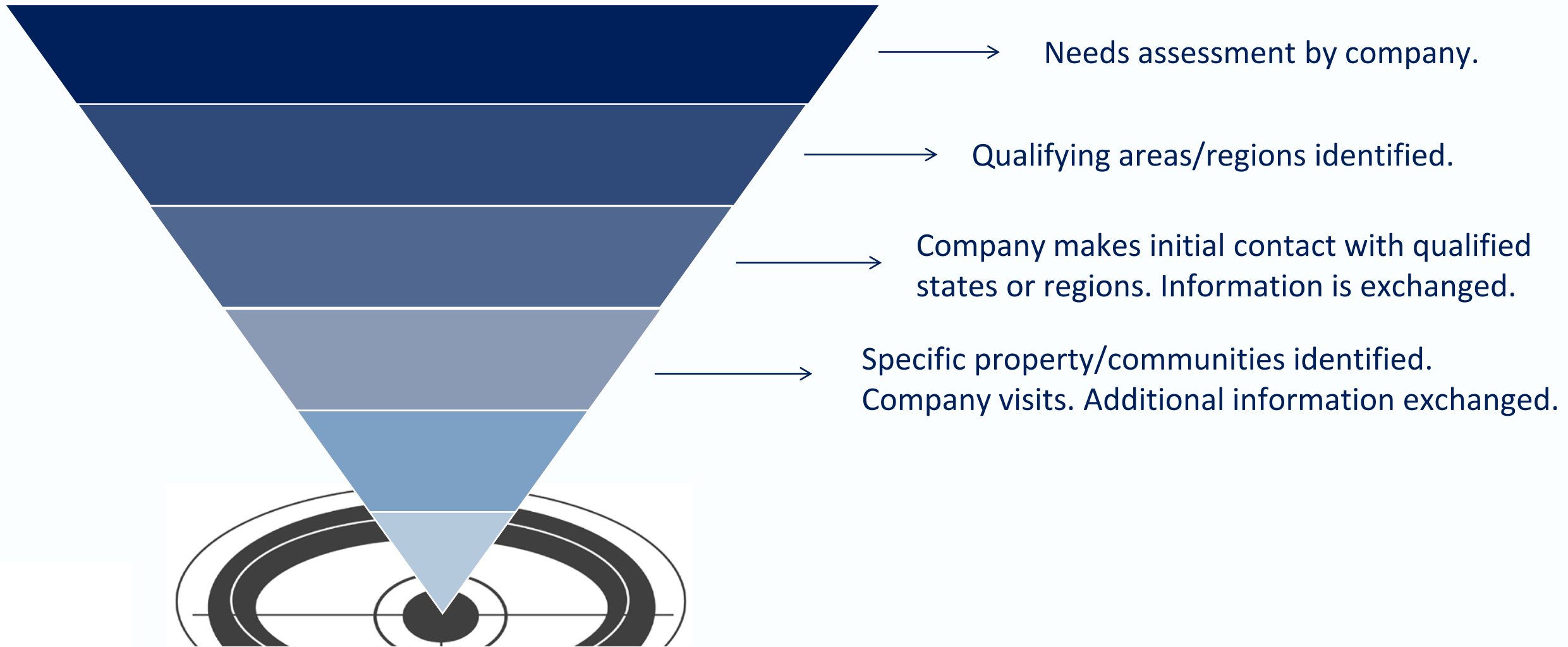
—————> Needs assessment by company.

—————> Qualifying areas/regions identified.

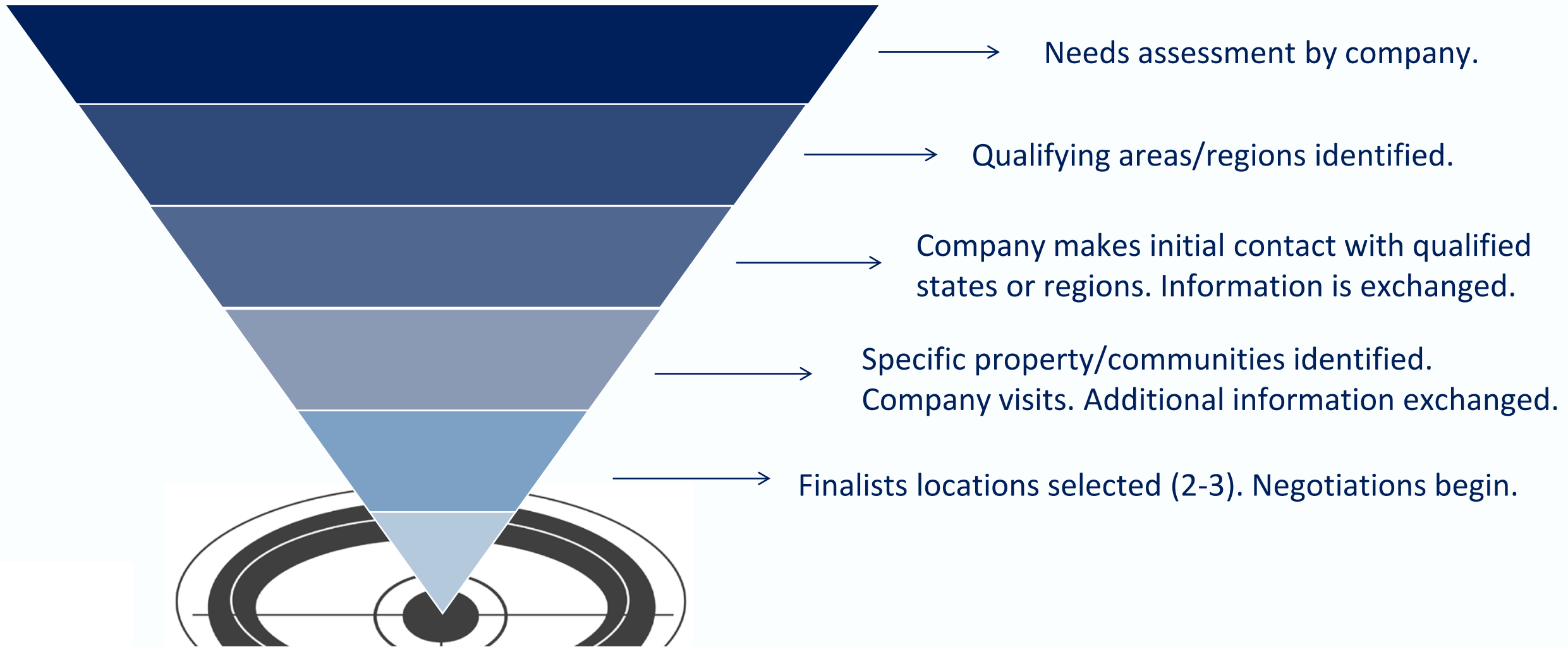
Project Management: Site Selection Process



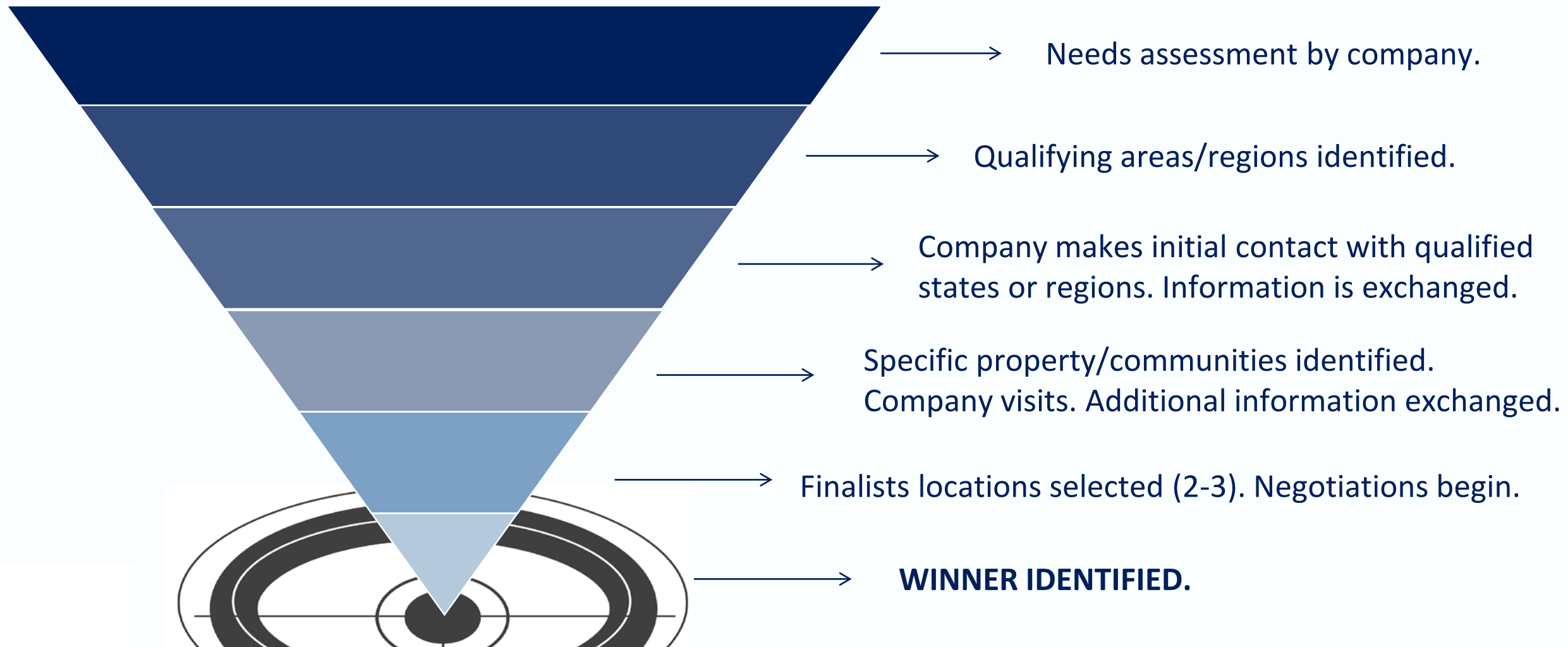
Project Management: Site Selection Process



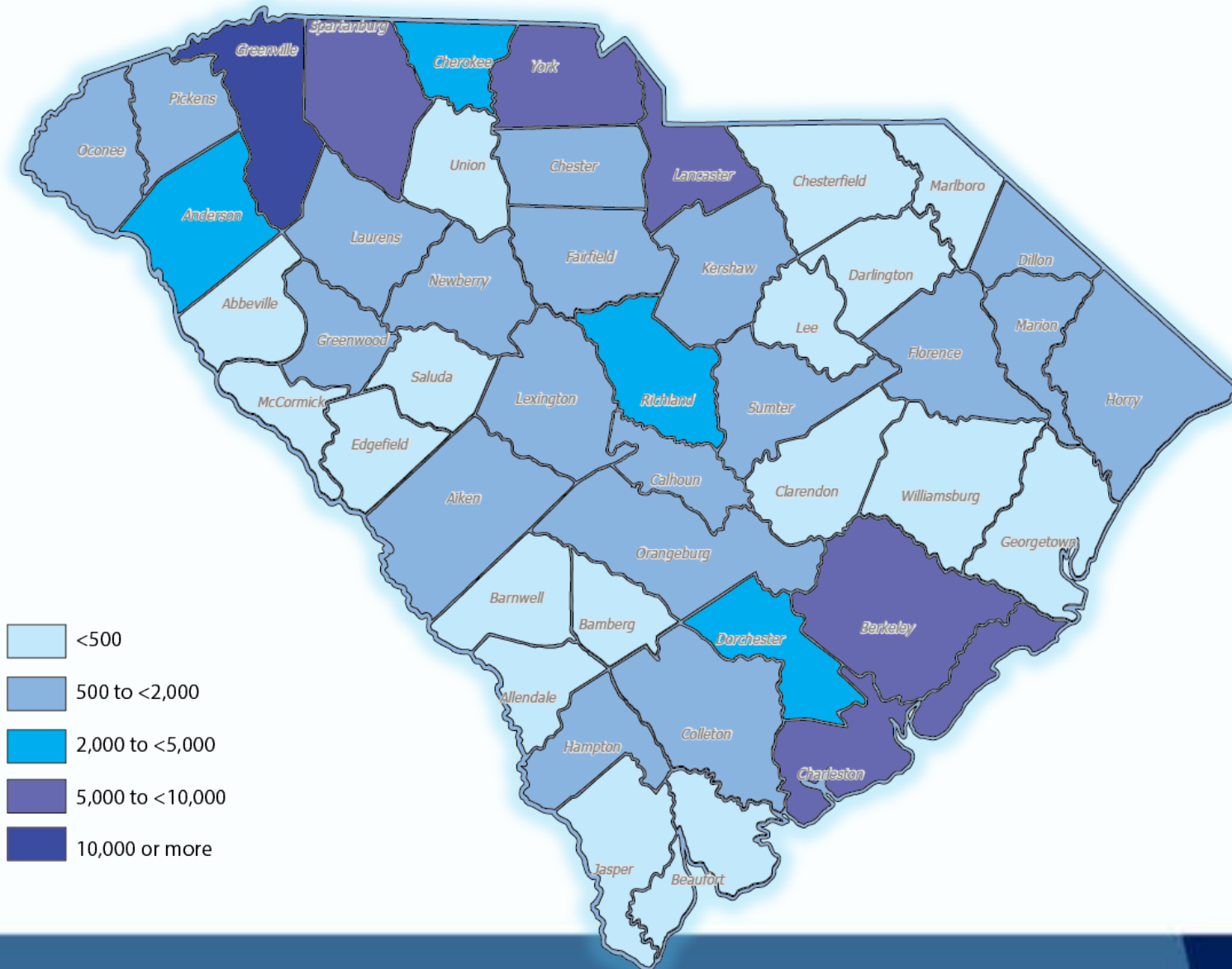
Project Management: Site Selection Process



Project Management: Site Selection Process



Project Management: Recruited Jobs 2015 - 2020



Project Management: Recruited Capital Investment 2015 - 2020

