

News from the Corner

Volume 4, Issue 2 July 2009

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(* denotes Executive Committee)

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Message from the Chairman



Although this is a challenging economy, the NESA staff is not giving up its efforts to recruit new business and industry to this corner of South Carolina and to market this region on the national stage. During 2008, we contacted a little more than 3,000 companies. During the first half of 2009, we have contacted nearly as many companies as we did all of last year. The staff is being aggressive in promoting our region to companies who are planning to either locate new facilities or relocate from other parts of the country to a lower cost business environment here in the NESA Region.

NESA has been fortunate enough to again have the opportunity to receive matching funds from a state appropriation. Last year these funds helped the organization leverage over \$2.2 million on the state's \$450,000 investment. As with last year, NESA plans to use these funds to invest in the future of this region in a major way and we are anticipating big things to happen because of this investment. Without the support of our private sector investors, this match program would not be possible. I would like to extend my heartfelt thanks to all of you who invest in the future of this region. I would also like to welcome Mr. Brad Erwin, CEO of Farmers Telephone Cooperative (FTC), as our newest board member. FTC is our newest board-level supporter.

Thank you for your ongoing support of economic development within this nine-county region of South Carolina!



Senator J. Yancey McGill
Chairman, NESA Executive Committee

NESA Supporters

Private Sector:

Anonymous
 ArborOne
 AT&T
 BB&T
 Beach First National Bank
 Burroughs & Chapin Company
 Carolina First
 DuBard, Inc.
 Farmers Telephone
 Cooperative
 Horry Electric Cooperative
 Horry Telephone Company
 Landmark Builders
 Marlboro Electric Cooperative
 Myrtle Beach Area Chamber
 Pee Dee Electric Cooperative
 Pepsi-Cola
 Progress Energy
 Santee Cooper
 Santee Electric Cooperative
 Sonoco
 Strand Capital
 Wachovia

Public Sector:

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

I-73 Update



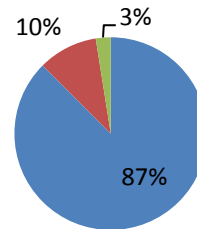
The NESA state and federal legislative delegation, SC Department of Transportation, the Myrtle Beach Area Chamber of Commerce and NESA are working together to advance the efforts on the construction of I-73.

Resolutions H. 4058 and H. 3836 have been passed in support of the Interchange of Hope by the South Carolina General Assembly. NESA has also

implemented an initiative for the purpose of identifying funding sources for I-73 and the Interchange of Hope and the coordination of efforts to expedite the construction of I-73. The NESA state and federal legislative delegation, SC Department of Transportation, the Myrtle Beach Area Chamber of Commerce and NESA are also working together to apply for a TIGER grant which could result in significant ARRA funding for I-73.

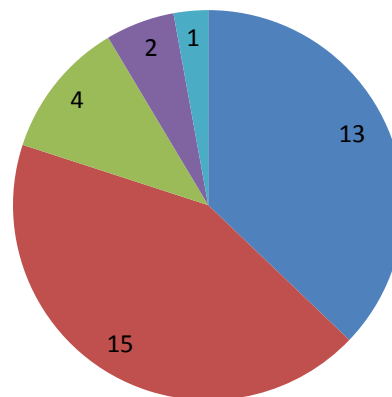
Current Project Activity

NESA is currently working 40 active projects that are considering expanding of relocating with the region. These projects represent the opportunity for nearly 7,000 new jobs and over \$2.7 billion in capital investment. As you can see from the graph below, 87% of all open leads were generated by NESA.



■ NESA ■ SC DOC ■ County Ally

NESA generates leads through business development missions, trade shows, the NESA website and consultants in addition to call-ins. The graph below shows a breakdown of each area in regards to number of leads generated.

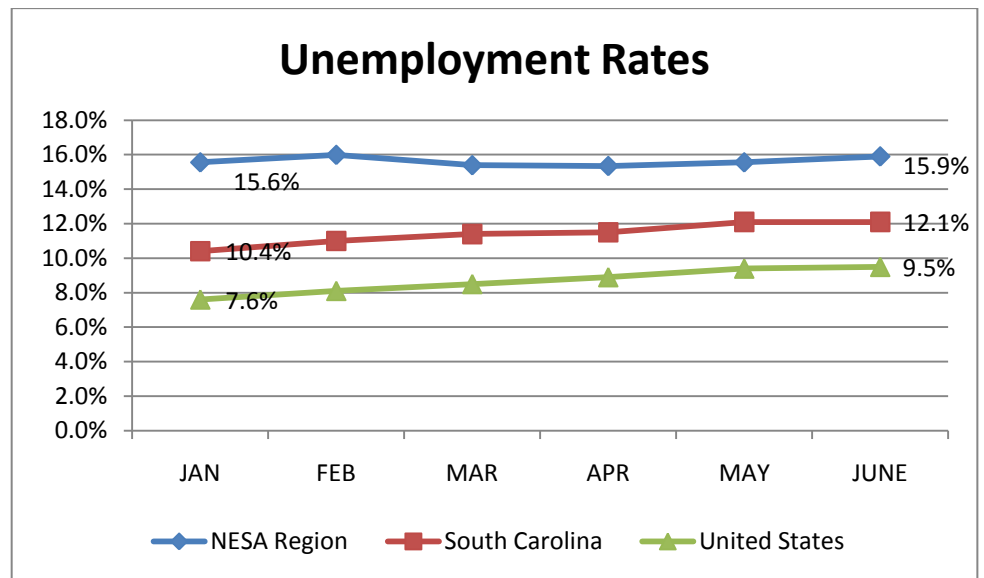


■ Consultant ■ Mission ■ Call-In ■ Web ■ Trade Show

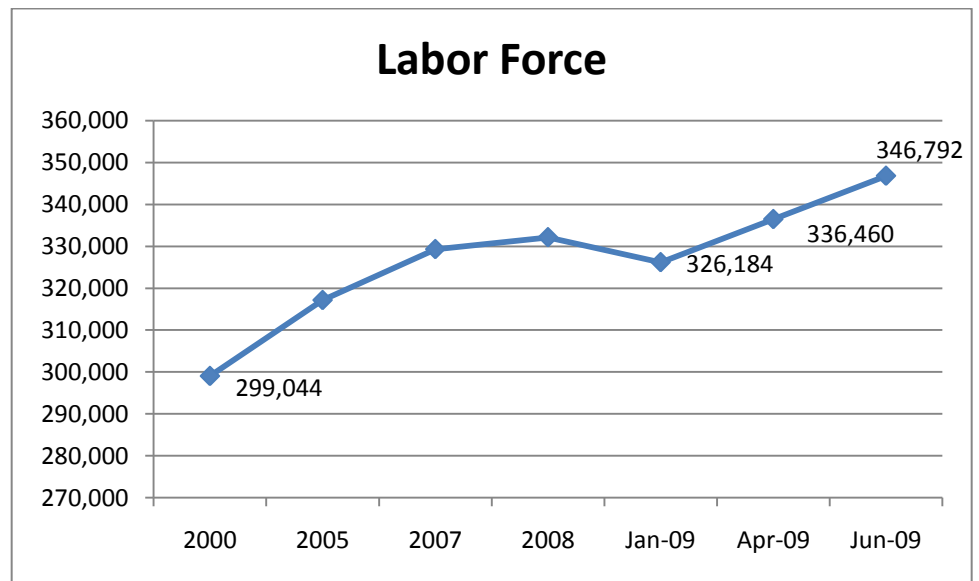
Mission Statement

NESA will 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.

January 2009 – June 2009 Region Statistics



As you can see from the chart above, the NESAs Region's unemployment rate has been relatively flat from January 2009 to June 2009 while the state and nation's unemployment rates have slowly increased. Since January 2009, the state's unemployment rate has increased 1.7 percentage points while the nation's has increased 1.9. The NESAs Region has only seen a 0.3 percentage point increase in 2009.



The labor force in the NESAs Region has continued along its upward trend during 2009. Since January, the region has gained roughly 20,000 in its labor force.

NESA Welcomes Farmer's Telephone Cooperative's Support



NESA is happy to welcome the addition of Farmer's Telephone Cooperative (FTC) as a partner. FTC was founded in 1951 and is the 3rd largest telephone cooperative in the United States. FTC is headquartered in Kingstree. We appreciate the support Mr. Brad Erwin, CEO, and FTC give to economic development!

Upcoming/Recent Events

June 22 -26 – National Plastics Exposition, Chicago

July 10 – NESAs Board Meeting, Chesterfield County

July 14– Local Developers' Monthly Meeting

July 30 – Regional Consultant/Broker Luncheon, Atlanta

August TBD – Business Development Mission to Dallas, TX

August 11 – Local Developers' Monthly Meeting

August 14 – NESAs Executive Committee Meeting

August 20 – Regional Consultant/Broker Luncheon, Charleston

Business Development

Since April, NESAs staff has conducted four business development missions and has several more planned for the remainder of the year.

NESA staff traveled to Winnipeg, Canada from April 20-22 to meet with several companies regarding potential expansions into the NESAs Region. Several long term opportunities resulted from this mission.

From April 28-May 1, NESAs staff traveled with the SC Power Team to New York and New Jersey. During this mission, nine meetings were held and three projects were brought back to the region.

From May 19-21, NESAs staff met with 10 companies in Cleveland, Akron, Toledo, Detroit, Pittsburg and Erie and brought back two projects.

In conjunction with the SC Power Team NESAs staff as well as developers from Darlington, Dillon, Florence and Georgetown counties attended the National Plastics Exposition (NPE) in Chicago. NPE attracted around 2,000 exhibitors and around 50,000 attendees. In addition to meeting with companies during NPA, NESAs also met with six companies in Chicago from the telecommunications, steel, medical/healthcare products and paper industries,

During the first week of August, NESAs will be travelling to Dallas, TX to meet with consultants and companies about relocation and expansion opportunities in the NESAs Region. The focus of this mission will mainly be on data and call centers.

NESA staff and local economic developers will be meeting with industrial brokers, site selectors and consultants in Atlanta (July 30) and Charlotte (August 20) within the coming weeks. During these regional luncheons, the benefits of the region will be discussed.

Online Statistics

January 2009 – June 2009

2009 NESAs Website Activity Report			
Month	Hits	Average Visitor Session	# of downloads
January	51,702	4:43	529
February	45,257	4:48	374
March	39,214	9:48	659
April	34,786	19:08	1,386
May	29,558	16:29	1,375
June	37,946	20:00	1,726
Total	238,463	12:29	6,049

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Marketing the Region

NESA continues to market the region through various avenues both locally and nationally.

In May, the region was featured in *Aviation Week* magazine in an article on the redevelopment of the Myrtle Beach Air Force Base into the ultimate live/work environment. This magazine has a circulation of 180,000 in over 150 countries.

Two press releases have been distributed nationally. The first, on the naming of the I-95/I-73 interchange the "Interchange of Hope" was picked up by nearly 200 media outlets including Forbes. The second, on the benefits of regionalism, was picked up by 74 outlets across the nation.

NESA continues to develop targeted marketing pieces to better inform those seeking expansion or relocation opportunities within the region of the specific benefits the area has to offer in a variety of industries. Thus far, targeted pieces on call centers, plastics and distribution and logistics have been created. Along with these targeted pieces, we have recently added a new section to the NESA website. Our targeted industries section currently features detailed information on call centers and data centers.

In May, we kicked off our direct mail campaign by sending nearly one thousand direct mail pieces to participants at the National Plastics Exposition.

We continue to send out our monthly e-blasts to around 4,000 site selectors and consultants worldwide. Marion County was featured in April, Marlboro County in May, Horry County in June, and Georgetown County in July. Chesterfield County will be featured in August.



You can now follow NESA on Twitter at **NESASC** or view NESA's Twitter page at **twitter.com/nesasc**.



Check out NESA's new blog at **http://nesasc.blogspot.com** for the latest press releases, news and events.

Recent Announcements

Darlington County – Peregrine Energy Corporation is opening a biomass power plant which will create 30 direct jobs and up to 110 indirect support jobs with its \$135 million investment.

Florence County – **Roche Carolina** recently completed its \$60 million expansion which has allowed the company to double the manufacturing capacity of the Florence facility.

Johnson Controls, Inc., the leading provider of automotive batteries, plans to build a new battery recycling facility. With a capital investment of over \$100 million, the company plans to create 250 new jobs.

Georgetown County – Renewed World Energies will create 60 jobs with its \$29.3 million investment to build an oil processing plant.

Trinity Iron Works, a provider of pre-engineered metal buildings as well as a structural steel manufacturer, will create 15 jobs with its \$500,000 investment.

Horry County – **Coastal Biodiesel Group, Inc.** is opening a new facility to produce biodiesel from used cooking oils and will create 50 jobs with its \$4.5 million investment.