OUR MISSION:

To *initiate, advocate* and *empower* our region to advance a prosperous business environment.

OUR VISION:

To be the leading catalyst for regional advancement and an international leader in the Chamber profession.
DEAR CHAMBER MEMBER:

THANK YOU FOR BEING THE HEART OF OUR CHAMBER’S SUCCESS IN 2020. Together, we battled an unprecedented pandemic with the shared goal of strengthening the resiliency and well-being of our fellow citizens, co-workers, businesses and region. It has been a demanding path and the right one to take.

There were many days we shared a common concern of how to effectively move forward. Our courage and tenacity rose up from a 248-year legacy of business, government and civic leaders acting as one in initiating, advocating and empowering our region to produce a sustainable recovery. Those three time-tested words – initiate, advocate and empower – stand at the center of our mission and will continue to define our region’s momentum for decades to come.

The question standing before us now is how do we emerge from 2020 and strategically position one of America’s great communities for its best possible return to prosperity? We respond to this question by bringing together the hundreds of businesses and thousands of citizens who are already generating “bright spots” in sparking our recovery.

The Chamber’s 2021 business priorities, presented in the following pages, were formed as a commitment to being better together. The creative design is based on rich conversations with business leaders, elected officials, engaged citizens, partner stakeholders and “leading edge” recovery experts. The advancement plan will call on all of us to play new roles in reimagining and achieving a bold and exciting future.

Our Board of Directors, volunteer leaders and staff thank you for all you have meant to us in 2020 and for joining us on the journey we will undertake in the year ahead to fully realize a healthy and inclusive global community.
1. **CHAMPION** INGREDIENTS FOR POSITIVE CHANGE

Convene regional stakeholders to integrate efforts to drive results towards creating an equitable workforce.

Train, mentor and elevate diversity, equity and inclusion leaders.

Provide diversity, equity and inclusion pathways for regional businesses.

Monitor diversity, equity and inclusion performance metrics and share progress updates and next steps.

2. **STRENGTHEN** ECONOMIC VITALITY

Prepare the region’s future workforce for skilled jobs.

Re-skill current workforce to meet employer job demands.

Develop and implement a 5-year regional economic recovery and resiliency plan with One Region, BCDCOG and CRDA.

Lobby at the local, state and federal levels to strengthen metro and SC business environments and actualize COVID-19 recovery strategies.
3. **EMPOWER** LEADERS TO CREATE COMMUNITY IMPACT

- Prepare 1,000 leaders annually for heightened business, elected and civic leader roles.
- Encourage Board Directors and committee members to engage in new opportunities by recognizing and reimagining partner relationships.
- Proactively and strategically advance the top five priorities identified in the regional economic recovery and resiliency plan.

4. **VENTURE** COMMUNITY-BUILDING EFFORTS

- Ramp up civic engagement to collectively tackle the region’s immediate and future opportunities by establishing and strengthening partnerships and developing and tracking key metrics.
- Achieve an organizational culture that consistently focuses on exploring and realizing transformative ideas and projects.
- Attract leaders and business members who challenge conventional thinking and position the Chamber to venture a healthier and more diverse and inclusive community.
The new building is an incredible, value-added benefit to us all! When you’re there, you see right away it was built with us members in mind! The ample space, variety of connection areas and conference rooms provided for our membership use, is amazing! The idea of it being centrally located in the heart of Park Circle is perfect! What a great addition to our local community!

LISA CHAPPELL  
FSIoffice

CHAMBER GOES VIRTUAL

90+ Virtual Programs

2 Virtual Conferences

5,500 Total views

115+ Member-provided coronavirus news and resources posted

WE MOVED!

104 Crates moved from the old building to the new building
In 2020, the Chamber recognized the need to have a more efficient and cohesive focus on regional policy resulting in the formation of the Regional Policy Committee. The committee championed support for long term projects like 526 and Lowcountry Rapid Transit while developing strong relationships with local government officials to garner policy alignment. I am so thankful for all the committee members for their commitment in 2020!

JOE GRECH
South Carolina Federal Credit Union
2020 Regional Policy Committee Chair

6 major legislative victories achieved

Partnered with 22 chambers and small business organizations statewide to develop the GrowSC Agenda.

Advocated for $65 million in grant funding that was secured for small and minority-owned businesses ($40M) and nonprofits ($25M)

$65 million
for small and minority owned businesses and nonprofits

$25 million + $40 million = $65 million

GOVERNMENT RELATIONS
Looking at future jobs needed in our region is already an arduous task. With the pandemic and its impact on so many sectors, shifting to skills-based hiring allows us to move away from a traditional hiring methodology and be better prepared for our region’s aggressive economic recovery. I am proud to support our Chamber in preparing educators and employers by leading our region forward with innovative ways to solve our talent needs for the future.

NATASHA LEE
Floyd Lee Locums

The Charleston region is expected to add **28,000 new jobs** in the next **5 years**

**TOTAL NEW JOBS 2019-2024**

<table>
<thead>
<tr>
<th>Occupation Category</th>
<th>Total New Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hospitality</td>
<td>4,100</td>
</tr>
<tr>
<td>Production and Mechanical</td>
<td>3,760</td>
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<tr>
<td>Medical</td>
<td>3,170</td>
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<tr>
<td>Logistics</td>
<td>2,600</td>
</tr>
<tr>
<td>Business Operations</td>
<td>2,500</td>
</tr>
<tr>
<td>Personal Services (and Retail)</td>
<td>2,300</td>
</tr>
<tr>
<td>Construction</td>
<td>1,700</td>
</tr>
<tr>
<td>Information Technology</td>
<td>1,600</td>
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<tr>
<td>Business Management</td>
<td>1,200</td>
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<tr>
<td>Education</td>
<td>1,000</td>
</tr>
<tr>
<td>Finance</td>
<td>960</td>
</tr>
<tr>
<td>Engineering</td>
<td>700</td>
</tr>
</tbody>
</table>

**VIRTUAL INDUSTRY DEEP DIVES**
(students learned more about an industry from field leaders)

- **13** High schools participated
- **All 4** school districts engaged
- **217** students reached

**YES 4 SCHOOLS**
Charleston County

Passed! **65%** in favor
Creating opportunities for every person to live, learn and earn is not just the right thing to do, it is critical for our region’s success. To move our community forward, it is integral that we have courageous conversations to make room for listening, learning and growing. The Chamber is committed to working alongside our business community to develop a diverse and equitable workforce.

KENYA DUNN
DE&I Executive Fellow

DE&I TOOLKIT
Following the inaugural Diversity, Equity & Inclusion Conference, we compiled an assortment of resources to help your organization navigate your DE&I journey.

SC LEADERSHIP EXCHANGE: A STATEWIDE COLLABORATION

Record **69 participants** in the 48th Leadership Charleston class

<table>
<thead>
<tr>
<th>Metro Chambers</th>
<th>SC Business Leaders</th>
<th>High Impact Sessions</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
<td>337</td>
<td>24</td>
</tr>
</tbody>
</table>
Leadership Circle

MEMBERS (as of January 27)

PLATINUM Members

♦ Benefitfocus
♦ Blackbaud
♦ The Boeing Company
♦ Charleston Branch Pilots Association
♦ Charleston School of Law
♦ Chernoff Newman
♦ College of Charleston

♦ East Cooper Medical Center
♦ First National Bank of PA
♦ Kindle Direct Publishing
♦ Medical University of South Carolina
♦ PNC Bank
♦ Robert Bosch LLC
♦ Santee Cooper

GOLD Members

♦ 105 The Bridge & 98 Rock
♦ AECOM
♦ AstenJohnson Inc.
♦ AT&T
♦ ATI - Advanced Technology International
♦ Aventus
♦ Auro Hotels
♦ Baker Roofing Company
♦ Bank of America Merrill Lynch
♦ Banks Construction Company
♦ The Beach Company
♦ Belmont Charleston Place
♦ Burr Forman McNair
♦ Carolina One Real Estate Corporate Office
♦ C.R. Hipp Construction Inc.
♦ Charleston County Aviation Authority
♦ Charleston Gaillard Center
♦ Charleston RiverDogs
♦ Charleston Southern University
♦ Choate Construction Company
♦ The Citadel, The Military College of S.C.
♦ Cummins Turbo Technologies
♦ Digit Sells Charleston (Carolina One Real Estate)
♦ Dixon Hughes Goodman LLP
♦ Elliott Davis LLC
♦ Embassy Suites Hotel Charleston Area Convention Center
♦ Fennell Holdings Inc.
♦ First Citizens Bank and Trust Company Inc.
♦ First Horizon Bank
♦ First Reliance Bank - Charleston
♦ Francis Marion Hotel
♦ Gnotec Group
♦ Hamby Catering
♦ Haynsworth Sinkler Boyd PA
♦ Hendrick Automotive Group of Charleston/North Charleston
♦ HLA Inc.
♦ Hotel Bennett
♦ Hudson Automotive Group
♦ Island Realty
♦ JPMorgan Chase & Co
♦ K&S Gates LLP
♦ Kiawah Island Golf Resort
♦ Lanoxess
♦ Lee & Associates - Charleston, Commercial Real Estate
♦ Matt O’Neill Real Estate
♦ Mercedes-Benz Vans, LLC
♦ Morris Financial Concepts Inc.
♦ Nucor Steel
♦ O.L. Thompson Construction Co.
♦ Ogletree, Deakins, Nash, Smoak & Stallworth
♦ Parker’s Kitchen
♦ Parkland USA
♦ Phishtabs

SILVER Members

♦ Sonopar North America
♦ South State Bank
♦ SunTrust and BB&T now Truist
♦ Synovus
♦ Trident Health
♦ WestRock

♦ Pinnacle Financial Partners
♦ Positively People
♦ Publix Super Markets
♦ Regional Office
♦ The PURE Group of Insurance Companies
♦ Raines Hospitality
♦ Renaissance Charleston Hotel Historic District
♦ Republic Services
♦ REV Federal Credit Union
♦ Ross Printing
♦ Sandler Training by Peak Performance Management, Inc.
♦ Science Applications International Corp. (SAIC)
♦ Seamon Whiteside + Associates
♦ SEGRA
♦ SteelFab of South Carolina
♦ TD Bank
♦ Thomas & Hutton
♦ Thompson Turner Construction
♦ Trident Technical College
♦ Turner, Padgett, Graham & Laney P.A.
♦ United Bank
♦ Venture Aerobearings
♦ WCVB ABC News 4
♦ WSCC-TV Channel 5
♦ WebsterRogers LLP
♦ Womble Bond Dickinson (US) LLP
♦ Young Clement Rivers LLP