Making it happen. Delivering results.

The Charleston Metro Chamber jump-started 2017 by delivering more for all who work and live in metro Charleston. Talent outcomes are increasing the strength of today’s and tomorrow’s workforce. The Business Advocacy team is on the ground, literally, at the local, state and federal levels, advocating for employers and their employees. Leadership opportunities are expanding for professionals at all career stages and Membership benefits, value and engagement are at an all-time high.

Defining tomorrow, today.
“Accreditation validates a chamber as having programs that benefit its local economy and positively influence its community.”

Raymond P. Towle
U.S. Chamber Vice President of Federation Relations and Institute for Organization Management

For the third consecutive time, the Charleston Metro Chamber has achieved 5-Star Accreditation from the U.S. Chamber of Commerce. To achieve accreditation, which lasts for five years, a chamber must demonstrate quality programs, clear organizational procedures and effective communications by meeting minimum operation and program standards in the areas of governance, program development, government affairs and technology.

“The Five-Star Accreditation is a testament to the hard work and passion of the staff and volunteer leaders. This chamber is by far one of the best in the nation. No other organization in the region is more committed to growing our community in a positive way,” said Patrick Bryant, Chairman of the Charleston Metro Chamber Board.

What This Means for Members and Metro Charleston

Accreditation shows the Charleston Metro Chamber’s dedication to:

• Reviewing, improving and promoting strong business practices
• Recognizing leadership and outstanding contributions to the community
• Supporting the principles of free enterprise and promoting pro-growth policies at federal, state and local levels
• Establishing best practices and staying in-step with industry changes

<table>
<thead>
<tr>
<th>METRO CHARLESTON</th>
<th>CHARLESTON METRO CHAMBER OF COMMERCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>74TH largest metro (population)</td>
<td>36 staff members</td>
</tr>
<tr>
<td>45 new people per day</td>
<td>1,600 members</td>
</tr>
<tr>
<td>24TH fastest growing metro in the U.S.</td>
<td>244 years of business support</td>
</tr>
</tbody>
</table>

LESS THAN 0.2% achieve 5-Star Accreditation three times

LESS THAN 1.0% of chambers receive 5-Star Accreditation

ONLY TOP 3.0% of chambers in the nation are accredited

*7,000 Chambers nationwide
MEMBERSHIP GOAL:
To attract, engage and retain members through exceptional value, benefits, assets and services

New Members by Size
- 62% 1 - 50 Employees
- 38% 50+ Employees

New Members by Industry:
- 43% Professional Services
- 15% Hospitality
- 10% Financial Services
- 8% Manufacturing
- 8% Communications
- 8% Education
- 8% Medical

In alignment with the fastest growing occupational clusters and high demand industries according to the region’s Talent Demand Study Update released in May 2016.

New Members by Level
- 6% Associate Member
- 68% Business Partner
- 9% Executive Business Partner
- 9% Bronze
- 2% Silver
- 6% Subsidiary

MEMBERSHIP SALES

LOCAL AREA CHAMBERS

Steering Council Chairs
- Melissa Capps
  - Wild Dunes Resort
- David Stasaitis
  - Stasmayer
- Brad Davis
  - Hendrick Automotive Group of Charleston / North Charleston
- Richard Gowe
  - LS3P ASSOCIATES LTD.

Steering Council Members recruited: 80
Local Area Chambers launched: 04

Programs, Events & Council Meetings
- 20 Events
- 566 Attendees
- 134 Facebook Groups

MEMBERSHIP RETENTION

Annual Retention Rate
- 2013: 75.60%
- 2014: 73.75%
- 2015: 76.01%
- 2016: 78.44%
- 2017 (YTD): 80.00%

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GOAL:
To initiate, advocate and empower our region to advance a prosperous business environment

STATE ADVOCACY

At the State House

33 Days in the lobby
30 Meetings with legislators and their staffs
50 Leadership Charleston Members visited the State House in February
85 Subcommittee or committee meetings
09 Meetings with Executive Branch leadership and staff

Advancing Legislation to Support Business

H.3516
Recurring, sustainable funding for the state’s infrastructure

H.3358
Real ID compliance

S.404
Incentives to attract high-impact (Tech and R&D) jobs

H.3722
Capital and technology improvement bond bill for our colleges and universities

LOCAL ADVOCACY

The Advocates Weekly eNews

Weekly Advocacy Updates Distributed 12 | 647 Local Business Leaders and Advocacy Subscribers

“Thanks for the update, especially on the business license issue.”
David Hand, President
O.L. Thompson Construction Co.

“This is great information and a way to stay up-to-date”
Stephanie Tillerson, Town Administrator
Town of Kiawah Island

07 Elected leaders participated in Local Area Chamber events
75 Elected leaders attended the annual Legislative Reception

MILITARY SUPPORT

Charleston region named as one of 8 Great American Defense Communities

This distinction honors the unique contributions and unwavering support for our region’s military presence, service members and their families.

Chamber Military Stakeholders

Stakeholders met with Congressman Mark Sanford (R-SC, 1st District) for a military base expansion/retention meeting covering:
• Efforts and priorities including Joint Base Charleston and SPAWAR Atlantic
• New strategic plan for military expansion in the region
GOAL:
To advance the region’s talent pipeline for today’s and tomorrow’s employers

YOUTH APPRENTICESHIP PROGRAM

“A grateful Thank You in bold is plastered in my heart towards all of you guys! In February I received my acceptance email and housing instructions from Harvard University for this summer’s Secondary School Program. A large credit goes to the Apprenticeship Program. Certain things excel on my resume because of this program.

Without The Chamber, I couldn’t have afforded the textbooks that you all graciously pay for. Thank you Sooo Much.”

Stephanie Walters
Youth Apprentice, Bosch

75 Apprentices
48 Employers
09 Pathways

CHARLESTON REGIONAL CAREER HEADLIGHT

• Internship Portal to Regional Career Headlight launched
• 19 companies added available internships for college students

Share your internship opportunities and view more at charlestonregionalcareerheadline.com

CAREER ACADEMIES

50 BUSINESS LEADERS FROM THE CLASS OF LEADERSHIP CHARLESTON VISITED 6 CAREER ACADEMIES IN 3 SCHOOLS IN 2 SCHOOL DISTRICTS

<table>
<thead>
<tr>
<th>Career Academies</th>
<th>22 High Schools</th>
<th>Academy Partners</th>
<th>03 School Districts</th>
<th>New Business Partners (YTD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>126</td>
<td>04</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

111 STEM ENGINEERING STUDENTS AND 19 VOLUNTEERS FROM 4 CAREER ACADEMIES THROUGHOUT 2 SCHOOL DISTRICTS COMPLETED THE PRINCIPLES OF ENGINEERING BRIDGE WALKS, WHICH TOOK THE STUDENTS OVER AND UNDER THE RAVENEL BRIDGE. THESE WALKS WERE LED BY ACADEMY PARTNERS THROUGHOUT THE MONTHS OF FEBRUARY AND MARCH.
GOAL:
To drive professional development for all career stages

LEADERSHIP DISCOVERY

27
In the Class of 2017
(exceeding budgeted capacity)

05
Regional Business Leaders Presenting

03
Months of Intensive Leadership Development

CAROLINA ASSOCIATION OF CHAMBER OF COMMERCE EXECUTIVES

Alex Glasgow, Leadership Programs Director is now on the CACCE Board of Directors providing consultation to Chamber executives in North and South Carolina on leadership development programs.

CYP Initiatives in Progress
• New membership engagement tracks for two diverse member groups
• Involvement in Talent Pipeline development
• One Region Global Competitiveness Strategy Activation

21-30
Age Groups

31-40

#YPAMA
Young Professionals – Ask Me Anything

First #YPAMA held by CYP in collaboration with Career Academies on January 26, 2017 at Hanahan High School.

This Q&A formatted program is offered quarterly in local area high schools. Outcomes included:
• 400 students attended
• YPs sharing professional journeys
• 1st quarter event featured YP panelists representing education, hospitality, engineering and financial industries fielding students’ career questions by voice and text.

Dr. Nina Davis
Director of Career Services
Technical College

Josie Fitzwater
Public Relations Officer
Federal Credit Union

Chris Haynes
Landscape Architect
Davis & Floyd, Inc.

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**GOAL:**
To operate with excellence as an international leader in the Chamber profession

**ACCELERATE GREATER CHARLESTON 2**

Three-year campaign accelerating regional Talent and Advancement / Advocacy

- **118 Investors**
- **$957,000 Annual Investment (YTD)**
- **$218,580 Committed from 60 New Investors**
- **$1,000,000 Projected Annually**

"Accelerate Greater Charleston 2 will make a transformational impact on our region, showing what we can accomplish when we choose our vision for the future and set the process in motion to achieve it rapidly and collaboratively."

Jonathan Zucker, President
The InterTech Group, Inc.

**NEW STAFF RECRUITMENT**

- **Tim Rogers**
  Vice President, Membership

- **Ian Scott**
  Senior Vice President, Advocacy

- **Janie Warren**
  Events Manager

- **Rachel Crescenzo**
  Operations and Administrative Services Manager

4 new staff bringing increased experience to the 5-Star team:

**ENGAGEMENT**

- **9,455 Followers**
- **3,180 Profile Views**
- **117 New Followers**
- **1,291 Engagement**

**SIGNATURE PROGRAMS / EVENTS**

<table>
<thead>
<tr>
<th>Month</th>
<th>Event</th>
<th>Attendees</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>Legislative Reception</td>
<td>365</td>
</tr>
<tr>
<td>February</td>
<td>Annual Meeting</td>
<td>400</td>
</tr>
<tr>
<td>March</td>
<td>Economic Outlook Conference</td>
<td>510</td>
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