



Community

Year two started with the creation of the new, and current, Board of Directors: Kevin Klingler- Chairman, Matt D'Angelo- Vice Chair, Jess O'Brien- Sec/Treas, Stephen Murray, and Joe Floyd. The Board quickly came up to speed and set priorities that already have come into play and will continue to guide future growth. Besides the first mission critical goal of getting residents into BASEcamp, we continued to implement and "Beaufortize" programs and grow and engage the tech community- utilizing BASEcamp to its fullest capacity to date. The numbers here reflect the period of November 2017 – December 2018.

Fridays @ the Corridor is an interactive forum designed to inform, education and network. It is held at BASEcamp on the second Friday of every other month.

- During this period, the BDC held seven events for a total of 82 attendees.
- We modified the interval from monthly to bi-monthly to accommodate our smaller number of available subjects/presenters and changed the time from first thing in the morning to a lunch & learn to be more accessible for the Beaufort community.

TECHconnect is a happy hour 'meetup' networking event for tech professionals to connect with like-minded people. It takes place the third Thursday of each month.

- The inaugural event was November 2017, and the final event for the year was the one-year anniversary celebration in November 2018.
- There were thirteen events for a total of 215 attendees.

Leadership/Tech Profile series is an ongoing showcase of business leadership in Beaufort. The profiles are featured on the Beaufort Digital Corridor website News page and distributed via social media.

- Two leadership profiles were showcased – Brian Canada, USCB/CSci and Stephen Murray, BDC Board, City Council and Kazoobie Kazoos.
- The first tech profile showcased BMH Care Anywhere – Digital Health Innovations.

BDC Membership continued to grow. Membership was simplified to communicate two separate offerings: Membership – for the technology companies, and Sponsorship – for those who believe in the

mission of the Beaufort Digital Corridor and wish to sponsor our effort to attract, nurture and promote the region's tech economy.

- Membership at the BDC is currently comprised of 25 tech-related companies.
- Sponsorship at the BDC currently includes one education-level – USCB, and two business-or-above-level sponsors – InterDev and Rotary Club of the Lowcountry along with three individual sponsors. Several individual sponsors from the past year upgraded to become members.
- The City of Beaufort, as the BDC's largest sponsor through 2018, allocated an economic development advertising budget that is currently being used for BDC marketing campaign rollout-the fruits of which will be seen in spring of 2019 and throughout the next year.

Spaces

BASEcamp is Beaufort's premier technology business incubator and co-working office located in Downtown Beaufort. This facility is designed to meet the transitional, professional office-based needs of technology entrepreneurs with adaptable, affordable office and conference facilities of the highest quality, while gaining access to the Beaufort Digital Corridor's network of entrepreneurs and professionals.

Residents occupy six of the ten offices at BASEcamp– Mindflint, digital marketing; Wave Sciences, hearing technology; 1212 Design, web development and design; Vireo Labs, app developer; USCB represented by computer science faculty member; and BDC staff office. Two other tech companies leased offices during the year – PollPit, a civic app developer and part of our Live Work Mentor summer program; and ADtelP, a networking and IT company.

We had two part-time coworking subscriptions sign up during this period, a couple of drop-in coworkers for a period of one week or more, and several single-multiple day rentals of other available offices. Other coworking spaces and open offices were varyingly used by BDC members.

Coworking @ the Corridor offers free coworking on Fridays for technology professionals to get a taste of what it's like to work alongside like-minded people at BASEcamp. We will continue this offering in 2019 for BDC members and encourage the Beaufort community to visit and learn about what we do. There was a total of ~100 coworking visits to BASEcamp throughout the year.

BASEcamp Gallery invites local artists to display and sell their work. We host a quarterly artist reception to introduce the exhibiting artist(s) and invite Corridor members and community art lovers to attend. The BASEcamp Gallery had its inaugural event in April 2018 in-tandem with Downtown Beaufort Art Walk. The artists were students from the USCB Fine Arts Department, and the display included works from department chair Chris Robinson, M.F.A. Since then, the exhibits have included art by BDC member Christopher Knox, and the Fiber Artists of Beaufort (FAB). This is also a benefit for BASEcamp residents in that they get 'new digs' every quarter. There were over 100 visitors between the events, a large portion the general public who didn't know anything about BASEcamp or BDC.

Talent

The BDC continues to explore the needs of technology entrepreneurs and tech-related businesses in the community by meeting with relevant stakeholders and actively collaborating with local and regional educational institutions to inform both business and education on common interests. We will continue to identify and implement programming that is beneficial to the tech community.

Game On!, a game development class designed for students in middle-high school, completed its second season this fall and was taught by Seth Konoza, Beaufort High. Total for both was 18 students.

CODEcamp, an in-classroom continuing tech education program designed for adults, had its inaugural class in the spring of 2018 led by Dr. Brian Canada, USCB Computer Science, and continued with its second class this fall led by Matt Shaw, Senior Software Engineer. Total for both was 10 students.

Live Work Mentor is a collegiate summer program that targets the key demographic Beaufort is seeking to attract and retain. We provide a vibrant, focused environment for the college company to accelerate their business idea. Our first collaboration was with the College of Charleston's ImpactX program, creating a model for similar projects with other partner colleges in the future. The first company was PollPit, a civic-tech app that acted as a digital town hall, and with the full support of the Mayor and City Council the team had access to both political and business experts. The first project was a success with the team completing a professional business plan and producing their minimum viable product (MVP). With the addition of USCB Beaufort's student housing and that ongoing relationship, we expect current conversations with other colleges to expand the number of teams in summers to come.

LowcountryWorks is a directory and map of known technology companies and professionals in and around Beaufort County. BDC members are encouraged to complete their free listing.

Talent Portal is part of our relationship with the Charleston Digital Corridor. BDC members receive a discount on posting open employment positions and can search resumes in the database.

Capital

Capital is a critical component for any company seeking to grow. The BDC's role is not to aggregate capital but instead to aggregate investors and make curated information available to tech entrepreneurs operating in the Beaufort community. Our focus continues to be on creating the ecosystem that will allow companies to get to the point where the capital piece will come in. We are one of many entities that the South Carolina Department of Commerce Office of Innovation is paying attention to as it gathers investor resources in the state. As we continue to make waves with innovative and effective programming and attracting tech entrepreneurs to BASEcamp, this will help create the critical mass needed for the ecosystem to bring in investment dollars to our area.

PR/Communication

The BDC's primary method of marketing and communication is through the organization's website and social media channels, as well as communication with local and regional media. The BDC's ongoing activities are focused on programming for a targeted audience. For this time period:

- Ten press releases were announced.
- Eight major media appearances were made (local and regional print/digital news, television).
- 361 followers on Facebook, 245 followers on Twitter, 244 followers on Instagram, 65 followers on LinkedIn.

We embarked on a marketing campaign, including an RFP- part of which was won by Aaron Miller, Miller Design & Marketing, and we have started some good work on messaging, including print, photo and video, and other assets that will come more heavily into play in 2019.

Expect to see more outreach with cross-organizational collaboration, including educational and economic development entities, and more community presentations with various associations around town as the BDC becomes more integrated into Beaufort and the surrounding area.

Conclusion

The BDC has built on its foundation and has created the beginnings of a technology ecosystem in Beaufort that will continue to impact and contribute to the community for years to come. Having BASEcamp downtown makes it accessible and easy to participate with other activities in the area. Visitors come in every week, and it is common to see several new faces at each monthly TECHconnect- in addition to the 'regulars'. We thank those of you who do participate, and we encourage anyone to become involved in ways that makes sense for you. Being a community-sourced initiative, we cannot do it alone. Please help us continue to spread the word and feel free to communicate with anyone on our leadership team. Let's keep the conversations going and have another great year!