

BEAUFORT
DIGITAL
CORRIDOR

Update to City Council FALL 2018



WHAT IS OUR PURPOSE?

-  Attract tech companies and related industry professionals to the City of Beaufort
-  Nurture and grow these companies and professionals through a combination of initiatives and business incentives, private business support and member-driven programs



BEAUFORT
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CORRIDOR

BOARD OF DIRECTORS

Kevin Klingler

CHAIRMAN

First Board of Directors meeting
January 19, 2018

Matt D'Angelo

VICE CHAIRMAN

5 experienced professionals from diverse
tech-related backgrounds

Jess O'Brien

SECRETARY & TREASURER

Board decides to meet monthly and take
active role

Joe Floyd

Program Manager executes board-driven
mission goals, initiatives, programs, and
day to day operation with consistent
presence at BASEcamp

Stephen Murray

AND

PROGRAM MANAGER Shelley Barratt



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MISSION CRITICAL GOALS



Fill BASEcamp with tech companies



Graduate businesses, working with them to grow into hiring companies



Following are key accomplishments since current leadership has been in place

KEY ACCOMPLISHMENTS

RESIDENTS AT BASECAMP



5 Five new tech-related tenants

6 Six of ten offices currently occupied

2 Two monthly coworkers
1 full-time, 1 part-time

KEY ACCOMPLISHMENTS

MEMBERS

24 24 current members





15 15 new members

- 46% increase from last year
- 33% new companies
- 27% upgrades/holdouts
- 20% new to Beaufort
- 13% satellite offices
- 7% trade for services
- 70% retention from last year



KEY ACCOMPLISHMENTS

SPONSORS

-  City advertising budget funded for marketing campaign
-  One education-level sponsor renewal
-  Two business-or-above-level sponsors
-  Three individual sponsors upgraded to members



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KEY ACCOMPLISHMENTS

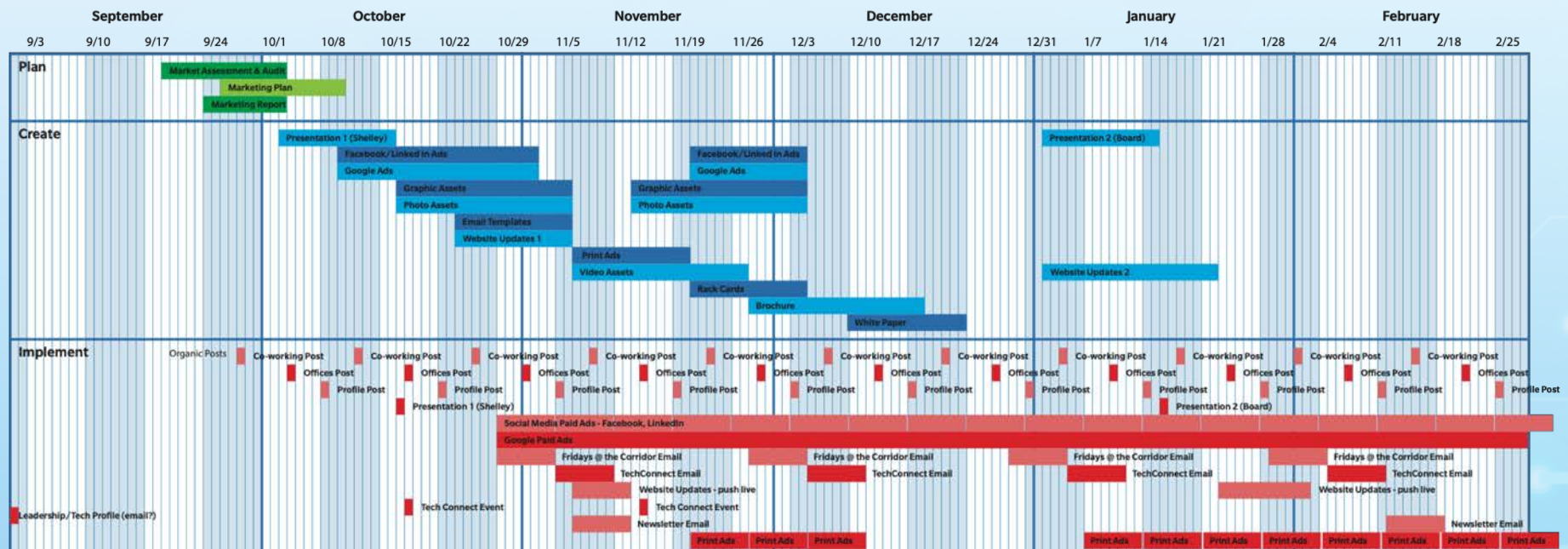
MEDIA

9 Nine press releases

8 Eight media interviews

 Marketing campaign rollout is in-process

BEAUFORT DIGITAL CORRIDOR MARKETING SCHEDULE



KEY ACCOMPLISHMENTS

PROGRAMS

TECHconnect


Coworking
@ the Corridor

LIVE
WORK
MENTOR

<CODEcamp>

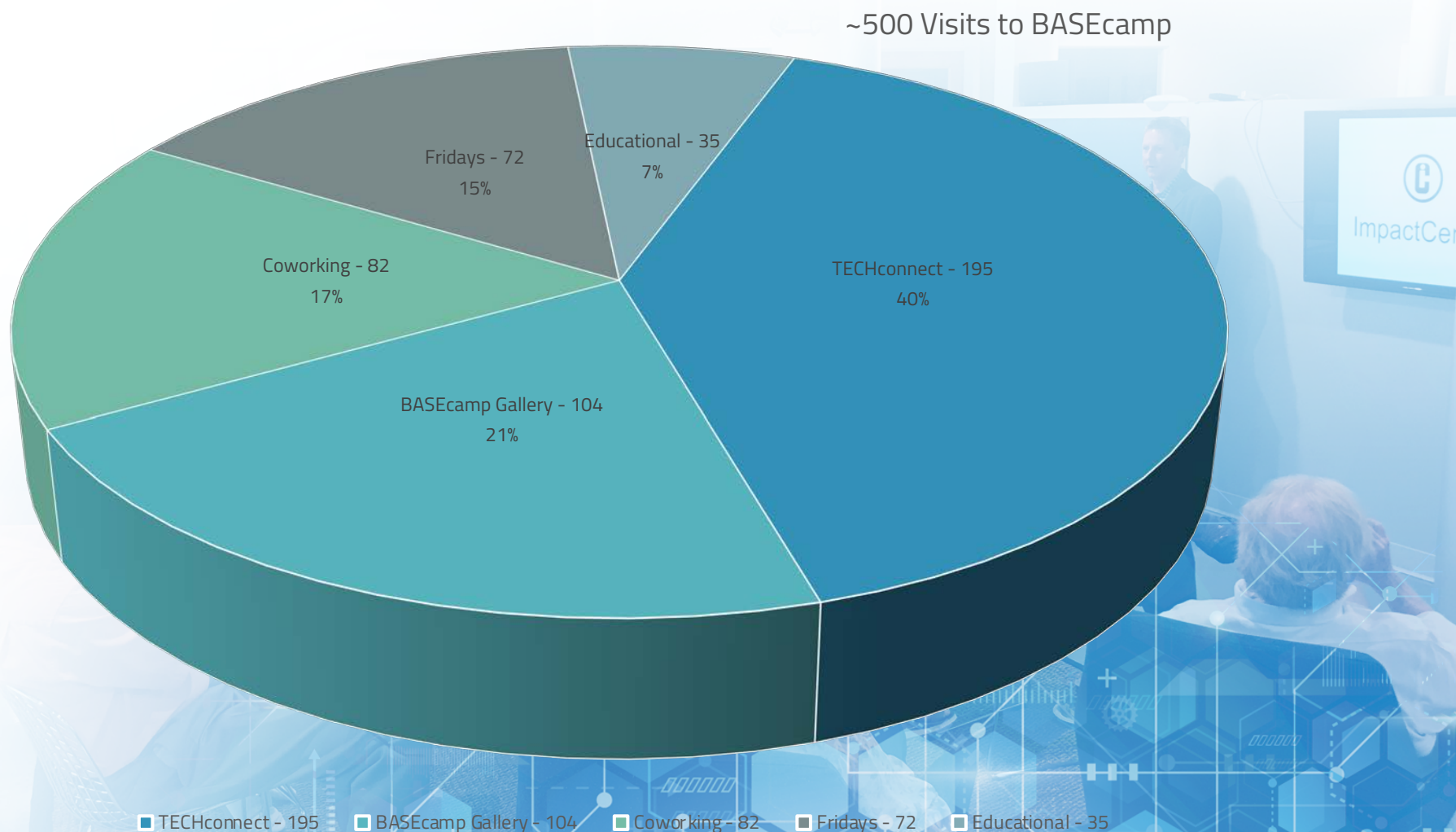
TECHPROFILE

BASEcamp
Gallery

Google
Partner

KEY ACCOMPLISHMENTS

PROGRAMS = PEOPLE



KEY ACCOMPLISHMENTS

COLLABORATION

USCB

- Computer Science (Dr. Brian Canada) resident at BASEcamp
- Partnering with Math and Science, Business Strategy, and Fine Arts
- Beaufort Campus faculty involvement with business focus
- Potential student entrepreneur program



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DRCI

ImpactX (CoC)

TCL - Computer Technology Advisory Board

Beaufort County School District

BCEDC

SC Dept of Commerce



COLLEGE of
CHARLESTON



TECHNICAL COLLEGE
OF THE LOWCOUNTRY



South Carolina
Department of Commerce
Just right for business.

BASED ON THE ABOVE KEY ACCOMPLISHMENTS...



We are focusing on the mission...



We are working towards meeting mission critical goals...



And accomplishing them



WHAT TO EXPECT IN THE FUTURE

1

Targeted communication to potential residents and members, and to you- our stakeholders (fall newsletter just released!)

2

Engaging discussions with relevant individuals and companies that share larger regional economic goals

3

Work with residents towards their business goals and graduate them into growing hiring companies



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NEXT STEPS

1

Regular update

2

Update on cross-organizational collaboration

3

Update on resident companies



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