



2011 REPORT TO THE COMMUNITY

18th CENTURY ARCHITECTURE. 21st CENTURY TECHNOLOGY.



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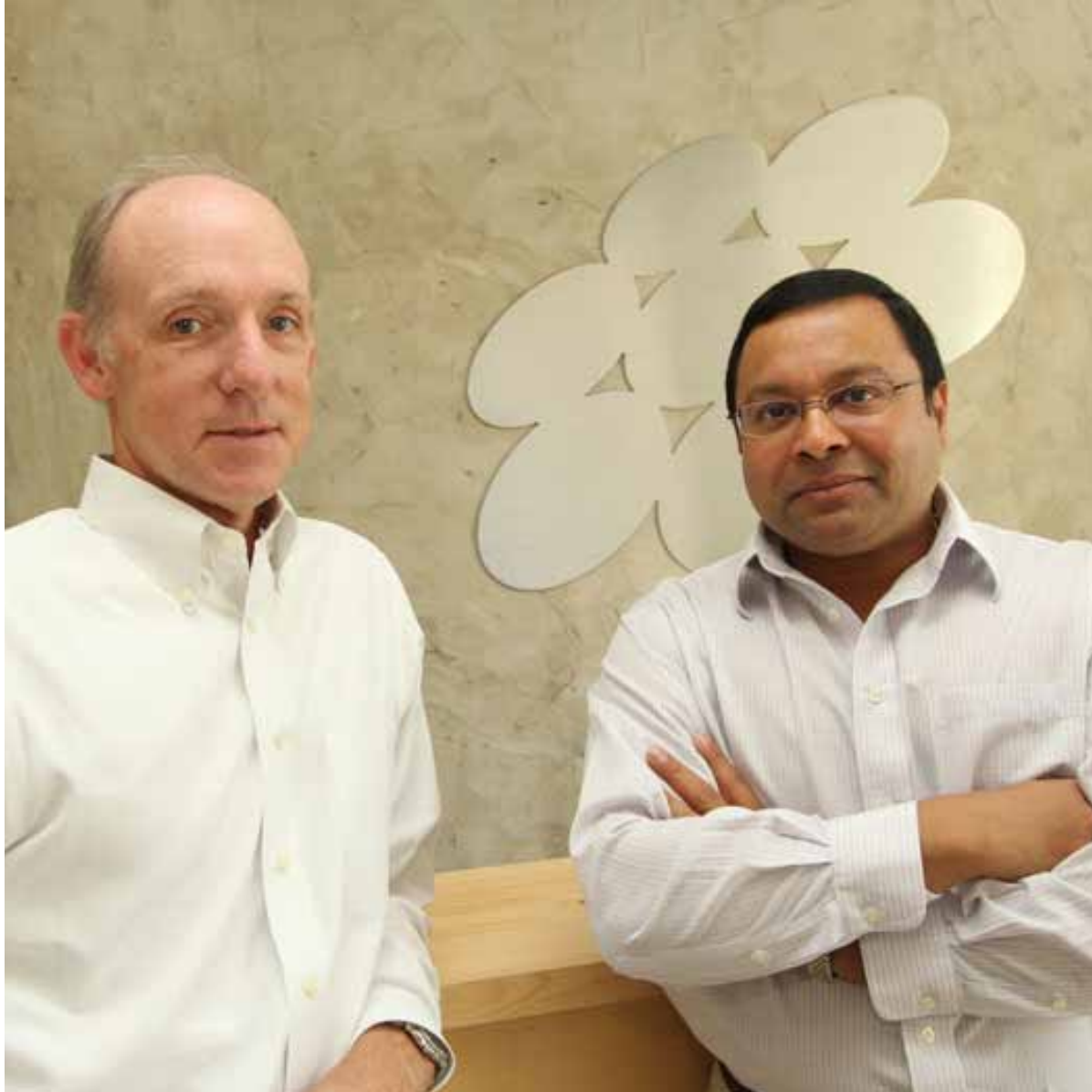
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PHOTO: JACOB LINDSEY
COVER ART: LISA SHIMKO



WILL BULLOCK

No Studies Required

The Digital Corridor began in 2001 with the belief that building a sustainable knowledge economy would only be possible by understanding and addressing the needs of knowledge-based employers who would form its nucleus. Corridor initiatives, through a process of iteration, would grow, improve or be proactively displaced by new, more impactful efforts.

In 2004, the Corridor's Talent Portal was launched and followed by the Annual Wage and Job Growth Survey.

The results reinforced my belief that accelerating the skilled workforce is crucial to growing Charleston's knowledge economy.

In 2012, we will embrace partners and activities to expand our talent landscape with the same market-based approach that has been the signature of the Charleston Digital Corridor. Technology is changing. If we do not adapt, we risk jeopardizing the robust employment gains that are possible as Charleston bolsters its place nationally as one of the

best places for software, engineering and related, high-wage careers.

I welcome your feedback and participation in refining our efforts toward this goal in 2012. While costly and lengthy economic studies may have their place, the Corridor will continue to operate its business the way you do yours—agile, lean, and decisive.

Ernest Andrade

Charleston's Peninsula Emerges as "Silicon Harbor"

Charleston, like other peninsular cities including Boston, New York and San Francisco, is an eclectic, vibrant, urban environment that is especially attractive to year-round residents, visitors, students and commercial enterprises. Because of her natural environment, history, architecture and human scale, this unique ecosystem is also attractive to young, knowledge-based companies.

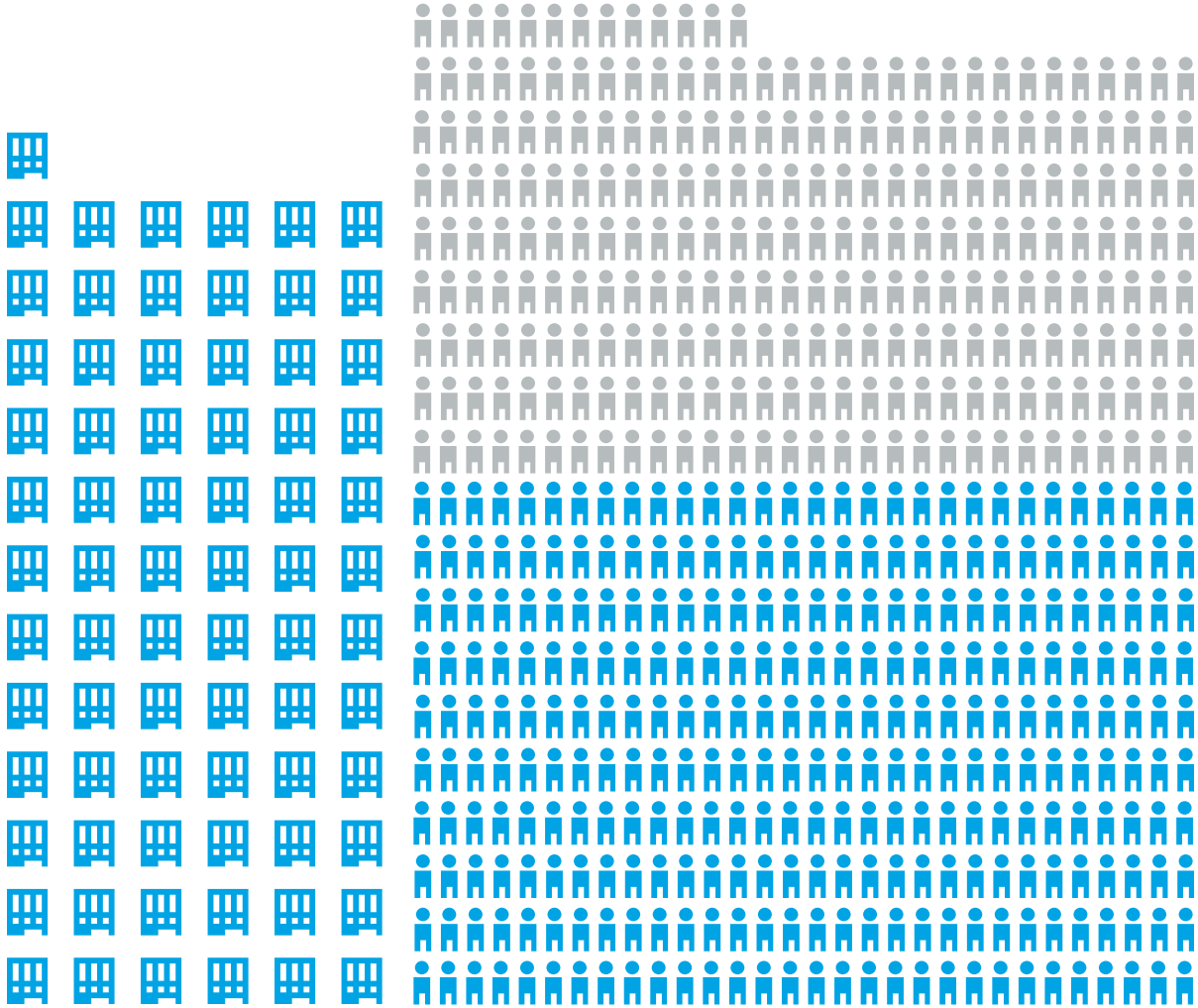
The downtown location and expansion by four rapidly-growing software companies, PeopleMatter, Blue Acorn,

Avista Solutions and BoomTown, along with several new technology startups at the City's second business incubator (FS2), is indicative that Charleston is emerging as a preferred location for high-tech companies in 2011. Charleston is becoming the counterpart to Silicon Valley—"Silicon Harbor."

Leveraging and championing the distinctive attributes that make Charleston an attractive place for knowledge-based companies is the Charleston Digital Corridor. The Digital

Corridor has been and continues to play the lead facilitative and development role to ensure that Charleston remains at the forefront of our country's knowledge economy. I personally want to thank you for your support and participation in 2011, and working together, I'm sure that 2012 will far exceed expectations for the continued growth and expansion of our beloved Charleston.

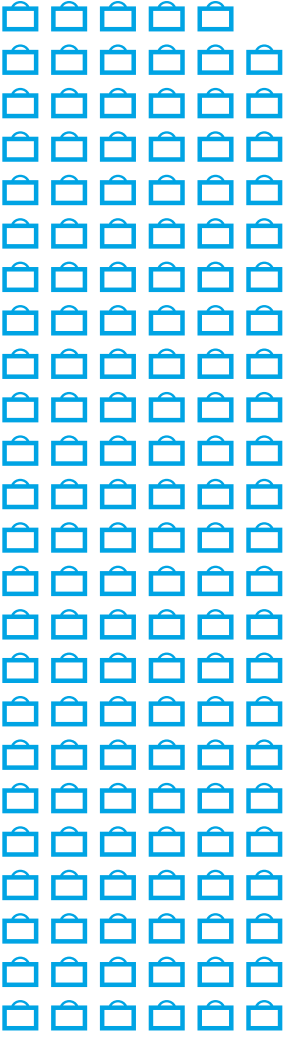
Kirk King



72 
Number of Digital Corridor
Member Companies

5,530 
Computer-sector Employees
in the Charleston Metro Area

3,000 
Employees Represented by
Digital Corridor Members



143%
Computer-Related



17%
Non-Computer-Related



59%
Computer-Related



44%
All Industries

 **JOB GROWTH**

 **WAGE GROWTH**

1

Attract, nurture and promote Charleston's knowledge economy

The Charleston Digital Corridor combines targeted initiatives and business assistance, while leveraging the area's superior livability, to appeal to knowledge-based businesses. Once a company has located to Charleston, the Digital Corridor draws on private and public resources to assist them in cultivating their business.

08/25/11

Flagship2 at 100% Occupancy in Less Than Three Months

Charleston Regional Business Journal
In less than three months since the Digital Corridor opened the Flagship2, the city's second downtown incubator is completely full. Flagship2, which works with intermediate-stage, knowledge-based companies, has 17 companies in its 13,700-square-foot facility.

Nine of the companies relocated to Charleston from other states, including Georgia, Florida, Connecticut, New York and California. The Digital Corridor said that has resulted in the creation of 64 jobs.

2

Develop and retain a highly educated talent pool

Recognizing that a highly skilled workforce is crucial to growing Charleston's knowledge economy, the Digital Corridor's role, as it relates to talent, is to provide a linkage between qualified career seekers and knowledge-based employers, while acting as a liaison between educational institutions and the corporate community.

05/17/11

Charleston Digital Corridor Provides Scholarship Funding for Two Local Schools

Charleston Digital Corridor Release
The Charleston Digital Corridor Foundation (CDCF) is pleased to provide scholarship funding for two local academic institutions: the Palmetto Scholars Academy (PSA), South Carolina's first Gifted and Talented Charter School, and ECPI College of Technology as beneficiaries of its annual iFive:K race. These funds represent the Digital Corridor's ongoing commitment to building Charleston's technical workforce.

3

Provide ongoing business assistance

The Digital Corridor paves the way for companies, ranging from early-stage startups to mature enterprises, wishing to commence operations or locate to Charleston. Assistance includes, but is not limited to, capital and financial incentives, site acquisition, access to talent, networking, temporary and permanent office space and an introduction to qualified professionals in the knowledge community.

10/25/11

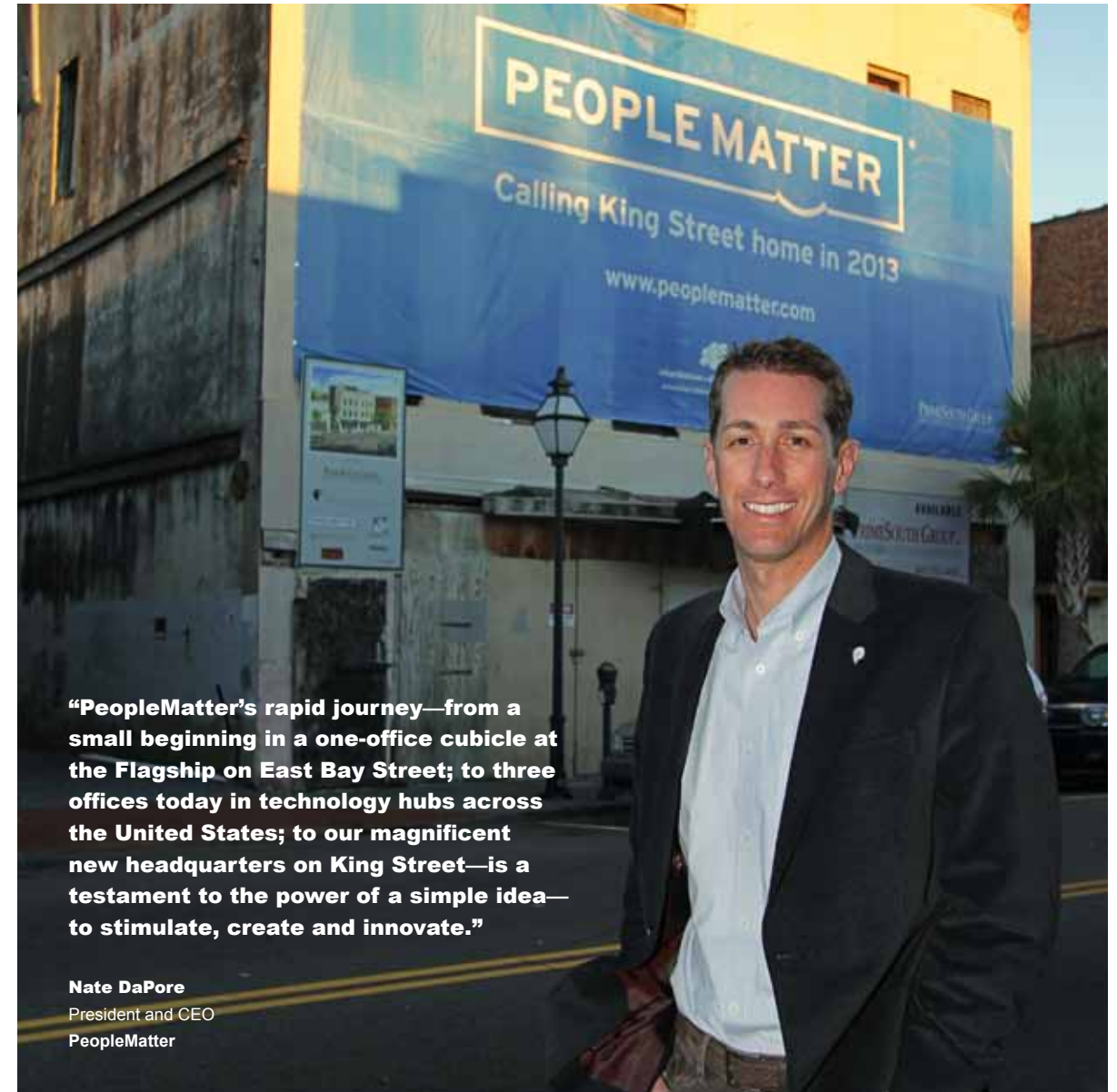
PeopleMatter CEO—Charleston Can Be “Silicon Harbor”

Matt Tomsic, *SC Biz News*

A jackhammer's staccato pummeled the ground between two buildings on King Street on Thursday, marking the spot of PeopleMatter's expansion in downtown Charleston.

PeopleMatter is an example of the effects of Charleston accepting a role as a nurturer of tech companies, Mayor Riley said, referring to the Charleston Digital Corridor, an incubator for the area's knowledge economy.

WILL BULLOCK



“PeopleMatter’s rapid journey—from a small beginning in a one-office cubicle at the Flagship on East Bay Street; to three offices today in technology hubs across the United States; to our magnificent new headquarters on King Street—is a testament to the power of a simple idea—to stimulate, create and innovate.”

Nate DaPore
President and CEO
PeopleMatter



“We wanted to move our company to a city where we could grow our business and have a great quality of life. Charleston gave us the best combination of an ‘e-friendly’ business environment, growing technology community and unmatched quality of life.”

Aaron LaBerge
CEO
Fanzter Inc.

WILL BULLOCK

4

Support & drive public and private initiatives that benefit Digital Corridor companies

The Digital Corridor staff complements regional economic development efforts by staying abreast of international, state and local policy initiatives that benefit Digital Corridor companies. Further, the Digital Corridor initiates and supports favorable policies that have a positive impact on Charleston's knowledge economy.

08/16/11

Coming Home to Digital Corridor: Son of Lowcountry Returns with Company in Tow

Brendan Kearney, *Post and Courier*
Aaron LaBerge never thought he'd move back to the Lowcountry, not to mention return with an eight-employee company in tow. But the enactment of a “nexus” tax in Connecticut earlier this summer forced him to look at his home state, one of six that had considered and rejected the tax on Internet sales, and seeing Charleston with new eyes, he saw a new city. “Charleston feels like Austin, Texas, a few years back,” said LaBerge speaking from the industrial chic FS2 business incubator.

5

Market the Charleston Digital Corridor as a compelling, infrastructure-rich place to live and work

The Digital Corridor's marketing effort is tailored to reinforce Charleston's reputation as the premier destination for knowledge-based companies. Charleston's unique blend of historic buildings, southern culture, pristine beaches and corporate infrastructure offers the optimal living and working environment.

10/11/11

Charleston Area Leads the Nation in “Brain Gain”

Diane Knich, *Post and Courier*
Everybody expects Charleston to land at the top of lists for fine dining and vacationing, but a first-place ranking on an education list might come as a surprise. The Charleston metropolitan area had the greatest percentage-point increase in the nation over the past decade in the portion of residents who hold bachelor's degrees. The percentage of people who hold college degrees is important because an area's average level of educational attainment is widely considered the most important factor in promoting economic development.

6

Engage relevant resources whose goals and objectives align with the mission of the Charleston Digital Corridor

The Digital Corridor's support of Charleston's knowledge economy is facilitated through the many contacts and relationships nurtured by Corridor staff, collaborating partners and the City of Charleston.

06/22/11

Charleston Digital Corridor and Local Tech Companies Provide Funding For Female Youth Program

Charleston Digital Corridor Release
As a proponent of encouraging women to pursue careers in science and mathematics, and in keeping with its commitment to nurture talent, the Digital Corridor teamed up with corridor member companies Environmental Express, PeopleMatter, HurryHurry, SPARC, Avista Solutions and Surya Organics to raise a total of \$3,000 for the Women In Charge program at Moultrie Middle School in Mount Pleasant.

CharlestonWORKS™

Recognizing that talent is the key driver for successful knowledge-based companies, the Digital Corridor embarked on a new endeavor in 2010 to connect qualified talent with the many growing career opportunities in Charleston—CharlestonWORKS™. This initiative promotes Charleston’s knowledge economy as the emerging, premium destination for technical professionals by building on the success of the Talent Portal.

CharlestonWORKS represents a comprehensive approach to talent management, utilizing a series of innovative methods for reaching technical job seekers across the country through the Digital Corridor’s Talent Portal, twitter feed (@CharlestonWORKS), job postings on Craigslist, visits to university career fairs and funding early-stage talent development.

2011 PARTICIPATION:

- Palmetto Scholars Academy: palmettoscholarsacademy.org
- Women In Charge: Engineering Women’s Lives: schoolnotes.com/29464/mbcurriewic.html
- ECPI University: ecpi.edu
- Alt.Net Charleston: charlestonaltnet.org
- Charleston PASS: charleston.sqlpass.org
- William Aiken Fellows Society, College of Charleston: honors.cofc.edu/scholarlyprograms/williamsaikenfellowsociety.php
- BarCamp Charleston: barcampchs.org
- University of South Carolina Science, Engineering & Technology Career Fair: www.cse.sc.edu
- Clemson University TechConnect Career Fair: www.clemson.edu/ces/computing



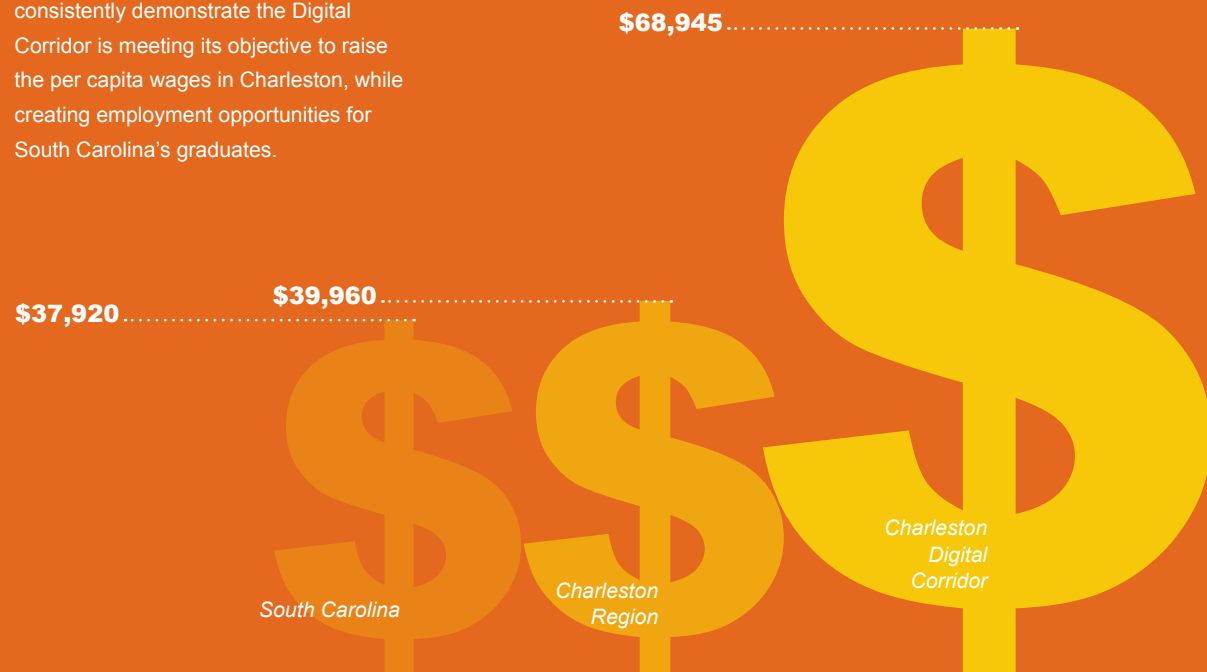
“Through participation at career fairs and job postings on the Talent Portal, the CharlestonWORKS initiative has been crucial to SPARC’s exponential growth in 2011.”

Lee-Anne Scalley
Sr. Talent Resource Manager
SPARC

WILL BULLOCK

2011 Wage Survey

Our Annual Wage and Job Growth Surveys consistently demonstrate the Digital Corridor is meeting its objective to raise the per capita wages in Charleston, while creating employment opportunities for South Carolina's graduates.



- The average annual wage for companies participating in the 2011 survey was \$68,945—**1.8 times** the state average of \$37,920 and **1.7 times** the Charleston Regional average of \$39,960.
- Digital Corridor companies are creating jobs at an unprecedented rate; **84%** of participating companies **made hires** during 2011 with **76% planning additional hires** before year's end, totaling **88%** who have either hired or plan to hire in 2011.
- Most strikingly, **38%** of the companies surveyed have at least **doubled in size**.

Notes: Annual Average Wages for South Carolina (SC), the Charleston Metropolitan Statistical Area (CMSA) and the Charleston Digital Corridor (CDC)

Sources: US Bureau of Statistics, Annual Mean Wage Estimates (May 2010) Charleston Digital Corridor Wage Survey (October 2011)



Talent Portal

Talent is the primary fuel for successful economies in the twenty-first century

Launched in 2004, the Talent Portal matches career seekers with Digital Corridor companies seeking a qualified workforce. The portal's "featured jobs" listing displays career opportunities available at member companies, while the "talent pool" allows career seekers to post their resumes for companies to review.

During 2011, the Talent Portal consistently averaged over 200 jobs from over 20 member companies and accounted for almost half of all visits to the Digital Corridor website. Typical job postings range from software developer/engineer positions to client services/support positions.

In 2012, Talent Portal 5.0 will launch. This resource will become the best, local portal a community can offer its members by increasing usability and streamlining functionality to increase successful connections between Digital Corridor member companies and qualified talent.



"When I moved to Charleston two years ago, I had a very difficult time finding a job that fit my qualifications and desires; however, one month after putting my resume on the Charleston Digital Corridor's Talent Portal I found a great job at BoomTown that quickly became the start of a very rewarding career."

Natalie Carn

Client Success Manager

BoomTown



www.charlestonflagship.com

PHOTO CREDITS HERE

The Flagship, dedicated June 2009, facilitates the development of Charleston's knowledge economy by providing a unique urban office environment, necessary resources, mentoring and a community of like-minded professionals crucial for success. The Flagship also serves as the venue for the Corridor's education and networking events while providing meeting space for local and visiting professionals.

With flexible, monthly leases and fully furnished offices, the Flagship has successfully graduated 20 companies; 17 are currently operating and adding

value to Charleston's innovation economy while 3 are operating elsewhere in the United States.

While Flagship graduates have moved on to larger offices to meet their growing needs, they remain members of the Charleston Digital Corridor, the organization dedicated to attracting, nurturing and promoting their continued growth. Flagship residents, current and past, have created over 110 jobs in Charleston; raised over \$28.5 million dollars in public and private capital; and infused over \$8 million in payroll into our local community.



“Never before have I been part of an atmosphere so rich in collaboration and camaraderie. To me, the Flagship embodies the spirit of entrepreneurship. For Startups and early-stage businesses, plugging into the Digital Corridor is a must.”

Nelson Richards

Managing Partner
Intellectual Alchemy

FLAGSHIP :: FACILITY SERVICES

- Touchdown Spaces for use by Corridor Members and Co-Working Professionals
- Ideal Company Size: 1-3 Employees
- Maximum Lease Term: 1 Year

THE FLAGSHIP at a Glance:

- \$8+ Million in Local Payroll
- 110+ Jobs Created in Charleston
- 100% Occupancy
- 11 Resident Companies + 20 Graduates



The Flagship2 (FS2) is an expansion of the Digital Corridor's highly successful Flagship, downtown Charleston's premier co-working/incubation business environment. This new facility, dedicated in June 2011, was designed for use by intermediate-stage, knowledge-based companies. In less than 3 months since opening, FS2 has been operating at 100% occupancy.

FS2 complements the Flagship's current office accommodations with a variety of office configurations ranging from 300 to 3,000 square feet. Adjacent to the Flagship, these two "smart" buildings collectively represent Charleston's emerging "Connected Economy."

FS2 residents are a mix of entrepreneurs in diverse disciplines including software, engineering, sustainability, electronic communication, advertising and internet technologies. Companies at FS2 have located from within the Charleston community, as well as Florida, Georgia, Kansas, Connecticut, New York and California, with 9 of the current 17 residents new to the Charleston community bringing with them 25 high-paying, knowledge-based jobs.



"Having committed to start our company at FS2 prior to its delivery, FS2 has gone beyond our expectations and has been able to accommodate our company's continued growth."

Sam Levin

VP Business Development and Sales

Green Lighting Group

FS2 :: FACILITY SERVICES

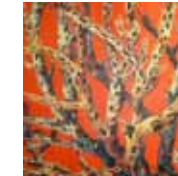
- Touchdown Spaces for use by Digital Corridor Members and Co-Working Professionals
- Indoor Bike Storage + Showers + Lounge
- Ideal Company Size: 3-10 Employees
- Maximum Lease Term: 3 Years

FS2 at a Glance:

- 64 Jobs Created
- 9 Companies New to Community
- 17 Resident Companies + 3 Graduates



LESUE BURDEN



iFive:K

The iFive:K is a favorite among knowledge-based business professionals, running enthusiasts and visitors. Growing from 250 participants in 2006 to a sellout of 750 in 2011, the iFive:K offers the perfect opportunity to “actively” network. A portion of race proceeds support workforce development initiatives, including *Women In Charge* and the *Palmetto Scholars Academy*.

BASH

Held each fall, the annual “Corridor Bash” has become the premier networking event for Charleston’s knowledge economy. Local oysters, BBQ and classical guitar made for an enjoyable evening of introductions, camaraderie and relaxed networking with the Charleston Harbor serving as the ultimate backdrop at the 8th Annual Corridor Bash.

Fridays @ the Corridor

Fridays @ the Corridor is a monthly series of interactive forums designed to inform, educate and network Charleston’s knowledge-based community. Topics were selected based on member feedback and ranged from *Company Culture* to *Search Engine Marketing* in 2011.

Art Gallery

Charleston’s world-class reputation is partially derived from her vibrant arts and cultural scene. At the Flagship, we leverage our co-working facility by extending the natural connection between the arts and technology community. The Flagship Gallery facilitates the development of Charleston’s up-and-coming contemporary artists by providing them an additional venue to display their work. Charleston’s creatives and technologists converge at the quarterly artist receptions for an evening of art and networking.

2011 Featured Artists: Lisa Shimko, Sarah Boyts-Yoder, Deborah Sisco, Hirona Matsuda, Nina Garner, Kristy Bishop, Sarah Frierson



**The Honorable
Joseph P. Riley, Jr.**
Mayor
City of Charleston
Board Member

BOARD PHOTOS BY WILL BULLOCK AND LESLIE BURDEN

The Charleston Digital Corridor Foundation (CDCF) is a 501 (c) 6 nonprofit corporation. It supports the development of the Charleston Digital Corridor through an expanded array of programming and networks. The Foundation is governed by a distinguished seven-member Board of Directors.

The CDCF enables the Digital Corridor to:

- Expand programming to benefit Charleston's growing knowledge-based community,
- Develop membership and sponsorship programs making the Digital Corridor self-sufficient, and
- Provide services to knowledge-based companies regardless of their physical location.

2010 Charleston Digital Corridor Foundation Board of Directors



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Founding President and CEO
CSS, Inc.
Chairman



Jonathan Butler
Co-Founder
Automated Trading Desk
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GRSi

Hannah Solar Government Services

Helium, Inc.

Huff + Gooden

HurryHurry/Social123

Immedion

Intrexon

InfoArch

Innocutis

Integral Solutions Group

Intellectual Alchemy

Jack Russell Software

King and Partners
- LaBarge + Partners

Life Cycle Engineering

Modus21

Monolith Software Solutions

O-Matic Software

OutToEatWithKids.com

P2 LaunchPad

PeopleMatter

PhishLabs

RAM Technologies

SCL Services

SentinelWorks

sineLabs

Slant Media

Software Projects Consulting

SPARC

Step Ahead

Studio Nudge

Surya Organics

Telological Systems

The Technology Office

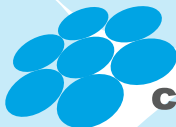
Total Energy Resource

TwitPic

Wave Sciences Corp

Web Tracking Services

Wonderlic, Inc.



charleston ■ digital ■ corridor

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