



2012 REPORT TO THE COMMUNITY

18th CENTURY ARCHITECTURE. 21st CENTURY TECHNOLOGY.



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Innovation through Execution

In a recent interview, a reporter asked what the Digital Corridor does. I told him our mission is to attract, nurture and promote Charleston's knowledge economy. In reality, today, we are actually accelerating Charleston's knowledge economy by leveraging our unique operating structure and brain trust of more than ninety member companies to execute innovative and mutually beneficial initiatives.

In 2012, we stopped long enough to consolidate our activities and create a

blueprint focusing on four key areas to build on the momentum Charleston's knowledge economy is experiencing—community networking; talent development & attraction; business incubation spaces; and an early-stage capital initiative.

While the success of Charleston's knowledge economy is almost entirely the domain of the companies and their respective leadership teams, the Digital Corridor is pleased to do its part to support this high-wage industry.

Charleston's Knowledge Economy Strengthens

The general consensus among economists is that 2012 was a period of transition from a fragile economy to one of stability, with modest growth for the year ahead. Contrast this observation with Charleston's knowledge economy—100% of the companies participating in the Digital Corridor's 2012 Wage & Job Growth survey reported job expansion and 73% expected to continue hiring.

Additionally, the Flagship incubator facilities continue to have a very positive economic impact on the formation and

growth of high-paying companies—55 graduates since June 2009 and 26 companies in residence. CODEcamp, a new and innovatively structured initiative to expand and enhance Charleston's technical community, has positively impacted over 75 students since May.

Years from now, when we look back, we will think of 2012 as the year when the knowledge economy rightfully emerged as an important pillar of Charleston's economy by proving a worthy complement to the visitor, medical

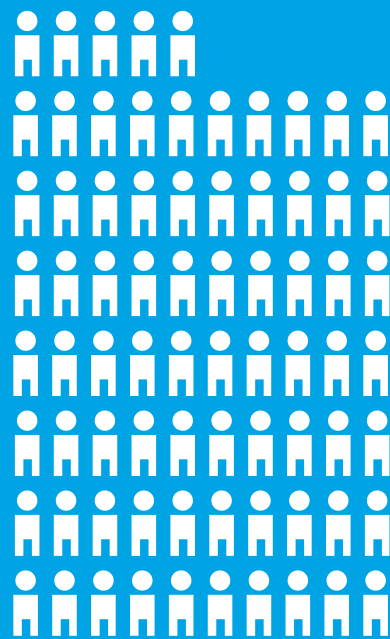
By adhering to a simple operating philosophy of "you focus on growing your business and we will take care of the rest," the Digital Corridor offers initiatives like the iFive:K, Corridor Bash, Talent Portal, CODEcamp, the Flagships and targeted business incentives. As we charge forward in 2013, we will tighten up our existing initiatives and launch new ones designed to strengthen further Charleston's knowledge economy.


Ernest Andrade

and aerospace industries, the port and universities.

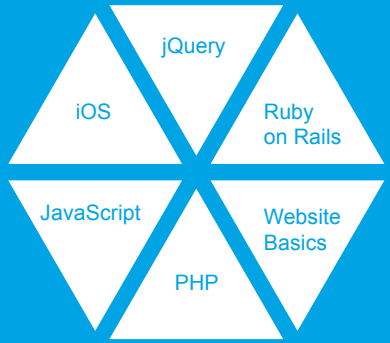
While we recognize the wonderful growth Charleston's knowledge economy is experiencing, we must acknowledge the challenges this success brings and seek effective partnerships to ensure the specific needs of knowledge-based businesses are addressed, including capital, talent and technology-purposed office spaces.


Kirk King



75

Number of CODEcamp Students



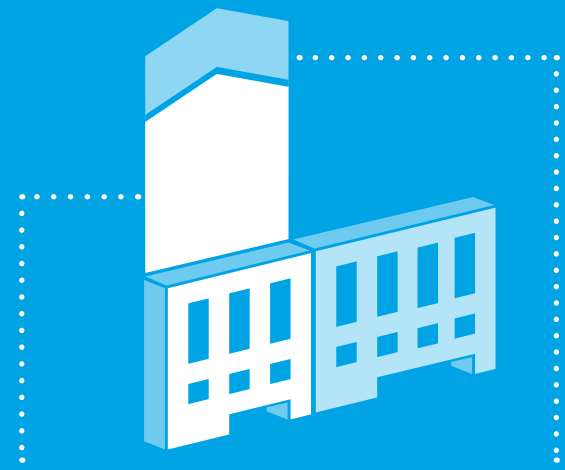
6

Number of CODEcamp Subject Areas



3

Companies Ranked in 2012 INC 500

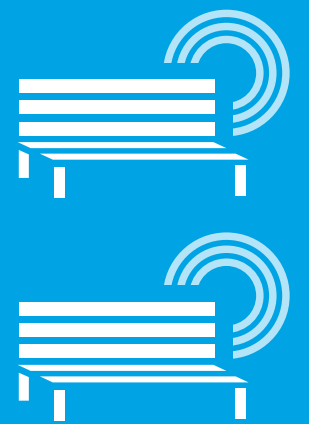


43

Percent of Corridor Companies Reported adding additional office space in 2012

21

Percent of those plan to add even more space in 2013



2

Parks with Free Wi-Fi Launched in 2012



2012-2013 Workforce Development Strategy

As the growth of Charleston's knowledge economy accelerates, the development and maintenance of its key resource, talent, becomes increasingly crucial. In 2012, the Digital Corridor implemented a comprehensive, yet simple, workforce development strategy encompassing the following tactical areas:

CONNECT | DEVELOP | SUPPORT

CONNECT

Talent Portal

The Digital Corridor has successfully connected knowledge-based companies with qualified, technical talent since the launch of the Talent Portal in 2004. 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. Today, the Talent Portal receives approximately 8,000 views per month from visitors in all 50 states, and boasts jobs from 25+ companies. Look for an even more impactful portal in 2013.

charlestantechjobs.com

"Finding talented developers is one of the biggest challenges facing Charleston tech companies. The Digital Corridor's Talent Portal is a valuable asset to the tech community and my go to place for connecting with quality applicants."

Ben Cash

Managing Director and CCO

Blue Key

CharlestonWORKS™

Building on the success of the Talent Portal, CharlestonWORKS showcases the magnitude and diversity of the knowledge-based companies in the Charleston region by providing information about over 220 companies and their respective hiring statuses. On average, nearly 40% of these knowledge-based businesses were hiring in Charleston during 2012.

 [@CharlestonWORKS](https://twitter.com/CharlestonWORKS)

Other **Connect** Initiatives:

University Recruiting Opportunities

Local and Regional Educational Partnerships

Member-Focused Networking



"CODEcamp was one of the greatest learning journeys I have ever taken. The Website Basics course sparked in me a deep passion for web development and was a key reason I was hired as a bona fide eCommerce developer."

Brian Nations

CODEcamp Graduate + Web Developer

sineLABS

CODEcamp

In April, the Digital Corridor added the component “develop” to its workforce development strategy with the launch of CODEcamp. CODEcamp is an independent learning platform conceived in collaboration with Digital Corridor members to meet the growing demand for specialized instruction in emerging web and mobile software technologies.

Open to anyone of any skill level, CODEcamp’s goal is to train students in high-demand, current and emerging development technologies to expand and enhance Charleston’s technical talent pool.

Courses are taught by experienced professionals from the Digital Corridor’s software community on a quarterly basis.

 @chsCODES

CODEcamp at a Glance:

- 75 Students
- 6 Subject Areas: Ruby on Rails, jQuery, iOS, JavaScript, PHP and Website Basics.
- 92% Completion Rate



Super Happy Dev Day

In addition to courses, the Digital Corridor introduced Super Happy Dev Day under its CODEcamp initiative. This one-day event was designed to enhance the skillsets of Charleston’s software development community. The first Super Happy Dev Day, held in September at the Flagship, featured six sessions on emerging, open-source software technologies such as HTML5 and CSS, JavaScript MV-Star and more. Because of the overwhelming success of this sellout event, look for more Super Happy Dev Days in 2013.

 www.vimeo.com/channels/chscodecamp

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 are selected based on member feedback and ranged from Capital Investment to Digital Marketing in 2012.

 www.vimeo.com/channels/fridays



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 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.

03/13/12

Charleston Digital Corridor Announces CODEcamp

Brendan Kearney, *Post and Courier* Unveiled Thursday and starting next month, CODEcamp is an “augmentative” education program meant to bridge the gap between local software firms looking to hire and residents who need the practical training to fill those high-paying positions.

It’s part of a broader workforce development strategy that expands the corridor’s role from simply connecting people with companies. “Because of the high demand for technical talent in our community, for the first time the Digital Corridor will start moving into the development of talent,” said Andrade.

2012 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.



South Carolina

Charleston Region

Digital Corridor

- The average annual wage for companies participating in the 2012 survey was \$66,862—1.7 times the state average of \$38,560 and 1.6 times the Charleston Regional average of \$40,850.
- Knowledge-based jobs comprise a growing portion of Charleston's economy. Corridor companies posted the ultimate statistic in employee growth with 100% of participating companies adding jobs in 2012 and 73% expecting to continue hiring by year's end.
- 86% of participating companies reported double-digit job growth with 43% having grown at least 50% in 2012.
- At the time of the survey, 25% of current Flagship residents and 75% of FS2 residents added jobs in 2012.

SUPPORT

Early-Stage Talent Development

High-quality, technical talent is critical to accelerating the growth of Charleston's knowledge economy and realizing our goal in becoming Silicon Harbor. The Digital Corridor provides financial assistance and hands-on, real world exposure to support early-stage talent development at local institutions to build the future talent pipeline.

As a proponent of encouraging women to pursue careers in science and mathematics, the Digital Corridor teamed up with several member companies to provide funding for the Women In Charge program at Moultrie Middle School, a course designed to educate and encourage young women to pursue a career in math, science or business, for the second year in a row. As part of the program, the students attended a field trip at Digital Corridor members SPARC and Environmental Express to meet and interact with women in technology-based positions.

In partnership with the Governor's School of Science and Math, the Digital Corridor guided 50 students along a "tech trek" from Hartsville, SC to Charleston as part of Startup Day. These students were introduced to 6 knowledge-based businesses while taking facility tours and listening to speaking engagements from Digital Corridor member company CEO's.

Other **Support** Initiatives:

Technical User Group Support
Media & Public Relations

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.

08/28/12

Science and Math Students Take Tech Trek to Charleston

Charleston Digital Corridor Release

On Friday, August 24, 2012, 50 students from the Governor's School of Science and Math (GSSM) in Hartsville, SC travelled to Charleston to visit 6 knowledge-based companies in the Digital Corridor as part of StartUp Day. The local tech trek included tours and speaking engagements at Blackbaud, SPARC, PeopleMatter, Blue Acorn, BoomTown and Intrexon.

SOURCES:

SC: US Bureau of Labor Statistics, State Occupational Employment and Wage Estimates, South Carolina, Annual Mean Wage Estimate (May 2011)

CMSA: US Bureau of Statistics, Charleston-North Charleston-Summerville, SC National Compensation Survey 2011, Annual Mean Earnings Estimates (May 2011)

FLAGSHIP

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 such as the Fridays @ the Corridor, the Flagship Gallery and Food Truck Thursdays, as well as providing meeting space for local and visiting professionals.

With flexible, monthly leases and fully furnished offices, demand for high-quality, tech-focused space like the Flagship continues to rise.

The Flagship has successfully graduated 40 companies since opening in 2009; 21 of which graduated in 2012 alone.

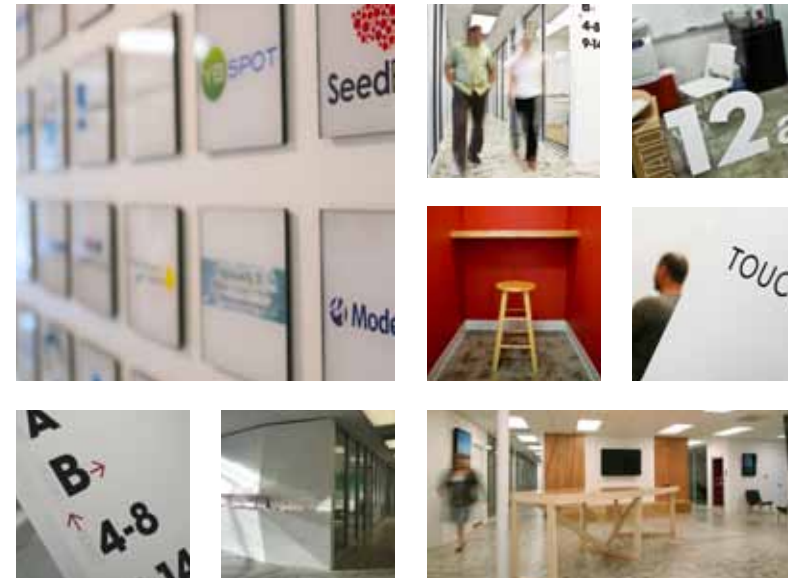
While our graduates have moved on to larger, more permanent office facilities, they are still a part of the Charleston Digital Corridor, the organization dedicated to attracting, nurturing and promoting their continued growth. Together, with the 9 current residents, Flagship companies have created over 175 jobs in Charleston; raised over \$43 million dollars in public and private capital; and infused over \$10 million in payroll in the local community.

FACILITY SERVICES

- Touchdown Spaces for use by Corridor Members and Co-Working Professionals
- 2 Conference Rooms for Off-Site Meetings
- Ideal Company Size: 1-3 Employees
- Maximum Lease Term: 1 Year

THE FLAGSHIP at a Glance:

- \$10+ Million in Local Payroll
- 175+ Jobs Created in Charleston
- \$43 Million in Capital Raised (public + private)
- 9 Resident Companies + 21 Graduates in 2012
- 40 Graduates since opening in 2009



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 access to talent, networking, temporary office space, capital and financial incentives, site acquisition and an introduction to qualified professionals.

1/10/11

Good Done Great Opens Office in Charleston, SC

Good Done Great Release

The new office at the Flagship, Charleston's premier business incubator/co-working office, gives Good Done Great access to the Digital Corridor's network of like-minded professionals, high-quality, adaptable and cost-efficient office space and conference facilities. "It is important to us to establish our presence in a professional environment that can accommodate our growth. The Flagship provides opportunities to expand into other office spaces without having to physically move the company," says Earl Bridges.

**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.

**#2 Downtown
in the U.S.**

by Livability.com

**#4 Best Place to
Look for a Job**

by Forbes

**#1 Best city in the U.S. and
in the world**

by Conde Naste Traveler

**One of the
100 Best Communities
for Young People**

by America's Promise Alliance.

Flagship2

The Flagship2 (FS2), dedicated June 2011, is an expansion of the Digital Corridor's highly successful Flagship, downtown Charleston's premier co-working/incubation business environment. This facility, designed exclusively for use by intermediate-stage, knowledge-based companies, shares the modern sensibilities of the Flagship. Adjacent to one another, these two "smart" buildings collectively form a campus representing Charleston's emerging "Connected Economy."

FS2 complements the Flagship's accommodations with a variety of office configurations ranging from 300 to 1,500 square feet with flexible, monthly leases. This allows companies to rapidly expand within the Flagship campus while continuing to focus on their business. 80% of current FS2 residents have expanded into their current office from a smaller one within the Flagship facilities, with a couple having expanded several times.

FS2 residents are a mix of entrepreneurs in diverse disciplines including software, engineering, sustainability, electronic communication and advertising and internet technologies.

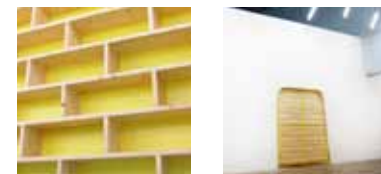
FACILITY SERVICES

- Touchdown Spaces for use by Digital Corridor Members and visiting Co-Working Professionals
- Indoor Bike Storage + Showers + Lounge
- Ideal Company Size: 3-15 Employees
- Maximum Lease Term: 2 Years

THE FLAGSHIP2 at a Glance:

- 5 Companies Moved from Flagship to FS2 in 2012
- 75% of Residents added jobs in 2012
- 60+ Jobs Created in Charleston
- 13 Resident Companies + 14 Graduates

www.charlestonflagship2.com



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.

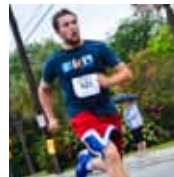
07/26/12

Bags Fly at the First Annual Corridor Classic

Charleston Digital Corridor Release

The inaugural Corridor Classic cornhole tournament and cookout, held at FS2, successfully raised funds for local nonprofit Teachers' Supply Closet. Created as a complement to the annual iFive:K

run/walk/shuffle, the Corridor Classic provides yet another venue for Digital Corridor companies to network and enjoy friendly competition.



iFive:K

The iFive:K is an annual event that brings together Charleston's knowledge-based business community for an evening of spirited competition and networking. Growing from 250 participants in 2007 to a sellout of 800 in 2012, the iFive:K offers the perfect opportunity for members and the community to "actively" network. Proceeds from the iFive:K are used to support educational and entrepreneurship programming including Women In Charge and CODEcamp scholarships.

@ifivek

www.vimeo.com/channels/ifivek

Corridor Classic

Bags and burgers. The Digital Corridor introduced the Corridor Classic, a summer cookout and cornhole tournament held at FS2, as the perfect complement to its fall and spring networking events. A members-only event, the Corridor Classic drew approximately 100 employees from 23 member companies and benefitted the Teacher's Supply Closet.

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 an enjoyable evening of introductions, camaraderie and relaxed networking with the Charleston Harbor serving as the backdrop for the 9th Annual Corridor Bash.



Xiao XinLu



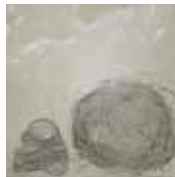
Tina Hirsig



Kirsten Moran



Kathryn Dale Barton



Xiao XinLu



Tina Hirsig



Kirsten Moran



Kathryn Dale Barton

Art Gallery

The Flagship Gallery extends the natural connection between the arts and technology community by leveraging the Digital Corridor's co-working facility to support Charleston's up-and-coming contemporary artists by providing an additional venue to display their work. Charleston's technologists and creatives converge for an evening of art and networking at quarterly artist receptions.



Food Truck Thursdays

It's not just about office space. Twice a month, the Digital Corridor encourages residents and members to connect over Charleston's newest vehicle of delicious cuisine—food trucks.

Wi-Fi

The Digital Corridor, through partnerships with its member companies Google and Home Telecom, extended Wi-Fi to the business community and public at large by launching the Charleston Free Wi-Fi network in downtown's Marion Square Park and Governor's Park on Daniel Island. The Wi-Fi network enables business transactions at Charleston's world-class festivals and farmer's market, while helping visitors stay connected to information and their social network.



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.

02/29/12

Google Unveils Wi-Fi in Marion Square

Lauren Ratcliffe, Charleston Regional Business Journal

Wireless access in the park is the result of a partnership between the City of Charleston, Google and the Charleston Digital Corridor. Funding for the venture came from a Google grant covering the capital costs and maintenance of the network for three years. The Charleston Digital Corridor owns and will operate the Wi-Fi network.

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.

2012 Charleston Digital Corridor Foundation Board of Directors



Grier Allen
President
BoomTown
Board Member



Jonathan Butler
Co-Founder
Automated Trading Desk
Secretary/Treasurer



Nate DaPore
President and CEO
PeopleMatter
Board Member



Kevin Eichelberger
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Blue Acorn
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Eric Wages
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The Honorable Joseph P. Riley, Jr.
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City of Charleston
Board Member

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Agile Estimator
Alloneword Design
AudiaHealth
Avista Solutions
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Benefitfocus
BiblioLabs
Blackbaud
Blue Acorn
BlueKey
BoomTown
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Broad Street Interactive
Cantey Technology
CarePoint
ClapBOOM
Coffee Kind
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Complete EDI Solutions
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FirstString Research
Flashpoint Charleston
Glenn Corporation
Good Done Great
Google
Green Lighting Group
GreenBy3
Greenspon Advertising
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Software Projects Consulting
SPARC
Studio Nudge
TalkTools
Telological Systems
The Modern Connection
Think New
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Web Tracking Services
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