Resources for Existing Industry: Helping Businesses Sustain and Grow

Dr. Cynthia Jones
Senior Program Director, Existing Industries
South Carolina Department of Commerce
South Carolina: Beast of the Southeast
Who is S.C. Commerce

• The state’s business agency

• Tasked with recruiting new companies and helping our existing companies grow

• Since 2011, the state has announced:
  ✔ 740+ projects
  ✔ $24 billion in capital investment
  ✔ 94,000 new jobs
Building Momentum

• South Carolina ranks 8th nationally in manufacturing job growth since 2011—up 16.3%!

• Automotive industry magnet.

• Record exports in 2016 over $31 billion!
  • #1 producer & exporter of tires (30% of US export market share). 100,000 produced a day!
  • #1 exporter of cars.
  • #1 exporter of roller ball bearings

Source: SC DOC Internal Records
Bureau of Labor and Statistics
Our mission is to provide information and resources to assist and promote the growth and profitability of SC businesses.
Existing Industry Representatives

Existing Industry Staff:

- Dr. Cynthia Jones, Senior Program Director, Existing Industries
- George Acker, Existing Industry Manager
- Ray Davidson, Existing Industry Manager
- Fred Gassaway, Existing Industry Manager/DoD Diversification Specialist
- Dennis Shealy, Existing Industry Manager
Existing Industry staff call on companies in the state to assess their needs and ensure they are taking advantage of the many resources available to them.

- Work in partnership with the S.C. Manufacturing Extension Partnership (SCMEP) & SC Department of Workforce
- Assistance during Major Changes: Expansions/Closings/Lay-offs
- Anniversary Program
- Matchmaking
- Partner introductions and hand-offs

- Connect to SCDOC Programs:
In-House Services

We promote DOC’s in-house services, which include:

Source SC
Increase *connections* with local vendors & in state providers

International Trade
Increase *export activity* through incentive programs

Recycling
Increase *revenue* by finding new markets for scrap materials
Supplier Development
Increase *outreach* through B2B matchmaking events

Workforce
Increase *retention* & build your talent pipeline through the Regional Workforce Advisors

DoD Diversification
Increase *diversification through* training and consulting services
Goal of Diversification Program

Helping defense contractors reduce their dependency on Department of Defense (DoD) procurement by assisting them to diversify into other growing industrial markets. Primarily the aerospace and automotive sectors.

**Program Management Team:** SC Department of Employment & Workforce & SC Department of Commerce
Eligibility

• Operate in South Carolina/ Full time Employees
• Current on all state tax obligations
• Defense firms that derive 40 percent or more of revenue from DoD contracts or subcontracts are not required to demonstrate any evidence of loss, or threat of loss.
• Defense firms that derive less than 40 %, but at least 10 %, of their revenue from DOD contracts, must demonstrate a loss of DoD revenue over the preceding 24 months, or threat of future loss, thus removing the previous 5 % requirement.

Time Considerations of eligibility:
• Sales/Employment data over the past 24 months
• Projected Sales/Employment data over the next 24 months
Training & Consulting Services

• Strategic Planning
• Sales and Marketing
• Lean Product Development
• Lean Tools
• Quality Certifications
Approved Vendors

- Dilkes-Simone, Inc.
- SC Technical College System
- South Carolina Manufacturing Extension Partnership (SCMEP)
- Zenetex/K-Global
Application Process

• Contact SC Department of Commerce Representative
• Determine Eligibility
• Select preferred training organization
• Complete and submit application
Success will be evaluated based on:

• New Sales
• Retained Sales
• New Jobs
• Retained Jobs
• New clients served
Symposiums

To augment the existing training programs, the South Carolina Department of Commerce hosts a number of one-day symposiums across the state.

Topics covered will include:

- Market Research
- Corporate branding & messaging
- New Product/Service variation
- Employee skills upgrade
- Strategic planning
- Sales and Marketing
- Concepts to develop a business plan
- Strategic Diversification
Results from 2015-16 Program

• 20 South Carolina companies participated
• 1,050 jobs retained/ 450 jobs created
• $219 million in new sales
• $429 million retained sales
• 488 new potential customers
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