



2014 REPORT TO THE COMMUNITY

Karin Schmitt

ACCELERATING CHARLESTON'S KNOWLEDGE ECONOMY.



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## IT'S ABOUT ASSET ALLOCATION

When making personal financial investments, asset allocation is one of the most important decisions an individual can make. Many turn to professionals and their respective teams to “get it right” and create personal wealth.

To borrow this financial analogy, when it comes to building wealth for our community the Digital Corridor constantly seeks feedback from local tech entrepreneurs and executives to determine our course of action or “asset allocation.” Thankfully, this approach has proven tremendously fruitful. In this way the Digital Corridor’s “investment strategy” has been consistently weighted towards the initiatives with the most value and impact.

Today, as we push the limits of our programming “assets,” we are leveraging solid public leadership and resources with other public and private partners to dramatically increase our capacity to serve Charleston’s growing tech community.

Ernest Andrade  
Director  
Charleston Digital Corridor Foundation

## LET'S KEEP ROLLING

With the formation of the Charleston Digital Corridor in 2001 and subsequent Foundation in 2004, our effort to support high wage job creation in Charleston got underway quietly and with the direct input from a handful of local tech entrepreneurs. Today, the tech industry is the fastest growing sector in our regional economy and I am proud the Digital Corridor has been the cornerstone of this growth.

The results speak for themselves – wage levels are consistently near double the regional per-capita wage, tech entrepreneurs in Charleston have the Flagship facilities to support their early growth, the Digital Corridor’s CODEcamp has successfully augmented regional education resources to develop more qualified talent for our tech industry and, finally, capital resources for qualified companies is very much on the rise.

While we continue working hard to fulfill our mission of high-wage job growth, I am especially pleased to see a regional focus on STEM education as well as being joined by other value-added players like the Iron Yard, DigSouth and the South Carolina Department of Commerce who are playing an important role with of Charleston’s developing tech economy.

Kirk King  
Chairman  
Charleston Digital Corridor Foundation

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### 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 tech and tech-related businesses. Once a company has located to Charleston, the Digital Corridor draws on private and public resources to assist them in cultivating their business.

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### 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. Furthermore, the Digital Corridor initiates and supports favorable policies that have a positive impact on Charleston's knowledge economy.

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 provides a link between qualified career seekers and tech employers, develops talent locally, and acts as a liaison between educational institutions and the corporate community.

5

### Market the Charleston Area 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.

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 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.

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

The Digital Corridor's support of Charleston's tech economy is facilitated through the many public and private contacts and relationships nurtured by Corridor staff and collaborating partners.

#### 2014 WAGE SURVEY

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

Charleston Digital Corridor

**\$70,084**

Charleston Region

**\$42,130**

South Carolina

**\$38,990**

SOURCES: SC: US Bureau of Labor Statistics, State Occupational Employment and Wage Estimates, SC, Annual Mean Wage Estimate (May 2013) CMSA: US Bureau of Statistics, Charleston-North Charleston-Summerville, SC National Compensation Survey 2013, Annual Mean Earnings Estimates (May 2012) Charleston Digital Corridor Wage Survey (October 2014)



## COMMUNITY

As a grassroots, community-sourced initiative, Charleston's local tech community lies at the heart of everything that happens at the Digital Corridor. It is this fruitful engagement and collaboration that informs all our initiatives and created the tech-friendly business environment that is leading to the tech and tech-related economy becoming the fastest growing segment of Charleston's economy.

The Digital Corridor hosts and supports a wide range business, social and education related events with a single theme - Grow and Network Charleston's Knowledge Economy.



# \$35,000

scholarship money raised

# 800

number of participants (race cap)

# 21 days

race entries sold out

# 42%

participants between 18-29 years

### iFIVE:K

The iFive:K has rapidly become the favorite race and networking event among Charleston's tech professionals. In 2014, the event, capped at 800 participants, once again sold out in record time and raised almost \$35,000 for CODEcamp scholarships and other education related programming. Congratulations Team BoomTown on winning the coveted "Spirit Award."

 @ifivek

 [www.vimeo.com/channels/ifivek](http://www.vimeo.com/channels/ifivek)



[www.ifivek.com](http://www.ifivek.com)



"Charleston's progressive technology community is fueled by ingenuity, energy, and creativity, things that make SPARC proud to be involved at every level. Events like the CDC's iFive:K give our entire team an opportunity to connect with fellow techies, and engage in a celebration that reflects our commitment to the community: the future is bright for Charleston tech!"

**Chad Norman**

Vice President of Marketing **SPARC**



**CorridorBASH**

The 11th annual CorridorBASH, a casual annual networking event held at the Maritime Center on the Charleston Harbor, brings together members from Charleston's growing tech community, business leaders, and others interested in growing the local knowledge economy. In 2014, this event was once again a great success.

**200+**  
attendees

**68° & Clear Skies**  
weather at event

**30**  
bushels of oysters shucked



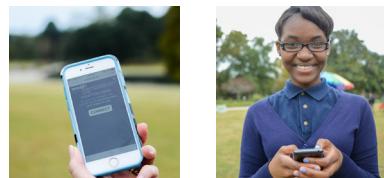


**WOMEN IN TECH**

In an effort to support and expand the ranks of women in Charleston's Tech community, the Digital Corridor launched Women in Tech in 2014 – a quarterly networking event for women, students and professionals. Attendees receive invaluable insight and advice from women leaders in the community, as well as beneficial networking opportunities to enhance their careers in the tech industry.

**20**  
attendees at first event

**143**  
attendees at second event



**PUBLIC WiFi**

Since Google's 2012 sponsorship of public wifi at Marion Square Park and Waterfront Park in downtown Charleston, WiFi has expanded to include seven parks around the city, four of which were installed in 2014 in partnership with the Charleston Parks Conservancy and Speedwell Foundation.

**1**  
city parks with public Wi-Fi in 2012

**7**  
city parks with public Wi-Fi in 2014



Kevin Morrisey

Jim Victor & Jamie Blackburn

Erin Eckman

**FLAGSHIP GALLERY**

The art gallery at the Flagship contributes to Charleston's thriving arts scene. The Digital Corridor continues to support local contemporary and abstract artists and hosts a quarterly "artist reception" event that brings together the creative and technical communities.

**18**  
artist receptions since the Flagship Gallery opened in 2009



## TALENT

The economic vitality, global competitiveness and prosperity of the Charleston community and of our country depend on the skills of our workforce. Companies need well-educated, skilled employees to deliver their competitive products and services.

The Digital Corridor's talent development strategy is comprised of three tactical areas:

### CONNECT

*Match qualified career seekers with technical job openings*

### DEVELOP

*Expand Charleston's technical talent pool through training*

### SUPPORT

*Facilitate the formation and gathering of local technical user groups*



*"What we're seeing in the Charleston tech community are the key ingredients needed to build a sustainable, thriving ecosystem where big and small, young and old, experienced and novice - both local and imported - have created the heart and soul of the Silicon Harbor."*

**Kevin Eichelberger**

Founder and CEO **Blue Acorn**



## TALENT PORTAL

Recognizing that the need for technical talent was outpacing the ability of Charleston tech companies to successfully source qualified candidates, the Charleston Digital Corridor launched a Talent Portal in 2003. Our goal was simple - to assist companies with their technical hiring needs.

Today, as many employers wrestle with the quality and quantity of candidates sourced from nationally aggregated resources, the Digital Corridor's Talent Portal has become the trusted resource by Charleston's tech companies – one considered to be an above average talent acquisition tool.

The Digital Corridor's Talent Portal is the only locally curated talent portal focused exclusively on Charleston's burgeoning technology community.

**57**  
monthly page views in 2003

**5,872**  
monthly page views in 2014

**20%**  
Average candidate acquisition rate

[www.chsTECHjobs.com](http://www.chsTECHjobs.com)

@CHSdigital

[www.vimeo.com/channels/chsTECHjobs](http://www.vimeo.com/channels/chsTECHjobs)



### CODEcamp

CODEcamp is a community-sourced training program offered by the Charleston Digital Corridor Foundation to provide instruction in open source Web and mobile technologies.

In 2014, our goal – to expand Charleston’s technical workforce by providing individuals of all skill levels with access to affordable training in Web and mobile technologies, mentorship and networking – gained unprecedented traction with over 750 students taking classes and a growing percentage of students finding employment with Charleston’s tech companies.

# 75

CODEcamp attendees in 2012

# 310

CODEcamp attendees in 2013

# 467

CODEcamp attendees in 2104

Since launching an expanded curriculum in September 2014, nine students have found apprenticeships in local tech companies including, UBL Interactive, Blue Acorn, Booz Allen Hamilton, Atlatl Software, and RSDC Group.

Further validation of CODEcamp came in the form of funding support for the program through the South Carolina Innovation Challenge Grant and a grant from Google for Berkeley County residents.

### SCHOLARSHIP PROGRAM

The CODEcamp Scholarship Program allows students the opportunity to take classes at reduced rates. In 2014 grants by Google and SC Commerce helped to expand the program. Students receive scholarships based on overall need and passion to learn. Learn more: [info@ChsCodeCamp.com](mailto:info@ChsCodeCamp.com)



### FRIDAYS @ THE CORRIDOR

The “Fridays @ the Corridor” is a monthly series of interactive business and technical forums. This event, held at the Flagship on the third Friday of every month, features topics selected by our member companies.

[www.vimeo.com/channels/fridays](http://www.vimeo.com/channels/fridays)  
[www.vimeo.com/channels/codetalk](http://www.vimeo.com/channels/codetalk)

### USER GROUPS

At the Digital Corridor, we believe that user groups are integral to Charleston’s tech ecosystem. We are delighted to support and facilitate new technical user groups at our Flagship facilities for meetings along with co-promoting meet-ups through our social media channels.



## SPACES

The Digital Corridor operates two business facilities in Downtown Charleston: the Flagship & Flagship2 (FS2). These adaptive reuse buildings meet the unique needs of technology entrepreneurs seeking transitional office and conference space of the highest quality, while gaining access to the Charleston Digital Corridor's network of like-minded professionals.



### FLAGSHIP

*Ideal space for tech start-up companies*

Located in Historic Downtown Charleston, the Flagship is Charleston's premier business incubator for tech and tech-related businesses. The Flagship offers enterprise-class business spaces at cost-effective rates and flexible terms ideally suited for start-up stage companies. The Flagship also supports the visual arts community through the Flagship Gallery - a venue for Charleston's up-and-coming contemporary artists.



### SPACE DETAILS

- Twelve fully furnished & wired offices, designed for "instant-on" use
- Single and double office configurations ideal for work groups of 1-3 persons
- Office spaces ranging from 75-150 square feet in size
- Two conference rooms
- Monthly leases (up to 12 month total stay)
- 100mb symmetric data services

### ADDITIONAL BENEFITS

- Residents enjoy 24/7 access to the Flagship & FS2
- On and off-site parking
- Corridor bikes for guest use
- Ability to use the indoor showers, bike storage, and conference space at FS2
- Located in a federally designated HUB Zone
- The Flagship supports Charleston's local visual arts community through the "Flagship Gallery"



57

graduates

14

companies currently in residence

10

companies graduating into FS2

39

graduate companies operating in Charleston





## FLAGSHIP2

*The space for intermediate-stage companies*

Flagship2 (FS2) is an expansion of the Charleston Digital Corridor's highly successful Flagship facility, downtown Charleston's premier business incubator. Like the Flagship, FS2 offers a contemporary business environment dedicated for use by intermediate-stage tech and tech-related companies.

### SPACE DETAILS

- Sixteen fully furnished & wired offices, designed for "instant-on" use
- Flexible office configurations ideal for groups of 2-12
- Office spaces ranging from 150-1,500 square feet in size
- Two conference room options
- Monthly leases (up to 24 month total stay)
- 100mb symmetric data services

### ADDITIONAL BENEFITS

- Residents enjoy 24/7 access to FS2 and the Flagship
- Access to indoor showers, bike storage and conference space at the Flagship
- On and off-site parking
- Corridor bikes for guest use
- Located in a federally designated HUB Zone
- Lounge available for hosting after-hour networking events

**21**  
graduates

**12**  
companies currently in residence

**20**  
graduate companies still in operation

**13**  
graduates companies operating in Charleston





**FLAGSHIP3**

*The space for early, intermediate & growth-stage companies*

Scheduled to open in 2016, Flagship3 will be a state-of-the-art, landmark building developed specifically to serve the dynamic needs of Charleston’s start-up, intermediate and growth-stage tech companies. At almost 50,000 square feet, this building of new architecture will ignite the re-development of a dense, urban, tech-centric Innovation District. If you are a tech or tech related company who may have an interest in an office at FS3 or wish to inquire about pre-development lease rates, please send us an email to learn more.

✉ [ernest@charlestondigitalcorridor.com](mailto:ernest@charlestondigitalcorridor.com)



Capital is a critical component for any company seeking to grow. The Digital Corridor’s role is not to aggregate capital but instead to aggregate investors and make curated information available to tech entrepreneurs operating in the Charleston’s community in an efficient manner. Entrepreneurs seeking capital may reach out to us at anytime for guidance and referral to possible capital resources.

Additionally, a variety of capital-related educational & pitch events are occasionally hosted by the Corridor and held at our Flagship facilities. Check our calendar for upcoming events. If you are interested in being added to our List of Investors or presenting at an event, please contact us for more information.

✉ [ernest@charlestondigitalcorridor.com](mailto:ernest@charlestondigitalcorridor.com)

**THE FOUNDATION**

The Charleston Digital Corridor Foundation is a 501(c) 6 non-profit corporation, chartered in 2004, to support the development of the Charleston Digital Corridor through an expanded array of programming and networks to benefit Charleston’s knowledge-based community.

**2014-15 CHARLESTON DIGITAL CORRIDOR FOUNDATION BOARD OF DIRECTORS**

**Kirk King [Chair]**  
 Founding President and CEO  
 CSS, Inc.

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

**Bradley Elmenhurst**  
 Director of Engineering Systems  
 Boeing

**Nate DaPore [Vice-Chair]**  
 President and CEO  
 PeopleMatter

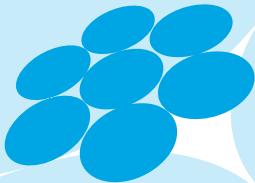
**Eric Wages**  
 Site Operations Manager  
 Google Data Center

**Andy Howell**  
 COO  
 Benefit Focus

**Kevin Eichelberger [Treasurer]**  
 Founder and CEO  
 Blue Acorn

**Grier Allen**  
 Founder and CEO  
 BoomTown

<b>AT&amp;T</b>	<b>Dockview Productions</b>	nFocus*
Atlantic Business Continuity Services	Echovate*	Netrist
Atlatl Software	eGroup	New World Consumer Products, LLC*
Belimed, Inc.	eLifespaces	Obviouslee Marketing
Benefitfocus	EmpowerVote*	Open Source Systems, LLC
BiblioLabs	excelleRx, Inc.	OPTIZMO Technologies
BizLitics*	Forager Group LLC	PageTree, LLC*
Blackbaud Inc.	<b>Franklin Ventures</b>	PayNearMe*
Blue Acorn	<b>Google</b>	PeopleMatter
BlueKey, Inc.	Good Done Great	PhishLabs
Bluetowne*	Greenspon Advertising	PlanSource*
BoomTown	<b>Haynsworth Sinkler Boyd</b>	QuinStreet*
Brain Power Software	Home Telecom	Radiate Technologies
Brand Value Accelerator	Icon Software*	SentinelWorks
Cantey Technology, Inc	If You Were Mayor (Edwink, LLC)*	Silicon Harbor Communications
Carbonado Energy Software	Immedion	<b>sineLABS</b>
CarePoint	Indexic	Sketchin*
Catalytic Data Service*	InciComm	Software Projects Consulting
Charleston Mix*	InfoArch	SPARC, LLC
CHIL	IOP Capital*	Stasmayer Incorporated
CodeLynx	ISI Technology	Step Strategic Marketing
Coffee Kind	Jack Russell Software	TalkTools
Comcast Business Class	Jobvite	Target Market*
Complete EDI Solutions	Lewis PR	tekBOA*
Computer Directions, LLC	Life Cycle Engineering	Telogical Systems
Corey Eulas*	Living Systems Technologies*	The Matchstick Group*
Cre843	LookListen	The Mighty Shed*
Creative Chatter	Market Cube*	UBL*
Creators Clubhouse*	<b>Robert Mattie</b>	Wave Sciences Corp
Crunchy Data Solutions	Merchant e-Solutions/Cielo-US	Webflute
CSS International, Inc.	Modus21	YB Money Spot
Cyber Solutions International	Morgan 6	Zeriscope*
<b>Garey DeAngelis</b>	NanoScreen, LLC*	Zubie
Distil Union	<b>Nelson Sign Company</b>	



# CHARLESTON DIGITAL CORRIDOR

ACCELERATING CHARLESTON'S KNOWLEDGE ECONOMY

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