



Frequently Asked Questions

What is the Charleston Regional Development Alliance?

The Charleston Regional Development Alliance is a non-profit economic development organization tasked with promoting the Charleston region to the world as a premier location for business. We also serve as a single point of contact for companies considering our three-county region for a competitive location or expansion project. We closely align our efforts with those of other organizations to drive a sustainable, regional economic development strategy.

What has the Alliance accomplished?

The Alliance was founded in 1995 as part of a regional effort to diversify the local economy and provide better job opportunities for area residents. The CRDA has facilitated more than 200 competitive location and expansion projects, resulting in more than 19,000 direct new jobs and \$5.1 billion in capital investment. ([See all announced projects](#)).

With a well funded and comprehensive marketing program, the Alliance has also been instrumental in building awareness of our region's competitive business environment. Highly respected business publications such as *Forbes, Inc.* and *Entrepreneur* now regularly include the Charleston region among the nation's top locations for business and careers ([View all national rankings](#)).

How is the Alliance different from other groups in the region?

The Charleston Regional Development Alliance was formed to promote the three-county region for business attraction, much like the Convention & Visitors Bureau does for the visitor industry. We also work directly with companies to assist them with locating or expanding a business here, matching their business requirements to a location somewhere within our three-county market. Through our proactive marketing and project facilitation efforts, the Alliance is focused on creating a globally competitive, sustainable local economy.

Why should my firm support the Alliance?

Many areas around the country are experiencing declining economies due to an over-reliance on a single economic engine. For example, greater Detroit with the automotive industry, Pittsburgh with the steel industry, and western North Carolina with the furniture industry. So that Charleston remains economically vibrant, the Alliance is focused on building strong, diverse and sustainable industry sectors that provide good paying jobs. Your firm's investment will help ensure the long-term health of the Charleston economy and also provide new opportunities for your business.

Why investor and not member?

Memberships are selected for what an organization can do for you. As an investor, you're selecting to join others interested in the long-term success of this community. By investing in our region's sustained economic health, you're working to ensure this community thrives and your organization continues to find new opportunities ([See who is investing in the Alliance](#)).

Isn't my membership in the area Chamber accomplishing the same thing?

The region's chambers of commerce are an important component of the Charleston area's economic development efforts. They serve as the voice of the local business community, working to ensure a strong business climate so that companies can operate profitably here. The Alliance, on the other hand, is a marketing organization actively promoting our region's business strengths to

national and international companies. We work to bring new investments and expansions to the Charleston region to build our tax base and create new jobs.

How is my investment used?

The money you invest in the Alliance allows us to strategically market the Charleston region as a globally competitive business location. We also rely on your investment to professionally host companies interested in locating or expanding in our three-county area.

Our integrated marketing and project management program includes:

- Hosting company representatives and site location professionals for meetings, market tours and special events
- Conducting marketing and business development missions throughout the world
- Engaging a top national and international media relations firm
- Developing and maintaining a comprehensive, data-driven website with GIS mapping capabilities and other site location tools
- Producing targeted newsletters, electronic communications, industry sector brochures and other promotional materials
- Conducting competitive research and local market analysis

For more information about investing in the Alliance, please contact David Ginn, President & CEO, at dginn@crda.org or 843.760.4524.