

**SOUTH CAROLINA JOBS-ECONOMIC DEVELOPMENT AUTHORITY**

**ANNUAL ACCOUNTABILITY REPORT**

**FOR**

**FISCAL YEAR 2003-04**

## **2) MISSION AND VALUES**

The South Carolina Jobs-Economic Development Authority (JEDA), created by an act of the General Assembly by Section 41-43-10 is a quasi-public instrument of the State. The purpose of the Authority is to develop the business and economic welfare of the State of South Carolina through loans, investments, and the financial promotion of export of goods and services produced within the State. Such efforts are aimed at providing maximum opportunities for the creation and retention of jobs by the small and middle market business sector, thereby allowing the State and its citizens to prosper and enjoy a quality of life unsurpassed.

### Values – TIIP

Timeliness – provide the best service as quickly as possible

Integrity – our work is honest and straightforward

Innovative – we provide solutions to financial situations

Personal – conducting business is a relational art and pursuit

## **2) MAJOR ACHIEVEMENTS**

For eleven years, Business Carolina, Inc., a 501© (4) public corporation had administered JEDA's programs through a Memorandum of Understanding. JEDA's Board of Directors determined early in the fiscal year that reorganization would be advisable. The reorganization encompassed a complete programmatic break with Business Carolina, Inc. Under this reorganization JEDA would become the state's primary issuer of tax-exempt and taxable debt (Industrial Revenue Bonds). Business Carolina would assume total responsibility for all other lending programs. BCI, a 501 © (4) public corporation, continues to administer JEDA's loan portfolios and other related tasks through a Memorandum of Understanding.

Despite the rather flat economy, JEDA experienced an excellent year closing twelve (12) tax-exempt IRB projects for a total of \$745,060,000.

## **3) KEY STRATEGIC GOALS**

- (a) Maintain profitability
- (b) Fully develop and market new Taxable Bond Program

## **4) OPPORTUNITIES**

- (a) Expand client base through new Taxable Bond Program to include commercial real estate developers and growing health care industry in South Carolina.
- (b) Expand marketing plan to more effectively reach more citizens in the State of South Carolina.

## **BARRIERS**

- (c) Continued sluggishness in economy both nationally and within the State.
  - (d) Lack of available State funding to provide needed matching funds for companion federally sponsored programs.
5. The Accountability Report is used in several ways, each designed to improve the overall effectiveness and efficiency of the agency. One use is to examine program offerings to insure that they are consistent with the agency's stated "Mission and Values". Another usage is to determine the effectiveness of current programs and how they contribute to the overall profitability of the agency.

## **SECTION II BUSINESS OVERVIEW**

### **1) NUMBER OF EMPLOYEES – 2**

### **2) OPERATION LOCATION(S)**

Headquartered in Columbia, South Carolina – 1441 Main St., Suite 905, Columbia, SC. No additional locations

### **3) EXPENDITURES**

**(See Chart**

Base Budget Expenditures

Major Budget Categories	00-01 Actual Expenditures		01-02 Actual Expenditures		02-03 Appropriation Act	
	Total Funds	General Funds	Prelim Total Fund	Prelim General Funds	Prelim Total Funds	Prelim General Funds
Personal Service	\$101,330	0	\$107,369	0	\$101,472	0
Other Operating	\$97,627	0	\$70,511	0	\$154,275	0
Special Items	0	0	0	0	0	0
Permanent Improvements	0	0	0	0	0	0
Case Services	0	0	0	0	0	0
Distributions to Subdivisions	\$4,203,065	0	\$1,558,993	0	\$3,178,124	0
Fringe Benefits	\$21,320	0	\$22,799	0	\$23,750	0
Non-recurring	0	0	0	0	0	0
<b>Total</b>	<b>\$4,423,342</b>	<b>0</b>	<b>\$1,759,672</b>	<b>0</b>	<b>\$3,457,621</b>	<b>0</b>

#### 4) KEY CUSTOMERS

a. Existing Traded Sector Firms – These companies are small to medium sized firms in a variety of traded sector industries – those, which sell goods and services outside of their community – most which are locally owned. These firms are typically medium-growth companies that are more established and provide a tremendous amount of stability in the economy.

b. Potential High Growth Firms, especially technology based – These companies often gain a significant competitive advantage by applying and/or developing technological innovations, although the vast majority of these firms are not in traditional “high-tech” industries. These companies typically start small and grow very rapidly.

c. Rural and Community based firms – This group of companies represents a wide range of business enterprises in rural, low-income, or predominantly-minority communities. Most of these companies are traditional, non-traded sector businesses and micro-enterprises.

d. Regional and Local Economic Development Organizations – A need exists among local economic development officials, the ten regional councils of governments and community development corporations.

**5) KEY STAKEHOLDERS**

1. Department of Housing and Urban Development (HUD) (CDBG)
2. Capital Markets (IRB)
3. Economic Development Administration
4. Local and statewide elected officials

**6) KEY SUPPLIERS**

1. Bank of America
2. Wachovia Bank
3. BB&T
4. First Citizens Bank
5. Carolina First Bank
6. NBSC
7. Federal Home Land Bank of Atlanta
8. Major law firms in State that have bond practices to include:
  - (a) Haynsworth Sinkler Boyd
  - (b) McNair Law Firm
  - (c) Nexsen Pruet Jacobs & Pollard
  - (d) Parker Poe Adams & Bernstein
  - (e) Nelson Mullins Riley & Scarborough

**7) ORGANIZATIONAL STRUCTURE**

(See organizational chart attached)

**SECTION III**

**Category 1 – Leadership**

Clearly, the mission of the South Carolina Jobs-Economic Development Authority (JEDA) remains that of providing an alternative source of capital for businesses that will either expand their existing facilities or start new enterprises in South Carolina. In either case, the quality of life is significantly impacted through new and better jobs, increased taxes for the respective communities as well as the state as a whole and all of the benefits that flow from the increased revenue – i.e. schools, infrastructure, health care, police protection, etc. For the investment through loans and other services provided by JEDA, the quality of life for all citizens must be improved.

Traditionally the Board of Directors of the South Carolina Jobs-Economic Development Authority (JEDA) have provided one facet of leadership through the establishment of policies and attendant guidelines. The Board has several critical committees to include the (1) Executive Committee; (2) Personnel Committee; (3) Budget & Finance Committee; (4) Marketing and Public Relations Committee and (5) Loan Committee.

Each committee's recommendations are presented to the full board for ratification and/or approval. The Chief Executive Officer serves in an ex-officio capacity on all board committees. The CEO has the responsibility to interpret and articulate board policy to staff. It is his responsibility to provide the leadership style that not only directs staff on a day-to-day basis but also motivates.

\*JEDA presently operates in a rather unique manner in that it contracts its loan analysis, underwriting and accounting and bookkeeping to Business Carolina, Inc., a 501-©(4) Development Finance Company. This unique arrangement requires yet another dimension of leadership for the CEO in that fluent communications with BCI personnel are constantly required.

## **Category 2 – Strategic Planning**

JEDA's Strategic Plan is very simple and straight forward. We have transitioned into an agency that largely issues tax-exempt and taxable Industrial Revenue Bonds. The new dimensions for the tax-exempt program are (1) further expansion of JEDA Health Care Bonds (i.e. hospitals, nursing homes, retirement homes, etc.) and hospice facilities. The Taxable Bond is a new product introduced earlier this year into the marketplace. We will actively market this program among South Carolina banks that are members of the Federal Home Land Bank of Atlanta.

## **Category 3 - Customer Focus**

1. Identify Key Customers and Stakeholders
  1. Existing traded sector firms
  2. Potential high-growth firms
  3. Rural and community based firms
  4. Regional and local economic development organizations (Economic Development Allies)
  5. SC DOC
2. How do you determine who your customers are and what are their key requirements?

JEDA's customer base continues to be the traditional traded and non-traded small business and micro-enterprises seeking debt capital between \$10,000 and \$3,000,000. A new base is the non-profit health care industry which generally requires funding between \$10,000,000 and \$500,000,000.

3. How do you keep your listening and learning methods current with changing customer/business needs?

JEDA participates in educational seminars, trade shows, and conventions, hosted by banking and economic development trade organizations, to stay abreast of current events and methodologies in both respective fields.

4. How do you use information from customer/stakeholders to improve services or programs?

In its efforts to meet the financial needs of its client base, JEDA has periodically performed and updated its marketing and operating plan. The sole purpose of the update is to determine if the products and services are meeting the needs of our client base as outlined in the operating plan.

5. How do you measure customer/stakeholder satisfaction?

Critical to the development of the marketing and operating plan update is the input from the existing customer/client base. We extract information provided by them, analyze the data and develop new products or enhance our customer service to meet whatever need the survey deemed may exist.

6. How do you build positive relationships with customers and stakeholders?

Relationships are built over time and through networking. JEDA cultivates its customers and stakeholders in the same manner. The officers within the corporation are responsible for marketing the company; and consequently call on these two different stakeholders whenever they are in their region. We are active in trade organizations germane to our primary focus.

#### **Category 4 – Measurement, Analysis, and Knowledge Management**

##### **\*This function performed under contract by Business Carolina**

In June 2002, Business Carolina installed a new loan tracking system, Sparak 3000. this software is a functionally rich account processing system specifically designed track loan account information. Users can quickly view detailed, reliable information on any account to include property description, collateral and tickler information. It is equipped with a powerful Deluxe reporter, which allow staff to customize reports to their specific needs. Reports can be printed, sent to computer disk or downloaded for use with PC applications such as Word and Excel.

The decision on which operations, processes and systems to measure is directly related to those that are critical to the financial operation and viability of our portfolio. Ongoing monitoring of all loan accounts, in the form of a physical visit, is the responsibility of Loan Administration. This keeps us abreast of any changes or problems that may arise on each account. Internal interim financial statements are prepared each month, and these statements are reviewed and analyzed by both board and staff.

Loan data is collected, maintained and updated constantly to ensure that information is current at all times. Both the Finance Department and the Information Technology Department track all lending activity. This dual tracking creates the checks and balances between the two units, thus ensures that the data is accurate. All information is readily available for decision-making purposes. The internal operations of storing and retrieving data are managed by up-to-date computer equipment and software. Our systems are both reliable and efficient in supporting our daily workload. Systems are frequently monitored for efficiency and data is stored and backup up daily.

Year-end financial audits are performed by outside accounting firms. The audits include a review of all financial records, technological systems, program requirements, and system processes. In addition to the year-end financial audits, periodic audits are performed on the programs by third-party agencies to ensure that specific program requirements are adhered to and that program records are accurately maintained.

Our financial agency data, lending reports and loan monitoring information are all reviewed and analyzed in the decision making process. This critical information is necessary in that it is used to measure our performance, both past and present, and to develop additional lending programs, policies and regulations that meet the needs of businesses around the State.

The tracking of data allows for specific comparisons (i.e. # loans made; # jobs created per program; # loans per County; average dollar amount per loan; etc.). This information is used to project future goals, to measure program performances, and to determine the effectiveness of lending guidelines. With these types of comparisons, we are able to continuously revise/develop effective lending strategies and/or programs that meet the needs of the State.

### **Category 5 - Human Resources**

1. This facet of the organizational culture continues to be one that embodies a high standard of excellence. This is a point that is stressed from the initial interview and then continuously throughout an individual's tenure with JEDA. Individual and group conversations are held from time to time with all employees discussing their goals and aspirations in life and how that correlates to utilizing and realizing their full potential professionally.

The formal process is generally held during the discussion of an employee's annual evaluation. In this setting not only are weaknesses discussed but also strengths and how one can improve in all aspects. Various staff luncheons, ice cream socials and birthday celebrations were held to serve as motivational tools.

2. As a commercial banking entity, we generally attempt to mirror training programs and professional development programs found in the commercial banking community. We also utilize the Office of Human Resource Management, State of South Carolina for guidance and direction in this critical area.

Specific training needs for individuals are often recommended by management and their evaluation of training needs. Frequently individual employees also request training.

3. Our employee performance management system is really a dialogue between supervisor and the individual employee. It is not a "brow-beat" session where only negatives are emphasized. Secondly, where there is an area of strength, employees are praised for their performance and examples given of how they can improve. Where there are weaknesses, care is given to outlining or detailing how



an individual employee can improve their performance. When necessary, periodic meetings are held to measure an individual's progress to date.

4. The building landlord maintains a safe work environment. Security is provided before, during and after work hours to ensure safety. Cameras are used to monitor areas such as the underground parking lot, the surface parking lot, elevator areas and all streets that surround the office building. Mailboxes and trashcans are located in common use areas for safety. To ensure a healthy work environment, staff is afforded the opportunity to participate in health screenings; to attend conferences focusing on chronic diseases, fitness, health and nutrition programs sponsored by the SC Budget and Control Board, Office of Insurance Services. Each staff member receives a monthly newsletter entitled "Top Health" for health promotion and wellness.
5. The extent of our involvement in the community is through the United Way. Staff is given the opportunity to volunteer their services with the various programs provided by the United Way and other community organizations. Staff supports very generously the United Way campaign each year. Also, during the Christmas holiday, monies are solicited from customers, allies, board members and staff to purchase food baskets for needy families in various low-income communities in the Columbia area. This endeavor is performed jointly with the Columbia YWCA.

**Category 6 - Process Management \*(Services provided by Business Carolina, Inc under contract to JEDA)**

The Key Processes for JEDA are loan marketing, underwriting and servicing. New technology is incorporated by the manager of a unit who realizes the need and effectively proposes the use of technology as a method of increasing efficiency and effectiveness. A cost benefit analysis is conducted to justify the acquisition and need of training for new technology.

Key Processes ensure that Key Performance Requirements are met primarily by historical baseline performance and customer feedback comparisons. The amount of time required to close a loan and make disbursements is gauged against historical norms and customer requirements through an ongoing dialogue of customer expectations and needs.

The Community Development Block Grant Program CDBG will continue to be gradually phased out over the next two to three years. The marketing firm hired by JEDA (Stratagem) will continue to develop all marketing materials in close concert with our board marketing committee and the CEO. The web site is constantly updated and quarterly newsletters published. A new post card mailer describing the new Taxable program will be utilized this year (calendar '04).

The Key Process for marketing has been revamped for JEDA by a marketing firm. This research included an examination of our current customers and an evaluation of competitive services. The existing market was examined and segmented to determine if the products that we offer are the ones that are most needed. A Marketing Strategy has been developed which enables us to provide the greatest service to our State. A major

component of the Marketing Strategy has been the identification of underserved areas, the financial institutions that were those areas and a call plan to approach these financial institutions for partnering. It has been determined that the financial institution, lending activity does not function properly in all areas of the State. Our strategy is to use our expertise to make sound lending decisions in those areas where the financial markets do not operate properly. The last component of this strategy will be the training of existing staff to execute this strategy.

Loan Administration has documented about eighty percent (80%) of our procedural processes. The intent is to constantly streamline our standard operating procedures (SOP) and engage in frank discussions as to the need and effectiveness of each SOP. Timesheets have also been amended to allow for the tracking of how much time it takes to complete a task. This is done with the intent of establishing baseline ties to complete tasks. Baseline comparisons are coming from the banking industry. It is the intent of loan administration to be come more efficient by evaluating all SOP's and monitoring time for completion rates as a mechanism to track processes to identify problems for early corrections.

Finance and Information Technology (IT) support Key processes. IT tracks disbursements and receipts of loans, provide amortization schedules for billings and provides a check and balance for finance. Finance ensures adequate case flow for operations, properly deposits receipts and prepares checks to be disbursed. Due to the reconciling nature of these two areas, these processes are improved by constant communication between IT and finance. If balances do not reconcile, a problem is identified which leads to communication and process review to determine a solution.

Key partner interactions are with our attorneys, other commercial lenders and our economic development allies. Our economic development allies are supported by our participation and leadership in and with professional groups – these include Independent Banker's Association, the SC Banker's Association and the SC Economic Developers Association. The relationships we build with other commercial lenders and our allies result in business participations or even financing a deal that they cannot service. By taking deals that are either too small or too complex, JEDA has developed a feeder system. This also promotes a symbiotic relationship where everyone gains from the relationship.

## **Category 7 – RESULTS**

JEDA realizes that customer service and customer satisfaction are, as in almost any business endeavor, paramount to the success of the organization.

Since we do little advertising, satisfied customers are a key source of new business for us. We depend heavily on referrals from state and federal government agencies, the financial community, economic developers and from satisfied customers.

Our staff interacts with customers and potential customers on a daily basis and are constantly receiving valuable feedback. We listen to what the customers have to say, good and bad, and react by making adjustments and changes where practical.

We have always tried to be proactive in our ongoing effort to improve customer relations and feel that overall, those relations are excellent. However, we also felt that a survey of our customers by an outside independent firm would be the only way to truly determine/confirm customer feelings.

The survey was periodically conducted during the FY 03-04 and twenty current customers were randomly selected to participate. The participants were surveyed in several areas to include:

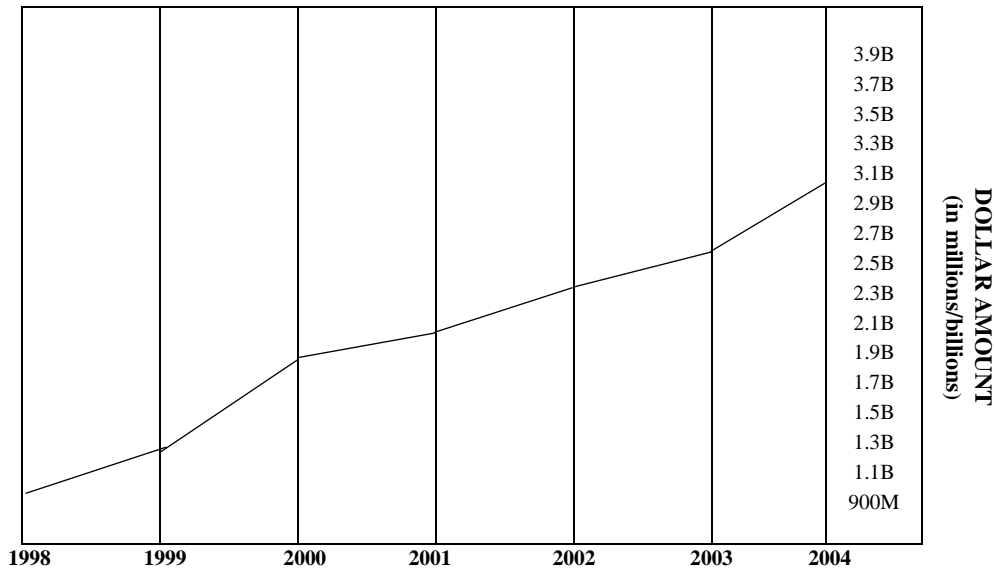
1. The loan approval process
2. The loan administration process
3. Overall impressions of JEDA/BCI

A scale of 1-4 was used with 1 being the best and 4 the worst.

1. Loan Approval Process – This area scored a 1.7. The most favorable marks were in the areas relating to “working with the people” and BCI. The negatives continue to be related to paperwork requirements and the time it takes to close the loan. The review indicated that in almost every case the complaint was from a customer with a loan in a federal program where the paperwork and time requirements are mandated. All other programs received good marks.
2. Loan Administration Process - scored a 1.6 in the areas reviewed. Accuracy, professionalism and politeness were often mentioned in the comments by participants.
3. Overall Impressions of JEDA – Comments received for JEDA and our contractor – (BCI) almost always were positive and even though several complained of the paperwork and time requirements they also recognized and appreciated the fact that their loans were processed as quickly as practical.

The overall scores were excellent and reinforced the belief that the relationship between lender and borrower remains on solid footing.

**BONDS OUTSTANDING  
1998-2004**

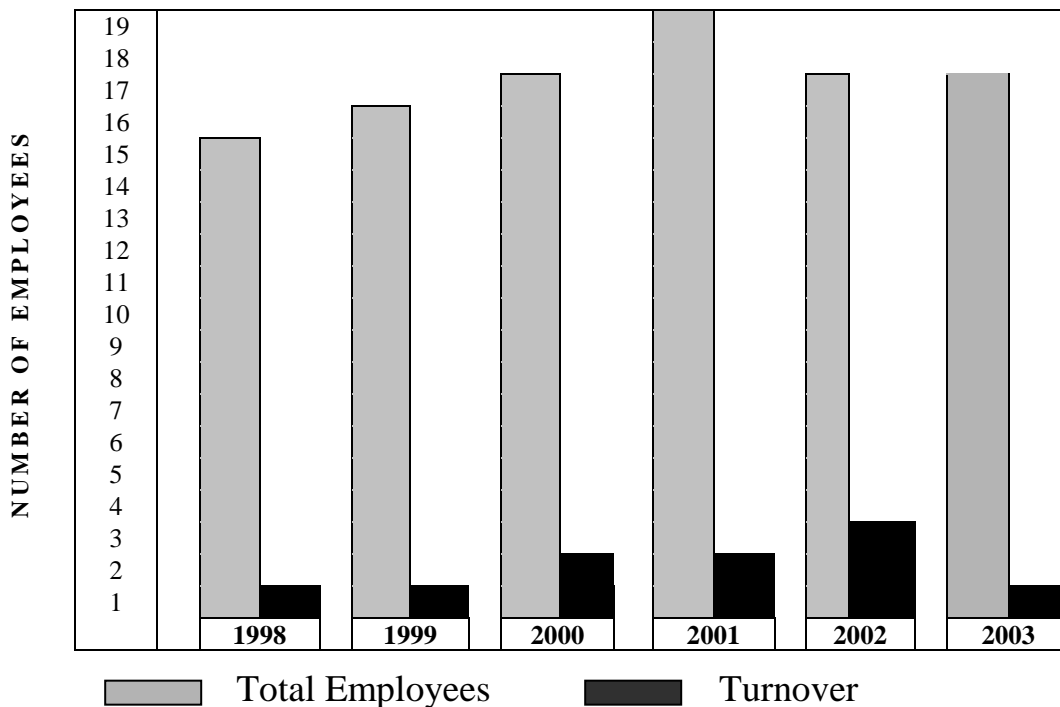


As of June 30, 2003, all the programs outlined in the 1996 strategic plan had been implemented. The array of programs now offered was more than sufficient to reach a full range of customers in our state...from the very small entrepreneur who could use the SBA Micro loan program to borrow as little as \$1,000 to the more sophisticated businessman who would use one of our larger programs to borrow up to the \$1,500,000 level.

**Human Resource Focused Results**

JEDA/BCI is a relatively small lending entity of eighteen employees. Our size requires a much greater degree of involvement by each employee as compared to the requirements of a larger organization. Each person is a significant “cog” in the operation and, as such, each job correspondingly carries greater responsibility. We demand and receive a higher level of excellence from everyone.

From the very beginning, starting with the initial employment interview, we are very candid. We make sure the candidate is qualified for the job being interviewed for and we make sure he/she understands exactly what the position will entail and require. This initial understanding has been a contributor to our having experienced almost no problem with excessive absenteeism or high turnover. The following chart illustrates the low turnover rate we have enjoyed and shows the actual turnover by year since 1998.



As you can see on the graph above, turnover compared to total employment had been consistently low.

Being small, as mentioned earlier, makes everyone a contributor; it fosters a sense of belonging and it encourages teamwork. This and an occasional “pat on the back” have instilled a sense of pride and enhanced overall good morale.

Unlike banks and other financial institutions that have had significant restructuring and layoffs in the last few years we have steadily added to our numbers since 1996. Of the seventeen-fulltime employees at JEDA/BCI more than half have been here ten years or more. Those type statistics speak well for any organization.

During the periodic employee review much interaction takes place between the parties involved. The results of these reviews indicate that a very high percent of our employees are satisfied with their jobs. Combined with that feeling of belonging we provide a safe, quiet, private professional environment in which to work.

In addition to a comfortable working environment are the many activities we participate in as a total group. We have weekly staff meetings in which all staff participates; we have an annual retreat where informal interaction and new ideas come together; and an outstanding employee is selected each year by his/her peers. This year we have continued to schedule activities to allow employees to “take a break” from the routine--a midday ice cream party, a lunchtime pizza party, and a covered dish lunch--to name a few.

The statistics and numbers tell us that we are doing the right things and our employees are responding. Even so, the effort is ongoing as we strive everyday to make JEDA/BCI a better place in which to work.

## **Supplier Focused Results**

Most of our “suppliers” are governmental agencies or financial institutions that supply us with capital funds that we, in turn, lend out through our fifteen lending programs.

Over the years, we have enjoyed excellent relations with all of our “funding sources”. As outlined in the “Compliance Section” of this report we must conform to certain regulations and requirements as mandated by the individual funding entities. As a part of the effort to ensure that these requirements are being met, we make our records available at all times for review. These reviews come in the form of monthly, quarterly and annual reporting as well as onsite inspections by various governmental and financial audit teams.

The JEDA/BCI staff has daily contact with almost all fund suppliers, has established, and nurtured an excellent working relationship. The knowledge and trust that has evolved over the years only goes to reinforce the formal ties that have been established.

In the final analysis, the best measure of our success with suppliers can be found in the fact that we have been able to maintain a good working relationship with all of them over the years. In fact, in the fifteen or so years of existence JEDA/BCI has not lost a single funding source, but has added significantly to the original number.

The fact that JEDA/BCI maintains an ongoing line of credit reflects the company’s operating ability and its excellent working relationship with its funding suppliers

## **Compliance Focused Results**

With nine different sources of funding and fifteen lending programs, JEDA/BCI is very aware of and involved in meeting regulatory and compliance requirements.

We are regularly reviewed for compliance by several agencies of the federal government as well as by several private financial institutions. The records and practices of JEDA/BCI are also reviewed and audited by our own outside independent audit firms for compliance. An opinion is required on each audit and, to date, no material problems have ever been reported.

We are required to furnish monthly, quarterly and annual reports of various kinds to our lending banks, the Department of Housing and Urban Development (HUD), the Economic Development Administration (EDA), the US Department of Agriculture (USDA), and the Small Business Administration (SBA). These reports reveal the status of the various funds from an availability and performance standpoint.

In addition to the written reports, several agencies and banks send audit teams to our office location to review the files of projects in their respective programs. These audits are performed on site and cover all areas of compliance. We welcome these audits and view them as an opportunity to further improve and update our files and processes. In almost every case an “exit” review is conducted by the audit team to discuss the findings

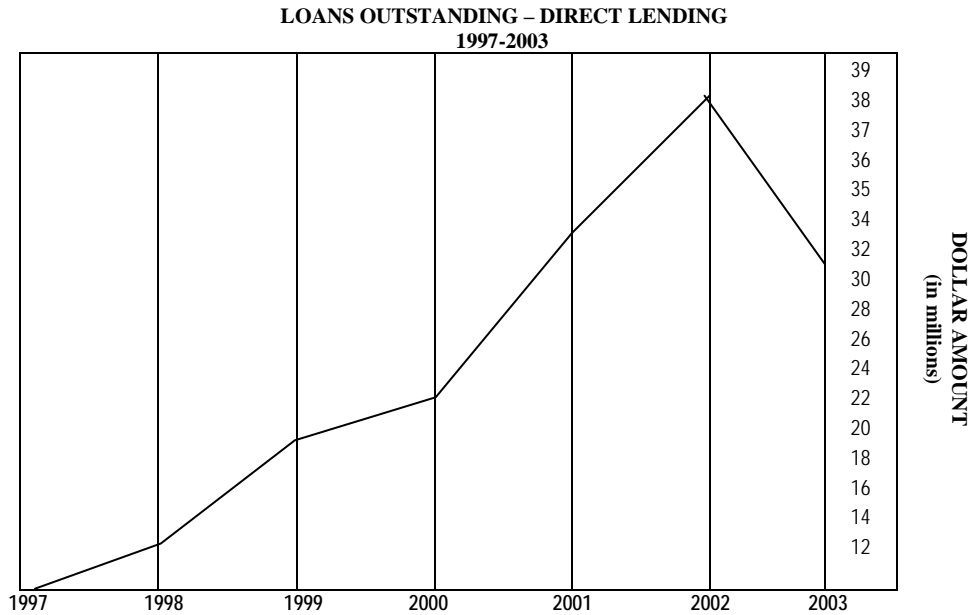
and point out specific areas of strength and weakness. Again, we use these reviews as opportunities to improve record keeping and processes.

The many reviews by the various agencies and banks over the years have kept us “on our toes” and shown that we have been up to the task relative to regulation compliance.

### **Financial Focused Results**

The combined JEDA/BCI has steadily improved its financial condition over the years thru an ever-increasing menu of program offerings and sound fiscal management.

We understand the need to protect taxpayer’s dollars and strive each year to increase the combined fund balances, which, in turn, increases the amount of money available to lend. Since 1997, loan volume has increased steadily, with the exception of 2003 as demonstrated by the following chart:



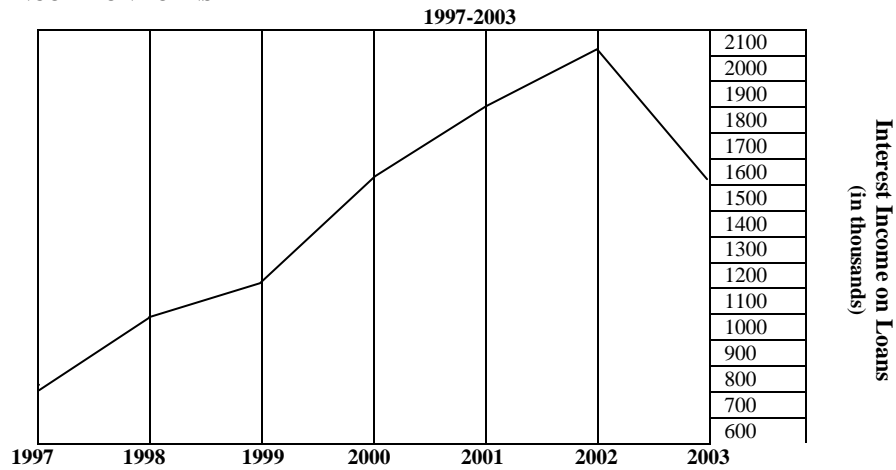
Even though we had a decline in 2003, the growth from \$11.8 million in lending to over \$30.0 million represents an average increase over \$3.05 million dollars per year.

This growth has been steady and planned thru the use of realistic budgeting. We work very closely with our management team and incorporate input from staff and our Boards of Directors to create budgets that realistically meet revenue and expense needs. We abide by the budgets throughout the year and with teamwork and cooperation have been able to hold expenses under budget for a number of years...thus improving our financial condition.

A good measure of our success in lending is reflected in the increasing dollar amount of interest earned on outstanding loans. Per the following chart you can easily see the steady, uninterrupted increase in revenue from lending from 1997-2002. The economic downturn mentioned earlier reduced the loans outstanding in 2003 and had a

corresponding effect on loan interest income. We fully expect loan volume and loan interest to return to previous levels as the national and state economies improve.

**INTEREST INCOME ON LOANS**



The numbers represented in this section reflect the success of JEDA/BCI over the last seven years. This success has not been by accident, but the result of hard work by a dedicated staff and boards.