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Department of Commerce  
Annual Accountability Report 1996-97

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SOUTH CAROLINA  
DEPARTMENT OF COMMERCE

David M. Beasley  
Governor

October 15, 1997

Robert V. Royall  
Secretary

George N. Dorn, Jr.  
Director  
Office of State Budget

Dear George,

The South Commerce Department of Commerce is a small agency with one program - Economic Development. Therefore, by the nature of our size and mission our annual accountability report is fairly short and concise. The mission, objectives and performance measures were developed by the Executive Staff of the Department based upon legislative mandate, actual workload indicators of significance and actual outcomes that are precise, measurable and descriptively relate to our mission. Our operating budget which is 95% state general funds was \$11,361,908. You may contact me if you have questions or need additional information.

Sincerely,

Lou Schumpert  
Assistant Director  
Financial Administration

cc: Donald B. Hottel, Jr.  
Governor's Office

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South Carolina Department of Commerce

Performance Measures - FY97

**Program:**

Economic Development

**Program Goal:**

Promote economic growth and prosperity in South Carolina as measured by increasing employment and increasing per capita income.

**Program Objectives:**

Create a positive business climate by working with public and private sector groups to retain existing industry, encourage existing industry to expand and to recruit industry to locate new facilities in the State thereby providing an expanded tax base, increasing employment and increasing per capita income.

**Performance Measures:**

Workload Indicators: (FY97)

- Conducted 404 liaison visits to existing state industries
- Conducted 373 community development meetings
- Provided advice to Governor and Legislature on programs and legislation to improve business climate and competitiveness
- Provided training to 18 local officials through the Economic Developers School.
- Conducted Governor's Rural Summit with 285 community leaders participating
- Published annual reports on economic activity including announced capital investments and employment
- Compiled and published S.C. Industrial Directory
- Conducted strategic research for targeted marketing program
- Participated in 3 export trade shows
- Hosted 2 foreign buying missions
- Rendered export assistance to 950 SC companies
- Developed and disseminated 1500 export trade leads
- Conducted 2 domestic marketing trips
- Conducted 4 international marketing missions
- Initiated 200 new projects
- Provided 600 written proposals to prospects
- Conducted 408 community visits with prospects

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Effectiveness Measures: (FY97)

1184 firms committed to new capital investment  
in the amount of \$4,450,693,161 with  
projected additional employment of 23,526  
jobs averaging \$30,211 each in annual salary

Among the 17 states in the Southern Economic  
Development Conference, South Carolina ranked  
first in per capita investment and second in total  
investment (most recent date 1996)

Efficiency Measures: (FY97)

\$482 of general fund revenue invested per new job  
announced

\$2,552 of general fund revenue invested per  
million dollars of announced capital  
investment

4.3% increase in per capita income from \$19,146  
(1995) to \$19,977 (1996) (most recent data)