

LOWCOUNTRY
LOCAL FIRST

15 YEARS OF LOCAL AS A FORCE FOR GOOD

2022 ANNUAL REPORT



Owners of member businesses Charcuterie Happy Board and SheBiology at the 2022 Good Business Summit happy hour.

DEAR FRIENDS,

15 years. 15 YEARS!!!

Please join me for just a moment in celebrating 2022 which marked 15 years of music-making, feasting, marching, dancing, protesting and peace-making, feistiness and friendship. Together we've come out, spoken out, shared our knowledge, shared our fears and frustrations, learned from each other, and most importantly, stood together.

The people who imagine, create, build, and grow their businesses in the Lowcountry are our people. We are honored to call our membership "ours," and we are so inspired by you every day. Being able to listen to and lift up the voices of those creating economic opportunity here in the Lowcountry is what gets us out of bed in the morning.

Being able to make your hard work a little easier, especially when we can do that by connecting members to each other, brings us real joy. It is such a privilege to drive economic prosperity and to do this community-building work. I want to express our sincere gratitude to every single one of our members. Thank you to those who have partnered, sponsored and given to this movement. You make it possible to do what we love while we make our community stronger, more equitable, more inclusive and interconnected, and more vibrant.

For 15 years Lowcountry Local First has served this community, continually stretching out in front to spark and build new models for economic development – from new and beginning farmer training, to coworking, to equitable access to entrepreneurship support – long before these tactics were adopted as the norm. Innovation is at the core of our identity, and you can count on us to continue to lean on our small and nimble team to find what you, our members, need now and to give or get you what you need.

Thank you for being a part of spreading the Local First revolution and evolution for the past 15 years. Here's to the next 15!



Locally yours,

Jacquie Berger,
Executive Director, Lowcountry Local First



2022 Buy Local Season

Lowcountry LOCAL FIRST

Lowcountry Local First advances economic prosperity and local ownership through innovative and inclusive initiatives that build our community's wealth and wellbeing.

We work towards fulfilling this mission through:

- **AWARENESS:** Educating the general public on why it's important to choose local and influencing them to do so.
- **ADVOCACY:** Working with our elected officials, decision-makers and opinion leaders to foster a better environment for creating and sustaining local businesses.
- **AFFINITY:** Building knowledge and social capital by delivering resources, programming, mentorship, and relationship-building to local businesses of all shapes and sizes.

2022 IMPACT

CHAMPIONING THE LOCAL MOVEMENT

We educate the general public on why it's important to choose local and influence them to do so. In 2022, this included:

EAT DRINK LOCAL MONTH (MAY)

- **120 INDIVIDUALS** signed the pledge to shift \$10+/week to local food sources throughout the month of May.
- The digital guide on EatLocalSeason.com showcased **75+** local food and beverage businesses and had 2500+ page views throughout the campaign.
- **520+ ATTENDEES** enjoyed live music, local food and drinks at Firefly Distillery for our 14th annual Chef's Potluck fundraiser event. The event featured 17 local chefs, 19 local farmers, 4 local beverage providers, and 2 local bands.

BUY LOCAL SEASON (NOV-DEC)

We urged the community to spend their holiday dollars with local businesses rather than with Big Box stores and national chains that divert money, character and power away from our community.

- The digital shopping guide on BuyLocalCHS.com featured **160+ BUSINESS** profiles and had 2,100+ page views throughout the campaign
- **25 LOCAL MAKERS MARKETS** were promoted through the website and social media
- We showcased the Buy Local mission at **3 LOCAL HOLIDAY MARKETS** throughout the Lowcountry (Summerville Holiday Market, Mount Pleasant Holiday Market & Craft Show, and Holy City Holiday Market), asking attendees to pledge their spending to local businesses and giving out hundreds of free "shop and dine local" canvas tote bags.



2022 Chef's Potluck at Firefly Distillery

USING OUR LOUD, COLLECTIVE VOICE FOR GOOD

We work with our elected officials, decision-makers and opinion leaders to foster a better environment for creating and sustaining local businesses. In 2022, this work included:

- Supporting the formation of the **CITY OF CHARLESTON'S HUMAN AFFAIRS & RACIAL CONCILIATION COMMISSION** via letter of support and public comment.
- Participating in a proclamation press event to kickoff **HISPANIC HERITAGE MONTH** with the City of Charleston and Latinx Advisory Council.
- Signing a letter of support to Congress regarding **ANTI-MONOPOLY FEDERAL LEGISLATION**. Spoke at a national virtual press event and communicated directly with Senators Graham and Scott's offices.
- Signing a letter of support advocating for Congress to pass the **INFLATION REDUCTION ACT OF 2022**.
- Meeting regularly with Charleston Downtown Alliance leadership to discuss BID with Councilman Jason Sakran. We advocated for better communication with local businesses, better representation on CDA board from local business tenants, and to ensure **KING STREET IS NOT PRIVATIZED**.
- Signing a letter of support for **AMERICAN INNOVATION AND CHOICE ONLINE ACT** (S.2992).
- Working alongside the teams at the **TOWN OF JAMES ISLAND** and **CITY OF GOOSE CREEK** to support and strengthen each municipality's entrepreneurial ecosystems through small business trainings and workshops.
- Hosting a **SMALL BUSINESS RESOURCE EXPO** in September alongside SC Department of Commerce, connecting our member businesses with 14 local municipalities, business resource providers, local financial institutions, and more.



National Hispanic Heritage Month proclamation with the Mayor of Charleston



Small Business Resource Expo

2022 IMPACT

CULTIVATING THE RELATIONSHIP ECONOMY

We deliver resources, programming, networking, mentorship, and more to local businesses of all shapes and sizes. In 2022, this work included:

- Hosting **9 LOCAL SOCIALS** at unique business host locations across the region, from distilleries to banks to historic theater spaces to distribution centers. Dozens of attendees at each social were able to network and build relationships that matter, while we also spotlighted various local food and beverage vendors.
- Providing collaborative, affordable and flexible work space to more than 20 new coworking members at **LOCAL WORKS**, including 9 Community Business Academy graduates who utilized a grant-subsidized lowered rate.
- Promoting business as a force for good by connecting 300+ business owners and community activists at the 8th annual **GOOD BUSINESS SUMMIT** in February.
- Spotlighting locals on **SMALL TALKS, BIG IDEAS WITH STEVE**, our local radio show and podcast series where we hosted 12 episodes that garnered 10,000+ total impressions on radio and 462 episode streams.
- Connecting member businesses with the guidance needed to start and grow their business through the **LOCAL EXPERTISE EXCHANGE**, which provides complimentary consultations with local experts in a variety of business service areas.

“Entrepreneurship takes a lot of courage and a lot of support and this event is a great way to equip attendees with both! Not only do they receive the validation that their work is challenging but also that it is worthwhile. Getting real world feedback, examples, numbers and advice helps you center yourself where you are and create the plan to get where you want to go.”

- 2022 Good Business Summit attendee



Commercial Space University, a free business workshop hosted in Goose Creek

“The lawyer I was connected with was fantastic. He gave me peace of mind that I am on the right track, and we will be using his services once I need a lease review and cat lounge waiver drafted.”

Kate Laffin,
Owner of Catnip & Coffee, a member who utilized the Local Expertise Exchange in 2022



2022 Good Business Summit

2022 IMPACT

EQUIPPING ENTREPRENEURS WITH KNOWLEDGE, SOCIAL AND FINANCIAL CAPITAL

The Community Business Academy (CBA) continued to grow by leaps and bounds as the core introductory program of the Good Enterprises Initiative that launched in 2019, graduating 225 total participants by the end of 2022.

A SNAPSHOT OF 2022'S COMMUNITY BUSINESS ACADEMY COHORTS:

- **92** graduates across 5 cohorts.
- **61** of these participants were in business, making sales upon entering the program.
- **13** different countries represented across the cohorts.
- **74** females and **18** males.
- **53** Hispanics or Latinos, **29** African Americans, **10** Caucasians.



SPRING 2022 GRADUATE

Tanya Hearn, Owner of **CHARCUTERIE HAPPY BOARD**, who has gone on to grow her business to host community workshops, cater corporate events, weddings and more.

FALL 2022 GRADUATE

Valerie Ramirez & Andres Cruz, owners of **ANDRES EXTERIORS AND SIDING**, took the academy to help them grow their family-owned company.





Community Business Academy Fall 2022 Graduation



La Academia class held in Goose Creek

2022 IMPACT

EQUIPPING ENTREPRENEURS WITH KNOWLEDGE, SOCIAL AND FINANCIAL CAPITAL

A SNAPSHOT OF 2022'S BUSINESS ACCELERATION SERVICES' IMPACTS:

- **67** participants were provided mentorship, accountability and ongoing educational opportunities.
- **14** expert coaches offered their knowledge and support to participants, including **5** new bilingual coaches to support the graduates of La Academia.
- **5** workshops and **3** webinars were provided, touching on topics such as branding and "commercial space university."
- **1** graduate, Christina Miller of Bert & T's, was selected by a panel of outside judges as our first "Ready, Set, Pitch!" award recipient, receiving **\$10,000** to help her purchase and outfit a new food truck to take her bakery mobile.



“ I enjoy partnering with Lowcountry Local First, because it gives me the opportunity to give back to the business community in Charleston. After being in business for 20 years I'm able to offer a great deal of guidance and direction to the entrepreneurs in the program, and I enjoy every minute of it.”

- J Haleem Washington,
*2022 Business Coach for participants in
Business Acceleration Services*



Christina Miller, winner of the inaugural Ready, Set, Pitch competition

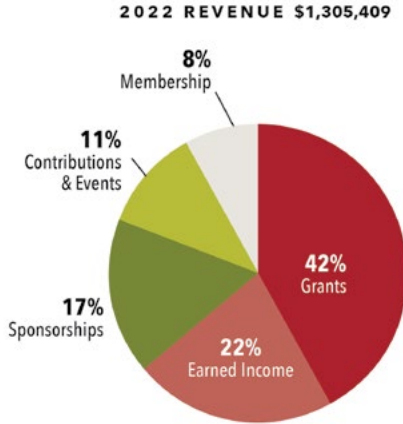


Program Director Raquel Padgett teaching through a business simulation game.

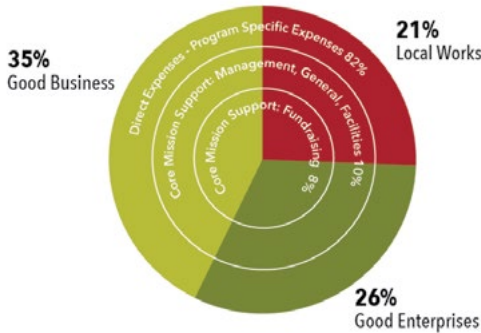
2022

FINANCIALS

Lowcountry Local First is committed to financial transparency and accountability in appropriately stewarding our supporters' dollars to further our mission. For more information, please contact jacque@lowcountrylocalfirst.org.



2022 EXPENSES \$1,187,085
100% of Every Dollar Goes to Impact



Information provided is unaudited. 2022 financial audit will be completed mid-year in 2023.



Jacque Berger accepting a \$75,000 grant from Cummins

2022

SUPPORTERS

We extend gratitude to the following 2022 donors who catapulted our work from ideas to action through their financial support.

\$50,000+

City of Goose Creek
Kathryn Ploss
Salmanowitz
SC Department of
Commerce
US Economic
Development
Administration

\$20,000+

Pathfinder Foundation
Sisters of Charity
Foundation
Town of James Island

\$10,000+

Andy & Corrie Gladstein
Bank of America
Charleston County
Economic Development
City of Charleston
Cummins
First Reliance Bank
Limehouse Produce
South State Bank
Wells Fargo

\$5,000 TO \$9,999

Blackbaud
College of Charleston
MBA Program
Medical University of
South Carolina
The Ohana East
Foundation
Patrick Family
Foundation
South Carolina
Department of
Agriculture

\$2,500 TO \$4,999

Blue Bicycle Books
Brackish
Digital Ignite
Justin Ferira
Terri Herubin
Charles McLendon
SC Ports Authority
Steen Enterprises

\$1,000 TO \$2,499

Charleston County Parks
Commission
Climb Fund
First Horizon
Freshfields Village
Glowfisch Hospitality
Joanna Foundation
Joseph Spector
Natural Investments



Business members and board members gather at a Local Social.

2022

HIGH LEVEL MEMBERS

CATALYST

All Good Industries
Celadon Home
Charleston Magazine
Charleston Music Hall
Estelle Colored Glass
First Reliance Bank
Grassroots Wine
Greystar
HLA, Inc.
Indaco
Limehouse Produce
Motley Rice LLC
REV Federal Credit Union
Ruth's House Event Rentals & Design
Sonitrol Security Systems
South Carolina Federal Credit Union

Steen Enterprises
The Charleston Place
The Indigo Road

CHAMPION

Brackish
Charleston County Park and Recreation Commission
Croghan's Jewel Box
Cru Cafe
Cru Catering
David Thompson Studio
Digital-Ignite
FIG Restaurant
First Capital Bank
French Quarter Inn
Giglio Communications & Marketing (GCM)
Holy City Brewing
Home Telecom

Iola Modern
Lennon Construction Company
Matt O'Neill Real Estate
RCB Development
Rhodes Boutique
SMHa
South Carolina Stingrays
Southern First Bank
The Beach Company
The Ordinary
The Spectator Hotel
The Urban Electric Company
Verde
Vertical Roots
Wills Massalon & Allen LLC
Wonder Works

2022

OUR TEAM

Thank you to our 2022 Board of Directors and staff for their leadership and support.

2022 BOARD OF DIRECTORS

Terri Herubin, *Chair*
David Bennett, *Vice Chair*
Nicki Root, *Past Chair*
Melonie Hammond Trace,
Treasurer
Jeff Plotner, *Secretary*

Jeremiah Bacon
Kerri Chisolm
Justin Ferira
Jennifer Ferrebee
Stephanie Hall
Ed Kronsberg

Margie Longshore
Andy McCarthy
Charlie McClendon
VaLinda Miller
Jonathan Sanchez
Monique Wilsondebriano

2022 STAFF

Jacquie Berger
Lauren Gellatly
Jordan Amaker
Raquel Padgett

Steve Fletcher
Kip Watson
Maud Bentley
Erika Grimes

Lauchlan Davis
Jocelyn Patterson
Adelai Brown



Running a local, independent business requires dedication, heart, passion, bravery, and drive: a willingness to put down roots and reach for the sun.

Your financial contribution allows Lowcountry Local First to offer help and guidance, build camaraderie and community, forge new and strengthen existing connections.

Your gift will be generously tripled by matching contributions from the Pathfinder Foundation and Kathryn Ploss Salmanowitz

Here in the Lowcountry, we work to nurture a one-of-a-kind ecosystem of local businesses and entrepreneurs who sprout, grow, and bloom. Each business grows stronger and flourishes more fully when they are nourished by connections to each other.

These under the soil connections are the foundation of our work, and are only possible because of your support. Thank you so much for investing in this unique place we love to call home.

Thank you for giving.





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LOWCOUNTRYLOCALFIRST.ORG

MAKE A LOCAL IMPACT



Join the movement as a local-independent business member and engage in the programming and advocacy efforts:

LOWCOUNTRYLOCALFIRST.ORG/JOIN

Support and grow the movement with your dollars:

LOWCOUNTRYLOCALFIRST.ORG/DONATE



PLACE
POSTAGE
HERE