
Director's Report - DRCI

December 2020

Program KPIs

- 114 Members before Resiliency
- 374 Resiliency Plan (May-October)
- **488 Total Members of DRCI**
- **23 Leads in program pipeline**
- 7 customers engaged in programs (detail below)
 - 1 December graduate (4 Interview Pillars)
 - 5 STARTUP
 - 2 GROWTH

Economic Development

- DRCI Board voted to approve Hardeeville Strategic Partnership
 - Program to begin January 1, 2021
 - One-year term where DRCI will be providing services to Hardeeville businesses
 - \$40,000 fee for DRCI services
 - Press Release drafted for January release
 - Creating Minority in Business Program
- Relentless Challenge Grant
 - HEROS Program (Military/Veterans, Police, Fire, EMT)
 - DRCI awarded \$55,000 By SC Department of Commerce
 - \$21,000 Matching Funds committed
- Project Mercury
 - DRCI along with BOD Executive Committee drafting recommendation to Town Manager and Town Council






Marketing / Operations

- DRCI Strategic Planning Meeting held this month
- Creating Program Syllabus for DRCI Entrepreneurial programs
- Budget process for FY22 started
- December newsletter was communicated to all business license holders in Bluffton
- DRCI featured in Hilton Head Monthly Magazine and Lowcountry CEO
- Announced new Women's Mastermind Group launching in January (45 members already signed up)



- Boosted membership ads on Social Media to drive increased results
- Increased focus on GROWTH program marketing to drive higher participation.
- Beginning new initiative called “Member Monday”. This program highlights members and their local businesses to gain awareness for Bluffton small business community.

Program Company Update:


Provide entrepreneurs with an inexpensive start-up environment, business support, mentorship, administrative, referral and networking services.

Company	Business Summary	Sector	Graduation
	RightNowHelp provides a gig marketplace where gig owners can post temporary tasks and helpers can bid on and accept those tasks to perform them quickly and efficiently at an affordable price.	High-Tech	July 2021
	BeachBiscuit manufactures and sells high-quality dog collars, leads and other related products online and through a growing network of retailers.	Consumer Packaged Goods	June 2021
	PrismUV manufactures a lightweight, portable disinfecting device that uses UV-C light to disinfect and clean a physical area of germs and microbes. Effective against COVID-19.	High-Tech	March 2021
	RoboX Systems is building a last-mile grocery delivery system that is a combination of AI-influenced software in conjunction with smart, climate controlled portable delivery containers.	High-tech	Sept 2021
	Twist & Pour manufactures and sells a unique portable cap that can be <i>easily attached</i> to most plastic bags. This allows you to pour the bag contents through a <i>convenient spout</i> . The cap is attached and easily screwed back on providing an airtight seal until the next time you need to open the bag. Once the bag is empty you remove the cap and use it on the next bag of your choosing.	Consumer Packaged Good	Sept 2021

For businesses that need to scale to the next level or take a deeper dive into a particular area.

	<p>Greenbug offers a wide variety of all-natural pest control products. In addition, they sell a revolutionary pest control delivery system that integrates with the irrigation system at a home or business. This allows dispersion of all-natural pest control through the existing irrigation system.</p>	<p>Enviro-tech July 2021</p>
	<p>Old Town Bluffton Inn is a hotel that allows patrons to immerse themselves in a rich environment full of luxury and laughter surrounded by food, fun, art and libations all in a private and intimate space designed to inspire happiness and bring out every guest's inner southerner</p>	<p>Hospitality July 2021</p>

Graduate Company

	<p>4 Interview Pillars uses four distinctive "pillars" to unlock the potential of individuals preparing to interview for a dream job or coveted seat at a professional school by empowering him/her with a novel interview preparation experience at a competitive price.</p>	<p>High-Tech Dec 2020</p>
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