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SEP 23 2014

Cheryl M. Stanton
Executive Director

September 12, 2014

Les Range
Regional Administrator
Employment and Training Administration
US Department of Labor
Sam Nunn Atlanta Federal Center
61 Forsyth Street, SW, Room 6M-12
Atlanta, Georgia 30303

Dear Mr. Range,

Enclosed is South Carolina's Workforce Information Grant Performance Report for Program Year 2013. The report highlights the South Carolina Department of Employment and Workforce information products and services that were responsive to both workforce and economic development needs.

We look forward to continued successful collaborations with our workforce, economic development, business and education partners as our workforce information system contributes to South Carolina's progress as a place to live and work.

If you need further information, please contact Brenda Lisbon at 803-737-2813

Sincerely,

Cheryl M. Stanton
SWA Administrator

R. Michael Johnson
SWIB Chair

We create wisdom by providing workforce information for economic prosperity in South Carolina.

South Carolina Workforce Information Grant

Annual Performance Report
Program Year (PY) 2013



South Carolina Department of Employment & Workforce
Labor Market Information Department



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Introduction

This report describes the activities and accomplishments during Program Year 2013 (July 2013 to June 2014) as required by the Training and Employment Guidance Letter (TEGL) No 29-12. This report outlines the progress for each of the core products and services.

The Workforce Information Grant (WIG) is a critical funding source as it supports many value-added labor market Information products and service. Such products and services include populating Workforce Information Database (WIDb) core tables, maintaining the South Carolina Labor Market Information website (www.scworkforceinfo.com), providing real-time data analysis, collection and delivery of fundamental data to base analyses of the economy, and ongoing communication with and support of a wide range of customers.

South Carolina completed all core deliverables in Program Year 2013 as outlined in the TEGL No. 29-12. In addition to maintaining the WIDb and labor market information website, the Labor Market Information Department responded promptly to customer inquiries.

To meet customer needs, the SC LMI Department is fully engaged in identifying labor market information requirements by providing real-time, customized products such as supply-demand reports, commuting patterns, and economic development products. We have used findings from customer satisfaction surveys, presentation feedback forms, and indirect contact through emails to develop and improve LMI's products and services.



Deliverables and Requirements

Workforce Information Database (WIDb)

The South Carolina Labor Market Information Department continued to use the recommended 2.5 version of the WIDb and all core data tables were kept current with the latest data as it became available. The LMI Department populated the licensing data tables and submitted them to the National Crosswalk Service Center in May 2014 per our deliverable requirements. Additionally, SCLMI incorporated InfoGroup's 2014 2nd Edition Employer Contacts files as an online tool and distributed the free DVD to all twelve Local Workforce Investment Boards (LWIAs).

Non-standard tables

In addition to the twelve core tables, SCLMI continues to maintain 28 additional data tables to support new products to satisfy our customer needs.

The WIDb is the source of data for the South Carolina LMI Department website and was used for data extractions for special requests from state agencies, the governor's office, state and region workforce boards, educators, and local economic development councils. In addition, the WIDb is the source for several real-time data reports. South Carolina's LMI Department employed one full-time position dedicated to keeping the WIDb core and non-core data tables current and interconnected with our information delivery software, data warehouse, and our webhost.

Training

Geographic Solutions, our webhost, implemented the release of version 14.0 which included a new interface and enhancements to our website. This was the first time the LMI Department has seen such a significant change between versions. Training was provided to staff to ease the transition between versions 12.0 and 14.0.

South Carolina continued to serve as an active member of the Analyst Resource Center Consortium, attending all group and telephone conferences, as well as serving on two committees: structure and communications.



LMI Website

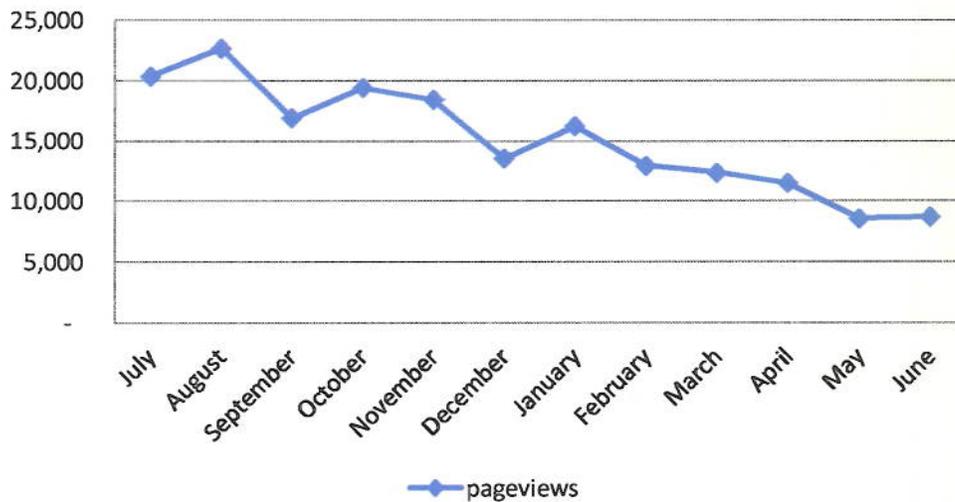
The SC LMI Department maintained the [website](#) as the online source for real-time labor market analysis, analytical tools, and reports. Information was kept up-to-date, with revisions generally done the same day as released. To keep the site as current as possible, a calendar of data updates was downloaded into Microsoft Outlook Calendar from the Bureau of Labor Statistics (BLS) site and we received updates and alerts through the BLS mailing list. Products and services were updated as they became available.

The site had an average of 15,142 page views and 464 new visitors each month. Our highest traffic months were July, August, and October, averaging 20,853 page views in those months.

South Carolina Labor Market Information Website

www.scworkforceinfo.com

PY 2013



Also, the WIDb was used to provide workforce information for the South Carolina Works labor exchange system. Data from the WIDb was used to make current and targeted workforce information available for jobseekers and businesses through the SCWorks website.

Publications are made available through our website (see Appendix for links to all our publications).

The [LMI Data Map](#) is a navigation tool to assist users in finding their data needs on our website. The tool provides expert contact information for data subjects, where to find the data, and step-by-step instructions to retrieve the information.



Industry and Occupation Projections

Industry and occupation employment projections for the 2015 (short-term, state) and 2022 (long-term, state) were released in June 2014. The Projections Managing Partnership (PMP) System’s methodology, software, tools and guidelines, as well as input from economic development officials and university economists were used to form the projections.

In an effort to enrich the projections, the SC LMI Department presented the industry findings to area experts. These experts consisted of educators, economic and workforce developers, and professionals from particular sectors. Reviewers were asked to share their expert comments regarding the state industry projections to ensure an accurate picture of South Carolina’s economy. We had a 50 percent increase of participants from previous years. Of those who agreed to participate in the review, 83 percent provided comments.

The WIDb was populated with both the short-term and long-term projections, and long-term projections were available online through the LMI website. The State’s long- and short-term projections were delivered to PMP on schedule and in the manner specified by PMP.

Products utilizing projection data

During the program year, staff in the LMI Department regularly provided publications and information to a substantial number of schools, colleges, and others through the LMI website, emails, presentations, workshops, webinars, and conferences. The following are products utilizing projections data:

*Presentation/Group	Targeted Audience
LMI for Reemployment Eligibility Assessment	Staff
LMI for Employment Services	Staff
LMI for Career Development	Workforce Professionals
Cross High School	Students and Parents
Working Wednesdays	Jobseekers
Newberry College	Career Professionals
Catawba Workforce	Policy Makers/LWIB
Greenville Workforce	Policy Makers/LWIB
Upstate Workforce	Policy Makers/LWIB
WorkLink Workforce	Policy Makers/LWIB
Upper Savannah Workforce	Policy Makers/LWIB
Midlands Workforce	Policy Makers/LWIB
*Presentation	Targeted Audience



Lower Savannah Workforce	Policy Makers/LWIB
Lowcountry Workforce	Policy Makers/LWIB
Trident Workforce	Policy Makers/LWIB
Waccamaw Workforce	Policy Makers/LWIB
Pee Dee Workforce	Policy Makers/LWIB
Santee-Lynches Workforce	Policy Makers/LWIB
*Other Products	
Career Exploration	Jobseekers
Good Jobs That Don't Require a Four-year Degree	Jobseekers
SC Job Outlook	Jobseekers
South Carolina Employment Status and Trends	Employers, Economic Developers
Hot Jobs	Jobseekers
Bright Future Occupations	Jobseekers, Students
Growing and Decline Industries	Economic Developers
Top 20 Fastest Growing Occupations	Educators, Jobseekers
Occupational Outlook by WIA and State	Educators, Jobseekers
Long-term Supply and Demand Analysis	Educators, Policy Makers

*all presentation and product links are located in the Appendix

Additionally, South Carolina's projections analyst participated in all training opportunities provided by PMP to learn and implement the use of the projections software.



Publications and Products

The South Carolina Labor Market Information Department conducted scores of analyses on behalf of a variety of internal and external customers. Such analyses included Occupational Profile, Long Term Unemployed, LWIA Workforce Reports, Economic Outlook, and Workforce Development Model.

Economic Analyses

[Local Workforce Area Reports](#) provided a comprehensive view of the status of each LWIA's workforce and economy. The reports included an analysis of each area's workforce, industries, economic climate, and factors that affected all three. Forecasts were also included for the workforce, industries, and the economy. The overarching goal of the reports was to share data with business, government, labor, education, and other community leaders that expressed a commitment to workforce development which was and still is essential to the state's economic vitality.

These twelve reports assisted local officials as they developed policies, helped the business community in making investment decisions, and let workers assess their employment options. It also let interested parties know where South Carolina regions stood when it came to workforce needs and industrial projections. The LWIA Reports were presented to each Local Workforce Investment Board (LWIB), and were available for download on the SC LMI website. (Links to all twelve reports and presentations are provided in Appendix.)

[South Carolina Economic Trends](#) was a new product this program year. The publication presented information regarding economic trends in South Carolina, including seasonally-adjusted employment, consumer price index, building permits, and unemployment insurance claims.

Monthly Reports

In continuing efforts to provide real-time labor market information data, the Labor Market Information Department maintains the *Community Profile Reports*. These reports are comprehensive, containing a variety of economic, demographic, industry, occupation, and educational data. The *Community Profile Reports* provided data for counties, workforce regions, metropolitan statistical areas, and the [State](#). These reports are available for download through the LMI Department's website at www.scworkforceinfo.com. Since they are produced online through the WIDb, they always contain the latest available information. These reports have proven useful for the economic development, workforce development, and education communities. In addition, they are an easily accessible resource for SCDEW and LMI staff, job seekers, and students to learn about career opportunities and the economy in their region.



The *County Workforce Profile (CWP)* contains employment, unemployment, supply and demand, and projections data. Much of this data is produced down to the county level when confidentiality standards can be maintained. These reports provide a quick reference for the Governor, legislators, workforce developers, economic developers, researchers, educators, and all LWIAs.

SC LMI made extensive use of online job advertisement data (from the Conference Board's Help Wanted Online® (HWOL) data series) to provide a more detailed picture of employer demand in the state and local areas. Job ads by occupation were provided to local workforce areas as a monthly report. Job ads by occupation were also linked to education and training requirements to provide a picture of demand by skill level for local areas.

A combination of the WIDb and other data sources were utilized for monthly publications such as [Labor Supply vs Demand](#), [Economic Outlook Monthly Newsletter](#) (a collaborative effort with the South Carolina Department of Commerce), and [Insights](#) (SC LMI's monthly newsletter) .

Annual Reports

Each program year, we update several of our most popular brochures and flyers. These products are useful to educators, jobseekers, and workforce developers.

Job Journeys is a tool showcasing the progression of a career from jobs available "Now" (requiring a high school diploma or GED), "Next" (requiring 2-4 years of education beyond high school), and "Later" (4 or more years of education beyond high school). The eight one-page flyers are for targeted industry clusters in South Carolina. This [link](#) is an example of one, and the remaining seven are available on our website

[20 Fastest Growing Jobs \(11" x 14" poster\)](#) includes projected occupations by education level and wages.

[The More you Learn, The More you Earn](#) one-page flyer shows our audience how education affected their earning power.

[SC Works Center Half-Page Jobseeker Fliers](#) includes information useful to jobseekers such as: What is the minimum wage in South Carolina? How to pick a good career, and Where can jobseekers get training?

The [South Carolina Job Outlook](#) brochure presents general career information for various high-growth occupations arranged by education level and/or training.

The [Good Jobs That Don't Require a 4-year Degree](#) brochure provides useful information for jobseekers that may not be ready for a four-year degree.



The [Wage Conversion brochure](#) is a tool for jobseekers to easily convert an hourly wage to a weekly, monthly, and yearly salary.



Customer Consultation

South Carolina has increased its level of outreach activity online while making significant efforts to be in the field making presentations on the state and regional economies. Outreach was also increased by providing training to energize workforce professionals in utilizing LMI products and services for strategic delivery of services.

South Carolina Department of Employment and Workforce utilized several LMI training modules that provided one-on-one workshops and on-line training. Within this series of training, we provided twelve training/retraining sessions to DEW staff this program year.

To facilitate communication with and training for local workforce staff, the state has been divided into regions which have a dedicated LMI professional to assist with their data and training needs.

During PY 2013, the South Carolina LMI Department continued to work closely with state and local education officials, workforce development boards, economic development agencies, and businesses to provide them with information that would enhance their goals to bring new employment establishments to the state, developing education and training alternatives for jobseekers, and create sustainable jobs for South Carolina.

Activities undertaken to meet customer needs

As the SC LMI Department staff delivered quality assistance to our customers, the local workforce areas and DEW staff received particular attention. The resources they consume are shared with customers, partners, and stakeholders, thereby expanding the reach of data valuable for each of their regions. These efforts permit the leverage of time, talent, and resources to impact and assist the greatest number of customers across the state.

There was continued interest in information and training provided by the LMI Department. Customers asked for speakers and/or trainers at conferences and meetings. LMI Department staff delivered 51 presentations at high schools to audiences of parents, students, and counselors, as well as at conferences for workforce professionals.

With LMI Department staff more visible to our customers and the extensive training provided, SC LMI saw a 38 percent increase in data requests this program year.



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 South Carolina Department of Employment and Workforce

Training

<i>Presentation/Training</i>	<i>Targeted Customer</i>
LMI for Employment Service (ES) Staff	DEW Staff
LMI Do's & Don'ts	DEW Staff
Presentation for Career Development Facilitators	DEW Staff
LMI for ES Staff	DEW Staff
LMI for ES Staff	DEW Staff
LMI for Career Development Facilitators	Adult Education Career Counselors
Cross High School Career Night	Parents/Students
Greenville LWIA Report	LWIB
Midlands Education and Business Alliance	Educators
Lower Savannah WIA Report	LMI Staff
Lower Savannah WIA Report	LWIB
How Newberry College Can Help the Workforce Pipeline	Educators
How to Produce Reemployment Profiles	DEW Staff
Working Wednesdays	Jobseekers
WorkLink WIA Report	LWIB
Re-employment Services training	DEW Staff
Pee Dee WIA Report	LWIB
Santee-Lynches WIA report	LWIB
Catawba WIA Report	LWIB
LMI for CDFs	DEW Staff
LMI for CDFs	DEW Staff
Economic Conference Presentation	DEW Staff
Upstate WIA report	LWIB
LMI for CDFs	Career Counselors
Upper Savannah WIA report	LWIB
LMI for CDFs	Career Counselors
Midlands WIA report	LWIB
Career Day	Parents/Students
Trident WIA report	LWIB
MEBA	Educators
How LMI can help you	DEW Staff
Waccamaw WIA report	LWIB
How LMI Can Help You	Employers
County Workforce Profiles	DEW Staff
Lowcountry WIA report	LWIB
LMI for ES Staff	Makeup session for all ES staff
What do you want to be when you grow up?	CDF certification
LMI for ES Staff	Makeup session for all ES staff



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<i>Presentation/Training</i>	<i>Targeted Customer</i>
What do you want to be when you grow up?	Career Development Facilitators
LMI for ES Staff	Makeup session for all ES staff
Construction in the Midlands	Teachers-Counselors in the Midlands Regional Education Center (REC) in Construction
How Newberry College Can Support the Workforce Pipeline	Newberry College faculty
What do you want to be when you grow up?	CDF candidates at DEW
What do you want to be when you grow up?	Upstate Regional Education Center teachers-counselors
What do you want to be when you grow up?	CDFs Midlands REC area counselors
What do you want to be when you grow up?	students
Construction and Architecture in the Midlands	Students in the Midlands REC in Const+Arch
Labor Market Data: What's on the other side of the bridge?	Employers, teachers, counselors
2014 Workforce Symposium	Workforce Professionals and Employers

New tools and resources

Customer consultations with our major customers groups resulted in several new products this program year.

[Governor's Dashboard](#) is an online graphic indicator that monitors South Carolina's economy and is delivered monthly.

[Commuting Patterns](#) flyer presents information regarding inbound commuting patterns and the concentration of commuters within various counties.

[South Carolina Commuting Patterns](#) are reports based on the U.S. Census Bureau's OnTheMap web application. The information shows where people work and where workers live. The summaries display workplace and residential distribution by geographies down to the census block level. The summaries also show demographic attributes of the workforce.

The [ten counties](#) selected had the highest differential between inflow and outflow commuters. The first page of each report highlights data and graphics from the Inflow/Outflow Report of the web application and presents a general overview of the county's commuting patterns.

The statewide report has a similar layout as the county reports. The [South Carolina Commuting Patterns Table](#) presents a summary of inflow/outflow information for all counties.

Labor Supply verses Demand by local workforce region is a monthly report consisting of job advertisements on the internet and labor force employment.



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The [Occupational Outlook](#) flyers present information regarding the top 20 fastest-growing occupations, top 20 occupations with the greatest number of job openings, and the top occupations by education level in South Carolina and for the [LWIAs](#).

[New Year...New Career](#) This flier, distributed in December and January, presents jobs that require up to two years of training, along with their average hourly wage, and pros and cons for each occupation.

[Need A Job in A Hurry](#) is another jobseeker flyer that presented jobs that require a high school diploma or GED, along with the average hourly wage.

[The Future of Science, Technology, Engineering, and Mathematics \(STEM\) Jobs in South Carolina](#) report includes the top 15 STEM occupations with wages and educational requirements.

[STEM Supply-Demand in South Carolina](#) is an analysis of STEM supply and demand in South Carolina. This analysis defines STEM occupations, measures the employer demand, and looks at STEM-related degrees awarded to determine if South Carolina has balance or mismatch.

The [Veterans Report](#) compares the veteran and non-veteran demographics, education and income in South Carolina.

<i>Targeted Customers</i>	<i>Count</i>
Employers	65
DEW Staff	151
Economic Developers	40
Educators	36
Government Agencies	73
Jobseekers	7
LMI Staff	35
News Media	4
Students	2
Workforce Center (WFC) Staff	5
WIA Administrators	32
Policy Makers	13
Not classified	35



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Efforts to create and support partnerships and collaborations

For PY 2013, emphasis was placed on providing customized data and improved customer collaboration. The LMI Department included a new customer satisfaction survey and utilized the software, Polls Everywhere, to target new products. The surveys were available online, electronically, and on paper after each training and presentation. Electronic surveys (using polleverywhere.com) provided a real-time matrix to track customer satisfaction and product requests within minutes.

To foster communication with each LWIB, SC LMI produced *Area Workforce Reports* and presented the findings, in person, to each LWIB. Assistance and follow-up was offered to ensure each area was using current labor force information for their strategic planning. This collaboration created an insight to their needs which produced nine new products.

Activities to leverage LMI-WI funding

The South Carolina Labor Market Information Department continues to participate with the Council for Community and Economic Research (C2ER) as funding was available for training opportunities. C2ER is a national organization for state and local economic researchers. Participation with the C2ER has provided valuable insights and contacts that have helped advance SC LMI operations. Staff attended several webinars and conference through different providers.

<i>Conference/Webinars</i>	<i>Training Provider</i>
<i>Introduction To Virtual LMI</i>	<i>Geographic Solutions</i>
<i>Stats America Data Tool</i>	<i>Census Bureau</i>
<i>Using LED data</i>	<i>Census Bureau</i>
<i>Bit by Bit: Reports and Analyses</i>	<i>SC State Library</i>
<i>Employers Report: Job Vacancies</i>	<i>The Conference Board</i>
<i>SCWOS</i>	<i>DEW</i>
<i>SCWOS: Reports 101</i>	<i>Geographic Solutions</i>
<i>SCWOS: Reports 404</i>	<i>Geographic Solutions</i>
<i>Wanted Analytics</i>	<i>Conference Board</i>
<i>QWI Construction and New Measures</i>	<i>C2ER</i>
<i>Upper Valley – OnTheMap</i>	<i>C2ER</i>
<i>What Customers Need</i>	<i>C2ER</i>
<i>Falling Labor Force Participation</i>	<i>C2ER</i>
<i>Employers Report 2/5th of Job Vacancies are Hard To Fill</i>	<i>C2ER</i>
<i>SC Government: Agriculture and Forestry</i>	<i>SC State Library</i>
<i>Demographic Change and the Economic</i>	<i>Center for American Progress</i>



Imperative of Equity	
SCWOS Version 14 Updates	<i>Geographic Solutions</i>
Get Results Now Using LinkedIn	<i>Careerealism</i>
STEM Mini-Conference	<i>EdVenture and SC Dept. of Education</i>
Educator Field Study: Construction and Architecture	<i>Midlands Education and Business Alliance</i>
Using LMI in Decision Making	<i>Workforce3One</i>
Confidentiality Training	<i>Bureau of Labor Statistics</i>
Career Development Facilitator (CDF) Training	<i>DEW/ National Career Development Association (NCDA)</i>
Upstate Guidance and Career Development Mini-Conference	<i>Upstate Regional Education Center</i>
Student Field Study: Construction & Architecture	<i>Midlands Education and Business Alliance</i>
JAG Conference	<i>Jobs for America's Graduates</i>
Introducing QWI Explorer	<i>C2ER</i>
Evolving Skill Shortages in US Labor Markets	<i>The Conference Board</i>
Forging New Partnerships to Measure Certifications and Licenses	<i>Workforce Data Quality Campaign</i>
Understanding Online Job Ads Data	<i>Georgetown University</i>
LMI Website Updates	<i>SCDEW/LMI</i>
SC Education and Business Summit	<i>SC Department of Education</i>
2014 Economic Outlook Conference	<i>University of South Carolina (USC)</i>
LMI 2014 Conference	<i>C2ER</i>
2014 Workforce Development Partnership Symposium	<i>DEW</i>
PMP Summit	<i>PMP</i>



Recommendations to ETA for changes to the WIG requirements

South Carolina Labor Market Information Department has no recommendations at this time.



Appendix

Presentations/Training

- [What's on the other side?-Education and Business Summit \(EBS\) 2014](#)
- [Social Media](#)
- [LMI 101](#)
- [LMI For BSRs](#)
- [Numbers, Charts, and Statistics – Oh My!](#)
- [LMI for WIA Coordinators](#)
- [LMI Triage for ES](#)
- [Career Day](#)
- [Newberry College](#)
- [LMI for Employers](#)
- [12 LWIA Presentations](#)
- **How To**
 - [Industry Data](#)
 - [Industry Profiles](#)
 - [Wages](#)
 - [NAICS codes](#)
 - [Find a Job by Occupation](#)
 - [Employer Information](#)

Real-time Data

- [Community Profiles](#) (available for 46 counties, 8 MSA, and 12 WIA; one example provided) – [Community Profile for Greenville WIA](#)
- [State Profile](#)
- Workforce Profiles (available for 46 counties, one example is provided) – [Florence County Profile](#)
- [Economic Trends](#)
- [Veterans in South Carolina](#)
- [Labor Supply v Demand](#)

Brochures and Customer Tools

- [Job Journeys](#)
- [Power Page for Jobseekers](#)
- [Power Page for Educators](#)
- [Power Page for Employers](#)



- [Future of STEM](#)
- [Good Jobs That Don't Require a Four-Year Degree](#)
- [SC Job Outlook](#)
- [More you Learn the More you Earn](#)
- [Need A Job In A Hurry?](#)
- [Career Planning](#)
- [Wage Conversion Chart](#)
- [Community Profile Desk Reference](#)
- [LMI Data Map](#)
- [KISS for Reemployment Profiles](#)
- [Jobseeker Fliers](#)

Reports

- [Monthly Job Openings](#) (available for all LWIA)
- [Dashboard](#)
- [Skills In Demand](#)
- [Career Clusters](#)
- [Annual Job Openings](#)
- [Industry Profile – Chemical Manufacturing](#)
- [Industry Profile – Transportation Equipment Manufacturing](#)
- [Employment Trends](#)
- [H-1B Grant Analysis](#)
- [STEM Analysis 2013](#)
- [PIE Annual Update May 2014](#)
- [Workforce Development Model](#)

Economic and Workforce Analyses

- [12 LWIA Workforce Reports](#)
- [Re-Employment Profiles](#)
- [Jobs For Georgetown](#)
- [Employment in the Upstate](#)
- [Upstate Special Report](#)
- [Occupation Profile](#)
- [Aging Population](#)
- [Labor Demand](#)
- [Supply-Demand Gap \(state and LWIA\)](#)
- [Prison Industries Enterprise \(PIE\) Program](#)
- An example of one of the many Economic Development projects – [Project Rock](#)