

A nighttime photograph of a cityscape. In the background, a large cable-stayed bridge with two tall towers is illuminated. The city lights are visible, and a river flows in the foreground. The text is overlaid on the image.

CREATING AIKEN'S FUTURE

THE POWER OF CIVIC ENTREPRENEURS

A nighttime photograph of a cityscape. In the foreground, a river reflects the city lights. A bridge with two prominent towers and many cables spans across the river. In the background, there are several multi-story buildings with lit windows, and a highway with traffic lights is visible. The overall scene is illuminated by city lights, creating a vibrant and modern atmosphere.

Own Your Vision

“The only thing worse than being blind is having sight but no vision.”

Helen Keller

Building Your Roadmap

“The empowerment of people in solving their own problems is...the overriding factor in building and rebuilding communities.”

Suzanne Morris

A nighttime photograph of a cityscape. In the foreground, a body of water reflects the city lights. A bridge with a central tower and cables spans across the water. In the background, there are several multi-story buildings with lit windows, and a highway with traffic lights is visible. The overall scene is illuminated by city lights, creating a vibrant and modern atmosphere.

21st Century Economic Success

“Economic communities are places with strong, responsive relationships between the economy and the community”

Douglas Hinton, et. al.

A nighttime photograph of a cityscape. In the background, a large cable-stayed bridge with two prominent towers spans across the scene. Below the bridge, there are several multi-story apartment buildings with lit windows. In the foreground, a body of water reflects the city lights. A bridge with a small tower structure is visible on the right side. The overall scene is illuminated by city lights, creating a vibrant and modern atmosphere.

A Number to Remember

382

A nighttime photograph of a cityscape featuring a prominent cable-stayed bridge with two tall, illuminated pylons. The bridge spans across a body of water, with its lights reflecting on the surface. In the foreground, a multi-lane bridge with a small tower structure is visible, also illuminated. The background shows a city with various buildings and streetlights, creating a vibrant urban scene.

Un-paralleled Competition

The Business Lens

Asset Availability

- Available skilled labor
- Quality of life
- Available buildings
- Corporate tax rates
- State and local incentives
- Energy availability and costs
- Highway accessibility
- Occupancy or construction costs
- Labor costs
- Proximity to major markets

The Talent Lens

Quality of Place

- After hours
- Cost of lifestyle
- Learning
- Vitality
- Around town
- Earnings
- Social capital

Leveraging Your Assets

“In economic and community development it’s not your ingredients that matter, it’s how you leverage what you have that makes the difference.”

Bryan Derreberry

Aiken's Future Architects: Civic Entrepreneurs

Civic Entrepreneurs – combine the passion and persistence of a business entrepreneur with the vision and commitment of a civic leader in transforming their communities.

Collaborative Economics Organization

Civic Entrepreneurs as Alchemists

Work across all your elements to create a durable Aiken competitive advantage

- Jobs
- Economic Growth
- Broad-based prosperity

Civic Entrepreneurs as Bridge Builders

Ask and recruit
“who do we need in this room to solve
this problem?”

Civic Entrepreneurs as Innovators

Driving mind set is to ask *how do questions/gain resources* that pre-position Aiken for prosperity

Civic Entrepreneurs are Process Savvy

Can define the scope of Aiken's opportunities and position the work in manageable pieces

Civic Entrepreneurs are Sound Investors

Make the right investments the first time in

- Human capital
- Social capital
- Civic capital
- Physical capital



**POWER OF INVENTING
A BRIGHTER TOMORROW**

Presented by:
Bryan Derreberry, President and CEO



Charleston Metro
Chamber of Commerce

Driving growth. Defining tomorrow.