



FORMATION

PR +
BRAND



SWREDA
Southwest Region Economic Development Association

An open book with white pages and a red cover lies on a dark, pebbly beach. The background is a soft-focus sunset over the ocean, with the sun low on the horizon, creating a warm, golden glow. The text 'THE POWER OF Storytelling' is overlaid in white, with 'Storytelling' in a large, elegant serif font and 'THE POWER OF' in a smaller, all-caps sans-serif font above it.

THE POWER OF
| Storytelling

SESSION GOALS

- Learn why storytelling matters
- Increase your ability to tell your story
- Facilitated discussion



WHAT'S
YOUR
STORY?



WHY DOES IT
MATTER?



An open book is shown from a top-down perspective, lying flat. The pages are white and appear slightly aged. The text is printed in black on the left page. A vertical line is positioned to the left of the text, starting from the top of the first line and extending past the bottom of the last line. The text is arranged in four lines: 'HOW ARE YOU' in a simple sans-serif font, 'Telling' in a large, elegant serif font, 'YOUR' in the same sans-serif font, and 'STORY?' in the same sans-serif font.

HOW ARE YOU

Telling

YOUR
STORY?

EFFECTIVE Storytelling



PROD.

ROLL

SCENE

TAKE

DIRECTOR:

CAMERA:

DATE:

Day.Night Int Ext Mos
Filter Sync



YOUR
BRAND



**LAND
OF SKY**
REGIONAL COUNCIL

BUCKEYE • HILLS
regional
council



NRVRC
new river valley regional commission



virginia
association
of planning
district commissions





GRADD

Green River Area Development District



kaysinger
BASIN RPC



FOOTHILLS

REGIONAL COMMISSION





A collection of old, leather-bound books is shown against a dark background. One book in the center is open, with its pages glowing with a warm, golden light. The text 'BRAND Narrative' is overlaid in white, with 'BRAND' in a smaller, sans-serif font above 'Narrative' in a larger, serif font.

BRAND
Narrative

Once upon a time...

...there was a Council of Governments who served the region.

They are known throughout the kingdom for their wisdom, guidance, and even handedness.

They leveraged a multitude of resources in service to others.

Without them, we would not have...





MESSAGING + TALKING POINTS

The background of the slide is a dense, textured pattern of blue LEGO bricks of various shapes and sizes, creating a vibrant and playful visual. The bricks are scattered across the entire frame, with some appearing more prominent than others due to their orientation and lighting.

MESSAGING + TALKING POINTS

- Internal and External Audiences
- Share with Employees and Board Members

The background is a dark teal color with a white grid pattern. Overlaid on the grid are various white technical drawings, including a perspective view of a mechanical assembly on the left, a circular cross-section of a component on the right, and various lines, arrows, and dimension lines scattered throughout.

COMMUNICATIONS STRATEGY

The background is a dark teal color with a white grid pattern. Overlaid on the grid are various white technical drawings, including a detailed mechanical part on the left, a circular diagram with radial lines on the right, and various lines and arrows scattered throughout, suggesting a complex engineering or architectural plan.

COMMUNICATIONS STRATEGY

- Audience
- Goals
- Tools

AUDIENCE IDENTIFICATION

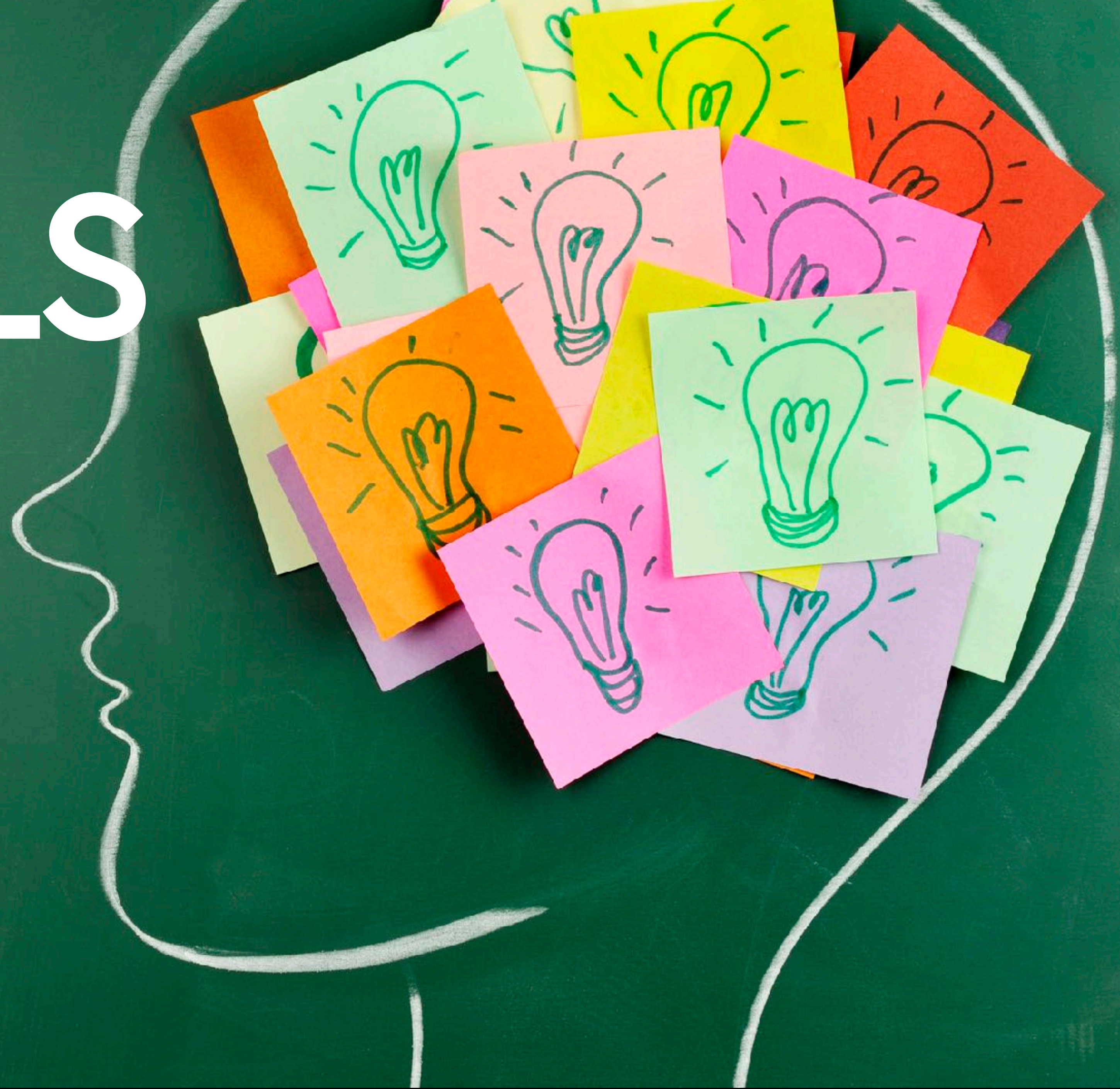


GOALS

BY AUDIENCE



| TOOLS





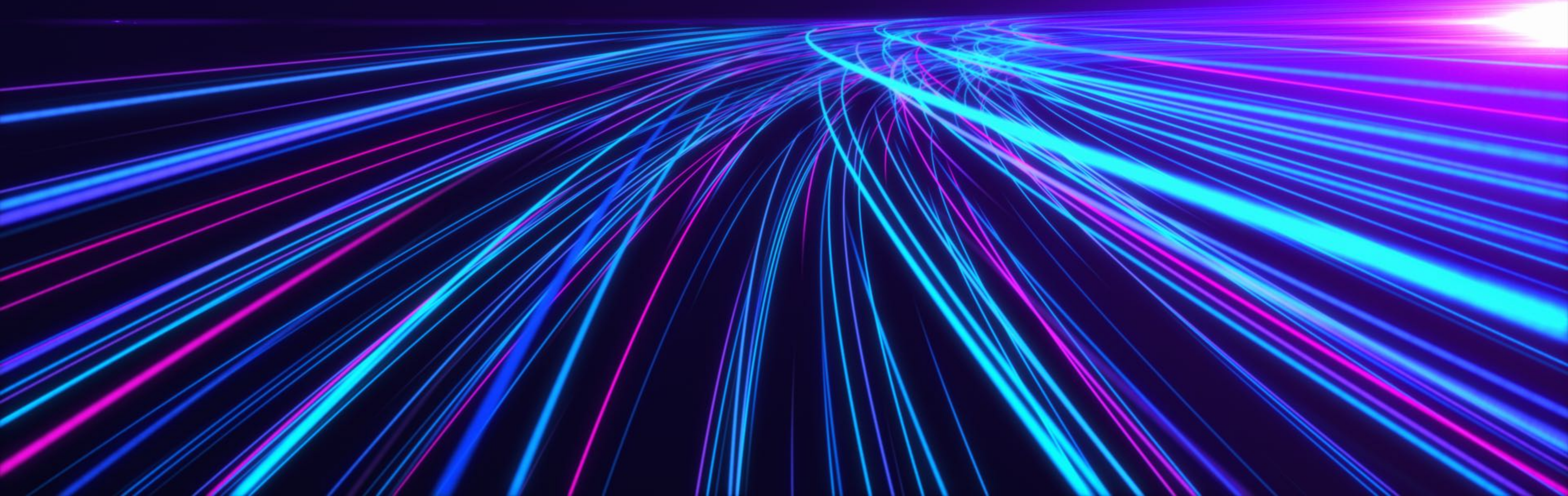
PUBLIC RELATIONS



PUBLIC RELATIONS

- Consistent messaging
- Thought leadership
- Media engagement

DIGITAL STRATEGIES



DIGITAL STRATEGIES

- Website
- Email Marketing
- Social Media



TRADITIONAL
STRATEGIES

TRADITIONAL STRATEGIES

- Networking and Public Speaking
- Print Collateral
- Impact Reports

2022 impact report

economic & community development

workforce training

Working with a variety of federal and state funding partners, SCCOGs operate SC Works Centers to provide much needed workforce training throughout our state.

 **46,120** job seekers served through **42** SC Works offices.


WIOA clients, including youth, displaced workers and adults totaled 5,286.

Each COG has a Workforce Development Board that prioritizes how Federal WIOA funds will be utilized resulting in re-employment or job training for South Carolinians of all ages and backgrounds.

Nearly 50% of those clients were trained in Program Year 2021.

federal & state grants

On behalf of our local governments, SC COGs pursue competitive grants for infrastructure and community revitalization projects. More than half of the grants secured are **Community Development Block Grants (CDBG)**. Others include **SC Rural Infrastructure Authority (RIA)** and **US Economic Development Administration (EDA)** grants.

 **223** grants were secured, administered and managed, totaling nearly **\$187m.**

An additional \$76m was secured for 62 water and sewer projects, not including RIA SCIIP grants..

access to capital

SC COGs are able to leverage valuable financial resources in the form of loans and private capital through federal partners like the U.S. Economic Development Administration, Appalachian Regional Commission, U.S. Department of Agriculture, and the U.S. Small Business Administration. They provide capital and funds that expand businesses and create jobs throughout our state.

\$157m leveraged
9,581 jobs created



Since the early 1980s, COGs have secured **\$339m** in private capital.



We are a network of 10 Councils of Governments working to positively influence quality of life and economic development in South Carolina. South Carolina Councils of Governments (SCCOGs) navigate state and national policy issues, advocate on behalf of multiple regions, and leverage successes to build a grander story for our state.

sccogs.org

quality of life

From improving the housing we already have to removing structures that no longer suit our communities, SC COGs are focused on

improving communities & strengthening neighborhoods.

 This fiscal year, SC COGs secured **\$5.8 million** in grants to support affordable workforce housing.

serving our aging population

Seven of the 10 SC COGs are designated as their region's Area Agency on Aging (AAA), working with the SC Department on Aging to deliver services like **in-home care, transportation, legal services and more** to the aging population throughout South Carolina.

- **171,709** clients were impacted by SC COGs Aging Programs.
- **1,712,052** meals were served (in-home and at congregate meal sites) to a total of **18,851** seniors.

serving local governments

SC COGs work to benefit all of South Carolina by functioning as an extension of county and local governments, serving as a resource for technical assistance, and securing state and federal dollars to address critical issues for our communities.

planning assistance

In 2022, SC COGs assisted city and county governments in meeting statutory planning requirements for their jurisdictions, and in filling gaps within staffing and management of services. SC COGs completed comprehensive plans, updated zoning documents, and assisted with large scale GIS projects.

- **133** planning projects
- **24** comprehensive plans

transportation planning & projects

Each of the 10 COGs engages in transportation planning at some level. All manage rural transportation planning and four of the 10 serve as the Metropolitan Planning Organization (MPO) for urban transportation planning. Working with transportation policy committees, COG Boards recommend and prioritize transportation projects in coordination with the SC Department of Transportation (SCDOT).

- **31** transportation projects
- **22** transit projects



To learn more about SC COGs, please visit sccogs.org.



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| Storytime

| Thank You!



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