

# 2025 Impact Report

## Turning Infrastructure Data Into Action

The Economic Impact of Infrastructure Investments in South Carolina, released in June 2025, advanced the statewide conversation on infrastructure investment by translating complex funding and project data into clear, decision-ready insights.

By quantifying both short-term and permanent economic impacts of IJA- and ARPA-supported projects, the study equipped policymakers, business leaders and community stakeholders with evidence to inform funding priorities, modernization strategies and long-term planning.

### KEY OUTCOMES



Heightened awareness of infrastructure's role in economic competitiveness.



Clearer understanding of how infrastructure investments drive economic impact.



Increased engagement among state and local decision-makers.

The analysis drew on data from SCDOT, the Rural Infrastructure Authority, the Department of Environmental Services, and the Office of Regulatory Services, with economic modeling conducted by Dr. Joseph Von Nessen of the University of South Carolina Darla Moore School of Business.



## Impact Highlights

# 120 Million

Earned Media Potential Monthly Reach Across TV & Digital News Outlets

Potential Reach is the estimated combined audience of all outlets carrying the coverage.

### SOCIAL MEDIA & WEBSITE

# 25K

Social Impressions

# 979

Social Engagements

# 908

Website Visits

# 4,700

Website Page Views

### LAUNCH EVENT EARNED MEDIA

# 49

Broadcast TV Segments

# 14

SC Broadcast Network Affiliates

# 15

Online News Stories

# 100%

SC Key Media Markets Reached

# Media & Social Media Impact

The study generated strong visibility across earned media and digital channels, extending its reach well beyond the engineering community. Messaging emphasized statewide relevance, collaboration across data partners, and the tangible economic effects of infrastructure investment.

## Earned Media Overview

IWI formally unveiled the study during a media-exclusive launch event on June 24, 2025. The briefing provided reporters with advance access to findings, expert commentary and visual data assets, resulting in timely and accurate coverage that reflected the study's key conclusions.

### LAUNCH EVENT HIGHLIGHTS

- Earned coverage **reached every major South Carolina media market**, with additional exposure in Georgia, North Carolina, and national digital outlets.
- The launch generated **49 broadcast TV segments** across 14 NBC, CBS, and FOX affiliates statewide, and **15 online news stories** among 12 outlets.
- Core IWI messages **appeared in approximately 80 percent of earned coverage**, representing a strong message resonance.

### ADDITIONAL HIGHLIGHTS

- **Earned Media**
  - > **South Carolina Public Radio** – Interview with Adam Jones (August 14, 2025)
  - > **FOX 24 Charleston** – Interview with Ricky Ward (August 29, 2025)
- **Social Media**
  - > Facebook for past year: 11.8K impressions & 570 engagements
  - > LinkedIn for past year: 13.1K impressions & 409 engagements
- **Website Traffic**
  - > 908 visitors & 4,700 page views

## Presentations & Stakeholder Briefings

Findings were shared directly with policymakers, regional leaders and industry stakeholders:

- **Study Launch Luncheon** (June 24, 2025)
- **SC Councils of Government Meeting** (September 3, 2025)
- **SC House SCDOT Modernization Ad Hoc Committee Meetings**
  - > **Testimony by Adam B. Jones** (October 23, 2025)
  - > **Presentation by Dr. Joseph Von Nessen** (December 3, 2025)
- **Charleston Metro Chamber of Commerce Regional Policy Committee Meeting** (November 5, 2025)
- **SC Fix Our Roads Annual Meeting** (November 13, 2025)

These engagements ensured the study informed real-time policy discussions and regional planning efforts across South Carolina.

## Looking Ahead

### 2026 STUDY EXPECTATIONS

Building on the momentum of 2025, the 2026 update will broaden the analysis through new data partnerships and expanded scope:

- **Expanded state data sets** from SCDOT, DES, and RIA
- **New state agency partner:** South Carolina Office of Resilience
- **First inclusion of local data partners:** Charleston, Berkeley, and Dorchester Counties
- **Anticipated focus areas:**
  - > Economic and community impact of investments in **water resources and resilience**
  - > Role and impact of **local funding contributions**

These enhancements will provide a more comprehensive, locally informed picture of how infrastructure investments shape South Carolina's economic future.