



Building on momentum. Shaping what comes next.

South Carolina's infrastructure conversation has changed.

In its inaugural year, the ACEC-SC Infrastructure Works Institute (IWI) launched with a clear mission: to give South Carolina the independent, data-driven research it needs to invest confidently in its infrastructure future. Created to fill a long-standing gap, IWI unites engineers, business leaders, and policymakers around one goal: making smarter, more strategic infrastructure decisions.

And we delivered immediately.

Phase One of The Economic Impact of Infrastructure Investments in South Carolina established IWI as a trusted, evidence-based voice on how infrastructure drives economic growth. For the first time, leaders across the state have clear proof: infrastructure investments aren't expenses; they are engines of jobs, competitiveness, and quality of life.

PHASE TWO | MOVING PROOF TO INFLUENCE

Launching in Summer 2026, Phase Two will accelerate IWI's ability to turn evidence into action. With your investment, the Institute will expand its research, amplify its reach, and deepen its impact—ensuring that the data uncovered in Phase One drives real policy, funding, and decision-making improvements statewide. Phase Two will empower IWI to:

- Expand research and analysis
- Respond to emerging policy and funding questions
- Equip engineering firms and industry partners with credible, third-party data they can use in advocacy, business development, and public conversations

Be the Catalyst for Phase Two

We're inviting mission-aligned investors to join IWI as we expand our research and strengthen our partnerships with state and local data providers. Your investment accelerates a unified, evidence-based approach to shaping South Carolina's infrastructure decisions—ensuring leaders have the insights they need to act boldly and wisely.

From Insight to Influence

Phase Two invites investment from companies and individual leaders who believe in the long-term strength of South Carolina's infrastructure and the profession behind it.

1

Advance Sound Infrastructure Decision-Making

Infrastructure decisions increasingly shape local economies, workforce mobility, business growth and long-term competitiveness.

Phase Two research ensures that:

- Investment decisions are informed by credible, independent data
- Economic and community impacts are clearly communicated to public leaders and stakeholders
- Long-term planning, resilience and return on investment remain central to infrastructure discussions

3

Influence the Questions Being Asked

Research sponsors help shape what the Institute studies next.

Participation in the Industry Insights Group allows donors to:

- Collaborate with data and research partners
- Flag emerging issues affecting the infrastructure sector
- Ensure research remains relevant to real-world demands and challenges

This approach enables firms to inform industry-wide analysis without compromising research independence.

2

Gain Early, Actionable Intelligence

Phase Two donors gain early access to:

- Research findings
- Emerging trends in infrastructure funding, delivery and impacts
- Insights that can inform strategy, market positioning and client conversations

This intelligence directly supports:

- Business development efforts
- Legislative and regulatory engagement
- Internal strategic planning

4

Strengthen Advocacy Efforts

IWI research provides a neutral, third-party foundation that the design construct industry can reference confidently.

Donors help create:

- Data that supports sound policy decisions
- Messaging that resonates beyond the engineering community
- A shared factual baseline for discussions with lawmakers, agencies and stakeholders

The result: more effective, evidence-backed advocacy.

What Phase Two Makes Possible

With full funding, Phase Two will enable the Institute to expand the scope and depth of economic impact research, address new infrastructure sectors and funding mechanisms, increase the speed and relevance of research outputs, and enhance visibility and accessibility of findings through events, publications and media engagement.

Two Ways to Invest

There are two ways to support Phase Two, each playing a different role in advancing the Institute's work. Both are essential. Together, they power the Institute's mission.

Track
1

Operational Support Sponsorships

GOAL: \$40,000

Supports the Institute's core operations, outreach and visibility – ensuring relevant insights reach the audiences that matter.

Ideal for investors who want to:

- Sustain the Institute's presence
- Be visibly aligned with its mission
- Support industry-wide impact

More details on page 4

Track
2

Research Project Sponsorships

GOAL: \$54,000

Directly funds Phase Two research initiatives and engagement with data partners and stakeholders.

Ideal for investors who want to:

- Play a role in shaping future research
- Access insights early
- Align their brand with thought leadership and data-driven decision-making

More details on page 5

An Investment with Collective Returns

No single organization benefits alone from stronger infrastructure policy or smarter investment decisions. Communities, employers, local governments and the professionals who design and deliver infrastructure all share in the collective return. Phase Two strengthens that shared foundation.

We invite you to be part of what comes next.

Operational Support Sponsorships

Supports the Institute's core operations, outreach and visibility – ensuring research reaches the audiences that matter.

PREMIER SPONSOR | \$5,000

- 4 tickets to the Annual Infrastructure Summit
- 2 VIP tickets to the Annual Infrastructure Summit Dinner
- Marketing recognition on all research publications, the IWI website and social media
- Early access to sponsorship opportunities for events and event recognition
- Early access to all annual research publications
- Top-tier recognition on summit materials and digital communications

AMBASSADOR SPONSOR | \$2,500

- 2 tickets to the Annual Infrastructure Summit
- Logo placement and recognition on all marketing materials and the IWI website
- Recognition on summit materials

SUPPORTER SPONSOR | \$200

- 1 ticket to the Annual Infrastructure Summit
- Recognition on the IWI website



Benefits Comparison	PREMIER \$5,000	AMBASSADOR \$2,500	SUPPORTER \$200
Annual Infrastructure Summit	4 Tickets	2 Tickets	1 Ticket
Annual Infrastructure Summit VIP Dinner	2 Tickets		
Recognition on IWI website	Logo	Logo	Name
Recognition on IWI marketing materials	Logo	Logo	
Recognition on summit marketing materials	✓	✓	
Early access to all research publications	✓	✓	
Recognition on all research publications	✓		
Early access to sponsorship opportunities	✓		

Research Project Sponsorships

Directly funds research initiatives and engagement with data partners.

RESEARCH LEADER | \$5,000

- 1 seat on the Industry Insights Group, including collaboration with data partners
- 4 tickets to the Annual Infrastructure Summit
- 2 VIP tickets to the Annual Infrastructure Summit Dinner
- Logo placement and top-tier marketing recognition on all research publications, marketing materials, and summit collateral
- Early access to research findings and reports

RESEARCH PARTNER | \$2,500

- 1 seat on the Industry Insights Group
- 2 tickets to the Annual Infrastructure Summit
- 1 VIP ticket to the Annual Infrastructure Summit Dinner
- Logo placement and marketing recognition on research publications, marketing materials, and summit collateral
- Early access to research findings and reports

RESEARCH SUPPORTER | \$1,500

- 2 tickets to the Annual Infrastructure Summit
- 1 VIP ticket to the Annual Infrastructure Summit Dinner
- Logo placement on IWI marketing materials

RESEARCH CHAMPION | \$500

- 1 ticket to the Annual Infrastructure Summit
- Recognition on IWI website and research



Benefits Comparison	LEADER \$5,000	PARTNER \$2,500	SUPPORTER \$1,500	CHAMPION \$500
Industry Insights Group	1 Seat	1 Seat		
Annual Infrastructure Summit	4 Tickets	2 Tickets	2 Tickets	1 Ticket
Annual Infrastructure Summit VIP Dinner	2 Tickets	1 Ticket	1 Ticket	
Recognition on IWI website	Logo	Logo	Logo	Name
Recognition on IWI marketing materials	Logo	Logo		
Recognition on summit marketing materials	✓	✓		
Early access to all research publications	✓	✓		
Recognition on all research publications	✓			
Early access to sponsorship opportunities	✓			

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 IIJA- 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 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.

