



ONE SPARTANBURG INC.

ONE SPARTANBURG VISION PLAN 2.0

Year One

UPDATE

The **OneSpartanburg Vision Plan 2.0** advances fifteen key initiatives in three focus areas in pursuit of six primary goals.

The plan was designed by a 49-person steering committee led by **Halsey Cook**, president & CEO of Milliken, **Bruce Holstien**, president & CEO of Spartanburg Regional Healthcare System, and **Geordy Johnson**, CEO of Johnson Development Associates, and informed by data and community input.

Goals

Raise Levels of Prosperity

1

Increase Educational Attainment

2

Attract & Retain Talented People

3

Diversify Spartanburg's Economy

4

Improve Quality of Life

5

Reduce Racial Equity Gaps in Entrepreneurship & Small Business Ownership

6



The first year of the OneSpartanburg Vision Plan 2.0, Spartanburg County's second five-year community and economic development strategy, has been a catalyst for the years ahead.

Future-focused, intentionally-recruited investments will transform many of our municipalities, with game-changing developments underway or kicking off soon in areas like Pacolet, Inman, Landrum, Greer, and Woodruff.

There is more liveliness and investment in Downtown Spartanburg than ever before. Spearheaded by The Johnson Group, a \$250-million investment will bring multifamily housing, Class A office space, and entertainment to the City's western gateway. Making possible in a few years what could have taken a decade or more, this project moves the needle on seven of the fifteen Vision Plan 2.0 recommendations.

Our community continues to grow in its appeal to visitors and young people looking to relocate. And a historic amount of funding is set to improve our county's educational outcomes and development of homegrown talent.

This is by no means the extent of the achievements the Vision Plan 2.0 has led to over the past year.

Continue reading to get a deeper glimpse at where Spartanburg County is going. **Thank you for your investment in this impactful plan, and thank you for celebrating the first year of progress with us.**

ALLEN SMITH
President & CEO
OneSpartanburg, Inc.

TODD HORNE
Chair
OneSpartanburg Vision Plan

1

KEY INITIATIVE ONE

Develop & Deploy Resources to Guarantee College Funding for Residents with Financial Need

*Catalytic Philanthropy has been earmarked to OneSpartanburg, Inc. to launch an initiative that **identifies adults with unfinished degrees and supports their reenrollment**, as well as bolster tailored programs, adaptations and supports that enable students to complete unfinished degrees while working. OneSpartanburg, Inc. will hire a **Director of Adult Degree Reengagement** and team to lead this work.

The FAFSA (Free Application for Federal Student Aid) is often the first step in advancing to post-secondary education. SAM has begun expanded **FAFSA assistance workshops**, with the goal of driving FAFSA completion up from 42% to 70% for students with free and reduced lunch.

28%
INCREASE

Spartanburg Community College's **SCC Goes Free** tuition program led to a 51.5% increase in enrollment, demonstrating the impact of removing financial barriers to degree attainment.

51.5%
ENROLLMENT
INCREASE



source: Spartanburg Community College Flickr

*Catalytic Philanthropy

The OneSpartanburg Vision Plan 2.0 played a compelling role in the decision of **Blue Meridian Partners** and the **Duke Endowment** to commit \$75 million to increase educational attainment in Spartanburg County.

Spearheaded by **Spartanburg Academic Movement** and informed by the findings of the recently completed Talent Gap Analysis, funds will be disbursed to impact post-secondary access, degree completion, and career readiness. The resulting work will drive meaningful progress on four key talent initiatives.

2

KEY INITIATIVE TWO

Connect Every Student to a Postsecondary Degree, Training Program or Career-Track Job within 1 Year of Graduation

*Catalytic Philanthropy has been earmarked to create tighter linkages between education and employment, including regularly convening industry and post-secondary institutions to **align academic programs with talent gaps**, and working with employers and institutions to expand and market paid internship, 'learn and earn' and other **work-based learning opportunities**.

College Town Spartanburg resumed its annual Careers After Class event, designed to impact talent retention by **connecting students to Spartanburg-based employers with job and internship opportunities**.





3

KEY INITIATIVE THREE

Launch 'Unfinished Business' to Drive Adult Degree Completion

*Catalytic Philanthropy has been earmarked to launch an initiative that **identifies adults with unfinished degrees and supports their reenrollment**, as well as bolster tailored programs, adaptations and supports that enable students to complete unfinished degrees while working. OneSpartanburg, Inc. will hire a **Director of Adult Degree Reengagement** to lead this work.

4

KEY INITIATIVE FOUR

Ensure Children Have Access to Quality Childcare / Pre-K while Lessening a Key Burden to Workforce Participation

*Catalytic Philanthropy will help expand Hello Family, an initiative focused on improving outcomes for children ages birth-five. Currently available to City of Spartanburg residents, all Spartanburg County residents will gain access to **early care and learning resources**.

The United Way of the Piedmont has convened local partners and employers to discuss investing in and improving Spartanburg's **childcare infrastructure**.

5

KEY INITIATIVE FIVE

Enhance 'See Yourself In Spartanburg' Marketing Campaign & Programs to Attract Talented Individuals

A **Talent Gap Analysis** was conducted to identify talent shortages in key industry sectors that must be addressed by talent attraction. The analysis provides information on where to best source needed talent, which will inform talent attraction programs and marketing campaigns.

A pilot program is incentivizing **talent acquisition** professionals to promote Spartanburg County residency to potential new hires. The program has influenced 36 high earners to reside in the county, representing \$2.71 million in salary retention.

InTheBurg, Spartanburg's daily email aiming to **increase community pride** and talent retention by showcasing unique-to-Spartanburg amenities, continued sending to more than 43,000 inboxes.

A new 64-page destination guide **encourages potential talent to see themselves in Spartanburg**. The guide is complimentary to employers working to attract talent to our county.





BLES

and economic analysis
generative installation
long-term O&M services

lighting system

DE&H
Building
Group

6

KEY INITIATIVE SIX

Expand Spartanburg's Competitive Edge in Manufacturing & Logistics by Optimizing Infrastructure and Sites

Spartanburg County attracted \$3.2 billion in capital investment in 2022; 83% of new investment came from manufacturing and logistics.

Efforts are underway to **update water, sewer, and energy infrastructure** in strategic parts of the county. Improvements will be made near Woodruff along Highway 101 and 221, and in Downtown Spartanburg near Broad Street and the Grain District. Other potential projects include sewer infrastructure along Highway 221 near Chesnee and Highway 292 in Inman.

Partners are working to **identify matchmaking opportunities between local manufacturing, logistics and technology companies**, and to recruit companies that support our local manufacturing and logistics base. In October, OneSpartanburg, Inc. hosted the inaugural **Procurement Connection** event.

7

KEY INITIATIVE SEVEN

Attract, Retain & Develop Jobs in Corporate & Knowledge-Based Sectors to Diversify Spartanburg's Economy

OneSpartanburg, Inc.'s 2022 economic recruitment efforts are projected to lead to **196 new white collar jobs countywide**, representing \$18.2 million in annual wages.



OneSpartanburg, Inc. is **advocating for state incentives** for the recruitment of knowledge-based jobs. Meanwhile, we are assisting corporate headquarter projects with local grants that ease relocation costs, including Taylor Enterprises' move to Downtown Spartanburg.

Efforts to **expand Class A office space in Downtown Spartanburg** continue, with highlights including a \$30-million development by Insite Properties, the activation of 75,000+ sq. ft. at Two Morgan Square by Johnson Development Associates, a planned 20,000 sq. ft. of office space along E Main Street by M Peters Group, and an office component of The Johnson Group's 16-acre mixed use project in the Grain District.



KEY INITIATIVE EIGHT

Convene Innovative Entrepreneurs, Companies & Partners to Launch and Scale High-Growth Startups

Supported by an SCDoc Relentless Challenge grant, the **Spartanburg Entrepreneur Founders Network** was established to engage a pool of high-impact entrepreneurs in best-practice sharing and targeted educational programming, and to identify and prioritize ecosystem gaps.



KEY INITIATIVE NINE

Build & Connect a Continuum of Support Services for Small & Minority-Owned Businesses

Power Up Spartanburg, Spartanburg County's small and minority business development initiative, has launched. Led by OneSpartanburg, Inc. and funded by Spartanburg County, the initiative provides access to capital and space, technical support, and social capital. So far, 493 current and potential small businesses have engaged.

We are currently launching a \$2.5 million **business loan and grant pool**, piloting a **business mentoring program** modeled on the renowned MIT Venture Mentoring Service, and offering an **expert series**. Future initiatives include access to subject matter experts, assistance securing contracts with large businesses, and a digital resource hub to guide people through starting and growing businesses.



493
SMALL
BUSINESSES
ENGAGED



KEY INITIATIVE TEN

Support Countywide Placemaking Enhancements

In 2022, **Keep OneSpartanburg Beautiful** volunteers and Litter Heroes removed 14,997 pounds of litter from Spartanburg County. A watergoat has been installed at Cleveland Park to trap floating litter, and a storm drain art project is underway on the Northside.

14,997
LBS OF LITTER
REMOVED

Inman was accepted to **Main Street South Carolina** as an Aspiring Community. The program provides tools and resources to build a strong downtown. Plans include filling downtown spaces, building a pavilion and restroom on Mill Street, and continuing to amp up programming such as the popular Music on Mill series.



KEY INITIATIVE ELEVEN

Beautify Gateways & Promote Redevelopment of Key Corridors

The City of Spartanburg **launched an effort to make the western gateway into downtown more appealing** by addressing code and safety violations, and enhancing beautification efforts in the area. The City's 2023-24 budget includes \$4.5 million in state funding for improvements to W. Main Street.

On Spartanburg's Southside, a comprehensive vision plan has been established, including a welcoming gateway featuring the **Southside Cultural Monument**, highlighting important moments and residents in the community's history.

KEY INITIATIVE TWELVE

Establish Downtown Spartanburg as a Nationally Renowned Downtown District

Landscaping and lights were added to Wall Street, a pedestrian-only connector between Broad and Main streets. Improvements were made possible by an anonymous donor and a \$32,500 grant from **The Noble Tree Foundation** to install Silva Cells for a customized group of trees that will bring shade in the summer and vibrant foliage during the fall.



source: City of Spartanburg

The **Hub City Hopper**, the downtown addition to the Mary Black Rail Trail, opened in December 2022, extending Spartanburg's most-used outdoor amenity to areas near Kennedy and Liberty streets.



source: City of Spartanburg

Leveraging key acreage to build the next district of Downtown Spartanburg and transform the City's western gateway, the Johnson Group, Spartanburg County, City of Spartanburg and OneSpartanburg, Inc. announced a transformational \$250-million development that will create **a new center of energy surrounding a Minor League Baseball stadium**.



13

KEY INITIATIVE THIRTEEN

Create a Permanent People-Centered Morgan Square

The City's **Morgan Square Enhancement Committee**, chaired by Milliken President and CEO Halsey Cook, has proposed three design concepts to better actualize Morgan Square. Prospective designs align with the goals of the Vision Plan, providing increased flexibility that will lead to more frequent activation.

14

KEY INITIATIVE FOURTEEN

Enhance and Promote Spartanburg's Outdoor Recreation Opportunities

Along with the downtown extension to the Mary Black Rail Trail, work continued on **The Dan**, Spartanburg's series of 50-plus miles of interconnected trails. In early-2023, the **River Birch Trail** was completed, including the raising of a new trail bridge just off East Main Street.



15

KEY INITIATIVE FIFTEEN

Support and Incentivize a Wide Variety of Market-Rate & Workforce Housing

As a result of OneSpartanburg, Inc.'s efforts since 2017, there are 3,084 new **multifamily housing units** in the pipeline, under construction or completed within 5 miles of Downtown Spartanburg. Currently, residential developments downtown are required to have 10% of units dedicated to **workforce housing**.

Multiple developers have been engaged in discussions surrounding **executive housing**, designed to attract executive-level talent to Spartanburg in high-growth, knowledge-based fields.

3,084
MULTIFAMILY
UNITS



Thank you for fueling the work.

INVESTORS

*Some investors have chosen to remain anonymous

Agape Care Group
Allen and Jenni Smith
Barnet Development
BMW
City of Spartanburg
Clayton Construction Company
Coldwell Banker Caine
Contec, Inc.
Denny's
Duke Energy
GSP Airport
Harper Corporation
The Johnson Group
Mark III Properties
Mary Black Foundation
McMillan Pazdan Smith
Milliken
NAI Earle Furman

Oshkosh Defense
Palmetto Belk, LLC
Park National Bank
Parker Poe
Pinnacle Financial Partners
ReGenesis Health Care
Secondary Solutions
South State Bank
Spartanburg County
Spartanburg County School Districts 1-7
Spartanburg Meat Processing
Spartanburg Regional Healthcare System
Spartanburg Sanitary Sewer District
Spartanburg Water
Talley Law Firm
Truist
Vic Bailey Automotive
Young Office

BOARD OF ADVISORS

Pontheolla Abernathy
Kenneth Cribb
Tom Finnegan
Dana Gottman

Craig Haydamack
Todd Horne
Cornelius Huff
Alex Powell

Laura Ringo
Lekesa Whitner