



ONE**SPARTANBURG** INC.

ONE**SPARTANBURG** **VISION PLAN** **2.0**

Year Two

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

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The second year of the OneSpartanburg Vision Plan 2.0 has built on the groundwork laid last year and the plan's impact is growing across Spartanburg County.

Talent attraction, development, and retention has never had more momentum in Spartanburg. The Vision Plan 2.0 has helped directly connect the needs of our present-and-future workforce with our county's education systems. We've also been able to launch Re:Degree, working to help nearly 48,000 people countywide who have some college but no degree complete their educational journey.

Efforts continue to attract new types of economic investment countywide, particularly in fields like technical services, health sciences, film industry technology, and soft mobility/alternative transportation, with each of these bringing knowledge-based jobs to Spartanburg.

Since its launch, Power Up Spartanburg – funded by Spartanburg County – has engaged with more than 1,600 small and minority businesses countywide. Based on self-reporting, participants in the initiative have seen revenue growth of \$5.1 million, with 167 full-time or contract workers hired.

Downtown developments are set to change the face of Spartanburg. Construction is ongoing at the site of Fifth Third Park, home to The MiLB's Hub City Spartanburgers. The \$425-million project will also be home to office, retail, and residential space, and it moves the needle on seven of 15 Vision Plan 2.0 recommendations.

And these are only a few high-level details about what has been accomplished thanks to the Vision Plan 2.0 in its second year. **Read through this Scorecard to see more of the transformative work ongoing across Spartanburg County.**

ALLEN SMITH
President & CEO
OneSpartanburg, Inc.

TODD HORNE
Chair
OneSpartanburg Vision Plan

KEY INITIATIVE ONE

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

Within one year, **Movement 2030*** aims to increase the number of Spartanburg County high school graduates enrolling in postsecondary education to 70%.

Spartanburg Community College's SCC Goes Free tuition program has led to a 54% increase in enrollment since 2020, demonstrating the impact of removing financial barriers to degree attainment.

Re:Degree, an initiative to break down barriers to degree-completion for adult-learners with some college experience but no degree, is offsetting the cost of continuing education for these students.

*Movement 2030

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 dramatically advance economic mobility and educational attainment in Spartanburg County. OneSpartanburg, Inc. worked hand-in-hand with **Spartanburg Academic Movement** to secure \$25m in matching funds from local partners.

Movement 2030 funds are being disbursed to impact post-secondary access, degree completion, career readiness and economic mobility. The resulting work will drive meaningful progress on four Vision Plan talent initiatives.



STAR Fellowship at VCOM

KEY INITIATIVE TWO

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

OneSpartanburg, Inc.'s Talent Council creates tighter links between education and employment, including regularly convening industry and postsecondary institutions to align academic programs with talent gaps. The Talent Council also works with employers and institutions to expand and market paid internship and other work-based learning opportunities

The **Spartanburg Talent and Retention (STAR) Fellowship**, made possible by a grant from SAM, bridges the gap between education and employment by exposing Spartanburg school districts career development facilitators to local workforce needs. The effort has resulted in **166 paid internships**, of **198 total work-based learning placements**, for rising high school seniors countywide.

A **Talent Gap Analysis**, identifying talent shortages in key industry sectors that must be addressed, is informing this work.



Students at The Franklin School

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KEY INITIATIVE THREE

Drive Adult Degree Completion

Re:Degree was launched thanks to catalytic funding from Movement 2030. In the program's first few weeks, **more than 200 people have asked for help reenrolling in college**. The program's goal is to connect with 5,000 adult-learners by 2030.

OneSpartanburg, Inc. has hired a **Director of Adult Degree Reengagement** and two **College Navigators** to work one-on-one with students. Money has also been sub-granted to local colleges to expand staffing in support of adult students. Several major employers, like Milliken and Tietex, have committed to encourage cohorts of employees to participate in Re: Degree.

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KEY INITIATIVE FOUR

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

As part of SAM's Movement 2030, **Hello Family** began expanding countywide in early-2024, including extended services focusing on improving birth outcomes, increasing school readiness, and decreasing both avoidable emergency room visits and child abuse/neglect. To date, Hello Family has **served more than 2,000 families**.

Tootris.com, a childcare platform empowering parents, providers, and employers with real-time communications, is making it easier for parents to find childcare services. Tootris.com has a childcare network boasting 200,000+ providers nationwide. OneSpartanburg, Inc. has introduced employers and providers to the tool to help with talent retention efforts.

Public and private partners are exploring unique approaches to increasing childcare service availability and affordability.

Spartanburg School District 6 has launched its **District Six Early Learning Center**, where the children of faculty and staff are cared for during the day. The idea grew from teacher surveys, where employees shared open feedback about their need for childcare, and the District and its Trustees gave the facility and program a green light.

Spartanburg Community College is currently exploring options for increasing childcare availability, noting that it poses a barrier to workforce participation. A survey the college conducted showed that 22% of students are interested in utilizing paid childcare services, and 17% indicated childcare needs are a barrier to participating in activities offered by the college.

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KEY INITIATIVE FIVE

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

A **targeted edition of the See Yourself in Spartanburg marketing campaign** was served to attract healthcare professionals to Spartanburg Regional Healthcare System.

A **pilot program incentivizing talent acquisition professionals to promote Spartanburg County residency to potential new hires** has influenced 163 high earners to reside in the county, representing \$11.48 million in salary retention.



Welcoming Boyd Cycling to Spartanburg

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KEY INITIATIVE SIX

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

In 2023, OneSpartanburg, Inc. recruited **24 economic development projects** resulting in **\$1.1 billion in investment** and the creation of **1,146 new jobs**.

Since the OneSpartanburg Vision Plan 2.0 was unveiled in 2022, our county has recruited a total of **\$5.1 billion in investment**, creating a total of **2,888 jobs**.

This investment amount is equal to the total Spartanburg County recruited during the first OneSpartanburg Vision Plan, from 2017-2021.

Countywide partners continue to identify matchmaking opportunities between manufacturing, logistics, and technology companies and local small and minority businesses. In October, OneSpartanburg, Inc. will host its **second annual Procurement Connection**.

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KEY INITIATIVE SEVEN

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

Manufacturing and logistics sectors continued to perform strong in Spartanburg County in 2023, with 12 projects in these sectors representing a total investment of \$658M, or 59.2% of the county's yearly total.



OneSpartanburg, Inc.'s economic development efforts continue to focus on **project diversification and bringing knowledge-based jobs to our county**. We have seen success in the fields of film industry technology, soft mobility/alternative transportation, bio life and health sciences, and technological services.



KEY INITIATIVE EIGHT

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

Supported by two S.C. Department of Commerce Relentless Challenge grants, the **Spartanburg Founders Network** continued to engage and support local innovation entrepreneurs, with an official brand and expanded mission coming soon. The founders network has grown to 18 members, and aims to be at 20-25 in 2025.



Palmetto InnovaSphere, headquartered in Spartanburg, was formed to attract innovation and investors resulting in accelerated biomedical discoveries, and a pipeline of new companies in the sector moving to South Carolina.



KEY INITIATIVE NINE

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

Since its launch, **Power Up Spartanburg** has engaged with more than 1,600 small businesses or entrepreneurs looking to establish a business in Spartanburg County. Based on self-reporting, participants have seen revenue growth of \$5.1 million, and employment growth of 167 full-time or contract workers.

Power Up Spartanburg's program offerings have expanded, with the **Power Up: Mentoring** now boasting 54 mentors guiding 28 participants, and **Power Up: Securing Contracts** leading to small businesses earning contracts with BMW, Oshkosh Defense, Google, and more.

Launched at Power Up Spartanburg's first anniversary, **The Grid**, powered by Duke Energy, provides a digital community featuring resources and connections small and minority businesses need. The online platform will help small business-owners get started, earn a certification, solicit input from experts, and much more.



KEY INITIATIVE TEN

Support Countywide Placemaking Enhancements

In 2023, **Keep OneSpartanburg Beautiful** volunteers and **Litter Heroes** removed 68,860 pounds of litter from Spartanburg County during a record 74 clean-up events supported by 1,365 volunteers.

The **Keep America Beautiful** affiliate also expanded its storm drain art project from Spartanburg's Northside to areas across the county.



KEY INITIATIVE ELEVEN

Beautify Gateways & Promote Redevelopment of Key Corridors

Work concluded in March on a project co-funded by OneSpartanburg, Inc., the City of Spartanburg, and Spartanburg County to **beautify the entrance to the City on South Church St.**, which sees approximately 12,100 vehicles each day.



KEY INITIATIVE TWELVE

Establish Downtown Spartanburg as a Nationally Renowned Downtown District

Construction is ongoing at **Fifth Third Park**, home of **The Hub City Spartanburgers** on the western edge of Downtown Spartanburg. The \$425-million project — the result of a partnership between the City of Spartanburg, Spartanburg County, the State of S.C., OneSpartanburg, Inc., The Johnson Group, and Diamond Baseball holdings — will also include hotel, retail, and residential space, and the option for year-round programming.



Not far from Fifth Third Park is the construction site of **Spartanburg County Public Libraries' 5,000 square foot Planetarium**. The facility will sit at the corner of Church and Broad streets, and will feature a 50-foot domed theater, classroom space, and a catering kitchen, enhancing the Public Libraries' offerings throughout the year.





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KEY INITIATIVE THIRTEEN

Create a Permanent People-Centered Morgan Square

Plans for a **redesigned Morgan Square** include architectural seating, family-friendly areas, and more. Work will be done in two phases with a construction timeline expected before the fall of 2024. The OneSpartanburg Vision Plans have advocated for a better-programmed Morgan Square.

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KEY INITIATIVE FOURTEEN

Enhance and Promote Spartanburg's Outdoor Recreation Opportunities

After securing \$15M of funding from the General Assembly, planning and design are underway for the **Saluda Grade Rail Trail**. The 31-mile portion of abandoned rail line was purchased by Conserving Carolina, PAL: Play, Advocate, Live Well, and Upstate Forever. The Saluda Grade will run through western N.C. into northern Spartanburg County.



Through Vision Plan 2.0 funding, **PAL has been able to take a \$123,000 investment and leverage it into \$45.1M of funds** to help their outdoor recreation and placemaking mission countywide.

The Vision Plan 2.0 funded a \$25,000 investment to assist the **Spartanburg Area Conservancy (SPACE) with the installation of adequate parking and developing an on-site trail network** as the nonprofit seeks to purchase and permanently protect 945 acres of undeveloped land adjacent to SPACE's Glendale Shoals Preserve. The purchase would be a major win for conservation in the Upstate.



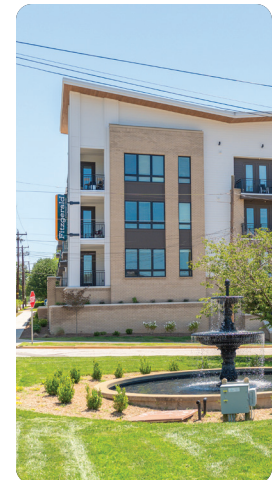
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KEY INITIATIVE FIFTEEN

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

As a result of OneSpartanburg, Inc.'s efforts, **there are currently 11 housing developments within 5 miles of Downtown Spartanburg** offering at least 10% of units as 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**. By the end of the year, some 800 executive-level home lots could be in the pipeline or under construction countywide. This is key for Spartanburg County's continued knowledge-based job recruitment efforts.



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
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NAI Earle Furman

Oshkosh Defense
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Park National Bank
Parker Poe
Pinnacle Financial Partners
ReGenesis Health Care
Secondary Solutions
South State Bank
Spartanburg County
Spartanburg County School Districts 1-7
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