

2010-2015 Upstate SC Alliance  
Contributor Campaign

recession to  
**RESURGENCE** ↑



UpstateAlliance  
SOUTH CAROLINA



# It starts with the Alliance

For years now, the leaders of South Carolina's Upstate—in

both the public and private sectors—have recognized the value and effect of combining our financial, political and marketing resources to attract new investment to our region and improve the quality of life for all of our citizens.

This awareness of the power of regionalism resulted in the establishment of the Upstate SC Alliance in 2000. With a laser-like focus on marketing the Upstate to the world and generating leads and prospects for our public sector partners, the Upstate SC Alliance has figured prominently in the regional renaissance of the Upstate. Today's Upstate is radically—and proudly—different than the Upstate of a decade ago; our cities and counties have grown, changed and adapted, making our region one of the fastest growing and most desirable in the country in which to live and do business.

The Upstate SC Alliance is a public/private regional economic development organization designed to market the 10 counties in South Carolina's Upstate—Abbeville, Anderson, Cherokee, Greenville, Greenwood, Laurens, Oconee, Pickens, Spartanburg and Union. The Alliance is responsible for marketing and branding the Upstate of South Carolina, for the purpose of creating an environment conducive for attracting new jobs and capital investment.

The Upstate SC Alliance achieves these objectives by:

1. Marketing and promoting the region's strengths for business growth and life balance on a global scale
2. Building cohesive relations among the region's private and public sectors
3. Partnering with local and state officials to support economic development efforts

Which leads to, generating and cultivating leads/prospects for new business attraction. Through the marketing and branding activities conducted by the Alliance, the Upstate will see results whether it is in the form of a new company locating to our area or an existing company expanding within our 10 county region.

The Alliance works in partnership with South Carolina Dept of Commerce, chambers of commerce, technical colleges, universities, workforce development boards, SC Ports Authority, New Carolina and the South Carolina Research Authority to foster economic growth within our region.

These relationships ultimately will stimulate overall growth, increase the tax base, create new job opportunities, raise per capita incomes, and attract top-notch talent to the Upstate.

The Alliance is supported by the public sector based on an established funding formula and through private investment. The investment from the private sector comes from more than 165 companies/organizations.

*If we haven't formally met, you've still seen us.*

You've seen the outcome of our work and the results of our efforts. They take the form of new construction, new jobs, new homes, commercial growth and expanded businesses.



## THE ECONOMIC DEVELOPMENT PROCESS: **Efforts in concert**

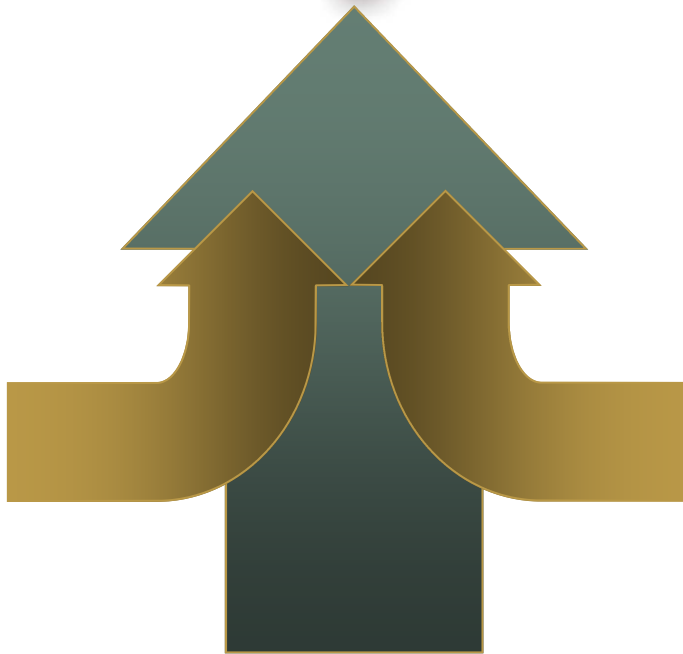
Many public-sector, private-sector, non-profit organization and other entities are working towards a stronger economy for Upstate South Carolina—each with a defined purpose and mission.

As the regional economic development organization, the Upstate SC Alliance connects to them and serves as a main conduit and contributor to their local efforts.



UpstateAlliance  
SOUTH CAROLINA

Promoting the Upstate's  
Business Environment



Contributions from  
Public & Private Sector

UPSTATE SOUTH CAROLINA

*"I was blown away."*

Promoting the Upstate's  
Quality of Life & Talent Attraction

***"The Upstate SC Alliance's Mission is to position and market the Upstate South Carolina Region to successfully compete for business investment globally. Their work benefits us all."***

**- Leon Patterson, CEO/Chairman, Palmetto Bancshares, Inc.  
2009-2010 Chair, Upstate SC Alliance**

# Why this is important to you



The work of the Upstate SC Alliance is critical for the future of our region and for your business. **Simply put:** We stimulate job growth. We encourage business investment. We foster wealth creation. All of these create an economic ripple effect that impacts our entire region. Everyone benefits either directly or indirectly.

It is this ripple effect, along with our marketing and branding activities, which has sustained years of vibrant commerce in our region. Take a second to think about this ripple effect...

When a company expands or locates here, that means more jobs for an area. This leads to increases in wages and salaries in an area. That leads to home purchases, mortgages being taken out, bank accounts, food purchases, cars purchased, clothing being bought, entertainment purchases, and let us not forget the increase in tax revenues.

And now, with a changing global economy and demographic shift, it is more important than ever to align resources, focus efforts, and work together to seize opportunities to secure Upstate South Carolina's place as a top tier region.

## And as our past results indicate we're on our way to new heights!

Consider the outcomes the Alliance has achieved in the last 3 years:

- Over 160 RFIs issued by Upstate SC Alliance
- Over 110 visits to the region by outside companies
- Over 350 regional overview presentations made

BD numbers – such as leads/prospects generated, etc

- Over 400 leads and prospects generated
- Over 50 tradeshows / conferences attended
- Over 30 events/delegations hosted in region

Our region has seen substantial growth fueled by major “wins” or corporations who have chosen to locate or expand here—and have successfully done so with support from the Upstate SC Alliance...

- Bericap NA
- Reliable Sprinkler
- Gordon Foods
- Hubbell Lighting

Since the launch of the “I Was Blown Away” Campaign in late May 2008, there has been tremendous excitement generated with this regional marketing initiative.

Measurable:

- Hundreds of thousands of visitors to the web site
- Visitors from all 50 states and over 100 countries
- Over thousands of click-thrus to partner sites
- IWBA was awarded 5 awards which included Best of Class and Best of show by SEDC



# HOW WE GET THERE: The 2010-2015 Strategic Plan



**If you want stronger results, you have to focus your game plan.**

The Upstate SC Alliance has focused its new work plan to align with the needs of a changing and growing global economy. So what is the new strategy? It is a laser focused approach to producing even better results.

The new strategic plan affords us an opportunity to be more precise in whom we recruit after and who we engage in our process. It includes developing data-driven approaches to generate more leads, a regional marketing effort to showcase our assets, even more communication and involvement with our investors.

## The Strategic Plan

The Upstate SC Alliance's new program of work has focused on several areas: Data-driven business attraction, PR/Marketing – International and Domestic, Targeted Global Business Development, Accelerate Regional Growth, Attract a Talented Work Force, and Enhance Investor Relations.

## COMPONENTS OF THE STRATEGIC PLAN

### ***Tier One Priorities***

#### 1. Website

**Action:** Invest in a major upgrade of the Upstate SC Alliance website to make it more interactive, with richer, more updated content and stronger sales messages.

**Action:** Closely monitor website activity and optimize the ranking of the Alliance site on web searches.

**Action:** Ensure that any Upstate SC Alliance affiliated website(s) is effectively unified and integrated with the principal Alliance site.

#### 2. Public Relations

**Action:** Initiate a comprehensive public relations campaign managed by the Upstate SC Alliance.

**Action:** Position the Upstate SC Alliance as a regional media clearinghouse.

# The 2010-2015 Strategic Plan



## 3. Direct Sales

### A. Target-Focused Marketing Missions

**Action:** Continue to actively leverage marketing missions to facilitate lead generation and prospect development.

### B. Inbound Marketing Events

**Action:** Fine-tune existing Upstate SC Alliance coordinated inbound events and add additional events as resources allow.

**Action:** Continue to strive to effectively leverage economic development “influencers” through inbound marketing events.

### C. Trade Shows/Industry Conferences

**Action:** Reduce Upstate SC Alliance trade-show attendance while optimizing pre- and post show active ties.

## 4. Research

**Action:** Significantly increase the Upstate SC Alliance’s capacity and efforts related to research.

**Action:** Develop more dynamic relationships with higher education and private-sector researchers.

## 5. Collateral

**Action:** Optimize the effectiveness of the Upstate SC Alliance’s collateral marketing tools.

## ***Tier Two Priorities***

## 6. Brand and Graphic Identity

**Action:** Consider adopting selective graphic and thematic consistency between the Upstate Alliance and its component communities to create a unique regional image that brings value to marketing efforts.

**Action:** Better differentiate Upstate South Carolina from other U.S. regions utilizing the term “Upstate” in their external campaigns.

## 7. Contributor Management

**Action:** Better articulate the value proposition of Alliance membership.

**Action:** More effectively communicate the ongoing dynamics and results of local economic activity.

**Action:** Enhance the Upstate Alliance’s role in relationship-building among the communities and constituencies of the Upstate.

**Action:** Enable local communities to leverage the Alliance’s professional capacity in a consulting role to assist with particular efforts.

# The 2010-2015 Strategic Plan



## 8. Existing Businesses

**Action:** Develop agreed upon protocols for working with existing businesses between the Upstate SC Alliance and local development agencies to enable more robust relationships between the Alliance and regional businesses.

**Action:** Position the Alliance as a key resource for existing regional businesses.

## 9. Internal Marketing

**Action:** Allocate a portion of the Upstate SC Alliance budget to internal marketing and include internal marketing as a line item in the next fundraising campaign

**Action:** Greatly enhance the Alliance's proposed Champion's program.

**Action:** Organize and manage regional target industry councils.

## 10. Regional Positioning

**Action:** Effectively leverage the "I Was Blown Away" campaign as a multi-channel regional marketing tool.

## 11. Project Flow and Prospect Management

**Action:** Facilitate greater consistency in prospect management.

**Action:** Formalize the acknowledgement of the Upstate SC Alliance after successful location announcements.

## 12. Advocacy on Regional Competitiveness Issues

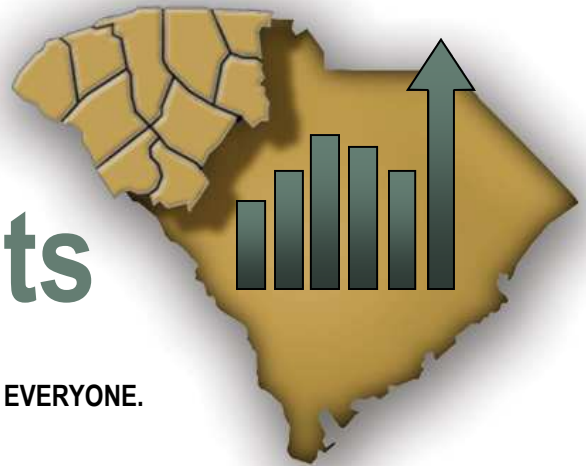
**Action:** Acknowledge and position the Upstate SC Alliance as a partner and organizational resource for discourse on regional competitiveness.

**Action:** Seek to partner with appropriate regional groups to leverage combined capacities to advocate regionally and in Columbia on issues that impact local competitiveness.

***"The Upstate SC Alliance's newly launched regional strategic plan is a performance-based strategy and economic vision to effectively position the Upstate SC Region to capitalize on its best economic development opportunities in the coming years."***

**- John Miller, CEO, AnMed Health in Anderson**

# MILESTONES ALONG THE WAY: Yielding Results



Shared success means a stronger Upstate South Carolina for EVERYONE.

“Rising Tides Lift ALL Boats”

The Upstate SC Alliance is focused with its' new strategic plan to:

- Increase the number of RFIs issued
- Increase the number of company visits to the area
- Increase the number of Upstate Overview Presentations made to showcase the area
- Generate more leads and prospects for the counties to close
- Increase Total Employment in the Area
- Increase the Average Annual Wage Rate in the area
- Increase the Per Capita Income in the Area
- Increase the Labor Force Percentage Rate in the Area
- Decrease the Poverty Rate in the Area
- Increase “I Was Blown Away” exposure through enhanced marketing efforts

## It takes a Regional Cooperation and Support

Maintaining a competitive position requires support across the region and financial contributions towards these objectives. To ensure continued success in the Upstate, these fundraising objectives must be met:

- New operating budget of \$2.5 million that includes the work of the Upstate SC Alliance and the “I WAS BLOWN AWAY” regional marketing campaign
- Involvement from more Upstate businesses in the Upstate SC Alliance Program of Work

## Putting into place Lasting Results

A stronger economy denotes growing business. Growing business gives way to a higher quality of life for our entire region. And regions with a higher quality of life are the ones that will thrive and prosper in the new economy.

JOIN US AS WE REACH NEW HEIGHTS:

# Become a contributor



UpstateAlliance  
S O U T H C A R O L I N A

*The Right Climate For Global Business.*

## Feel the Momentum

Upstate South Carolina has reached the proverbial “tipping point.” An energy and momentum can be felt in every corner of our region. From the revitalization and renaissance shaping our urban core to the enhanced quality of life in all 10 counties, the past has been good to the Upstate but the future is what we need to focus on and position the Upstate as a whole to succeed. **Oh, and not to mention over \$3 billion in announced capital investment since 2007 across our region!**

***Join us on the journey to reach new heights and enhance the quality of life in our region.***

Become a contributor in the Alliance and make a contribution that will have lasting effects on the future of the Upstate South Carolina region. Your time and money plays a critical role in transforming our region into a thriving economic center and destination for jobs, talent, and investment.

Now is the time to help the Alliance take the Upstate to the next level! Only together can we build a stronger Upstate SC Region, only as team can we boldly accomplish this strategic plan and now more than ever, we need your support....we invite you to become a contributor in the Upstate SC Alliance.

## Become Part of The Economic Development Team.

Local businesses and governments voluntarily sustain the work of the Upstate SC Alliance. Historically, local business contributions has provided 70% of our total budget, with the remaining 30% coming from local government entities. Your financial support is critical to our shared success. Let's be honest....If the Upstate SC Alliance is successful through our economic development efforts that will lead to you being successful.

As an Alliance Contributor, you are afforded many benefits depending on your level of contribution, including regional marketing opportunities, access to a highly elite network of business leaders and service providers – and perhaps most notably, a seat at the table to help steer our efforts and the future prosperity of our region.

## Contribute Today

The enclosed Contributor Benefit summary clearly delineates the specific benefits associated with the various levels of contribution.

To become a contributor in The Upstate South Carolina Alliance or to obtain more information, contact the Investor Relations Team at 864-283-2300 or visit [www.upstatealliance.com](http://www.upstatealliance.com).

Take a glance at some of the tremendous success the economic development team efforts in the 10 counties of the Upstate has produced over the last 3 years.

2006  
Total Capital Investment  
\$4,631,580,000  
Total Jobs Created  
7,798

2007  
Total Capital Investment  
\$824,845,000  
Total Jobs Created  
4,196

2008  
Total Capital Investment  
\$2,019,053,000  
Total Jobs Created  
6,100+



UpstateAlliance  
S O U T H C A R O L I N A

Bonaventure II  
124 Verdae Boulevard, Suite 202  
Greenville, South Carolina 29607

Phone: 864.283.2300

Website: [www.upstatealliance.com](http://www.upstatealliance.com)  
[www.iwasblownaway.com](http://www.iwasblownaway.com)