

2012-2015 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.

What the Upstate SC Alliance does, is:

1. Executes a global marketing campaign to sell our 10-county region to the world
2. Serves as the voice for economic development in the Upstate
3. Supports the economic development efforts of Alliance investors
4. Builds cohesive relationships among the region's private & public sector
5. Generates leads and prospects.

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. This will 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 works in partnership with South Carolina Department 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.

We must continue to overcome the challenges in front of us and beat our competition in recruiting jobs to this area. In order to do so, we need your support both from a financial standpoint and from a participation standing.

**Will you make a commitment to a brighter future for the Upstate?**



## 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.

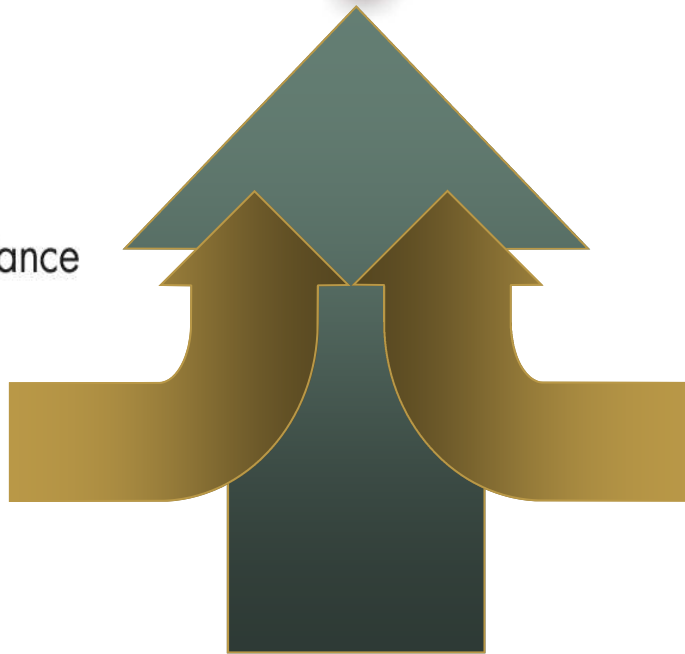
As the regional economic development organization, the Upstate SC Alliance connects to them and serves as a main conduit and contributor to their regional efforts.



UpstateSCAlliance

*Business moves here.*

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 2012-2015 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

- ⇒ **Increased Business Development and Global Marketing**
- ⇒ **Focus on “Dot Connecting” within the Five Target Industries**
- ⇒ **Be the go-to Resource for Business / Market Intelligence**
- ⇒ **Provide Opportunities for Leadership and Engagement**

## Overall Goals

- ⇒ **Help Recruit 18,000 new jobs to the region by 2015.**
- ⇒ **Help Establish over \$4.5 billion in capital investment in the region by 2015.**
- ⇒ **Conduct over 500 sales presentations on the advantages of this region to prospective companies and/or site consultants.**

**JOIN US AS WE REACH NEW HEIGHTS:**

# Become a contributor



## 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.

***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 60% of our total budget, with the remaining 40% coming from local government entities and grants. 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

View the Contributor Benefit summary as it 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).



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