



ONESPARTANBURG INC.

ONESPARTANBURG VISION PLAN **2.0**

Year Three

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 work achieved during the third year of the OneSpartanburg Vision Plan 2.0 has been nothing short of monumental for Spartanburg County.

The Vision Plan 2.0 has deployed resources to help local students earn post-secondary degrees and high-value certifications. Since launching in 2024, Re:Degree has helped 705 people begin the reenrollment process.

Project 100, an effort to increase childcare availability countywide through infrastructure investments, was launched to help reduce barriers to workforce participation and increase early-childhood education availability.

Our efforts to attract new economic investment bringing knowledge-based jobs to our area continues, with a particular focus on health sciences and the soft mobility/alternative transportation sectors.

Since the Vision Plan 2.0 was launched, Spartanburg County has recruited more than \$7.9B in investment, creating 4,218 new job opportunities for county residents, a high-water mark for the state.

Work to strengthen our county's small business economy also continues in the form of Power Up Spartanburg. Since launch, the initiative has engaged with more than 2,269 current and potential small business-owners looking to establish or grow in Spartanburg County. And thanks to Power Up's many resources and programs, small business growth has been impressive.

Downtown, the transformation of Spartanburg's center is noticeable. The Hub City Spartanburgers kicked off their inaugural season at Fifth Third Park in April. The team and the park are the centerpiece of a massive development plan for the Grain District, to include new office, hotel, and multi-family housing.

The Grain District developments are part of the \$745.8M in total development under construction or in the pipeline in Downtown Spartanburg.

And these are only a few high-level details about what has been accomplished thanks to the Vision Plan 2.0 in its third 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

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KEY INITIATIVE ONE

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

The **Meeting Street Scholarship Fund expanded to Spartanburg County** thanks to a \$40M commitment from Susu and George Dean Johnson, Jr. The scholarship will cover up to \$40,000 in tuition, fees, housing, and food; and about 200 Spartanburg County students are expected to earn scholarship funding annually.

Since offering **free tuition through its 'Live to Chase' initiative**, Spartanburg Community College has seen enrollment growth of 62%, demonstrating the impact of removing financial barriers to degree-attainment.

Movement 2030 is a community-driven initiative to ensure every child countywide receives the support needed to succeed from cradle to career. Movement 2030 brings together schools, colleges, nonprofits, investors, businesses, and local leaders to align efforts and accelerate student outcomes. The 7-year strategy focuses on improving early-childhood development, academic achievement, workforce readiness and preparedness, college and career readiness, and creating opportunities in neighborhoods — creating a stronger, more prosperous Spartanburg for generations to come.

The OneSpartanburg Vision Plan 2.0 played a compelling role in the decision of Blue Meridian Partners and the Duke Endowment to commit \$75M to advance economic mobility and educational attainment across Spartanburg County. OneSpartanburg, Inc. worked in tandem with the Spartanburg Academic Movement (SAM) to secure \$25M in matching funds from local partners to support the work of Movement 2030.



Careers After Class connects Spartanburg college students to local employers

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KEY INITIATIVE TWO

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

The **Spartanburg Talent and Retention (STAR) Fellowship**, made possible by a grant from SAM, has expanded to three cohorts: career development counselors at the high school level, high school guidance counselors, and college career development professionals to build relationships between employers and educators for direct talent pipeline development.

Employers from across the county have committed to broadening their talent pipelines by hiring high school juniors and seniors for internships to help them gain real-world experience. So far, **400 paid internships have been identified for Summer 2025**, doubling the 203 work-based learning placements in Summer 2024.

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KEY INITIATIVE THREE

Drive Adult Degree Completion

Re:Degree, spearheaded by OneSpartanburg, Inc. and made possible by Movement 2030, is an effort to help thousands of Spartanburg County residents with some college experience but no degree finish what they started. The program works with campus representatives to break down the barriers that prevented participants from earning a degree. **Since Re:Degree's launch, 754 people have begun the reenrollment process, 105 people have reenrolled in college, and 20 people have completed a degree.**



USC Upstate Graduation

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KEY INITIATIVE FOUR

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

Project 100: Quality Childcare for Spartanburg's Growing Future, will create 100 additional childcare seats through infrastructure investments at participating facilities. The partnership between OneSpartanburg, Inc., Power Up Spartanburg, the Mary Black Foundation, Spartanburg County First Steps, and Quality Counts will reduce barriers to workforce participation, enhance early-childhood education, and strengthen the county's small business economy.

Hello Family Spartanburg embarked on a countywide enrollment campaign, in partnership with Spartanburg's public schools and 45+ childcare centers, to drive enrollment for children age 6-weeks through 4-years.

OneSpartanburg, Inc. and SAM have partnered to lead a statewide call for **best-in-class childcare policy**. Advocacy efforts will begin in January 2026.

A \$19M early-childhood education facility will serve up to 260 children from 6-weeks through 4-years.

The facility is the result of a partnership between the Middle Tyger Community Center, SEW Eurodrive, SAM, Spartanburg District 5, and the SC General Assembly.



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KEY INITIATIVE FIVE

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

Designed to address shortages identified by Spartanburg’s Talent Gap Analysis, targeted advertising campaigns are being served to industry professionals in strategic markets. So far, more than **32,078 engineering, logistics, and nursing professionals** have engaged with the campaign.

An **updated Talent Gap Analysis** will be unveiled later this year. Its findings will guide the work moving forward.

A pilot program incentivizing talent acquisition in Spartanburg helped 153 new hires move to our county from July 2024-May 2025, representing \$14.6M in salary attraction. Since the program launched in 2022, **316 new hires have been recruited to Spartanburg County, representing \$31M** in total salary attraction.



Inland Port Greer

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KEY INITIATIVE SIX

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

In 2024, OneSpartanburg, Inc. recruited 23 economic development projects on behalf of Spartanburg County and the City of Spartanburg, resulting in a total of **\$745M in capital investment and the creation of 1,220 new jobs**. This is equal to about \$2.04M in new investment each day of 2024.

The manufacturing sector accounted for 13 of the 23 projects, and \$284.7M, or 38.2%, of the new investment. Since the OneSpartanburg Vision Plan 2.0 was launched in 2022, our county has recruited **\$7.9B in investment, creating a total of 4,218 jobs**.

The S.C. Ports Authority completed a **\$55M expansion of the Inland Port Greer**, which will help the facility meet customer demand through 2040. A total of 9,000 feet of rail space, 20 acres of new container cargo space, and an expanded chassis lot were all added to the facility which is a key driver for the Upstate's economic development.

KEY INITIATIVE SEVEN

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

OneSpartanburg, Inc.'s work to diversify economic development projects to bring knowledge-based jobs to our county found continued success in the **life and health sciences and technological-services fields**.

- ▶ **NorthMark Strategies**, a multi-strategy investment firm, announced it would invest \$2.8B to establish a Spartanburg County facility. It's the second-largest single investment in S.C. history, and represents a win in the technology sector for Spartanburg County.
- ▶ **Xoted Biotechnology Labs**, a cutting-edge research and development center, announced a \$4.2M investment in sustainable biotechnology and scientific innovation, creating 34 new jobs at launch.



Xoted Biotechnology Labs Ribbon Cutting

KEY INITIATIVE EIGHT

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

Supported by a third-consecutive S.C. Department of Commerce Relentless Challenge grant, the **Spartanburg Founders Network** continued to engage and support local innovation entrepreneurs. The Founders Network has grown to 20 members, and aims to be at 30 in 2026.

InnovaSphere, which headquartered in Spartanburg, attracted **AIBODY, a software company taking an innovative approach to digital physiology**, to Spartanburg County. InnovaSphere works to continue attraction of innovative companies and investors resulting in accelerated biomedical discoveries, and a pipeline of new companies moving to S.C.



KEY INITIATIVE NINE

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

Power Up Spartanburg has engaged with more than 2,269 current and potential small business-owners. Based on self-reporting, participants have seen an average revenue growth of \$191,000 per business, employment growth of 242 total full-time or contract workers, and a total value of \$12.1M in secured contracts.

Power Up scaled its Mentoring program, revamped its Loans program, increased the number of small businesses contracting with big businesses, and launched new efforts providing Access to Space and Subject Matter Experts.

OneSpartanburg, Inc. and Spartanburg County partnered to host the inaugural **Spartanburg Small Business Summit**, designed to connect small businesses with the tools and resources they need to take their business or big idea to the next level.



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KEY INITIATIVE TEN

Support Countywide Placemaking Enhancements

In partnership with the Noble Tree Foundation and Trees Upstate, OneSpartanburg, Inc., Spartanburg County, the City of Spartanburg, and Spartanburg Water co-funded a **Tree Canopy Study** to assess our tree canopy coverage and establish actionable plans to improve it.

Keep OneSpartanburg Beautiful, launched by OneSpartanburg, Inc. and Spartanburg County, led 20 clean-up events across the county, with **534 volunteers collecting more than 8,000 pounds of trash** from area roadways, parks, and more.

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KEY INITIATIVE ELEVEN

Beautify Gateways & Promote Redevelopment of Key Corridors

Nearly **\$2.5M in construction along West Main Street** improved the area's streetscape, adding bicycle lanes, new trees and sidewalks, and narrowing lanes for drivers.

Spartanburg County was awarded a **\$16M U.S. Department of Transportation Safe Streets and Roads for All Grant** to implement safety and design enhancements along Asheville Highway and North Pine Street.

Roads Penny Referendum matching funds made the \$16M federal grant a reality. OneSpartanburg, Inc. led the campaign to pass the roads penny referendum, which will lead to 577 fully-funded road, bridge, safety, and stormwater projects.



West Main Street

KEY INITIATIVE TWELVE

Establish Downtown Spartanburg as a Nationally Renowned Downtown District

A total of **\$754.8M in development is under construction or in the pipeline** in Downtown Spartanburg, including projects on East Main Street, continued development in the Grain District near Fifth Third Park, the Planetarium coming to Broad Street, and development in all directions of downtown.

Fifth Third Park opened in April with The Hub City Spartanburgers' first MiLB game. The ballpark, which will be utilized for events throughout the year, is the beginning of the development's impact as new office buildings, a new hotel, and a multi-family housing project will fill out the western edge of Downtown Spartanburg.

The old Spartanburg City Hall has been demolished, and construction is expected to start this year on the new City-County Joint Municipal Complex. The **\$52.3M project will house City and County governmental services and staff**, and will include a plaza and new parking deck with a mixed-use project offering residential and retail space wrapping around the garage. The Municipal Complex is funded by the capital projects penny sales tax passed by voters in 2017 after a successful campaign led by OneSpartanburg, Inc.



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KEY INITIATIVE THIRTEEN

Create a Permanent People-Centered Morgan Square

Morgan Square continues to be a center of activity in Downtown Spartanburg, with foot traffic and restaurant activity increasing for the area. OneSpartanburg, Inc. supported the **pedestrianization of Morgan Square**, which has proven attractive to companies considering moving to or locating in our county.

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KEY INITIATIVE FOURTEEN

Enhance and Promote Spartanburg's Outdoor Recreation Opportunities

The **Saluda Grade Rail Trail** – which has already proven to be an economic driver to our area – **was awarded a \$450,000 federal grant** by The Appalachian Regional Initiative for Stronger Economies. Since its initial announcement, the Saluda Grade Rail Trail has been key in recruiting TIME Bicycles to build the U.S.' largest carbon fiber bike manufacturing facility, and Boyd Cycling's decision to locate Munich Composites' North American production facility.

Work on the **Daniel Morgan Trail System** (aka The Dan) continues across the county. In April 2025, PAL: Play. Advocate. Live Well. secured a \$23.8M federal grant to fund a trail extension route connecting the city's Southside to The Dan over a two-year construction process.

Through Vision Plan 2.0 funding, PAL has been able to take a **\$123,000 investment and leverage it into \$51M of funds** to help their outdoor recreation and placemaking mission countywide.





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KEY INITIATIVE FIFTEEN

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

The City of Spartanburg is seeing an **increase in mixed-rate housing**, including four notable projects: Boxcar Apartments, Drayton Townhomes, Lat Purser Townhomes, and Northside Townhomes Phase 2.

Growth in workforce and market-rate housing options is occurring countywide, with housing rates touted as one of the forces behind **Woodruff's ranking as the second-fastest growing city in South Carolina**. According to the U.S. Census Bureau, Woodruff's population grew 10.4% from July 2023-July 2024, gaining more residents in one year than it had in the prior three years.

A Place to Call Home, a collective effort aiming to address homelessness and housing-instability across Spartanburg County, was launched and is being led by Hannah Jarrett. A Place to Call Home focuses on a continuum of support to prevent homelessness, serve those experiencing homelessness, and expand access to affordable housing. OneSpartanburg, Inc. is one of seven leadership partners.



ONESPARTANBURG INC.

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 Landrum
City of Spartanburg
Clayton Construction Company
Coldwell Banker Caine
Contec, Inc.
Denny's
Duke Energy
GSP International Airport
Harper General Contractors
The Johnson Group
Mark III Properties
Mary Black Foundation
McMillan Pazdan Smith
Milliken
NAI Earle Furman

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Park National Bank
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Pinnacle Financial Partners
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Spartanburg County School Districts 1-7
Spartanburg Meat Processing
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