



ONESPARTANBURG INC.

# ONESPARTANBURG VISION PLAN **2.0**

# Year Four

UPDATE

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# 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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**During the fourth year of the OneSpartanburg Vision Plan 2.0, we honed and scaled efforts spanning talent solutions, economic diversification, and quality of place.**

As we enter year five, our final year under Vision Plan 2.0 and our tenth year under the OneSpartanburg Vision Plan, we celebrate remarkable progress, new opportunities, and significant investments. At the same moment, we recognize the continuing need to improve quality of life and raise prosperity throughout our community.

The process of building Vision Plan 3.0 is underway. Like Vision Plan 1.0 and 2.0, it will be based on a wealth of data and insights from more than 3,600 community members. We have formalized this portion of our work under the OneSpartanburg, Inc. Foundation, ensuring we can sustain and propel efforts that elevate and evolve our community. The OneSpartanburg, Inc. Foundation is a registered 501(c)3 public charity prepared to activate philanthropic investments, corporate giving, and grants from like-minded partners.

The accomplishments of Vision Plan 2.0 are numerous, and the most recent are highlighted for you in the pages ahead. We are tremendously thankful for the partners and investors who have made this work possible. We hope you will continue on with us as we shape Spartanburg's future, together.

**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*

# 1

## KEY INITIATIVE ONE

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

**Big Mo**, launched in fall 2025 by Spartanburg Academic Movement and funded by Movement 2030, is designed to help local students chart their next step after high school through one-on-one guidance and financial support. As of May 2026, 52% (1,928 students) of Spartanburg County's graduating class of 2026 had signed up to take advantage of Big Mo.



Spartanburg Meeting Street Scholarship recipients honored at Spartanburgers game

Since a \$40M commitment from Susu and George Dean Johnson, Jr. expanded the Meeting Street Scholarship Fund to Spartanburg County, the scholarship **has been awarded to 193 students, awarding a total of \$1.43M** to students representing all nine of the county's public high schools.

Spartanburg Community College continues to offer **free tuition through its 'Live to Chase' initiative**, resulting in enrollment growth of **70.4% since 2020**, growing from 4,108 students to 7,000, demonstrating the impact of removing financial barriers to degree-attainment.

## KEY INITIATIVE TWO

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

OneSpartanburg, Inc.'s career-connected learning efforts came together under a unified identity, **EDGE**, representing the competitive edge gained through early career experience for students and through talent pipeline development for employers.

EDGE's three-pronged approach educates Career Development Facilitators about high-value career pathways through the STAR Fellowship, commits employers to providing meaningful work-based learning experiences, and supports students in identifying opportunities aligned with their interests.

So far, **more than 600 paid internships have been pledged by more than 100 employers for summer 2026**, expanding from 400 internships in 2025, and 203 in 2024.

**The Talent Gap Analysis 2.0 — a strategic framework identifying talent pipeline interactions and next-level partnerships** — was rolled out in Oct. 2025 in partnership with Lightcast, an authority on labor-market dynamics. The Talent Gap Analysis 2.0 is a tool designed to help industry leaders, business representatives, and educators understand the background of talent demographic considerations, particularly in the sectors of manufacturing, transportation & warehousing, health care & social assistance, and hospitality.

OneSpartanburg, Inc. led advocacy efforts to expand the **Daniel Morgan Technology Center's Academy of Transportation, Distribution, and Logistics**, aligning with the needs of key industry sectors in Spartanburg County. At this writing, OneSpartanburg, Inc. has secured \$5M in the SC House version of the budget.

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#### KEY INITIATIVE THREE

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### 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 launch, Re:Degree has engaged 1,743 people, with 592 people reenrolling. In total, 74 people have completed a degree or high-value certification.**

**Re:Degree has partnered with ReUp Education**, a national leader in enrolling adult-learners in degree and credential programs. This new partnership expands the commitments of both Re:Degree and ReUp to help adult-learners unlock new career opportunities.

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#### KEY INITIATIVE FOUR

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

**A total of 194 new childcare seats were created across the county thanks to Project 100: Quality Childcare for Spartanburg's Growing Future.** The partnership between OneSpartanburg, Inc., Power Up Spartanburg, the Mary Black Foundation, Spartanburg County First Steps, and Quality Counts created new childcare seats through infrastructure and construction investments in existing centers operated by small business owners.

OneSpartanburg, Inc. secured \$335K to **advocate for solutions to expand the accessibility and affordability of quality childcare in South Carolina.** Additionally, OneSpartanburg, Inc. led an effort to introduce SC Senate Bill 770, designed to make childcare more affordable for childcare professionals. The bill received a hearing but stalled in committee.



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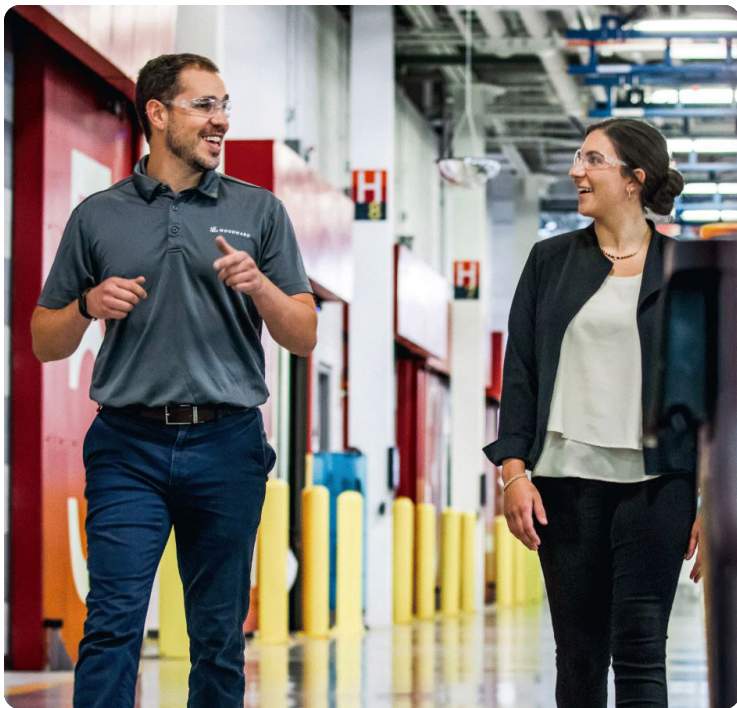
KEY INITIATIVE FIVE

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

Designed to help address shortages identified by Spartanburg’s Talent Gap Analysis, targeted campaigns served to industry professionals in deliberate markets have **led to 1,692,078 impressions.**

**ExperienceSpartanburg.com** was launched, including intentional pathways for prospective residents to explore Spartanburg’s amenities and communities.





Woodward, Inc. Employees

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## KEY INITIATIVE SIX

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

In 2025, OneSpartanburg, Inc. landed 21 economic development projects on behalf of Spartanburg County and the City of Spartanburg, resulting in a total of **\$3.5B in capital investment and the creation of 1,053 new job opportunities** for residents. This equaled about \$9.6M being invested in Spartanburg County each day of 2025.

The advanced manufacturing sector accounted for 12 of the 21 projects, representing a total of \$446.3M of the year's total investment.

Since Vision Plan 2.0 was launched in 2022, our county has recruited **\$11.4B and 5,242 new job opportunities**.

## 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.

- ▶ **AIRSYS Cooling Technologies:** a global cooling solutions provider, AIRSYS announced it would bring its global headquarters to Spartanburg County, a \$40 million investment, creating 215 new job opportunities. The company's Woodruff campus will house one of the world's largest 3D printing factories.
- ▶ **Carolina Foothills Federal Credit Union** is establishing its new headquarters in Spartanburg, relocating higher-earning positions from Greenville to Spartanburg.
- ▶ **Woodward, Inc.:** a significant win for the county's **aerospace sector**, Woodward announced it would invest nearly \$200 million to establish operations in Spartanburg County, creating 275 new jobs. The company specializes in design, manufacture, and service of energy conversion and control solutions for aerospace applications.

The number of white-collar jobs based in Spartanburg County **increased by 23 percent between 2015 and 2025**, well above the national average of 15 percent.



AIRSYS Cooling Technologies Ribbon Cutting



Power Up First Pitch contestants

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## KEY INITIATIVE EIGHT

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

Supported by a S.C. Department of Commerce Relentless Challenge grant, the **FounderySC** (formerly the Spartanburg Founders Network) grew its group of locally based innovation entrepreneurs to 24.

**InnovaSphere**, supported by multiyear grants OneSpartanburg, Inc., the Spartanburg County Foundation, and Spartanburg Regional Healthcare System, continued efforts to attract innovative life sciences companies to Spartanburg County, including AIBODY, AtlantisVR US, XtremisBio, and Amun Bio.

We partnered with InnovaSphere, S.C. Department of Commerce, Appalachian Regional Commission, and Piedmont Natural Gas to attract \$1.15M in grants to **support development of a clean room facility at Spartanburg Community College's Spark Center**. This expansion will strengthen the college's innovation infrastructure and accelerate economic development opportunities countywide.

Power Up Spartanburg, an initiative of Spartanburg County and OneSpartanburg, Inc., **showcased innovative small businesses with high-growth potential** at two entrepreneurial events, Power Up Through Innovation and Power Up First Pitch.

## KEY INITIATIVE NINE

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

**Power Up Spartanburg has engaged with more than 2,835 current and potential small business-owners, resulting in the creation of 264 jobs and 56 new businesses.** Based on self-reporting, participating businesses have experienced an average revenue growth of \$191,000, secured \$14.4M in new contracts, and gained access to \$4.14M in small business loans.

OneSpartanburg, Inc. and Spartanburg County partnered to host the **second annual 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.



Small Business Summit Panelists

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## KEY INITIATIVE TEN

### Support Countywide Placemaking Enhancements

Keep OneSpartanburg Beautiful, launched by OneSpartanburg, Inc. and Spartanburg County, led a total of 189 clean-up events through its ongoing work and a new Adopt a Road program. These efforts featured 1,728 volunteers **removing 39,920 pounds of litter countywide.**

Economic impact data showed that a total of **\$219M has been invested or announced in trailside multi-family and mixed-use developments.** This includes the new Boxcar Apartments, the new location of Ciclops Cyderi & Brewery, and more.



Boxcar Apartments along Mary Black Rail Trail

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## KEY INITIATIVE ELEVEN

### Beautify Gateways & Promote Redevelopment of Key Corridors

The Spartanburg County roads penny, approved by voters in 2023 after a successful campaign led by OneSpartanburg, Inc., has raised \$120.7M as of March 2026. **All 577 projects set to be funded by the roads penny are underway in various forms,** from the bid process to design to active and ongoing construction. Among work already completed is significant repaving work on S.C. Highway 290, Daniel Morgan Avenue, and North Pine Street.

## KEY INITIATIVE TWELVE

## Establish Downtown Spartanburg as a Nationally Renowned Downtown District

Data indicates that construction projects underway or completed in Downtown Spartanburg since 2017 will have an **economic impact of \$1.8B countywide**. Downtown growth supports more jobs – 13,706 in total – than are found at our county’s largest employer: BMW Manufacturing Co.

Construction is underway at the **Joint Government Center**, and sites are prepped for **Project CORE’s** Grain District Office Building, West Main Street Office Building, West Main Street Hotel, and Magnolia Multifamily Building,

OneSpartanburg, Inc. and the City of Spartanburg have partnered on efforts to support stakeholders through downtown’s era of transformation, including establishing a **Downtown Manager role**. New signage, a revamped Downtown website, and the **See Spartanburg Rise campaign** are designed to improve patrons’ experiences throughout and beyond construction.



Joint Government Center Rendering

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## KEY INITIATIVE THIRTEEN

## Create a Permanent People-Centered Morgan Square

Morgan Square, Downtown Spartanburg's premier public gathering place, was converted into a pedestrian space during the COVID-19 pandemic. The City of Spartanburg is designing transformative enhancements to permanently pedestrianize sections of W. Main and Dunbar St., provide a cohesive outdoor dining zone, improve the performance area, and add restrooms.

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## KEY INITIATIVE FOURTEEN

## Enhance and Promote Spartanburg's Outdoor Recreation Opportunities

**The Saluda Grade Trails Conservancy** successfully purchased the 31.5-mile rail corridor, marking the next step of development of the Saluda Grade Rail Trail. The planned trail will travel through the Upstate into the mountains of Western North Carolina, winding through Inman, Campobello, and Landrum.

Work is ongoing by the City of Spartanburg and PAL to **connect neighborhoods on the city's south side with the Daniel Morgan Trail System** (aka The Dan). The second phase of the Mary H. Wright Greenway Trail will add new connection points where existing trail connections end, adding about 1.25 miles to the overall trail system.

Through Vision Plan 2.0 funding, PAL has been able to take a \$123,000 investment and leverage it into \$56M of funds to help their outdoor recreation and placemaking mission countywide.





River Reserve by Empire Homes

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## KEY INITIATIVE FIFTEEN

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

Developers including Toll Brothers, Empire Homes and Mungo Homes continue to pursue land for **executive housing** following success with Everly, Coachman Reserve, River Reserve, Muscadine Valley, and Ben's Crossing.

OneSpartanburg, Inc. is working with municipalities across the county on strategies to increase **urban density**. More than 2,300 units have been or are being added to the City of Spartanburg's multifamily inventory.

In its first year, **A Place to Call Home**, a collective effort aiming to address homelessness and housing-instability across Spartanburg County – secured \$3.5 million in funding, served 1,066 individuals, housed 36 families, and helped 132 people exit homelessness.



ONESPARTANBURG INC.

# Thank you for fueling the work.

## INVESTORS

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\*Some investors have chosen to remain anonymous

Agape Care Group  
Allen and Jenni Smith  
Bank of America Charitable Foundation  
Barnet Development  
BMW  
City of Greer  
City of Spartanburg  
Clayton Construction Company  
Coldwell Banker Caine  
Contec, Inc.  
Denny's  
Duke Energy  
Fifth Third Bank  
GSP International Airport  
Harper General Contractors  
Huntington Foundation  
The Johnson Group  
Mark III Properties  
Mary Black Foundation  
McMillan Pazdan Smith  
Milliken  
Movement 2030

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  
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Talley Law Firm  
Truist  
Truliant Foundation  
Vic Bailey Automotive  
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Young Office

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