

2017

Year in Review



TEN

at the top

TEN COUNTIES
ONE UPSTATE
STRONGER TOGETHER

Chairman's Letter

In thinking about my tenure as chairman of Ten at the Top, my number one take-away from the last two years is that there are many people and organizations doing great things to lift the Upstate region from an economic and quality of life perspective. What I have also come to realize is that collaboration is perhaps the only way we can address long range challenges associated with shifting demographics and the not-so-secret realization that Upstate South Carolina is a great place to live.



What I fear is the Upstate becoming a victim of its own success by not thinking and planning far enough ahead to address structural challenges associated with growth. Several examples I see are a creeping back of sprawling development plans that segregate and disconnect us socially while eating up valuable open space and natural assets, a false sense of hope that "adding-a-lane" will address congestion issues and over-reliance on the automobile as our primary means of mobility in an increasingly urbanized setting, wanting to shift the educational paradigm without the willingness to blow the entire model up and put more emphasis on proficiency rather than a diploma or degree.

It is often said the difference between those who succeed and those who fail is the willingness to change and the ability start with the end in mind. This requires courage, thinking beyond the norm, personal risk, political will and community buy-in in order to make the big changes needed to address our most critical challenges. As I have continued to foster and champion collaboration I am not alone, rather, among a growing number of leaders and community stakeholders who are looking at the Upstate with the future in mind. I now see that it is even more imperative to have an organization like Ten at the Top whose primary goal is to bring diverse interests together to build consensus and leverage our greatest opportunities for a brighter future.

I could not close without sharing my appreciation for an incredible board of Upstate visionaries who have behind me the whole way, Dean and his staff for continuing to challenge us and bring us together, and for the 33,000 and growing number of regional stakeholders who have shared their knowledge, resources and passion for the Upstate.

It has been an honor and a privilege to serve.

Best Regards,

A handwritten signature in black ink, appearing to read "Hank McCullough".

Hank McCullough

2016-2017 Ten at the Top Chairman



TATT History

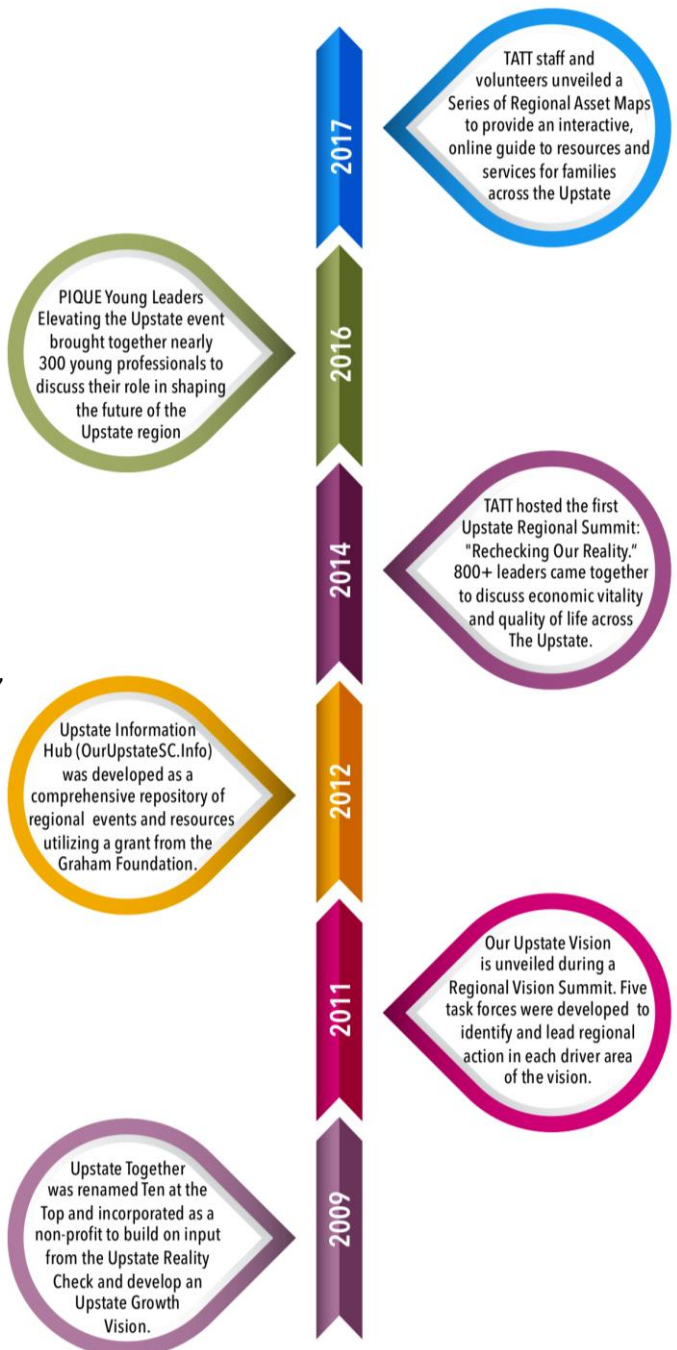
In 2005, more than 300 leaders from across South Carolina's Upstate region attended "Upstate Together: Growing by Choice or Chance?" a conference to discuss and explore ideas for cooperative growth throughout the region.

As a result of this event, a steering committee of approximately 40 leaders was created under the same name to capture and drive these ideas forward.

Upstate Together (soon to be renamed Ten at the Top) partnered with the Urban Land Institute and received support from many communities, businesses and localities to develop the Upstate Reality Check, a day-long regional planning event attended by more than 400 leaders from across the area in April 2009.

Together, they envisioned an Upstate region where collaboration and coordination across communities and business sectors would positively impact economic vitality and quality of life across Upstate South Carolina.

The mission of Ten at the Top (TATT) is to foster trust and collaboration through community partnerships and initiatives that make the Upstate region stronger together.



2017 Outreach & Engagement



In 2017, Ten at the Top continued its role as a regional connector and convener of individuals, businesses, organizations and governments around issues that impact economic vitality and quality of life. In many ways, 2017 was a foundation laying year for Ten at the Top as much of the work done through TATT committees, task forces and partnerships with other organizations was to grow a greater understanding of where the Upstate region currently stands when it comes to some of the key issues facing the region.

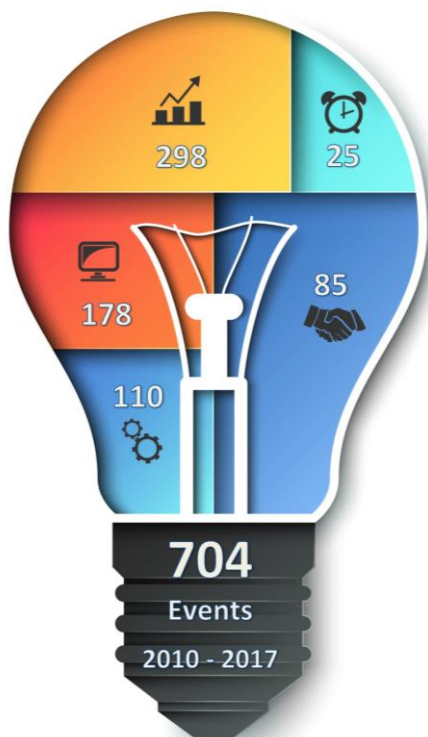
The Shaping Our Future Growth Alternatives Analysis provided insight into the fiscal and community impacts of growth choices. It has led directly to the Connecting Our Future initiative that is currently underway. A series of Small Business Support Providers Workshops is helping to grow an understanding of our Entrepreneurial Ecosystem in the Upstate.

Other TATT committees and task forces have continued to look at how we can work collaboratively as a region to create needle moving impacts around senior needs, child well-being, workforce & talent recruitment, air quality and other issues that are critical to our overall community success.







In 2017, TATT hosted 91 regional meetings, forums, regional bus trips, task force and committee meetings and presentations, engaging 2,932 participants. A total of 365 different businesses and organizations from across the Upstate served as TATT funding partners, board members or task force & committee members in 2017.

Fostering Collaboration in the Upstate

Community Engagement 2010 - 2017



TATT Outreach History

												
	Presentations		Regional Forums/Workshops		Program or Initiative Meetings		TATT Meetings		Regional Surveys		Total Engagement	
	Events	Participants	Events	Participants	Events	Participants	Events	Participants	Events	Participants	Events	Participants
2017	14	591	14	1,325	37	539	18	291	8	196	91	2,932
2016	17	762	13	1,931	45	771	16	344	2	207	93	4,015
2015	17	616	16	1,146	52	1,025	15	268	2	202	102	3,257
2014	22	520	7	1,251	52	952	10	250	5	1,059	96	4,032
2013	22	927	10	1,116	38	693	17	248	10	316	97	3,300
2012	14	567	7	966	38	805	12	255	3	218	74	2,811
2011	38	1,431	4	755	31	743	11	263	1	128	85	3,320
2010	34	1,343	14	1,250	5	180	11	195	2	6,646	66	9,614
Total	178	6,757	85	9,470	298	5,698	110	2,114	33	8,972	704	33,281

Regional Information Hub & Asset Maps

One role that Ten at the Top has played since starting the Upstate Information Hub in 2012 is as a resource to help identify and locate regional information, resources and a comprehensive regional calendar.

The Upstate Information Hub (OurUpstateSC.Info), which was originally started through funding from the Graham Foundation, contains a comprehensive regional calendar that regularly includes more than 600 community activities and events. It also has comprehensive lists for more than 1,200 community and business resources.

In 2017, through the efforts of Ten at the Top staff and volunteers to compile an inventory of resources from across the Upstate, Ten at the Top unveiled three new interactive regional asset maps.

The Child Well-Being and Senior Services maps, which were unveiled during an event at the Bon Secours Wellness Arena on September 26th, include information and links to more than 1,000 organizations ready to assist Upstate residents. Each map can be used to search for necessary services and include address, phone number, website, a list of services offered and driving directions.

In addition, the Outdoor Activity & Recreation Interactive map includes public parks, trails, historic landmarks, farms, lakes, waterfalls, birding locations and campgrounds across the 10-county region. Anyone looking to enjoy outdoor activities in the region can search the map to find addresses, hours of operation, websites and driving directions.



Regional Information Hub & Asset Maps

Students from Furman University helped compile the Outdoor Activity Map and the development was supported through a grant from Duke Energy.

A similar map featuring more than 1,300 Arts & Culture venues, organizations and programs has been developed and was unveiled in January 2018.

Ten at the Top is planning to refresh the Upstate Information Hub in 2018 and will be developing additional Interactive Regional Asset Maps to continue to make it easier for Upstate residents to locate services and activities across the region.



2017 Upstate Information Hub Visitor Stats

Unique Visits

261,036

Annual Total

21,753

Monthly Average

Page Views

365,903

Annual Total

30,492

Monthly Average

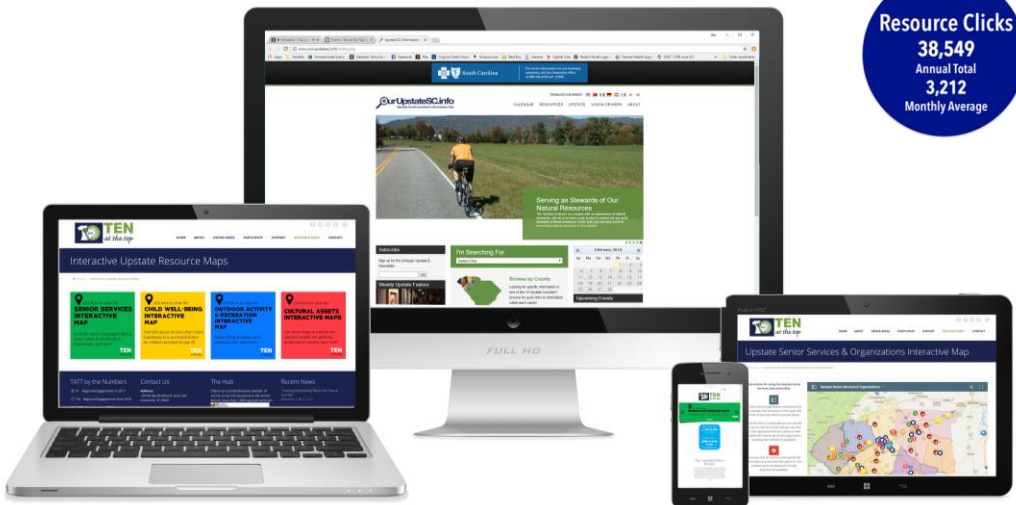
Resource Clicks

38,549

Annual Total

3,212

Monthly Average



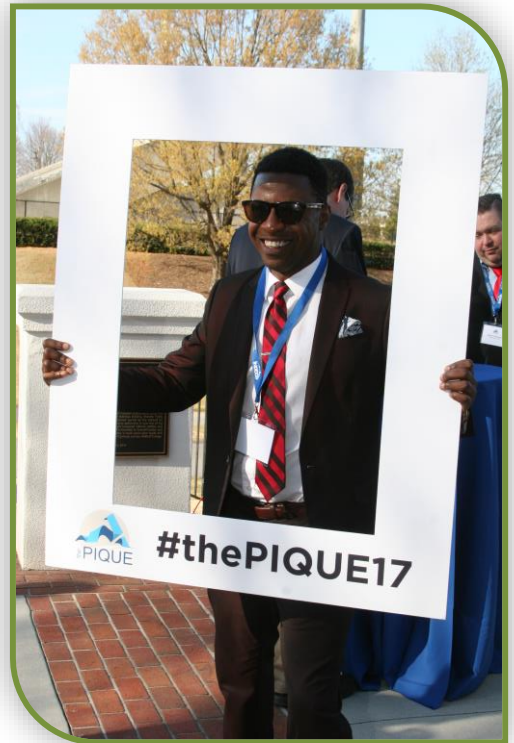
Pique

The Upstate's current young professionals (ages 21-40) are our region's future leaders. In 2016 Ten at the Top began hosting a regional young professional summit, called the PIQUE, to provide an opportunity for personal and professional development, connection making, and regional collaboration.

In March 2017 the PIQUE was hosted at Wofford College in downtown Spartanburg; pulling in nearly 300 young professionals from across the region.

The event featured workshops focused on entrepreneurship, how to succeed in a multi-generational workplace, and rethinking the executive of the future. The event was wrapped up with a panel on diversity.

New to the event in 2017, a silent auction was held, but there was a twist! Young professionals bid on donated items with volunteer hours for Upstate nonprofits rather than money. During the event 337 volunteer hours were raised.



Getting to Know Our Neighbors: Upstate Bus Tours

One important aspect of “thinking and acting regionally” is knowing more about the assets and challenges of our regional neighbors. Since 2015, Ten at the Top has coordinated bus tours where participants have been able to visit all 10 Upstate counties to see what makes each county in the Upstate unique and vital to our collective success. The 2017 tours included stops in Anderson, Abbeville and Greenville counties to complete the first round of tours across the region. As the three largest counties in terms of population, we were only able to see some of the communities and assets in Anderson, Spartanburg and Greenville during our first round of tours. In 2018 we will be making a second trip to those three counties.



Regional Forums

Since 2012, Ten at the Top has hosted regular forums focused on key issues impacting current and future growth across the Upstate Region. In 2017 TATT hosted forums looking at our Global Fluency and our current and projected land use patterns.

Global Fluency

With nearly 500 International companies, the Upstate is a proven global business destination, but ensuring that the region is welcoming to all companies and residents is critical to maintaining our place in the global economy.

On April 27, 2017, Ten at the Top and Upstate International partnered to co-host an Upstate Regional Forum looking at how businesses and leaders in the Upstate can continue to enhance our Global Fluency.

Brad Gosche, Director of the Global Fluency Institute in Columbus, Ohio, served as our keynote speaker and provided insight into the leading characteristics of a community that is globally fluent. In addition, a panel discussion included Patrick Terrien, CEO of the Columbus (OH) Council on World Affairs, Herrin Hood from Milliken, Reid Lohr from the EDI Group and Susan Simmons from Michelin.



Regional Forums

Shaping Our Future

The Upstate region is projected to add more than 320,000 new residents between now and 2040 for a total population near 1.75 million residents.

How are we currently growing and utilizing our land and resources and what impacts will that additional growth have on the quality of life and economic vitality of our region?

Those questions were among those explored through the Shaping Our Future Regional Growth Analysis that was recently completed for the Upstate. Led by a consortium that included Upstate Forever, the Riley Institute at Furman University and Ten at the Top, the analysis looked at land use and revenue projections for the current dispersed growth pattern in the region as well as three other potential growth patterns.

The final results from the study were unveiled during the Ten at the Top Regional Forum held at the BMW Zentrum on May 25, 2017.

The full results from the study are available at www.shapingourfuturesc.org.



Connecting Our Future

In 2017, Ten at the Top announced an effort to create a regional vision and actionable strategies for transportation, mobility, and connectivity in the ten-county Upstate. Born from the Shaping Our Future Growth Scenarios Analysis, a coalition was formed to take a regional look at the current landscape and challenges of transportation and mobility in the Upstate.

Connecting Our Future has four main goals:

- Reduce congestion
- Increase connectivity and mobility in the Upstate
- Move people and freight across the region safely and efficiently
- Improve quality of life and health of Upstate residents by reducing emissions

On October 18, 2017, Ten at the Top hosted a Kick Off Event to the initiative with nearly 300 business and community leaders representing every business sector in the Upstate. The event featured six breakout sessions and a keynote presentation from Carla Bailo, Assistant VP for Mobility Research & Business Development at Ohio State University.



Connecting Our Future

Through the first half of 2018, Ten at the Top will be working with the coalition and a consultant to review the Upstate's current mobility and transportation options and begin developing a regional vision and actionable strategies for connectivity and mobility for the region.

The results will be unveiled at a roll out event tentatively slated for June 2018.

For more information about Connecting Our Future and information about related events and meetings please visit:

www.connectingourfutureupstatesc.org.



Celebrating Successes Brunch: Great Things Happening Across the Upstate

Ten at the Top concluded another successful year with the annual “Celebrating Successes: Great Things Happening Across the Upstate” event at the Greenville Marriott.

Conducted for the first time as a luncheon event, the collaborative and celebratory spirit in the room was easily noticed by all in attendance.

The event included a special toast by Charles Dalton from Blue Ridge Electric Cooperative recognizing the more than 100 businesses and organizations in the Upstate celebrating milestone anniversaries of 20 years or more in 2017.

Carol Burdette presented the second Burdette Leadership Award to Becky Campbell, former Upstate DHEC Medical Director, and then was the surprise recipient of the Welling Award for Regional Collaboration.

For the fifth straight year, the event culminated with the selection of the Hughes Investments Elevate Upstate Community Vibrancy Grant Recipients. Since 2013, Phil Hughes has provided more than \$60,000 in grant funding to support 21 vibrancy initiatives across the Upstate.



Celebrating Successes Brunch: Great Things Happening Across the Upstate

After hearing presentations from all five finalists, the 2017 grants were presented to Main Street Laurens for their Food Truck Plaza project and to the Greenwood Arts Center for their Bee smART project.

In addition to providing \$10,000 to the two winners (\$5,000 each), Phil pledged \$2,000 matching grants to each of the other three finalists. If they raise \$2,000 towards completing their project, he will provide a matching \$2,000 contribution. The other three finalists were the City of Landrum Art of the Horse project, the Abbeville County Farmers Market for their Farm to Fork Dinner and the City of Seneca and the Blue Ridge Arts Council for their Art Wall at Monarch Park.



Entrepreneurial Support Workshops

Recognizing the important role that small businesses and entrepreneurs play in growing the Upstate economy, in 2017 Ten at the Top started a series of Small Business Support Providers Workshops. The quarterly lunchtime workshops provided an opportunity for business incubators, chambers of commerce, small business development centers and others who help small businesses and entrepreneurs from across the Upstate learn about programs and services that can help small business owners and entrepreneurs better succeed. The sessions were led by Economic & Entrepreneurial Vitality Co-Chair Erin Ouzts.

Each workshop focused on a different topic and included local experts as well as resources from across the country:

- Workshop 1: Listen and Lead
- Workshop 2: Solutions & Resources
- Workshop 3: Coaching & Capital
- Workshop 4: Creating a Business Growth & Innovation Ecosystem

The workshop series will continue in 2018 with additional topics focused around growing our Small Business & Entrepreneurial Ecosystem.



2018 TATT Action Plan

Since 2010, Ten at the Top has focused on the mission of fostering trust and collaboration through partnerships and regional efforts that impact economic vitality and quality of life across Upstate South Carolina. In 2018, TATT will be coordinating initiatives and collaborative partnerships that will create long-term measurable impacts for economic vitality and quality of life in the 10-county Upstate region.

2018 Primary Action Areas

Transportation, Mobility & Connectivity: In 2018 TATT will unveil the transportation, mobility and connectivity vision and strategies developed through the Connecting Our Future initiative. TATT will then continue convening coalition partners to implement strategies identified during the process.

Regional Workforce: In 2018 TATT will partner with other regional and local organizations to develop a web portal and marketing strategy for talent recruitment in the Upstate. In addition, TATT will be working with local school systems, technical colleges and others around a regional employability credential initiative.

Sustainability & Natural Resources: TATT will continue coordinating the Upstate Professional Planners Group, which in 2018 will be holding a workshop series as follow-up to the Shaping Our Future growth study. In addition, as convener of the Upstate Air Quality Advisory Committee, TATT will be holding a workshop on sustainable energy.

Entrepreneurial & Small Business Support Network: Recognizing the important role entrepreneurs and small businesses play in growing the Upstate economy, in 2018 TATT will continue to convene a network of incubators and other organizations that provide support for entrepreneurs and small businesses. In addition, TATT will continue to grow the Alternative Capital Providers Network.

Senior Needs: After developing an inventory and asset map of senior support organizations in the Upstate, in 2018, TATT will work with the South Carolina Office on Aging and local partners to continue building awareness of current and future needs of the growing senior population in the Upstate.

Child Well-Being: As coordinator of the Upstate Child Well-Being Network, in 2018 TATT will continue facilitating opportunities for discussion and to learn about successful initiatives and programs that are supporting children across the Upstate.

2018 Projected Outcomes

- Development of the Connecting Our Future transportation, mobility and connectivity vision and implementable local and regional strategies.
- Creation of an initial set of regional indicators that can help evaluate how the Upstate is impacting some of the key issues facing the region.
- Unveiling of Culture Counts asset map and arts & culture inventory. Continued development of additional regional inventories and asset maps to help growing awareness of resources available in the Upstate.
- Development of a uniform Upstate employability credential program for the 23 public school districts.
- Initial development of a regional talent recruitment initiative.
- More than 3,000 participants in TATT events, workshops, committees and programs.
- More than 300,000 pageviews for the Upstate Information Hub
- Engagement of representatives from more than 400 organizations, businesses and local governments in TATT programs events and committees.



Funding Partner Networking Opportunities: Kickoff Reception and Pizza & Beer Redefined

Ten at the Top is very appreciative of the more than 100 businesses, organizations and individuals who provide annual funding support.

In 2017 Ten at the Top opened the year by thanking and recognizing funding partners during the annual TATT Kickoff Reception, which was held in the new Conference Center at GSP International Airport.

Looking to provide additional exclusive and purposeful opportunities for TATT funding partners and board members to engage with others who have invested in supporting regional collaboration, in 2017 we started a new series of exclusive networking receptions entitled: Pizza & Beer Redefined. Each session was held at a different location and provided an opportunity for board members and funding partners to network in a casual atmosphere.

For each session we also invited a local leader who is doing something innovative within the region to share the story of their career, including lessons learned, key mentors and other interesting tidbits.



Funding Partner Networking Opportunities: Kickoff Reception and Pizza & Beer Redefined

The first session was held in the fifth floor Hollingsworth Room overlooking Verdae Boulevard. Our special guest was Dan Radakovich, the Director of Athletics at Clemson University. He talked about mentors along the interesting career path that has led him to guiding the successful athletic department at Clemson.

ReWa served as the host for the second event of the year and provided a wonderful tour of their outdoor gardens on a nice summer evening. The special guest was Peter Barth, who shared the story of how he became a “serial entrepreneur”.

Concluding the year was a beautiful setting in the Innovate Building in Downtown Greenville hosted by Synterra and sponsored by EDTS. Fred Cartwright, who recently retired as the Executive Director of CU-ICAR, shared the story of his more than 30-year-career in the automotive industry.

Ten at the Top is excited that the 2018 Kickoff Reception is being held in the new A.C. Hotel in Spartanburg and that Parker Poe will be serving as the series sponsor for the Pizza & Beer Redefined events.



Thank You 2017 Funding Partners

Elevation Partners



South Carolina



GREENVILLE
HEALTH SYSTEM

Regional Visionaries

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Piedmont
Natural Gas



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Anderson County Planning
Carolinas Alliance 4 Innovation
Global Autonomous Vehicle Partnership
GPATS

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Terence Roberts
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Erwin Maddrey
Maddrey & Associates



TATT Staff

2017 was a bittersweet year as Ten at the Top bid adieu to a number of dedicated staff members. We thank and wish much future success to Tiffany Tate, Melissa Houser and Megan Zapf.

Ten at the Top is excited in 2018 to be working with Jamie Prince and the team from Flourish around a number of areas including fundraising and event coordination for the Pique and Upstate Regional Summit.

2018 Ten at the Top Staff

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Upstate Workforce Board

Ingo Angermeier
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