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Alliance debuts new Web site

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GREENVILLE — The Upstate SC Alliance has announced the launch of a redesigned Web site aimed at showcasing the region to site selection consultants and business leaders who might consider establishing a presence in the Upstate of South Carolina.

A highlight of the new Web site — which is still accessible at www.upstatealliance.com — is a site location center that serves as a major resource for location decision-makers as well as the general public. The site location center features a GIS (geographic information system) mapping application for available properties in the 10-county area, a unique map center, as well as a multitude of data reports and resourceful information on a variety of topics about the Upstate such as demographics, business climate and lifestyle.

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>
> **Hal Johnson**
> President and CEO, Upstate SC Alliance

The new site also contains a media center that captures positive news across the region, and the new site has more information on each of the 10 counties that the Upstate SC Alliance markets around the globe to foster economic development.

Visual icons and new color schemes on the home page now designate four key growth industries in the Upstate: energy, automotive, advanced materials and biosciences. These indicators will also be included on future Alliance marketing material, providing cohesive messaging to the Alliance's target audiences.

"This newly designed Web site demonstrates further commitment by the Upstate SC Alliance to getting the attention of industry leaders and provides our organization with additional tools to communicate with these decision-makers," said Hal Johnson, president and CEO of Upstate SC Alliance. "This new site is designed to accomplish our goal of being a primary source of information for the Upstate and will continue to positively market our 10-county region as a great location for new jobs and business investment."