

New marketing website targets county's

BY LADONNA BEEKER
THE JOURNAL

WALHALLA — The new and unoccupied Oconee Spec Building sits front and center on the home page of a new marketing website focused solely on advance materials opportunities in the Upstate.

The new shell building located in Westminster was chosen for the site

through Upstate Alliance as a new marketing tool to attract future employers to the Upstate.

Specifically being targeted are advance materials and manufacturing, according to Jim Alexander, Economic Development Commission director.

"(Upstate Alliance) has found that they need to focus on major areas to bring to this region,"

Alexander said. "This website does the job of focusing on it a little more."

The new website — www.materialsinupstatesc.com — currently focuses on three counties that fit into the advance materials category, which is Upstate Alliance's target of interest at the moment. In addition to Oconee County, there is a site advertised

from Anderson County and a building located in Abbeville County.

"There's a lot of different types of businesses looking at our region," Alexander said.

Alexander said Oconee County can benefit from Upstate Alliance's marketing efforts because the funds aren't available for the EDC to do such an extensive marketing campaign.

opportunities

"The key to that is that there is no way our county could afford to get the exposure we are getting," he said, adding the cost for Oconee County's membership to the Upstate Alliance totals about 50 cents per county resident. "This gives us the opportunity to join and be exposed worldwide for companies expanding and creating new businesses world-

wide."

In addition to placing information on the new marketing website, Upstate Alliance also sends out "hard literature," as well as makes phone calls to companies throughout the world, sharing information about economic development opportunities in South Carolina's Upstate.

ladonna@dailyjm.com | 864-973-6684