Daily Journal • Daily Messenger

Friday, August 28, 2009

Upstate Alliance unveils roadmap for future

GREENVILLE — The Upstate Alliance held its mid-year meeting Wednesday reporting that the 10 counties of South Carolina's Upstate region are making steady progress on each of the organization's economic development goals for 2009.

Staff members reported that from January to July of this year, the Alliance participated in six trade shows, three mission trips and two hosted events promoting the Upstate to businesses looking to expand or relocate. This activity resulted in 21 prospect visits from businesses, delegations and site selectors, along with 20 requests for information being sent out to public sector partners.

The Alliance has also made over 100 presentations to tell the story of the Upstate region to prospective businesses, visiting delegates and/or site selectors.

"The Alliance remains determined to make our 'dot on the map' shine brighter than any other; this is vital to growing our 10-county region," noted Alliance Chairman and Palmetto Bancshares CEO Leon Patterson. After a recap of the year's accomplishments, Amy Holloway, from Avalanche Consulting, and Ed McCallum, from McCallum Sweeney Consulting, updated those present on a target industry study currently underway that will shape the future of Upstate economic development initiatives.

Final results of the target industry study are expected to be delivered in early fall.

"We are quite excited about the upcoming results of the target industry study for the Upstate," said Alliance President and CEO Hal Johnson. "We believe the insight we gain from this study will guide our future marketing efforts for the region. By focusing our efforts and understanding who our best industry targets are, our economic development efforts for the Upstate are bound to be even more successful."