

GREENVILLE-SPARTANBURG-ANDERSON, South Carolina

LEARNING TOUR SUMMARY

Objective

To learn best practices from Comparative Communities and consider implementation of some of the best ideas to ensure West Michigan continues to be a top choice for business investment and talent attraction.

Itinerary Nov. 28-30, 2018

Thursday

Spartanburg Chamber
Collegetown Consortium
Downtown Spartanburg Amenities
Spark Center

Friday

Koops
Center for Manufacturing Innovation

Attended by

Jennifer Owens and Angela Huesman
Lakeshore Advantage

Bill Kratz
Michigan Economic Development Corp.

TOP KEY FINDINGS

Bolded are ideas to consider extending to our region.

Spartanburg Chamber

- » Strong collaborative approach with the Chamber, economic development and convention and visitors bureau all co-located in this same building. **Sharing the same conference rooms, kitchen and coffee allows for significant relationship building.**

Spartanburg Chamber Economic Inclusion

- » Realized racial equity and educational attainment are major barriers to growth. Conducted intense study to clearly understand the issue. The study showed there was much more of gap than original assumptions.
- » One solution: Pipeline Project. This is a scholarship fund for leadership training. Upon completion, individuals become part of a database for organizations to find emerging leaders for board positions. This bolsters diversity on boards and lifts up individuals who may be identified as leaders in their organizations but would not have the opportunity to serve based on their community position.

Collegetown Consortium

- » Program led by Spartanburg Chamber but involves college partners that are in close proximity to each other. Seven colleges within a 20-minute radius have 3,500 freshmen annually. Freshman get welcome packets upon arrival, host study breaks around finals, have a party downtown and create an Internship Challenge for companies that currently don't have internships. Also host a career fair event for networking called Careers After Class. Supported by presidents of colleges who pay to be in the consortium. Focused on retaining talent and exposing students to the downtown area.

Spark Center

- » Former 300,000 square foot warehouse converted to flexible space for local companies owned by the local community college. Companies expanding or relocating to the area can use the space for up to two years as interim location or soft landing space.

Downtown Spartanburg Amenities

- » Even though it is the south, they still have a ice rink in the city center that is converted to a small concert space in the warm summer months. **They also use technology to help drive investment through pedestrian counters located throughout the downtown area.** This data helps make a case to developers as to the strong foot traffic and volume in the downtown area on a real time basis.

Koops

- » Run by a former Holland resident and GVSU graduate, Koops Greenville has about 40 employees. Facility lead is very happy with the area and would not relocate back north. He feels the talent is strong and cost of living is very similar to Holland. The challenge is being a smaller company trying to compete with major firms like BMW for talent.

Center for Manufacturing Innovation

- » This workforce training center focuses on programs in robotic and mechatronics. It features state of the art equipment all donated by local industry. Part of the Greenville Technical College group and located near Clemson's campus for international automotive research. It is filled with CNC machines and offers corporate training as well as 2-year degrees and certificate programs.



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CSA and Employers

Greenville-Spartanburg-Anderson MSA

The Greenville CSA includes a ten-county region in the northwestern part of South Carolina known as "The Upstate." This region is the fastest-growing region in South Carolina.

- » Community's strengths for business:
 - Situated along commerce-rich I-85 between Charlotte and Atlanta.
 - BMW's initial investment led the way for many other international companies to invest.
- » Key targeted industries:
 - Automotive
 - Automation
 - Health Care
 - Telecom

Why Spartanburg County Was Chosen

- » Attracting automation investment
- » Active economic development
- » Of the four comparative communities, this one looks the most like us with manufacturing employment, population, and being the second largest county in the region.

Regional Employers

BMW
 GE Power
 Keurig Green Mountain
 Milliken & Co.
 Nestle

Common Employers

Bayer Crop Sciences
 Benteler Aluminum Systems
 Bodycote
 Faurecia
 JR Automation
 Koops
 Magna Drive Automotive
 Magna Mirrors
 Marshall Plastic Film
 MEC

Where the Region Stands Out

- » Total employment growth
- » Ethnic diversity
- » Manufacturing employment
- » Low cost of living



Side-by-Side Economic Indicators

Area	Total Population	Total Employment Growth	Average Annual Wage	Median Household Income	Selected Monthly Owner Cost (SMOC)	Selected Monthly Owner Costs As A % of Household Income (SMOCAPI) - Households above 30% "burden"	Population 25+ w/ Associates Degree	Labor Force Participation Rate (16+)	Income fom Self-Employed Workers	High School Graduation Rate	Proportion of Population Under 35	% non-White alone	% adults with less than HS	% Manufacturing Employment	Net Migration
Grand Rapids-Wyoming-Muskegon, MI CSA	1,443,508	12.6%	\$45,589	\$56,563	\$1,177	19.9%	37.5%	65.0%	6.8%	81.3%	47.9%	19.7%	9.4%	21.50%	0.30%
Greenville-Spartanburg-Anderson, SC CSA	1,442,117	12.1%	\$44,196	\$47,291	\$1,079	22.6%	35.7%	60.7%	6.0%	85.6%	45.2%	28.2%	14.9%	20%	0.6%
Ottawa County, MI	282,250	13.9%	\$45,953	\$64,513	\$1,245	15.9%	40.3%	68.2%	6.7%	87.4%	50.0%	15.8%	7.7%	24.90%	1.50%
Allegan County, MI	115,548	6.1%	\$47,025	\$57,846	\$1,238	21.9%	31.5%	64.2%	5.7%	84.2%	44.3%	11.4%	9.1%	26.00%	-0.30%
Spartanburg County, SC	301,463	16.7%	\$45,204	\$47,371	\$ 975	23.6%	33.4%	61.2%	6.5%	87.2%	45.7%	31.3%	15.1%	21%	0.1%

Numbers highlighted in green indicate highest score in the dataset.