

A Decade of Success, Even Brighter Future for County Economic Development

When
Greenville
County
Council

first considered creating an economic development organization to grow existing businesses, promote infrastructure development, attract new companies here, and to market Greenville County to the rapidly changing global marketplace, it envisioned a great opportunity.

Committing to such a strategic pathway, Council recognized, would be a journey with many steps: existing companies to be supported, nurtured, and grown to even greater success and new corporate citizens to be drawn to an area blessed with superior talent and quality of life.

And with each successful step, Council reasoned, Greenville County would be encouraged to cast its eyes and its aspirations still higher. This is good. Natural. Next.

Ten years later, Council's vision is being realized in the results borne from the decade-long journey of today's Greenville Area Development Corporation (GADC), the official organization created by Greenville County that is dedicated to the growth



Left to right: Butch Kirvin, Jr., Council Chair, Jerry Howard, President and CEO; Jo Hackl, Chair

and prosperity of the county and empowered with legislative authority to negotiate incentives for new and expanding companies.

Created to improve the quality of life of every Greenville County citizen by facilitating job growth and investment from new and existing companies, the GADC and Greenville County's economic development efforts have weathered no shortage of challenges in a short lifespan.

Formed just weeks prior to the September 11 terrorist attacks on America, with its resultant economic and social uncertainty, and just now emerging from arguably America's deepest economic recession in a generation, the challenge to recruit and retain quality corporate citizenry has been a formidable undertaking.

Yet thanks to wise decisions and investment by County Council and business leaders — coupled with effective collaboration among allies from cities and municipalities to chambers of commerce, the Upstate Alliance and Department of Commerce — Greenville County has earned more than our fair share of business relocations and expansions.

The GADC is laser-focused on developing tomorrow's economy — emphasizing highly skilled and productive workers, deployment of technology and innovation, and investment in and exploitation of intellectual capital as differentiators. We are intent on building and attracting tomorrow's knowledge-based industries and getting our message to these organizations that Greenville County is the right place for their relocation and expansion.

Since our founding in mid-2001, the Greenville Area Development Corporation has helped over 170 businesses

expand operations or relocate to Greenville County, generating over 12,000 announced jobs and in excess of \$2.3 billion in capital investment.

Perhaps even more importantly, the county's economic development efforts have resulted in more than \$7 in taxes paid to Greenville County for every dollar invested in GADC initiatives.

Now there's a return on investment.

Many of these companies are in GADC target segments of Advanced Materials, Automotive, Aviation/Aerospace, Biosciences, and Headquarters/R&D. Such targeting focuses precious marketing resources, and translates into target segment companies cumulatively offering an average hourly wage of \$28.06 — nearly double historical South Carolina, Greenville County and national wage averages.

Fundamental economic development principles adopted in 2001 have spearheaded Greenville's success. With a GADC team recognized nationally as diverse, talented and innovative, we marshal the support and investment of both public and 125 private sector investors to deliver cost-effective, coordinated and results-driven efforts to attract jobs and investment to our community.

Over the last decade, more than half of GADC announcements have been expansions by existing businesses. With equal passion, we support small R&D companies, service organizations, advanced manufacturers and entrepreneurs, among many others, in maximizing access to such incentives as:

- Property tax abatements
- Corporate income tax reductions
- Training & infrastructure grants
- Energy grants

The wins and expansions are many. GE. Lab21. Kemet. Samsung. From Nissan's 2001 distribution center and Hubbell Lighting's 2004 headquarters announcements to Cytec's growth in 2007 and Proterra's landmark decision last year, the GADC has had more than 170 announcements so far, and others are in the offing.

We've helped bring about such critical initiatives as the founding of Greenville Works — a public-private collaborative positioned to stimulate long-term economic success and per capita income growth by developing next-generation workforce strategies.

Our plans include aggressive marketing to site consultants and target industry decision-makers, involvement in key marketing events and conferences, increasing interaction and communications with key local and national audiences, continued expansion of the GADC Investor base to enhance marketing initiatives, and ongoing collaboration with other economic development organizations.

Today, Greenville is well positioned to be successful in the global economy. The future is bright, and we appreciate those who support efforts to advance Greenville with their time, expertise and financial assistance.

With your help, we can take Greenville County even beyond the dreams of success that County Council envisioned when they embarked on this strategic pathway in mid-2001.

Come journey with us...to an even brighter day for Greenville County. ■

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