

## Ten at the Top 2019 Action Plan



*In 2019, Ten at the Top (TATT) will celebrate 10 years of fostering trust and collaboration through partnerships and regional efforts that impact economic vitality and quality of life across Upstate South Carolina.*

*TATT will continue coordinating initiatives and collaborative partnerships that can create long-term measurable impacts for economic vitality and quality of life in the 10-county Upstate region.*

**Why Regional Collaboration Matters – A Call to Action:** With the population in the Upstate continuing to grow annually and projected to reach 1.75 million by 2040, we are at a critical juncture as a region. While most Upstate residents articulate a desire for a future where growth is handled differently than in our neighboring areas of Charlotte and Atlanta, our current policies and investments do not promote a different growth outcome. Issues such as traffic congestion, access to transportation, pollution and maintaining our natural resources are critical to our current and future growth.

*The Upstate is also at a key place in relation to maintaining and growing our workforce. The K-12 teacher shortage and growing shortage of skilled workers to support our manufacturing sector have the potential to negatively impact the current and future growth of the Upstate's economy. In addition, meeting the needs of our growing senior population and supporting our entrepreneurial ecosystem are also vital to the future of the Upstate.*

### Ten at the Top Current Initiatives: Understanding the Data

**Mobility:** 94% of Upstate employees use a personal vehicle to travel to work (85% drive by themselves and 9% carpool).

**Entrepreneurial Ecosystem:** 89% of all employees in the United States work for small businesses with fewer than 20 employees.

**Senior Needs:** By 2030, 25% of Upstate residents will be over the age of 65 and 40% will be 55+.

**K-12 Teacher Shortage:** For the 2017-2018 school year in South Carolina, 3,200 more teachers left the profession than new teachers were produced by education programs at South Carolina colleges and universities.

**Clean Air:** Ensuring that our region remains within EPA attainment for air emissions is critical to both our physical health and economic vitality.

**Sustainable Growth:** Recent studies have projected that if the Upstate continues at the current trend rate of land use, our built environment will use more land between 2015 and 2040 (roughly 920 square miles) than was used from the beginning of time to 2015 (725 square miles).

**Community Vibrancy:** More than 30% of all Upstate residents live within one of the 60 municipalities in the region.

### 2019 Primary Action Areas:

- **Transportation, Mobility & Connectivity:** After developing the Upstate Mobility Vision in 2018, in 2019 the Connecting Our Future effort will focus on positioning an Upstate Mobility Coalition for success in analyzing and supporting implementation of efforts that make it easier to move people and goods across the Upstate.
- **Education Spectrum: Addressing the K-12 Teacher Shortage:** The Upstate Education Spectrum Initiative includes representatives from the 23 K-12 school districts in the Upstate, Colleges & Universities as well as business & economic development. Coordinated by TATT and Public Education Partners, this group is working on collaborative opportunities to impact the growing K-12 teacher shortage.
- **Sustainability & Natural Resources:** By coordinating the Upstate Air Quality Advisory Committee and the Upstate Professional Planners Group, TATT is convening key stakeholders to ensure the Upstate is continuing to address issues related to how we are growing and impacting our natural resources.

- **Entrepreneurial & Small Business Support Network:** Recognizing the important role entrepreneurs and small businesses play in growing the Upstate economy, in 2019 TATT will continue to convene a network of incubators and other organizations that provide support for entrepreneurs and small businesses as they work to continue growing the collective entrepreneurial ecosystem in the region.
- **Senior Needs:** In 2019, TATT's Senior Needs Committee will host four Senior Issue Workshops to educate and raise awareness of the most pressing issues facing seniors in our region including transportation, food access and home needs.
- **Community Vibrancy:** Since 2013, the Elevate Upstate Grants Initiative has provided more than \$75,000 to develop more than 25 vibrancy initiatives across the region. In 2019, TATT will also continue the #UpstateVibe365 campaign to showcase the Upstate as a vibrant place with activities happening 365 days a year.

#### **2019 Major Regional Programs and Events:**

**10<sup>th</sup> Anniversary County Workshops** – As part of TATT's 10<sup>th</sup> Anniversary year, in 2019 TATT will be hosting a series of workshops with each county hosting at least one workshop on an issue of importance within that part of the region. The workshops will include sharing of best practices from other parts of the Upstate with the goal of helping position the county for future success around the specific topic area.

**Pique: Young Leaders Elevating the Upstate – March 25, 2019** – The 4<sup>th</sup> Annual Pique: Young Leaders Elevating the Upstate event will be held in March. Bringing together more than 250 young professionals from across the Upstate, Pique provides an annual opportunity to look at key regional issues from the vantage point of how young professionals can be engaged and impactful within the community.

**Connecting Our Future Mobility Workshop** – As part of the ongoing Connecting Our Future initiative, we anticipate holding an update workshop in 2019 and will likely also begin committee or stakeholder group work around specific mobility strategies.

**Education Spectrum Forums – Spring/Fall 2019** – Building on the initial sessions held in 2018 and the work being done by the K-12 Teacher Shortage Task Force, there are currently plans for a pair of meetings in 2019 of the Upstate K-12 Superintendents, College & University Presidents & Provosts and Business & Economic Development leaders.

**A Cleaner Future: Sustainability & Air Quality Workshop – Spring 2019** – Building on the initial A Cleaner Future Workshop held in 2018, the 2019 workshop will focus on elements of enhancing air quality and environmental sustainability in the Upstate.

**Ten at the Top 10<sup>th</sup> Anniversary Celebration – November 2019** – To recognize a Decade of Connecting the Upstate, TATT's annual Celebrating Successes Brunch will serve as an opportunity to showcase individuals, organizations and businesses that are working collaboratively to make the Upstate a leading place to live, learn, do business and raise a family.

#### **2019 Projected Outcomes:**

- Establishment of a mobility coalition and tactical groups to increase the ability to collectively support initiatives that advance the movement of people and goods across the Upstate.
- Unveiling of a regional talent recruitment initiative in partnership with other Upstate organizations.
- Creation of an initial set of regional indicators that can help evaluate how the Upstate is impacting some of the key issues facing the region.
- Continued development and promotion of Interactive Upstate Asset Maps.
- Development of regional strategies to address the teacher shortage in the Upstate.
- Continued efforts to enhance the Entrepreneurial Ecosystem in the Upstate.
- More than 3,500 participants in TATT events, workshops, committees and programs.
- Engagement of representatives from more than 350 organizations, businesses and local governments in TATT programs, events and committees.