

# Project Bravo IV – Spartanburg, S.C.

## *In Spartanburg, we like to do big things.*

We try what most cities our size won't. It's why we're the home of the North American operations for BMW, Michelin and the highest level of international investment per-capita in the United States. At the same time, we're a cultivator of homegrown businesses like RJ Rockers Brewing, Little River Roasting, and the soon-to-open Motte & Sons Bootlegging micro-distillery. It's why we became the first Bicycle Friendly Community in the state of South Carolina with hundreds of miles of trails, and why we're the host for the revered (or is it feared?) Assault on Mt. Mitchell, a downtown criterium, and a regional mountain bike event that cumulatively attract thousands of riders for some of the best competition in the country. And it's why we started the first B-Cycle bicycle-sharing program in the Southeast. Yes, we spend a lot of time outside here in South Carolina, but not just on our bikes.

Situated at the base of the Blue Ridge, we can access within an hour world-class kayaking on the famous Green River and some of the best backpacking in the world in the Pisgah National Forest. (That's closer than Portland is to Mount Hood, in case you were wondering.)

## *We like being Number 1.*

In addition to our first-in-the-state Bicycle Friendly designation and first-in-the-Southeast bike-sharing program, check out some other impressive things in which we can claim Number One:

- We were the first city in the state to institute a comprehensive, single-stream residential recycling collection program.
- We annually host the largest gay pride march and festival in South Carolina, one of the largest events of its kind in the Southeast that attracts tens of thousands of people from across the region and beyond.
- We opened the first commercial airport in the state back in the day. Today, it still serves as a general aviation facility today that is set for a multimillion dollar runway extension project that will cement it as one of the finest of its class anywhere.
- We're creating the first cycle-track in South Carolina (we love our bikes in Spartanburg). It's a protected two-way bike lane that will cut a path through the heart of downtown while connecting the Mary Black Rail Trail with future trail extensions to the proposed site area.
- A community effort to open the state's first retail co-op grocery downtown is closing in on an ambitious membership and multimillion-dollar fundraising goal.
- We were the first city in the state to adopt an environmentally friendly form-based building code and downtown master plan.
- And we were named the Plug-In City of the Year in 2012 for having the eighth-most electric car charging stations per capita in the country (OK, so we're not first in that one, but Top 10 isn't too bad.)

## *Big Businesses Love Spartanburg.*

Our corporate citizens are a big part of this ethos to innovate and lead. Milliken & Co., one of the largest privately held research and manufacturing companies in the world, was a pioneer in zero-waste techniques. They implemented eco-conscious innovations years ago that other industry leaders are only now experimenting with.

RJ Rockers opened in 1997 as one of the first breweries in South Carolina, and has embraced sustainability and zero-waste as part of its company culture. Its newly renovated downtown location is almost entirely powered by solar energy. (Well, that and the Thursday night Tour and Taste events they host, complete with live music and seemingly more people every week.)

## *Creativity is in our DNA.*

Breaking new ground is reflected in our arts and music scene as well. In fact, when it comes to music, we're kind of a big deal. Southern Rock legends The Marshall Tucker Band came from here. Pink Anderson, the revered Piedmont bluesman (who inspired the name for Pink Floyd), was also from here. In fact, the top music critic in Nashville penned a book about all our town's music luminaries, and a music trail winds through downtown that honors that history. Meanwhile, we continue to nurture our local musicians and artists today with dozens of city-sponsored music events, and live music can be heard downtown dang near 365 nights a year.

The Hub City Writers Project is considered one of the best independent publishers in the country, and its writers and publications have won so many awards we've lost count. Hub-Bub's Artists-in-Residence program is a national model. And when our community decided it wanted a new downtown arts and cultural center, well, we did what we do best: We went BIG. We developed a world-class facility that houses nine different arts and cultural organizations. The \$45 million it cost to develop the Chapman Cultural Center was almost entirely raised from private sources, underscoring our people's love for the arts.

## *Beauty AND Brains.*

When we're not having fun, we're hitting the books. To wit: Spartanburg is home to seven — yeah, that's SEVEN — institutions of higher learning, including a renowned private liberal arts college and an osteopathic medical school, both located on the edge of downtown in the City's Northside.

## *We support each other.*

Speaking of the Northside, our entire community has come together to invest in an unprecedented revitalization effort in this community that sits adjacent to downtown. From our colleges to our corporate residents, from our bankers to our artists, from our wealthiest private citizens to our youngest schoolchildren, Spartanburg is working toward realizing a master plan that includes reversing multi-generational poverty in the area while developing hundreds of new mixed-income housing units and new state-of-the-art community wellness and early childhood education centers.

The Northside also will be the location of the Healthy Food Hub, opening this spring, which will be the permanent home for the award-winning Hub City Farmer’s Market and a massive urban garden that will provide an array of fresh fruits and vegetables for the surrounding neighborhood as well as local restaurants and businesses.

All those amenities will be connected to a new greenway park that will be developed around a creek that for decades has been paved over. With help from the U.S. Army Corps of Engineers, the creek will soon be “daylighted” and the new Butterfly Creek & Greenway will attract visitors from around the region to a neighborhood that was largely overlooked for decades.

Remember, we like to do big things in Spartanburg.

## *We’ve been looking for you.*

While we have the major outlines of a master plan, have acquired much of the property and raised millions of dollars for the Northside Initiative, we’re still looking for the right economic catalyst to help bring everything together.

Already, our work on the Northside has drawn attention from some pretty heavy hitters. We’re one of just eight communities nationwide (a select list that includes New Orleans, Atlanta, Omaha, and Indianapolis) that are partners with Purpose Built Communities, a non-profit organization funded by the likes of Warren Buffett and Tom Cousins. Purpose Built’s holistic model of community redevelopment — focusing on creating new cradle-to-career educational opportunities, mixed-income housing, and new economic opportunity in once-neglected areas — has been endorsed by Ben Bernanke, among others.

Now, we’re looking for ONE corporate partner for one key Northside site.

Most companies with an eye on expansion and more efficient access to East Coast, Southeastern, Midwestern and even European markets will immediately size up how the rail access, two interstate highways, inland port, international commercial airport, and general aviation airport at its fingertips — not to mention the favorable local wage and labor environment — would make Spartanburg and the Northside a great place to do business.

We’re looking for a company with the kind of culture that prioritizes making a difference in the local community. A company whose employees value being able to ride their bike or walk to work every day via a trail system that is always expanding. More importantly, we’re looking for a business who understands and believes in our vision for the Northside and for the Spartanburg of tomorrow.

We believe this corporate partner can become a centerpiece of what could be a global model for community revitalization. They will join other corporate citizens such as high-tech innovators Integral Solutions, QS/1 Data Systems, Spartanburg Regional Healthcare System, and Milliken & Co. who have already bet heavily on Spartanburg and the Northside. We’re looking for a company that is eager to take on a starring role in a transformative time for a place that is Always Doing.

*Is it Project Bravo IV?*