



This copy is for your personal, noncommercial use only. You can order presentation-ready copies for distribution to your colleagues, clients or customers [here](#) or use the "Reprints" tool that appears above any article. [Order a reprint of this article now.](#)

---

# Project hopes to build vision for Upstate's future

## Survey to ID goals for growth

*By Christina Wilson  
For the Herald-Journal*

*Published: Monday, March 1, 2010 at 3:15 a.m.*

A nonprofit organization formed to foster regional collaboration and growth is preparing to launch a broad public survey to create a shared vision for the Upstate's future.

"We're going to be asking people what matters most to them," said Ten at the Top Executive Director Dean Hybl, who was hired in January after leading a similar effort in Central Florida. "It's to tell us what residents and community leaders want for the future, what's important to them and how we can move as a region collectively to reach our desired future."

Ten at the Top, or TATT, was formed in 2005 as Upstate Together. The organization in 2009 hosted Upstate Reality Check, where nearly 500 civic and business leaders from 10 counties spanning South Carolina's northwest corner, from Greenville and Spartanburg to Greenwood, shared their ideas about growth of the region.

Based on the results, TATT's board of directors of public, private and nonprofit leaders hired Hybl. An office was set up in the headquarters of Upstate SC Alliance, another nonprofit that targets economic development. TATT seeks to go beyond economic vitality to also encompass natural and cultural resources, education and quality of life, Hybl said.

"Upstate Alliance does a great job in terms of economic development as far as looking for opportunities to create new companies and jobs across the entire region. Another organization, Upstate Forever, is engaged in natural resources," he said. "The hope is (TATT) will serve as a convening place for... the broader issues."

Upstate Alliance is currently focusing on luring four main industries -- automotive, advanced materials, BioSciences and energy -- to the region, said Marketing Vice President Jennifer Noel. She said TATT is a logical partner in developing infrastructure and additional needed elements for new businesses and employees that become part of the Upstate.

"It's important for TATT to understand the industries we are bringing in," said Upstate Alliance President Hal Johnson. "With that, there are going to be needs for housing and commercial development. The question is, how do we as a region plan for those needs and where does it go."

Housing the two agencies together pares down overhead and allows the elimination of duplication, he added.

"They have a mission and we have a mission, but our audience is really the same," he said.

Hybl agreed.

"It just made sense to be working out of a place that is already a hub of regional activity," he said.

Based on information provided by the U.S. Census Bureau and a demographic study that includes more extensive job types than the census tracks, TATT projects 234,000 new residents, 118,000 new households and 203,000 new jobs in the Upstate by 2030.

"Do we want to grow by chance, or by choice?" Hybl said.

About \$30,000 of \$350,000 received from donations and a matching grant from Advance SC for Upstate Reality Check was used to start TATT. Another \$75,000 Advance SC grant is keeping the organization in motion.

Several funding partners also have stepped up, Hybl said. The hope is for public, private and civic funds to sustain the effort.

"We are not right now asking local governments for funding," Hybl said. "At some point we will ask these entities for funding, but now understand the economic challenges they face. We hope as the vision moves forward and its value is recognized there are opportunities for local funding.

It would show there is understanding of the importance of thinking and acting regionally."

TATT plans to unveil its public survey strategy in March.

Copyright © 2010 GoUpstate.com — All rights reserved. Restricted use only.