



TEN COUNTIES  
ONE UPSTATE.  
STRONGER TOGETHER

YEAR IN REVIEW



2013

# Message from our Chairman

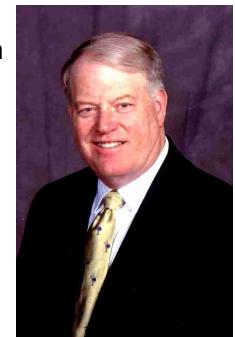
It has been a great pleasure to serve as chairman of Ten at the Top for the past two years. As you can see when reading this 2013 review, the organization is making great strides to develop trust, collaboration and partnerships amongst public and private stakeholders from across our ten-county region around issues that impact economic vitality and quality of life.

By realizing that some of our greatest issues are often bigger than the solutions we can provide as individual businesses, organizations or communities, we can work collaboratively to address these issues both from a short and long-term perspective to ensure that the Upstate region is able to forever remain a special place to live and do business.

Ten at the Top serves as the “neutral” convener and facilitator and is growing an impressive track record for bringing together stakeholders to identify and address issues and opportunities from a regional perspective. Over the last couple years there have been a lot of “firsts” in the area of collaboration across the Upstate that Ten at the Top has played a key role in convening and coordinating. The *first* MOU between transportation planning organizations in the Upstate, the *first* partnership around a regional issue between the seven United Ways in the region, the *first* regular meetings of elected officials from across the region just to name a few. Having an organization specifically focused on helping all of us maximize our efforts by working in collaboration with others is a great value for the Upstate.

I want to especially thank our board members and funding partners for the leadership and support you have shown to Ten at the Top. Growing an organization of this nature from scratch is never easy and has been especially challenging due to the economic climate of the last five years. It is your dedication and commitment to ensuring that TATT survived financially while also having a positive impact in the Upstate that has allowed the organization to continue to grow and prosper.

It is my hope as we move into 2014 under the guidance of a very talented and visionary regional leader in Carol Burdette that Ten at the Top is able to achieve a level of financial stability that will ensure that it can continue to grow in value and influence as an organization making a difference across the Upstate. I am confident that with your support this can be achieved.



  
Neal Workman  
Chairman  
Ten at the Top

## Table of Contents

Top 10 Achievements.....	2
Ten at the Top Regional Outreach Engagements.....	8
Upstate Information Hub Website Visits.....	9
Upstate Professional Planners .....	10
2013 Ten at the Top Officers, Executive Committee & Board of Directors.....	11
2013 Ten at the Top Funding Partners.....	13



# 2013 Achievements

- 10.** Senior Issues Group looks at gaps in senior services across the Upstate
- 9.** Bringing together water and wastewater utility directors from across the Upstate to sign a joint statement related to state water availability and planning
- 8.** Partnering with other regional organizations to convene two Upstate Elected Officials Meetings
- 7.** Coordinating the Clean Air Upstate education and outreach campaign
- 6.** Partnering with the Barbara Stone Foundation to convene meeting of organizations that support individuals with disabilities
- 5.** Conducting 97 Regional meetings, presentations, programs and forums with 3,300 participants
- 4.** Partnering with Hughes Investments to create the Elevate Upstate Community Vibrancy Grants program and awarding the first three program grants
- 3.** Coordinating increase in the number of Upstate schools participating in the Breathe Better no-idling program from 14 to 33
- 2.** Partnering with USC Upstate to develop a list of 50 community vibrancy initiatives from across the country and holding four Community Vibrancy Workshops across the Upstate
- 1.** Convening the seven United Ways in the Upstate and supporting their effort to create the Upstate Born Learning Early Childhood Education Messaging Campaign

# 10.

## **Senior Issues Group looks at gaps in senior services across the Upstate**

Stakeholders from organizations that support the needs of senior residents from across the Upstate have been meeting throughout 2013 to discuss opportunities for ensuring that all Upstate seniors are receiving the services needed to meet their basic needs. This process included the development of a gap assessment survey that has been distributed by stakeholder organizations to seniors across the Upstate. The results will be reviewed in early 2014 with the goal to then identify regional partners who can help ensure that service gaps are addressed.

# 9.

## **Bringing together water and wastewater utility directors from across the Upstate to sign a joint statement related to state water availability and planning**

In 2012, Ten at the Top began convening the Upstate Water & Sewer System Directors to discuss issues of regional importance and possible opportunities for regional collaboration. During 2013, 13 water system directors from across the Upstate collaborated to develop a regional position paper related to state water availability and planning being performed by the South Carolina Department of Natural Resources (DNR) and the South Carolina Department of Health and Environmental Control (DHEC).



# 8.

## **Partnering with other regional organizations to convene two Upstate Elected Officials Meetings**

Since 2010, Ten at the Top has partnered with other regional organizations from across the Upstate to convene city, county and state elected officials, along with business leaders from across the region, for regular Elected Officials Meetings focused on different topics impacting the Upstate region. In 2013 the group met twice with roughly 100 leaders attending each session. The first meeting was focused on regional water issues while the second session included insight into how local

communities can utilize grants and community visioning and planning to increase economic and community vibrancy.





## 7.

### Coordinating the Clean Air Upstate education and outreach campaign

The issue of staying within attainment of federal air quality standards is important both to the physical and economic health of Upstate businesses and residents. Ten at the Top serves as the coordinator of the Upstate Air Quality Advisory Committee, which includes public and private stakeholder organizations interested in ensuring the Upstate remains within attainment levels. In 2013, through funding support from Duke Energy and in partnership with GSA Business and WSPA-TV, the committee initiated the "Clean Air Upstate" education and outreach campaign that included television public service announcements as well as air quality "tips" in print publications. The television PSA's were viewed nearly 6.9 million times on TV and were also shown as part of the opening previews on movie screens across the region.



## 6.

### Partnering with the Barbara Stone Foundation to convene meeting of organizations that support individuals with disabilities

The Barbara Stone Foundation is a local foundation that provides funding support to organizations that support individuals with disabilities. In June, TATT partnered with the Barbara Stone Foundation to host a meeting of local and state organizations that provide services for individuals with disabilities in the area. The purpose of the meeting was to gain a better understanding of what services each organization offers across the region and to identify potential opportunities for collaboration and partnerships. Since that initial meeting, the organizations have met on multiple occasions to discuss opportunities for collaboration around communications, fundraising and program development.

As a result, the organizations are creating a greater sense of trust and community as they work to enhance their individual and collective support for individuals with disabilities in the Upstate.

Ten at the Top has demonstrated commitment to facilitate and coordinate the region's clean air efforts with public and private sector organizations from the Upstate SC. Greenville County is pleased to work with

TATT and to be part of the Clean Air Upstate initiative. Without its commitment, the clean air efforts at the regional level would not have had the impact that is having in other areas of the Upstate SC.

~ Sandra Yudice, Greenville County

The Hughes Investments Elevate Upstate Community Vibrancy Grants have proven to be extremely well received by everyone in all 10 counties in the Upstate - thanks to TATT. TATT identified Vibrancy as an important aspect of our continuing success as a region. TATT actively sponsored speakers who shared their creative ideas from around the country and helped produce a manual for possible adoption within our community.

Sometimes great ideas just need a little monetary fertilizer to get started. So many great ideas are just a few dollars away from becoming reality and HI just wanted to help them get going. With TATT's leadership, the Elevate Upstate Grants have been wonderfully reviewed and will hopefully help the vibrancy of many communities in the Upstate for years to come.

~ Phil Hughes, Hughes Investments, Inc

## 5.

### **Conducting 97 Regional meetings, presentations, forums and programs with 3,300 participants**



One of the primary ways that Ten at the Top looks to accomplish its mission of fostering collaboration and partnerships across the Upstate is through conducting regional meetings, presentations and forums. Some are small group meetings of stakeholders focused around a specific initiative or issue while others are larger events that are either topic specific or focused around building trust and relationships amongst leaders across the region. In 2013, Ten at the Top conducted 97 regional activities that engaged 3,300 participants across the Upstate. Meetings and Forums were held in 2013 on a variety of topics including workforce & skill development, transportation & infrastructure, senior needs, education and natural resources, just to name a few. Since 2010, TATT has conducted more than 320 regional activities (an average of an activity every 3 business days for four years) that have included more than 19,000 participants.

## 4.

### **Partnering with Hughes Investments to create the Elevate Upstate Community Vibrancy Grants program and awarding the first three program grants**

To help ensure that the Upstate Community Vibrancy Workshops held in May 2013 fulfilled the goal of serving as a springboard to inspiring local ideas for how communities could grow vibrancy within their own area, local developer and Ten at the Top Board Member Phil Hughes partnered with Ten at the Top to create the Hughes Investments Elevate Upstate Community Vibrancy Grants Program. Hughes has committed \$10,000 per year for the next five years to the program with the intention to provide two "seed money" grants per year as part of a competitive grant program. There were 30 applicants for the first grants and at the Ten at the Top Forum in November Hughes surprised the audience by announcing three recipients for 2013 with each receiving \$5,000 for their vibrancy initiative. Recipients were the City of Anderson for an initiative at their new downtown park, the Blue Ridge Arts Council for an initiative in Seneca, and the City of Greer Parks & Recreation Department for development of a Greer International Festival.

**3.**

### Coordinating increase in the number of Upstate schools participating in the Breathe Better no-idling program from 14 to 33.

Another component of the Clean Air Upstate campaign that is being coordinated by Ten at the Top is to identify on-the-ground opportunities to reduce air polluting emissions in the Upstate. One effective program is the Breathe Better (B2) no-idling program for schools. This program encourages parents and bus drivers to reduce emissions by turning their engines off when waiting for students. Reducing idling saves gasoline consumption as well as reduces the amount of pollutants being released into the air.



Thanks to support grants from Duke Energy and the Hollingsworth Funds, Ten at the Top has been able to increase involvement across the Upstate from 14 schools in 2012 to 33 schools for the 2013-2014 school year with schools from Anderson,

Greenville, Greenwood, Oconee, Pickens and Spartanburg counties all participating in the program. While final numbers for the current year will not be available until the summer, it is projected that the 33 schools participating in the Breathe Better program this year will result in a significant amount of emission reductions and the savings of more than 5,300 gallons of diesel fuel and 82,000 gallons of gasoline. The total amount of idling time reduced will likely be more than 10,600 hours of bus time and 165,000 hours for personal vehicles.

**2.**

### Partnering with USC Upstate to develop a list of 50 community vibrancy initiatives from across the country and holding four Community Vibrancy Workshops across the Upstate

Knowing that there are many communities across the state and country doing great initiatives that are growing the community and economic vibrancy within their area, the Our Upstate Vision Community Vibrancy Task Force developed the idea to create a list of “great ideas” to share with community leaders in the Upstate. TATT partnered with urban policy and planning classes from USC Upstate whose students identified 50 communities and initiatives from across the state and country that were illustrating success in growing local vibrancy around the areas of Festivals & Events, Arts & Culture, Neighborhoods, Parks & Recreation and Uptowns & Downtowns. After the list was completed, Ten at the Top invited 10 leaders representing some of the initiatives to come to the Upstate for a two-day series of workshops held at four locations across the region. More than 275 Upstate residents participated in the workshops.



# 1.

## Convening the seven United Ways in the Upstate and supporting their effort to create the Upstate Born Learning Early Childhood Education Messaging Campaign

There are seven United Ways that provide services within the ten counties of the Upstate. While they have often focused on similar issues within their communities and occasionally utilize some of the same national programs, they had never worked together regionally to take an initiative from concept to completion. With Ten at the Top serving as the convener, leaders from all seven United Ways began discussions in August 2012 on the possibility of partnering on a regional project. They soon identified education, and specifically messaging around the importance of promoting early childhood learning opportunities, as the initiative that they could work together to develop across the entire Upstate. They agreed to take the national Born Learning Messaging campaign and tailor it specifically for the Upstate with a new web site, television public service messages and print material targeted for parents and care providers of children from birth to age five. The seven United Ways have signed a Memorandum of Agreement with each organization providing funding and staff support for the program. The campaign was officially launched on October 15, 2013 and the partners will re-evaluate the campaign after a year. Working collectively has helped grow relationships amongst staff members from all the United Ways and will likely lead to additional partnerships on other issues in the future.



As we started having a conversation about those issues that are the most central to what we do and what our priorities are in the community, early learning and early literacy quickly emerged as one of those common threads. The effort has been heavily dependent on and has benefited from the leadership of Dean Hybl and Ten at the Top to help us facilitate the conversation, and to help us stay on task for meeting these objectives.

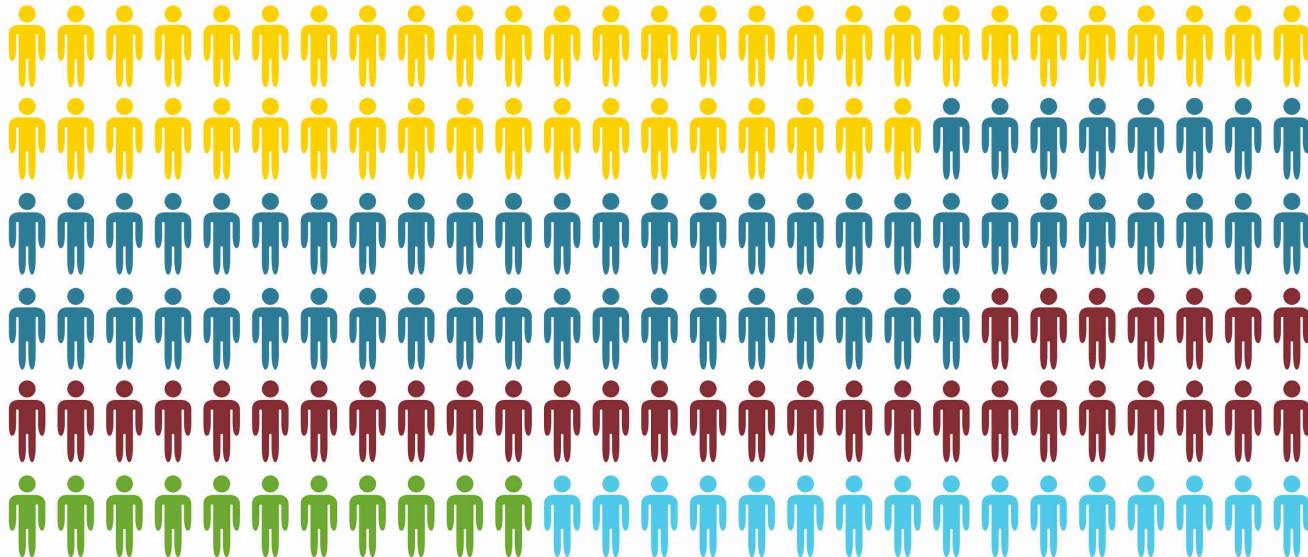
~ Chris Steed  
United Way of the Piedmont



# Regional Outreach Engagements

**97 ENGAGEMENTS**  
**3,300 TOTAL PARTICIPANTS**

Meetings, Presentations,  
 Surveys & Community Outreach



**2013 Total Regional Engagement by Activity**

Measured in total participants in each program or event.

Presentations    Regional Forums/Workshops    Program or Initiative Meetings  
 TATT Meetings    Regional Surveys

## Annual Regional Outreach Engagement Activities

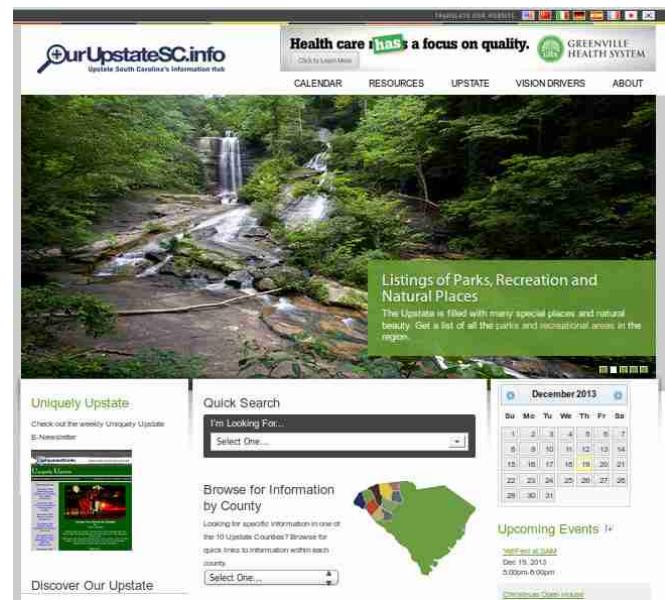
	Presentations		Regional Forums/Workshops		Program or Initiative Meetings		TATT Meetings		Regional Surveys		Total Engagement	
	Participants	Events	Participants	Events	Participants	Events	Participants	Events	Participants	Events	Participants	Events
2010	1,343	34	1,250	14	180	5	195	11	6,646	2	9,614	66
2011	1,431	38	755	4	743	31	263	11	128	1	3,320	85
2012	567	14	966	7	805	38	255	12	218	3	2,811	74
2013	927	22	1,116	10	693	38	248	17	316	10	3,300	97
<b>Total</b>	<b>4,268</b>	<b>108</b>	<b>4,087</b>	<b>35</b>	<b>2,421</b>	<b>112</b>	<b>961</b>	<b>51</b>	<b>7,308</b>	<b>16</b>	<b>19,045</b>	<b>322</b>

# Upstate Information Hub

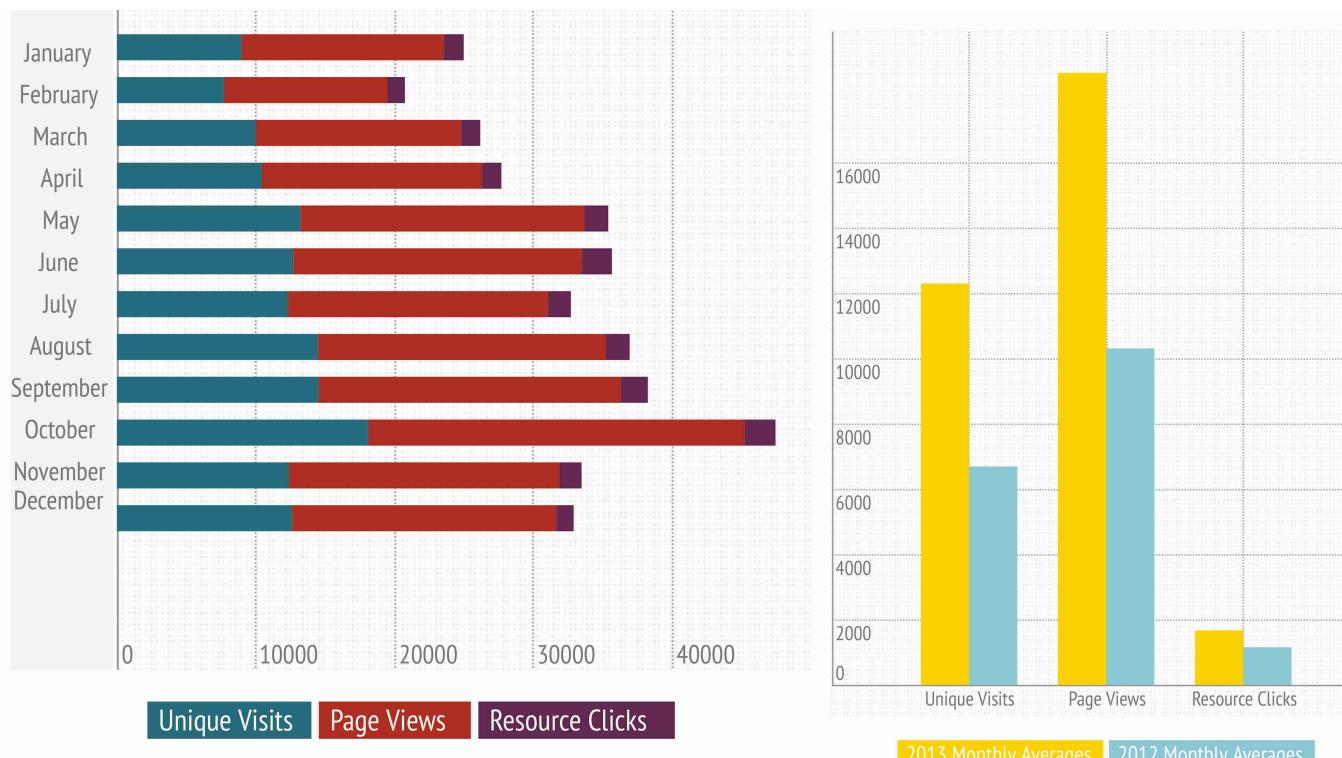
## Website Visits

### Visits to Upstate Information Hub Nearly Double in 2013!

Since being started in February 2012 with assistance of a grant from the Graham Foundation, the Upstate Information Hub has become a “go to” source to find events and resources from across the Upstate Region. The Hub currently includes resource links to more than 1,200 organizations and programs across the Upstate and the comprehensive regional calendar typically contains more than 200 upcoming events from across the region. In 2013, the site usage nearly doubled to more than 12,000 unique visits and 18,500 page views per month.



### 2013 Upstate Information Hub Monthly Website Activity



# Upstate Professional Planners

## Regular Meetings Held Throughout 2013

Started in 2012 as an action of the Our Upstate Vision Sustainable Growth Task Force, Professional Planners from across the Upstate met on three occasions in 2013 to discuss key issues and share best practices.

The first two sessions focused on how planners can work with and support local economic development efforts. The first session featured a roundtable discussion with several economic developers on how planners can serve as a valuable resource for their local economic development organizations. The second session was a more in-depth look at the RFI (Request for Information) process.

The third session for 2013 was held in partnership with Upstate Forever and focused around form based codes and the Better Block program.

More than 50 public and private planners from across the Upstate typically attend each session, with the topics being selected by the Professional Planners Group Steering Committee after receiving input through regular surveys of meeting participants.

In 2014 the group will again meet at least three times and is also considering collaborating on a regional review of all the local comprehensive plans from across the region to identify where there are consistencies and potential conflicts.



# 2013

# Officers, Executive Committee & Board of Directors

## Officers

### Chairman

Neal Workman  
Trehel Corporation

### Secretary

Carol Burdette  
United Way of Anderson County

### Immediate Past Chair

Irv Welling, III

### Treasurer

Erwin Maddrey  
Maddrey and Associates

### Vice Chair

Phil Hughes  
Hughes Investments, Inc.

### Development Chair

Nate Lipscomb  
Greenville Drive Baseball

Ten at the Top was instrumental in helping the Barbara Stone Foundation begin a collaboration process among agencies that serve individuals with disabilities in Greenville County. Because Ten at the Top was willing to host our first round-table event and moderate the discussion, we were able to start what promises to be a systemic change for services for people with disabilities in Greenville County. The initial meeting spun off into a couple of smaller groups working on issues such as communication within the "disability world," transition services, day programs and the future of disability services. The initial representatives from the various agencies have remained involved on varying levels. We anticipate that over the course of the next 6 months we have the potential to see real changes begin to happen through collaborative efforts with these various agencies. Without Ten at the Top helping us to get started, none of this would have happened. There was so much energy and enthusiasm in the room at that first meeting. It inspired all of us to take it to the next level.

~ Amy Hallasy, Vice President, Barbara Stone Foundation

## Executive Committee Members

### Charles Dalton

Blue Ridge Electric Cooperative

### F. Lee Garrett

Town of Calhoun Falls

### Rick Danner

City of Greer

### Ben Haskew

Greater Greenville Chamber of Commerce

### Chandra Dillard

Furman University

### Hank McCullough

Piedmont Natural Gas

### R. Thornwell Dunlap, III

Countybank

### Andrena Powell-Baker

Union County Development

### Michael Forrester

Spartanburg Community College

### Terence Roberts

City of Anderson

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Ingo Angermeier SmartPulse	Patricia Hartung Upper Savannah Council of Governments	Ivan Randolph Abbeville County School District
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David Bereskin Greenville Water	Randy Imler Catawba Regional Council of Governments	Jim Roman The Furman Co.
Karen L. Burgess Brown Mackie College	Torance Inman Union County Chamber of Commerce	Sue G. Schneider Spartanburg Water
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Rick Davis Elliott Davis, LLC	John A. Miller, Jr. AnMed Health System	Jeanne Ward Oconee Medical Center
David N. Edwards, Jr. GSP International Airport	Tom Moore USC Upstate	Frank J. Wideman, III The Self Family Foundation
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Phil Feisal Spartanburg Regional Healthcare	Steve Pelissier Appalachian Council of Governments	Brad Wyche Upstate Forever
Pam Foxx Cherokee County Chamber of Commerce	Jeff Quinley Charter Business	

# 2013 Funding Partners

## Continuing Partners

These entities have made three-year funding commitments to Ten at the Top

### Regional Visionary

BlueCross BlueShield of South Carolina

### Regional Stewards

GSA Business  
The Greenville News

### Regional Benefactor

Greenville Health System

### Regional Partners

AnMed Health  
Fluor

### Regional Sponsors

Bon Secours St. Francis Health System  
BMW Manufacturing  
Elliott Davis  
Greenville Water  
Hughes Investments  
Nelson Mullins Riley & Scarborough LLP  
Erwin Maddrey  
Piedmont Natural Gas  
PMPA  
Sealevel Systems  
Trehel Corporation

### Regional Advocates

Barnet Development Corporation  
Blue Ridge Electric Cooperative, Inc.  
Craig Brown  
City of Greer  
The Furman Company  
The Palmetto Bank  
ScanSource  
SYNNEX Corporation  
Irv Welling  
World Acceptance Corporation

### Regional Patrons

Anderson Area Chamber of Commerce  
Broad River Electric Cooperative, Inc.  
Carol Burdette  
Coldwell Banker Caine  
Community Foundation of Greenville  
Goodwyn, Mills & Cawood  
Greater Greer Chamber of Commerce  
Greenville Technical College  
Johnson Development Associates  
KPMG, LLP  
Laurens Electric Cooperative  
Laurens County Chamber of Commerce  
Marchant Company Inc.  
Nate Lipscomb  
McMillan Pazdan Smith  
Rick Quinn  
Minor Shaw  
South Carolina Hispanic Chamber of  
Commerce  
Tri-County Technical College  
Union County Chamber of Commerce  
USC Upstate



## **Annual Partners**

**These entities made one-year funding commitments to Ten at the Top in 2013**

### **Regional Partners**

Business Black Box  
Fairway Outdoor Advertising  
Greenville Business Magazine

### **Regional Sponsors**

Hughes Agency  
Oconee County  
Pacolet Milliken  
Spartanburg Water  
TD Bank  
Charter Business

### **Regional Advocates**

Brown Mackie College  
City of Mauldin  
GSP International Airport  
Self Regional Healthcare  
Rutland Institute for Ethics Clemson

### **Regional Patrons**

City of Anderson  
Cherokee County Chamber of Commerce  
Countybank  
Elliott Davis, LLC, Greenwood Office  
Greenwood Partnership Alliance  
John Miller  
Self Family Foundation  
Spartanburg County Foundation  
Upstate WIB

### **Other Contributors**

Paul C. Aughtry III  
Paul Corbeil  
Rick Danner  
Sam Erwin  
Mike Forrester  
Hank McCullough  
Barry Nocks  
Terence Roberts  
Brad Wyche

## **Community Vibrancy Workshop Sponsors**

### **Platinum Sponsors**

Greenville Health System  
JHM Hotels  
Pacolet Milliken  
The Self Family Foundation  
Self Regional Healthcare

### **Gold Sponsors**

Countybank  
Elliott Davis, LLC, Greenwood Office  
Trehel Corporation  
Greenwood Partnership Alliance

### **Silver Sponsors**

Municipal Association of South Carolina  
Upstate Forever  
City of Greenville  
Mary Black Foundation

## **2013 Our Upstate Vision Forum Sponsors**

### **Series Premier Sponsor**

BlueCross BlueShield of South Carolina

### **Series Visionary Sponsor**

Greenville Health System

### **Series Supporting Sponsors**

Brown Mackie College  
GSP Airport  
Rutland Institute for Ethics Clemson

### **Forum One Supporting Sponsor**

Spartanburg County Foundation

### **Forum Two Presenting Sponsor**

TD Bank

### **Forum Three Supporting Sponsor**

South Carolina Port Authority

Like our business partners, local government is challenged to do more better with less resources. TATT is providing a critical bridge in the ten-county area to successfully address regional issues without government having to add staff.

~ Paul Corbeil, Councilman  
Oconee County Council

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Ten Counties. One Upstate. Stronger Together.

Upstate  
SC.Vision together South  
continues encourage threads  
Anderson fostering Oconee  
Cherokee Spartanburg  
challenged Top leaders  
growth issues  
help facilitate coordinate  
organizations bridge Vision  
without economic central  
benefitted comprised today leadership  
comprised providing local  
commitment successfully resources  
add natural collaboration effort  
spirit counties Like Ten  
partners vitality critical task  
region cooperation pleased Union  
common ten-county cultural  
SC regional conversation part objectives  
sector meeting government Laurens  
Greenwood nonprofit Pickens  
address TATT residents community better  
Carolina enhance quality Abbeville  
county business priorities  
public Greenville work grow