

A WELCOME ENVIRONMENT FOR INTERNATIONAL INVESTMENT

- Anderson is located in the Upstate of South Carolina, which is home to 5 of 5 international airports, including Beaufort, BWI, and the North American Headquarters for Michelin, bringing state-of-the-art innovations to the region.
- Anderson County is home to 55 internet (small, medium, companies), representing 15 countries including Germany, France, Canada, and Ireland.
- South Carolina is one of a few US states in which more than 7 percent of total private sector employment is due to Foreign Direct Investments. The Organization for International Investment identifies South Carolina as having the highest proportion (8.2%) in the United States.
- South Carolina is the only, friendly, right-to-work state offering a mix of cutting-edge high-value assets. The SC Department of Commerce promotes economic opportunities for entrepreneurs, new business, and existing businesses through increases such as workforce development, infrastructure improvements, and taxation incentives.

5 CONTINENTS
25 COUNTRIES
1 GLOBAL INITIATIVE

ABOUT THE INTERNATIONAL NETWORK OF MICHELIN CITIES

The City of Anderson, South Carolina USA, has been selected as the site for the 4th Conference of the International Network of Michelin Cities (INMC) to be held April 15 - 19, 2024. Anderson will be the first city in the United States to host the event, welcoming visitors from approximately 25 countries on 5 continents.

The INMC was established in 2014 by Mayor Olivier Bianchi of the City of Clermont-Ferrand, France, with the belief that cities are places of innovation and invention uniquely positioned to meet the challenges of the future. The INMC encourages joint reflection and experimentation among local governments, universities, and corporations. The model includes city-to-city and peer-to-peer interaction, access to global best practices, and a biennial, in-person conference. Clermont-Ferrand has the distinction of being home to the International Headquarters of Michelin, therefore cities with a Michelin presence form the core of the INMC.

The theme of the Anderson conference is "Drivers of Economic Development." International experts will engage the participants in educational experiences exploring new technologies and methodologies related to the core goals of the INMC:

- Transportation of the Future
- Mobility for All
- Renewable Energy & Green Cities
- Planning & Citizen Involvement
- Arts & Culture
- Sports & Health



Mayor Terence Roberts of Anderson serves on the executive board of INMC and is the Co-President along with Mayor Bianchi of Clermont-Ferrand. Both Batson of the City of Anderson serves as the City's Ambassador to INMC and is the Director of the 2024 conference.

ABOUT ANDERSON, SOUTH CAROLINA

- Anderson's robust arts and culture scene is anchored by the South Carolina School for the Arts at Anderson University, the Anderson Arts Center, the Greater Anderson Music Arts Consortium, and the theatre in multiple venues. Anderson has been honored with South Carolina's highest award for public art, the Elizabeth C. Neill Verrier Award. The newest addition is an outdoor gallery dedicated to the legacy of Anderson native, international film star, Shubert Bosman.
- Part of the fastest growing region in the United States, Anderson is located in the Southeast US foothills between Atlanta, Georgia, and Charlotte, North Carolina, and is easily accessible by international airports and interstate freeways.
- The mild climate and access to popular amenities make Anderson an ideal place to provide a robust experience for visitors from around the world situated near the Blue Ridge Mountains and just a short drive to the coastal success of Charleston (SC) and Myrtle Beach (SC). Anderson offers a chance for engaging workshops.
- Anderson's historic downtown's vibrant and walkable - lined with green spaces, shopping, dining, and featuring 21 new businesses within the past 20 months.
- Anderson University, Clemson University and Tri-County Technical College provide innovative educational and workforce development opportunities, while enriching the scenic, cultural and entertainment landscape of the region.
- Anderson's proximity to Lake Hartwell, one of the state's largest recreation lakes, makes the area a popular choice among those seeking outdoor activities of the scenery of nature.

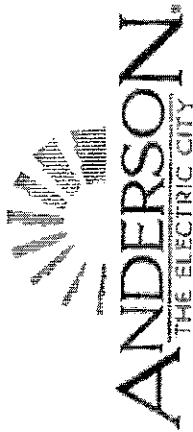


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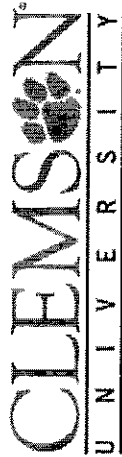
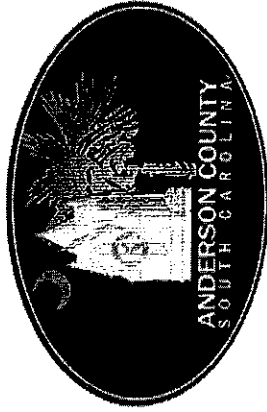
South Carolina
Department of Commerce

Just right for business.

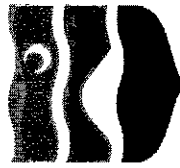


VILLE DE

CLERMONT
FERRAND



UpstateSCAlliance



TCTC

Tri-County Technical College



A R T S



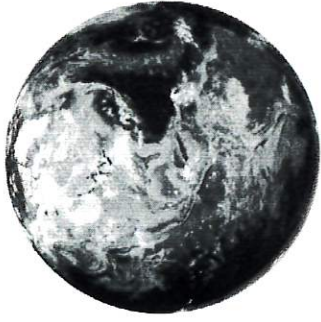
ANMED HEALTH

We're in this together.

Join Us!
2024



WYFF



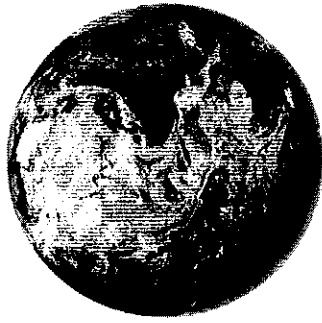
Financial IMPACT:

25 Countries, 5 Continents

We believe that the conference will result in an ROI for the state in substantive and significant ways:

- Recruiting international businesses to South Carolina as we demonstrate a welcoming, profitable environment for foreign investment.
- Establishing long-term, fruitful relationships with key decisionmakers on a global scale resulting in economic development benefits for years to come.
- Showcasing industries already located in South Carolina as we enhance our partnerships.
- Attracting cultural tourists to the state. Cultural tourists – those who visit an area for a specific purpose such as culture, education, or sports – tend to spend an average of 40% more than other tourists.*

* Travel Industry Association of America statistic.



Cultural IMPACT:

25 Countries, 5 Continents

There will be a myriad of opportunities for cultural exposure and growth for the entire community:

- Expanding our collective knowledge base as global experts are featured and international best practices are discussed in thematic elements.
- Highlighting more than 30 musicians, actors and visual artists from across the globe to inspire new forms of artistic expression and generating the seeds of artist in-residency programs.
- Involving 200 community leaders, volunteers, and high school students to participate as Ambassadors throughout the conference.
- Encouraging innovation as 40 Clemson University and Anderson University students participate in a special cohort with a goal to address a topic of global import and present findings at the 2026 conference.

Operational Budget

INMC Anderson 2024 Budget Worksheet

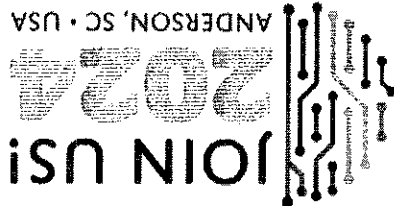
<u>Expense Estimate</u>	
Hotels	\$164,000
Meals	\$62,500
Transportation	\$49,000
Event Production	\$205,000
Personnel	\$85,000
Conference Information	\$170,000
Global Marketing	\$70,000
Expense Estimate Total	\$805,500
<u>Revenue Estimate</u>	
Clermont-Ferrand, France	\$100,000
Michelin Cities	\$25,000
City of Anderson	\$100,000
Anderson County	\$50,000
Upstate Alliance	\$15,500
Local/Private sector	\$75,000
State Funding Request	\$440,000
Revenue Estimate Total*	\$805,500

* Operational Planning to Include
20% Contingency

Estimated Expenses	\$805,500
Contingency Amount	\$160,000
Total	\$965,500

Requested Funding	\$440,000
Contingency Amount	\$160,000
Total Funds from State of South Carolina	\$600,000

*The City of Anderson pledges to return any
and all unused contingency funding to the
State of South Carolina.*



**International Network of Michelin Cities (INMC)
Anderson 2024 Public Announcement**

Media and VIP Event
Announcement of the **City of Anderson** as Host of the
2024 INMC Global Event featuring 25 Countries from 5 Continents
Anderson Arts Center
February 14, 2023 at 4PM
Hors d'oeuvres and special entertainment

Summary of the Initiative: The City of Anderson, SC USA will host the INMC conference in April of 2024 to showcase the power of innovation in our region. We will attract global experts to engage the participants in educational experiences and explore new technologies related to the core goals of the Network:

- Transportation of the Future
- Mobility for All
- Renewable Energy & Green Cities
- Planning & Citizen Involvement
- Arts & Culture
- Sports & Health

About the Event:

The following principals will speak briefly and support the announcement as key partners:

- Anderson University – Dr. Evans Whitaker
- Clemson University – Angie Lindinger
- Tri-County Technical College – Dr. Galen DeHay
- Michelin North America – Will Whitley
- Anderson County – Rusty Burns
- South Carolina Governor's Office/Lt. Governor (pending)
- SC Department of Commerce – Mark Hendricks
- Anderson County Legislative Delegation – Rep. Anne Thayer
- Upstate Alliance – John Lummus
- AnMed Health – Brett Justice
- Mayor Olivier Bianchi – Clermont-Ferrand, France
- Special guests will include members of the Michelin Cities Executive Committee: France, Spain, Portugal, Canada and Mexico.
- Other community and industry leaders will also be invited along with the media.

Program (DRAFT)

Welcome and background – Mayor Terence Roberts

Greetings from INMIC delegation

Brief Video

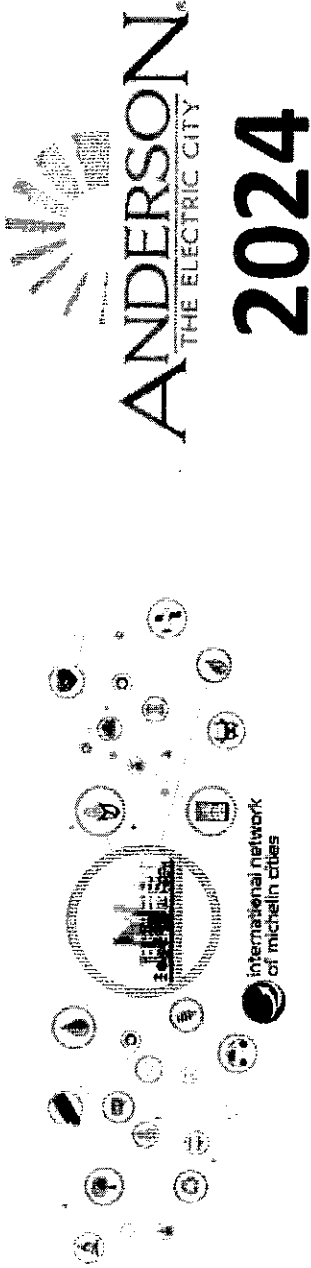
Official Announcement – Mayor Terence Roberts

Congratulations and Support – Key partners will speak briefly on the economic and cultural impact to their organization

Media interaction

Celebration with food and entertainment

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Candidacy for the 4th Conference of the International Network of Michelin Cities

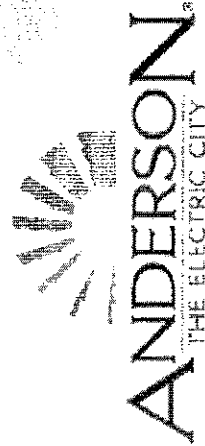
The City of Anderson, SC USA proposes to host the INMC conference in 2024 to showcase the power of innovation in our region. We will attract global experts to engage the participants in educational experiences related to the core goals of the Network:

- Transportation of the Future & Mobility for All
- Renewable Energy & Green Cities
- Encouraging Innovation
- New Technologies to Serve the Public
- Planning & Citizen Involvement
- Cultural Activities
- Sports & Health
- News

Key Facts:

Anderson, South Carolina USA

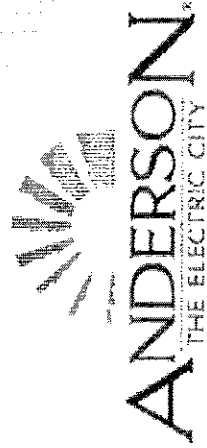
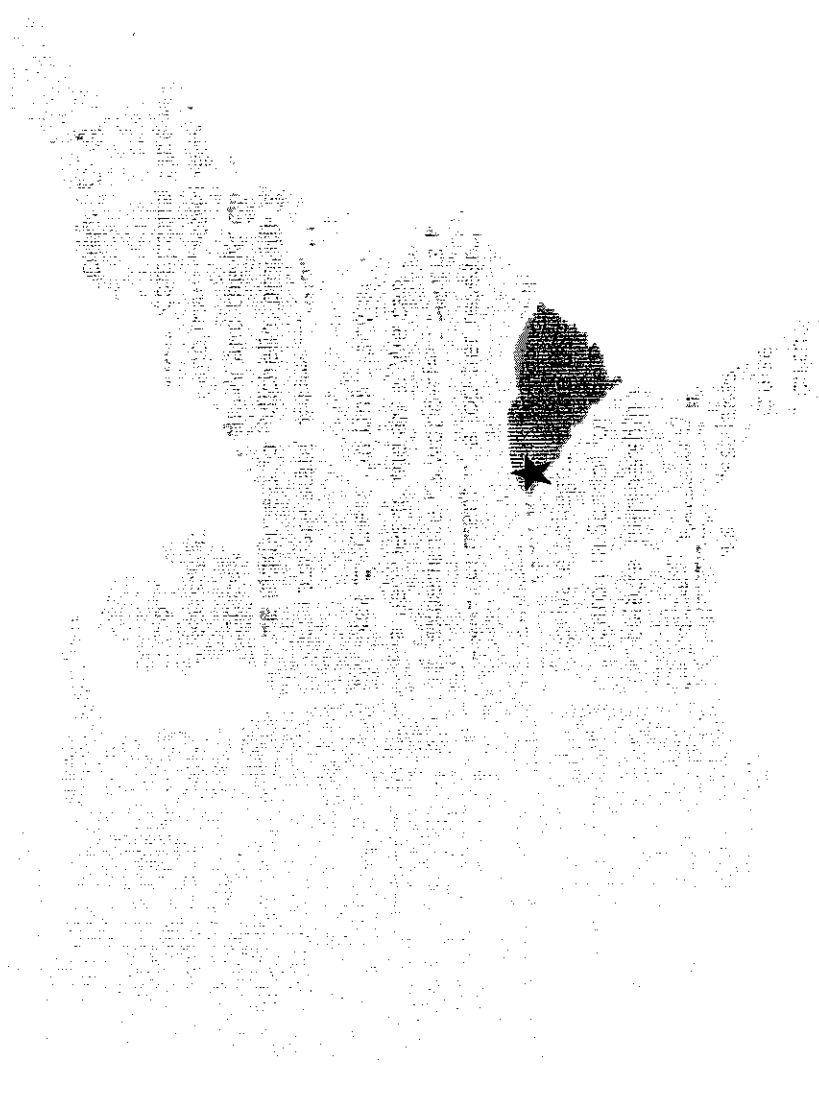
- Anderson is the county seat of Anderson County in the Upstate of South Carolina and serves a regional population of more than 350,000. The Upstate is a ten-county area with a population of 1.5 million.
- The City of Anderson has a manager/council form of government. Mayor Terence Roberts is in his fourth term (15th year) leading a team of 8 other visionary council members to net the City's most significant growth period in decades.
- Part of the fastest growing region of the United States, Anderson is in the foothills area of the southeast between Atlanta, Georgia and Charlotte, North Carolina and is easily accessible by international airports.
- The mild climate and access to popular amenities make Anderson an ideal choice to provide a robust experience for visitors from around the world.
- Hotels are plentiful including the new Home2 Suites by Hilton and the boutique hotel The Bleckley Inn.
- Anderson's historic downtown is vibrant and walkable; lined with greenspaces, shopping and dining featuring 19 new businesses in the last 20 months.



Key Facts:

Anderson, South Carolina USA

- Home to 545 international companies, the region boasts headquarters and manufacturing facilities including Bosch, BMW and the North American Headquarters for Michelin, providing a backdrop for us to share state-of-the-art innovations.
- Nearby Clemson University offers a myriad of amenities to the area. We can invite attendees to experience its world-class sports facilities in the environment of a top-tier research institution.
- Anderson University has been ranked among the top private colleges in the US and is home to the South Carolina School for the Performing Arts, providing a cultural partnership with the City.
- On the shores of Hartwell Lake, one of South Carolina's largest lakes, Anderson offers the chance for twilight dinner cruises and even guided fishing tours for those who might want a taste of this southern tradition.
- Located near the Smokey Mountains and just a short drive to tourist meccas of Charleston and Myrtle Beach, Anderson offers quick access to engaging side trips.

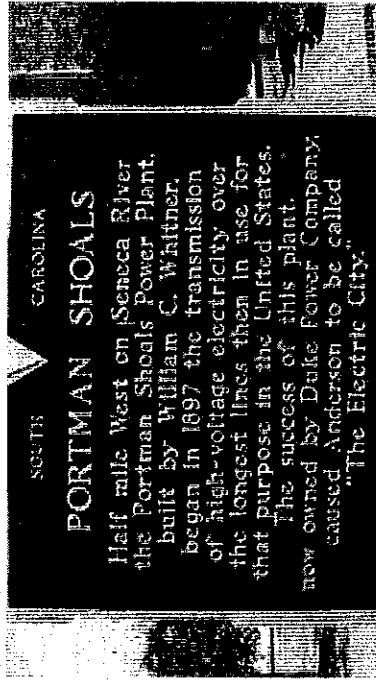


Here's a flavor of
what you can
expect when you
experience
Anderson...



A History of Innovation

- Incorporated in 1833, Anderson was named for General Robert Anderson, a Revolutionary War hero who was born in 1741 in Virginia and relocated to the colony of South Carolina in search of land to own.
- Anderson was the first city in the United States to have a continuous supply of electric power thanks to native son, inventor and Tesla protégé, William Whitner.
- Mr. Whitner's innovation is the source of the City's enduring moniker, "The Electric City," and earned him a bronze sculpture in the City's center.
- The first cotton gin in the world to be operated by electricity was in Anderson County in 1897.
- In the late 20th century, Anderson led the way in replacing the region's dying textile industry with international manufacturing focused on the now thriving automotive industry.



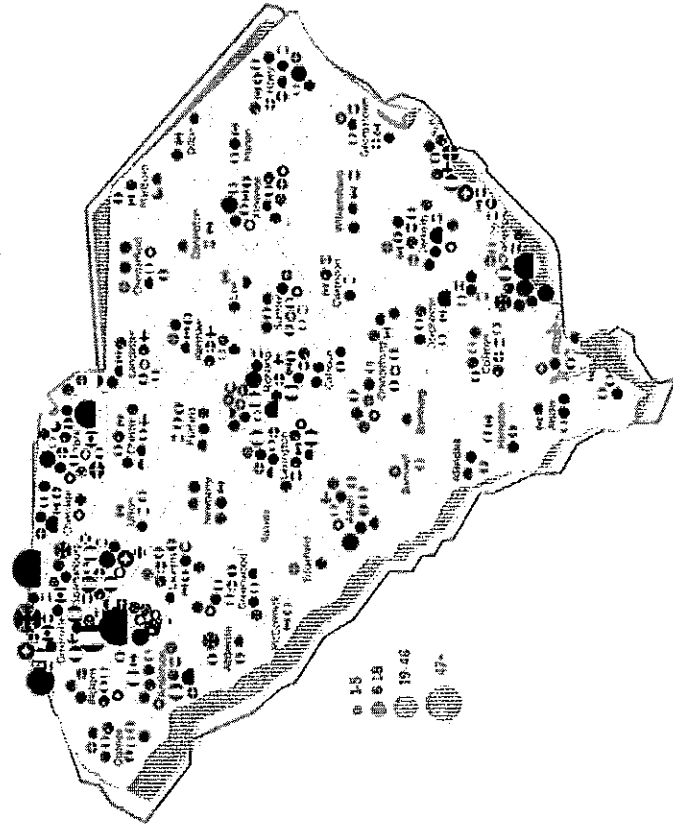
A Welcome Environment for International Engagement

Anderson County is home to 55 internationally owned companies, representing 15 countries.

South Carolina is one of just a handful of US states in which more than 7 percent of total private sector employment is due to Foreign Direct Investment (FDI).

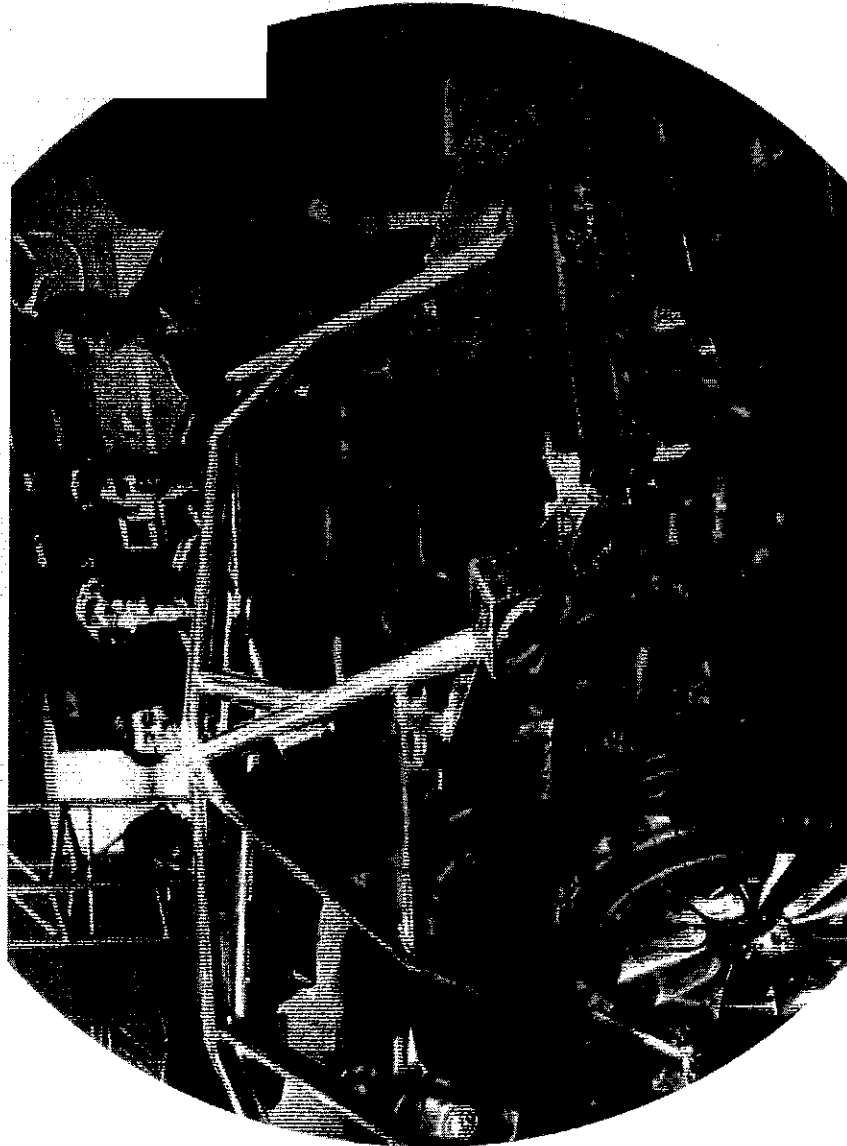
In fact, at 8.2 percent, according to the Organization for International Investment (OFII), it's the highest proportion in the United States.

Foreign Direct Investment (FDI) in South Carolina



Circle size represents total number of companies for each country of origin within a specific county. Locations are only a representation of operations in the county and are not meant to show a specific location.
Source: South Carolina Department of Commerce

INMC Focus: Transportation of the Future



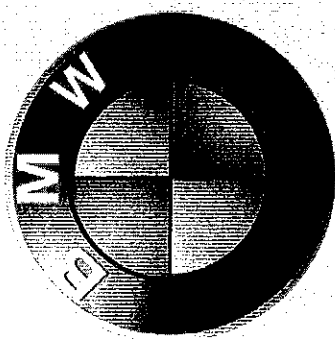
CUICAR

CLEMSON UNIVERSITY INTERNATIONAL CENTER FOR AUTOMOTIVE RESEARCH

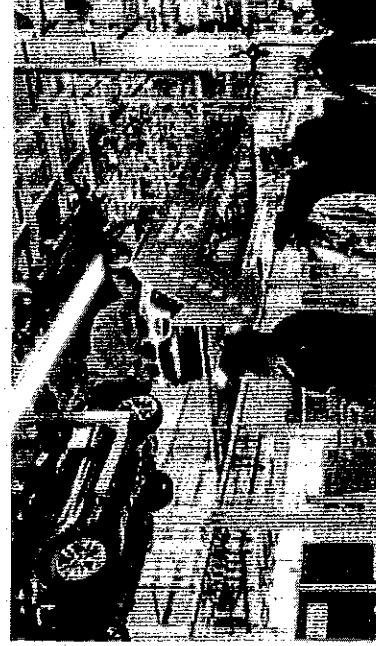
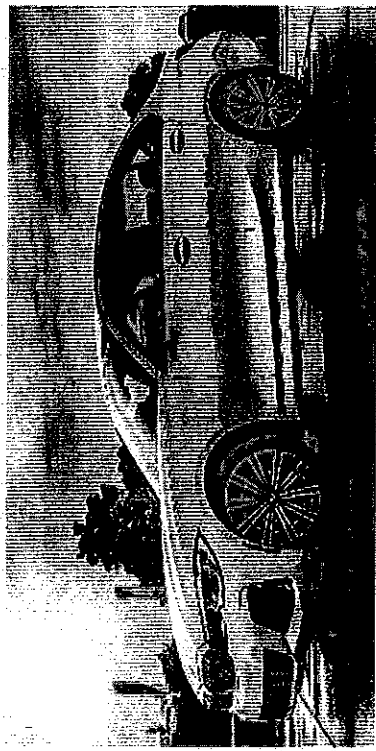
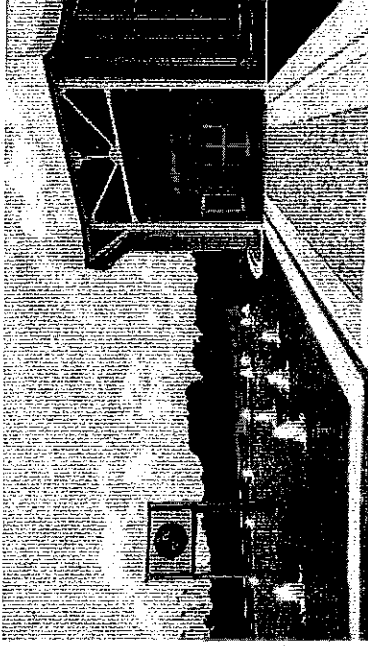
Conference attendees may visit CU-ICAR, home to the nation's only graduate Department of Automotive Engineering. More than 200 Clemson University students are pursuing Master of Science and/or Ph.D. degrees in Automotive Engineering.

Thanks to the work of the world-class faculty, graduate students learn in an innovative research- and-educational program that focuses on the vehicle and its infrastructure from a systems-integration perspective. The entire program is devoted to the discipline of automotive engineering.

INMC Focus: Encouraging Innovation



Our INMC entourage will be special guests to tour the BMW manufacturing plant located in the nearby INMC member city of Greer, SC. Attendees may choose to experience the BMW Performance Driving School by special arrangement.



41,000 jobs on site

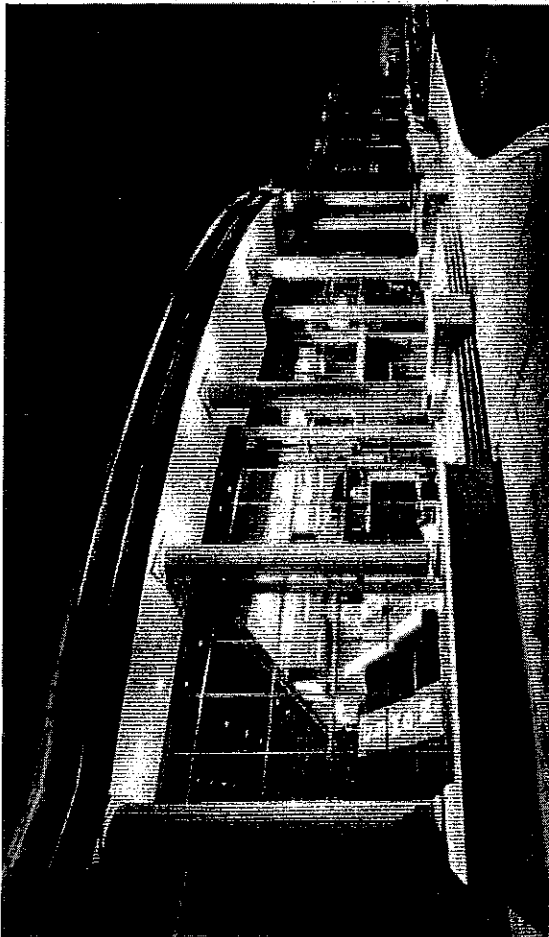
Nearly \$2 billion invested in BMW Manufacturing since 1994

7 Million Square Feet

More than 1000 world markets of production exported to

More than 1000 Produced Daily

INMC Focus: Sports & Health

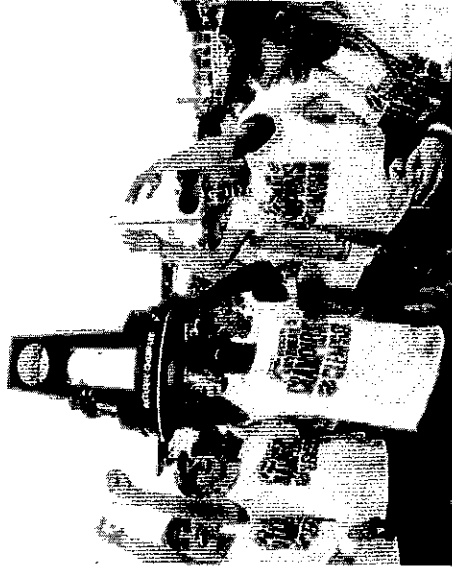
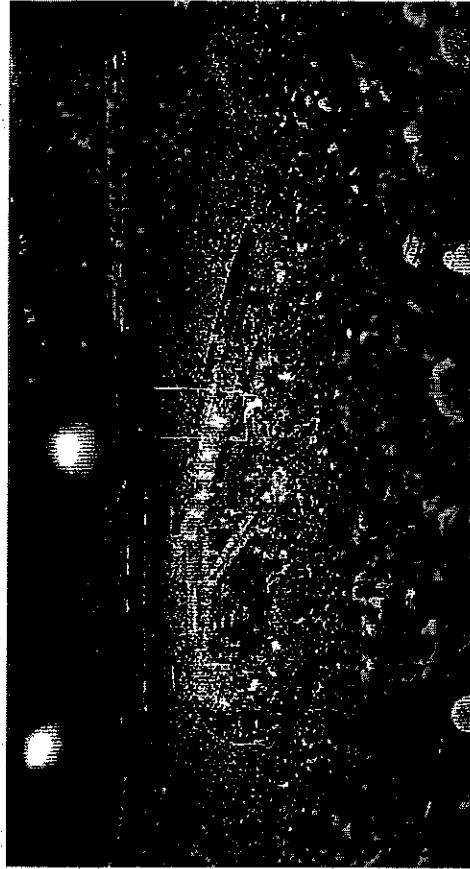


CLEMSON[®]

U N I V E R S I T Y

Clemson University, home to the 3-time College Football National Champions and the reigning Soccer National Champions, boasts a \$55 million state-of-the-art sports training facility. This facility, along with the world-class academic environment, will make for an educational and entertaining tour.

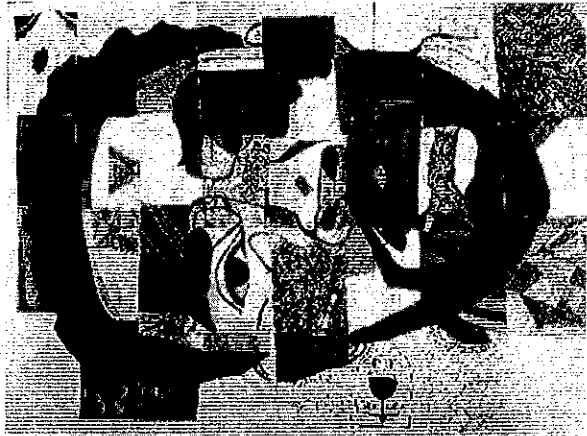
In line with many of the INMC goals, the University's research is focused on six innovation clusters: advanced materials; cyber-infrastructure and big data science; energy, transportation and advanced manufacturing; human resilience; health innovation; and sustainable environments.



INMC Focus: Cultural Activities



ARTS



Anderson's robust Arts and Culture scene is anchored by the South Carolina School for the Arts at Anderson University and the Anderson Arts Center.

Honored with South Carolina's highest award for public art, the Elizabeth O'Neill Verner Award, Anderson has art nearly everywhere you look. Our newest addition is an outdoor gallery dedicated to the legacy of Anderson native, international film star Chadwick Boseman.

We'll treat you to our visual and performing arts and introduce you to the pros who curate it every day.





Independent Mail

Best Places to Live and Retire Now

Whether to work or retire, these communities deliver on the qualities we most want in a hometown

AARP, November 29, 2021

Anderson, South Carolina

Budget southern charm



PETER FRANK EDWARDS

The stricks behind The Galley Restaurant at the Portside Marina in Anderson, SC



ANDERSON COUNTY
SOUTH CAROLINA

Anderson County Sets New Employment Record

Anderson County has set another record high level in its total number of employed persons, according to data released Friday by the SC Department of Employment and Workforce. The county's total number of employed persons in October 2021 (89,469) exceeds the previous record of 89,207 recorded in July of this year.

The county's unemployment rate now stands at 2.8% versus 4.5% in October 2020. The decrease in the unemployment rate from 2020 can be attributed in large part to systemic recovery from the pandemic as well as a recent flurry of economic development announcements.

Anderson County's October unemployment rate is significantly lower than the statewide rate of 3.9% and the national rate of 4.6%.

Airbnb bookings are showing world-class growth in Anderson

Kathy Pierre
Anderson Independent Mail

Anderson-area Airbnb rentals are seeing world-class growth this fall.

The Electric City is eighth on Airbnb's list of the top 10 trending fall destinations for 2019 not only in America, but the entire world.

The list includes Beatenberg, Switzerland; Culebra, Puerto Rico; and Pinelhurst, North Carolina. The rankings are based on percentage growth in bookings over the previous year, according to Airbnb's report.

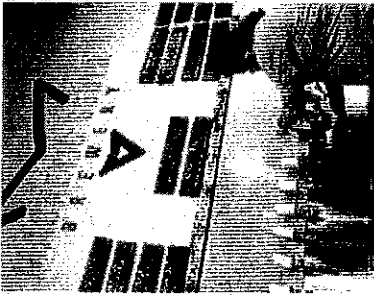
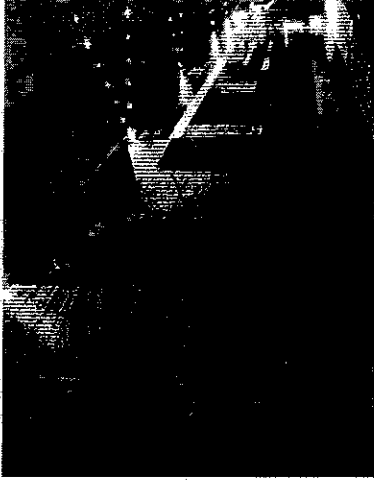
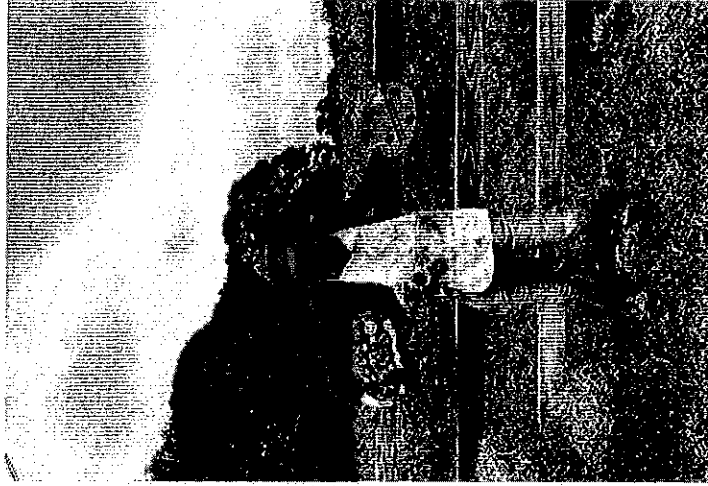
In Anderson, 2019 fall bookings increased 247% over 2018.

Airbnb attributes the growth to Anderson's location near the Blue Ridge Mountains, Atlanta and Charlotte.

Enjoy!

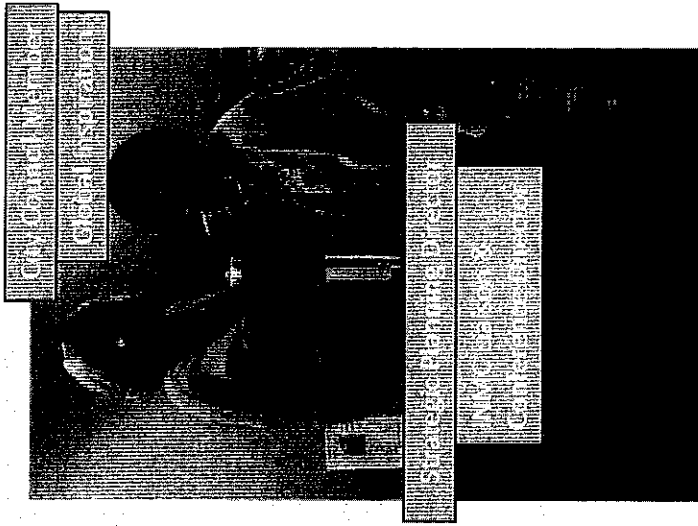
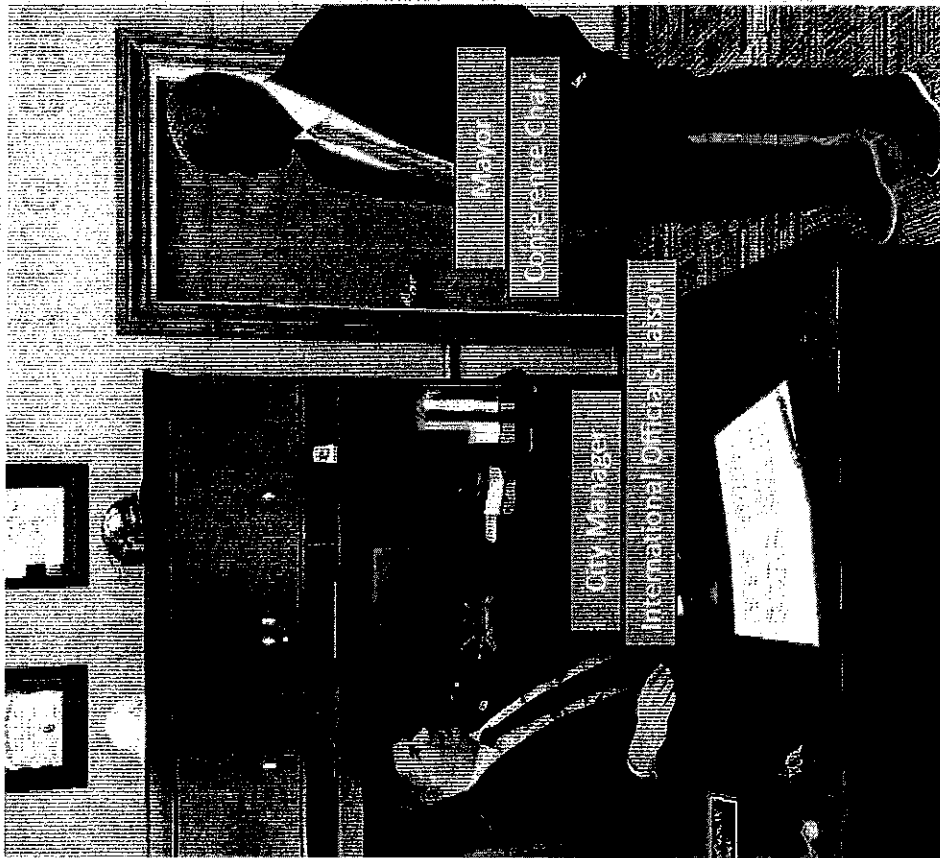
We'll make sure you enjoy your time here even when the Network is not in session. Stroll our friendly, art-filled streets and dip into our unique retail shops to find the perfect souvenir. Wrap yourself in the beauty of our landscape and taste homemade delicacies while sipping the latest local brews.

You'll feel the warmth of our beautiful weather and our Southern hospitality is guaranteed to make you smile. After all, it's what we are known for.



Meet the Team

Who Will Make it Happen



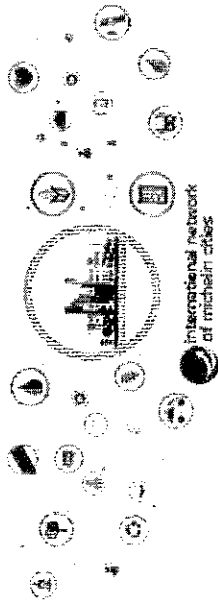
Meet the Team

Who Will Make it Happen





We can't wait to see y'all here.



**Join Us!
2024**