



OCCONEE COUNTY COUNCIL  
ABSTENTION FORM

Council Member Name:

JOEL THRIFT

(Please Print)

Council Member Signature:

*Joel Thrift*

Meeting Date:

3/10/15

Item for Discussion/Vote:

MIN - 12/9/14 P+EC

Committee

Reason for Absention:

I was not present for original meeting/discussion

I have a personal/familial interest in the issue.

Other:

not a member of  
committee in 2014

*E. G. Hulse*  
Elizabeth G. Hulse  
Clerk to Council

*[This form to be filed as part of the permanent record of the meeting.]*



# **Economic Development Update**

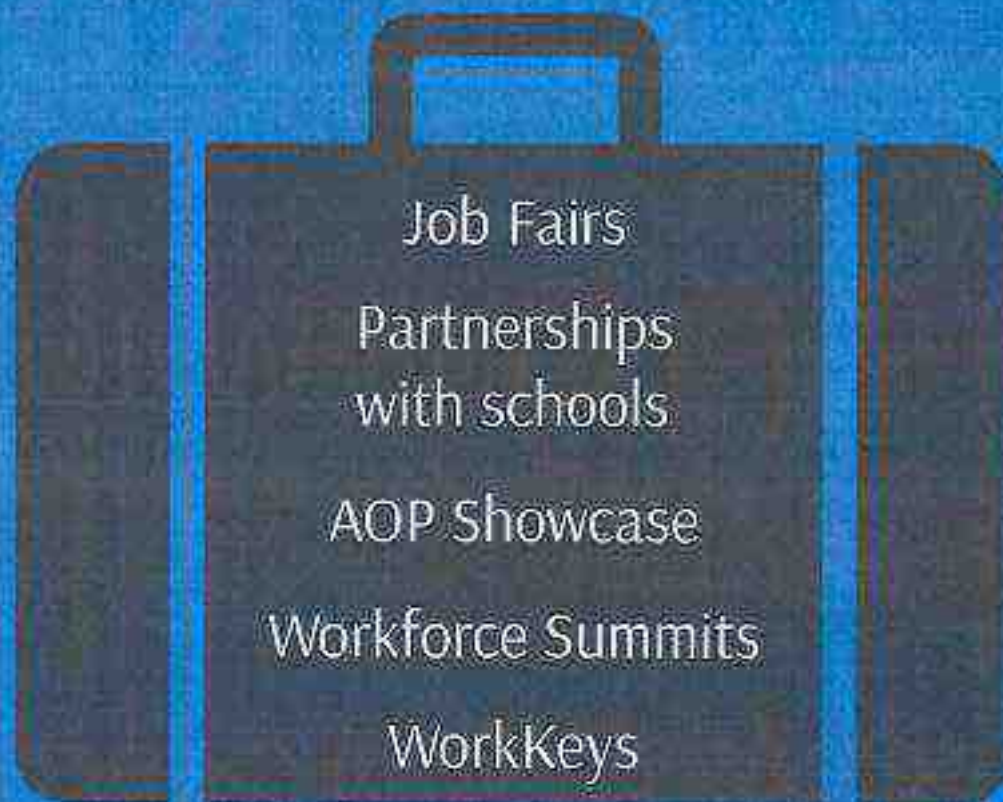
OCONEE COUNTY COUNCIL

PLANNING & ECONOMIC DEVELOPMENT COMMITTEE

# Project Pipeline:

**17** active projects, **10** prospects & **187** leads

# Current Workforce Development Programs



# 2014 Recap

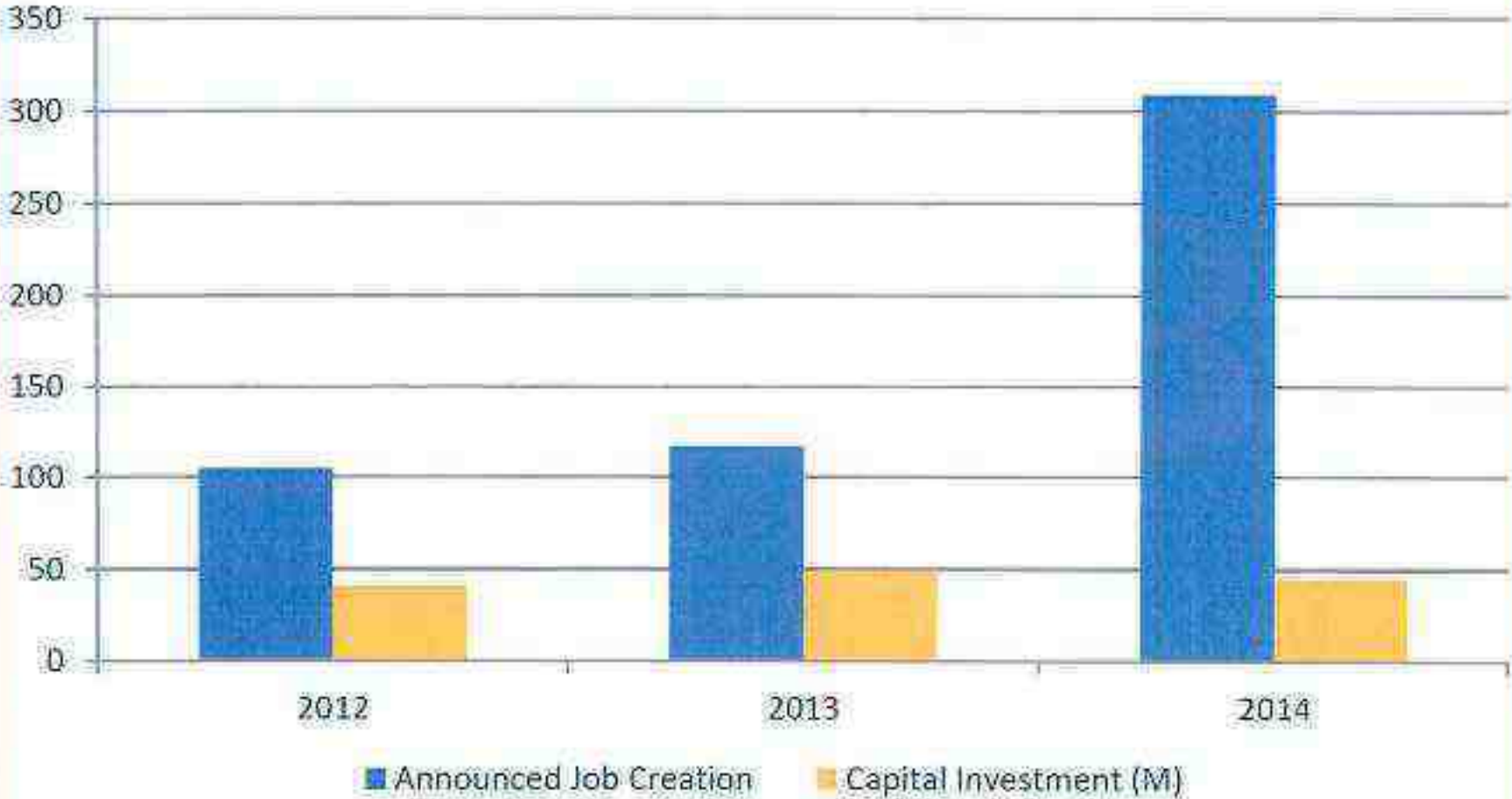
**309** NEW JOBS

That's more than the last **four** years combined!

**\$45M** CAPITAL INVESTMENT

Over 130 Million since April 2012!

# Job Creation vs. Capital Investment



Oconee County

8th



Top Performing Micropolitan  
out of 576 in the **United States**

1st



in South Carolina!



Questions?

# Planning Update

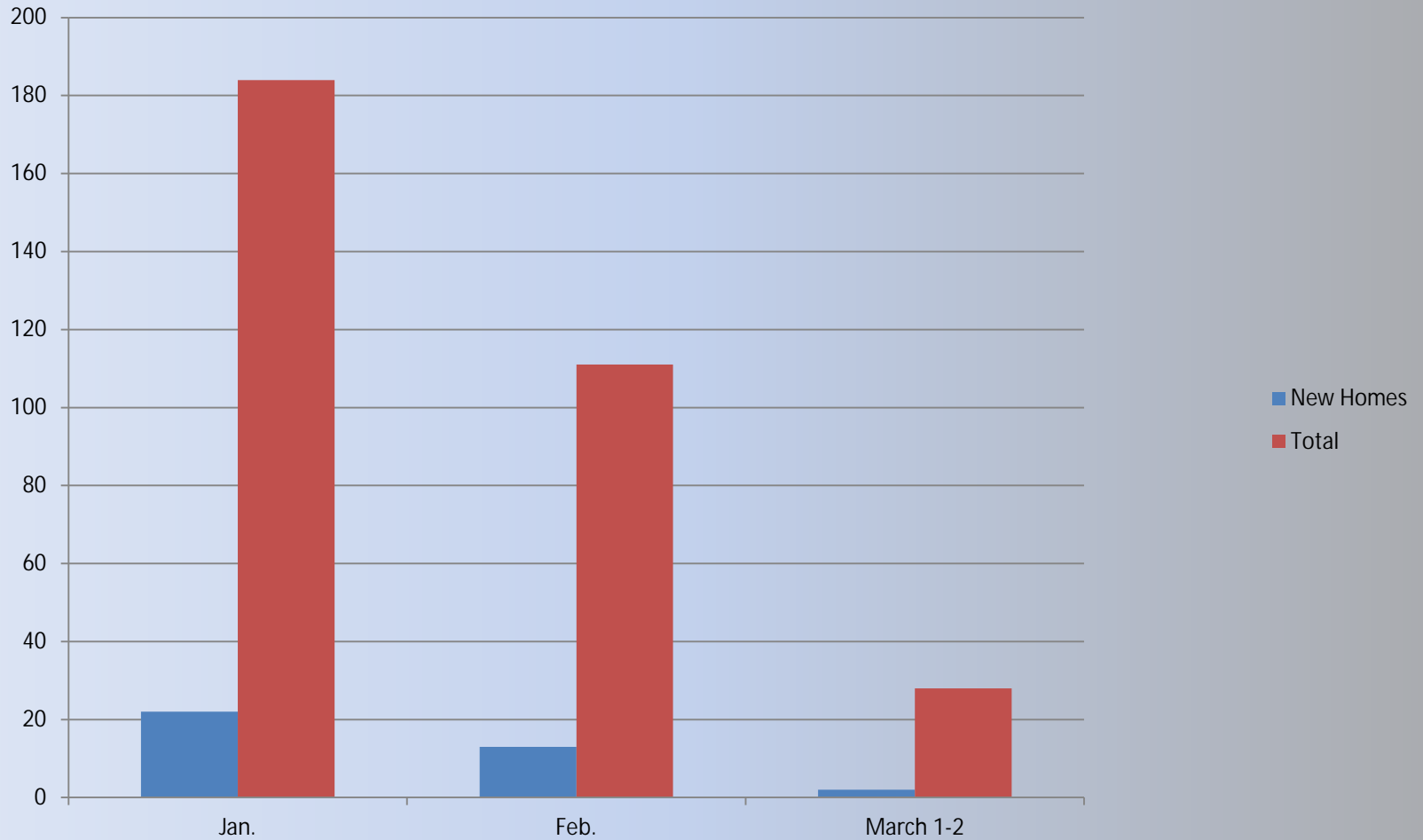


## Planning and Economic Development Committee


March 10, 2015

Josh Stephens, Deputy Director  
Art Holbrooks, Strategic Planner

# Building Development - Permitting



# Planning & Zoning



- **Subdivisions:**
  - Development pipeline is filling up:
    - Concept – 2 possible subdivisions
    - Cottages at Riverbirch
    - Peninsula Pointe Phase 2
    - Sugarhill
    - Little Keowee Bay
    - Sunset Cove

# Community Development



- **Professional Development:**
  - New hire training and certifications
- **Outreach:**
  - SC Chapter of American Planning Assoc. – Legislative Liaison
  - Permit Tech. Association of SC – Board Member
  - Ten at the Top – Food Systems Planning
  - Building Codes Council
  - Building Official's Association
- **One Stop Shop:**
  - Software – portal testing has gone well

# Strategic Planning Update



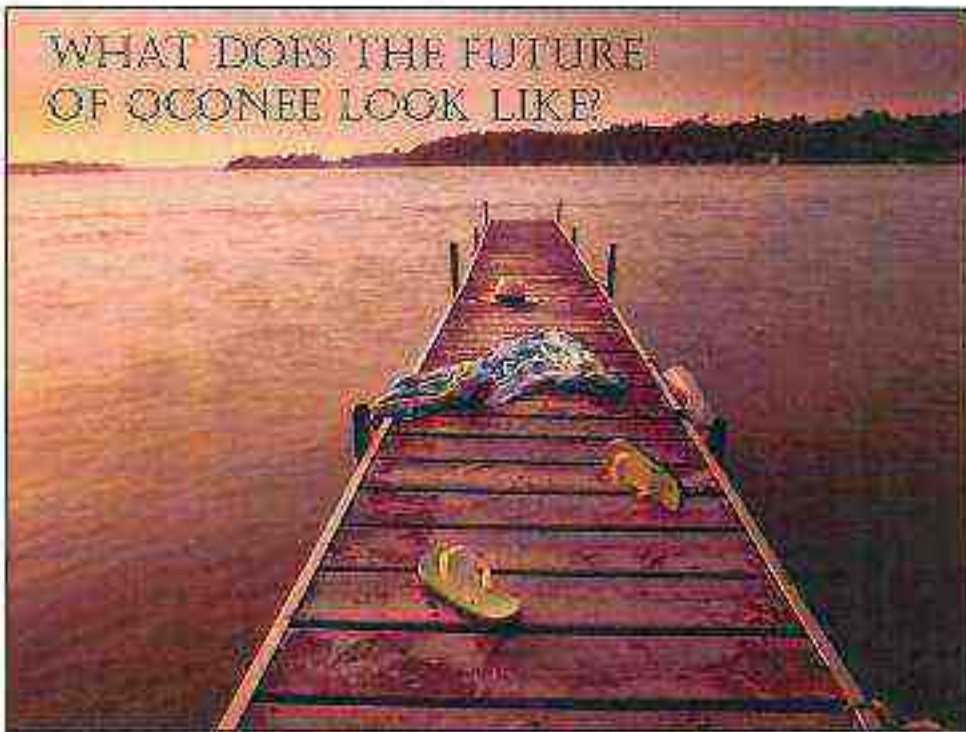
## Comprehensive Plan Update

- Initial Planning Commission Sub-Committee Review of Goals Completed in 2014
- Moving Ahead with Updating Data and Development of Draft Sections
- Series of Community Meetings Expected in 2015
- Anticipated Completion of Work by End of Year

## Keowee-Toxaway Project Relicensing

- License Application Recently Filed by Duke Energy (12,923 pages in Document)
- FERC Issued "REA" Notice on February 5<sup>th</sup>- Major Milestone in Relicensing Process
- Notice Triggers Deadline for Duke to File any Amendments to Application (None Expected)
- Also Requires Duke to Request Water Quality Certification from SC DHEC within 60 Days
- Based on Latest Information Relicensing On Track- *MAY* be Issued 2016, but Regulatory Hurdles Might Still Delay

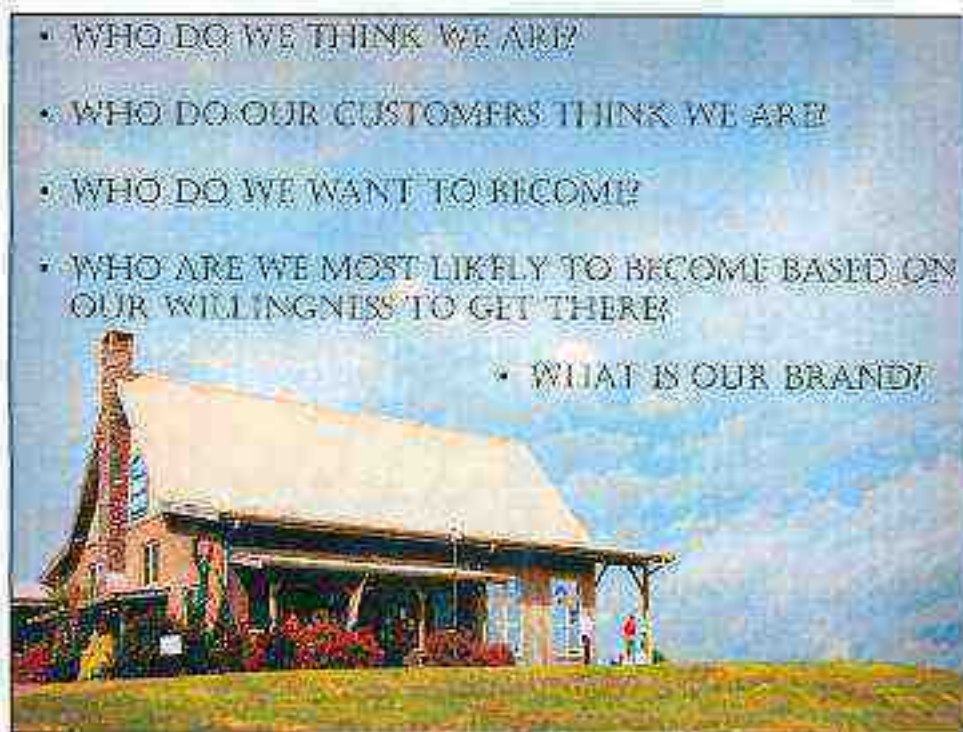
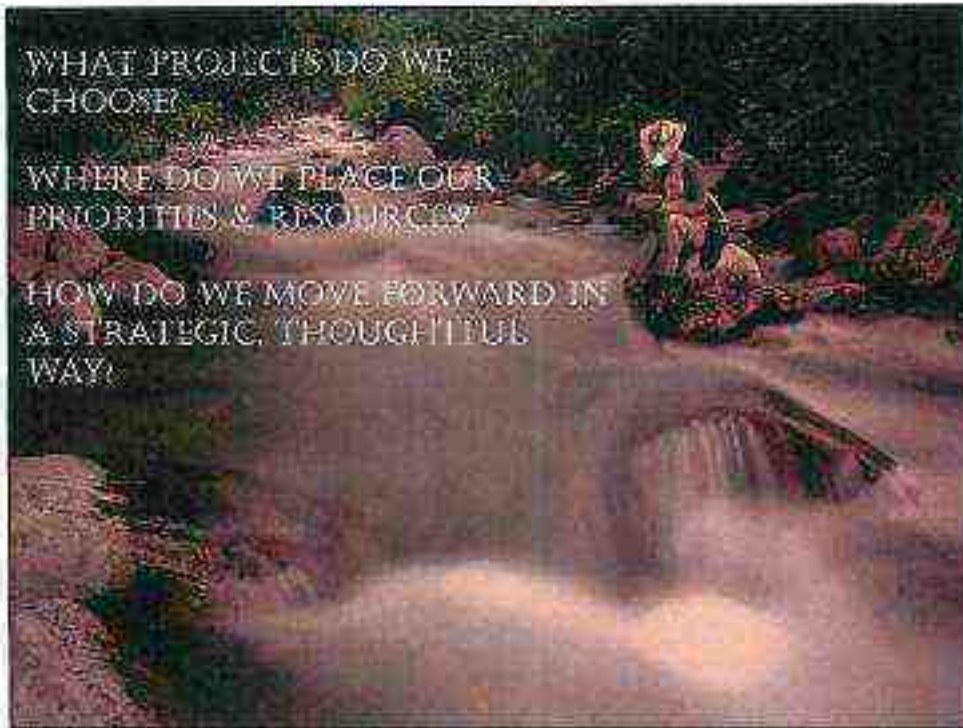
WHAT DOES THE FUTURE  
OF OCONEE LOOK LIKE?



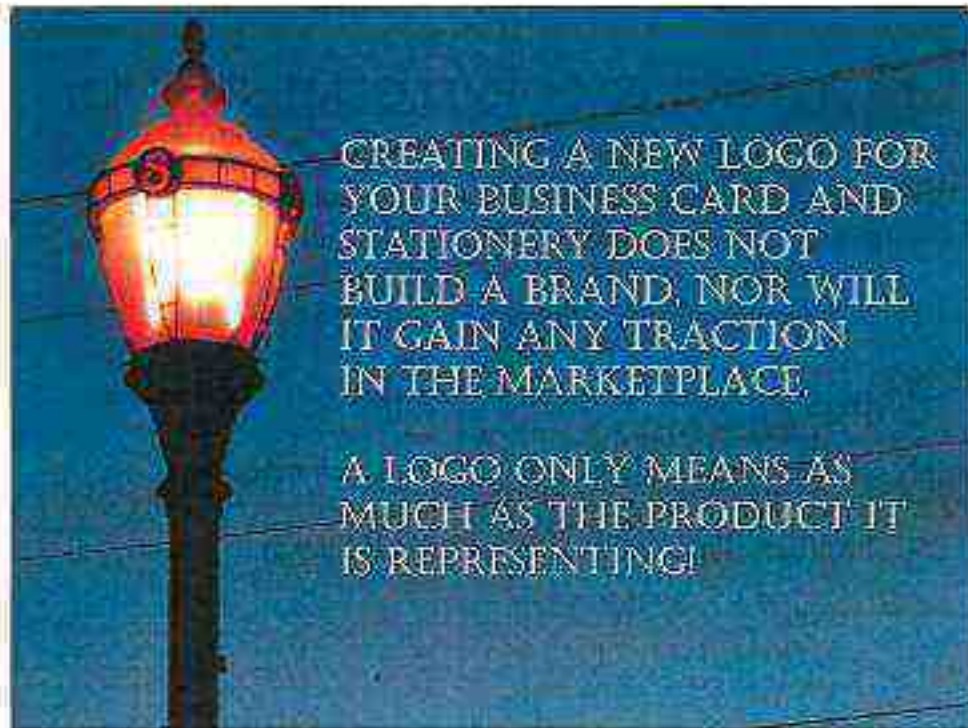
HOW DO WE GROW TOURISM IN A WAY THAT  
DOESN'T DESTROY WHAT WE LOVE ABOUT  
OCONEE?



- FOR INCREASED SENSE OF PLACE?
- FOR INCREASED QUALITY OF LIFE?
- FOR INCREASED ECONOMIC DEVELOPMENT?







CREATING A NEW LOGO FOR YOUR BUSINESS CARD AND STATIONERY DOES NOT BUILD A BRAND. NOR WILL IT GAIN ANY TRACTION IN THE MARKETPLACE.

A LOGO ONLY MEANS AS MUCH AS THE PRODUCT IT IS REPRESENTING!

A SUCCESSFUL BRAND REQUIRES A STRATEGIC MINDSET, NOT JUST A PROMOTIONAL, TACTICAL OR SHORT-TERM OUTLOOK.

A TRUE BRAND IS A PRINCIPLE THAT WILL INFLUENCE EVERYTHING YOU DO!

## STATE TOURISM DEVELOPMENT PLAN

The Upstate is failing to realize its tourism potential because it suffers from having:

1. No major developed attraction aimed at the outdoors
2. Inadequate public access to the lakes and natural attractions
3. No top quality resorts or characterful accommodations
4. Insufficient marketing and promotional support to attract visitors.

At the same time, the Upstate faces a number of more fundamental challenges to the development of its tourism sector:

1. No effective land use management regulations
2. Little recognition of the economic and social benefits of tourism development
3. Limited coordination and cooperation between the public and private sectors
4. Sprawl and poor highway signage

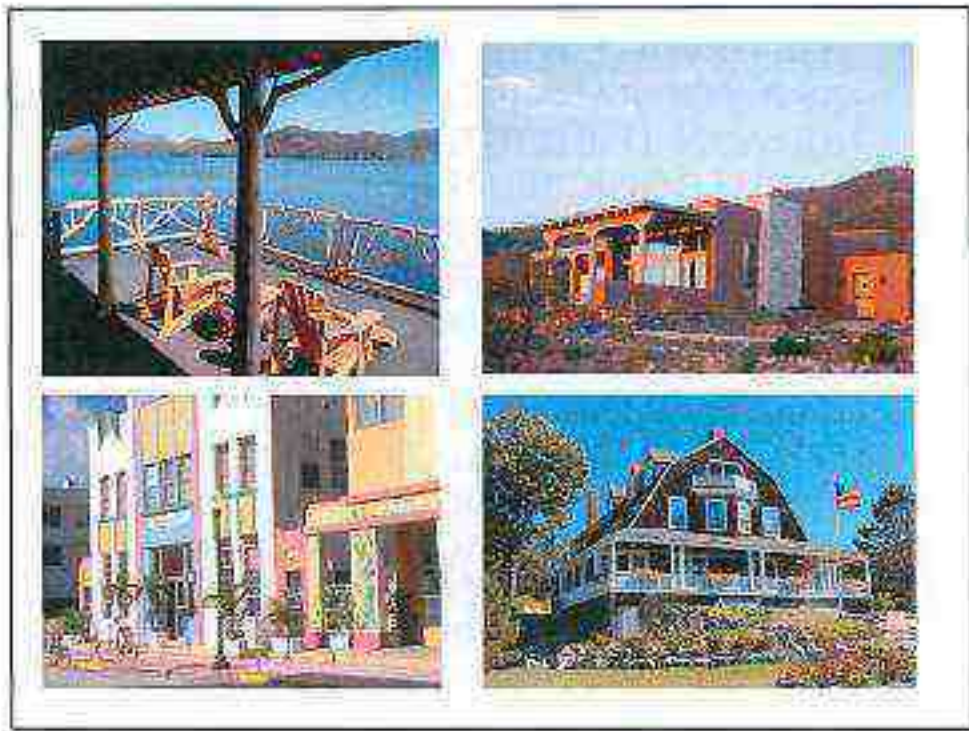
THE UPSTATE WILL BE ESTABLISHED AS A TOP RANKING DESTINATION AREA IN THE SOUTHEAST U.S. FOR OUTDOOR RECREATION IN A SETTING THAT IS PRISTINE AND SHOWCASES THE AREAS RICH AND DIVERSE CULTURAL HERITAGE.

TOURISM DEVELOPMENT WILL BE SELECTIVE, DESIGNED TO MAXIMIZE THE VISITOR EXPERIENCE AND TO SPREAD ECONOMIC AND SOCIAL BENEFITS ACROSS THE POPULATION OF THE UPSTATE.

## SANCTUARY POINTE & THE SC GREAT OUTDOORS CENTER

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OCONEE COUNTY  
GREAT OUTDOORS  
INITIATIVE



WHAT SAYS "OCONEE"?

APPALACHIAN  
RUSTIC ELEGANCE

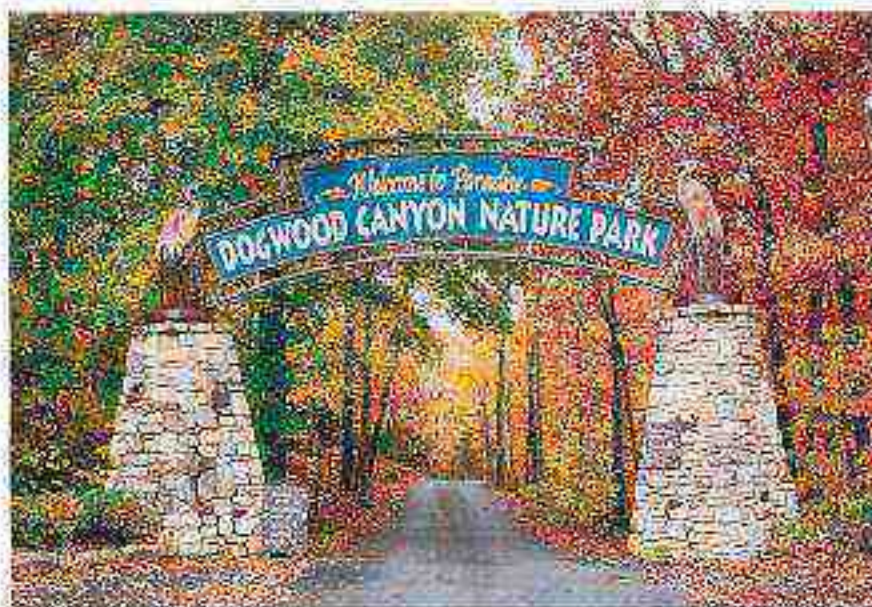
# Sanctuary Pointe

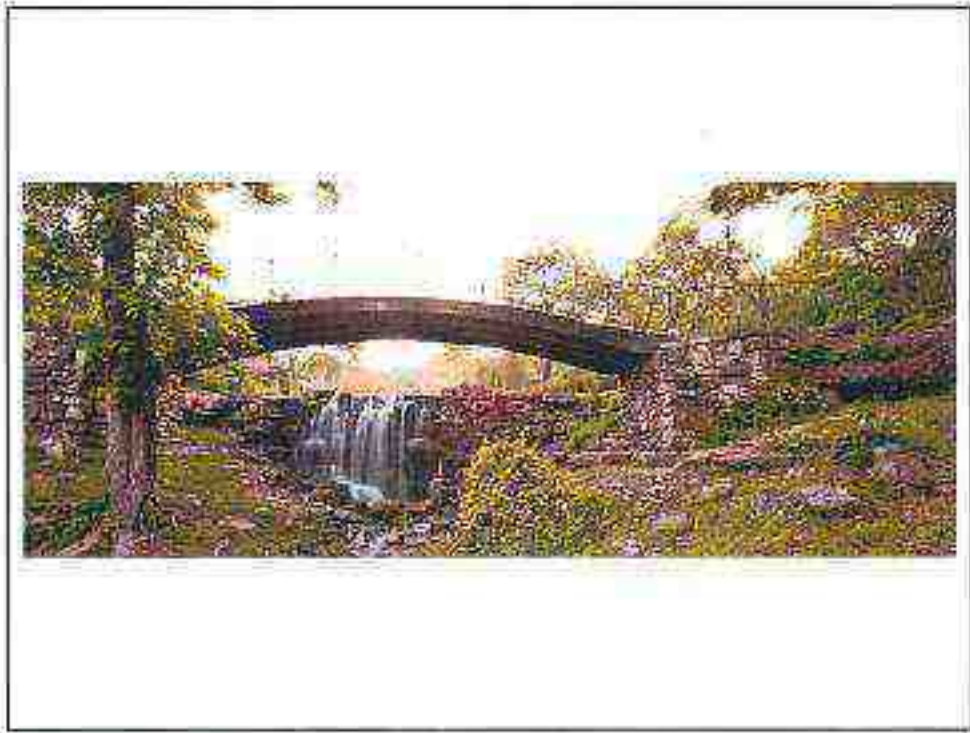
SC GO CENTER



South Carolina Great Outdoors Center





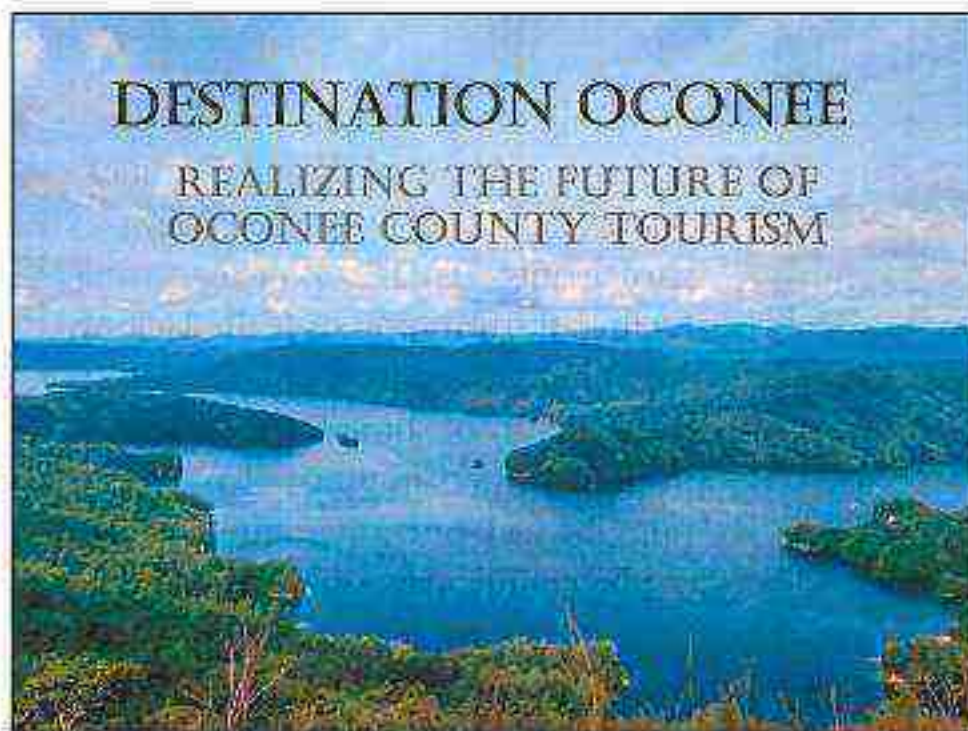














## Elements of the Plan

1. Product Inventory and Categorization
2. Wayfinding and Interpretive Signage Assessment
3. Destination Development Recommendations
4. Media Kits, Sales Pieces and Travel Itineraries
5. Media, Advertising and Public Relations Planning
6. Placement-ready Advertisements
7. Social Media Strategy
8. Municipal Inclusion



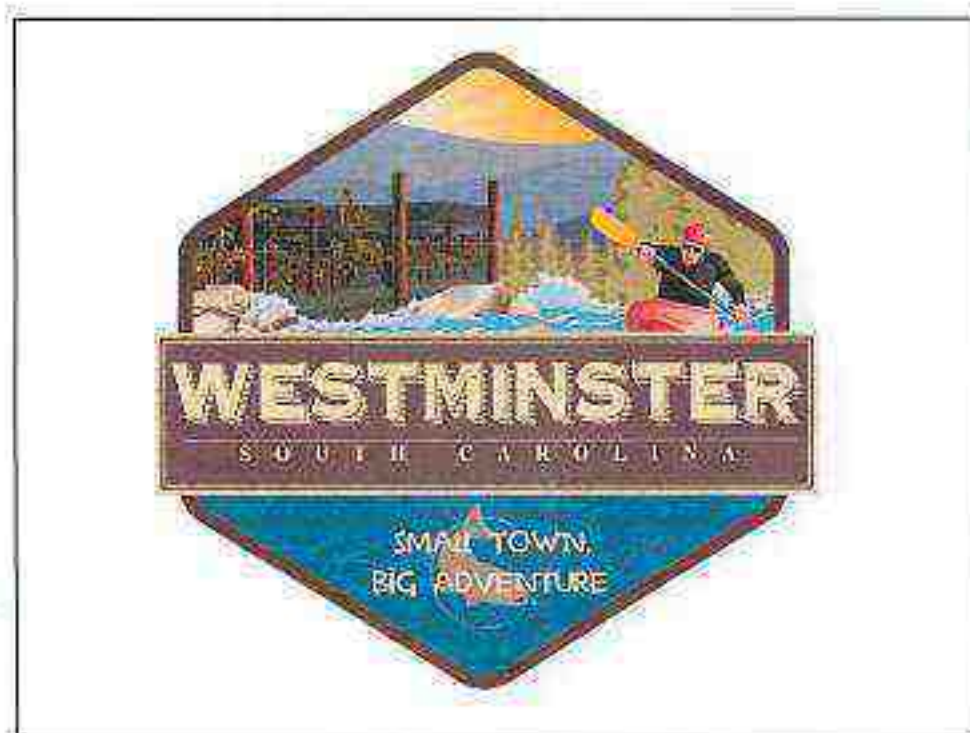
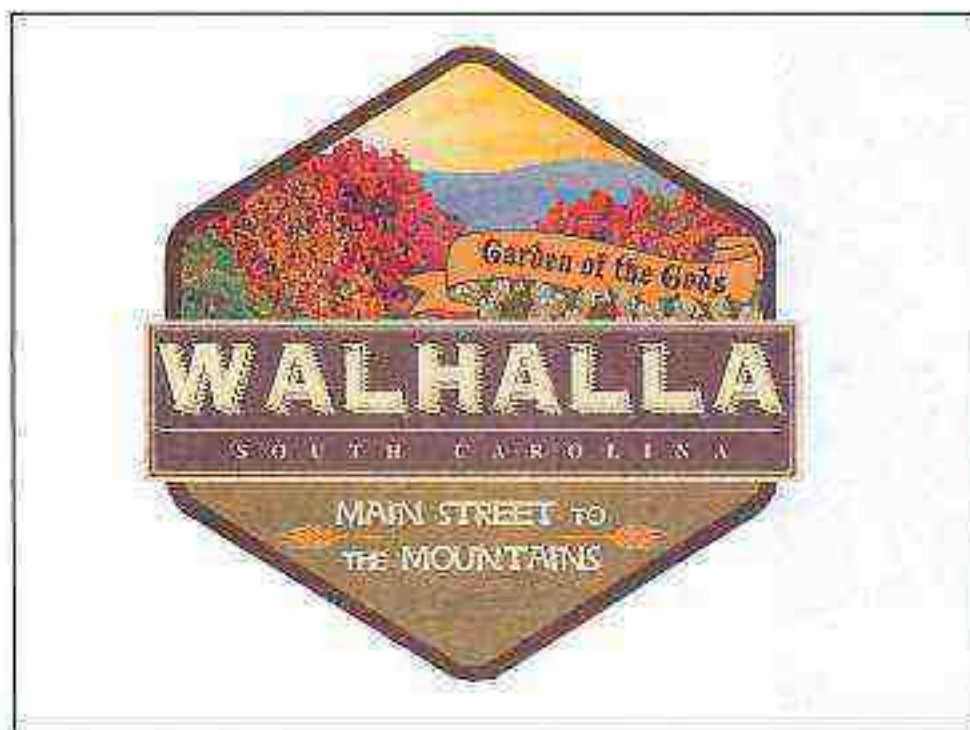
A strong sense of pride for Ocoee County and individual communities was expressed by the interview participants. There was also a strong feeling of frustration over the lack of movement to address critical issues, the apathy of some business and property owners in downtown districts and the lack of cooperation among the county, city, chambers and merchants.

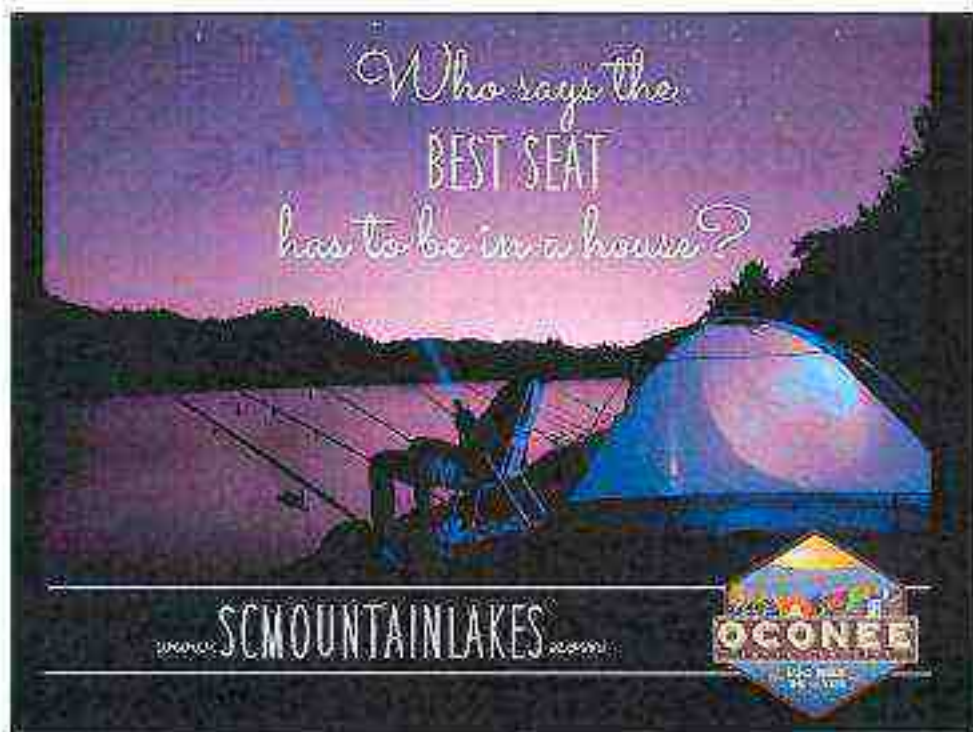
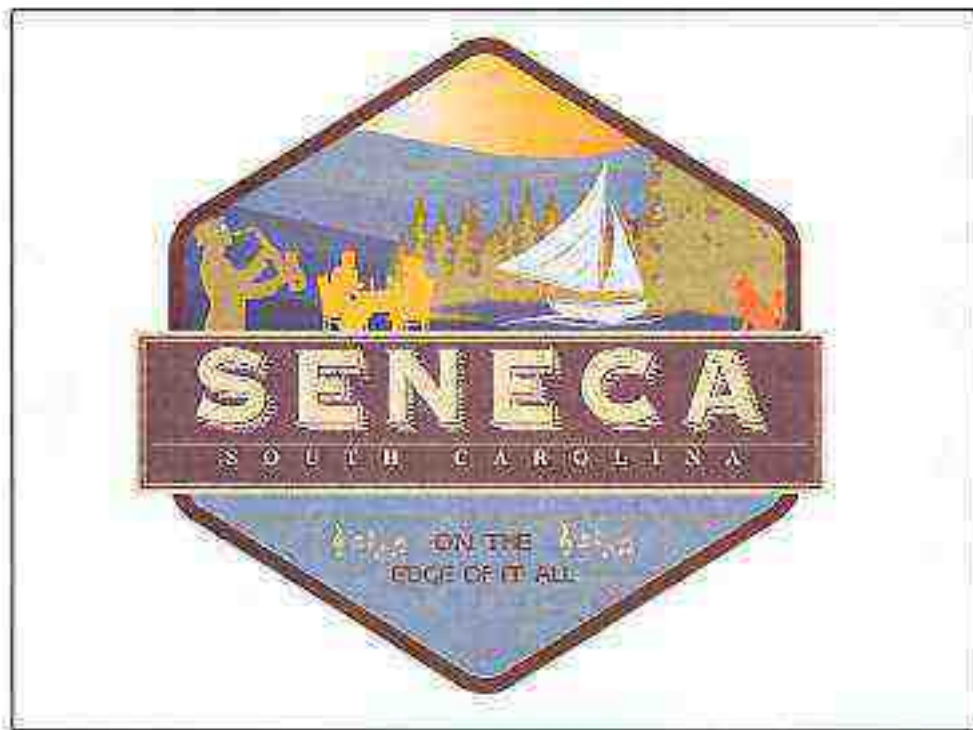


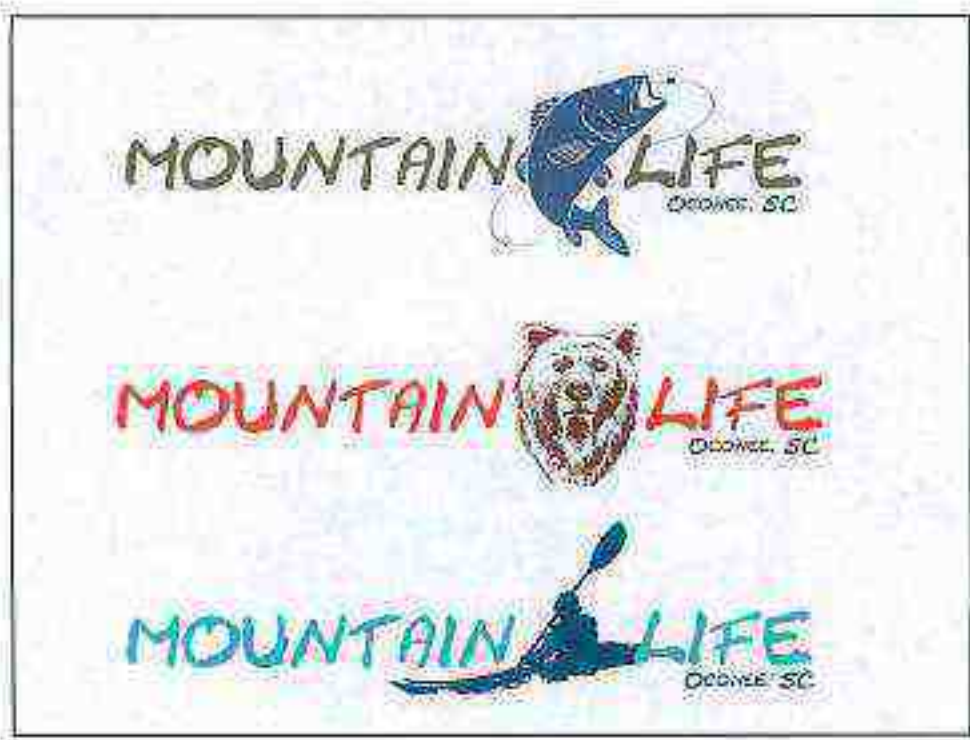
1. Although there are many great tourism attractions in Oconee County, what would you say is the main attraction that could serve as an anchor for attracting national and international visitors?

- Water
- Lakes
- Waterfalls
- Rivers
- Mountains
- Outdoor Recreation

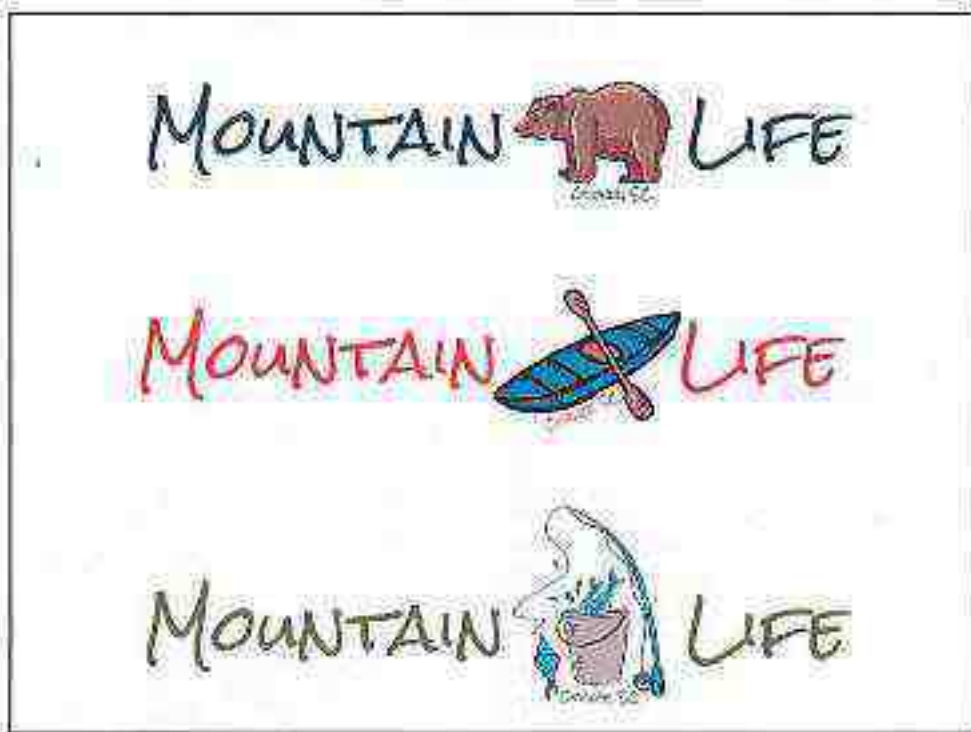












with over 700 miles of shoreline and zero sharks.

100 miles of hiking trails in the South Carolina backcountry

100 miles of fishing in the Carolina Mountains

100 miles of scenic views in the Carolina Mountains

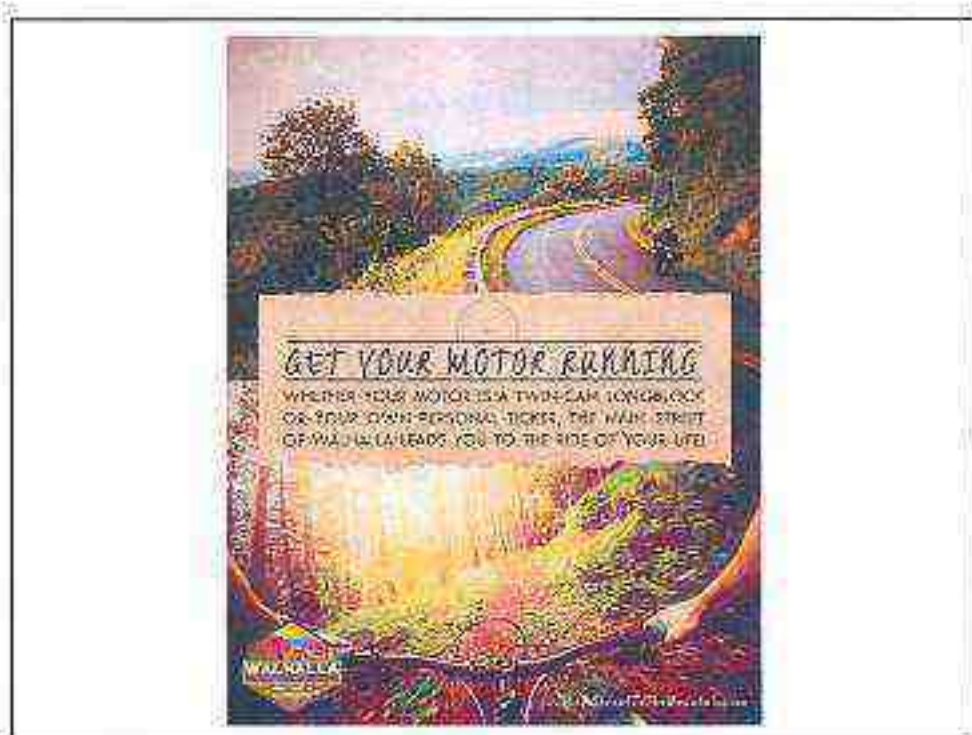
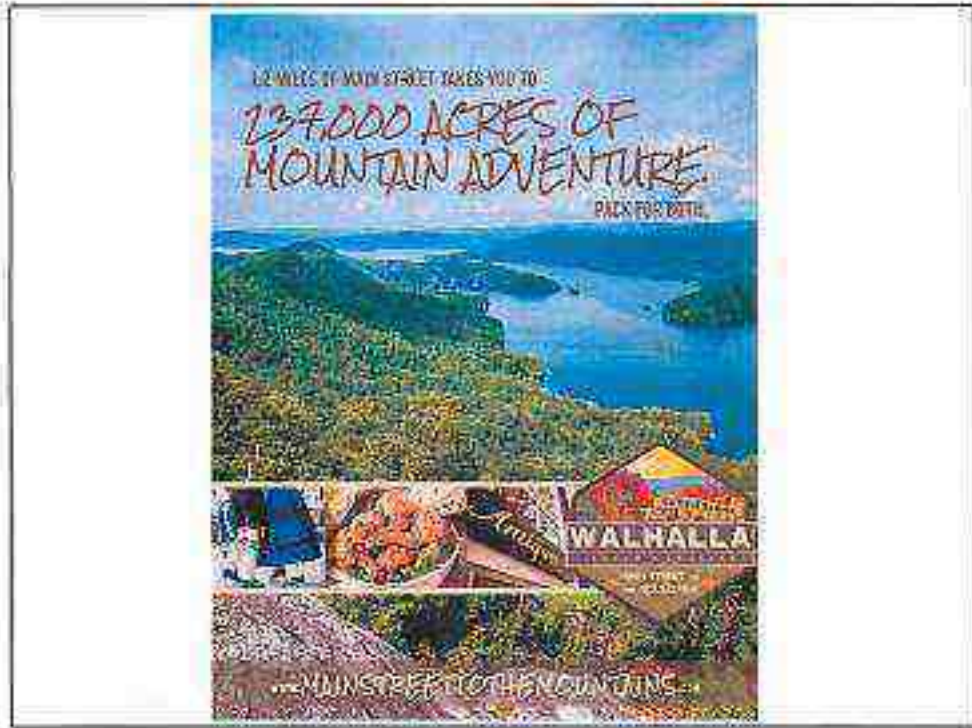
[www.mountainlakes.com](http://www.mountainlakes.com)

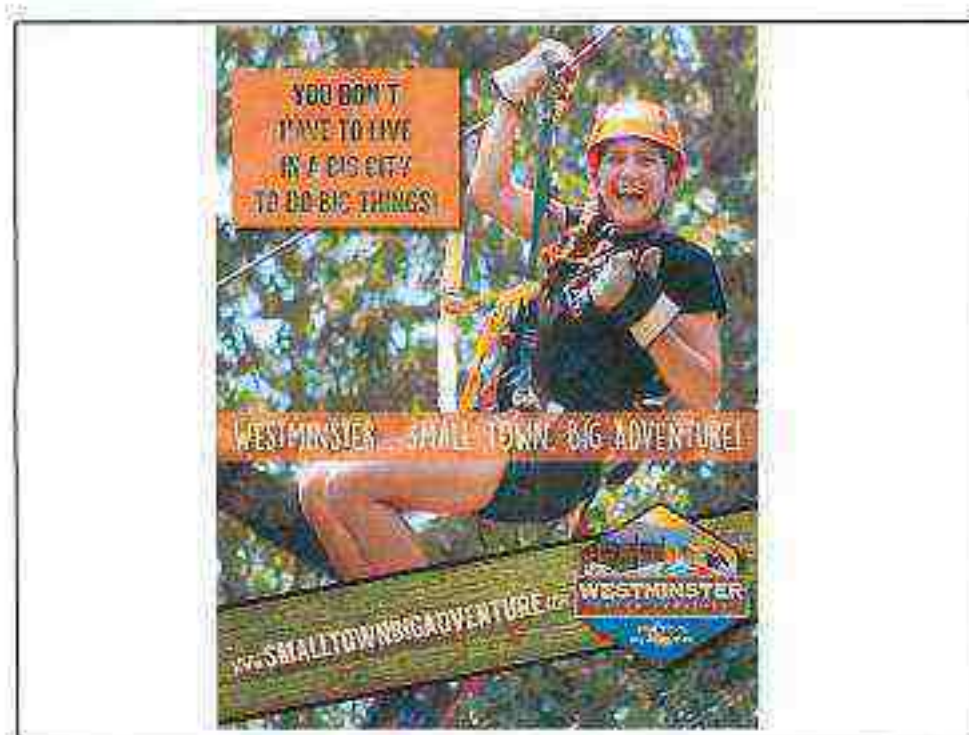
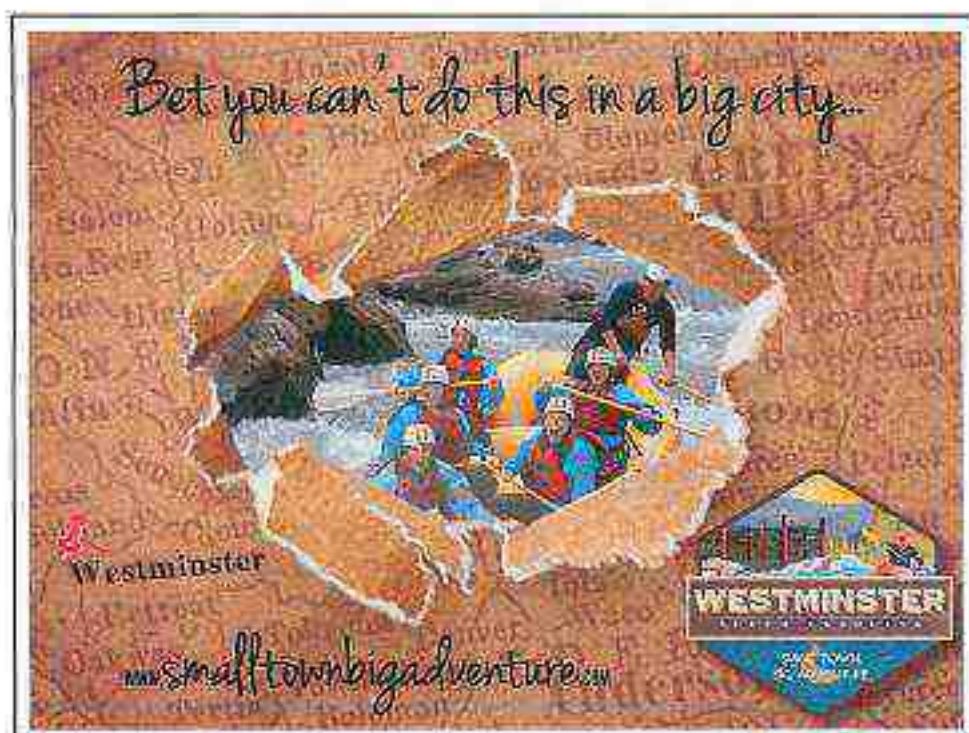
MOUNTAIN LAKES RESORT

SOUTH CAROLINA

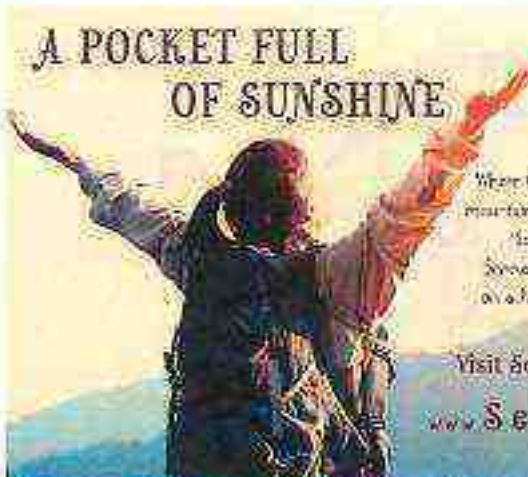
BREATHE EASY.  
IT'S A MOUNTAIN THING.

MOUNTAIN LIFE





# A POCKET FULL OF SUNSHINE





When the sun rises above the Blue Ridge and the cool mountain water runs down to create the finest pool in the South Carolina State pocket full of sunshine.


Enjoy it everything from the ultimate lake excursion on a hot southern day to the quintessential morning downtown and the very best.

Visit Seneca... we're on the edge of it all!

[www.SenecaSunshine.com](http://www.SenecaSunshine.com)


# A POCKET FULL OF SUNSHINE



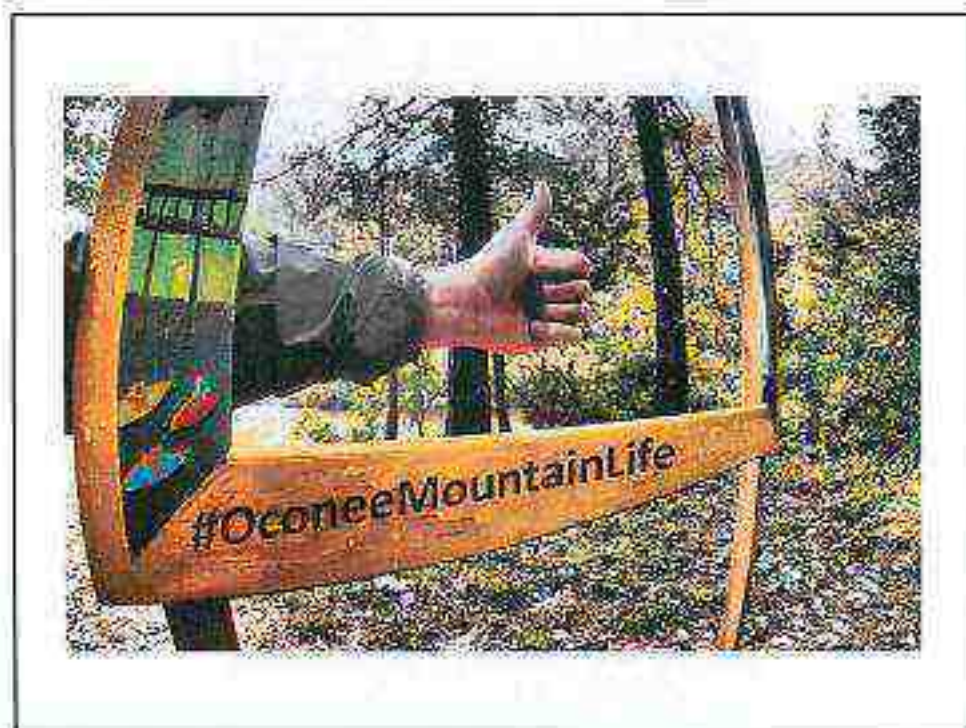
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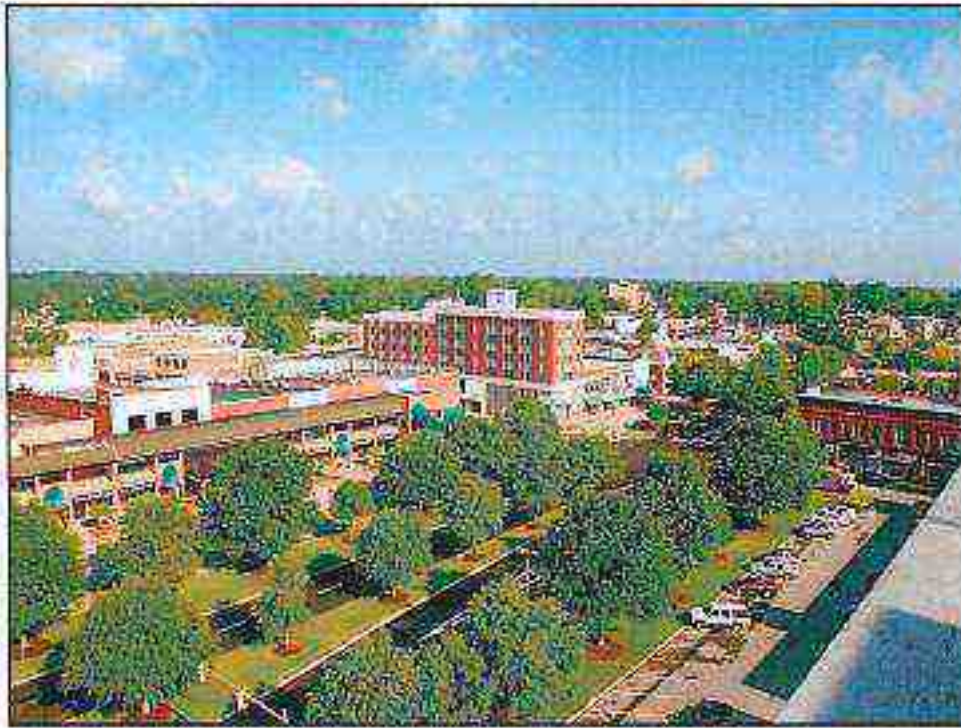
[www.SenecaSunshine.com](http://www.SenecaSunshine.com)



# APPALACHIAN RUSTIC ELEGANCE

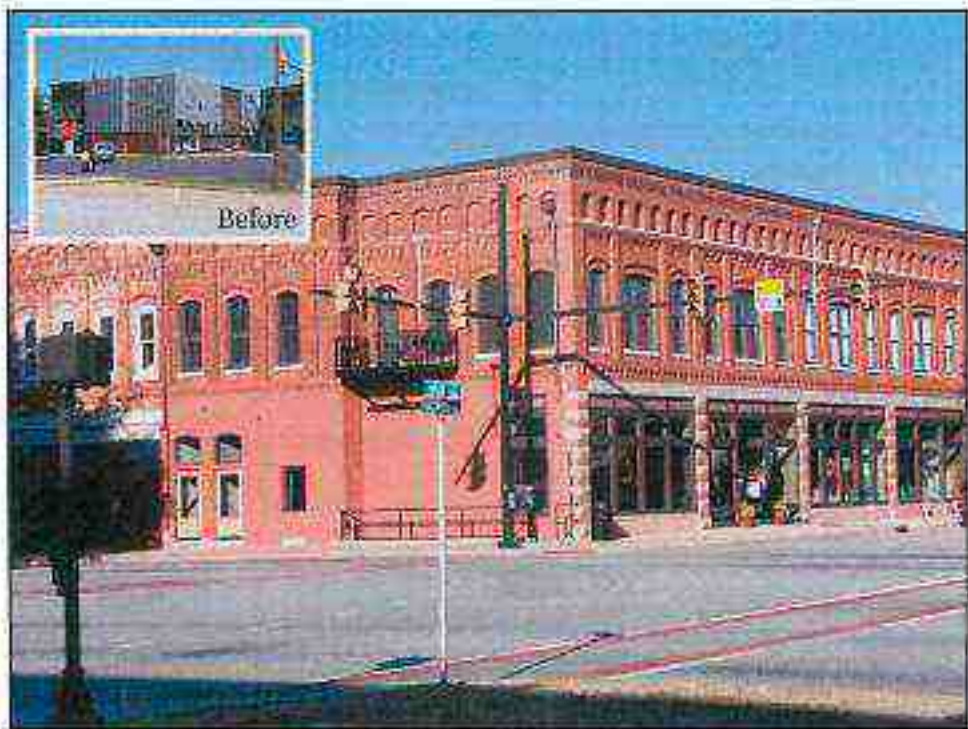
WHAT WILL IT TAKE?



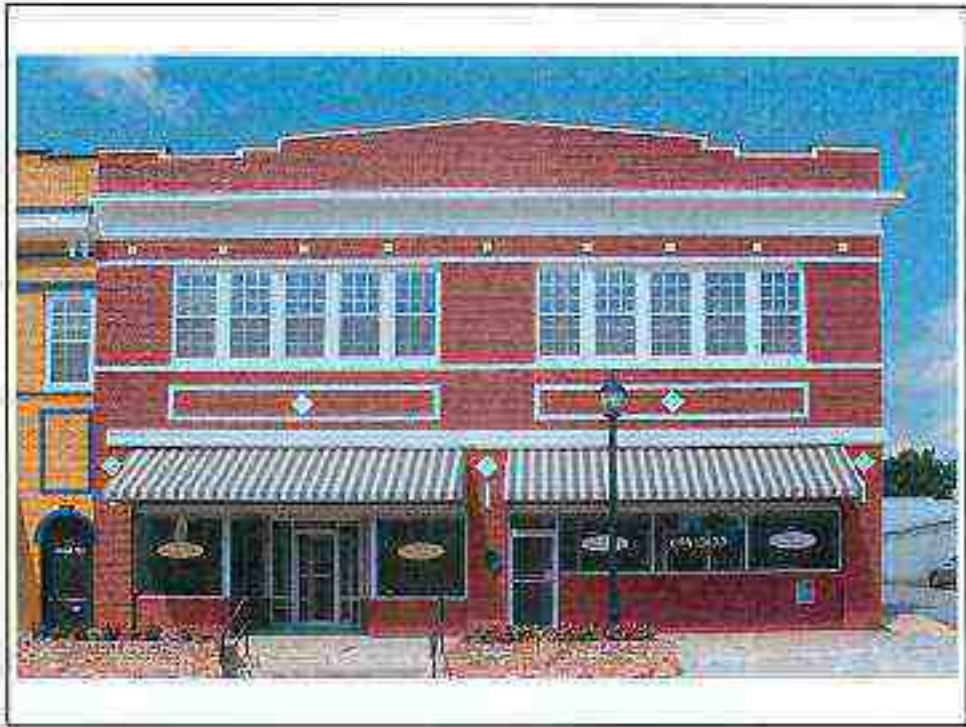














**STRONG LEADERSHIP**

**INVESTMENT**

**COMMUNITY ENGAGEMENT**

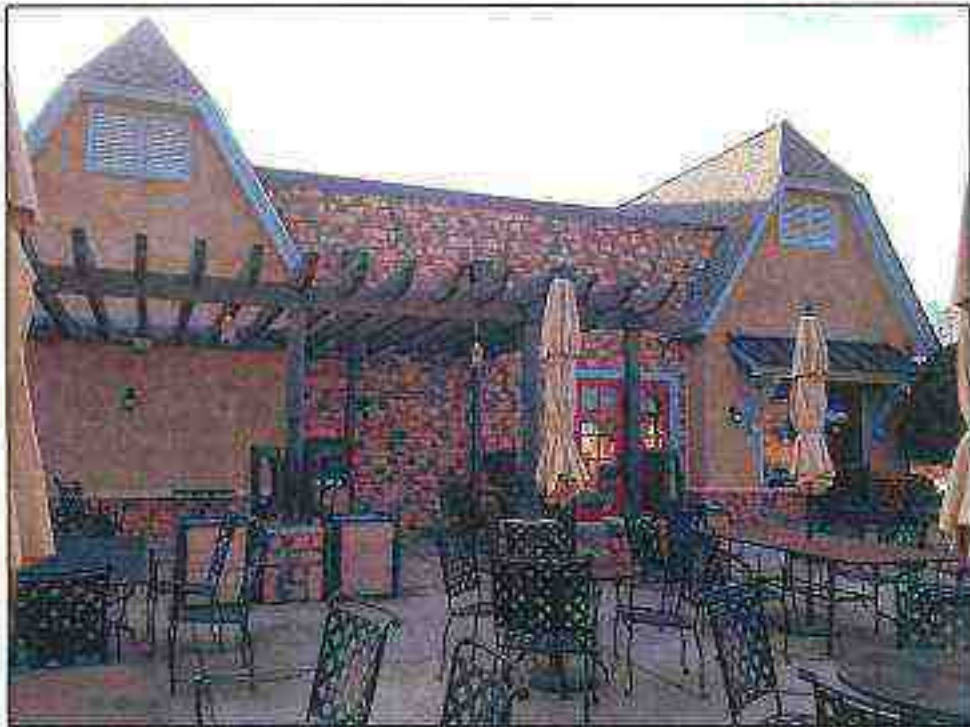
**GROWTH MANAGEMENT**

**EFFECTIVE MARKETING**

## POLICY EXAMPLES

- Master Plans/Small Area Plans
- Design Guidelines
- Property Acquisition
- Corridor Development
- Streetscape
- Historic Preservation
- Community Building
- Destination Development
- Public-Private Partnerships
- Rent Assistance
- Business Dev. Assistance
- Architect assistance for guidelines
- Grants
- Tap Fee
- Density Bonus
- Purchase/Transfer of Development Rights
- Etc...





- WHO DO WE THINK WE ARE?
- WHO DO WE WANT TO BECOME?
- WHO ARE WE MOST LIKELY TO BECOME BASED ON OUR WILLINGNESS TO GET THERE?
- WILL WE LIVE OUR BRAND?



HOW DO WE GROW TOURISM IN A WAY THAT DOESN'T DESTROY WHAT WE LOVE ABOUT O'CONNEL?



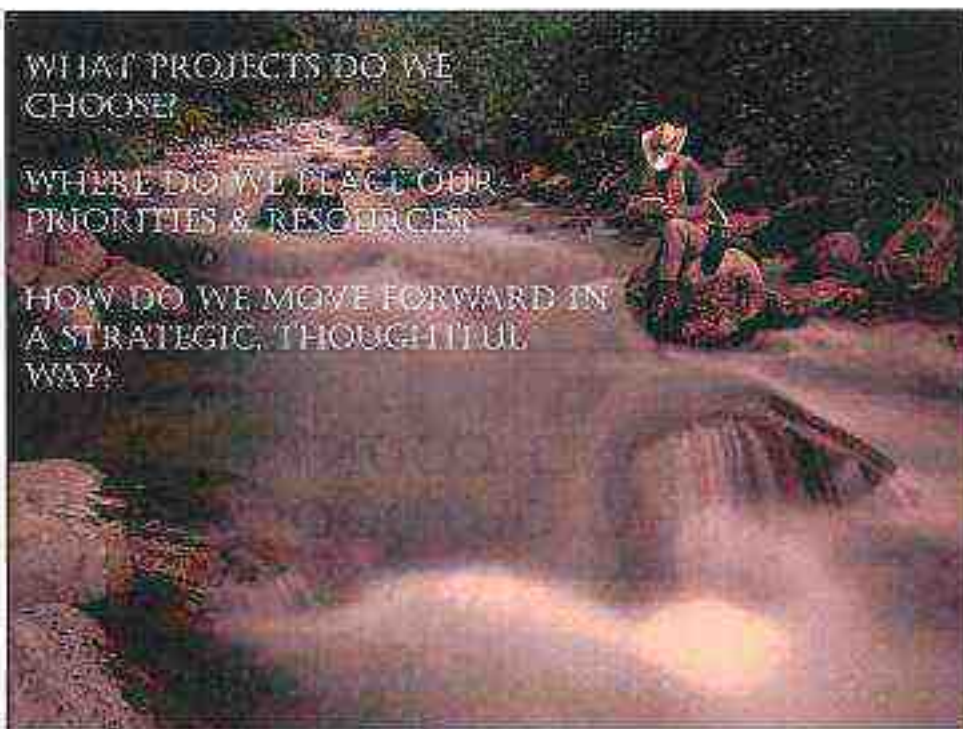
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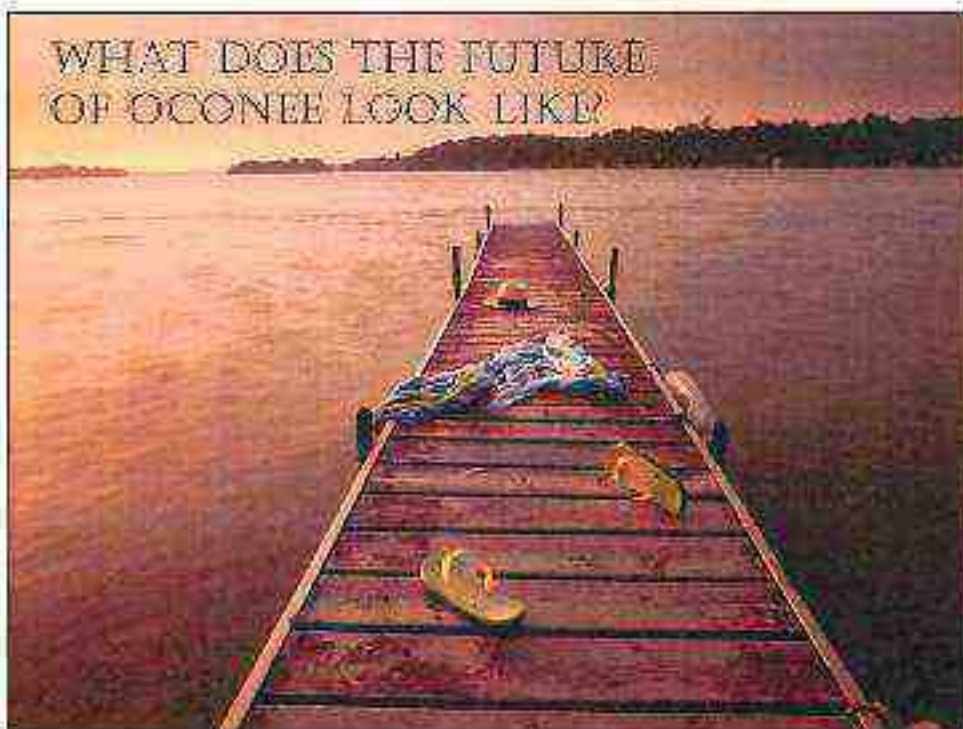
WHAT PROJECTS DO WE  
CHOOSE?

WHERE DO WE PLACE OUR  
PRIORITIES & RESOURCES?

HOW DO WE MOVE FORWARD IN  
A STRATEGIC, THOUGHTFUL  
WAY?



WHAT DOES THE FUTURE  
OF OCONEE LOOK LIKE?



**SANCTUARY POINTE &  
THE SC GREAT  
OUTDOORS CENTER**

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**OCONEE COUNTY  
GREAT OUTDOORS  
INITIATIVE**



Oconee County  
Council Office

## OCONEE COUNTY COUNCIL & COMMITTEES

# 2015 MEETING SCHEDULES

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Oconee County Council will also hold a planning retreat on Thursday, February 19, 2015 beginning at 9:00 a.m. in Council Chambers. Additional Council meetings, workshops and/or committee meetings may be added throughout the year as needed.

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Law Enforcement, Public Safety, Health & Welfare Committee at 5:30 p.m. & Transportation Committee at 6:30 p.m. on January 13<sup>th</sup>, April 7<sup>th</sup>, July 7<sup>th</sup> and October 13<sup>th</sup>, 2015.

Real Estate, Facilities & Land Management Committee at 5:30 p.m. and Budget, Finance & Administration Committee at 6:30 p.m. on February 10<sup>th</sup>, May 12<sup>th</sup>, August 11<sup>th</sup> and November 10<sup>th</sup>, 2015.

**Planning & Economic Development Committee** at 5:30 p.m. on March 10<sup>th</sup>, June 9<sup>th</sup>, September 8<sup>th</sup> and December 8<sup>th</sup>, 2015.

Oconee County  
Administrative Offices  
415 South Pine Street  
Wadhalla, SC 29687

Phone: 803 716 3023  
Fax: 803 716 3024

E-mail:  
[info@occonecountysc.com](mailto:info@occonecountysc.com)

Edna Gamble  
Chairman Pro-Tem  
District I

Wayne McLean  
Chairman  
District II

Paul Carr  
Vice Chairman  
District III

Joe Smith  
District IV

Reg Foster  
District V



## Beth Hulse

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**From:** Beth Hulse  
**Sent:** Wednesday, January 07, 2015 10:01 AM  
**To:** Beth Hulse; classadmgr@upstatetoday.com  
**Subject:** 2015 Council/Committee Meeting Schedules  
**Attachments:** 2015 Council - Committee Meeting Schedule.doc

Please run at your earliest convenience.  
Thanks.

*Elizabeth G. Hulse, CCC*  
Clerk to Council  
Oconee County Administrative Offices  
415 South Pine Street  
Walhalla, SC 29691  
864-718-1023  
864-718-1024 [fax]  
[bhulse@oconeesc.com](mailto:bhulse@oconeesc.com)  
[www.oconeesc.com/council](http://www.oconeesc.com/council)

**From:** Beth Hulse  
**Sent:** Wednesday, January 07, 2015 10:05 AM  
**To:** Beth Hulse; Carlos Galarza; Chad Dorsett; DJM News Editor; Fox News; Greenville News (localnews@greenvillenews.com); Kevin; Norman Cannada (ncannada@upstatetoday.com); Ray Chandler; Steven Bradley (sbradley@upstatetoday.com); Westminster News / Keowee Courier (westnews@bellsouth.net); WGOG (dickmangrum@wgog.com); WSPA TV - Channel 7 (assignmentdesk@wspa.com); WYFF 4 News  
**Subject:** 2015 County Council & Council Committee Meeting Schedules

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*Elizabeth G. Hulse, CCC*

**Clerk to Council**

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Walhalla, SC 29691

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