



PLANNING & ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA

March 5, 2019
4:30 P.M.

[meeting will either immediately precede or follow the Real Estate, Facilities, & Land Management Committee meeting, which is also scheduled at 4:30 pm].

Oconee County Administrative Offices
Council Chambers
415 South Pine Street, Walhalla, SC

1. Call to Order
2. Approval of Minutes:
 - December 4, 2018
3. Discussion Items *[to include Vote and/or Action on matters brought up for discussion, if required]*
 - Business Incubator Update
 - Economic Development Update – Ms. Janet Hartman
4. Unfinished Business
5. New Business *[to include Vote and/or Action on matters brought up for discussion, if required]*
6. Adjourn

There will not be a scheduled opportunity for public to comment at this meeting.
Council members will discuss recommendations from the Administrator at this meeting.
If time permits at the end of the meeting [and at the Committee Chair's discretion] the Committee may take questions from the public.

[This agenda is not inclusive of all issues which the Committee may bring up for discussion at this meeting.]

Assisted Listening Devices [ALD] are available to accommodate the special needs
of citizens attending meetings held in Council Chambers.
ALD requests should be made to the Clerk to Council at least 30 minutes prior to the meeting start time.

Oconee County Council & Committee meeting schedules and agendas are posted at the Oconee County Administration Building and are available on the County Council Website www.oconeesc.com/council.html [All upcoming meetings will be held in Council Chambers unless otherwise noted]

Oconee County Council

Oconee County
Administrative Offices
415 South Pine Street
Walhalla, SC 29691

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ksmith@oconeesc.com

John Elliott
Chair Pro Tem
District I

Wayne McCall
District II

Paul A. Cain
Vice Chair
District III

Julian Davis, III
Chairman
District IV

J. Glenn Hart
District V



The Oconee County Council will meet in 2019 on the first and third Tuesday of each month with the following exceptions:

- January meetings will be held on the second and fourth Tuesday;
- July, August, & November meetings, which will be **only** on the third Tuesday of each of the three months;
- April meetings will be held on the first and fourth Tuesday.

All Council meetings, unless otherwise noted, are held in Council Chambers, Oconee County Administrative Offices, 415 South Pine Street, Walhalla, South Carolina.

Oconee County Council will also hold a Planning Retreat from 2:00 p.m. to 5:00 p.m. on Wednesday, February 27, 2019 in Council Chambers to establish short and long term goals.

Oconee County Council will also meet on Tuesday, January 7, 2020 in Council Chambers at which point they will establish their 2020 Council and Committee meeting schedules.

Oconee County Council will also have a joint workshop with the Oconee County Planning Commission on Thursday, January 17, 2019 in Council Chambers for the purpose of discussing the comprehensive plan.

Additional Council meetings, workshops, and/or committee meetings may be added throughout the year as needed.

Oconee County Council Committees will meet in 2019 prior to County Council meetings on the following dates/times in Council Chambers located at 415 South Pine Street, Walhalla, South Carolina unless otherwise advertised.

The Law Enforcement, Public Safety, Health, & Welfare Committee at 4 p.m. on the following dates: January 22, March 19, June 18, & September 17, 2019.

The Transportation Committee at 4:30 p.m. on the following dates: February 19, May 7, July 16, & October 1, 2019.

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The Budget, Finance, & Administration Committee at 4:30 p.m. on the following dates: April 2, April 9, April 23, May 7, May 21, & June 4, 2019.

The Planning & Economic Development Committee at 4:30 p.m. on the following dates: March 5, June 4, September 3, & November 19, 2019.

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LEGALS

phone number of the person filing the protest;
(2) The specific reasons why the application should be denied;
(3) That the person protesting is willing to attend a hearing (if one is requested by the applicant);
(4) That the person protesting resides in the same county where the proposed place of business is located or within five miles of the business; and,
(5) The name of the applicant and the address of the premises to be licensed.

Protests must be mailed to:
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PUBLIC NOTICE

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PUBLISHER'S AFFIDAVIT

**STATE OF SOUTH CAROLINA
COUNTY OF OCONEE**

OCONEE COUNTY COUNCIL


IN RE: NOTICE OF MEETING SCHEDULE AND EXCEPTIONS FOR 2019

BEFORE ME the undersigned, a Notary Public for the State and County above named, This day personally came before me, Hal Welch, who being first duly sworn according to law, says that he is the General Manager of THE JOURNAL, a newspaper published Tuesday through Saturday in Seneca, SC and distributed in Oconee County, Pickens County and the Pendleton area of Anderson County and the notice (of which the annexed is a true copy) was inserted in said papers on 01/12/2019 and the rate charged therefore is not in excess of the regular rates charged private individuals for similar insertions.



Hal Welch
General Manager

Subscribed and sworn to before me this
01/12/2019



Kelsie Beebe
Notary Public
State of South Carolina
My Commission Expires February 13, 2028

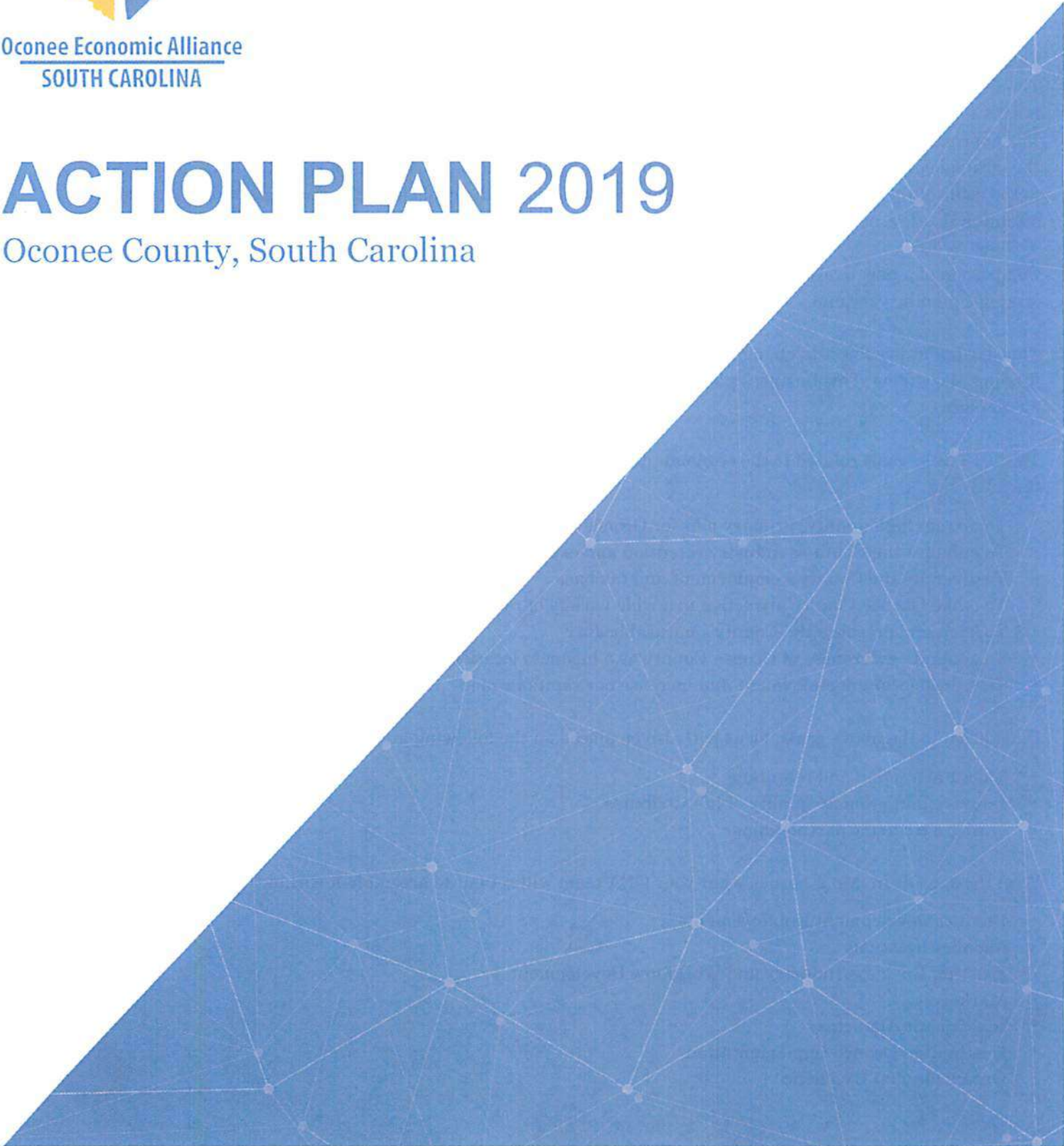
KELSIE BEEBE
Notary Public, State of South Carolina
My Commission Expires 2/13/2028



Oconee Economic Alliance
SOUTH CAROLINA

ACTION PLAN 2019

Oconee County, South Carolina



INTRODUCTION

The purpose of this document is to act as the action plan for the Oconee Economic Alliance (OEA) for 2019. The five-year economic development strategic plan, adopted in 2013, had in it a recommended implementation matrix to help usher in new approaches that ultimately enhanced the economic prosperity in Oconee County. The approach over the past five years was to follow the matrix and its suggestions in order to fully implement the strategic plan. This has proven successful, as many of the accomplishments of the OEA have related directly to the goals of the plan. For 2019, we will continue to focus on the goals from the strategic plan, with added attention to a few new initiatives.

Completion of a new five-year strategic plan will be discussed in 2019 with the intent to create a new 2020-2025 strategic plan by year end.

This document is subject to change based on future economic issues, priority shifts by county leadership and funding allocations. This business plan is to be treated as a “living” document that can be revisited at any point for changes.

The 2013-2018 goals related to the economic development strategic plan for Oconee County were to work towards the following:

- To attract high quality, primary jobs for Oconee County residents
- To enhance the County’s industry retention and expansion efforts
- To diversify the County’s employment and tax base
- To make Oconee County attractive to a wide variety of residents (new and current)
- To keep and preserve the County’s natural beauty
- To generate awareness of Oconee County as a business location
- To reduce local unemployment and increase per capita income

In addition to the above goals, focus will also be placed on the following areas in 2019:

- Talent attraction and retention
- Improve and promote quality of life attributes
- Nurture strategic partnerships

With these goals in mind, here is what your OEA team will set out to accomplish within the 2019 calendar year:

- Product Development Enhancements
- Member Relations
- Existing Business/Industry and Workforce Development
- Marketing
- Investment Attraction
- Destination Oconee Implementation
- Organizational Excellence



PRODUCT DEVELOPMENT ENHANCEMENT

The OEA will continue to work to identify, preserve, prepare and advance sites and/or buildings for existing and prospective economic development clients. These efforts include but are not limited to: site certification, monitoring land use designations and permitted uses, supporting infrastructure extensions/improvements and connecting clients with solutions to economic development product needs.

To continue the emphasis on product development in 2019, the OEA will conduct the following activities:

- Maintain the OITP and GCCP front entrance (i.e. landscaping)
- Oversee the construction or relocation of a Shell/Spec Building as instructed by County Council and as part of the Santee Cooper loan program
- Evaluate purchase of additional land for new industrial park as necessary
- Act as the responsible party for the grants aligned with the new campuses within OITP
- Maintain up-to-date photography, including drone footage and aerial photography, of the industrial parks, buildings and current projects
- Remain active with the planning of the campuses in OITP
- Complete the road project for the Golden Corner Commerce Park that is funded via a grant secured by the OEA via the State 'C' funds
- Complete the road project for the Seneca Rail Site
- Provide grant for Seneca Rail Site Road to serve as part of the match for the SC Power Team Grant
- Work with city of Seneca for water/sewer solution at Seneca Rail Site
- Act as the responsible party for the grants aligned with the water/sewer project at Seneca Rail Site
- Put forth new signage at the OITP sites, as needed
- Identify projects and promote Opportunity Zone incentive areas
- Explore second incubator location and partnership with Clemson University for Small Business Entrepreneurial Development
- Plan for potential office relocation



MEMBER RELATIONS

The OEA must have a close working relationship with local units of government and state leadership to increase the economic prosperity of the county. Additionally, this means that collaboration is at the heart of what the OEA is about and a willingness to support the advancement of the notion of a better tomorrow for Oconee County by focusing on economic development teamwork.

To continue the emphasis on fruitful member relations in 2019, the OEA will conduct the following activities:

- Conduct Annual Meeting in November
- Conduct Spring mixer event
- Continue to execute bi-monthly board meetings
- Continue to conduct the “Business Forums” with timely speakers
- Evaluate value proposition of OEA investor benefits
- Enhance investor/industry relations with scheduled visits and conversations

EXISTING BUSINESS/INDUSTRY ACTIVITIES AND WORKFORCE DEVELOPMENT

The OEA works closely with existing industry in the county to facilitate retention and expansion of quality jobs. The OEA will also work with the various workforce partners to ensure a “ready workforce is in place.” Our ‘Business and Retention’ (BRE) program focuses on removing obstacles that could prevent businesses from growing or remaining in operation, as well as connecting industry with resources that can encourage their growth and success.

To continue the emphasis on in 2019, the OEA will conduct the following activities:

- As part of the BRE plan, the goal of meeting with 50 existing industries in 2019
- Create data sheet of each industry
- Put forth a “demand curve” related to the jobs within our manufacturing industries to greater understand needs and projections
- Remain a strong partner and advocate for the NOW program
- Conduct the 6th annual “Birdies & BBQ” industrial appreciation golf event
- Remain a title sponsor and integral part of the planning of the AOP Showcase
- Host the Oconee County Industrial Group (OCIG) meetings quarterly; partnering with SDOC’s Oconee Business & Education Partnership (OBEP)
- Continue to work with SC Works and serve on their various committees
- Serve as an ombudsman for local industry in regards to workforce issues



MARKETING

The OEA actively promotes the assets of the county, often with like-minded organizations, to targeted sectors that value the strengths of our community. A substantial portion of the OEA budget is used to identify and communicate with companies and/or “centers of influence” (COI’s) that might consider Oconee County as a prospective business location.

To continue the emphasis on marketing in 2019, the OEA will conduct the following activities:

- Print Advertisements
- Internal Marketing
- Complete PR
- Mad Mimi
- Adobe Creative Cloud
- Promotional items
- “Made in Oconee” Campaign
- Conduct COI Outreach Mailings, quarterly
- Refresh OEA brand identity
- Unveil new OEA website in 3rd quarter
- Update Marketing Collaterals
- Revamp Site/Park packets
- One pager on target industries
- Post card mailer for Opportunity Zone areas
- Increase on-line presence through new economic development mediums
- Utilize the Oconee Ally program to tell our story and share the good news of Oconee County
- Partner with Visit Oconee and City of Walhalla on Stumphouse Bike Trial marketing and promotion – create webpage
- Create marketing initiative focused on talent attraction and retention



INVESTMENT ATTRACTION

The OEA will continue to engage, develop and foster economic development opportunities for Oconee County to capitalize on for the betterment of the area. By doing so, the long-term goal is to increase the economic prosperity for the local community and drive wealth creation.

To do this, the OEA will conduct the following activities in 2019:

- Participate in activities associated with the Upstate Alliance, SC Power Team, Parker Poe and the SC dept. of Commerce
- Oconee County will continue to be a member of the Upstate Alliance in 2019
- The OEA will, at minimum, visit SC dept. of Commerce bi-monthly to foster relationships
- Attend the 2019 Site Selectors Guild – Fall Forum
- Attend at least two of the 2019 Consultant Connect events, EconoMix, Women in ED and NextGen
- Continue to conduct COI Outreach - Atlanta, Charlotte, SC
- Attend the SEDC Meet the Consultants
- Attend the SC Power Team Economic Development Review
- Formalize the TCEDC micro loan program
- Case study of TCEDC successes

DESTINATION OCONEE IMPLEMENTATION

The OEA was selected by County Council as the organization charged with the Destination Oconee Plan implementation. In 2019, the following items will be addressed:

- Continue to work on the objectives outlined in the DO plan
- Develop project list from the plan and a 5-10 year plan for implementation
- Complete wayfinding plan for Oconee County
- Work with each city and their downtown teams to assist in increasing activity within
- Establish a county-wide loan pool, in partnership with area banks, focused on downtown revitalization
- Champion the 'buy local' campaign, Think Oconee, throughout the community via both promotional items and radio ads
- Create and execute Think Oconee social media schedule
- Measure/Increase engagement through Think Oconee website
- Expand reach of Think Oconee brand to more than buy local campaign



ORGANIZATIONAL EXCELLENCE

The OEA will continue to be a first class, professional economic development organization that will serve for the betterment of Oconee County and the OEA membership.

The OEA will continue to provide up-to-date research for community partners, keep an up-to-date website and keep metrics current.

The OEA will continue to provide professional development for all members of staff. The OEA will maintain memberships for the County, aligned with economic development, and the staff related to professional organizations.

2019 ACTION PLAN SUMMARY

The mission of the OEA is to have Oconee County be the location of choice for investment decisions. This is accomplished by the OEA focusing on four objectives: 1) Work to diversify our local economy, 2) Develop Competitive Assets, 3) Nurture Strategic Partnerships, and 4) Tell our Story to new and existing audiences.

All of the above activities are critical in continuing to create new opportunities for the County and to raise awareness of how Oconee County is a great place to “live, work, play and invest.” The economic development strategic plan that was adopted in 2013 is still being implemented and a lot of the above tactics are associated with that strategy. Staff agrees the OEA needs to focus more on community engagement, have clear metrics while making them known to stakeholders and conduct more storytelling around their impact.

Our budget for 2019 will be \$236,200.

