



**PLANNING & ECONOMIC DEVELOPMENT  
COMMITTEE MEETING  
AGENDA**

**June 1, 2021  
5:00 P.M.**

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

**1. Call to Order**

**2. Approval of Minutes**

- March 16, 2021

**3. 2010 – 2020 Collision and Injury Report Presentation – Oconee County Planning Commission**

*[to include Vote and/or Action on matter brought up for discussion, if required]*

**4. Discussion Items** *[to include Vote and/or Action on matters brought up for discussion, if required]*

- Discussion regarding litter clean-up and education programs, including incentivized initiatives, and intergovernmental and public-private solutions
- Discussion regarding Bailey Bill recommendations
- Discussion regarding Quarter 1 & Quarter 2 Economic Activity Update

**5. Adjourn**

**COMMITTEE MEMBERS**

Mr. Cain, Chair, District III  
Mr. Elliott, District I  
Mr. Davis, III, District IV

## OCONEE CODE OF ORDINANCES

### Sec. 2-61. - Access to and conduct at county meetings, facilities and property.

(a) *Purpose.* The county council has determined that it is necessary to regulate access to county facilities, grounds and property in order to ensure the safety and security of the public who visit these areas or the county employees who serve them. The conduct of persons who visit county facilities and/or who have contact with county employees must also be regulated to preserve public order, peace and safety. The regulation of access and conduct must be balanced with the right of the public to have reasonable access to public facilities and to receive friendly, professional service from county employees. These regulations apply to all county facilities and meetings, as defined below, for and over which county council exercises control and regulation, and to the extent, only, not preempted by state or federal law.

(b) *Definitions.* The following words, terms and phrases, when used in this section, shall have the meanings ascribed to them in this subsection, except where the context clearly indicates a different meaning:

*Facility* means any building, structure, or real property owned, leased, rented, operated or occupied by the county or one of its departments, offices or agencies.

*Meeting* means any assemblage of persons for the purpose of conducting county governmental business, operations or functions or any assemblage of persons within a county governmental facility. The term "meeting" includes, but is not limited to, county council meetings, county board and committee and staff meetings, trials, hearings and other proceedings conducted in the courts of general sessions and common pleas, family court, master-in-equity, probate court and magistrate's court; and other meetings by entities duly authorized by the county council.

(c) *Prohibited acts.* It shall be unlawful for any person to:

- (1) Utter loud, obscene, profane, threatening, disruptive or abusive language or to engage in any disorderly or disruptive conduct that impedes, disrupts or disturbs the orderly proceedings of any meeting, or operations of any department or function of the county government, including, without limitation, speaking when not explicitly recognized and authorized to do so by the presiding official in such meeting.
- (2) Bring, carry, or otherwise introduce any firearm, knife with blade longer than two inches or other dangerous weapon, concealed or not concealed, into any facility or meeting. This prohibition does not apply to law enforcement personnel or any other person whose official, governmental duties require them to carry such firearm, knife, or other weapon.
- (3) Engage in partisan political activity, including speech, in any meeting not authorized and called for the purpose of partisan political activity and explicitly authorized for such purpose in the facility in which such activity is to be conducted, or refusing to cease such activity when the presiding official of the meeting in question has ruled that the activity in question is partisan political activity and has directed that such activity stop.
- (4) Interfere with, impede, hinder or obstruct any county governmental official or employee in the performance of his duties, whether or not on county government property.
- (5) Enter any area of a county government facility, grounds or property when such entry is prohibited by signs, or obstructed or enclosed by gates, fencing or other physical barriers. Such areas include rooms if clearly marked with signs to prohibit unauthorized entry.
- (6) Enter by vehicle any area of a county governmental facility, grounds or property when such area is prohibited by signs or markings or are obstructed by physical barriers; or park a vehicle in such restricted areas; or park in a manner to block, partially block or impede the passage of traffic in driveways; or park within 15 feet of a fire hydrant or in a fire zone; or park in any area not designated as a parking space; or park in a handicapped parking space without proper placarding or license plate; or park in a reserved parking space without authorization.

- (7) Use any county governmental facility, grounds or other property for any purpose not authorized by law or expressly permitted by officials responsible for the premises.
  - (8) Enter without authorization or permission or refuse to leave any county governmental facility, grounds or other property after hours of operation.
  - (9) Obstruct or impede passage within a building, grounds or other property of any county governmental facility.
  - (10) Enter, without legal cause or good excuse, a county governmental facility, grounds or property after having been warned not to do so; or, having entered such property, fail and refuse without legal cause or good excuse to leave immediately upon being ordered or requested to do so by an official, employee, agent or representative responsible for premises.
  - (11) Damage, deface, injure or attempt to damage, deface or injure a county governmental property, whether real property or otherwise.
  - (12) Enter or attempt to enter any restricted or nonpublic ingress point or any restricted access area, or bypass or attempt to bypass the designated public entrance or security checkpoint of a facility without authorization or permission.
  - (13) Perform any act which circumvents, disables or interferes with or attempts to circumvent, disable or interfere with a facility's security system, alarm system, camera system, door lock or other intrusion prevention or detection device. This includes, without limitation, opening, blocking open, or otherwise disabling an alarmed or locked door or other opening that would allow the entry of an unauthorized person into a facility or restricted access area of the facility.
  - (14) Exit or attempt to exit a facility through an unauthorized egress point or alarmed door.
- (d) *Penalty for violation of section.* Any person violating the provisions of this section shall be deemed guilty of a misdemeanor and, upon conviction, shall be punished in accordance with section 1-7. In addition, vehicles that are improperly parked on any county property, facility, or other premises may be towed at the owner's expense.

(Ord. No. 2003-04, §§ 1—4, 4-15-2003; Ord. No. 2012-06, § 1, 4-3-2012)



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## Roadway collisions, injuries, and fatalities in Oconee County 2010-2020

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Data source : S.C. Department of Public Safety

Maps : Oconee County G.I.S.

# Primary contributing factors for collisions



2010-2020

## 5,733 collisions with injuries

Primary contributing factor by percent

Driving too fast for conditions	34%
Failure to yield right of way	22%
Driving under the influence	9%

## 144 fatal collisions

Primary contributing factor by percent

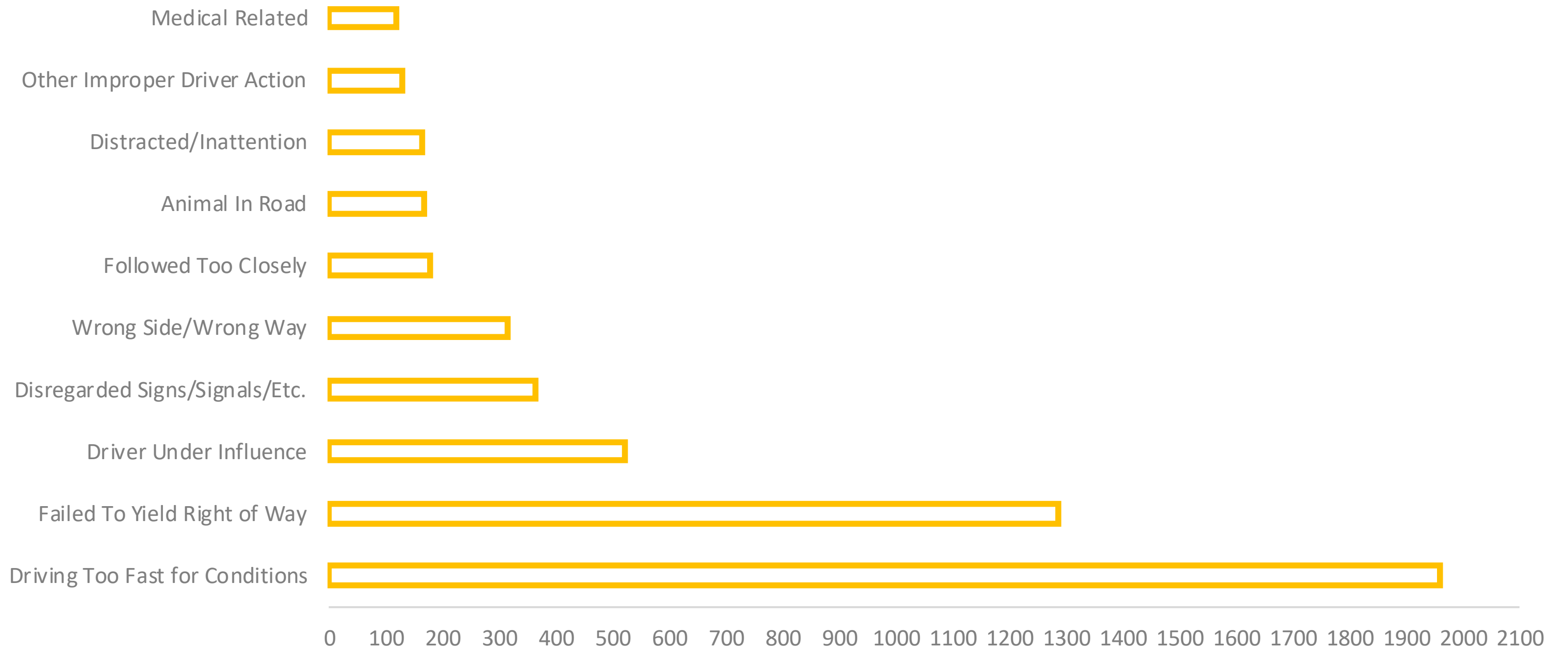
Driving under the influence	27%
Driving too fast for conditions	23%
Wrong side/ Wrong way	11%

## 14,784 Total collisions

Primary contributing factor by percent

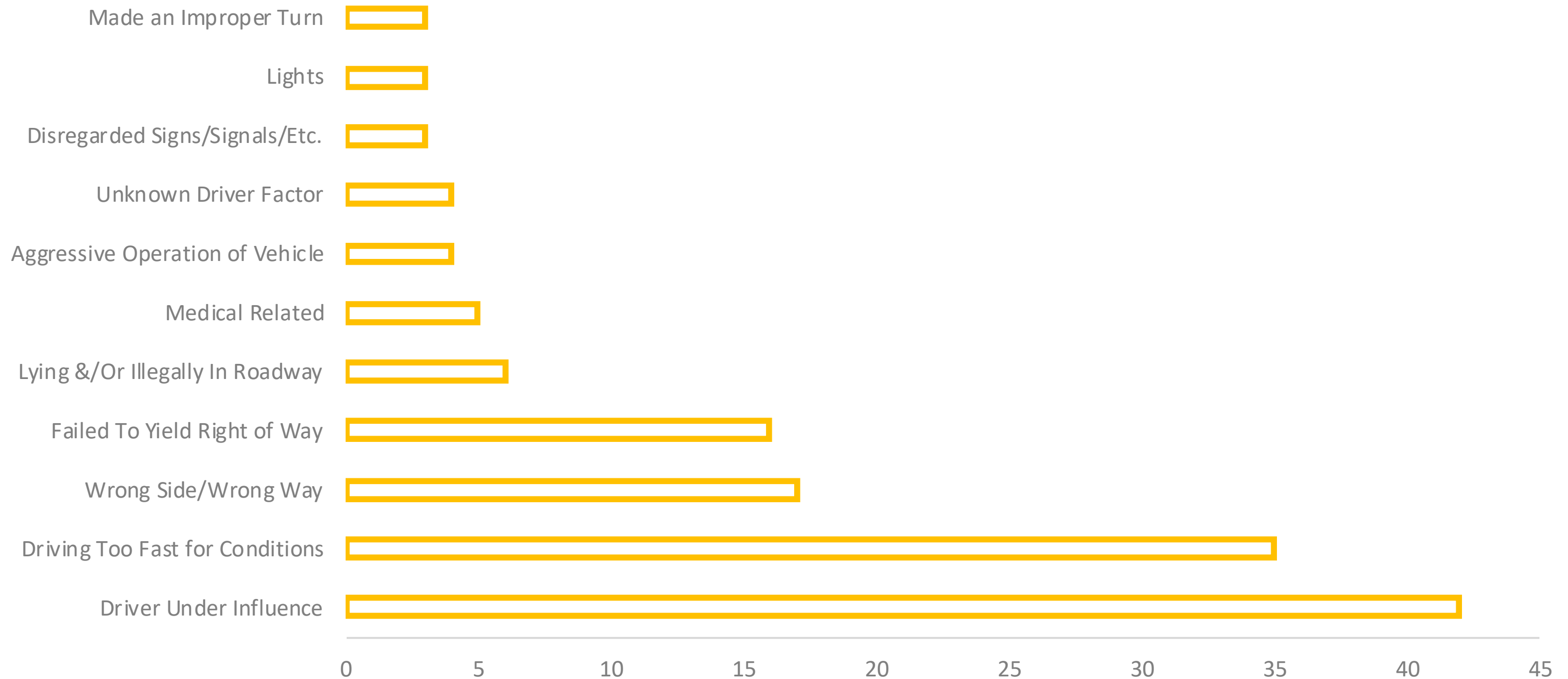
Driving too fast for conditions	36%
Failure to yield right of way	19%
Driving under the influence	6%

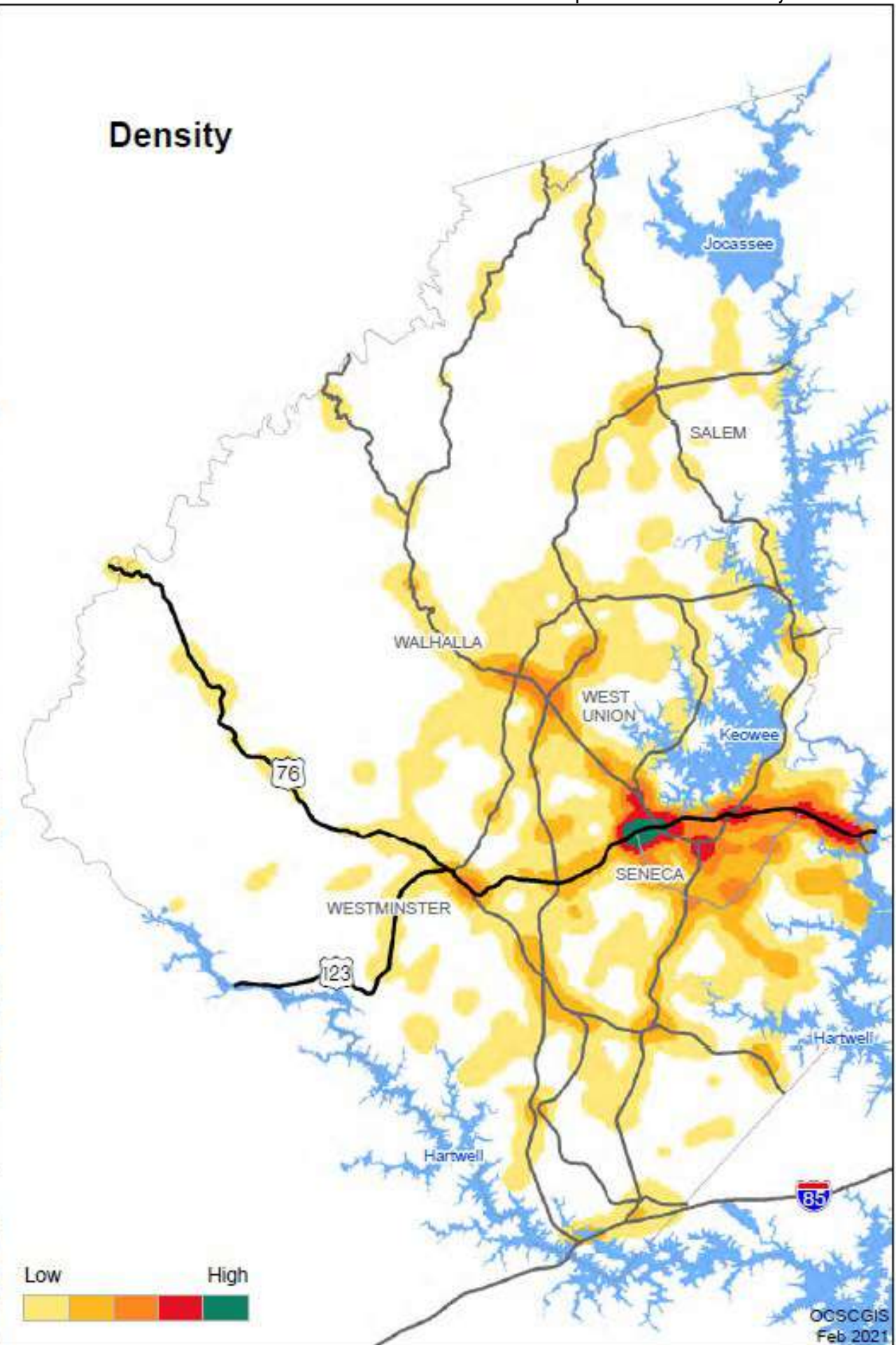
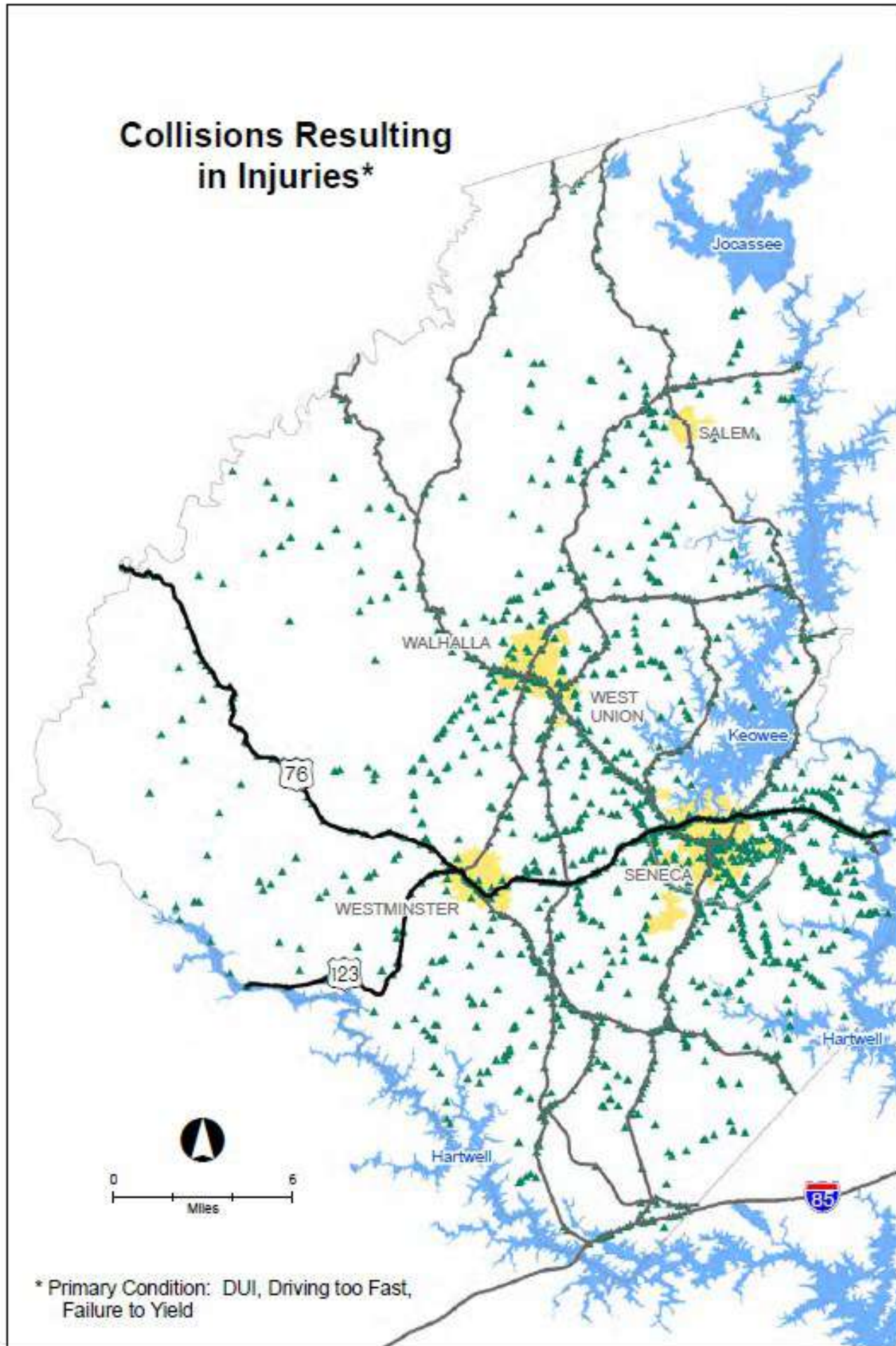
# 10 most frequent primary contributing factors for non-fatal injury collisions in Oconee County 2010-2020





# 10 most frequent primary contributing factors for fatal collisions in Oconee County 2010-2020

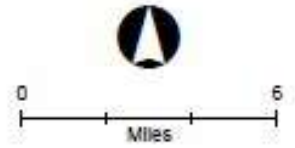
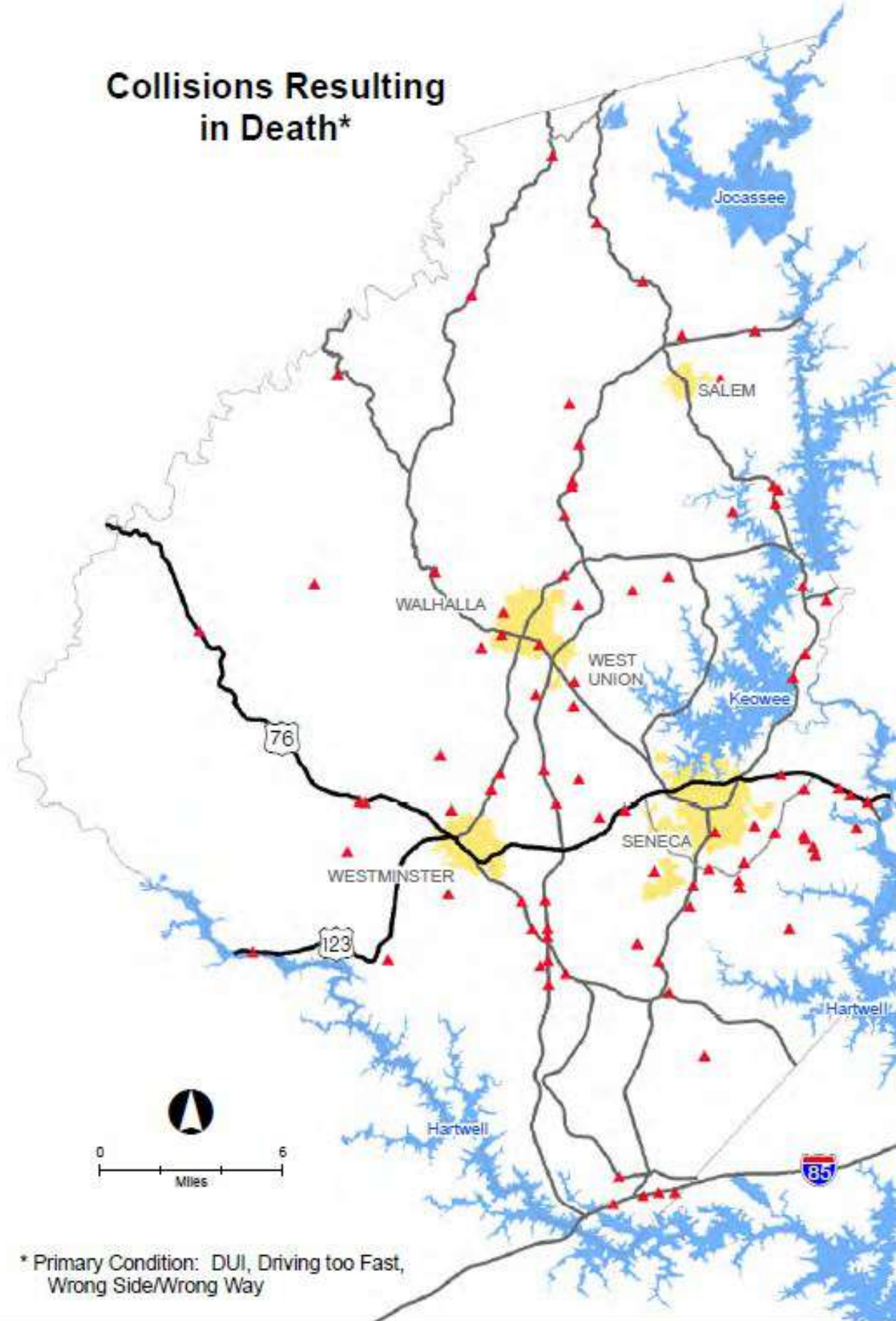






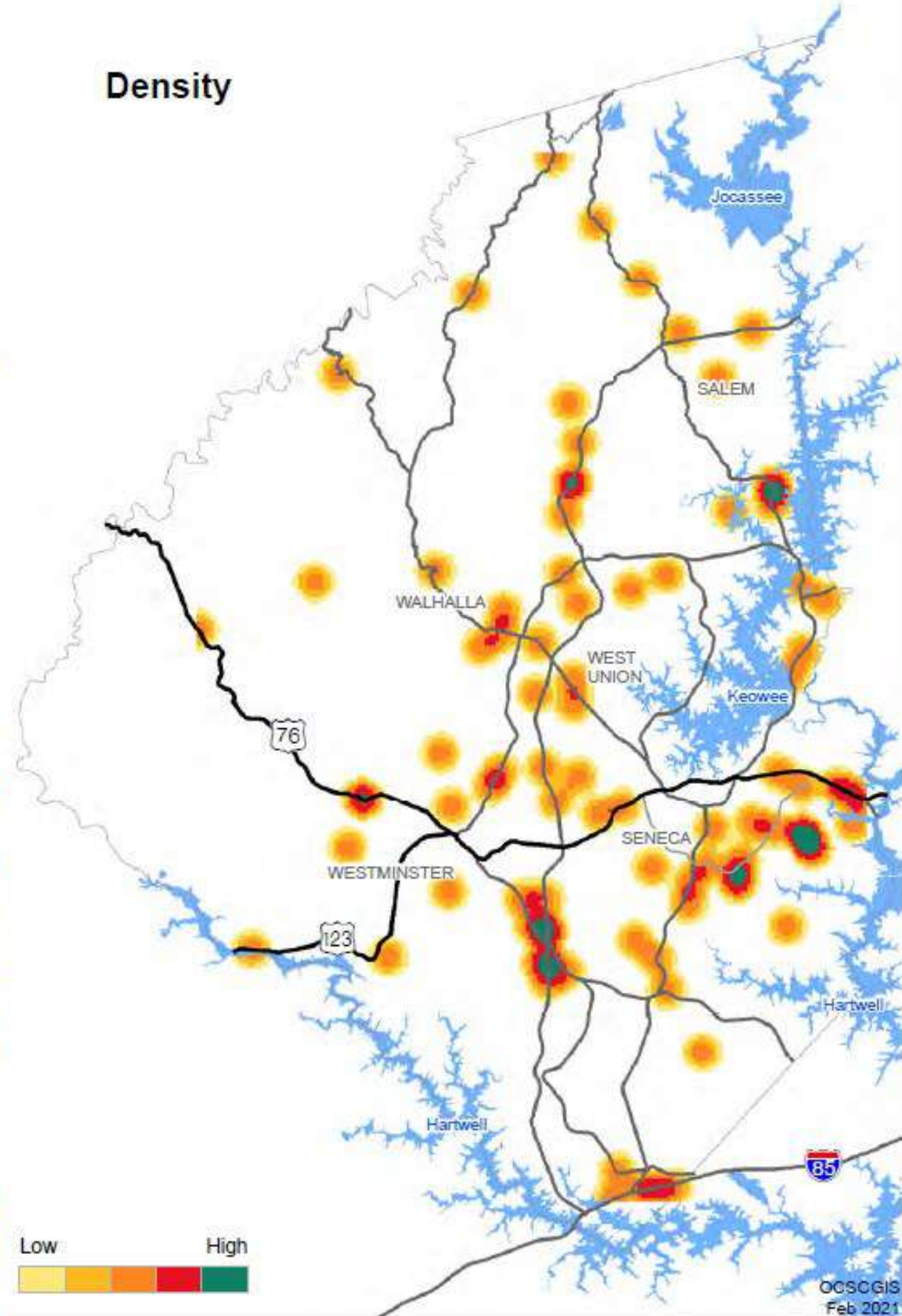


### Collisions Resulting in Death\*



\* Primary Condition: DUI, Driving too Fast, Wrong Side/Wrong Way

### Density



## Within the right-of-way suggestions for addressing the top three primary contributing factors for all collisions

### Strategies to Reduce Impaired Driving

- Deterrence: enact, publicize, enforce, and adjudicate laws prohibiting impaired driving so that people choose not to drive impaired
- Prevention: reduce drinking and drug use and keep impaired drivers from driving
- Communications and outreach: inform the public of the dangers of impaired driving and establish positive social norms that make driving while impaired unacceptable
- Alcohol and drug treatment: reduce alcohol dependency or addiction among drivers

### Strategies to Reduce driving to fast for conditions

- Reduce speeding through enforcement activities
- Apply road design measures to obtain appropriate speeds
- Set speed limits that are safe and reasonable
- Increase public awareness of driving risks at unsafe speeds

### Strategies to Reduce failure to yield right-of-way

- Identify collision prone intersections and roadways
- Identify common problems at collision prone intersections and engineer solutions
- Education on yielding right-of-way



## Outside of the right-of-way suggestions for addressing collisions

- Traffic impact studies for all new development in high impact areas
- Required infrastructure upgrades ( turn lane, stop signs, etc.)
- Limit curb-cuts
- Shared access
- Land-use regulations in high impact areas addressing specific usage of high traffic causing businesses, such as:
  - Student-housing
  - Gas stations
  - Drive-through dining
  - Big box stores





### **Broad objectives for improving road-safety**

**Enforcement** of the current regulations and updating laws

**Education** of the public continually and consistently from an early age

**Engineering** roadways and intersections to minimize conflict points

## Katie Smith

---

**From:** Katie Smith  
**Sent:** Thursday, May 20, 2021 9:37 AM  
**To:** 'classadmgr@upstatetoday.com'  
**Subject:** RE: Classified Ad# 32967 Confirmation

Looks good; thanks!

*Katie D. Smith*  
Clerk to Council  
415 South Pine Street  
Walhalla, SC 29691  
864-718-1023  
864-718-1024 [fax]

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**From:** classadmgr@upstatetoday.com [mailto:classadmgr@upstatetoday.com]  
**Sent:** Thursday, May 20, 2021 9:27 AM  
**To:** Katie Smith <ksmith@oconeesc.com>  
**Subject:** Classified Ad# 32967 Confirmation

**CAUTION:** This email originated from outside the organization. Do not click links or open attachments unless you validate the sender and know the content is safe.

Good Morning, Attached is the proof of your ad. Please verify that the billing address, ad content, and run date of 5/21 are correct by three today so that we can ensure it goes in tomorrow's paper. Thank you and have a blessed day! Heather

# Oconee Publishing

## dba THE JOURNAL

Classified Advertising

OCONEE COUNTY COUNCIL  
415 S PINE ST  
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Acct#:63488  
Ad#:32967  
Phone#:864-718-1023  
Date:05/20/2021

Salesperson: HMCALISTER      Classification: Legals      Ad Size: 1.0 x 0.80

### Advertisement Information:

Description	Start	Stop	Ins.	Cost/Day	Total
The Journal	05/21/2021	05/21/2021	1	11.82	11.82

### Payment Information:

Date: 05/20/2021      Order#: 32967      Type: BILLED ACCOUNT

Total Amount: 11.82

Amount Due: 11.82

Comments: Public Notice The Oconee County Planning & Economic Development Committee

Attention: Please return the top portion of this invoice with your payment including account and ad number.

Ad Copy

Public Notice

The Oconee County Planning & Economic Development Committee meeting will hold a meeting at 5pm, Tuesday, June 1, 2021 in Council Chambers located at 415 South Pine Street, Walhalla, SC.

REAL ESTATE SALES

BUSINESS PROPERTY

PUBLISHER'S NOTICE

ALL real estate advertising in this newspaper is subject to Federal Fair Housing Act of 1968 which makes it illegal to advertise "any preference, limitations or discrimination" based on race, color, religion, sex, handicap, familial status or national origin, or intention to make any such preference, limitation or discrimination." This newspaper will not knowingly accept any advertising for real estate which is in violation of the law. Our readers are hereby informed that all dwellings advertised in this newspaper are available on an equal opportunity basis.

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LEGAL NOTICES

LEGALS

Public Notice  
The Oconee County Planning & Economic Development Committee meeting will hold a meeting at 5pm, Tuesday, June 1, 2021 in Council Chambers located at 415 South Pine Street, Walhalla, SC.

Clip & Go  
YARD SALES

MULTI-FAMILY Yard Sale

Sat. May 22nd  
4062 Brookfield Dr Seneca  
Indoor & outdoor furniture, kids toys, baby clothes & MUCH MORE.

Mutli-Family & Business Yard Sale

Sat., May 22, 8am - 2pm  
528 Bypass 123  
Piedmont Center  
(Beside Copper River Grill)

Lots of great items for sale!  
Office Desks & Chairs  
Various Office Items  
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& Much More!

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Fri. 21 - Sat. 22  
8am - 3pm  
922 Picket Post Rd,  
Walhalla.  
Furniture, glassware,  
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AND MUCH MORE!!!

Call 882-2375 to Place Your Ad Today!



RENTALS & More

University Place, Clemson	4BR/2BA, Furnished	\$1000-\$1150
University Terrace	4BR/2BA, Furnished	\$1150-\$1300
Chadsworth Commons, Clemson	2BR/2BA & 2BR/2.5BA	\$950-\$1000
Tillman Place, Clemson	4BR/2BA	\$1200-\$1570
Village Green, Clemson	2BR/1.5BA, Townhouse	\$825-\$950
Cedarwood, Clemson	2BR/2BA	\$720-\$750
Charleston Ave., Clemson	2BR/1BA	\$650
Woody Rd., Pendleton	2BR/1.5BA, Townhouse	\$700
Augusta Rd., Clemson	3BR/2BA, House	\$1500
220 Calhoun St.	2BR/1.5BA	\$675
600 Anderson Hwy.	4BR/3.5BA	\$1450
826 Greenville St.	2BR/1BA	\$600

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**PUBLISHER'S AFFIDAVIT**

**STATE OF SOUTH CAROLINA  
COUNTY OF OCONEE**

**OCONEE COUNTY COUNCIL**

**IN RE: Public Notice The Oconee County Planning & Economic Development Committee**

**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 05/21/2021 and the rate charged therefore is not in excess of the regular rates charged private individuals for similar insertions.



\_\_\_\_\_  
Hal Welch  
General Manager



\_\_\_\_\_  
Jessica Wells  
Notary Public  
State of South Carolina  
My Commission Expires November 12, 2030

Subscribed and sworn to before me this  
05/21/2021



Jessiea Lee Wells  
NOTARY PUBLIC  
State of South Carolina  
My Commission Expires  
November 13, 2030



# #PICKUPPICKENS

A KEEP PICKENS COUNTY BEAUTIFUL PROGRAM

PARKS, RECREATION & TOURISM

KEEP  
**PICKENS COUNTY**

SOUTH CAROLINA

BEAUTIFUL

KEEP AMERICA BEAUTIFUL AFFILIATE

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# OVERVIEW

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Clean communities are safe communities, good for tourism and economic development, and a source of pride for residents. Partner organizations are invaluable to keeping our county clean. Incentivizing our residents and civic organizations to participate in litter pickups helps us toward our goal of being a litter-free community. At the directive of County Council, the Pick Up Pickens program was developed in an effort to clean up 25% of roads in the county in 2021. The program is housed under Keep Pickens County Beautiful, an affiliate of Keep America Beautiful, focused on litter reduction, education, and recycling.



# PROGRAM COMPONENTS

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## ELIGIBLE ORGANIZATIONS

To apply for and participate in the Pick Up Pickens program, a nonprofit organization, school, business or civic group must:

- Have been in existence for at least one (1) year prior to date of application submittal
- Provide proof of 501(c)(3) status (if applying as a nonprofit organization)
- Submit a W-9 form
- Provide proof of liability insurance and agree to sign individual liability waivers
- Not be a representative of or affiliated with any political party

\*All participants must be at least 16 years old on application submittal date\*



# PROGRAM COMPONENTS

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## APPLICATION PROCESS

- There will be a designated 1-month long application window with a hard deadline, annually
  - If there are not enough applications received during application window, can either extend the deadline or accept applications on a rolling basis until all assignments are filled for the year.
- Organizations will apply via an online application, hosted either on the website or app
- Applicants will be able to view a map and/or list of eligible roads online
- Applicants should provide on the application an estimation of the number of people they have who will participate in their cleanup



# PROGRAM COMPONENTS

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## APPLICATION PROCESS

- Applicants may apply for a certain number of miles (not to exceed 10 miles/year), and may also input their preference of clean up location. Neither of these will be guaranteed and will depend on both the total number of applications received and the order in which the applications are received.
- Organizations must reapply annually, and are not guaranteed to be assigned the same number of miles or the same location from year to year
- There will be no waiting list. Interested groups must reapply annually.
- Applications will be automatically forwarded to a separate Pick Up Pickens email account, to be monitored by the County employee



# PROGRAM COMPONENTS

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## APPLICATION PROCESS

- County employee will:
  - Review all applications, and assign roads and mileage to eligible organizations/groups
  - Notify all applicants if their application was approved or rejected
    - If approved, will include road and mileage assignment
    - Approved organizations will be sent liability waivers. All individuals of an organization who are participating in a cleanup must fill out and sign a liability waiver, and return to the County.
  - Forward the information for all approved organizations and paperwork to Finance





# PROGRAM COMPONENTS

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## VERIFICATION PROCESS

- All assigned road segments will be cleaned one (1) time annually through the Pick Up Pickens program
- Organizations may schedule their cleanup for any date within the next 12 months, but must notify the County employee at least one (1) week prior to scheduled cleanup date
- At the litter clean up, organizations must:
  - Take before & after photos of their assigned stretch of road
  - Clean both sides of road and split highways
    - Clean from edge of pavement to tree line, property line, or other reasonable physical obstruction
    - Not responsible for cleaning up hazardous materials



# PROGRAM COMPONENTS

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## VERIFICATION PROCESS

- At the litter clean up, organizations must:
  - Record the number of full bags picked up, and any other items such as tires, furniture, etc.
  - Remove all trash bags from the area at the conclusion of the clean up event via truck or trailer with a covering, and dispose of properly at a designated waste facility
  - Submit a follow-up report within 1 week of conclusion of event
  - Return borrowed trash grabbers within 1 week of conclusion of event
- The County employee will verify in person that clean up of the entire road segment was completed



# PROGRAM COMPONENTS

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## AWARD OF FUNDS

- Upon verification of road cleanup, organizations will be awarded a sum of \$250 per mile cleaned
- This will be sent by Pickens County via check or direct deposit within 30 days of clean up completion
- In the event that the litter cleanup cannot be verified via photos or in person, and/or if it was not completed to reasonable "clean" standards, the organization may schedule another litter clean up of their road segment. All clean ups must be completed within the original 12-month time span in order to be eligible for award of funds. If the organization does not complete a clean up within this time, no funds will be awarded. The organization will not be eligible to reapply for the program if their clean up is not completed.



# PROGRAM COMPONENTS

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## SUPPLIES

Purchased from Lowe's or Amazon

Estimated cost per participant: \$4.70

- Safety vest: \$3.50
- Work gloves: \$1.20

Trash grabbers: \$15.00-\$20.00 each

- Can purchase a set number of these to let groups borrow for clean ups

Trash bags: \$0.56+/bag

- Estimate 10 bags per mile (2,750 bags = ~\$1,540.00)



# PROGRAM COMPONENTS

## LIABILITY



### Participant Liability Release

Return to Brooke Van-Derpoel  
brookev@co.pickens.sc.us

All participants must read the liability release and sign in the box below.

#### Individual Participant Liability Release

To the fullest extent permitted by law, I \_\_\_\_\_ indemnify, defend, hold harmless, and release Pickens County and Keep Pickens County Beautiful (KPCB), their directors, officers, employers, affiliates, agents, successors, and assigns from and against any and all injury, claims, losses, costs, expenses, damages, awards, or settlements (including the payment of reasonable attorneys' fees) arising out of or resulting from any and all acts or omissions of Participant at any sponsored Pickens County or KPCB activity.

#### Communications Release

I, \_\_\_\_\_ hereby waive any claim to the rights to the photographic recordings and/or images made of me by Pickens County and Keep Pickens County Beautiful. I hereby authorize the editing, duplication, reproduction, copyright, exhibition, broadcast and/or non-profit use and distribution of said recordings and photographs for purposes deemed suitable by Pickens County and KPCB. I hereby waive any right to approve the finished products.

I, \_\_\_\_\_ hereby certify that I am 18 years of age or older and am competent to contract my own name insofar as the above is concerned. I have read the foregoing release, authorization and agreement, before entering my name and company into the appropriate fields below and warrant that I fully understand the contents thereof.

**\*If participant is under the age of 18, signature of parent or guardian is required.**

#### Signatures

Please print your full name below.

\_\_\_\_\_  
First Name

\_\_\_\_\_  
Last Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

If you are a parent or guardian signing on behalf of a volunteer under the age of 18, please list the participant's name here:

\_\_\_\_\_



# PROGRAM COMPONENTS

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## RESOURCE LIBRARY

Resource toolkit will be available on the Pick Up Pickens portion of the county website, and will include:

- Safety video
- Liability waivers for groups to download & return
- Safety handout
- Litter cleanup tips handout
- Checklist for Pick Up Pickens cleanup and explanation of steps to complete
- Follow up report for groups to download & return



# MARKETING CAMPAIGN

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## BRAND

The name "Pick Up Pickens" was chosen to encourage residents to take pride in Pickens County and motivate them to Keep Pickens County Beautiful.

The logo is cohesive with Pickens County's and Keep Pickens County Beautiful's logos and branding. As seen in the logo, #PickUpPickens will be the official hashtag for this program.



# MARKETING CAMPAIGN

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## ADVERTISING METHODS

- Distribution:
  - Pickens County's Newsletter email list
  - Keep Pickens County Beautiful social media accounts
  - Email a flyer to local Chambers of Commerce
  - flyer distributed around the county in restaurants, businesses, nonprofits, etc.
- Use #PickUpPickens and #PickensProud to promote the program
- Create an informational video on litter pick up
- Invite local non-profits to next Pickens County Food Truck event and share more information on the program





# MARKETING CAMPAIGN

## ADVERTISING FLYERS



### WHO IS ELIGIBLE TO APPLY?

TO APPLY FOR AND PARTICIPATE IN THE PICKUPPICKENS PROGRAM, A NONPROFIT ORGANIZATION OR SCHOOL MUST:

- HAVE BEEN IN EXISTENCE FOR AT LEAST ONE YEAR PRIOR TO DATE OF APPLICATION
- PROVIDE PROOF OF 501(C)(3) STATUS AS A NONPROFIT ORGANIZATION
- SUBMIT A W-9 FORM
- PROVIDE PROOF OF LIABILITY INSURANCE AND AGREE TO SIGN LIABILITY WAIVER
- NOT BE REPRESENTATIVE OF ANY POLITICAL PARTY
- ALL PARTICIPANTS MUST SIGN AND RETURN OLD ON APPLICATION SUBMITTED

FOR MORE INFORMATION VISIT  
[WWW.PICKENSCOUNTYSC.COM/PICKUPPICKENS](http://WWW.PICKENSCOUNTYSC.COM/PICKUPPICKENS)

*"Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has."*  
— Margaret Mead



## #PICKUPPICKENS

A KEEP PICKENS COUNTY BEAUTIFUL PROGRAM

Clean communities are safe communities, good for tourism and economic development, and a sense of pride. Incentivizing our residents and civic organizations to participate in litter pickups helps us toward our goal of being a litter-free community. At the directive of County Council, the Pick Up Pickens program was developed in an effort to clean up 25% of roads in the county in 2021.

FOR MORE INFORMATION AND TO APPLY PLEASE VISIT  
[WWW.PICKENSCOUNTYSC.COM/PICKUPPICKENS](http://WWW.PICKENSCOUNTYSC.COM/PICKUPPICKENS)



# STAFF RECOMMENDATIONS

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## **ADOPT-A-HIGHWAY**

At Palmetto Pride's recommendation, Keep Pickens County Beautiful could work with SCDOT to manage the local Adopt-A-Highway program. The available funds could be used to hire a staff member or give a raise to current staff members within the affiliate to run the program.

Managing the local AAH program would allow the affiliate to assist with county and state roads, as well as volunteer coordination. If KPCB were to manage the AAH program, all cleanups would count towards the affiliate's annual litter pickup data numbers.



# STAFF

# RECOMMENDATIONS

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## **MINI GRANT PROGRAM**

At Palmetto Pride's recommendation, staff could work with Keep Pickens County Beautiful to develop a mini grant program dedicated to litter pick up, beautification and education. This program could be sustained annually through grant funds from Keep America Beautiful.

Below is information regarding Keep York County Beautiful's Mini Grant Program:

KYCB mini-grants are designed to assist in funding projects that prevent litter and promote beautification in areas such as rights-of-way, building exteriors or natural areas. Eligible organizations include clubs, neighborhood associations, schools, places of worship, service clubs, nonprofit organizations, businesses and governmental entities. Mini-grants may be awarded up to \$500 in the form of Lowe's gift cards contingent upon funding availability. Application is due April 15, 2021. Progress report is due October 15, 2021. Final report is due December 1, 2021.



# STAFF RECOMMENDATIONS

## APP DEVELOPMENT

In lieu of hosting the Pick Up Pickens program on the new county website, staff recommends the long-term option of developing an app dedicated to litter pickups, education and recycling.

There are similar programs in the Upstate that assist in documenting specific pick up locations utilizing GPS.

Staff estimates an upfront cost of \$3,000 - \$5,000 for development and an annual cost of \$2,000 for updates.





**OCONEE ECONOMIC ALLIANCE**  
OCONEE COUNTY, SOUTH CAROLINA, USA



# *Planning & ED Committee*

June 1, 2021



# *Organizational Update*

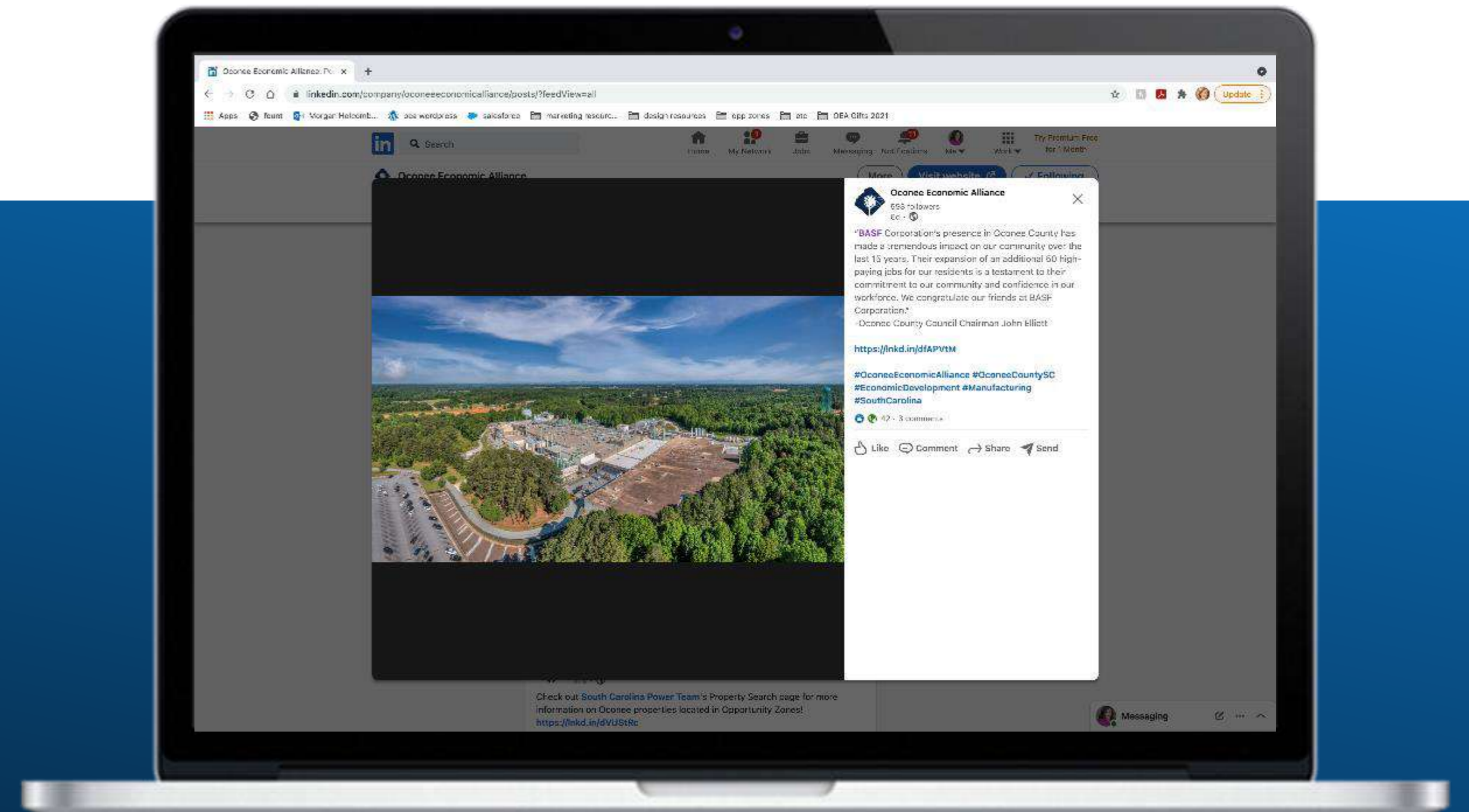
## SOCIAL MEDIA:

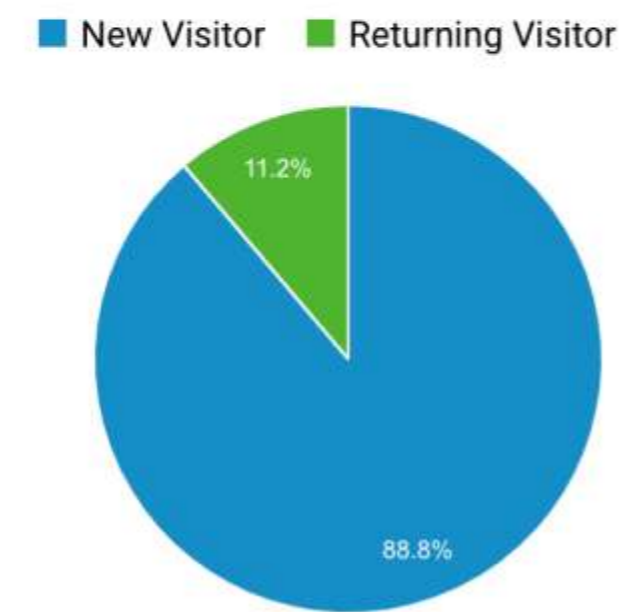
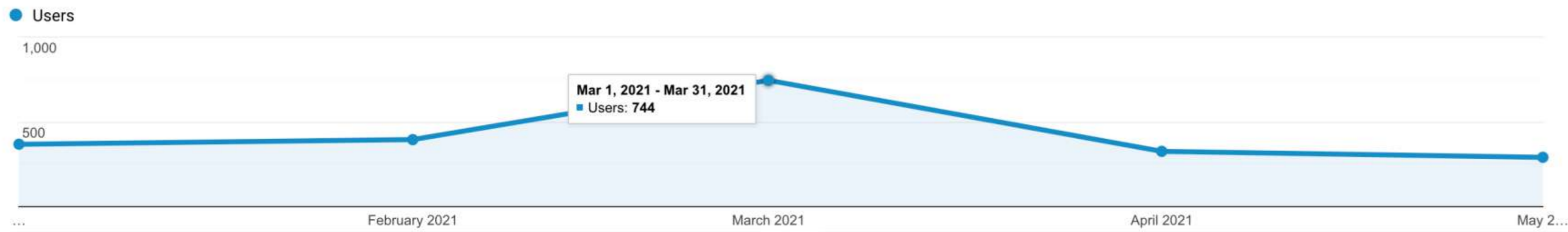
- Horton Grand Opening
- SCEDA Video
- BASF Expansion
- SC Auto Summit
- Newry Mill Progress
- 2020 SC Trade Report
- Power Team Property Search
- BASF Apprenticeship Program
- Clemson Deep Orange #12

## WEBSITE UPDATES:

- Industrial Directory Updates
- New testimonials for Business Climate
- Updates to data throughout website
- Investor Directory Updates
- BOD – Executive Committee

**MARKETING:**  
JANUARY TO MAY 2021





Country	Users	% Users
1. 🇺🇸 United St	1,574	76.71%
2. 🇧🇷 Brazil	50	2.44%
3. 🇨🇳 China	40	1.95%
4. 🇮🇳 India	26	1.27%
5. (not set)	25	1.22%
6. 🇬🇧 United Ki	18	0.88%
7. 🇫🇮 Finland	17	0.83%
8. 🇫🇷 France	17	0.83%
9. 🇵🇭 Philippin	16	0.78%
10. 🇳🇱 Netherlar	15	0.73%

# MARKETING: WEBSITE ANALYTICS

## JANUARY TO MAY 2021



## CONSULTANT INTERACTIONS:

- Inside Site Selection: Predictions for 2021
- Upstate Alliance Consultant Inbound
- Department of Commerce – Global Business Development Team & OEA
- Upstate Alliance – Atlanta/Charlotte-based Consultant Happy Hour
- South Carolina Automotive Summit
- Indianapolis Clemson / Consultant Trip

## ADS:

- **Expansion Solutions Magazine**
  - OITP: Shovel-Ready Sites
  - SRP: Rail/Food & Beverage
- **Upstate Biz Magazine**
  - County Spotlight
  - Fort Hill Natural Gas Ad



**MARKETING:**  
JANUARY TO MAY 2021

## OEA NEWSLETTER:

- Chat with the Chairman Episode 1: Kyle Thomas

## Community Engagement:

- Golden Corner Rotary
- Seneca Rotary
- TTT Tri County Meet Up
- Chickasaw Point Men's Club

**MARKETING:**  
JANUARY TO MAY 2021

solutions that are used to manufacture herbicides, pesticides, pharmaceuticals, auto emission catalysts and fertilizers.

Located at 554 Engelhard Drive in Seneca, BASF Corporation's expansion will increase the company's capacity to meet growing demand.

The expansion is expected to be completed by mid-2022, and the company is currently hiring. Individuals interested in joining the BASF Corporation team should visit the company's [careers webpage](#).

[READ PRESS RELEASE](#)



### [Chat with the Chairman Episode 1: Kyle Thomas](#)

In this episode of Chat with the Chairman, President of Oconee Economic Alliance, Annie Caggiano, interviews Kyle Thomas, President & CEO of Blue Ridge Bank. With more than 30 years of experience in the banking industry, Kyle shares his take on Oconee County, the future of the OEA, and goals for his tenure as Chairman.

[CLICK HERE TO VIEW](#)



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***NEW OEA INVESTORS:***

*JANUARY, 2021 – JUNE, 2021*

**PRODUCT  
DEVELOPMENT**

OCONEE SPEC BUILDING



SC based Industrial Developer



NC based Industrial Developer



VA based Industrial Developer



Brokerage Team Representing  
SC based developer

# ***Project Activity***

January 1<sup>st</sup> to May 28th



**Total Inquiries**



**New Projects**



**Misses**



**Suspect**

## ***Property Submissions***

- *Jacobs Chuck: 4*
- *Golden Corner: 5*
- *OITP: 5*
- *Seneca Rail: 6*
- *Exit 4: 2*

# 2019

January 1 to May 28

13 inquiries

- All New
- 6 Greenfield / 7 Building
- 5 Suspects / 4 misses / 4 projects
- None active

# 2020

January 1 to May 28

18 inquiries

- 17 New / 1 Expansion
- 8 Greenfield / 10 Building
- 3 misses / 15 projects
  - 1 active

# 2021

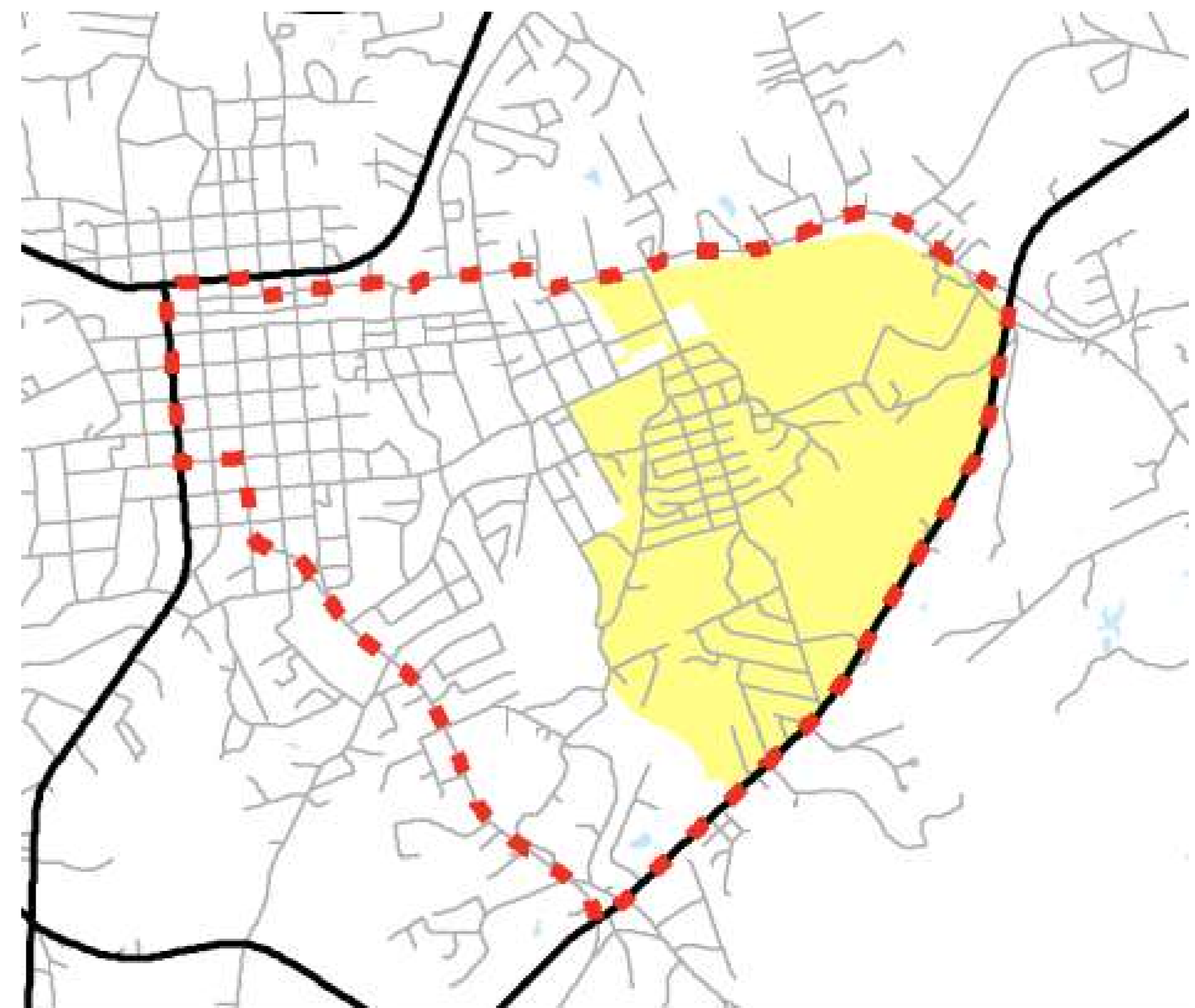
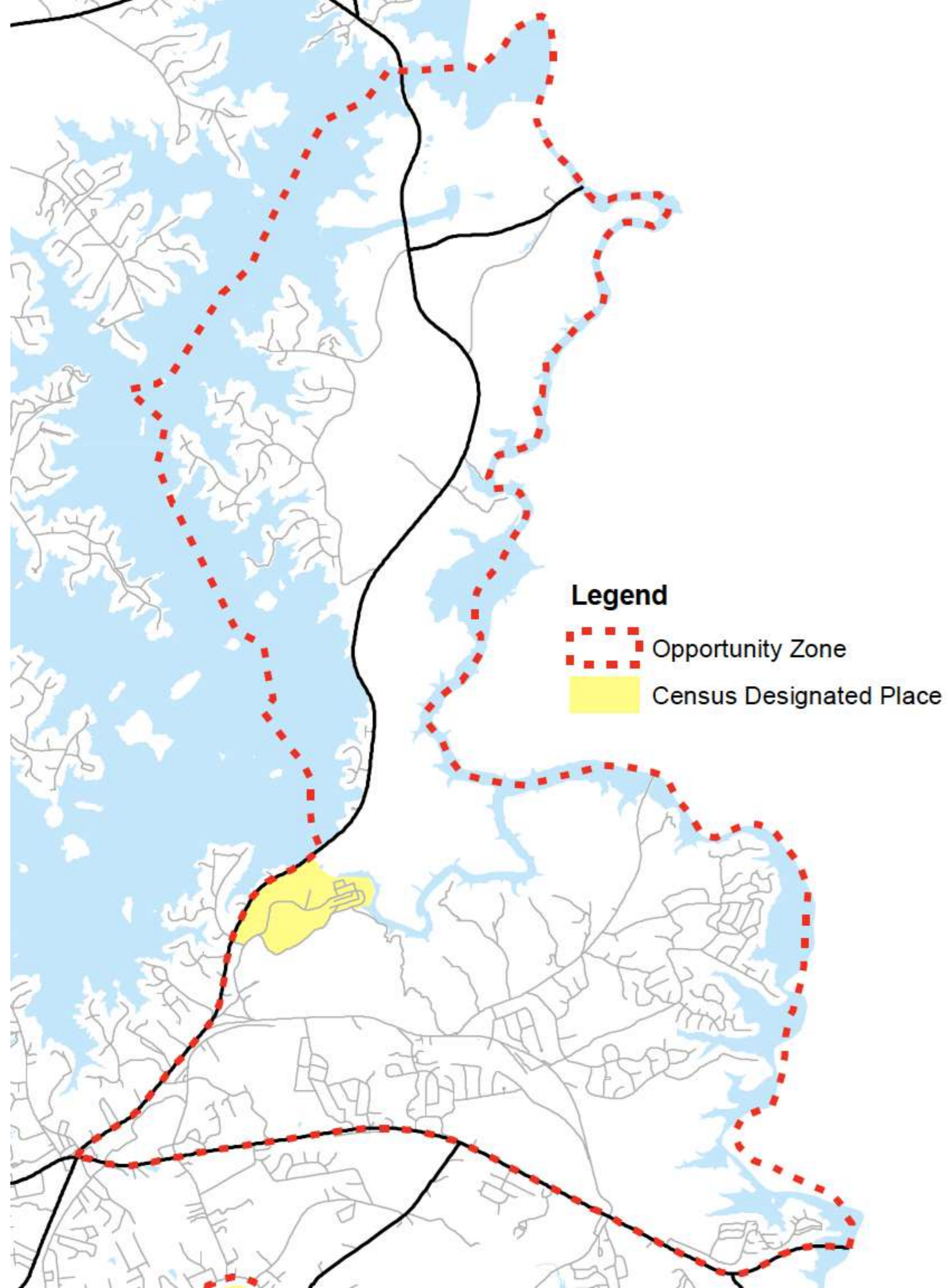
January 1 to May 28

24 inquiries

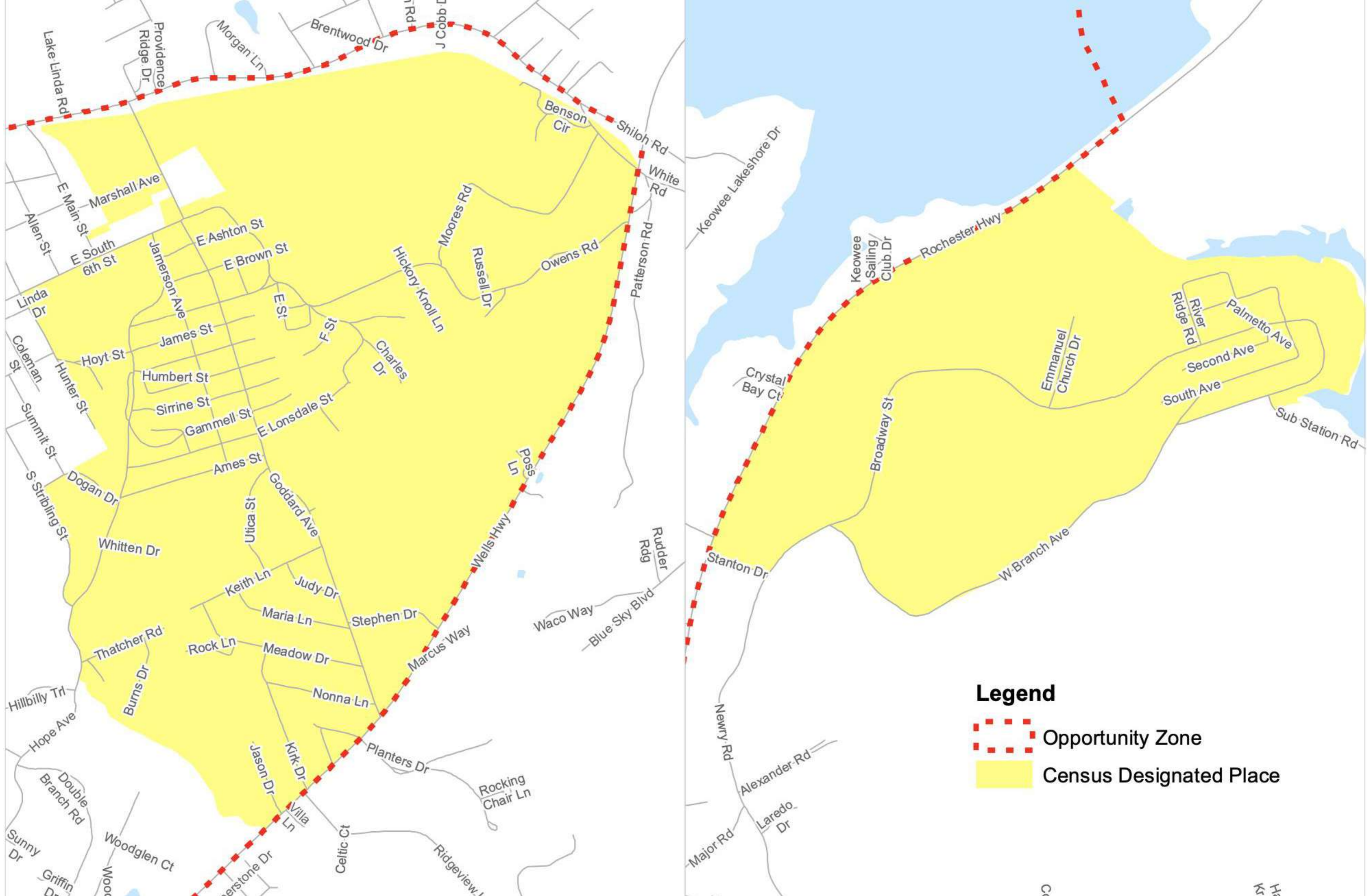
- All New
- 16 Greenfield / 8 Building
- 4 suspects / 6 misses / 14 projects
- 16 active



***BAILEY BILL:***

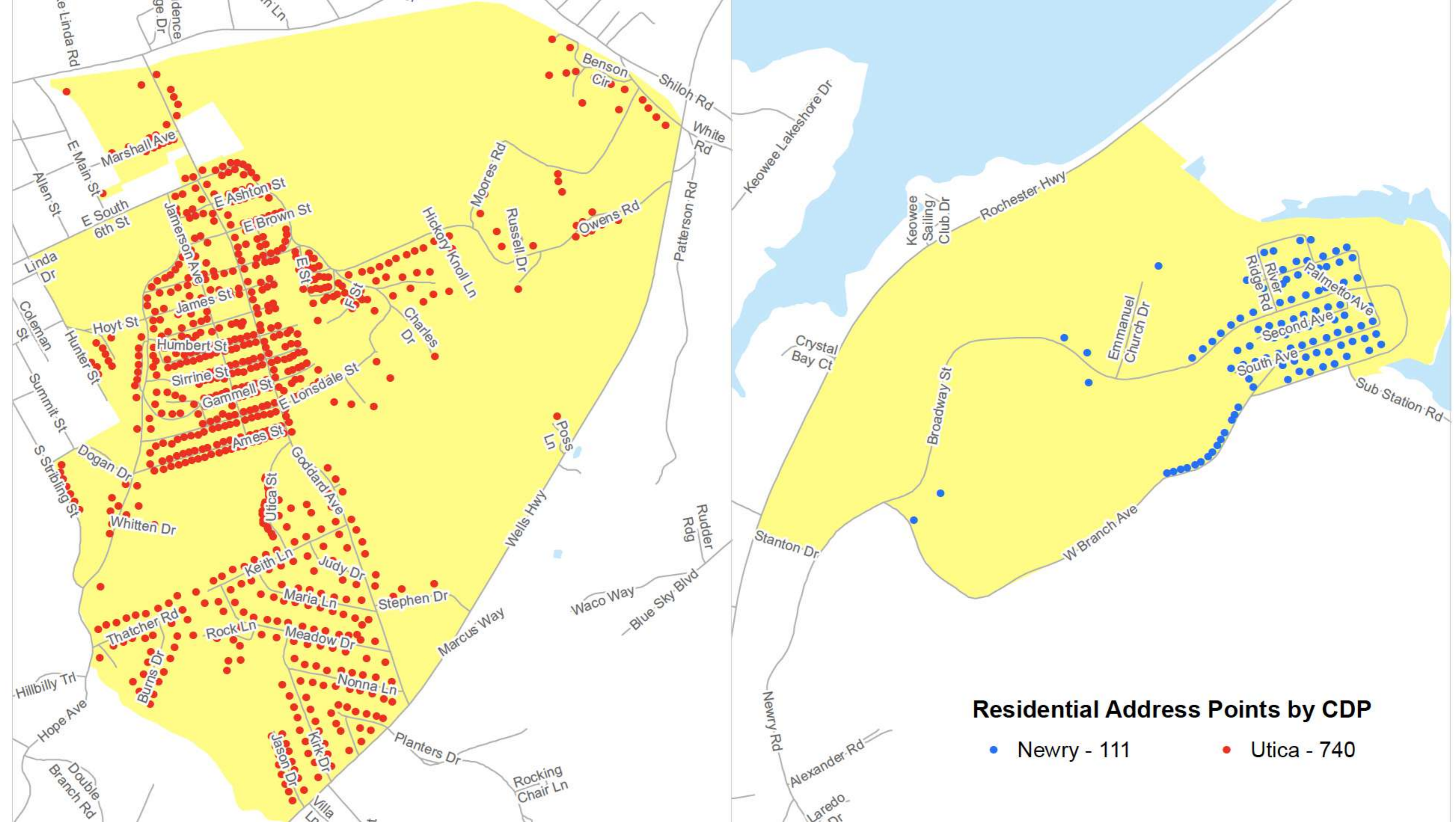






**Legend**

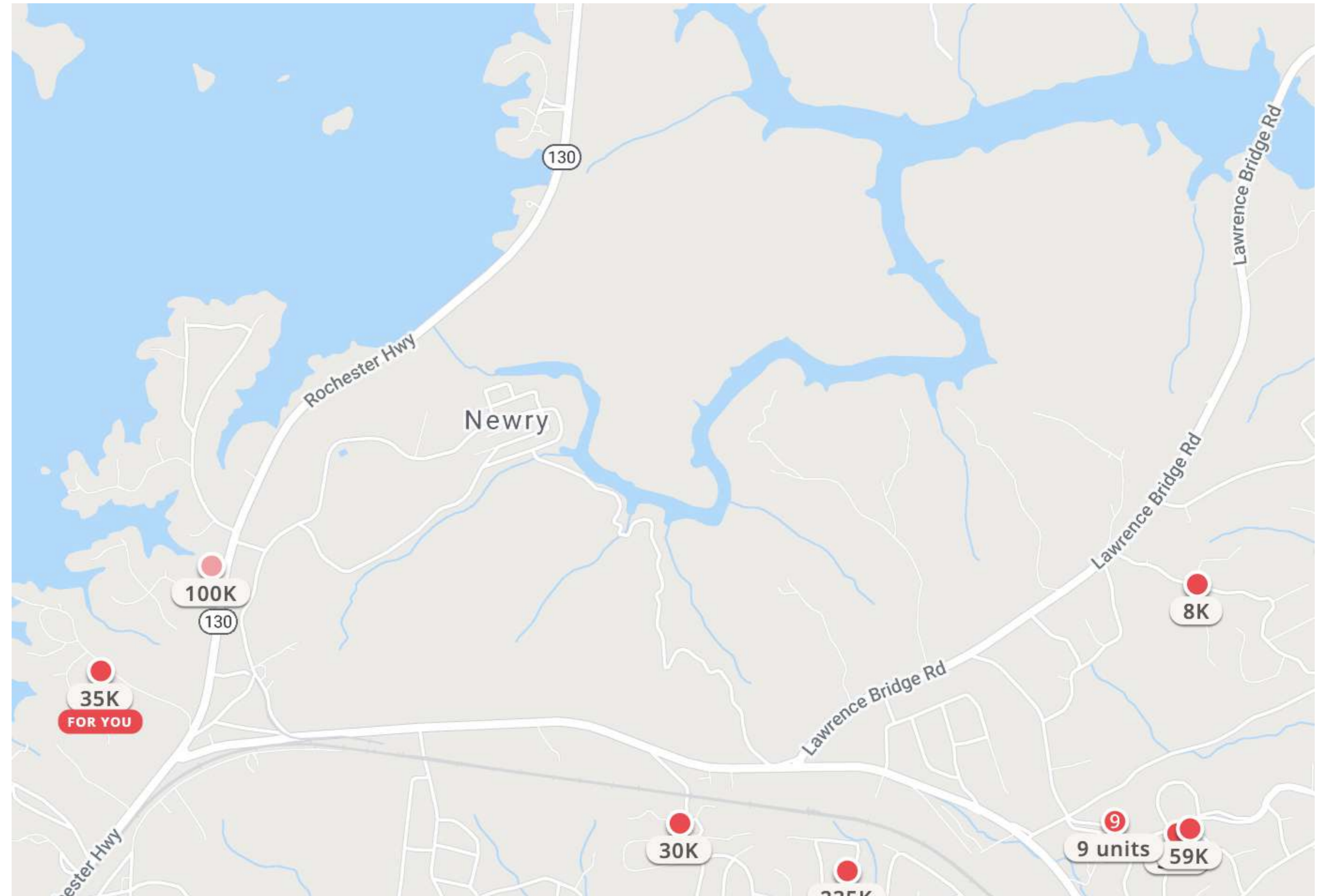
-  Opportunity Zone
-  Census Designated Place



# NEWRY

REAL ESTATE

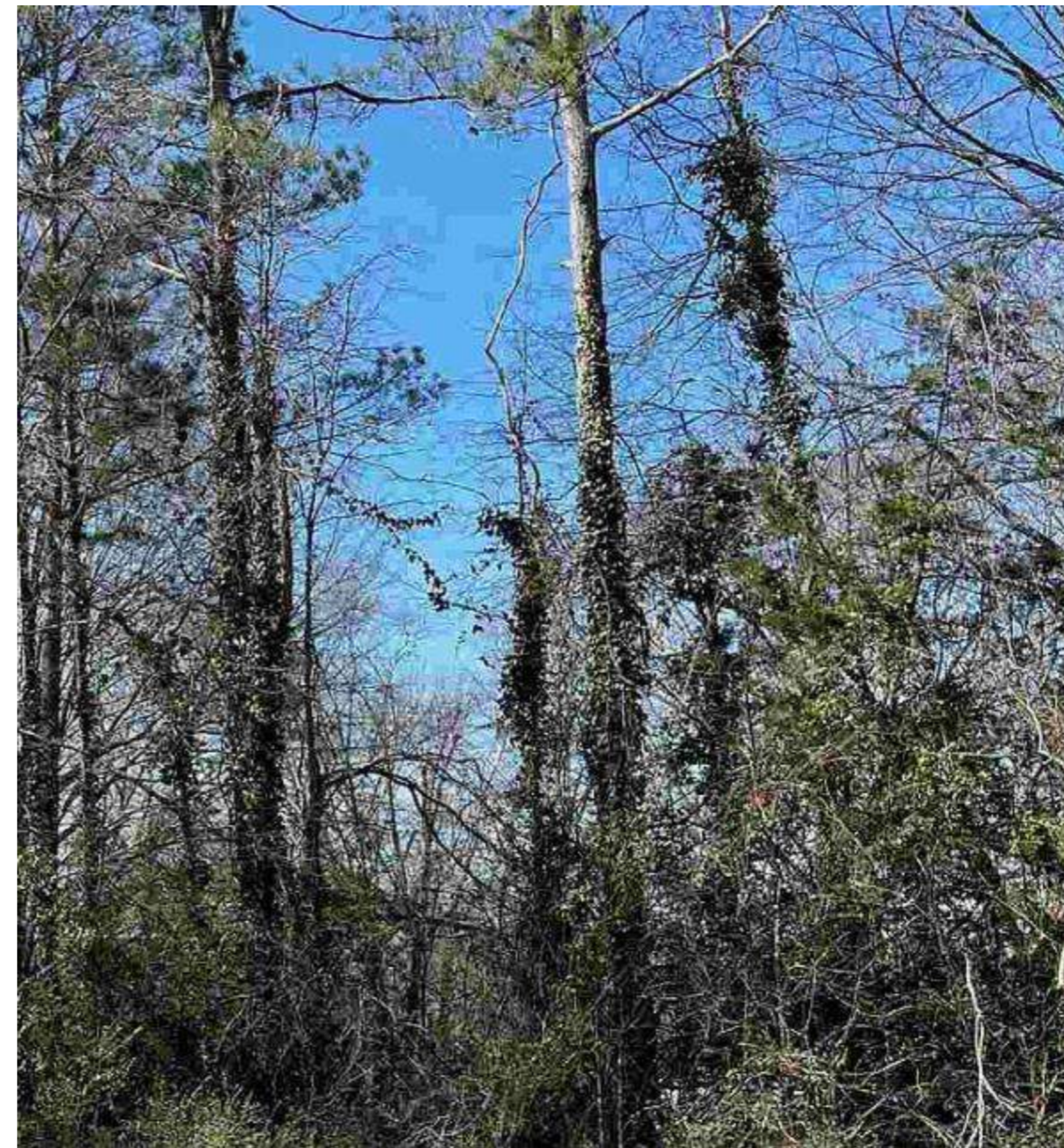
- 111 Properties Total
- 0 for sale



**UTICA**

REAL ESTATE

- 740 Properties Total
- 1 lot for sale
- Historic Mill for sale



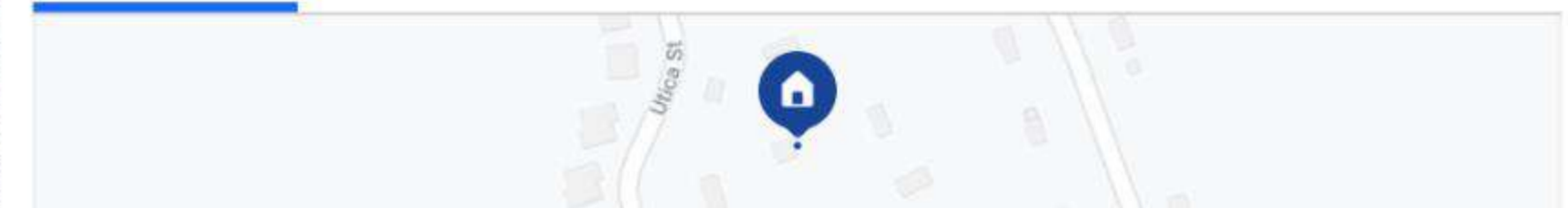
**\$190,000** 19 Acres

0 Utica St, Seneca, SC 29678

● **Lot/land** | Zestimate®: None ?

Contact Agent

[Overview](#) [Facts and features](#) [Home value](#) [Price and tax hist >](#)





***BAILEY BILL:  
RECOMMENDATIONS***



**OCONEE  
ECONOMIC  
ALLIANCE**

OCONEE COUNTY, SOUTH CAROLINA, USA