

"TOP SHELF FOR BUSINESS"



**Economic Development
Update**

*Planning and Economic
Development Committee*

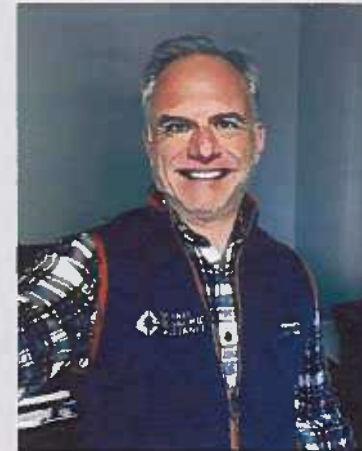
March 21, 2023



2022 Highlights

Operations

- Marked by significant change in 2022.
- Jamie Gilbert hired as OEA's President and CEO in May.
- OEA Project Manager Tyler James given expanded roll with existing industry, research and project support.
- Jacob Queen hired as Operations and Marketing Manager in August but left for non profit director position at the end of the year.
- Alicia Rannou hired as Senior Administrative Assistant in January 2023.
- Reorganized financial reporting practices and banking for greater accountability.
- Worked aggressively on building strong relationships with county officials, partners, investors and media.



2022 Highlights

Business Development Activity

INQUIRIES/LEADS/PROJECTS

Inquiry: An inquiry is any request for information pertaining to sites, buildings, infrastructure, demographics, etc.

Lead: A lead is an inquiry that has the potential to become a new project or expansion. A lead is often responded to with specific information that aids in the site selection process.

Project: A project is a lead that has visited Oconee County, or met with the Oconee Economic Alliance staff either in person or virtually.

70 INQUIRIES

54%
BECAME
LEADS

36%
BECAME
PROJECTS

SOURCE OF LEAD



- Site Selection
- Update Alliance
- SC Department of Commerce
- Other

PROPERTIES SUBMITTED



- Netherland Group
- Oconee Economic Alliance
- Children's Energy Connection
- Everitt

LEADS & PROJECTS
POTENTIAL

\$8.7 BILLION
NEW CAPITAL INVESTMENT + **12,000**
NEW JOBS

70 CONSULTANT
INTERACTIONS

13 EXISTING
INDUSTRY
VISITS

TWO ANNOUNCEMENTS

**CURTEC &
IMPACT HOUSING**



CurTec

- Netherlands-based CurTec, a manufacturer of high performance packaging goods, announced they would establish a new manufacturing facility at Oconee Industry and Technology Park.
- The 34,000 square foot facility is expected to result in an anticipated capital investment of \$13 million and 32 new jobs. CurTec broke ground on the project in June



Impact Housing

- Impact Housing Group an Atlanta-based manufacturer of modular homes announced and broke ground at Oconee Industry and Technology Park for their new 140,000 square foot manufacturing facility.
- The \$30 million project is expected create 215 new jobs.

2022 Highlights

Marketing

New Tagline

- Introduced the tagline “*Top Shelf for Business*”.
- The tagline is representative of Oconee County being a premier location for industry while referencing its geographic location at the top of the state.

Media

- Staff participated in regular monthly interviews on Seneca radio station 94.1, The Lake in which economic development issues and initiatives were discussed on the morning show *Coffee Time*.
- Work began on three new videos to profile the many advantages and opportunities Oconee County has for business.
 - ✓ First video was a general overview of the community and featured representatives and production scenes from BorgWarner, Horton, Sandvik and Impact Housing.
 - ✓ Representatives shared their positive experiences with workforce, the business climate and quality of life in Oconee County.



2022 Highlights

Product Development

Golden Corner Commerce Park Site Grading

- Partnered with Oconee County, South Carolina Department of Commerce and SC Power Team to secure significant funding to clear, grade and make pad ready 42 acres at the Golden Corner Commerce Park.
- The project will allow OEA and SC Department of Commerce to better market the park to projects, as it expedites the time for building construction and when a business can become operational.
- The project will also positively transform the appearance and perception of the park. The project is expected to be completed in 4th Quarter 2023.

Seneca Rail Park

- Partnered with Oconee County and AT&T to secure funding to construct a gravel access road for the eastern portion of the Seneca Rail Park.
- The park has been somewhat difficult to traverse and the new access road will allow OEA to better show the property to projects.
- The work is expected to be completed in 3rd Quarter 2023.



2023

Business Development Activity

New Inquiries, Leads and Projects

- 25 Inquiries of which 8 (32%) became Leads.
- 5 (63%) of the Leads converted to Projects.
- 1 Lead from 2022 became a Project.
- New Leads and Projects for 2023 represent the potential for:
 - ✓ \$548.9 million in new capital investment
 - ✓ 2,699 new jobs

Active OEA Leads and Projects (Includes Carryovers from 2022)

- 39 active Leads and Projects
- Active Leads and Projects represent a potential capital investment of over \$8.2 billion and 14,365 jobs.

Five Hottest Projects

- Project EV Pack – Finalist for project. County Council resolution March 21 and First Reading of Ordinance April 18.
- Project Made (Feather) – Finalist for project. County Council Resolution March 21 and First Reading of Ordinance April 18.
- Project White Tail – Site visit later this month.
- Project Monument – Working on sewer issues.
- Project Wash – Finalist and awaiting company 's decision.

"TOP SHELF FOR BUSINESS"



Questions?



**OCONEE
ECONOMIC
ALLIANCE**

OCONEE COUNTY, SOUTH CAROLINA, USA