

Beth Hulse

From: Beth Hulse
Sent: Tuesday, February 11, 2014 10:29 AM
To: _Administrator; Brenda Davis; Don Fuller; Glen McPheeters; Mollie Smith; Russell Price; Thelma Miller; Carlos Galarza; Chad Dorsett; DJM News Editor; Greenville News (localnews@greenvillenews.com); Kevin; Norman Cannada (ncannada@upstatetoday.com); Ray Chandler; Westminster News / Keowee Courier (westnews@bellsouth.net); WGOG (dickmangrum@wgog.com); WSPA TV - Channel 7 (assignmentdesk@wspa.com)
Cc: tim.mays@blueridge.coop; SGibson@CarolinaFoothillsHeritageFair.org
Subject: CORRECTION: Capital Project Sales Tax Meeting: February 13, 2014

FORGIVE ERROR BELOW:

February 13th is being rescheduled to February 26th NOT March.

Elizabeth G. Hulse

Clerk to County Council

Oconee County Administrative Offices

415 South Pine Street

Walhalla, SC 29691

864-718-1023

864-718-1024 [fax]

bhulse@oconeesc.com

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From: Beth Hulse
Sent: Tuesday, February 11, 2014 10:26 AM
To: _Administrator; Beth Hulse; Brenda Davis; Don Fuller; Glen McPheeters; Mollie Smith; Russell Price; Thelma Miller; Carlos Galarza; Chad Dorsett; DJM News Editor; Greenville News (localnews@greenvillenews.com); Kevin; Norman Cannada (ncannada@upstatetoday.com); Ray Chandler; Westminster News / Keowee Courier (westnews@bellsouth.net); WGOG (dickmangrum@wgog.com); WSPA TV - Channel 7 (assignmentdesk@wspa.com)
Cc: tim.mays@blueridge.coop; SGibson@CarolinaFoothillsHeritageFair.org
Subject: Capital Project Sales Tax Meeting: February 13, 2014
Importance: High

Due to the pending inclement weather, please be advised that the Capital Project Sales Tax Commission Meeting scheduled for Thursday, February 13, 2014 has been cancelled and rescheduled to Wednesday, March 26, 2014 at 6:30 p.m.

The projects scheduled for presentation on the 13th will now present on the 26th as follows:

6:30p.m.: Golden Corner Community Center / Mr. Tim Mays

7:15p.m.: Foothills Agricultural Resource & Marketing Center / Mr. Stanley Gibson

Elizabeth G. Hulse

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Beth Hulse

From: Beth Hulse
Sent: Friday, January 17, 2014 9:58 AM
To: 'tim.mays@blueedge.coop'
Cc: Russell Price; Beth Hulse
Subject: Capital Project Sales Tax Commission - Presentation

Good Morning:

The Capital Project Sales Tax Commission at their meeting last night established a schedule to meet with entities regarding their proposed project in order to obtain additional information and have a Q&A session.

The Commission invites you to attend their **February 13, 2014 meeting at 7:00 p.m.** to present your project to the commission and the public. If you are unable to attend or do not wish to attend, please advise the staff liaison no later than twenty four hours prior to the meeting.

The Commission also established the following guidelines for presentations:

- 20 minute presentation maximum time + Q&A period
- Presentations will be scheduled 45 minutes apart to allow for a breaks and set time
- No more than two speakers will be permitted for the presentation and Q&A period
- Handouts for Commission:
 - Do not provide any material that was submitted with your original questionnaire – all Commission members received this material.
 - If you wish the staff liaison to provide copies to the Commission they must be provided via email no later than twenty four hours prior to the meeting.
 - If you wish to distribute material at the meeting you will be required to provide 7 copies of each handout and the handouts must be 3-hole punched.

If you have any questions/concerns, please feel free to contact the staff liaison [Beth Hulse, 718-1023, bhulse@oconeesc.com] who will be coordinating these presentations for the Commission.

Sincerely,
Russell Price
Capital Project Sales Tax Commission, Chairman

~ ~ ~ ~ ~
Elizabeth G. Hulse

Clerk to County Council

Oconee County Administrative Offices

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Walhalla, SC 29691

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Beth Hulse

From: Beth Hulse
Sent: Friday, January 17, 2014 10:50 AM
To: 'SGibson@CarolinaFoothillsHeritageFair.org'
Cc: Russell Price; Beth Hulse
Subject: Capital Project Sales Tax Commission - Presentation

Good Morning,

The Capital Project Sales Tax Commission at their meeting last night established a schedule to meet with entities regarding their proposed project in order to obtain additional information and have a Q&A session.

The Commission invites you to attend their **February 13, 2014 meeting at 7:45 p.m.** to present your project to the commission and the public. If you are unable to attend or do not wish to attend, please advise the staff liaison no later than twenty four hours prior to the meeting.

The Commission also established the following guidelines for presentations:

- 20 minute presentation maximum time + Q&A period
- Presentations will be scheduled 45 minutes apart to allow for a breaks and set time
- No more than two speakers will be permitted for the presentation and Q&A period
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If you have any questions/concerns, please feel free to contact the staff liaison [Beth Hulse, 718-1023, bhulse@oconeesc.com] who will be coordinating these presentations for the Commission.

Sincerely,
Russell Price
Capital Project Sales Tax Commission, Chairman

~~~~~

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# The Foothills Agricultural Resource & Marketing Center



# FARM Center

```
graph TD; A[FARM Center] --> B[Fairgrounds]; A --> C[Farmers Market]; A --> D[Covered Arena]; A --> E[Livestock Barn]; A --> F[Cannery];
```

Fairgrounds

Farmers  
Market

Covered  
Arena

Livestock  
Barn

Cannery

# Site Prep & Parking









# Foothills Heritage MARKET



# Market Building



# Covered Arena



# Livestock Barn & Show Ring



# Cannery



# Environmental Education



# Agriculture Demonstration Area



# FARM Center

- Central location allows the Center to serve the entire county
- Requires no regular county funds for operation
- Will host multi-day events enticing tourists to stay in the county
- Promotes our \$130 million industry and will encourage additional investment in Oconee County



1 The vision of a FARM Center began around 7 yrs. ago at a West-Oak Young Farmers meeting. Oconee currently has about 800 farms covering around 70,000 acres. Total sales of crops and livestock amounts to over \$130 million annually.

The Fair and Market have gotten off to a great start and now that we have secured a permanent site for the Center we are ready to move forward with the next phase of development. The FARM Center will be a way that we can support those existing farms and encourage new agriculture entrepreneurs

2 The FARM center will consist of 5 major areas

Fairgrounds, Market Building, Arena, Livestock barn, and Cannery

It will be self-supporting and will require no regular county funds or employees. Operating costs for the first few years are included at 10% of the proposed budget. This will give the FARM Center time to get established.

3 In addition to a design plan, rough grading will be needed as well as entrances, utility connections, and camping facilities.

4 The FARM Center will be the permanent home to the SC Foothills Heritage Fair.

The fairgrounds will be available for rent for events such as car shows, or festivals to groups needing an outdoor venue.

5 Foothills Market Building

The covered area of the building will measure 150 X 150 and will house the Farmers market. It will accommodate up to 90 vendors. The covered area will be available for groups to rent when not in use by the market.

6 The enclosed area of the Market building will be 100' X 150'

It will house a commercial kitchen allowing groups to cater meals for various events at the FARM Center. Possible uses include corporate meetings, receptions, trade shows, conferences and other events. It could also be used as a cold weather sales area if the market goes to a year round schedule.

7 The covered arena will measure 180' X 250' and will be able to host events such as rodeos, horse shows, concerts, home and garden shows, motocross events, trade shows, festivals, graduations and countless other events. It will have permanent seating for 3000 guests with a total capacity for up to 6000 for events such as concerts. The arena will also be a great rainy day site for events occurring throughout the county.

8 Livestock Barn will have an enclosed area on one end housing a show ring. To be used for area youth to show animals. It would be available for groups to use for shows, auctions, educational clinics and other events regarding livestock.

9 The proposed cannery will have state of the art canning equipment available for use by Oconee county producers. This will allow our residents to preserve products for home use or to sell at the farmers markets in the county. A certified canner will operate the cannery allowing products to be legally sold to consumers.

10 The design of the FARM Center will incorporate the latest in reuse and recycle technology

11 An Agriculture demonstration area will provide a space for educating local producers, students, and entrepreneurs. This will allow them to learn about safety, new crops, growing techniques and technology for producing, harvesting and marketing their product. It could also house a community garden site and include an Agriculture heritage exhibit area.

12 With our centralized location, the FARM Center will be available to all the citizens of Oconee County. As a self-sustaining entity it will not add to the tax burden on a permanent basis, applying for various grants and ATAX funding to advertise events. The FARM Center will offer a variety of family friendly activities throughout the year. It will provide options for visitors to the county. Offering additional markets for Agricultural products will result in growth of Agriculture production in the county. This will result in a better opportunity for investment by corporations using these products



# Oconee County, South Carolina

## Capital Project Sales Tax Commission

### Project Criteria Questionnaire

Project Name/Description: **Foothills Agricultural Resource & Marketing Center**

The purpose of this document is to assist the Capital Project Sales Tax Commission (CPSTC) in understanding your proposed capital projects.

#### **Please provide a brief summary of the overall project below:**

The Foothills Agricultural Resource & Marketing Center (FARM Center) provides a permanent home for the annual weeklong SC Foothills Heritage Fair (SCFHF) and the weekly Foothills Heritage Market (FHM). The FARM Center will also include the Foothills Heritage Cannery (FHC) where Oconee County residents and agri-businesses will safely preserve food products, and the Foothills Heritage Arena (Arena), a covered open-air area with seating for up to 6,000 people. The Arena will utilize one on-site barn to house livestock for rodeos, shows, exhibitions, and sales.

Various events will be held at the FARM Center throughout the year, providing numerous opportunities for Oconee County residents and visitors to experience the area's rich agricultural heritage and to support its ever-expanding agri-business industry. The SCFHF, a SC Nonprofit Corporation (tax-exempt under IRC 501(c)(3)) will operate the FARM Center through its Board and Steering Committees, which are each comprised of stakeholders in the Oconee County agri-business community. The FARM Center's vision is: "To position Oconee County as the epicenter of agriculture-based economic development and wealth-building opportunities in Upstate South Carolina."

The purpose of this questionnaire is to gather additional information regarding the project. Please provide as much information as you wish for each question. The Commission is not requesting that you provide any information not already in your possession regarding this project.

#### **SUBMISSION OF THIS FORM:**

Please return this form to the staff liaison either via email or US Mail:

[bhulse@oconeesc.com](mailto:bhulse@oconeesc.com)

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

Please be advised that individual Commission members will not accept questionnaires.

**1. Does the proposed project directly address a health and/or safety needs in Oconee County?**

YES  NO  N/A

If YES provide the following information in the space indicated below.

- a. What is the need most directly addressed by the proposed project, and how will it address the issue?
- b. Are there other possible alternatives to proposed project?
- c. Have other solutions been proposed/attempted?
- d. What secondary benefits to health and safety will result from the proposed project?

Click on gray area to insert response -box will expand as needed:

- a. The need most directly addressed by the FARM Center is providing access to fresh, healthy produce, eggs, and dairy products. The FHM provides a direct farm-to-consumer conduit for provision of these foods. The FHM also will support local markets held in municipalities in Oconee County.
- b. At this stage, there are no other possible alternatives.
- c. No other solutions have been proposed at this time.
- d. The Cannery will allow farmers, processors, and residents to preserve healthy foods in a safe environment, which will allow for consumption of healthy foods outside of the typical growing season.

**2. Does the proposed project address a federal/state mandate?**

YES  NO  N/A

If YES provide the following information in the space indicated below.

- a. What agency is mandating the project (note specific section of law/regulation)?
- b. Has the project been reviewed by an attorney, and if so who?
- c. Are there other possible alternatives to the proposed project?
- d. Is there a deadline to meet the mandate, and is this a recurring requirement? If so, what is the anticipated length of time the proposed project will remain in compliance?

Click on gray area to insert response -box will expand as needed:

**3. Is the proposed project consistent with adopted strategic plans for either the county of one or more of the municipalities?**

**YES**   X   **NO**        **N/A**       

If **YES** provide the following information in the space indicated below.

- a. What strategic plans reference the proposed project (note any timelines, responsible parties, etc.)?
- b. What agency sponsored the strategic plan?
- c. How was the plan developed?
- d. Has the plan been adopted/endorsed by County Council, City Council or other governing bodies?

Click on gray area to insert response -box will expand as needed:

a. "Strategic Plan for Economic Development" – Oconee County, South Carolina, pp. 1-5 through 1-6, 5-20 through 5-21 (Prepared by RKG Associates, Inc., January 4, 2013).

"The steering committee anticipates that implementation of the entire program will be incremental over several years as additional resources become available." pp. 1-1 through 1-2, 6-1.

"[A]griculture operations, particularly livestock, provide a notable contribution to the county's gross domestic product and serves to add diversity to the local economic base. As such, the county may want to consider exploring possibilities for providing support for these operations in several alternative activities. Typically, small farms sell their products to wholesalers for which they receive the lowest return on their investment. Therefore, any ways in which they can create value-added products would serve to increase direct revenues to individual farmers. Related to this issue is the fact that individual farms do not have the financial capability of creating and/or maintaining processing facilities, storage facilities, such as commercial freezers, for perishable goods, and the ability to pay for shipping of processed goods to various markets for final sale." p. 5-21; see also pp. 1-5 through 1-6.

"[T]he County may want to explore options for assisting local farmers, particularly livestock operations, which are likely to have the largest potential for increasing sales revenues from their operations. The first step in such a process would most likely be to conduct a survey of existing operations to determine how much estimated demand there might be for creating centralized processing, storage and distribution facilities amongst the county's farm operations. Establishing an agricultural incubator might prove to be practical which could offer shared kitchen/processing facilities for certain types of produce, as well as business training in developing and marketing value-added products. Developing a local abattoir for processing livestock could also help to augment local operations and allow these operations

to sell greater quantities to local markets and capitalize on the farm to table movement. Similarly, shared freezer/storage facilities could assist along these lines as well. Future growth in the warehousing and distribution targeted cluster could also help to support agribusiness economic development efforts in the county.” p. 5-21; see also pp. 1-5 through 1-6.

b. Oconee County Economic Development Commission sponsored the strategic plan.

c. “RKG Associates, Inc. worked with the Oconee County administration, the Oconee County Economic Development Commission, and a carefully organized steering committee representing strategic business, community, real estate and government entities.” pp. 1-1, 6-1.

d. In January 2013, Oconee County Council adopted the Strategic Plan for Economic Development. In 2012, Oconee County Council unanimously adopted Resolution R2012-17: “Oconee County Supports Increased Agribusiness.”

#### **4. Does the proposed project implement the recommendations of a previous study?**

YES  NO  N/A

If YES provide the following information in the space indicated below.

- a. What agency sponsored the study (note the source of any funding)?
- b. What was the purpose of the study, and when was it performed?
- c. What factors considered in the study have changed since the work was done?
- d. Have the results of the study been presented to County Council?

*Click on gray area to insert response -box will expand as needed:*

**5. Has the proposed project been included in previous Capital Improvement Plans for the County or another organization?**

YES \_\_\_\_\_ NO  N/A \_\_\_\_\_

If YES provide the following information in the space indicated below.

- a. When was the project first proposed?
- b. What was the original proposed date of construction/acquisition/implementation?
- c. Has any other agency also included the proposed project (or significant portion of) on their capital improvement plan?

**6. Will the proposed project result in the creation of (or retention of) jobs?**

YES  NO \_\_\_\_\_ N/A \_\_\_\_\_

If YES provide the following information in the space indicated below.

- a. How many jobs will be created?
- b. How many jobs will be retained that would otherwise be lost without the proposed project?
- c. What types of jobs?
- d. What is that anticipated pay range of the jobs?
- e. Are there other known job-related benefits associated with the proposed project?

Click on gray area to insert response -box will expand as needed:

- a. Two to four (2-4) full-time employees with the possibility of three to five (3-5) part-time, along with numerous temporary event staff.
- b. As an indirect result, area farmers will be able to retain existing jobs and create new jobs through the enhancement of FHM and FHA operations.
- c. Jobs will be managerial, administrative, maintenance, and marketing-based positions.
- d. Pay range for full-time employees will be approximately \$30,000 to \$50,000 annually. Pay range for part-time employees will be approximately \$9.00 to \$12.00 per hour.
- e. Agriculture-based entrepreneurship opportunities will grow and expand; increased tourism will have a positive impact on the hospitality industry.

**7. Will the proposed project facilitate development that directly enhances revenues through taxes or fees?**

**YES**   X   **NO**        **N/A**       

If **YES** provide the following information in the space indicated below.

- a. What sources of increased revenues (taxes, fees, etc.) are anticipated to stem from the proposed project?
- b. What is the anticipated annual impact on each revenue source?
- c. Are there other possible enhancements to revenues that may be associated with the proposed project?

Click on gray area to insert response -box will expand as needed:

a. Accommodations Tax (ATAX), Hospitality Accommodation Tax (HATAX), Sales Tax

b. Based on twenty-five (25) multi-day events held at the FARM Center each year with one thousand (1,000) attendees to each event, the following is a conservative estimate of tax revenues based on type of tax:

**Hotel (\$119.00/room): (20 rooms/night x 50 nights) = \$119,000.00 revenue**

Accommodations Tax:  $\$119,000 \times (7.00\%) = \$8,330.00/\text{year}$

ATAX/HATAX:  $\$119,000 \times (1.50\% + 2.00\%) = \$4,165.00/\text{year}$

Sales Tax:  $\$119,000 \times (6.00\%) = \$7,140.00/\text{year}$

**TOTAL: \$19,635.00/year**

**Restaurant (\$15.00/meal): (300 meals/night x 50 nights) = \$225,000.00 revenue**

HATAX:  $\$225,000 \times (2.00\%) = \$4,500.00/\text{year}$

Sales Tax:  $\$225,000 \times (6.00\%) = \$13,500.00/\text{year}$

**TOTAL: \$18,000.00/year**

**GRAND TOTAL: \$37,635.00/year**

c. There will be other revenues generated by rental fees paid by users of each respective facility at the FARM Center. Sales tax will be collected on goods purchased in Oconee County due to persons attending events at the FARM Center. Municipalities' revenue from business license fees will increase due to increased annual revenue by business license holders.



**8. Will the proposed project enhance the County's image, thereby attracting potential investors?**

YES  NO  N/A

If **YES** provide the following information in the space indicated below.

- a. How will the proposed project be viewed by the 'average' citizen?
- b. How 'visible' will the proposed project (or its benefits) be?
- c. What type(s) of, and how much, private investment is the proposed project anticipated to attract?
- d. What level and type of promoting will be necessary to achieve the proposed project's maximum potential in attracting investment?

Click on gray area to insert response -box will expand as needed:

a. SCFHF: An affordable, family-friendly attraction.

Foothills Heritage Market: An affordable, economical way to purchase fresh, local, healthy food items.

Foothills Heritage Cannery: An efficient, economical way to preserve healthy food, whether homegrown or purchased from the farmers market.

Foothills Heritage Arena: An exciting and affordable venue to experience rodeos, livestock shows, home & garden shows, concerts, and other events.

b. The FARM Center will be extremely visible due to its prominent location and signage along the site on Highway 123. All events will be advertised through various media outlets. The vision for the FARM Center is: "To position Oconee County as the epicenter of agriculture-based economic development and wealth-building opportunities in Upstate South Carolina."

c. Naming rights for buildings and event sponsors: \$200,000 to \$300,000 per year.

d. \$30,000 to \$40,000 per year will be spent on promotion via print, radio, TV, and social media per year.

**9. Will the proposed project help prevent the loss of jobs and/or revenue (other than any discussed above in this section) from Oconee County?**

YES \_\_\_\_\_ NO  N/A \_\_\_\_\_

If YES provide the following information in the space indicated below.

- a. What types of jobs/revenue are subject to loss without the proposed project?
- b. Has a project similar to the one proposed been completed in the county/jurisdiction to which the jobs/revenue will potentially be lost? If so, describe.
- c. Are there known alternatives to the proposed project that may effectively save the jobs/revenue?

**10. Will the proposed project facilitate acquisition of grants and/or other outside funding?**

YES  NO \_\_\_\_\_ N/A \_\_\_\_\_

If YES provide the following information in the space indicated below.

- a. What types of grants and/or other outside funding sources are expected to be made available by construction/acquisition of the proposed project?
- b. Have other jurisdictions successfully leveraged such funds with similar projects? If so, provide a brief overview.

Click on gray area to insert response -box will expand as needed:

- a. Economic Development and Agriculture grants are expected to be made available by construction/acquisition of the FARM Center. Such grants are available through the Appalachian Resource Commission, Carolina Farm Stewardship Association, US Dept. of Agriculture, SC Dept. of Agriculture, US Dept. of Commerce, SC Dept. of Commerce, Robert Wood Johnson Foundation (Healthy Kids, Healthy Communities), along with other governmental and nonprofit organizations.
- b. No others in Oconee County are known at the time of this application. However, other counties in South Carolina, Georgia, and North Carolina have utilized significant grant funding with similar projects. For example, GrowFood Carolina in Charleston County and Hub City Farmer's Market in Spartanburg County utilized significant grant funding to expand their operations.

**11. Will the project be economically sustainable?**

**YES**  **NO**  **N/A**

If **YES** provide the following information in the space indicated below.

- a. What resources (staffing, maintenance, upgrades, etc.) are anticipated to be required to operate and maintain the proposed project?
- b. How will the proposed project offset the cost of operation and maintenance?
- c. Are there additional potential sources of economic benefit available?

Click on gray area to insert response -box will expand as needed:

- a. Staffing resources: Initially, one (1) full-time employee to maintain Arena, Barn, Farmers Market, Cannery, and parking facilities. As the need arises, additional full- and part-time employees will be hired, along with temporary workers.
- b. A facility manager will be employed through funding provided by SCFHF. Additional employees will be added on an as-needed basis and will be paid by SCFHF. User fees and sponsorships will offset the cost of operation and maintenance.
- c. The FARM Center can serve as a location for graduation ceremonies, concerts, home & garden shows, and privately sponsored events, among other uses. Indirect economic benefit will grow as more and more producers, wholesalers, and consumers utilize the FARM Center's amenities to prepare, sell and buy agricultural products.

**12. Is the proposed project supported by available or previously designated funding?**

**YES**  **NO**  **N/A**

If **YES** provide the following information in the space indicated below.

- a. What funding sources are designated for the proposed project?
- b. If the construction/acquisition of the proposed project is to be phased or otherwise completed over a period of 2 or more fiscal years, are the designated funds available for each fiscal year?

Click on gray area to insert response -box will expand as needed:

**13. Will construction/acquisition of the proposed project now result in significant savings or economies of scale?**

YES  NO  N/A

If YES provide the following information in the space indicated below.

- a. What are the anticipated costs to delaying the project?
- b. Are there factors other than inflation that may result in additional costs?

Click on gray area to insert response -box will expand as needed:

- a. Material costs are projected to increase at a rate of ten percent (10%) per year.
- b. The SCFHF and FHM will continue to incur costs to rent/lease temporary facilities (restrooms, fences, tents/structures, arenas, etc.) as a result of the lack of permanent facilities.

**14. Will the proposed project improve the efficiency of existing operations?**

YES  NO  N/A

If YES provide the following information in the space indicated below.

- a. What existing services will be impacted by the proposed project?
- b. In what way will the proposed project improve existing services?
- c. Are there options to the proposed project to gain similar improvements in efficiency?

Click on gray area to insert response -box will expand as needed:

- a. Current services that will be impacted in a positive way include the Foothills Heritage Market, SC Foothills Heritage Fair, graduation ceremonies, concerts, and rodeos.
- b. Other events that are currently held outside of Oconee County may be attracted to hold events at the FARM Center. Provide a rainy day location for any outdoor events located in the County. It will guarantee Oconee-grown products. Permanent facilities for SCFHF and FHM will cement the importance of local agriculture.
- c. No.

**15. Will the proposed project require additional resources (staff, funding, etc.) to support its operation after completion?**

YES \_\_\_\_\_ NO X N/A \_\_\_\_\_

If YES provide the following information in the space indicated below.

- a. What additional resources will be required?
- b. Can some resources be 'shared' with other assets?
- c. Are there options available that will limit need for additional resources?

Click on gray area to insert response -box will expand as needed:

**16. Will the proposed project improve levels of service provided?**

YES X NO \_\_\_\_\_ N/A \_\_\_\_\_

If YES provide the following information in the space indicated below.

- a. What other asset or function will be enhanced by the proposed project?
- b. How will levels of service be enhanced?

Click on gray area to insert response -box will expand as needed:

- a. The FHM, current agri-business and tourism will all be greatly enhanced by the proposed project.
- b. Construction of a cannery and commercial kitchen will provide added value to agricultural products from the area, leading to increased production and economic development opportunities. Events will provide additional tourism destinations.

**17. Does the proposed project coordinate well with other ongoing or planned projects?**

YES  NO  N/A

If YES provide the following information in the space indicated below.

- a. What other projects may be impacted by the decision to construct/acquire the proposed project at this time?
- b. Are there any special concerns that need to be addressed to ensure the development of the proposed project does not negatively impact other projects?

Click on gray area to insert response -box will expand as needed:

- a. Local municipal farmers markets will benefit from increased exposure. The FARM Center has great potential to coordinate well with any future "healthy lifestyle" projects as well as any future agri-business growth.
- b. This project is unique, and will not negatively impact other projects.

**18. Does the proposed project address needs or otherwise benefit other jurisdictions?**

YES  NO  N/A

If YES provide the following information in the space indicated below.

- a. What jurisdiction(s) will benefit from the proposed project?
- b. What are the potential benefits?
- c. Is there a potential for partnership with the jurisdiction?

Click on gray area to insert response -box will expand as needed:

**19. Will the project create any disruption or inconvenience to the public?**

**YES** \_\_\_\_\_ **NO**  **N/A** \_\_\_\_\_

**IF YES** provide the following information in the space indicated below.

- a. What are the potential sources of disruption or inconvenience to the public?
- b. What steps can be taken to mitigate the problems?

Click on gray area to insert response -box will expand as needed:

**FARM Center Cost Projections**  
Based on Budget Estimates from Current Oconee County Vendor

|                                                                                                                                                |                    |
|------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| <b>Arena – 180x250</b>                                                                                                                         | <b>\$2,700,000</b> |
| ➤ 45,000sf; fixed seating at 3,000 with mobile capacity to 6,000; restroom facilities                                                          |                    |
| <b>Livestock Barn – 100x200 (partially enclosed)</b>                                                                                           | <b>\$850,000</b>   |
| ➤ 20,000sf; show ring, partially enclosed; restroom facilities                                                                                 |                    |
| <b>Farmers Market Facility</b>                                                                                                                 | <b>\$1,800,000</b> |
| ➤ 45,200sf; (open air + enclosed); commercial kitchen with equipment; restroom facilities                                                      |                    |
| <b>Cannery – 75x75</b>                                                                                                                         | <b>\$1,400,000</b> |
| ➤ 5,625sf; fully conditioned with assembly facilities                                                                                          |                    |
| <b>Dedicated Parking Facilities</b>                                                                                                            | <b>\$700,000</b>   |
| ➤ Mix of asphalt paving and compacted stone parking spaces; recreational vehicle hookup facilities; shared camping facilities; mixed use sites |                    |
| <b>Total Estimated Budget Funding</b>                                                                                                          | <b>\$7,450,000</b> |



STATE OF SOUTH CAROLINA  
OCONEE COUNTY  
RESOLUTION R2012-17

OCONEE COUNTY SUPPORTS INCREASED AGRIBUSINESS

WHEREAS, Oconee County, South Carolina has a long, distinguished history of farming, and

WHEREAS, from Oconee's earliest days going back to the early 1700's, farming was and continues to be an important foundation of our community, and

WHEREAS, despite our national economy's transition from largely agricultural to a manufacturing and service economy, farming still plays an integral role, and

WHEREAS, we are witnessing a growing recognition of the importance of local farm production using environmentally sound and healthy best practices, and

WHEREAS, Oconee County community as a whole continues to respect and value not only the economic value of this industry, but also it's positive impact on our community values, and

WHEREAS, we understand the importance of providing future generations and visitors with an equal appreciation of this heritage, and


WHEREAS, we recognize the importance of providing today's youth with the knowledge of continuing opportunities in farming, and

WHEREAS, we have a strong desire to support the development of increased agribusiness and related activity.

NOW, THEREFORE, it is hereby resolved by Oconee County Council their wish to encourage, review and support proposals/plans that will increase local agricultural activity, promote the recruitment of targeted agribusiness, increase public awareness of the fundamentals and importance of agriculture and encourage agritourism.

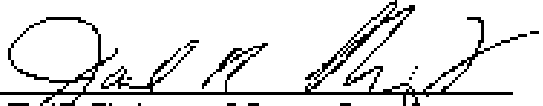
ATTEST:

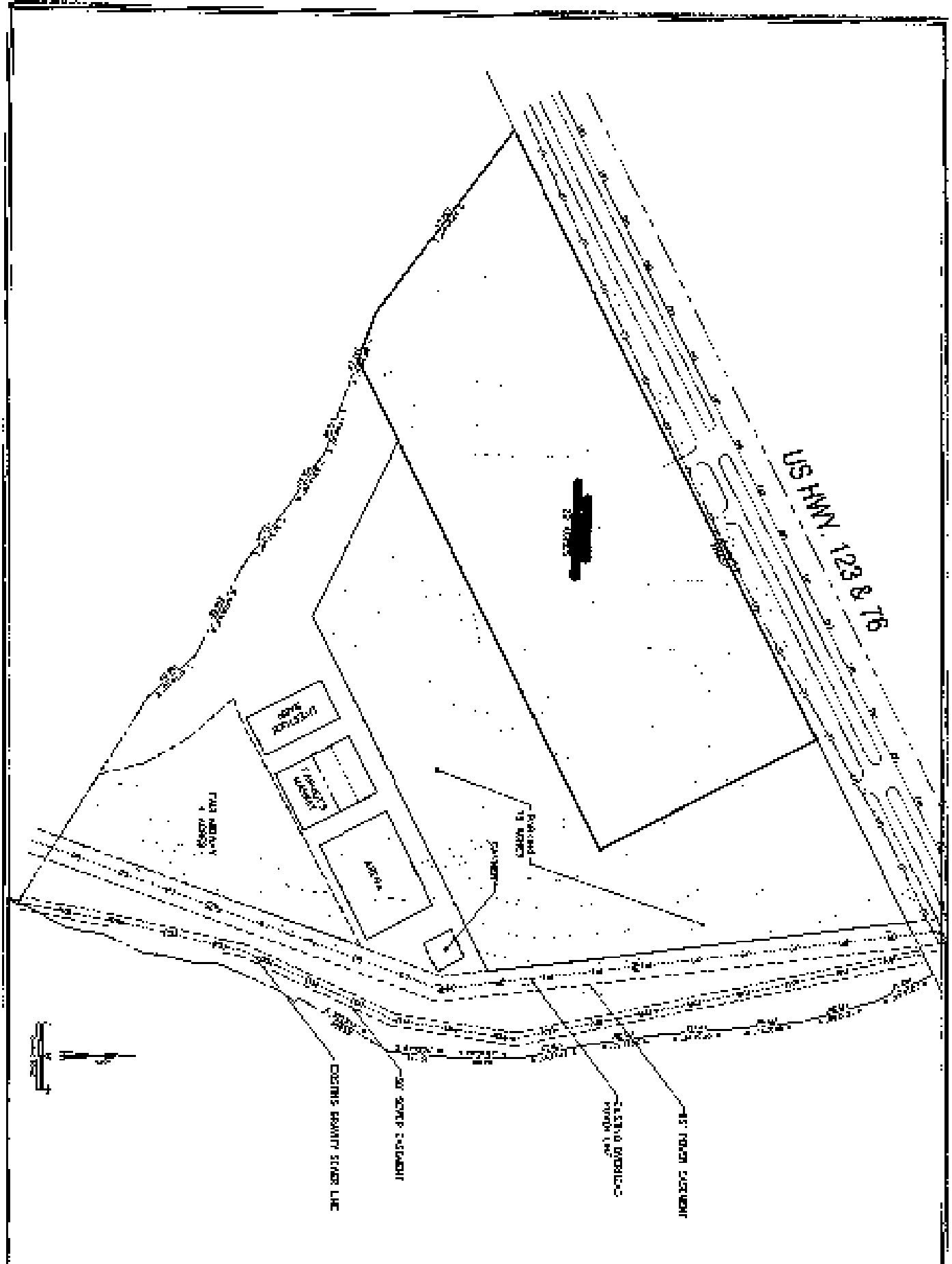
By:

  
Elizabeth G. Hulce, Clerk to Council  
Oconee County, South Carolina

OCONEE COUNTY, SOUTH CAROLINA

By:

  
Joel Thiff, Chairman of County Council  
Oconee County, South Carolina



|                                 |              |                                                                                                                      |              |                                        |              |
|---------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------|--------------|----------------------------------------|--------------|
| <p><b>CONCEPTUAL LAYOUT</b></p> |              | <p><b>URS</b><br/>         200 N. 1st Street, Suite 100<br/>         Omaha, NE 68102<br/>         (402) 442-1000</p> |              | <p>DATE: _____</p> <p>SCALE: _____</p> |              |
| <p>NO. 1</p>                    | <p>NO. 2</p> | <p>NO. 3</p>                                                                                                         | <p>NO. 4</p> | <p>NO. 5</p>                           | <p>NO. 6</p> |

#9

## South Carolina Foothills Heritage Fair Update 2013

This year, the fair has returned to our community in the following ways:

- Opened and operated the Foothills Heritage Market, an all-weather market that is open every Saturday beginning in May and now extending the market season to January, providing as many as 30 agricultural vendors plus several artists and craftsmen the opportunity to sell their products directly to the citizens of Oconee. Also opened an evening market in Westminster at the Depot and most recently held a preview market in West Union, working with the city to plan and promote a new market there in the spring of 2014.

We have also provided funds to the following partners and grant recipients :

- \$1,000.00 to the Westminster Masons
- \$1,000.00 to the George Grobusky College Fund of Oconee County Conservation District
- \$2500.00 to the Oconee Hillbilly Clan of the Shrine Club for the Shriner's Hospital
- \$1042.00 and over 1700lbs. of food to the Golden Corner Food Pantry
- \$150.00 tuition for Youth Beekeepers
- \$250.00 to Master Beekeeper Connor Littlefield for beekeeping supplies
- \$200.00 to send 2 Oconee FFA members to a 4-H Forestry Clinic
- \$750.00 to send 2 Oconee FFA members to the South Carolina Ag Commissioner's School
- \$200.00 cash to Dot's Kitchen.

In addition, we paid out over \$2000.00 in cash awards to 4-H and FFA Livestock Showmen & Women and over \$2800.00 in wages to youth workers at the fair. We supported the Oconee Chamber of Commerce "Steak In Oconee", resulting in a \$500 FFA Scholarship given to a young person from Oconee who is attending college with a degree focus in agriculture. This year, thanks to the support of local agribusiness, we were able to commit \$4500.00 to bring a "Fishing Hole" to the fair, providing young people, in some cases for the first time, the opportunity to feel the excitement of that "first bite" at no charge. We hope that by providing activities that focus on agriculture and natural resources, we can inspire the next generation to get or stay involved in the work we all love.

In the next few months, the fair is looking forward to finalizing a location for our permanent home. We are also committed to the construction of a cannery that will allow Oconee growers to extend their sales season by marketing value-added products in the not-too-distant future.

Most recently, we sponsored the purchase of mandolins (\$850) for the Oconee Heritage Center to continue their Appalachian music program without having to continue to rent instruments from Pickens County. We also voted to renew the Youth Beekeepers scholarships. The scholarships cover the cost of Master Beekeeper classes and the purchase of equipment to get started in the beekeeping/honey business and total \$900 (\$300 each for three young entrepreneurs in agribusiness).

Project Title: Foothills Heritage Market, Oconee County, SC

Project Summary:

The purpose of the Foothills Heritage Market is to expand the flexibility of, and access to, wealth building opportunities for area growers and to improve the connections between agricultural producers and the community by:

- Increasing the competitiveness and profitability of the local food and agriculture industry by building a market based model of agribusiness.
- Actively promoting "locally grown" and "fresh, healthy food" initiatives both at home and in restaurants
- Educating the public on the benefits of healthy eating.

This project came out of a need for a local, well-promoted farmers market that actually provided locally grown products to Oconee citizens. There were several city sponsored markets that lacked support in the form of enforcement of "local" production rules and "marketing and promotion" as a source of high quality fresh fruits and vegetables as well as other nutritious ag products.

Project Approach:

We had an implementation strategy that included the following steps:

1. Align this project with the Oconee Economic Development Commission and have agriculture included as part of the county's long term economic development strategy.
2. Set up the market under the umbrella of the South Carolina Foothills Heritage Fair 501c3 as a county-wide farmers' market, operated by a Market Steering Committee set up by and reporting to the fair board.
3. Establish a market location in the demographic center of the county and provide support to the surrounding city markets in the way of promotion and educational programs.
4. Establish a vendor base with a minimum of 12 weekly vendors in year 1, including at least 75% local produce or fruit growers.
5. Include instructional activities for both adults and children, focusing on hands-on learning and healthy eating practices.

Goals and Outcomes:

Beginning by working with a member of the Oconee County Council's Economic Development Committee, we asked county council to pass a resolution supporting agriculture as a key industry in Oconee and recognizing the need to support the industry as well as to preserve land for future use. This Resolution, R2012-17 was passed in the fall of 2012. Beginning in January, 2013, the Market committee began searching for a market site and planning for an opening date of May 4<sup>th</sup>, 2013. With help from the Economic Development Commission and local volunteers, a location for the market was secured on private property and advertisements were placed seeking vendors. Rules for the market and an "official" application were written and approved, a website and Facebook page were created and a dinner meeting of all interested parties was held. Based on interest in the market, Oconee County granted funds in the amount of \$11,500 to purchase a shade structure for the market, Blue Ridge Electric Cooperative provided portable toilet facilities and power to the market and the City of Westminster provided a water tap for the market. The Market Steering committee performed on-site visitations to the farms of all growers who applied to sell at the market, ensuring that listed crops were established and growing sufficient to be sold at the market.

#9

Grant funds were needed to secure banners at the county market location, flyers to stimulate interest in the new market and to pay for sufficient advertising for the "new" market as well as ongoing information regarding what produce and fruits were available as the season progressed, special sampling opportunity notices, cooking demonstrations, etc.

### Beneficiaries:

At the end of our established "Open Season" for the market, May 4<sup>th</sup> through October 26<sup>th</sup>, 2013, the Foothills Heritage Market had 41 vendors who had applied and participated in the market, with a weekly average of 28 producers attending each week. Of the 41 vendors who applied, 32 (79%) were produce or fruit growers, including tomatoes, squash, radishes, a variety of beans, hydroponic lettuce and tomatoes, potatoes and sweet potatoes and winter season greens, a variety of berries, specialty fruits such as persimmons, paw paws, asian pears, muscadines and scuppermons, as well as apples and peaches. Among the other products sold by vendors at the market were locally grown beef and pork, fresh eggs, goat products and honey, nursery plants, wood products and even a local writer who sold autographed copies of her book each week.

By July, we had lost 3 of our vendors...one who had stopped growing his own produce and started buying at Georgia markets and bringing the products to the Foothills Market. He was told he could not return as this was against the rules clearly outlined in the application he had turned in. Two other vendors secured restaurant contracts for all the product they could provide for the remainder of the season so we considered this a huge success for those growers.

Monthly surveys of vendors done by a market volunteer indicated that the average vendor had set a goal of between \$100 and \$200 per market in order to make it worth the effort of participating each week. Every vendor responded for every survey that they had made MORE THAN their established goal each week. Taking the average attendance of 28 vendors per week, making \$150 each, the total direct economic impact on farmers at the Foothills Heritage Market was \$4200 per week. At peak attendance, this would have reached over \$6000 in direct weekly impact on farm families in Oconee. Looking at the season as a whole, from May 4<sup>th</sup> to October 26, or 25 Saturday markets (the market was closed October 5<sup>th</sup> for the fair), this comes to \$3750 per grower for the season. While there were some growers who made significantly more and a few who suffered losses from the weather who made less, we feel the market was a tremendous success.

As far as shoppers at the market, we opened with approximately 350 the first day in May. We utilized funds from market memberships to advertise heavily for our "Grand Opening" on June 4th and had over 1000 shoppers attend the Foothills Heritage Market. On average, the market draws approximately 350 to 400 people each week. This is significantly higher than the average number of shoppers at one of the local city markets which, in the past, averaged less than 50 shoppers each week. The Foothills Heritage Market worked closely with the Westminster City Market this year to establish a new site for their market as well as a new time and day...Tuesday evenings from 4 to 7. They were very happy with the results of our joint project and plan to re-open the evening market next year with a tasting/cooking event in early May. The city of West Union is also going to host a fall market in conjunction with the Foothills Heritage Market on Thursday November 7<sup>th</sup> and Thursday December 5<sup>th</sup> in preparation for opening their new farmers market just off of Highway 11 in West Union, SC in early May of 2014.

Because of their financial success at the market, several of our growers decided to put in winter crops (greens, turnips, sweet potatoes, lettuce in high tunnel structures) and asked that the market season be extended through the peak for those crops (early January 2014) so volunteers have installed lights at the market, and we are currently advertising the extension of our season through December. Although attendance at the market is down from its peak, just 15 vendors and an average of 100 to 150 +/- shoppers each week, we plan to continue to be open through the first week of January 2014, giving these growers the potential for an additional \$1500 in income.

#9

## Lessons Learned

1. There will always be people who try to get ahead by not following the rules. And they can be VERY difficult to deal with if they have been involved for many years and do not want to give up control.
2. Running a farmers market is very hard work. There needs to be some sort of funding to support a market manager's position.
3. People LOVE the idea of locally grown food and being able to talk with the producer of the food they are carrying home to their family. The farmers' market offers a great social outlet as well as a place to buy food.
4. You cannot advertise enough. No matter how much good we thought we did running ads, we still run into people on a daily basis who did not know our market exists.

## Contacts:

Gwen McPhail 864.972.3192 or [gkeena@inova.net](mailto:gkeena@inova.net)

[www.facebook.com/foothillsheritagemarket](https://www.facebook.com/foothillsheritagemarket)

[www.foothillsheritagemarket.org](http://www.foothillsheritagemarket.org)



# Golden Corner Community Center

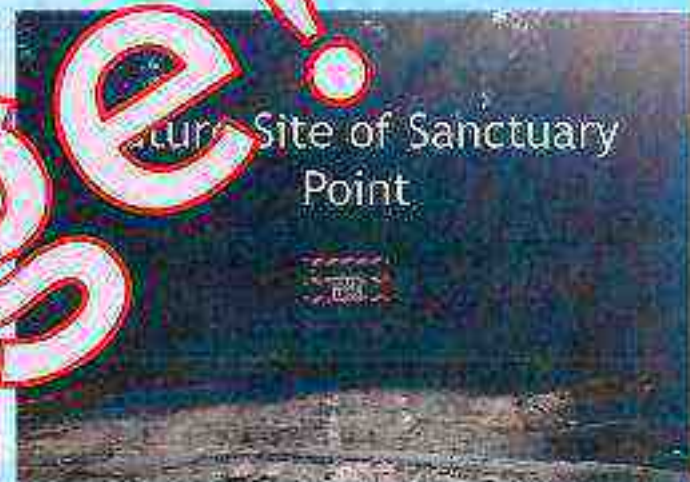
The Next Piece of the Puzzle

# The Southern End of Oconee County





# What is happening in the southern end of the Golden Corner?



Change!

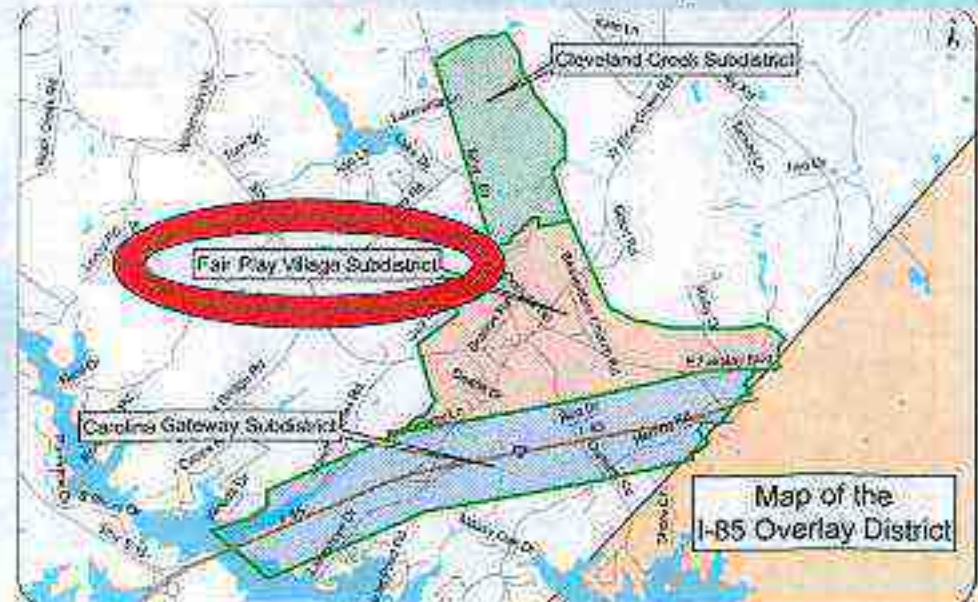


Change is *Inevitable...*  
but Progress is *Optional*

**WE CHOSE PROGRESS!**

### Fair Play Community Association

- Formed to participate in the Zoning Enabling Ordinance
- Gave the residents in the area an “organized and informed voice”
- Fair Play Village Sub district was established in the plan with limited standards



# Village of Fair Play Master Plan

By Seamon Whiteside

Helped us understand how to:

1. Support the rural landscape
2. Help existing places thrive
3. Create great places



## Community Meeting

Discussion on the  
Proposals for the  
Fair Play Village Overlay

October 30 @ 7:00  
Old Fair Play School

## Sub District Standards

- Volunteer committee met weekly to discuss what we would like Fair Play to look like
- Two community meetings were held for input and final recommendations agreement
- The County incorporated them into the ordinance for all future buildings



# THE BUILDING

In 2009 a serious effort was initiated to renovate it into a community center

- Conceptual drawing and marketing materials developed
- Topographical study
- FUNDING efforts
- The other projects took us off of task

# IT'S TIME

We are submitting our vision to add yet another piece of the puzzle for  
Southern Oconee County

The plans provide space for proposed uses for  
the Golden Corner Community Center

## Community meeting space

## Library

## Fitness Center



## Work force development



## Sheriff / Highway Patrol



# Certified Commercial Kitchen Meal Site for adults & children

## Recreation



Spirit  
Mind  
Body  
Health



## Adult Day Care

## Large Capacity Assembly

# SPACE = OPTIONS ∞



# Economic Development Tool

- Fitness & Employee Wellness
- Meeting Space
- Training Space
- Recreation
- Community



## Accommodations Tax

= A good place to live, work and play



# OPPORTUNITY

Let's make  
the southern  
part of the  
Golden Corner  
shine a little  
brighter!

# Golden Corner Community Center







OCONEE COUNTY  
CAPITAL PROJECT SALES TAX COMMISSION

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

## PROJECT SUBMITTAL FORM

Due no later than January 15, 2014

The Capital Project Sales Tax Commission has established a minimum project value for submission in the amount of \$250,000.

|     |                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|-----|-------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.  | <b>PROJECT NAME:</b>                                  | GOLDEN CORNER COMMUNITY CENTER                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 2.  | <b>Entity Name:</b>                                   | Fair Play Community Association                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
| 3.  | <b>**Project Description:</b>                         | Construct a Community Center to house a branch of the OC Public Library; YMCA (satellite) division, community gym and overall be a "hub" for fitness, wellness and health for citizens and residents in the entire Southern end of Oconee County.                                                                                                                                                                                                                                                       |
| 4.  | <b>Estimated Project Cost:</b>                        | \$ 3.3 Million                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 5.  | <b>Funding for this project from other source[s]:</b> | \$ None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 6.  | <b>Net Amount Applied For:</b>                        | \$ 3.3 Million                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
| 7.  | <b>**Benefits of Project:</b>                         | Improve long-term educational, physical health and economic prosperity along the I-85 corridor; continue positive growth in Southern Oconee County; house an Oconee County Public Library branch, offer educational and after-school care through a partnership with the Foothills Area YMCA; provide health and recreational opportunities to citizens and Golden Corner Commerce Park business and industrial occupants; establish a "hub" and increase sense of Community in Southern Oconee County. |
| 8.  | <b>Entity Contact Info:</b>                           |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |
|     | <b>Name:</b>                                          | Tim Mays                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|     | <b>Telephone Number[s]:</b>                           | 864.647.6647                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|     | <b>Email:</b>                                         | Tim.Mays@blueridge.coop                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 9.  | <b>Submitted by:</b>                                  | Tim Mays                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| 10. | <b>Other Comments/Notes:</b>                          |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |

\*\*You may provide supporting material with this form to include but not limited to plans, studies, maps, brochures, artist renderings, cost estimates, photographs, etc. Submitted material should not exceed 20 pages [in addition to this form].

Please be advised that the Commission may for the Commission's discretion schedule a meeting with the Entity submitting the project to obtain additional information.

Questions regarding this process and/or this form should be directed to [blaise@oconeesc.com](mailto:blaise@oconeesc.com).

COMMISSION USE

CPSTC ID# 7

Date Received: 1-13-2014

Recommended: Y / N



## Oconee County, South Carolina

### Capital Project Sales Tax Commission Project Criteria Questionnaire

Project Name/Description: Golden Corner Community Center

The purpose of this document is to assist the Capital Project Sales Tax Commission (CPSTC) in understanding your proposed capital projects.

**Please provide a brief summary of the overall project below:**

The Golden Corner Community Center will be the hub of community development for the entire Southern portion of Oconee County. The center will be home to a full-scale gym; host the YMCA After-School Care Center; become a Southern Oconee Branch of Oconee County Library; replace the existing deteriorated Voter Precinct and have meeting / class rooms that will be utilized as a workforce center for job-training events; integrated educational opportunities; and will provide accommodations for health, recreational and cultural programs such as exercise classes, health fairs, risk screenings, etc., and can be utilized as a place to have wedding receptions, family reunions, and civic events.

**The purpose of this questionnaire is to gather additional information regarding the project. Please provide as much information as you wish for each question. The Commission is not requesting that you provide any information not already in your possession regarding this project.**

#### **SUBMISSION OF THIS FORM:**

**Please return this form to the staff liaison either via email or US Mail:**

[bhulse@oconeesc.com](mailto:bhulse@oconeesc.com)

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

**Please be advised that individual Commission members will not accept questionnaires.**

**1. Does the proposed project directly address a health and/or safety needs in Oconee County?**

**YES  NO  N/A**

If YES provide the following information in the space indicated below.

- a. What is the need most directly addressed by the proposed project, and how will it address the issue?
- b. Are there other possible alternatives to proposed project?
- c. Have other solutions been proposed/attempted?
- d. What secondary benefits to health and safety will result from the proposed project?

Click on gray area to insert response -box will expand as needed:

- A. The Center will address the immediate needs of the community by providing an outlet for school aged children via the partnership opportunity with the YMCA After School Program and provide residents and citizens with direct access to health care and fitness opportunities.
- B. No alternatives exist for the Center.
- C. Other solutions have not been proposed (that are known).
- D. Secondary benefits include the establishment of a "hub" for Southern Oconee County. By being a base for a branch library, YMCA after-school care, a gym, and satellite wings of the Sheriff's Office and the SC Highway Patrol, the Center will be exactly what its proposed to be, the Center of a Community. Additionally, a longer-range benefit will be to the the employees of businesses and industries that locate in the Golden Corner Commerce Park.

**2. Does the proposed project address a federal/state mandate?**

**YES  NO  N/A**

If YES provide the following information in the space indicated below.

- a. What agency is mandating the project (note specific section of law/regulation)?
- b. Has the project been reviewed by an attorney, and if so who?
- c. Are there other possible alternatives to the proposed project?
- d. Is there a deadline to meet the mandate, and is this a recurring requirement? If so, what is the anticipated length of time the proposed project will remain in compliance?

Click on gray area to insert response -box will expand as needed:

3. **Is the proposed project consistent with adopted strategic plans for either the county of one or more of the municipalities?**

YES \_\_\_\_\_ NO  N/A \_\_\_\_\_

If **YES** provide the following information in the space indicated below.

- a. What strategic plans reference the proposed project (note any timelines, responsible parties, etc.)?
- b. What agency sponsored the strategic plan?
- c. How was the plan developed?
- d. Has the plan been adopted/endorsed by County Council, City Council or other governing bodies?

Click on gray area to insert response -box will expand as needed:

4. **Does the proposed project implement the recommendations of a previous study?**

YES  NO \_\_\_\_\_ N/A \_\_\_\_\_

If **YES** provide the following information in the space indicated below.

- a. What agency sponsored the study (note the source of any funding)?
- b. What was the purpose of the study, and when was it performed?
- c. What factors considered in the study have changed since the work was done?
- d. Have the results of the study been presented to County Council?

Click on gray area to insert response -box will expand as needed:

- A. Oconee County sponsored the Study.
- B. The purpose of the Study was to create a Master Plan for the Fair Play Village, it was commissioned by Oconee County in July, 2012.
- C. No major factors have changed since the Study was performed.
- D. The Study was presented to Oconee County Council on September 18, 2012.

**\*\* a copy of the Study is included with this application as ATTACHMENT A**

5. **Has the proposed project been included in previous Capital Improvement Plans for the County or another organization?**

YES  NO  N/A

If YES provide the following information in the space indicated below.

- a. When was the project first proposed?
- b. What was the original proposed date of construction/acquisition/implementation?
- c. Has any other agency also included the proposed project (or significant portion of) on their capital improvement plan?

Click on gray area to insert response -box will expand as needed:

6. **Will the proposed project result in the creation of (or retention of) jobs?**

YES  NO  N/A

If YES provide the following information in the space indicated below.

- a. How many jobs will be created?
- b. How many jobs will be retained that would otherwise be lost without the proposed project?
- c. What types of jobs?
- d. What is that anticipated pay range of the jobs?
- e. Are there other known job-related benefits associated with the proposed project?

Click on gray area to insert response -box will expand as needed:

- A. At least five jobs would be created for the operation of the facility.
- B. Unknown at this time.
- C. Types of jobs include: physical education and / or recreation; child-care provider; library staff member; skilled nursing and healthcare; and one secretarial position would be needed.
- D. Pay range for similar jobs in Oconee County is \$12 to \$25 per hour.
- E. None at this time, but none should be ruled out.

7. Will the proposed project facilitate development that directly enhances revenues through taxes or fees?

YES \_\_\_\_\_ NO \_\_\_\_\_ N/A X

If YES provide the following information in the space indicated below.

- a. What sources of increased revenues (taxes, fees, etc.) are anticipated to stem from the proposed project?
- b. What is the anticipated annual impact on each revenue source?
- c. Are there other possible enhancements to revenues that may be associated with the proposed project?

Click on gray area to insert response -box will expand as needed:

8. Will the proposed project enhance the County's image, thereby attracting potential investors?

YES X NO \_\_\_\_\_ N/A \_\_\_\_\_

If YES provide the following information in the space indicated below.

- a. How will the proposed project be viewed by the 'average' citizen?
- b. How 'visible' will the proposed project (or its benefits) be?
- c. What type(s) of, and how much, private investment is the proposed project anticipated to attract?
- d. What level and type of promoting will be necessary to achieve the proposed project's maximum potential in attracting investment?

Click on gray area to insert response -box will expand as needed:

- A. The "average" citizen of Orange County will view the project as an asset.
- B. The benefits of the project will exponentially expand upon completion of Sewer South and the development of Golden Corner Commerce Park.
- C. Private investments will certainly be forthcoming from Industries and Businesses that opt to locate in the Golden Corner Commerce Park, and outlying growth due to the park development. Additionally, the Center will be the "hub" of Fair Play.
- D. The Center will eventually promote itself through the positive benefit to the community. Initially, community and other civic events will be held to increase visibility and interest.

9. Will the proposed project help prevent the loss of jobs and/or revenue (other than any discussed above in this section) from Oconee County?

YES \_\_\_\_\_ NO \_\_\_\_\_ N/A X

If YES provide the following information in the space indicated below.

- a. What types of jobs/revenue are subject to loss without the proposed project?
- b. Has a project similar to the one proposed been completed in the county/jurisdiction to which the jobs/revenue will potentially be lost? If so, describe.
- c. Are there known alternatives to the proposed project that may effectively save the jobs/revenue?

Click on gray area to insert response -box will expand as needed:

10. Will the proposed project facilitate acquisition of grants and/or other outside funding?

YES X NO \_\_\_\_\_ N/A \_\_\_\_\_

If YES provide the following information in the space indicated below.

- a. What types of grants and/or other outside funding sources are expected to be made available by construction/acquisition of the proposed project?
- b. Have other jurisdictions successfully leveraged such funds with similar projects? If so, provide a brief overview.

Click on gray area to insert response -box will expand as needed:

- A. Upon completion, the Center will be eligible for ATAX funding.
- B. Yes. Westside Community Center in Anderson County, SC\*\*

\*\* Westside Community Center Overview is included with this application as ATTACHMENT B

**11. Will the project be economically sustainable?**

**YES**  **NO** \_\_\_\_\_ **N/A** \_\_\_\_\_

*(If YES provide the following information in the space indicated below.*

- a. What resources (stuffing, maintenance, upgrades, etc.) are anticipated to be required to operate and maintain the proposed project?
- b. How will the proposed project offset the cost of operation and maintenance?
- c. Are there additional potential sources of economic benefit available?

*Click on gray area to insert response -box will expand as needed;*

- A. Through partnerships with the Oconee County Public Library, Foothills Area YMCA, the Gym, and Oconee County, the resources for staffing will be covered. The maintenance would be done through a cooperative maintenance agreement suitable to all parties.
- B. Lease and / or occupancy agreements would ensure that maintenance and operations costs are kept at a minimum for the County.
- C. Economic benefits include the lure of industries to Golden Corner Commerce Park; potential commercial and / or retail expansions, and of course, the immediate benefit to the entire Southern portion of Oconee County.

**12. Is the proposed project supported by available or previously designated funding?**

**YES** \_\_\_\_\_ **NO**  **N/A** \_\_\_\_\_

*If YES provide the following information in the space indicated below.*

- a. What funding sources are designated for the proposed project?
- b. If the construction/acquisition of the proposed project is to be phased or otherwise completed over a period of 2 or more fiscal years, are the designated funds available for each fiscal year?

*Click on gray area to insert response -box will expand as needed;*



**13. Will construction/acquisition of the proposed project now result in significant savings or economies of scale?**

**YES  NO  N/A**

If **YES** provide the following information in the space indicated below.

- a. What are the anticipated costs to delaying the project?
- b. Are there factors other than inflation that may result in additional costs?

Click on gray area to insert response -box will expand as needed:

- A. Anticipated costs in delay could be in excess of ten percent of total cost due to increased and continued deterioration of current building. Another increase in cost would be the fact that the Registration and Elections Director could require the use of a different location for Elections, and the County would have to possibly pay rent in a different location.
- B. Increases in building materials, permitting, etc. would be likely should construction of the Center be delayed.

**14. Will the proposed project improve the efficiency of existing operations?**

**YES  NO  N/A**

If **YES** provide the following information in the space indicated below.

- a. What existing services will be impacted by the proposed project?
- b. In what way will the proposed project improve existing services?
- c. Are there options to the proposed project to gain similar improvements in efficiency?

Click on gray area to insert response -box will expand as needed:

**15. Will the proposed project require additional resources (staff, funding, etc.) to support its operation after completion?**

**YES  NO  N/A**

**If YES provide the following information in the space indicated below.**

- a. What additional resources will be required?
- b. Can some resources be 'shared' with other assets?
- c. Are there options available that will limit need for additional resources?

Click on gray area to insert response -box will expand as needed:

- A. Definite resources are unknown at this time.
- B. The staffing resource needs could positively be a shared resource.
- C. Additional options are unknown at this time.

**16. Will the proposed project improve levels of service provided?**

**YES  NO  N/A**

**If YES provide the following information in the space indicated below.**

- a. What other asset or function will be enhanced by the proposed project?
- b. How will levels of service be enhanced?

Click on gray area to insert response -box will expand as needed:

- A. No services of this kind, or any kind, are currently offered in this particular portion of Oconee County regarding Community, Civic, Health or recreation, so the construction of the Center will be an increase of 100 percent. The Fair Play community does have a deteriorated, extremely outdated building that houses the Fair Oak Youth Center, but the use and potential future use of that building is limited due to the condition of the building. The construction of a new facility would renew the Fair Oak Recreation program exponentially, and add all of the items per this proposal.
- B. Services at the Center will be enhanced through community, industrial and business participation.

**17. Does the proposed project coordinate well with other ongoing or planned projects?**

**YES**  **NO**  **N/A**

If **YES** provide the following information in the space indicated below.

- a. What other projects may be impacted by the decision to construct/acquire the proposed project at this time?
- b. Are there any special concerns that need to be addressed to ensure the development of the proposed project does not negatively impact other projects?

Click on gray area to insert response -box will expand as needed:

- A. The Center is congruent with several other plans for the Southern portion of Oconee County including an Oconee County Public Library Branch, improved voting precinct for the Registration and Elections Office, satellite offices for the Oconee County Sheriff's Office and SC Highway Patrol, a YMCA afterschool and youth center location, and future health and welfare benefits to employees of occupants at the Golden Corner Commerce Park once the Sewer South project and Phase I development at the Park is completed.
- B. No special concerns are evident at the time this application was completed.

**18. Does the proposed project address needs or otherwise benefit other jurisdictions?**

**YES**  **NO**  **N/A**

If **YES** provide the following information in the space indicated below.

- a. What jurisdiction(s) will benefit from the proposed project?
- b. What are the potential benefits?
- c. Is there a potential for partnership with the jurisdiction?

Click on gray area to insert response -box will expand as needed:

- A. In addition to the Oconee County Public Library, and the Registration and Elections Office, the SC Highway Patrol and the Oconee County Sheriff's Office have expressed an interest to the establishment of a satellite office in the Center, which would increase security and law enforcement presence to I-85 (a high-drug traffic area) and to residents in Oakway, Townville and the remainder of Southern Oconee County.
- B. Benefits include an close access to information and technology through the Library component, healthcare and physical fitness opportunities through the gym; after-school care and academic assistance through the YMCA establishment; immediate increase in "community" involvement; lower risk assessments for employees, residents and citizens due to hands-on access to health care providers; growth potential for the surrounding areas due to the Center's ability to create a sense of unity and community for all citizens and residents in Southern Oconee.

**19. Will the project create any disruption or inconvenience to the public?**

YES \_\_\_\_\_ NO  N/A \_\_\_\_\_

If YES provide the following information in the space indicated below.

- a. What are the potential sources of disruption or inconvenience to the public?
- b. What steps can be taken to mitigate the problems?

Click on gray area to insert response -box will expand as needed:

# GOLDEN CORNER COMMUNITY CENTER



A hub for community development in Southern Oconee County to include...

- Full Scale Gym
- YMCA After-School Care Center
- Branch facility for Oconee County Library
- Voting Precinct for the Registration and Elections Office
- Meeting and class rooms for job-training events and educational opportunities
- Accommodations for health, recreation and cultural programs
- Community facility for receptions, family reunions and civic events
- Opportunities for establishment of satellite offices for SC Highway Patrol and the Oconee County Sheriff's Office



# Westside Community Center

Providing services for the Anderson Community

## Anderson County Nurse Family Partnership Program

The WCC is the new home for the Anderson county Nurse Family Partnership Program (NFP), a nationally recognized, evidenced- based program for first time moms. The program, funded by South Carolina First Steps and Duke Endowment, is being implemented by South Carolina Department of Health and Environmental Control (SCDHEC) Region 1 in collaboration with community partners. Founding community organizations include Anderson County First Steps, Anderson Area Chamber of Commerce, AnMed Health, SCDHEC Region 1, DocLink, Imagine Anderson, and United Way of Anderson County.

Under the program, first-time mothers who meet financial eligibility guidelines will meet with a registered nurse early in pregnancy. Nurse visits will continue until the child's second birthday. Visits will focus on developing behaviors that support healthy pregnancies and children, school readiness, and self-sufficiency. In its 30-year history, NFP has shown substantial, consistent, and dramatic results:

- 48% reduction in child abuse and neglect
- 56% reduction in emergency room visits for accidents and poisonings
- 59% reduction in arrests at child age 15
- 72% fewer convictions of mothers at child age 15

Independent research shows that communities benefit from this relationship between nurses and first-time parents. Every dollar invested in NFP can yield more than \$5 in return.

The six members of the NFP staff include Alice Bagby, Coleman Tanner, Catherine Jones, Wendy Wright, Chianti Banks, and Mary Beth Peuriloy. Referrals are coming in and the caseload is steadily increasing. The public is also encouraged to make referrals to the program.

Anderson County was selected as one of the first sites in South Carolina because it demonstrated strong community collaboration and had the capacity for being able to achieve the outcomes of the program. Call 864-716-3860 for more information.

An editorial in the Anderson Independent-Mail stated, "The money, time and effort expended for these families bear fruit in ways other than reduced personal hardships. As families become more independent and as their lives prosper, so do their prospects and the prospects of the next generation."

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Published in:

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- **Contact WCC:**

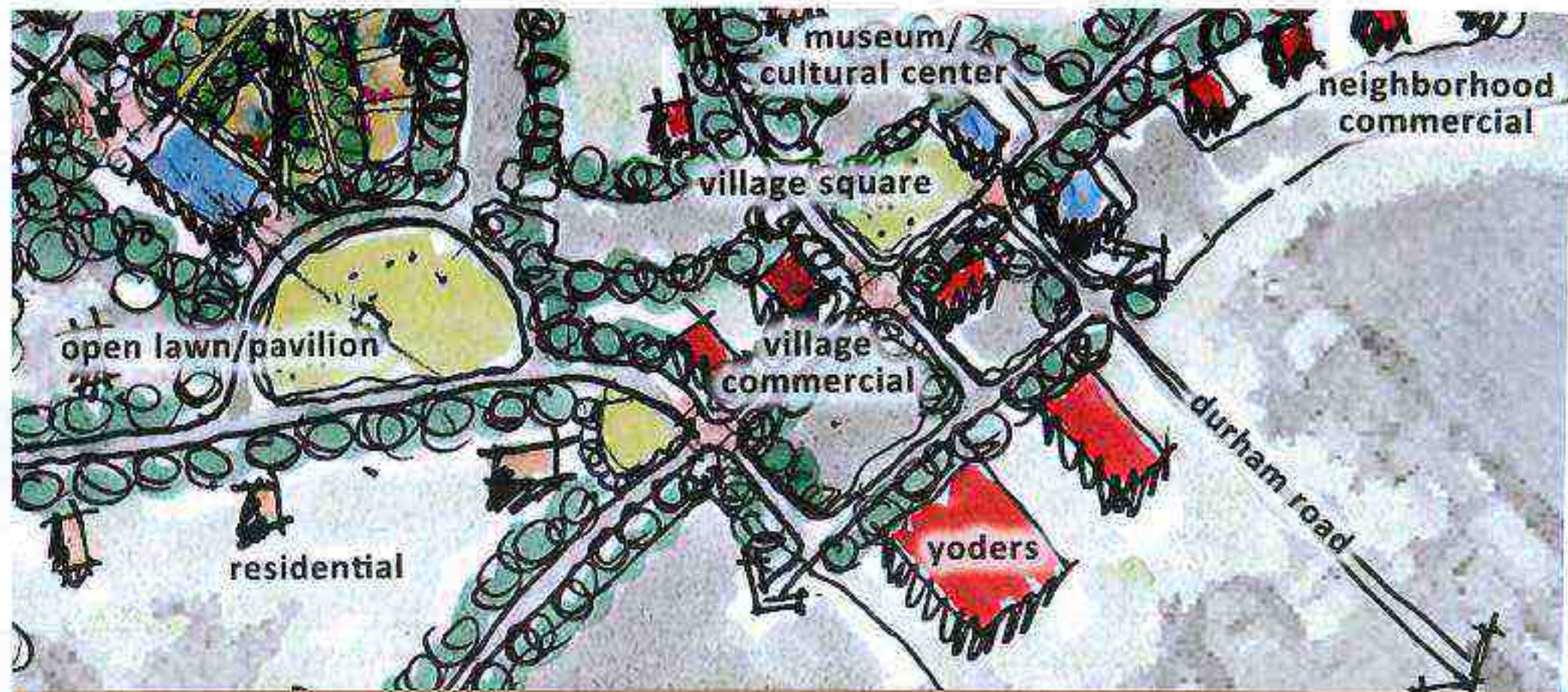
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village of fair play master plan – oconee county south carolina

seamonwhiteside + associates - July 2012

village



SeamonWhiteside  
+ ASSOCIATES



## acknowledgements ]

Beginning in April 2012, Oconee County and the Village of Fair Play commissioned a public design workshop, or charrette, to create a master plan for the future development the village and its surrounding corridors. The ideas of property owners, elected officials, staff and government agencies were collected and their input was used to create the following master plan.

### **Oconee County Planning**

Art Holbrooks, Director of Planning

### **Oconee County Elected Officials**

Reg Dexter, County Council

### **State Elected Officials**

Representative Bill Sandifer, House District 2

### **Village of Fair Play**

Jack Maciag

Dick Hughes

Ryan Honea

Glen McPheeters

Charlotte Cowden

Tim Mays

Bill Sandifer



The following objectives were presented during the stakeholder input meetings and worksession/charrette.

## support the rural landscape

- tax credits for conservation
- right to farm policies
- buy local campaign
- rural home clustering



## help existing places thrive

- prioritize infrastructure spending – fix it first
- historic preservation – sense of place
- streetscape improvements
- targeted new development
- adaptive reuse
- identify needs of local business



## create great new places

- visioning
- walkability
- green streets



## your goals ]

The following goals were determined from stakeholder input meetings and worksession/charrette.

### creating opportunities

- generate interest
- preserve rural character
- promote local agribusiness
- planned commercial growth



### improve visual appearance

- define entrances
- signage improvements
- create a village



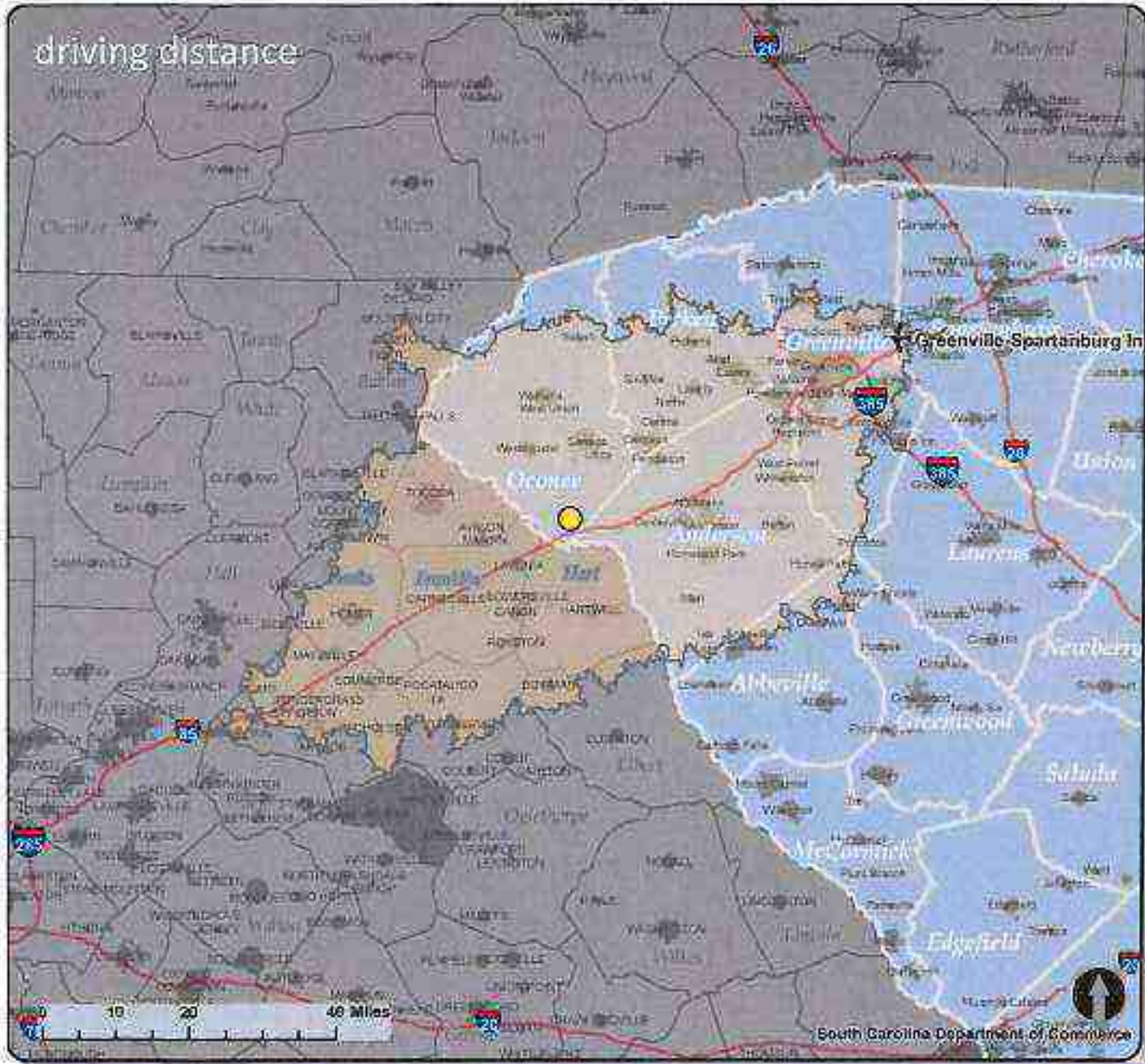
### ensure quality of life remains

- design guidelines (site and architecture)
- community-oriented design



the process ] understanding the site

driving distance



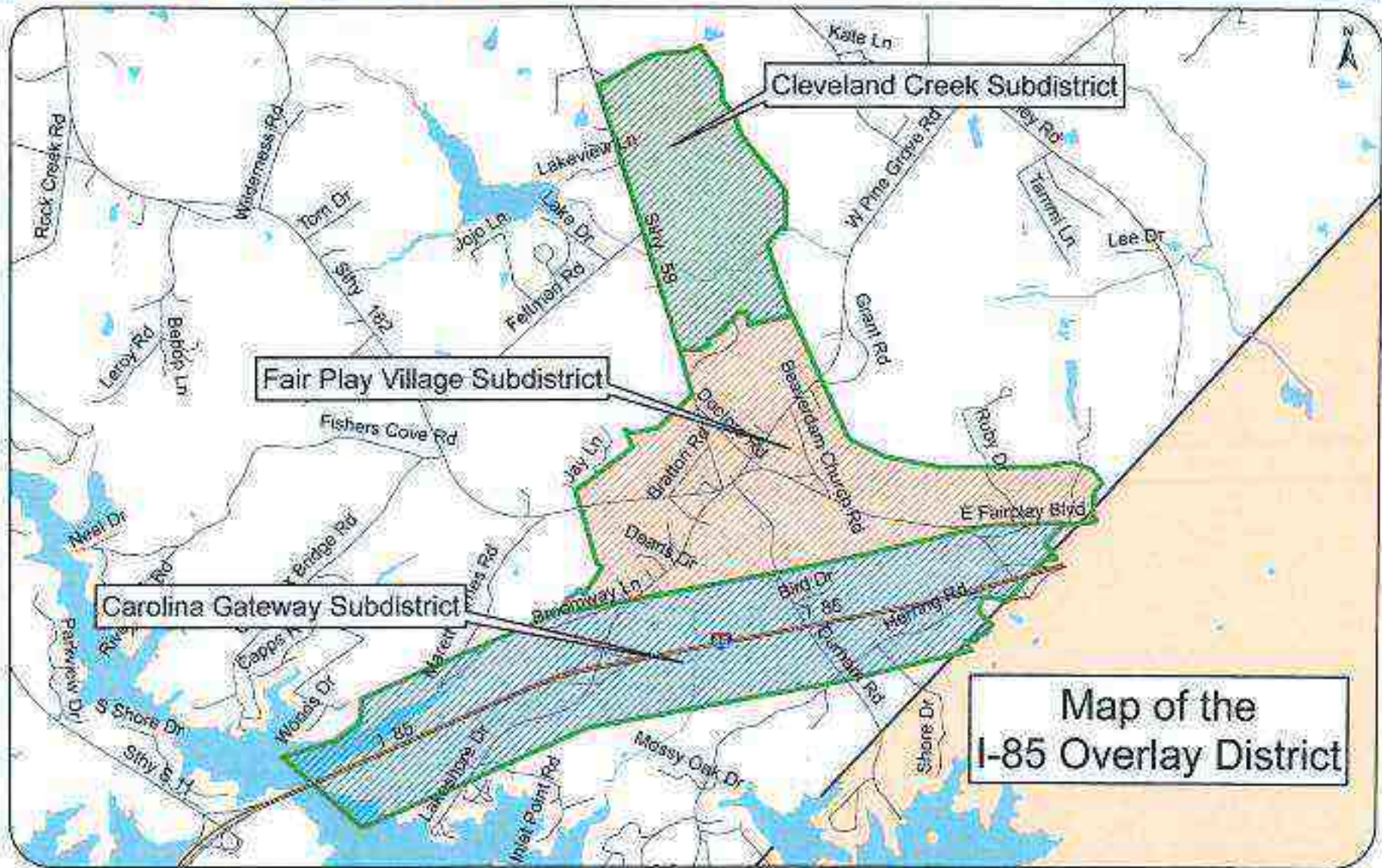
The Village of Fair Play is located in Oconee County along Interstate 85. Within a 40 mile driving distance are 10 counties, encompassing two states and three metropolitan urban areas (Spartanburg, Anderson, and Greenville).





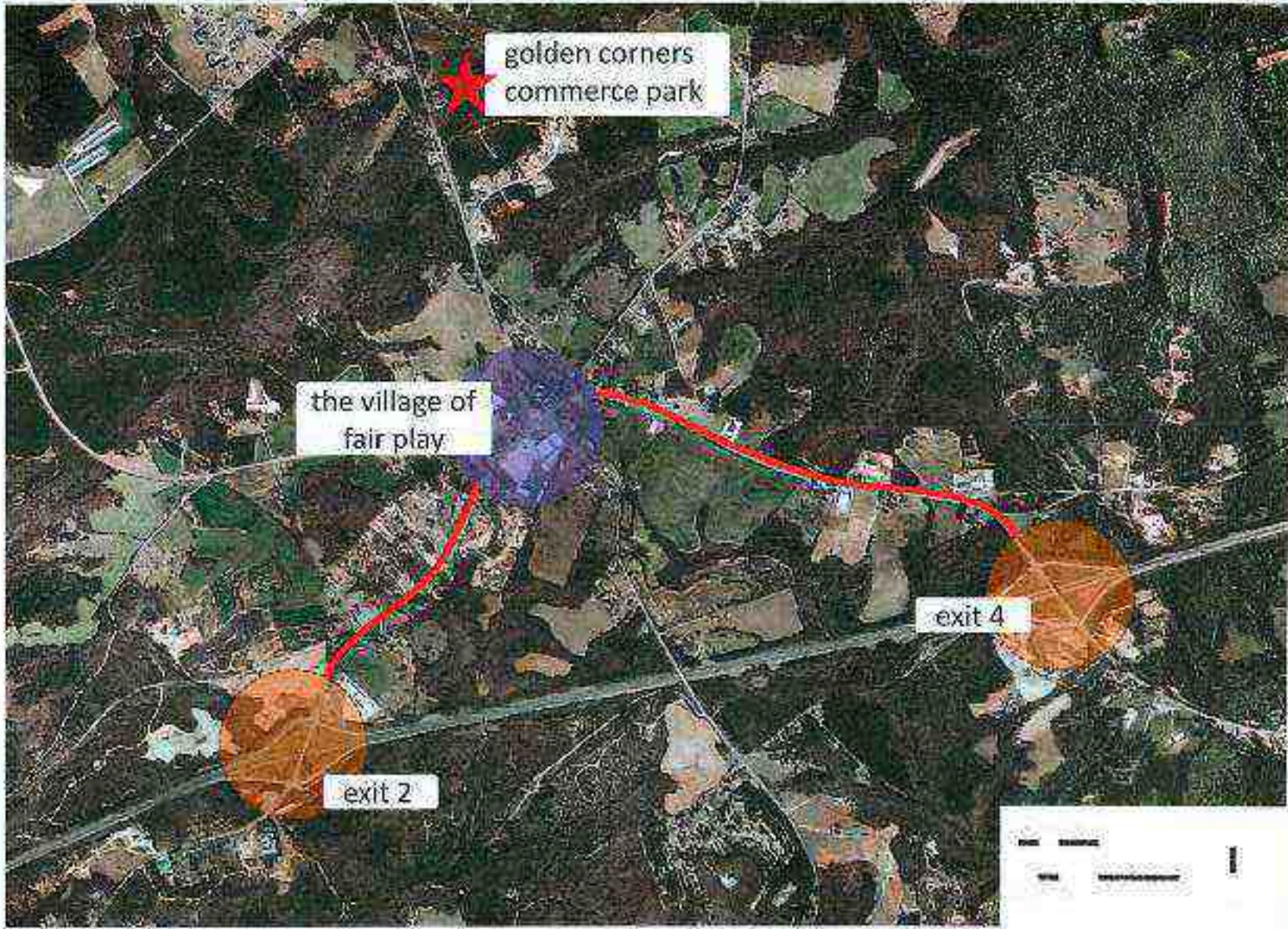
The Village of Fair Play is located in Oconee County along Interstate 85 equal distant from the cities of Lavonia, GA and Anderson, SC. The Interstate Overlay District's boundaries run adjacent to the shores of Lake Hartwell, a man-made lake comprising 56,000 acres of water and a shoreline of 962 miles. The Village of Fair Play is defined by Exit 2 and Exit 4 from Interstate 85, creating a corridor loop through the village, primarily used as a by-pass route to surrounding municipalities.





The Fair Play Village Subdistrict will serve as the main study area for this master plan. The land use and parcel coverage vary from commercial outparcel development to undeveloped agricultural farmland.





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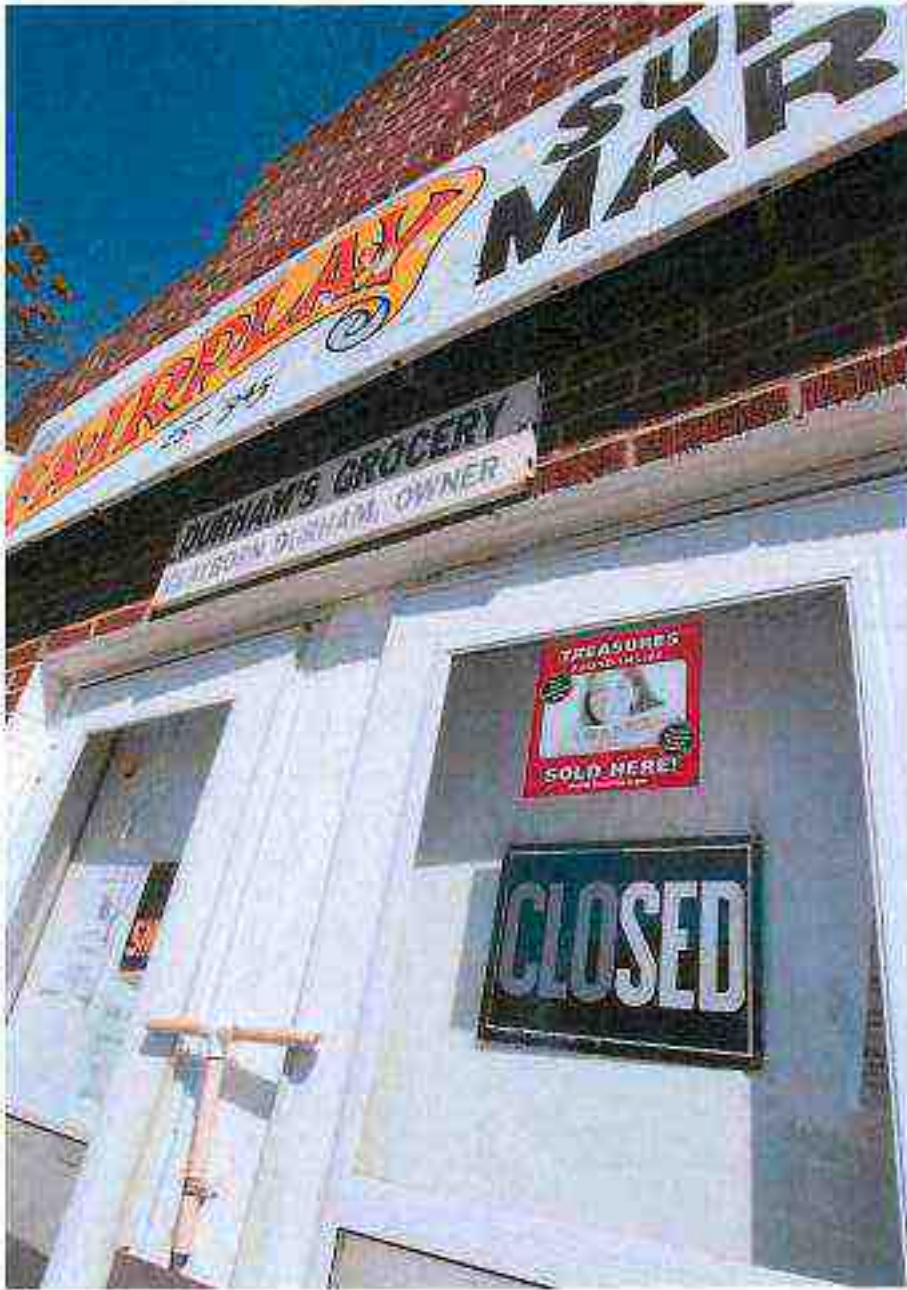
overall  
map

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**fair play community master plan**

oconee county, south carolina





the process ] photographic inventory



Upstate Heritage Quilt Trail



Village of Fair Play master plan



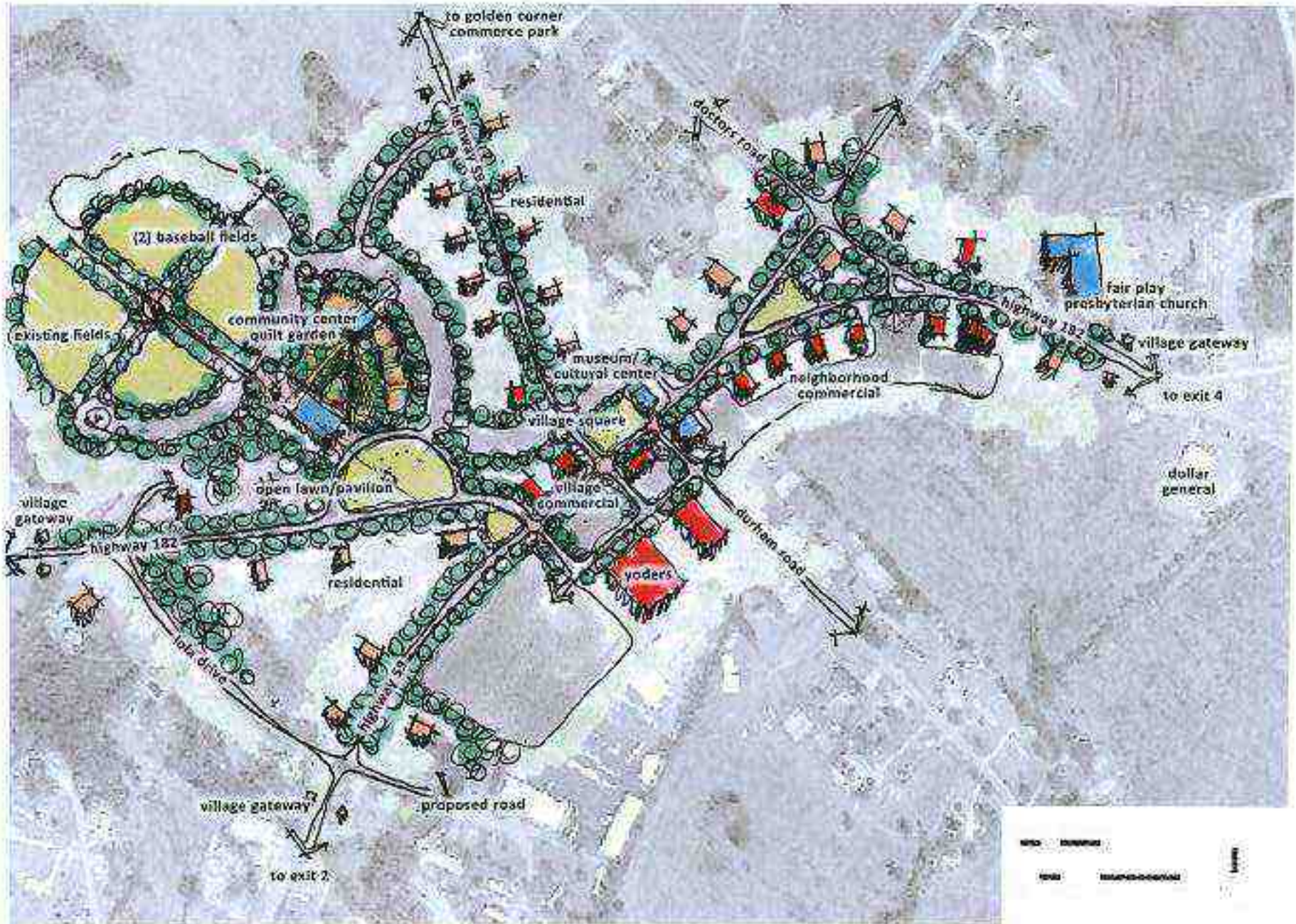
## the charrette ]

On June 7, 2012, designers and engineers from SeamonWhiteside + Associates held a public meeting at the Fair Play Community Center. The following primary concerns and opportunities were identified during these meetings. Conceptual design ideas were explored on site and have further been refined.

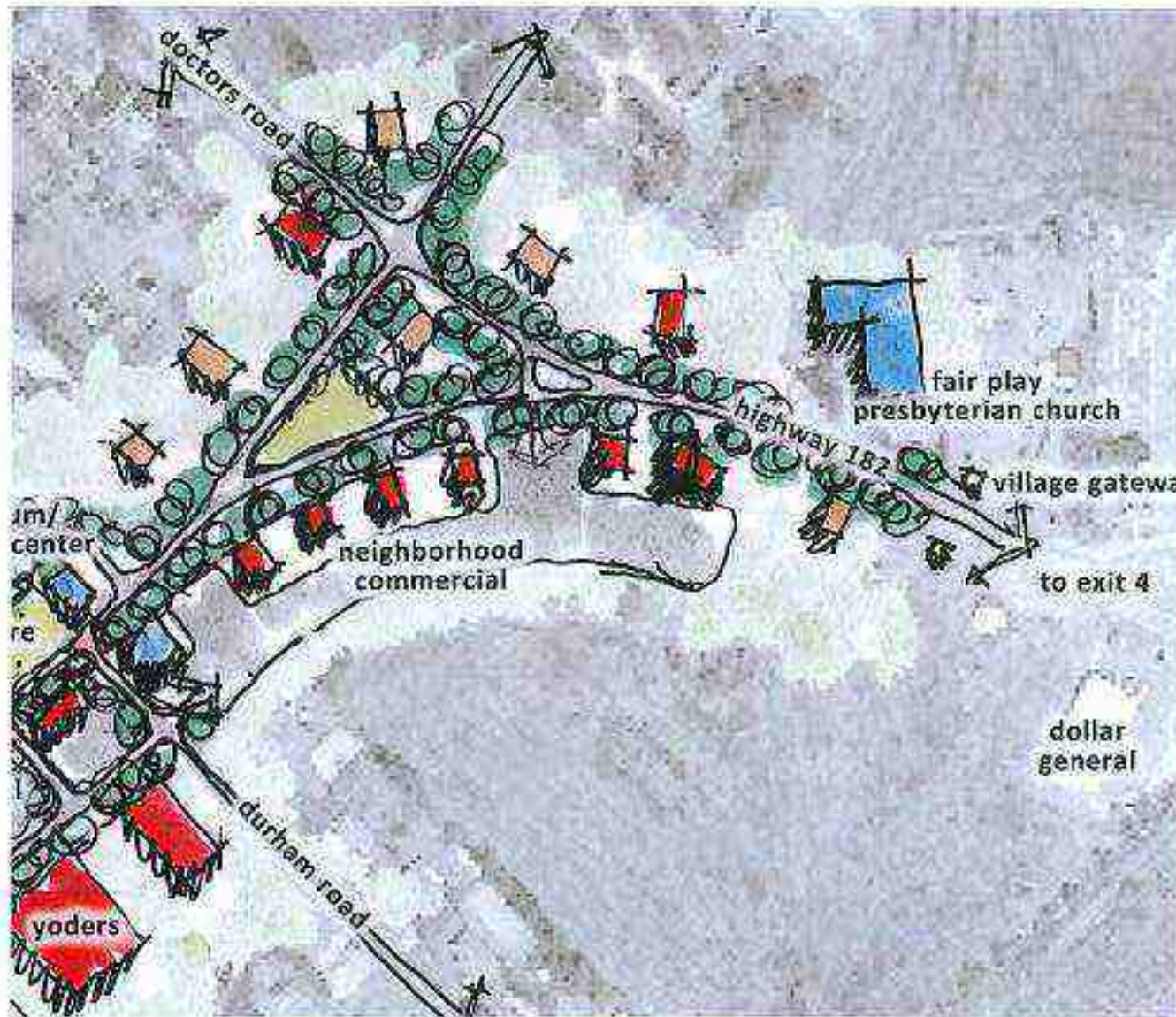




the concept | the village master plan



the concept ] primary village gateway

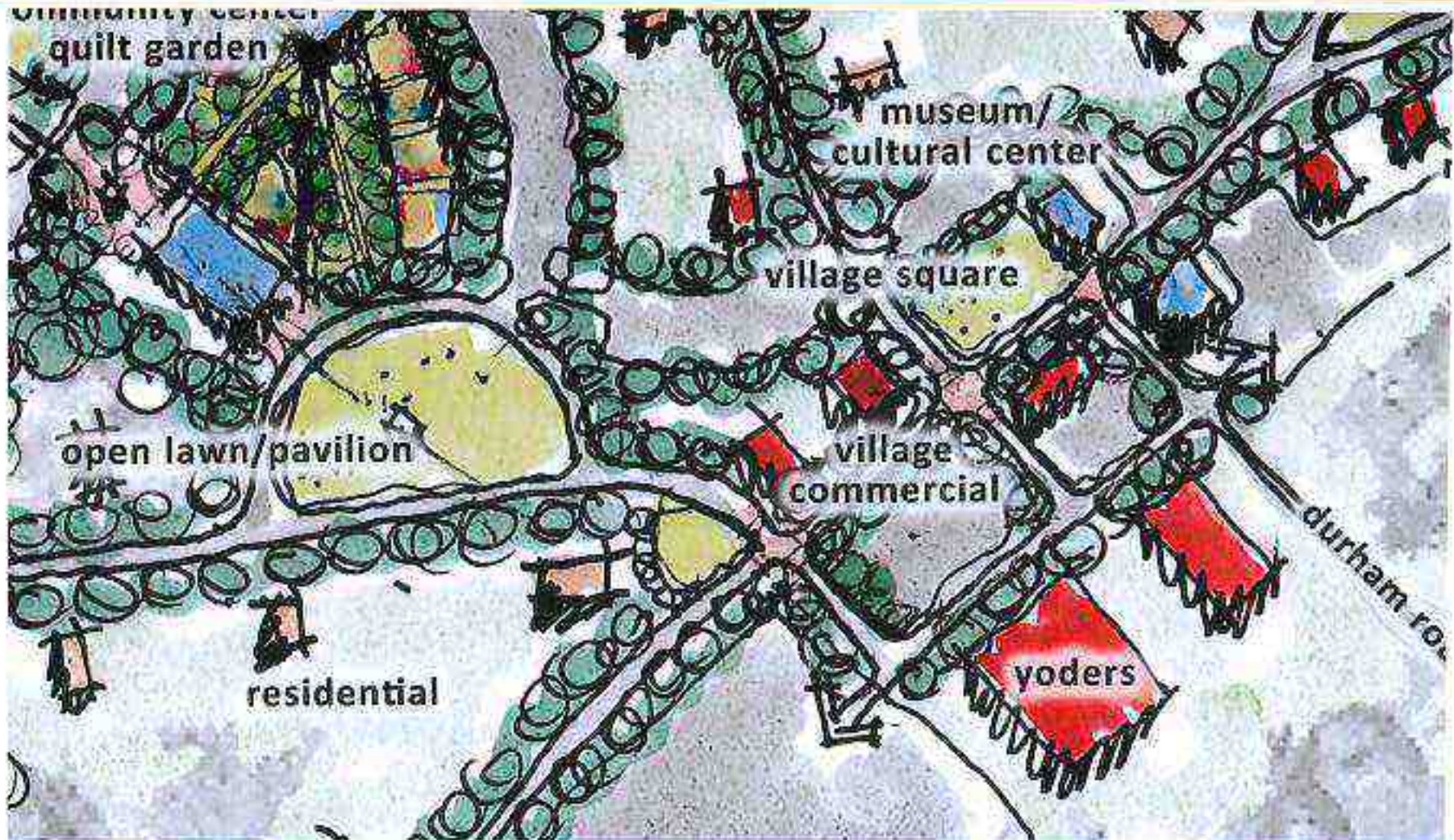


From Interstate 85 (exit 4), a new gateway at the historic Fair Play Presbyterian Church defines the village limits. Doctors Road has been realigned for improved vehicular circulation, which in turn creates movements through tree lined historic streets. The existing park has been rehabilitated to serve as a green buffer between the neighborhood commercial and historic homes.

Shared access points and parking create neighborhood commercial pockets, ideal for specialty retail and restaurant opportunities.

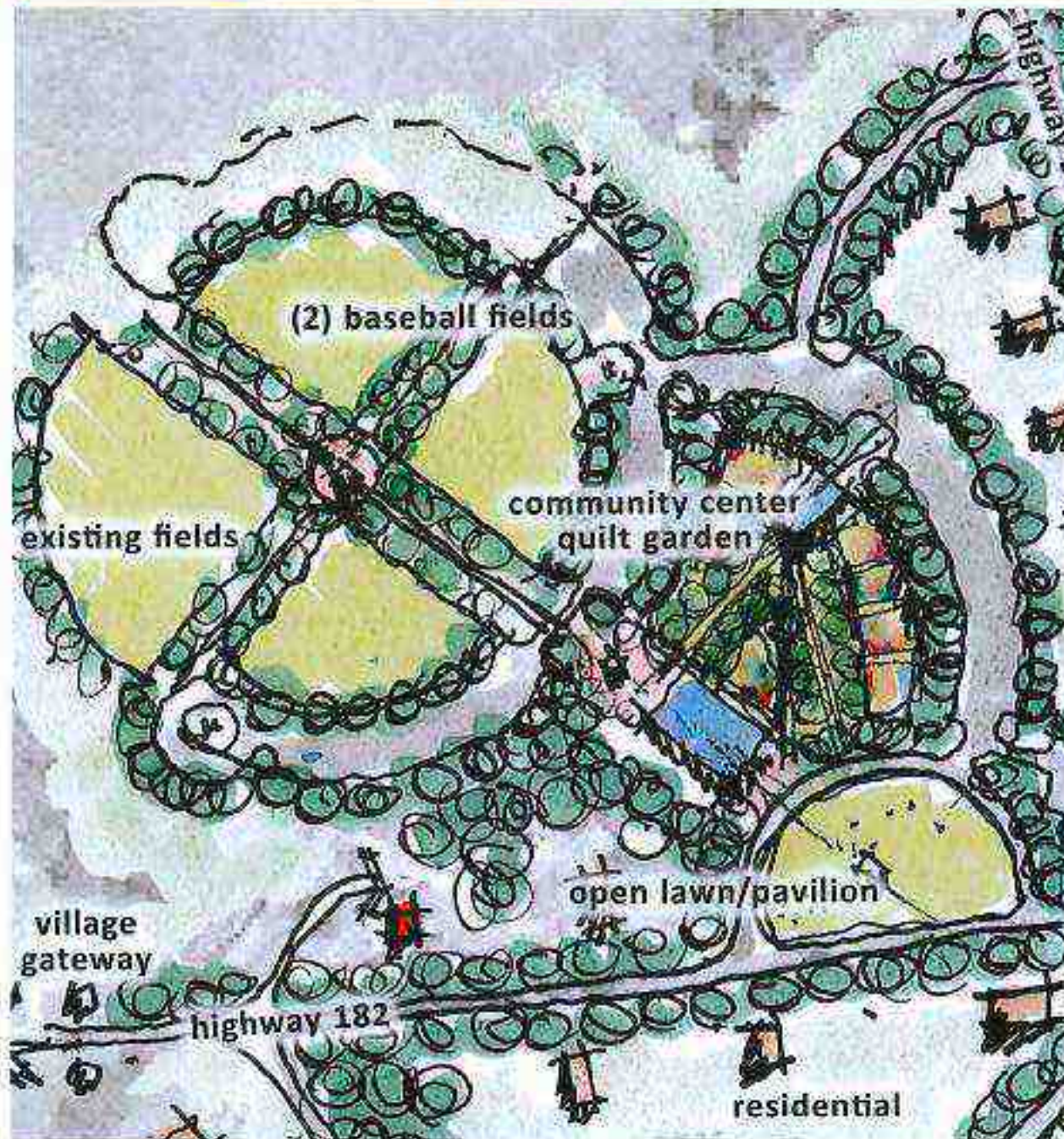
The development of the village commercial district begins with civic uses creating the first cross-roads within the village square.

## the concept | the village square



Located between Durham Road and a realigned Highway 59, the Village Square is the heart of the Village of Fair Play. The square is framed by one of the village's remaining historic structures and the redevelopment of two commercial properties. Housed in the historic general store, a cultural center and museum is the first stop along the Upstate Heritage Quilt Trail and serves to promote local history, agribusiness, and crafts. The public lawn provides opportunities for planned civic and cultural events. Streetscape elements along Highway 182 and Highway 59 and within private development (ie. Yoders) promote pedestrian circulation around the square and between the square and adjacent village parks, civic uses, retail businesses, restaurants, and the surrounding residential neighborhood.

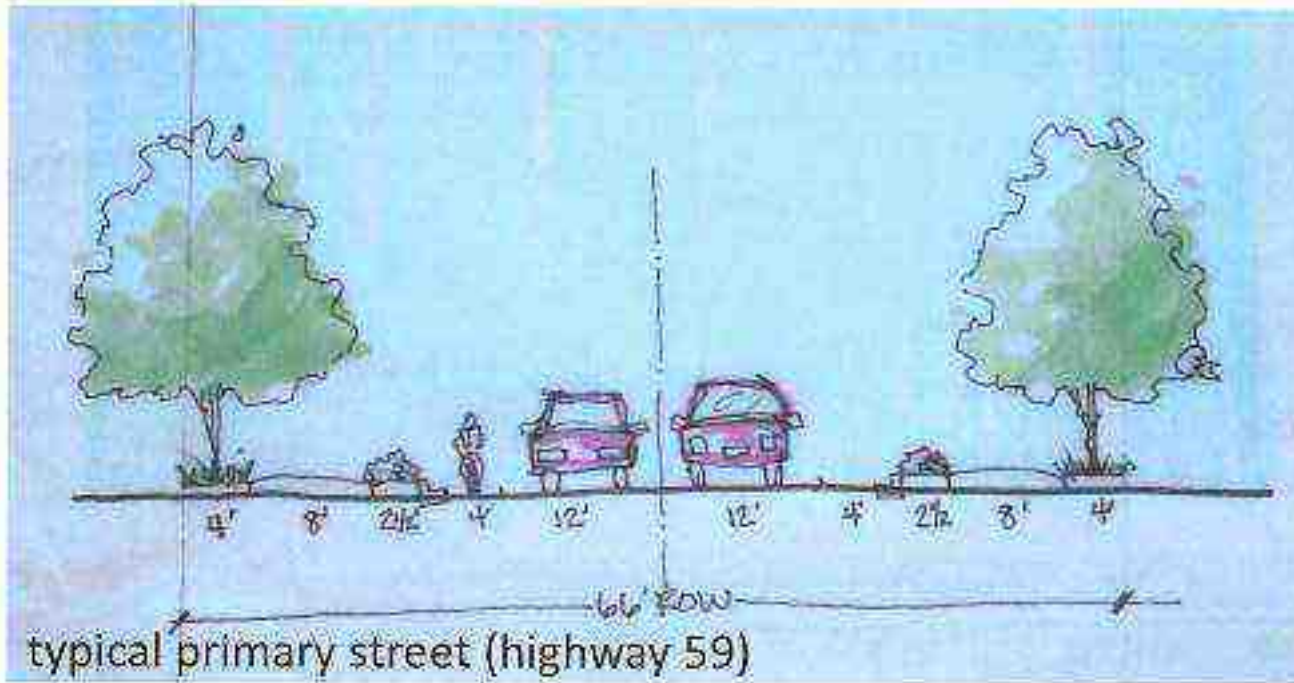
## the concept | the community center



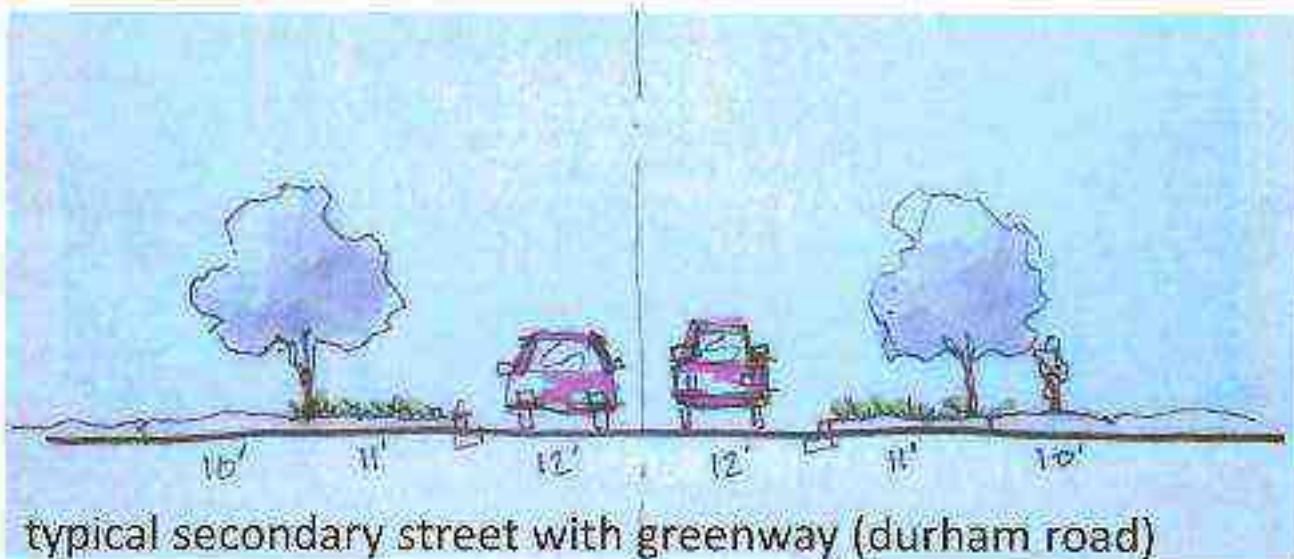
A short walk from the village square, the community center is a hub of village activity. Organized along a central axis, the center boasts a large lawn and pavilion designed to facilitate the Fair Play Village Farmers Market. The new community center and renovated school gymnasium provide ample space for events, banquets, meetings, classes, and recreation. The village quilt garden further promotes the village's prominence as the beginning of the upstate Heritage Quilt Trail and provides the local community with opportunities for public gardening. A large plaza serves as a threshold between the community center and the expanded Mark S. Miller Jr. Memorial Park. The addition of two new baseball fields, a central concession/press box tower, and ample parking makes the improved recreation complex a first class facility. Bratton Road is abandoned from Highway 182 to provide safe pedestrian access from convenient facility parking.



## the concept | typical street sections



The primary vehicular and pedestrian route has an existing 66' right-of-way. Within this right-of-way, the vehicular lanes have maintained their existing width and a new designated bike lane with curb and gutter has been added. A landscaped verge has been added to serve as buffer between the new 8' sidewalk.



Secondary streets, or streets that serve the primary vehicular route, continue to maintain their existing lane widths. Curb and gutter has been added to calm traffic, in addition to understory trees. Secondary streets have a larger landscape verge with a 10' multi-use trail on both sides.

the concept | typical interstate gateway



Upstate Heritage Quilt Trail



With the interstate serving as a primary gateway for the majority of residents and visitors, the landscape of the interchange provides a unique opportunity to identify Fair Play as the first stop along the Upstate Heritage Quilt Trail. Large drifts of native wildflowers surrounded by large canopy trees along the on and off-ramps create a bold quilted landscape along the heavily trafficked interstate corridor.

# Fair Play

a village stitched together



a foothills heritage village



the thread  
starts here



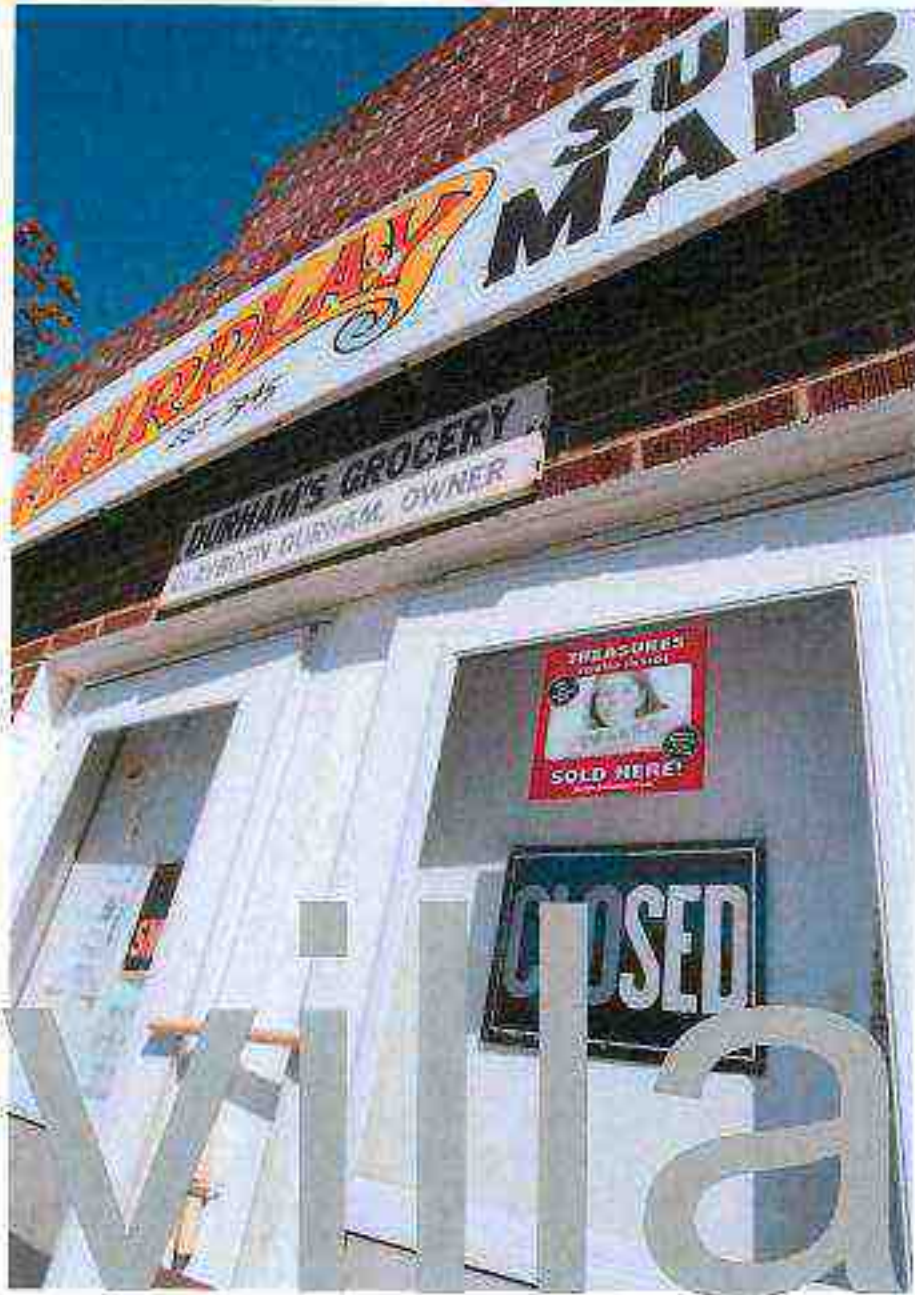
A brand or logo should capture the essence of a place with simple, but unique graphic and text. A successful brand is easily recognizable and should be an image that the local community connects with.

The brand or logo for the Village of Fair Play should celebrate the community's history while promoting its character as a unique rural village. The following associations might inform the brand of the Village of Fair Play.

- Native American Indian history
- Upstate Heritage Quilt Trail
- Foothills Heritage Fair
- Agriculture history or agribusiness
- the original Fair Play fair

The adjacent graphics are simply examples of how text and imagery can be woven together to create a simple graphic, or brand. A separate study is recommended in order to develop a unique and successful brand to promote the historic Village of Fair Play as a desirable destination.





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Village

