



**COLUMBIA ECONOMIC AND COMMUNITY DEVELOPMENT COMMITTEE
MEETING AGENDA
TUESDAY, MAY 17, 2022**

The Columbia Economic and Community Development Committee will conduct a meeting on Tuesday, May 17, 2022 at 10:00 a.m. in the Mayor's Conference Room at City Hall, 1737 Main Street, Columbia, SC 29201. Members of the public may view the meeting online at www.columbiasc.gov. For additional information, contact the City Clerk's Office at (803)545-3045 or cityclerk@columbiasc.gov.

The Honorable Joe E. Taylor, Jr., Chair
The Honorable William Brennan ▪ The Honorable Tina Herbert

Prior to entering the meeting please turn all electronic communication devices to the silent, vibrate or off position. All presenters are asked to speak directly into the microphone for recording purposes.

CALL TO ORDER

ROLL CALL

PRESENTATIONS AND COMMITTEE DISCUSSION

1. Proactive Business Steps to Institute a Business First Environment
2. Office of Business Opportunities Presentation - Ms. Melissa Lindler, Office of Business Opportunities Director
3. Marion Street Highrise - Ms. Missy Gentry, Assistant City Manager for Development
4. Opportunities to Expand Partnership with GrowCo and Build the Fort - Mr. Ryan Coleman, Economic Development Director

ADJOURNMENT

CITY OF COLUMBIA, SC

Office of Business Opportunities

City of Columbia
Economic and Community Development
Committee Meeting

Tuesday, May 3, 2022

Presenter: Melissa L. Lindler, Director



We Are Columbia

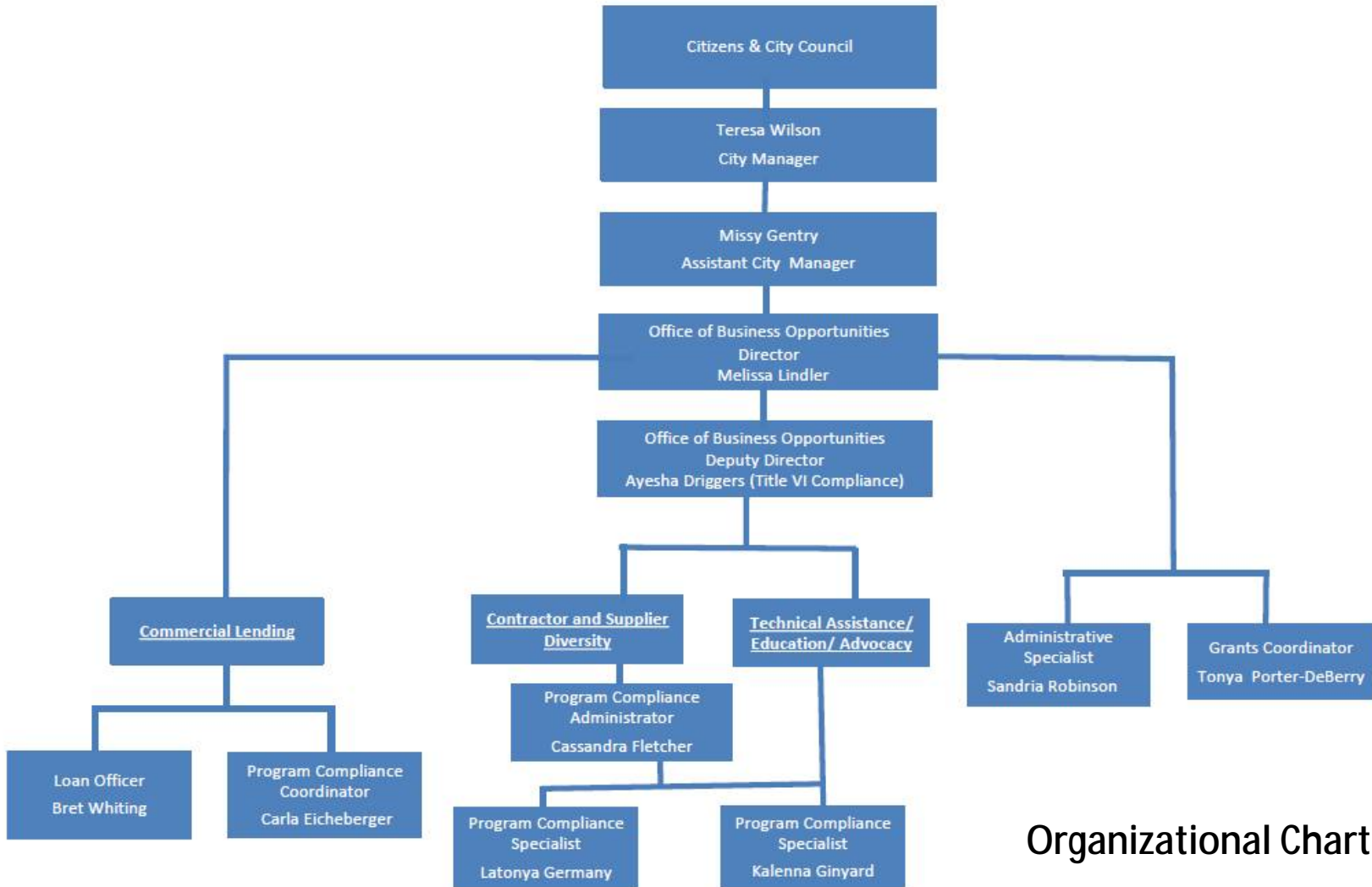
Office of Business Opportunities City of Columbia

The Office of Business Opportunities (OBO) is committed to supporting initiatives that benefit small, minority, and women owned businesses located in, or that want to do business with, the City of Columbia. This is accomplished by providing creative financing, technical assistance, and the City's utilization of local, minority, and women-owned businesses to ensure that our efforts contribute to the economic growth of all communities.

AREAS OF FOCUS

- Commercial Lending
- Contractor and Supplier Diversity
- Technical Assistance, Education, and Advocacy

Office of Business Opportunities (Staff of 9) City of Columbia



Organizational Chart

Office of Business Opportunities City of Columbia

Results Achieved in FY21



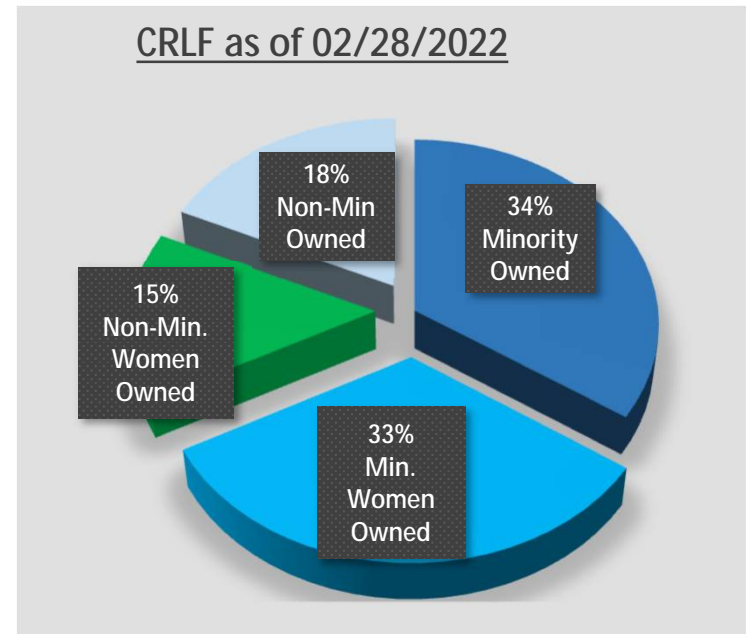
Commercial Revolving Loan Fund (CRLF) Programs Administered by OBO:

- [Community Development Block Grant \(CDBG\); Est. 2011:](#) A total of 20 loans have been issued from inception to date, of which three are currently active.
- [Economic Development Administration \(EDA\) Legacy Loan Fund; Est. 1988:](#) A total of 113 loans have been issued from inception to date, of which 17 are currently active.
 - We are currently waiting for the final de-federalization approval of these funds.
- [EDA Coronavirus Aid Relief and Economic Security \(CARES\) Act; Est. 2020:](#) A total of 33 loans were issued during the RLF disbursement period, November 2020 – September 2021. A total of 32 loans are currently active.
- [Columbia Economic Renaissance Fund \(CERF\); Est. 2003:](#) This fund was capitalized with general fund dollars. A total of 30 loans have been issued from inception to date, of which nine are currently active.

HUD/CDBG, Legacy EDA, CARES Act, and CERF Revolving Loan Programs (as of 2/28/22):

As of 2/28/2022, OBO had sixty-one active loans in our portfolio totaling \$4,865,922.85 as follows:

- 61 performing totaling \$4,865,922.85 (100%)
- 0 in default
- 21 minority owned businesses
- 20 minority women owned businesses
- 9 non-minority women owned
- 11 non-minority owned
- Minority participation is currently at 67%
- Zero write-offs to date



Historical Return on Investment (ROI) - Owner-Private-Public Dollars Leveraged & Jobs Created:

		LOAN FUND				
No.	Description	CERF	LEGACY EDA	HUD/CDBG	CARES Act	<u>Totals:</u>
1	Total Amount Loaned	\$1,750,664.94	\$10,095,927.41	\$710,700.00	\$2,668,481.00	\$15,225,773.35
2	Ratios of Loaned to Invested:	1:0.74	1:3.24	1:12.32	1:0.34	1:2.87
3	Borrowers' Investment	\$801,370.00	\$1,984,540.00	\$4,837,683.00	\$374,084.00	\$7,997,677.00
4	Bank Participation	\$472,325.00	\$27,779,833.00	\$3,920,000.00	\$529,000.00	\$32,701,158.00
5	Other Public Funding	\$20,000.00	\$2,937,163.00	-	-	\$2,957,163.00
6	Loans Issued	30	113	20	33	196
7	Jobs Created	91.0	987.5	51.0	175.0	1,304.5
8	Jobs Retained	106.0	190.0	29.5	101.0	426.5



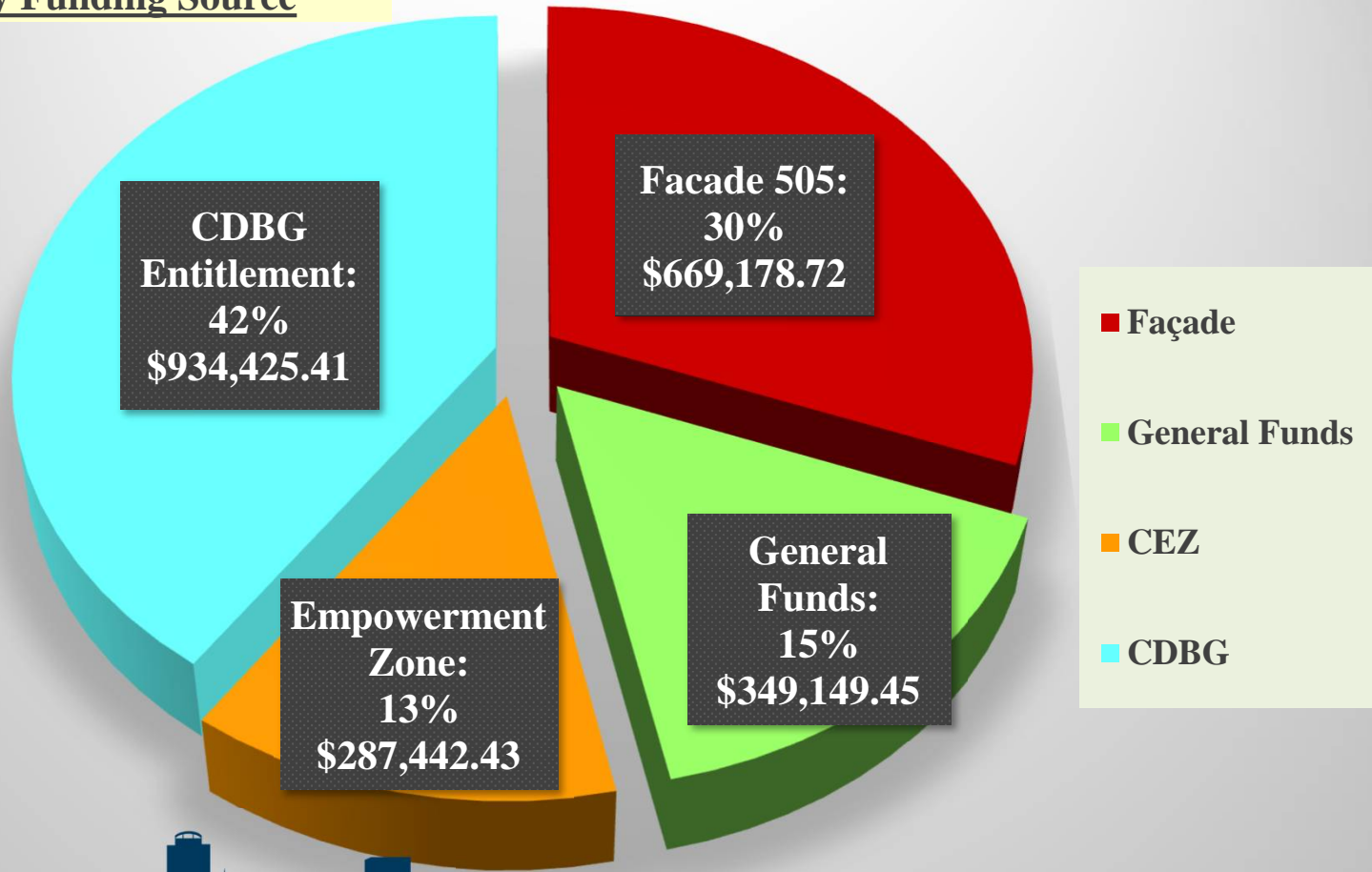
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Commercial Retention & Redevelopment (CRR) Includes the Façade Program

Reporting for Period: 1997 to Present

Total Public Investment: \$2,240,196.01; Total # of Projects: 137

City's CRR Total Investment
by Funding Source



Attachment: OBO Presentation 050322 (7560 : Office of Business Opportunities Presentation)



All 8 Program Areas

Reporting for Period: 1997 to Present: Total Public Dollars Spent = \$2,240,196.01

OBO Loans	NBIZ - 5 Pts	NBIZ - Rswd/Owens	Business Improvement Dist.
Private Invest.	Private Invest.	Private Invest.	Private Invest.
\$0.00	\$48,314.82	\$213,384.16	\$6,170,687.00
Public	Public	Public	Public
\$313,861.79	\$45,230.29	\$186,760.89	\$425,829.00
1997 - 2003	2001 - 2004	2001 - 2002	2011 - 2012
# Projects = 22	# Projects = 12	# Projects = 13	# Projects = 16
Main/N.Main	TwoNotch - 1 & 2	Farrow/WBeltline	Harden/Gervais/Taylor/Millwood
Private Invest.	Private Invest.	Private Invest.	Private Invest.
\$196,557.54	\$58,780.07	\$15,174.99	\$93,158.83
Public	Public	Public	Public
\$286,808.59	\$213,412.00	\$99,809.77	\$668,483.68
2013 - 2015	2016 - 2017	2018	2019 - Present
# Projects = 30	# Projects = 13	# Projects = 5	# Projects = 26

Total # of Projects: 137

Current CRR Target Areas: Harden/Gervais/Millwood/Taylor



FY 20/21 - \$200,000 (CDBG)

- § Loose Lucy's, 709 Saluda Ave.*
- § Hair Designs, 714 Santee Ave.
- § Bang Back Pinball Lounge, 741 Saluda Ave.*
- § The Gourmet Shop, 724 Saluda Ave.
- § Tomorrow's, 2030 Devine St.*
- § Village Idiot, 2009 Devine St.
- § A Little Happy Shop, 707 Saluda Ave.*

FY 21/22 - \$146,143 (CDBG)

- § 49 Magnolia Blossom
- § 5 Points Chicken & Grill
- § Gong Cha Kremo*
- § Good For the Sole
- § Blue Pizza*

*Vacancy Incentive



Office of Business Opportunities City of Columbia

Small Business Stabilization Forgivable (SBSF) Loan Program

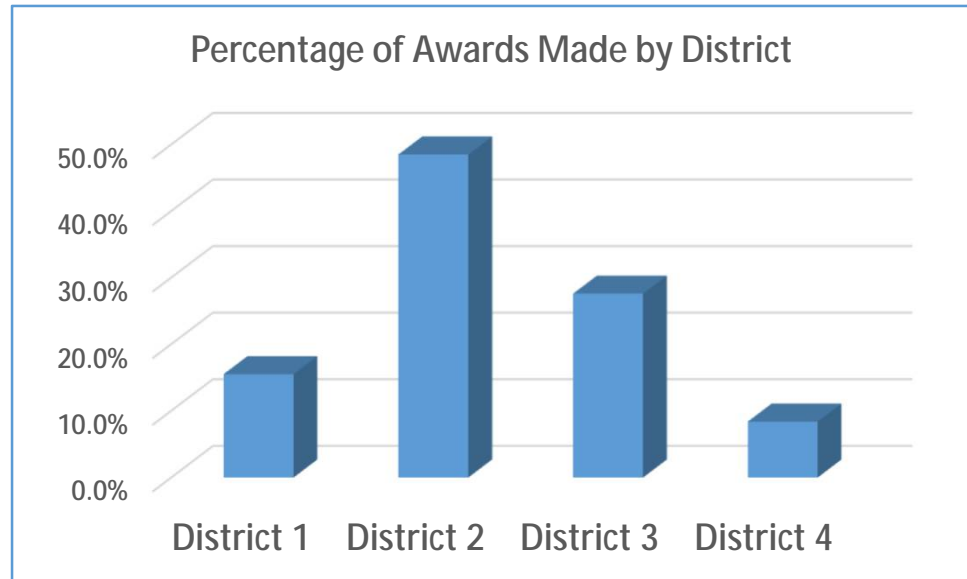
One time funding allocated by City Council on March 20, 2020 and administered by OBO to address immediate needs of small businesses due to the impact of COVID.

- Bakery/Coffee Shop
- Catering
- Cleaning Services
- Construction
- Consulting
- Daycare
- Entertainment
- Event Rental
- Gym/Fitness
- Healthcare
- Information Technology
- Landscaping
- Photography
- Professional Services
- Restaurant
- Retail
- Sales
- Salon/Barber Shop
- Tourism Industry
- Other

Number of SBSF Awards by Council District (Term: 2 yr. Forgivable)

Total Awards Made: 322
Dollars Awarded: \$1,398,000

District	Number/Percentage of Awards Made	
District 1	15.5%	50
District 2	48.5%	156
District 3	27.6%	89
District 4	8.4%	27
Total		322



Small Business Forgivable Loans	Number	Percentage of Total
Forgiven	250	78%
To Be forgiven	72	22%

To date, we are only aware of three businesses that have closed permanently.



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Fats, Oils, & Grease (FOG) Forgivable Loan Program

Administered by OBO in partnership with Columbia Water.

- **Fats, Oils, & Grease (FOG) Forgivable Loan Program:** As an extension of the CRR program, local existing Food Service Establishments (FSEs), restaurants or FSEs converting existing commercial spaces into restaurants may apply for the maximum forgivable loan amount of \$5,000 for grease trap and interceptor installation or upgrade assistance. A total of six forgivable loans have been issued from inception to date.

Fats, Oils, & Grease (FOG) 2-Year Forgivable Loans Fund Balance

	Name of Business	Location	Date of Disbursement	Terms	Amount of Loan	Owner Investment	Total Cost
1	Hampton Street Vineyard	1207 Hampton Street	10/30/2020	2 Yr. Forgivable	\$2,752.16	\$2,752.16	\$5,504.32
2	Azalea Coffee Bar	2700 Devine Street	5/21/2021	2 Yr. Forgivable	\$2,153.50	\$1,253.50	\$3,407.00
3	Rambo's Fat Cat Biscuits	2430 Main Street	5/21/2021	2 Yr. Forgivable	\$5,000.00	\$11,289.00	\$16,289.00
4	British Bulldog Pub	1220 Bower Parkway	4/26/2022	2 Yr. Forgivable	\$5,000.00	\$11,000.00	\$16,000.00
5	Jack Brown's Burger Joint	711 Harden Street	4/26/2022	2 Yr. Forgivable	\$5,000.00	\$20,000.00	\$25,000.00
6	Furu Sato Bento LLC/Japanese Takeout	748 Harden Street	4/26/2022	2 Yr. Forgivable	\$1,706.42	\$1,706.42	\$3,412.84
Total:					\$21,612.08	\$48,001.08	\$69,613.16

Ratio of Loaned to Invested: 1:3.22



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Contractor & Supplier Diversity

2006 Disparity Study Recommendations Implementation

1. The City had a Disparity Study completed in 2006 that found minority and women-owned business enterprises (MWBEs) were substantially underutilized in prime contracting in a majority of procurements in the following areas: (1) **construction**, (2) **architecture and engineering consultants**, (3) **professional services**, (4) **goods and supplies**, and (5) **other services**. The 2006 Disparity Study also found that MWBEs were substantially underutilized in subcontracting in a majority of procurements in those same five areas.
2. In response to the findings and recommendations, the City implemented the **Mentor Protégé Program (MPP)** in 2008, the **Local Business Enterprise (LBE) Preference Policy** in 2010, and the **Columbia Disadvantage Business Enterprise (CDBE) Program** in 2016 **as a race and gender-neutral method** to increase the utilization of MWBE prime contractors.

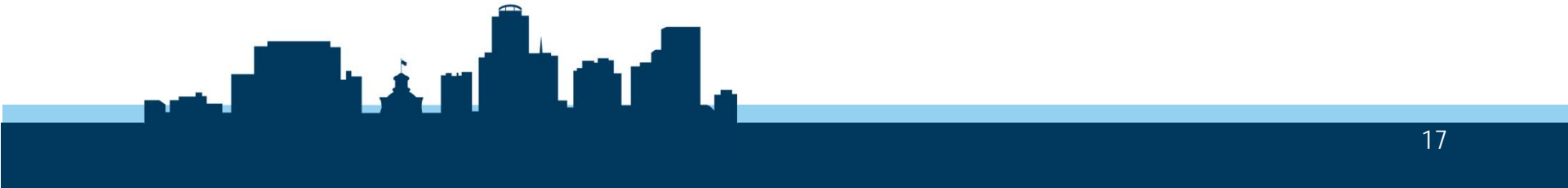


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Mentor Protégé Program (MPP)

The Mentor Protégé Program (MPP) was created in 2008. The purpose of the MPP is to build the capacity and strengthen the number of local firms competing for water/sewer projects. Under this program, protégés team up with mentors for City projects to increase their existing knowledge and capacity in water/sewer construction, engineering and professional services.

Current MPP Teams:	# of Teams
Construction Services	FY19/20: 12 FY20/21: 13 FY21/22: 14 (to date)
Professional Services	FY19/20: 52 FY20/21: 51 FY21/22: 58 (to date)



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Mentor Protégé Program (MPP)

	FY19/20	FY20/21
Total MPP Projects	24	35
Total Dollars Awarded	\$17,590,884.31	\$24,388,047.50
Total Dollars Awarded to Protégés	\$3,595,782.25	\$5,525,539.14
% of Total Contract Dollars to Protégés	20.44%	22.66%
Total Dollars to Non-Minority Women	\$1,662,288.65	\$2,744,558.80
% of Total Contract Dollars to Non-Minority Women	9.45%	11.25%
Total Dollars to Minority Protégé Firms	\$103,280.00	\$789,734.00
% of Total Contract Dollars to Minority Protégé Firms	.60%	3.24%

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Local Business Enterprise Preference Policy

The Local Business Enterprise (LBE) Preference policy was created in 2010. This preference encourages participation of local businesses by providing them open access to competitive bid opportunities. Currently there are 162 LBEs.

This Local Business Enterprise (“LBE”) Preference Program shall apply to any procurement valued at \$5,000 not to exceed \$25,000 (Informal Procurements) and/or any City contract procured through a competitively sealed bid process, also known as Invitation for Bids (IFB’s), Request for Proposal (RFP) or certain Request of Qualifications (RFQs) wherein the contract value is estimated by the City to be in excess of \$25,000 (Formal Procurements) and is not procured pursuant to State or Federal guidelines that prohibit or restrict local preferences of this kind. (Excerpt from the LBE Policy)



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Columbia Disadvantage Business Enterprise (CDBE) Program

The Columbia Disadvantage Business Enterprise (CDBE) program was created in 2016. The purpose of the CDBE program is to ensure that CDBEs have an equitable opportunity to compete for City subcontracts. The policy provides that DBEs shall be afforded the opportunity to participate fully in the City's overall procurement process.

The CDBE goal is calculated by OBO office based on the relative availability of DBE subcontractors who are able to perform identified tasks of a specific project. The goal is recommended to the City Manager for final approval on qualifying projects.



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Columbia Disadvantage Business Enterprise (CDBE) Program

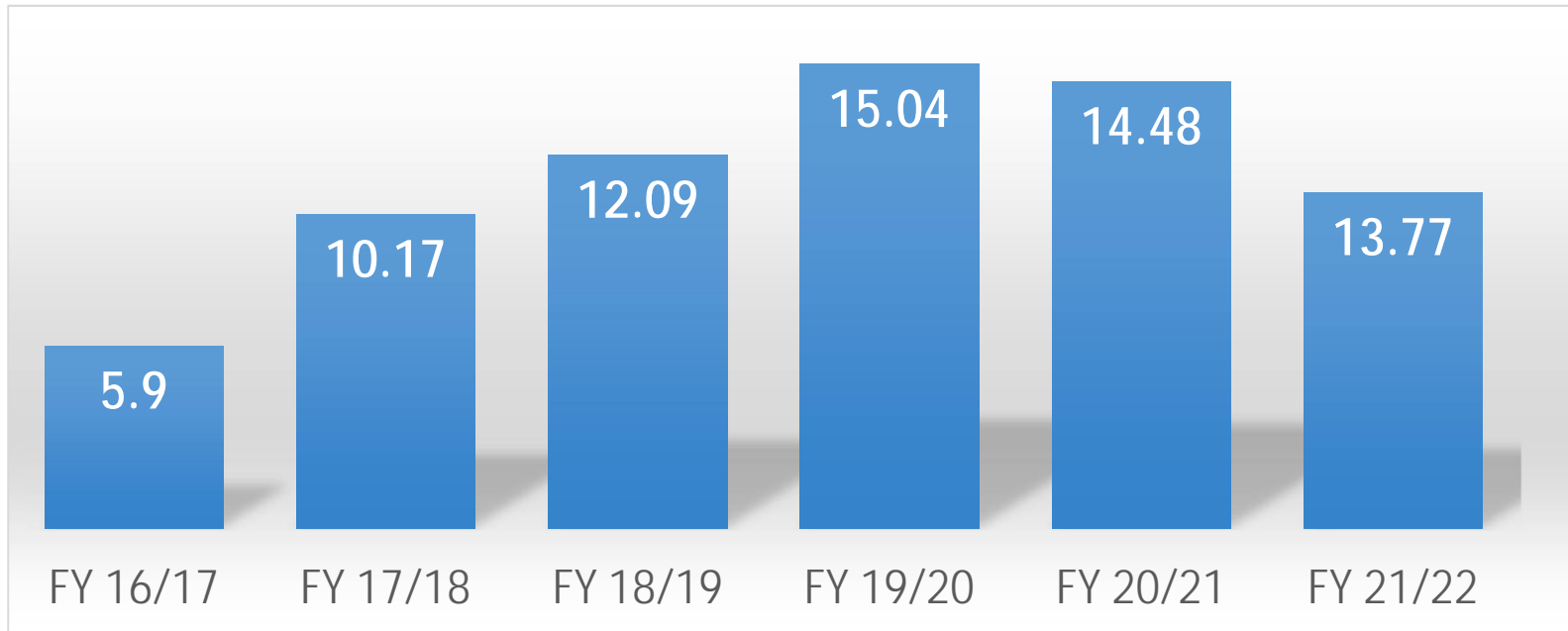
of approved CDBE's:
 FY19/20 – 94 FY20/21 – 93 FY21/22- 87 (to date)

	FY19/20	FY20/21	FY21/22
Total CDBE Projects	5	8	1
Total Dollars Awarded	\$9,488,995.94	\$47,688,397.76	\$9,579,966.00
Total Dollars Awarded to CDBE's	\$2,313,464.04	\$4,341,867.15	1,700,810.00
% of total contract dollars to CDBE's	24.38%	9.10%	17.75%



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Minority and Women Business Enterprise (MWBE) Utilization



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Technical Assistance, Education, and Advocacy

- 2020 and 2021 Survey of Small Businesses
- 2022 Survey of Small Businesses scheduled for May 2022

OBO provides business education, training, and one-on-one technical assistance to start-ups and existing businesses. Topics covered include topics such as accessing capital, marketing, use of social media, business plan development, business finances, legal issues, and much more.



Office of Business Opportunities City of Columbia

Technical Assistance, Education, and Advocacy

- OBO has held numerous workshops to educate businesses on the Paycheck Protection Program (PPP), Economic Injury Disaster Loan (EIDL), Restaurant Revitalization Fund (RRF), Shuttered Venue Operators Grant (SVOG).
- OBO has held workshops with our community partners to provide access to various resources (SBA, SCDOT, SMBCC, BCWBC, SBDC, SCORE, Richland Library, Richland County, etc.) .
- 50 virtual events were held and over 2,000 participants attended in 2021. These events were also recorded and viewed over 2,200 times on Facebook and YouTube.
- Almost 2,500 contacts receive the OBO weekly newsletter.



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Areas of Opportunities



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Opportunities In Collaboration with Columbia Water

- **(new) MPP Protégé in Transition Program:** Will allow protégés that have been in an approved team for at least 5 years and performed successfully to bid on Protégé Only Projects without being a part of an approved team. The program will provide more opportunities for protégés to perform independently and graduate to mentor status.
- **(new) MPP Utility Training Program:** Allows protégés that have an interest in building their capacity to perform work on various size pipes and on the main tap with prime contractors that are currently on the City's approved water and sewer list. The purpose of the program is to provide more hands-on training opportunities to allow more diversity of contractors on the City's approved utility list.



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Opportunities

- Continue outreach efforts to local businesses regarding City programs and services for the small business community.
- Increase coordination and planning across departments on issues pertaining to the small business community.
- Expand CRR to Garners Ferry Road (District 4) in an effort to serve businesses that have never had an opportunity to participate in the program.
- With an increase in small Indefinite Service Contracts, increase probability of more smaller/local firms ability to bid and participate on projects.
- Work closer with Procurement & Contracts to identify firms that bid on projects that possibly meet LBE requirements.



Office of Business Opportunities City of Columbia

Opportunities

- The new Disparity Study, currently underway and expected to be completed in the fall of this year, will structure and direct our approach on programming and services needed by our small business community, especially women and minorities.
- Our CRLF program affords the small business community the option of loan rates set at prime minus .75 percent. Most traditional lenders are priced at prime plus at least one (1) percent.
- With rising interest rates, many small businesses will be unable to obtain capital, thereby increasing their inability to function and meet cash flow needs.
- **Listen....**



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Realistic Targets (Adjustments May be Needed)

- Increase the number of MPP and CDBE participants by 10% in FY23.
- Increase the number of LBE participants by 20% in FY23.
- Maintain the current CRLF default rate at 0% - 1% in FY23.
- OBO schedule monthly meetings with Columbia Water, Procurement and Contracts, Economic Development and other relative departments on identified training needs of the small business community.
- Continue to utilize a hybrid approach for small business training opportunities and technical assistance.
- Continue to work in collaboration with community partners to provide training opportunities for the small business community.
- Continue to incorporate efforts underway within the City into OBO trainings and events,



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Plan of Action for FY22/23

Align the programs and services of OBO with the priorities of the new administration.

