



**COLUMBIA ECONOMIC AND COMMUNITY DEVELOPMENT COMMITTEE  
MEETING AGENDA  
TUESDAY, SEPTEMBER 13, 2022**

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The Columbia Economic and Community Development Committee will conduct a meeting on Tuesday, September 13, 2022 at 1:00 p.m. at City Hall (Mayor's Conference Room), 1737 Main Street, Columbia, SC 29201. For questions regarding the meeting, please contact the City Clerk at (803)545-3045 or [cityclerk@columbiasc.gov](mailto:cityclerk@columbiasc.gov).

*The Honorable Joe E. Taylor, Jr., Chair  
The Honorable Will Brennan and The Honorable Tina N. Herbert*

**CALL TO ORDER**

**COMMITTEE DISCUSSION**

1. Columbia Disadvantaged Business Enterprise (CDBE) Enhancement Program Report - Ms. Diane Sumpter, Founder, President and Chief Executive Officer of DESA, Inc.
2. Mobile Food Market – Ms. Ashley Page Bookhart, MSW, Food Policy Committee
3. Grease Trap Rebate Program - Mr. Jeff Palen, Assistant City Manager/Chief Financial Officer and Mr. Clint Shealy, P.E., Assistant City Manager for Columbia Water
4. City Council Proposed Zoning Public Hearing Schedule - Ms. Krista Hampton, Planning and Development Services Director
5. Columbia Economic Development Department Action Plan Update - Mr. Ryan Coleman, Economic Development Director

**EXECUTIVE SESSION**

6. Discussion of matters relating to the proposed location, expansion, or provision of services encouraging location or expansion of industries or other businesses in the area served by the public body pursuant to §30-4-70(a)(5)
  - *Project Framework*
  - *Wells Fargo*
  - *Naman Hotel Vista*
  - *Revisions to Programs Encouraging Commercial Development*

**ADJOURNMENT**

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We Are Columbia

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**MEETING DATE:** September 13, 2022

**DEPARTMENT:** City Clerk

**FROM:** *Erika Hammond, City Clerk*

**SUBJECT:** **Columbia Disadvantaged Business Enterprise (CDBE)  
Enhancement Program Report - Ms. Diane Sumpter, Founder,  
President and Chief Executive Officer of DESA, Inc.**

**FUNDING SOURCE &  
ORIGINAL BUDGET:**

**ATTACHMENTS:**

- CDBE Enhancement Program Final (PDF)

# CDBE ENHANCEMENT PROGRAM WATER PROJECT



Attachment: CDBE Enhancement Program Final (7878 : CDBE Enhancement Program Report)



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## CDBE ENHANCEMENT PROGRAM REPORT

# Overview

For more than a decade, the need for a diversified group of utility contractors has increased consistently. City of Columbia has worked diligently to attract qualified contractors.

## The Request

Mayor Rickenmann is dedicated to ensuring inclusion and diversity. After a meeting with Todd Corley of Corley Construction and understanding his journey, the drive for a more diverse market in main line taps and meter installation became a priority. Mayor Rickenmann solicited the help of several city officials and local business owners by calling a roundtable to discuss the concern. In attendance were Assistant City Manager for Columbia Water, Clint Shealy; District 1 Councilwoman Tina Herbert; Tony Lawton of The CEBA Group; Todd Corley and Markus Corley of Corley Construction; and Diane Sumpter of DESA, Inc.

As the team brainstormed ways to create an effective plan of action, Mayor Rickenmann asked *how do we attract a more diversified market of approved utility contractors*. As it stood, the issue that constrained most business lie within the qualifications criteria. Mayor Rickenmann charged the group with creating a plan to increase the approval rate of qualified utility contractors.

## Columbia Disadvantaged Business Enterprise (CDBE)

After the roundtable discussion, the team began creating a plan to identify eligible contractors. City of Columbia's Office of Business Opportunities (OBO) suggested utilizing CDBE as a tool.

Created in December 2016, the Columbia Disadvantaged Business Enterprise Program (CDBE) was established to create a firm policy against discrimination in City-related business. As of August 2022, the CDBE list provides approximately 90 approved businesses ranging from professional and support services to construction and engineering.

Upon further review of the CDBE approved list, DESA learned that most of the usage by City of Columbia had been construction related. Of the 45 listed contractors on the list, DESA contacted those with waterline classifications through LLR.

## CDBE ENHANCEMENT PROGRAM REPORT

### Labor, Licensing, and Regulation (LLR)

South Carolina Department of Labor, Licensing and Regulation provides licensure for professional and trade workers. From medical doctors to barbers and plumbers, this department has been assigned to ensure safe and healthy work environments. LLR certifies professionals through training and examinations for their industries. To ensure the proper steps are taken, LLR has created licensure requirements that professionals must comply with in accordance with state guidelines.

State licensing requirements for general contractors to install water and sewer lines (WL) are:

- successful completing of technical exam
- a business management/law exam
- two years of experience within the last 5 years

Obtaining a WL license ensures that contractors are professionally trained and educated on the dos and don'ts of the industry. Of the eligible and interested contractors contacted by DESA, three, The Centric Group, A. James Global Services, and Farmer Construction, have moved forward to begin the WL licensing process.

### Main Line Tap & Meter Installation

#### Taps Requirements

In addition to CDBE certification and LLR licensing, contractors must also obtain approval to be added to the Approved Contractors list. Criteria for the Approved Contractors list are five installations inspected by City of Columbia and a certificate of insurance.

#### Taps Training

Todd Corley, who has previously installed taps, worked diligently in collaboration with DESA to coordinate a training session for utility contractors. DESA identified interested contractors while Corley coordinated with Ferguson Waterworks to organize the taps training demonstrations.

On June 14, 2022, Ferguson Waterworks facilitated a live taps demonstration. In addition to the contractors, Mayor Rickenmann, Clint Shealy, OBO staff, and DESA staff attended the training. Todd Corley provided use of his equipment while Pat Ferguson and Hamilton Cox of Ferguson Waterworks created a tap.

## CDBE ENHANCEMENT PROGRAM REPORT

The attending contractors were able to view a live demonstration of how taps are performed. They were able to ask questions about the equipment, materials, and process. Contractors included AOS Specialty Contractors, Inc., Carbra Construction & Design, Inc., The Centric Group, A. James Global Services, Inc., and CL Construction, LLC.

Following the live demonstration, DESA continued to provide resources to the contractors who would like to become approved tap providers. DESA has identified Contractor Seminar in Ridgeway, SC as a resource for those who need assistance with exam preparation.

### CDBE Subcontractor Program

City of Columbia and DESA have been working together to resolve concerns of approval requirements and anticipate the CDBE Subcontractor Program being able to provide some relief. The program's focus is facilitating teams to bid on upcoming work, followed by inspections from City of Columbia.

When identifying qualified companies, the goal is to identify companies that are CDBE-approved as well as have waterline classification for possible partnership. Current partnerships are:

- (1.) Corley Construction and Carolina Tap & Bore,
- (2.) AOS Specialty Contractors and GH Smith Construction,
- (3.) Capital City Utilities and Lake Murray Utilities

Companies considering partnering together are *Master Builder Constructors and McClam & Associates*. *Farmer Construction* and *The Centric Group* are preparing to that the waterline exam while Carbra Construction & Design considering the opportunity.

DESA continues to aid the qualification quest by keeping open communication with the businesses and working with them to become licensed and approved. City of Columbia and DESA continue to work together to address insurance requirements. DESA fully expects a resolution that will be satisfactory to all parties.

### Current Progress

Corley Construction and Carolina Tap and Bore currently have a contract to install a tap on a church in Horrell Hill. They have requested City of Columbia to inspect the tap.

## CDBE ENHANCEMENT PROGRAM REPORT

### Future Opportunities

City of Columbia expect to release the following projects under the CDBE Enhancement Program.

- **WM4690 Banbury (Whitehall):** Design expected to complete mid-September. Expected to be routed to OBO and Procurement for to post for bid in late September.
- **WM4683 Willow Run Apartments:** Design expected to be complete by end of this month. CDBE participation calculations and review pending. Anticipate forwarding to OBO and Procurement for bidding in October.
- **WM4679 Jefferson Place (St. Andrews):** Design expected to be complete October. Anticipate forwarding to OBO and Procurement for bidding in November, possibly earlier.

### Additional Resources and Attachments:

- CDBE Directory Chart - [CDBE-Directory-08.25.2022.xlsx \(live.com\)](#)
- LLR Website - [SCLLR](#)
- Approved Contractor's Criteria - [CDBE Criteria.pdf](#)

# CDBE ENHANCEMENT PROGRAM REPORT

## Taps Demonstration Photos



*Left to right: Todd Corley, Corley Construction, Pat Ferguson, Ferguson Waterworks, Mayor Daniel Rickenmann, Hamilton Cox, Ferguson Waterworks*



*Left to right: Pat Ferguson, Todd Corley, Hamilton Cox*

Attachment: CDDBE Enhancement Program Final (7878 : CDDBE Enhancement Program Report)

# CDBE ENHANCEMENT PROGRAM REPORT



Left to right: Todd Corley, Corley Construction, Pat Ferguson, Ferguson Waterworks & Hamilton Cox, Ferguson Waterworks



Pat Ferguson, answering questions of Mayor Rickenmann. Also pictured, city officials and contractors in attendance.

Attachment: CDBE Enhancement Program Final (7878 : CDBE Enhancement Program Report)

**CDBE ENHANCEMENT PROGRAM REPORT**



*DESA, Inc. Diane Sumpter, engaging in the demonstration discussion.*

Attachment: CDBE Enhancement Program Final (7878 : CDBE Enhancement Program Report)

**CDBE ENHANCEMENT PROGRAM REPORT**



*Asst. City Manager, Clint Shealy presents mainline tap program.*

Attachment: CDBe Enhancement Program Final (7878 : CDBe Enhancement Program Report)



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We Are Columbia

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**MEETING DATE:** September 13, 2022

**DEPARTMENT:** City Clerk

**FROM:** *Erika Hammond, City Clerk*

**SUBJECT:** Mobile Food Market - Ms. Ashley Page Bookhart, MSW, Food Policy Committee

**FUNDING SOURCE & ORIGINAL BUDGET:**



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We Are Columbia

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**MEETING DATE:** September 13, 2022

**DEPARTMENT:** City Clerk

**FROM:** *Erika Hammond, City Clerk*

**SUBJECT:** Grease Trap Rebate Program - Mr. Jeff Palen, Assistant City Manager/Chief Financial Officer and Mr. Clint Shealy, P.E., Assistant City Manager for Columbia Water

**FUNDING SOURCE & ORIGINAL BUDGET:**



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We Are Columbia

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**MEETING DATE:** September 13, 2022

**DEPARTMENT:** City Clerk

**FROM:** *Erika Hammond, City Clerk*

**SUBJECT:** City Council Proposed Zoning Public Hearing Schedule - Ms. Krista Hampton, Planning and Development Services Director

**FUNDING SOURCE & ORIGINAL BUDGET:**

**ATTACHMENTS:**

- ZPH Hearing Schedule Memo (PDF)



# Memo

**To:** Teresa Wilson, City Manager and Erika Hammond, City Clerk  
**From:** Krista Hampton, Director of Planning and Development Services  
**Date:** September 8, 2022  
**CC:** Missy Gentry, ACM - Development  
**RE:** **Zoning Public Hearing Schedule Proposal**

In recent discussions on measures available to speed development approval, the schedule of meetings for land use approvals, to include City Council Zoning Public Hearing (ZPH), came up as a topic for review. Cases presented at ZPH meetings generally include text amendments and map amendments (rezoning). Planning Commission hears and makes a recommendation on these matters prior to the ZPH. While Planning Commission meets monthly, ZPH meetings only are held bi-monthly. This schedule can lead to lost time for cases heard by Planning Commission in month one that are required to wait until month three for the ZPH. A solution is to hold a ZPH every month. A few logistical matters would need to be addressed to include the current City requirement to physically post and advertise these matters 30 days in advance of the hearing.

If Council and Administration is amenable to this change, staff can develop a calendar and steps necessary to implement the change.



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We Are Columbia

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**MEETING DATE:** September 13, 2022

**DEPARTMENT:** City Clerk

**FROM:** *Erika Hammond, City Clerk*

**SUBJECT:** Columbia Economic Development Department Action Plan Update - Mr. Ryan Coleman, Economic Development Director

**FUNDING SOURCE & ORIGINAL BUDGET:**

**ATTACHMENTS:**

- Economic Development Plan 09122022 (PDF)

## Columbia, SC Economic Development Plan – July 2022

In April 2022, City Council finalized a set of seven Strategic Outcomes that focus on priorities to secure the successful future of the City of Columbia. The following outcome is included that incorporates aspirational goals for Economic Development.

***Economic Growth - Columbia is a capital city with a competitive tax and fee structure that welcomes new investment. The city's business recruiters specialize in urban economic development and are willing to go where it takes to bring back the best hospitality, retail, corporate opportunities, and investment capital to Columbia, while project managers work simultaneously to help our small businesses and entrepreneurs as well as those who have chosen to locate here.***

### Business Friendly Improvements

1. Economic Development will proceed with assembling a ~15 person advisory board that will consist of a mix of existing business owners of various business size/types, developers, commercial brokers, geographies, and various other business community leaders. The group will also include members from the Columbia Council of Neighborhoods and a member from the Mayor's Minority Business Advisory Council. The group will meet once per quarter to provide recommendations and feedback on where the City can continue to improve business friendly processes and procedures.
2. Staff will provide increased support to create more predictability on the timing of permitting of projects to determine what steps the City can take to improve our customer interactions with developers and investors, and increase speed of approvals. Help determine if staffing levels are commensurate with where they need to be in order to maximize efficiency. Look at where we can more effectively utilize technology to increase efficiency. Determine and define optimum turnaround times for small, medium, and large project sizes.
3. Relocation of the Economic Development Department to City Hall, which will provide better access to the Mayor and City Manager when working with prospects. Better leverage our leadership and key decision makers as an integral part of our business and investment recruitment process.
4. Business Liaison position created in 2021 and moved to Economic Development staff.
5. Keep City Council and the City Manager better apprised of issues that affecting business growth and development. Coordinate with other business facing City Departments such as the Office of Business Opportunities to make sure that we are identifying and addressing these challenges in a comprehensive manner.

### Recruitment

1. Prioritize the importance of our urban development targets and new capital
  - a. Restaurant
  - b. Urban residential
  - c. Hotels
  - d. Corporate office/Back Office
  - e. Retail/shopping centers
  - f. Grocery and food stores
  - g. New capital and investment
  - h. Businesses which utilize university for talent and operates in an urban environment

2. Fill the newly created Business Recruitment position and structure the office to support the recruitment of urban infill projects and start-up recruitment. Create more recruitment and engagement opportunities that will involve the Mayor and City Manager into that process.
3. Create data set to sell the City. Tap into our local higher education expertise such as the Darla Moore School of Business to create modern data sets and demographics that will aid in soliciting urban development targets. Use this information to create the newly updated pitch book for the City of Columbia.
4. Targeted geographic development efforts, focused on a strong core and corridors where opportunities are most prevalent. Include priorities for developing high traffic pin corners and nodes. Focus on areas of opportunity for future growth such as North Main and Broad River Road, which are just as important as the continued focus on growing our downtown core.
5. Leverage USC and our other local colleges for recruitment opportunities, targeting alumni, student parents, university affiliates, and others. Make sure that we are incorporating and involving all of our local colleges as much as possible. Include local college interns who can help assist with program development and execution. Identify opportunities to sell to students and others who have historical ties to Columbia.
6. 2022 Targeted Conferences and Trade Shows – Identify and coordinate recruitment opportunities that the Mayor and City Manager can participate in as well.

ICSC Southeast (retail)	October 13-14	Atlanta
ULI Fall Meeting	October 24-27	Dallas
Retail Live! Nashville	October 26	Nashville
SEDC Meet the Consultants	November 16-17	Atlanta
Area Development (Central SC)	December 4-6	St. Petersburg
Economix (site consultants)	December 6-8	Dallas

### Marketing – Establish Columbia’s competitive edge

1. Per Council’s instruction, develop a new marketing strategy and collateral, using data set to sell Columbia.
  - a. Leverage and continue promotion of the Business Friendly Improvements and Tax Modernization initiative
  - b. A restaurant recruitment program is currently under development, and we will follow up upon draft of that with a new general recruitment packet for the City. Targeted recruitment efforts focused on markets within driving distance where staff can identify smaller, local or regional prospects with an interest in expanding to Columbia
  - c. Reinstate video production projects such as the Developers Takes series, individual business showcases
  - d. Leverage relationships with six colleges to help develop the strategy and program
2. Implementation of the new email automation system (Pardot for Salesforce) is currently underway.
3. Look for creative ways to promote inner city neighborhoods and to promote small business and make areas fun and walkable.
4. Potential future addition of a research staff member to help assemble recruitment collateral.

### **Entrepreneurship – Tech, talent, and innovation, become a hub for creative business**

1. Continued support for GrowCo of the Boyd Community Innovation Center, partnerships with USC in tech and cybersecurity.
2. Support and involvement with new initiatives such as the Builders and Backers program.
3. Direct office involvement with the Growth Summit coming up on October 21-22.
4. Concept for a Pitch Pilot – Where City and/or major employers present their most urgent unsolved problems in need of innovative solutions to local entrepreneurs and investors. A HBCU oriented pitch competition would also be a great concept to implement.
5. Ongoing efforts to identify small business growth opportunities, and direct City staff and City Council support where needed to provide assistance and make policy changes.
6. Finding ways to promote Founders Success Stories.

### **Existing business retention/expansion – Ensure community vitality**

1. Business retention and expansion outreach efforts that reach out to businesses of all types, sizes, and locations across our community and that also focus on assisting the growth of small, women, and minority owned businesses. Include City leadership in our retention calls and outreach efforts.
2. Increased outreach to commercial realtors and developers.

### **Support City Council in the process of finding a solution to reduce the burden of commercial taxes**

Measures of success:

- Business license number growth, year over year – quarterly updates
- Announced number of new jobs and capital investment (only tax paying)
- City center population growth year over year (quarterly updates), counted by new living units announced
  - Delivered within a specific boundary area, TBD
- Increased City revenue streams, property tax, accommodations tax, hospitality tax, water and sewer revenue increase, (taps and consumption from within city projects only)
  - Utilize targeted annexation efforts to maximize the impact of targeted growth



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We Are Columbia

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**MEETING DATE:** September 13, 2022

**DEPARTMENT:** City Clerk

**FROM:** *Erika Hammond, City Clerk*

**SUBJECT:** Discussion of matters relating to the proposed location, expansion, or provision of services encouraging location or expansion of industries or other businesses in the area served by the public body pursuant to §30-4-70(a)(5)

**FUNDING SOURCE & ORIGINAL BUDGET:**

**PURPOSE:**  
Project Framework  
Wells Fargo  
Naman Hotel Vista  
Revisions to Programs Encouraging Commercial Development