



**COLUMBIA ECONOMIC DEVELOPMENT & INFRASTRUCTURE COMMITTEE
MEETING AGENDA
TUESDAY, JANUARY 16, 2024**

The Columbia Economic Development & Infrastructure Committee will conduct a meeting on Tuesday, January 16, 2024 at 1:00 p.m. at City Hall (Mayor's Conference Room), 1737 Main Street, 2nd Floor, Columbia, SC 29201. Members of the public may view the meeting online at www.columbiasc.gov. Please contact the City Clerk's Office at (803)545-3045 or cityclerk@columbiasc.gov if you have questions regarding the meeting.

The Honorable Peter M. Brown, District IV, Chair
The Honorable William Brennan, District III ▪ The Honorable Aditi Bussells, At-Large

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

COMMITTEE DISCUSSION

1. Economic Development Partner Update from GrowCo - Ms. Caroline Crowder, Executive Director
2. Economic Development Partner Update from Columbia Opportunity Resource - Mr. Lee Goble, Jr., Board Secretary and Ms. Julia Reedy, Director of Development

EXECUTIVE SESSION

3. 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 S.C. Code §30-4-70(a)(5)

*2221 Devine Street
Project Subtext*

ADJOURNMENT



We Are Columbia

MEETING DATE: January 16, 2024

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: Economic Development Partner Update from GrowCo - Ms. Caroline Crowder, Executive Director

FUNDING SOURCE & ORIGINAL BUDGET:

FOCUS AREAS: Economic Growth

ATTACHMENTS:

- **#a:** GrowCo Update (PDF)

HISTORY:

01/09/24

Next: 01/16/24

Economic Development & Infrastructure Committee

MEETING CANCELLED

BOYD INNOVATION CENTER

POWERED BY GROWCO

Caroline Crowder, Executive Director

caroline@grow-co.org
803.213.9554

Columbia lacked a place for high growth /
high tech (HGHT) startups to call home,
yet we knew these entrepreneurs needed
a distinct community just for them.

Building a founder-led startup community at the Boyd Innovation Center

Year 1 Wins

- 3 gALPHA cohorts
- 36 new founders participated in gALPHA program
- Launched a mentor network with 44 trained mentors
- Partnered with Getro to launch a community job board
- Partnered with Benedict, USC for a variety of events
- Karl/Fred stepped up to lead Tech Skills/Tech Tactics
- Lucie stepped up to help with Tech Beans
- Van Robotics signed as anchor tenant
- Hired a Community Manager
- Hosted over 93 events with more than 3,000 attendees
- Held over 250 1:1's with local founders

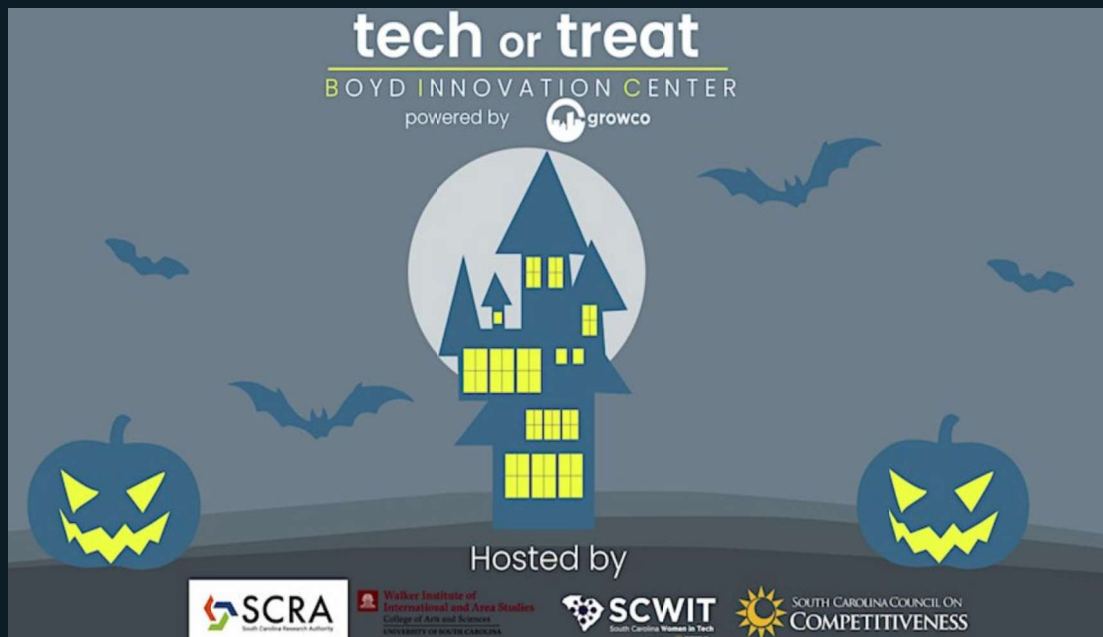
Pitch Night - Summer Cohort



Pitch Night - Summer Cohort

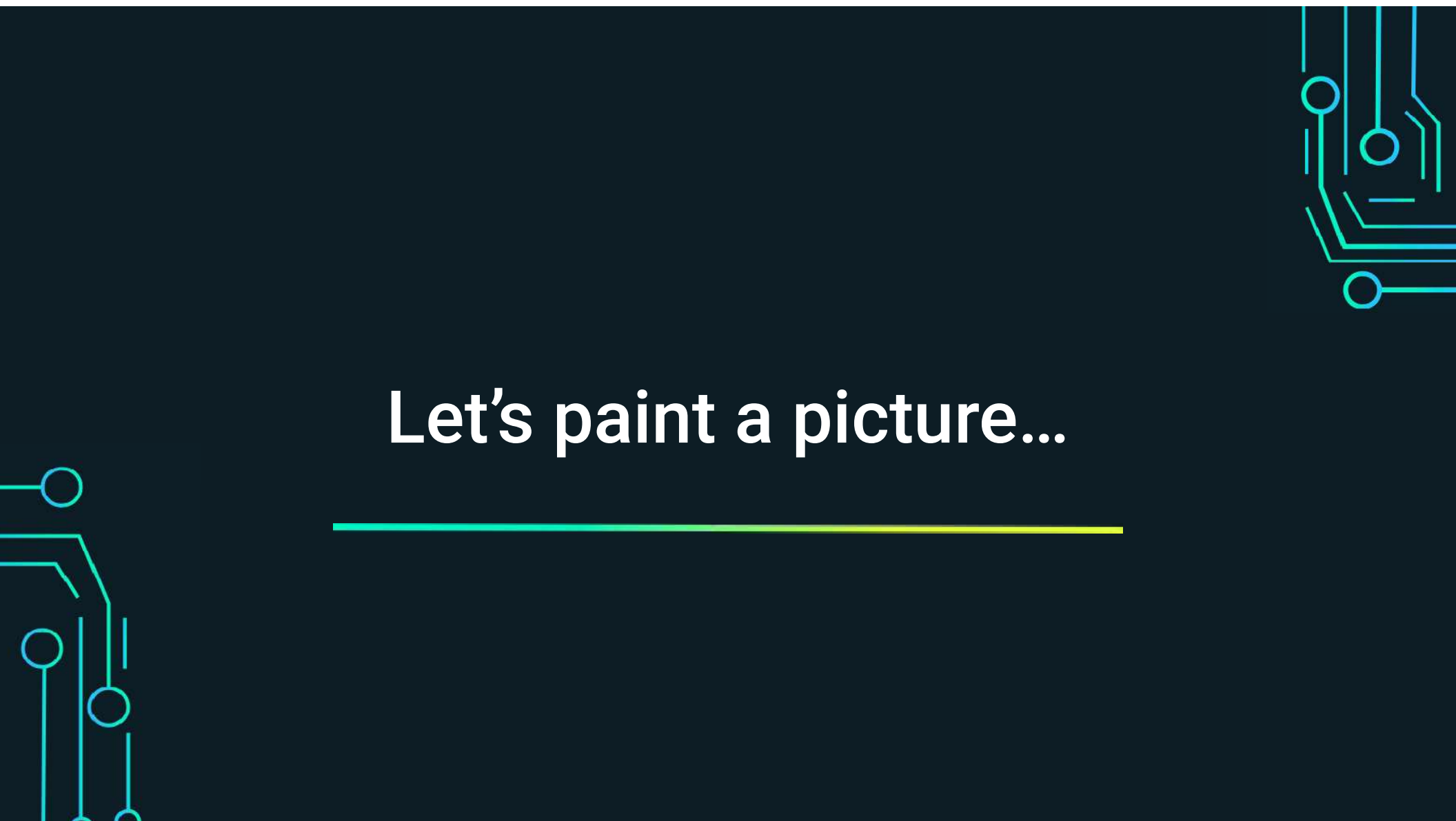


Tech or Treat



UN/Happy Film Screening



The slide features a dark blue background with stylized, glowing cyan circuit lines in the corners. In the top right, the lines form a complex network of vertical and horizontal paths with circular nodes. In the bottom left, the lines are more vertical, also featuring circular nodes. A single horizontal line with a cyan-to-yellow gradient is positioned below the main text.

Let's paint a picture...

questions?

Caroline Crowder, Executive Director

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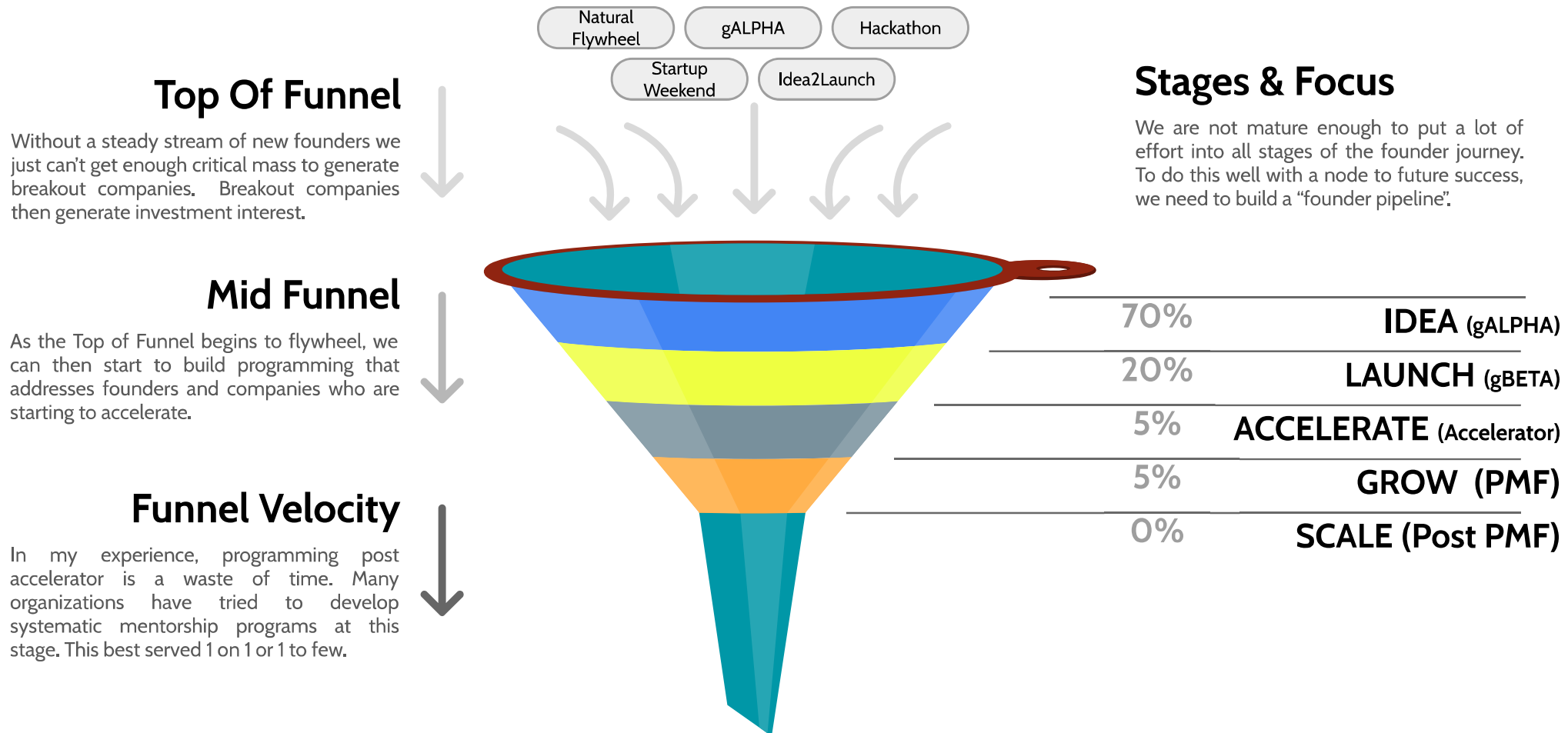
back up

City Deliverables

- Educate and Train Mentors -10 events \$10,000
- Community Member Connections - 50 events \$10,000
- Develop Programs for Scaling High Growth
- Companies \$10,000
- Inspire New Founders to Launch Their Company \$7,500



Columbia SC Startup Community ~ Now + 2 Years



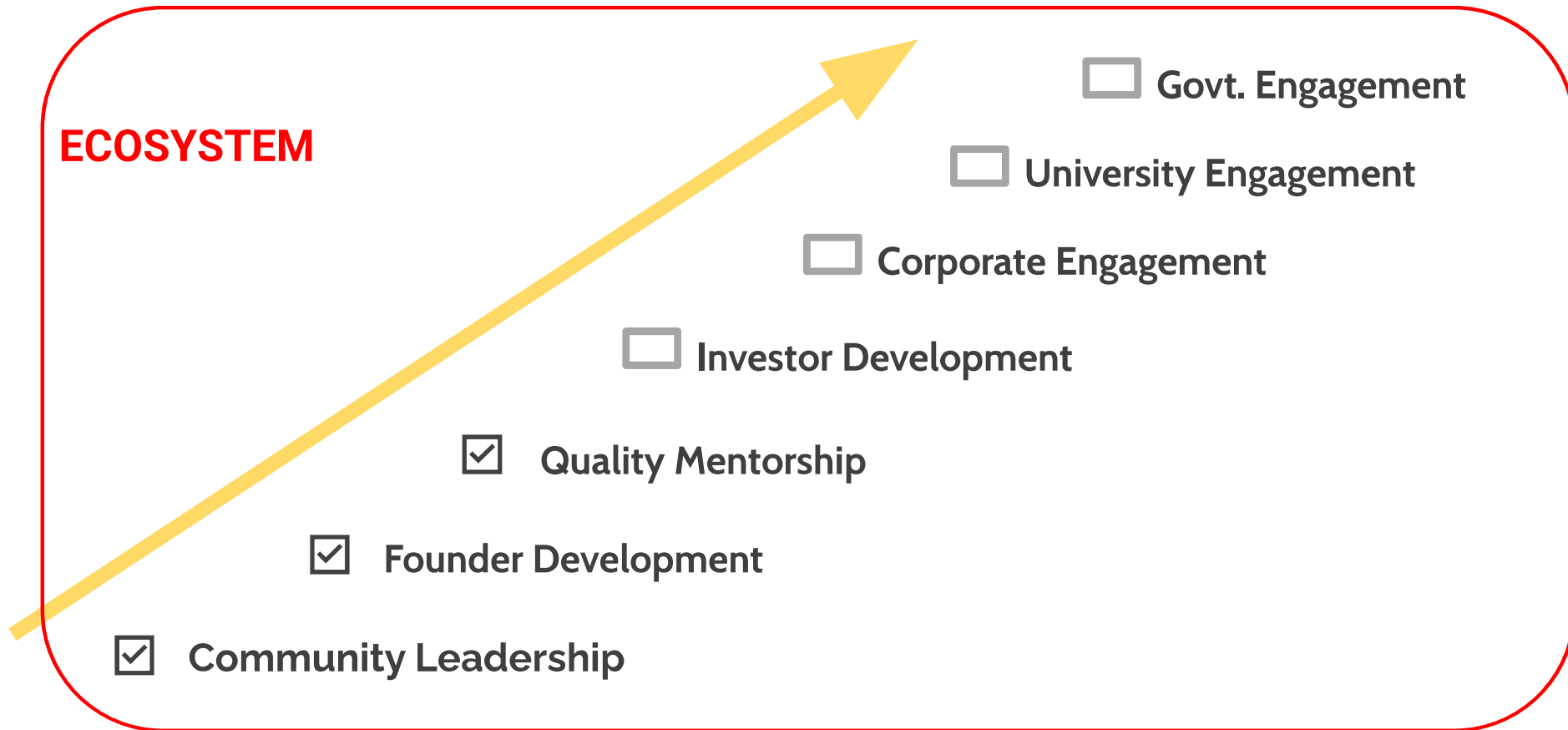
7 Drivers Community/Ecosystem



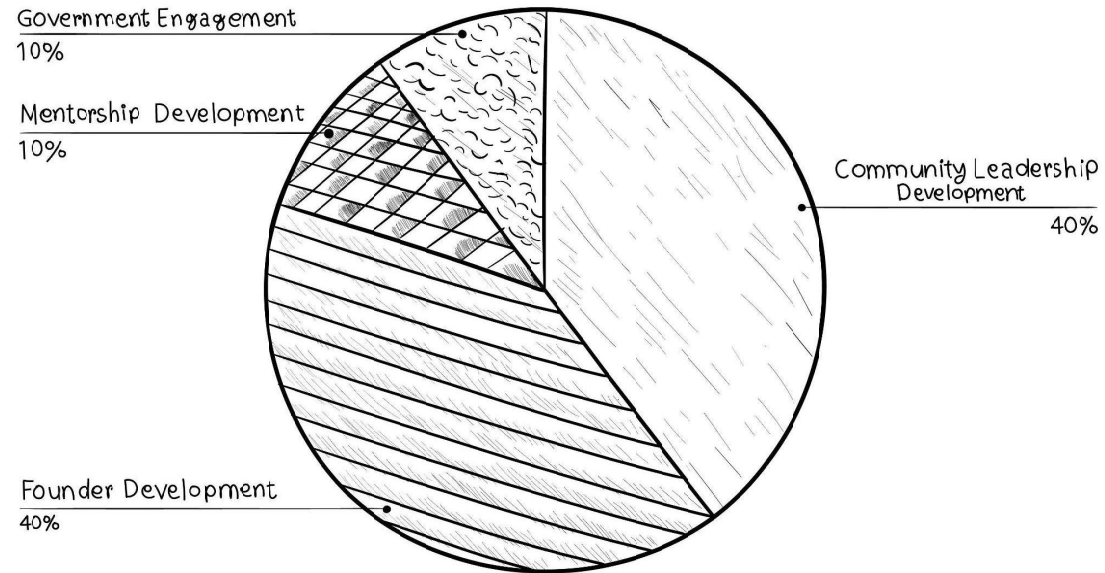
Columbia SC



Columbia SC



Nascent Startup Community Focus



Complex Systems

- Create a container (environment) for “sparks”
- Outline clear boundaries & guidelines
- Focus on connectivity
- Build meaningful relationships
- Develop healthy, transparent, feedback loops
- Measure the things that inform
- Amplify good activities / Dampen bad activities
- We influence our friends friends friends
- Foster positive contagion



Mission Statement

GrowCo's mission is to inspire and support high growth/high tech founders along their entire entrepreneurial journey and create an inclusive culture of entrepreneurship in the Midlands of SC at the Boyd Innovation Center.



Year 1 Priorities

1. Building top of funnel
2. Executing programming
3. Creating a destination & culture of entrepreneurship



Year 2 Priorities

1. Sustainable Operations
2. Founder Development
3. Destination & Culture Development





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Opportunity Resource - Mr. Lee Goble, Jr., Board Secretary
and Ms. Julia Reedy, Director of Development

**FUNDING SOURCE &
ORIGINAL BUDGET:**

FOCUS AREAS: Economic Growth

ATTACHMENTS:

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MEETING CANCELLED

BUILDING LOCAL CHAMPIONS

#OURCOR



COR

Columbia Opportunity Resource

OPPORTUNITIES IN COLUMBIA

**According to 2022 reporting, we
are 10/12 for Talent Index
compared to peer regions.**

COLUMBIA OPPORTUNITY RESOURCE

COR helps professionals get plugged in to the community, connecting them to opportunities, experiences and diverse networks.



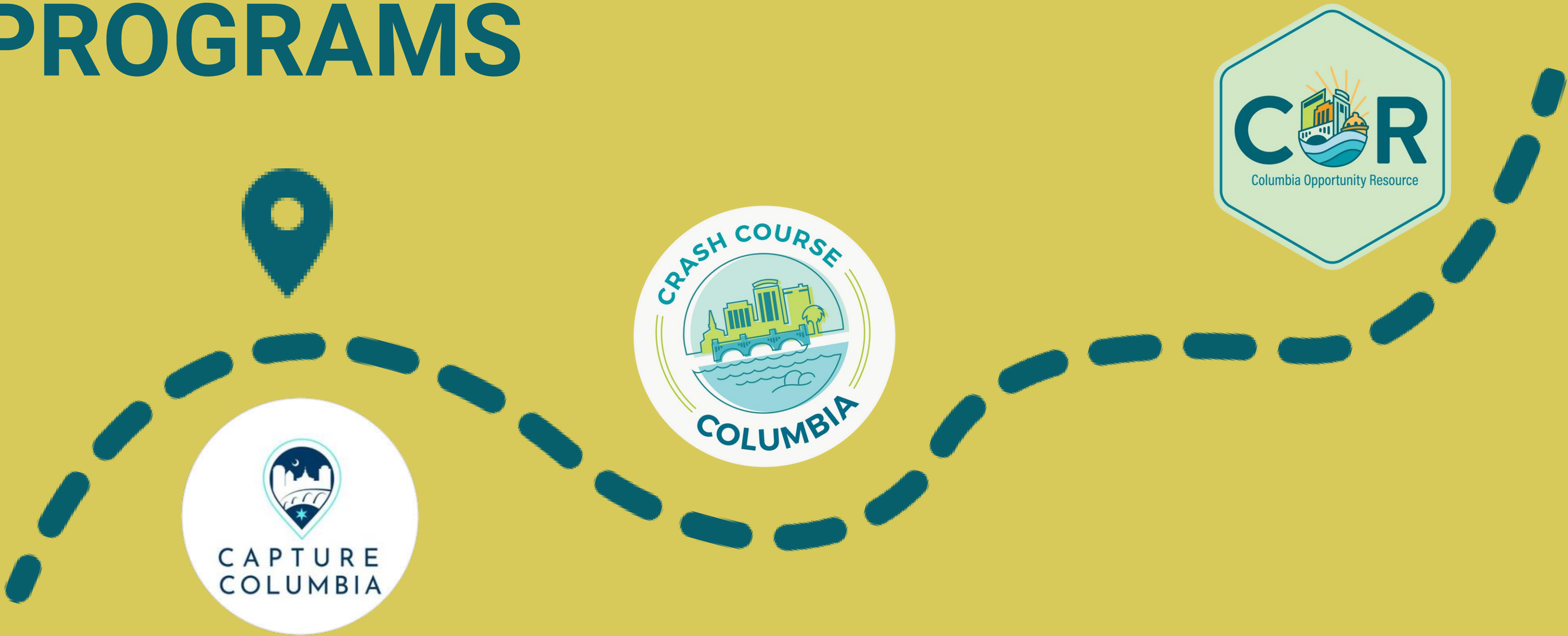
Founded in 2005
Daniel Rickenmann
Tameika Isaac Devine



A man with a beard and glasses, wearing a dark sweater over a patterned vest, is speaking into a microphone. He has a name tag that reads "Nate" and "Keep Calm". He is gesturing with his left hand. The background shows a brick building with large windows.

INSIDER EXPERIENCE

TALENT RETENTION PROGRAMS



#OURCOR

CAPTURE COLUMBIA

What

- 5 events over the summer
- Networking, professional development & insider experiences
- FREE
- 4+ districts
- 20+ local organizations

When

- Wednesdays, 6-8 PM
 - June 12: Kickoff at Koger
 - June 19: Mixer on Main
 - July 29: Founders in Five Points
 - July 10: WeCo Walkabout
 - July 17: Celebration

Who

- College students, interns, associates, apprentices or any college-age individual working a summer job in Columbia

Why

- Encourage students to start their career in Columbia
- Connect interns with business community and job opportunities
- Building local champions
 - Increase talent retention
 - Increase local pride





MEET AMAYA



“I had a wonderful experience attending the Fall 2022 Capture Columbia events, and I encourage all young professionals to learn more about COR. Capture Columbia gave me the opportunity to meet a variety of influential locals and learn more about the city of Columbia in a fun, collaborative way. I was able to secure an awesome internship thanks to the connections made during Capture Columbia.”

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TALENT RETENTION PROGRAMS



#OURCOR

CRASH COURSE COLUMBIA

What

- 10-hour crash course
- Blending insider knowledge + unique experiences
- 5+ districts
- 15+ local businesses & organizations

When

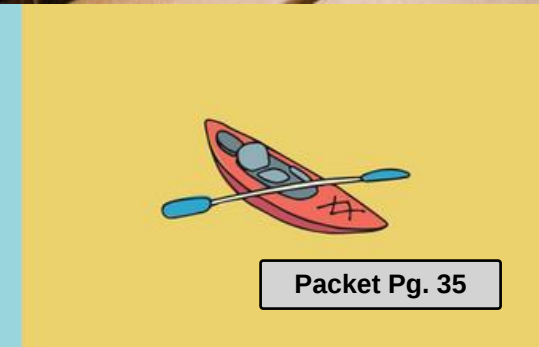
- Spring + Fall tours:
 - March 7-8, 2024
 - Fall 2024 dates to be announced

Who

- 25 professionals + 5 hosts
- New to the working world
- New to the Columbia region

Why

- Building local champions
 - Increase talent retention
 - Increase local pride
- Support local businesses
- Engaging community members who aren't already plugged in
- Introducing new audiences to COR





Ashley Elsey, COR

#OURCOR

MEET KAIH



“I was on the cusp of deciding as to whether I stayed in Columbia when I went through Crash Course Columbia. I learned so much about the region and left feeling excited to get involved in the community,” says Kaih Taylor, Crash Course Columbia participant and COR board member. “Now as a COR board member, I have the opportunity to share this passion for our region’s growth.”

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TALENT RETENTION PROGRAMS



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COR MEMBERSHIP



#OURCOR

BEING A COR MEMBER



Getting Plugged In
Meaningful Relationships
Insider Experiences
Diverse Networks
Volunteer Opportunities
Connecting Columbia



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TABLE FOR SIX



**Themed networking
dinners aimed at
connecting professionals
from all sectors.**



TIME TO GIVE



**A unique silent auction
where guests bid
volunteer hours instead
of dollars.**



COR CONNECTIONS



Member only mixers.



ACTIVATE

Public mixers that serve
as membership drives.



2.a



VOLUNTEER OPPORTUNITIES



Camp Cole
St. Pats in Five Points
Mardi Gras
Families Helping Families



DRIVING THIS GENERATION OF LEADERS

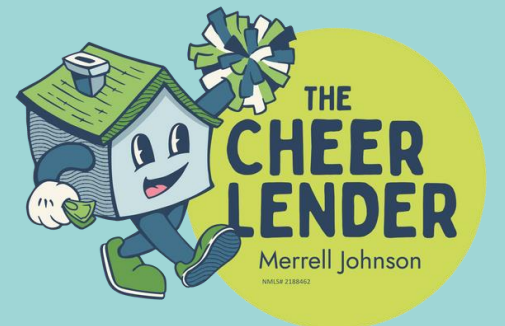


#OURCOR

DRIVING DOLLARS & AWARENESS



CURRENT + PAST FUNDERS



WHERE YOU COME IN



CONTINUED SUCCESS RELIES ON PARTNERSHIP



- ✓ Boost talent retention
- ✓ Increase local pride
- ✓ Tangible growth in the region
- ✓ Increase civic engagement



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