



**COLUMBIA ECONOMIC DEVELOPMENT COMMITTEE MEETING AGENDA
TUESDAY, NOVEMBER 8, 2022**

The Columbia Economic Development Committee will conduct a meeting on Tuesday, November 8, 2022 at 1:00 p.m. at City Hall (Mayor's Conference Room), 1737 Main Street, Columbia, South Carolina 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 Joe E. Taylor, Jr., *Chair*
The Honorable William Brennan, District III ▪ The Honorable Tina N. Herbert, District I

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. Review of Economic Development Partners
2. Creation of a 5-Year Real Estate Plan
3. Update on Positions for the Economic Development Office
4. Establishing Quarterly Reporting Based on the Measures within the 2022 Economic Development Plan

EXECUTIVE SESSION

5. 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)

*GSM of North Main/Peak Drift Beverages
Golden Eagle
2222 Main View Apartments*

6. Discussion of negotiations incident to proposed contractual arrangements pursuant to S.C. Code §30-4-70(a)(2)

1225 Laurel Street

ADJOURNMENT



We Are Columbia

MEETING DATE: November 8, 2022

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: Review of Economic Development Partners

**FUNDING SOURCE &
ORIGINAL BUDGET:**

ATTACHMENTS:

- **#a:** Deliverable Spreadsheet - ED Committee (PDF)

Partner Deliverables - FY 2021/2022

Partner	Deliverables	Annual Cost
City Center Partnership	Collaborate with Experience Columbia SC on the installation and use of four new digital kiosks on Main Street	
	Continue ongoing efforts to strategically recruit and position retail merchants	
	Continue ongoing marketing to suburbs within 40 miles of downtown Columbia	
	Continue to work to create a welcoming feeling to our downtown, one that is clean, safe and beautiful.	
	Continue to include a sense of culture, place and history as a part of all the things to do	
	Continue to encourage implementation of connectivity recommendations for pedestrian, bicycling, vehicular and public transportation	
	Continue to maintain street lighting in the BID	
	Gather data and publish State of Downtown Report to show the impact of the BID over time	
	Continue collaborative partnership to address/support the homeless effort in the BID	
	Continue to encourage increased collaboration and a shared vision among all stakeholders	
City Center Partnership	Total (government payment made in lieu of a standard BID allocation on taxed property)	\$70,000
GrowCo	Expand mentoring programs for high growth potential (250K+ revenue per year) companies in Columbia, SC	
	Assistance with ecosystem development, working to identify, engage and recruit new companies into the GrowCo community and Columbia ecosystem. 12 new companies	
	Promotion - Raising visibility and sharing success stories for Columbia’s entrepreneurs	
	Access to Capital - Expanding access to capital for promising founders and their companies through pipeline development, programming/ education and referrals to qualified and founder-friendly sources of capital.	
GrowCo	Total	\$37,500
Midlands Technical College	Coordinate in-person and virtual recruitment opportunities with the City to seek corporate partners for the park and next stage, entrepreneurial partners for the Accelerator	
	Marketing cost to recruit corporate partners for the park and recruit next stage, entrepreneurial partners for the Accelerator	
	Escalate entrepreneurship through growth of the MTC Accelerator	
Midlands Technical College	Total	\$10,000

Central SC	On demand research and mapping support, with access to several different data subscriptions including ESRI, JobsPlus, ROI Gazelle, and other tools. Assistance with providing information and responses to prospects, mapping for properties and amenities, photography, aerial drone footage, cost of doing business comparisons, labor profiles, demographics, social data, and business intelligence.	
	Custom marketing support to include website promotion via a dedicated page to City of Columbia, and a wide variety of marketing collateral with prominently highlights the City. Available property promotions on the Central SC website, with ability to promote City properties of interest, share flyers, and pull labor reports on the fly. Site photos and some video are available for download as well. Central news page features updates, key City employers, and quality of life information. A \$5000 marketing grant is available to local developers to assist with collateral development of their choosing.	
	Hosting of startcentralsc.org , a new talent recruitment and job hosting site focused on connecting prospective employees with job and internship opportunities and promoting quality of life in the Midlands	
	Marketing support to quality of life and workforce related videos, access to Richland County videos and assets, aerial videos of City properties (MTC Enterprise Campus and BullStreet), access to Central SC photo libraries for use in City collateral, testimonial videos from local business leaders. Development of custom marketing materials for ads, travel missions, sales publications (executive summary, brochures, etc...). Industry specific marketing materials, and translation assistance for presentations and brochures as needed.	
	Digital marketing assistance including eblasts to site consultants and companies highlighting available properties, and social media promotion including highlights, new rankings, positive media and PR, cross posting, and news features.	
	Local lead generation support to engage with businesses and industry sectors of interest for local developers, with the City prominently displayed on virtual calls.	
	Support with business recruitment trips and events, including mission planning and execution custom City/County generated trips, funding support when traveling on behalf of Central SC Alliance (all trip costs covered with exception of flights).	
	Prospect visit support including property and community tours, lunches, dinners, etc... Support and sponsorship for local events (i.e. Growth Summit sponsorship), assistance with connections to local suppliers/vendors, and help with local company and labor interviews. - Event assistance and monetary support, Incentive negotiation assistance, connections to potential suppliers and vendors, company and labor interviews	
CentralSC	Total Membership	\$72,000

Columbia World Affairs Council	Build international network of cities around universities focusing on Education, Landing Pad, IT, AI, Digital Economy & and Biotech/Life Sciences	
	Explore UK partnership for Economic Development (Liverpool and Essex)	
	Identify 8 business leads for Columbia	
	Coordinate actual or virtual spring mission trip specific to landing pad opportunities, IT and Innovation Cluster Development	
	Underwrite intern for CED to coordinate CWAC activities	
	Execute Global Vision Awards Gala	
	Cover City's payment in Sister City International	
	Schedule and host at least one call or video conference per month with Columbia's sister city partners and/or related business prospects	
Columbia World Affairs Council	Total	\$30,000
IT-ology	Summit on Diversity in IT – 1 Day Conference	
	Lunch and Learns: Provide quarterly lunch and learn interactive workshops designed to attract under-represented populations to the IT Field.	
	Diverse IT Speaker Series: Produce 2 Podcasts	
	Diverse IT Career Fair – Spring 2022	
IT-ology	Total	\$10,000
USC Incubator	Management of 43 incubator companies with an earned total of \$21 million in revenue	
USC Incubator	Total	\$25,000
Columbia Chamber of Commerce	Local military support and support with regards to BRAC discussions	
Columbia Chamber of Commerce	Total (not funded directly out of Economic Development budget)	\$53,500
Total		\$308,000



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MEETING DATE: November 8, 2022

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: Creation of a 5-Year Real Estate Plan

**FUNDING SOURCE &
ORIGINAL BUDGET:**



We Are Columbia

MEETING DATE: November 8, 2022

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: Update on Positions for the Economic Development Office

**FUNDING SOURCE &
ORIGINAL BUDGET:**



We Are Columbia

MEETING DATE: November 8, 2022

DEPARTMENT: City Clerk

FROM: *Erika Hammond, City Clerk*

SUBJECT: **Establishing Quarterly Reporting Based on the Measures within the 2022 Economic Development Plan**

FUNDING SOURCE & ORIGINAL BUDGET:



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MEETING DATE: November 8, 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:
GSM of North Main/Peak Drift Beverages
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2222 Main View Apartments



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