



**COLUMBIA CITY COUNCIL MEETING AGENDA
MONDAY, SEPTEMBER 16, 2019**

The Columbia City Council will conduct a 2019/2020 Budget & Project Implementation Workshop on Monday, September 16, 2019 at 8:30 a.m. at the Busby Street Community Center, 1735 Busby Street, Columbia, SC 29203.

The Honorable Mayor Stephen K. Benjamin
The Honorable Sam Davis, District I ▪ The Honorable Tameika Isaac Devine, At-Large
The Honorable Moe Baddourah, District III ▪ The Honorable Howard E. Duvall, Jr., At-Large
The Honorable Edward H. McDowell, Jr., District II ▪ The Honorable Daniel J. Rickenmann, District IV

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

INVOCATION

ECONOMIC AND COMMUNITY DEVELOPMENT STRATEGIES

1. Commercial Corridor Development - Ms. Teresa Wilson, City Manager
2. Economic Development Stakeholder Meetings - Mr. Ryan Coleman, Economic Development Director and Ms. Kay Hampton, Deputy Economic Development Director
3. Economic Development Partners - Mr. Ryan Coleman, Economic Development Director and Ms. Kay Hampton, Deputy Economic Development Director
4. Economic Development Travel and Learns - Mr. Ryan Coleman, Economic Development Director and Ms. Kay Hampton, Deputy Economic Development Director

EXECUTIVE SESSION

5. Discussion of the employment of an employee pursuant to §30-4-70(a)(1)
Development Corporations



We Are Columbia

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6. Receipt of legal advice related to matters covered by attorney-client privilege pursuant to S.C. Code §30-4-70(a)(2)

*Municipal Complex
Finlay Park
Convention Center*

7. Discussion of negotiations incident to the proposed purchase of property pursuant to S. C. Code §30-4-70(a)(2)

*Fire Station 2
SEACO*

ADJOURNMENT



We Are Columbia

MEETING DATE: September 16, 2019

DEPARTMENT: City Clerk

FROM: *Erika Moore, City Clerk*

SUBJECT: Commercial Corridor Development - Ms. Teresa Wilson, City Manager

FUNDING SOURCE & ORIGINAL BUDGET:

FOCUS AREAS: Connecting Our Community, Innovative & High Quality Municipal Services



We Are Columbia

MEETING DATE: September 16, 2019

DEPARTMENT: City Clerk

FROM: *Erika Moore, City Clerk*

SUBJECT: Economic Development Stakeholder Meetings - Mr. Ryan Coleman, Economic Development Director and Ms. Kay Hampton, Deputy Economic Development Director

FUNDING SOURCE & ORIGINAL BUDGET:

FOCUS AREAS: Empowering Our Residents



We Are Columbia

MEETING DATE: September 16, 2019

DEPARTMENT: City Clerk

FROM: *Erika Moore, City Clerk*

SUBJECT: Economic Development Partners - Mr. Ryan Coleman,
Economic Development Director and Ms. Kay Hampton,
Deputy Economic Development Director

**FUNDING SOURCE &
ORIGINAL BUDGET:**

ATTACHMENTS:

- **#a:** CED ANNUAL PLAN 2020 (PDF)
- **#b:** CED Partner Contracts_2019 (PDF)

2020
PLAN

PREPARED BY
RYAN COLEMAN, DIRECTOR &
KAY HAMPTON, DEPUTY
DIRECTOR

WITH THE HELP OF SERGIO
APARICIO, BUSINESS
DEVELOPMENT MANAGER &
BRENDA JONES, OFFICE
MANAGER



ANNUAL PLAN

LATEST INFORMATION REGARDING COLUMBIA
ECONOMIC DEVELOPMENT

Packet Pg. 6



Annual Plan 2020

Over the past year we had the opportunity to support and lead many programs and partnerships that drove growth and development in Columbia. We focused on our local insurance technology (insurtech) industry cluster and partnered with Insurance Technology and Services Cluster of SC (ITSSC) and helped to secure a 200+ employee expansion at Capgemini's technology development center that will be built out this year. Our partnership with the Midlands Technical College Enterprise Campus (MTC) led to the expansion of Ritedose Corporation, who added 150,000 square foot distribution facility at the MTC Northeast Campus. Additionally, MTC and the City successfully partnered together to receive \$135,000 grant from the SC Rural Infrastructure Authority in order to provide expanded wastewater service to new areas of the business park.

Through our newly created grant program we have been able to assist local, homegrown businesses such as Krumware, Avolanta, and smallSUGAR in establishing and growing here in Columbia. We will continue to create an ecosystem and an identity that supports startups and technology, as we saw attendance increase at local events such as 1 Million Cups by 200% over the past year. We partnered with local tech guru Todd Lewis to expand participation at the Open Source 101 Conference this year by 40%, with over 700 individuals traveling from across the country to learn more about tech in Columbia.

We are excited to announce that Kay Hampton joined as our new Deputy Director and we plan to have a full staff by the end of Q3 when we bring on a new Marketing and Communications Manager. A heavy push will be made to incorporate the Business Development Manager position as a one stop person for assisting new and existing businesses with development and permitting needs. We will lead efforts to coordinate other city staff and departments in economic development efforts with increased internal communication and coordination.

In 2020, the office will focus on expanding visibility with a heavy focus on digital media, including a new website and enhanced digital marketing campaigns with a strong emphasis on the four primary areas of influence for our office: Recruitment, Existing Business Retention/Expansion, Entrepreneurship, and Marketing/Communications.

The core goals for the upcoming year are to:

- Develop and grow our existing cluster bases of Technology, Insurtech, Professional Services, and Bio/Life Sciences.
- Promote the City of Columbia as an attractive location for talent.
- Assist with filling street level vacancies through retail and restaurant businesses.

Business Retention and Expansion

Growing existing business is the cornerstone of the CED's mission. This year we will take a variety of approaches to increase outreach.

OUTREACH

- We will conduct 100+ interviews with local companies, targeting cross sections of our largest employers, key industry clusters (insurtech, technology, financial, bio/life science, retail), and local entrepreneurs
- Business Blitz campaigns will be conducted by coordinating with other City development departments/staff to target business dense areas in order to strengthen relationships with the retail and hospitality industries
- Business roundtable discussions will be held with select industry cluster groups, such as real estate brokers, professional services, developers, etc... to increase outreach and information sharing within our community

COLLABORATION

- We will increase communication and work alongside the local business associations in order to target and assist them with the specific needs of their individual districts
- Opportunities to promote local business-to business exchange opportunities will be explored
- Talent attraction and retention is high priority for businesses, we will look at ways to increase the connectivity between higher education and local business to bridge the skills gaps

PROMOTION

- We will work with our partners to implement the "Made in Soda City" campaign, highlighting products and services made in Columbia and the people who make them
- New digital and video marketing strategies will be used to highlight local businesses, influential business leaders, their success stories, and why Columbia is a great place to do business

Recruitment

Bringing new businesses to help compliment and grow our existing industry base is a high priority for Columbia. The City's focus remains uniquely centered on attracting white collar, knowledge economy office jobs that enhance the commercial nature of the city and universities.

OUTREACH

- Recruitment will remain focused on the core areas of insurance technology, professional services, and bio/life science
- Our lead generation consultants, Camoin 310, will expand their scope of work this year to include additional appointment setting for new recruitment trips and conferences.
- Our office will engage in more direct visits to site selectors, initially focused regionally in SC, NC and GA, then gradually expanding nationwide
- We will work with partners to determine how the City can best play a role in encouraging the development of new Class A office space in and around the downtown area

PROMOTION

- Our office will roll out an updated, standalone website with a heavy focus toward business recruitment, to include new functionality and improved visibility of information with demographics, incentives, and sites more prominently highlighted
- Priority properties will be identified by collaboration with our local commercial brokers
- An ambassador or "closing team" concept will be explored that can be leverage to help land projects and used to solicit interest from outside brokers and site selectors

INCENTIVES

- The incentive criteria for our current grant program will be reviewed and formalized, and a new grant program will be rolled out focused on assisting the creation of new retail and restaurants
- We are examining the possibility if implementing a formal grant committee, to provide additional oversight to our review process

Entrepreneurship

Columbia is home to a very talented and passionate group of local business owners who have started and continue to grow their businesses here. We want to support their great work and find ways to tap into and cultivate that creativity and energy.

ECOSYSTEM

- We will continue to develop strategic relationships with organizations and conferences such as 1 Million Cups and OpenSource101, and look for new opportunities to partner with others, such as the new “GrowCo” initiative
- Develop an expanded inventory of local start-ups and entrepreneurs
- Our efforts will remain primarily focused on technology oriented start-ups and “high impact” small businesses that have the capability to create significant growth in the City

RESOURCES

- The “Made in Soda City” campaign will be leveraged and expanded through marketing efforts, and will have a heavy focus on local entrepreneurs
- We will inventory and identify all of the financial assistance available for entrepreneurs through venture capital, angel funding and grant opportunities and create a more linear process for local companies to leverage those assets
- Our office will look for new opportunities to develop additional business incubator and landing pad space in the City

Marketing & Communications

Marketing and Communications (MARCOM) overlaps all of our primary focus areas. We will develop an effective and efficient 12 month long campaign that can be leveraged to promote new growth and development. Great stories about Columbia are waiting to be told.

STRATEGY

- Our strategy for the upcoming year will focus almost exclusively on digital marketing and video
- Three campaigns will co-exist to cover our department needs- “I Love Columbia” and “Made in Soda City”, “Take Off Cola”
- A new website will be launched that will cover the needs and provide assistance for BRE, Recruitment and Entrepreneurs
- Experience Columbia SC will assist in targeting or attracting businesses through the promotion of quality of life, and the usage of digital assets highlighting the strengths of the community.
- Digital ambassadors/key influencers will be identified and enlisted to help us maximize our marketing efforts
- Social media efforts will continue and be expanded by strategic ad placement and the use of videography to promote the city for talent attraction, business expansion and recruitment

Administration

Administration projects are focused on supporting the overall office goals.

- Reporting metrics will be developed and implemented to provide to management on a quarterly basis
- Opportunity Zone maps and marketing pieces will continue to be developed
- Partner relationships will be utilized to maximize cost and efficiency
- Economic development partners will be expected to provide quarterly updates on where they stand on contract deliverables

Partner Name	Contract Amount	Scope of Work	Proposed Contract Deliverables	Contract Deliverables Update	Notes
World Affairs Council	\$32,500	Assist with the creation of jobs and capital investment in the City and help the city with developing its internatnational presence and relationships	Coordinate two economic trade missions to	2018 Liège, Belgium.	
			Host economic outreach program with Oman	On October 2 & 3, 2018, CWAC presented Engage America: Oman 2018, a program series focused on understanding of the country of Oman and its important ties to SC and the U.S. The events, with over 170 attendees, featured Ms. Haura Saud Al-Wahaibi, Commercial Attaché, Embassy of the Sultanate of Oman, and strengthened the Columbia-USC-Oman relationship. USC and Oman have enjoyed a student exchange for over 15 years. In 2017, CWAC helped USC organize the Importance of Tourism and Ports in Economic Development: Best Practices in Oman and the USA conference with former Charleston Mayor (and 2017 Global Vision Award recipient) Joe Riley as key note speaker. Events included: • Welcoming reception, USC Darla Moore School of Business. 15 attended. • Breakfast Presentation, USC Darla Moore School of Business with Dr. Robert Rolfe, USC Professor of International Business, and Ms Haura Al Wahaibi. 85 attended. • Distinguished Speaker at the Palmetto Forum, at The Palmetto Club. 52 attended. • Tea Time Discussion with USC Students, USC Ernest F. Hollings Special Collections Library. 20 attended.	
			Build International Visitor Leadership Programs (IVLP) to the City via the US State Dept. expanding economic development through hospitality income and awareness of Columbia's resources as a global business destination	CWAC brought 82 visitors through IVLP alone, with many other groups outside of the State Dept. In FY19, CWAC brought a total of 202 international visitors to the City staying in over 311 hotel rooms. Global Ties US estimated an impact of \$114K for the state, with Columbia accountable for at least \$57K of that impact (see attachment- Charleston CIV). For a complete list of international visitors see the FY19 CWAC International Visitors Report.	
			Host VP of US-Saudi Arabian Business Council	On August 20, 2019, CWC presented <i>Doing Business with Saudi Arabia</i> featuring David Callahan, Senior Vice President, U.S.-Saudi Arabian Business Council. The event was attended by 27 guests.	
			Coordinate business & innovation partnerships with Kaiserslautern through the Fraunhofer Institute of Experimental Software Engineering and the Atlantic Academy activities	Through the SC Logistics Initiative (SC Dept. of Commerce and SC Council on Competitiveness) and CWAC programming and connectivity, Fraunhofer USA Center for Experimental Software Engineering announced an applied research and innovation project with USC, Datos Consulting and G&P Trucking. • Products include development of cloud-based platform to enhance services to logistics companies: - o Optimization of business processes - o Real-time decision making - o Risk management, CyberSecurity, and privacy enforcement • SC Dept. of Commerce is contributing \$300K to the initiative, co-funded by Datos and G&P in-kind. Logistics is \$32.9Billion industry in South Carolina. • SC Council on Competitiveness is continuing to invest and partner with Fraunhofer on Cybersecurity development within the logistics industry.	
			Creation of a Fraunhofer Research Institute of SC housed in Columbia	In May, in Columbia, we formalized the relationship between SC and the Fraunhofer Institute of Experimental Software Engineering in Kaiserslautern and Fraunhofer USA. The SC Fraunhofer Alliance based in Columbia under the SC Council on Competitiveness was created. In FY19, there has been an estimated \$1.5 million in innovation research projects with companies, and an estimated \$2 million in project developments for FY20. This includes a major project with Safran, a huge French aerospace company that has been working with the McNair Aerospace Center in Columbia on new systems development for wire harnessing for Boeing Aircraft in Charleston. Secondly, the Fraunhofer SC USA Alliance is also overseeing a \$1 million dollar project in Columbia with the SC Department of Corrections on Telemedicine at the Broad River Correctional Centers. That project also involves Palmetto Health (now Prisma), USC, and several private sector companies. This has all come about through 20 years of our sister city relationship guided by CWAC. For more details: www.scommerce.com/news/state-south-carolina-announces-partnership-fraunhofer-institute	

Partner Name	Contract Amount	Scope of Work	Proposed Contract Deliverables	Contract Deliverables Update	Notes
World Affairs Council	\$32,500	Assist with the creation of jobs and capital investment in the City and help the city with developing its internatnational presence and relationships	Host the Global Vision Award Dinner to honor Senator Hugh Leatherman- City receives a table	GVAD 2018 was held on Nov. 29, with approximately 200 attendees. Most of the regional and state players attended, offering a rare opportunity for networking and collaboration across the state. GVAD 2019 will honor Claflin University President Henry Tisdale on Oct. 23.	
			Assist in the development of an Innovation Center Showroom through USC's Department of Computer Science and engineering to promote the City's emerging innovation, business and tech sector	This is still a work in progress and discussion.	
			Build connectivity through international network of cities around universities focusing on Education, Landing Pad, IT, AI, Digital Economy and Medical and Biotechnology	CWAC helped land BlueStar Forensics from Monaco which set up its US sales office at the Enterprise Campus of Midlands Technical College. CWAC met with a company called CeCom , from Nantes, France, and there is ongoing discussion about them locating a sales and distribution office in Columbia. Morgan Crapps, Parker Poe and CWAC board member, followed up with a meeting with them in France in May. CWAC helped provide a connection with a company called J. Lanfranco from Quebec, Canada to set up a sales office in Columbia. SC Commerce followed up on this conversation in June. CWAC also attracted meetings with Cybernetica , a major cybersecurity firm based in Tallinn, Estonia, to explore the possibility of a US sales office in Columbia. CWAC will continue to focus on the landing pad concept to bring international companies to Columbia. Meetings scheduled throughout August to build our Global Leadership Training Seminar, which will highlight Network Cities and help our regional players understand how to better access these markets. Meetings have already been confirmed with BB&T, Bobbitt Construction, City of Cayce and City of West Columbia. Refer to the economic support document for stories of international exchange and partnerships in these areas.	
			Cover City's payment in Sister Cities International		\$1,100 annually
			Coordinate and assist City with international visitors or international groups as requested	See FY19 CWAC International Visitors Report for all international visitors CWAC brought to Columbia.	
			Assist CED to ID 8 potential international business recruits for the City	Bluestar-Forensic (Monaco) CeCom (France) Safran (France) J. Lanfranco (Canada) Cybernetica (Estonia) Vygo (Australia)	
			Maintain and upgrade when necessary the City's profile on CSCA's website		
			Maintain available industrial and office sites/buildings in the City on the CSCA's website		
			Provide copies of the Columbia Executive Summary and other collateral marketing materials upon request		
			Promote the City through CSCA' marketing programs		
			Provide the CED a calendar of planned marketing events and invite participation as warranted		

Partner Name	Contract Amount	Scope of Work	Proposed Contract Deliverables	Contract Deliverables Update	Notes
Central SC Alliance	\$72,000		Include and assist CED in planning both domestic and international marketing missions		
			Respond to RFI's and fulfill data requests as needed, and to notify the CED of any project being worked on by the CSCA or any of its contacts or affiliates within the City limits. CED will notify CSCA of any projects considering the City and work as a team throughout all stages of the project		
			Target companies in the following cluster groups and marked Columbia, and the region as a location for these companies to establish new and/or expanded operations: Insurance (IT, Sales and Services) Corporate headquarters, branches and/or back office operations Health Sciences IT Advanced Manufacturing Logistics and Distribution		
			Report annually or as requested: Number of times City is submitted fro a project Number of those prospects that chose the City to relocate or expand operations Estimated number of new jobs that were created in the City by new or expanding companies Value of capital investments made in City by companies relocating or expanding operations, with whom CSCA worked Increase water and sewer customers using City's utility system	The City was submitted for a project 7 times Number of prospects that chose Columbia: UNUM Group – Expansion \$6M, 0 jobs; Capgemini – Expansion 200 jobs Value of capital investments made in the City by companies relocating or expanding operations with whom CSCA worked with \$0	
			Assist City with the attraction of at least 50 white-collar, full-time equivalent jobs as well as the creation of at least 50 full-time equivalent jobs through retention and expansion of exisiting businesses	Capgemini – Expansion 200 jobs	

Partner Name	Contract Amount	Scope of Work	Proposed Contract Deliverables	Contract Deliverables Update	Notes
Central SC Alliance	\$72,000		Provide the City with 6 unique company leads and help facilitate and participate in 6 recruitment conference calls annually	WPP Group USA (meeting held in NYC, Mayor Benjamin and Ryan) (Feb. 2019) Aventri, Inc. (meeting held in CT, Mayor Benjamin and Ryan) (Feb. 2019) SAE Systems International (meeting held in CT, Mayor Benjamin and Ryan) (Feb. 2019) American Express (meeting held in Orlando, Ryan + Richland County) (Central SC paid for the SSOW conference registration https://www.ssonetwork.com/events) (March 2019) Corning (meeting held in Orlando, Ryan + Richland County) (Central SC paid for the SSOW conference registration https://www.ssonetwork.com/events) (March 2019) Cox Automotive (meeting held in Orlando, Ryan + Richland County) (Central SC paid for the SSOW conference registration https://www.ssonetwork.com/events) (March 2019) Loews Corporation (meeting held in Orlando, Ryan + Richland County) (Central SC paid for the SSOW conference registration https://www.ssonetwork.com/events) (March 2019) Manulife (meeting held in Orlando, Ryan + Richland County) (Central SC paid for the SSOW conference registration https://www.ssonetwork.com/events) (March 2019)	
USC/ Columbia Technology Incubator	\$25,000		Encourage positive economic development & growth of the region's entrepreneurial ecosystem	37 of 39 member companies reporting • Gross Revenue: o Total – \$11,777,960.69 o True average/company – \$318,323.26 o Average/company generating revenue (24/37) – \$490,748.36	Current location is in need of major repairs and new location needs to be identified.
			Attract and retain highly skilled, innovative, and creative entrepreneurs, employees and businesses	Data from July, 2018- Dec. 2018 369 people employeeed Full time – 211 / 57% Part time – 67 / 18% Contractors – 77 / 21% Interns – 14 / 4% 65% live in Richland County	Informally running the Launchpad program with Incubator new members as needed. Currently facilitating the LP curriculum with 3 medical students in Greenville and are working on a model to integrate into the USC SOM program for first year students.
			Create high wage, high impact jobs Assist city in growing taxable development & water/sewer revenue through creation & development of new businesses	Salaries paid to all employees: o Total – \$6,216,137 o Average/company – \$168,003.70 • Salaries paid to full time employees: o Total – \$4,611,289.00 o Average/company – \$124,629.43 o True average annual salary – \$37,802.83 o Average annual salary of paying members – \$59,169.64 Ownership Information • Male – 27 / 73% • Female – 18 / 49% • Minority – 20 / 54% • Veteran – 4 / 11% • USC Affiliate – 12 / 32%	

Partner Name	Contract Amount	Scope of Work	Proposed Contract Deliverables	Contract Deliverables Update	Notes
It-oLogy	\$10,000	Assist with education, recruitment and growth of IT companies and talent which will lead to increased job growth	10 week, fast track CompTIA training and testing for citizens that would like to go into IT as opposed to attending 2 yr or 4 yr university	Total issued – 52 certifications Breakdown: • CompTIA Information Technology Fundamentals (ITF+) – 5 certifications • CompTIA A+ – 23 certifications • CompTIA Network+ - 14 certifications • CompTIA Security+ - 10 certifications 45 certifications were issued to people living in Columbia.	City assistance enables them to offer a PearsonVue Certified Testing Center. Because of this, they are able to provide exam vouchers at a discounted rate. City assistance also helped to pay for exam preparation materials for students. Note: The city funding allowed IT-ology to offer the CompTIA IT Fundamentals (ITF+) class to 2 youth from the Urban League. They both completed the class successfully. Many other locations similar programs: ITology Comp-TIA program cost \$2,499 to attend ONLC (private company in Cayce) offers program for \$2,295 Training Programs (private company in Columbia) offers course for \$2,250
			Offer ITIL certification for IT leaders and soft skill IT specific training & certification for any citizen wishing to pursue a career in IT. Training conducted at IT-ology & work with area partners in rural & underserved districts to stand up programs in their districts	Total issued – 8 certifications • 8 professionals lived in Columbia • City assistance allowed us to offer the ITIL certification course at a discounted rate on certification exam vouchers. We were also able to provide learning aids with materials that the city assistance helped up purchase.	Itology program costs \$2,200 to attend ONLC (private company in Cayce) offers program for \$1,495 Training Programs (private company in Columbia) offers course for \$2,250
			Development of recruiting tool Sctechlife.com to include current job openings and ways to live work and play in Columbia to attract out of state graduates to move to Columbia	SCTechLife was officially launched at the end of 2017. We continue to add new information to the site as needed. The city is welcome to use this as a resource to attract others to Columbia. http://sctechlife.com/	All certification courses are offered to anyone wanting to travel to Columbia, SC to take them. ITology is fairly unique in that they offer face-to-face training and hands-on activities. Much of this type of training is offered virtually, online. Many professionals would rather attend an intensive certification course away from home/work where they can focus on studying and preparation. Link on the webpage recommending hotels and restaurants in the area. https://www.it-ology.org/columbia-south-carolina-resources/ The City of Columbia helps to maintain the theater on the first floor of 1301 Gervais Street. The City can utilize this space for meetings, events, conferences, etc.
			Provision of It-ology's workforce development materials/marketing to help City attract IT businesses to the City	2 videos with the theme “You can work anywhere, but you can LIVE here.” The videos are on our Website www.it-ology.org and on http://sctechlife.com/	

Partner Name	Contract Amount	Scope of Work	Proposed Contract Deliverables	Contract Deliverables Update	Notes
EngenuitySC	\$65,000	Work is focused on improving our local environment and making Columbia more attractive to businesses outside the region who are considering investing here. We bring regional business, government & education leaders together to coordinate & execute regional improvement projects. This engages existing businesses in taking steps to grow our economy and shows recruiting targets that we have coordinated, intelligent approach to addressing regional ED issues			
		ITsSC	Engenuity will oversee an RFP process to develop a regional ED strategy to recruit new companies, encourage cluster growth & promote retention. An outside expert will be brought in to assess the existing strenghts, identigy areas of opportunity & draft a strategy to amplify ED in the industry	EngenuitySC has supported Richland County Economic Development through this process along with partners, including SCRA and University of South Carolina. A consultant has been selected to study both the insurtech industry as well as related industries, including financial back-office, fintech, cybersecurity, and other IT-intensive areas. Upon completion, this strategy will be implemented with iTs SC and the City as key partners. The EngenuitySC team also introduced an insurance technology prospect to Richland County. This project is active and has engaged additional partners from SC Commerce, SCRA, and the University, and it has a strong chance to land in the downtown Columbia area.	A breakdown of the City's allocation of funds is below - EngenuitySC General (covers the EngenuitySC website, the Board meetings) = \$55,000 - Midlands Regional Competitiveness Report & Competitiveness Week = \$5,000 - iTs SC = \$5,000 - Regional Mayors = \$1,500 paid out of mayors budget - Midlands Business Leadership Group = \$0
			Complete cluster rebrand, including website, logo, marketing strategy	This initiative was not completed, as it relied upon the commitment of new membership funds from the Executive Committee's membership growth efforts. However, the EngenuitySC team developed a set of new marketing language, updated the iTs SC logo, and made website changes to provide iTs SC a more effective toolkit to showcase the Columbia region.	
			Recruit 4-5 new members to the cluster using newly redesigned vision for the future that states in 10 yrs Columbia will be the place you want to be for insurtech	Two new members were recruited to the cluster in SYSTEMTEC and Avolanta, while Aflac was re-engaged at the executive level. Member recruitment - a responsibility of the Executive Committee - has long been highly dependent upon the engagement of executives within the cluster, and to that end, we've worked with the MBLG and other executives to begin the process of restoring that level of leadership to the organization through one-on-one, CEO-to-CEO meetings aimed at receiving commitments to iTs SC's mission. We anticipate this will result in the re-commitment of the largest absent companies as well as others previously unable to justify membership. Absent this process, iTs SC most likely would not have the organizational leadership to generate significant ongoing value.	
			Create and deliver two workforce development programs. One focused on college and another focused on K12 program	iTs SC spent several months working towards a new K-12 program, which the cluster's leadership ultimately elected to postpone. This program would consist of in-school speakers and classroom literature outlining educational paths towards careers in the insurance technology industry. As the Moore School has remained unreceptive to efforts to retain Risk Management and Insurance graduates within Columbia - instead preferring they take nominally higher-paying careers in places like Charlotte and New York - leadership has focused on engaging University of South Carolina's Office of Economic Engagement. We anticipate this will facilitate longer-lasting partnerships for talent development, while providing stronger links to university economic development efforts. - Leadership Insurance is in its sixth class, with participants from 6 companies and the City of Columbia. The program has graduated between 10 and 15 participants each year, many of whom have gone on to leadership positions within their own organizations. This year's class of 12 has been one of the best, with companies responding with strongly positive feedback on the value of the program. Participants have been challenged to think creatively about new products and systems in this rapidly changing industry, while learning from leaders and innovators in the field.	
		Midlands Regional Competitiveness Report	Take ownership of project management, data oversight content development & publication to produce 5th report. Launch event where Mayor will be invited to speak and City Officials invited to see the report before distribution	EngenuitySC produced the 5th annual report, noting areas of progress as well as areas of concern. Mayor Benjamin spoke at the launch event to a crowd of over 100 education, economic development, and community leaders, along with highlighted speakers from startup ZVerse and the Midlands Business Leadership Group. City elected officials and staff were invited to this first look at the report's findings.	

Partner Name	Contract Amount	Scope of Work	Proposed Contract Deliverables	Contract Deliverables Update	Notes
EngenuitySC	\$65,000	Midlands Regional Competitiveness Report	Reach 7,500 individuals & businesses through marketing tactics	The 2018 Midlands Regional Competitiveness Report was distributed to approx. 6,500 businesses and individuals through the Columbia Regional Business Report in early 2019. Public Relations efforts for the Report and Competitiveness Week (this PR campaign was combined) by EngenuitySC and PR agency partner Flock and Rally garnered 41 pieces of media coverage, resulting in over 13,000 online views and 204,000 offline views (including print and TV). In addition to the PR campaign, EngenuitySC promoted the report on social media, through our e-newsletter, and via in-person presentations to community groups.	
			Present the report findings to City Council at meeting of your choice	EngenuitySC is pleased to present the Report to City Council whenever requested.	
			Give complimentary copies of the report to the City and work closely with council and ED office to use the data to identify opportunities for collaborative programming & areas for focus.	Copies have been provided to City of Columbia Economic Development as requested, and additional copies are always available on request. The report's findings have informed work in the areas of livability and talent.	
			Work with City to cross promote, not only the launch but also the 2019 State of the City address and many other events happening during EngenuitySC's annual Competitiveness Week celebration	The EngenuitySC team worked with members of City staff to promote a fantastic slate of events throughout Competitiveness Week. In addition to the Mayor's State of the City address - promoted via EngenuitySC social media, newsletter and other outlets - we organized a lineup of 7 events drawing a total of 531 attendees. These events, highlighting the companies, initiatives, and people driving our region's competitive future, included such topics as breweries, the life sciences industry and education.	
		Midlands Business Leadership Group Competitiveness Initiative	Continue work with Mayor, Heyward Harvin and others to pursue opportunities for environmental cleanup, private investment & development along the riverfront- particularly between Gervais & Catawba Street	- This past year, EngenuitySC supported the work of an MBLG Committee to establish a formal collaboration with the property owners from Gervais St. to Catawba St. along the Congaree River to address the design, funding, development and operation of a regional waterfront amenity. - Stemming from that work, a 501(c)3 organization was formed to guide the development of the riverfront, with representatives from Guignard Associates and MBLG serving on the board - The City - including the Mayor, Heyward Harvin and others - had the opportunity to work directly with the 501(c)3 leaders on their planning efforts, including attending a presentation on the refreshed development concepts for the riverfront amenity. - Additionally, the work on this Committee - with EngenuitySC's help - led to multiple meetings where the City of Columbia, Congaree Riverkeeper, SCE&G (now Dominion), DHEC, EPA, and Army Corps of Engineers met and eventually agreed-upon a path forward for removal of coal tar from the Congaree River. - In April, Dominion submitted a permit to the Army Corps of Engineers to get approval to begin work on the agreed-upon solution, and that permit is still under review.	
			Be a key strategic partner in working with planning staff to complete an Assembly Street charrette, identifying opportunities for improvement, pedestrian safety and connectivity. This plan will inform the City-wide strategic plan update and will help guide investmetn along Lady St cooridor in the blocks immediately off Assembly St	EngenuitySC worked with City staff and many others, including SCDOT and the CMCOG, on this ongoing MBLG initiative. The charrette itself, held in October 2018, produced conceptual designs for three different areas of Assembly Street and engaged over 40 different stakeholders to provide input. Since then, EngenuitySC has been working with the Mayor and City Planning staff to prioritize and implement findings. We've also worked to keep property owners and developers informed on possible improvements between Pendleton and Lady Streets, as identified and planned by City staff.	

<u>Partner Name</u>	<u>Contract Amount</u>	<u>Scope of Work</u>	<u>Proposed Contract Deliverables</u>	<u>Contract Deliverables Update</u>	<u>Notes</u>
EngenuitySC	\$65,000	Midlands Business Leadership Group Competitiveness Initiative	Support MBLG, City Economic Development and other regional stakeholders as they work to develop first-in class regional ED model. MBLG is leading the charge and the City will continue to have a crucial role to play in working with regional leaders & organizations like Central SC Alliance to improve ED strategy, structure and execution	- Early in the fiscal year, EngenuitySC worked directly with the MBLG Economic Development Committee to launch an effort to develop a conceptual recommendation for a best-in-class regional economic development model. - A small group of 7 of South Carolina’s leading economic development minds met 6 times to draft an initial recommendation for changes that could be made through the structure of the Central SC Alliance. - From there, EngenuitySC coordinated bringing together a larger group of 30+ key regional stakeholders - including Ryan Coleman - to meet twice and amend the initial recommendation to present a final, formal product to the Central SC Alliance. - That final product was adopted unanimously by MBLG Economic Development Committee on June 27, 2018; adopted unanimously by MBLG Executive Committee on August 2, 2018; and adopted unanimously by MBLG Membership on September 19, 2018. - From there, it was formally sent to the Board of the Central SC Alliance, and as a result, they engaged the nation’s premier economic development consulting firm to develop a new strategic plan. - Their effort with Avalanche consulting was launched formally in October 2018 and updates on progress have been provided during MBLG membership meetings. - Though the formal results have not been shared publicly, the last update indicated that the final product - a strategic plan - would be unveiled in late Summer. - With EngenuitySC's support, conversations have already begun with the MBLG Economic Development Committee and Executive Committee about how they can help Central SC adopt the strategic plan recommendations and lead any further conversations needed on regional partnerships and collaborations that need to happen to ensure successful implementation.	
			Support MBLG, City of Columbia Communications office & other regional communicators in their effort to define a new brand personality and story that we can use consistently in promoting/celebrating Columbia	- This past year, and with project management support from EngenuitySC, MBLG Regional Branding Committee launched an effort to design and implement a shared, consensus-based solution for regional communication and messaging that focuses on Midlands residents. - We were so proud to bring together 20+ stakeholders and marketing practitioners from Richland and Lexington Counties - including Lauren Harper and later Kay Hampton - to develop a new set of shared regional talking points, helping our own residents talk positively about the Columbia region. - More recently, the group held focus groups to test concepts for an internal communication effort targeting residents and young talent on an ongoing basis. - Additionally, the tools developed by the Committee have been made available to the City of Columbia for their own use, and there is exciting opportunity for partnership as MBLG looks to widely share the tools and branding concepts for the community to use.	
			Support MBLG, USC, Columbia College, Richland Library, City Economic Development and other in defining the entrepreneurial support ecosystem, uncovering missing resources and working to address the challenges that keep local entrepreneurs from growing faster	- One of the projects our team supported the MBLG Entrepreneurship Committee in executing was to create a world-class point of entry to the many nodes of Columbia’s entrepreneurial ecosystem. - Thanks to the work of our team and partners around the region - including Sergio Aparicio and Ryan Coleman - the continuum of resources available to entrepreneurs in the Columbia region was mapped, focusing on Richland and Lexington Counties. - Our team has now finalized a draft of that continuum and outlined a website to serve as a home for the resource map, guiding entrepreneurs to the resources they need and positioning Columbia as an entrepreneurship-friendly region. - The next step is to work with MBLG to identify resources to build the tool and sign on with a local developer to build it.	

<u>Partner Name</u>	<u>Contract Amount</u>	<u>Scope of Work</u>	<u>Proposed Contract Deliverables</u>	<u>Contract Deliverables Update</u>	<u>Notes</u>
EngenuitySC	\$65,000	Regional Mayors Forum	Host 6 Midlands Mayors forum meetings in Columbia with key speakers at each	At the time our plan was drafted, one participating mayor had pledged to host both a formal and an informal event for the cohort this year. While this mayor was unable to deliver on that plan, our team ably delivered the four events we were charged with leading. - We arranged for the cohort to join Rodney Mahone, publisher of The State, in his suite at Segra Stadium to acquaint him with the mayors of our region's cities and towns. - We hosted the Local Mayors Lounge on Main Street, part of the US Conference of Mayors Block Party Celebration. This gathering gave the mayors time to check in with Kyle Michel, their project's government liaison, and learn more about the upcoming legislative session. - We joined representatives from the SC Department of Transportation for a "Roads and Bridges," breakfast presentation hosted by the SC Cable Television Association - We coordinated the cohort's participation in the Nephron Pharmaceuticals Mayor's Pitch Challenge, and afterwards hosted a happy hour for the group to discuss shared challenges and concerns. This discussion will help inform our topics for FY20. - Also through this group, a select subset of mayors was invited to participate in specific activities during the US Conference of Mayors convening.	
			Maintain communication platform for Mayors to share information & coordinate actions	EngenuitySC maintains two primary communication platforms for the Midlands Mayors Forum - We maintain a private facebook page where Mayors can post questions, share ideas, and promote good news. - Via email, we share grant resources, articles of interest, convention information, etc. We also use this email list to share emergency resource information during hurricane season. The mayors have requested these emails on an as-needed basis, as opposed to a scheduled email update.	
			Coordinate media push around participants' leadership roles with National Conference of Mayors, Municipal Association of SC & similar groups	EngenuitySC distributed a press release highlighting the leadership role our local mayors play in regional and national organizations. The press release now lives on engenuitysc.com.	
			Host one public event or press opportuntiy for the mayors	In May, members of the Midlands Mayors Forum participated in the Nephron Pharmaceuticals Mayors Pitch Competition during Midlands Gives. This event was attended by 9 mayors, covered by Columbia's four primary media outlets and attended by the public. It was a great opportunity for leaders of nonprofit organizations to interact with municipal leaders.	
		EngenutiSC Website	Work with vendor partners to keep website up-to-date with latest event details, news stories from the region and information on how to get involved	EngenuitySC.com hosts details around organization and initiative events and ways to get involved via the News section (https://www.engenuitysc.com/news/). Examples of posts include talent as an economic driver for the region; a call for volunteers for Dress to Impress program in Richland One; and promoting TEDxUofSC Talk videos online. In addition to News posts that are primarily specific to ESC projects and initiatives, the Competitiveness Week page (https://www.engenuitysc.com/competitiveness-week/) listed details around every event of Competitiveness Week 2019, including Mayor Benjamin's State of the City address that was held that week. Cross-promotion of News posts, event details and other items - such as the 2018 Competitiveness Report - is done via social media and the EngenuitySC e-newsletter, which is distributed to over 2,000 people each month. EngenuitySC.com is managed by a combination of in-house staff and web contractor Beam & Hinge. In FY19, we saw an overall increase in website traffic of 10%; a 31% increase in web traffic to the Homepage, and an impressive 145% increase in traffic to the Competitiveness Week page. The most heavily visited pages on the site for FY19 were (in this order): Homepage, About, Competitiveness Week and Competitiveness Report. The Competitiveness Week page also had the longest average time spent on the page (two minutes, 45 seconds).	

<u>Partner Name</u>	<u>Contract Amount</u>	<u>Scope of Work</u>	<u>Proposed Contract Deliverables</u>	<u>Contract Deliverables Update</u>	<u>Notes</u>
EngenuitySC	\$65,000	EngenutiycSC Website	Work with CED to cross promote various events and news	EngenuitySC's second annual Competitiveness Week was held the week of Mayor Benjamin's State of the City address, an intentional and strategic decision by EngenuitySC to have as many meaningful events involving our region's competitiveness during the week as possible. This allowed greater opportunity for helping to promote the SOTC. ESC promoted the SOTC on engenuitysc.com, social media and the ESC e-newsletter leading up to the event. Furthermore, ESC's social media team shared relevant news about the region and partner events where appropriate throughout the year.	
			Feature the City of Columbia as a supporter	The City of Columbia is featured as a supporter of ESC on the website (https://www.engenuitysc.com/about/supporters/); in the ESC conference room; on the back cover of the 2018 Midlands Regional Competitiveness Report, and on the back cover of the FY19 Annual Report.	
		EngenuitySC Board Meetings	Host a minimum of 5 board meetings with invitations to the Mayor and Ryan Coleman	This year EngenuitySC held 6 total Board meetings in August 2018, October 2018, December 2018, February 2019, April 2019, June 2019. Mayor Benjamin, Heyward Harvin and Ryan Coleman were invited to participate in all of those. We also sent 11 Executive Director updates to the Board keeping them apprised of activities and announcements between Board meetings.	
			Provide a forum for better collaboration among leaders from around the region and offer opportunitites to discuss plans for action	This is a fundamental tenet of our core values and core focus. We seek to do this every day, both through our work with the Board and our work with clients around the region. Examples include our participation in the Bloomberg Harvard City Leadership Initiative as part of the Columbia delegation; the management of the MBLG Governmental Cooperation effort to bring elected officials together from City of Columbia, Richland County and Lexington County; our robust Competitiveness Week events that engage residents and leaders from around the region. Please see our FY19 Annual Report for more details on these partnerships and collaborations.	



We Are Columbia

MEETING DATE: September 16, 2019

DEPARTMENT: City Clerk

FROM: *Erika Moore, City Clerk*

SUBJECT: Economic Development Travel and Learns - Mr. Ryan Coleman, Economic Development Director and Ms. Kay Hampton, Deputy Economic Development Director

FUNDING SOURCE & ORIGINAL BUDGET:

FOCUS AREAS: Economic Prosperity - Endless Possibilities



We Are Columbia

MEETING DATE: September 16, 2019

DEPARTMENT: City Clerk

FROM: *Erika Moore, City Clerk*

SUBJECT: Discussion of the employment of an employee pursuant to §30-4-70(a)(1)

**FUNDING SOURCE &
ORIGINAL BUDGET:**

PURPOSE:
Development Corporations



We Are Columbia

MEETING DATE: September 16, 2019

DEPARTMENT: City Clerk

FROM: *Erika Moore, City Clerk*

SUBJECT: Receipt of legal advice related to matters covered by attorney-client privilege pursuant to S.C. Code §30-4-70(a)(2)

**FUNDING SOURCE &
ORIGINAL BUDGET:**

PURPOSE:

Municipal Complex
Finlay Park
Convention Center



We Are Columbia

MEETING DATE: September 16, 2019

DEPARTMENT: City Clerk

FROM: *Erika Moore, City Clerk*

SUBJECT: Discussion of negotiations incident to the proposed purchase of property pursuant to S. C. Code §30-4-70(a)(2)

**FUNDING SOURCE &
ORIGINAL BUDGET:**

PURPOSE:

Fire Station 2
SEACO