



COLUMBIA CITY COUNCIL MEETING AGENDA TUESDAY, SEPTEMBER 27, 2022

The Columbia City Council will conduct a Work Session on Tuesday, September 27, 2022 at 3:00 p.m. at City Hall in 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. For questions regarding the meeting, please contact the City Clerk at (803)545-3045 or cityclerk@columbiasc.gov.

The Honorable Daniel J. Rickenmann, Mayor

The Honorable Howard E. Duvall, Jr., At-Large ■ The Honorable Edward H. McDowell, Jr., District II

The Honorable William Brennan, District III ■ The Honorable Aditi Bussells, At-Large

The Honorable Tina N. Herbert, District I ■ The Honorable Joe E. Taylor, Jr., 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

ADOPTION OF THE AGENDA

CITY COUNCIL DISCUSSION

1. City Council Proposed Zoning Public Hearing Schedule - Ms. Krista Hampton, Planning and Development Services Director
2. Columbia Economic Development Department Action Plan Update - Mr. Ryan Coleman, Economic Development Director
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. Community Promotions Grant Overview and Timeline - Ms. Missy Caughman, Budget, Program Management, and Grants Director

EXECUTIVE SESSION

5. Discussion of the employment of an employee pursuant to S.C. Code §30-4-70(a)(1)

Municipal Court

ADJOURNMENT



Memo

To: Teresa Wilson, City Manager and Erika Hammond, City Clerk
From: Krista Hampton, Director of Planning and Development Services
Date: September 22, 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.

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



We Are Columbia



ANNUAL PLAN

COLUMBIA ECONOMIC DEVELOPMENT

2022
PLAN



Columbia, SC Economic Development Plan – September 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
ULI Capital Markets	November 16-17	Charleston
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



We Are Columbia

City of Columbia Grease Trap Rebate Program

September 27, 2022

CURRENT PROGRAM

- **Authorized by City Council**
 - Resolution R 2020-015 and R 2022-045
- **All food service providers in the City can participate**
- **Forgivable loan**
- **Covers 1/2 of the cost**
- **Maximum loan of \$5,000**
- **Program funded through allocation from the W&S Fund**

NEW PROGRAM

- New authorization by City Council via future Resolution
- All food service providers in the City can participate
- Rebate
- Cover full cost subject to maximum
- Maximum rebate of \$10,000
- Program funded through the actual hospitality collections from the food service provider
 - Utilizes 1/2 of the monthly actual collections

Example - if collections are \$1,000, the rebate back to the provider is \$500

NEXT STEPS

- **Move program forward from committee to council**
 - Completed 9/13/2022
- **Authorization by City Council via Resolution**
 - Resolution on Council Agenda for 10/18/2022 meeting
- **City staff completes program and process changes**
 - Ongoing with Business License, OBO and Utilities
- **City staff markets new program**
 - Ongoing with PR and Utilities

NEXT STEPS

- **End current program and implement revised program**
 - **1/1/2023**
- **City Council gives direction to return original fund allocation to Water & Sewer Fund**
 - **Amount to be determined after final application is processed**
 - **Balance as of 9/23/2022 is \$70,942**
 - **Original allocation was \$100,000**



We Are Columbia

THANK YOU!