

South Carolina



Planning Education Advisory Committee

Committee Members:

Stephen G. Riley, Chairman
Representing MASC
Term Expires: 2017

Phillip L. Lindler, Vice
Chairman
Representing SCAC
Term expires: 2019

Cliff Ellis
Representing Clemson
University
Term expires: 2020

Christopher Witko
Representing USC
Term expires: 2020

Wayne Shuler
Representing SCAPA
Term expires: 2018

February 3, 2017

Susan Britt, Planning Manager - City of Tega Cay
7725 Tega Cay Drive
Tega Cay, SC 29708

Joe Cronin, Planning Director - Town of Fort Mill
112 Confederate Street
Fort Mill, SC 29715

Dear Ms. Britt and Mr. Cronin:

Re: *Economic Development Tools and Trends*

On January 18, 2017 I received the Program Materials you submitted for accreditation of the Continuing Education Course detailed above.

The Committee met on January 31, 2017 to consider the Program Materials you submitted for accreditation and requested further information regarding the course before approval. Thank you for providing the information and your request has been approved. Your signed "Notice of Decision" is attached. Formal, after-the-fact approval will be handled as part of a Consent Agenda at the next quarterly meeting of the Committee, which is scheduled for Monday, April 25, 2017 at 10:00 a.m. via telephone conference.

Thank you for your efforts to help make this program a success.

Sincerely,

A handwritten signature in black ink, appearing to read "Stephen G. Riley".

Stephen G. Riley, ICMA~CM
Chairman

cc: Phillip Lindler, Cliff Ellis, Wayne Shuler, Christopher Witko

**For further information, contact Mr. Stephen Riley, Chairman,
843-341-4701 or stever@hiltonheadislandsc.gov**

**LOCAL OFFICIAL'S CERTIFICATION OF NEED
FOR CONTINUING EDUCATION PROGRAM**

NOTE: The Planning Director of a jurisdiction, or the COG Director serving a jurisdiction, may certify to the SCPEAC that a particular continuing education program is appropriate to meet the needs of that jurisdiction.

This certification form, together with the required information referenced therein, shall be submitted to the Committee. **If no objections are raised** by a member of the SCPEAC within 10 working days of receipt, the continuing education program shall be considered accepted. If an objection is raised, a teleconference meeting shall be scheduled, with appropriate public notice, as soon as reasonably possible, to review the application.

1. Certifying Official's Information:

- a. Name: Susan Britt, AICP
- b. Title: Planning and Development Manager
- c. Jurisdiction for which certification is being made: City of Tega Cay (Offered jointly w/Town of Fort Mill)
- d. Address of Jurisdiction: 7725 Tega Cay Drive
- e. City: Tega Cay, SC
Zip Code 29708
- f. Telephone: 803.578.8531
- g. Email: sbritt@tegacaysc.gov
- h. For COG Directors:
 - i. Name of COG: _____
 - ii. Address of COG: _____
 - iii. City: _____
Zip Code: _____
 - iv. Telephone: _____
 - v. Email: _____

2. Information on Educational Program:

- a. Title of Program: Economic Development Tools and Trends
- b. Name of Organization that is providing or sponsoring the Program:
 - i. Organization: City of Tega Cay jointly w/Town of Fort Mill
 - ii. Street Address: 7725 Tega Cay Drive

iii. City: Tega Cay

State: SC

Zip Code: 29708

iv. Contact Person: Susan Britt

v. Title: Planning and Development Manager

vi. Telephone: 803.578.8531

vii. Email: sbritt@tegacaysc.gov

c. Date(s) and Location(s) of Program:

Thursday, March 2, 2017, 6:30 to 8:00 pm at The Glennon Center, 15077 Molokai Drive, Tega Cay, SC 29708

d. Briefly describe the program and why it is relevant to your jurisdiction:

- . This session will provide an overview of the economic development process, resources and goals for economic development in York County. An overview of development trends, challenges and opportunities facing growth and development in the area will take place. A brief overview regarding taxes and incentives and the strategic initiatives related to product development will also occur.

3. Method of presentation (check all that apply. All sessions must have a Coordinator present):

- a. Presenter(s) in room with participants ☒
- b. Live presentation via close circuit TV, video conferencing, or similar; Coordinator present ☐
- c. Videotape or CD/DVD presentation; Facilitator present ☐
- d. Webinar or similar; Coordinator present ☐
- e. Other (describe) _____

4. Description of materials to be distributed (check/fill in all that apply):

a. Powerpoint handout:	<input checked="" type="checkbox"/>	number of slides: unknown at this time
b. Other handouts:	<input type="checkbox"/>	total pages:
c. CD/DVD:	<input type="checkbox"/>	
d. Other (describe)		
e. None:	<input type="checkbox"/>	

5. When are materials distributed?

- a. Sent before the program: ☐
- b. Handed out at the program: ☒
- c. Other (describe) _____

6. Required attachments (5 copies distributed as described below):

- a. Course description and outline including estimated time per section
- b. Brochure, if available
- c. Course Presenter(s) and credentials (include brief resumes and qualifications)
- d. Copies of all handouts and course materials
- e. Evaluation Form and method of evaluation (each program must be evaluated)

7. Instruction Time:

- a. Indicate the total minutes of instruction time: 1 hour and 30 minutes

Note: Breaks, meals and introductions should not be counted. A reasonable period of Q and A should be included and counted.

8. Local contact person (if other than Certifying Official):

- a. Name: _____
- b. Title: _____
- c. Jurisdiction: _____
- d. Telephone: _____
- e. Email: _____

9. Certification. By Submitting this application, the applicant agrees to:

- a. Allow in-person observation, without charge, of the Program by the SCPEAC Committee members. Any food, travel or lodging costs will be the responsibility of the Committee member(s).
- b. The Certifying Official acknowledges that its approval for this Program may be withdrawn for violations of the regulations or failure to comply with the agreements and representations contained herein and as may be required by the SCPEAC.
- c. I do hereby certify that this program satisfies the current continuing education needs of this community.

i. Name: Susan Britt, AICP

ii. Title: Planning and Development Manager

iii. Signature: 

iv. Date: Jan. 18, 2017

ECONOMIC DEVELOPMENT TOOLS AND TRENDS

Session Outline:

Economic development is a process that requires a variety of team players engaged in both short and long term efforts. To be successful in diversifying the area local economy economic development partners must continually engage in education sessions to broaden and deepen their understanding of roles and responsibilities. This session will provide an overview of the economic development process, resources and goals for economic development in York County. An overview of development trends, challenges and opportunities facing growth and development in the area will take place. A brief overview regarding taxes and incentives and the strategic initiatives related to product development will also occur.



YORK COUNTY
ECONOMIC DEVELOPMENT
SOUTH CAROLINA

Economic Development 101

October 2016

Agenda

What is Economic Development?

Structure

Mission Statement & Core Values

Financials

Strategic Plan & Industry Clusters

Accomplishments, Goals & Program of Work

ED 101

Trends

Challenges & Opportunities

Questions

What is Economic Development?

What is Economic Development?

The process through which localities enhance the quality of life of their residents by creating new community and business wealth. This increase in prosperity is achieved by:

- Advancing private enterprise
- Making productive use of local resources
- Creating high-quality jobs
- Generating new personal income and
- Broadening the tax base

Key to the effort is that economic development is envisioned, planned, and implemented through a set of public and private sector policies and related programs.

Structure

Team York County

- York County Council and Staff
 - 7 County Council Member
 - Manager Lead Government
- York County Economic Development Board
 - 18 Member Appointed By County Council
- York County Growth Partners
 - Private Sector Funding Group
- Nine Municipalities and Local Chambers of Commerce



YCED Staff



Director
David Swenson

- ✓ Directs all activities of the Economic Development Department with emphasis on creating and implementing strategies to enhance the economic well-being of York County



Business Retention Manager
Teresa Curtice

- ✓ Visits companies to help strengthen relationships and provides resources that will help companies to grow
- ✓ Manages existing industry expansion projects
- ✓ Works with Workforce Development partners
- ✓ Assists York County Safety Council and existing industry database
- ✓ Maintains and tracks Grants, FILOT and Multi County Industrial Park Agreements



MARKETING Director
Caroline Floyd

- ✓ Assists in developing and implementing public awareness and marketing efforts designed to support economic development in York County
- ✓ Develops statistical and general information packets
- ✓ Monitors website and social media activities
- ✓ Assists in coordinating marketing activities between economic development allies



ADMINISTRATIVE ASSISTANT
Barbara Mayes

- ✓ Provides customer service to clients, prospects and general public
- ✓ Assists in organizing prospect visits, staff trips, board and committee meetings
- ✓ Processes department correspondence, reports, itineraries, minutes for meetings, expense reports and purchase requisitions
- ✓ Assists the Director in preparation of the budget and annual report



PROJECT MANAGER
Jason Flora

- ✓ Recruits new business to York County by managing prospect leads from initial contact through the decision-making process
- ✓ Works on site development and strategic planning for future growth in York County
- ✓ Facilitates prospect visits by showcasing advantages of the region
- ✓ Helps to build stronger relationships with community economic development partners

Mission Statement & Core Values

Mission Statement

The York County Economic Development Board serves all citizens of York County by leading and coordinating economic development activities resulting in increased county tax base, addition of diverse job opportunities and assistance with commercial and industrial development leading to higher per capita income and ultimately creating a better quality of life for our people.

“Mission is what distinguishes nonprofits from their for-profit cousins: Nonprofits have missions instead of owners or shareholders....” “...nonprofit board members’ prime directive is mission fulfillment.”

-- Harvard Law School Forum on Corporate Governance



Core Values

Excellence – We provide the highest quality programs and services, challenging ourselves to achieve greater results for our community and each other.

Family – We respect, trust and support each other in an environment that embraces work-life balance.

Passion – We pursue our work with enthusiasm, fueled by a strong commitment to our mission.

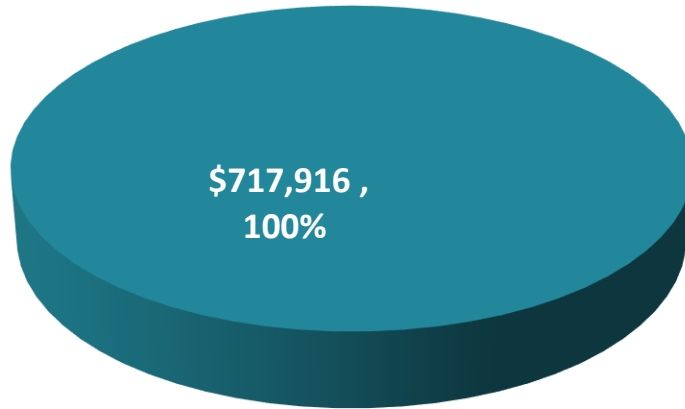
Vision – We consistently focus on a bold future, pursuing innovation and collaboration to facilitate the growth and vitality of our county.



Financials

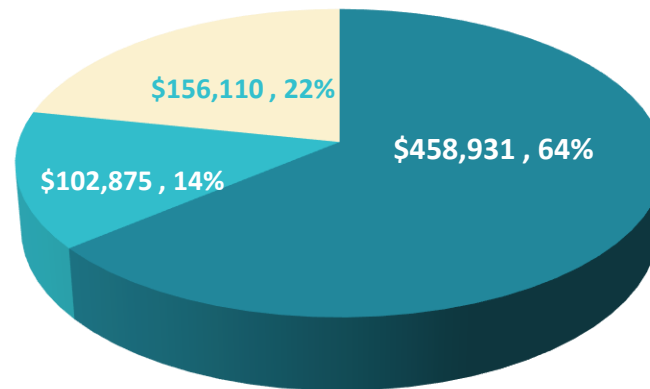
Financials – 2016/2017

Revenue - \$717,916



■ York County Government

Expenses - \$717,916



■ Human Resources
■ Administrative
■ Program

2015-16 = \$701,631
2014-15 = \$638,431
2013-14 = \$589,456

Strategic Plan & Industry Clusters

Strategic Plan

- Updated May 2015
- Target industries updated as well
- Key Focus Areas & Recommendations
 - Organizational Development – Structure review, add Research position, increase budget, add ED Summit
 - Product Development – Sustainable funding, independent evaluation of strategy
 - Marketing & Business Recruitment – New brand, upgrade website, target marketing, data mining and leverage position
 - Internal Marketing – Social media, stakeholder communications and familiarization tours
 - Business Retention & Expansion – Social media, website resources, increase visits, networking forums, Certified Work Ready Community
 - Incentives – quick start space, advocate for changes to support office
 - Small Business Development – Strengthen partnerships between agencies that support small business
- Other Plans – Comprehensive Land Use, I-77, CRP*, RHEDC



Strategic Plan

■ Recommended Implementation

- Year 1 – organizational development, product development fund, branding, website updates
- Year 2-3 – staff position, website upgrades, increase BRE visits, internal marketing
- Year 4-5 – review operational and product development funding needs, state incentive policy advocacy, small business development



Accomplishments, Goals & Program of Work

Program of Work

■ Focus Areas

- Recruiting New Businesses
- Retention of Existing Businesses
- Promoting the County, Region and State
- Strategic Initiatives Focused on:
 - Product
 - Workforce
 - Infrastructure
 - Community
- Administrative Support – Grants & Incentives

Accomplishments – 2015-2016

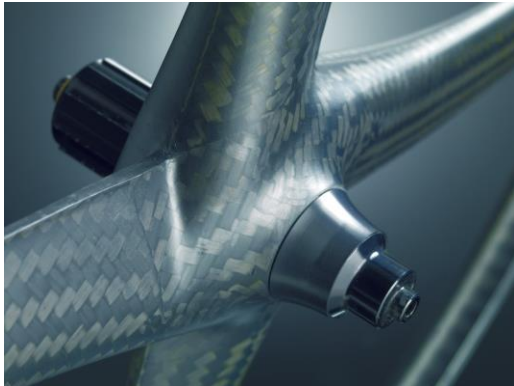
- **Business Development:**
 - 17 companies announced 804 new jobs and over \$131M in capital investment.
 - Conducted two recruiting missions to Europe and domestic missions to Atlanta, Nashville, Greenville, Chicago.
 - Department assisted 81 new projects with over 60 currently active. (12 were new expansions and 69 were new companies.)
- **Business Retention & Expansion:**
 - Completed 58 formal Business Retention and Expansion Surveys with target companies and over 100 existing company visits.
- **Marketing:**
 - Rolled out new brand and developing new marketing material and website.
 - Began work on new existing marketing materials.
 - Increased social media by 60%.
 - Held 2015 Economic Development Summit with a focus on Product Development, Workforce Development and Business Climate.
 - Invested over \$14,000 in new technology for presentations and communications.
- **Product Development:**
 - New 40,000 sf spec building in the East York Industrial Park completed.
 - Delivered and sold 50,000 sf Carolina Place spec building.
 - Completed Duke Site Readiness project for 160 acre site.
 - Worked to develop new Product Development Funding ordinance.
 - Working on new site development opportunities and five new spec building.
 - Worked with the York County team on the State Infrastructure Bank application for 2016.
- **Administrative:**
 - Held monthly meetings of Economic Development Board.
 - Facilitated 11 FILOT agreements that resulted in 2,627 jobs and \$228.7M in capital investment.
 - Assisted with 10 grants with over \$1.5M in value.
 - Each staff member completed one Economic Development training course.

Goals – 2016-2017

- **Business Development:**
 - Eight announcements of new or expanding companies with potential for 1,000 new jobs and \$80M in investment.
 - Complete two international and four domestic missions.
 - Conduct four familiarization tours of York County.
- **Business Retention & Expansion:**
 - Complete 100 formal Business Retention & Expansion Surveys
 - Complete targeted wage and benefits survey
 - Conduct three Business Leaders Roundtable meetings
- **Marketing:**
 - Increase social media following by 30%
 - Conduct quarterly newsletters
 - Implement new advertising campaign
 - Hold Annual Economic Development Summit
- **Product Development:**
 - Secure a dedicated funding stream for Product Development Fund
 - Complete site readiness evaluations and priority list for future industrial parks
 - Work with County Council and potential partners to evaluate future business park development
 - Maximize potential of County owned assets for economic development potential
 - Secure buyer for East York Ind. Park Spec Building & work with Santee Cooper on next spec building with York County Electric Cooperative
- **Administrative:**
 - Work with York County Growth Partners to maximize private sector engagement and funds
 - Enhance connections and resource utilization with Winthrop University and York Tech

Industry Clusters

- Advanced Materials
- Transportation Equipment
- Chemicals
- Business Headquarters / Back Office
- Food Products
- Transportation and Warehousing



Economic Development 101

Economic Development 101

- Who Do We Deal With
- How We Do Our Job
- Confidentiality
- The Truth About Incentives
- Product Development



Who Do We Deal With?

- Elected & Appointed Community Leadership
- Local, Regional, State, Federal Governments
 - Department of Commerce
- Regional Marketing Groups – SC I-77 Alliance, CRP
- Chambers of Commerce
- Workforce Development
- Universities / Colleges
- Site Selection Consultants
- Real Estate Brokers & Developers
- Existing & New Businesses – mfg, service, warehouse/logistics
- Utility Providers – Electric, Gas, Telecom, Water/Sewer
- Construction, Accounting, Banking, and Legal Firms
- Associations



How Do We Do Our Job?

- Why Do Businesses Make Location Decisions?
 - To be PROFITABLE.
 - Decisions to Locate, Expand, or Relocate are:
 - Profit Driven
 - Deadline Driven
 - Competitive
 - Comprehensive
 - Risk Adverse
- How Do They Make Location Decisions?
 - Company Direct vs Advisory (SLC, Realtor, Other)



How Do We Do Our Job?

THE EASIEST COUNTRIES FOR BUSINESS IN 2015

BASED ON THE DOING BUSINESS 2016 REPORT

WHAT CRITERIA ARE THESE COUNTRIES MEASURED ON?



STARTING
A BUSINESS



DEALING WITH
CONSTRUCTION
PERMITS



GETTING
ELECTRICITY



REGISTERING
PROPERTY



PAYING
TAXES



TRADING
ACROSS
BORDERS



GETTING
CREDIT



ENFORCING
CONTRACTS



PROTECTING
INVESTORS



RESOLVING
INSOLVENCY

TOP 10 EASIEST PLACES FOR BUSINESS



*The score is based on the average of each economy's distance to frontier (DTF) for each of the 10 topics included in the ranking.

Area Development Magazine

2015 Corporate Executives Site Selection Survey

Site Selection Factors	2014	2013
Ranking		
1 Highway accessibility	88.3	93.5 (2)**
2 Occupancy or construction costs	87.9	87.4 (4)
3 Available land	85.7	80.3 (13)
4 Available buildings	82.2	83.3 (6)
5 Availability of skilled labor	82.1	95.1 (1)
6 Labor costs	81.6	90.8 (3)
7 Right-to-work state	77.9	80.6 (11T)
8 Proximity to major markets	77.1	75.6 (15)
9 Energy availability and costs	76.8	80.8 (10)
10 Corporate tax rate	75.6	82.4 (7)
11 Tax exemptions	73.2	80.6 (11T)
11T State and local incentives	73.2	81.9 (8)
13 Expedited or "fast-track" permitting	71.0	76.3 (14)
14 Low union profile	70.9	81.4 (9)
15 Inbound/outbound shipping costs	69.5	70.9 (18)
16 Environmental regulations	68.6	71.7 (17)
17 Availability of long-term financing	63.1	74.8 (16)
18 Training programs	62.8	51.5 (23)
19 Accessibility to major airport	62.4	59.4 (21)
20 Proximity to college/technical training	61.5	54.1 (22)
21 Proximity to suppliers	60.3	67.7 (19)
22 Raw materials availability	53.7	60.5 (20)
23 Availability of unskilled labor	52.5	48.9 (24)
24 Availability of advanced ICT services	45.1	84.6 (5)
25 Water availability	44.0	N/A
26 Railroad service	30.9	29.4 (25)
27 Waterway or oceanport accessibility	27.8	20.2 (26)

**8 of top 27
Site Selection
Factors
Infrastructure
Related**



Area Development Magazine

2015 Corporate Executives Site Selection Survey

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**7 of top 27
Site
Selection
Factors
Workforce
Related**



How Do We Do Our Job?

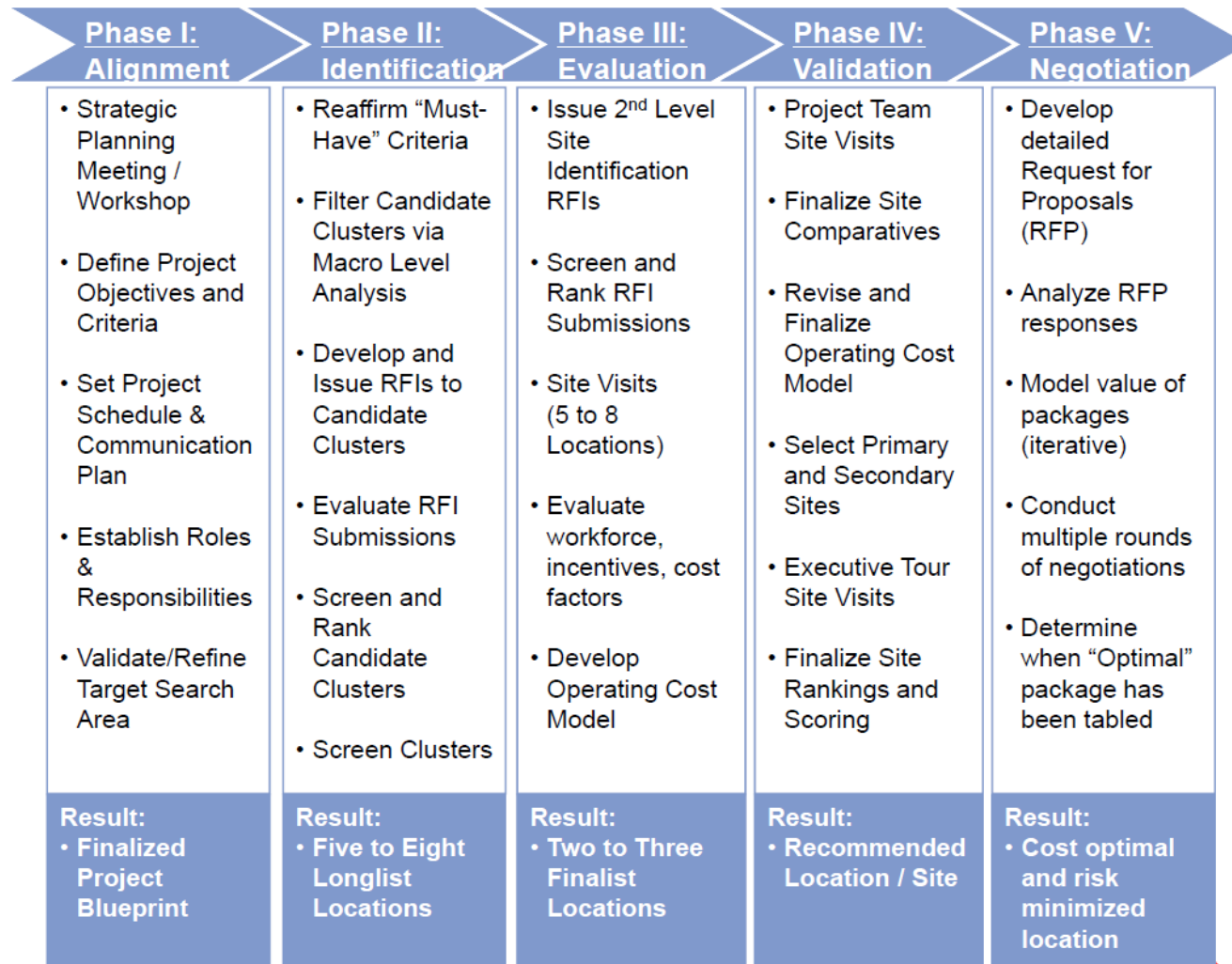
- Location Decision Making Funnel
 - Determination of Need
 - Determination of Project Criteria
 - Initial Review – 100 sites / Multiple States or Countries
 - Narrowed Evaluations – 20 – 30 Sites / RFP
 - Short List – 3-5 Sites / 2-3 States
 - Final List – 2 Sites / Deeper Examination of Community and Negotiations (*Incentives*)
 - Workforce, media, existing companies, leadership visits
 - Decision Made
 - Location Selected – Announcement / No Announcement
 - Location Not Selected - Feedback
 - Project On Hold or Dead



They are looking to eliminate locations at every stage!

How Do We Do Our Job?

Phased Project Methodology



Confidentiality

- Very Critical Element in the Process
- Methods To Preserve Confidentiality
 - Non-Disclosure Agreements
 - Project Code Names
 - Need-to-Know Basis
- Impacts If Broken
 - Elimination from Site Selection Process
 - Increased Land Prices
 - Loss of Incentive Negotiating Leverage
 - Disruption to Existing Company Operations
 - Challenges with Company Shareholders
 - Business Competition Finding Out
 - Black Mark on Reputation
 - Diminishes the Marketing Value of an Announcement



The Truth About Incentives (aka Investments)

in-cen-tive [in-sen-tiv]

noun

1. something that incites or tends to incite to action or greater effort, as a reward offered for increased productivity
2. means of inducing, persuading

In-cen-ti-vize [in-sen-tə-vīz]

verb

1. to provide (someone) with a good reason for wanting to do something
2. to bring about

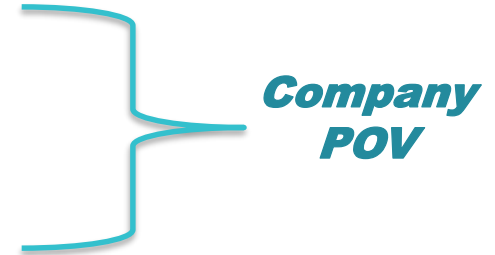
Synonyms

Stimulus, spur, incitement; attraction, lure, induce

in-vest-ment [in-vest-muhnt]

noun

1. the investing of money or capital in order to gain profitable returns, as interest, income, or appreciation in value.



The Truth About Incentives (aka Investments)

- Types - Statutory vs Discretionary
- State, Local, and Utility Provided
 - Tax Credits (S) – Jobs, Corporate HQ's, Investment, R&D, Port Use
 - Grants (S,L,U) – Transportation Cfunds, Workforce Training, State Grants, Utility Infrastructure
 - Property Tax (L) – Abatements, Fee-in-Lieu of Taxes
 - Exemptions (S,L) – Sales Tax and Property Tax
 - Fees (L) – Abatements or Discounts of Fees
 - Services (L) – Relocation, Recruitment, Expedited Permitting



The Truth About Incentives (aka Investments)

- Incentives should be monitored and reviewed
 - Performance Based with Clawbacks
 - Overall effectiveness
- Incentives need to be consistently and logically applied
 - Cost Benefit Analysis
 - Every FILOT is tested with the CBA
 - The CBA Examines the costs of services vs the benefits of the development and job creation
 - Example: 7:1 ratio means for every \$1 of incentive awarded; the community receives \$7 or 700% return on investment (ROI) for the taxpayer.



The Truth About Incentives

Growing Imbalance in Tax Base

Table 3: Highest and Lowest Homestead Taxes Among Urban Cities for Median-Valued Homes, Pay 2014

Rank (of 53)	Median-Valued Home			
	City, State	Tax	Value	ETR
1	Portland, OR	\$6,774	\$291,400	2.324%
2	Bridgeport, CT	\$6,601	\$163,400	4.040%
3	Burlington, VT	\$6,415	\$273,900	2.342%
4	Newark, NJ	\$5,968	\$206,200	2.894%
5	Aurora, IL	\$5,576	\$159,300	3.500%
49	Jackson, MS	\$1,202	\$84,000	1.431%
50	Columbia, SC	\$1,182	\$163,600	0.723%
51	Indianapolis, IN	\$1,171	\$116,400	1.006%
52	Charleston, WV	\$803	\$107,000	0.750%
53	Birmingham, AL	\$529	\$83,800	0.632%

**Lowest Taxes on
Residential Property
in the U.S.**

*2014 Property Tax Comparison Study Lincoln
Institute of Land Policy & Minnesota Center for
Fiscal Excellence, April 2015*

The Truth About Incentives

Growing Imbalance in Tax Base

Table 14: Urban Cities with the Highest and Lowest Industrial Taxes, Payable 2014

Rank (of 53)	\$100,000		\$1,000,000		\$25,000,000	
	City, State	Tax	City, State	Tax	City, State	Tax
1	Columbia, SC	\$7,973	Columbia, SC	\$79,434	Columbia, SC	\$1,985,861
2	Memphis, TN	\$5,439	Detroit, MI	\$62,413	Detroit, MI	\$1,560,321
3	Jackson, MS	\$5,364	Memphis, TN	\$54,390	Memphis, TN	\$1,359,750
4	Houston, TX	\$5,141	Jackson, MS	\$53,640	Jackson, MS	\$1,341,000
5	Indianapolis, IN	\$4,814	Houston, TX	\$51,413	Houston, TX	\$1,285,325
49	Cheyenne, WY	\$1,337	Fargo, ND	\$13,974	Fargo, ND	\$349,338
50	Philadelphia, PA	\$1,327	Cheyenne, WY	\$13,375	Cheyenne, WY	\$334,374
51	Wilmington, DE	\$1,320	Wilmington, DE	\$13,199	Wilmington, DE	\$329,984
52	Honolulu, HI	\$1,194	Honolulu, HI	\$11,937	Honolulu, HI	\$298,437
53	Virginia Beach, VA	\$1,025	Virginia Beach, VA	\$10,246	Virginia Beach, VA	\$256,155

Note: assumes 50% of total parcel value is personal property and 50% is real property.

Highest Taxes on Industrial Property in the U.S.

2014 Property Tax Comparison Study Lincoln
Institute of Land Policy & Minnesota Center for
Fiscal Excellence, April 2015

The Truth About Incentives

Growing Imbalance in Tax Base

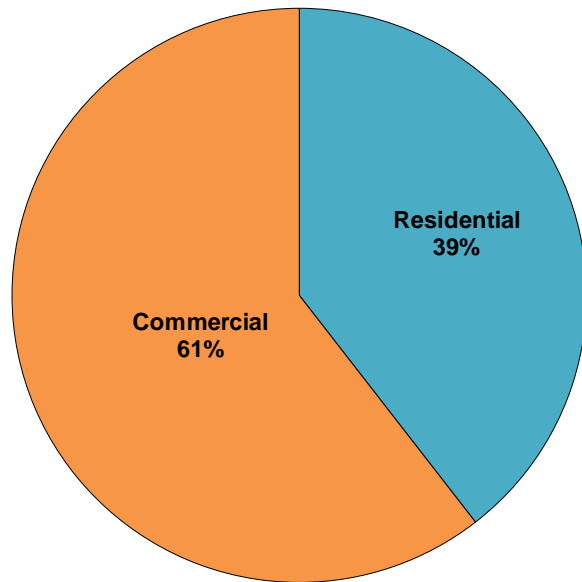
	Industrial			Residential			
	Net Tax Payable (2014)			Net Tax Payable (2014)			
	\$1 M Valued Property (50% Personal Property)			Property Taxes for the Median Home Value (2013)			
	Rank (1 is highest)	Net Tax	ETR	Rank (1 is highest)	Median Home Value	Net Tax	ETR
South Carolina (Columbia)	1st	\$79,434	3.93%	50th	\$163,600	\$1,182	0.72%
Michigan (Detroit)	2 nd	\$62,413	3.12%	43 rd	\$36,800	\$1,463	3.98%
Tennessee (Memphis)	3 rd	\$54,390	2.72%	38 th	\$89,400	\$1,737	1.94%
Illinois (Chicago)	12 th	\$40,558	2.03%	12 th	\$211,400	\$3,632	1.72%
Georgia (Atlanta)	20 th	\$33,090	1.65%	18 th	\$200,900	\$2,758	1.37%
Average	-	\$31,536	1.58%	-	-	\$2,697	1.53%
Ohio (Columbus)	32 nd	\$28,435	1.42%	24 th	\$123,700	\$2,345	1.90%
North Carolina (Charlotte)	42 nd	\$19,803	0.99%	29 th	\$165,900	\$2,007	1.21%
Kentucky (Louisville)	46 th	\$15,725	0.79%	34 th	\$141,900	\$1,804	1.27%
Virginia (Virginia Beach)	53 rd	\$10,246	0.51%	22 nd	\$259,200	\$2,385	0.92%

2014 Property Tax Comparison Study Lincoln Institute of Land Policy & Minnesota Center for Fiscal Excellence, April 2015

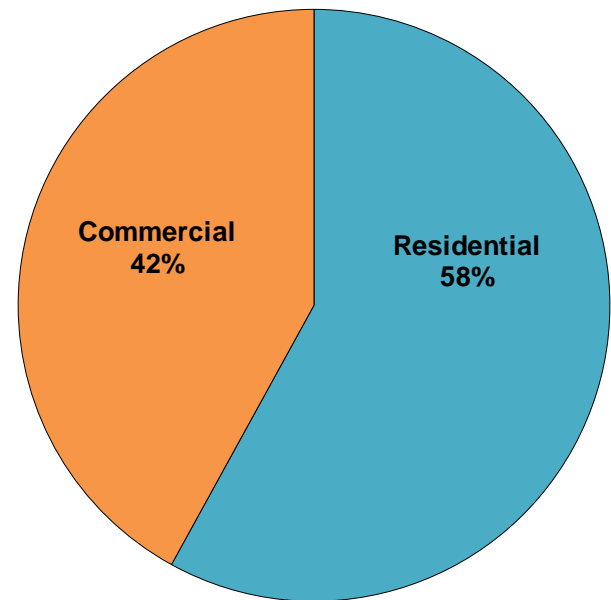
The Truth About Incentives

Growing Imbalance in Tax Base

2000 - 2001



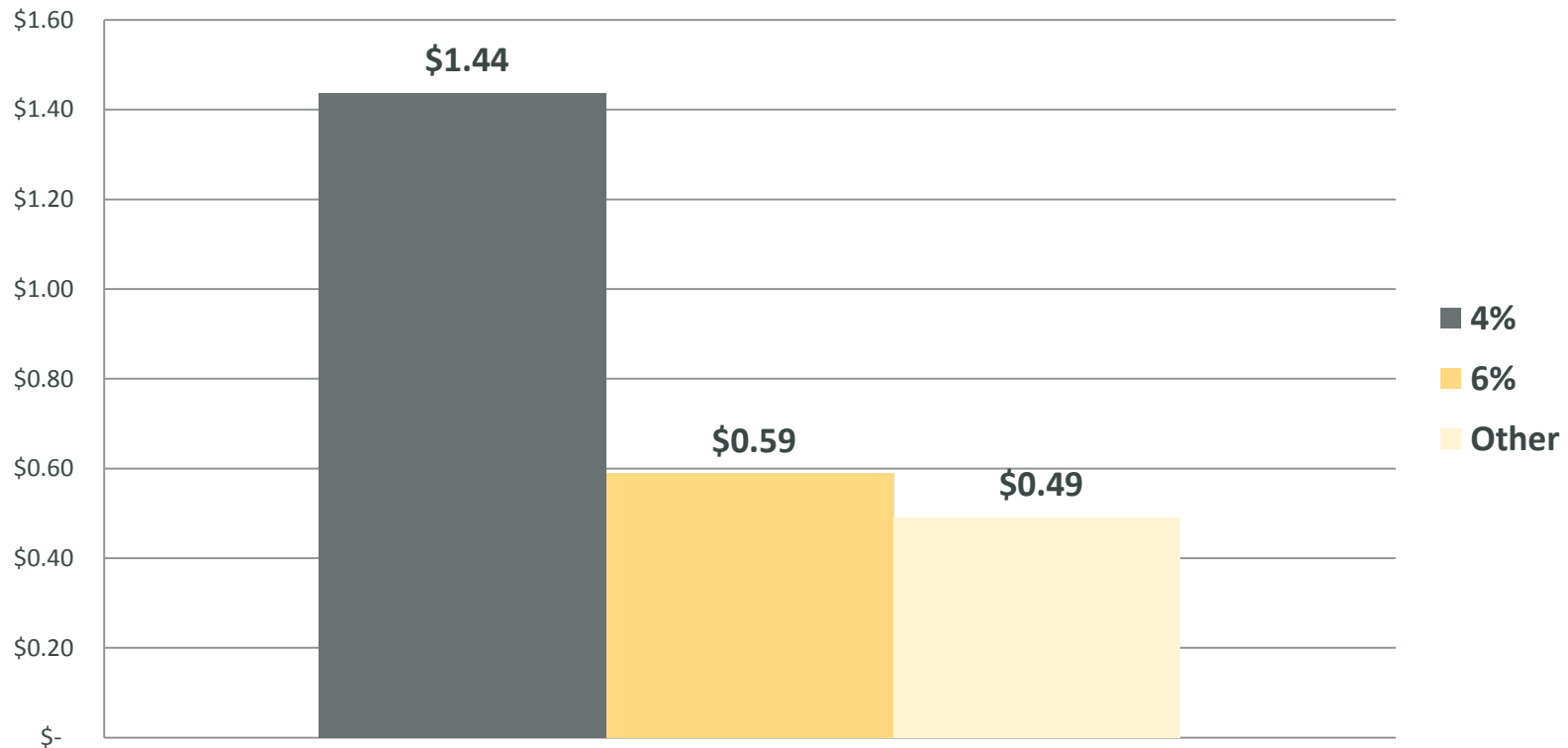
2015 - 2016



The Truth About Incentives

Expenses for \$1 of Revenue by Parcel Type

General Fund Expense for each Dollar of Revenue



Average home value of \$168,000. Breakeven point for 4% home is \$242,000.

Product Development

- Developed Product = SPEED TO MARKET!
- Key Product Development Elements:
 - Visionary Leadership
 - Shovel Ready Sites
 - Available Buildings
 - Infrastructure
 - Locational Advantage
 - Necessary Support Structure & Tools
 - Quality of Life
 - Community Assets



Product Development

■ Industrial

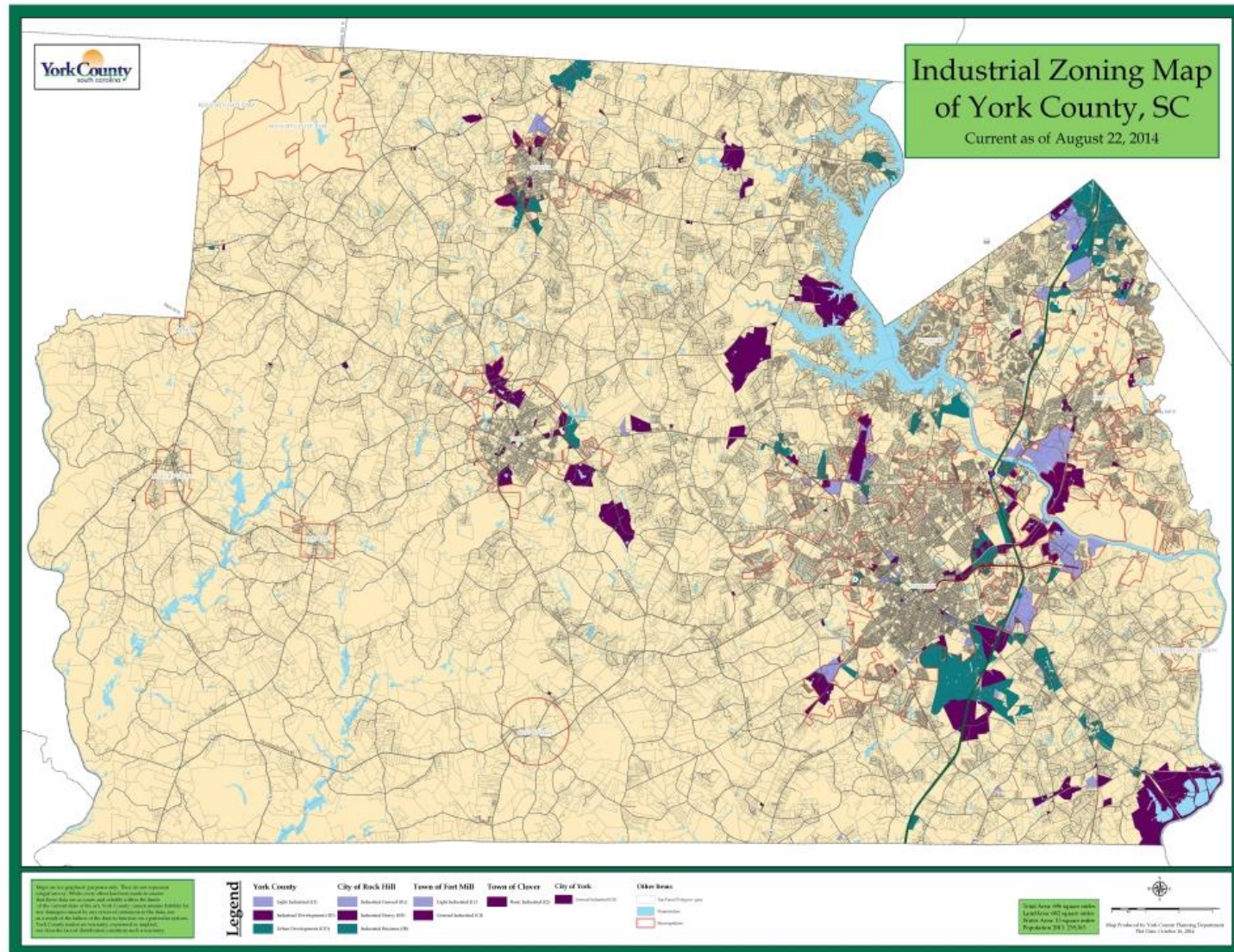
- 11 Industrial Parks (Westgate and Bradley are SC Certified Industrial Parks)
- Approximately 3,235 of industrial acres
- 1,125 acres are “shovel ready”
- Only 5 sites are > 50 acres
- 14 buildings (>10ksf); 1 spec building and 4 planned
- Avg space request = 151,000 sf

■ Office

- 1 established Class A office park (Kingsley Park)
- 2 more in development (Cato and Kingsley Village)
- 8 sites with approximately 2,000 acres for possible future office development
- 6 office buildings (>10k sf); 0 spec space available;
- Avg space request = 83,000 sf



Product Development



Product Development



Product Development

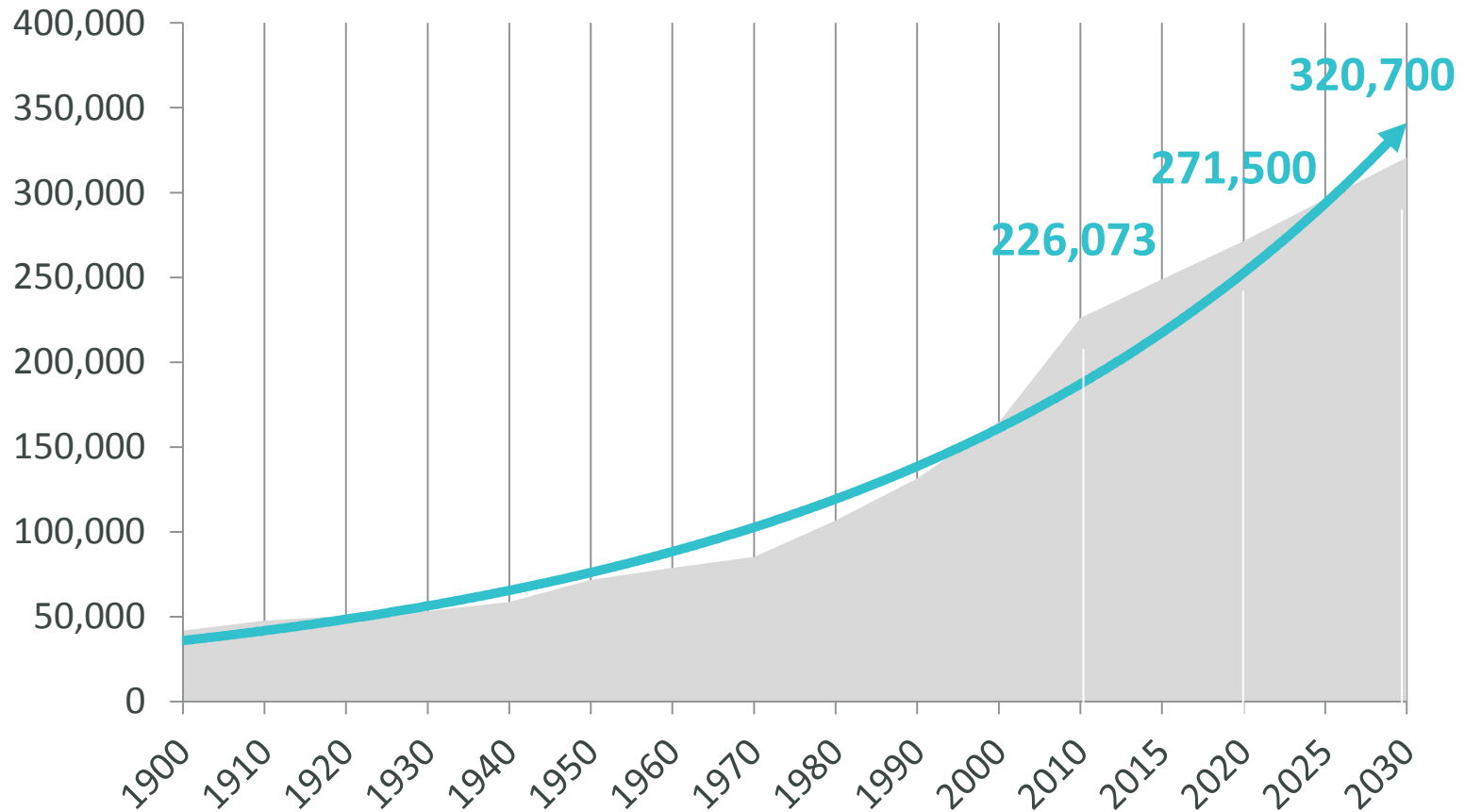
■ What Are the Challenges?

- Limited available modern buildings – office and industrial
- Lack of shovel ready sites for large customers and rail users
- Utility and road infrastructure deficiencies in certain geographies
- Competition - Residential land use more attractive to existing property owners
- Need sustainable funding for Product Development Fund
- Negative impact of municipal annexations and zoning changes



Trends

Population

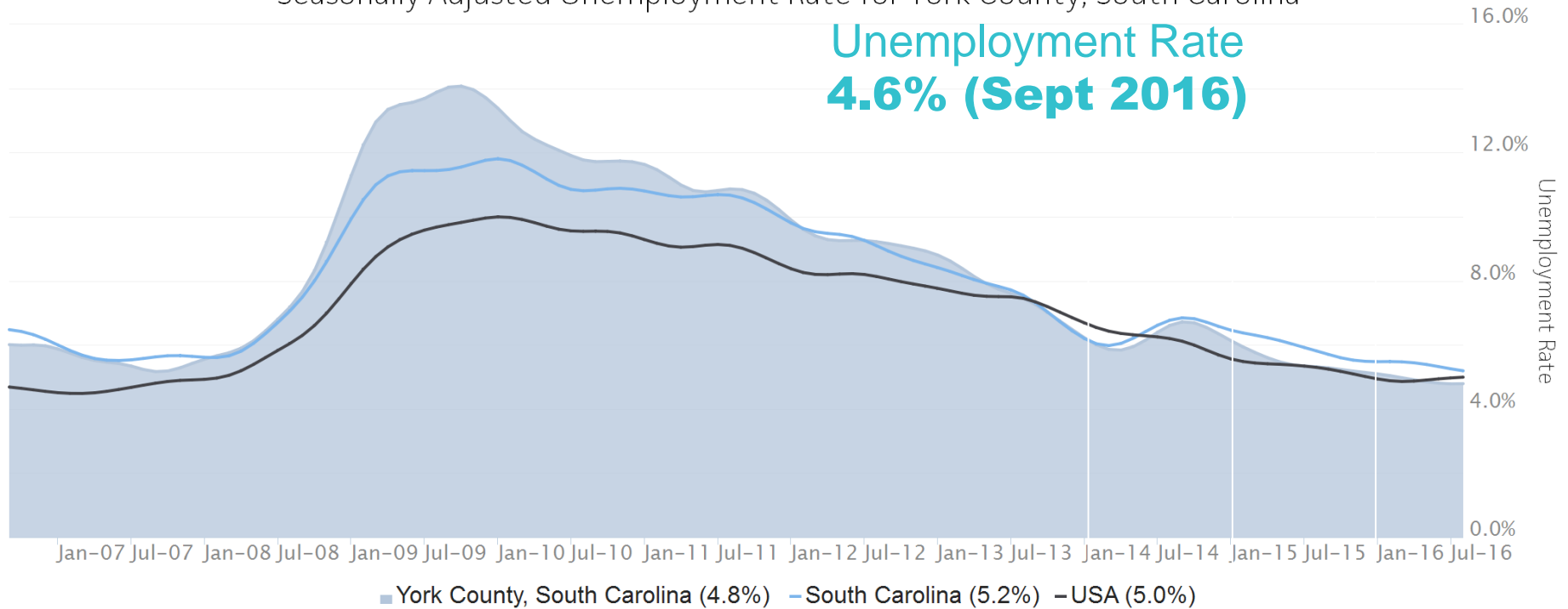


Source: U.S. Census Bureau; 1900 – 1990, 2000, 2010 Decennial Census
County Population Estimates: SC Budget and Control Board
http://www.sccommunityprofiles.org/census/proj_c2010.php

Unemployment Rate

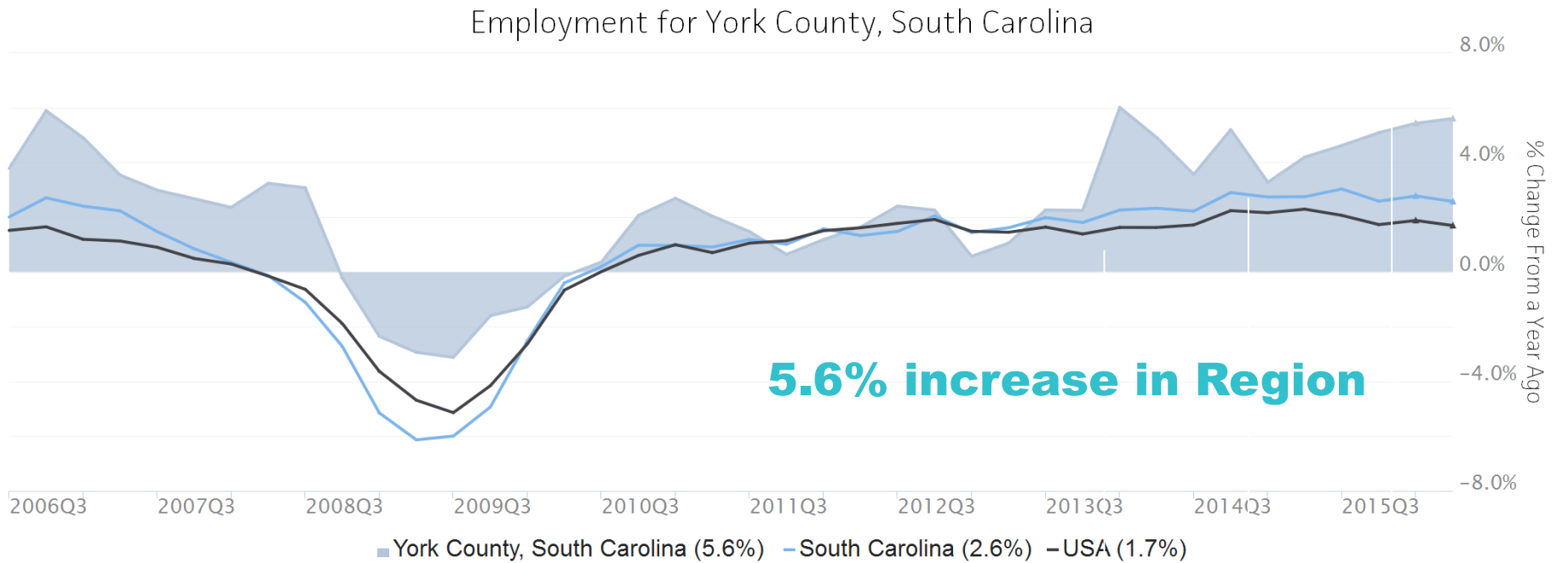
Seasonally Adjusted Unemployment Rate for York County, South Carolina

**Unemployment Rate
4.6% (Sept 2016)**



Source: JobsEQ*. Data as of Aug 2016. The shaded areas represent national recessions.

Employment Trends

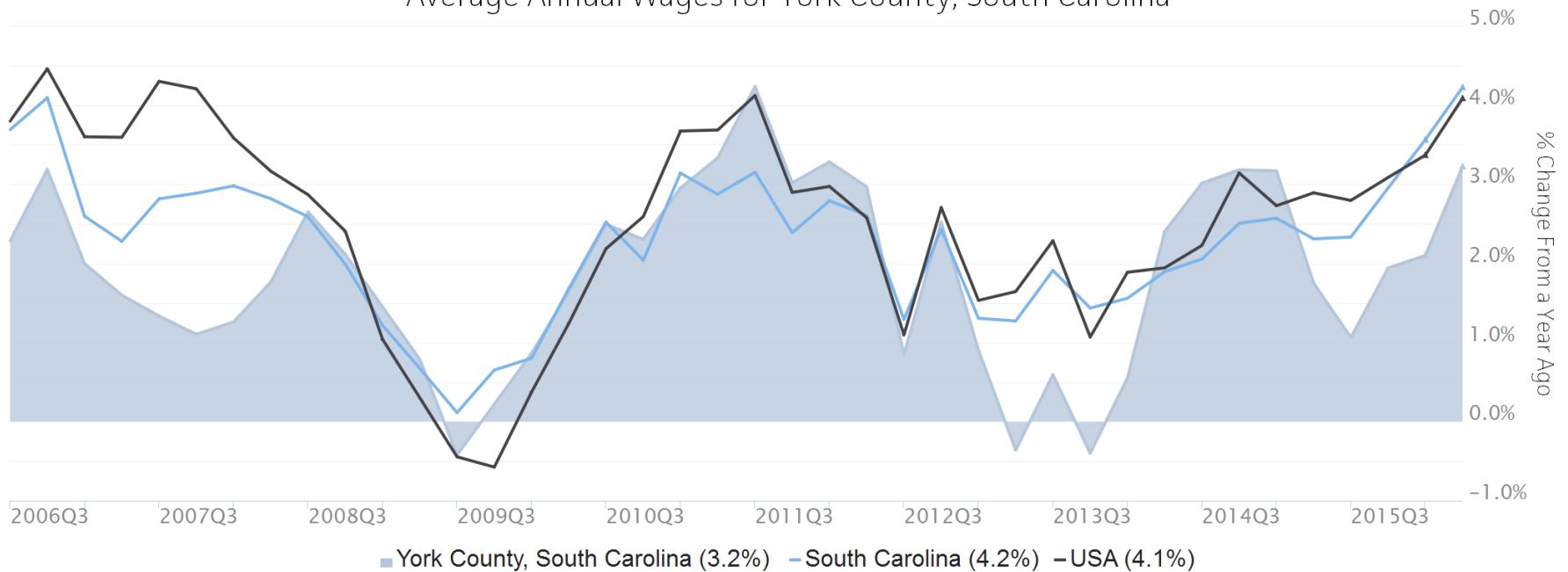


Source: JobsEQ®. Data as of 2016Q2. The shaded areas represent national recessions.

Annual Average Wages

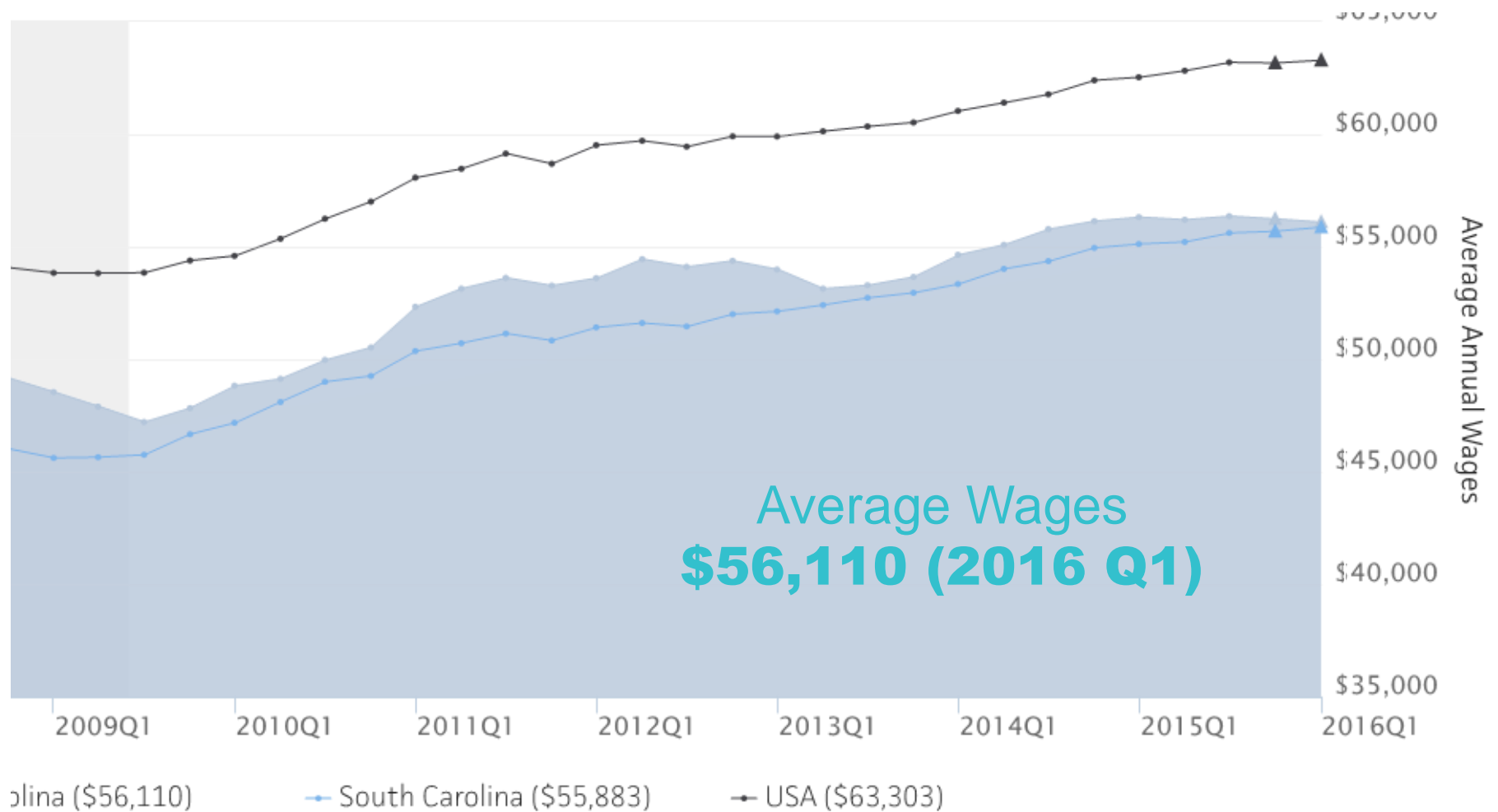
Average Wages
\$40,926 (2016 Q2)

Average Annual Wages for York County, South Carolina



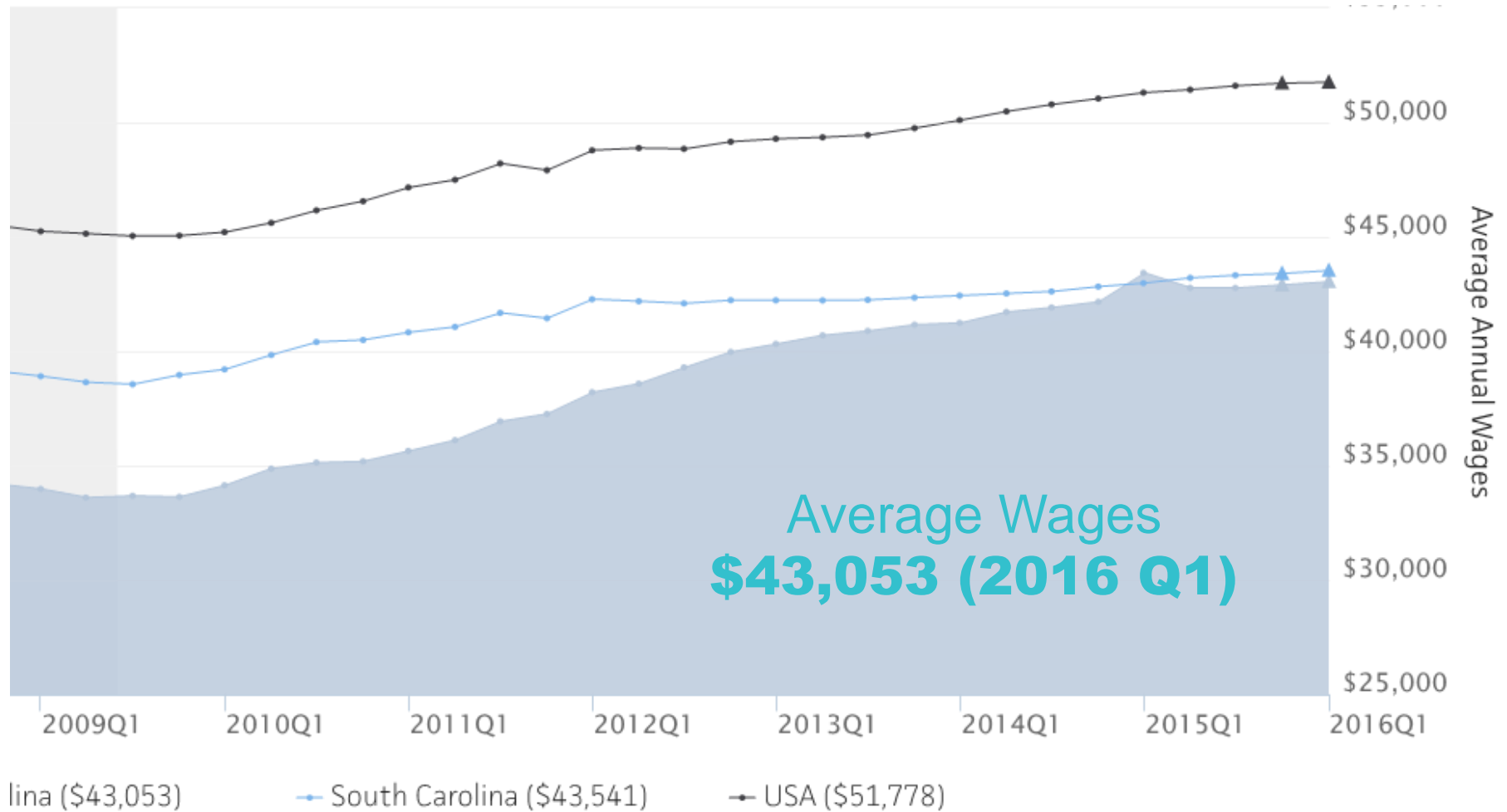
Source: JobsEQ®. Data as of 2016Q2. The shaded areas represent national recessions.

Manufacturing Wages



Source: JobsEQ®. Data as of 2016Q1. The shaded areas represent national recessions.

Transportation & Warehousing Wages



Source: JobsEQ®. Data as of 2016Q1. The shaded areas represent national recessions.

Cost of Living Index

Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
York County, South Carolina	\$41,819	94.8	\$44,112
South Carolina	\$42,945	95.3	\$45,048
USA	\$54,152	100.0	\$54,152

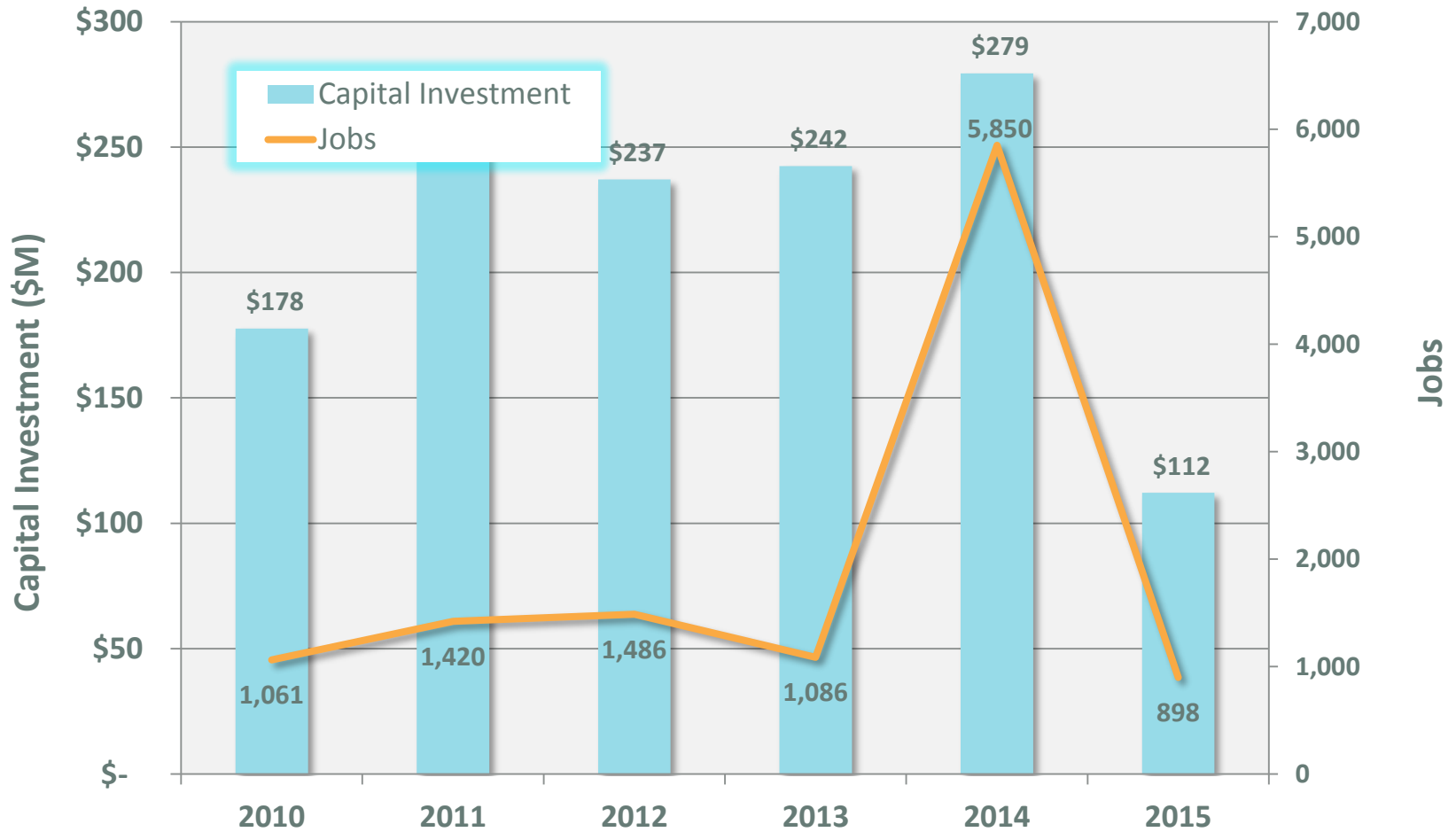
Source: [JobsEQ®](#)

Data as of 2016Q2

The Cost of Living Index is developed by Chmura Economics & Analytics and is updated quarterly.

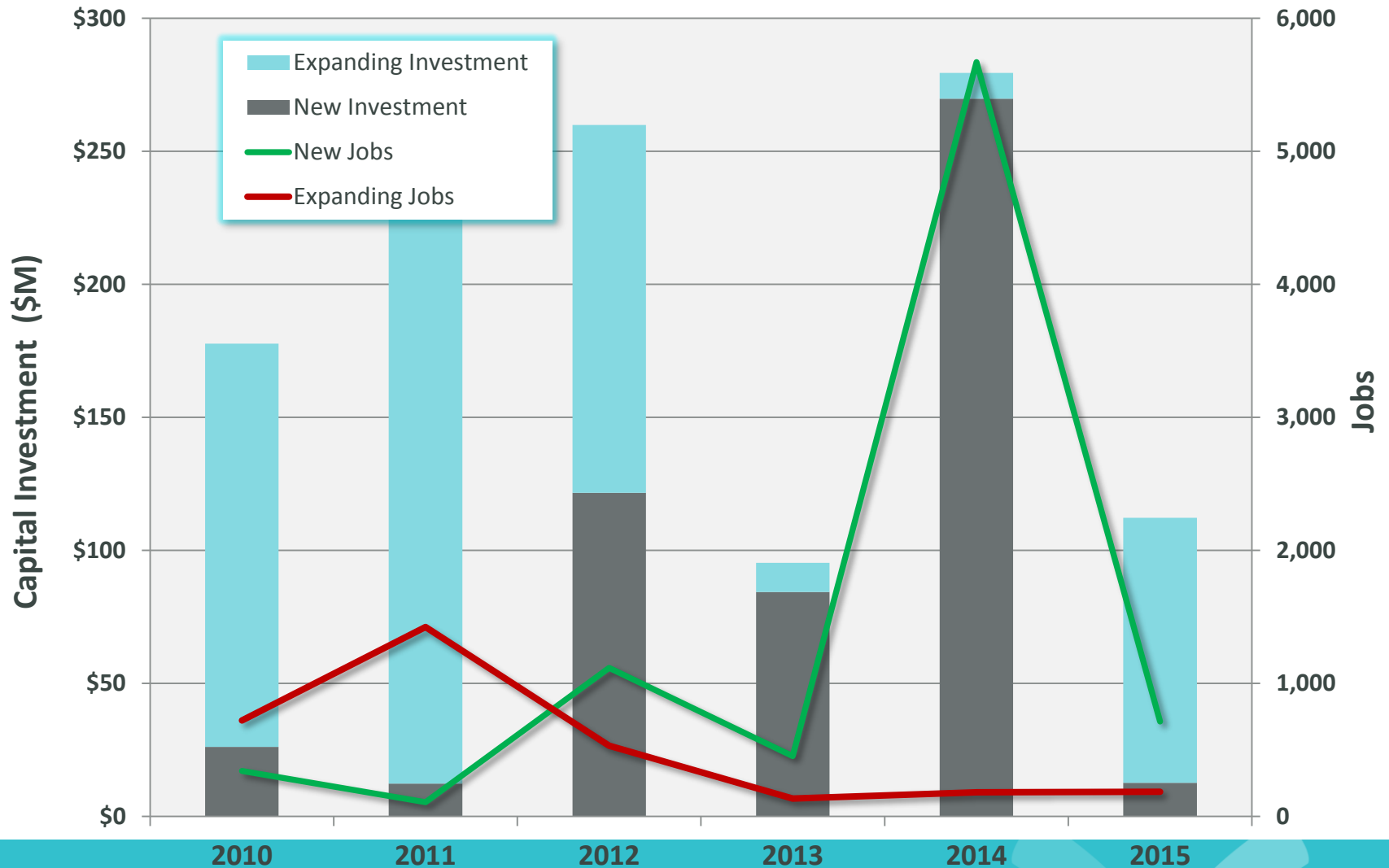
Trends

York County Total Capital Investment and Jobs 2010 - 2015



Trends

York County Total Capital Investment and Jobs 2010 - 2015

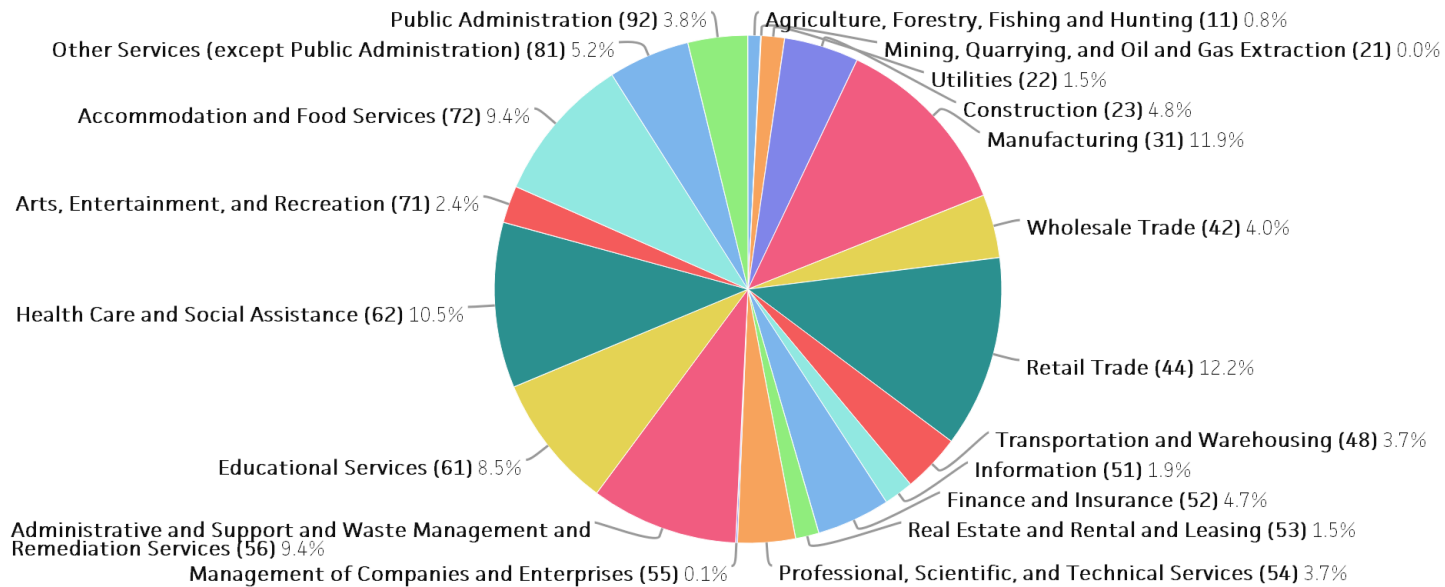


Capital Investment and Jobs 2012 - 2016

<i>Company Name</i>	<i>Location</i>	<i>Capital Investment</i>	<i>Jobs</i>	<i>New or Expanding</i>	<i>Industry</i>	<i>Year</i>
Ross Distribution	Rock Hill	\$150,000,000	600	New	Distribution	2012
Britax	Fort Mill	\$26,000,000	240	New	Manufacturing	2012
Shutterfly	Fort Mill	\$60,000,000	416	New	Manufacturing	2012
Physicians Choice Labs	Rock Hill	\$27,600,000	364	New	Manufacturing	2012
National Ford Chemical	Fort Mill	\$5,500,000	16	Expansion	Manufacturing	2012
Laptech	York	\$4,500,000	60	Expansion	Manufacturing	2012
Keller USA	Fort Mill	\$2,500,000	10	Expansion	Office	2012
Transaxle	Rock Hill	\$7,500,000	-	Expansion	Manufacturing	2012
Silcotech	York	\$3,500,000	50	New	Manufacturing	2012
Softex	Rock Hill	\$2,000,000	36	New	Manufacturing	2012
Exel	Rock Hill	\$38,000,000	133	New	Distribution	2013
Coroplast	Rock Hill	\$12,000,000	153	New	Manufacturing	2013
UC Synergetic	Fort Mill	\$2,200,000	130	New	Office	2014
McKesson	Rock Hill	\$27,500,000	140	New	Distribution	2014
The Lash Group	Fort Mill	\$90,000,000	2400	New	Office	2014
LPL Financial	Fort Mill	\$150,000,000	3000	New	Office	2014
Schaeffler Group - INA	Fort Mill	\$68,000,000	112	Expansion	Manufacturing / Office	2015
Walmart	Fort Mill	-	500	New	Back Office	2015
Broad River Furniture	Fort Mill	\$12,600,000	213	New	Retail Trade / Office	2015
BedGear	Rock Hill	\$595,000	40	Expansion	Manufacturing	2015
Carowinds	Fort Mill	\$25,000,000	-	Expansion	Service	2015
Silcotech	York	\$2,500,000	-	Expansion	Manufacturing	2015
Superior Washer	Rock Hill	\$1,250,000	2	Expansion	Manufacturing	2016
Oerlikon Balzers	Rock Hill	\$17,800,000	23	Expansion	Manufacturing	2016
Harrell Industries	York	\$2,500,000	9	Expansion	Manufacturing	2016
Atlas Copco	Rock Hill	\$21,000,000	34	Expansion	Manufacturing	2016
Schaeffler Group - INA	Fort Mill	\$36,500,000	105	Expansion	Manufacturing / Office	2016
MSI Fork	Rock Hill	\$3,500,000	33	Expansion	Manufacturing	2016
CABTEQ	Rock Hill	\$3,000,000	125	New	Manufacturing	2016
SR Technologies	Rock Hill	\$500,000	25	New	Manufacturing	2016
Sunbelt Rentals	Fort Mill	\$8,000,000	300	Expansion	Office	2016
ADC Finishing	York	\$1,300,000	10	Expansion	Manufacturing	2016
CDI Curbs	Rock Hill	\$4,836,500	83	New	Manufacturing	2016
		\$817,681,500	9,362			

Industry Snapshot (2016 Q2)

Total Workers for York County, South Carolina by Industry



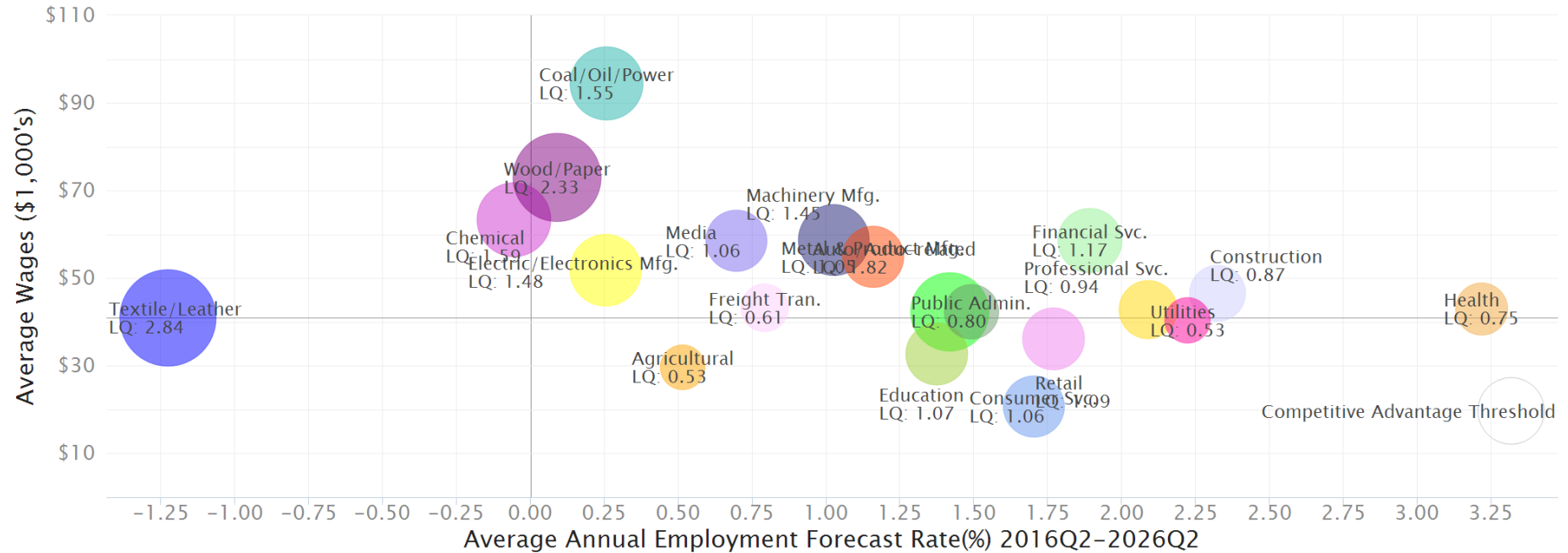
Source: JobsEQ*, Data as of 2016Q2

Industry Strength By Employment:

- Retail Trade (11,677)
- Manufacturing (11,367)
- Healthcare & Social Assistance (10,070)

Industry Clusters (2016 Q2)

Industry Clusters for York County, South Carolina as of 2016Q2



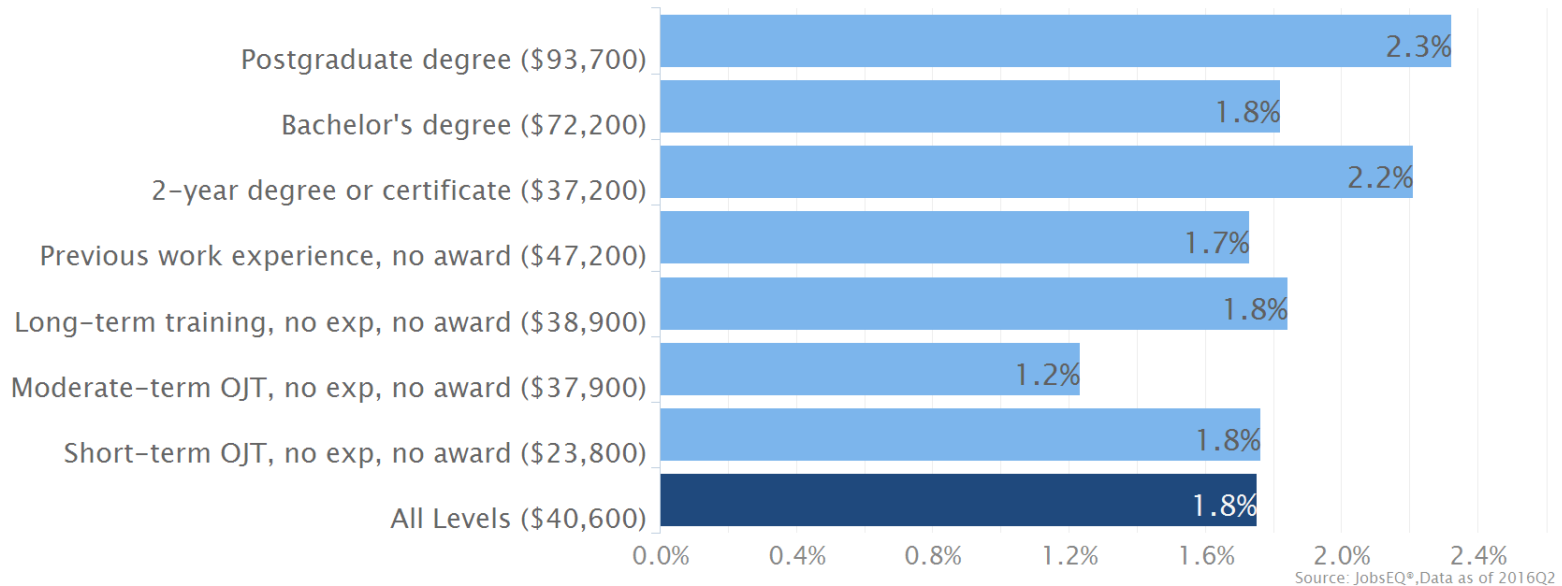
Source: JobsEQ®, Data as of 2016Q2

Key Industries:

- Financial & Professional Services
- Metal & Machinery Manufacturing
- Electric / Electronics Manufacturing

Education Levels

Annual Average Projected Job Growth by Training Required for York County, South Carolina



- Employment in York County is projected to grow 1.8% over the next ten years
- Occupations typically requiring a postgraduate degree are expected to grow 2.3% per year
- Those requiring a bachelor's degree are forecast to grow 1.8% per year
- Occupations typically needing a 2-year degree or certificate are expected to grow 2.2% per year.

Challenges & Opportunities



Challenges & Opportunities

■ Challenges

- Workforce Development – Cradle to Career, Education
- Infrastructure – Can We Keep Up and Afford
- Sustainable Product Development – Buildings & Sites
 - Goals, Where, Who, Structure, Funding, Tools
- Improving Communications & Collaborations
- Strategic Infrastructure Investments and Impact
- Improving & Maintaining Competitive Business Climate
 - Incentive Program Enhancements
 - True Tax Reform



Challenges & Opportunities

■ Opportunities

- Marketing – Telling Our Story
- Leveraging Existing Businesses
- Maximizing Corridors for Future Development
- Balance Growth Revenue and Costs
- Partnering to Remain Competitive
 - Workforce Development
 - Product Development
 - Infrastructure
- Regional Thinking and Leading
 - Transportation - Roads & Light Rail
 - Water



The Location You Need.
The Life You Want.





David Swenson

Director

York County Economic Development

David Swenson serves as Director for York County Economic Development where he leads the business recruiting, existing industry and targeted marketing efforts for York County, SC.

As Director, Swenson works directly with the York County Council, the York County Economic Development Board, local governments within York County, the SC Department of Commerce and other state agencies, local businesses, utility providers and the general public. He is very engaged in international and domestic marketing and business development efforts with a strategic focus on assisting site location consultants, manufacturers of transportation equipment, aerospace products, advanced materials, machine manufacturers as well as warehouse and distribution companies and corporate headquarters and back office operations.

Swenson joined York County Economic Development in 2014 after spending eight years leading the Charlotte Regional Partnership's business development and marketing efforts for the 16 county region. Prior to his time in Charlotte he spent 11 years in local and regional economic development in the Southeast and in site location consulting at Fluor Daniel Corporation.

Swenson holds an M.S. degree in economic development from the University of Southern Mississippi and a B.S. degree in economic geography from the University of North Dakota. He is a graduate of the Economic Development Institute at the University of Oklahoma and earned his Certified Economic Developer (CEcD) credentials in 2006. He holds professional memberships in the South Carolina Economic Developers Association, the Southern Economic Development Council, and the International Economic Development Council. He is also on the Board of Directors for the South Carolina I-77 Alliance and the South Carolina Economic Developers Association.

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Fort Mill, SC 29708

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www.ycedb.com



SESSION EVALUATION FORM

PLANNING TRAINING FOR LOCAL GOVERNMENT OFFICIALS



TRAINING PROGRAM INFORMATION

Sponsor: City of Tega Cay (Offered Jointly with the Town of Fort Mill)

Activity Title: Economic Development Tools and Trends

Date of Attendance: March 2, 2017

Location: The Glennon Center, 15077 Molokai Drive, Tega Cay, SC 29708

Orientation Program or Course Number: 2017-XX

Total Credit Hours: 1.5 CE credit hours (based on a 60-minute hour)

TO BE COMPLETED BY ATTENDING OFFICIAL OR EMPLOYEE

	Poor	Fair	Good	Very Good	Excellent
Quality of content presented					
Quality of visual aids/handouts					
Usefulness/relevance of the topic					
Presenter's knowledge of the topic					
Participant involvement/engagement					
Quality of the training location					
What did you find most useful about today's presentation?					
Do you have any additional comments regarding today's training program?					
Do you have any additional comments regarding the training facility?					
Would you like to suggest a future training topic or presenter?					

Position: ☐ Planning Commission Member
☐ Board of Zoning Appeals Member
☐ Historic Review Board Member
☐ Employee/Other: _____

Jurisdiction: ☐ Town of Fort Mill
☐ City of Tega Cay