

1 - Work Session Agenda

Documents:

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2 - Downtown Conference Center

Documents:

[2 - CONFERENCE CENTER.PDF](#)

3 - United Community Bank

Documents:

[3 - UNITED COMMUNITY BANK.PDF](#)

4 - Village Of West Greenville Property Purchase

Documents:

[4 - VILLAGE OF WEST GREENVILLE PARKING.PDF](#)



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Monday, August 23, 2021 - 4:00 p.m.

**Meeting Location:
Greenville Convention Center
1 Exposition Drive, Room 102**

The city of Greenville seeks input from citizens while adhering to public health and safety guidelines. All attendees at the location will be subject to a temperature screening. Attendees will be required to wear a covering over their mouth and nose, unless it violates a religious tenant or belief or causes difficulty breathing.

Citizens may also access the meeting at the following web address:

<https://www.greenvillesc.gov/1694/Online-Meetings>

CITY COUNCIL: Mayor Knox White; Councilmember Wil Brasington; Councilmember John DeWorken, Councilmember Dorothy Dowe, Councilmember Lillian Flemming; Councilmember Ken Gibson; Councilmember Russell Stall

CITY STAFF: City Manager John McDonough; City Attorney Michael S. Pitts; City Clerk Camilla G. Pitman

AGENDA

- | | |
|---|------------------|
| 1. Call to Order | 4:00 p.m. |
| 2. Conference Center Update
<i>(Presented by Brian Tennyson)</i> | 4:00 p.m. |
| 3. United Community Bank – Streetscape Improvements and Development Agreement
<i>(Presented by Assistant City Manager Shannon Lavrin and Economic and Community Development Director Merle Johnson)</i> | 4:45 p.m. |
| 4. Village of West Greenville – Property Purchase
<i>(Presented by Deputy City Manager Eden Freeman)</i> | 5:00 p.m. |
| 5. Economic Development / Legal Briefing
<i>(Executive Session)</i> | 5:15 p.m. |
| 6. Adjourn | 5:25 p.m. |

City Council Work Session

08.23.2021

DOWNTOWN GREENVILLE CONFERENCE CENTER & MIXED-USE DEVELOPMENT MASTER PLAN

Agenda

- Why a Downtown Conference Center?
- Economic Benefits
- Program Components
- Site Configurations & Cost



Why a Downtown Conference Center?



Economic Vitality

Jobs and Wages

New Revenue



Hospitality Industry Growth

Shared Open Space

River Street Vibrancy



Why a Downtown Conference Center Now?



CSL ANALYSIS TASKS

EXISTING MARKET CONDITIONS

- Site conditions
- Existing asset inventory
- Demographic
- Corporate base
- Transportation conditions

INDUSTRY TRENDS

- COVID-19 impacts
- Long-term industry trajectory
- Future facility trends
- Emerging event types

COMP ANALYSIS

- Inventorying regional competitors
- Identifying event facilities in comparable markets nationally

MARKET OUTREACH

- Electronic survey of 100+ event planners
- In-depth telephone interviews with select planners and stakeholders

MARKET SUPPORTABLE FACILITY DEVELOPMENT OPTIONS

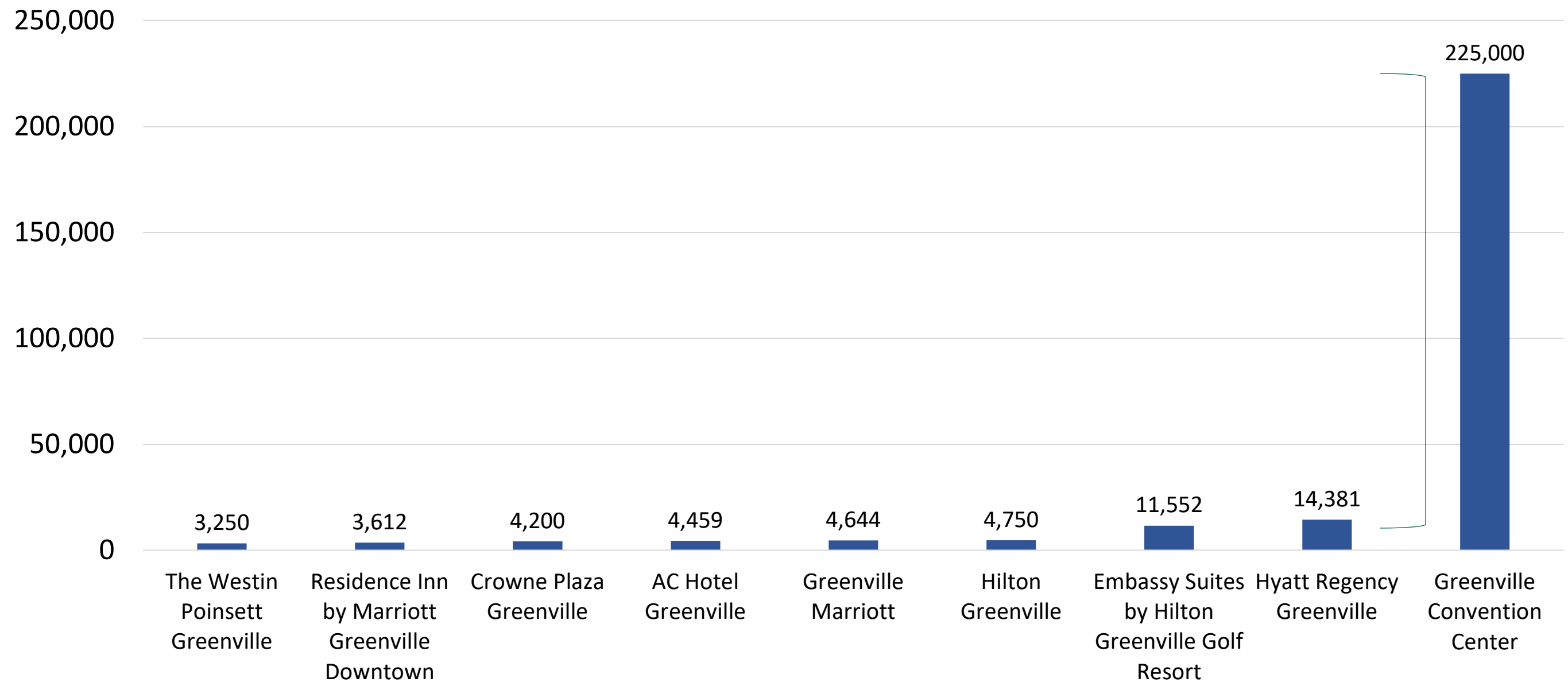
- Developing space options for future conference venue

USAGE, ATTENDANCE & ECONOMIC IMPACT ESTIMATES

- Based on industry trends, event planner feedback, and comp facility data

EXISTING CONDITIONS – EVENT SPACE OVERVIEW

Primary Existing Event Facilities
Sorted by Largest Contiguous Space (square feet)



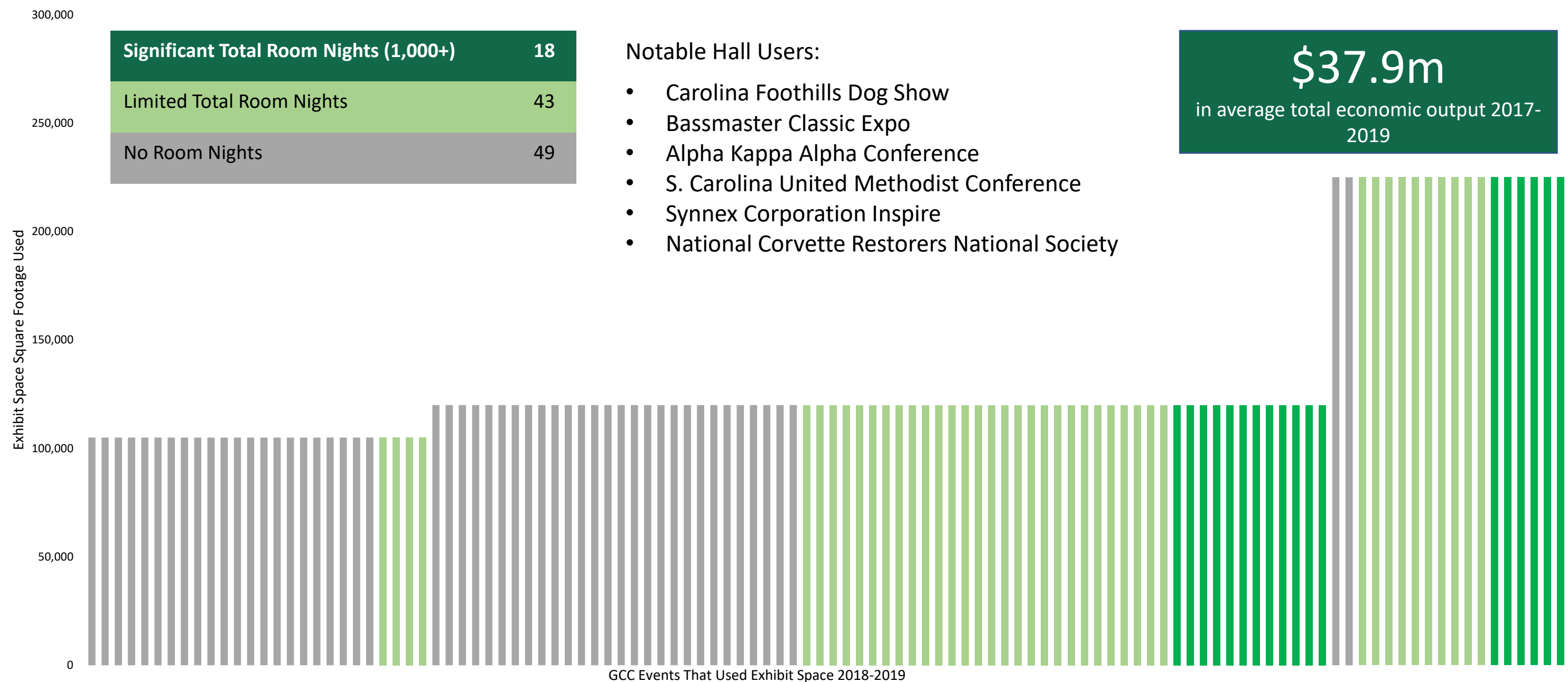
EXISTING CONDITIONS – GCC EVENT ACTIVITY

GCC Exhibit Hall Users (2018-2019)

Notable Hall Users:

- Carolina Foothills Dog Show
- Bassmaster Classic Expo
- Alpha Kappa Alpha Conference
- S. Carolina United Methodist Conference
- Synnex Corporation Inspire
- National Corvette Restorers National Society

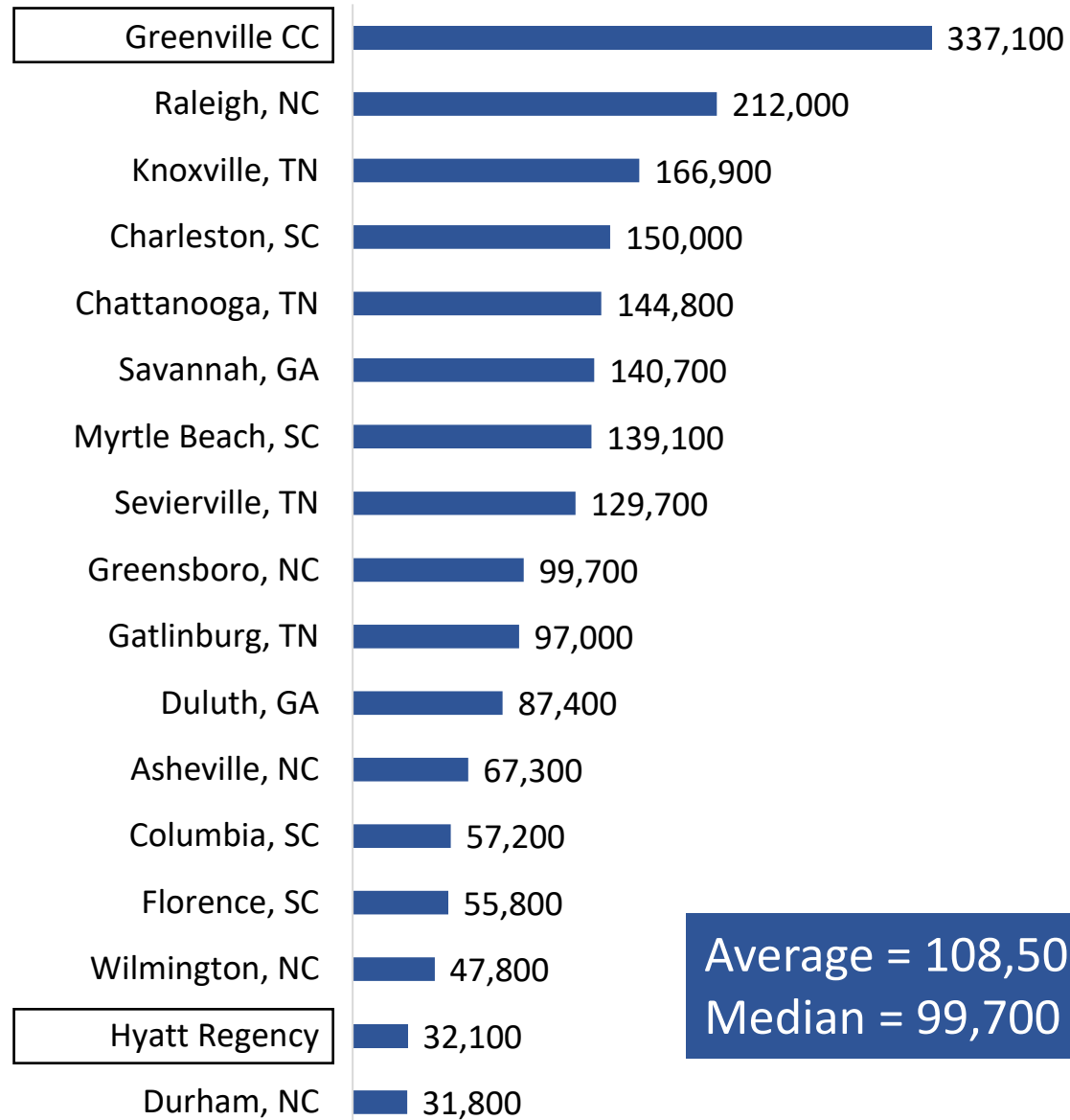
\$37.9m
in average total economic output 2017-2019



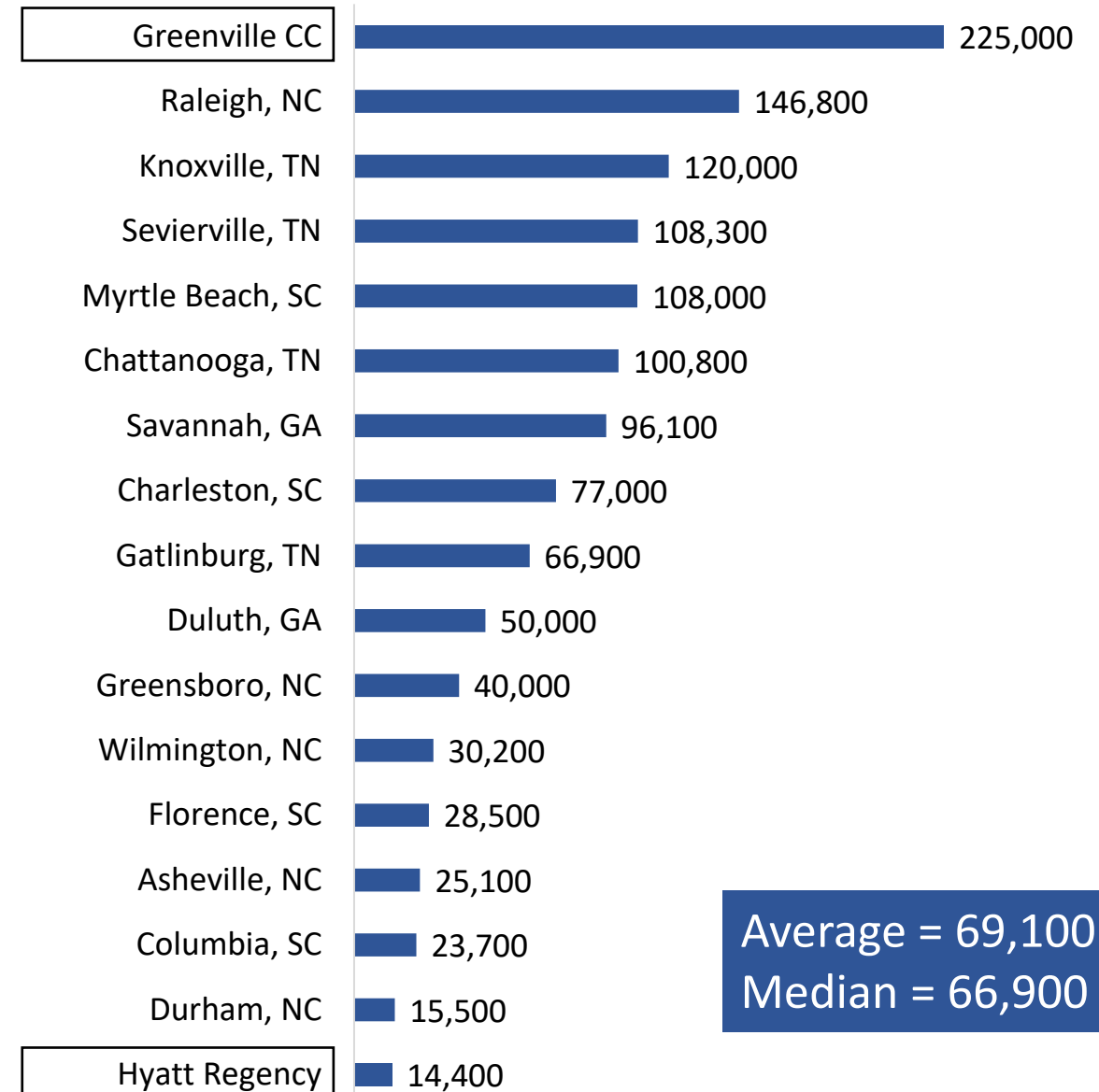
Source: Greenville Convention Center Management, 2021.

COMP ANALYSIS – PRIMARY EVENT SPACE

Total Sellable Space (SF)

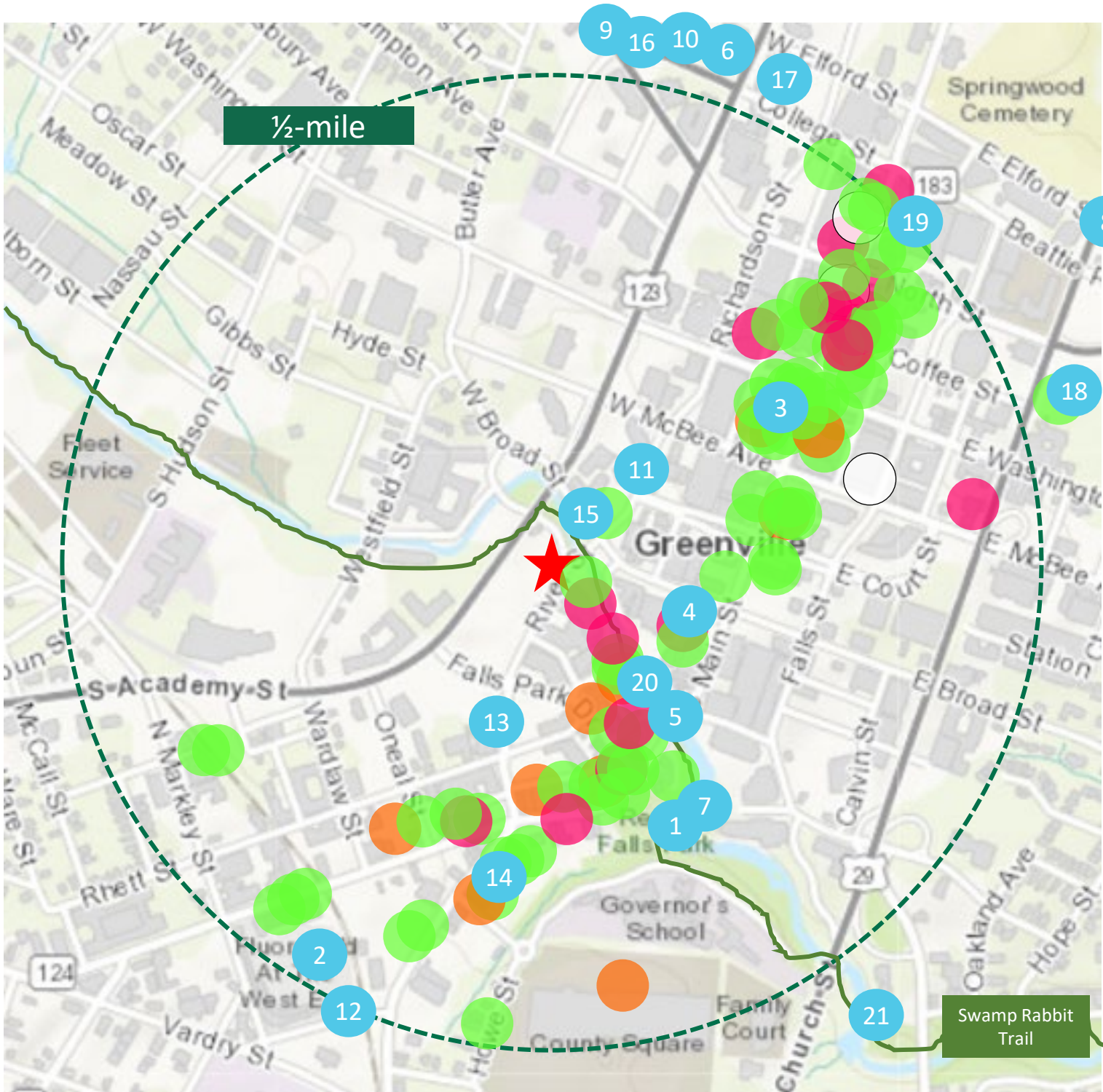


Largest Contiguous Space (SF)



Source: facility management, 2021.

PROPOSED SITE – RESTAURANTS AND LEISURE



Key Dining Option		Count
	Restaurant	70
	Fast Food/Carryout	3
	Caf�/Bakery	12
	Bar/Lounge/Nightlife	16
Total:		101

Key Attraction	
1	Falls Park on the Reedy
2	Fluor Field at the WestEnd
3	Dark Corner Distillery
4	The Peace Center
5	Swamp Rabbit Trail
6	Children's Museum of the Upstate
7	Liberty Bridge
8	Bon Secours Wellness Arena
9	Upcountry Museum
10	Greenville County Museum of Art
11	Centre Stage
12	Shoeless Joe Jackson Museum
13	West End
14	Warehouse Theatre
15	The Children's Garden at Linky Stone Park
16	Hughes Main Library
17	Greenville Theatre
18	Christ Episcopal Church
19	NOMA Square
20	Art Crossing
21	Cancer Survivors Park

Total

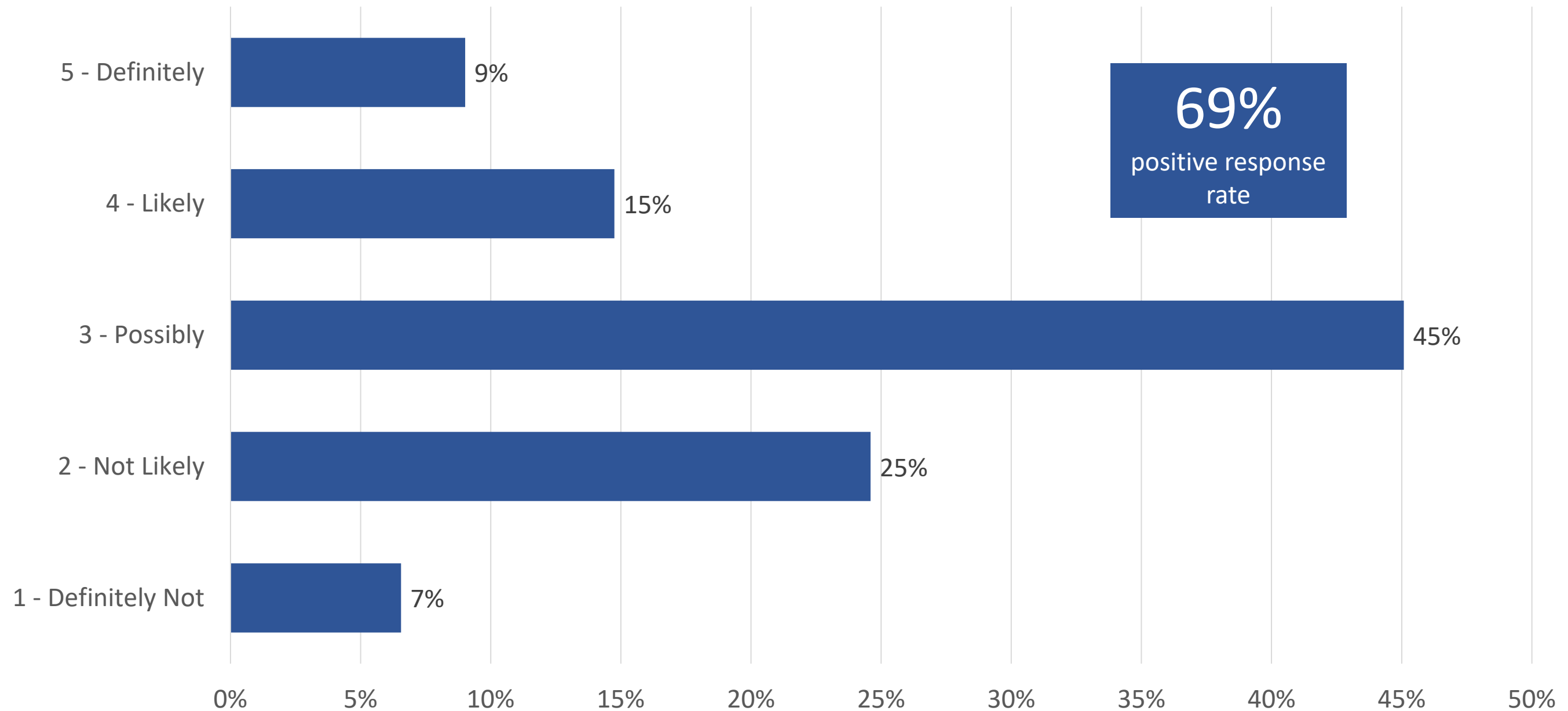
Source: ESRI, facility management, 2021.



Source: Facility management, 2021.

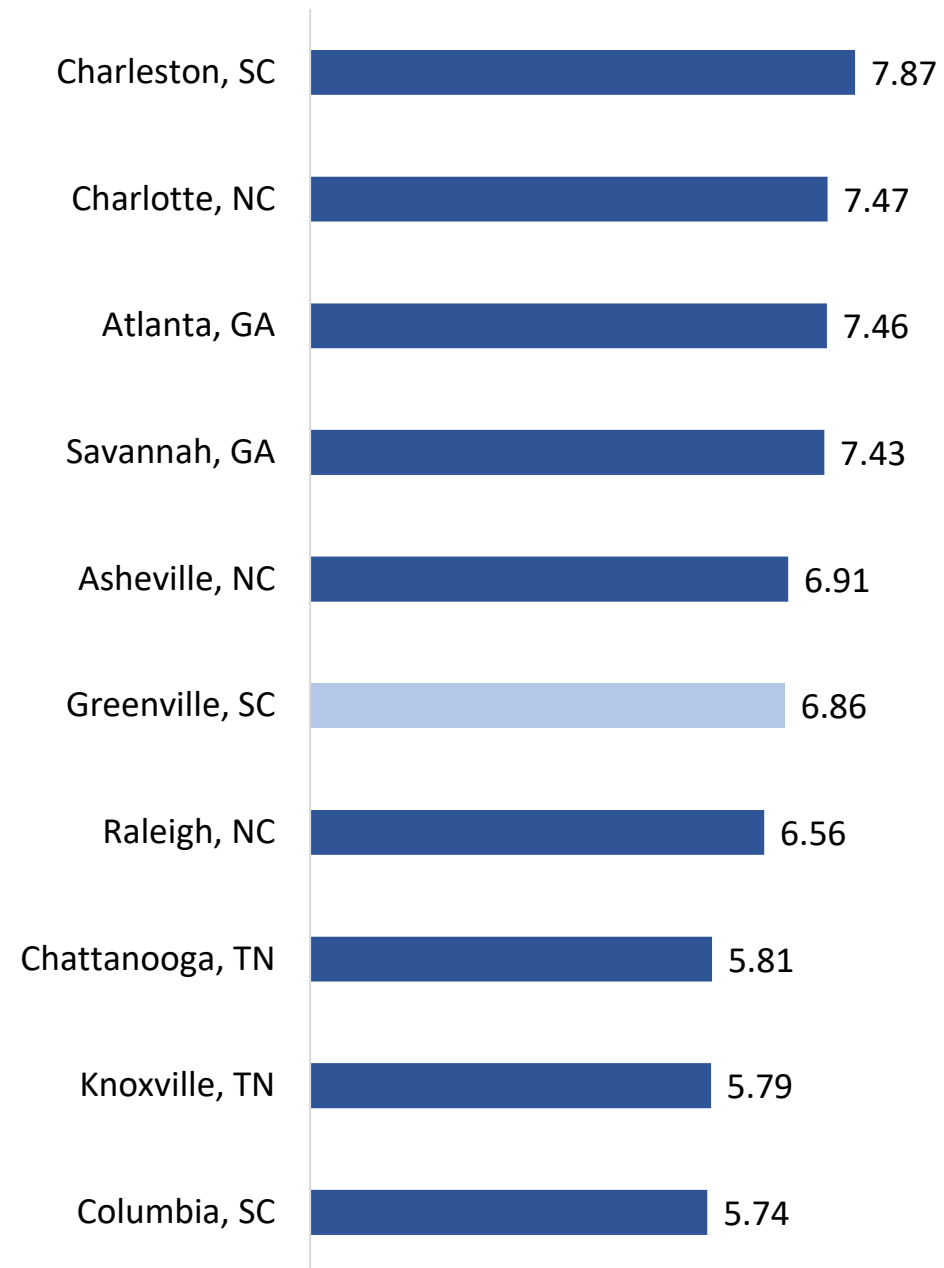
MARKET DEMAND – Association Interest in a DT Event Center

"What is the likelihood that you would host an event at a new Downtown Greenville Event Center in the future?"

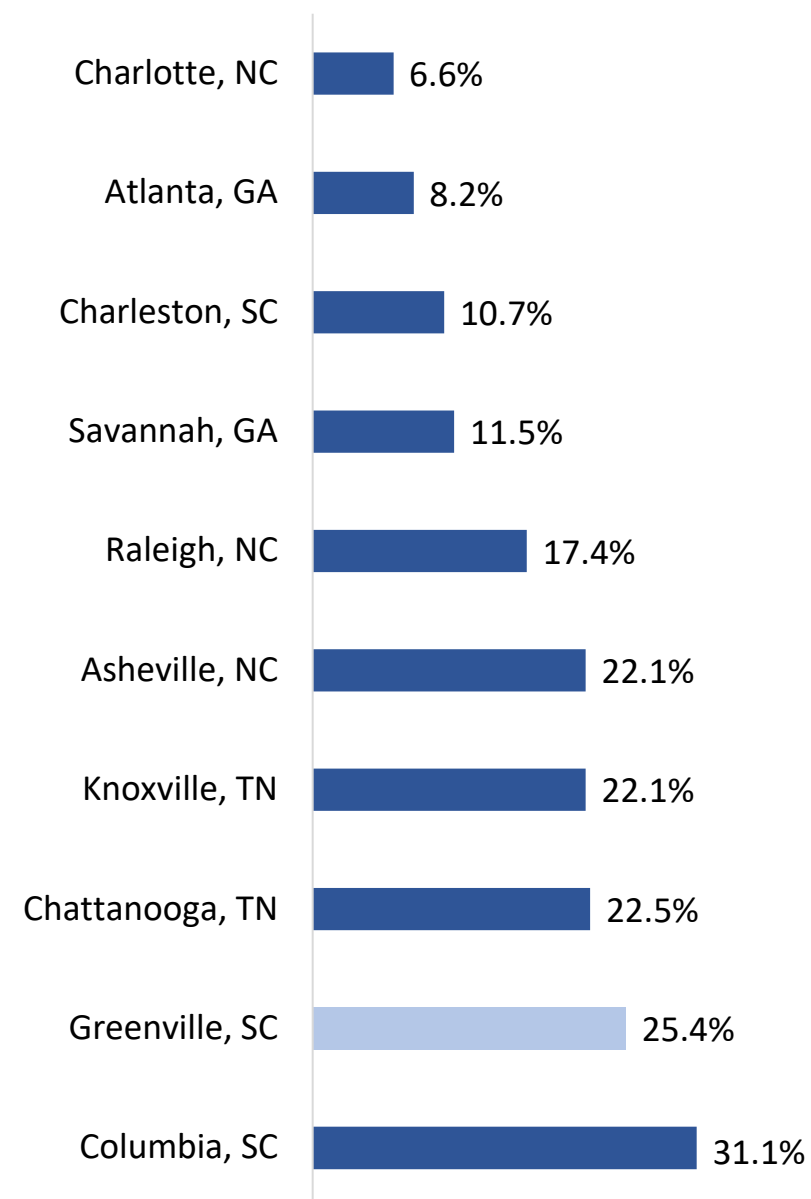


MARKET DEMAND – Rating the Greenville Destination

Event Planner Destination Ratings



% of Event Planners Unfamiliar w/ Destination



“Easy access, lots of positive growth.”

“An opportunity to visit Greenville was very enlightening and I found the meeting venues with accommodations to be suited for our groups.”

“Great downtown with easy access to restaurants, shops, and nature.”

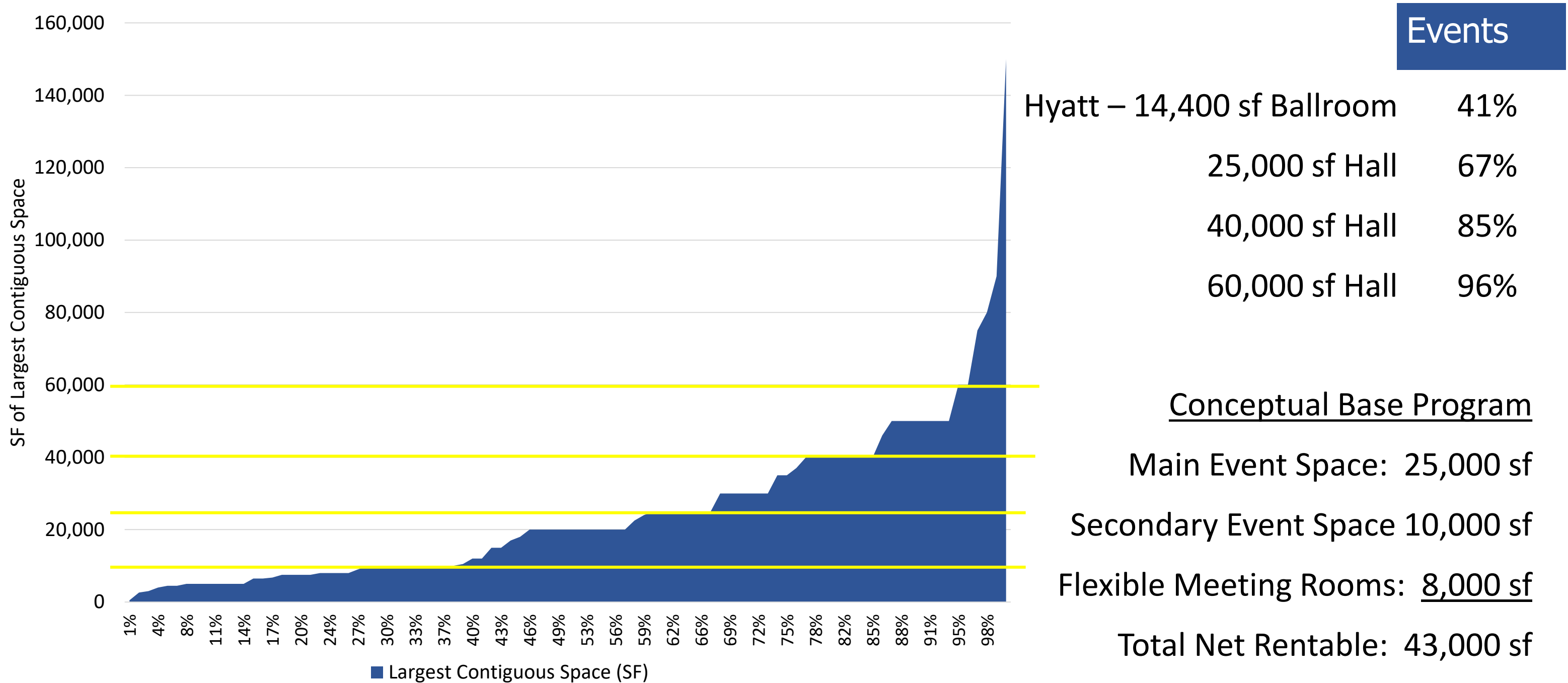


“It’s just not a city that our attendees know about, so they’ve never asked to go there.”

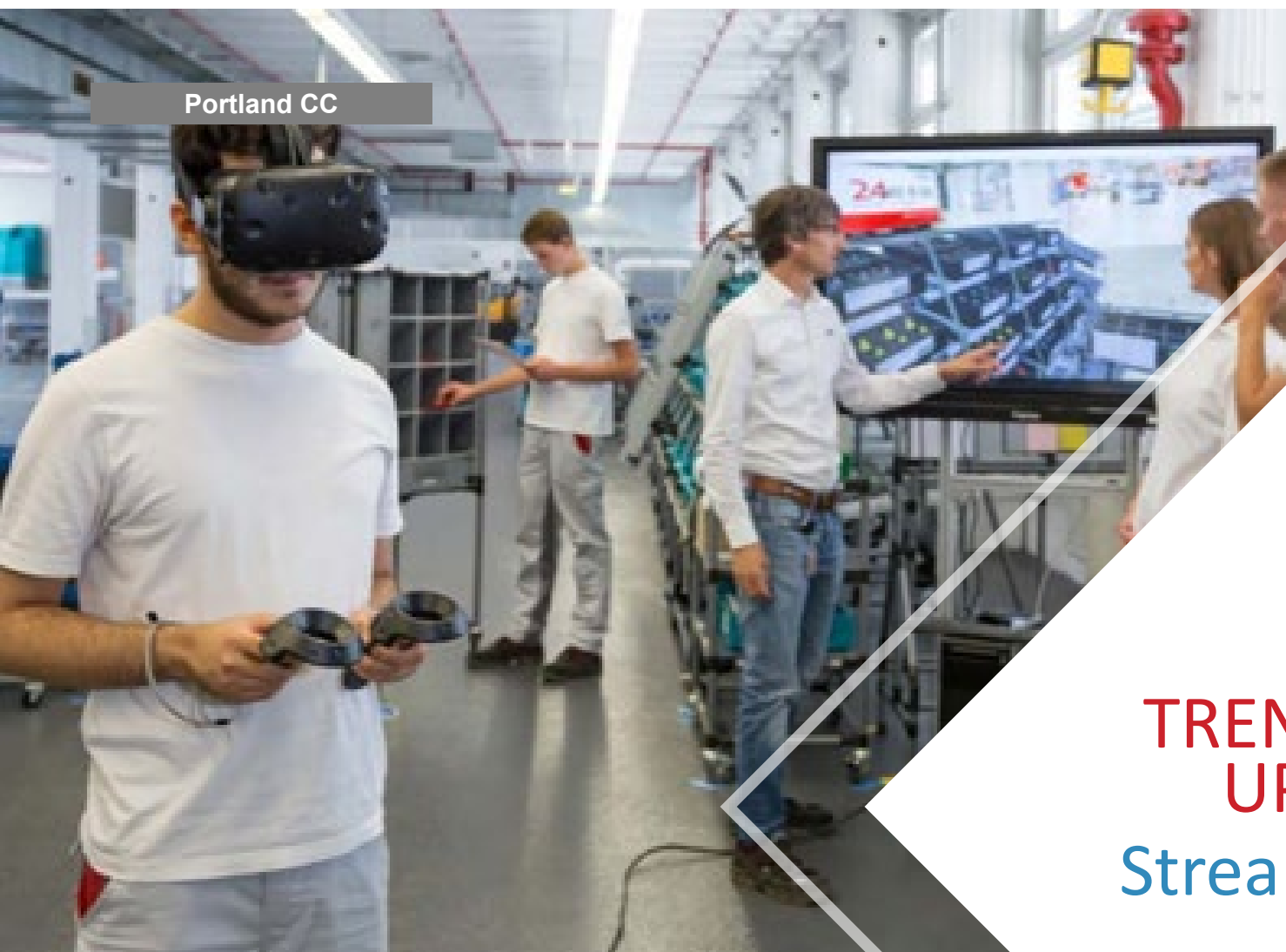
“I’m not sure if my group would have easy travel to/from Greenville, SC.”

“I don't know much about Greenville.”

MARKET DEMAND – Event Market Capture



Source: CSL Event Planner Survey, 2021.



Portland CC



TCF CC - Detroit

TREND FORWARD
UPGRADES –
Streaming Spaces –
AR/VR



Columbus CC



Baltimore CC

Columbus CC



Indianapolis CC



Portland CC



Vancouver CC



TREND FORWARD UPGRADES – Prefunction Space

TCF CC - Detroit

Louisville CC

**TREND FORWARD
UPGRADES –
Unique F&B**



Phoenix CC



Long Beach CC



BCEC - Boston

TREND FORWARD
UPGRADES –
Outdoor Space



Pittsburgh CC

EMERGING EVENT TYPES

Esports



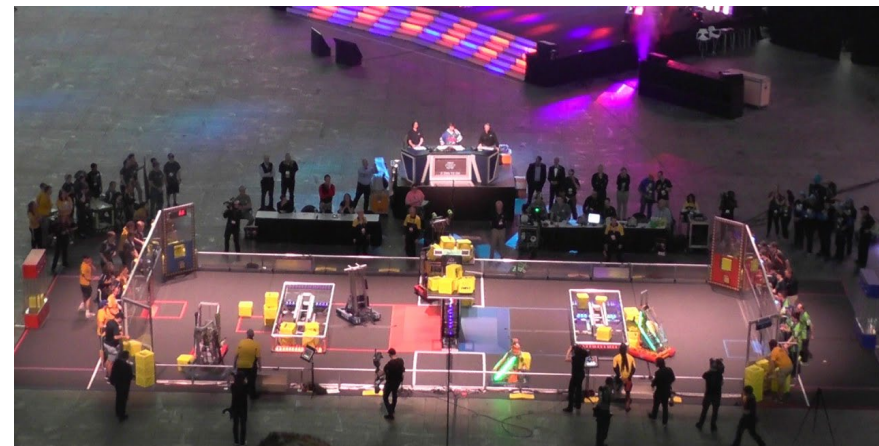
Drone Racing



Streamed Talks



Robotics



AR/VR Experiences



Hobbyist Events



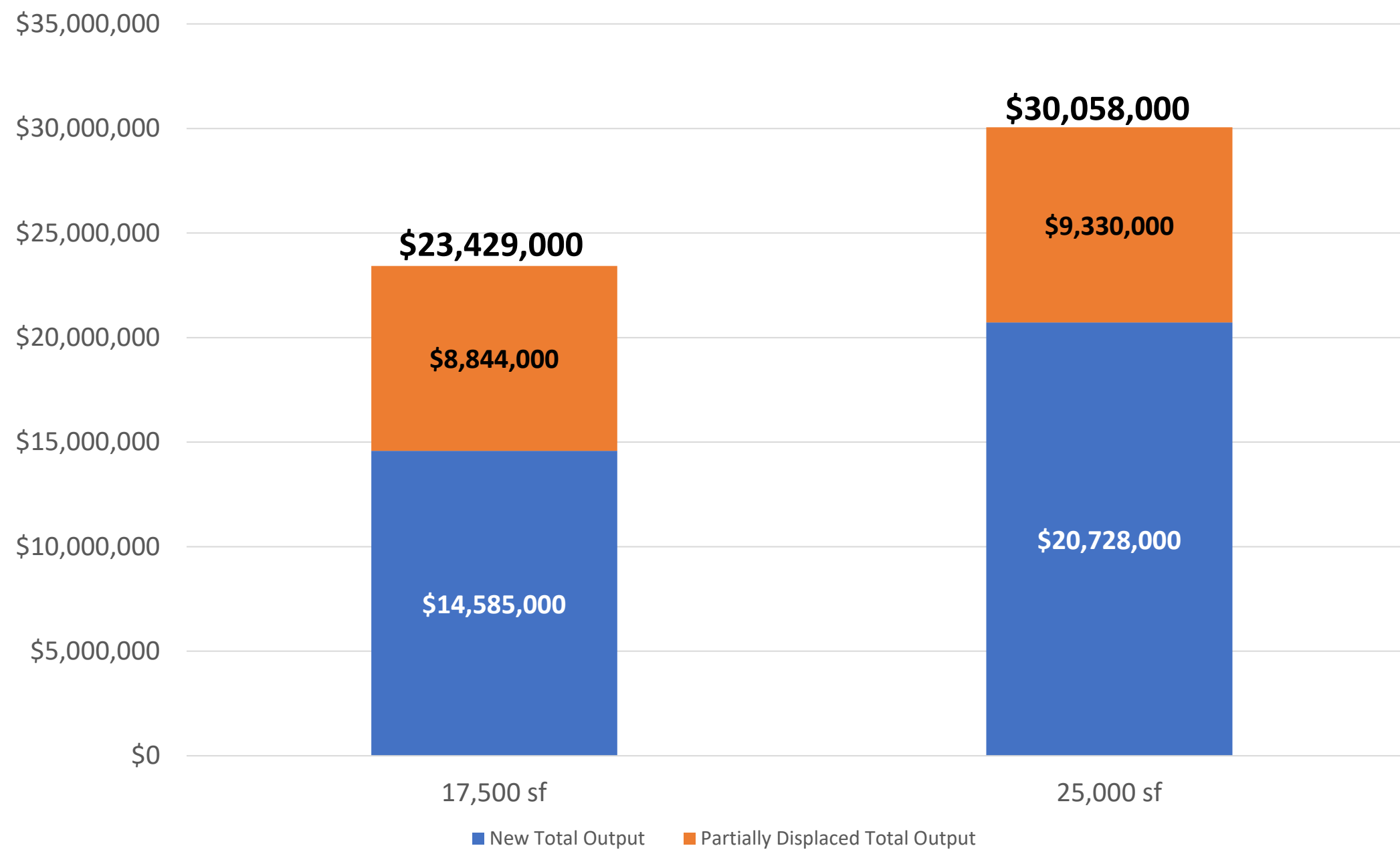
Geocaching Events



Hackathons



NEW CONFERENCE CENTER YEAR 5 TOTAL OUTPUT IMPACT



NEW CONFERENCE CENTER – OTHER TAX REVENUES

- Sales and other taxes on museum patrons.
- Property tax revenue generated from new hotel, office, residential as part of the project to city, county, school districts and other districts.
- Property tax on surrounding hospitality business supported by the project.
- Sales and other taxes generated from residents and office workers on site that are new to the market.
- Sewer and stormwater fees paid by the developer for hotel, office, residential and other private projects.

NEW CONFERENCE CENTER – COMMUNITY-WIDE BENEFITS

- Community open space along the Reedy River.
- Accommodate a wide variety of community functions from banquets to local entertainment.
- Redevelopment to continue significant progress already made in creating a nationally known vibrant downtown.
- Helping to attract a younger workforce to the market that can help attract new businesses.
- Potential to accommodate emerging events in STEM and other areas.



NEW CONFERENCE CENTER – OPERATIONAL CONSIDERATIONS

Financial Implications

Deficits are very possible with stand-alone management.

Efficiencies operating with nearby venue.

Operational Options

Operator options: could consider contract management – ASM or BSW Arena.

Direct City or County management not recommended.

Ownership Considerations

City and/or County could own asset directly, contract with operator.

An Authority could be formed to assume ownership, contracting with operator.

Program Components – Main Event Spaces (BR & Jr BR)



Ballroom Evolution to Flexible Event Venue - 'Flex Hall'

Program Components – Main Event Space (Ballroom)

Size:

- 25,000 square feet
- 30-foot clear ceiling
- Column Free

Characteristics:

- Highly Flexible & Subdividable
- Quality Finishes & Lighting Systems
- Robust Infrastructure – Floor & Ceiling Loading/Power/AV & Data

Anticipated Activities:

- Banquets
- Exhibitions
- General Sessions / Presentations
- Meetings & Educational Events
- Concerts
- Special Events
- Sporting & Emerging Events
- Corporate Events



Program Components – Secondary Event Space (Jr Br)

Size:

- 10,000 square feet
- 25-foot clear ceiling
- Column Free

Characteristics:

- Highly Flexible & Subdividable
- Quality Finishes & Lighting Systems
- Robust Infrastructure – Floor & Ceiling Loading/Power/AV & Data

Anticipated Activities:

- Banquets
- Exhibitions
- General Sessions / Presentations
- Meetings & Educational Events
- Concerts
- Special Events
- Sporting Events
- Corporate Events



Program Components – Meeting Rooms



Meeting Room Evolution – Flexible Multi-Event Spaces

Program Components – Meeting Rooms

Size:

- 8,000 square feet
- 750-1500 sf Each with Subdivisions
- 14-foot clear ceiling

Characteristics:

- Highly Flexible & Subdividable
- Quality Finishes & Lighting Systems
- Robust Power, AV & Data

Anticipated Activities:

- Banquet & Luncheons
- Tabletop Exhibits
- Presentations
- Meetings & Educational Events
- Reception Events
- Lounges
- Special Events
- Emerging Events



Program Components – Pre-Function Spaces



Pre-Function Evolution – Always Active

Program Components – Pre-Function Spaces

Size:

- **+/- 24,000** square feet
- **Ceiling Height Varies**

Characteristics:

- Highly Flexible
- Quality Finishes & Lighting Systems
- Daylight & Access to Terraces
- Robust Power, AV & Data

Anticipated Activities:

- Banquet & Buffet Events
- Tabletop Exhibits
- Meetings – Open Space Learning
- Reception Events
- Lounge & Informal Gatherings
- Special & Emerging Events



Program Summary

Conference Center

Net Rentable: **43,000 sf**

- 25,000 sf Main Event Room
- 10,000 sf Secondary Event Room
- 8,000 sf Meeting Rooms

Support Spaces: **60,000 sf**

- Pre-Function
- Front of House
- Kitchen Services
- Administration & Operations
- Back of House

Total Conference Center: **103,000 sf**

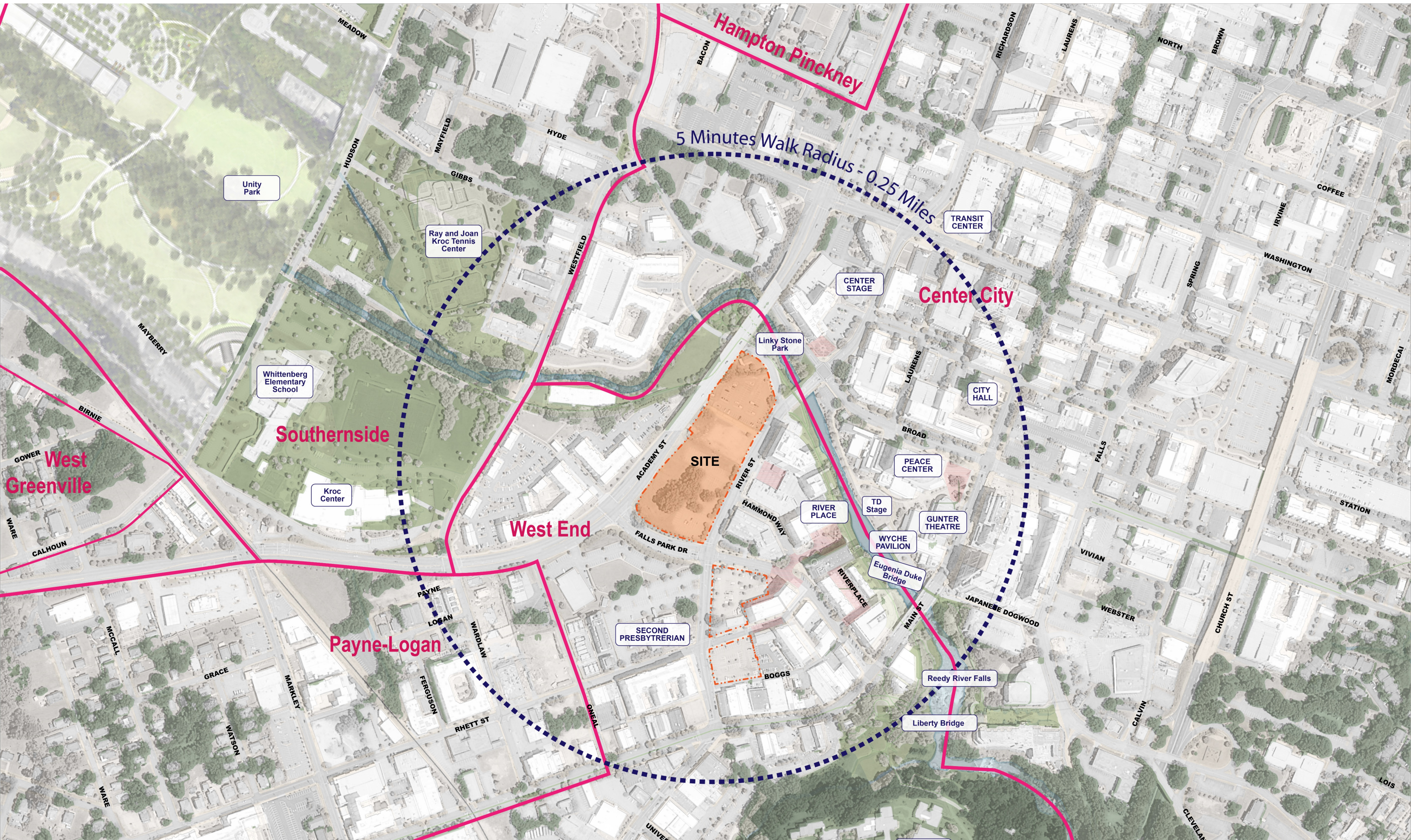
Museums

Museum & Gallery **60,000 sf**

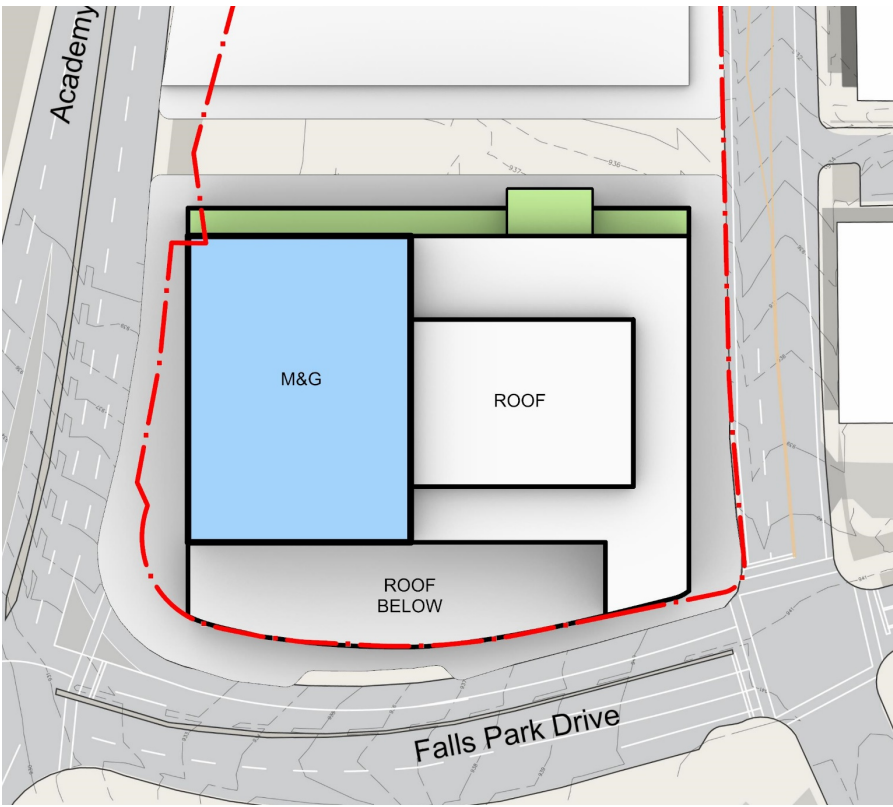
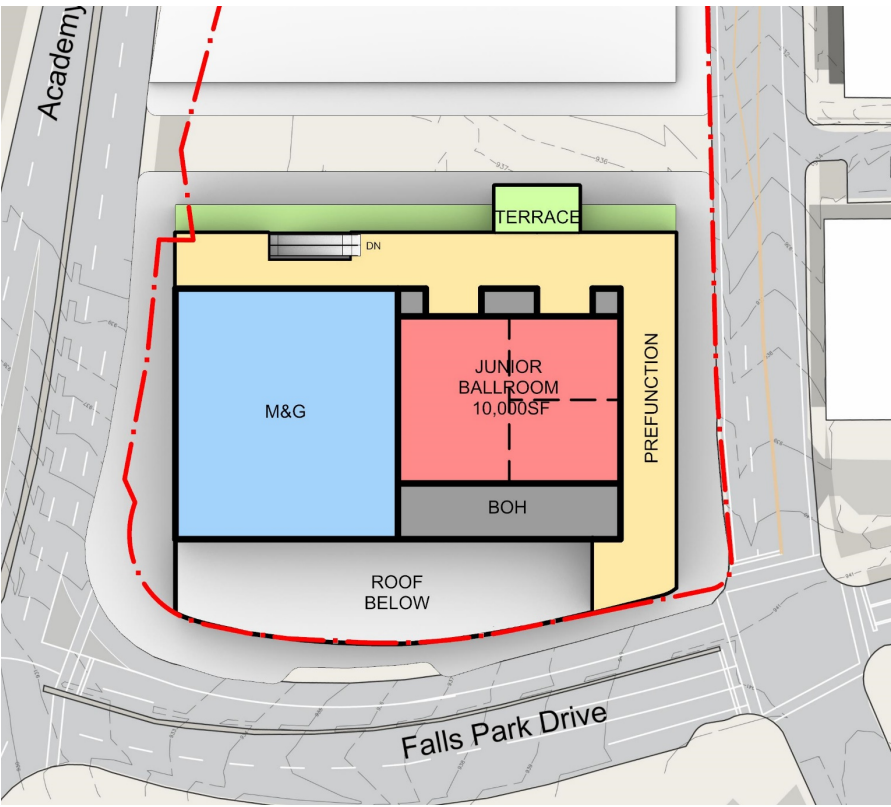
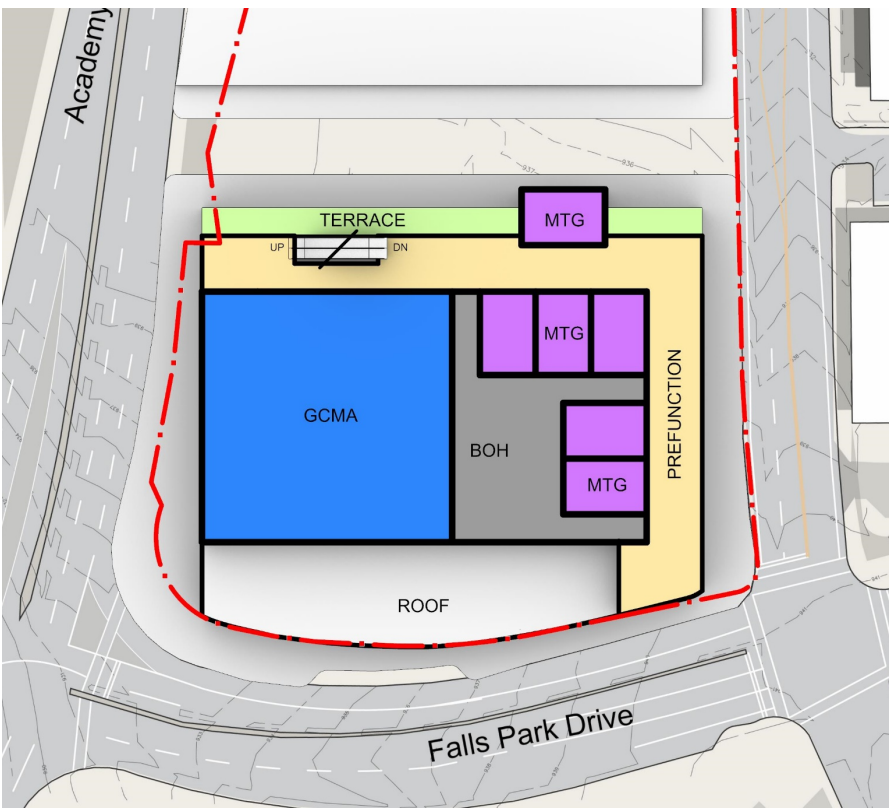
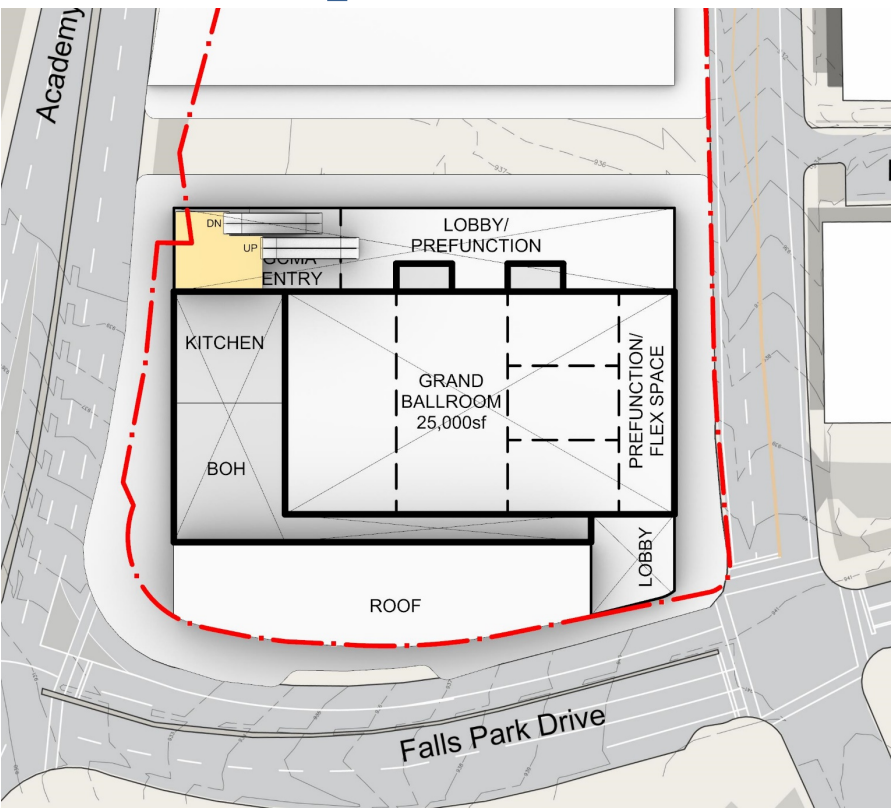
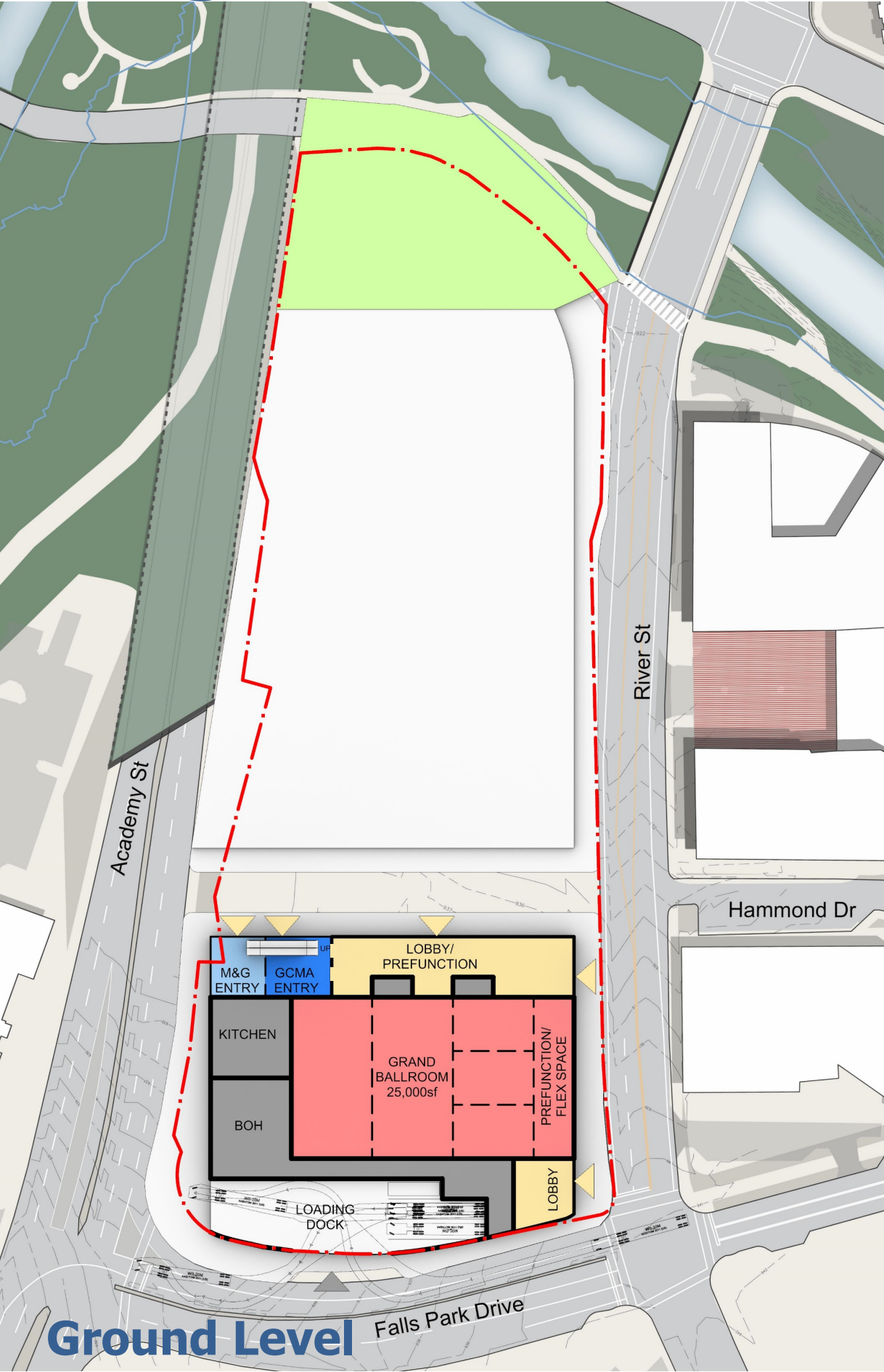
**Greenville County
Museum of Art** **20,000 sf**

Total Museums: **80,000 sf**

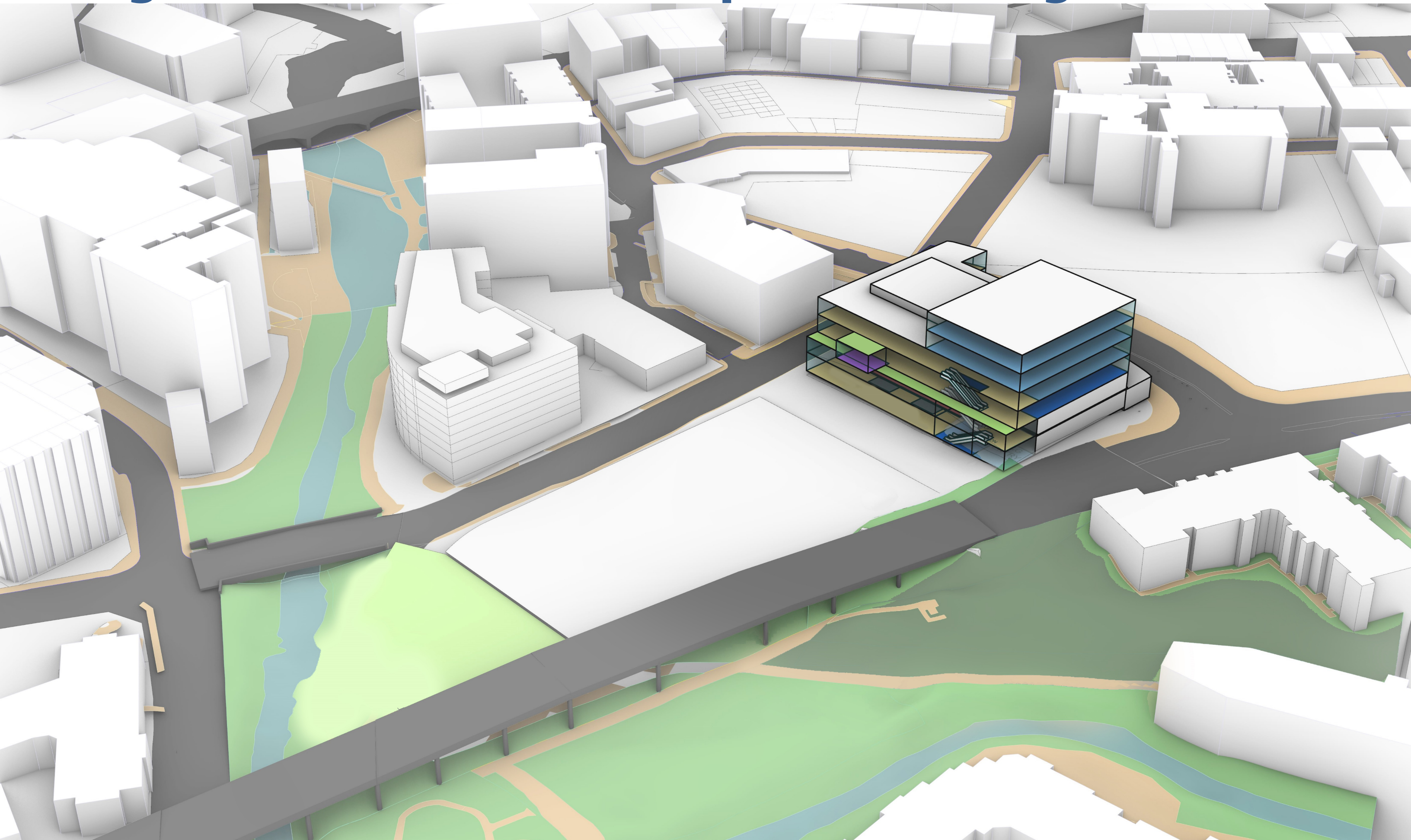
Site Context



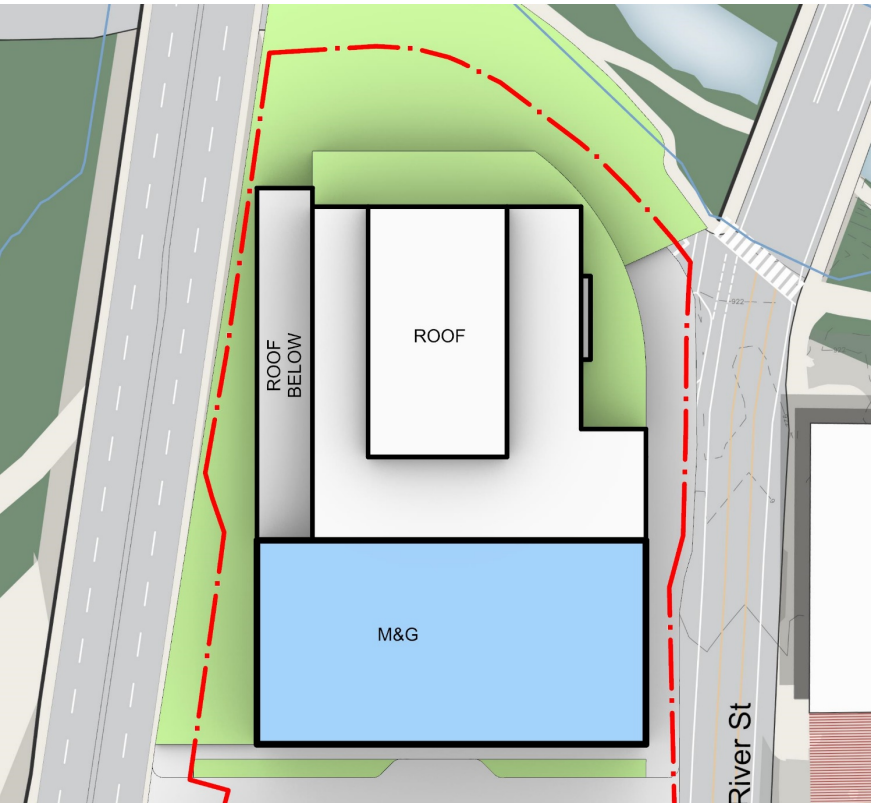
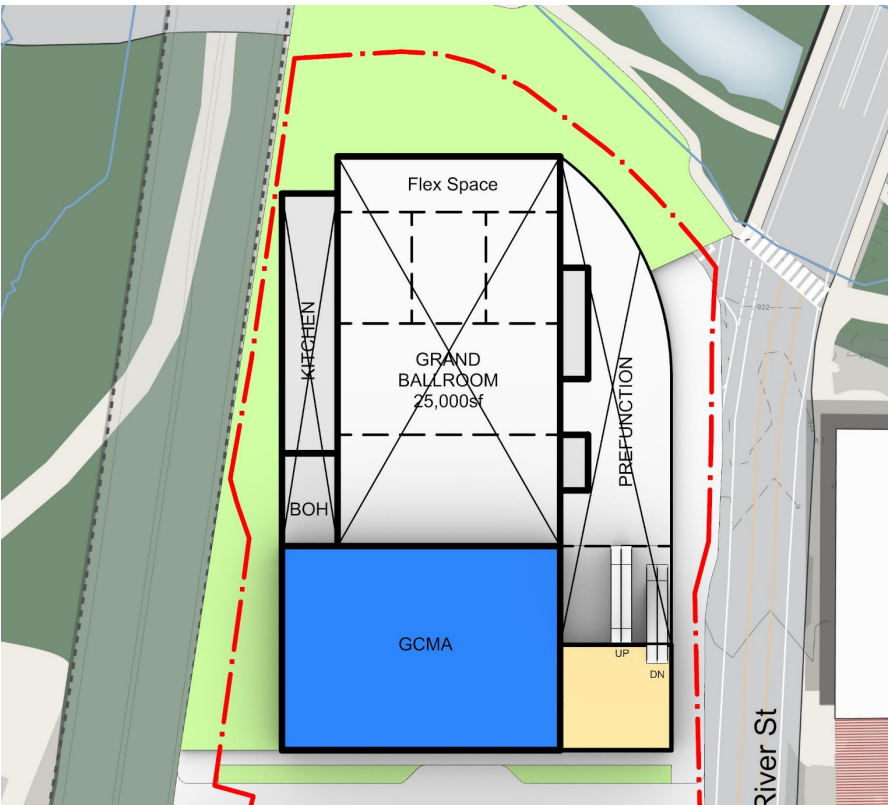
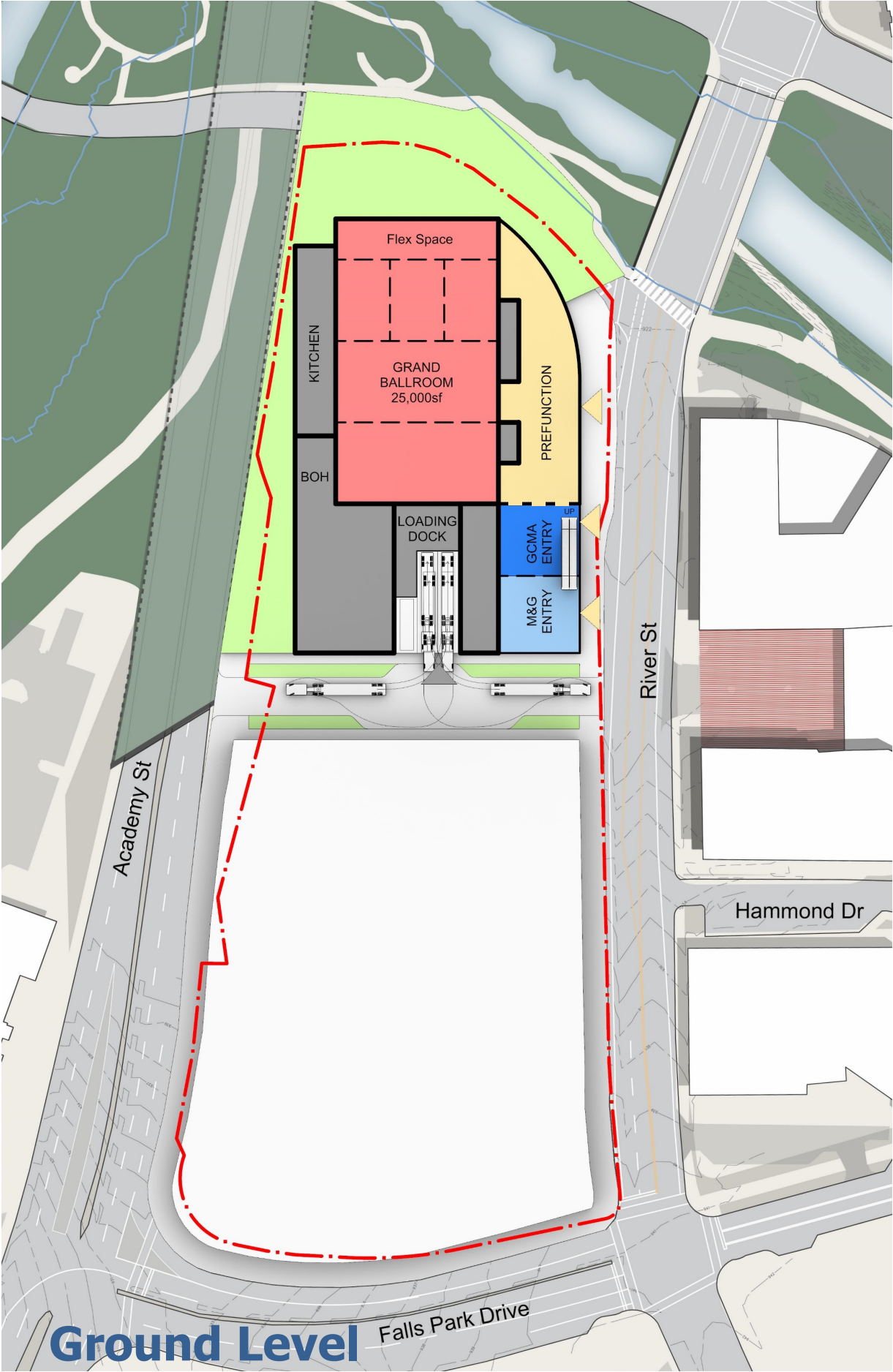
Program Site Fit – South Option



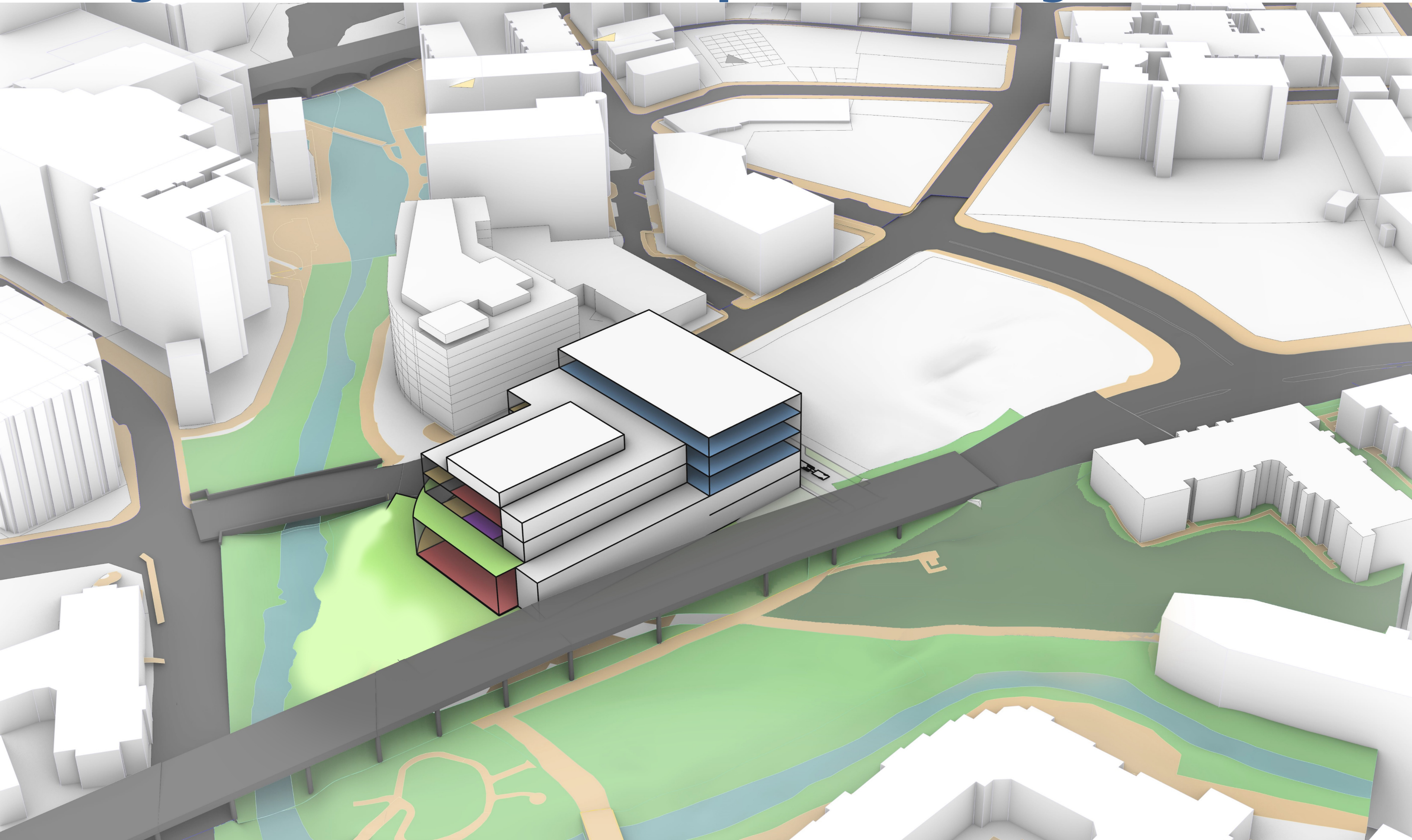
Program Site Fit – South Option Massing



Program Site Fit – North Option



Program Site Fit – North Option Massing



Concept Project Costs - Summary

Program Elements		GSF	\$ /sf		Construction Costs	% of Cost	Soft Costs	33.50%	Project Costs		Notes
Conference Center		103200	\$	504	\$ 52,018,428	65%	\$ 17,426,173		\$ 69,444,601		
M&G		60000	\$	279	\$ 16,735,200	21%	\$ 5,606,292		\$ 22,341,492	*	Shell and Core Costs Only
GCMA		20000	\$	279	\$ 5,578,400	7%	\$ 1,868,764		\$ 7,447,164	*	Shell and Core Costs Only
Site Costs					\$ 5,603,075	7%	\$ 1,877,030		\$ 7,480,105		
Subtotal		183200	\$	436	\$ 79,935,103						
Sales Tax	6%				\$ 4,796,106					*	Costs includes Public &
Total Construction Costs					\$ 84,731,209		\$ 26,778,260	\$ 111,509,468.69			Private Contributions

City Council Work Session

08.23.2021

DOWNTOWN GREENVILLE CONFERENCE CENTER & MIXED-USE DEVELOPMENT MASTER PLAN



United Community Bank Streetscape Improvements and Development Agreement

August 23, 2021



United Community Bank Corporate Headquarters

- UCB building corporate headquarters and branch location at 200 E Camperdown Way.
- United Community Bank is a regional bank with operations in GA, SC, NC, TN, and FL. UCBI is a growing company, and over 200 jobs will be created with this relocation.
- UCB decided to move its corporate headquarters to Greenville, South Carolina from Blairsville, Georgia.
- DRB approved the site plan on May 6th. Consideration of the architecture on the September 2nd DRB agenda.
- Construction is scheduled to comment in January 2022, with an estimated 2-year completion goal.



Proposed Headquarters Building



Proposed Headquarters Building



United Community Bank – Public Private Partnership

- City staff collaborating with developer to complete streetscape along E. Camperdown Way and Falls St.
- City entered into similar partnership with Grand Bohemian and Camperdown project. City improves streetscape, public areas, and sidewalks. This works provides public benefit and economic development incentive.
- This project will complete undergrounding started as part of the Grand Bohemian project.
- Will improve walkability and pedestrian safety along this corridor into downtown.



UCB Streetscape and Public Realm Improvements

- City staff is working with Thomas and Hutton on the engineering and landscape design.
- Undergrounding will be completed that was started as part of the Grand Bohemian project.
- Staff working with the applicant on the design of the plaza area and landscape.
- Expected costs less than the development agreements with both Camperdown and Grand Bohemian.
- Opposite side of E Camperdown Way to be addressed in the future when property redevelops.

United Community Bank Streetscape Improvements and Development Agreement

August 23, 2021

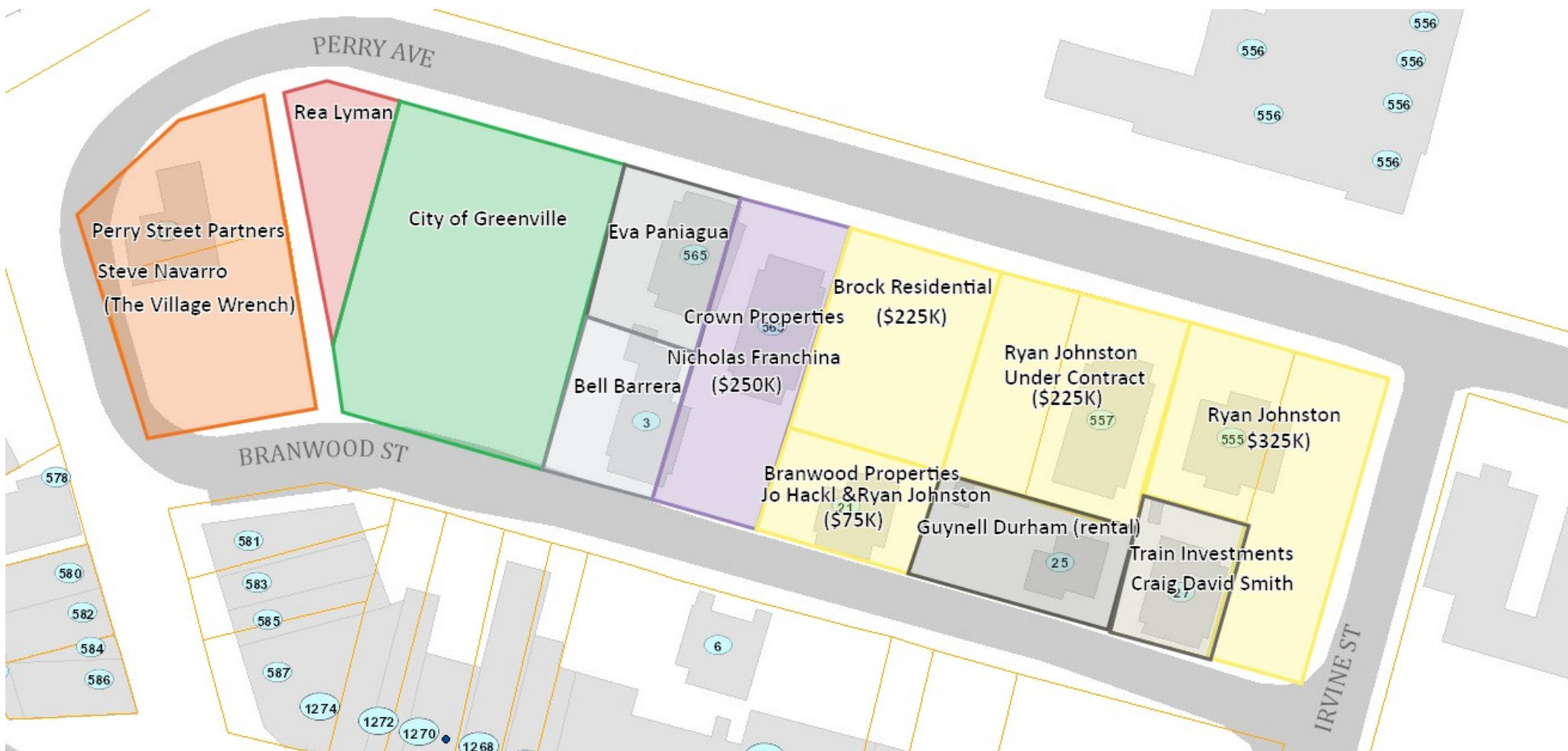
Questions and Discussions

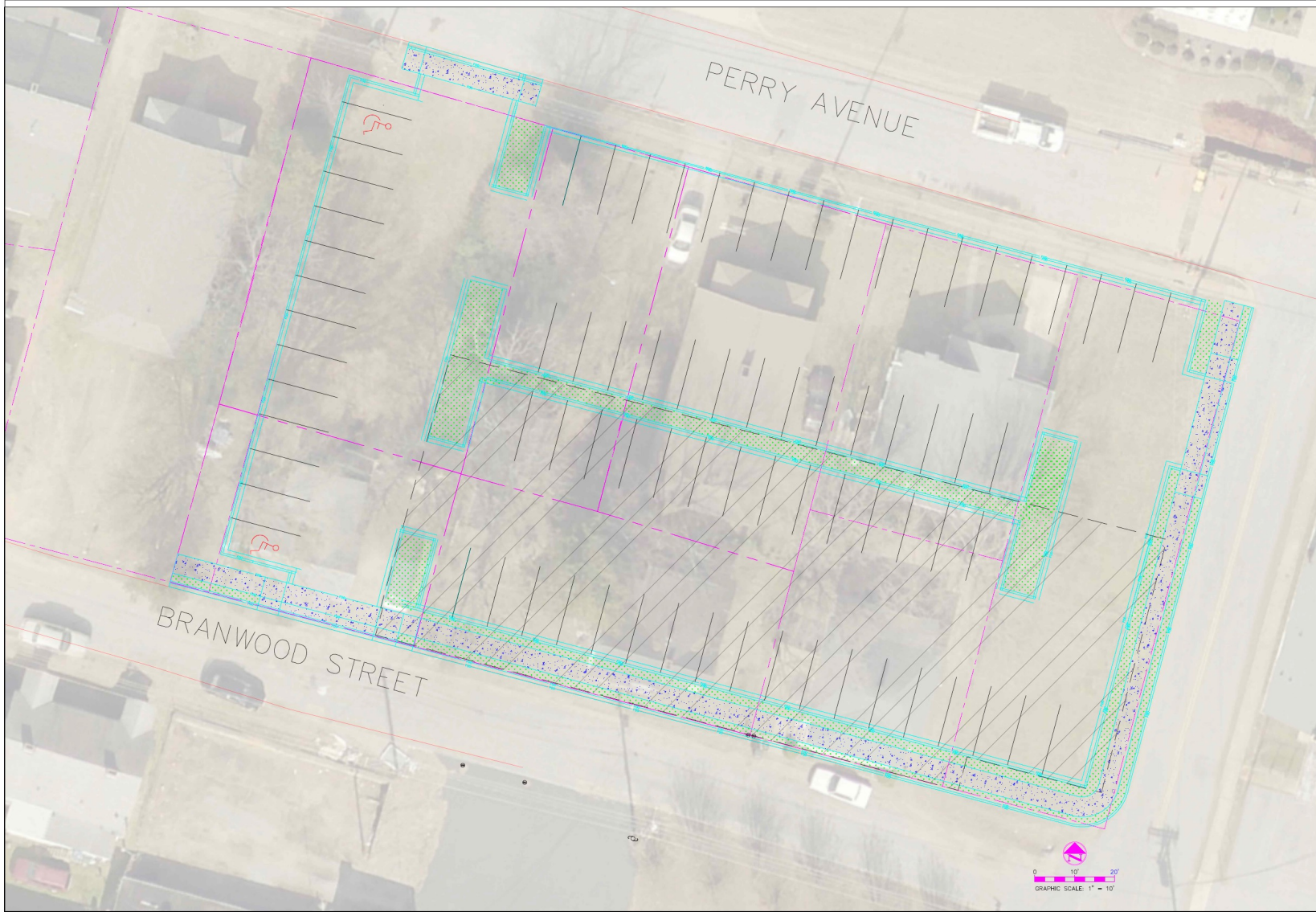


Village of West Greenville Parking

Council Work Session
August 23, 2021









**THE CITY OF
GREENVILLE**

GREENVILLE, S.C.

PROJECT NO.		DATE		BY/CHKD.	
4/26/21		4/26/21			
DRAWN BY		DATE		BY/CHKD.	
NO. 100					
CHECKED BY		DATE		BY/CHKD.	
CL					

VWG PARKING LOT

CITY OF GREENVILLE

GREENVILLE, S.C.

CONCEPTUAL PARKING PLAN

DRAWING NO.

1



Village of West Greenville Parking

- Existing City lot has 23 spaces (includes one Accessible)
- “U Shaped” Assemblage would add 48 spaces (0.54 acres)
- Acquisition cost = \$850,000
- Estimated construction cost is \$300,000, including demolition
- Estimated total = \$1,150,000

- Comparison – South Main Lot – 0.72 acres
 - \$1,600,000 land cost, \$92,000 construction

Village of West Greenville Parking

Council Work Session
August 23, 2021

