

City Council Work Session

Documents:

- 1 - [WORK SESSION AGENDA.PDF](#)
- 2 - [UPSTATE ALLIANCE.PDF](#)
- 3 - [GREENVILLE CONVENTION CENTER UPDATE.PDF](#)



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Monday, August 12, 2024 - 3:00 p.m.

Greenville City Hall, 206 S. Main Street

Citizens may access the meeting at the following web address:

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

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

CITY STAFF: City Manager Shannon Lavrin, City Attorney Leigh B. Paoletti; City Clerk Camilla G. Pitman

AGENDA

- | | | |
|-----------|--|------------------|
| 1. | Call to Order | 3:00 p.m. |
| 2. | Upstate Alliance | 3:00 p.m. |
| 3. | Greenville Convention Center Update | 3:20 p.m. |
| 4. | Abandoned Textile Mill Incentive Review | 3:35 p.m. |
| 5. | Executive Session (S.C. Code §30-4-70):
<i>NOTE: City Council will leave the Work Session to conduct an Executive Session which is not open to the public. The Work Session meeting will adjourn following the completion of the Executive Session. No action will be taken prior to adjourning the meeting.</i> | 3:45 p.m. |
| | a. Economic Development / Legal Briefing | |
| | b. Boards and Commissions / Personnel Update | |
| 6. | Adjourn | 5:20 p.m. |

UPSTATE SC

Business moves here. *Yours can, too.*



UpstateSCAlliance

OVER
\$11 BILLION
IN CAPITAL INVESTMENT &
27,335 NEW JOBS
SINCE 2019



MICHELIN



Lonza



DC BLOX



GE VERNOVA

LOCKHEED MARTIN

Milliken

SIEMENS

MILO'S
Family-Made Since 1946™

EAS
E.A. SWEEN COMPANY

**Keurig
DrPepper**

OSHKOSH

NISSIN

BORGWARNER

Arthrex



EVRNU

Refresco

JTEKT



160 COMPANIES

ANNOUNCED NEW LOCATIONS
IN THE UPSTATE SINCE 2019

37%

OF PROJECTS
INTERNATIONAL
COMPANIES

48%

OF JOBS FROM
NEW COMPANIES

52%

OF JOBS FROM
EXISTING COMPANIES

2023 UPSTATE ANNOUNCEMENTS



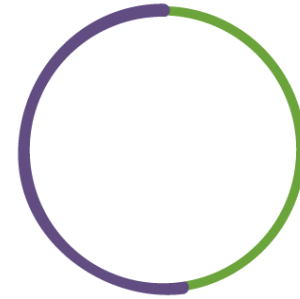
\$2.1B

in new capital
investment



4,455

new jobs
announced



29

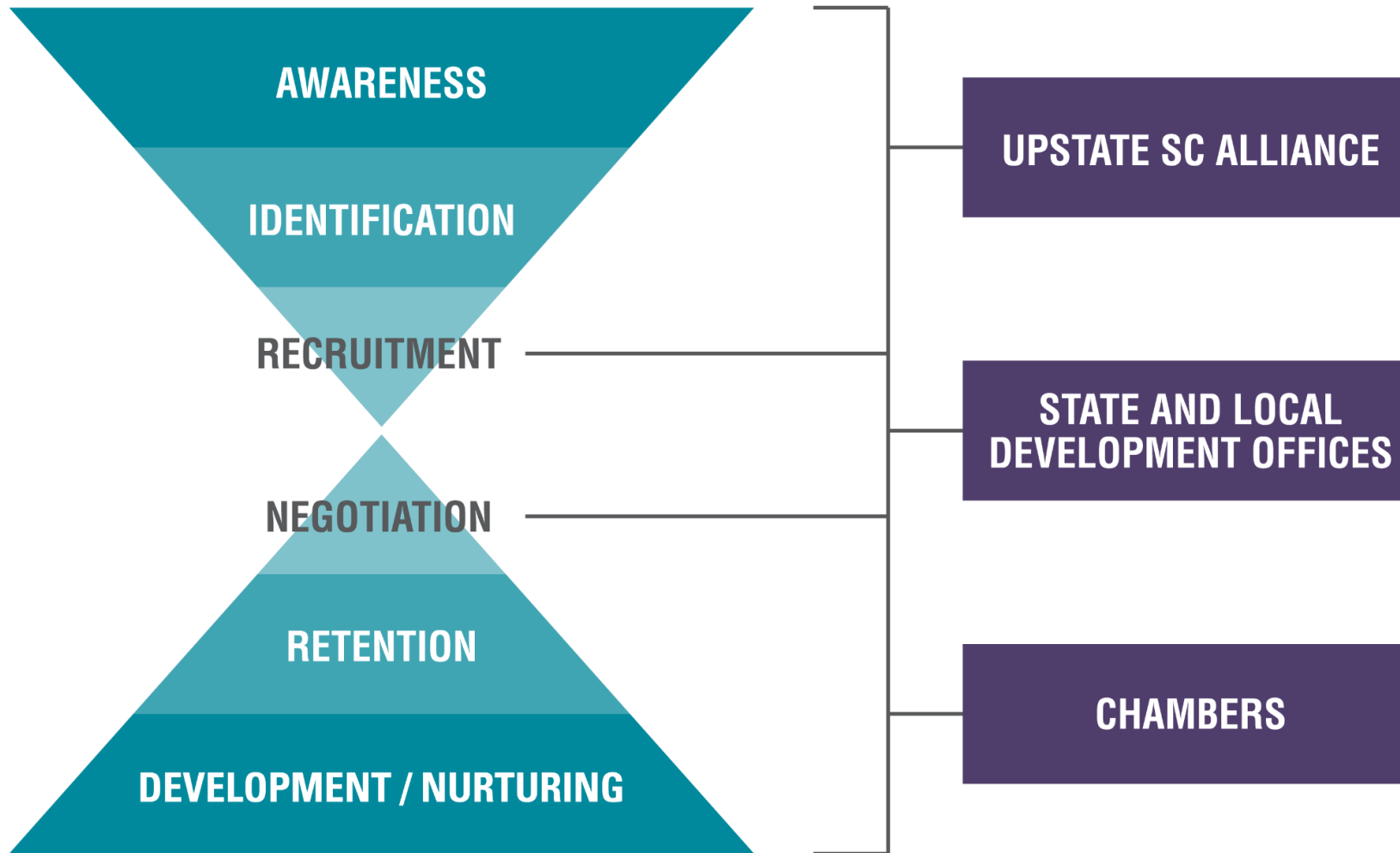
new
companies

26

existing
companies

55 TOTAL ANNOUNCEMENTS

OUR ROLE



MISSION

To establish Upstate South Carolina as a unified and innovative economic region; **market the Upstate for global business investment and talent attraction**; foster public-private collaboration and regional relationships; and move ideas into action.

VISION

A 10-county Upstate SC region where business thrives, and **people can prosper through access to a diverse array of career opportunities.**

UPSTATE SC ALLIANCE

LEAD GENERATION

Tradeshows
International Target Markets
Direct Outreach

RESEARCH

Proprietary Data Sources
Lightcast Subscription
Request for Information "RFI" Support

INBOUND EVENTS

Hosting Site Consultants
Hosting International Visitors
Hosting Company Visits



MARKETING + STORYTELLING

Website + Data Center
Digital Marketing
Collateral Materials

TALENT: MOVE UP

Connecting Upstate Employers + Talent
Marketing Upskilling Opportunities

"TEAM UPSTATE" REGIONALISM

Networking Opportunities
Informational Programs
Business Advocacy Support

PUBLIC/PRIVATE SUPPORT

237 INVESTORS

17 PUBLIC
sector investors

220 PRIVATE
sector investors



34
*new investors
in 2023*



4
*upgraded investors
in 2023*



PUBLIC PARTNERSHIPS

17 PUBLIC

sector investors



MUNICIPAL BOARD MEMBERS

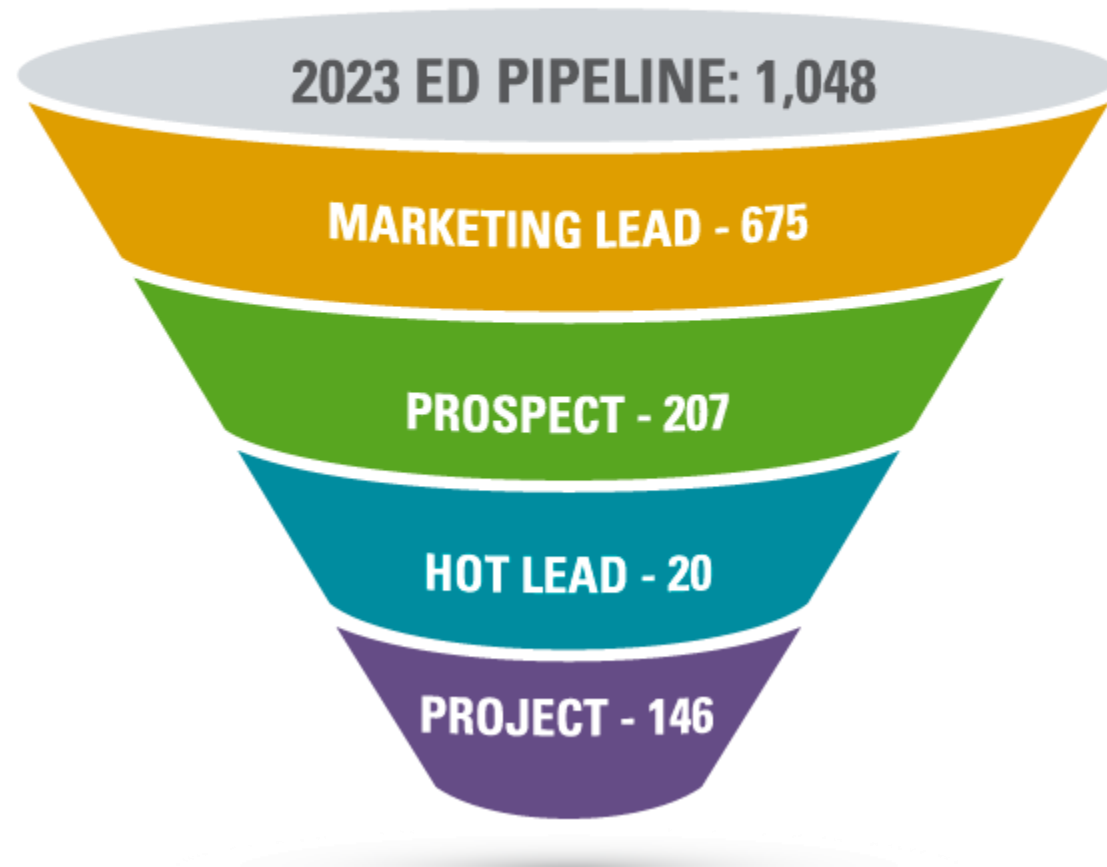
- All 10 counties
- City of Anderson
- City of Greenville
- City of Greer

MUNICIPAL MEMBERS

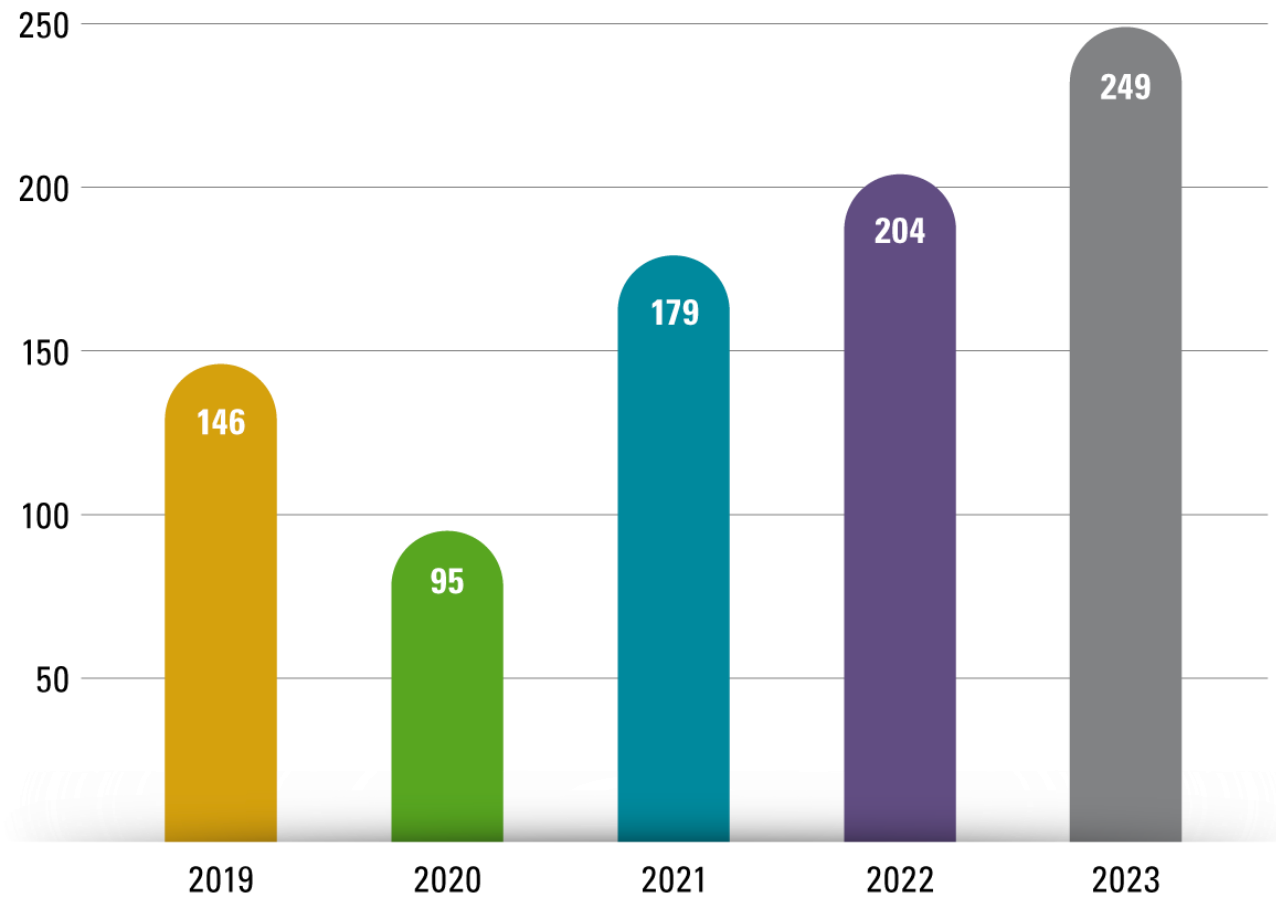
- City of Fountain Inn
- City of Laurens
- City of Mauldin
- City of Simpsonville



UPSTATE PIPELINE SNAPSHOT: 2023



NEW LEADS IN UPSTATE PIPELINE



TARGETED PROSPECT RECRUITMENT



LEVERAGE ALLIES

SC Aerospace
SC Automotive Council
SCbio
SC Department of Commerce



CULTIVATE LEADS IN PIPELINE

Ongoing outreach
and story sharing.



OUTBOUND MISSIONS

UK Korea
Spain Germany
Brazil



TRADESHOWS

Composites
Plastics
Automotive



INDUSTRY INBOUND EVENTS

HOSTING BUSINESS VISITORS



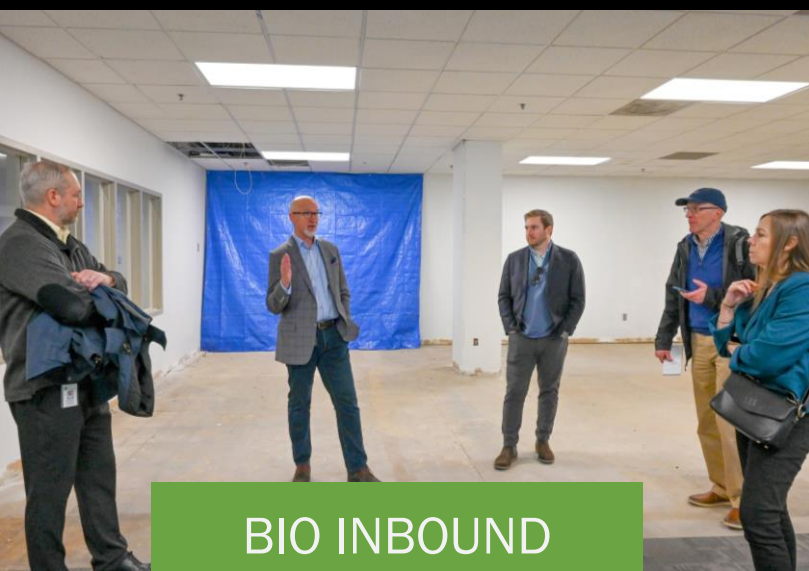
IAMC CONFERENCE



IAMC CONFERENCE



IAMC CONFERENCE



BIO INBOUND



TAIWANESE VISIT



NEXTGEN TALKS

LANDING PAD SUPPORT



UPSTATE
SOUTH CAROLINA

**LAND HERE
LAUNCH HERE**



NORTH CAROLINA

SOUTH CAROLINA

GREENVILLE SPARTANBURG ANDERSON CHARLOTTE

UPSTATE SOUTH CAROLINA

by the numbers

505 international companies from 38 different countries	1.4M Upstate population	30 people each day move to the Upstate
3 major airports within 2.5 hours drive	1800+ manufacturers	47+ lakes & waterfalls
GSP (Greenville-Spartanburg) offers 100+ total daily flights to 19 destinations	81 software companies	221 days of sunshine per year
	201 robotic, process, automation related firms	#3 among America's Friendliest Cities
	#7 Best Cities to Launch a Startup	4% lower cost of housing than national average
	Industrial engineering concentration 2.8x national average (Upstate SC)	30+ colleges & universities



+

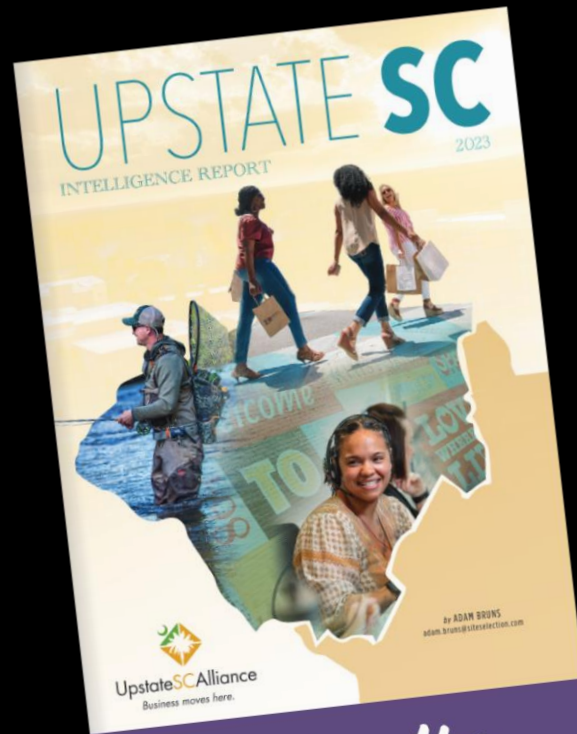
“

The area is a great cultural center with a large diversity of local talent. We look forward to supporting our customers and working with the local talent to grow and expand our organization.”

MICHAEL BOURANIS
President & CEO
valantic

The Germany-based software developer and supplier management consultant for the automotive industry recently announced Upstate operations and creation of at least 15 jobs.

SITE SELECTION FEATURE



Explore the
INTELLIGENCE REPORT

UPSTATE SC INTELLIGENCE REPORT: LIVE, WORK & PLAY

A Southern Recipe FOR A SUSTAINABLE LIFESTYLE



IN THE GARDEN YOU CAN SUSTAIN the environment and a lifestyle at the same time. Photo by Adam Bruns

Bryd Johnson, co-founder with his wife Nicole Johnson of Greenville-based high-tech bicycle wheel manufacturer BOYD Cycling, likes to compare their company to a craft brewery. That's not just because he likes a good brew.

The comparison is more about the way an organically built company can find its niche — and its loyal place — in a globally competitive enterprise. Mark it as a symbol of the Upstate sustainability ethos.

That ethos went a step further this spring when the company announced it was relocating the manufacture of its alloy wheel rims for U.S.-old wheels from Taiwan to its newly founded Olive Manufacturing Group (yes, they go by OMG), located about 15 minutes away from BOYD's home base just north of Furman University, very close to the Pivota Health Swamp Rabbit Trail used by hundreds of cyclists, runners and walkers every day between Greenville and Travelers Rest.

"Through Covid, we saw the strain placed on the supply chain and also a bike boom that lasted a couple years," said Nicole Johnson. "Instead of purchasing an excess of inventory, we focused on creating better techniques and working to develop customized machines to bring our production home. We can now produce high-performance alloy bicycle rims here in Greenville without a price hike. In addition to our rims, there are also opportunities for other brands to outsource their alloy rim production in our facility while reducing lead times and costs. This will benefit the entire cycling industry by offering quicker turnaround without the supply chain issues of shipping products around the world."

In fact, the company aims for the OMG facility to become nothing less than "the largest aluminum bicycle rim manufacturing facility in the United States."

BOYD's original HQ was located closer to downtown Greenville where it redeveloped part of what is now The Commons food hall in Unity Park, also next to the Swamp Rabbit Trail. The complex now houses several businesses that include a brewpub. You can take a pint and some Automatic Tacos out on the deck to watch other trail users mill, run and amble by.

That's exactly what I did after my ride up and

back on that trail in June. Earlier in the day I'd sit at a nearby picnic table with Danielle Reser, communications & engagement manager for the Upstate SC Alliance; Jackie Rasley, principal & FHSSS practice leader at environmental engineering consultancy HRP Associates; and Ebel Burch, president and CEO of Sustain SC, an organization that describes itself as commerce-driven and conservation-minded. Which could describe most Upstaters I've met.

As Burch neatly describes it, "if everyone gets in the room, you can normally come to a commerce and conservation solution without a courtroom ... Our mission is to connect the sustainability goals of business with local solutions." That mission is accomplished through direct consultation and convening, as well as through the Sustainability Leadership Initiative (SLI), where 24 selected participants from a cross-section of business, institutions, communities and NGOs earn a certification over a six-session, eight-month program hosted by Furman University.

Rasley, who just graduated in the SLI's second cohort, says the word "sustainability" is "quirky" because it means different things to different people. It might conjure a tree-hugging, off-the-grid hippie, but it's also important to facilities managers looking at energy use and to industrial plantations and consultants like her who evaluate risk related to climate change. "What I loved about SLI was it exposed me to various people who are in the same space as me but I would never have met," she says, noting one participant who singlehandedly drove conservation easements. "I was like, 'I wish I had land to give you right now,'" she says. "It's that platform for collaboration."

Rasley knows all about sustainability at industrial sites, having helped with environmental issues at the redeveloped Jodson Mill site, a 300-year-old former Milliken textile manufacturing location where HRP's offices are situated. Today Jodson Mill is a model of industrial chic, with a tall smokestack as a calling card and newly constructed, high-dollar condos. Feed & Seed offers organic and other South Carolina-grown products, not far from the Blue Haven indoor climbing gym. The

LAND HERE. LAUNCH HERE.



Upstate South Carolina.

Business moves here. Yours can, too.

Ready to land your business in a region that comes together to fuel industry growth? Let our team provide seamless support for your successful launch in Upstate South Carolina, with customized research and market insights, property search, and connections to business, governmental agencies, and professional partners.



864.283.2300
upstateSCalliance.com

BUILDING THE PIPELINE 2023



372

presentations
about Upstate SC



69

requests for
information



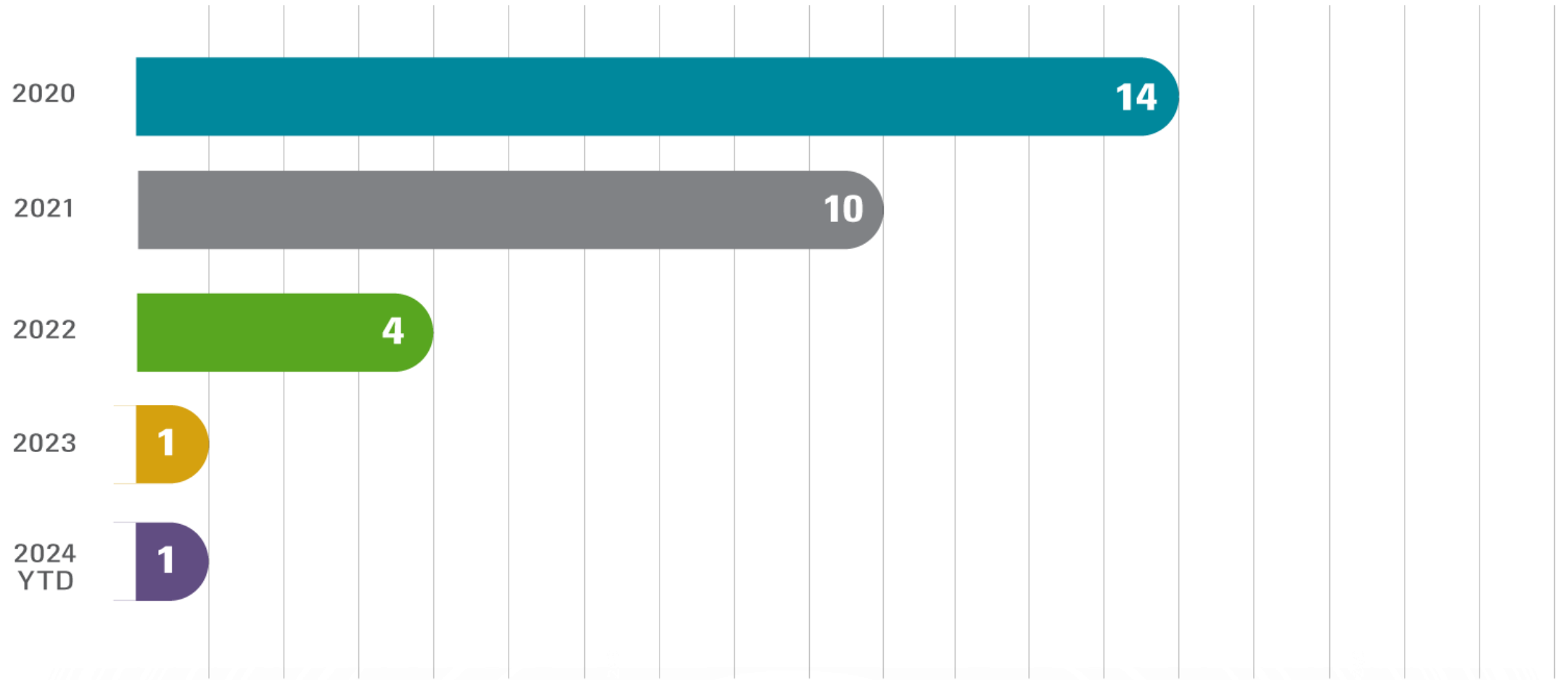
102

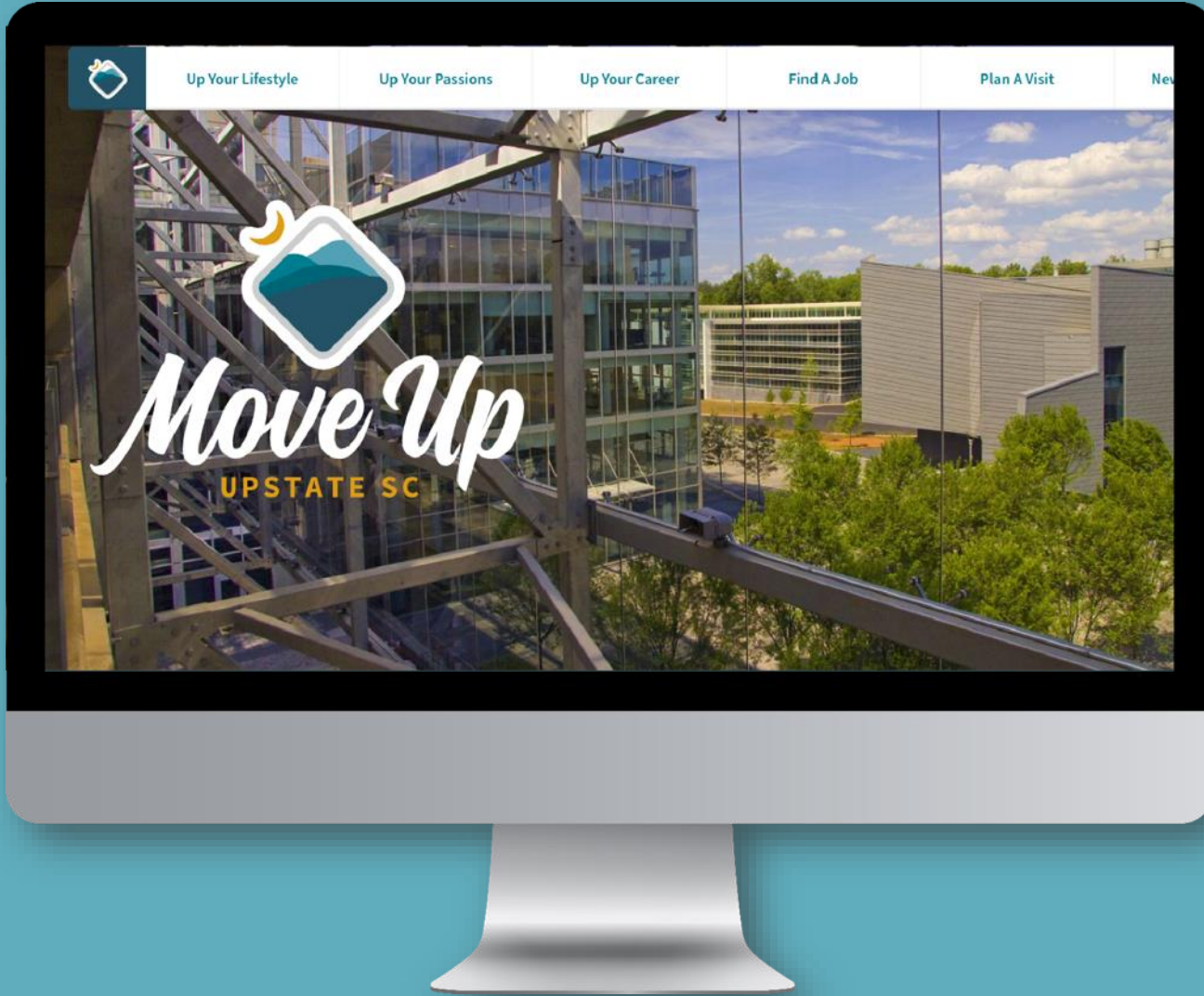
inbound visits
Companies + COIs

RESEARCH TOOLS



RESEARCH SUPPORT: GREENVILLE





UPSTATE SC

Business moves here. *Yours can, too.*



UpstateSCAlliance



GREENVILLE

CONVENTION CENTER

FY2024 Year in Review

A year of record-breaking
revenue, strategic reinvestment,
and customer satisfaction

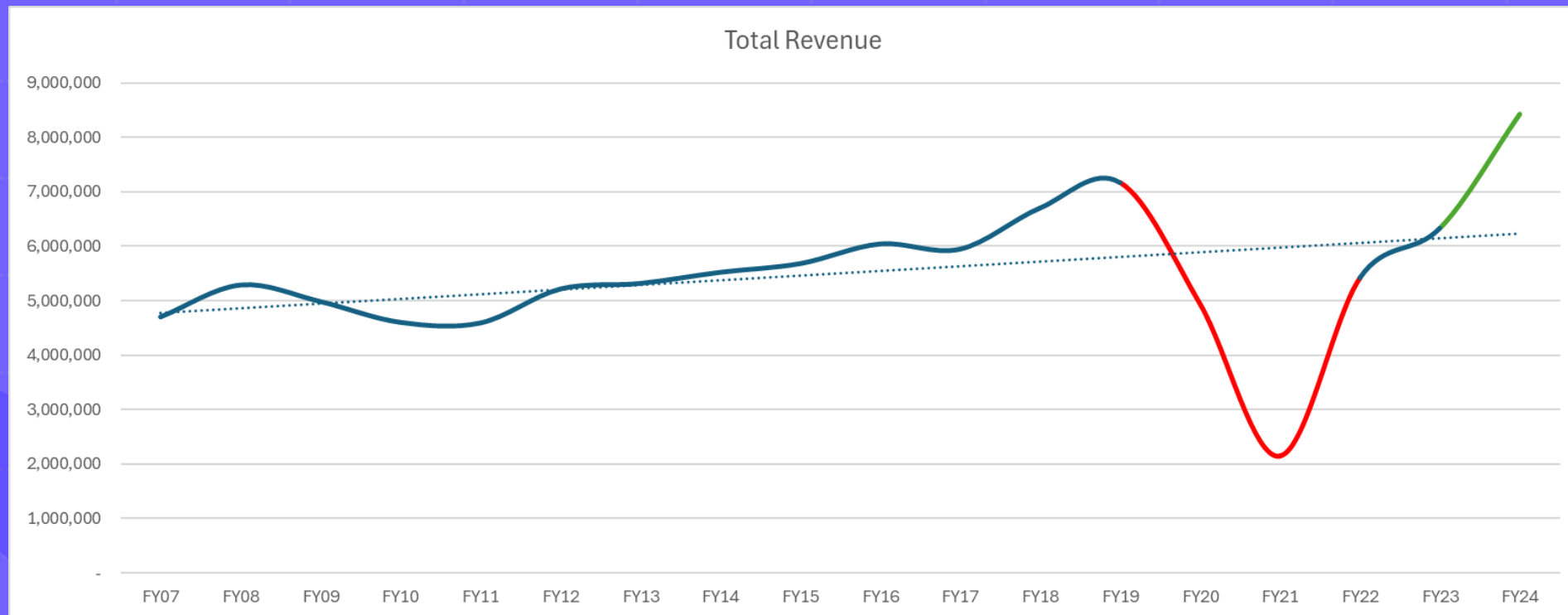
Agenda

- Financial Performance
- Reinvestment – Facility Improvements
- Customer Satisfaction
- Looking Forward

Financial Performance

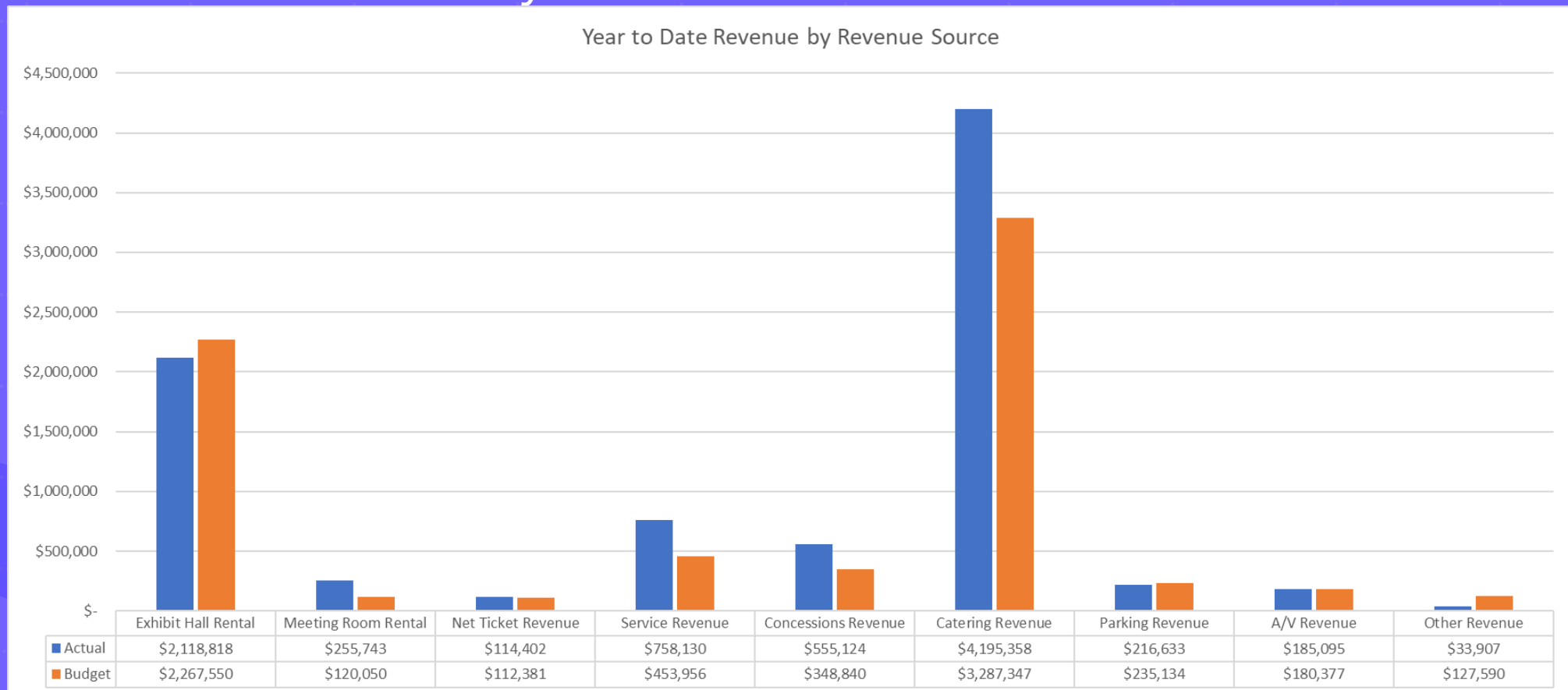
Gross revenue set a new record at \$8,433,208

- 17% higher than FY19, prior record
- 53% higher than pre-pandemic average for FY07-FY19 (\$5,526,734)



Financial Performance

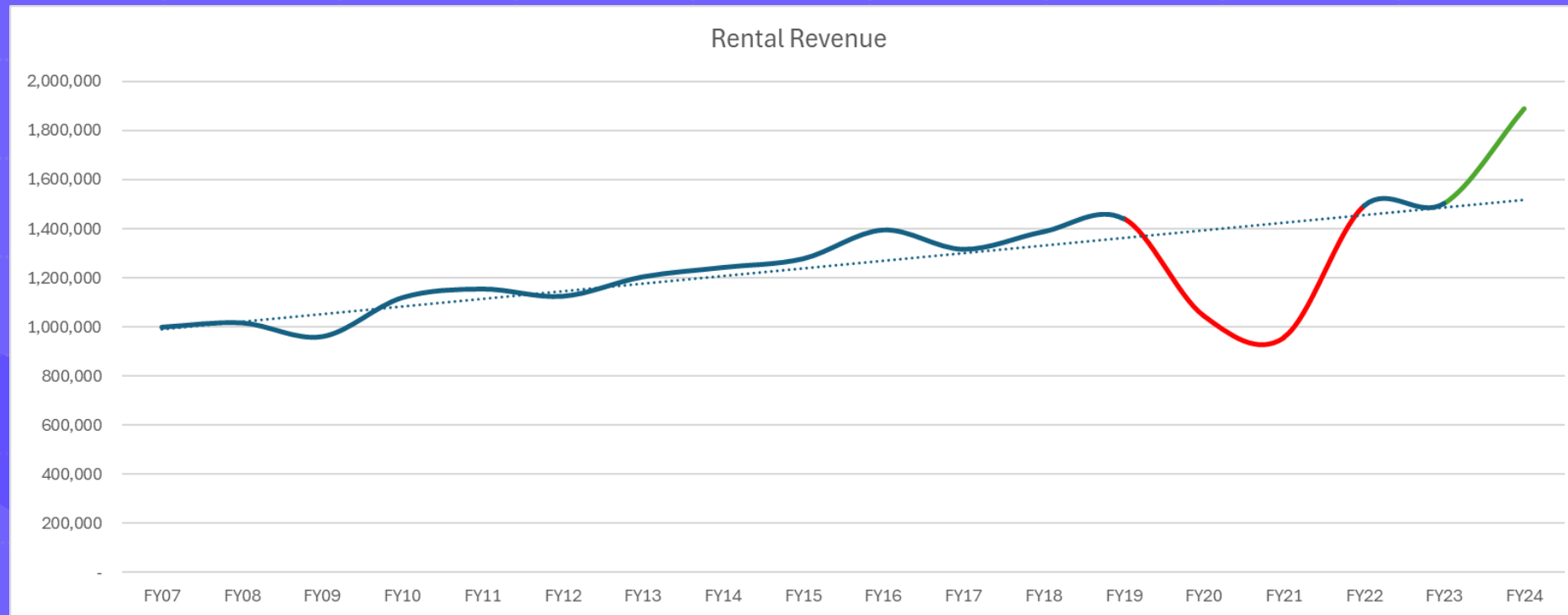
FY24 Revenue by Source



Financial Performance

Rental Revenue

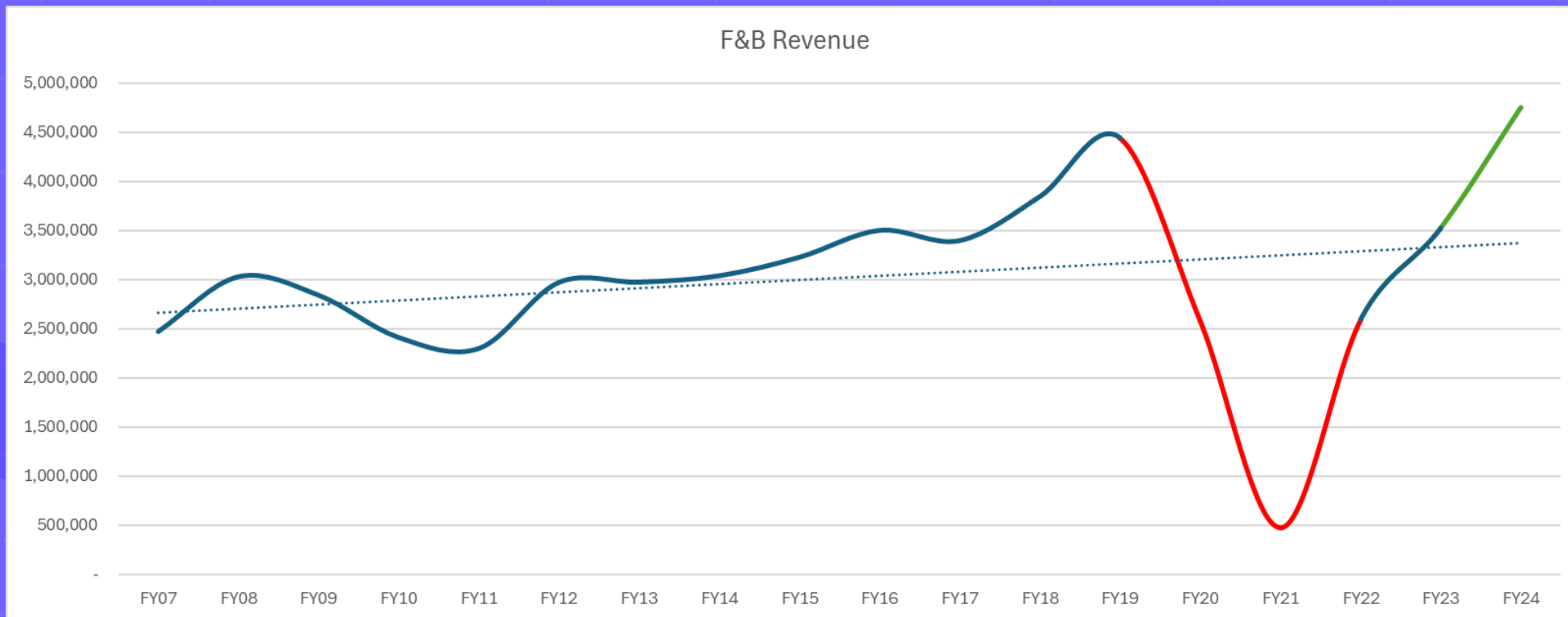
- 31% higher than highest year from FY07-FY22
- 57% higher than pre-pandemic average for FY07-FY19



Financial Performance

Food and Beverage Revenue

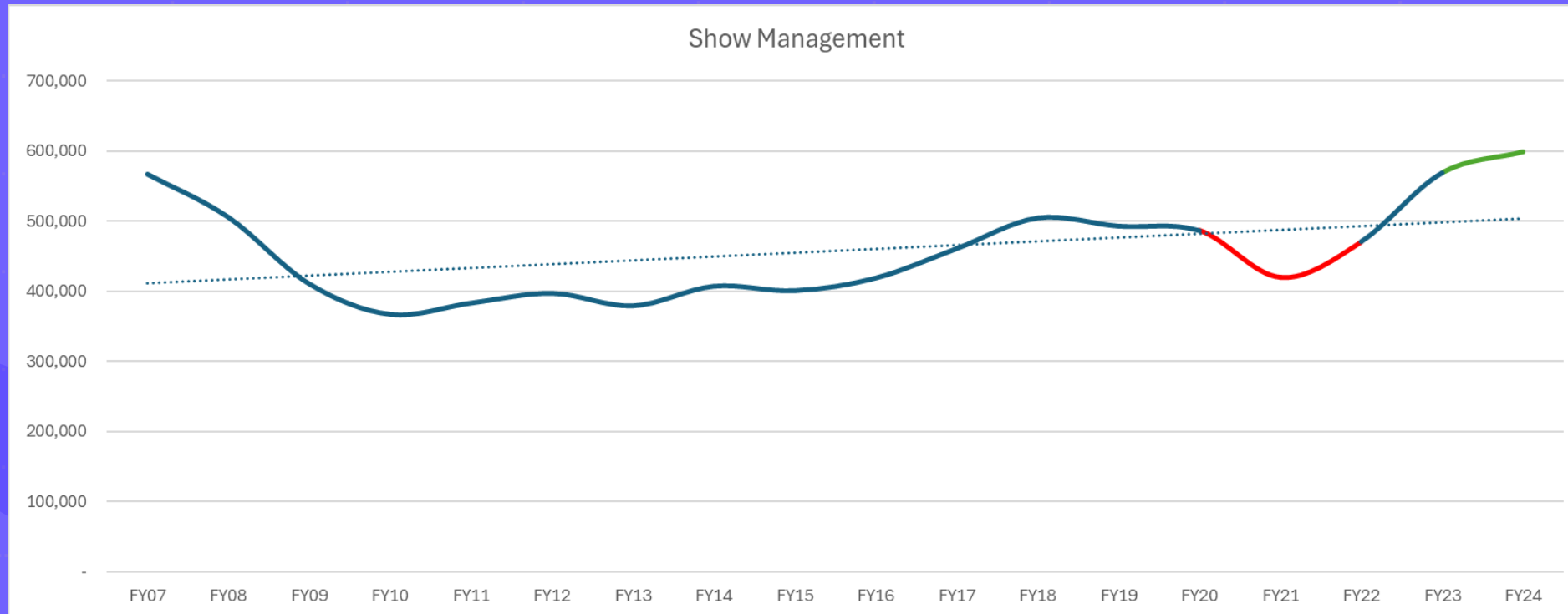
- 7% higher than highest year from FY07-FY22
- 53% higher than average of FY07-FY19 (pre-pandemic)



Financial Performance

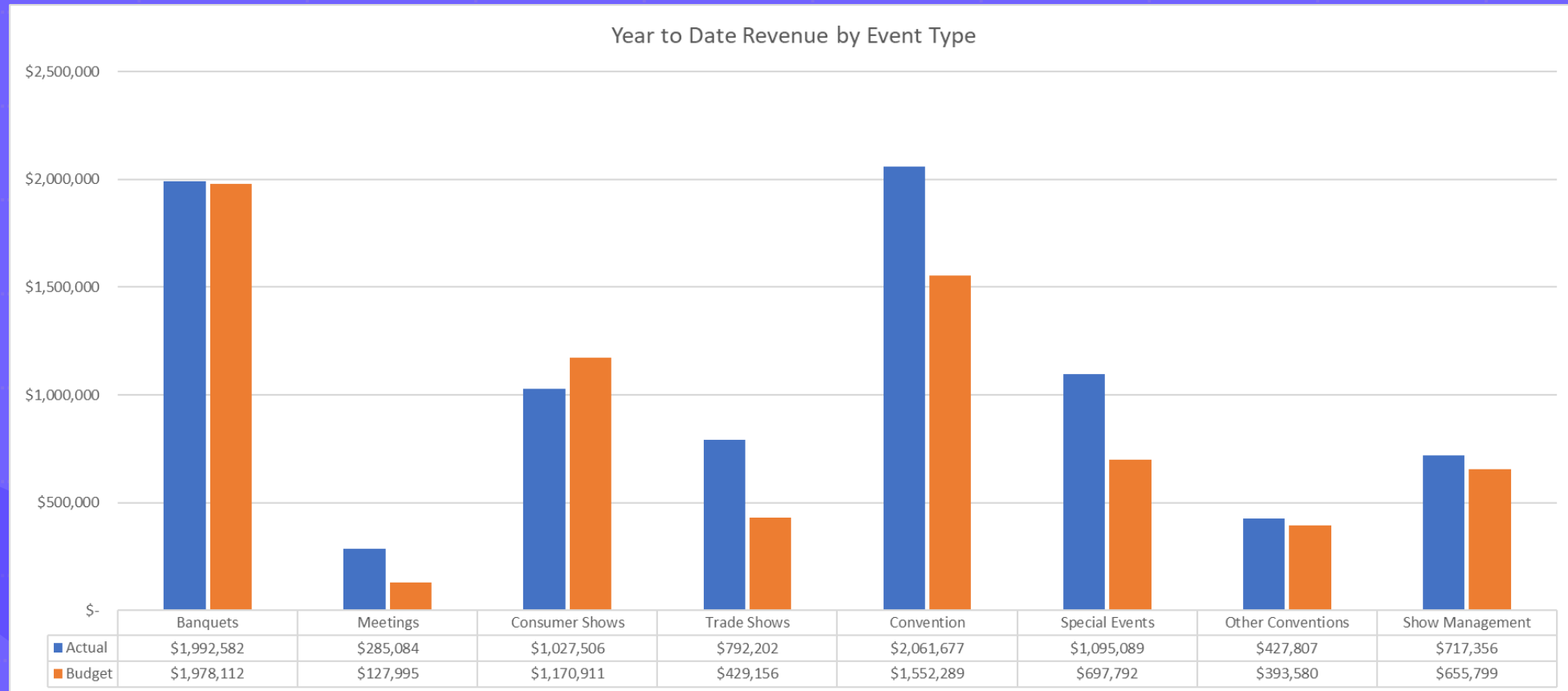
Show Management Revenue (Holiday Fair and Boat Show)

- 6% higher than highest year from FY07-FY22
- 37% higher than average of FY07-FY19 (pre-pandemic)



Financial Performance

FY24 Revenue by Event Type



Financial Performance

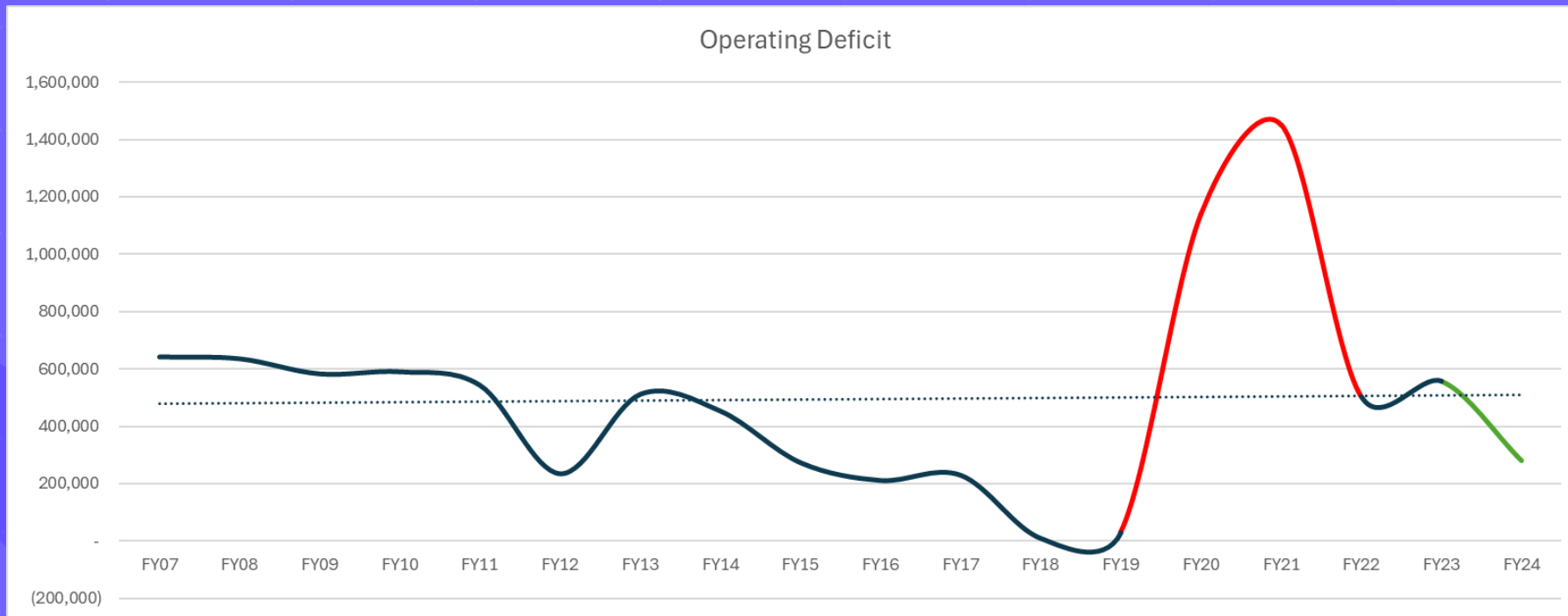
6 months hit record high revenue (% above previous high)

- August - 21%
- October - 23%
- November - 13%
- April - 7%
- May - 27%
- June 29%

Financial Performance

Net Operating Deficit (Subsidy)

- (\$279,989) versus (\$390,948) budget
- Savings of \$110,960 (28%)
- Includes significant reinvestment (\$125,556) and enhanced attention to deferred maintenance



Facility Improvements

Purchases from FY24 Operating

• Combi Oven	• Commercial Lawnmower
• Golf Cart and Trailer	• Data Network Upgrades
• Website Enhancements	• Backpack Vacuums
• Parking Equipment	• Floor Scrubber
• Additional Baby Changing Stations	• Ticket Scanning System - Parking and Admission
• Space Heaters for Sprinkler Room	• Additional Table Covers

Facility Improvements

Capital and FFE Purchases

• HVAC Coil Replacement	• New Domain Controller
• Replace 8' tables and carts	• Replace Lecterns
• Replace Concert Stage	• Replace Meeting Room Risers
• Parking Equipment	• Floor Scrubber
• Replace Stanchions	• New Dancefloor
• Replace Dishwasher Conveyor System	• Carpet Encapsulation and Extraction Machine
• Major Overhaul - Chilled Water Pump	• New Janitorial Carts and Equipment

Customer Satisfaction

Survey Response Rate

26.8%

257 Surveys Sent

69 Taken

Customer Satisfaction

Key Question

How would you rate your overall event?

61 Total Responses

Excellent	67.2% (41)
Very Good	29.5% (18)
Good	3.3% (2)

Customer Satisfaction

Based on your experience, how likely are you to recommend the Greenville Convention Center to a friend or colleague?

Scale is 1 (highly unlikely) to 10 (highly likely)

61 Total Responses – Overall Score of 9.5

Score of 10	77% (47)
Score of 9	3.3% (2)
Score of 8	9.8% (6)
Score of 7	8.2% (5)
Score of 6	1.6% (1)

Looking Forward – FY2025

- 60th Anniversary of the Greenville Convention Center celebration of the milestone begins this Fall
- FY2025 is pacing very well to meet revenue targets
- Redemption East leaving GCC
- Combined Holiday Fair/Kringle Village
- Full staff, including new maintenance position
- Focus on accessibility and visitor experience
- Improving communication and clarity for customers and across departments
- Seeking creative solutions for data and security enhancements

Looking Forward – Future Needs

- USBC 2028 is a major win for Greenville and GCC, also presents opportunities to elevate the attendee experience
- Continued focus on aging infrastructure/major systems (data systems, roofing, HVAC, kitchen, lighting, audio) and condition and inventory of furnishings
- Keeping up with competitive markets investing in modernization of the convention facilities
- Embracing elements of Airport District improvement plan including parking and hotels