

City Council Work Session

Documents:

- 1 - WORK SESSION AGENDA.PDF
- 2 - VISIT GREENVILLE SC UPDATE.PDF
- 3 - TREE FUND AND TREE CANOPY UPDATE.PDF
- 4 - SOLID WASTE UPDATE.PDF



CITY COUNCIL OF THE CITY OF GREENVILLE WORK SESSION MEETING

Monday, March 10, 2025 – 3:30 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, and Russell Stall

CITY STAFF: City Manager Shannon Lavrin; Deputy City Attorney Logan M. Wells; City Clerk Camilla G. Pitman

AGENDA

- | | | |
|-----------|--|------------------|
| 1. | Call to Order | 3:30 p.m. |
| 2. | Visit Greenville Update | 3:30 p.m. |
| 3. | Tree Fund and Tree Canopy Update | 3:50 p.m. |
| 4. | Solid Waste Update | 4:20 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> | 5:00 p.m. |
| | a. Economic Development / Legal Briefing | |
| | b. Boards and Commissions / Personnel Update | |
| 6. | Adjourn | 5:15 p.m. |



ECONOMIC DEVELOPMENT

MARCH 10, 2025





2025 HIGHLIGHTS



OUR MISSION

Maximize Greenville's Visitor Economy by developing and promoting exceptional visitor experiences to elevate the quality of life and prosperity for our community.



CITY INVESTMENT

VGSC FY25 Total Revenue: \$15.2M

City of Greenville Investment: \$4.6M

0.7% Local A-Tax \$1,541,165

30% State A-Tax \$1,323,049

State A-Tax Grant \$1,726,000



WHERE WE ADVERTISE



**All non-stop flight markets
and a 300 mile drive radius.**

Our FY24 paid media targeted
25 Million households. Ad recall
was reported at 43%, equaling
11 Million households.



SMARInsights

ADVERTISING EFFECTIVENESS STUDY

Source: SMARInsights Ad Effectiveness Study 23-24

\$245 : \$1

LEISURE ADVERTISING ROI

UP 13% over FY23

\$939M

IN AD-INFLUENCED
TOURIST SPENDING

VISIT
GREENVILLE
SC

DESTINATION MANAGEMENT CYCLE

If you build a place people want to visit,
you build a place people want to live.

If you build a place people want to live,
you'll build a place people want to work.

If you build a place people want to work,
you'll build a place business needs to be.

If you build a place business has to be,
you'll build a place people have to visit.



Our work introduces Greenville to millions of consumers.

There is a known “Halo Effect” of those visitors choosing to relocate to live and work here.

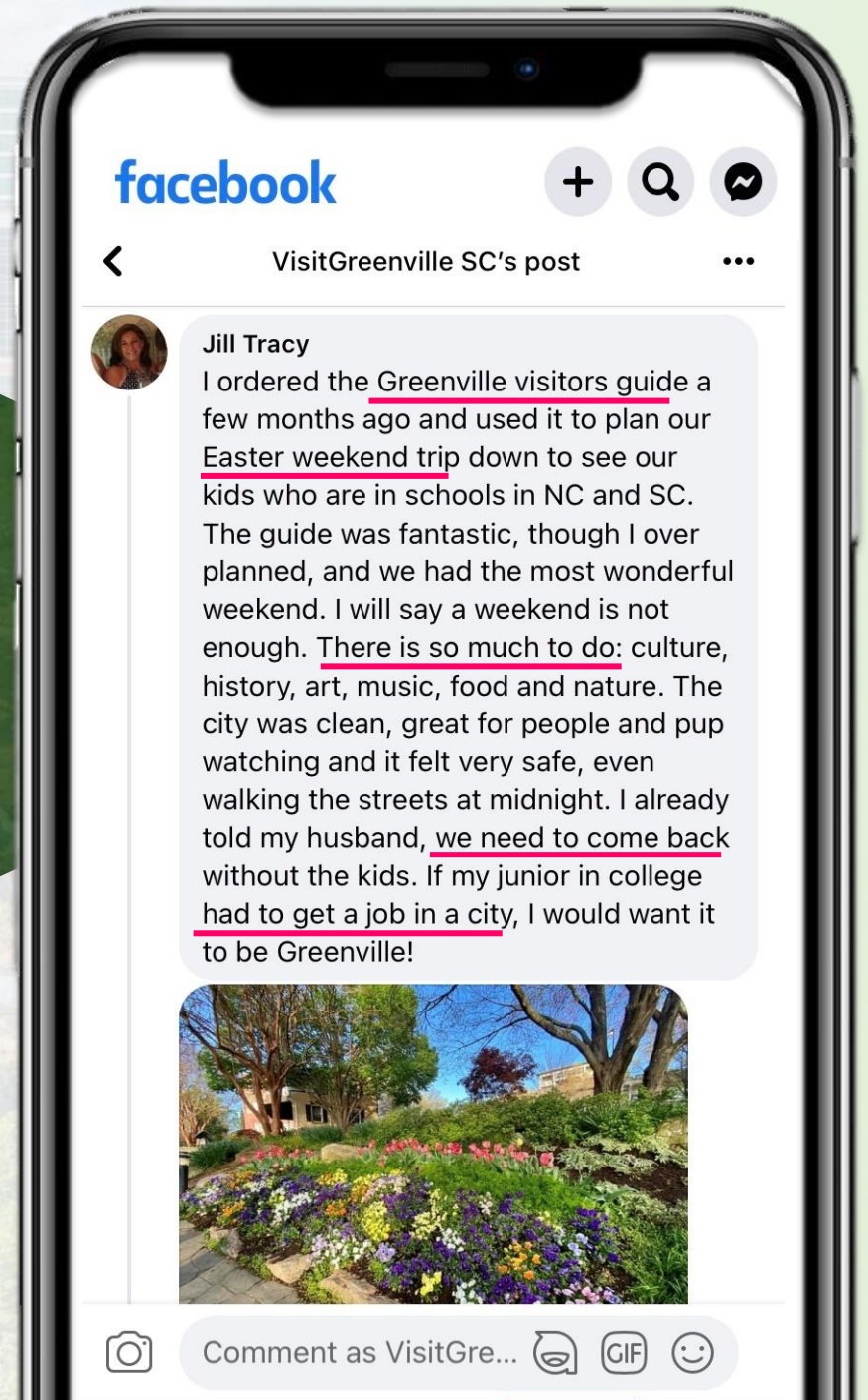


visit
GREENVILLE
SC

DESTINATION MANAGEMENT CYCLE



1. AWARENESS
2. VISIT
3. POSITIVE EXPERIENCE
4. RETURN VISIT
5. RELOCATE / WORK



SMARI INSIGHTS AD EFFECTIVENESS STUDY 23-24

MEASURING THE HALO EFFECT

4,100 People Surveyed in July 2024

SMARI INSIGHTS AD EFFECTIVENESS STUDY 23-24

MEASURING THE HALO EFFECT

4,100 People Surveyed in July 2024

How much do you agree that Greenville is a good place to:

- **Live**
- **Retire**
- **Live/work remotely**
- **Raise a family**
- **Attend college**
- **Start a career**
- **Start a business**
- **Expand a business**
- **Hold a meeting/convention**

SMARI INSIGHTS AD EFFECTIVENESS STUDY 23-24

MEASURING THE HALO EFFECT

4,100 People Surveyed in July 2024

How much do you agree that Greenville is a good place to:

- Live
- Retire
- Live/work remotely
- Raise a family
- Attend college
- Start a career
- Start a business
- Expand a business
- Hold a meeting/convention

Response Options

Strongly
Disagree

Somewhat
Disagree

Neutral

Somewhat
Agree

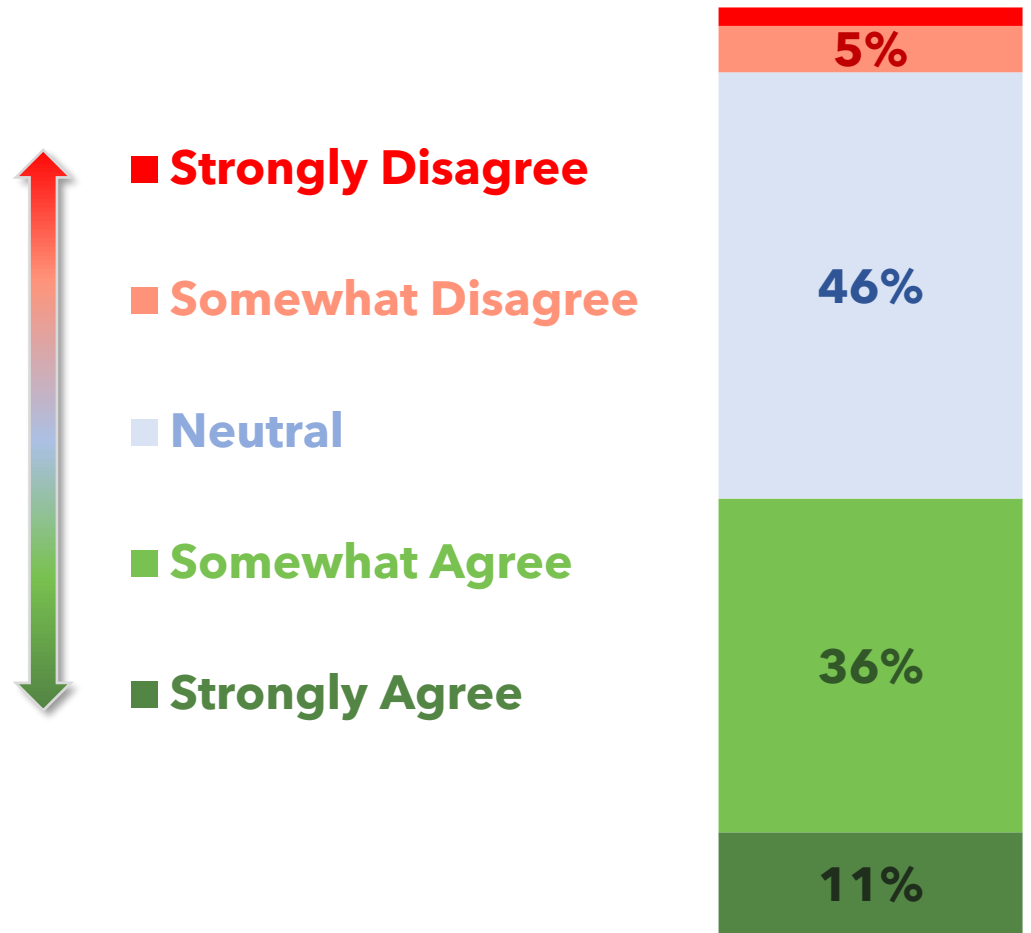
Strongly
Agree





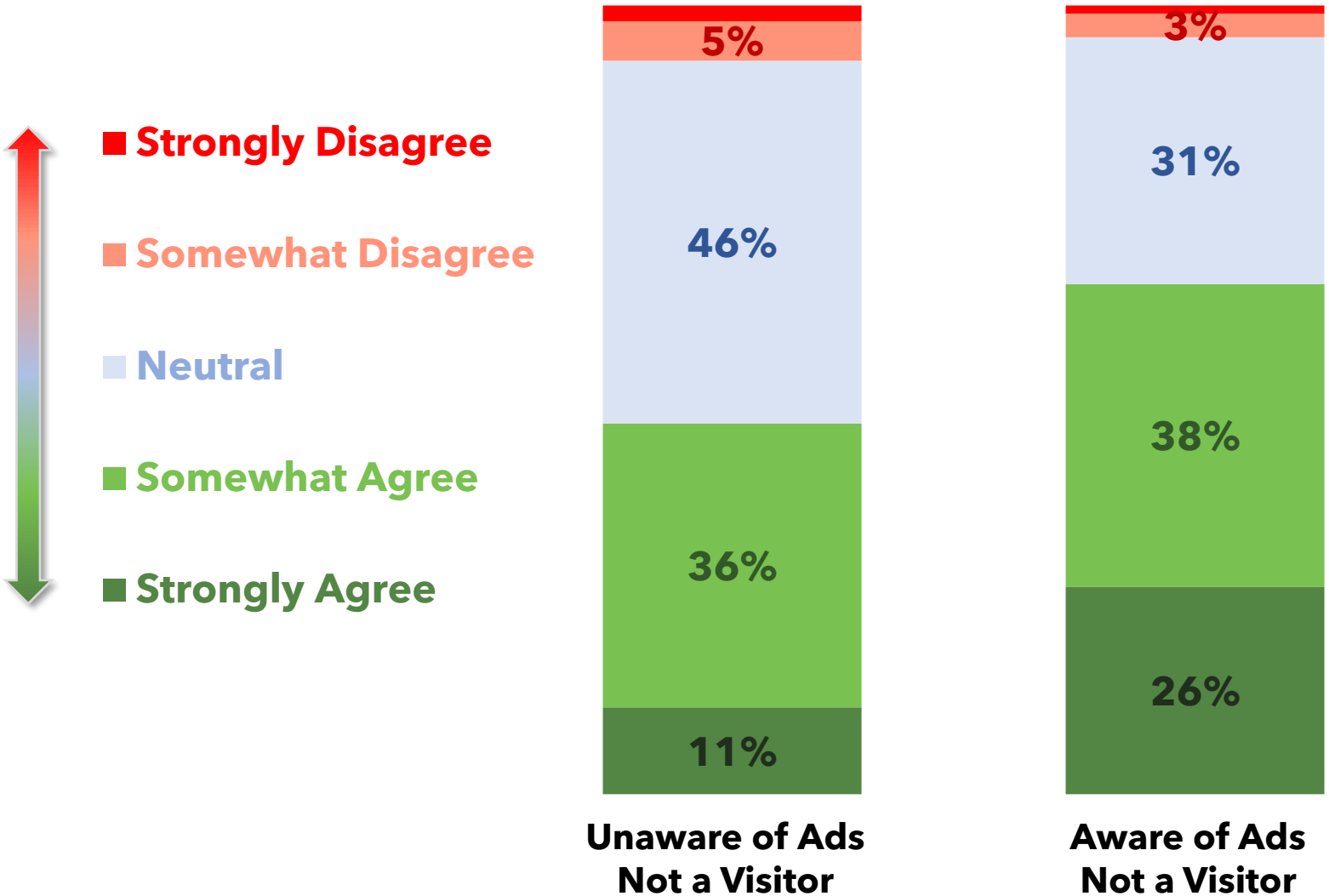
PERCEPTION ON QUALITY OF LIFE

HIGH QUALITY OF LIFE PERCEPTION

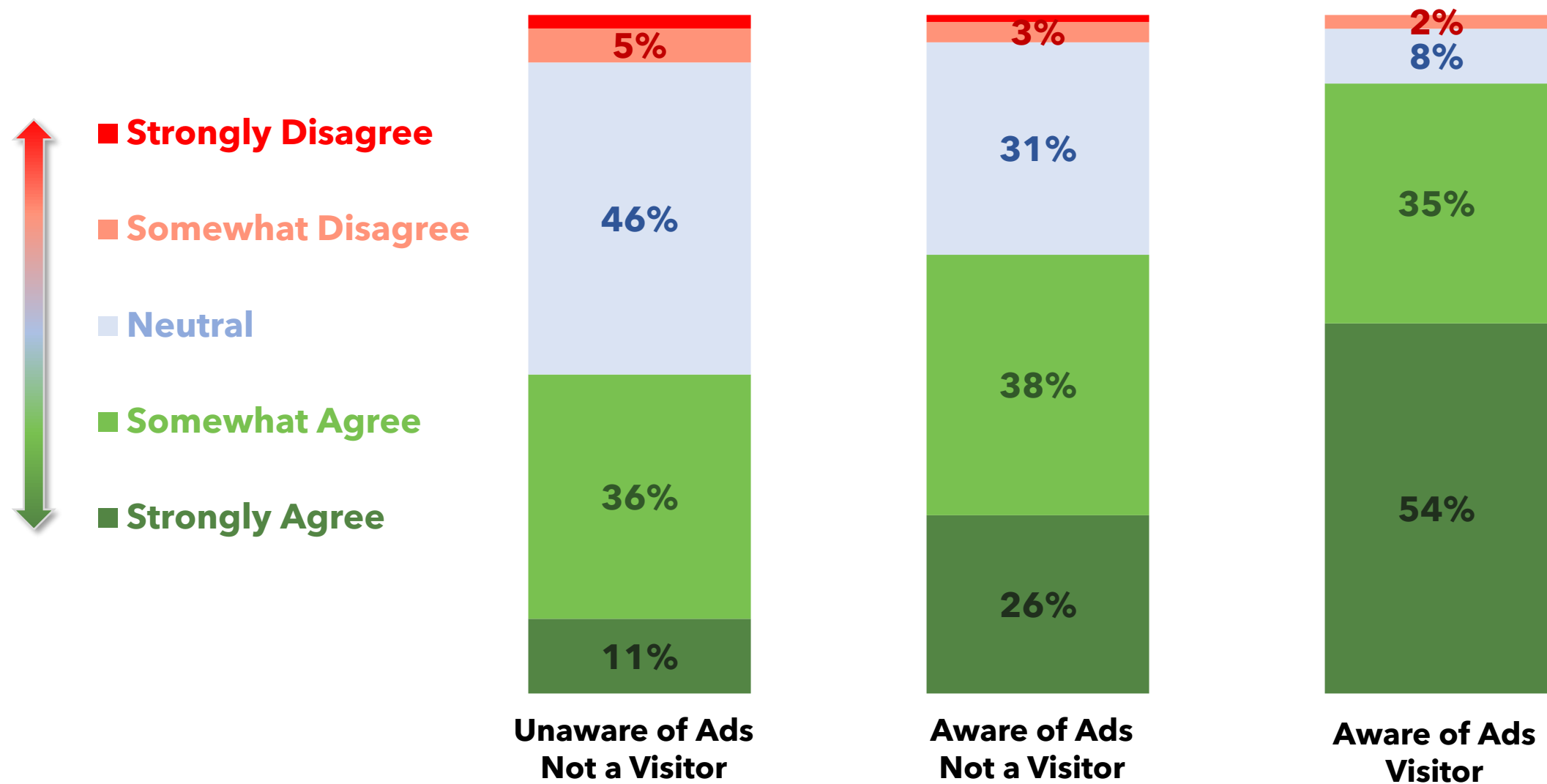


**Unaware of Ads
Not a Visitor**

HIGH QUALITY OF LIFE PERCEPTION

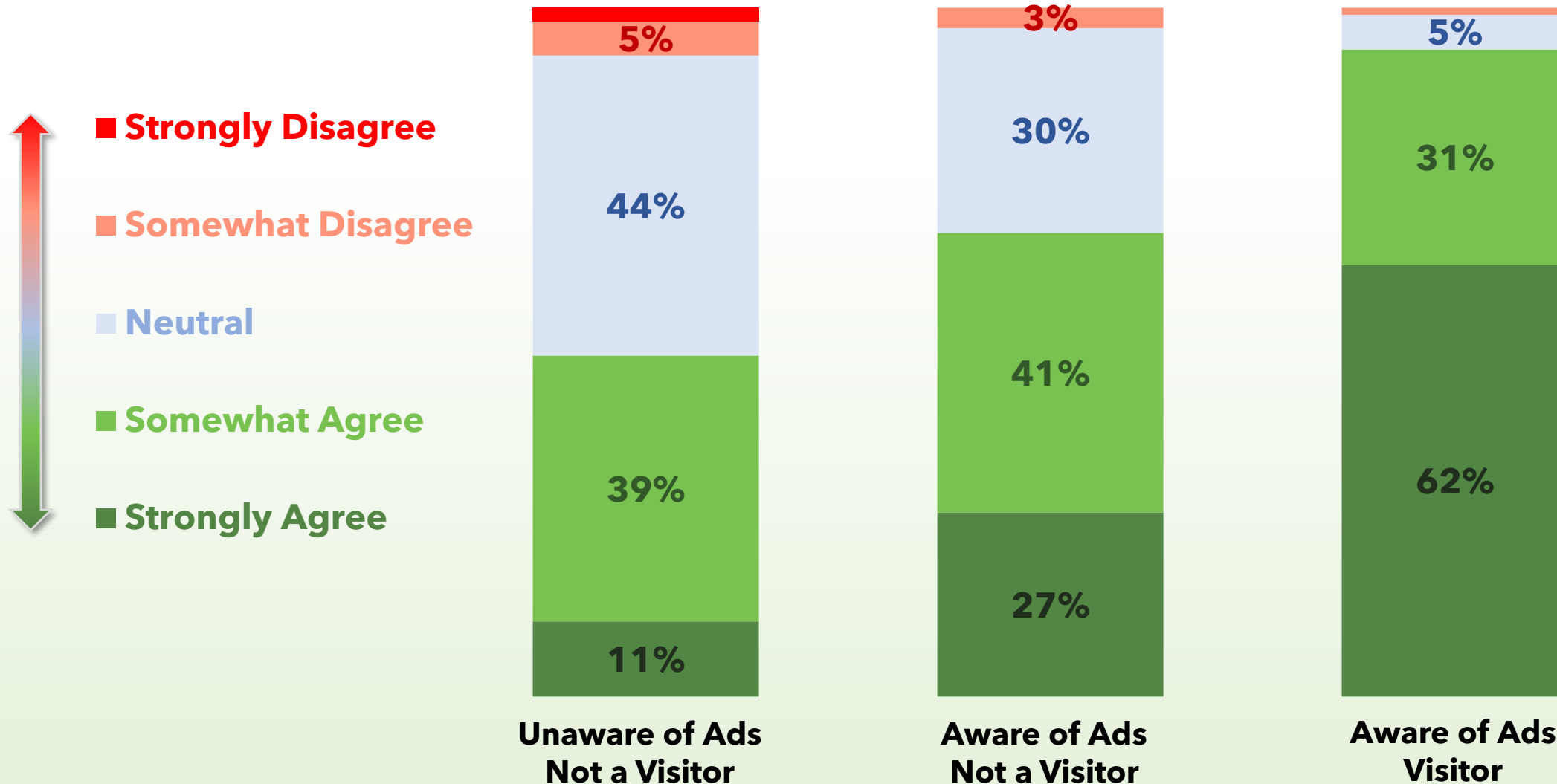


HIGH QUALITY OF LIFE PERCEPTION



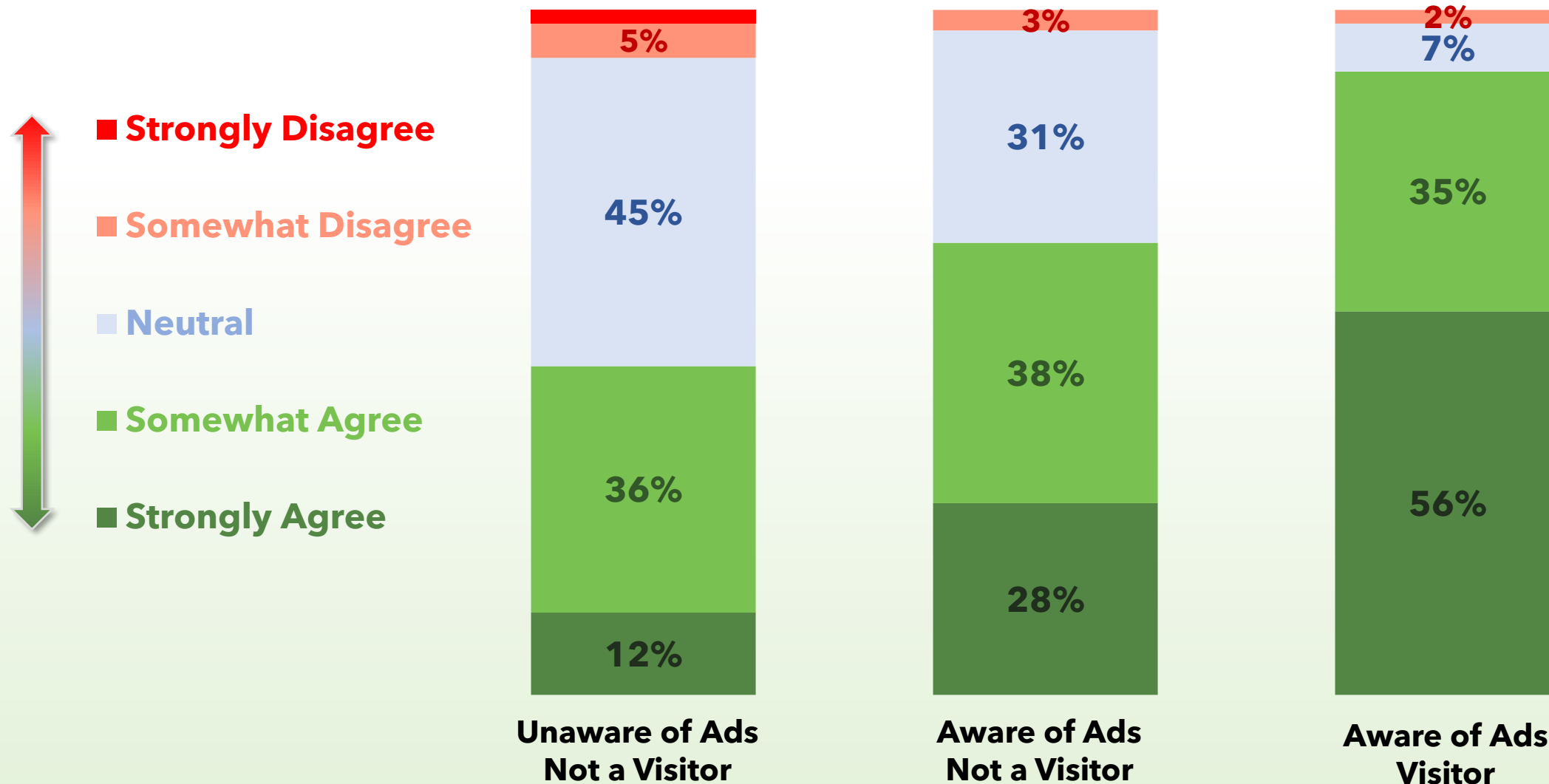
QUALITY OF LIFE

GOOD PLACE TO LIVE



QUALITY OF LIFE

GOOD PLACE TO RAISE A FAMILY

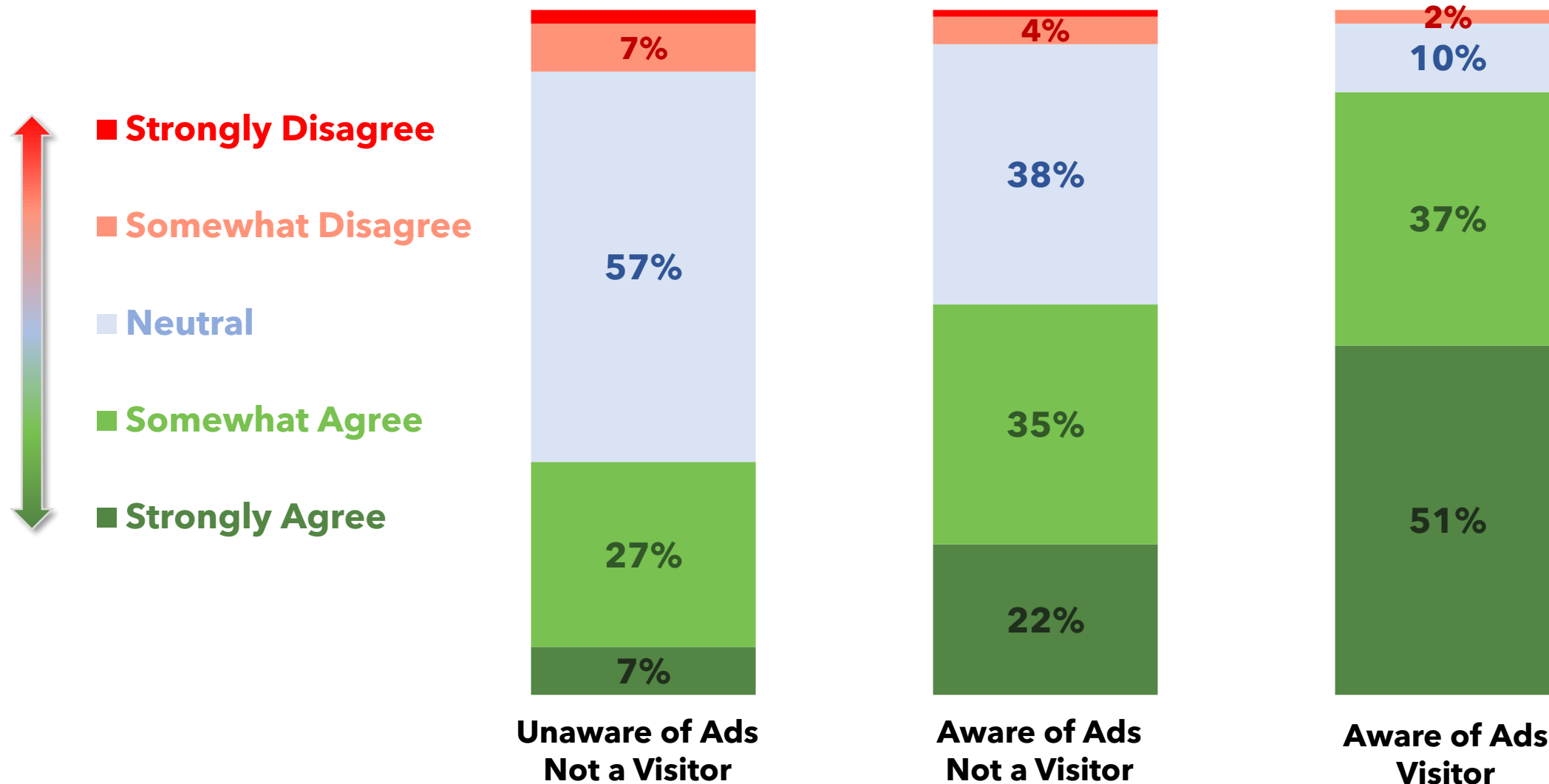


A white outline of the state of South Carolina is centered on a solid green background. The text 'PERCEPTION ON BUSINESS IMAGE' is overlaid in the center of the map.

PERCEPTION ON BUSINESS IMAGE

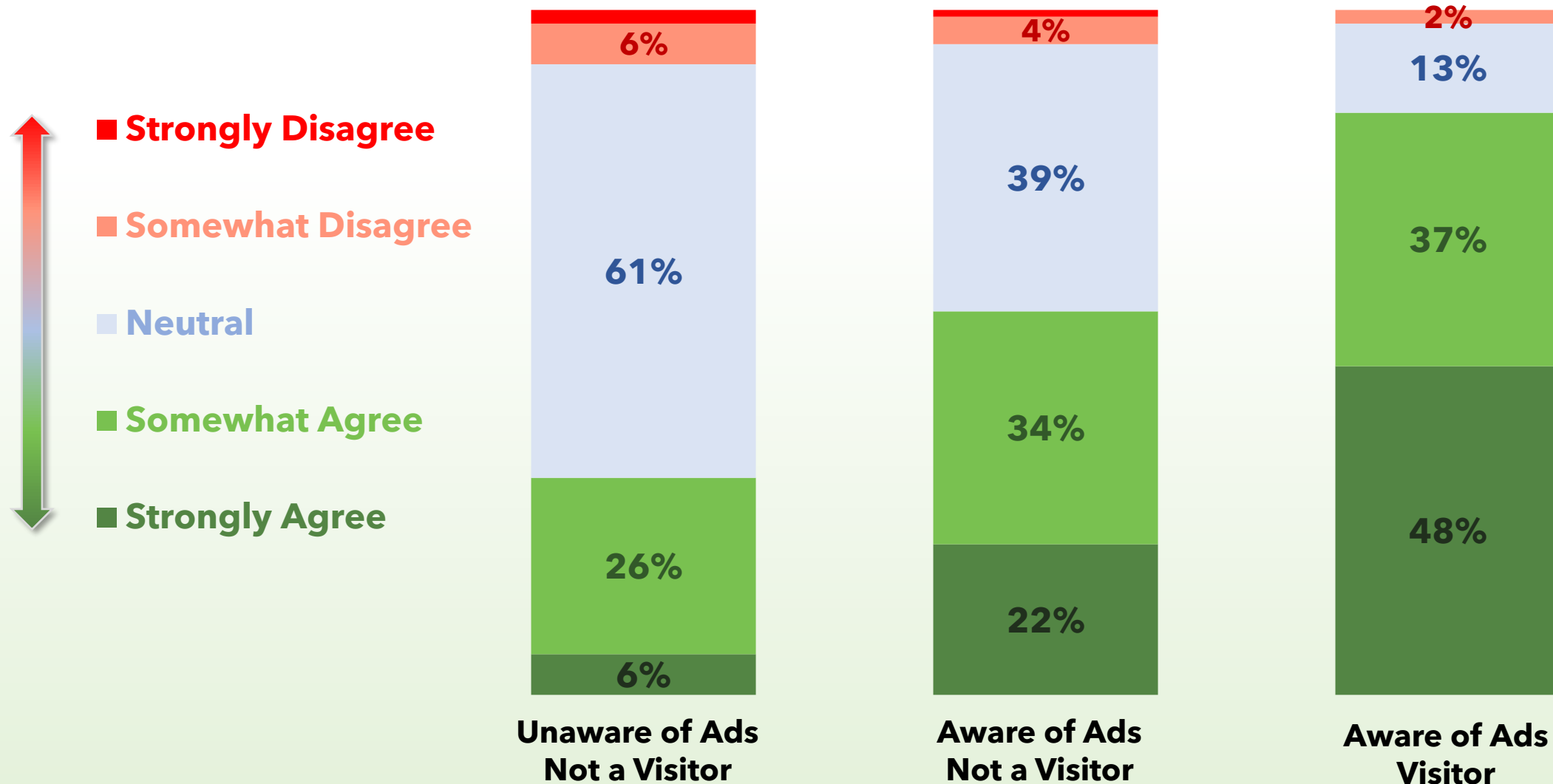
BUSINESS IMAGE

GOOD BUSINESS PERCEPTION



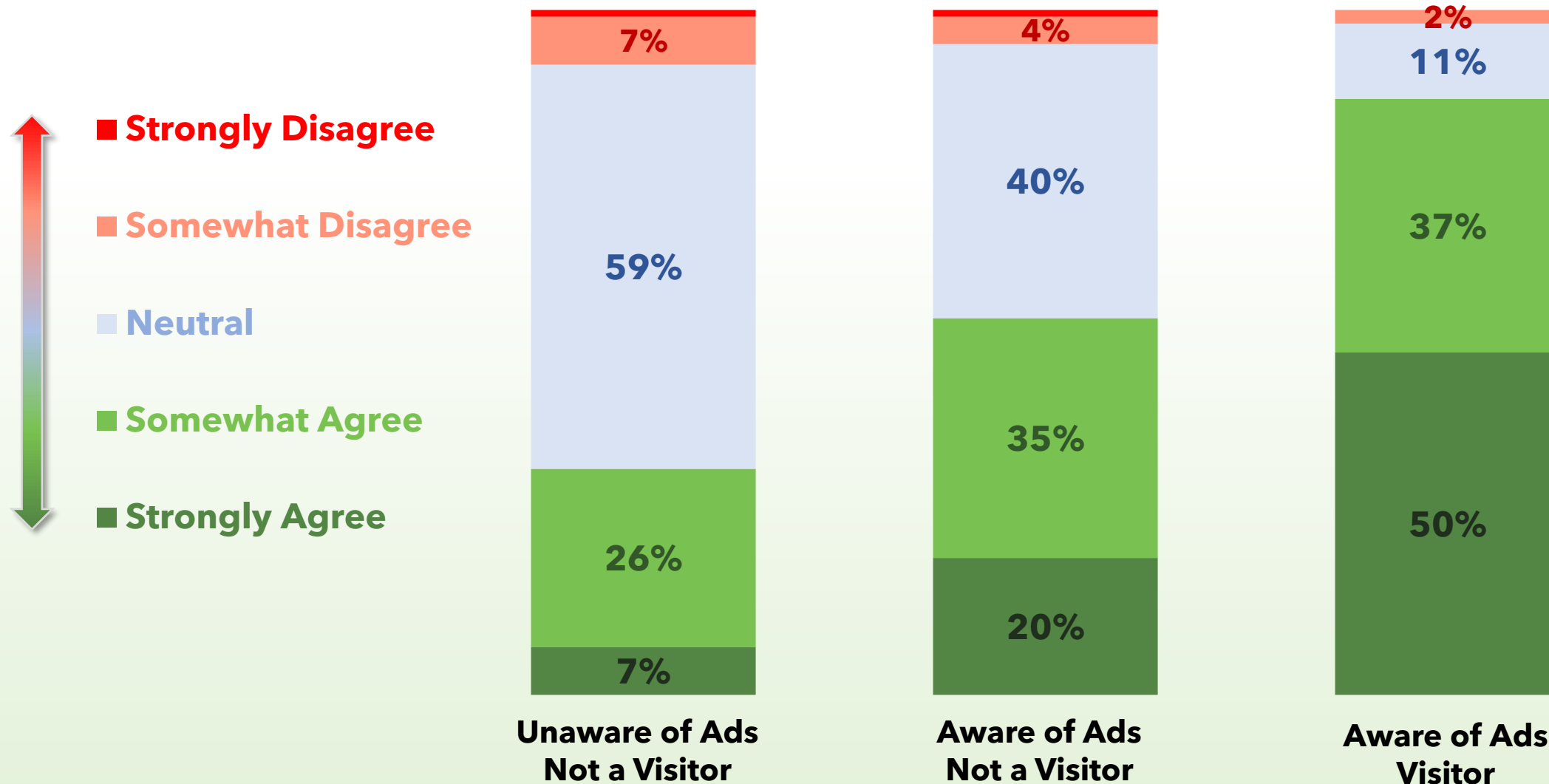
BUSINESS IMAGE

GOOD PLACE TO START A BUSINESS



BUSINESS IMAGE

GOOD PLACE TO EXPAND A BUSINESS



DESTINATION MANAGEMENT CYCLE

If you build a place people want to visit,
you build a place people want to live.

If you build a place people want to live,
you'll build a place people want to work.

If you build a place people want to work,
you'll build a place business needs to be.

If you build a place business has to be,
you'll build a place people have to visit.





THANK YOU!



TREE FUND AND CANOPY UPDATE

WORK SESSION





STAFF

Parks, Recreation and Tourism

- 1 Board Certified Master Arborist
- 1 Certified Arborist

Planning

- 1 Certified Arborist
- 2 Licensed Landscape Architects
- 1 LLR Board Member

Public Works

- 2 Certified Arborists

Project Management Office

- 1 Licensed Landscape Architect

Current Tree Fund

\$ 1,160,548.37

- Since the inception of the 2021 Tree Ordinance, development fees have generated nearly \$2 million in tree mitigation funds, all of which are being used to strengthen our tree canopy
- Mitigation of trees is currently at \$50 per caliper inch for any significant tree that is removed without being replanted
 - Additional fees are collected for the removal of heritage trees



TREE FUND - REVENUE

Revenue since the inception of the 2021 Tree Ordinance

Fiscal Year	Beginning Balance	Donations	Permits	Revenue
FY2021	\$ 4,290.24	\$ 6,945.00	\$ 5,200.00	\$ 12,145.00
FY2022	\$ 10,279.09	\$ 2,365.00	\$ 607,840.50	\$ 610,205.50
FY2023	\$ 605,807.21		\$ 559,779.80	\$ 559,779.80
FY2024	\$ 1,129,824.46		\$ 271,340.00	\$ 271,340.00
FY2025	\$ 1,167,338.53		\$ 461,145.50	\$ 461,145.50
				\$ 1,914,615.80

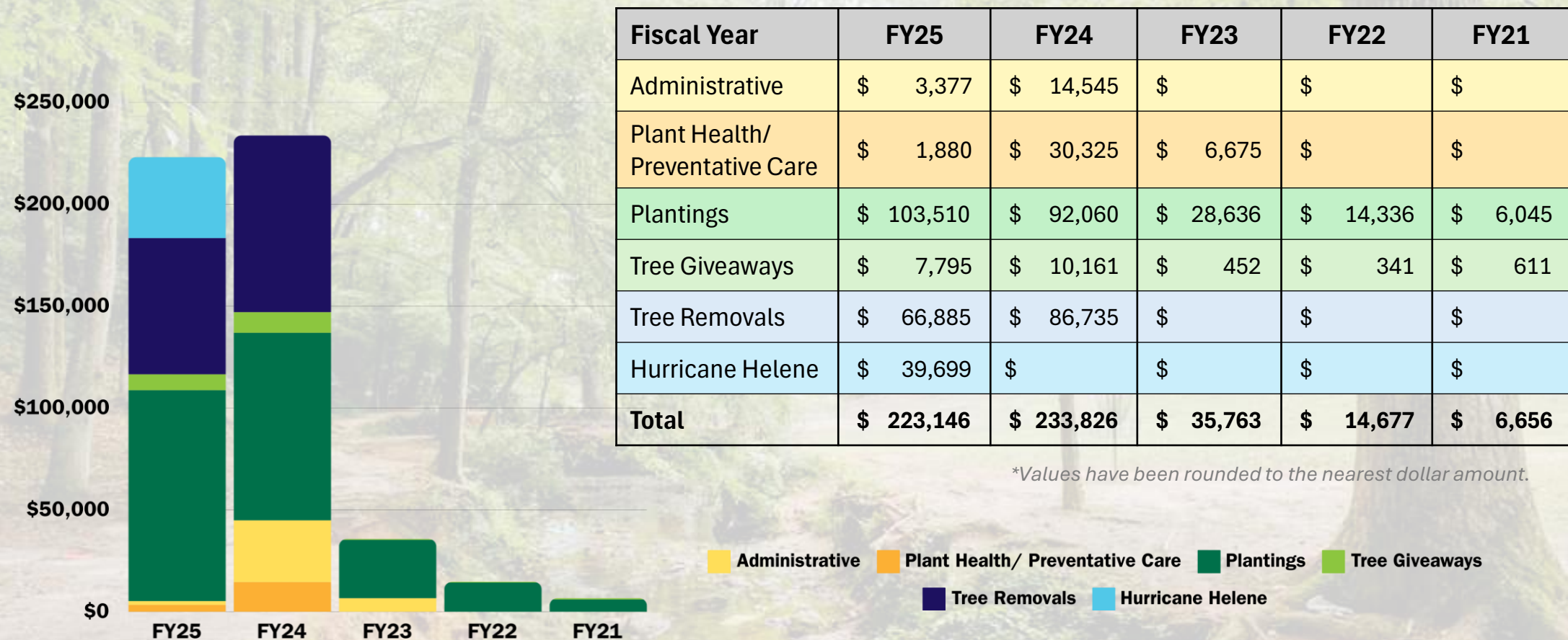
TREE FUND: EXPENDITURES

Expenditures since the inception of the 2021 Tree Ordinance

Fiscal Year	Expenditures	Expenditures: DR2024	Transfer: Capital Projects	Total Expenditures
FY2021	\$ 6,156.15			\$ 6,156.15
FY2022	\$ 14,677.38			\$ 14,677.38
FY2023	\$ 35,762.55			\$ 35,762.55
FY2024	\$ 233,825.93			\$ 233,825.93
FY2025	\$ 183,288.66	\$ 39,857.00	\$ 244,790.00	\$ 467,935.66
				\$ 758,357.67



TREE FUND: EXPENDITURE BREAKDOWN



TREE FUND: EXPENDITURE BREAKDOWN

Administrative

- Signage for arboretum
- Training and certifications for staff
- Software subscriptions
- Tree inventory

Plant Health & Preventative Care

- Treatment for trees (e.g., crape myrtle bark scale treatments)
- Tree decay scans and testing
- Pruning

Plantings

- Plant material
- Contracted plantings for rights of way and parks



TREE FUND: EXPENDITURE BREAKDOWN

Tree Giveaways

- Plant material to give away
- Educational tags for trees
- Marketing collateral

Tree Removal

- Tree removals that require external equipment and contractor needs
- Stump grinding prior to tree replanting

Hurricane Helene

- Crane work to remove compromised trees that had not yet fallen, or had fallen but not on a structure

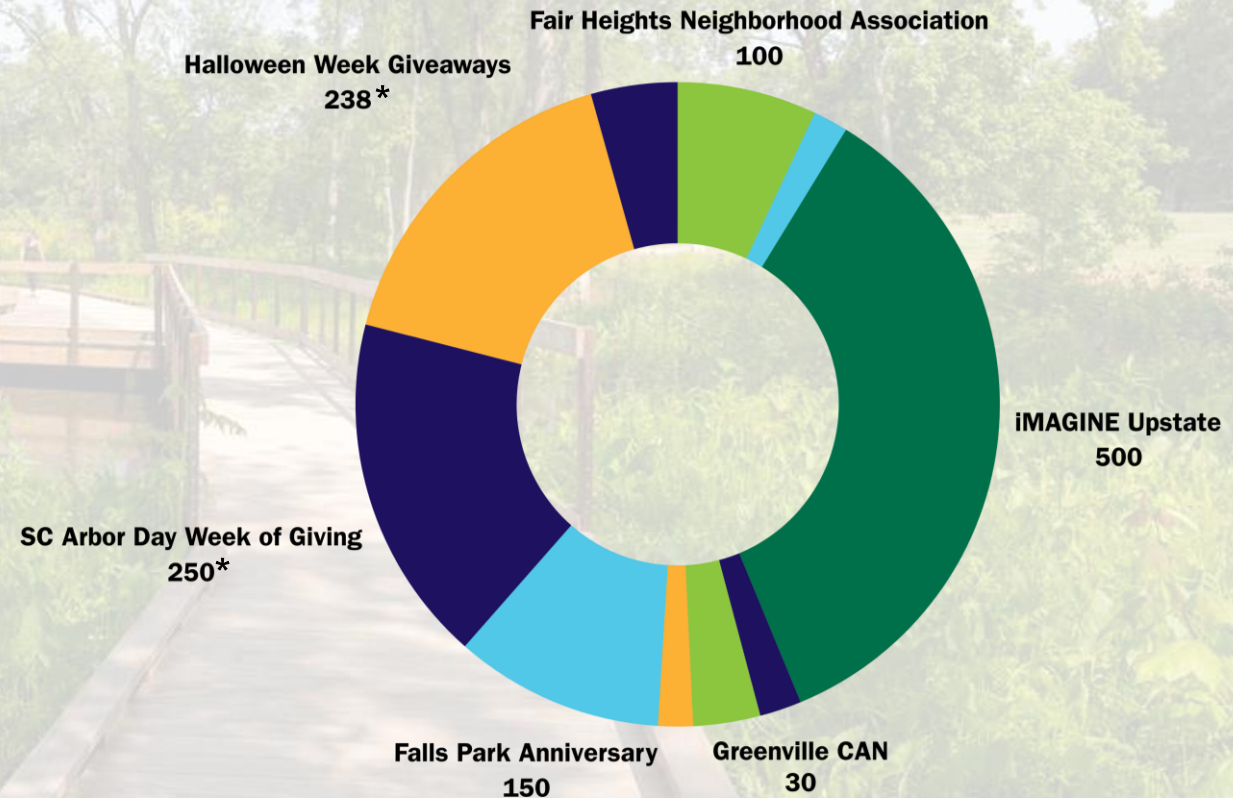


TREE GIVEAWAYS

**1,428 Trees Given Away
at 16 Events**

Event Highlights:

- iMAGINE Upstate
- Falls Park Anniversary
- Halloween Week Giveaways*
 - West Greenville Trunk-or-Treat
 - Halloween on Earle Street
 - Trick-or-Trees in Gower
- SC Arbor Day/Week of Giving*
 - 5 individual giveaways in neighborhoods most heavily impacted by Hurricane Helene



* Giveaway took place post-Hurricane Helene

TREE PLANTINGS

1,037 Tree Plantings

Highlights

- Cleveland Park
- Unity Park
- Neighborhoods & Cemeteries
- Residential
- Falls Park
- Downtown

Neighborhoods & Cemeteries
189

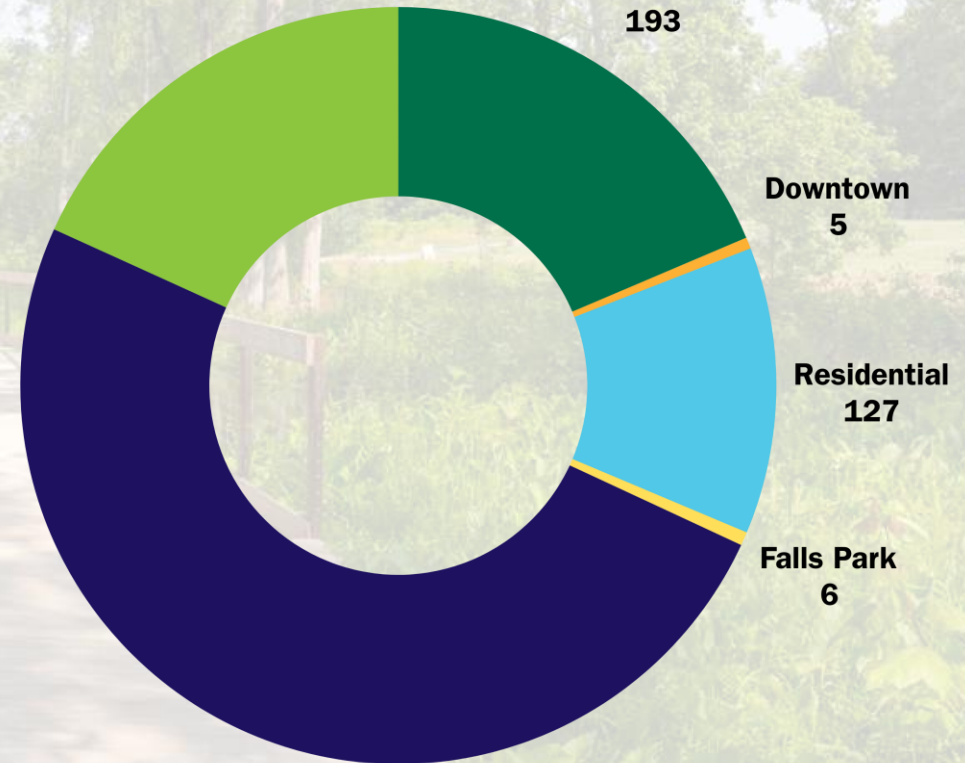
Unity Park
193

Downtown
5

Residential
127

Falls Park
6

Cleveland Park
517



TREE FUND AT WORK

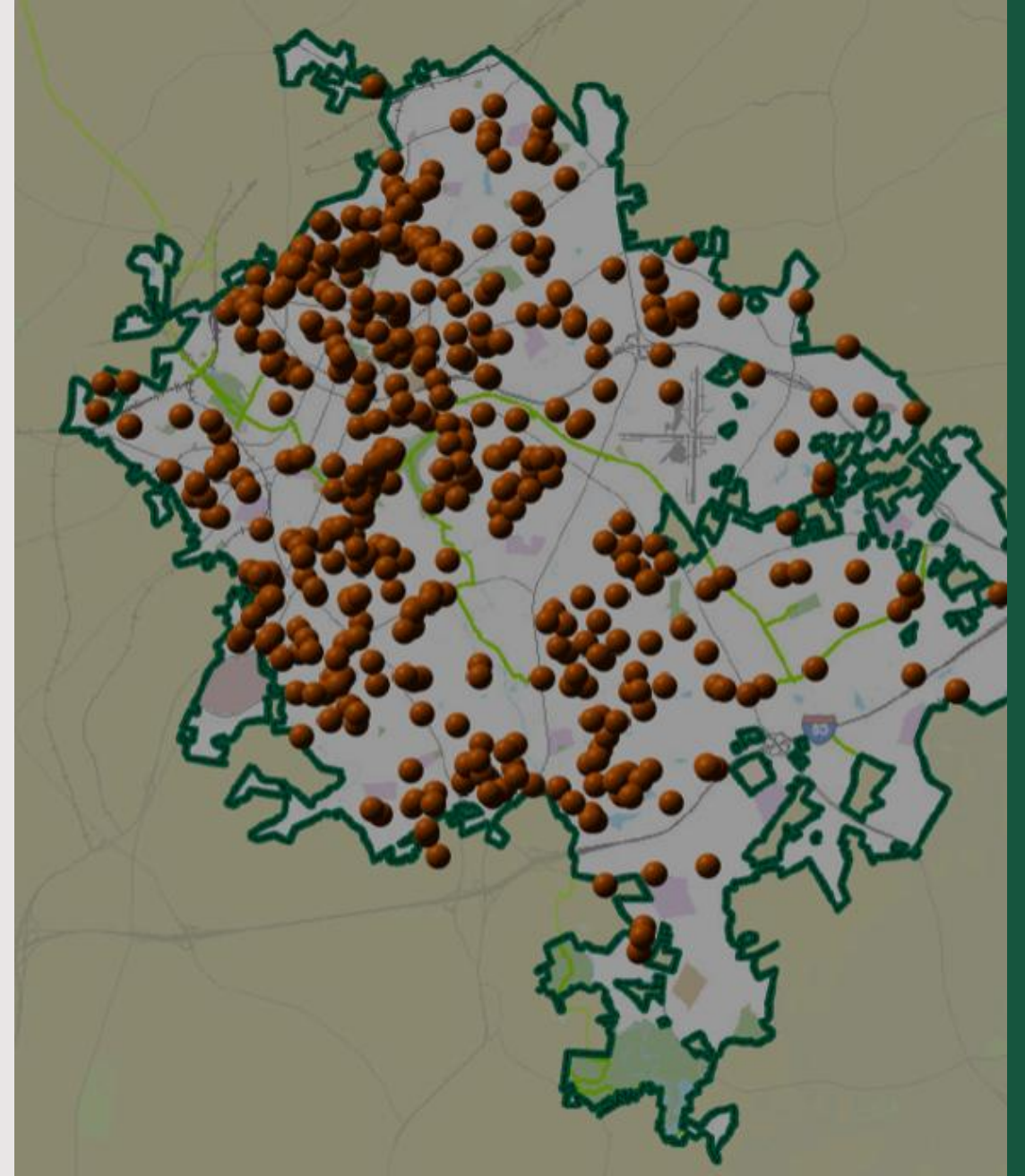


*Left/Center: Falls Park following September 25 microburst
Right: Replanting in partnership with Carolina Foothills Garden Club*

Hurricane Helene

Tree Loss: Rights of Way

- 481 work orders were issued in response to trees blocking or threatening the rights of way
- While many of the reported downed trees were public, most were on private property



Hurricane Helene

Tree Loss: Parks



TREE PLANTINGS: POST-HURRICANE HELENE

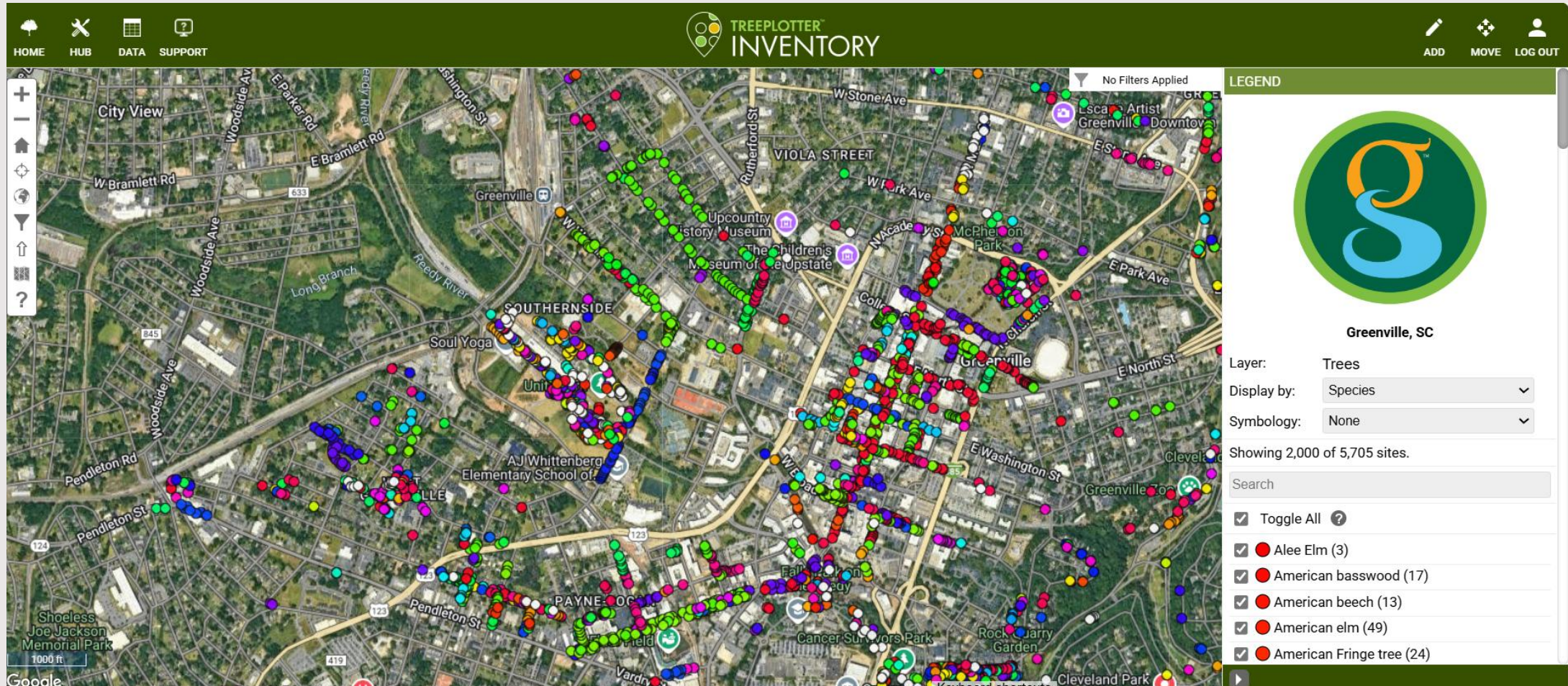


Highlighted plantings include:

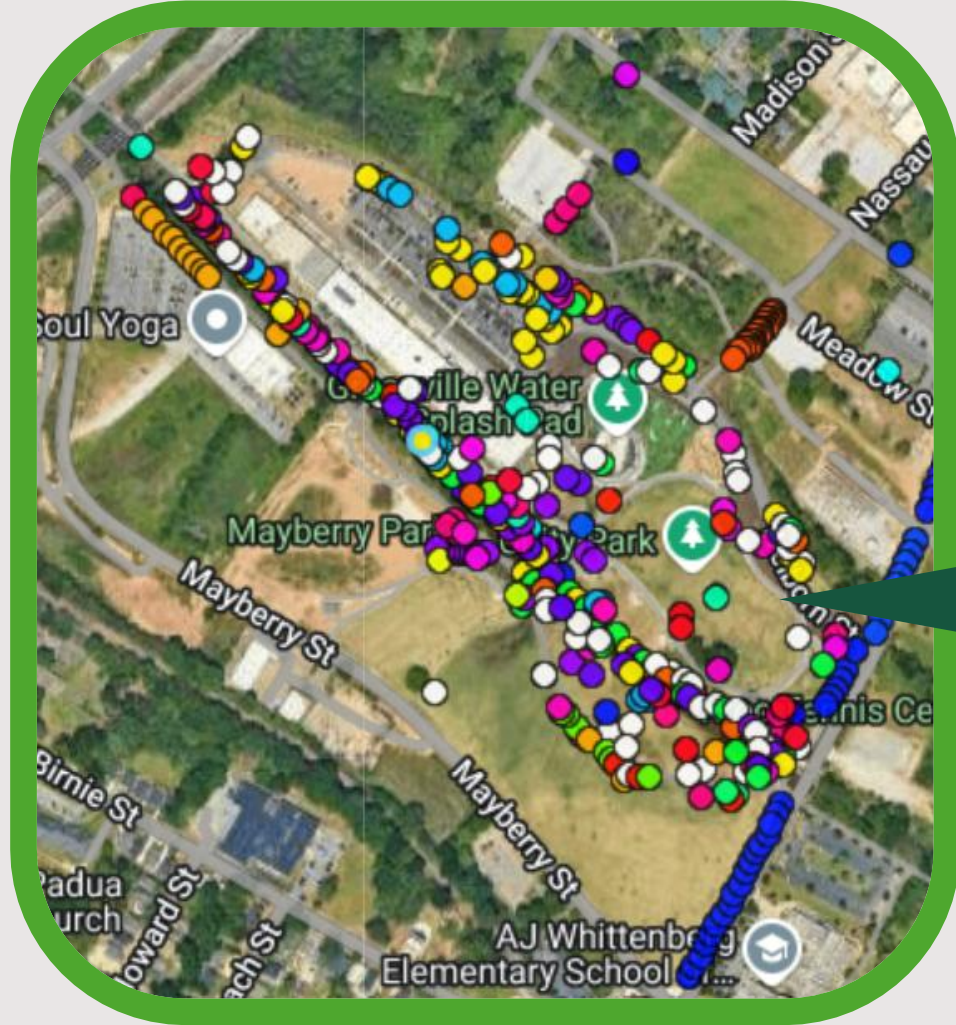
- **10** trees at Shaw Rose Garden
- **53** trees along East & West Earle Street
- **31** dogwoods within the median along North Main Street
- **276** small trees along the Reedy River in Cleveland Park
- **19** trees on Ridgeland Drive
- **9** trees around Major Rudolf Anderson Airplane

Tree Plotter Inventory: Overview

Software currently used by City staff to input tree data.

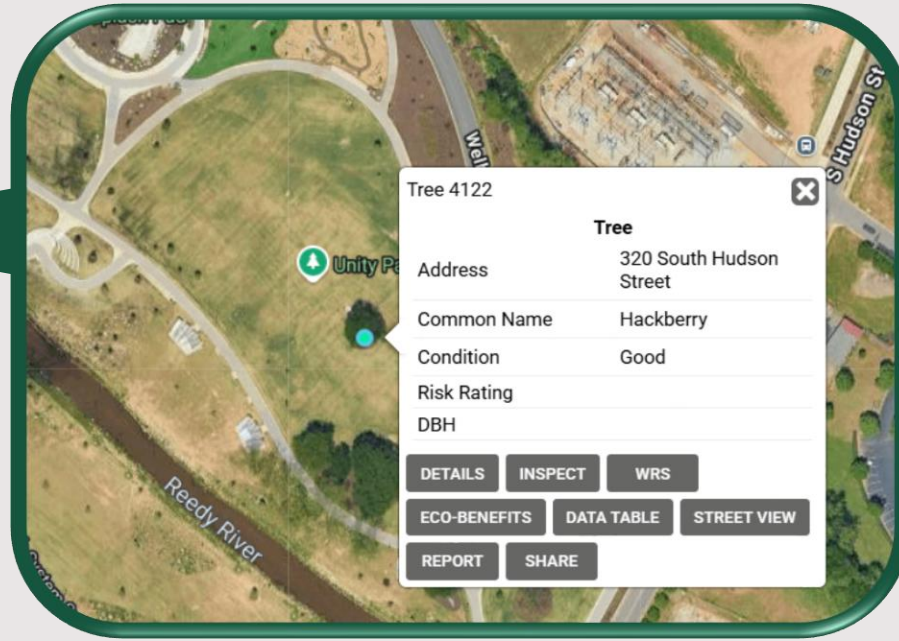


Tree Plotter Inventory: Example



Unity Park

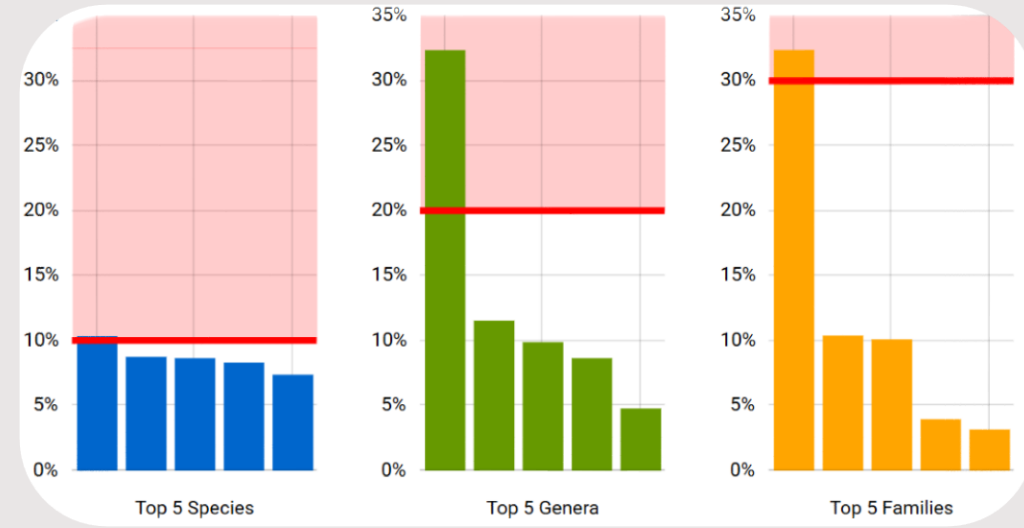
- Complete overview of all trees recorded within the park
- Toggle search by tree species
- Select specific trees to identify or record maintenance needs



Tree Plotter Inventory: Data Examples

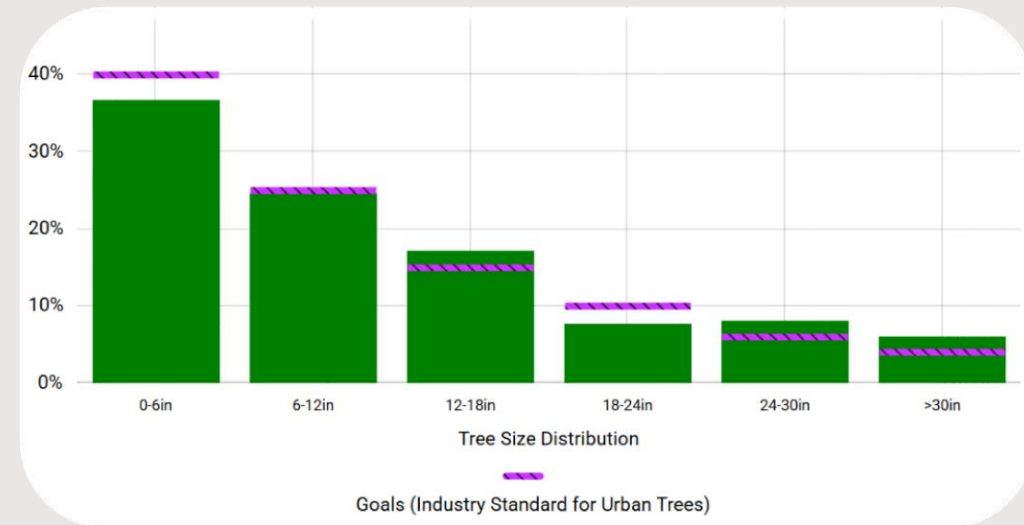
Tree Diversity

- Shows top five most common tree species, genera and families within the inventory
- Red horizontal lines demonstrate the 10-20-30 rule
 - Rule suggests an urban tree population should include no more than 10% of any one species, 20% of any one genus or 30% of any family
- Data is used as industry standard to measure a tree population's resiliency to harmful pests, diseases and other factors

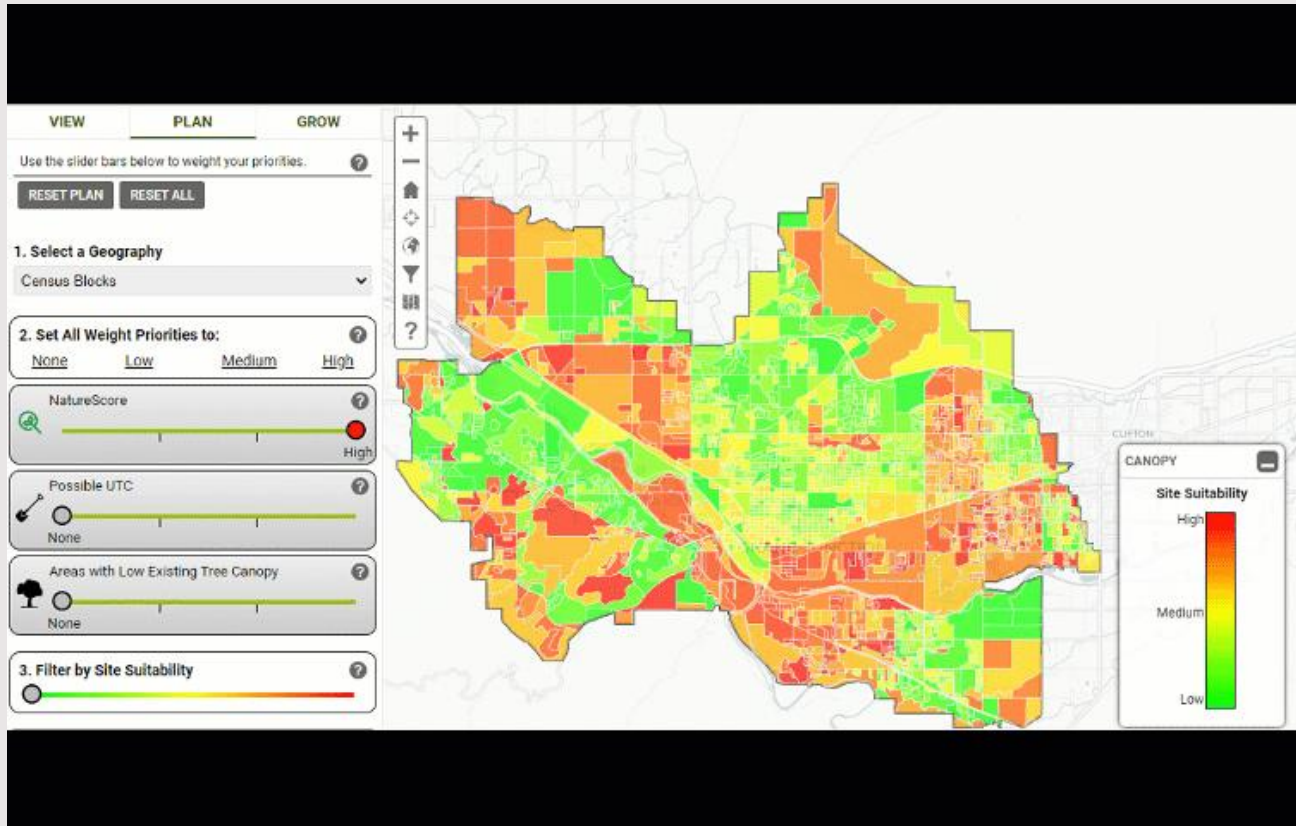


Tree Size Distribution

- Chart displays the most recently recorded diameter values along with industry standard goals per DBH (diameter measured at breast height, measured 4.5 feet above natural grade)
- Data used to identify:
 - A tree population's structure
 - Distribution of tree canopy cover
 - Current and projected maintenance needs



Tree Plotter Canopy: Overview



- Tree Plotter canopy software will allow City staff to make decisions on the prioritization of where trees need to be planted
- This software provides up-to-date flyover data and breaks down canopy gains and losses
- Software is customizable and shows specific data for special emphasis neighborhoods, watersheds and zoning districts

Moving Forward



Level 1 Arboretum Status

PRT staff is currently in the design phases of arboretum signage

Staff plans to apply for Level 2 by 2026



Trees Upstate

Continue to work with Trees Upstate to help with private plantings



Communications

Phone access to Tree Plotter

Education material published to website and social media



Small Area Plan for Trees

Canopy study will help to determine areas in need of tree plantings



Giveaways

PRT staff will continue to plan giveaways within neighborhoods and at community events

Analyze tree canopy and target areas with greatest loss



SOLID WASTE UPDATE

WORK SESSION

SOLID WASTE MANAGEMENT WEEKLY OPERATIONS

Serves roughly **17,000**
customers weekly via:

- Trash collection and recycling
- Yard waste
 - Brush/limbs
 - Leaves
- Bulk waste



SOLID WASTE MANAGEMENT CITYWIDE SERVICES

Provision of free citywide public services, including:

- Biannual community shred/E-waste events
- Recycling drop off sites
- Illegal dumping/vacant lot cleanups



SOLID WASTE MANAGEMENT CITYWIDE SERVICES

- Touch-a-Truck / school education events
- Christmas tree recycling
- Neighborhood cleanups



SOLID WASTE MANAGEMENT

CURRENT COSTS

- **\$21**/monthly trash and recycling fee (residential only)
- **\$4.4M** subsidy from the General Fund
- Unlimited yard waste and bulk waste collections



SOLID WASTE MANAGEMENT FISCAL OVERVIEW

Cost Components

\$8.9M Budget

- **\$4.3M** generated by the solid waste fee
- **\$145,500** in miscellaneous revenue (e.g., sale of surplus equipment)
- **\$4.4M** General Fund subsidy

Major Expenses (FY24)

- Collection costs **\$4.7M**
- Hauling and disposal costs **\$1.4M**
- Fuel/maintenance costs **\$1.6M**

Budget Impacts

- County added a \$15 disposal fee for yard waste, per ton February 2024
- Increasing reliance on General Fund subsidy to fund over 50% of the operations
- Substantial increases in the cost of parts to maintain fleet and the cost for new equipment



SOLID WASTE MANAGEMENT SERVICE COMPARISON

Highest Level of Service

- Weekly trash and recycling service
- Unlimited yard and bulk waste pickup at no additional cost
- Using updated/automated equipment for efficient service delivery
- Annual leaf collection of over 10M pounds
- Exception service for citizens who need assistance getting trash to the curb

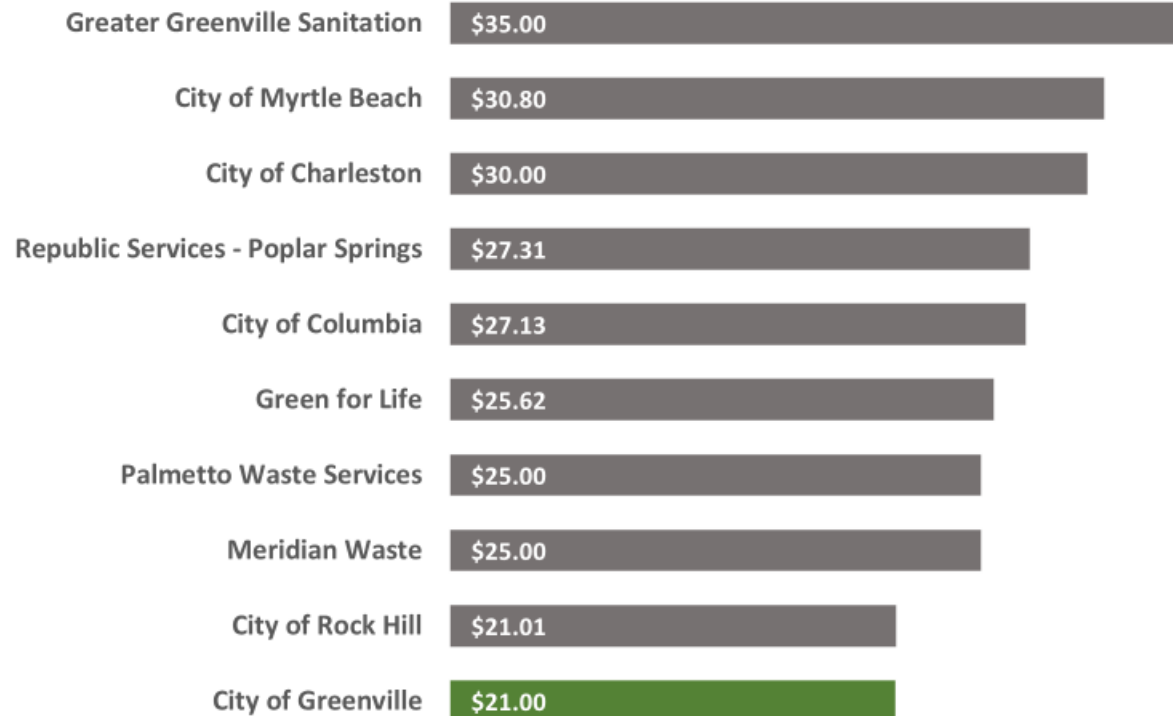
	Weekly Trash Collections	Weekly Recycling Collections	Weekly Bulk Waste Collections	Weekly Yard Waste Collections
Greenville	✓	✓	✓	✓
Greater Greenville	✓	✗	✓	✓
Charleston	✓	✗	✗	✗
Rock Hill	✓	✗	✓	✗
Columbia	✓	✗	✗	✗
Republic Services	✓	✗	✗	✗
Kirby Sanitation	✓	✗	✗	✗

SOLID WASTE MANAGEMENT RATE COMPARISON

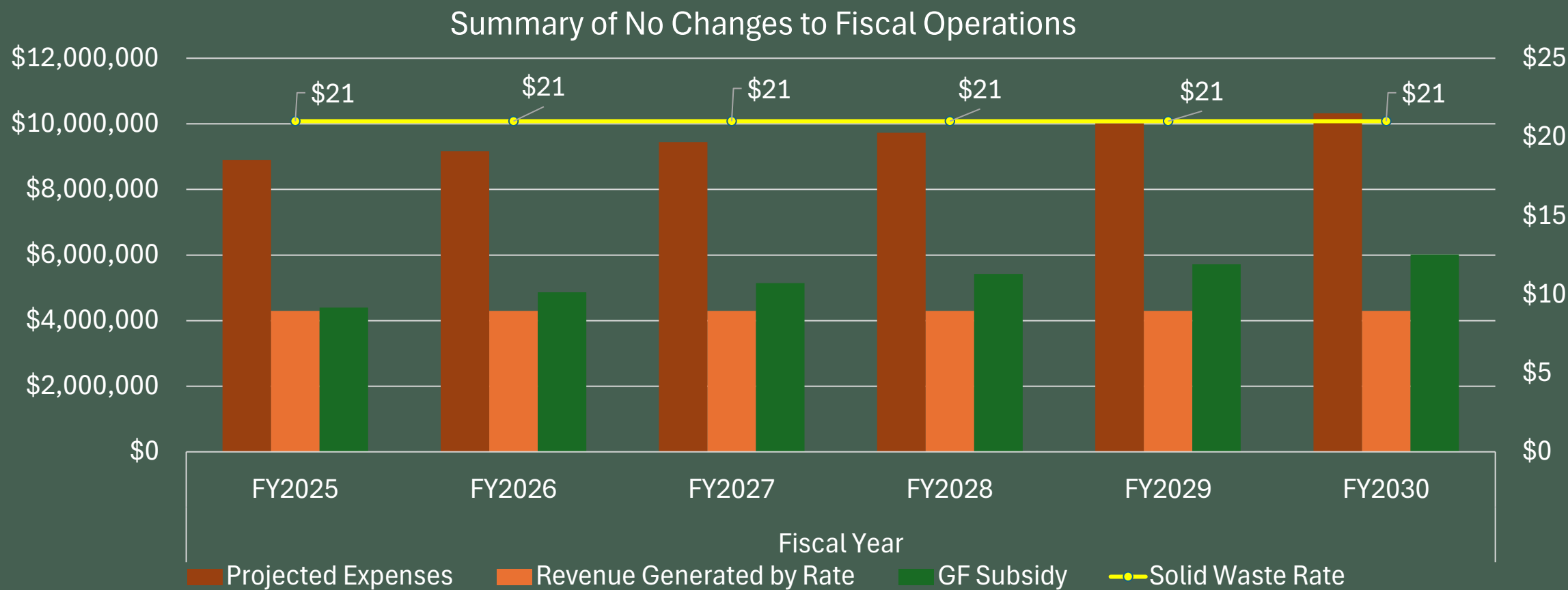
Low-Rate Structure

- Low residential solid waste services rate when compared to other service providers and cities
- No millage associated with the fee in COG
- High level of service provided
- Cost is inclusive of unlimited trash, recycling, yard debris, and bulk waste

Monthly Residential Bill



SOLID WASTE MANAGEMENT: CURRENT FISCAL OPERATIONS



SOLID WASTE MANAGEMENT: SELF-SUFFICIENCY PLAN

Outstanding Solid Waste Services

- Committed to providing top-tier services in the state
- This plan helps support this commitment
- Provides fiscal flexibility to address projected cost increases through increased revenues

Self-Sustaining Fiscal Operations

- Gradually reduces General Fund subsidy by an average of \$1M yearly
- OMB recommended fiscally responsible approach to transition to self-sufficiency
- Frees up General Fund resources for other essential City services

Annual Review Process

- Recommends annual adjustments to Solid Waste rates
- Any rate adjustments will be reviewed and approved annually by City Council during its budget review process
- Consider any operational changes/adjustments

QUESTIONS & FEEDBACK

