



Municipal Association of SC's Annual Meeting

July 14, 2016

Planning & Recruitment Strategy

Recommendations

Focus Areas

- Clarify market trends
- Assess downtown's competitiveness
- Clarify the message: marketing & promotion
- Strengthen the mix: downtown business assistance
- Develop a pro-active approach to business recruitment and redevelopment
- Build private sector support for revitalization

Action Items

Focus Areas

- ✓ New downtown and economic development websites, social media platforms and commercial property inventory
- ✓ Special events and hospitality program
- ✓ Business assistance programs
- ✓ Business incubator and entrepreneurial programming offered to new and existing businesses
- ✓ InfoMentum research and marketing analysis software

Planning & Recruitment Strategy

Recommendations

Retail Recommendations

- Gourmet food and gift
- Candy store/toy store artist cooperative
- Bath and body products
- Outdoor or sporting goods
- Fabric, quilting, bead, scrapbook
- Pet products
- Exercise or dance studio

Action Items

Retail Recommendations

- ✓ Accelerate Anderson Downtown Challenge to seek applicants who meet retail recommendations
- ✓ Business Assistance Program and Economic Development Incentive Program to seek applicants who meet retail recommendations and fulfill retail gap analysis

Economic Development Incentive Program

Purpose

- to encourage private capital investment and reinvestment in Downtown

Eligibility

- Retail per Claritas Database
- Tourism related business or activity
- Cultural arts activities & associated businesses
- Corporate headquarters
- Research & Development
- High technology growth business

Requirements

- \$300,000 investments w/ 50% toward physical improvements

Development projects funded by EDI program have resulted in a ROI of 442 % from 2010 – 2015



Business Assistance Program

Funding

- 10% of all new revenue generated by new businesses and development to fund programs

Programs

- Façade Program
- Sign Program
- Design Assistance
- Interior Up fit
- Infrastructure Assistance
- Historic Building Preservation



Creative thinking sparks business success

"I wish I was..." Campaign

- Graphics in store fronts spark business ideas



Accelerate Anderson Downtown Challenge

- 2015
- \$12,000 incentive award
- CocoBon Chocolatier
- The Market Theatre Company



Retail recommendations have proven to be successful

Hilary Greenberg reported that Downtown can support a greater number of "lifestyle" retailers. CocoBon Chocolatier satisfied 2 of the top 7 retail recommendations

- 1. Gourmet food and gift
- 2. Candy store

David Saidat, owner of CocoBon Chocolatier, explains how his operation fills a niche market in Downtown Anderson

"My products are unique in the area and the shop fulfills a need" Upon his grand opening, David said that it was hard to keep product on the shelves!

Upon his grand opening in December of 2015, David has hired 3 employees



Innovation & Entrepreneurship

e-Merge @ the Garage business incubator

- Public and private sector provided funding for up fit of space and entrepreneurial programming



Innovation & Entrepreneurship

Programming for start ups and existing entrepreneurs

- e-Spark boot camp
- Lunch and Learns



Innovation & Entrepreneurship

Programming for students

- LemonADE Stand
- YEA! Youth Entrepreneurs in Anderson
- Cyber Saturday



On the Horizon

Church Street Heritage Project

- Transforming a parking lot into a commemorative pocket park



The Bleckley Station

- Infill development
- Event space for boutique hotel, The Bleckley Inn
- 16,000 SF
- Economic Development Incentive and Public Infrastructure Agreements


