

Minutes
York County Council Workshop
July 27, 2021
1070 Heckle Boulevard, Rock Hill, SC
Large Conference Room
6:00pm

The York County Council met on the above date for a York County Council Workshop at 6:00pm located at 1070 Heckle Boulevard, Large Conference Room, Rock Hill, South Carolina. The following Council members were present: Vice-Chairman Robert Winkler, Council member Joel Hamilton, Council member Allison Love, Chairwoman Christi Cox and Council member Brandon Guffey. Also present were County Manager, David Hudspeth, Assistant County Manager, Mike Moore, Assistant County Manager/Finance Director, Kevin Madden, County Attorney Michael Kendree and Clerk to Council, Karen Brogdon.

Also present were members from the Economic Development Steering Committee, Amy Massey, Jimmy Sprouse, Jamie Frost, Greg Austin and Marc Howie

Chairwoman Christi Cox called the meeting to order.

Jay Garner and Cyndi Dancy with Garner Economics presented the York County Economic Development Strategic Plan to Council and staff.

1. Discovery
 - a. Site Visit: Assets and Challenges Assessment
 - b. Demographic, Economic, Labor, and Community Indicators
 - c. Community Engagement
2. Analysis
 - a. Discovery Analysis
 - b. Benchmarking
 - c. Business Sector Analysis
3. Strategy and Recommendations
 - a. Confirm and Refine Target Business Sectors
 - b. Strategy Recommendations to achieve success

Core Business Target Families for York County are:

- Made in York County: Innovative Manufacturing
 - A workforce that knows how to manufacture
 - 11,200 mfg employees, 97,000 within a 45 minute commute
 - Areas of specialty and priority within target family include:
 - Advanced materials
 - Automotive and aviation components
 - Packaging
 - Pharmaceutical and medical equipment
- Agribusiness: Agriculture, Food and Beverage
 - Strong stakeholder feedback from agribusiness

- York County entities sold >\$100M in agricultural products in 2017 (a 4% increase since 2012)
- Areas of specialty and priority within target family include:
 - Specialty foods (sauces, flavorings, etc.)
 - Animal food
 - Bakeries and tortillas
 - Greenhouse and floriculture
- Imagined in York County: Knowledge Sector
 - Highly educated population with 10,000+ graduates earning relatable degrees in region
 - Proximity to Charlotte and CLT airport
 - Areas of specialty and priority within target family include:
 - HQ and professional services
 - IT/Data and Analytics
 - Fintech/Insurtech
 - Note: The limited supply of Class A and Class B office buildings and high-speed internet in some areas of the County are challenges for this target
- Experience York County: Experiential and Quality of Place
 - Strong assets in education, cost of living but enhancing quality of place is essential for attracting businesses and talent
 - York County is becoming known for sports:
 - BMX Supercross track, tournaments, Panthers
 - Building on this momentum by developing areas of expertise and attracting sports retail, sports medicine, and other sport-related experiences
 - Subsectors include:
 - Sports medicine
 - Breweries
 - Specialty retailers
 - Sports retailers

Garner Economics recommendations to continue success for York County is as follows:

- Asset Development
 - Create an infrastructure, land use, and funding plan to provide water and sewer to targeted areas of the County 2022-2023
 - Develop a collaborative product development plan with public and private stakeholders 2022-2023
 - Develop a more specific plan for the County EDF and the American Rescue Plan to supplement product development 2022
 - Engage a consulting firm to analyze optimal locations in the County for new business park developments 2022-2023
- Communicate the Brand
 - Conduct a more proactive external outreach to companies and consultants 2023-2028
 - Develop a stronger and more collaborative marketing effort to support common goals and messaging about York County as the place to do business 2023

- Communicate regularly with the County Council on all things economic development Ongoing
- Execute Effectively
 - Enhance and update the County's incentive guidelines 2023
 - Establish a public/private workforce council to help fill the talent pipeline 2023-2024
 - Conduct economic and community development leadership learning labs in other inspirational communities (community visits) 2023-2028
 - Supplement the YCED budget by \$100,000 annually to support marketing, product development, and related items in this report to implement this strategic action plan 2023
 - Modify the governance structure of the YCED with an oversight board appointed by the County Council and York County Growth Partners 2023 (13 members appointed by position or organization (County Council and GP), not more than 5 ex-officio members as determined by the board)

Council members requested to take all this information under advisement and stated that they would meet again with the Steering Committee to discuss further.

Mr. Hudspeth led the discussion regarding the State and Local Fiscal Recovery Funds. The objective of this funding is to support public health response, address negative economic impacts, replace public sector revenue loss, premium pay for essential workers, water and sewer infrastructure and broadband infrastructure. Mr. Hudspeth explained that York County will be given \$54M from The American Rescue Plan to respond to the COVID-19 emergency. Mr. Hudspeth explained that \$27M has already been received, the funds must be obligated by December 31, 2024 and funds must be spent by December 31, 2026 (if not spent, the funds must be returned)

Mr. Hudspeth explained that the below proposed recommendations are not final and can be modified at any time even after submittal to US Department of the Treasury:

Support Public Health Response: *Fund COVID-19 mitigation efforts, medical expenses, behavioral healthcare and certain public health and safety staff*

- Ventilation improvements: \$5,200,000.00
- Personal Protective Equipment & Medical Supplies: \$1,100,000.00
- Adaptions to Public Safety Buildings: \$1,000,000.00
- Enhancements to Public Safety Communications (9-1-1): \$8,400,000.00
- York County Sherriff's Office: \$500,000.00

Total: \$16,200,000.00

Address Negative Economic Impact: *Respond to economic harms to workers, families, small businesses, and nonprofits, or impact industries and re-hiring of public sector workers.*

- Additional temporary attorney's and court staff: \$1,500,000.00

Total: \$1,500,000.00

Water & Sewer Infrastructure: *Make necessary investments to improve access to clean drinking water, invest in wastewater and stormwater infrastructure.*

- Water & Sewer: \$23,800,000.00
- Stormwater improvements and flood area mapping: \$2,000,000.00

Total: \$25,800,000.00

Reserved Funding for Pending Eligible Projects: \$5,000,000.00

YCSO Van Purchases

Coroner's Office

Cybersecurity Upgrades

Total: \$5,000,000.00

Reserved for future items: \$5,400,000.00

Grant Consulting: \$100,000.00

Independent Auditor

Grand Total: \$54,000,000.00

Mr. Hudspeth proposed the next steps as follows:

- July 27, 2021 – August 16, 2021: Public Outreach
- August 16, 2021: Public Comment and Approval by Council
- August 31, 2021: Submittal of Recovery Performance Plan Report (and annually thereafter by July 31) and interim report to US Department of the Treasury
- October 31, 2021: Project and Expenditure Report, and then 30 days after end of each quarter thereafter
- December 31, 2024: Deadline for all funds to be allocated to projects
- December 31, 2026: Deadline for all funds to be expended

Council requested an opportunity to review this information further. Council Chair, Christi Cox requested that this topic be placed as a discussion for Council at the next Council workshop on August 10th.

There being no further discussion, a motion to adjourn was made by council member Joel Hamilton and seconded by Council member Allison Love. Motion carried.