

**Minutes**  
**York County Economic Development Committee Meeting**  
**Tuesday, July 23, 2024**  
**6:00pm**

The York County Economic Development Committee met on the above date for an Economic Development Committee Meeting at 6:00pm at 1070 Heckle Boulevard, Rock Hill, SC. The following Council members were present: Council member Watts Huckabee, Council member Allison Love and Council member Tom Audette. Also present were County Manager, Josh Edwards, Economic Development Director, David Swenson, County Attorney, Michael Kendree, and Clerk to Council, Karen Brogdon.

Teresa Curtice and Mitch Miller from Economic Development also attended.

Meeting called to order by Chairman Tom Audette

David Swenson introduced Mitch Miller the new Deputy Director of Economic Development.

David Swenson, Economic Development Director also provided general Economic Development activities update and reported 2023 generated \$1.1B in investments, which is a huge win for York County, with QTS Data, Silfab Solar, State Seal, OneH2, and Poetker Construction Company.

Mr. Swenson reported on Business Retention and Expansion:

- Business Pulse survey currently out – July completion
- Completed the wage and benefits survey
  - Distributed by email to 135 employees in April 2024
  - Targeted to manufacturing and warehouse operations based in York County
  - Focused on facilities with 10 employees or greater
  - Last survey conducted in April 2023
- Response Summary
  - 63 companies
  - 47% response rate
  - 80% manufacturing
  - 16% warehouse
  - 7,713 employees represented
  - Average entry level wage
    - \$18.06 – up 5%
  - Average non-exempt/hourly wage – unskilled/semi-skilled
    - \$20.16 – up 2.3%
  - Average non-exempt/hourly wage – skilled or technical
    - \$25.80 – up 15%
  - Average Salary for Exempt – technical or production
    - \$78,321 annually – up 3.1%
  - Average Salary for Exempt – executive or management
    - \$126,839 – up 12%

## Marketing/Research

- YCED Website Rebuild Project
  - Objectives:
    - Replace current website platform which will be obsolete by end of year
    - Enhancing user experiences, aesthetics and functionality
    - Add new information based on strategic planning efforts
    - Alignment with our collaborative brand using the latest technologies and SEO practices
  - RFP Timeline
    - Issue date: July 11, 2024
    - Project Award Date: September 4, 2024
    - Anticipated Kickoff: September 12, 2024
    - Anticipated Completion: March 2025
  - Selection Committee
    - YC Economic Development Department
    - York County Growth Partners leadership
    - County Government Staff
  - Unified Destination Branding Initiative
    - Objectives:
      - Establish a unified destination brand York County Economic Development, Visit York County and York County Regional Chamber of Commerce that resonates with visitors, residents and employers
      - Align marketing approaches to maximize resources and elevate the county's appeal while supporting the strategic priorities of each organization
    - Next Steps
      - Review of proposed graphic options
      - Planning for future activities and programs
      - Roll-out and implementation

Committee members would like an update on the number of vacancies or the vacancy rate. Staff will provide that information.

Committee would also like to know how the “work from home” is going. Are employees still being allowed to work from home or are they going back into the office. Staff will provide that information as well.

Motion was made by Council member Allison Love and seconded by Council member Watts Huckabee to go into Executive Session to discuss Economic Development Project Updates. Motion Carried.

There were no matters for consideration following Executive Session.

There being no further business a motion to adjourn was made by Council member Watts Huckabee and seconded by Council member Allison Love. Motion Carried.