



**NEWBERRY COUNTY COUNCIL  
MINUTES  
MARCH 15, 2017**

Newberry County Council met on Wednesday, March 15, 2017, at 7:00 p.m. in Council Chambers at the Courthouse Annex, 1309 College Street, Newberry, SC, for a regular scheduled meeting.

**PRESENT:** Henry H. Livingston, III, Chairman  
Kirksey Koon, Vice Chairman  
Bill Waldrop, Councilman  
Scott Cain, Councilman  
Travis Reeder, Councilman  
Dr. Harriett Rucker, Councilwoman  
Wayne Adams, County Administrator  
A.J. Tothacer, County Attorney  
Laurie Renwick, Clerk to Council  
Debbie Cromer, Finance Director

**ABSENT:** Steve Stockman, Councilman

**MEDIA:** Andrew Wigger, Newberry Observer

The meeting was duly advertised as required by law.

Chairman Livingston called the meeting to order.

Wayne Adams led the invocation followed by the Pledge of Allegiance.

**1. Additions, Deletions and Adoption of Agenda**

Mr. Reeder motioned to adopt the agenda as presented; seconded by Mr. Cain. The vote was unanimous.

**3. Personal Appearances**

- a. Mike Briggs, President and CEO, Central SC Alliance Update

Mike Briggs presented a PowerPoint on activities in the region and interest levels in Newberry County. (Presentation attached and part of the official minutes.)

3. ***Ordinance #02-08-17: An Ordinance amending Ordinance Number 04-06-16, the Budget Ordinance for Fiscal Year 2016-2017, to appropriate additional funding for economic development and other purposes.***

Chairman Livingston declared this the Public Hearing.

Having received no comments from the public, Chairman Livingston declared the Public Hearing closed.

Vice Chairman Koon motioned to approve third reading of Ordinance #02-08-17; seconded by Mr. Cain. The vote was unanimous.

4. ***Ordinance #03-09-17: An Ordinance to provide for the issuance and sale of General Obligation Bonds of Newberry County, South Carolina not exceeding \$1,900,000 in aggregate principal amount, to prescribe the purposes for which the proceeds of said bonds shall be expended, to provide for the payment of said bonds, and other matters relating thereto.***

Mr. Adams reported that this ordinance pertains to lease purchase payments related to past rolling stock purchases and also to indebtedness related to the Public Works Complex. He said since FY10/11, Council has purchased about 4.9 million dollars in emergency services and public works equipment using this method. It allows us to avoid restrictions under the millage cap (Act 388) and we avoid tying up our indebtedness capacity for these purchases. He said the Public Works Complex indebtedness is a swap of sorts allowing us to finance part of the Spec Building.

Mr. Cain motioned to approve first reading of Ordinance #03-09-17; seconded by Mr. Reeder. The vote was unanimous.

5. ***Consideration of Bids for IT Suite Renovation at Newberry Square***

Ervin West, Facilities Manager, reported that staff received three bids on January 31, 2017. This project is for the up fit of approximately 1200 sq. ft. to provide a safer environment for the county's IT network servers and other associated equipment. The bids received were: Cannon Associates at \$84,392.00; Smith Construction at \$107,000.00; and Highlands Construction at \$125,000.00. He said staff recommends the low bid from Cannon Associates in the amount of \$84,392.00.

Mr. Waldrop motioned to approve low bid from Cannon Associates in the amount of \$84,392.00; seconded by Mr. Cain. The vote was unanimous.

**6. *Committee Reports***

a. Finance Committee 3/6/17 – Debbie Cromer, Finance Director

Mrs. Cromer reported that the committee received information on the upcoming FY17/18 budget.

Chairman Livingston thanked all for the planning and prep work on the budget.

**7. *Appointments***

No appointments.

**8. *Public Comments (by those who signed up at meeting)***

No comments.

**9. *Executive Session***

Mr. Adams reported that staff requests an Executive Session under §30-4-70(a)(5) of the SC Code of Laws for discussion of matters relating to the proposed location, expansion, or the provision of services encouraging location or expansion of industries or other businesses in the area served by the public body more specifically referred to by the Department of Commerce as Project A.

Mr. Cain motioned to go into Executive Session; seconded by Mr. Reeder. The vote was unanimous.

**EXECUTIVE SESSION [7:35 p.m. – 8:30 p.m.]**

Vice Chairman Koon motioned to return to Open Session, seconded by Mr. Cain. The vote was unanimous.

Mr. Adams reported that Council met in Executive Session for the purpose stated and no action was taken in that session.

**10. *Comments/Request from Administrator***

No comments.

**11. *Comments/Request from Council Members***

Chairman Livingston shared that Mr. Benny Luther Sease, who was a legend in baseball and developmental youth in the Mid Carolina attendance area, passed away this afternoon. He extended thoughts and prayers to the family.

**12. Future Meetings**

- a. Economic Development 3/27/17 @ 7:00 p.m.
- b. County Council 4/5/17 @ 7:00 p.m.
- c. Budget Work Session 4/10/17 @ 7:00 p.m.
- d. Public Safety and Courts Committee 4/17/17 @ 5:00 p.m.

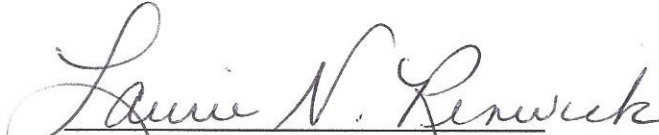
**13. Adjournment**

Chairman Livingston declared the meeting adjourned at 8:31 p.m.

**NEWBERRY COUNTY COUNCIL**

  
**Henry H. Livingston, Chairman**

**APPROVED:** 4/5/17

  
**Laurie N. Renwick, Clerk to Council**



**Central/SC**  
Business Friendly. Business Ready.



Newberry County  
Economic Development  
SOUTH CAROLINA

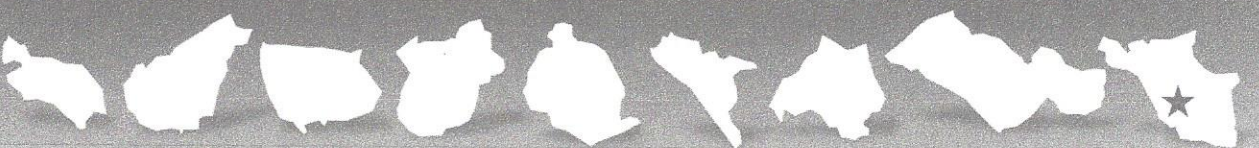
Newberry County Economic Development Update | 1 MARCH 2017

**Central/SC**  
Business Friendly. Business Ready.

**501(C)(3) not-for-profit public/private partnership**  
which recruits companies for capital investment & job creation  
to the central region of South Carolina

**We have recruited over \$12 billion in capital investment**  
and **65,500 new jobs** since 1994

**Partnership of 9 counties and the Capital City of Columbia**  
along with over 120 private sector supporters:



Calhoun   Clarendon   Fairfield   Kershaw   Lexington   McCormick   Newberry   Orangeburg   Richland & City of Columbia

# SERVICES

## PROJECT MANAGEMENT

- Project Administration & Site Visits, Economic Impact Analysis, Incentive Negotiation

## MARKETING

- Marketing Missions & Trade Shows, Lead Generation, Project Announcements & Groundbreakings

## RESEARCH

- Labor Market Analysis & Community Profiles, Cost of Doing Business Comparisons, Respond to RFIs

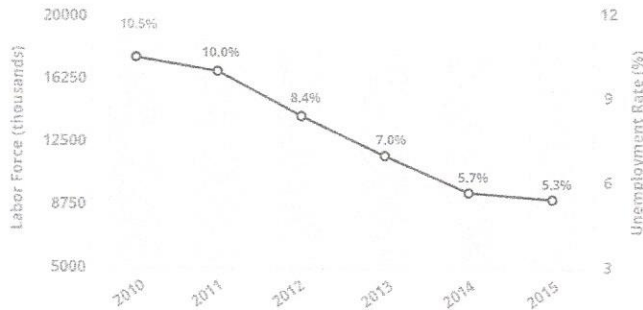
## CONSULTING

- Economic Development Action Plans, "Product Development", Advise on ED Issues & Trends, Problem Resolution

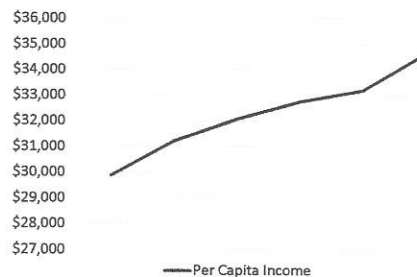


# NEWBERRY COUNTY ECONOMIC OVERVIEW

2010-2015 Labor Force & Unemployment



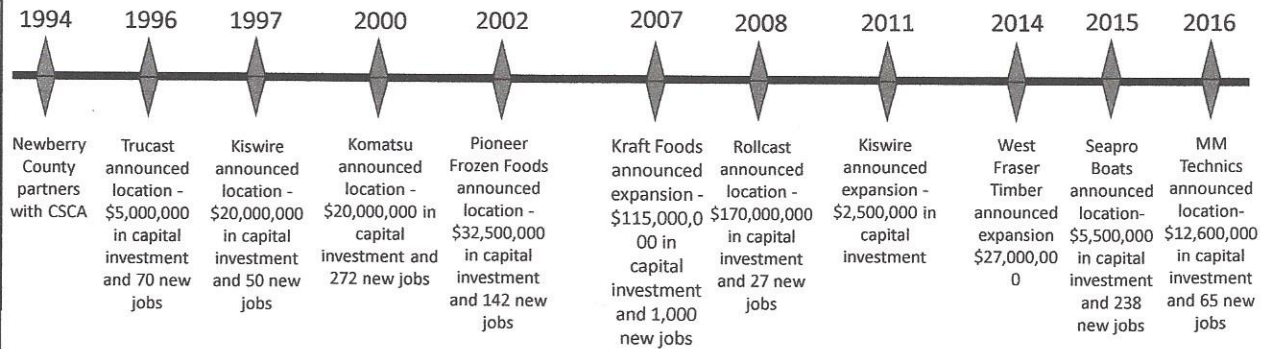
2010-2015 Per Capita Income



**December 2016**  
 Labor Force: 19,258  
 Unemployment Rate: 3.7%

# NEWBERRY COUNTY ECONOMIC OVERVIEW

**Newberry County is a founding member of the CSCA**  
**\$674,144,000 in Announced Capital Investment**  
**4,560 Announced New Jobs**



# NEWBERRY COUNTY ECONOMIC OVERVIEW

## 2016 - Present Announcements

**MM Technics**  
**West Fraser**  
**Falcon Boats**



\$54,100,000 in capital investment



100 Announced New Jobs



25 Project Submissions



14 RFI Responses

**Buildings Submitted:**

- Former Caterpillar (1)
- Newberry County Spec Building (7)
- 200 Park Avenue (1)
- First Community Bank Call Center (1)
- Whitmire Industrial Space (1)

**Sites and Parks Submitted:**

- I-26 Megasite (4)
- Mid Carolina Commerce Park (6)
- I-26 Public Works Site (1)
- No buildings or sites submitted (2)

# NEWBERRY COUNTY ECONOMIC OVERVIEW

## Current Active Projects



11 Active Projects

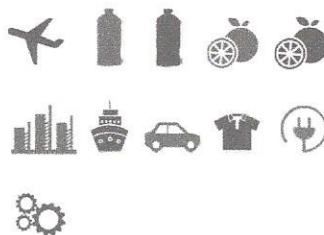


\$1,298,600,000 and  
4,535 jobs minimum  
investment and job creation potential



10 New, 1 Expansion

### Industry of Active Projects



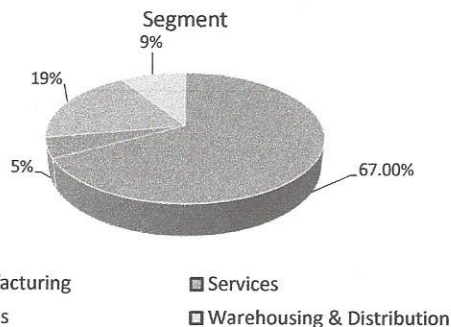
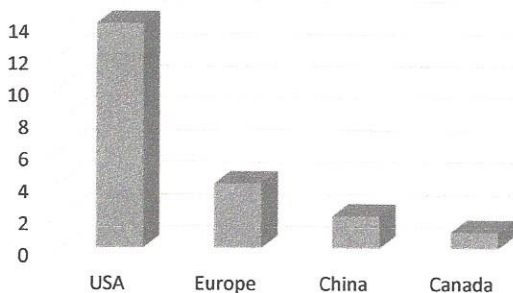
Aviation & Aerospace (1) · Plastics & Rubber (2) · Food Processing (2)  
Metal Products (1) · Marine (1) · Automotive (1) · Textiles (1) · Alternative Energy (1)  
Miscellaneous Mfg. & Assembly (1)

# CENTRAL SC REGION BY THE NUMBERS: 2016-PRESENT

## 21 Announcements

12 New Announcements  
9 Expansion Projects

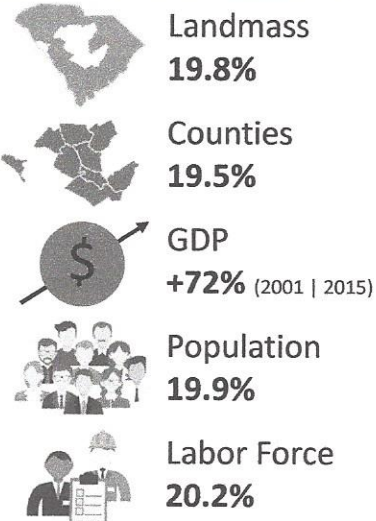
Projects by country of origin



## CENTRAL SC REGION BY THE NUMBERS

**2016 – Present Announced:**  
**\$1,005,330,000** in capital investment  
**1,357** new jobs

**Since 1994 Announced:**  
**\$12,032,830,130** in capital investment  
**65,639** new jobs



## MAJOR EMPLOYERS



# MARKETING | MISSIONS & EVENTS 2016

OVER  
150,000  
MILES TRAVELED

OVER  
30 MISSIONS & EVENTS  
ATTENDED

8 COUNTRIES VISITED  
(non-duplicated)

Canada | China | Germany | Italy  
Spain Sweden | Switzerland | USA

MONTH	EVENT	TARGET
February	FKG (Scandinavian Automotive Suppliers) Visit   Dinner event Feb. 9th hosted by state, CSCA luncheon on Feb. 10th	Industry
February	SCEDA Winter Membership Meeting/Reception	Conference
February	Site Selectors Guild Spring Forum (registration opens Sept. 22, 2015)	Site consultants
March	PowerTeam Economic Development Review	Conference
March	Atlanta Site Consultants (luncheon and reception)	Site consultants
March	OFII	FDI
April	Volvo Car Open dinner event	Industry
April	Industry FAM Tour	Industry
April	Aerospace and Defense Supplier Summit	Industry
April	China Mission 1	Industry
April	Southern SME Forum	Conference
April	European Recruiting Mission	Industry, Allies
April	Hannover Messe	Industry, Allies, Site Consultants
May	SCEDA	Conference
May	SCDOC Project Managers Regional Overview	Allies
May	Canada Mission Trip (Trade & FDI)	FDI
June	SelectUSA 2016 Investment Summit	Industry, Allies, Site Consultants
July	Farnborough Air Show	Industry
August	SCEDA Membership meeting	Conference
August	Chicago Marketing Mission (Cubs Game August 18)	Industry, Allies, Site Consultants
August	SC Aerospace Industry Conference & Expo (USC)	Industry
August	International Woodworking Fair	Forestry
August	SCEDA Membership meeting	Conference
October	SCEDA Mid-Year Meeting	Conference
October	IAMC Fall 2016 Professional Form	Conference, Site consultants
October	European Recruiting Mission, Pt 1	Industry, Allies
October	New York Consultants Event	Site Consultants
October	Site Selectors Guild Fall Forum	Site Consultants
November	New York Italian Professionals Seminar	Accountants
November	Medica	Life science, medical, healthcare
November	OFII	FDI
November	Women in Economic Development	Conference
December	Area Development, Consultants Forum	Site Consultants

# MARKETING | CALENDAR 2017

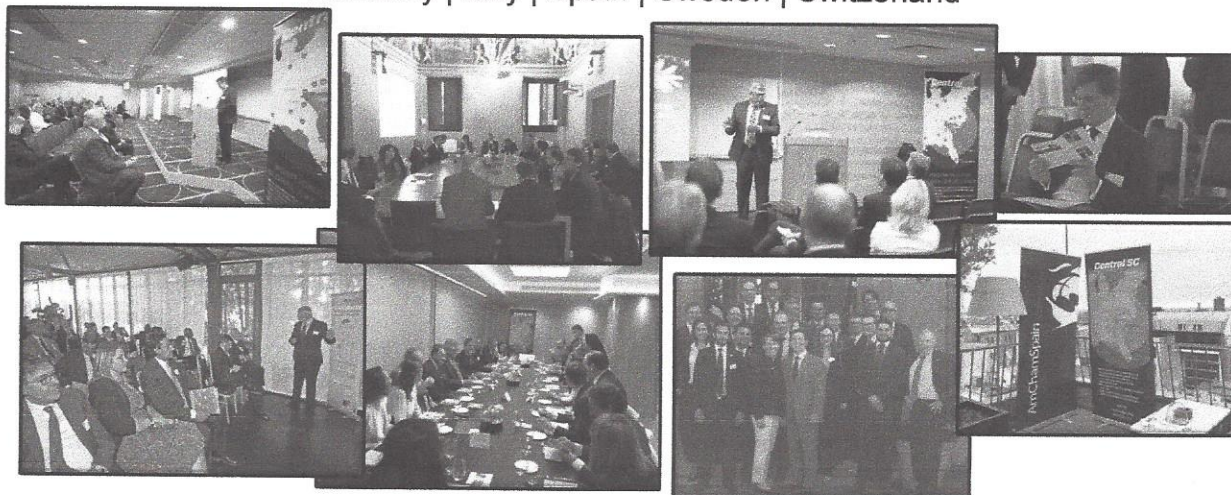
MONTH	EVENT	TARGET
January	International Reps Week: CSCA reception	SCDOC PMs/Internationals
January	Japan American Association Dinner	Industry
February	Atlanta Consultants/Foreign Consuls	Site consultants, Consuls
February	SCEDA	Conference
February	FKG Reception with CRDA	Auto suppliers
March	Area Development Automotive Workshop	Conference
March	Q1 Consultants Mission: Dallas	Site consultants
March	Site Selectors Guild	Site consultants
March	Italian Trade Agency luncheon	Industry
March	SC Power Team Economic Development Review	Conference
April	Industry FAM Tour	Industry, Site consultants
April	IAMC Spring Forum	Conference
April	UK Mission/BABC UKTI Conference	Industry
April	Meet the Consultants (SEDC)	Conference, Site consultants
April	European Recruiting Mission Spring 2017	Industry, Allies
May	SCDOC PM Annual Event	SCDOC PMs
May	Insurance Co. Targeted Mission (CoC)	Industry
May	SCEDA Annual Conference	Conference
May	Great Lakes Mission	Industry
May	Q2 Consultants Mission: Chicago	Site consultants

MONTH	EVENT	TARGET
June	Area Development Consultants Forum	Conference
June	Select USA Investment Summit	FDI
June	Paris Air Show	Industry
August	Chicago Recruiting Mission/Cubs	Site consultants
August	SEDC Annual Conference	Conference
August	Q3 Consultants Mission: Atlanta Site Consultants Luncheon	Site consultants
September	SEDC	Conference
October	SCEDA Mid-Year Meeting	Conference
October	European Recruiting Mission Fall 2017	Industry, Allies
October	Nordic Mission	Industry
October	FKG Dinner	Industry
October	SEUS Japan	Conference
October	Site Selectors Guild	Conference, Site consultants
November	Q4 Consultants Mission: New York	Site consultants
November	SC Congressional Cup	Congressional delegation
December	New York Recruiting Mission	Industry
December	Area Development	Conference
December	Women in ED	Conference

Some events are tentatively scheduled, pending final determination and/or confirmation for space availability

# EUROPEAN RECRUITING MISSIONS 2016

Germany | Italy | Spain | Sweden | Switzerland



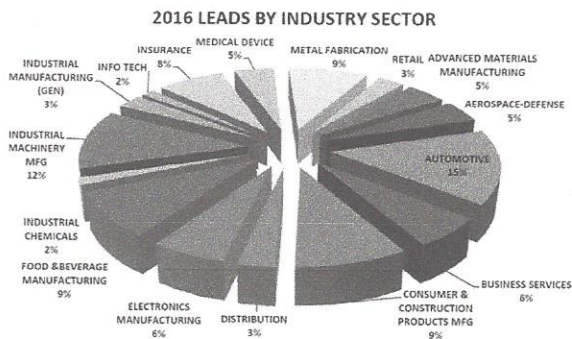
## BREAKDOWN | LEAD GENERATION

### LEAD GENERATION FIRM

- From 2009 to 2016,
  - **4,607 decision makers** were reached,
  - **851 conference calls/appointments** scheduled &
  - **2,665 info requests** fulfilled

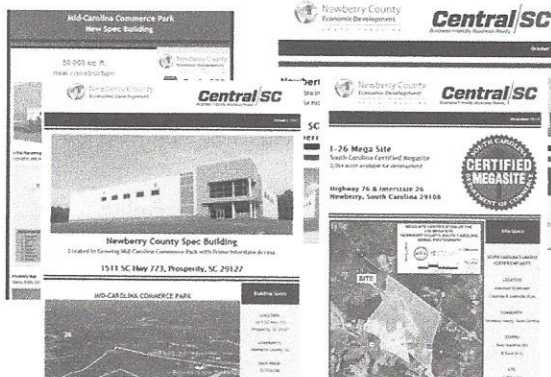
### OTHER LEAD SOURCES

- Partner Counties
- SC Department of Commerce
- Site Consultants
- American Chambers of Commerce
- International gen firms

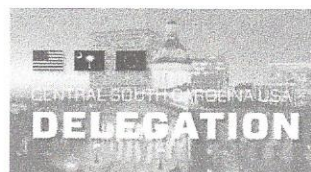
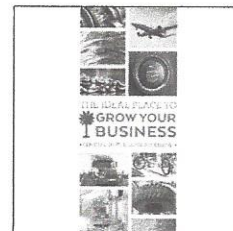


# MARKETING | PROMOTIONAL MATERIAL

## NEWBERRY BUILDING E-BLASTS

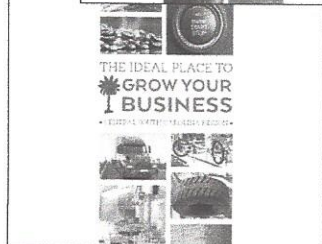
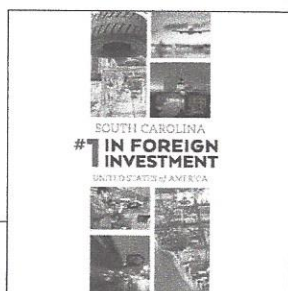


## CUSTOMIZED PIECES



Email recipient list nearly 1,800 by EOY 2016  
22% lifetime open rate for all e-blasts

# MARKETING | REGIONAL MATERIALS

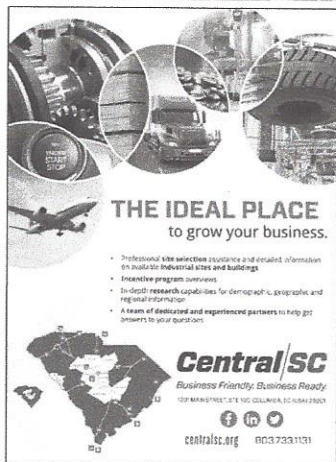


### DEVELOPMENT ACTIVITY



\*Images depicted showcase years 2015 - current

# MARKETING | REGIONAL ADVERTISING

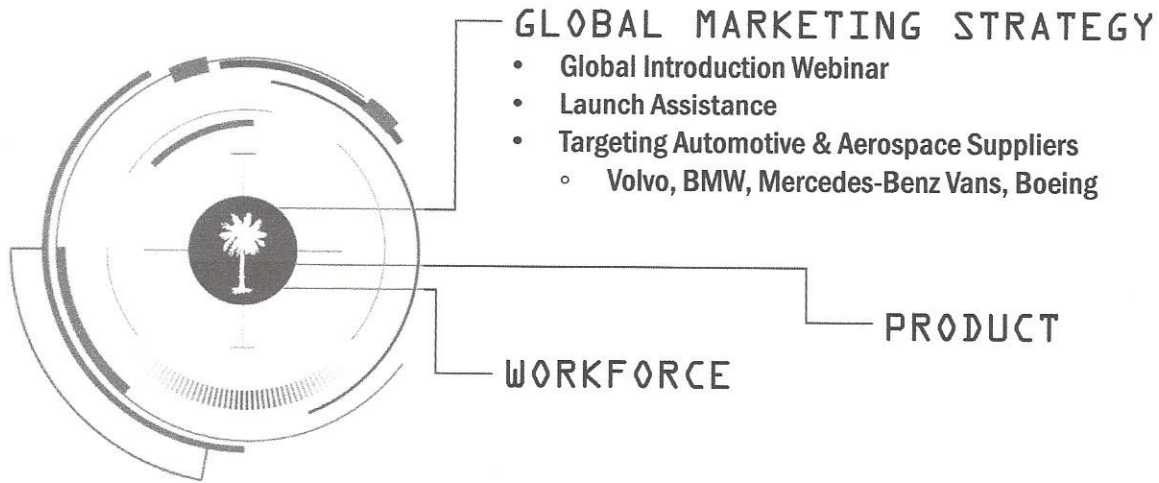


SC Business Climate 2017  
(duplicated for numerous other publications, e.g. Site Selectors Guild)

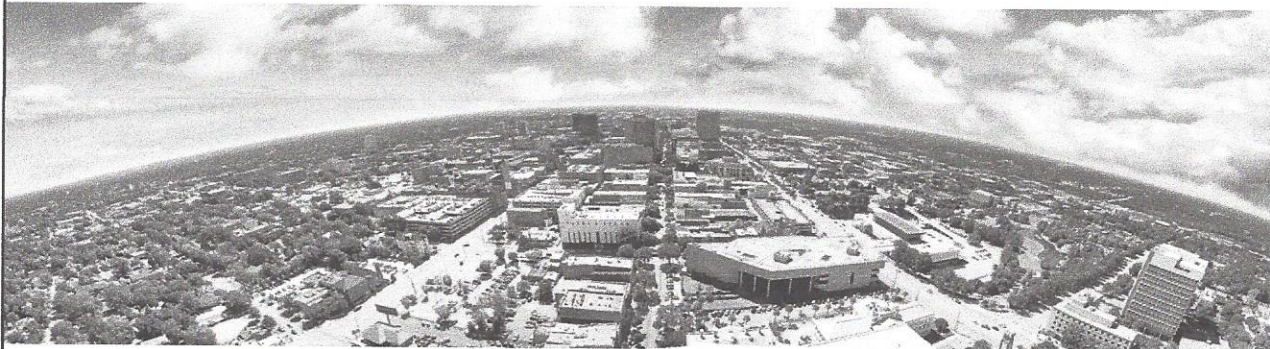


Columbia Regional Business Report  
Industry Spotlight  
Highlighted the 2016 Annual Meeting

# LOOKING FORWARD



## CONTACT US



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