

Rock Hill Economic Development Corporation

Board of Directors Monthly Meeting

Tuesday

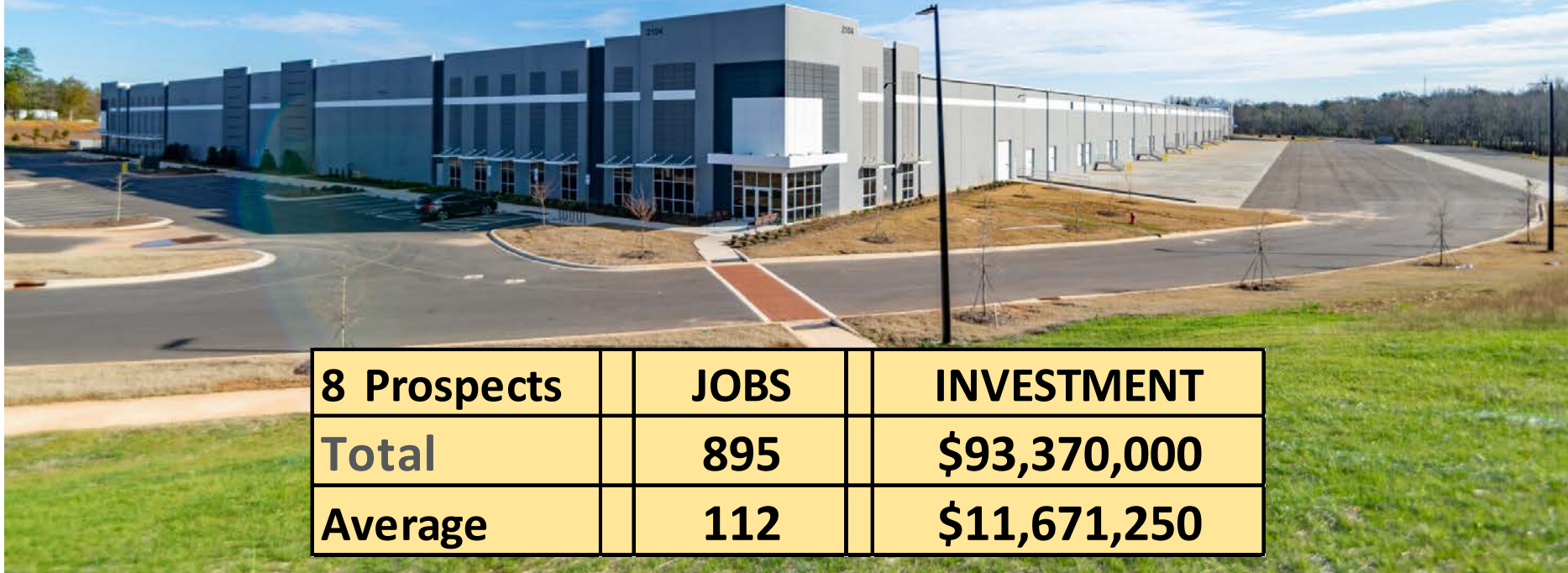
March 2, 2021

12 noon via Zoom

Prior Meeting Minutes

- Consider the minutes from the February 2, 2021 monthly meeting
- E-mailed to the Board on 3-1-2021
- Request for a motion to approve

Industrial Development Prospect Report-Rick Norwood



8 Prospects	JOBS	INVESTMENT
Total	895	\$93,370,000
Average	112	\$11,671,250

3D Systems Announcement - Waterford

\$13 MM Investment, 50 new Jobs

CEO [Jeffrey Graves](#) said. "Through our restructuring and investment activities, we will bring new jobs to the area over the next five years which will contribute to the economic development of Rock Hill and South Carolina."



Scentsy Announcement – Legacy East

\$6 Million Capital Investment; 200+ New Jobs

“The speed with which we were able to attract tenants to the intermodal cross-dock opportunity speaks to the strength of the Charlotte industrial market and the deal-making mindset of The Silverman Group,” said Henry Lobb, a senior vice president in Avison Young’s Charlotte office.



Summary

NEW & On-Going Projects

- **Announcement Scentsy (\$6MM investment, 200+ New Jobs) – Legacy East**
 - **Announcement 3D Systems (\$13MM investment, 50 New Jobs) - Waterford**
 - **Spec Building Interior Up Fit– TAG.AERO – Waterford**
 - **Proposed new medical facility at TechPark in plan review**
 - **New Construction 1800 Overview Drive & 1672 Overview Drive - Waterford**
 - **Two Southway Property Under Contract**
 - **DIRTT Environmental (substantially complete) – Legacy East**
 - **Arrival interior up fit under way – Legacy East**
- **Prospect Activity**
 - **Site I TechPark Under Contract**
 - **Site A&B TechPark Under Contract**
 - **Rock Hill Commerce Center (75 acres - Randolph Yarns) in plan review**

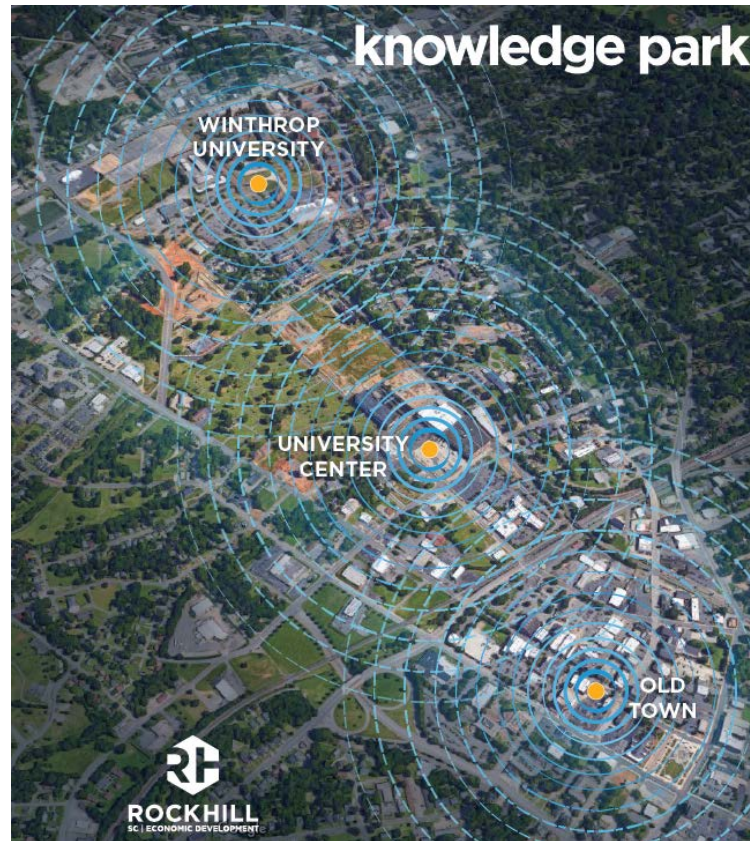
DIRTT ENVIROMENTAL



Jeff Calkins, Chief Operating Officer
Steve Darling, Plant Manager

Knowledge Park

David Lawrence



Updates on Redevelopment Projects

- The Thread
- 199 South Cherry Road (former American Legion)
- Former power plant

The Thread



The Thread

- Increasing marketing
 - Video
 - Outreach to brokers/tenants
 - Brochure
- Loading dock area – increase activity; food/beverage for sports arena patrons and others
- Improvements: shoring, asbestos abatement, demolition, windows
- Preparing space for Springs Creative
- Redevelopment led by The Keith Corporation and Springsteen Properties

The Thread



PROJECT VISION & SCOPE

Once complete, The Thread will represent an over \$100,000,000 investment that preserves the original historic design elements of the building, while blending in modern, tenant-focused enhancements that will work in unison to create one of the most unique creative office and mixed-use opportunities in the Southeast.

The Thread



KNOWLEDGE PARK

Knowledge Park is comprised of three sub-districts: Winthrop University, University Center, and Old Town Rock Hill, all of which are sewn together by The Thread, located directly in the heart of it all. Knowledge Park serves as Rock Hill's pedestrian-friendly cultural center of the town, with restaurants, businesses, shopping, events, education and training facilities, and plenty of apartments & student housing options. And with approximately \$517 million in new development projects that have either recently been completed, are under construction, or are proposed, Knowledge Park is dramatically reinventing Rock Hill.

199 South Cherry Road



199 South Cherry Road



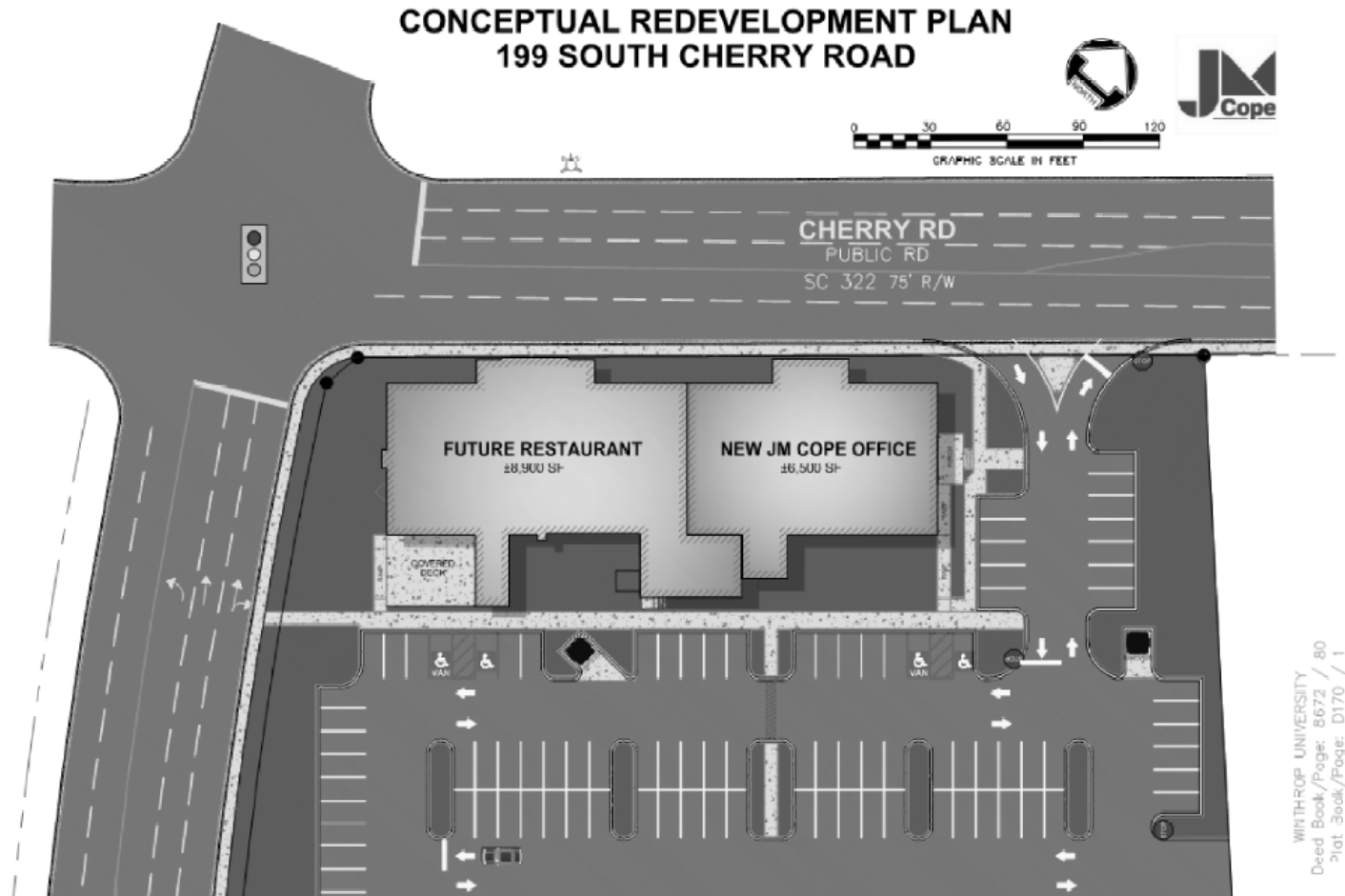
NORTH ELEVATION
1/8"=1'0"



SOUTH ELEVATION
1/8"=1'0"

199 South Cherry Road

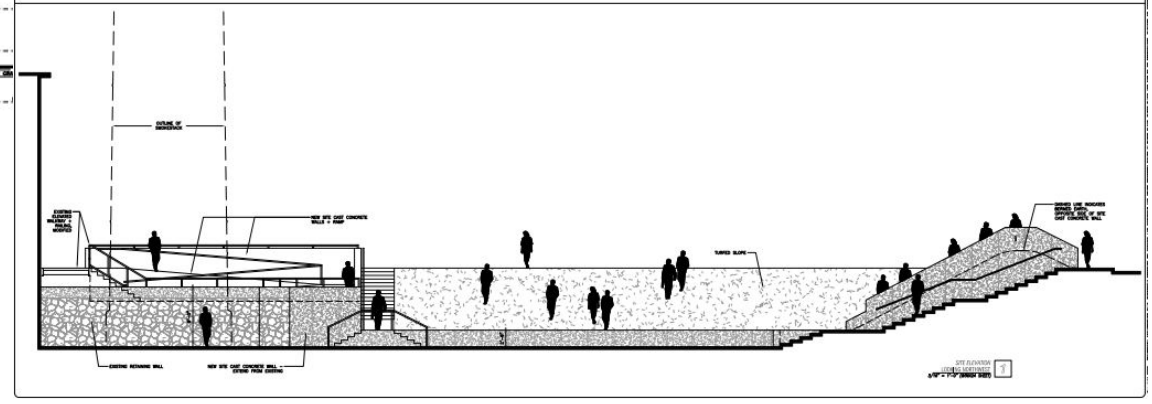
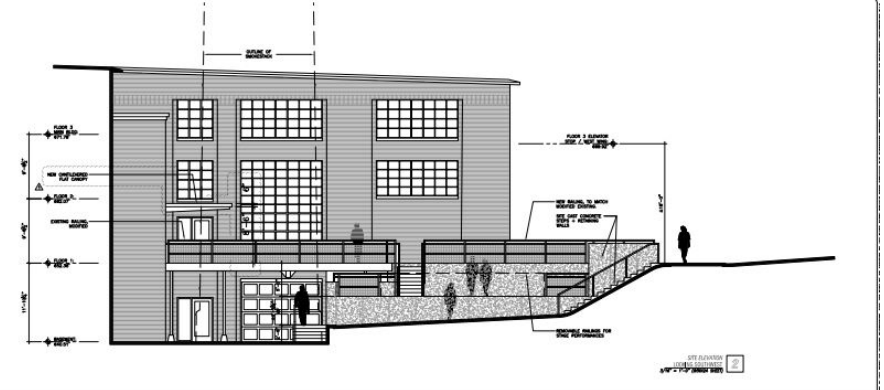
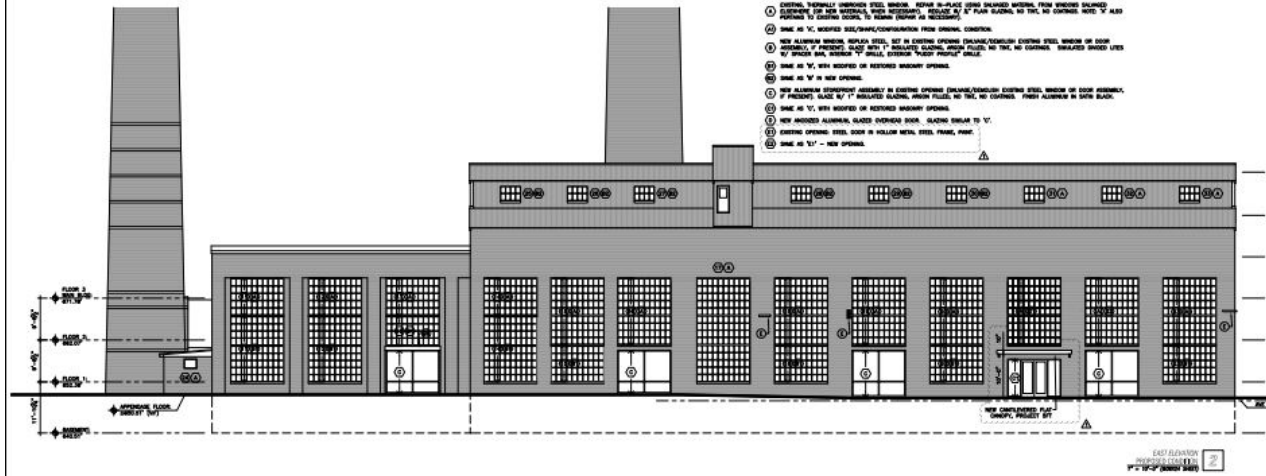
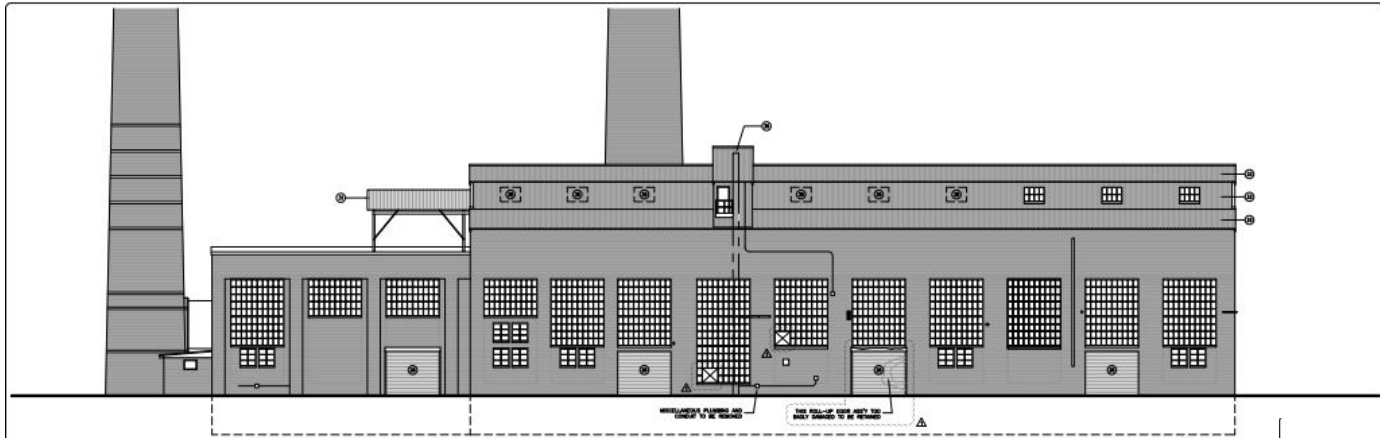
- 6,500 SF office – JM Cope Construction
- 8,900 SF restaurant/social house (for lease)
- Redevelopment led by JM Cope Construction



Former Power Plant

- Redevelopment led by Tara Sherbert, The Sherbert Group/Powerplant LLC
- \$19 million investment
- 37 apartments
- 12,000 SF of restaurant/food hall
- Redevelop in compliance with historic preservation standards
- Challenges: intense demolition, sub-basement water, asbestos

Former Power Plant



Technology Incubator

David Warner



technology
incubator

AT KNOWLEDGE PARK

Rock Hill VMS Program



Mentor Training

Monday, March 8, 2021 from 2-5pm via Zoom

Wednesday, March 10, 2021 from 2-5pm via Zoom

RHEDC Entrepreneurship Committee/ Rock Hill VMS Board



MIT-VMS Executive Immersion Training

Monday, March 15 through Thursday, March 18, 2021
from 3-5pm via Zoom



Knowledge Park e-Network

Informal peer coaching sessions to solve specific business challenges

**Meets the 4th Thursday of every month from
3:00-4:30pm via Zoom**



Growth Gazelles

Promising scalable startups receiving one-on-one coaching with the TI Director

Our newest Gazelle!





8 a.m.
Wednesday
March 3, 2021
Knowledge Perk



Masks and Social Distancing Required!



YORK COUNTY
REGIONAL CHAMBER



Director's Report

Jennifer Wilford



Update on Budget

- Aligning RHEDC Budget Process with the City's Budget and budget process





Finance Committee

Matt Dosch

Committee Chair

Statement of Financial Position

As of January 31, 2021

Accrual Basis

	<u>Jan 31, 21</u>	<u>Dec 31, 20</u>	<u>\$ Change</u>
ASSETS			
Current Assets	6,279,581.42	6,381,062.38	(101,480.96)
Other Assets	151,058.00	151,058.00	0.00
TOTAL ASSETS	<u>6,430,639.42</u>	<u>6,532,120.38</u>	<u>(101,480.96)</u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities	134,915.26	226,884.85	(91,969.59)
Long Term Liabilities	1,961,802.91	1,961,802.91	0.00
Total Liabilities	2,096,718.17	2,188,687.76	(91,969.59)
Equity			
31000 · NA W/O Donor Restrict	3,317,370.39	3,957,312.99	(639,942.60)
31100 · NA W/O Donor Restrict - Board	430,605.24	426,138.38	4,466.86
32000 · NA With Donor Restrict - Temp	595,456.99	650,755.49	(55,298.50)
Net Income	(9,511.37)	(690,774.24)	681,262.87
Total Equity	4,333,921.25	4,343,432.62	(9,511.37)
TOTAL LIABILITIES & EQUITY	<u>6,430,639.42</u>	<u>6,532,120.38</u>	<u>(101,480.96)</u>

- E-mailed to the Board
- Finance Committee reviewed at Feb. 25th meeting
- Key Items:
Aspen activities and transactions related to sewer construction; refund of the Herald contract earnest money

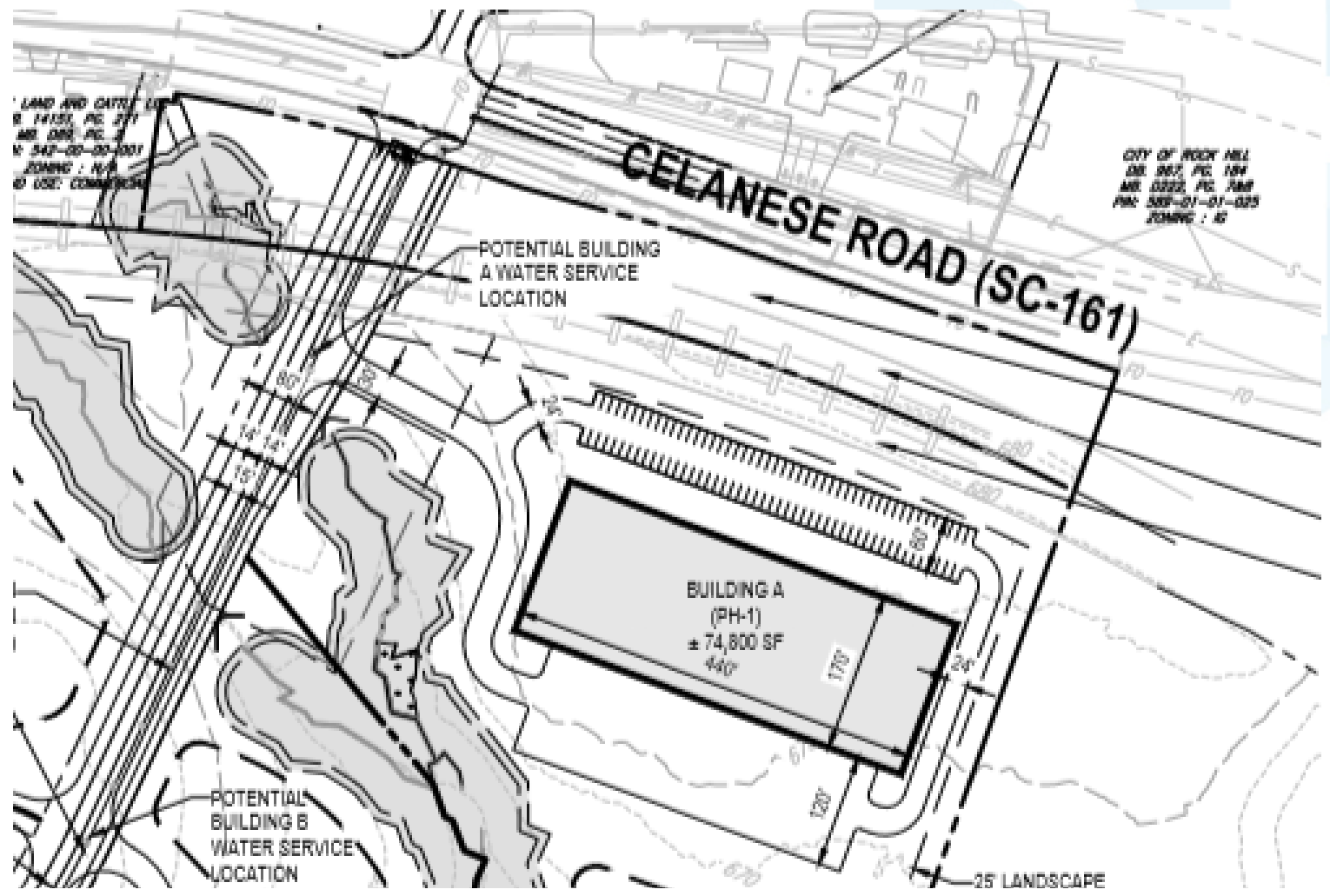
Statement of Activities

January 2021

	Accrual Basis
	<u>Jan 21</u>
Ordinary Income/Expense	
Income	
40100 · Contributions	500.00
40400 · Direct Public Grants	3,750.00
42200 · Program Service Income	1,198.00
43100 · Interest Income	380.49
49000 · Restricted Funds Released	55,798.50
Total Income	<u>61,626.99</u>
Gross Profit	61,626.99
Expense	
62000 · General Program Expenses	1,218.00
63000 · Business Expenses	298.50
64000 · Insurance	9,356.50
66500 · Interest Expense	4,466.86
Total Expense	<u>15,339.86</u>
Net Ordinary Income	46,287.13
Other Income/Expense	
Other Income	
70000 · Net Changes to Temp. Restricted	
70200 · Restricted Funds Released	(55,798.50)
Total 70000 · Net Changes to Temp. Restricted	<u>(55,798.50)</u>
Total Other Income	<u>(55,798.50)</u>
Net Other Income	<u>(55,798.50)</u>

- Primary income included: Barre Mitchell, United Way grant, interest income and reimbursement for Waterford POA II expenses
- Primary expenses included: Waterford POA II expenses; Annual insurance; and Aspen interest
- Motion from the Finance Committee to approve Financial Reports from January 2021

Project Recon LOI at Aspen Business Park



Project Recon LOI

- Deal Summary:
 - Buyers: Project Recon
 - Building A – Approximately 11.25 Acres (Finalizing acreage)
 - 12.39 acres including 1.08 acres of frontage on Celanese Road that are undevelopable
 - Purpose: Construction of a 65,000 SF Light manufacturing facility
 - \$6.5MM Capital Investment – 73 Jobs - \$20.83/Hour Average Wage
- Benefits:
 - High quality owner, manufacturer, good CAPEX/jobs/wages
 - Marketing Momentum - opening park with first owner established with Class A Industrial Building.

Project Recon



Proposed Building



Talent Development Committee

Ron Roveri

Committee Chair

Registered Apprenticeships in York County

- Agape Community Hospice of the Piedmont (6)
- Atotech (2)
- Bernard N. Ackerman, CPA
- Bradman Lake Inc. (4)
- City of Rock Hill (3)
- Comporium (5)
- Duke Energy
- Elkem Silicones USA Corp (formerly Bluestar) (6)
- FTL Electric, LLC
- Field of Dreams
- Integrity Special Inspections
- KCI Technologies Inc – RH
- New Indy Containerboard (8)
- Performance Food Group
- Qure Medical
- Right at Home
- Schaeffler
- Southern Shade Tree
- Wilson Ferguson Associates
- York Electric



Entrepreneurship Committee

Dan Ballou

Committee Chair



BUSINESS PLAN

NOVEMBER 3, 2020



PRODUCT

- Howards Pet supply delivers natural and organic pet foods and high-quality pet products with the pets needs specifically in mind. Because of the amount of pet food recalls and the increase in the number of deaths in pets due to poor quality, harmful pet foods and treats in recent years, there is a significant, growing demand for natural and holistic pet products within this market.

CUSTOMERS



-
- The target audience for Howard's Pet Supply are pet owners, specifically cat and dog owners who wish to improve the quality and longevity of their pets' lives.

FUTURE OF THE COMPANY

- Although the pet retail industry is highly competitive, we believe that there is a place for high-quality, and holistic pet foods as well as durable, and affordable pet supplies. Our goal is to build and market pet products by incorporating brands that stand behind their values on improving your pets overall quality of life.



COMPANY DESCRIPTION

- **Mission Statement**

- To provide competitively priced natural and holistic pet products and education to enhance the quality and longevity of your pet's life.

- **Principal Members**

- Omari Howard — owner, CEO
- Maliqua Howard — merchandizer

- **Legal Structure**

- Howard's Pet Supply is a Limited Liability Corporation (LLC)

MARKET RESEARCH



INDUSTRY

- Howard's Pet Supply will be part of the Pet Industry. Currently, the pet industry is a 95-billion-dollar industry which has grown on average by 2.2% from 2015-2020. The largest companies, such as PetsMart Inc and Petco Animal Supply Inc, have large inventories of products that are offered throughout the United States and Canada. The smallest companies sell locally either in shops, at craft fairs, or online.
- This industry is said to possibly suffer from the pandemic as consumers are spending less on non-essentials and pet services. However, industry revenues are still estimated to increase from 95.7 billion dollars in 2019 to 99 billion dollars in 2020 according to the American Pet Products Association (APPA)



DETAILED DESCRIPTION OF CUSTOMERS

- The groups of individuals that the company plans to market to are millennial dog and cat owners (ages 22-34) Baby boomers (ages 55-73) with an income range of \$40,000-\$100,000. Our target customers are interested in improving the quality of their pet's life by educating themselves on the dietary needs of their pets. They value quality and research the products that they purchase. Our target customers are willing to spend the necessary money to improve their pet's overall happiness and quality of life.

COMPANY ADVANTAGES

- Lower pricing due to purchasing in bulk.
- Lower overhead cost.
- Individualized customer experience.
- The majority of the pet products that we carry **will not** be available for purchase in big box stores.
- High-quality, interactive and informative website.
- Face-to-face interaction with customers at community events in the Charlotte metropolitan area.

PRODUCTS AND SERVICES

PRODUCTS

- Acana/Orijen
- Earthborn
- Stella and Chewie's
- Taste of the Wild
- Greenies
- Nutri-Source
- Northwest Naturals
- Oma's Pride

SERVICES

- Self-Serve Pet wash
- Nail Clipping workshops



MARKETING

- GROWTH STRATEGY
- CUSTOMER COMMUNICATION
- STRUCTURE OF SALES

MARKETING AND SALES

SALES

GROWTH STRATEGY

- To grow the company, Howard's Pet Supply will do the following:
- Sell and raffle branded products at community events in the Charlotte metro area.
- As business grows, advertise to specific target markets, especially in advance of the holiday season.
- Use social media platforms to attract new customers and educate pet owners on the benefits of natural and holistic diets for their pets.

CUSTOMER COMMUNICATION

- Howard's Pet Supply will communicate with its customers by:
- Providing an email newsletter with company news, product information, and craft fair schedule.
- Using targeted Google and Facebook advertisements.
- Utilizing social media such as Twitter, YouTube, Facebook, LinkedIn, Pinterest and Tumblr.
- Providing contact information on the company website.
- Adding labels on shopping bags that include company name, contact info, and web address.



STRUCTURE OF SALES

- Sales will be conducted in our brick and mortar location. As profits increase, Howard's Pet Supply will look to add more employees from the community to assist with social media and online marketing and in store sales. The company will increase awareness to our targeted customers through online advertising and attending community events.

A nighttime photograph of a modern, multi-story building with a grid of windows, some of which are illuminated from within. In the foreground, a large, illuminated sculpture resembling an umbrella or a stylized tree stands on a circular base. The sculpture has a textured, perforated stem and a wide, flat canopy supported by numerous thin, radiating ribs. The scene is lit with a mix of warm and cool tones, with streetlights and building lights creating a vibrant atmosphere. The text "INTEGRATION INTO KNOWLEDGE PARK" is overlaid in white, bold, sans-serif font across the center of the image. A thin white vertical line is positioned to the left of the text.

INTEGRATION INTO KNOWLEDGE PARK

KEY POINTS



-
- 1000+ Residential Units
 - 67% of U.S. Households own a pet (majority being dogs, cats and birds)
 - Owners on average spend about \$100/mo on their pets
 - Pets are becoming a go to for millennials and Generation Z.



CONCLUSION

- Knowledge Park will be a tight knit community within rock hill
- Pet owners will be looking for a pet store within walking distance of their residences.
- The store will act as a meeting ground for pet owners.
- As development continues and sales increase, the store will also create jobs within the community boosting economic activity
- Pets are an integral part of people's lives and will be for time to come

Reminders

Upcoming Events	Date	Time	Place
Monthly Board Meeting	Tuesday, April 6, 2021	12:00 noon	Zoom



Adjourn