

SMALL BUSINESS MEETING

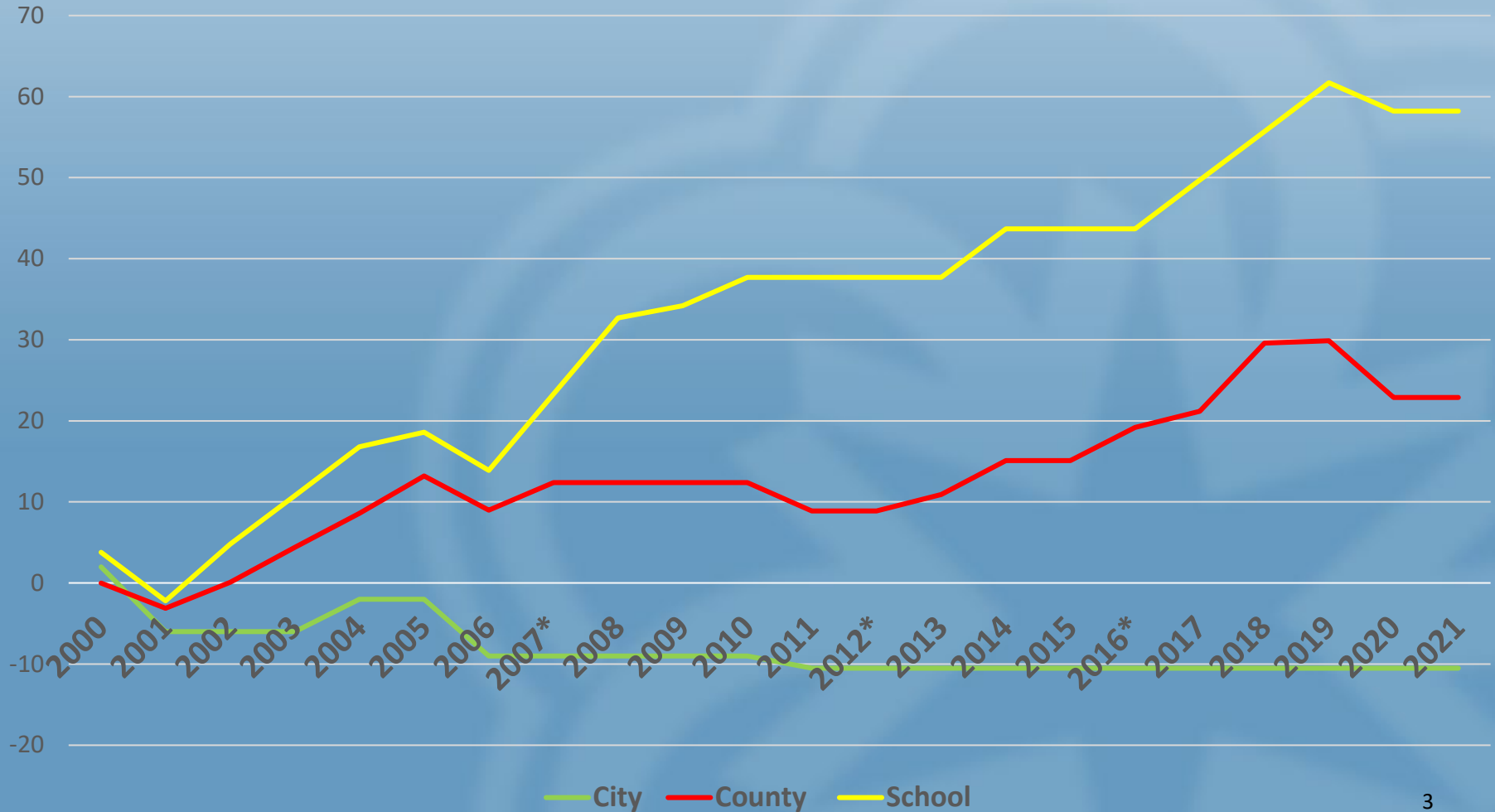
SEPTEMBER 26, 2022



SERVING OUR (SMALL BUSINESS) COMMUNITY

Property Tax Rate Changes

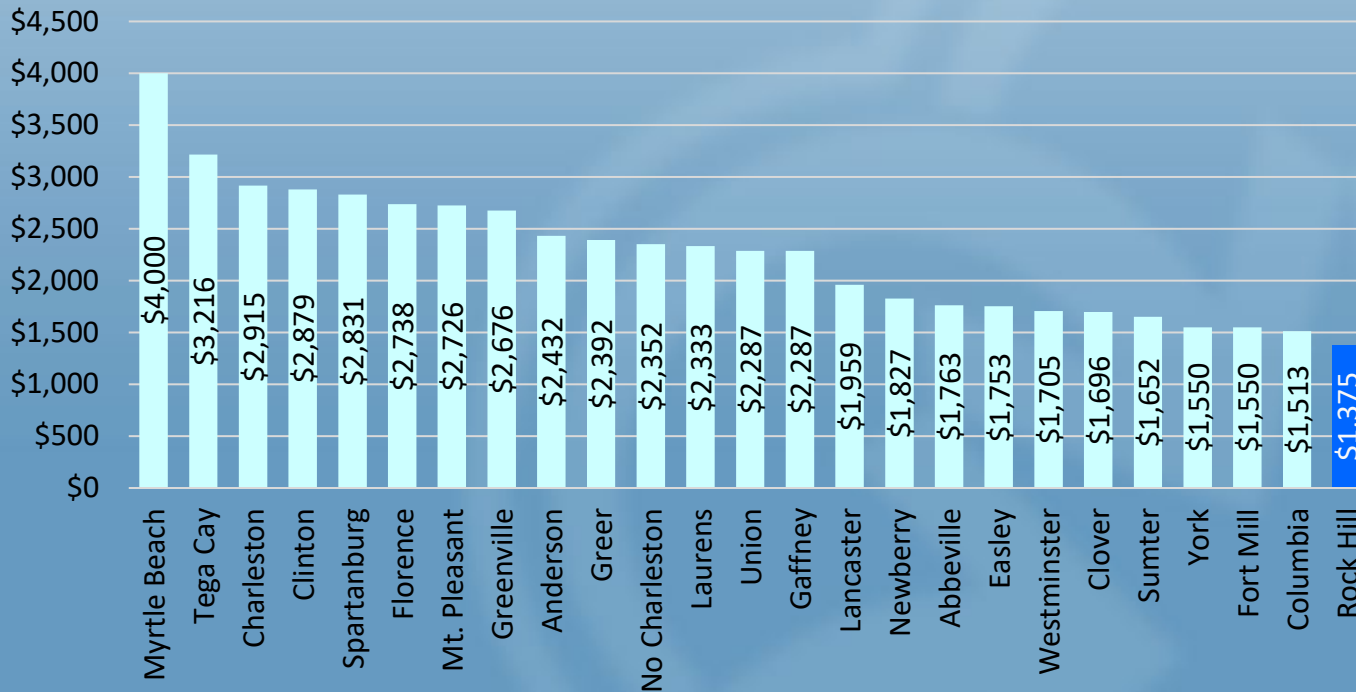
Local Government Tax Rates



* Year of Reassessment

Business License Comparison

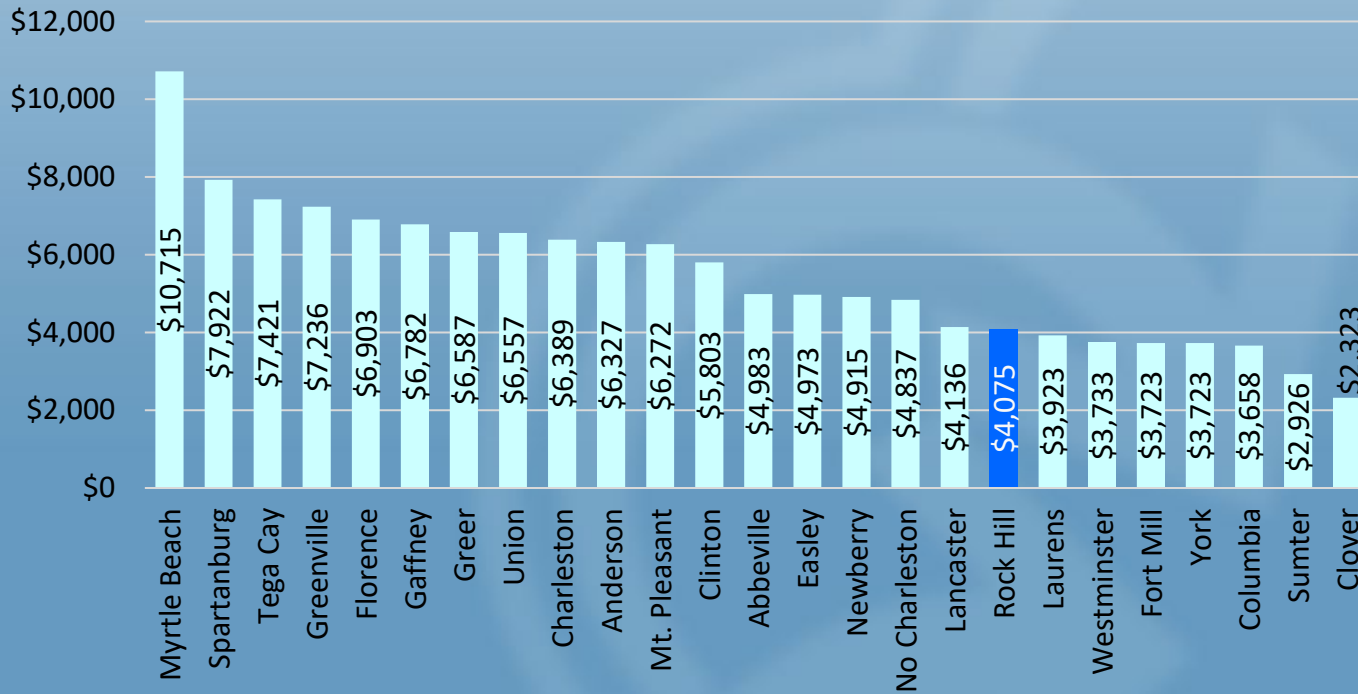
Employee Services Business License Fee - \$1,500,000



1. Myrtle Beach
2. Tega Cay
3. Charleston
4. Clinton
5. Spartanburg
6. Florence
7. Mt. Pleasant
8. Greenville
9. Anderson
10. Greer
11. No Charleston
12. Laurens
13. Union
14. Gaffney
15. Lancaster
16. Newberry
17. Abbeville
18. Easley
19. Westminster
20. Clover
21. Sumter
22. York
23. Fort Mill
24. Columbia
25. **Rock Hill (25)**

Business License Comparison

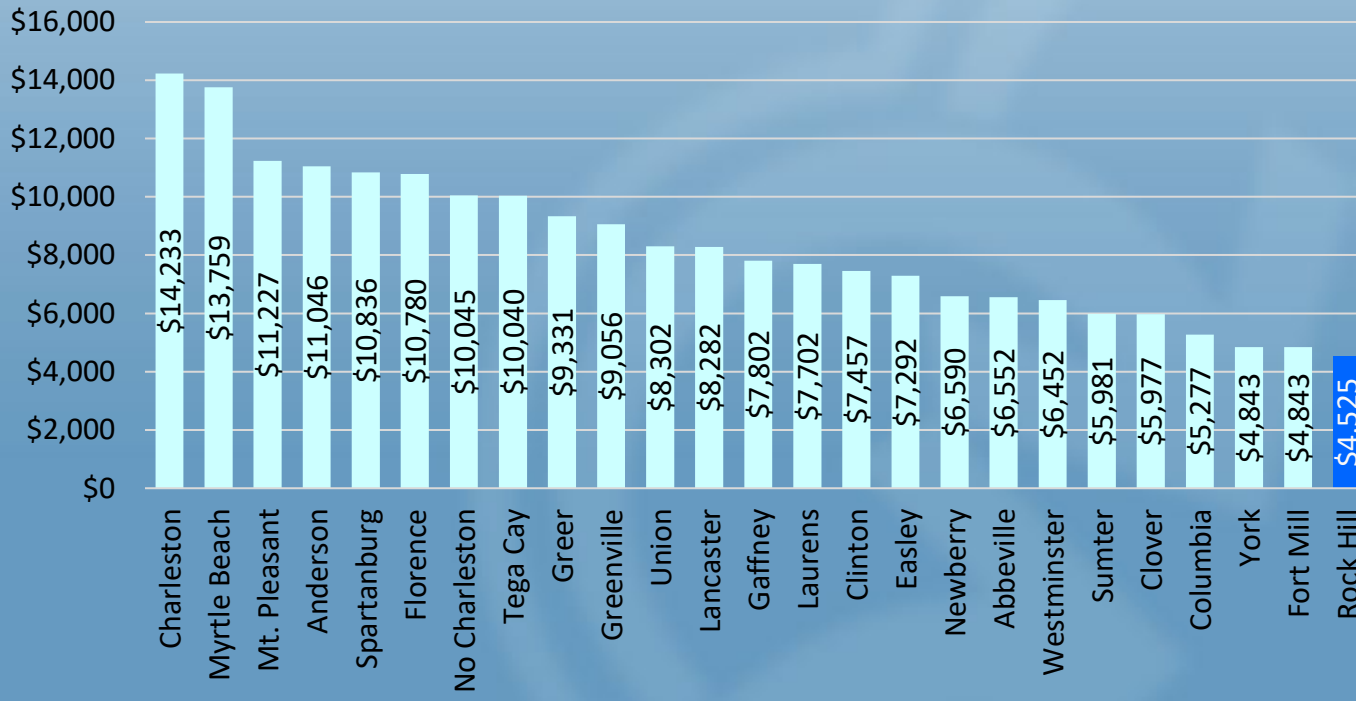
Restaurant Business License Fee - \$4,500,000



1. Myrtle Beach
2. Spartanburg
3. Tega Cay
4. Greenville
5. Florence
6. Gaffney
7. Greer
8. Union
9. Charleston
10. Anderson
11. Mt. Pleasant
12. Clinton
13. Abbeville
14. Easley
15. Newberry
16. No Charleston
17. Lancaster
18. Rock Hill (20)
19. Laurens
20. Westminster
21. Fort Mill
22. York
23. Columbia
24. Sumter
25. Clover

Business License Comparison

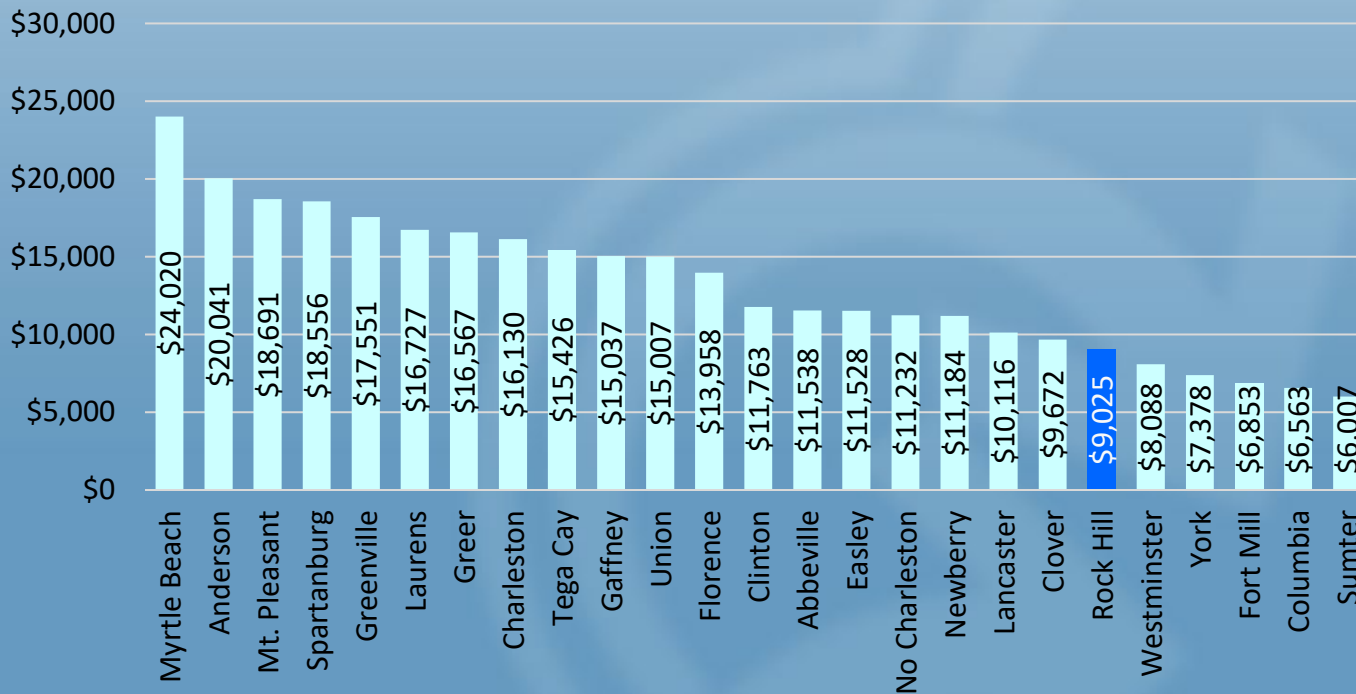
Attorney's Office License Fee - \$5,000,000



1. Charleston
2. Myrtle Beach
3. Mt. Pleasant
4. Anderson
5. Spartanburg
6. Florence
7. No Charleston
8. Tega Cay
9. Greer
10. Greenville
11. Union
12. Lancaster
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15. Clinton
16. Easley
17. Newberry
18. Abbeville
19. Westminster
20. Sumter
21. Clover
22. Columbia
23. York
24. Fort Mill
25. Rock Hill (25)

Business License Comparison

Physician's Office License Fee - \$10,000,000

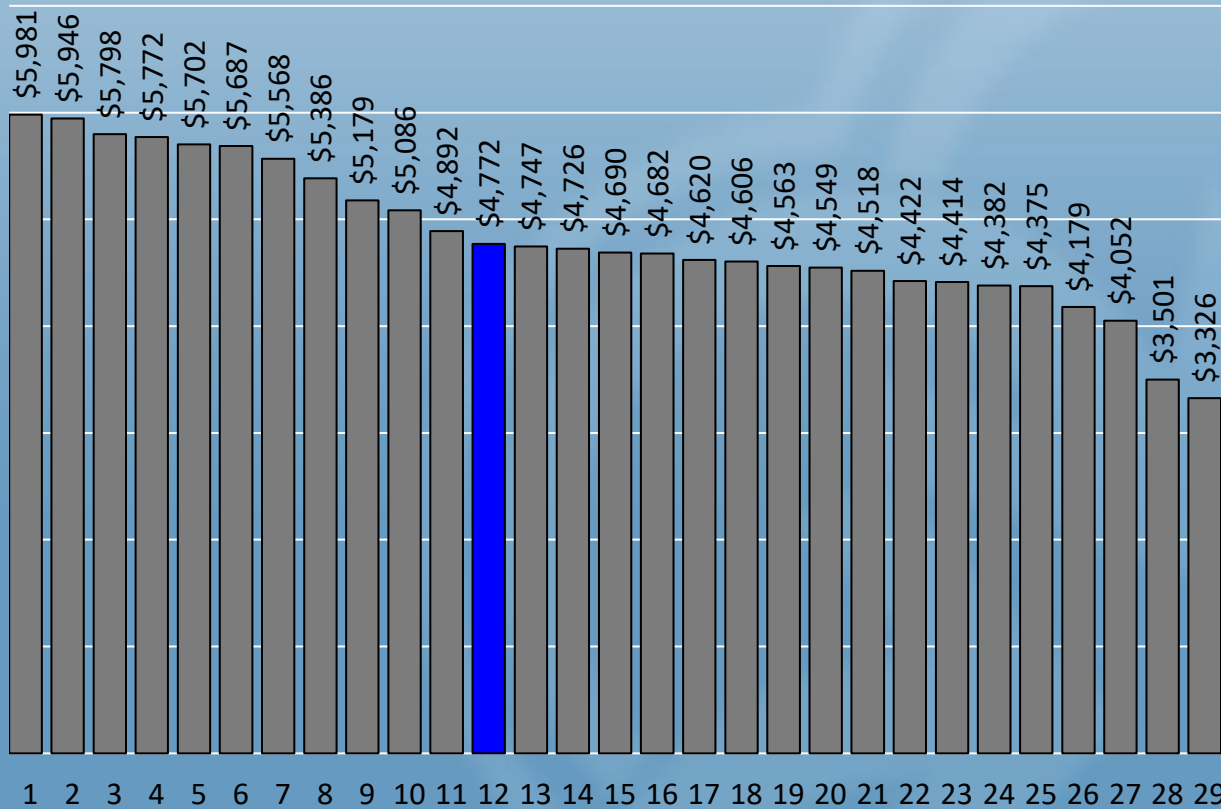


1. Myrtle Beach
2. Anderson
3. Mt. Pleasant
4. Spartanburg
5. Greenville
6. Laurens
7. Greer
8. Charleston
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18. Lancaster
19. Clover
20. Rock Hill (23)
21. Westminster
22. York
23. Fort Mill
24. Columbia
25. Sumter

Comparison of Electric/Water/WW/City Tax Rates

Rock Hill Commercial Taxes Compared to S.C. Cities, PMPA Cities, Regional Cities, & York County Cities

Combined Electric, Water, Sewer and Tax Rates



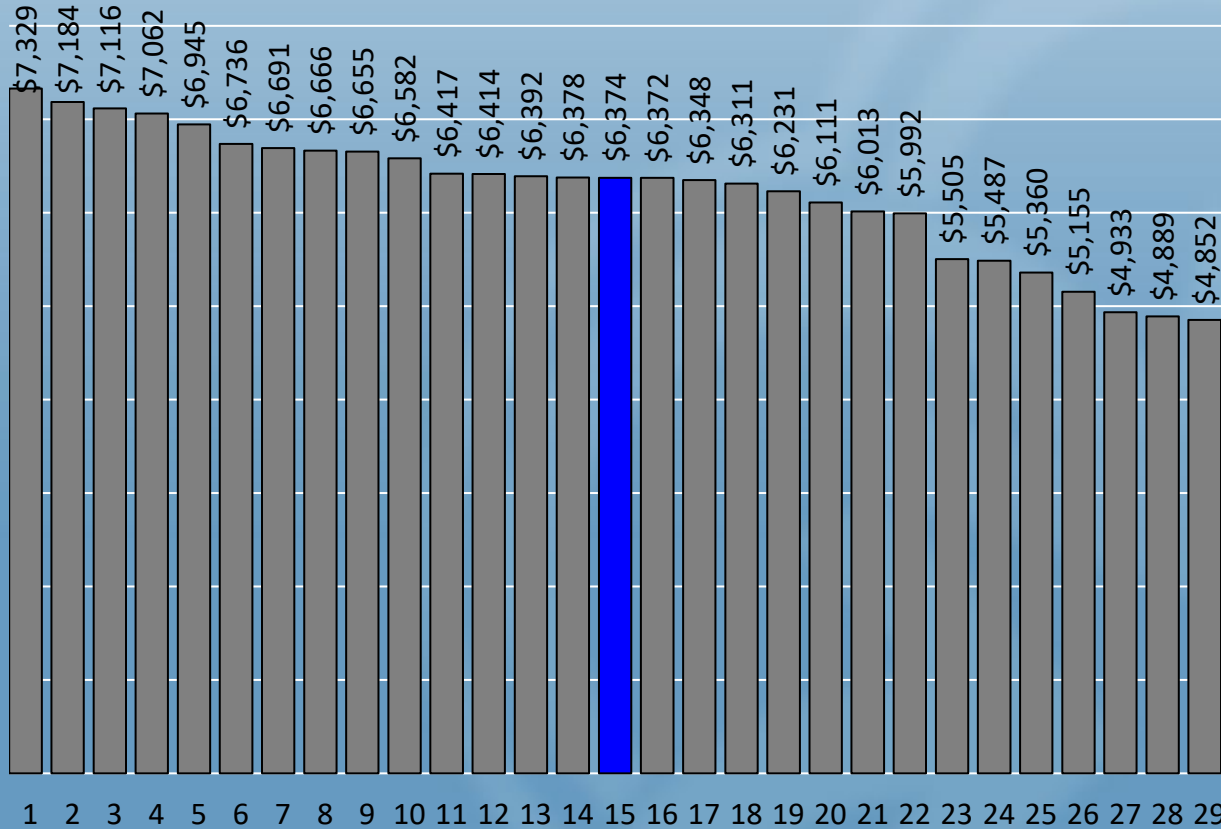
*Local Option Sales Tax

1. Charleston*
2. W'minster
3. Concord
4. Mt. Pleasant*
5. N. Charlstn*
6. Gastonia
7. Clinton*
8. Union
9. Columbia*
10. Myrtle Beach
11. Laurens*
12. Rock Hill (12)
13. Newberry
14. Tega Cay
15. Fort Mill
16. Clover
17. Abbeville*
18. Lancaster*
19. Gaffney*
20. Anderson
21. Spartburg
22. York
23. Easley*
24. Charlotte
25. Monroe
26. Greer
27. Greenville
28. Florence*
29. Sumter*

Comparison of Electric/Water/WW/All Tax Rates

Rock Hill Commercial Taxes Compared to S.C. Cities, PMPA Cities, Regional Cities, & York County Cities

Combined Electric, Water, Sewer and Tax Rates



*Local Option Sales Tax

1. Columbia*
2. Clinton*
3. Union
4. W'minster
5. Charleston*
6. Mt. Pleasant*
7. Tega Cay
8. N. Charlstn*
9. Fort Mill
10. Newberry
11. Spartanburg
12. Concord
13. Laurens*
14. Gastonia
15. Rock Hill (13)
16. York
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26. Florence*
27. Monroe
28. Charlotte
29. Sumter*

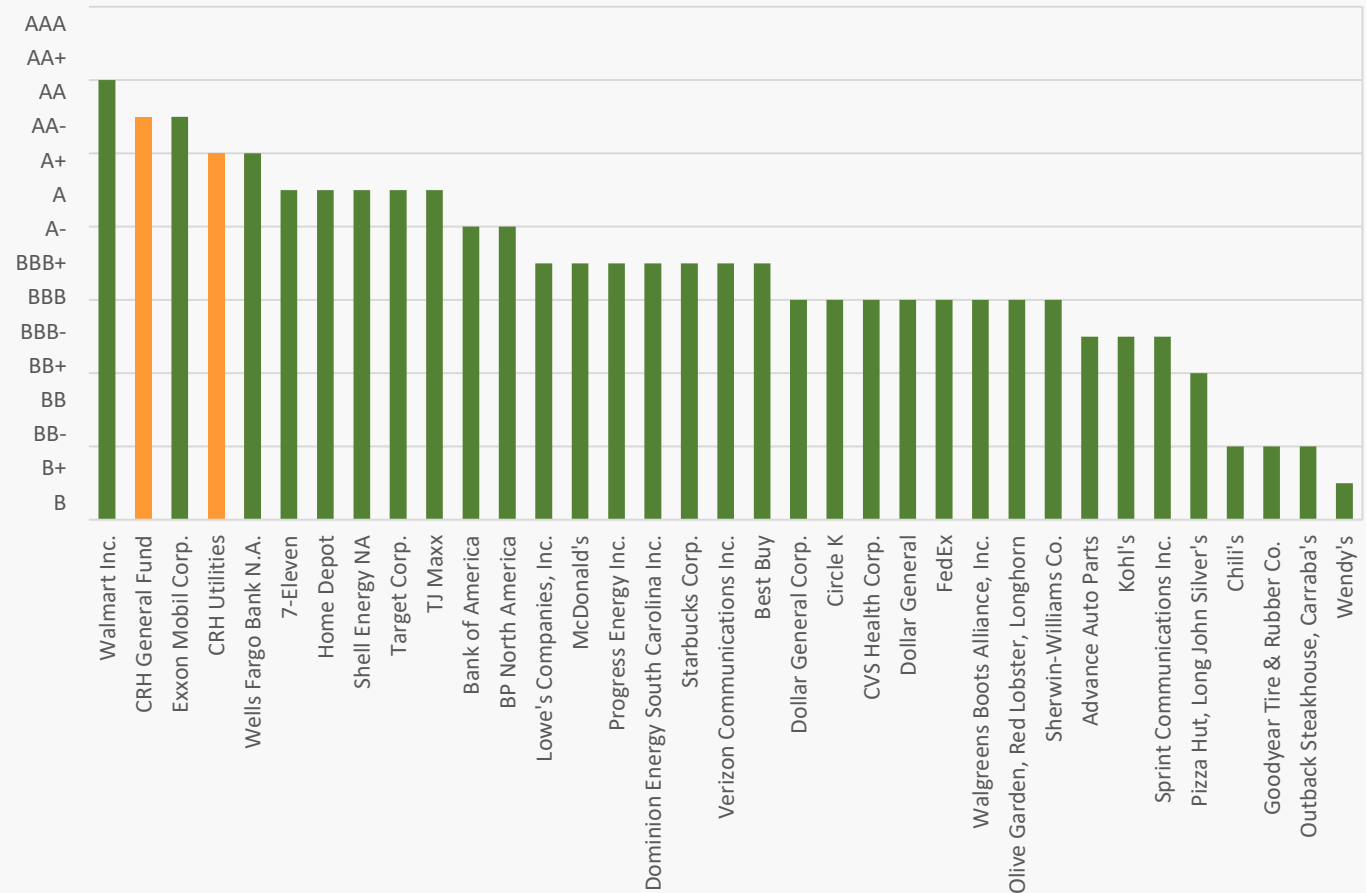
Moody's

- Utility (A2)
- General (Aa3)
- Hospitality Tax (A1)

S&P

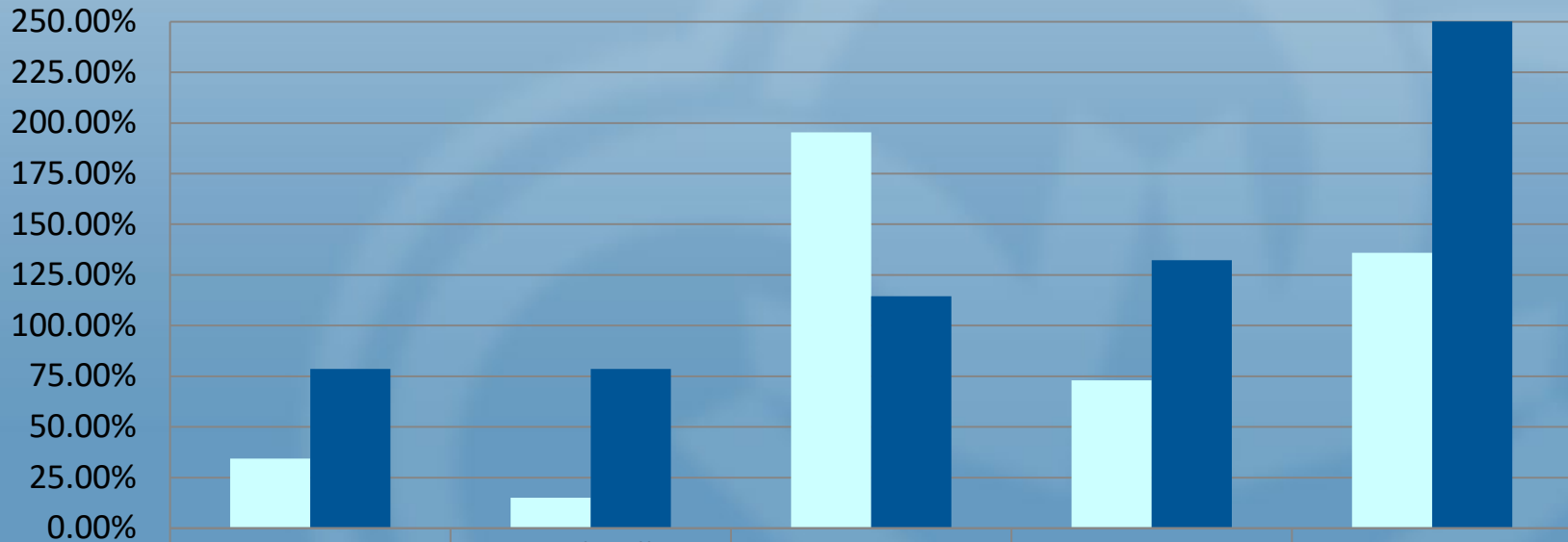
- Utility (A+)
- General (AA-)
- Hospitality Tax (A+)

S&P Credit Ratings
as of August 2022



Staffing Levels Comparison

Percent Increase in Staffing Levels & Population
(FY1990 and FY2022 Comparison)



	Rock Hill	Rock Hill (excluding Public Safety)	York County	Charlotte	Concord
■ % increase in staff	34.36%	15.02%	195.36%	72.98%	135.93%
■ % increase in population	78.59%	78.59%	114.52%	132.24%	284.83%

Local Purchasing Preference Policy

- Goal: Promote the use of local businesses and hire citizens living within the local Rock Hill/York County area when possible
 - Provides a 5% advantage for local businesses in the City limits
 - Provides a 3% advantage for York County businesses not in the City limits
 - Must not be more than \$25,000 higher than the low bid
 - Local contractor must meet the low bid

- According to the National Citizen Survey results (2020), Rock Hill residents feel very safe in both their neighborhoods and downtown/commercial areas



- SC state law requires the use of International Code Council (ICC) building codes
- These codes are intended to provide safety and property protection
 - Therefore, the City must abide by these regulations

The screenshot shows the ICC website interface for South Carolina. At the top, there is a navigation bar with links for 'About ICC', 'Membership', 'Professional Development', 'Products & Services', 'Resources & News', 'Store', and 'Codes'. A search icon and a user profile icon are also present. Below the navigation bar is a large banner image of a construction site with a white hard hat in the foreground. The text 'South Carolina' is overlaid on the right side of the banner. On the left side, there is a sidebar with a '< Go Back' button and a dropdown menu with options: 'About', 'Advocacy', 'Membership', 'Professional Development', and 'Products and Services'. Below the menu is a promotional graphic for 'Save Time on Energy Code Review and Approval!' featuring an hourglass. The main content area is titled 'ICC' and 'State Adoptions'. It includes a 'View Digital Codes' link and a 'Purchase South Carolina Codes' section with a list of codes:

- 2018 International Building Code
- 2018 International Energy Conservation Code
- 2018 International Existing Building Code
- 2018 International Fire Code
- 2018 International Fuel Gas Code
- 2018 International Mechanical Code
- 2018 ICC Performance Code
- 2018 International Plumbing Code
- 2018 International Property Maintenance Code
- 2018 International Residential Code
- 2018 International Swimming Pool and Spa Code

 To the right of the code list is a 'Links to State Adoption Agencies' section with the following links:

- South Carolina Building Codes Council
- Office of the State Fire Marshal
- Office of the State Engineer
- Office of School Facilities
- South Carolina Energy Office
- Natural Resources Conservation Service – RC&D Councils

 Below this is a 'Key Contacts' section for the 'ICC Government Relations Representative' Stephen Jones, CBO, Senior Regional Manager, with an email address: sjones@iccsafe.org. A chat icon is visible in the bottom right corner of the page.

Planning Review Times

- Permitting times are largely within goal review times
- Plan types not meeting the goal review time are on average only 2 days above goal

Plan type	Goal review time (days)	Actual review time 1/1/22-9/8/22 (days)		
		Initial submittal	Resubmittals	Total
Sketch plan	10	13.5	9.8	12.8
Civil construction plans	10	14.9	10.8	12.2
Exterior renovation	5	5.9	2.6	4.4
Interior and exterior renovation	5	5.8	4.6	5.0
Non-residential building plans	10	15.2	6.1	10.0
Apartment building plans	10	8.0	4.9	5.3
Single-family detached building plans	3	6.0	3.6	4.5
Single-family attached building plans (townhouses, duplexes, etc.)	10	7.2	3.5	4.7

Small Business Resources



HELPING YOU GET OPEN FOR BUSINESS

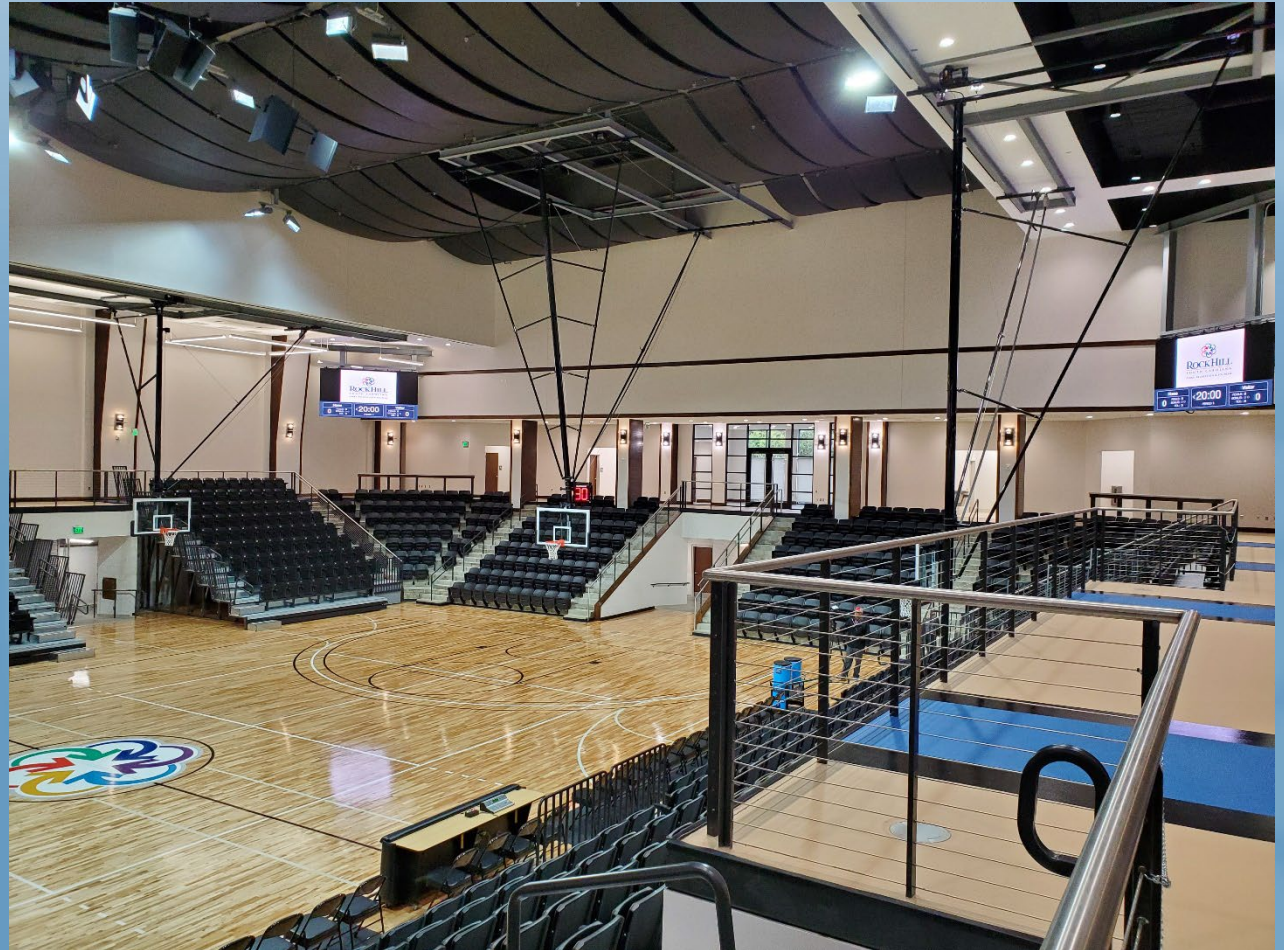
We know that running a small business is a daunting task, and starting a small business can be even more intimidating. To encourage and assist you in seeing your business plan become a reality, the City has created the **Open for Business** program, which includes a special business assistance team ready to roll up their sleeves and guide you through the compliance process.

We're sure government requirements, rules and regulations may sometimes overwhelm and discourage business people, but we hope the information provided through this program will get you started on the right foot in your new venture. We encourage you to call to speak with one of our team members, and we look forward to working personally with you on your project.

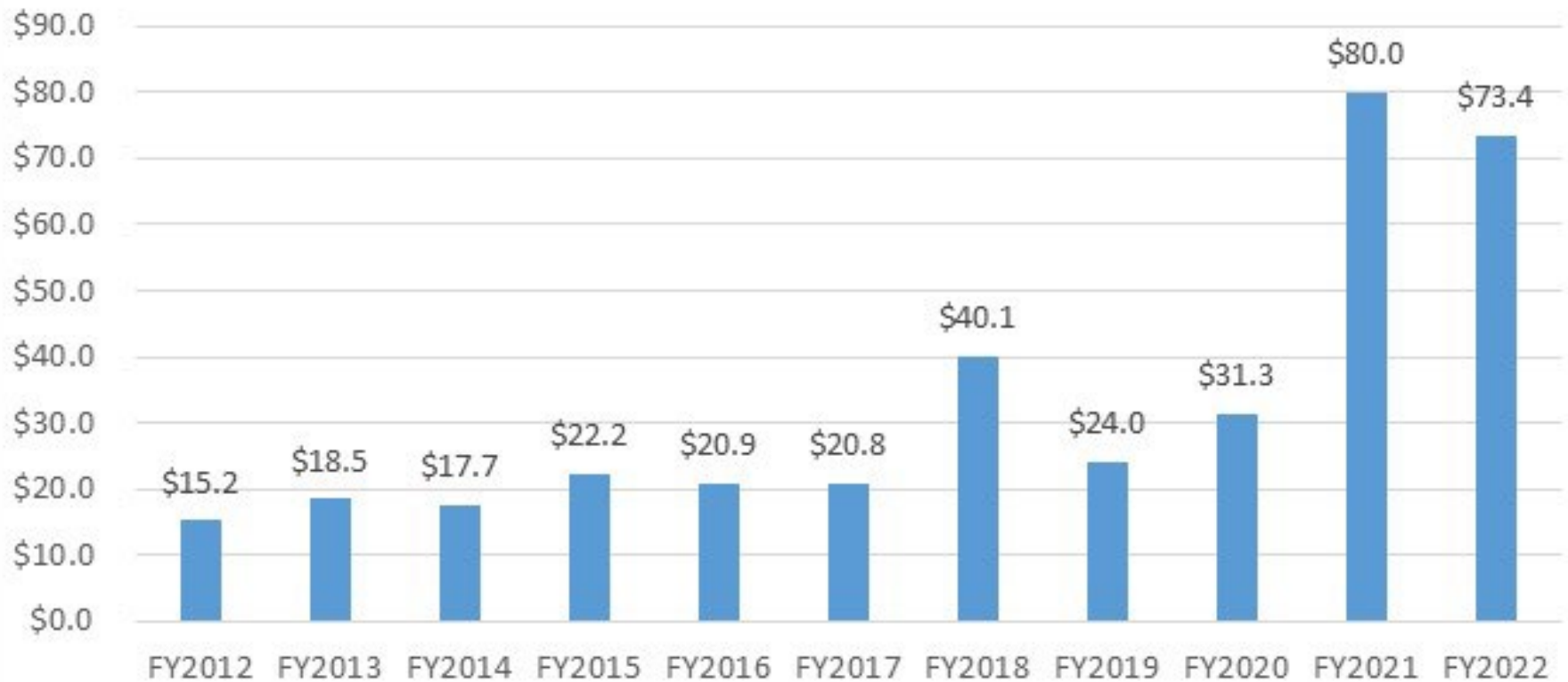


Rock Hill Sports & Event Center

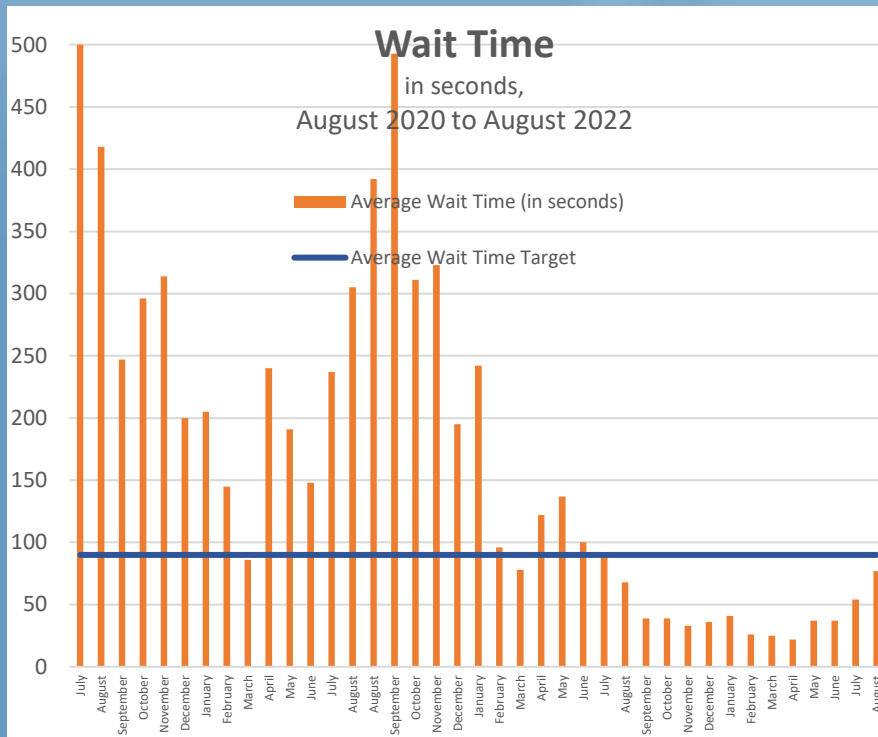
In 2021, over
187,341
unique visitors
at 53 different
events; direct
economic
impact of over
\$40 million to
our local
economy



Sports Tourism Direct Economic Impact (in millions)



- City's Phone Number: 803-325-2500
- Rotunda Receptionist at City Hall for face-to-face needs
- Updated practices/website: Conduct City "Business Remotely"
- Text notifications for Utility "Outage Reporting"



CONDUCT CITY BUSINESS REMOTELY

Font Size: [+](#) [-](#) [+](#) Share & Bookmark [Feedback](#) [Print](#)

Your health and safety is important to us!

In order to decrease the possible spread of illness, the City is ready to conduct more service requests over the phone, through email correspondence, and through our website - including a new Chat feature. Our Drive Through window is open each 8 AM - 6 PM Monday-Friday.



Billing Questions or Payments	>
New Service/Transfer Service/Disconnect Service	>
Power Outages/Water and Sewer Problems	>
Several Ways to Pay Your Bill	>
Payment Arrangements and Agency Assistance	>
Permit Application Center	>
Other Questions or Concerns	>
Live Stream Meetings/Video on Demand	>
Business Tax Info & Forms	>

ENGAGING SMALL BUSINESSES

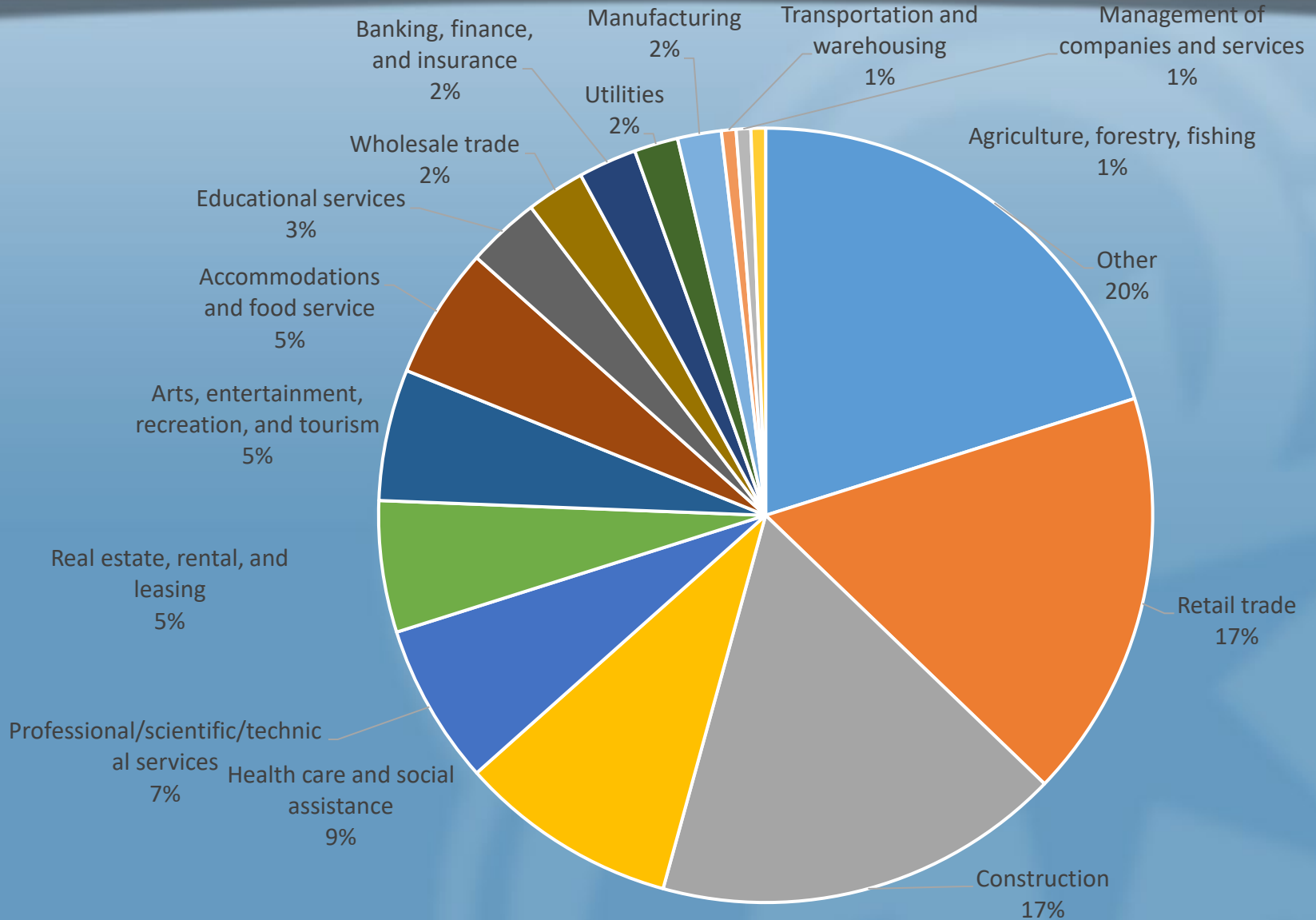
Business Survey Results - 2022

Methodology & Analysis

- Survey sent to 7,169 active business license holders
 - Responses received
 - 2022 survey – 279 responses (4% response rate)
 - 2019 survey – 684 responses (14% response rate); 5,052 businesses received
 - 2016 survey – 197 responses (20% paper response rate; 18% email response rate)
 - 2014 survey – 104 responses (27% response rate)
 - Margin of error +/-5% based on 90% Confidence
- Timeline:
 - Deployed in August 2022
 - Analysis conducted in early September 2022

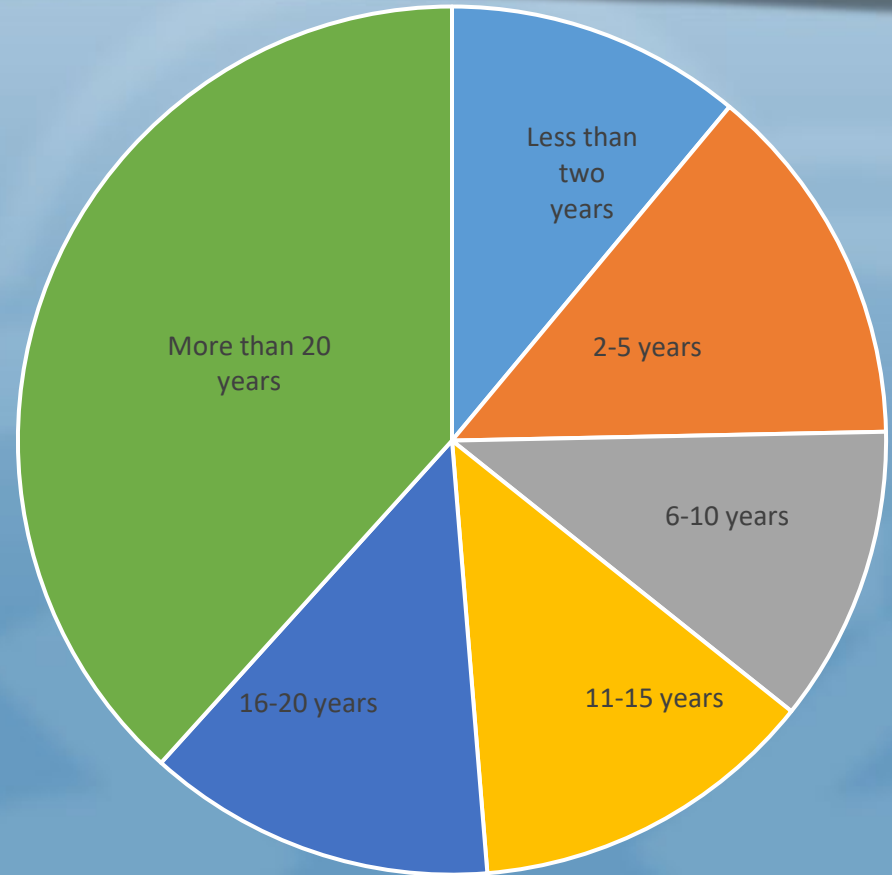
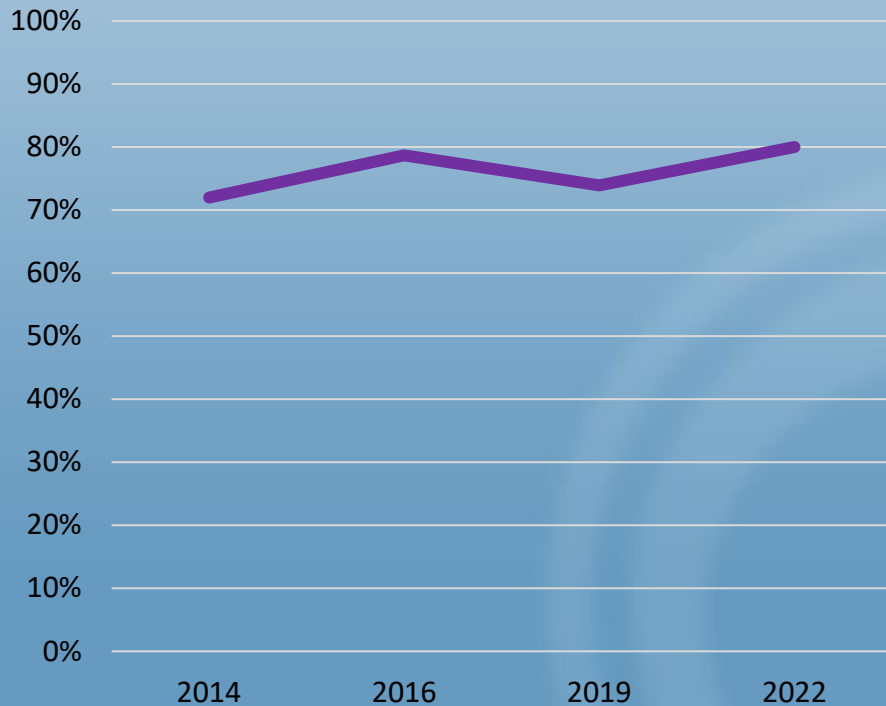
Industry Classification

Self reported



Respondent Characteristics

Less than 10 Employees

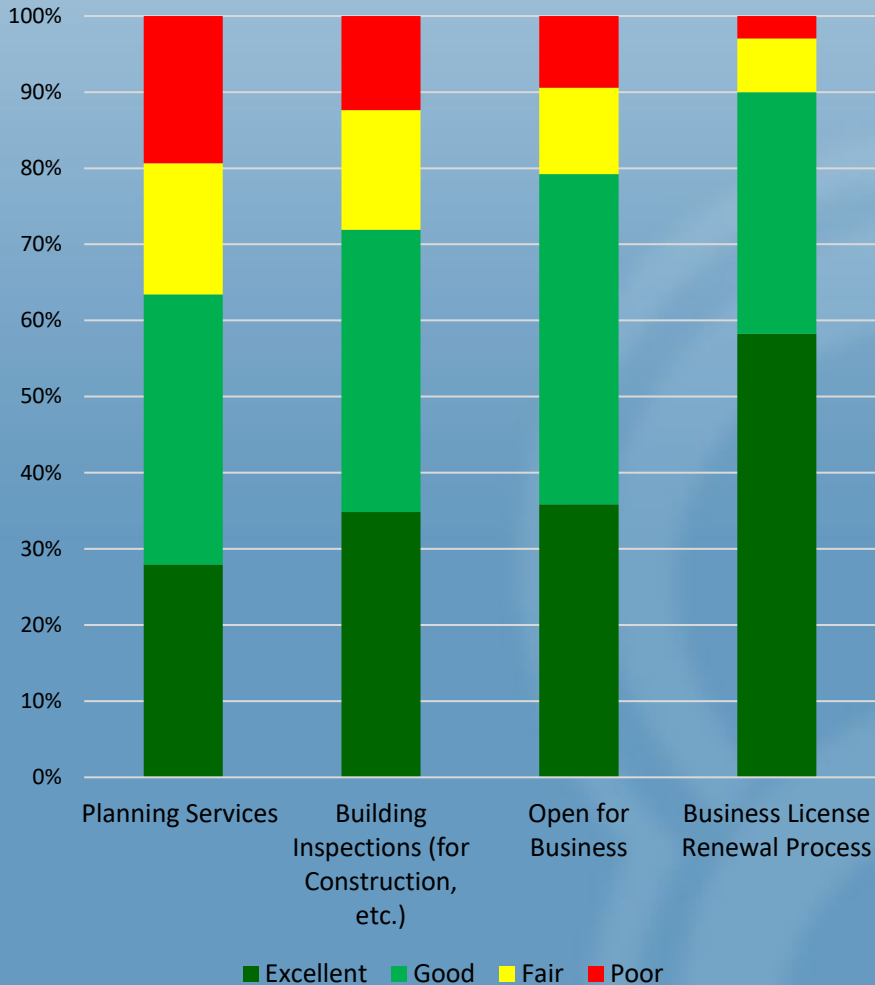


83% of respondents were owners, president or manager of their company

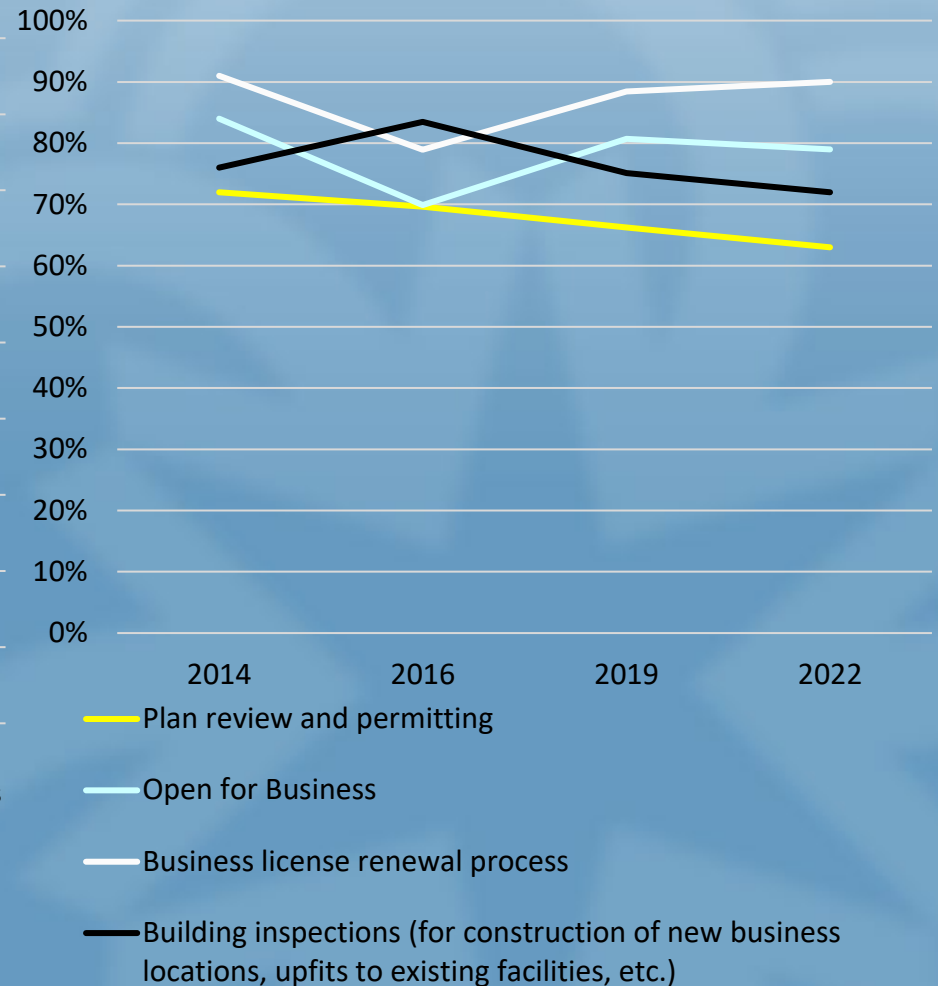
60% of respondents work primarily in their company's Rock Hill location

Quality of Services – Plan Review

2022 Survey - Planning Services



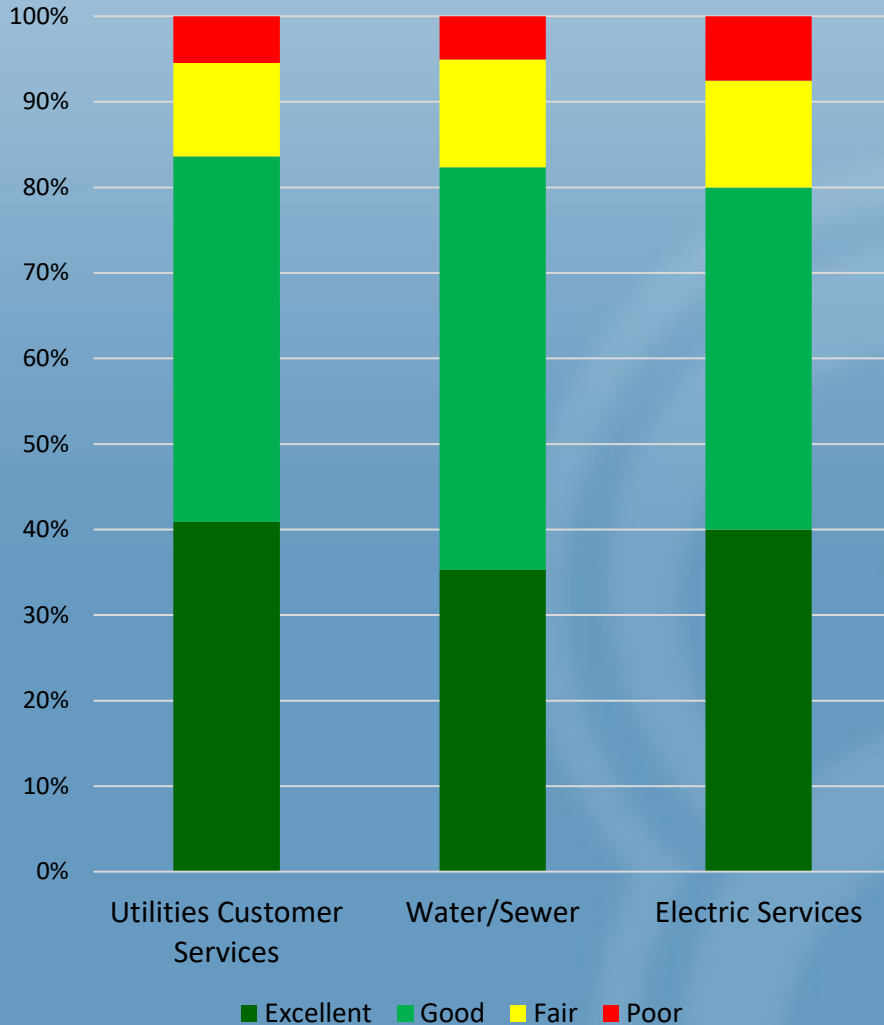
Historical Comparison
Excellent + Good Responses



- **Staff in new positions (1/3 of key development roles)**
 - **Becky Mullett**—Open for Business coordinator
 - **Frydman Valiente**—Permit Technician
 - **Jackie Bryant**—Permit Technician
 - **Bryman Suttle**—Planner I
 - **Donna Welch**—Zoning Administrative Assistant
 - **Melody Kearse**—Landscape Plans Examiner
 - **Amy Britz**—Zoning Coordinator
 - **Michael Kirby**—Development Services Engineer
 - **Timothy Roseborough**—Deputy Building Official
- **Vacancies:**
 - Business license specialist
 - Building inspector (new position)

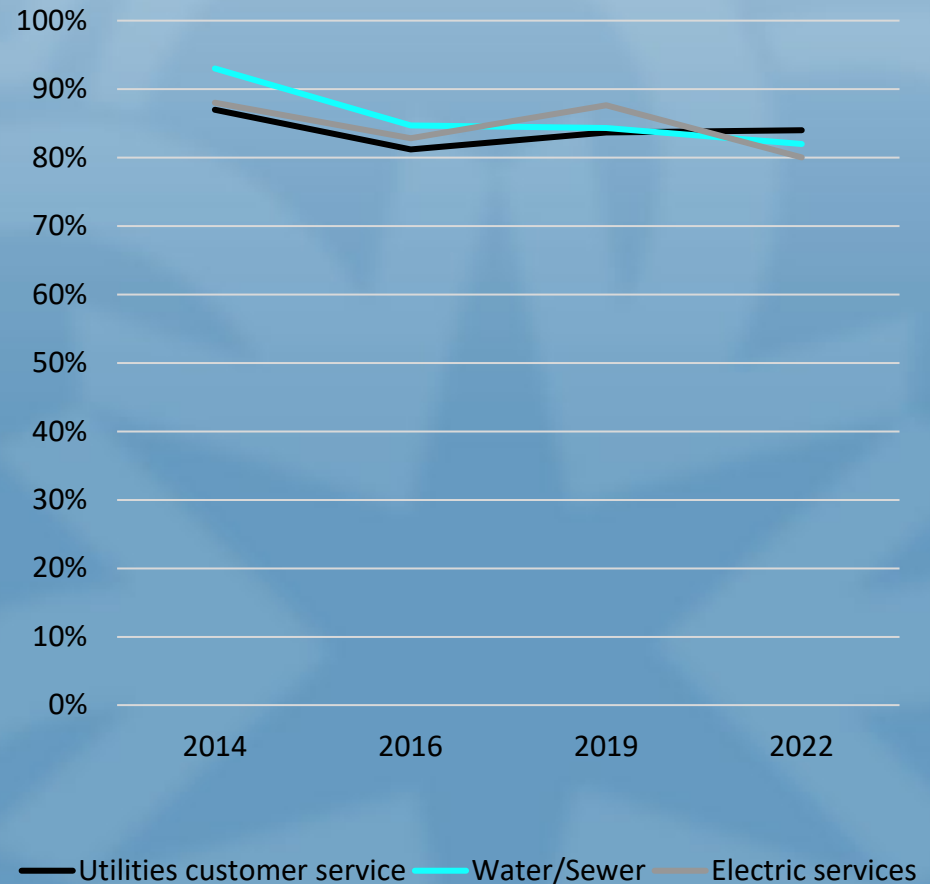
Quality of Services – Utilities

2022 Survey - Utilities



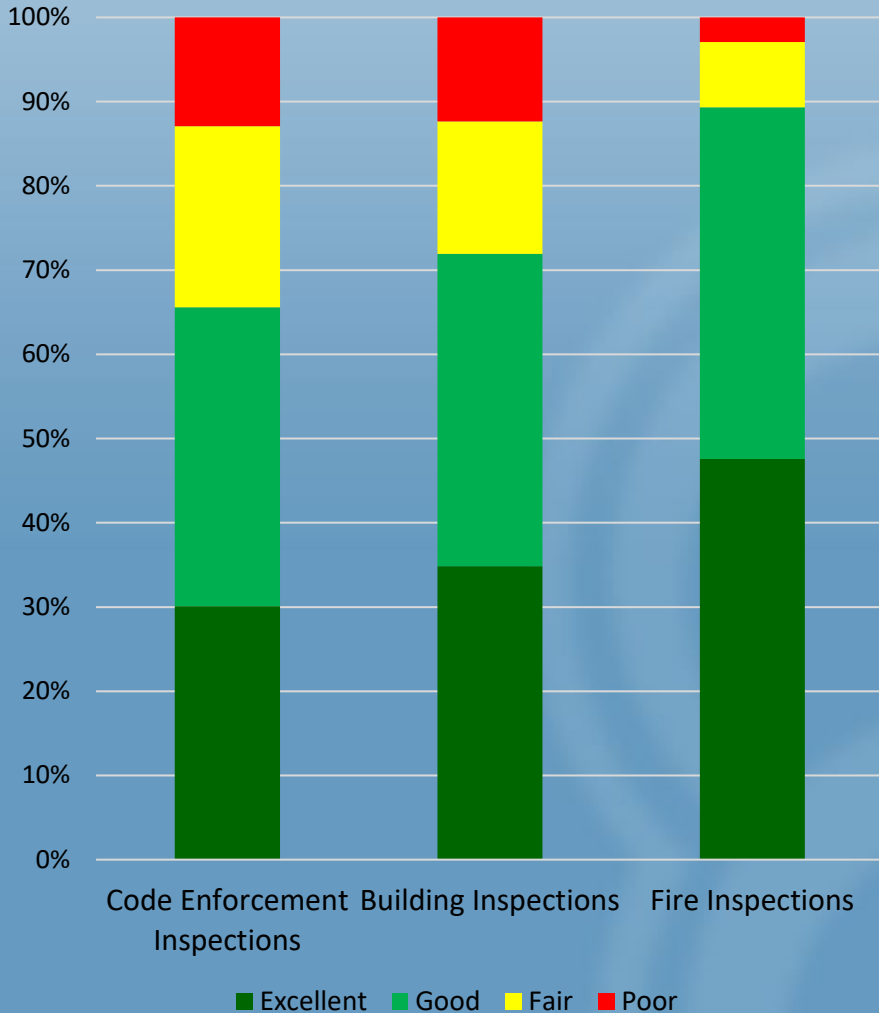
Historical Comparison

Excellent + Good Responses



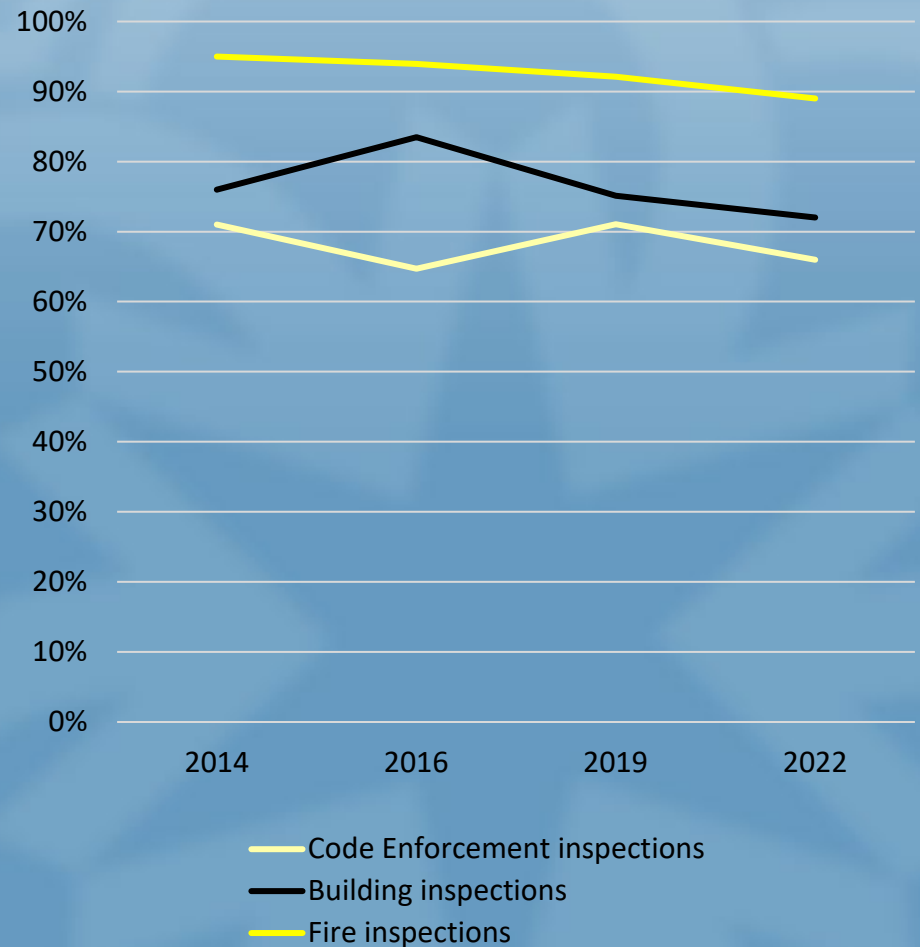
Quality of Services - Inspections

2022 Survey - Inspections



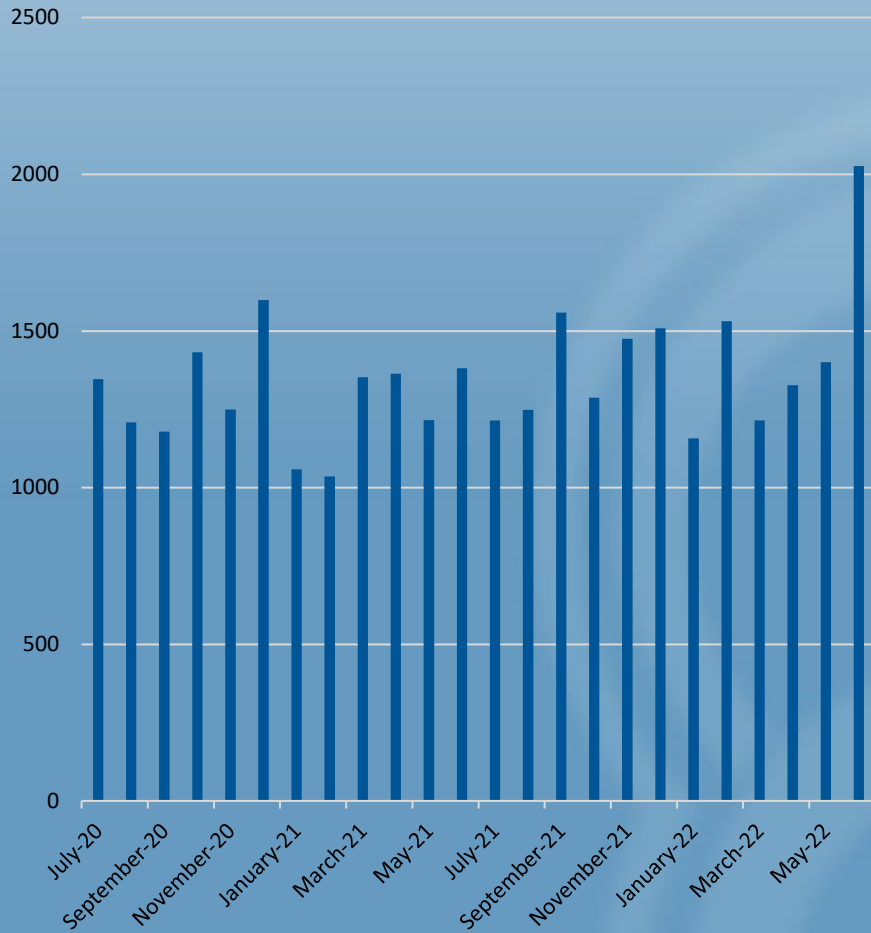
Historical Comparison

Excellent + Good Responses

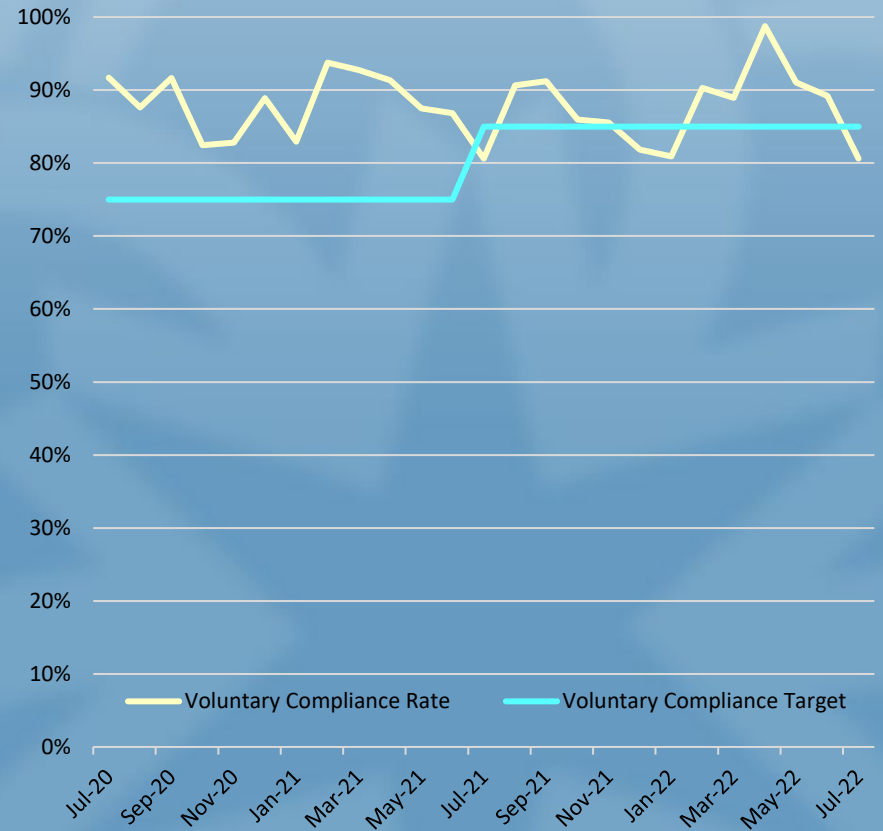


Inspections Context

Count of building inspections completed by month, FY2021 - FY2022

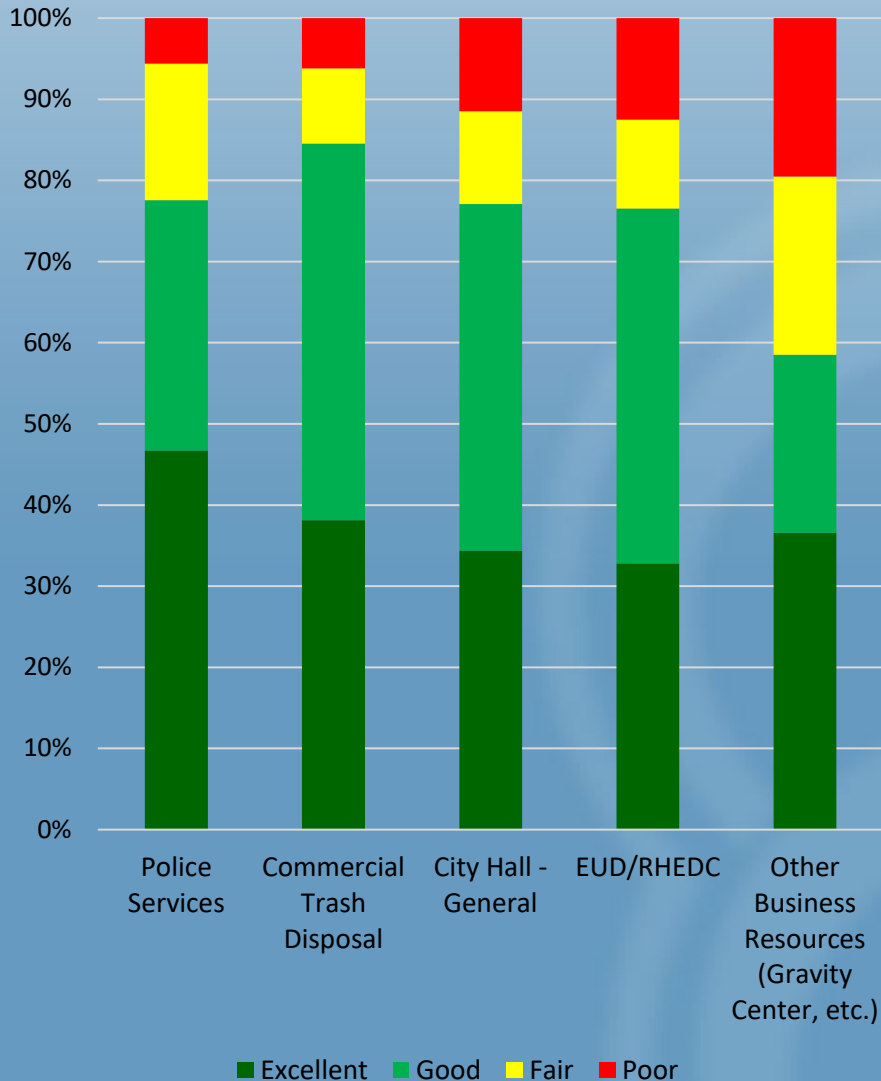


Neighborhood Services, Code Enforcement Compliance by month, FY2021 – FY2022



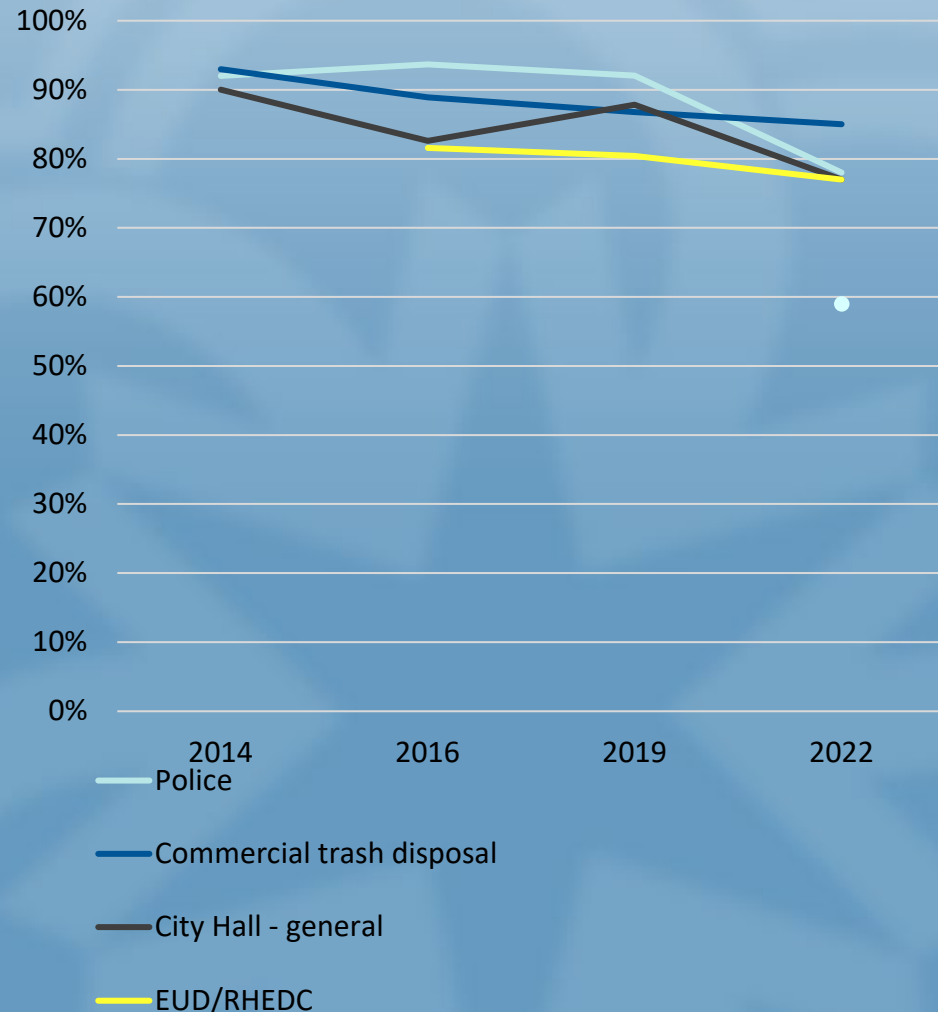
Quality of City Services

2022 Survey - City Services



Historical Comparison

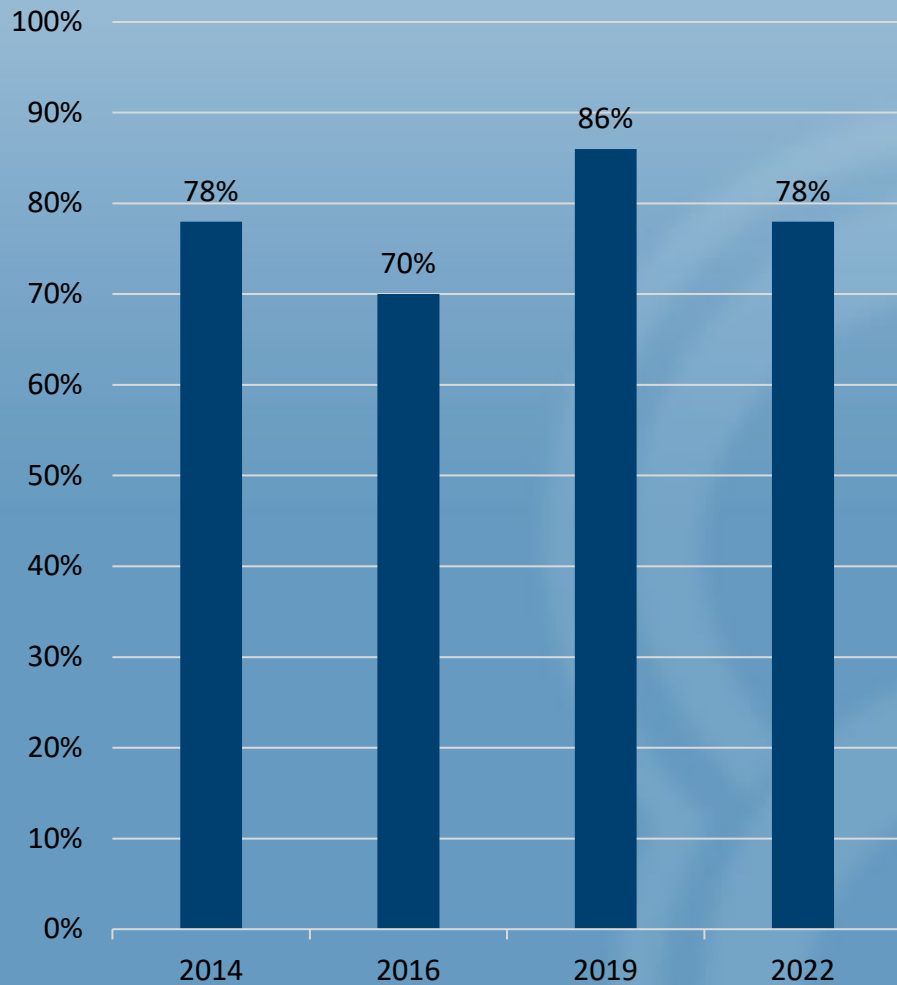
Excellent + Good Responses



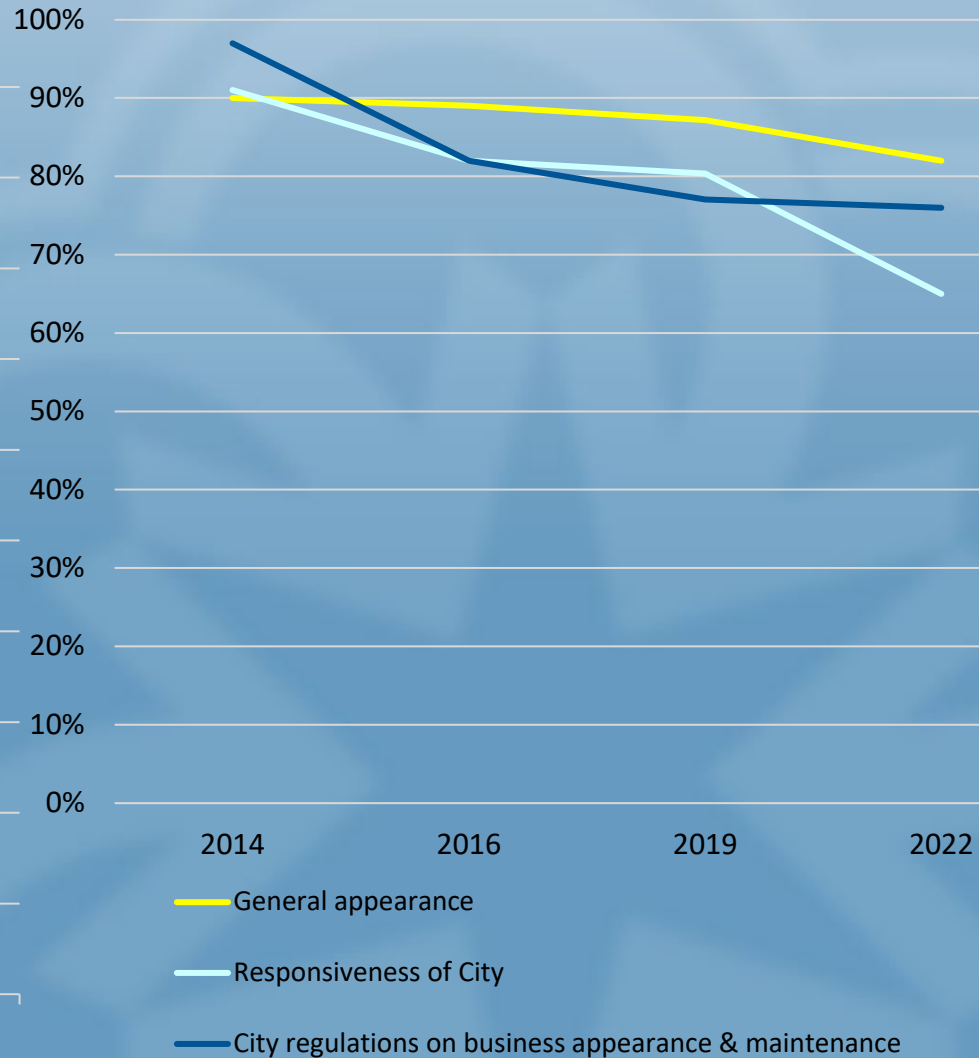
Confidence & Satisfaction

Confidence in the City's Direction

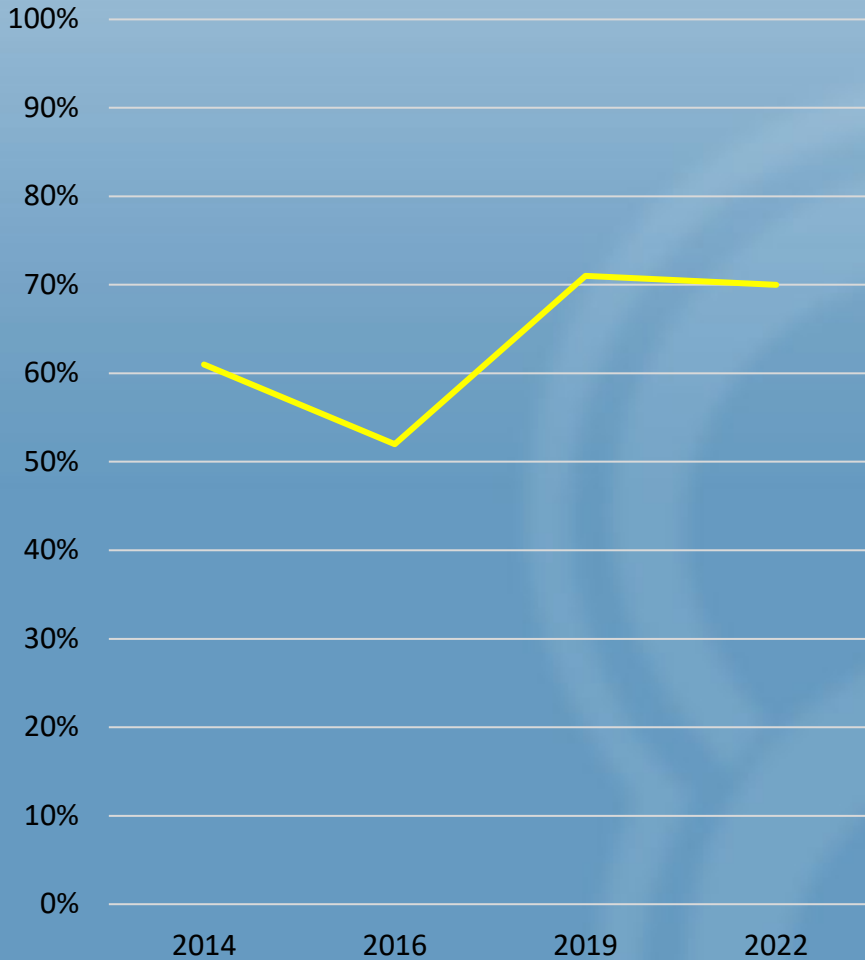
Respondents that are $\geq 50\%$ Confident



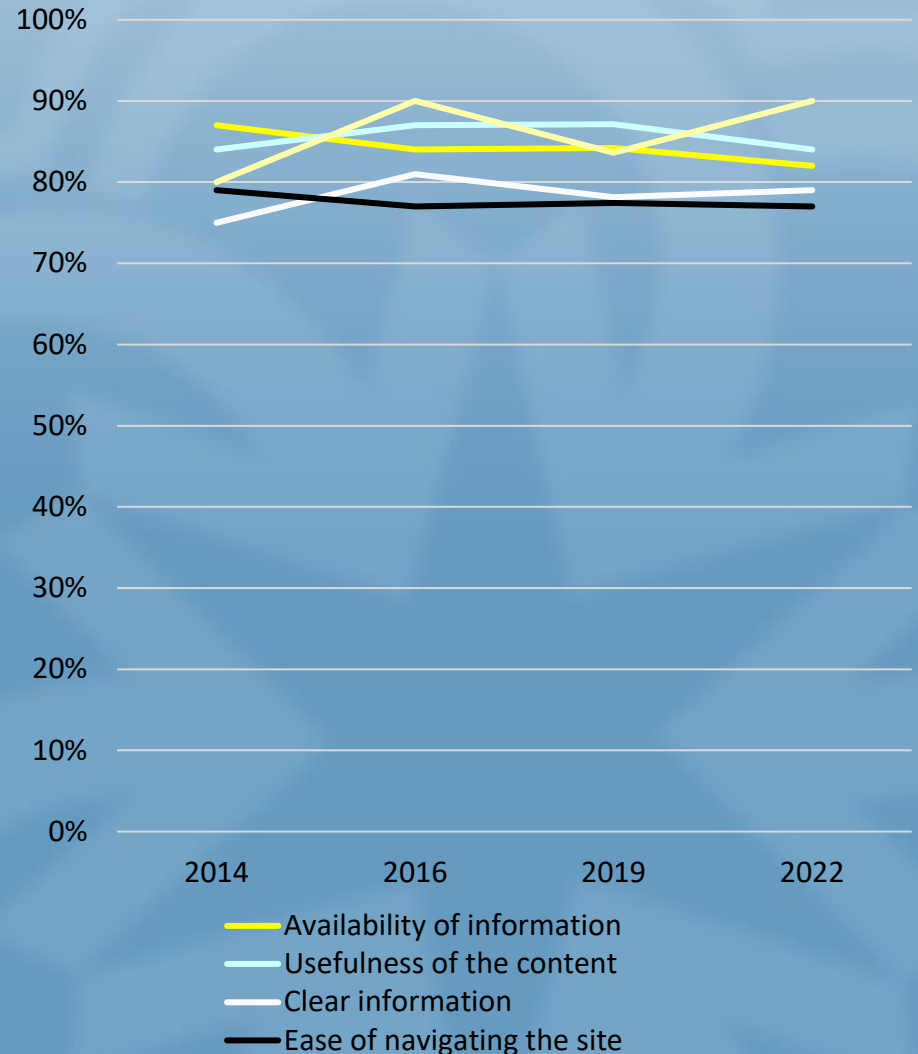
General Satisfaction



Have you used the City's website in the past 12 months?



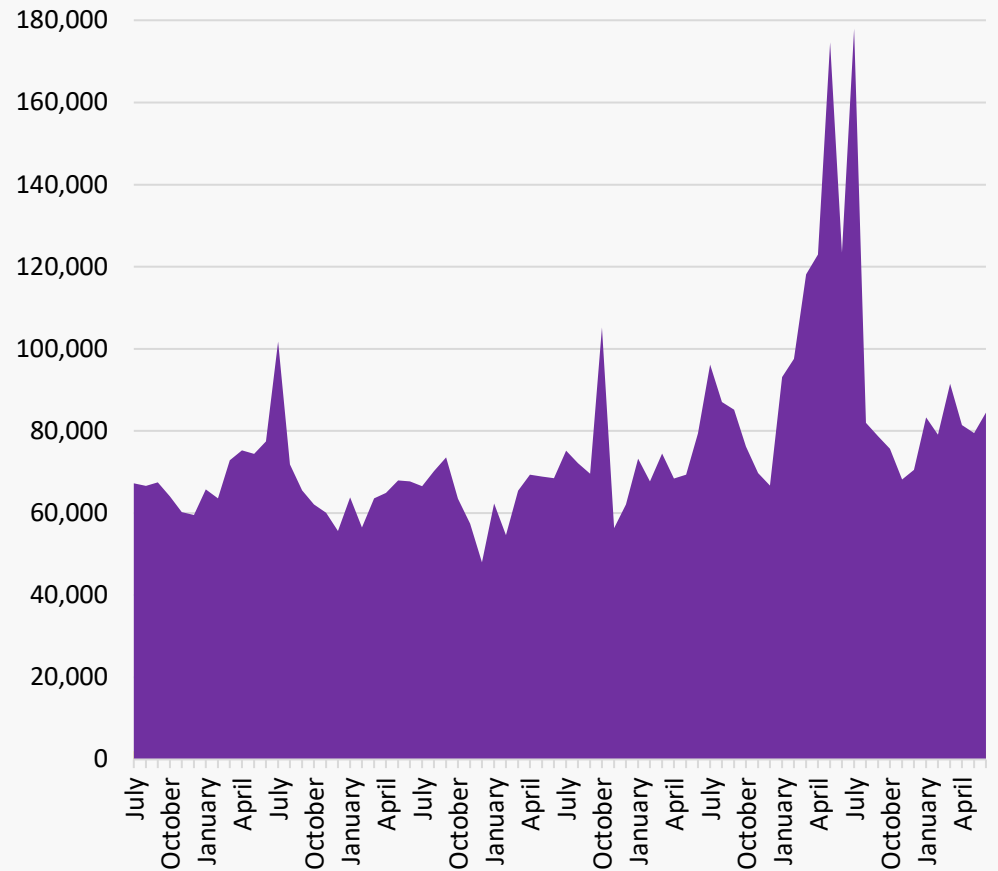
Ratings of the City Website



City Website Traffic



City Website Visits
FY2017 – FY2022



Top Issues Facing Rock Hill Businesses

2022 Survey Responses – Top Issues (most to fewest responses; respondents could choose up to four)	
Cost of doing business - taxes and fees	48%
Workforce Availability	36%
Workforce Quality	30%
Local regulations	29%
Navigating City policies and codes	23%
Federal and State regulations	19%
Access to Capital	18%
Don't know	18%
Condition of City infrastructure (e.g. roads, quality and availability of water/sewer/electric infrastructure, etc.)	17%
Housing affordability and livability of the City	16%
Coordination between City Departments	13%
Land availability	10%
Public transportation	3%

Historical Top Issues Facing Rock Hill Businesses

Top 3 issues of each survey are highlighted in red.

2022 Survey Responses – Top Issues				
	2014	2016	2019	2022
Cost of doing business - taxes and fees	67%	51%	57%	48%
Workforce Availability	-	-	-	36%
Workforce Quality	32%	38%	38%	30%
Local regulations	34%	31%	31%	29%
Condition of City infrastructure	33%	22%	35%	17%

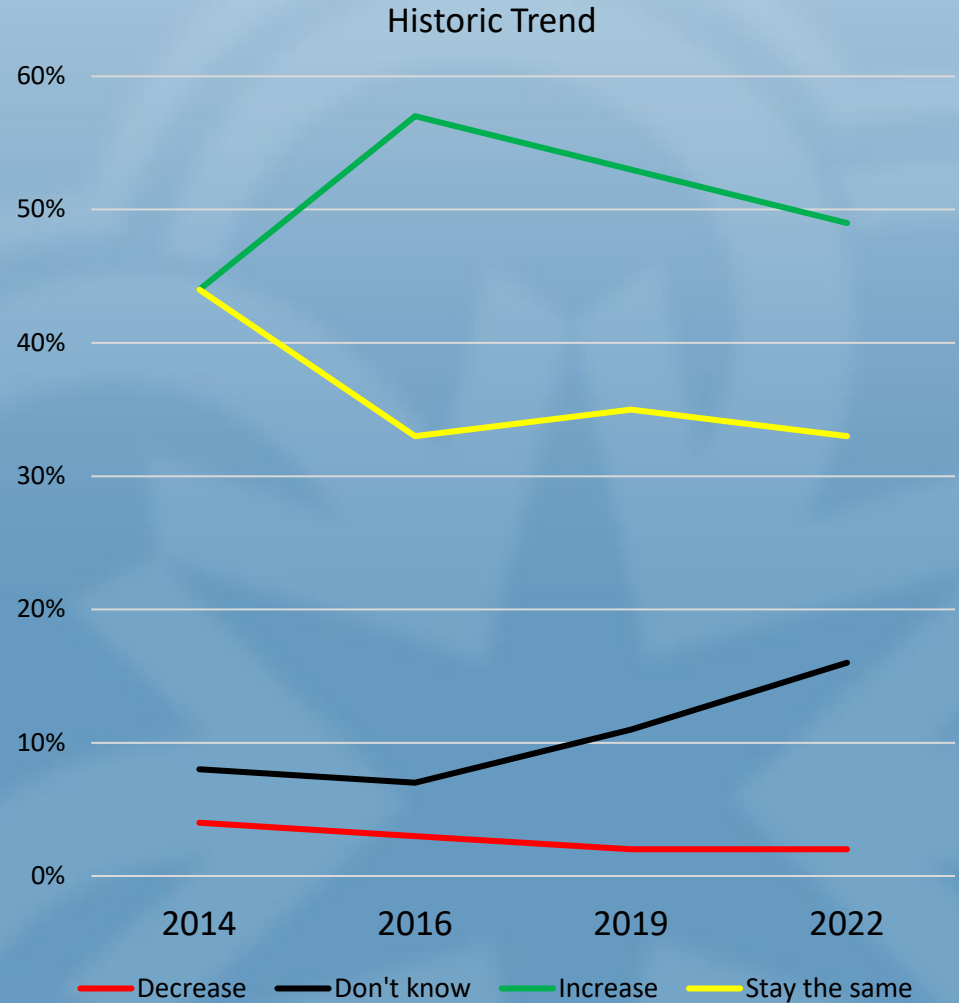
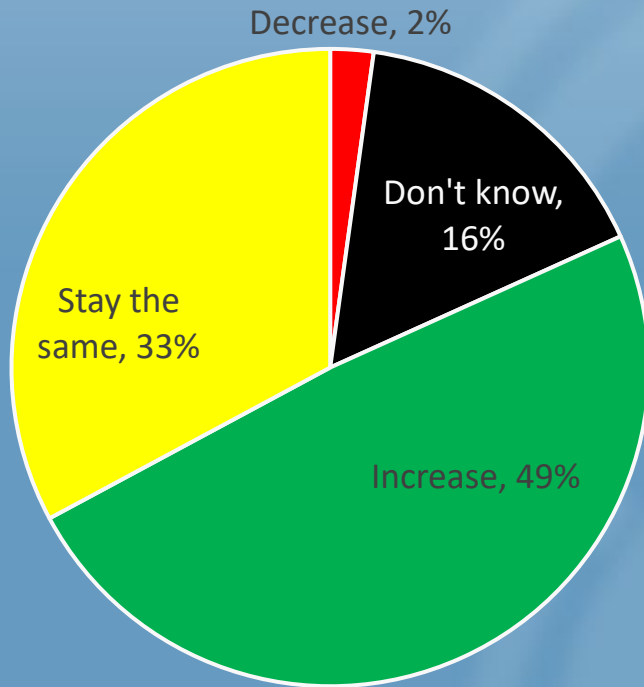
Rock Hill Businesses in Three Years

- 58% of Rock Hill business will **not** be looking to change their facilities or are unsure about what the business will do in the next three years
- Similar results to 2019 - 67% of businesses 3 years ago were unsure about their future

In the next three years, your company will be looking to:	
Construct a new facility	11%
Purchase a new facility	11%
Lease a new facility	5%
Expand existing facility	15%
None of the above	42%
Don't know	27%

Rock Hill Businesses in Three Years (continued)

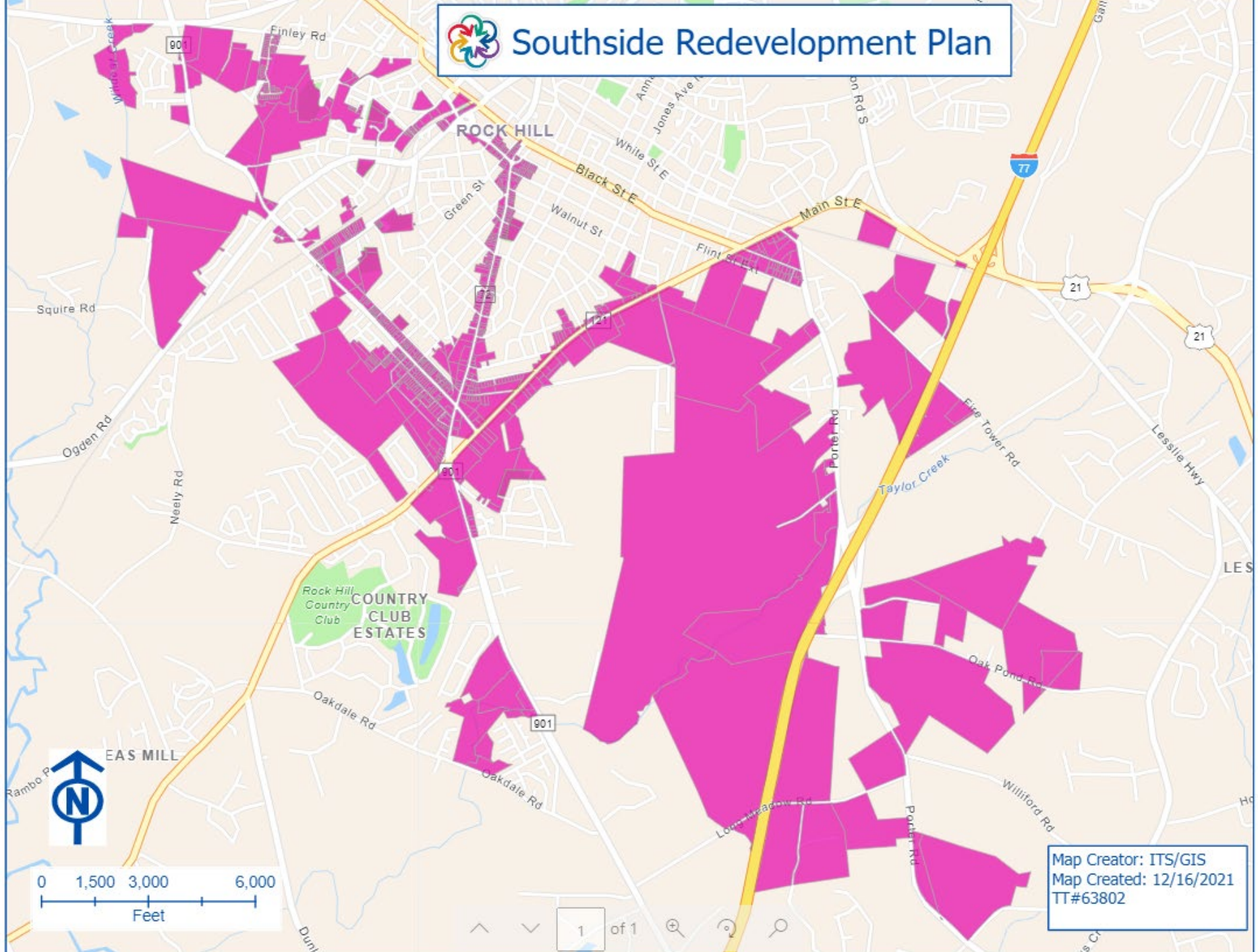
In the next three years, projected total number of employee for business, 2022 results



- Generally, respondents reflect the types of businesses who have a City business license.
- Over 4/5 of respondents rate water/sewer/electric services and customer service positively
- Future plans include increasing number of employees and new/expanded space – almost half of respondents are optimistic
- Issues that affect businesses remain generally the same, but with greater needs on workforce:
 - Cost of doing business.
 - Workforce quality.
 - Workforce availability.

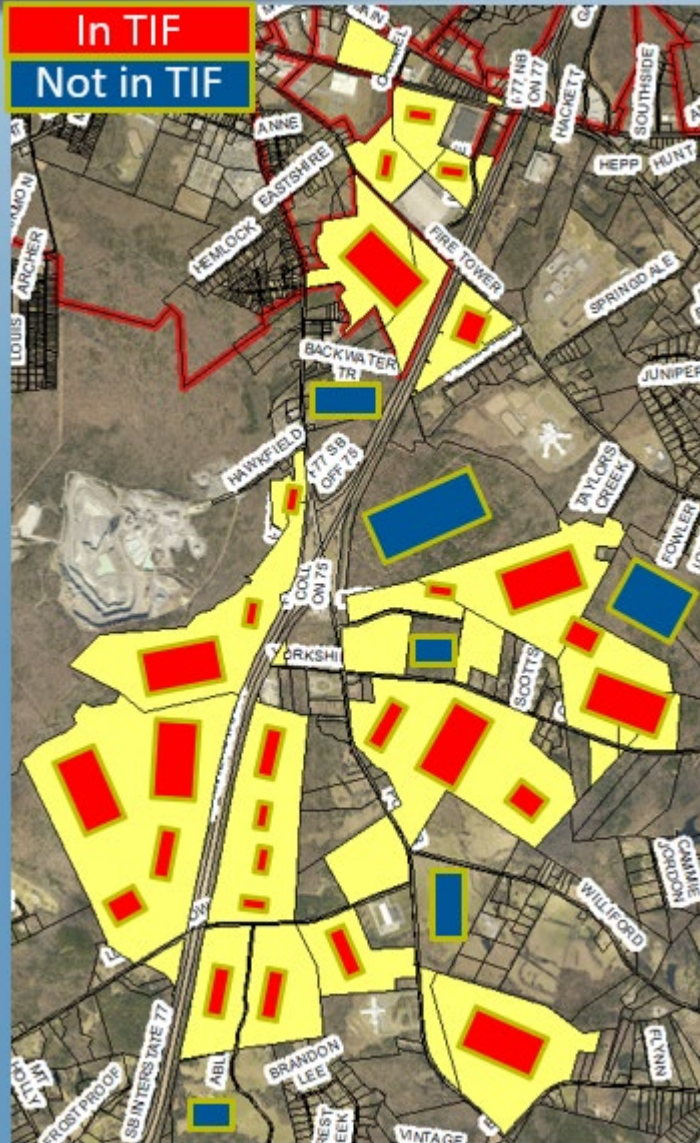
GROWING ROCK HILL

Southside Redevelopment Plan



Map Creator: ITS/GIS
Map Created: 12/16/2021
TT#63802





Depending on future site plans, we conservatively anticipate over \$1 billion in investment in TIF parcels along the I-77 corridor with millions in additional development anticipated in nearby parcels

If we have county and school participation, this will support \$225 million in public infrastructure on the Southside of Rock Hill related to housing, utilities, roads, parks, etc.

“Whenever the people are well informed, they can be trusted with their own government...”

- Thomas Jefferson



Contact:

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803-329-7017

