

**SPECIAL MEETING/WORKSHOP OF CITY COUNCIL
SEPTEMBER 23, 2021 – 4:00 PM
MUNICIPAL COURTROOM
2222 HIGHMARKET
GEORGETOWN, SOUTH CAROLINA
AND LIVESTREAM:**



<https://www.facebook.com/cityofgtown/>

**Notice of this meeting has been made in accordance with the
South Carolina Code of Laws as amended.**

- 1. CALL TO ORDER**
- 2. ANNOUNCEMENT CONCERNING ELECTRONIC DEVICES**
- 3. PRESENTATION**
 - A. Main Street Program Presentation (Virtual) - Ms. Jenny Boulware, Municipal Association of South Carolina**

Attachments:

1	Main Street SC Overview	(PDF)
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 - B. ARPA Funds Presentation**

Attachments:

1	ARPA Funds Spending Plan	(PDF)
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- 4. ADJOURNMENT**
 - A. Motion to adjourn the Special Meeting of City Council.**



120 North Fraser Street • Georgetown, SC 29440 • (843) 545-4000

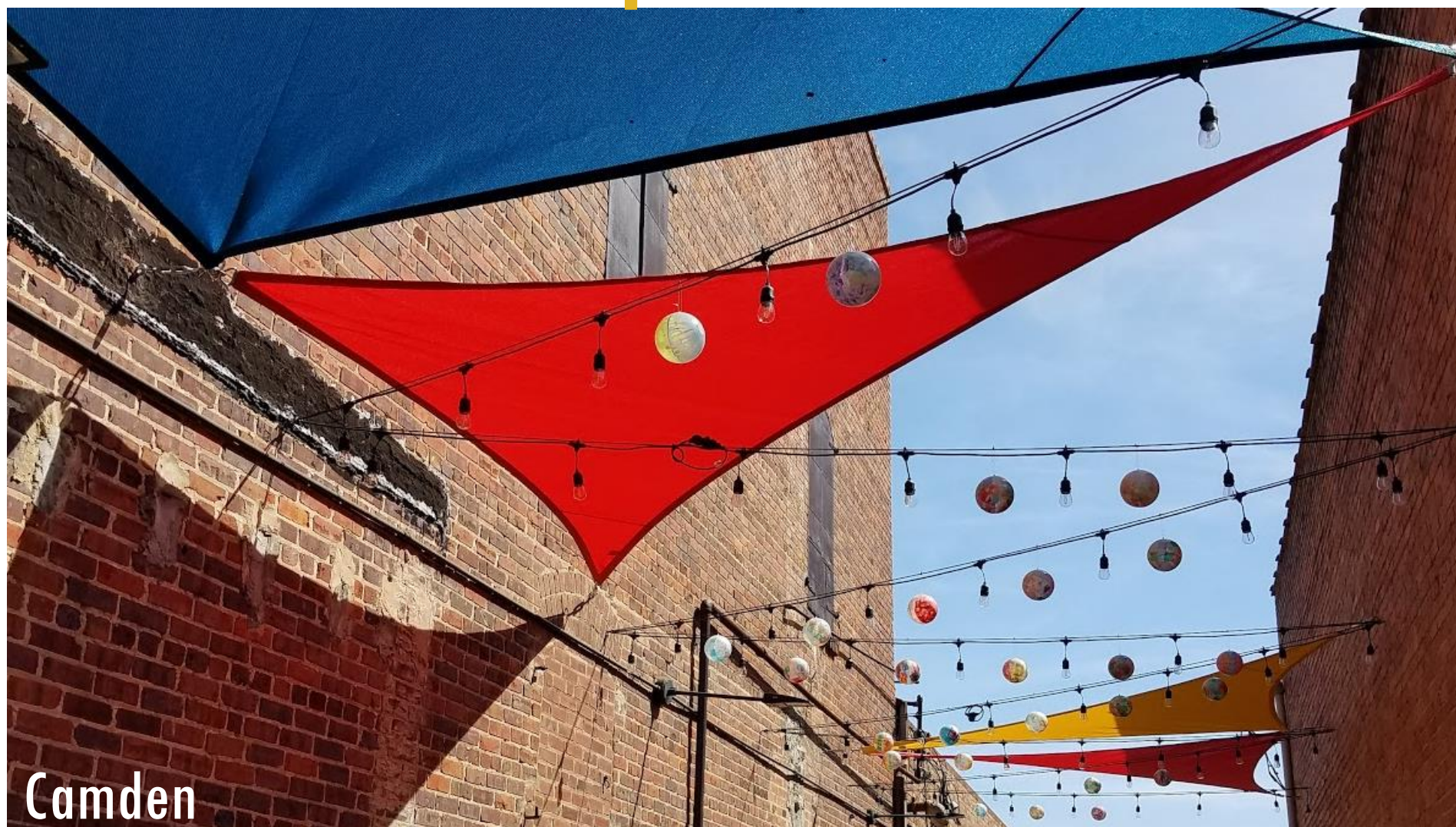
INFORMATION ITEM

DOC ID: 3403

Council Meeting Date: 23 September 2021
Department: Housing and Community Development
Issue Under Consideration: Main Street Program Presentation (Virtual) - Ms. Jenny Boulware, Municipal Association of South Carolina

What is Main Street?

**Economic development
& placemaking
within the context of
historic preservation**



Camden



Why?



MAIN STREET
South Carolina

Examples of Main St SC Support

Economic Incentives Toolkit

Economic Development Incentives

Successful economic development requires cities and towns to be able to understand and communicate information about the available incentives and how federal, state and local tools can turn a financially infeasible or impossible project into a worthwhile venture. Tax credits and special assessments are commonly used economic development incentives to encourage the redevelopment of historic buildings, unoccupied textile mills and abandoned buildings. Each incentive is a valuable resource on its own; however, combining multiple incentives yields the biggest benefit. This toolkit summarizes frequently used development incentives in South Carolina.



Before photo by Rogers Lewis

After photo by BOUDREAUX

Hotel Trundle, Columbia, SC

The Western Auto building (1940) and the Rose-Solbert building (1914) were renovated together in 2018. Hotel Trundle was designed by BOUDREAUX, in association with POMI interiors. The hotel occupies both floors and features 42 rooms.

Federal Historic Rehabilitation Tax Credit SC State Historic Tax Credit

SC State Abandoned Building Credit Bailey Bill Property Tax Incentive

- The governing body of a county or municipality may grant by ordinance certain special property tax assessments to real property qualifying as "rehabilitated historic property" or as "low and moderate income rental property."

Requirements

- Upon preliminary certification by the taxing entity, the owner-occupied property is assessed for two years based on a special valuation equal to the fair market value of the property at the time.
- Property is eligible for preliminary certification if:
 1. Owner applies for and is granted a historic designation by the taxing entity; and
 2. The proposed rehabilitation receives approval by the appropriate reviewing authority.
- Depending on the property's location, the appropriate reviewing authority could be:

MASC
Metropolitan Association of South Carolina

Jerry C. Soulewa
Manager
Main Street South Carolina
jsoulewa@masc.sc

1411 Gervais Street
P.O. Box 12106
Columbia, SC 29211
MC: 803.354.4750
Fax: 803.933.1298
cell: 803.361.4164
www.masc.sc



Guidelines for Re-opening Festivals & Special Events

Guidelines are updated frequently to align with modifications from the CDC and executive orders.

INTRODUCTION

The recommendations set forth in the following pages are specific to the reopening of community festivals and special events in South Carolina and are intended for use by event planners, local officials, participating vendors, entertainers and other personnel working with the planning and execution of these events. Attendees of community festivals and other special events should follow the personal health and safety guidelines issued by the CDC and SCDHEC as well as local health authorities and specific guidelines provided by the event they attend. These recommendations are not intended for private gatherings like weddings, conventions, conferences, reunions, or athletic tournaments.

Festivals and special events, for the purposes of these recommendations, are defined as planned, public gatherings with in primarily outdoor temporary or permanent venues. While some recommendations here may be beneficial, indoor event venues are encouraged to reference the AccelerateSC [Guidelines & Resources for Reopening & Operating Attractions](#).

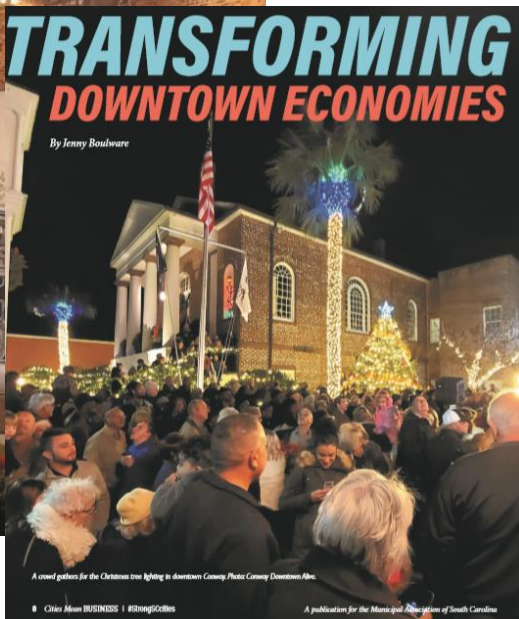
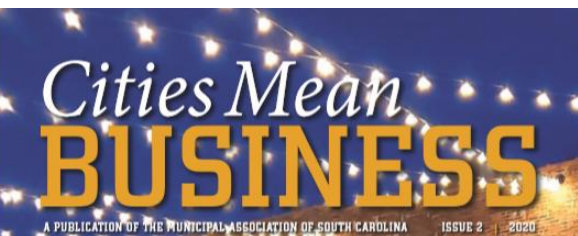
These recommendations have been kept deliberately broad because of the varied size, footprint, and scope of community festivals and special events in SC intended to be represented. Federal, state and local guidelines and regulations are changing and evolving frequently. Anyone planning a public event should consult the current CDC guideline, state guidelines (Governor, AccelerateSC, SCDHEC, etc), as well as their local current guidelines (city, county, town, municipality) from the local health department, fire marshal, police, councils, etc.

- ❑ Ec. Incentive Toolkit updated to feature more SC communities
- ❑ MSSC programs participated in developing state-wide special event guidelines

Economic Incentives Toolkit – pdf

Examples of Main St SC Support

Main Street Director's Roles and Responsibilities Plan of Work			
Main Street Director's Role – The Main Street Director is charged with the day-to-day operations of the local Main Street program and in assisting the Main Street board and committee with the implementation of the Downtown Economic Development Implementation plan, which is used to transform downtown. This plan of work is based on best practices for helping small businesses and the Main Street program itself, prepare for relief, recovery and resiliency during the COVID-19 crisis of 2020.			
Implementation Strategy Using National Main Street Center's Transformation Strategies and Four-Point Approach® Implementation includes: organization, promotion, design and economic vitality.			
ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
DURING RELIEF - Be aware of all deadlines for grant and loan assistance for small businesses and relay pertinent information to partners. - Build an Opportunity List for Volunteers that is ready for recovery and resiliency phases. Think broadly to attract skills and interest. - Develop or update the building and business inventory. Include traditional contact information for property and business owners as well as their online presence (website, social media, email). - Develop, maintain, implement and update a Communications Plan, including but not limited to, press releases, annual reports, annual meetings, newsletters, etc. - Be present to build confidence and provide support, both physically (practicing social distancing) and virtually. Use a multifaceted approach and, develop and maintain regular communication with businesses and property owners in the district. Continue this throughout relief, recovery and resiliency. Work with other direct your region to set up video meet with SBA and unemployment office. Invite business owners in the region to ask questions and get updates. - Share tips and resources from Main Street America & Main Street SC 19 Relief, Recovery and Resiliency.	DURING RELIEF - Tell the story: Identify and spotlight businesses that remain open through social media and other platforms and update frequently. - Develop and promote a shop local campaign.	DURING RELIEF - Create a photographic and written records database of each downtown property. It's a great time to photograph buildings with few cars. - Conduct a district wide parking study. - Explore the opportunity for temporary parking spaces.	DURING RELIEF - Identify and assist business owners with locating financial aid resources, federal, state and private resources. - Frequent the National Main Street website to review Federal, State and Private Funding Sources. - Engage in virtual one-on-one meetings with business owners. - Be creative in helping businesses transition from a typical brick and mortar operation to a curbside/delivery/online format. For example, reserving curbside pick-up parking spaces for restaurants. - Work with businesses to determine an essential product they sell to allow them to continue operation under stay at home orders by being classified as an essential business. - Keep an accurate count of businesses and jobs temporarily and permanently lost during the crisis, to better assist in recruitment during recovery. - Insist all businesses develop an online presence and offer one-on-one technical assistance to help facilitate and promote this effort. Continue through relief, recovery and resiliency. - Identify businesses that could pivot their business to help with the community's need. For example, during the Covid-19 stay at home order, an alteration shop could manufacture gowns and masks for local health workers.



STREETWISE
 Main Street SC Updates | June 22, 2020

VIRTUAL TRAININGS

MARK YOUR CALENDARS!

GAMSA
 Wednesday
 June 24 @ 10a
 Speaker:
 Pauline Eaton,
 Orlando Main
 Streets
[Learn more about this prestigious award.](#)

BUDGETING
 Wednesday
 July 8 @ 10a
 Speaker:
 Liz Parham,
 North Carolina
 Main Street
 Learn how to maximize Main St funds.

7 Marketing Courses in 1
 From marketing plan to social media strategy, we've got you covered. Learn how to market your business at all levels and PLUS receive a bonus gift.

MARKETING
 Mondays
 @ 8:00 a.m.
 July 13 - Intro and Q&A
 July 20 - Branding
 July 27 - Social Media
 Aug 03 - Social Media/Advertising
 Aug 10 - Advertising or Website
 Aug 17 - Virtual Marketing
 Aug 24 - I
 Aug 31 - Course
 Each session will be recorded.

1411 Gervais Street | Columbia, SC 29211 | <http://l.masc.sc/MainStreetSC>

COVID-19 Economic Stabilization Grants for Main Street SC Local Programs

Managing Impact: Stabilization
 As the state coordinating program and a technical assistance program of the Municipal Association of SC, Main Street SC follows the National Main Street Center's Four Point Approach® to economic development. This approach is supported by four decades of research and successful implementation throughout the country. Main Street SC recognizes the stress to our downtowns and their small business communities during the present crisis and is offering five grants to provide targeted training and support. **Funds will be distributed on a competitive basis to two Accredited Main Street SC programs, two Aspiring Main Street SC programs and one Classic Main Street SC program.**

Funding Details
 Funds will be used to provide a small business marketing series tailored to local program needs (\$2,500 value) and a \$1,000 placemaking stipend to implement one of the following design projects:

- intersection design treatment featuring the downtown logo/brand,
- public wall mural design,
- two storefront design renderings, or
- two public space design renderings.

- ❑ Recovery tools provided
- ❑ Multiple virtual trainings offered + 4 quarterly trainings
- ❑ Offered stabilization grants
- ❑ Outward-facing PR for MSSC programs (feature article, podcasts, blogs, statistical features)

City Quick Connect Podcast
 City Quick Connect is an extension of the Municipal Association of South Carolina.

Municipal Assn of SC #strongscities
 April 14 •

City Quick Connect podcast: Main Street South Carolina Manager Jenny Boulware talks with Main Street directors from Cheraw, Florence & Laurens about how they're helping businesses with COVID-19 disruptions. <https://bit.ly/CQCMainStResiliency20> Main Street Cheraw Downtown Florence Main Street Laurens

SOUNDCLOUD.COM
 City Quick Connect Podcast
 City Quick Connect is an extension of the Municipal Association of South Carolina.

Thursday, August 20, 2020

Downtown Programs Rise to the Challenge

By Jenny Boulware, Main Street SC Manager

Experts have told us that we should continue to plan for frequent interruptions and modifications to business operations from the pandemic. Is your leadership and economic development team ready to help ensure a healthy community as we enter the fall and winter season? The time is now to make changes to adapt and ensure that South Carolina's local economies remain resilient.

For innovative, adaptive ideas, we are highlighting two of Main Street South Carolina's communities: Main Street Hartsville and See Lancaster. Each has creatively assisted their small businesses with real solutions to stressed economies.

By tapping into public and private support, the Hartsville community developed a micro-loan program known as the All-America City Comeback Campaign that assisted 38 businesses and provided more than \$150,000 in direct assistance.

Lancaster used a gift card program to infuse more than \$50,000 into its downtown businesses. All 170 city employees were given a \$300 gift card redeemable at local businesses that opted to participate. This program was so impactful that it will return during the holiday season in the form of \$100 gift cards for all city employees.

In the past several months, event cancellations have been a constant, but we have also seen new ways of hosting events. One resourceful modification to meet social distancing measures is drive-in movie nights. This public gathering variation got a positive reception from Lancaster residents. Additionally, local event sponsors have allowed cancelled event monies to be used for new programming as seen in Hartsville with their just-launched discounted gift certificate.

When canceling or modifying planned activities, constant communication is a must. In fact, with limited community interactions at the moment, communicating positive messages is important. Hartsville and Lancaster have seen increased engagement on social media posts (See some of Hartsville's efforts here and Lancaster's here) that celebrate building renovations, business expansions and public projects. Increased awareness of these positive activities cultivate excitement and hope for the future.

Annual Reinvestment Statistics

Main Street South Carolina is a technical assistance program that empowers communities as they revitalize their historic downtowns, encouraging economic development and historic preservation. Learn more at www.masc.sc (keyword: Main Street).

Reinvestment statistics are based on 2019 data.

\$80,000
AVERAGE ORGANIZATION BUDGET

743
New Jobs

\$28M
Investment

26
Main Street Communities

31
PUBLIC IMPROVEMENT PROJECTS

270
Construction and Rehabilitation Projects

5,669
Volunteer Hours

The Main Street Story



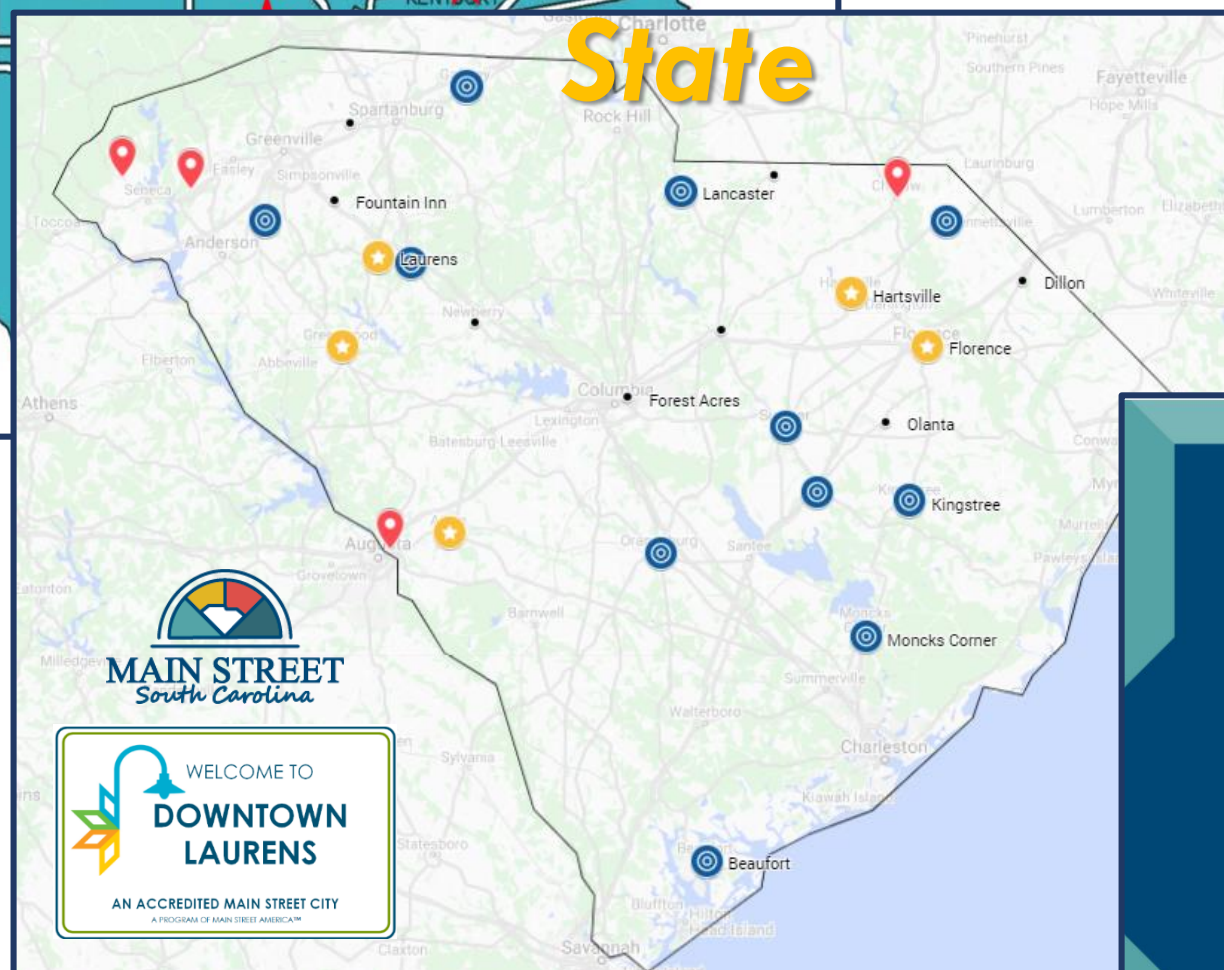
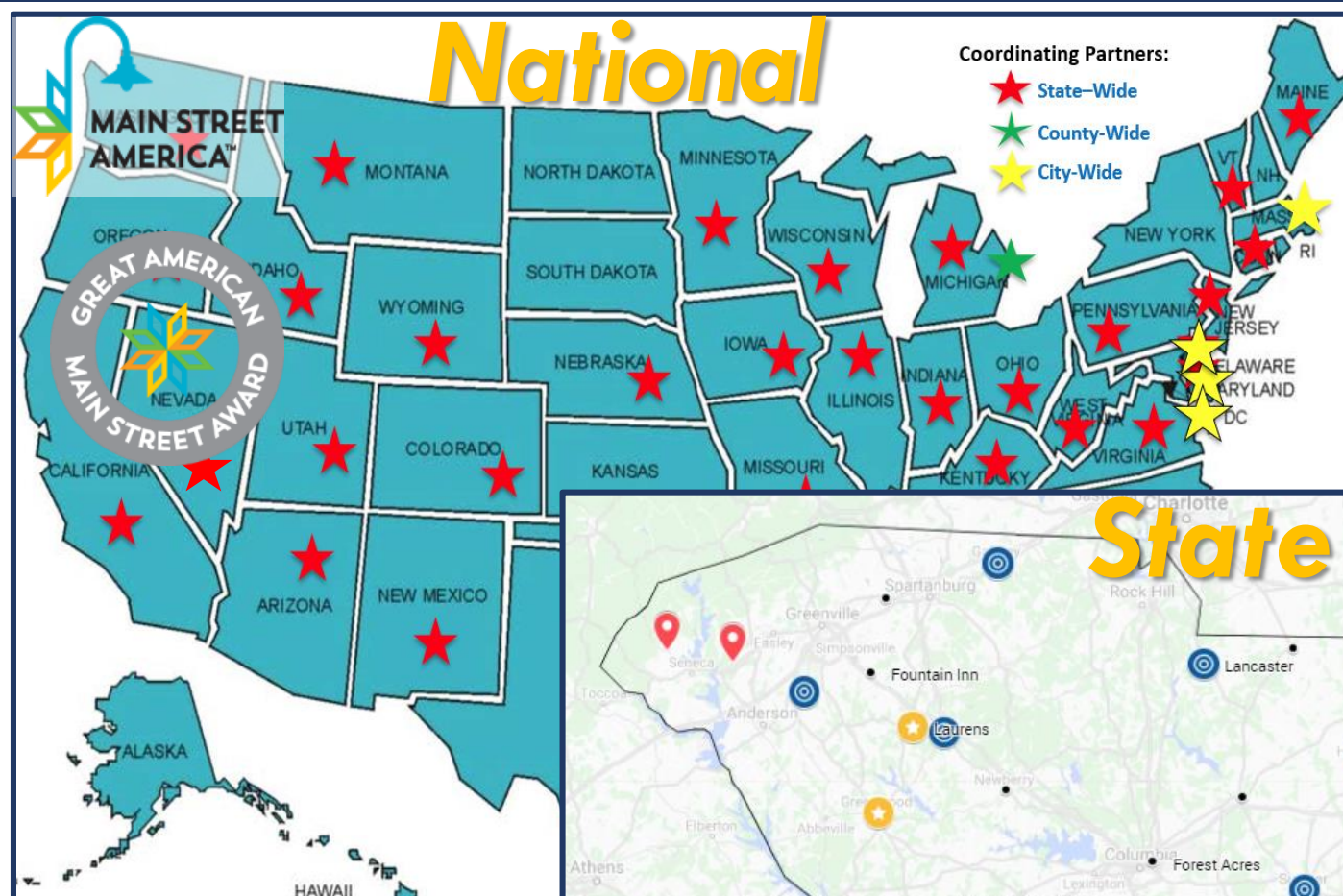
The Main Street 4-Point Approach



8 Guiding Principles

- Comprehensive
- Incremental
- Self-help
- Partnerships
- Assets
- Quality
- Change
- Implementation

Attachment: Main Street SC Overview (3403 : Main Street Program Presentation)



State Network

3.A.1



As the state Coordinating Program
Main Street SC
helps communities develop
Main Street Districts that:

- ✓ ATTRACT
residents and businesses
- ✓ PROMOTE
private commercial investment
- ✓ SPUR
economic growth

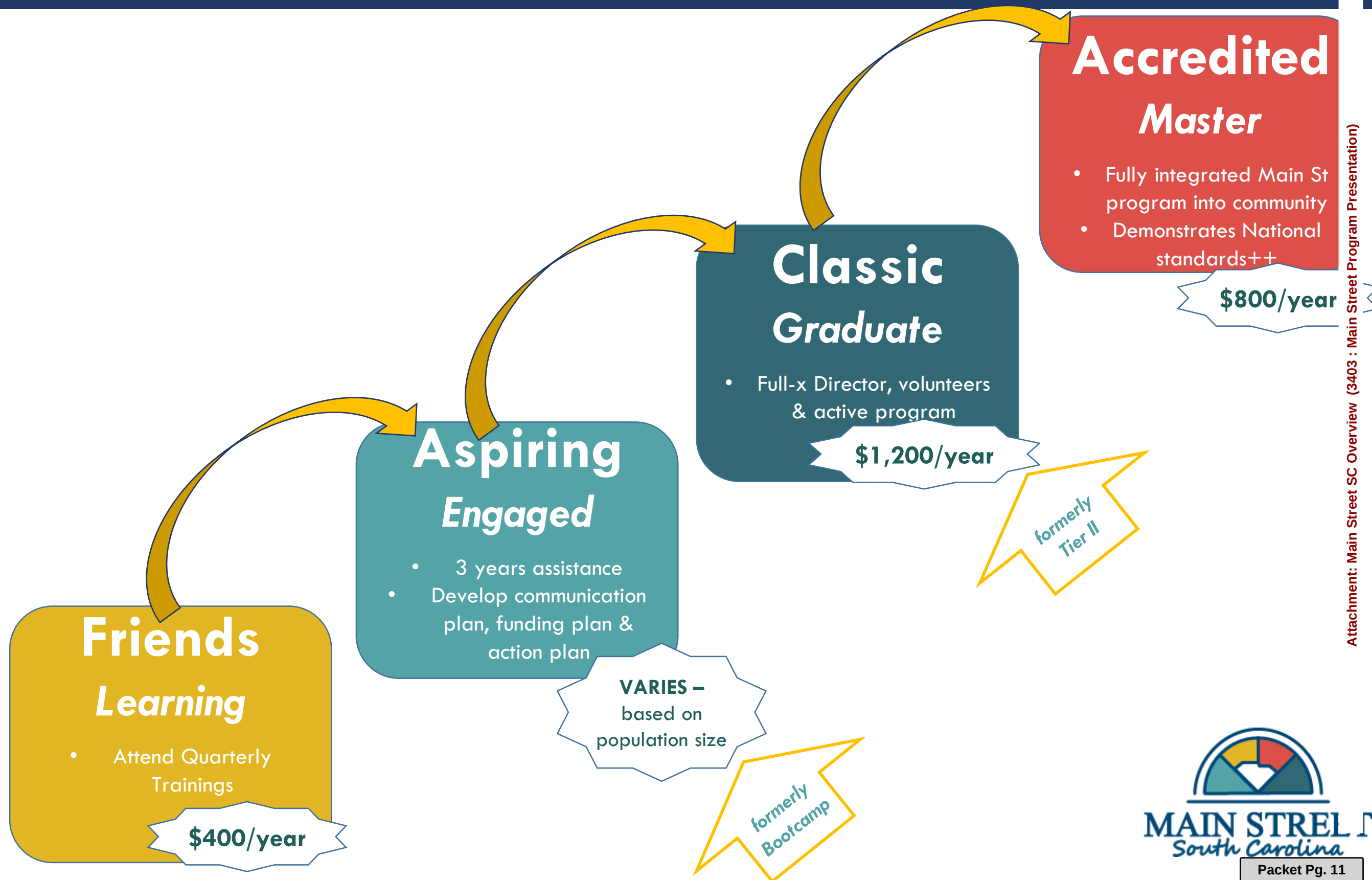
Attachment: Main Street SC Overview (3403 : Main Street Program Presentation)

Main St SC provides
access to state support &
technical assistance



Main Street SC

Participation levels



SC's Accredited Communities



Aiken



Florence



Greenwood



Hartsville



Laurens

National Standards

1. Broad-based Community Support
2. Vision and mission statements
3. Comprehensive Work Plan
4. Historic Preservation Ethic
5. Active Board and Committees
6. Adequate Operating Budget
7. Professional Management
8. Program of Ongoing Training
9. Reporting of Key Statistics
10. National Main Street Member

Expectations

Core

1. Employ a full-time (40h/week paid professional)
2. Obtain a 501(c) 3, 4, or 6 designation OR be a city department



- Submit**
- Monthly reinvestment data
 - Annual budget
- Maintain**
- Annual membership with National Main St
 - Annual membership with MSSC
 - Attendance at Main Street Trainings
- Sign & Follow**
- Main Street MOA
 - National Main St sub-license agreement

Expectations

Identify Structure

1. Non-profit 501(c)3,4 or 6: board controls operation of the organization (sets policy)

Strengths Separation of Govt. Control; partnership opportunities

Challenges Sustainability

2. City Dept.: (advisory) board makes recommendations (doesn't set policy)

Strengths City takes lead; more stability

Challenges Attitude that "city will take care of everything" limiting partnership opportunities

3. Quasi: City/Non-Profit board has more authority than advisory.

As a city employee or contract employee, the director is a liaison between the advisory board & city. *There is a non-profit status attached to this model.*

Strengths Partnership between the city and a non-profit; sharing of benefits; staff possibly a city employee

Challenges Imposed restraints; seen as a "city employee"; Govt. leadership changes



Expectations

Roles

Board Roles

- Works closely with staff and committees to promote the mission and goals of the program.
- Identifies and recruits influential community leaders to serve.
- Educates about the Main Street Approach.
- Shares details of program progress.
- Collaborates with Main Street director.
- Provides feedback from the community.
- Participates in annual work plan development, which is shared widely with committees, partners and the public.

Main Street Director Roles

- Coordinates activities
- Oversees operations
- Focuses on downtown
- Builds partnerships
- Manages volunteers
- Provides PR & outreach



Expectations

Leadership/Board

Committed to **LEAD**

- Define clear direction and priorities
- Lead by example

Committed to **ACT(ION)** – the 3Ws

- Work – literally!
- Wisdom – skills, supportive backgrounds
- Wealth – willing to offer own resources/access

Committed to **REPRESENT** – advocate for downtown's interest

- Balanced level of stakeholder participation
- Focused on the mission of the program
- Driven by the strategy and vision for downtown

Expectations

Public/Private Partnerships

ORGANIZATION

Organizational

- Dedicated focus & management
- MS as instrument for community engagement
- Coordinate with businesses & property owners
- Gathering additional investment for revitalization

DESIGN

- Work with property owners on building improvements & business development
- Collaborate with business owners to promote and support local economic base
- Instrument of support for job creation
- Foster a center of community and cultural hub
- Help define and promote brand for downtown
- Work with district & community to market positive image of downtown and community

ECONOMIC VITALITY

Programming

PROMOTION

GOAL: Finding common ground

Expectations

Demonstrate Impact

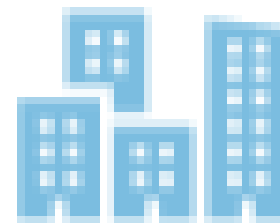
Reporting

• Annual work plan

- Edited and updated frequently with lots of notes.
- Contract between the board and committees
- Board regularly checks committee progress (beyond verbal updates; direct plan comparison).
- Board meetings include committee updates focused on reporting work plans.

• Track investment data

- **Business activity** (new, expansion, closure)
- **Jobs** (created & lost)
- **Investment** (new construction, rehab, public projects)
- **Volunteer hours**



BUILDING & PROPERTY

See how the physical environment & local property values are changing to assess impact and address potential challenges



ACTIVITY & USE

Keep track of the commercial composition of your district to better understand its strengths and weaknesses.



EMPLOYMENT

Measure how your local businesses are creating and retaining jobs in your community.



HOUSING

Know how many people are moving to your district by tracking residential development & rehabilitation.



INVESTMENT

Track the dollars flowing into your area from both the public and private sectors to demonstrate support and confidence in Main Street.



MAIN STREET

Assess your program's relationship with local stakeholders by collecting volunteer, programming, and event data

LEAD

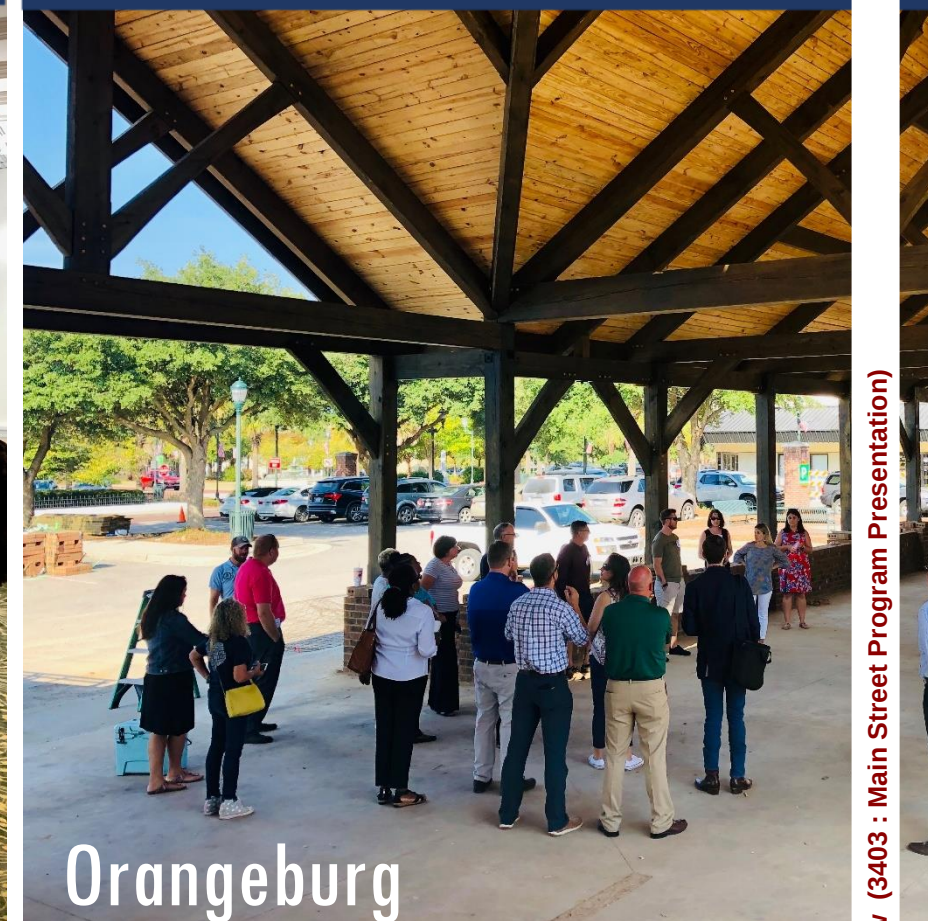


MANAGE



IMPLEMENT

3.A.1



Awareness



Accountability



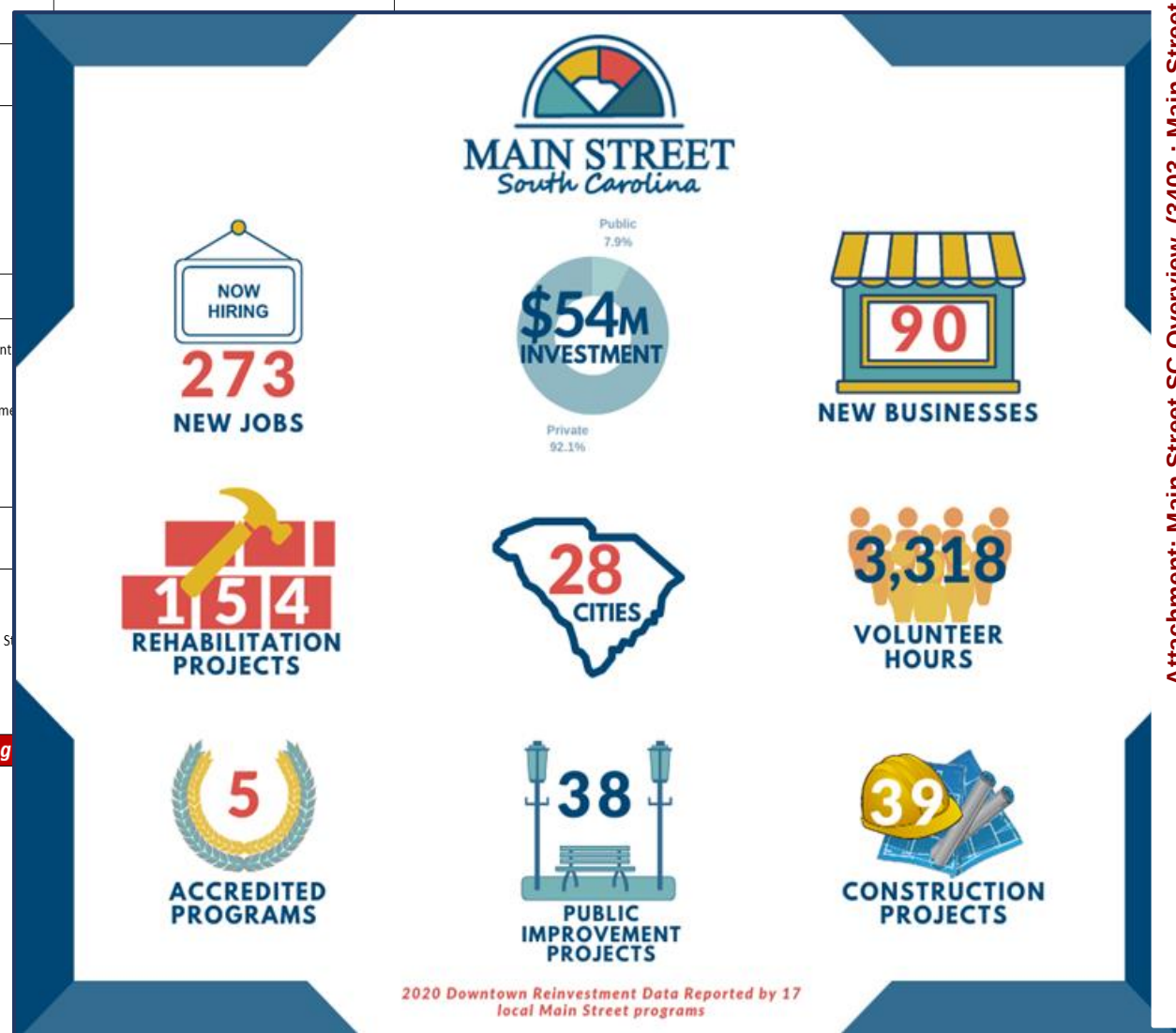
Achievement

RESULTS

Attachment: Main Street SC Overview (3403 : Main Street Program Presentation)

Main Street = Action + Results

Main Street Walhalla – Implementation Plan 2021 – 2025				
Economic Positioning/Vision Statement: <i>Sitting at the doorstep of the Blue Ridge Mountains, Historic Downtown Walhalla is a destination for traditional arts and entertainment. Home to diverse businesses flavored with authentic dining experiences, Walhalla serves as the hub for exceptional outdoor recreation.</i>				
Implementation Strategy: <i>Walhalla is a designated Main Street SC community. The City of Walhalla has charged the Main Street Walhalla Program with the administration of the Main Street Four-Point Approach® to establish economic development strategies for downtown revitalization (Organization, Promotion, Design and Economic Vitality) to implement a plan that achieves measurable results.</i>				
ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION <i>Work in a collaborative fashion to make Walhalla a great place to live, work and visit.</i>	PROMOTION <i>Market downtown & create activities to build retail opportunity, community pride & economic vitality.</i>	DESIGN <i>Create an attractive downtown while preserving Walhalla's unique architectural features.</i>	ECONOMIC VITALITY <i>Create a vibrant retail climate downtown that meets the needs of locals and offers economic sustainability.</i>
Strategy #1 Main Street Walhalla is an exemplary model for well-planned historic downtown community development. Goal: <i>To communicate the mission of MSW and celebrate the implementation of milestones</i> Objectives: • Create a strong & sustainable org. structure • Grow support of volunteers and sponsors	Current Initiatives: 1. Develop advisory board & fully functioning committees 2. Create annual budget 3. Set up MAESTRO Comm. Management App New Initiatives: 1. Communication plan 2. Create fundraising plan 3. Identify volunteer & sponsorship opportunities 4. Create Partner Map w roles, mission, msg alignment 5. Site visits of other towns 6. Take advantage of training opportunities 7. Assign Block Captains; incr. comm with merchants	Current Initiatives: 1. Develop Website 2. Grow Social Media Outlets 3. Create Newsletter & contact list New Initiatives: 1. Marketing – search engines (SEO) Geofencing 2. Extend brand collateral (merchandise, swag) 3. Communicate, celebrate and promote the MSW implementation plan through social media, posters, and speaking engagement.	Current Initiatives: 1. New Initiatives: 1. Review Design Guidelines and recommend updates	Current Initiatives: 1. Create a building & biz inventory 2. Monthly downtown statistics 3. New business start-up guide and checklist New Initiatives: 1. Create local investment group 2. Work on historic district overlay to qualify for tax credits & incentives
Strategy #2 Downtown Walhalla is a destination for traditional arts and entertainment. Goal: <i>To tell the authentic story of Walhalla through artisans, historians, and musicians; and to continue to improve quality of life and downtown vibrancy.</i> Objectives: • Increase local awareness of assets/opportunities • Develop assets to promote arts/entertainment	Current Initiatives: 1. Develop database of arts assets and partners (artists, musicians, etc.) New Initiatives: 1.	Current Initiatives: 1. Plan Cultural and Arts Events that include connections to retail/businesses New Initiatives: 1. Community pride campaign highlighting cultural assets 2. "Connect the dots" example itineraries 3. Encourage a Walkable District (tours, maps, signage, dog friendly)	Current Initiatives: 1. New Initiatives: 1. Develop signage of cultural assets 2. Vibrancy asset grants 3. Artist painted Bench Project 4. Crosswalk Art Project 5. Lighting 6. Multi-purpose market pavilion 7. Sidewalk improvements	
Strategy #3 Downtown Walhalla is home to diverse businesses flavored with authentic dining experiences. Goal: <i>To expand dining/retail options + hours of service.</i> Objectives: • Increased dining options • New retail businesses • Hours in line with consumer's needs	Current Initiatives: 1. New Initiatives: 1. Building Inventory of available spaces 2. Scout out possible businesses looking for a second location 3. Host forum for retail and restaurant businesses to assess current needs and opportunities	Current Initiatives: 1. Business promotion project w Clemson students New Initiatives: 1. Highlight current unique shopping and dining experiences 2. Plan a food-based event/contest	Current Initiatives: 1. Façade Grant New Initiatives: 1. Educate and assist with signage, storefront design to increase brand awareness 2. Outdoor dining experiences 3. Assess and recommend parking improvements	
Strategy #4 Downtown Walhalla serves as the hub for exceptional outdoor recreation. Goal: <i>To become a home-base for visitors coming to the area for outdoor recreation</i> Objectives: • Identify & Collaborate with Partners • Promote location as "Main St to the Mountains" • Attract outdoor themed businesses	Current Initiatives: 1. New Initiatives: 1. Identify and collaborate with outdoor recreation partners 2. Inventory lodging and camping opportunities	Current Initiatives: 1. ATAX Tourism Campaign to market downtown to visitors New Initiatives: 1. Host a Stump House Mountain Outdoor Adventure Festival 2. Promote Walkability, Parking, Dog Friendly	Current Initiatives: 1. New Initiatives: 1. Signage and promotional materials and destinations directing them to Walhalla 2. Banners and other visible assets on Main St to attract drive through traffic 3. Clearly marked parking	
The mission of Main Street Walhalla is to support and enhance the continuing economic development of downtown Walhalla while protecting				



Why?

3.A.1



Attachment: Main Street SC Overview (3403 : Main Street Program Presentation)

Next Steps

- ❑ Review the recent Main Street Strategic planning session recommendations & priorities
- ❑ Identify alignment with City priorities (comp plan, staffing, depts. etc.)

GOAL →

**shared leadership +
increased stewardship =
greater outcomes & IMPACT**

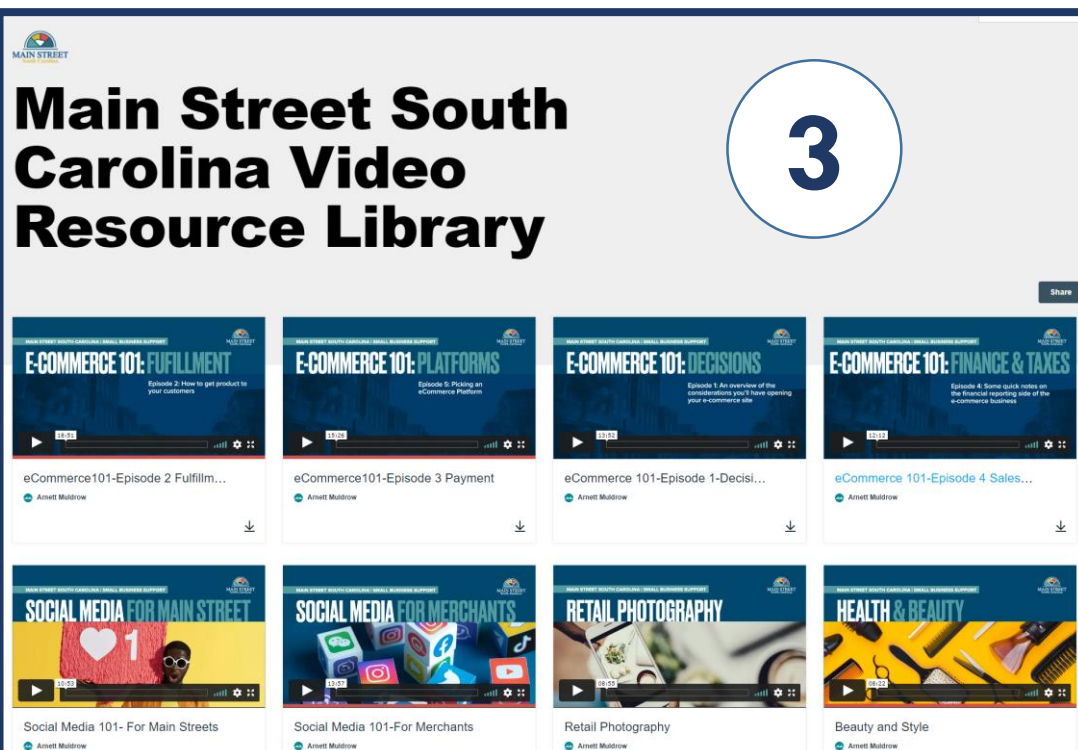


3.A.1

Attachment: Main Street SC Overview (3403 : Main Street Program Presentation)

Main Street Georgetown – Implementation Plan 2021 - 2024				
Economic Positioning/Vision Statement: <i>Georgetown, SC's third oldest city, is the hub for authentic culinary and small business experiences, Lowcountry history, and cultural in the Winyah Bay Region. #BuyGEORgetown</i>				
Implementation Strategy: <i>Georgetown is a designated Main Street SC community. The City of Georgetown has charged the GBA with the administration of the Main Street Four-Point Approach establish economic development strategies for downtown revitalization (Organization, Promotion, Design and Economic Vitality) to implement a plan that achieves measurable results.</i>				
DOWNTOWN ECONOMIC DEVELOPMENT STRATEGIES	ORGANIZATION	PROMOTION	DESIGN	ECONOMIC VITALITY
Strategy #1 Georgetown's Main Street exemplifies best practices for downtown community development. It is a catalyst organization committed to encouraging long-term economic development, the preservation of the historic character of the community and public and private partnerships to enhance the quality of life. Goal: <i>To communicate the mission of Main Street and highlight Georgetown's assets.</i> Measurable Objectives: - Create a strong & sustainable organizational structure. - Identify & clarify the program message. - Building inventory 100% complete.	Initiatives: <i>*Schedule and provide Main Street 101 Organization training for board members and volunteers</i> - Define roles of organizations & formulate bylaws, form board & committees - Hire Main Street Director A. Formulate funding model & create annual budget to reflect planned activities. B. Volunteer recruitment & training C. Conduct regular meetings	Initiatives: <i>*Schedule and provide Main Street 101 Promotion training for board members and volunteers</i> - Partner on key events (Wooden Boat Show, Christmas, Music in the Park, Indigo Festival) - Georgetown Branded Swag A. Community engagement events B. Taste of Georgetown C. July 4 th Events i. Plantation Tour ii. Farmers Market iii. Bridge-to-Bridge Run iv. Airstream Event	Initiatives: <i>*Schedule and provide Main Street 101 Design training for board members and volunteers</i> - Infuse downtown with color (murals+) - Maximize waterfront - Better signage A. Storefront window displays B. Music over downtown speakers C. Vibrancy amenities/interactive games D. Artistic treatments i. Sculpture/public art ii. History tours iii. Christmas lights in trees iv. Flags on Front Street	Initiatives: <i>*Schedule and provide Main Street 101 E training for board members and volunteers</i> <i>*Collect and submit monthly downtown statistics (request Georgetown's reporting from Main St SC)</i> - Create a building and business inv (see Main St SC for excel template) - Conduct and evaluate market anal - Host "What's Missing" Summit - Develop business start-up guide A. Formulate retail retention/recruitment plan B. Develop financial incentives i. Develop entrepreneurial climate
Strategy #2 Downtown Georgetown is the hub for culinary & cultural experiences. Goal: <i>To expand and promote culinary & cultural experiences.</i> Measurable Objectives: Increase awareness of nearby assets by developing and distributing well-crafted informational material.	Initiatives: - Celebrate Georgetown's culinary & cultural assets with the public & encourage engagement. - Partner with local organizations to develop & strengthen cross-promotional activities.	Initiatives: Plan image-building events like "Georgetown Cultural Expo". This could be linked to PARKING Day Friday, Sept. 17, 2021. See examples here & here.	Initiatives: Develop temporary directional signs to cultural assets (chart the distance to the museums, to the waterfront, to parks, etc. See example here.	Initiatives: Strengthen existing business support hosting merchant meetings that highlight the Main Street SC Small Business Training Modules
The mission of Georgetown's Main Street Program, a committee of the Georgetown Business Association, is to preserve, manage, promote, and enhance historic downtown as an economic center of Georgetown County.				

Participate State Support | 2021 Focus

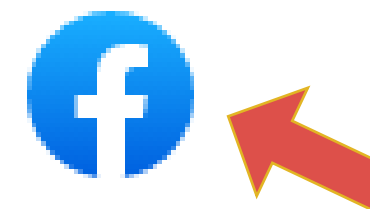


#1 Statewide "shop local campaign"

#2 Storytelling training

#3 E-commerce training

#4 Advocacy initiative



Main Street SC

@MainStSC · Public & Government Services



Questions?

3.A.1

Main Street is a Community-Driven Approach.

Broad based public & private sector partnerships are critical to a successful and sustainable revitalization effort.

The involvement and buy-in of the community is essential.



Jenny Boulware
jboulware@masc.sc
803-361-4164 (c)





120 North Fraser Street • Georgetown, SC 29440 • (843) 545-4000

INFORMATION ITEM

DOC ID: 3402

Council Meeting Date: 23 September 2021
Department: Administration
Issue Under Consideration: ARPA Funds Presentation

American Rescue Plan Act 2021

PROPOSED SPENDING PLAN

CITY COUNCIL WORKSHOP

SEPTEMBER 23, 2021

SANDRA E. YÚDICE, PH.D.

CITY ADMINISTRATOR



ARPA 2021: Congressional Appropriation

- March 11, 2021
 - Congress allocated Coronavirus State and Local Fiscal Recovery Funds to state, local, territorial, and tribal governments to respond to the COVID-19 public health emergency
 - \$65.1 billion for municipal governments
 - Metropolitan cities, classified as having populations of at least 50,000
 - \$45.57 billion
 - Non-entitlement Units (NEUs) of Local Government, classified as having populations of fewer than 50,000
 - \$19.53 billion

Funds spent that are not in compliance with the ARPA requirements MUST BE RETURNED to the US Treasury

ARPA 2021: Congressional Appropriation

- Non-entitlement Units (NEUs) of Local Government
 - Municipalities with less than 50,000 people
 - \$435,128,080 to be distributed by the State of South Carolina
 - City of Georgetown is a NEU
 - \$4,352,151.90
 - Two equal disbursements of \$2,176,075.95 in FY 2022 and FY 2023
- Funds must be obligated by December 31, 2024 and spent by December 31, 2026

Eligible Uses

- Public Health and Economic Impacts
- Premium Pay
- Revenue Loss
 - For the provision of government services
- Investment in infrastructure
 - Water, sewer, and broadband
 - The federal government later clarified that funds may be used for stormwater infrastructure also

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City provides only essential services

- Police
- Fire
- Municipal Court
- Finance
- Public Works
- Electric Utility
- Water Utilities

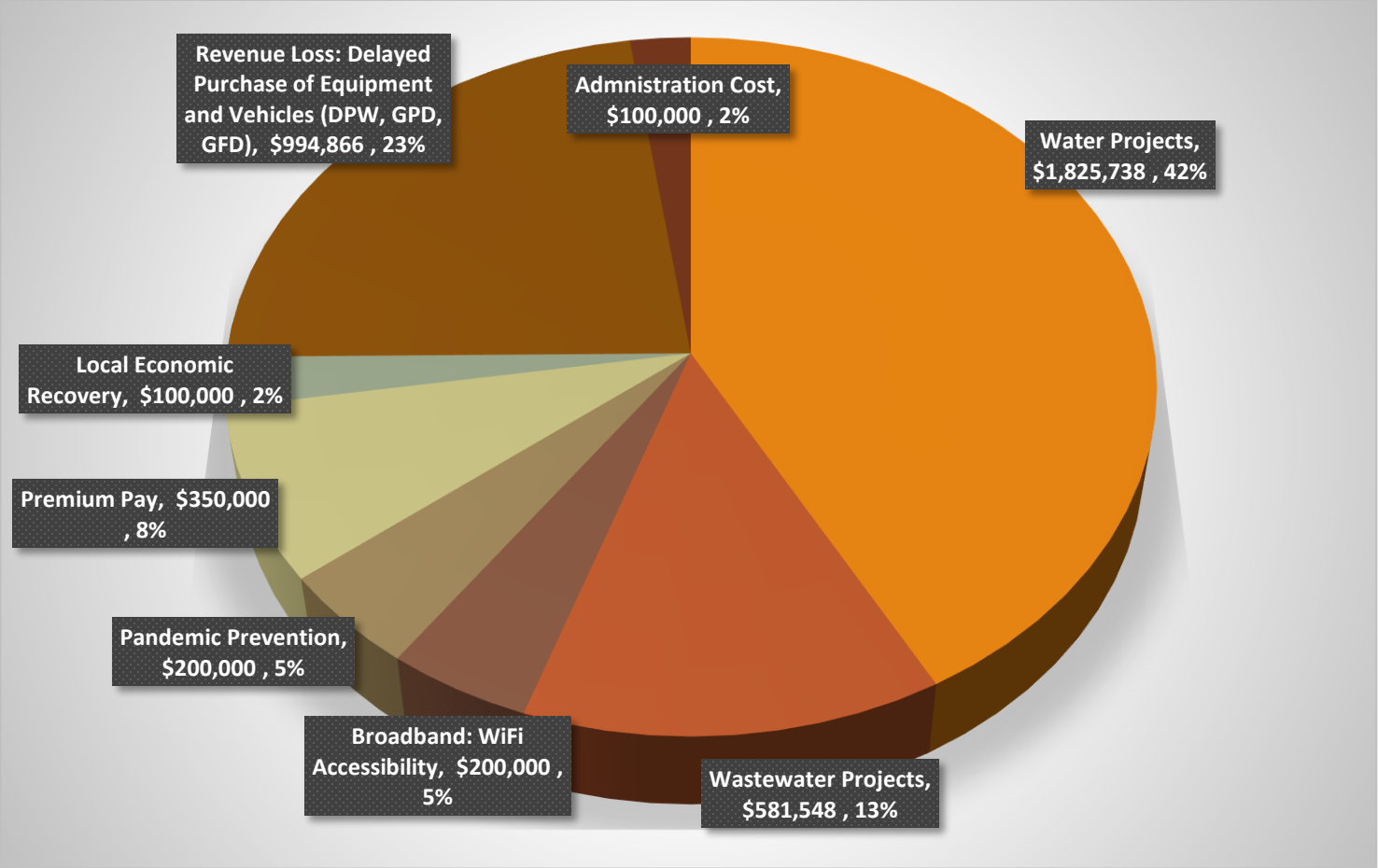
Proposed Spending Plan

- Water and wastewater infrastructure
- Wi-Fi accessibility at City parks
- Pandemic prevention improvements in public buildings and at a future City Hall building
- Provide premium pay to eligible City employees
- Provide local economic recovery
 - Assistance to local small and minority businesses
- Revenue loss to fund delayed capital expenditures
- Administration of the local ARPA funds through the WRCOG
- Earned interest toward infrastructure projects

Proposed Spending Plan Budget

Project Description	Total
Maryville Water Distribution Improvements- Phase I (FY 2022)	\$586,210
Raw Water Station Generator and Electrical Switchgear (FY 2022)	\$600,000
Maryville Water Distribution Improvements- Phase II (FY 2023)	\$639,528
Lift Station Portable Diesel Pumps for Hurricane and Power Outage Resiliency (FY 2023)	\$247,500
Sanitary Sewer Line Survey (FY 2023)	\$60,000
Maryville School Lift Station (FY 2023)	\$274,048
Broadband: Wi-Fi at City parks (FY 2022 to FY 2025)	\$200,000
Pandemic Prevention Improvements at a future City Hall and other public buildings (FY 2023)	\$200,000
Premium Pay (FY 2022)	\$350,000
Local Economic Recovery (FY 2023)	\$100,000
Revenue Loss (FY 2022 and FY 2023) – Delayed purchase of equipment and vehicles	\$994,866
WRCOG administration cost (FY 2022 and FY 2023)	\$100,000
Total*	\$4,352,152
* Total is rounded to the nearest integer amount.	

Local American Rescue Plan Proposed Allocations



Proposed Projects

- Maryville Water Distribution Improvements-Phase I: \$585,210 (FY 2022)
 - This project consists of replacing 3,214 lineal feet of the existing 2-inch galvanized steel water line with a new 6-inch PVC water line on the following streets: Poplar, Hill, Glenwood, Asbury, and Sassanqua
 - The project also includes adding new 6-inch gate valves, fire hydrants, and street and driveway asphalt restoration

Proposed Projects

- Raw Water Station Generator and Electric Switchgear Upgrades: \$600,000 (FY 2022)
 - Replace all electrical equipment and lighting in the raw water station building due to aging
 - This is a critical component of the water treatment system since the equipment takes water from the IP canal and pumps it to the water treatment plant

Proposed Projects

- Maryville Water Distribution Improvements-Phase II: \$639,528 (FY 2023)
 - Replace 4,287 lineal feet of the existing 2-inch galvanized steel water line with a new 6-inch PVC water line on the following streets: Oak, Elizabeth, and Morrison
 - Add new 6-inch gate valves, fire hydrants, and street and driveway asphalt restoration

Proposed Projects

- Lift Station Storm and Power Outage Resiliency: \$247,500 (FY 2023)
 - Add five portable standby pumps to the critical lift stations throughout the city at the following locations: Bayview, Maybank, Wastewater Treatment, Willowbank, and Maryville School
 - The pumps will run the lift stations in the event of electrical outages and storms

Proposed Projects

- Sanitary Sewer Line Survey: \$60,000 (FY 2023)
 - The waste water collection system is at least 70 years old and in need of repairs or reconditioning (cure-in-place lining)
 - Old concrete sewer pipes and brick manholes are decaying
 - The city has performed emergency type repairs due to collapsed sewer pipes
 - This survey will allow city staff to
 - Identify the condition of the existing sewer lines in some locations throughout the city
 - Identify the sewer lines in need of repairs and allow to determine the type of work needed such as lining in-place, point repairs, or complete sewer line replacement

Proposed Projects

- Maryville Lift Station: \$274,048 (FY 2023)
 - The lift station was built in the early 1960s
 - Aging infrastructure has corroded and rusted pipes and valves located on the exterior and inside the valve pit, the equipment and power source on location is also old and needs replacement
 - The City received a grant from the SC Rural Infrastructure Authority (RIA) for \$403,178
 - The City provided a local cash match for \$182,308
 - The City bid the project and received only one proposal, which was higher than the budgeted amount (inclusive of the RIA grant and local match)
 - The City plans on adding \$274,048 from the local ARPA funds for this much needed project and requesting additional funds from the state to complement the budgeted amount

Proposed Projects

- Broadband: Wi-Fi Accessibility: \$200,000 (FY 2022 to FY 2025)
 - Ben Cooper Park, Constitution Park, 839 Front St., Francis Marion Park, 735 Front St., Rainey Park, Willowbank Bank, Barauch Park, Bayview Park, Palmetto Park, Morgan Park, East Bay Park

Proposed Projects

- Premium Pay for City Employees: \$350,000 (FY 2022)
 - Based on definitions of essential work, premium pay, eligible workers included in the ARPA 2021 and the Interim Final Rule
 - The City provides only essential services through the following departments:
 - Police, Fire Municipal Court, Finance, Public Works, Electric Utility, Water Utilities, Administration
 - Do not include elected officials, city attorney, and city administrator
 - Time frame: March 16, 2020 to June 30, 2021 (include active and inactive)
 - Employees hired on July 1, 2021 and thereafter are not eligible
 - Determined that the City had no employees that telecommuted 100% during the eligible time frame for premium pay
 - Three tiers
 - Established tiers to set apart employees with greatest health risks and exposure to COVID-19 from other personnel with less exposure risks and worked under controlled environments

Proposed Projects

- Premium Pay for City Employees: \$350,000 (FY 2022) (cont.)
 - Tier 1: employees are considered to be those who are critical to protecting the safety, health, and wellbeing of the communities.
 - Employees faced the greatest health risks and exposure to COVID-19 when dealing with the public on a daily basis while responding to emergency situations and unpredictable scenarios
 - Police Department, Fire Department, Public Works (Waste Management only), and Municipal Court

Proposed Projects

- Premium Pay for City Employees: \$350,000 (FY 2022) (cont.)
 - Tier 2: employees are considered to be those who are relied on to maintain continuity of operations of essential, critical utilities infrastructure
 - Faced a lesser degree of health risks and exposure to COVID-19 as their interaction with the public was in the open field and had the ability to wear masks as required and/or keep social distance while interacting with the public
 - Public Works (not including Waste Management), Fleet Services, and Electric and Water Utilities field personnel

Proposed Projects

- Premium Pay for City Employees: \$350,000 (FY 2022) (cont.)
 - Tier 3: employees are considered to be those who are relied on to maintain continuity of essential services in an administrative capacity and interacted with the public and physically handled items that others handled
 - Worked in the office of various departments because they were unable to telecommute
 - Employees that worked with rotating schedules and telecommuted will be prorated based on estimates of telecommuting time so as to not pay for the time they telecommuted to be in compliance with the ARPA 2021 requirements

Proposed Projects

- Pandemic Prevention: Improved Indoor Air Quality at a future City Hall and other City-owned Public Buildings: \$200,000 (FY 2023)
 - Install a ventilation and filtration systems to improve indoor air quality as well as measures to protect the public and employees at a new City Hall facility and in other public buildings

Proposed Projects

- Local Economic Recovery to Address Negative Economic Impact: \$100,000 in FY 2023
 - Micro-grant to Local Small/Minority Businesses to Address Public Health
 - Provide a one-time, micro-grant financial assistance to local small/minority businesses on a reimbursable and a first-come, first-served basis
 - For example
 - Applicants will be required to use funds to implement pandemic prevention or mitigation strategies in their businesses
 - Applicants will be required to have an active City business license at least since January 2020 and continue operating in the City at the time of application to the micro-grant
- Staff will develop the details of the micro-grant program and present to City Council during the FY 2023 budget process for discussion and approval

Proposed Projects

- Revenue Loss: \$994,866 (FY 2022 and FY 2023)
 - Based on the US Treasury formula
 - City experienced revenue loss in the amount of \$994,866
 - Use local ARPA loss revenue funds to fund the delayed purchases from FY 2020 to FY 2021 and FY 2023
 - Public Works equipment and Fire and Police vehicles approved in the FY 2022 budget and those which will be included in the FY 2023 budget to continue providing public works, first responders, and public safety services, which are considered essential services
 - Only delayed purchases funded through the General Fund are included

Proposed Projects

- American Rescue Plan Act Administration: \$100,000
 - The City does not have the resources or expertise to administer the local ARPA funds
 - Contract with the Waccamaw Regional Council of Governments to administer the local ARPA funds
 - Ensure compliance with federal laws, required reports and documentation are filed on time, etc.

Proposed Projects

- Earned Interest of the local ARPA Funds
 - The US Treasury does not limit “using that interest for eligible uses under the SLFRF [State and Local Fiscal Recovery Funds] award.”
 - Highly recommended that City Council allocates the interest earned on the local ARPA funds to
 - Infrastructure projects included in the final approved spending plan to complement budgeted funds should funds not be enough
 - Additional water, wastewater, or stormwater projects not included in the spending plan, and/or
 - Use as local match for federal or state grants
 - Federal funds received from the ARPA 2021 through the state cannot be used as local match for grants

Council Authority

- As the governing body of the City of Georgetown, City Council has the authority to modify the proposed plan as long as the spending complies with the requirements of the ARPA 2021

Can't emphasize enough that...

Funds spent that are not in compliance with the ARPA requirements MUST BE RETURNED to the US Treasury

Community Input

- To be included after the community meeting on September 21, 2021

Questions & Answers
