

CITY OF CHARLESTON

BNS



BUSINESS AND
NEIGHBORHOOD
SERVICES

2018 Overview

Mission & Vision



- **Mission Statement:** To provide excellent customer service and effective communications to business owners and residents to ensure they are able to work, live, grow, and play in a vibrant City of Charleston while leading systematic and comprehensive growth initiatives to ensure livability, connectivity, and a healthy economic impact.
- **Vision Statement:** To be the premiere one-stop location for businesses to start and existing businesses to expand and succeed, communities to engage, and citizens are welcomed.

Core Responsibilities



- The mission of the Business and Neighborhood Services Division is twofold:
 1. To help new and existing businesses in the City grow and succeed; and
 2. To help neighborhoods flourish and develop equitably.
- To fulfill this mission, the division assists business owners in a wide variety of ways—navigating the City’s permitting and approval processes, securing financing, finding and developing real estate, and identifying resources that assist in the work of maintaining a successful business.
- The Division also provides assistance to residents by supporting the City’s many Neighborhood Associations, by facilitating meetings between community leaders and relevant City Departments and by keeping residents informed of issues and opportunities affecting their neighborhoods.
- The Division encourages quality growth, development and redevelopment and the stabilization of commercial corridors and residential neighborhoods.

Core Values: C.A.R.E.



- **Creativity:** We have a commitment to learning. It is through learning that we will be able to persevere through issues and ultimately move forward in creating opportunities and solving problems for our constituents.
- **Advocacy:** We are forward-thinking and dedicated to serving our constituents. We should be held accountable for the services we provide.
- **Responsiveness:** We operate in a transparent way with a sense of hospitality. We are accessible to our constituents and proactive in reaching out to them.
- **Engagement:** We appreciate and seek out partnerships between the City and constituents. Engagement requires collaboration, teamwork, trust, and a sense of purpose in solving a problem.

Equity Statement



- We strive to ensure our services and programs are accessible and inclusive of all businesses and neighborhoods regardless of background, affiliation, or location by promoting the diversity of thought, experience, and culture in all of our efforts.



Team BNS



- Clay Middleton – Director of Business and Neighborhood Services
- Meg Thompson – Program Coordinator
- Jordan Lanier – Business Service Manager
- Su Griffin – Neighborhood Service Manager
- Hannah Charney – Project Assistant

Program Matrix



Special Programs & Initiatives					
	Description	Goal	Objectives	Schedule	Staff Lead
Microsoft Digital Alliance	Partnership with Microsoft to provide programming in STEM related fields and for small business development	<ul style="list-style-type: none"> Strengthen interdepartmental collaboration Provide resources at no cost with measured outcomes 	<ul style="list-style-type: none"> Create pipeline of children & adults served Brand City activities 	Launch 2018	Project Assistant
LaunchPath	An innovation platform that turns employees into intrapreneurs.	<ul style="list-style-type: none"> Promote collaboration to address City SWAT analysis 	<ul style="list-style-type: none"> Create a culture of appreciation Encourage sharing of ideas 	Launch 2018	Program Coordinator
Urban Land Institute	Convene experts and stakeholders on specific and significant projects in the City.	<ul style="list-style-type: none"> Have a robust conversation about the economic development implications of a variety of projects 	<ul style="list-style-type: none"> Work with Urban Land Institute to identify projects (such as Plan West Ashley & the Lowline) and correlating participants 	Launch 2018	Program Coordinator
Plan West Ashley Economic Development	Implementation of economic development recommendations of Plan West Ashley.	<ul style="list-style-type: none"> Pursue & accomplish identified economic development strategies to promote growth in West Ashley 	<ul style="list-style-type: none"> Collaborate with City departments & partners Create annexation staff person Extend urban growth boundaries Make different use of PSD 	Launch 2017	Program Coordinator
Business/Non-profit/Neighborhood Spotlight	Spotlight program aimed to bring attention to one locally nominated nonprofit, business, and neighborhood each month.	<ul style="list-style-type: none"> Bring the public's attention to local nonprofits, businesses and neighborhoods Give recognition from the Mayor to local organizations for their 6:6 contribution to Charleston 	<ul style="list-style-type: none"> Use nationally recognized months/weeks to highlight relevant organizations 	Monthly; Launch 2018	Project Assistant
Palmetto Art and Business Program	A Palmetto Artisan is any individual who is enrolled in the City of Charleston's Youth Palmetto Art and Business Program, which program is for youths between the ages of nine and 16 and is administered by Recreation Department.	<ul style="list-style-type: none"> Enhance financial literacy of Artisans & their families Provide mentorship for future entrepreneurs 	<ul style="list-style-type: none"> Partner with nonprofit organization to provide financial literacy for Artisans & their parents Identify mentors & programs through SCORE, SBDC, American Entrepreneurships Award, and others to provide mentorship & exposure 	Launch 2019	Program Coordinator
Corporate Mentoring Challenge & Summer Youth Jobs	Initiative where corporate employees sign up to mentor youth and provide access to employment and internship opportunities.	<ul style="list-style-type: none"> Create pipeline for internships, fellowships, job shadowing, and employment 	<ul style="list-style-type: none"> Work with Southeastern Chamber to identify members willing to hire youth for the summer 	Launch January 2018	Program Coordinator

Program Matrix



Program	Description
“Off the Record” Walks	Selected City staff accompany the Mayor on visits to small businesses throughout the city.
Small Business Roundtable	Mayor and City staff meet with local small business owners.
EPA’s EnergyStar Building Challenge -- Green Business Challenge	Citywide challenge for businesses to track & improve energy usage.
Business for the City	City department purchasers meet with certified MBE providers.
CharlestonBiz	A directory and map of businesses within the city of Charleston.
Business Improvement District	Creation of a BID to provide consistent funding for maintenance and business related enhancements in the Central Business District (CBD).
Tourism Pilot Program	A program to allow small business owners an opportunity to sell bus tour tickets in visible locations in the tourism district.
Business Forward	DC based organization that brings CEOs together for roundtable discussions.
Federal Small Business Offices Convening	Convening of the various Small & Disadvantaged Business Offices (DoD, VA, DoE, Commerce, SBA, DoL, HUD, & Edu) in Charleston.
Strategic Small Business and Equitable Economic Development Plan for the City	Strategic plan for supporting and sustaining the ecosystem small businesses in the City
Linkage with Housing & Community Development	Partnership between Business & Neighborhood Services and the Housing & Community Development to pursue funding for equitable economic development opportunities.
Society of Human Resource Managers	Convening of HR professionals to discuss retention and recruitment training and best practices .
National League of Cities/LinkedIn	Project for cities to leverage LinkedIn user data to fill the hiring gap.
Veterans & Military Families Engagement	An intentional effort to promote the hiring of Veterans and Military Families by the City.
1Huddle	Workforce and development training platform.
America the Beautiful	A potential partnership with Bloomberg Philanthropies to provide under-resource populations with job training, education, employment, & entrepreneurship opportunities.

Program Matrix



Program	Description
Neighborhood Sector Meetings	Each of the 6 sectors of the Neighborhood Commission meet with the Mayor to present concerns & discuss issues.
Civic Engagement Workshop "I'm a Resident, Now What?"	Workshop where residents learn how the City operates and connect with those who can directly answer questions.
Community Asset Mapping	A database of the strengths and resources of the community.
Harold Koon Award	Award presented annually by the Mayor to a resident who has demonstrated volunteer service to their neighborhood.
Neighborhood News	A weekly newsletter sharing updates and information.
Placemaking	An approach to the design and management of public spaces capitalizing on a community's assets, inspiration, and potential.
The Longest Table	Event where the community comes together to share a meal and conversation around the "longest table" to find common ground on issues facing the community.
Nike Grind	Recycling worn out athletic shoes into athletic surfaces
Volunteer Income Tax Assistance (VITA) Program	The Charleston Trident Urban League, in partnership with the Internal Revenue Service, provides a free income tax preparation service for the low-to-moderate income folks of our tri-county area.
Kajeet	A service to provide children with everything they need to safely explore technology.

Program Matrix



Program	Description
Entrepreneurship Center	Centralized one-stop source for local small business to receive assistance from trusted stakeholders.
Small Business Open House & Info Fair	City staff available to answer questions for those starting the process of opening a business in the city.
Access to Capital	Help small businesses gain access to capital.
Bunker Labs	A national not-for-profit organization helping veterans, their spouses, and active duty service members start and grow businesses.
American Entrepreneurship Award – Engage Entrepreneurship	Libra Group, the privately owned diversified business group, has committed to an annual award program for budding entrepreneurs in the USA.
Fast Trac Growth Venture	A partnership with a local college that will provide a course designed to support entrepreneurs looking to take their existing business to the next level.
Mentor-Protégé Program	Mentorship program between majority companies and W/MBEs.
Fast Growing Business Employment Incentive	A grant for small businesses who grow quickly and employ a certain # of employees within a 12-month time frame (more if employee is a Veteran)



Economic Development Next Steps



Plan Chapter	Description	Time Frame	Responsible Party	Next Steps
30	ECONOMIC DEVELOPMENT Better integrate West Ashley within the efforts of the Charleston Digital Corridor initiative	Immediate	BNS, Charleston Digital Corridor, and other stakeholders as appropriate	Microsoft Digital Alliance activity in West Ashley and identify options with CDC and others in this space.
31	ECONOMIC DEVELOPMENT Prepare informational materials highlighting West Ashley's locational advantages for small businesses	Immediate	BNS	Look up Mt. Pleasant template - hand out info packets to businesses
32	ECONOMIC DEVELOPMENT Promote existing community activities and facilities, and work with community members to create new community activities	Immediate	BNS, local event partners	Identify programs and neighborhoods... Placemaking/tactical urbanism
77	ECONOMIC DEVELOPMENT Work across all City departments to create a clear and coordinated message regarding economic development priorities and efforts in the West Ashley area	Near-Term	BNS	Promote Equitable Economic Development plan of action and invest in external and internal marketing and communications
78	ECONOMIC DEVELOPMENT Study the potential for annexing additional commercial properties into the City, potentially dedicate a City staff position to coordinate annexation studies/activity	Near-Term/ Longer-Term	BNS	Need annexation person, extend City growth boundaries, and identify key commercial centers and neighborhoods to be annexed
79	ECONOMIC DEVELOPMENT Facilitate better connections between economic development, workforce development, and K-12 education	Near-Term	BNS	Microsoft, 1Huddle, & Kajeet
81	ECONOMIC DEVELOPMENT Pursue the creation of a business incubator targeted to tech start-ups and small businesses	Near-Term	BNS, Charleston Digital Corridor	Combined with #30
82	ECONOMIC DEVELOPMENT Create a small business assistance program targeted to West Ashley, based on existing resources	Near-Term	BNS, Charleston County, Lowcountry Local First	No Go. Such a program would be city-wide.
84	ECONOMIC DEVELOPMENT Provide grants or tax abatements for façade rehabilitation and other visual site improvements	Near-Term	BNS	Research Façade Improvement
102	ECONOMIC DEVELOPMENT Map business assets and infrastructure in West Ashley to identify areas better positioned for private investment versus areas requiring upgrades.	Immediate/ Near Term	BNS	Charlestonbiz.org
103	ECONOMIC DEVELOPMENT Explore the introduction of a [business license] fee reduction as an incentive for investment in West Ashley	Near-Term	BNS	Focus on other fee reductions
104	ECONOMIC DEVELOPMENT Direct proceeds of the West Ashley Redevelopment Project Area and TIF District to construct supportive public improvements within the Citadel Mall area	Longer-Term	BNS	Creation of affordable commercial space and green improvements throughout West Ashley
105	ECONOMIC DEVELOPMENT Target future capital improvement programs to the creation of additional parks and facilities	Longer-Term	BNS	Need a list of broken/under-resourced parks and create priority list
106	ECONOMIC DEVELOPMENT Examine potential to establish additional TIF districts at mixed-use nodes and office growth locations identified in Plan West Ashley	Longer-Term	BNS	Mayor's office would drive this.



Economic Development Next Steps



	Plan Chapter	Description	Time Frame	Responsible Party	Next Steps
69	HOUSING	Reach out to and work with individual neighborhood councils to provide resident outreach and education to better understand and address concerns, and to explore ways to accommodate newer housing types	Near-Term	Housing	Create presentation and make contact with neighborhoods on best options to discuss.
107	TRANSPORTATION	Install bus stop improvements: benches, signage, shelters	Immediate (1st 2 yrs)	CARTA, T&T, Private developers	Look at neighborhoods that need trash cans & have a bus stop to provide trash cans at those locations
112	TRANSPORTATION	Install crosswalks where they are missing at all signalized intersections	Immediate	T&T, Charleston County, SCDOT	Artists Cross Walks
119	GREEN INFRA & SUSTAINABILITY	Plant trees	Immediate	Green, BCDCOG, Private developers	Echo Trees- absorb pollutants to survive. Using them in China *Should have data on where these trees should go from GIS tracking
139	GREEN INFRA & SUSTAINABILITY	Plant more trees	Near-Term	Green, BCDCOG, Private developers	Echo Trees- absorb pollutants to survive. Using them in China *Should have data on where these trees should go from GIS tracking
151	GREEN INFRA & SUSTAINABILITY	Plant more trees	Longer-Term	Green, BCDCOG, Private developers	Echo Trees- absorb pollutants to survive. Using them in China *Should have data on where these trees should go from GIS tracking

2017 Accomplishments



- Presented the Harold Koon Annual Service Award
- Organized & hosted the Neighborhood Toolkit workshop
- Conducted Mayor's Small Business Roundtable
- Conducted 4 off the record walks on King St. with the Mayor
- Organized Civic Engagement Workshop: I'm a Resident, Now What?
- Hosted & organized gathering of non-profit, educational, and business stakeholders



2017 Accomplishments



- Hosted & organized access to capital convening for lenders
- Organized recycling services M-F for King St. (Line to Broad)
- Signed Microsoft Digital Alliance 3 Year MOU
- Established monthly small business open house/information fair
- Collection of economic data on jobs created and sustained, capital investment, infrastructure investment, and W/MBEs goals of developers
- Organized & hosted MBE matchmaking and resource event

2018 New Initiatives



- Develop the EPA EnergyStar Building Challenge
- Create online Business Directory
- Established workforce and development training platform
- Create asset mapping of community resources
- Establish automation of MBE certification process and data collection
- Create City of Charleston Entrepreneurship Center
- Sign partnership MOU with U.S. Small Business Administration
- Create Mentor-Protégé Program
- Pilot tourism program
- Include housing for military personnel in Developers Agreement
- Implement 30% of the Plan West Ashley Economic Development section next steps
- Establish spotlight recognition of businesses, non-profits, and neighborhood leaders
- Create partnership with the National Urban Fellows program

2018 New Initiatives



- Develop Veterans Fellowship program
- Close 25% of the commercial and residential donut holes in West Ashley
- Establish international entrepreneur partnership with Greece and 5 other American cities
- Convene Neighborhood Commission to increase recruitment efforts with goal of expanding Neighborhood Council
- Collaborate on targeted usage of Community Development Block Grants for Equitable Economic Development
- Create Fast Track Growth Venture program
- Develop courses of action for Mayor and Council to adopt in establishing the Central Business Improvement District
- Expand the Volunteer Income Tax Assistance program to under-resourced communities
- Collaborate with three placemaking projects
- Increase newsletter list by 15% and online branding by 25%



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