

CLEMSONNEXT BUSINESS AND ECONOMIC WORK GROUP AGENDA  
THURSDAY, JUNE 24, 2021 10:00AM  
UPPER CONFERENCE ROOM, CLEMSON CITY HALL AND REMOTE

1. Call to order
2. New business
  - a. Review recommendations as revised in the last meeting and revise as needed (attached)
  - b. Approve recommendations to be forwarded to staff and Implementation Committee
    - i. If approved, they would go to Planning Commission on July 12 and City Council July 19, to be ratified August 2
  - c. Representation on Implementation/Accountability Committee
  - d. Next meeting is 10am July 15th
3. Old business
  - a. Field trip/speaker ideas
4. Adjournment

## Working Recommendations:

### Enhance the Small Business Ecosystem

1. New: Require developers of new mixed-use buildings to put up a bond equal to \$50 per square foot of commercial space to be released when those funds are spent/needed for an actual build-out of that space.
2. New: Prior to issuing a building permit, the developer will have a City staff-approved marketing plan for the commercial space. *(The developer shall be required to provide staff with a monthly activity report outlining their marketing efforts to fill the commercial space. This will commence with the issuance of a CO and continue until the space is filled.)*
3. Edited: Incentivize property owners to fill vacant commercial space by establishing a vacant storefront registration requirement and fee that includes a means to identify vacant spaces from the street and through a database or spreadsheet maintained by City staff.

*(Work group agreed with this possible language pending review by City attorney: Any new or existing vacant properties must register with the City after 90-days of being vacant. The registration must be accompanied by a Vacant Property Registration fee of \$50.*

*Registration requires signing a contract that states the owner:*

- *Understands the IPMC (What is the IPMC?)*
- *Provides a local contact for maintenance*
- *Provides a listing agent and contact information*
- *Agrees to have this info added to a spreadsheet of available properties and square footage so it can be shared with developers/potential tenants.*

*Any ground floor commercial space facing or adjacent to (within 50' of) a sidewalk, property owners have to cover the windows with an applique if the property is vacant for more than 90 days.*

- *New construction with vacant commercial will not be issued a CO until appliques are in place.*
  - *The applique cannot include more than 32 square feet advertising the space as being available for sale or lease.*
  - *Each applique must be approved by the Arts and Culture Commission.*
  - *The applique needs to be changed every 90-days.)*
4. Establish a Business Improvement District (BID) to support Downtown business retention, marketing, and recruitment efforts.

## New: Create an Entrepreneurial Support System within the City

1. Establish a community-based incubator or other entity to strengthen innovation and entrepreneurship. Invite local Universities to partner with the city to ensure opportunities are created for University staff and students to participate.
2. Hire a Business Development Director whose responsibilities would include:
  - Attending all relevant Business and Economic committee meetings and acting as the liaison between all active City and Clemson University economic committees
  - Maintaining and ensuring compliance with the vacant storefront registration program
  - Creating, providing, and maintaining information on how to start a business in Clemson including all relevant contact information and applications
  - Provide small business/entrepreneur workshops or networking events on a monthly basis
  - Create and maintain a directory of local businesses
  - Establishing a community-based incubator (potentially with the support of one or more local Universities/Colleges)
  - Being the one point of contact between local businesses and university departments/faculty/students to match potential business needs with university opportunities for internships/projects and vice versa
  - Running the BID and BID programs?