



Strong and Healthy Economy

Council supports efforts to develop effective economic development strategies that will position the city to take advantage of current and future economic conditions by identifying key opportunities for recruitment of businesses, industries, and services that provide jobs and meet the needs of the community.

Outcome Measures

Overall Economic Health	As a Place to Work	Overall Downtown Experience	Vibrant Central Business District
Quality of Economic Development Services			

Objectives and Measures

Tasks and Activities

<p> Facilitate Economic Development</p> <p>Measure(s)</p> <ul style="list-style-type: none"> Satisfaction with Employment Opportunities Satisfaction with Shopping Opportunities Satisfaction with Cost of Living Quality of Businesses and Services 	<ul style="list-style-type: none"> Identify and implement diverse Economic Development incentives packages Completed requirements for Certified Local Government status Implemented declining business license fee for high volume manufacturing Completed the Economic Development Events Impact Study Promote the Small Business Revolving Loan Fund Develop options for new services directed at small, local businesses. Complete an Economic Development Needs Assessment Completed the Community Master Plan including key economic development needs Completed all projects in the Tax Increment Financing Districts Established HWY 101 and Hwy 29 Improvement Funds Create a Tourism Development Plan. Review grant opportunities to fund tourism development projects Develop Greer Tourism website Provide legal support services sessions to city businesses Completed a Business License Rate Analysis and implemented recommendations Infill development on Wade Hampton Blvd. of retail and commercial businesses. Implement Support Small Businesses Program
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Objectives and Measures	Tasks and Activities
<p>😊 Development of the Central Business District</p> <p>Measure(s)</p> <p>😊 Dined in Downtown</p> <p>😊 Shopped in Downtown</p> <p>😊 Attended a Downtown Event</p>	<ul style="list-style-type: none"> ✓ Expanded Façade Improvement grants for downtown businesses 🔄 Recruit a major hotel brand in the Central Business District 🔄 Recruit a Downtown Retail Anchor ✓ Completed a new Historical Properties Inventory ✓ Completed the Community Master Plan including key economic development needs 🔄 Expand the Downtown Overlay District to include Main St. and Poinsett St. ✓ Implemented Historical Properties Incentives packages ✓ Completed the Downtown Landscaping Maintenance Plan ✓ Create a Tourism Development Plan. 🔄 Review grant opportunities to fund tourism development projects 🔄 Develop Greer Tourism website 🔄 Complete renovations to downtown parking lots and alleyways 🔄 Complete the Downtown Streetscape Project 🔄 Complete construction of downtown parking garage 🔄 Implement Support Small Businesses Program



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😊 Overall Economic Health

Why It Matters					
A strong vibrant local economy provides residential and commercial stability necessary to attract and keep people living, working and doing business in the city.					
Target		Analysis of Outcome Measure			
65% of residents who feel the overall economic health of the city is good or excellent.		70% of residents felt the city's overall economic health was good or excellent in the FY2019 citizen survey. This improved from 69% in the FY2016 survey.			
Action Improvement Plan					
Identify and implement diverse Economic Development incentives packages, promote the Small Business Revolving Loan Fund, develop options for new services directed at small, local businesses, complete an Economic Development Needs Assessment, complete the Community Master Plan to include key economic development needs, begin projects through the HWY 101 and Hwy 29 Improvement Funds, implement the strategies of the Tourism Development Plan, and conduct a Business License Rate Analysis and implement recommendations					
Data Sources		Objective(s)			
Citizen Surveys City of Greer Retail Sales Growth City of Greer Commercial Growth		😊 Facilitate Economic Development			
Overall Economic Health of Greer		Year	Target	Rating	Status
<p>Legend: Blue bar = Good or Excellent, Green line = Target</p>		FY2019 FY2016	65% 65%	70% 69%	😊 At or Above Target 😊 At or Above Target



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😊 Quality of Economic Development Services

Why It Matters																	
A strong and well performing economic development effort is necessary for recruiting and retaining businesses that provide jobs and access to quality goods and services for the Greer community.																	
Target		Analysis of Outcome Measure															
65% of residents who feel the quality of the city's economic development services are good or excellent.		75% of residents felt the quality of the city's economic development services were good or excellent in the FY2019 citizen survey. This decreased from 77% in the FY2016 survey.															
Action Improvement Plan																	
Identify diverse Economic Development incentives packages, promote the Small Business Revolving Loan Fund, develop options for new services directed at small, local businesses, complete an Economic Development Needs Assessment, complete the Community Master Plan to include key economic development needs, and implement the strategies of the Tourism Development Plan.																	
Data Sources		Objective(s)															
Citizen Surveys Greer Development Corporation City of Greer Commercial Growth		😊 Facilitate Economic Development															
Quality of Economic Development Services		Year	Target	Rating	Status												
<table border="1"> <caption>Quality of Economic Development Services Data</caption> <thead> <tr> <th>Year</th> <th>Good or Excellent (%)</th> <th>Target (%)</th> </tr> </thead> <tbody> <tr> <td>FY2012</td> <td>55%</td> <td>65%</td> </tr> <tr> <td>FY2016</td> <td>77%</td> <td>65%</td> </tr> <tr> <td>FY2019</td> <td>75%</td> <td>65%</td> </tr> </tbody> </table>		Year	Good or Excellent (%)	Target (%)	FY2012	55%	65%	FY2016	77%	65%	FY2019	75%	65%	FY2019	65%	75%	😊 At or Above Target
Year	Good or Excellent (%)	Target (%)															
FY2012	55%	65%															
FY2016	77%	65%															
FY2019	75%	65%															
		FY2016	65%	77%	😊 At or Above Target												
		FY2012	65%	55%	😊 Slightly Below Target												



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😊 As a Place to Work

Why It Matters					
Maintaining a stable community relies on quality employment opportunities that contribute to new commercial and residential development. s					
Target		Analysis of Outcome Measure			
65% of residents who feel that Greer is a good or excellent place to work		74% of residents felt that Greer was a good or excellent place to work in the FY2019 citizen survey. This rating improved from 72% in the FY2016 survey.			
Action Improvement Plan					
Complete an Economic Development Needs Assessment, recruit quality companies that provide quality employment opportunities					
Data Sources		Objective(s)			
Citizen Surveys Greer Development Corporation City of Greer Commercial Growth		😊 Facilitate Economic Development			
Greer as a Place to Work		Year	Target	Rating	Status
<p>Legend: Blue = Good or Excellent, Green = Target</p>		FY2019	65%	74%	😊 At or Above Target
		FY2016	65%	72%	😊 At or Above Target
		FY2012	65%	67%	😊 At or Above Target



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😊 Facilitate Economic Development

Why It Matters		
Economic development is a cornerstone of successful communities that strive to provide high quality employment opportunities and easy access to quality goods and services.		
Analysis of Objective	Year	Status
3 At or Above Target, 1 Slightly Below Target 1 At or Above Target, 2 Slightly Below Target, 1 Below Target 1 At or Above Target, 2 are Below Target	FY2019 FY2016 FY2015	😊 At or Above Target 😞 Slightly Below Target 😞 Below Target
Action Improvement Plan		
Identify and implement diverse Economic Development incentives packages, promote the Small Business Revolving Loan Fund, develop options for new services directed at small, local businesses, complete an Economic Development Needs Assessment, complete the Community Master Plan to include key economic development needs, begin, projects through the HWY 101 and Hwy 29 Improvement Funds, implement the strategies of the Tourism Development Plan, and conduct a Business License Rate Analysis and implement recommendations		
Objective Measure(s)	Outcome Measure(s)	
<ul style="list-style-type: none"> 😊 Satisfaction with Employment Opportunities 😊 Satisfaction with Shopping Opportunities 😞 Satisfaction with Cost of Living 😊 Quality of Businesses and Services 	<ul style="list-style-type: none"> 😊 Overall Economic Health 😊 Quality of Economic Development Services 😊 As a Place to Work 	

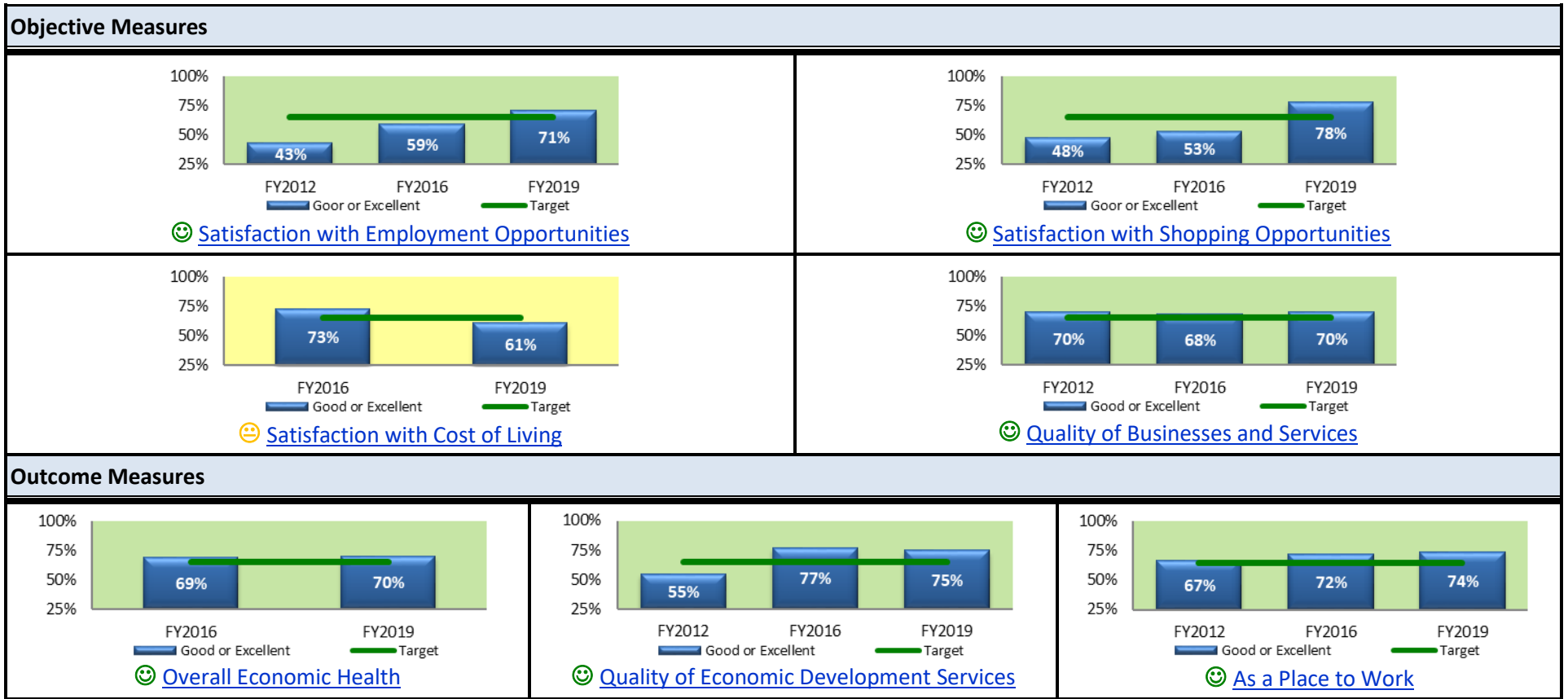


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😊 Facilitate Economic Development





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😊 Satisfaction with Employment Opportunities

Target																					
65% of residents who feel the employment opportunities in the city are either good or excellent.																					
Analysis of Objective Measure		Action Improvement Plan																			
71% of residents felt employment opportunities in the city were either good or excellent in the FY2019 citizen survey. This rating improved from 59% in the FY2016 survey.		Complete an Economic Development Needs Assessment to evaluate employment needs, recruit quality companies that provide quality employment opportunities, and continue the business retention and expansion program by helping business take full advantage of state funded programs and tax credits that help with screening, hiring, and training new and existing employees.																			
Data Source & Related Links		Linked Initiatives																			
Citizen Surveys Greer Development Corporation City of Greer Commercial Growth City of Greer Workforce Details ReadySC		<ul style="list-style-type: none"> ● Complete an Economic Development Needs Assessment ✓ Complete at least 100 business retention and expansion visits annually ✓ Support ReadySC 																			
Objective(s)																					
😊 Facilitate Economic Development																					
Satisfaction with Employment Opportunities		Year	Target	Rating	Status																
<table border="1"> <caption>Satisfaction with Employment Opportunities Data</caption> <thead> <tr> <th>Year</th> <th>Target</th> <th>Rating</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>FY2019</td> <td>65%</td> <td>71%</td> <td>😊 At or Above Target</td> </tr> <tr> <td>FY2016</td> <td>65%</td> <td>59%</td> <td>😞 Slightly Below Target</td> </tr> <tr> <td>FY2012</td> <td>65%</td> <td>43%</td> <td>😞 Below Target</td> </tr> </tbody> </table>		Year	Target	Rating	Status	FY2019	65%	71%	😊 At or Above Target	FY2016	65%	59%	😞 Slightly Below Target	FY2012	65%	43%	😞 Below Target	FY2019	65%	71%	😊 At or Above Target
Year	Target	Rating	Status																		
FY2019	65%	71%	😊 At or Above Target																		
FY2016	65%	59%	😞 Slightly Below Target																		
FY2012	65%	43%	😞 Below Target																		
		FY2016	65%	59%	😞 Slightly Below Target																
		FY2012	65%	43%	😞 Below Target																



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😊 Satisfaction with Shopping Opportunities

Target					
65 % of residents who feel Greer’s shopping opportunities are good or excellent.					
Analysis of Objective Measure		Action Improvement Plan			
78% of residents felt Greer’s shopping opportunities were good or excellent in the FY2019 citizen survey. This improved from 53% in the FY2016 survey.		Continue efforts to recruit a downtown retail anchor as well as recruit retail and service businesses that fill community needs or expectations.			
Data Source & Related Links		Linked Initiatives			
Citizen Surveys Greer Development Corporation City of Greer Commercial Growth Retail Development Strategies		<ul style="list-style-type: none"> 🔄 Recruit a Downtown Retail Anchor 🔄 Infill development on Wade Hampton Blvd. of retail and commercial businesses. 🔄 Implement Support Small Businesses Program 			
Objective(s)					
😊 Facilitate Economic Development					
Satisfaction with Shopping Opportunities		Year	Target	Rating	Status
		FY2019	65%	78%	😊 At or Above Target
		FY2016	65%	53%	😞 Below Target
		FY2012	65%	48%	😞 Below Target



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😊 Satisfaction with Cost of Living

Target					
65% of residents who feel Greer's cost of living is good or excellent					
Analysis of Objective Measure		Action Improvement Plan			
61% of residents felt Greer's cost of living was good or excellent in the FY2019 citizen survey. This decreased from 73% in the FY2016 survey.		Recruit quality businesses that offer competitive salaries, recruit retail businesses that offer affordable goods and services, and recruit developers for affordable housing projects.			
Data Source & Related Links		Linked Initiatives			
Citizen Surveys ESRI Community Profile City of Greer Workforce Details		<ul style="list-style-type: none"> ● Complete an Economic Development Needs Assessment 			
Objective(s)					
😊 Facilitate Economic Development					
Satisfaction with Cost of Living		Year	Target	Rating	Status
<p>Detailed description: A bar chart comparing satisfaction levels for FY2016 and FY2019 against a 65% target. The y-axis ranges from 0% to 100%. For FY2016, the 'Good or Excellent' bar is at 73%, which is above the 65% target line. For FY2019, the 'Good or Excellent' bar is at 61%, which is below the 65% target line.</p>		FY2019 FY2016	65% 65%	61% 73%	😊 Slightly Below Target 😊 At or Above Target



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😊 Quality of Businesses and Services

Target					
65% of residents who feel the quality of Greer's businesses and services are good or excellent.					
Analysis of Objective Measure		Action Improvement Plan			
70% of residents felt the quality of Greer's businesses and services were good or excellent in the FY2019 citizen survey. This improved from 68% in the FY2016 survey.		Continue recruitment strategies to attract quality businesses and services to the community, continue to support the business retention and expansion program, complete an economic development needs assessment.			
Data Source & Related Links		Linked Initiatives			
Citizen Surveys Greer Development Corporation City of Greer Commercial Growth How to Start a Business in Greer Business Retention Program		<ul style="list-style-type: none"> ● Complete an Economic Development Needs Assessment 🔄 Implement Support Small Businesses Program 			
Objective(s)					
😊 Facilitate Economic Development					
Satisfaction with Quality of Businesses and Services		Year	Target	Rating	Status
		FY2019	65%	70%	😊 At or Above Target
		FY2016	65%	68%	😊 At or Above Target
		FY2012	65%	70%	😊 At or Above Target



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😊 Overall Downtown Experience

Why It Matters					
Visitors to the city downtown central business district must have an enjoyable experience that drives return visits and recommendations to others to visit.					
Target		Analysis of Outcome Measure			
65% of residents who rated their downtown experience as good or excellent.		89% of residents felt their downtown experience was good or excellent in the FY2019 citizen survey. This decreased from 92% in the Fy2016 survey.			
Action Improvement Plan					
Continue to support the façade improvement grants program to improve the look and condition of downtown business, recruit a retail anchor and a major hotel chain in downtown, complete a new historical properties inventory, expand the Downtown Overlay District to include Main St. and Poinsett St., complete the Downtown Landscaping Maintenance Plan, and continue to support events and festivals in the downtown area. Complete CenterG, the downtown streetscape project					
Data Sources		Objective			
Citizen Surveys CenterG City of Greer Expands Facade Improvement Program		😊 Development of the Central Business District			
Overall Downtown Experience		Year	Target	Rating	Status
<p>Legend: Blue = Good or Excellent, Green = Target</p>		FY2019	65%	89%	😊 At or Above Target
		FY2016	65%	92%	😊 At or Above Target
		FY2012	65%	83%	😊 At or Above Target



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😊 Vibrant Central Business District

Why It Matters					
A vibrant core business district serves as the anchor for community visitation and activities.					
Target		Analysis of Outcome Measure			
65% of resident who feel the vibrancy of Greer’s central business district is good or excellent		56% of residents surveyed felt the vibrancy of Greer’s central business district was good or excellent in the FY2019 citizen survey. This improved from 51% in the FY2016 survey.			
Action Improvement Plan					
Continue to support efforts to maintain and update building façades to improve the look and feel of downtown buildings, continue to work on recruiting a downtown retail anchor that is a destination choice, complete a new historical properties inventory to use as a focus for Greer Station tourism and visitation, expand the Downtown Overlay District to include Main St. and Poinsett St., support the Tourism Development Plan, review grant opportunities to fund tourism development projects, and develop a Greer Tourism website					
Data Sources		Objective(s)			
Citizen Surveys Greer Station Greer Community Master Plan City of Greer Expands Facade Improvement Program		😊 Development of the Central Business District			
Vibrant Central Business District		Year	Target	Rating	Status
		FY2019	65%	56%	😊 Slightly Below Target
		FY2016	65%	51%	😞 Below Target



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☹️ Development of the Central Business District

Why It Matters		
The city must support economic development, event programming, design standards, etc. in the central business district to insure long-term stability and vibrancy for residents and visitors alike.		
Analysis of Objective	Year	Status
3 At or Above Target 2 At or Above Target, 1 Slightly Below Target, 1 Below Target 2 At or Above Target, 1 Slightly Below Target, 1 Below Target	FY2019 FY2016 FY2015	😊 At or Above Target ☹️ Slightly Below Target ☹️ Slightly Below Target
Action Improvement Plan		
Continue to support efforts to maintain and update building façades to improve the look and feel of downtown buildings, continue to work on recruiting a downtown retail anchor that is a destination choice, complete a new historical properties inventory to use as a focus for Greer Station tourism and visitation, expand the Downtown Overlay District to include Main St. and Poinsett St., support the Tourism Development Plan, review grant opportunities to fund tourism development projects, and develop a Greer Tourism website		
Objective Measure(s)	Outcome Measure(s)	
<ul style="list-style-type: none"> 😊 Dined in Downtown 😊 Shopped in Downtown 😊 Attended a Downtown Event 	<ul style="list-style-type: none"> 😊 Overall Downtown Experience ☹️ Vibrant Central Business District 	



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😊 Development of the Central Business District

Objective Measures																																	
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😊 Dined in Downtown

Target																					
65% of resident who indicate they have dined in downtown monthly or more than monthly in the last year.																					
Analysis of Objective Measure		Action Improvement Plan																			
81% of residents in the FY2019 citizen survey indicated they had dined in downtown Greer more than once in the past year. This improved from 80% in the FY2016 survey.		Continue to provide a safe environment in the downtown area, support and promote events and activities, and recruit and retain appealing dining experiences.																			
Data Source & Related Links		Linked Initiatives																			
Citizen Surveys Greer Station		<ul style="list-style-type: none"> 🔄 Support Downtown Safety under Safe and Sustainable Communities Initiative 🔄 Provide legal support services sessions to city businesses 🔄 Expand Façade Improvement grants for downtown business 🔄 Recruit a Downtown Retail Anchor 🔄 Expand the Downtown Overlay District to include Main St. and Poinsett St. 🔄 Complete renovations to downtown parking lots and alleyways 🔄 Complete the Downtown Streetscape Project 																			
Objective(s)																					
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Year	Monthly or less	More than monthly	Target																		
FY2012	59%	13%	65%																		
FY2016	67%	13%	65%																		
FY2019	65%	16%	65%																		
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😊 Shopped in Downtown

Target																					
65% of resident who indicate they have shopped in downtown monthly or more than monthly in the last year.																					
Analysis of Objective Measure		Action Improvement Plan																			
76% of residents in the FY2019 citizen survey indicated they had shopped in downtown Greer more than once in the past year. This improved from 62% in the FY2016 survey.		Continue to work on recruiting a signature retail business to anchor the central business district, continue to recruit new and support existing retail business to insure quality offerings of goods and services, continue to provide a safe and accessible environment in the downtown area, support events and activities that encourage visitation to the downtown.																			
Data Source & Related Links		Linked Initiatives																			
Citizen Surveys Greer Station		<ul style="list-style-type: none"> 🔄 Support Downtown Safety under Safe and Sustainable Communities Initiative 🔄 Provide legal support services sessions to city businesses 🔄 Expand Façade Improvement grants for downtown business 🔄 Recruit a Downtown Retail Anchor 🔄 Expand the Downtown Overlay District to include Main St. and Poinsett St. 🔄 Complete renovations to downtown parking lots and alleyways 🔄 Complete the Downtown Streetscape Project 🔄 Implement Support Small Businesses Program 																			
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Shopped in Downtown		Year	Target	Rating	Status																
<table border="1"> <caption>Shopping Trends Data</caption> <thead> <tr> <th>Year</th> <th>Monthly or less</th> <th>More than monthly</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>FY2012</td> <td>52%</td> <td>6%</td> <td>65%</td> </tr> <tr> <td>FY2016</td> <td>55%</td> <td>7%</td> <td>65%</td> </tr> <tr> <td>FY2019</td> <td>60%</td> <td>16%</td> <td>65%</td> </tr> </tbody> </table>		Year	Monthly or less	More than monthly	Target	FY2012	52%	6%	65%	FY2016	55%	7%	65%	FY2019	60%	16%	65%	FY2019	65%	76%	😊 At or Above Target
Year	Monthly or less	More than monthly	Target																		
FY2012	52%	6%	65%																		
FY2016	55%	7%	65%																		
FY2019	60%	16%	65%																		
		FY2016	65%	62%	😊 Slightly Below Target																
		FY2012	65%	58%	😊 Slightly Below Target																



Strong and Healthy Economy

Council supports efforts to develop effective economic development strategies that will position the city to take advantage of current and future economic conditions by identifying key opportunities for recruitment of businesses, industries, and services that provide jobs and meet the needs of the community.

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😊 Attended a Downtown Event

Target																									
65% of resident who indicate they have attended an event in downtown monthly or more than monthly in the last year.																									
Analysis of Objective Measure		Action Improvement Plan																							
66% of residents in the FY2019 citizen survey indicated they had attended an event in downtown Greer more than once in the past year. This decreased from 67% in the FY2016 survey.		Continue to support city and non-city sponsored events in the downtown area, insure a safe and accessible environment, develop marketing and promotion information about downtown events, activities, and dining and shopping experiences.																							
Data Source & Related Links		Linked Initiatives																							
Citizen Surveys Greer Station		<ul style="list-style-type: none"> 🔄 Support Downtown Safety under Safe and Sustainable Communities Initiative ✅ Create a Tourism Development Plan. 🔄 Review grant opportunities to fund tourism development projects 🔄 Develop Greer Tourism website ✅ Created new annual downtown events (International Festival, Farmer's Market) 🔄 Recruit a major hotel brand in the Central Business District 																							
Objective(s)																									
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Attended an Event in Downtown		Year	Target	Rating	Status																				
<table border="1"> <caption>Attendance in Downtown Data</caption> <thead> <tr> <th>Year</th> <th>Monthly or less</th> <th>More than monthly</th> <th>Total</th> <th>Target</th> </tr> </thead> <tbody> <tr> <td>FY2012</td> <td>62%</td> <td>9%</td> <td>71%</td> <td>65%</td> </tr> <tr> <td>FY2016</td> <td>62%</td> <td>5%</td> <td>67%</td> <td>65%</td> </tr> <tr> <td>FY2019</td> <td>61%</td> <td>5%</td> <td>66%</td> <td>65%</td> </tr> </tbody> </table>		Year	Monthly or less	More than monthly	Total	Target	FY2012	62%	9%	71%	65%	FY2016	62%	5%	67%	65%	FY2019	61%	5%	66%	65%	FY2019	65%	66%	😊 At or Above Target
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