



**GREER
DEVELOPMENT
CORPORATION**

**2005
ANNUAL REPORT**

2005 Annual Report

It is our pleasure to report to you on the efforts and accomplishments of the Greer Development Corporation (GDC) for 2005.

With the local economy exhibiting signs of continued growth, 18 companies planning for future growth relied on GDC services that included finding available properties, market data and research, business climate information, business start-up information, market promotion services and existing business referrals. All together these 18 projects represent \$26 million of capital investment and the potential for 200 jobs in the next 12 to 18 months from businesses in the service, food, retail, and manufacturing industries. In 2005, GDC staff completed 31 existing industry calls to express appreciation for their investments in Greer, assistance with projects, determination of satisfaction with the local business climate, and identification of additional companies that the community may want to target for growth potentials.

In 2005 the organization implemented a very targeted marketing campaign. This effort focused on promotional ads that highlighted the Greer community as a great place to enjoy mouthwater dining experiences, groundbreaking business opportunities, and a breathtaking quality of life. GDC also worked directly with the Greer Station Association to develop and implement a targeted advertising campaign that specifically promotes the downtown business community. During the year GDC staff completed the redevelopment of their two web sites and engaged in 16 promotional speaking events to various clubs, organizations and businesses in the greater Greer area. Staff also completed 5 targeted marketing trips to New York, Detroit, Washington DC and Atlanta with our partner agencies from Greenville and Spartanburg Counties and the Upstate Alliance.

During the year GDC staff worked very diligently to facilitate the development and redevelopment of property in the community. GDC staff worked directly with Partnership For Tomorrow Grants Committee to administer 9 property renovation grants that totaled \$59,000. The staff was also successful in developing the new Greer Loan Pool Program for downtown property redevelopment projects with five local banks. Also during the year, GDC engaging with the leadership of Greer CPW and the City of Greer to develop the new Greer Development Park Corporation that will be the local resource agency that will engage with developers to bring the next large business park development to Greer.

Our progress over the year reflects the efforts of a team that includes public officials from the City of Greer and the Commission of Public Works, the Greater Greer Chamber of Commerce; industry and trade associations; state, regional, and local governments and economic development professionals; and Greer's growing business community. We are fortunate to work with so many capable parties who are engaged in promoting the assets of Greer.

Looking ahead, signs are evident that the local economy is strong, creating new opportunities for Greer to capture its fair share of growth in the Upstate. Key to our future success will be retaining and attracting businesses, developing the appropriate mix of product for future economic development, and promoting the fast paced events and opportunities that the growing Greer market offers. GDC is proud to be a key partner in the revitalization and economic development effort of the community.

We thank our investors and partners and look forward to the year ahead. With your help and commitment, we hope to achieve great things for Greer.

Sincerely,



David Swenson
Executive Director



Jerry Balding
2005 Chairman

2005 Year in Review

Goal 1 - Improved Industrial & Commercial Properties in the Greer area

- Worked with the City of Greer and the Greer CPW to form the Greer Development Park, Inc.
- Assisted the City of Greer, SCDOT, Greer Chamber and PFT with Railroad Relocation project meetings.
- Helped the City of Greer update their Land Use plans for the city.
- Engaged with various property owners and developers in the greater Greer area to explore land development opportunities.
- Completed viable sites analysis with the SC Department of Commerce.
- Developed new Greer Loan Pool Program with the assistance of five local banks.
- Held quarterly Real Estate Allies Meeting to highlight current events and properties in the Greer area.
- Worked with City of Greer, Greer CPW, and Greer Chamber of Commerce to develop downtown wireless network.
- Developed new signage concepts and standards for downtown development with the City of Greer and the Greer Station Association.
- GDC staff worked directly with Partnership For Tomorrow Grants Committee to facilitate the Property Renovation Grant Program for historic downtown.

Goal 2 - Targeted Marketing Effort that Increases and Diversifies Greer's Business Base

- Completed 31 existing industry calls to area manufacturers, service firms, retailers, and restaurants.
- Partnered with the Greer Chamber of Commerce to host an Industry Appreciation luncheon.
- Developed new web sites for greerdevelopment.com and greerstation.com.
- Completed quarterly newsletters for Greerdevelopments and Greerstation.
- Provided \$1,000 sponsorship support to the Greer Chamber's effort to join the Southeastern Alliance for high speed rail initiative.
- Conducted Greer promotional advertising campaign in the Greenville Journal, GSA Business Journal, and South Carolina Magazine.
- Developed new Greer Station advertisements with the Greer Station Association that ran in the Greenville News.
- Sent 13 marketing press releases to area media, investors, associations, and others promoting current events and activities occurring in Greer.
- Assisted Greer Chamber of Commerce Greer Events group as they developed and executed new events in downtown.
- Held annual meeting in February that had a guest speaker providing an update on the ICAR project.
- Completed Wade Hampton Shoppers Survey and Greer Business Start-up Resource Guide.
- Participated in Atlanta Consultants Trip with GADC; SAE Show in Detroit with Upstate Alliance; MD&M Show in NY with SCEDC; Atlanta ICSC Show; Greenville / Spartanburg Joint Chamber trip to Washington DC; and the Upstate Showcase and BMW ProAm Activities with the Upstate Alliance.
- Conducted direct mail campaign to 350 developers and end users promoting Greer as a place for their business.
- Made 16 presentations promoting Greer to area real estate agencies, chambers of commerce, cultural and civic organizations.

Goal 3 - Improved Economic Development Organization

- Provided interviews with local media highlighting the organization and the communities current events.
- Provided Greer updates to local municipal and county government representatives, the Spartanburg County Economic Development Corporation staff, and the staff from the Greenville Area Development Corporation.
- Participated in the Greenville Economic Development Strategic Planning effort.
- Completed transition of staff from City employment to Corporation employment.
- Completed property search and developed budget for 2006 move of GDC operations to new office space.
- Completed draft of new Employee Handbook.
- Staff attended economic development training courses in Atlanta and Chicago.
- Visited Rock Hill, Columbia, Greenville, and Aiken to learn more about other community and economic development initiatives in the state.

Officers

Chair

Jerry Balding
General Manager, Greer CPW

Vice Chair

Wryley Bettis
Greer City Council

Treasurer & Secretary

David Swenson
Greer Development Corporation

Directors

Mark Ashmore
President, Ashmore Brothers

Tony Cannon
Chair, Partnership For Tomorrow

Ed Driggers
City Administrator, City of Greer

David Duncan
Commissioner, Greer CPW

Dennis Hennett
President, Greer State Bank

John Kimbrell
President, Greer Chamber of Commerce

Larry Wilson
Regional VP, State Auto Insurance

Staff

David Swenson
Executive Director

Richard Blackwell
Commercial Development Director

Angela Rutland
Office Manager

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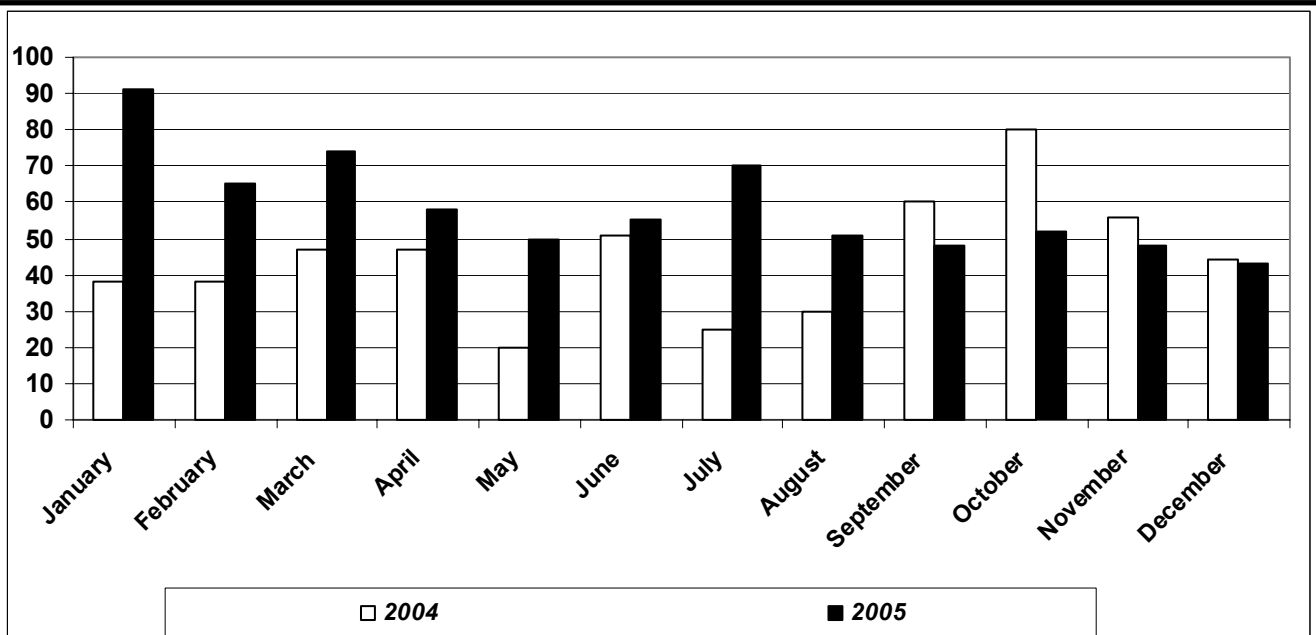
GDC Investor Honor Roll



GDC Assisted Projects in 2005

<u>SUCCESSSES</u>	<u>TYPE</u>	<u>INVESTMENT</u>	<u>JOBS</u>	<u>Location</u>
Project Tyme	Restaurant	TBD	2 to 10	Greenville County / City of Greer
Project Xpress	Service	TBD	8 to 12	Spartanburg County
Project Call	Retail / Restaurant	\$500k to \$1million	14 to 20	Greenville County
Project Rutledge	Restaurant	\$85,000	6 to 8	Greenville County / City of Greer
Project Robey	Retail	TBD	1 to 3	Greenville County
Project Express	Services	TBD	15 to 25	Spartanburg County/City of Greer
Project Environmental	Services	TBD	50	Greenville County
Project Wolverine	Manufacturing	\$8 million	30	Greenville County
Project Consultant	Service	\$1 million	3	Greenville County / City of Greer
Project Klingenberg	Manufacturing	\$1 million	4 to 5	Spartanburg County
Project Hummer	Retail	\$3 million	8 to 10	Spartanburg County/City of Greer
Project Wolfpack	Retail	TBD	5 to 8	Spartanburg County
Project Essex	Retail / Service	\$1 million	8 to 12	Greenville County / City of Greer
Project Wood	Restaurant	\$20,000	2 to 3	Greenville County
Project Slim	Retail	\$20,000	2	Greenville County
Project Coffee	Restaurant	\$25,000	2 to 4	Greenville County / City of Greer
Project Tab	Services / Restaurant	\$10 to \$12 million	150	Greenville County / City of Greer
Project Pretzel	Service	\$900,000	10 - 12	Greenville County / City of Greer

Monthly Activity Comparison



Source: GDC; Monthly Activity includes all new inquiries, leads, prospects, and projects.