

Recommendations for the Reopening of Greenville Area Businesses and Organizations

PRESENTED BY

Business Recovery Task Force

A JOINT EFFORT OF

City of Greenville
Greenville County
Greenville Chamber
Greenville Area Development Corporation



Introduction

Greenville's reputation as an engine for economic success stems from the collaborative spirit between local government and the business community. As a leader and innovator in public-private partnerships, Greenville has set the standard. The COVID-19 pandemic has deeply impacted the economy of our nation, state, and region, and we must engage in strong, productive strategic partnerships with local economic development allies to ignite economic recovery across jurisdictional boundaries.

A partnership comprised of Greenville County, the City of Greenville, the Greenville Chamber, and the Greenville Area Development Corporation (GADC), led by a task force of Greenville business, health care, and community leaders, is committed to helping the greater Greenville business community recover and thrive.

Task Force Mission

The mission of the Business Recovery Task Force is to promote an environment that supports Greenville's business community and its employees, to provide a platform that communicates vital information and connects people to local, state, federal, and other resources to meet immediate and future needs as Greenville emerges from the COVID-19 pandemic, and to promote recovery to the thriving economic environment for which Greenville is known.

Task Force Steering Committee

John McDonough, City Manager, City of Greenville
Joe Kernell, County Administrator, Greenville County
Carlos Phillips, President & CEO, Greenville Chamber
Mark Farris, President & CEO, Greenville Area Development Corporation

Task Force Members

George Acker, SC Department of Commerce
Steve Bailey, Merus Refreshment Services
Meghan Barp, United Way of Greenville County
Mike Bauer, ScanSource
Craig Brown, Greenville Drive
Julie Godshall Brown, Godshall Staffing
Matt Caldwell, Bon Secours Health System
Rick Davis, Elliott Davis, LLC
John DeWorken, Greenville City Council
David Feild, Colliers International
Rich Hagins, US&S Services
Lynn Harton, United Community Bank
Rebecca Leach, South Carolina Retailers Association
Dr. Keith Miller, Greenville Technical College
Adela Mendoza, Hispanic Alliance

Mark O'Halla, Prisma Health
Liz Seman, Furman University and Greenville County Council
Chris Stone, Visit Greenville SC
Carl Sobocinski, Table 301 Restaurant Group
Fabian Unterzaucher, Westin Poinsett Hotel

In addition to these members, the task force received guidance and input from many representatives and leaders from the business and nonprofit communities. The task force appreciates the efforts and contributions of these individuals and their commitment to the economic recovery of the Greenville region.

Task Force Meetings

Since mid-April, the Business Recovery Task Force has worked to develop a blueprint for re-opening Greenville in a way that communicates a message that instills confidence in business owners, their employees, and customers.

At its first meeting on April 23, 2020, the task force received insight and comments from each member, who drew upon their years of professional experience, industry best practices, and personal wisdom regarding the COVID-19 response and recovery. The task force learned about the unique challenges of businesses and organizations from many industry sectors. The partner organizations and task force members came away with a resounding message: Restart the economy and reopen business *quickly and safely*. In other words, it is critical to open businesses and get back to work, but we must ensure the safety and wellbeing of workers, customers, and the community at large.

Between the first and second task force meetings, task force members broke into small working groups to take a deeper dive into major issues and concerns identified at the first meeting. On April 30, the task force heard reports from each small group. Major themes that emerged from these presentations included access to capital for small businesses; providing consistent, accurate information; making information easily accessible for businesses, and in a bilingual format; being inclusive in recovery efforts; access to personal protective equipment (PPE); and establishing a single point of contact for providing information and answering questions.

Staff members from the four partner agencies have compiled the information and proposals from the initial Business Recovery Task Force meetings and the top 10 action steps and recommendations are outlined in the next section.

Business Recovery Task Force (BRTF) Recommendations

GOAL 1 - Implement “Greater Greenville Pledge” communications plan			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 2020 – August 2020	<ul style="list-style-type: none"> • Dedicated website • Greater Greenville Pledge signage to include posters, window decals • Social media posts, hashtags • Local media coverage to include BRTF findings at press briefing • Communications in English and Spanish 		<ul style="list-style-type: none"> • City of Greenville • Greenville County • Greenville Chamber • GADC • Hispanic Alliance
GOAL 2 - Create financial and other tools to respond to ongoing business needs			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 11-30, 2020	<ul style="list-style-type: none"> • Develop business and non-profit loan/grant program to meet urgent financial needs (i.e., payroll, rent, utilities, PPE, etc.) 	\$60 million in CARES funding	<ul style="list-style-type: none"> • City of Greenville • Greenville County • Greenville Chamber • United Way
May 2020 – November 2020	<ul style="list-style-type: none"> • Assess business and non-profit needs through ongoing survey and constant contact 		<ul style="list-style-type: none"> • Greenville Chamber, with input from BRTF partners
GOAL 3 - Establish a single point of contact for accurate, updated information			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 11-15, 2020	<ul style="list-style-type: none"> • Confirm single point of contact with partners and build information platform • Link information to partner websites, including Hispanic Alliance • Link to resources, including CDC, DHEC, and AccelerateSC 		<ul style="list-style-type: none"> • City of Greenville • Greenville County • Greenville Chamber • United Way

Business Recovery Task Force (BRTF) Recommendations

GOAL 4 - Improve access to PPE for all businesses and non-profit organizations			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 11-15, 2020	<ul style="list-style-type: none"> Develop a supply chain of local businesses that can produce PPE and determine best method for purchase and distribution 	\$2 million in CARES funding	<ul style="list-style-type: none"> City of Greenville Greenville County Greenville Chamber GADC

GOAL 5 - Produce industry-specific videos and other educational materials using subject matter experts			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 11-25, 2020 (Coordinate schedule with medical group)	<ul style="list-style-type: none"> Develop a series of virtual educational presentations that are industry-specific, such as retail, restaurants, educational institutions, personal services (nail and hair salons), and recreation (gyms/parks) 		<ul style="list-style-type: none"> Greenville County EMS Prisma Health Bon Secours Health System

GOAL 6 - Expand information access to diverse populations			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 11-30, 2020	<ul style="list-style-type: none"> Produce bilingual written, video, and audio content and link all websites and other social media platforms 		<ul style="list-style-type: none"> City of Greenville Greenville County Greenville Chamber GADC Hispanic Alliance

Business Recovery Task Force (BRTF) Recommendations

GOAL 7 - Develop strategy to restore travel and tourism			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 2020 - June 2020	<ul style="list-style-type: none"> Implement the Drive marketing campaign created by VGSC and endorsed by the hospitality industry 	\$2 million in CARES funding	<ul style="list-style-type: none"> Visit Greenville SC
May 2020 - June 2020	<ul style="list-style-type: none"> Establish reopening guidelines based on CDC and DHEC guidance for hotels, restaurants, and retail NOTE: Goals related to travel and tourism will be updated to include short, medium, and long-term goals 		<ul style="list-style-type: none"> City of Greenville Greenville Chamber Visit Greenville SC

GOAL 8 - Develop ambassador program to support implementation of task force goals			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 2020 - December 2020 and ongoing	<ul style="list-style-type: none"> Identify familiar public figures to feature in print, audio and video content who can attend events and appear at locations throughout the community to thank the public for supporting Greenville businesses 		<ul style="list-style-type: none"> City of Greenville Greenville County Greenville Chamber GADC
May 2020 - December 2020 and ongoing	<ul style="list-style-type: none"> Work with local businesses to identify employees to serve as ambassadors, monitor customers, and promote safe practices 		<ul style="list-style-type: none"> City of Greenville Greenville County Greenville Chamber GADC

Business Recovery Task Force (BRTF) Recommendations

GOAL 9 - Assess contemporary trends/concerns prompted by COVID-19's potential impacts on current and future office environments			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 2020 - December 2020	<ul style="list-style-type: none"> Identify office improvements that may be needed to promote employee safety (i.e., PPE, rapid testing, HVAC improvements, etc.) 	Possible eligible activity for loan/grant program in Goal 2	<ul style="list-style-type: none"> City of Greenville Greenville Chamber GADC Greenville County
July 2020 – June 2021 and ongoing	<ul style="list-style-type: none"> Identify design specs to retrofit existing spaces to accommodate social distancing protocol 		<ul style="list-style-type: none"> City of Greenville Greenville Chamber GADC Greenville County
Ongoing	<ul style="list-style-type: none"> Identify opportunities to market greater Greenville community to attract new office projects NOTE: Goals related to office opportunities will be updated as economic conditions change 		<ul style="list-style-type: none"> City of Greenville Greenville County Greenville Chamber GADC

Business Recovery Task Force (BRTF) Recommendations

GOAL 10 - Position Greenville community to respond quickly to future economic and community crisis events			
Timeline	Work Output(s)	Resource Request	Responsible Partners
May 2020 - July 2020	<ul style="list-style-type: none"> Develop a benchmarking strategy to measure key indicators of current economic decline and recovery 		<ul style="list-style-type: none"> City of Greenville Greenville County Greenville Chamber GADC Hispanic Alliance
May 2020 – September 2020	<ul style="list-style-type: none"> Develop community preparedness and mobilization plan to address future emergencies 		<ul style="list-style-type: none"> City of Greenville Greenville County Greenville Chamber GADC
Ongoing	<ul style="list-style-type: none"> Share best practices with other counties and municipalities across the state and region 		<ul style="list-style-type: none"> City of Greenville Greenville County Greenville Chamber GADC BRTF Members

Business Recovery Task Force Recommendations

-  **GOAL 1** Implement "Greater Greenville Pledge" communications plan
-  **GOAL 2** Create financial and other tools to respond to ongoing business needs
-  **GOAL 3** Establish a single point of contact for accurate, updated information
-  **GOAL 4** Improve access to PPE for all businesses and non-profit organizations
-  **GOAL 5** Produce industry-specific videos and other educational materials using subject matter experts
-  **GOAL 6** Expand information access to diverse populations
-  **GOAL 7** Develop strategy to restore travel and tourism
-  **GOAL 8** Develop ambassador program to support implementation of task force goals
-  **GOAL 9** Assess contemporary trends/concerns prompted by COVID-19's potential impacts on current and future office environments
-  **GOAL 10** Position Greenville community to respond quickly to future economic and community crisis events