



ROCKHILL
ECONOMIC
DEVELOPMENT

progress through vision.

December 6, 2010

Mayor Echols and Members of City Council
City of Rock Hill
PO Box 11706
Rock Hill, SC 29731-1706

Dear Mayor Echols and Members of City Council:

In January 2010, the Board of Directors of RHEDC approved and recommended to City Council a set of economic development goals for 2010. These goals included:

- Explore avenues to assist in strengthening small business and entrepreneurial programs developed by York Tech, the Chamber of Commerce and Winthrop University
- Create and implement strategies for attracting new employment to Old Town, with particular focus on knowledge-based businesses
- Develop programs and incentives to attract and support young professionals to work and live in the downtown area
- Organize local discussions regarding possible long term economic clusters for Rock Hill and York County
- Provide business planning and marketing support for existing downtown retail and restaurant businesses to aid these businesses through the current economic recession

On January 11, 2010 City Council approved these goals. RHEDC and other organizations and individuals in our community have been working over the last 11 months to achieve these goals.

The Hive is workforce training program for knowledge workers that York Technical College will open in January 2011. The program is being established in Old Town, specifically to address the goals outlined above. RHEDC believes that The Hive will be a highly effective program for achieving the economic development goals of the City and RHEDC. On a daily basis, The Hive will bring between 30 and 40 college students to classes in downtown Rock Hill. These students will design and implement real-world marketing solutions for community organizations. When they complete program, these students will be trained to work in web design and marketing businesses or to form their own companies.

RHEDC strongly supports this program. We have committed to implement two marketing projects through The Hive in 2011. Other community groups are supporting this initiative including Comporium, Winthrop University, and York County Regional Chamber of Commerce. Harry Dalton is also providing financial support. RHEDC urges City Council to join with these groups in providing support for The Hive.

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Thank you for the high priority that the City Council places on addressing the economic challenges facing our community. On behalf of the RHEDC Board, I wish you a very Merry Christmas and look forward to sharing with you in January proposed economic development goals for the New Year.

Sincerely,



Bev Carroll
Chair