

MAYOR
Michael D. Fuesser

MAYOR PRO TEM
Edward Brown

CITY MANAGER
Dalton Pierce, MPA



CITY COUNCIL
Matt Hickey
Marion Ramsey
Stephanie Jarrett
Charles Brewer
Kellie Harrold

CITY CLERK
Amy Craig

York City Council
Work Session Agenda
Monday, March 18, 2024
Meeting at 5:00 PM

1. WELCOME AND CALL TO ORDER

MAYOR MIKE FUESSER

2. PRAYER

MAYOR PRO TEM ED BROWN

3. PLEDGE OF ALLEGIANCE

MAYOR MIKE FUESSER

4. PRESENTATIONS

4.1. Retail Strategies

5. DISCUSSIONS

- 5.1 Green Street Park Conceptual
- 5.2 Special Events, H-Tax Grants, and Façade Grants
- 5.3 City Recycling Program
- 5.4 FY23-24 Budget Amendment
- 5.5 FY24-25 Budget Discussion #2
- 5.6 Gateway Signage Updates

6. ADJOURN



retail strategies

Retail Strategies & York



Industry Involvement

TRUSTED PARTNER

Industry Leaders

Worked with 800 communities since 2011

Vast network of retail and restaurant industry professionals

Only municipal firm with in-house commercial real estate team



ICMA

ICSC

NLC
NATIONAL LEAGUE OF CITIES
CITIES STRONG TOGETHER

MAIN STREET AMERICA
2023 Allied Member

IDA
INSPIRED LEADERS
SHAPING CITIES

OVERCOMING

Our Role

CHALLENGES

GOALS

Resources

Tax Revenue

Job Creation

Time

Network

Quality of Life

New Business

Experience

HOW IT WORKS

What we do

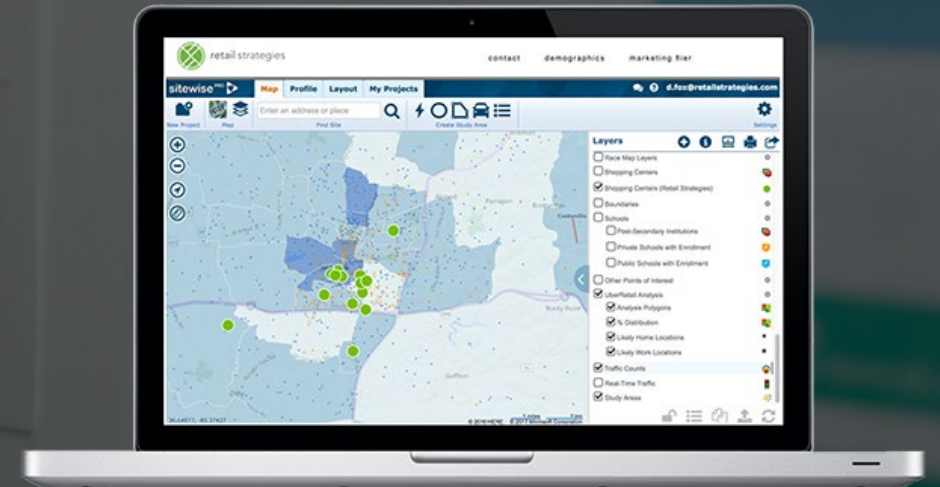
Our services are only part of what we do.



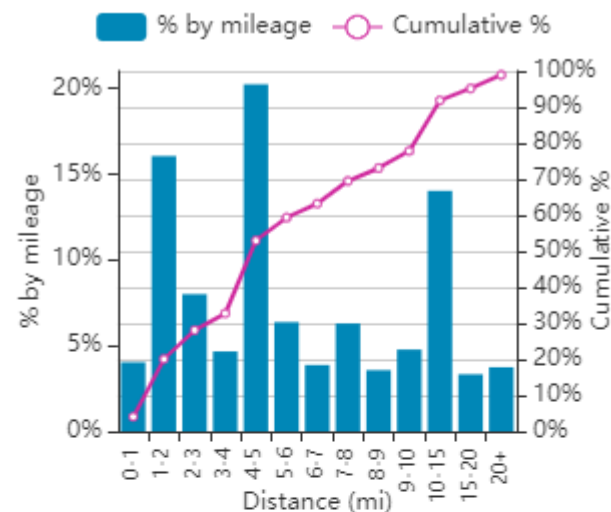
DISCOVER

Data & Analytics

- Customized Trade Area
- GAP Analysis
- Peer Analysis
- Prospects & Site Criteria



Visits by Distance



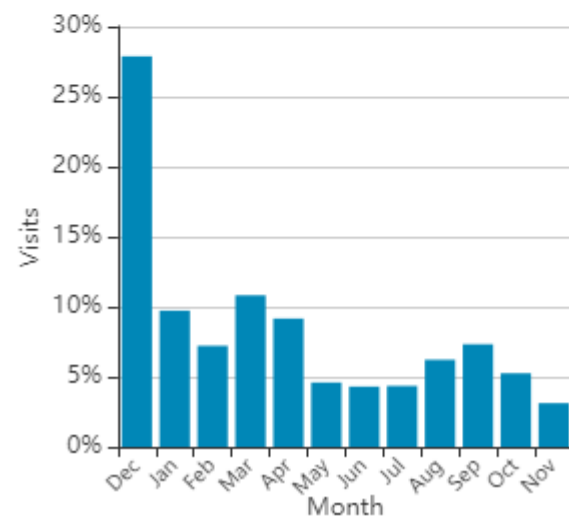
Liberty Central

950 E Liberty St
York, SC 29745
United States

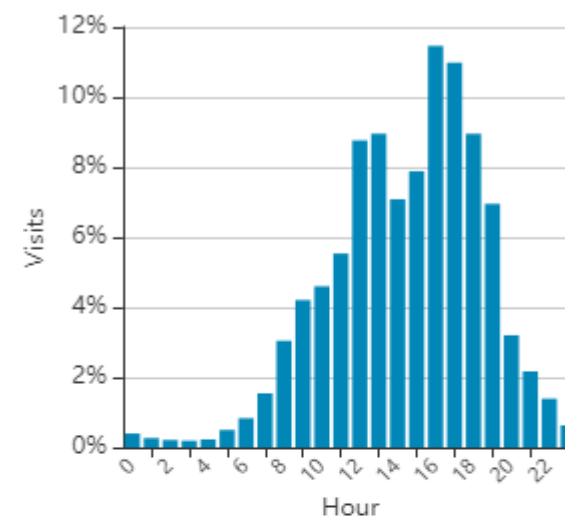
Details

Estimated Annual Visits	633,191
Estimated Annual Visitors	156,054
Avg Distance from Home	5.0 miles
Average Dwell Time	30.9 min
Tourist Visits	1.1%
Sector	Malls and Shopping Centers
Sector - County Rank	#4 of 28
Sector - DMA Rank	#4 of 337
Brand	Shopping Centers & Malls
Brand Rank within State	#52 of 487
Brand Rank within DMA	#46 of 332

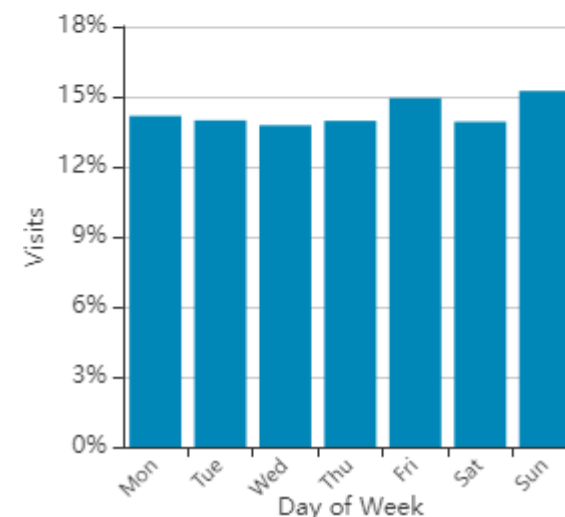
Visits By Month



Visits By Hour



Visits by Day



DISCOVER

GAP Analysis

\$150 million



\$110 million



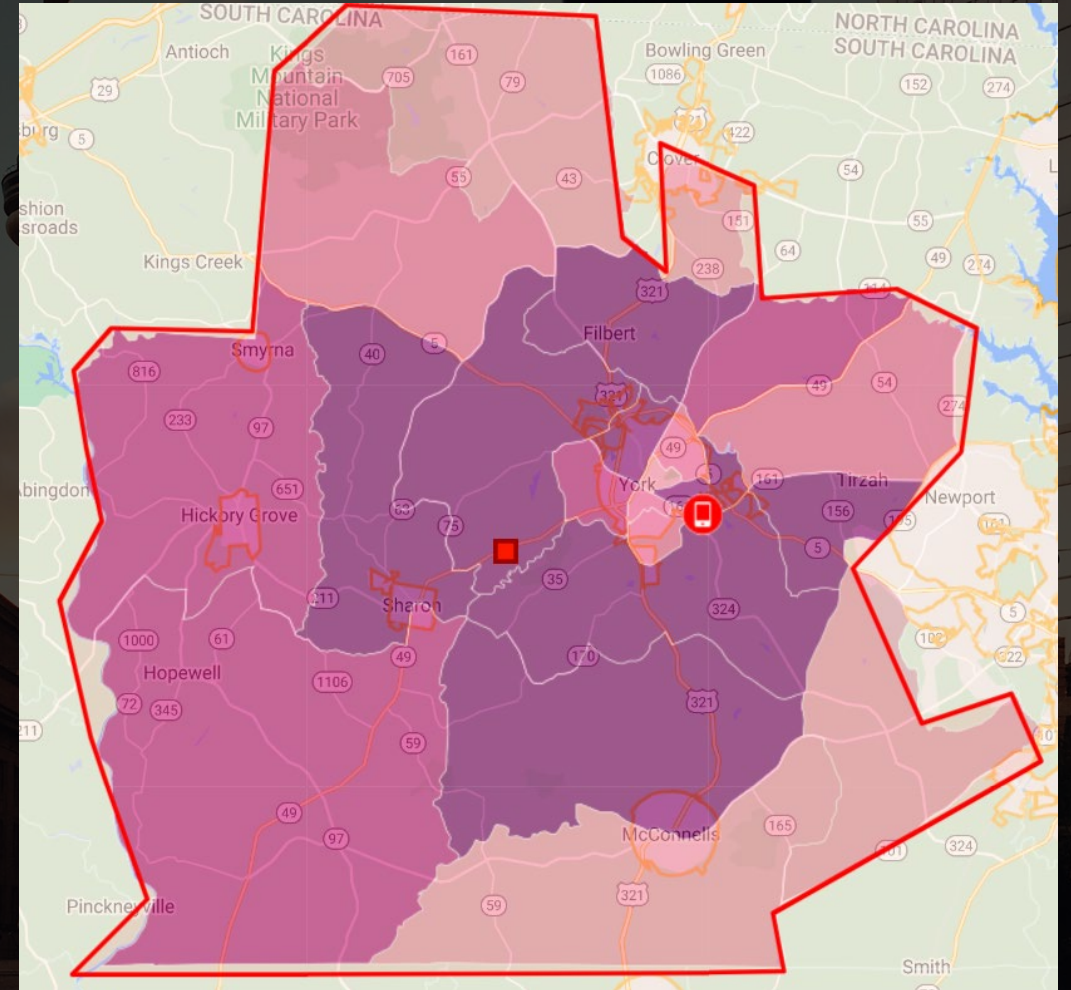
\$76 million



Grocery

General Merch

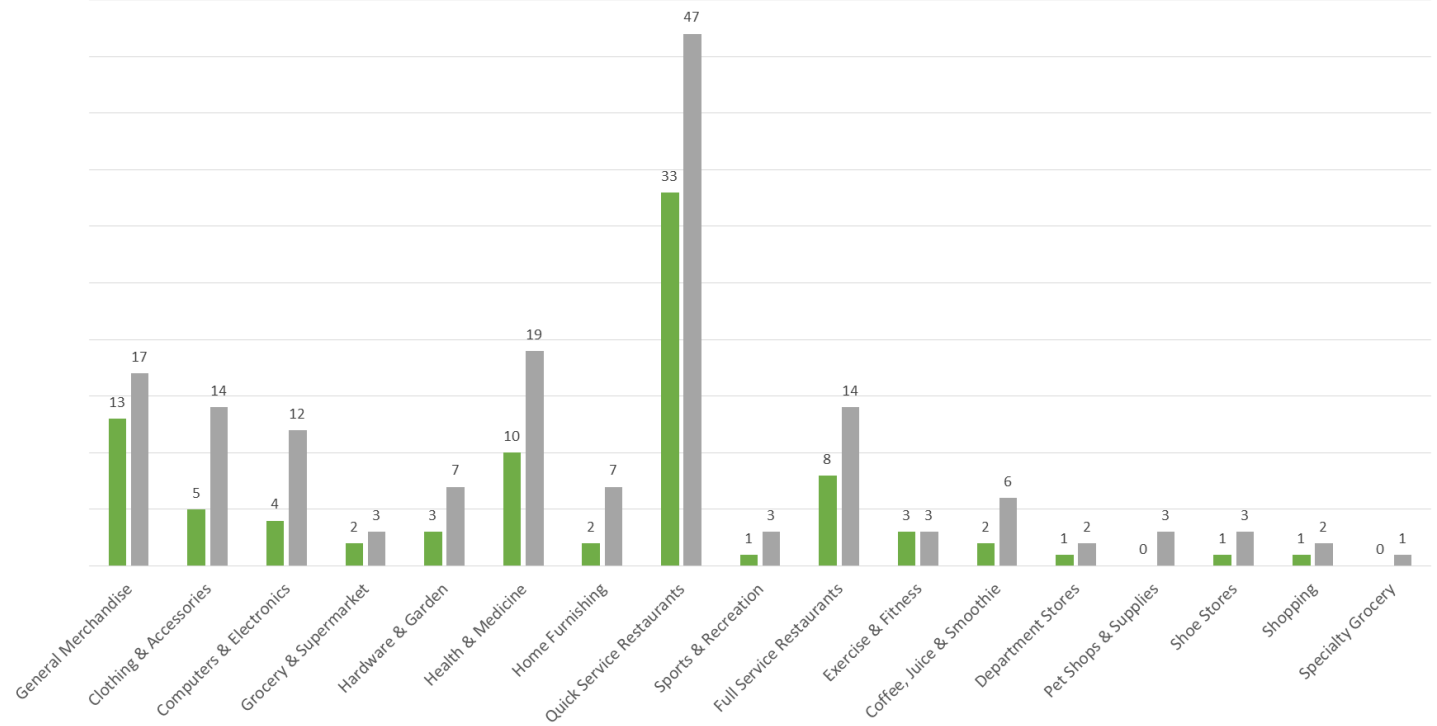
Restaurants



DISCOVER

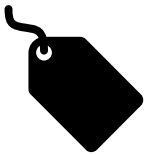
Peer Analysis

How you measure
up to similar
communities.



DISCOVER

Prospects & Site Criteria



Site Criteria

Category:	Food & Beverage
Demographic Radius Ring Requirement:	3
Minimum Population Requirement:	9,000
Household Income Requirement	\$65,000
Traffic Count	20,000 VPD
Number of SF or AC:	1,100 SF

Location Comments:

Standard "Vanilla" shell with improvements. Morning side of roadway, drive-thru window preferred. Free standing, shared pad, or end cap located in mix use "major tenant" community shopping center with national or regional tenant.



CONNECT

Real Estate Analysis

- Universal Site Metrics
- Inventory

CONNECT

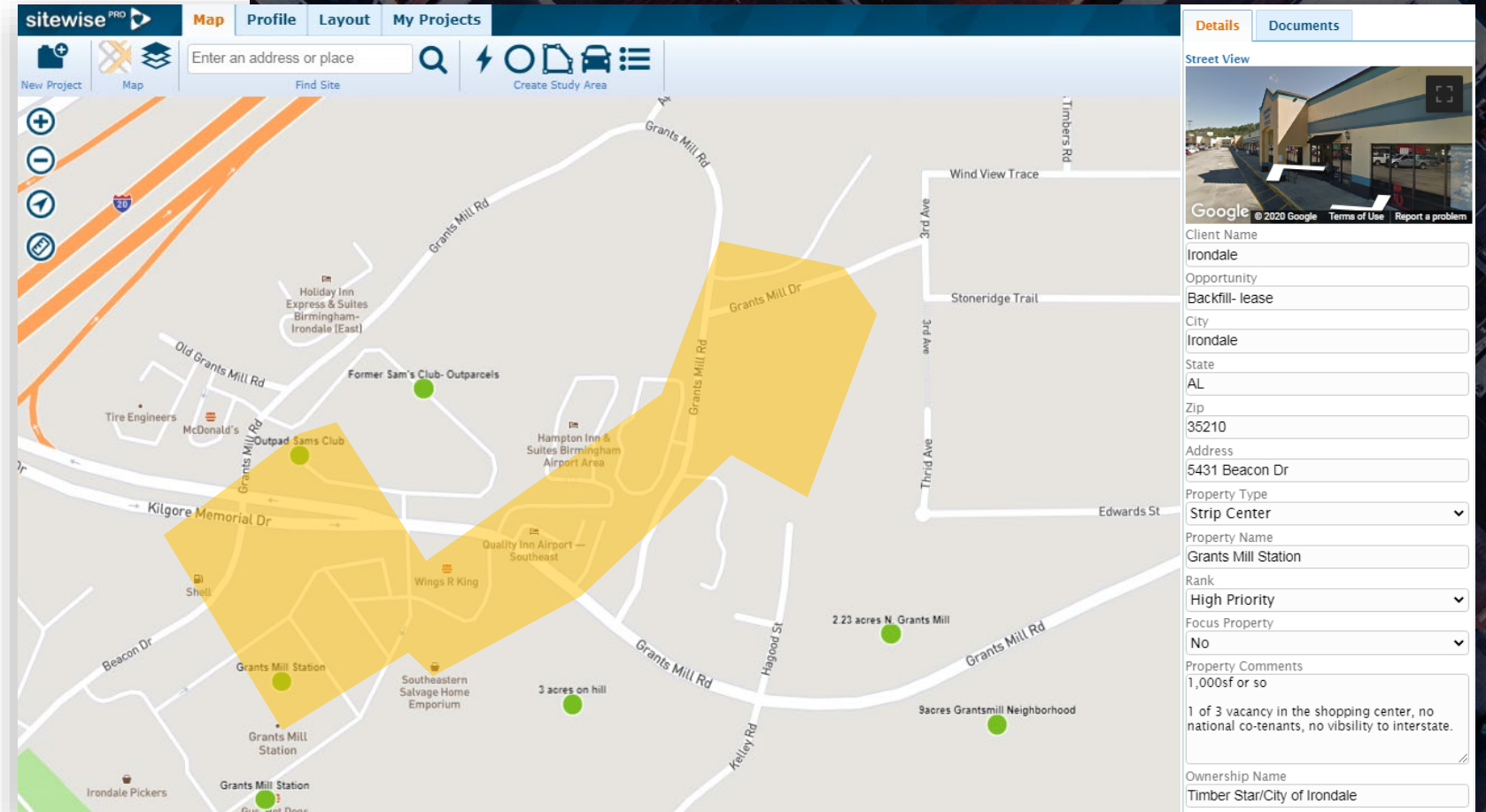
Universal Site Metrics

- Signage/Visibility
- Parking
- Access
- Co-Tenancy
- Traffic



CONNECT

Inventory



sitewise PRO | Map | Profile | Layout | My Projects

Enter an address or place | Find Site | Create Study Area

Details | Documents

Street View

Client Name: Irondale

Opportunity: Backfill- lease

City: Irondale

State: AL

Zip: 35210

Address: 5431 Beacon Dr

Property Type: Strip Center

Property Name: Grants Mill Station

Rank: High Priority

Focus Property: No

Property Comments: 1,000sf or so

Ownership Name: Timber Star/City of Irondale

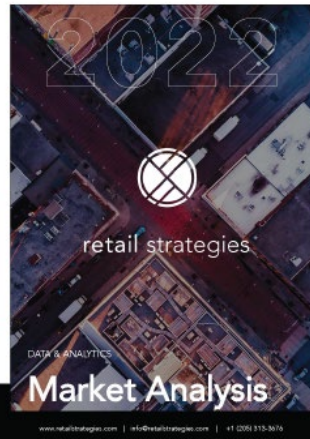
1 of 3 vacancy in the shopping center, no national co-tenants, no visibility to interstate.

ADVANCE

Deliverables

DISCOVER
GAP Analysis

DISCOVER
Customized Trade Area



Market
Analysis

YOUR TEAM
Who We Are

retail specialists

OUR SUCCESS
New

Robert Jo
CEO/Founder

Mead Sits
COO/Founder

Emil Gull
EVP/President

66

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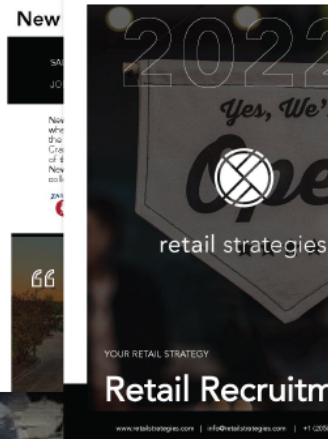
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Retail
Recruitment
Plan

retail strategies

BEST USED
Prim

Success
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MARKET GUIDE
City, State

Demographics
20 min drive time

17,466
population

7,022
households

19,193
median population

\$36,300
median household income

\$51,000
median household income

41.4
avg age

Custom Trade Area
20 min drive time

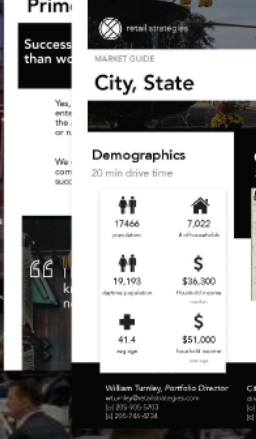
City Name
City

William Turnley, Portfolio Director
wturnley@retailstrategies.com
(202) 405-1100
(202) 405-1100

City Official Name, Director
cityofficialname@retailstrategies.com
(202) 405-1100
(202) 405-1100

City Official Name, Director
cityofficialname@retailstrategies.com
(202) 405-1100
(202) 405-1100

City Official Name, Director
cityofficialname@retailstrategies.com
(202) 405-1100
(202) 405-1100



Marketing
Guide

ADVANCE

Conference Representation

Each year our team attends dozens of retail real estate conferences including ICSC Orlando, ICSC Vegas, RetailLive! Orlando.

At the conferences we will set up and have meetings with targeted retailers, restaurants, brokers, and developers on your behalf.

Following each conference, you will receive Recap Report on who we met with, what was said, and what our next steps are.



ADVANCE

Conference Representation





retail strategies

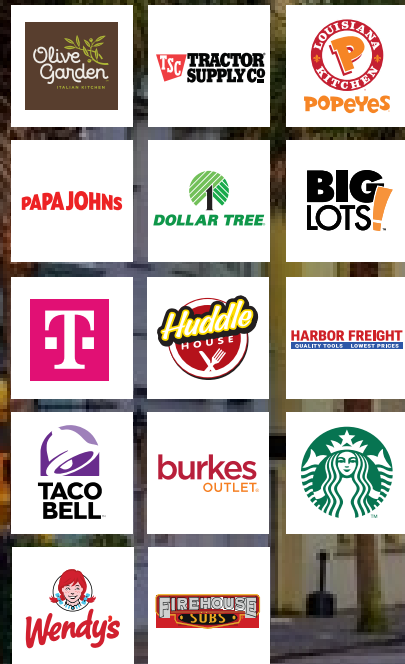
ROI + SUCCESS

South Carolina



"We consider Retail Strategies as part of our team. We're doing our part in the city and the momentum carries together. They bring in expertise and talent that can really help us succeed and attract businesses that our citizens desire."

— Mayor Senn, Newberry, SC



377

Jobs Created
(Estimated)

\$544,683

Annual Local Sales
Tax Revenue Collected

\$50.4M

New Annual Retail
Sales
in Client Communities

City of York



Memo

TO: Mayor & City Council

FROM: Dalton Pierce, MPA, City Manager

MEETING DATE: March 18th, 2024

SUBJECT: Green St. Park Conceptual

GENERAL INFORMATION

5.1 Green St. Park Conceptual

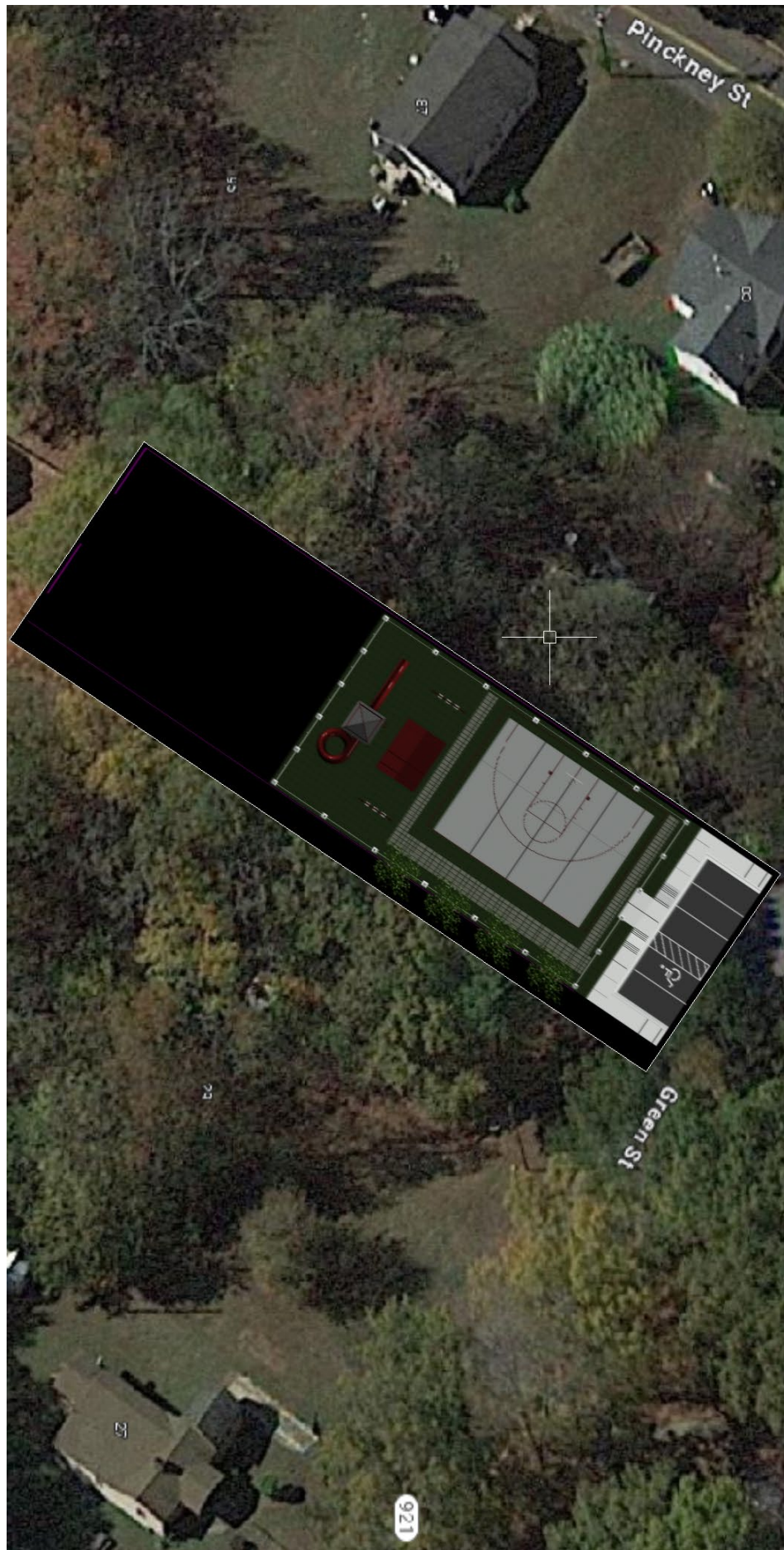
In the FY23-24 Adopted Budget, the first park project in the 2021 Parks Master Plan was approved to be completed. A conceptual was completed and presented to the City Council at the February 19, 2024, meeting. City Staff discussed the comments with the engineer, and an updated concept has been generated.

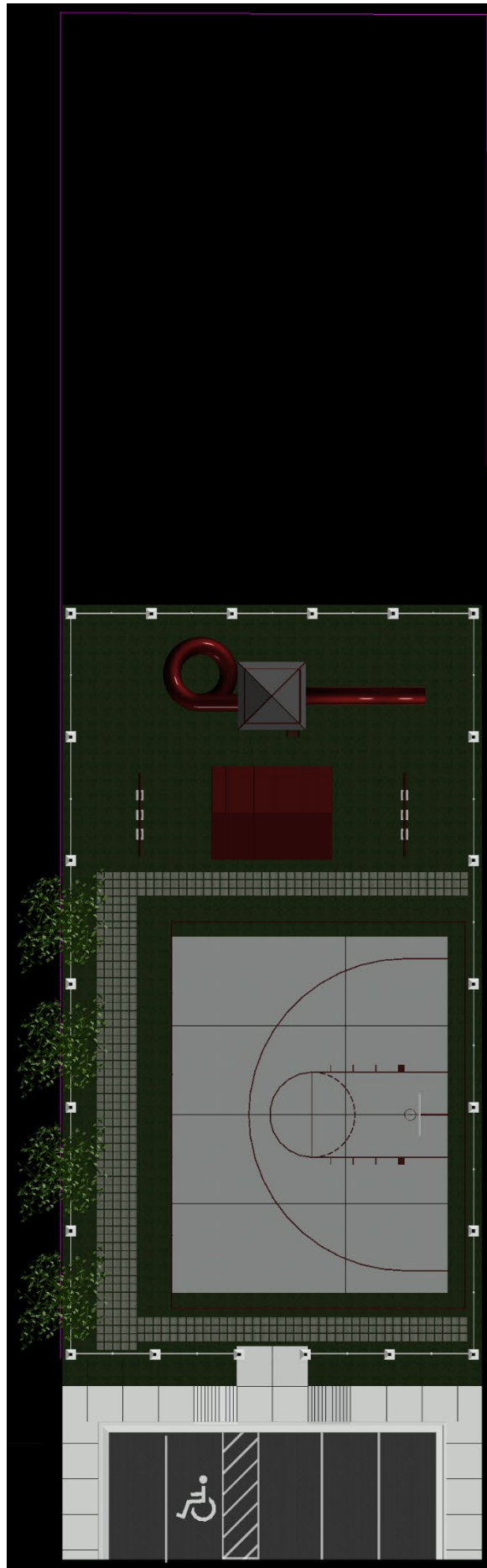
REQUESTED ACTION

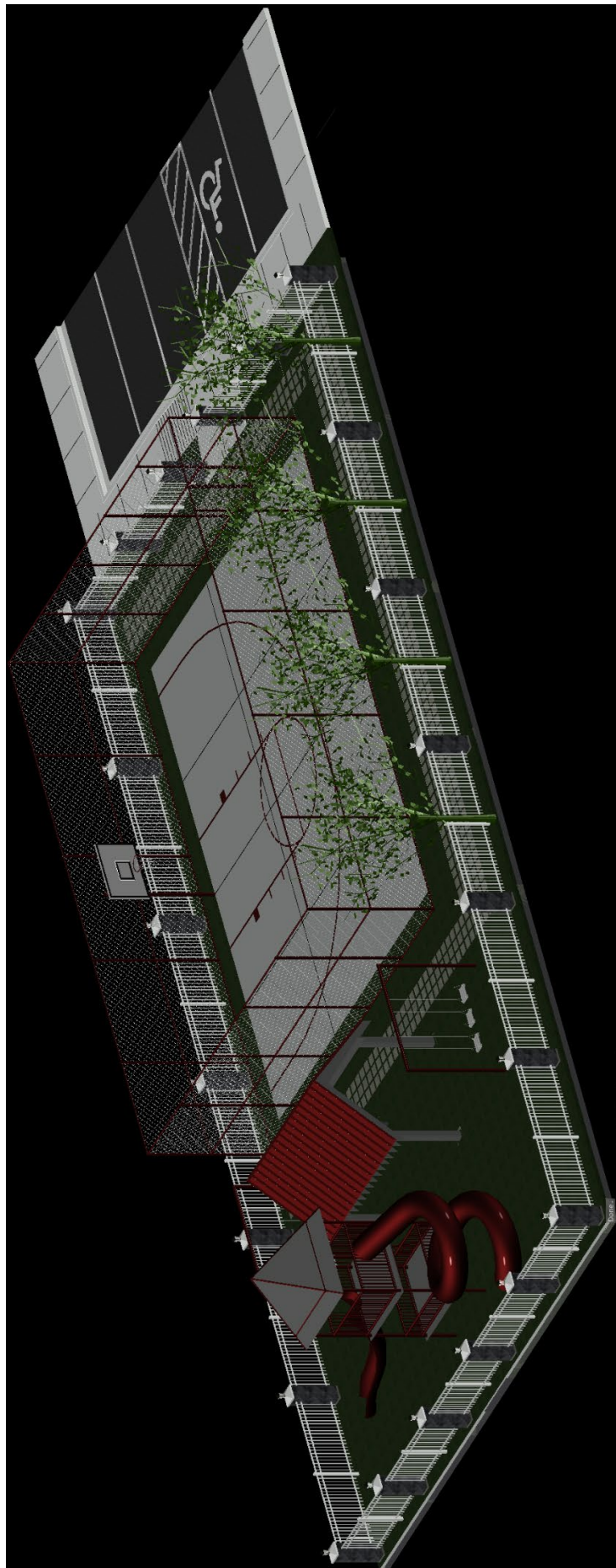
N/A

ATTACHMENT(S):

Green St. Park Conceptual







City of York



Memo

TO: Mayor & City Council

FROM: Rebecca Mestas, Community Engagement Director

MEETING DATE: March 18, 2024

SUBJECT: Special Event Permit Application & Grant Discussion

GENERAL INFORMATION

The Community Engagement Department is recommending changes to the Special Event Permit Application, Hospitality Tax Grant Program and Façade Grant Program.

Special Event Permit Application

- Change application deadline to 90 days
- Revise checklist system to ensure proper documentation received
- Require applicants to submit vendor list 14 days prior to date of event
- Require Certificate of Insurance for all events

Hospitality Tax Grant Application

- Budget \$75K
- Implement a limit on the number of years (3) for which an organization can submit applications. (This would apply to the marketing and advertising, print and promotion, and entertainment categories)
- Beyond 3 years, continue to support events through in-kind municipal support only
- Assume responsibility for arranging portable restrooms H-Tax funded events, including them as an in-kind service
- Require a percentage of advertising and marketing dollars awarded be targeted to areas outside of York to attract tourism

Façade Grant

- Budget - \$100,000
- Expand eligible projects beyond awnings. Include signage, building restoration, lighting, and beautification elements as eligible improvements
- Categories: Outdoor restoration (removal of upper façades concealing historic features, awning or canopy repair/replacement), Beautification (paint, lights, awnings), Seating and Accessories (patio tables and chairs, planters)
- Funding Allocation: Outdoor restoration: 50% up to \$25K, Beautification: 50% up to \$10K, Seating and Accessories: 50% up to \$5K
- Consider Quarterly or semi-annual cycles

REQUESTED ACTION

No action needed

City of York



Memo

TO: Mayor & City Council

FROM: Dalton Pierce, MPA, City Manager

MEETING DATE: March 18th, 2024

SUBJECT: City Recycling Program

GENERAL INFORMATION

5.3: City Recycling Program

This item was introduced at the February 19th, 2024, City Council workshop and the March 5th, 2024, City Council meeting for further discussion. The City provides many services to the community (i.e., solid waste, water, sewer, etc.) with a structure to “break-even” and strive to have revenues that exceed expenses. Still, historically, the City’s recycling program has not accomplished this endeavor. According to Waste Dive Team (2023), “Scores of local governments have canceled or paused their programs due to cost pressures and other issues. The aftermath of the COVID-19 pandemic’s financial, operational, and labor challenges has further strained, and in some cases ended, municipal curbside recycling programs.” Two South Carolina Municipalities, Clemson, and Greer have ended their recycling programs on 2022 due to cost and contamination. The news article related to Clemson stated that “The city cited increasing costs and “proven ineffectiveness” as the reasons for ending the program. According to the National Waste and Recycling Association, at least 25 percent of curbside recycling ends up in landfills due to contamination.”

Currently, the City is in a contract with the Town of Clover to share certain recycling-related expenses but continues to have expenses that exceed revenues (Set to expire June 30, 2024). At the FY24-25 Budget Kick-Off discussion (February 19, 2024), management expressed concern about continuing this service as the Town of Clover is considering doing away with its recycling service as well. Since the FY24-25 Budget Kick-Off Discussion, management has collected and analyzed associated historical data of the recycling program and produced future scenarios to aid the City Council on their decision to continue or not continue this service, which needs to occur soon due to the Town of Clover’s Budget starting July 1.

REQUESTED ACTION

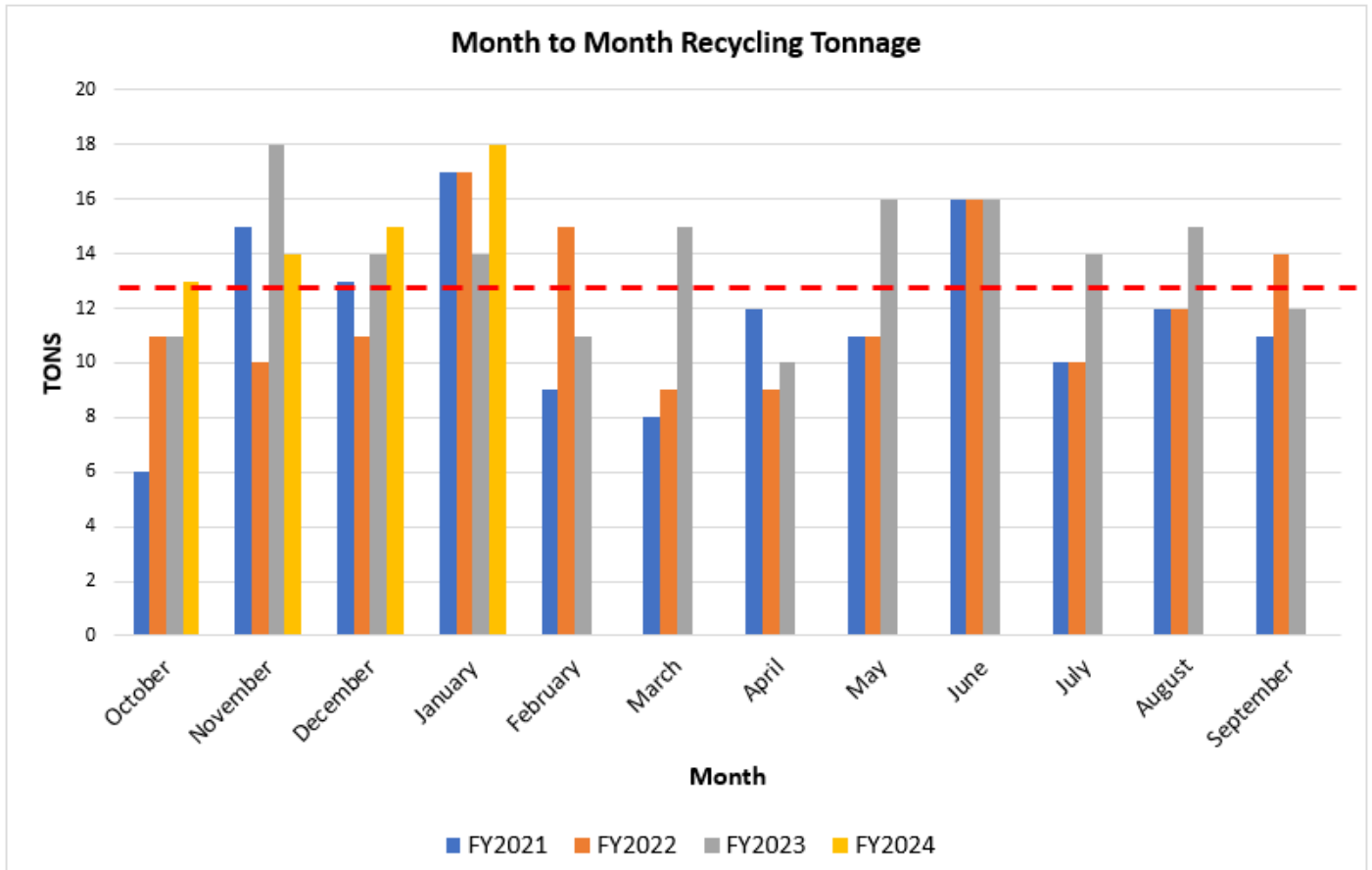
General Information

ATTACHMENT(S):

1. Historical Data of the Recycling Program
2. Future Scenarios
3. York County Solid Waste Collection & Recycling Center Locations near York

ATTACHMENT #1

Historical Data of Recycling Program



Account Number	Expenses	2020-2021	2021-2022	2021-2022	2021-2022	2022-2023	2022-2023	2023-2024	2023-2024
		Adopted Budget	FYTD Exp. as of 9/30/2021	Adopted Budget	FYTD Exp. as of 9/30/2022	Adopted Budget	FYTD Exp. as of 9/30/2023	Adopted Budget	FYTD Exp. as of 2/21/2024
100-4258-3001	Salaries	\$32,500	\$33,703	\$35,352	\$35,544	\$38,000	\$38,594	\$40,000	\$14,788
100-4258-3002	Salaries - Overtime	\$1,500	\$1,032	\$1,000	\$145	\$1,000	\$108	\$1,000	\$0
100-4258-3563	Health Insurance	\$9,500	\$7,325	\$9,000	\$7,554	\$9,000	\$8,770	\$8,250	\$3,974
100-4258-3564	Workers Comp	\$2,000	\$1,788	\$2,000	\$2,263	\$2,000	\$2,284	\$2,000	\$1,114
100-4258-3565	Dental Insurance	\$500	\$432	\$500	\$463	\$500	\$489	\$500	\$155
100-4258-3567	Retirement	\$5,500	\$5,497	\$6,224	\$6,103	\$7,000	\$6,914	\$7,750	\$2,178
100-4258-3568	Social Security Taxes	\$2,500	\$2,656	\$3,103	\$2,770	\$3,000	\$2,961	\$3,250	\$847
100-4258-4010	Printing and Supplies	\$1,500	\$361	\$500	\$25	\$0	\$0	\$0	\$0
100-4258-4017	Automotive Fuel	\$6,500	\$6,465	\$6,000	\$12,160	\$12,000	\$12,210	\$13,000	\$3,532
100-4258-4027	Repairs	\$7,000	\$14,182	\$7,000	\$20,848	\$7,000	\$20,019	\$15,000	\$11,329
100-4258-4041	Uniforms	\$1,500	\$1,409	\$1,000	\$1,469	\$1,000	\$1,409	\$1,500	\$524
100-4258-4044	Specialized Supplies	\$3,500	\$1,287	\$3,000	\$3,960	\$3,000	\$6,768	\$4,000	\$1,738
100-4258-4062	Insurance	\$2,500	\$3,910	\$4,000	\$4,280	\$4,500	\$3,547	\$4,000	\$1,795
100-4258-4074	Landfill Fees	\$6,500	\$5,313	\$7,000	\$7,435	\$7,000	\$8,550	\$8,000	\$3,144
100-4258-6503	Debt Service	\$30,100	\$30,102	\$31,000	\$33,361	\$31,500	\$31,583	\$32,500	\$32,300
100-4258-4078	Interest Expense	\$3,600	\$3,575	\$3,000	\$317	\$2,000	\$2,094	\$1,500	\$1,377
Total Expenditure		\$116,700	\$119,039	\$119,679	\$138,697	\$128,500	\$146,300	\$142,250	\$78,795

Revenue Type	2020-2021	2021-2022	2021-2022	2021-2022	2022-2023	2022-2023	2023-2024	2023-2024
Recycling Fees (Town of Clover Share)	\$50,000	\$64,189	\$59,000	\$69,373	\$62,000	\$60,581	\$65,000	\$32,585
City Charge for Service	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Revenue	\$50,000	\$64,189	\$59,000	\$69,373	\$69,373	\$60,581	\$65,000	\$32,585

Difference FYTD Expenditure for City

-\$54,850

-\$69,324

-\$85,718

-\$46,210

ATTACHMENT #2 Future Scenarios

Table A - Discontinue Service			
	Gross Cost	Revenue	Net Cost
FY2021	\$119,039	\$64,189	\$54,850
FY2022	\$138,697	\$69,373	\$69,324
FY2023	\$146,300	\$60,581	\$85,718
FY2024	\$149,363	\$65,170	\$84,192
FY2025	\$71,920	\$17,000	\$54,920
FY2026	\$56,018	\$0	\$56,018
FY2027	\$57,139	\$0	\$57,139
FY2028	\$58,281	\$0	\$58,281
FY2029	\$59,447	\$0	\$59,447
FY2030	\$60,636	\$0	\$60,636

****2% Personnel Cost Increase Yr over Yr****

Table B - Continue Service w/o Town of Clover			
	Gross Cost	Revenue	Net Cost
FY2021	\$119,039	\$64,189	\$54,850
FY2022	\$138,697	\$69,373	\$69,324
FY2023	\$146,300	\$60,581	\$85,718
FY2024	\$149,363	\$65,170	\$84,192
FY2025	\$156,831	\$17,000	\$139,831
FY2026	\$130,672	\$0	\$130,672
FY2027	\$137,206	\$0	\$137,206
FY2028	\$144,066	\$0	\$144,066
FY2029	\$151,269	\$0	\$151,269
FY2030	\$158,833	\$0	\$158,833

Split Last Debt Service Payment
(\$34k; \$17,000 City Expense 11/2024
Payoff)

****5% Total Loaded Cost Increase Yr over Yr****

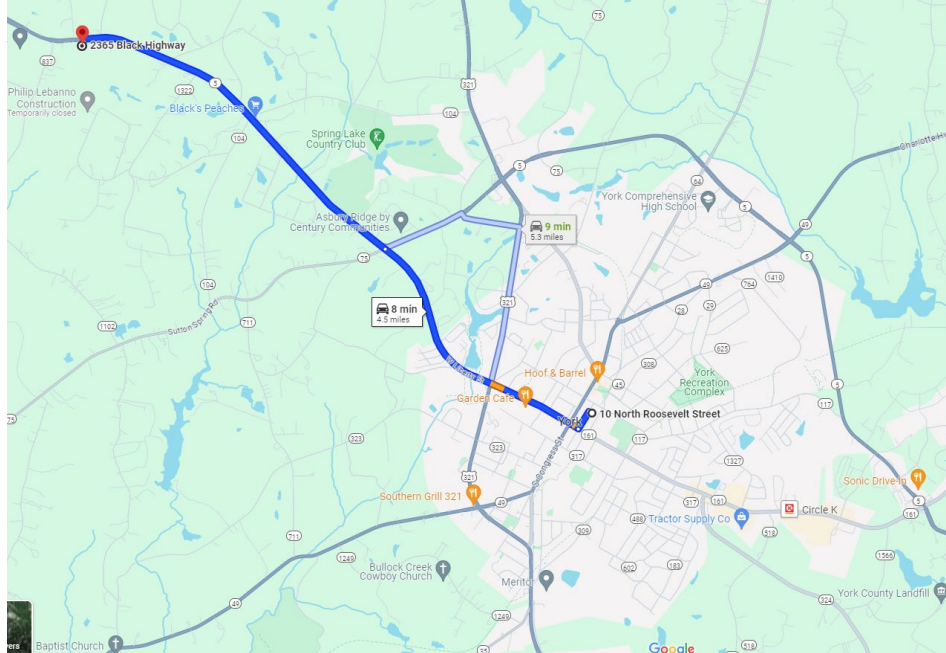
Table C - Discontinue Service Cost Savings	
	Net Cost
FY2021	
FY2022	
FY2023	
FY2024	
FY2025	\$84,911
FY2026	\$74,654
FY2027	\$80,067
FY2028	\$85,785
FY2029	\$91,822
FY2030	\$98,197

ATTACHMENT #3

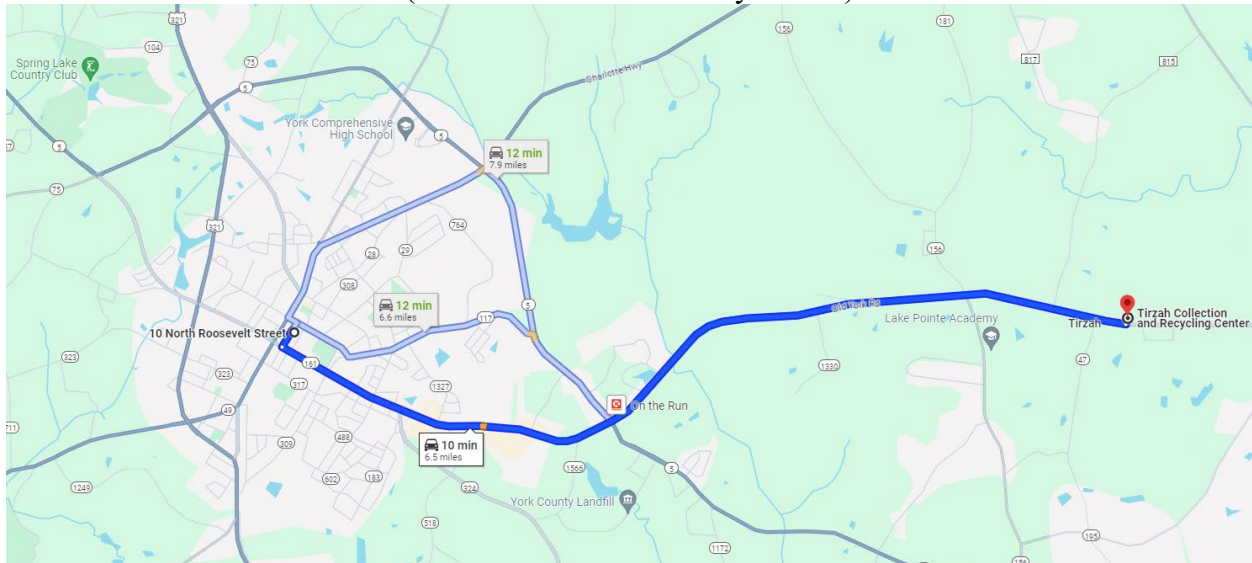
York County Solid Waste Collection & Recycling Center Locations near York

Cotton Belt

2365 Black Highway (Highway 5)
(8 minute drive from City Center)



6190 Old York Road (Highway 161)
(10 minute drive from City Center)



City of York

Memo

TO: Mayor & Council

FROM: Jeff Wilkins, MPA, Finance Director

MEETING DATE: March 18, 2024

SUBJECT: Future Budget Amendment



On September 18, 2023, the City Council adopted the Fiscal Year 2023-2024 budget. At the halfway point through the fiscal year, I am informing you of a future budget amendment that I plan to bring at the June or July business meeting. As the budget's purpose is to tell the story of the City's plan for revenues and expenditures for the upcoming fiscal year, it is my goal to make sure that the story reflects changes and corrections encountered as the year progresses. Listed below are various reasons for the needed budget amendment:

- Reallocating the Leaf Truck Revenue into Fund Balance Appropriation
- Creating revenues and expenses for grants awarded after the budget had been adopted
- Reallocate expenditure line items into other expense lines
- Reflect revenues more accurately
- Fix capital outlay expenditure account(s)

The projected budget amendment for the general fund would increase revenues and expenses by an estimated \$850,000. It will also increase capital outlay revenue and expenses for various projects by approximately \$1.3 million. This figure could rise prior to the budget amendment as we have additional capital projects that are quickly approaching procurement for construction scheduled in the coming months. As these bids come in, Mr. Pierce or I will make you aware of any potential changes.

I look forward to discussing this budget amendment's needs at our meeting. Please feel free to contact me for any further information or if you have any questions.

City of York

Memo

TO: Mayor & City Council

FROM: Dalton Pierce, MPA, City Manager

MEETING DATE: March 18th, 2024

SUBJECT: FY24-25 Budget Discussion #2



GENERAL INFORMATION

5.5 FY24-25 Budget Kick-Off

The budget season is upon us. This FY24-25 Budget Kick-off discussion was held at the February 19, 2024, City Council workshop. Staff would like to revisit this discussion and solicit feedback as the budget request will be sent to city department heads on March 25, 2024, due May 1, 2024.

REQUESTED ACTION

N/A

ATTACHMENT(S):

FY24-25 Budget Kick-off Memo



Date: February 12, 2024

FY2024-2025 City Council Budget Kick-Off Discussion

Intention: This worksheet is designed to assist Council members in planning for a successful kick-off discussion. The staff has tried to identify many of the key elements and options for your potential consideration but also would like feedback and ideas. This worksheet is not intended to be all-inclusive, but a sampling of the many components that could be discussed at the FY24-25 Budget Kick-off.

City Manager's Budget Items of Consideration

1. Additional Staff
 - a. Public Safety (Police & Fire)
 - b. Municipal Court (Magistrate/Judge)
2. Recycling Service
 - a. Last payment on truck November 2024; Ongoing Discussion with Clover.
3. Capital Projects
 - a. Parks & Recreation
 - i. Parks & Rec. 2021 Park Master Plan & Impact Fee CIP
 - b. Police
 - i. Facility Upgrades & Improvements
 - c. Fire
 - i. Fire Station #2
 - d. Water & Sewer
 - e. Public Works
 - f. Facilities/Buildings
 - i. City Hall Expansion/Improvements
 - g. Tourism
 - i. Streetscapes, Gateway Signage, Buildings
4. Capital Outlay/Purchases
 - a. Solid Waste (2 Trucks) \$400k a piece (Impact fees?; General Fund debt service)
 - b. Fire Apparatus (1,100 day lead time)
5. Downtown Initiatives, Programs, and Public Parking
 - a. City Market Parking Lot Expansion
6. Update 2016 Pedestrian & Bicycle Plan
7. Finish Comprehensive Plan Elements Update
8. Amend the Impact Fee CIP List
9. Capacity Fees Study
10. Grant Programs
 - a. H-Tax Grant

- i. \$5k max
 - ii. \$50k total pot of money for the grant program
- b. A-Tax Grant
 - i. 80% to 20% match
 - ii. \$50k total pot of money for the grant program
- c. Façade Grant

City of York

Memo

TO: Mayor & City Council

FROM: Dalton Pierce, MPA, City Manager

MEETING DATE: March 18th, 2024

SUBJECT: Gateway Signage Updates



GENERAL INFORMATION

5.6 Gateway Signage Updates

In the FY23-24 Adopted Budget, the remaining signs a part of the master plan for wayfinding signage for the City of York was integrated into the budget. Currently, the City is preparing to install gateway signage at three locations. Recently, the City has had to develop an easement document regarding the location of the YSD1 main office. Further details will be provided during the workshop of ongoing challenges and progress.

REQUESTED ACTION

N/A

ATTACHMENT(S):

Gateway Sign YSD1 Location

Google Earth Street View at the Intersection of Alexander Love Bypass and Hwy 161

Alternate Location for Sign proposed at YSD1 Office



