For your consideration...

- In an era of scarce funding, leverage your existing assets (land, infrastructure, buildings) and community amenities to attract private investment. What are your community assets?

- Public-private partnerships will determine which projects move forward; government will be investing in the new “natural order” of how we live, work, and play. Is your community at the negotiating table?

- Conventional economic development focuses on attracting “basic” industry jobs to create growth. What other approaches can be pursued?
Trails and Economic Development
Trails and Economic Development

- Quantitative Impacts
  - Real Property Values
  - Government Revenue
  - Environmental/Health

- Qualitative Impacts
  - Quality of Life
  - Community Branding
Attracting Economic Development

- Site Attributes
  - Site/Building Availability
  - Competitive Cost/Incentives
  - Industry Clustering
  - Transportation Access

- Access to Infrastructure
- Skilled Workforce
- School Performance
- Overall Quality of Life
Quality of Life and Community Branding

- **Elements of Quality of Life**
  - Low Crime
  - Ease of Mobility
  - Open Space/Trails

- **Shifting Demographics**
  - Baby Boomers
  - Echo Boomers

- **Attracting Decision Makers**

- **Community Branding**
Riverwalk Overview
Project History
Site Selection
Site Remediation and Recovery
Project Visioning
Master Planning
Use Summary and Current Status

• **Use Summary**
  - Single-Family
  - Townhouses
  - Apartments
  - River District
  - Town Center
  - Village Street
  - Business Park
  - Event Space

• **Current Status**
Public-Private Partnerships: Recreation & Sports Tourism
Rock Hill Outdoor Center at Riverwalk

- Tourism Development International (TDI) Study

- 250 Acres of Public Recreation Amenities
  - Piedmont Medical Center Trail
  - Canoe/Kayak Launch
  - 70-acre Community Sports Complex
  - Gardens, Parks, and Open Space

- Cycling Facilities
  - Giordana Velodrome
  - Presbyterian Healthcare BMX Supercross
  - Cyclocross
  - Mountain Bike Trails
  - Road Course
Piedmont Medical Center Trail

- 2.5 mile trail along Catawba River
- +/- 9,000 monthly users
- Part of Carolina Thread Trail System
Giordana Velodrome

ESTIMATED DIRECT IMPACT: $4.1 Million
Presbyterian Healthcare BMX Supercross

ESTIMATED DIRECT IMPACT: $4.0 Million
Other Cycling Facilities

- Cyclocross
  ESTIMATED DIRECT IMPACT: $1.08 Million

- Mountain Biking

- Road Course
Public-Private Partnerships: Financing
Financing Partnerships

- Utilized a Public-Private Partnership

- City of Rock Hill
  - Funding for initial public improvements, including trail
  - Rock Hill Outdoor Center
  - Creation of financing tools for developer

- Assured Group
  - Guarantees of payment
  - Pledge of land as collateral
  - Construction services
Financing Tools

- **Tax Increment Financing (TIF)**
  - $10 million in City-backed TIF bonds
  - Up to $5 million in developer-backed TIF bonds

- **Municipal Improvement District (MID)**
  - District created
  - Assessment to fund bonds
## Estimated Cost of Public Improvements

<table>
<thead>
<tr>
<th>Public Improvement</th>
<th>Estimated Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>On-Site Public Roads</td>
<td>$35,268,018</td>
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<tr>
<td>Paving, grading, engineering, utilities, and landscaping</td>
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<tr>
<td>Improvements to Cherry Road/Celriver Road</td>
<td>$1,250,000</td>
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<tr>
<td>General Utility</td>
<td>$913,868</td>
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<tr>
<td>Trails, Parks, and Recreational Facilities</td>
<td>$7,500,915</td>
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<tr>
<td>Publicly-Owned Buildings</td>
<td>$3,500,000</td>
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<tr>
<td><strong>Total Public Improvements</strong></td>
<td><strong>$48,432,800</strong></td>
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</tbody>
</table>
Financing Agreement

- Financing agreement included strong security and payment guarantees by the developer

- City gains a security interest in the site through the creation of a Municipal Improvement District

- City has right to foreclose on the property
  - Sell the site to retire bonded indebtedness
  - Site has a $40 million land value
## Estimated Cost of Rock Hill Outdoor Center

<table>
<thead>
<tr>
<th>Description</th>
<th>Estimated Costs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design &amp; Engineering</td>
<td>$393,000</td>
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<tr>
<td>Site Work &amp; Utilities</td>
<td>$269,000</td>
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<tr>
<td>Track</td>
<td>$1,887,000</td>
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<tr>
<td>Track Lighting</td>
<td>$400,000</td>
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<tr>
<td>Parking Lot</td>
<td>$124,000</td>
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<tr>
<td>Public Facilities</td>
<td>$385,500</td>
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<tr>
<td>Hardscape/Landscape</td>
<td>$539,000</td>
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<tr>
<td>BMX/Supercross</td>
<td>$525,000</td>
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<tr>
<td>Cyclocross</td>
<td>$145,000</td>
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<tr>
<td>Mountain Biking</td>
<td>$325,000</td>
</tr>
<tr>
<td><strong>Total Public Improvements</strong></td>
<td><strong>$4,992,500</strong></td>
</tr>
</tbody>
</table>
Rock Hill Outdoor Center Financing

- $375,000/year in Hospitality Tax revenues

- New Markets Tax Credit Loan
  - $5 million Construction Proceeds
    - Loan A: $3,800,000 – 5.75%
    - Loan B: $1,200,000 – 2.25%
  - For the first seven years, the payments on both loans are interest only
  - At the end of the seventh year:
    - The ‘A’ Loan converts to a traditional loan
    - The ‘B’ Loan is for given

- Federal Recovery Zone Facilities Bonds
Value of New Markets Tax Credits

Using New Markets Tax Credits and Recovery Zone Designation:

- Project Cost: $5,000,000
- 17-Year Loan Period
- Total Cost: $5,265,000

If the same project was financed using Tax Increment Financing:

- Project Cost: $5,000,000
- 20-Year Loan Period
- Total Cost: $8,000,000
Attaining Public Goals
Attaining Public Goals

- 12-month demolition
- Environmental clean-up
- 1,000-acre site
  - Annexed into City
  - Added to electric system
- 250 acres dedicated to public use
- 2.5 miles of river frontage; new amenity to Rock Hill residents

Would these goals have been met if this site was redeveloped with 100% industrial uses?
Trails, Facilities, Open Space

- Dedication of 250 acres of public land
- Public access to the Catawba River
- 2.5 miles of public, riverfront trails
- Premier cycling destination on the east coast, with annual economic impact of $9.2 million
- Recreational ball fields
- Signature residential community
Plan for Riverwalk includes:
- 315-acre business park
- +/- 3 million square feet of industrial
- +/- 300,000-400,000 square feet commercial/office
- 4,000 potential jobs

Projected at Build-Out:
- $600 million in new private investment
- $10 million/year property taxes
- $10 million/year utility revenues
If You Build It, Will They Come?

INVESTIGATING THE RELATIONSHIP BETWEEN GREENWAYS AND ECONOMIC DEVELOPMENT

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