

City of Travelers Rest Revitalization



What's in our toolbox?

- Enhancement Grant
- Hospitality Tax
- Local Accommodations Tax
- C-Fund – Greenville County Legislative Delegation Transportation Committee
- SWAMP RABBIT TRAIL
- Tax Increment Financing
- Sponsorships/Naming Rights (streetlights, venues)

Main Street and US 25 A Tale of Two Highways

Main Street (Highway 276) was deteriorating.
Storefronts were vacant.
Traffic was speeding through.

Highway 25 was poised for growth.
Several new retail establishments have been
built.

Before



After



Before



After



Before



After



Before



After



Before



After



A park that happens to have a Main Street in the middle of it



Improved intersections



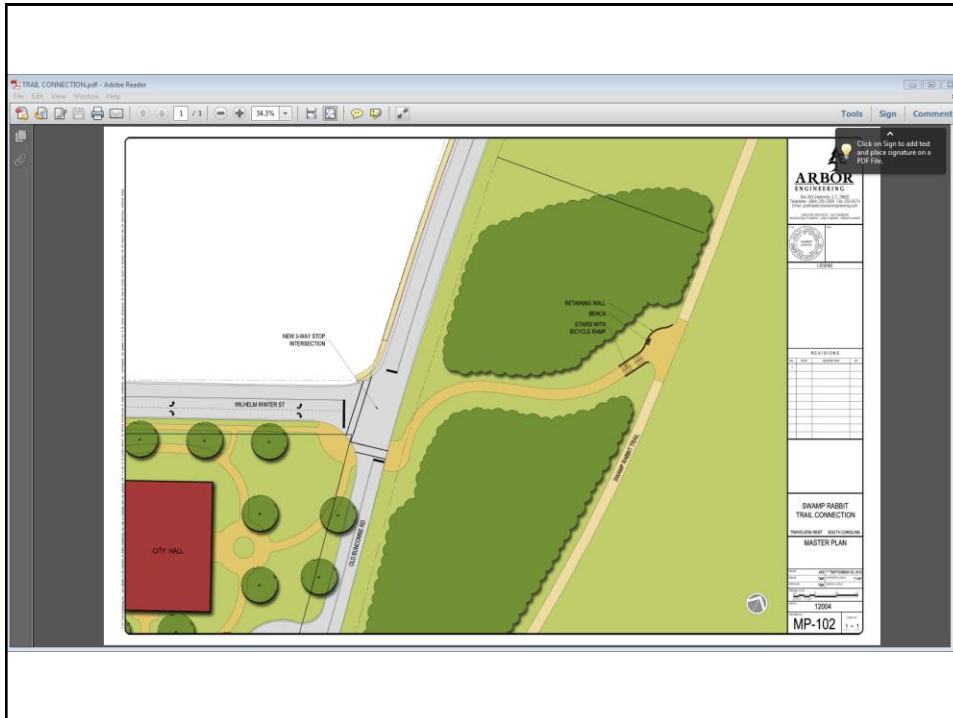
Private Investment

- Over twenty new businesses have located on Main Street in the past two years
- Private property owners have invested in their properties and made significant improvements
- Façade Improvement Grant Program – uses 10% of CDBG allocation to offer up to \$5000 in reimbursable grants for façade work

Next steps

- Recently restructured Certificate of Participation Bonds to Revenue Bonds and borrowed additional \$1,000,000 dollars to build community amphitheater on former High School site in downtown area
- Trail connections
- Future phases included in Conceptual Master Plan will be implemented



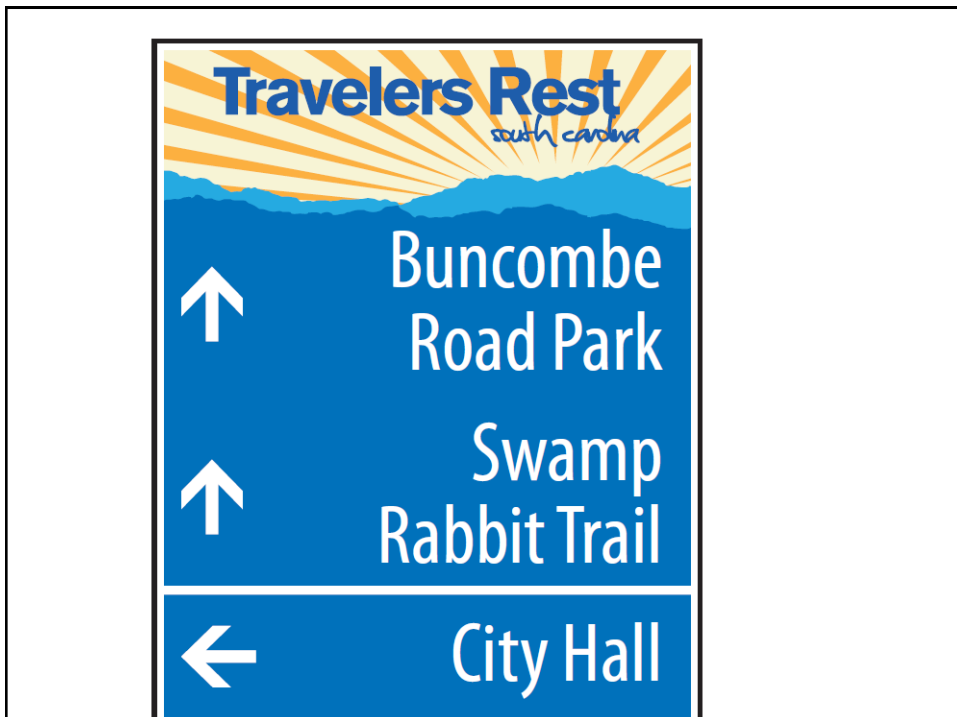


Quality of Life

- MASC Municipal Achievement Award winner
- Recognition in National media (*Washington Post, Denver Post*)
- Intercommunity Visits
- Residential Developments touting proximity to the Swamp Rabbit Trail
- Attracting new restaurants and evening entertainment

Other Initiatives

- Wayfinding Signage
- Economic Development – Market Analysis to recruit national retailers to US Highway 25
- History Museum
- Master Plan for new recreation facilities



Economic Development

- Completed an updated Market Analysis and Economic Assessment in 2012
- Study determined retail leakage from our community so that we could focus recruitment efforts on businesses that would prosper in Travelers Rest
- We use the data to attract larger developments to Highway 25 and smaller, more unique developments to Main Street.