



Overview

In South Carolina, DESA, Inc. is synonymous with community development and economic empowerment. This reputation was gained through staunch advocacy that goes beyond mere words and sporadic token initiatives. The reputation DESA has amassed is through years of sheer determination to make a difference, driven by a deeply-rooted, company-wide vision of progress for the communities in which we live and work.

Proposal

DESA proposes to develop an Economic and Community Development strategy that will enhance the creation of jobs, housing and commercial development for the City of Columbia. The strategy will be led by a Development Consultant who will evaluate the current areas and outline the steps that are necessary to provide meaningful community and business development, as well as jobs.

Previous Success

DESA's work experience has provided a strong understanding of how, over time, the physical infrastructure of communities can be transformed to provide a better foundation for economic development, giving greater access to new or existing opportunities. DESA's ability to collaborate effectively with the City, as well as with federal, state, local officials, business leaders, utility companies and other agencies has prepared us to perform this assignment.

Time & Cost

Following, you will find a proposal of services to be performed. The initial implementation is projected to require six (6) months, beginning June 1, 2016 at a fee of \$75,000.

Thank you for considering this proposal request as well as DESA's ability to work in a capacity to achieve common goals that enhance the quality of life for residents and businesses in the City of Columbia.

If you need anything additional, don't hesitate to contact me directly at 803-730-6466.

Sincerely,

Diane E. Sumpter



Introduction

The Development Consultant will give priority and meaningful involvement to the citizens of the three project corridors. The team will focus on identifying and resolving existing resident issues, providing residents with access to the planning and design process, and ensure that citizens are in a position to endorse the project. The Development Consultant will identify and recommend opportunities from within/outside the overall community for the City to form partnerships for implementation. These opportunities may involve private, non-profit or public agencies, businesses, contractors, and institutions are examples of opportunities that will be examined. DESA will utilize its diverse experience to provide the City following services:

1. Outline a two block plan of action for the development of the Booker Washington Heights.
2. Outline a plan of action to develop the frontage along Beltline Avenue for commercial development.
3. Identify potential light manufacturing or other businesses to locate on Farrow Road for the purpose of job creation.
4. Review the North Columbia/East Central Master Plan to determine what can be included in this process.
5. Develop options for the establishment of an Economic/Community Development Fund.
6. Outline a plan of action to develop the frontage along Millwood Avenue for commercial development.
7. Outline a two-block plan of action for the development of the Melrose Heights Community.

Strategy

1. Serve as a Development Consultant and provide technical skills in an advisory capacity to the City on specific projects. The Development Consultant will utilize his/her expertise and knowledge to assist with leveraging federal, state and local resources to provide a sustainable community.
2. Develop a list of key stakeholders and community partners (schools, colleges, hospitals). The Development Consultant will work with stakeholders to determine the best practices for developing businesses, the creation of jobs, and reducing blight in the Columbia areas.

Methodology

To strengthen efforts the Development Consultant will follow the process outlined and will focus on identifying and resolving existing issues that play a central role in the planning process.

1. Data gathering will include a review of the proposed project requirements, an open discussion of the community's concerns, and identification of issues that they wish address in the revitalization/ redevelopment plan. The results will guide the planning process.

- Consult all existing study review(s)
 - Review North Columbia and East Central Columbia Master Plan Issue(s)
 - Review current socio-economic demographics
 - Review current traffic count data/issue(s)
 - Collaborate with City of Columbia, Columbia City Police Department and Zoning to assess issues of crime and zoning
 - Collaborate with Columbia's Community Development Corporation
2. Technical Analysis/Reports will be conducted.
- Title and tax map examination of selected area(s) within the corridor
 - Assess the need for environmental reviews
 - Preliminary land option contract strategy and estimated costs
3. Project Operational Guidelines will be established to define approval requirements, scheduling issues and incorporation of related issues. At this point, endorsement of the conceptual guidelines (project philosophy) will be sought.
- Identify goals and objectives for project
 - Identify stakeholders/key challenges, and issues
 - Existing community goals analyzed
 - Determine required governmental approval(s)

At the end of the six (6) months DESA will provide the City with the following deliverables:

- 1) A cost analysis plan to decrease vacancy and blight for the layout of the two-block plan of action for the Booker Washington Heights Community.
- 2) A cost analysis for the plan of action to develop the frontage along Beltline for commercial development. This report will include suggested businesses to locate on the proposed site.
- 3) Provide a written report of the potential light manufacturing or other businesses to locate on the targeted site, i.e. Farrow Road, etc.
- 4) Provide a written proposal/plan for the establishment of an Economic/Community Development Fund.
- 5) Provide a written report of the stakeholders meeting in reference to the review of the North Columbia/East Central Master Plan.
- 6) A cost analysis plan to decrease vacancy and blight for the layout of the two-block plan of action for the Melrose Heights Community.
- 7) A cost analysis for the plan of action to develop the frontage along Millwood Avenue for commercial development. This report will include suggested businesses to locate on the proposed site.