Historic Williamston
spring to life

2017

Business Assistance Guide

Town of Williamston

12 W. Main Street

Williamston, SC 29697

864-847-7473

www.williamstonsc.us

Historic Williamston
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Welcome

Welcome to the Town of Williamston where new ideas spring to life! We are delighted that you are considering opening a new business in town, opening a satellite office, or looking to expand an existing business. Whatever your business plans are, we invite you to get to know us better at our municipal center, located at 12 W. Main Street, across from the historic Mineral Spring Park.

As you progress through the process, we invite you to keep this handbook available for reference. It offers excellent resource materials to help you design and grow your business. There is a list of key contacts to help you navigate the process and several links to additional organizations that can help. We want you to know that this is a business friendly community. We encourages innovation and entrepreneurship, while also providing standardized procedures and zoning requirements for doing business locally. These sound business practices enable the town to provide high quality public services and infrastructure that benefit both residents, visitors and the business community.

While you are here, we hope that you will explore our various parks and the downtown area. We are in the midst of launching a significant revitalization effort. In spring 2016 we adopted the *Envision Williamston Community Master Plan*. This document offers a strategic direction for our community and identifies several major and integrated initiatives to assure that we grow in a planned and coordinated manner. We welcome you to be an important part of this growth and development.

For more information about the Plan and some of our current efforts, please explore our website at www.williamstonsc.us. We also invite you to review our Envision Williamston economic development and community engagement projects at www.envisionwilliamston.com. Envision Williamston is our implementation agency for economic development and placemaking, and offers numerous avenues for participation as does our local business association at www.palmettobusiness.org

We are all in this together as we foster the economic vitality of the Town for our community!

Looking toward our future,

Mayor Mack Durham
Town of Williamston

Envision Williamston Community Master Plan

The Town Council determined in 2015 that it would develop a community master plan for the Town of Williamston. A local steering committee was formed to oversee the process and Arnett Muldrow, a national consulting firm, was retained to conduct the comprehensive planning effort. The multi-disciplinary planning team engaged the community in an eight-month long process:

- Strategic Assessment
  - Initial Town Hall meetings and roundtables with key stakeholder groups
  - Retail market zip code and community surveys
  - Visual preference survey on design and façade features
- Planning Charrette
  - Market area analysis, property owner's workshop, and onsite interviews
  - Onsite design development and regulatory review
  - Town Hall presentation of design options
- Implementation Leadership Workshop
  - Steering Committee debriefings
  - Presentation of research findings and market opportunities
- Project Delivery of Final Report
  - Plan refinement with Steering Committee input
  - Final report, executive summary poster, and final presentations

This comprehensive effort has yielded a three-pronged implementation plan with more than 40 specific strategies. The strategies are aligned among three categories: "First Steps 2016," "Next Steps 2017-2018," and then "Long Term 2019" and beyond. They are grouped according to four (4) critical strategic goals for the community that address:

- ✓ Economic development with a multi-use downtown district for shopping, dining, offices and increased residential units.
- ✓ Continued creation of a welcoming community through pacesetting parks, walkable and bikeable streets, revitalized neighborhoods, and historic architecture.
- ✓ Continued capitalization on community pride and regional growth.
- ✓ Partnership development that promotes sustainability, preservation, and complementary programming as evidenced in the Master Plan's community-wide vision for growth, development, and redevelopment.

To view a full copy of the *Community Master Plan*, go to
www.envisionwilliamston.com/resource

Local Market Conditions

Williamston Demographic and Economic Data

The Town of Williamston, South Carolina is located in Anderson County within the growing region of Greenville-Anderson-Mauldin Metropolitan Statistical Area (MSA). Williamston's 2015 population was approximately 4,000 residents. The Town is composed of 1,576 households within the town limits, and a mean age of only 39 years. About 84% of the population is White and 11% Black. There is a growing Hispanic population that represents about 4% of the current population.

The median household income for the Town of Williamston was $37,489 in 2015 and is projected to grow to $43,540 by 2020. The largest sector of employment is in Education, Health and Social Services (500), followed by Manufacturing (307), and then Other Services (152) and Retail Trade (124). Gross retail sales are at $51,601,000, compared to $5,831,423,000 for Anderson County as a whole.

Trade Area Analysis

Based on a recent ZIP Code analysis of the Town's primary retail market area, the Town primarily draws customers from a seven (7) ZIP Code region. Its primary trade area (PTA) includes Williamston (22697), Pelzer (29669), and Belton (29627) and represents over 41,000 people (See Table 1 and Map). The secondary trade area (STA) includes Piedmont (29673), Anderson (29670), and Pendleton (29670), and represents another 76,533 people, for a total trade area population of 119,902.

Table 1. Williamston's Primary Trade Area: Demographic and Economic Statistics, 2010-2014

Subject	Williamston ZIP Code 29697	Pelzer ZIP Code 29669	Belton ZIP Code 29627
Population	13,186	11,448	16.701
Median Age (years)	39.9	39.2	43.6
Male	6,138	5,521	7,951
Female	7,048	5,927	8,750
Median Household Income	$46,587	$41,953	$40,032
Mean Household Income	$59,054	$55,282	$53,030
Total Housing Units	5,401	5,155	7,549
Vacancy Rate	8.6%	16.2%	15.5%
Number of Business Establishments	159	140	220

Source: 2010-2014 American Community Survey, US Census Bureau. Retrieved from: http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml

Trade Area Retail Leakage

"Retail leakage" is the difference between the retail expenditures by residents living in a particular area and the retail sales produced by the stores providing goods and services in the same area. When a community does not offer a product desired by the local population, the consumers will then travel to other locations or use different methods for obtaining those products. Consequently, the dollars spent on those products outside the designated area are said to be "leaking." If a community is a major retail center for certain line of products then the opposite occurs; they are said to be "attracting" sales rather than "leaking" them from the community. It is important to examine the market data by retail categories to determine in which ones the town or city may be "leaking" or "attracting."

Based on data prepared by Clarita's, Williamston experienced a total leakage of $396 million in sales in 2014 from its Primary Trade Area. For its Secondary Trade Area, there was a gain of $62 million. Overall, the net amount of leakage for Williamston's retail trade area was $334 million in sales in 2014 (See Table 2).

Table 2. Williamston Primary and Secondary Trade Area: Gains and Leakage in Retail Trade, 2014

Trade Area	Amount of Gain/Leakage
Primary Trade Area • Primary trade area retailers in selected store types sold $298 million in goods. • Consumers in the primary trade area spent $685 million in retail goods. • Net leakage in consumer expenditure over amount sold.	Leakage: $396 million in sales
Secondary Trade Area • Secondary trade area retailers in the selected store types sold $1.3 billion in goods. • Consumers in the secondary trade area spent $1.24 billion in retail goods. • Net gain in consumer expenditures over amount sold.	Gain: $62 million in sales
Combined Trade Area • Overall leakage for the primary and secondary trade area combined.	Overall Leakage: $334 million in sales in 2014

More detailed data by industrial category indicate where Williamston's primary trade area exceeds expectations (inflow), while also showing opportunities to meet unmet demand in the local market area (leakage categories).

Inflow Categories:

These are categories in which Williamston is pulling outside dollars into its primary trade area:

- Hardware Stores – 44413
- Pharmacies and Drug Stores – 44611
- Optical Goods Stores – 44613

Leakage Categories:

These are some of the categories in which local dollars are being spent elsewhere. Some of these represent key opportunities for retail growth in Williamston:

- Other Motor Vehicle Dealers – 4412
- Home Furnishing Stores – 4422
- Appliances, TVs, Electronics Stores – 44311
- Lawn, Garden, Equipment, Supplies Stores – 4442
- Grocery Stores – 4451 and Specialty Food Stores – 4452
- Beer, Wine and Liquor Stores -4453
- Jewelry Stores – 44831
- Sporting Goods Stores – 45111
- Full-Service Restaurants – 7221 and Special Foodservices – 7223

Market retail capture objectives for downtown include the following:

Category: Full-Service Restaurants

- 2014 Leakage: $17.2 Million
- 20/5% Capture: $1.8 Million
- Objective: Two New Downtown Restaurants

Category: Special Foodservice

- 2014 Leakage: $6.6 Million
- 20/5% Capture: $1.9 Million
- Objective: Monthly Food Truck/Pop-Up Events

Category: Sporting Goods

- 2014 Leakage: $5.4 Million
- 20/5% Capture: $1.3 Million
- Objective: Expanded Sporting Goods Selection in Existing Retailer

For the full discussion of retail market opportunities discussed in the Envision Williamston Community Master Plan, see Appendix D.

Timeline

As a reminder, the following is our recommended timeline for starting a business in Williamston:

6 months before opening

-Create a Business Plan

-Determine Demand for your Business (target markets)

2 months before opening

-Contact Williamston Planning Commission about Zoning Compliance (uses, signage, parking, etc.)

-Submit your Sign Application to the Municipal Center

-Set up a meeting with Main Street Williamston

-Obtain a Fire Inspection and Certificate of Occupancy

-Obtain any necessary DHEC permits

-Obtain a Retail Sales Tax License

-Contact Williamston Municipal Center about Hospitality Tax

1 month before opening

-Visit Williamston Municipal Center to begin the Business License Process

-Set up Water, Sewer and Sanitation service at Williamston Municipal Center

-Verify Approval of your Business Signage

-Set up a follow-up meeting with Main Street Williamston about your Grand Opening and/or Ribbon-Cutting

Zoning and Related Requirements

Local Zoning and Signage

Be sure to confirm zoning and required parking for your business. The Town of Williamston requires a Sign Application to be submitted for review and then a Signage Permit and Fee to be issued and paid before an applicant can open for business. More information regarding Zoning, Signage, etc. can be found at:

http://www.williamstonsc.us/town-literature/

Town of Williamston
12 West Main Street
Williamston, SC 29697

Marion Middleton, Jr., Chairman
864.617.1184
mwmjr1982@gmail.com

Anderson County Permits

Be sure to research and follow-up with the Anderson County Building and Codes Department regarding any necessary permits. More information regarding Anderson County Building and Codes can be found at:

http://www.andersoncountysc.org/Departments/Building-Codes/Commercial

Anderson County
401 East River Street
Anderson, SC 29624

Barry W. Holcombe, Building and Codes Manager
864.260.4158 (phone)
864.260.4795 (fax)

Mailing Address:

P.O. Box 8002
Anderson, SC 20622

Fire and Safety

Fire

The Town of Williamston is served by the Williamston Fire Department. The Department has a Class 3 ISO rating, ranking it in the top 3.7% in the nation.

Before any business can open and operate, they must schedule, complete, and pass a fire inspection. The Fire Inspection is completed by the Williamston Fire Department Chief.

Williamston Fire Department
120 West Main Street
Williamston, SC 29697

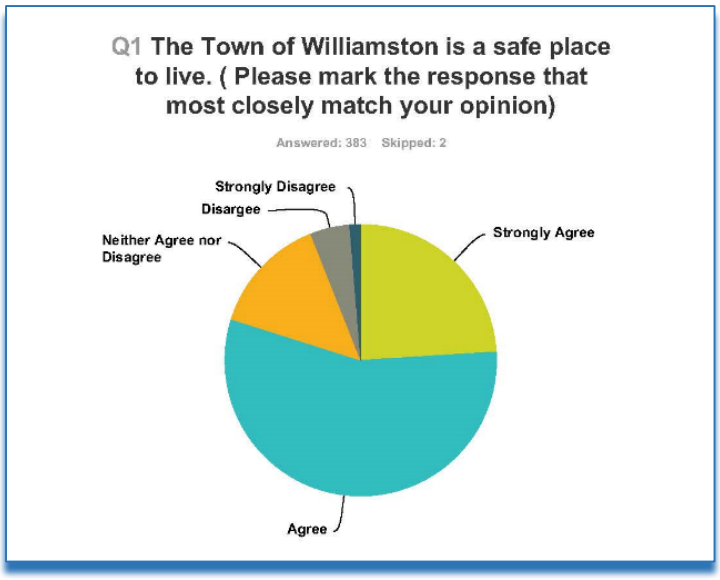
Steve Ellison, Chief
864.847.4950; 864.844.7101 (cellular)
wfdchief@williamstonsc.us

Safety

Police protection is provided by the Williamston Police Department. They have 21 police officers dedicated to assuring the safety of the community. Upon request, the Williamston Police Department can assist with special community events, crime watches, and property checks for safety prevention. According to a recent community survey on public safety, the vast majority (80%) of the respondents reported the community as a safe place to live.

Williamston Police Department
100 Town Square Drive
Williamston, SC 29697

Tony Taylor, Chief
864.847.5987
tctaylor@williamstonsc.us



Source: Williamston Police Department Community Policing Survey, 2015.

Business Licenses and Fees

Business License Information

All businesses operating in city limits (including contractors and subcontractors) must obtain a Business License from the Town of Williamston prior to commencing work. The license will not be issued to the applicant until the license application has been filed, the Fire Inspection and Certificate of Occupancy has been completed and issued, and the fee paid.

Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

Michelle Starnes, Town Clerk/Treasurer
864.847.7473
michellestarnes@williamstonsc.us

Business Licenses are issued for the Williamston area based on whether the business is physically located within city limits or outside of city limits. Be sure to select and file the correct business license version. Forms can be found on the next page and online at: http://www.williamstonsc.us/forms-resources/

Business License Fee Schedule

Inside Businesses: Pay $65.00 for the first $2,000.00 and then $0.65 for each $1,000.00 after.

Outside Businesses: Pay $97.50 for the first $2,000.00 and then $0.98 for each $1,000.00 after.

One Day Peddler License: These are valid for one day only. The fee is $15.00 for the day.

Hospitality Tax

A 2% fee imposed by the Town of Williamston on the purchase of prepared or modified foods and/or beverages intended for immediate consumption or carry out.

All food and/or beverage sales prepared or modified for immediate consumption, carry-out or catered. Examples: Fountain drinks, frozen drinks, coffee, cappuccino, prepared sandwiches, salads, bakery items (doughnuts, cakes, cookies, pies, and breads), heated foods (pizza, nachos, hot dogs, sandwiches, chicken, and vegetables), fruit trays, vegetable trays and deli meats and cheeses purchased by the pound. This list is not inclusive, but it is simply in place to help you determine which items are subject to the hospitality tax.

Who is subject to the tax? Restaurants, hotels, motels, bars and/or lounges, caterers, ice cream shops, bakery shops, and any other food service facilities or establishments of any kind (including convenience and grocery stores) with specified areas for preparing food and beverages. The fee collection form for the Hospitality Tax can be found at: http://www.williamstonsc.us/forms-resources/

APPLICATION FOR BUSINESS LICENSE FOR CALENDAR YEAR 2016 - 2017

INSIDE CITY LIMITS

Return Application To: Town of Williamston
Post Office Box 70
Williamston, South Carolina 29697
(864) 847-7473
(864) 847-5910 Fax

PENALTY March 16, 2017

In order to ensure proper credit to your account, you MUST return THIS application.
Please verify all information listed, then complete this application as required.

BUS NAME _____	NEW BUSINESS _____ RENEWAL _____
OWNER/OFFICER _____	CORPORATION _____ PARTNERSHIP _____
MAILING ADDRESS _____	INDIVIDUAL _____
CITY/STATE/ZIP _____	FEDERAL ID # _____
TELEPHONE _____	SOUTH CAROLINA TAX # _____
BUSINESS LOCATION _____	SOCIAL SECURITY # _____
DESCRIPTION OF BUSINESS _____	HEALTH PERMIT _____
* RATE CODE _____	**FIRE INSPECTION** Circle One **YES NO NA**
* LOCATION CODE _____	* LICENSE _____
SC RESIDENTIAL BLDRS # _____	* DATE OF APPLICATION _____
BONDING COMPANY _____	* OFFICE USE ONLY

GROSS INCOME FOR PRECEDING CALENDAR OR FISCAL YEAR **(REQUIRED FOR RENEWAL)** $ _____

(A) BASE TAX **FIRST $2,000.00** $ **65.00**

(B) TAX ON EXCESS AT $ .65 PER $ **1,000.00 FOR THE NEXT $999999999999** $ _____

(C) TAX ON EXCESS AT $ _____ PER $ _____ $ _____

SUBTOTAL OF LICENSE FEE DUE $ _____

(D) PENALTY For non-payment of all or any part of the correct license fee, the License Inspector shall levy and collect a late penalty of 10% of the amount due after March 15, after April 15 a 25% penalty will be added. $ _____

(E) ANDERSON COUNTY SOLID WASTE FEE (COLLECTED PER ANDERSON COUNTY) **82.49**

TOTAL LICENSE FEE DUE $ _____

I (WE) DO HEREBY CERTIFY THAT THE AMOUNT RETURNED AS TOTAL GROSS FROM BUSINESS OR PROFESSION AS REPORTED HEREIN IS TRUE AND CORRECT, AND THAT I HAVE MADE NO DEDUCTION FOR "DROP SHIPMENTS", "SALES TO GOVERNMENT AGENCIES", "OUT OF CITY OR COUNTY DELIVERIES", OR OTHERWISE, AND THAT I AM FAMILIAR WITH TOWN ORDINANCE PROVIDING FOR PENALTIES AND REVOCATION OF MY (OUR) LICENSE FOR MAKING FRAUDULENT STATEMENTS IN THIS APPLICATION.

I (WE) DO HEREBY CERTIFY THAT ALL PERSONAL PROPERTY TAXES HAVE BEEN PAID WHICH ARE DUE AND PAYABLE TO THE TOWN OF WILLIAMSTON, SC OF THIS DATE AND THAT THE BUSINESS NAME IS THE SAME AS REPORTED ON MY SOUTH CAROLINA INCOME TAX

_____ _____ _____
Signature Title Date

APPLICATION FOR BUSINESS LICENSE FOR CALENDAR YEAR 2016 - 2017

OUTSIDE CITY LIMITS

Return Application To: Town of Williamston
Post Office Box 70
Williamston, South Carolina 29697
(864) 847-7473
(864) 847-5910 Fax

In order to ensure proper credit to your account, you MUST return THIS application.
Please verify all information listed, then complete this application as required.

BUS NAME _____	NEW BUSINESS _____ RENEWAL _____
OWNER/OFFICER _____	CORPORATION _____ PARTNERSHIP _____
MAILING ADDRESS _____	INDIVIDUAL _____
CITY/STATE/ZIP _____	FEDERAL ID # _____
TELEPHONE _____	SOUTH CAROLINA TAX # _____
WORK SITE LOCATION _____	SOCIAL SECURITY # _____
DESCRIPTION OF BUSINESS _____	HEALTH PERMIT _____
* RATE CODE _____	**FIRE INSPECTION** Circle One: **YES** **NO** **NA**
* LOCATION CODE _____	* LICENSE _____
SC RESIDENTIAL BLDRS # _____	* DATE OF APPLICATION _____
BONDING COMPANY _____	* OFFICE USE ONLY

GROSS RECEIPTS (TOWN OF WILLIAMSTON CITY LIMITS ONLY) _____ **(REQUIRED FOR RENEWAL)** _____ $ _____

(A) BASE TAX ___ **FIRST $2,000.00** _____ $ **97.50**

(B) TAX ON EXCESS AT $ **.98** PER $ **1,000.00 FOR THE NEXT $999999999999** _____ $ _____

(C) TAX ON EXCESS AT $ _____ PER $ _____ $ _____

SUBTOTAL OF LICENSE FEE DUE _____ $ _____

(D) PENALTY: For non-payment of all or any part of the correct license fee, the License Inspector shall levy and collect a late penalty of 10% of the amount due after March 15, after April 15 a 25% penalty will be added. ___ $ _____

TOTAL LICENSE FEE DUE _____ $ _____

I (WE) DO HEREBY CERTIFY THAT THE AMOUNT RETURNED AS TOTAL GROSS FROM BUSINESS OR PROFESSION AS REPORTED HEREIN IS TRUE AND CORRECT, AND THAT I HAVE MADE NO DEDUCTION FOR "DROP SHIPMENTS", "SALES TO GOVERNMENT AGENCIES", "OUT OF CITY OR COUNTY DELIVERIES", OR OTHERWISE, AND THAT I AM FAMILIAR WITH TOWN ORDINANCE PROVIDING FOR PENALTIES AND REVOCATION OF MY (OUR) LICENSE FOR MAKING FRAUDULENT STATEMENTS IN THIS APPLICATION.

I (WE) DO HEREBY CERTIFY THAT ALL PERSONAL PROPERTY TAXES HAVE BEEN PAID WHICH ARE DUE AND PAYABLE TO THE TOWN OF WILLIAMSTON, SC OF THIS DATE AND THAT THE BUSINESS NAME IS THE SAME AS REPORTED ON MY SOUTH CAROLINA INCOME TAX

_____	_____	_____
Signature	Title	Date

Utilities

Town of Williamston Water and Sewer

Businesses operating within the Town of Williamston are served by the Water and Sewer Department. A service agreement and a $175 deposit are required for service to begin.

Bills are due on the 15th of the month.

For more information on services and fee schedules, please contact:

Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

Front Desk
864.847.7473

For utility issues concerning water and sewer, you may contact:

Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

David Rogers, Utilities Director
864.844.6892
davidrogers@williamstonsc.us

Utility Companies Serving the Williamston Area

For other utility issues, you may contact:

Fort Hill Natural Gas Authority
P.O. Box 189
Easley, SC 29641
http://fhnga.com/business/
800.573.5556 or 864.859.6375

Duke Energy
http://www.duke-energy.com/business.asp
800.777.9898
Email: ContactUs@duke-energy.com

Charter Spectrum
http://www.cabletv.com/charter/sc/williamston
855.821.0524

AT&T
https://www.att.com
864.947.1354

Garbage Collection

Businesses located in the Town of Williamston are eligible for weekly curbside pick-up based on a monthly fee. They may also have the option of securing a dumpster. For more information contact:

Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

David Rogers, Utilities Director
864.844.6892
davidrogers@williamstonsc.us

Anderson County

Other Anderson County Contacts

General:

Office of Economic Development
126 North McDuffie Street
Anderson, SC 29621
864.260.4386 (phone)
864.260.4369 (fax)

Business Development:

Burriss Nelson, Director
bnelson@andersoncountysc.org

Existing Industries:

Teri Gilstrap, Existing Industries Manager
tcgilstrap@andersoncountysc.org

Envision Williamston

Envision Williamston is a South Carolina Main Street Program dedicated to economic development and community engagement. It strives to foster economic vitality and a sense of place for visitors, residents, business owners, and emerging entrepreneurs.

Vision: Williamston is a healthy, happy, and thriving community where people enjoy a better quality of life.

Mission: To promote economic development and community vitality.

Envision Williamston is available to assist your business in a variety of ways.

- Developing a relationship with public services and town leadership.
- Coordinating grand openings and celebrations.
- Linking local businesses with local, county and regional resources.
- Recognizing new businesses in the local media.
- Helping create an online presence.
- Providing market area analysis data.
- Developing collateral materials such as the *2016 Dining and Shopping Guide*.
- Introducing new business owners to other local organizational leaders.
- Helping prospective business owners identify available site locations.
- Fostering a positive climate for a thriving local economy.
- Marketing local assets and business opportunities.

To learn more about Envision Williamston and upcoming events and programs, more information can be found at:

www.envisionwilliamston.com

Envision Williamston
Williamston Municipal Center
12 West Main Street
Williamston, SC 29697

Sonya Crandall, Executive Director
864.847.7473
sonyacew@gmail.com

Contacts

Williamston Town Council

MAYOR- Dr. R. Mack Durham
mackdurham@williamstonsc.us
864.617.5097

WARD 1- Tony Hagood
tonyhagood@williamstonsc.us
864.933.1821

WARD 2- Rockey Burgess
rockey@williamstonsc.us
864.933.7508

WARD 3- David Harvell
davidharvell@williamstonsc.us
864.933.7667

WARD 4- Chris Alexander
chris@williamstonsc.us
864.617.0262

Envision Williamston New Business Recruitment Task Force

Roxanne Hall, EW Chair
8512 Old Greenville Highway
Easley, SC 29642
roxanne.ellison81@gmail.com

Dr. Marion Williams, O.D., EW Vice-Chair
Eye Care Center
P.O. Box 547
Williamston, SC 29697
drwilliams@eyecarecenterwilliamston.com

Rev. Tiko Thurman, EW Secretary/Treasurer
15 Randall Street
Williamston, SC 29697
tikot28@gmail.com

Rockey Burgess, Councilman
P.O. Box 248
Williamston, SC 29697
rockey@autochllc.com

Russell Harris
10 Stewart Street
Williamston, SC 29697
HARR8000.RH@gmail.com

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Town Personnel

Administration
Michelle Starnes, Town Clerk/Treasurer
864.847.7473
michellestarnes@williamstonsc.us

Fire Department
Steve Ellison, Chief
864.847.4950
wfdchief@williamsotnsc.us

Police Department
Tony Taylor, Chief
864.847.5987
tctaylor@williamsotnsc.us

Public Utilities
David Rogers, Utilities Director
864.844.6892
davidrogers@williamston.us

Envision Williamston
Sonya Crandall, Executive Director
864.650.1075
sonyacew@gmail.com

Area Business Associations

Palmetto Business Association (formerly Greater Williamston Business Association)
Blake Sanders, President
864.617.0347
president@palmettobusiness.org

Anderson County Chamber of Commerce
Pamela L. Christopher, IOM, President and CEO
864.226.3454
pchristopher@andersonscchamber.com

Anderson County

Building and Codes
Barry W. Holcombe, Building and Codes Manager
864.260.4158

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Business Planning Resources

There is no more important first step to starting a business than developing a strong, detailed business plan. So many entrepreneurs start with the question, "Where am I going to find the money to start my business?", only to realize that without a thoroughly developed business plan, they will not be able to obtain the bank loan or investment they need to get their business off the ground. A business plan precisely defines your business. It identifies your goals, and it serves as your company's resume. It helps you find your start-up money, to weather unforeseen difficulties, and to make strategic decisions to keep your business on track. The basic components include a current and preformed balance sheet, an income statement, and a cash flow analysis. Plans for marketing, financial management, and operations should also be included.

Are you now asking yourself, "How in the world do I write a good business plan?" If your answer is "yes", then great! That means you acknowledge how essential a good business plan is for you to be successful. Remember – there are countless talented entrepreneurs who have failed due to a lack of planning. The good news is that there are wonderful, free resources right here in this area that can help you to develop a professional plan. We recommend exploring the following sources as the very first step in your quest to start a business.

Clemson University Small Business Development Center

Business Planning I *Feasibility* I *Marketing* I *Finance* I *Risk Management*

www.scsbdc.com

Clemson Area Office
413 Sirrine Hall
Clemson University
Clemson, SC 29634

Ben Smith, Area Manager
864.710.4717
bennys@clemson.edu

SCORE (SERVICE CORPS OF RETIRED EXECUTIVES)

Business Planning I *Feasibility* I *Marketing* I *Finance* I *Risk Management*

www.piedmont.score.org

Piedmont SCORE
300 E Washington Street
Federal Building, Room B-02
Greenville, SC 29601

864.271.3638
info@piedmontscore.org

There are mandatory compliance measures required of all businesses in South Carolina – ranging from tax requirements to registering your business' name with the secretary of State. We recommend the following resources to help you navigate through these important requirements.

SOUTH CAROLINA BUSINESS ONE STOP

Incorporation I *Licensing* I *Taxes* I *Compliance*

www.scbos.sc.gov/

803.898.5690
scboshelp@scbos.sc.gov

South Carolina Business One Stop is the official South Carolina business web portal, enabling anyone with an existing business or anyone starting a new business to file permits, licenses, registrations, or pay taxes. Each section on SCBOS is designed to support all phases of business lifecycle from start-up through expansion.

SOUTH CAROLINA SECRETARY OF STATE

Business Names and Trademarks I *Incorporation*

www.scos.com

1205 Pendleton Street
Suite 525
Columbia, SC 29201

Incorporation: 803.734.2158
Trademarks: 803.734.0629

Prior to publicizing and circulating the name of your business and/or graphics, check the name's availability with the South Carolina Secretary of State to assure it's not already in use. To trademark the name, you must register it with the Secretary of State's Trademarks Division.

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SOUTH CAROLINA DEPARTMENT OF REVENUE

Retail Sales I Alcohol I Tobacco

www.sctax.org

Greenville Office
545 N. Pleasantburg Drive
Suite 300
Greenville, SC 29607

Retail License: 864.241.1200
Retail@sctax.org
Alcohol: 803.898.5864
alcoholicliq@sctax.org
Tobacco: 803.896.1970
tobaccotax@sctax.org

If your business sells or serves alcohol, you must obtain a permit from the South Carolina Department of Revenue's alcohol Beverage Licensing section. If your business serves alcohol by the drink, you must also collect and remit a liquor by the drink tax.

If your business sells tobacco products, you must obtain a license from the South Carolina Department of Revenue.

If your business sells items at the retail level, you must obtain a retail license and collect and remit sales tax to the South Carolina Department of Revenue.

SOUTH CAROLINA DEPARTMENT OF HEALTH AND ENVIRONMENTAL CONTROL

Food Compliance

www.scdhec.gov

Greenville Office
200 University Ridge
Greenville, SC 29601

864.372.3273
info@dhec.sc.gov

If your business handles food, you must first obtain a license from the South Carolina Department of Health and Environmental Control.

Historic Williamston
spring to life

SOUTH CAROLINA DEPARTMENT OF LABOR, LICENSING AND REGULATION

Regulation I Licensing I Enforcement I Training I Education

www.llr.sc.state.us

Synergy Business Park
Kingstree Building
110 Centerview Drive
Columbia, SC 20210

803.896.4300
contactllr@llr.sc.gov

Contact the South Carolina Department of Labor, Licensing and Regulation for information on labor laws, labor issues, wages, unemployment insurance, benefits and employment services.

BUREAU OF ALCOHOL, TOBACCO, FIREARMS AND EXPLOSIVES

Regulation I *Enforcement* I *Training*

www.atf.gov

Greenville Field Office
301 N. Main Street, Suite 1802
Greenville, SC 29601

864.282.2937
charlottediv@atf.org

Appendices

Historic Williamston life

Envision Williamston
Community Commitment. Clarity.

"Williamston, SC is a great place to live, work, play and raise a family. Come grow with us as we seek to promote economic vitality, encourage healthy lifestyles and facilitate community engagement."

Dr. R. Mack Durham - Mayor

Welcome to Historic Williamston South Carolina

We are Williamston. A close-knit community of hospitable and persevering people, endowed with one of the oldest public parks in America.

Our historic town was founded around beautiful Mineral Spring Park and for over 150 years, people have come from far and wide to enjoy the fresh, clean mineral enriched water found nowhere else.

Williamston is not only historic, but a safe, friendly and peaceful town. Our children attend one of the best academic and technical school systems in South Carolina.

We enjoy many recreational and cultural activities which constantly renew both our spirit and attitude.

As we come together through arts, trails, and downtown events, we are constantly reminded of the quality of life we all enjoy so much.

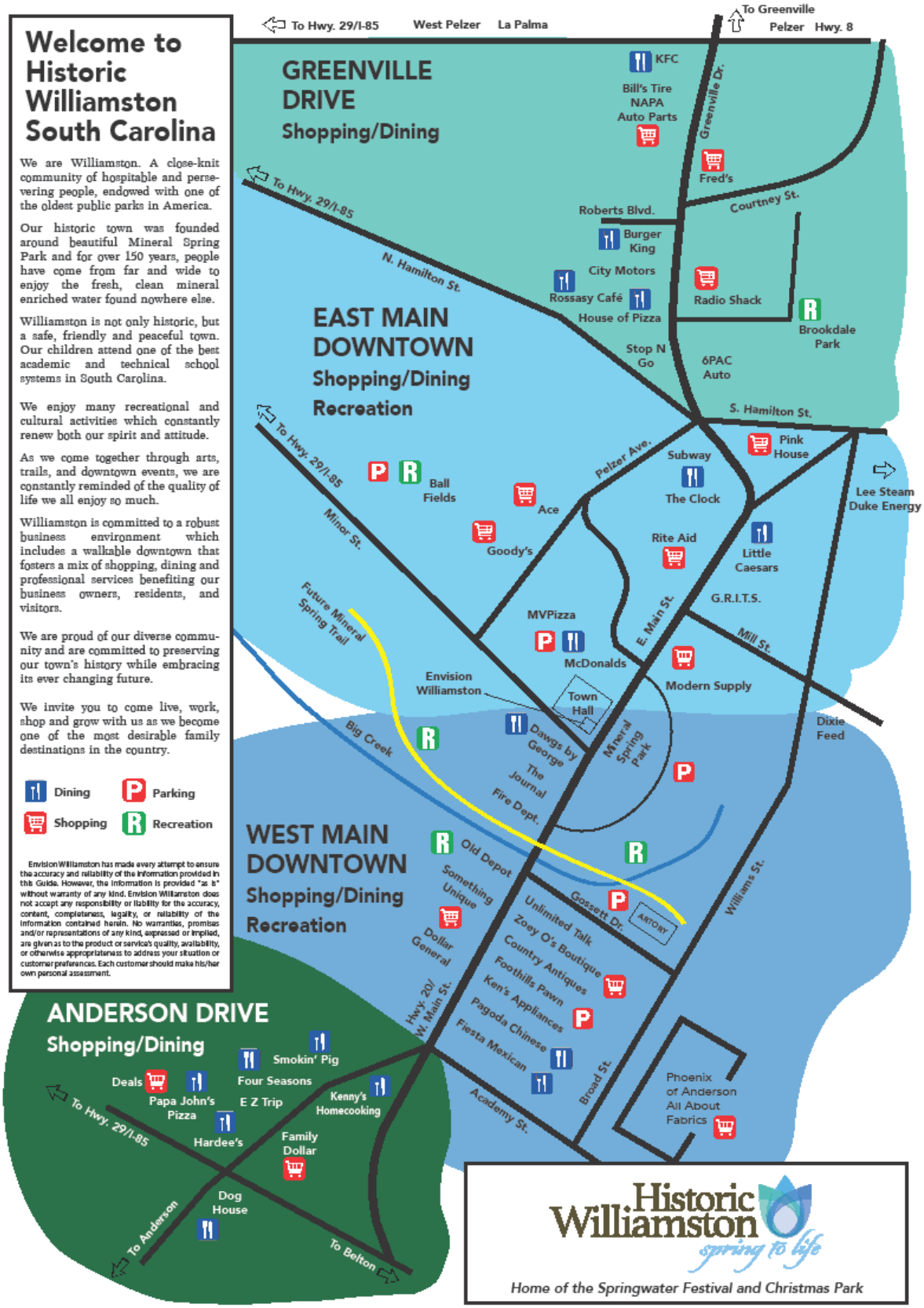
Williamston is committed to a robust business environment which includes a walkable downtown that fosters a mix of shopping, dining and professional services benefiting our business owners, residents, and visitors.

We are proud of our diverse community and are committed to preserving our town's history while embracing its ever changing future.

We invite you to come live, work, shop and grow with us as we become one of the most desirable family destinations in the country.

Dining · Parking · Shopping · Recreation

Envision Williamston has made every attempt to ensure the accuracy and reliability of the information provided in this Guide. However, the information is provided "as is" without warranty of any kind. Envision Williamston does not accept any responsibility or liability for the accuracy, content, completeness, legality, or reliability of the information contained herein. No warranties, promises and/or representations of any kind, expressed or implied, are given as to the product or service's quality, availability, or otherwise appropriateness to address your situation or customer preferences. Each customer should make his/her own personal assessment.

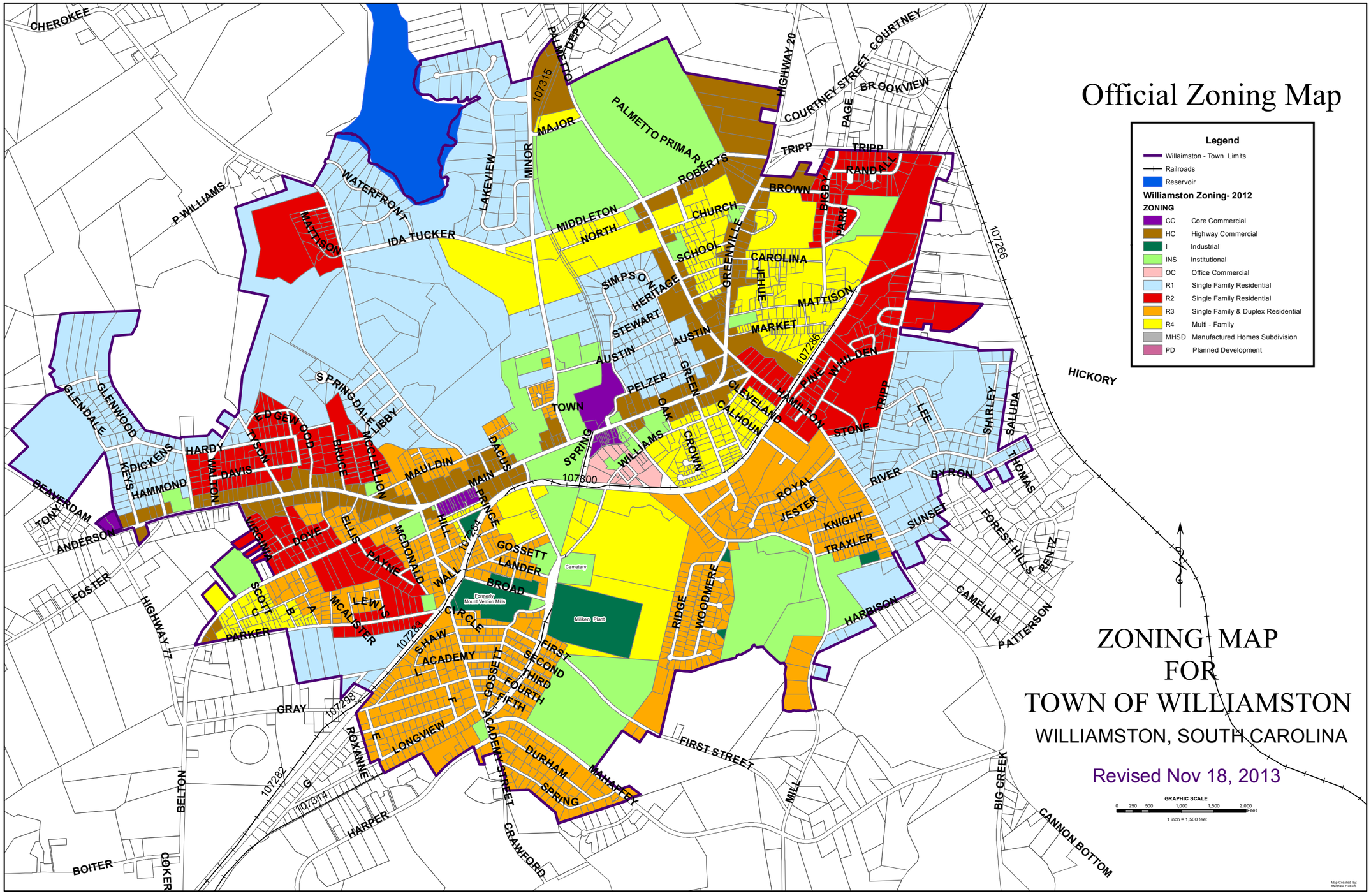


Historic Williamston spring to life

Home of the Springwater Festival and Christmas Park

Historic Williamston
spring to life

Town of Williamston



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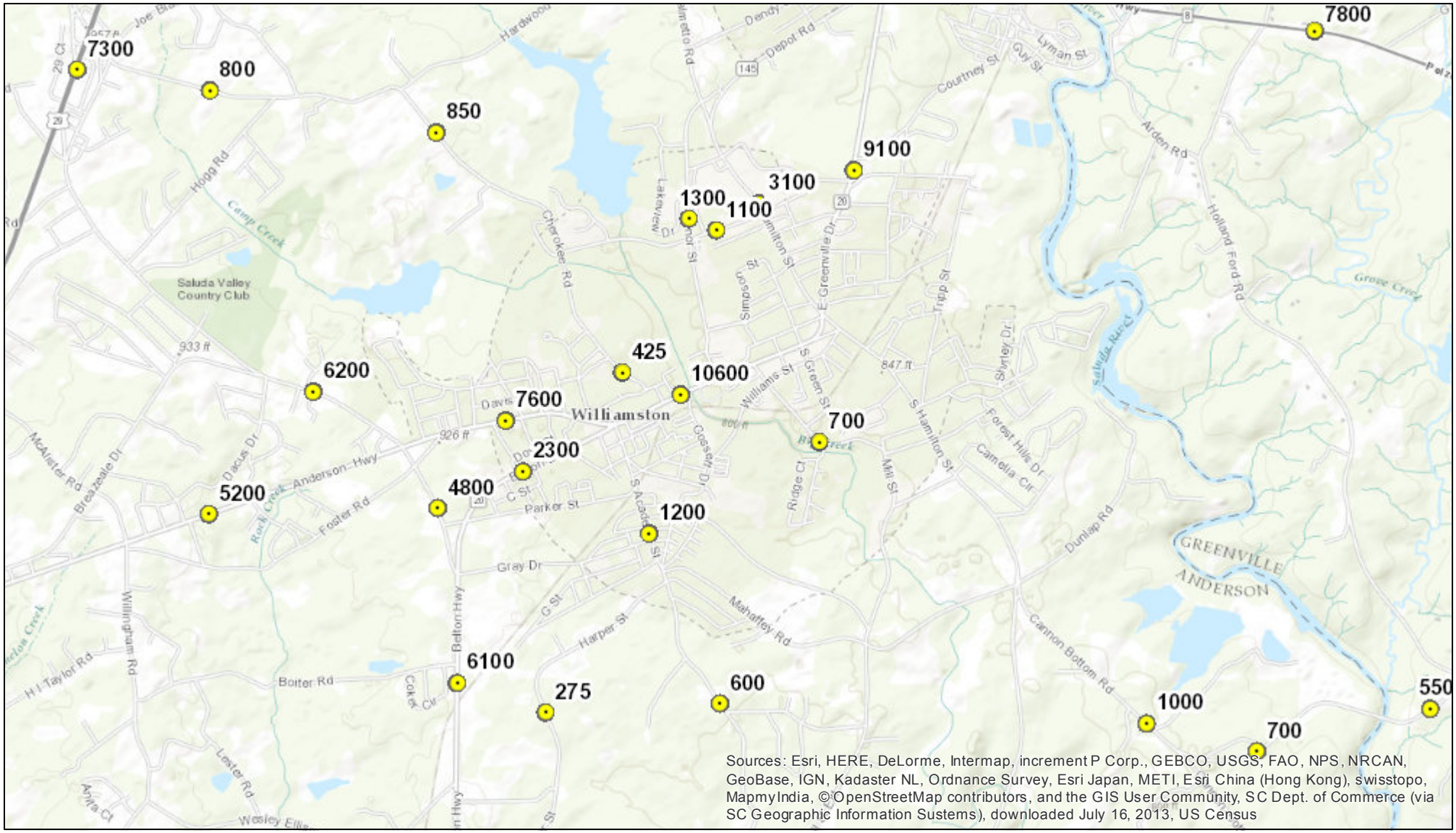
CIVIL ENGINEERS ▪ SURVEYORS ▪ LANDSCAPE ARCHITECTS

Downtown Williamston

Traffic Counts



2014 Traffic Counts

October 22, 2015

1:46,158

0 0.375 0.75 1.5 mi

0 0.425 0.85 1.7 km

infoMentum

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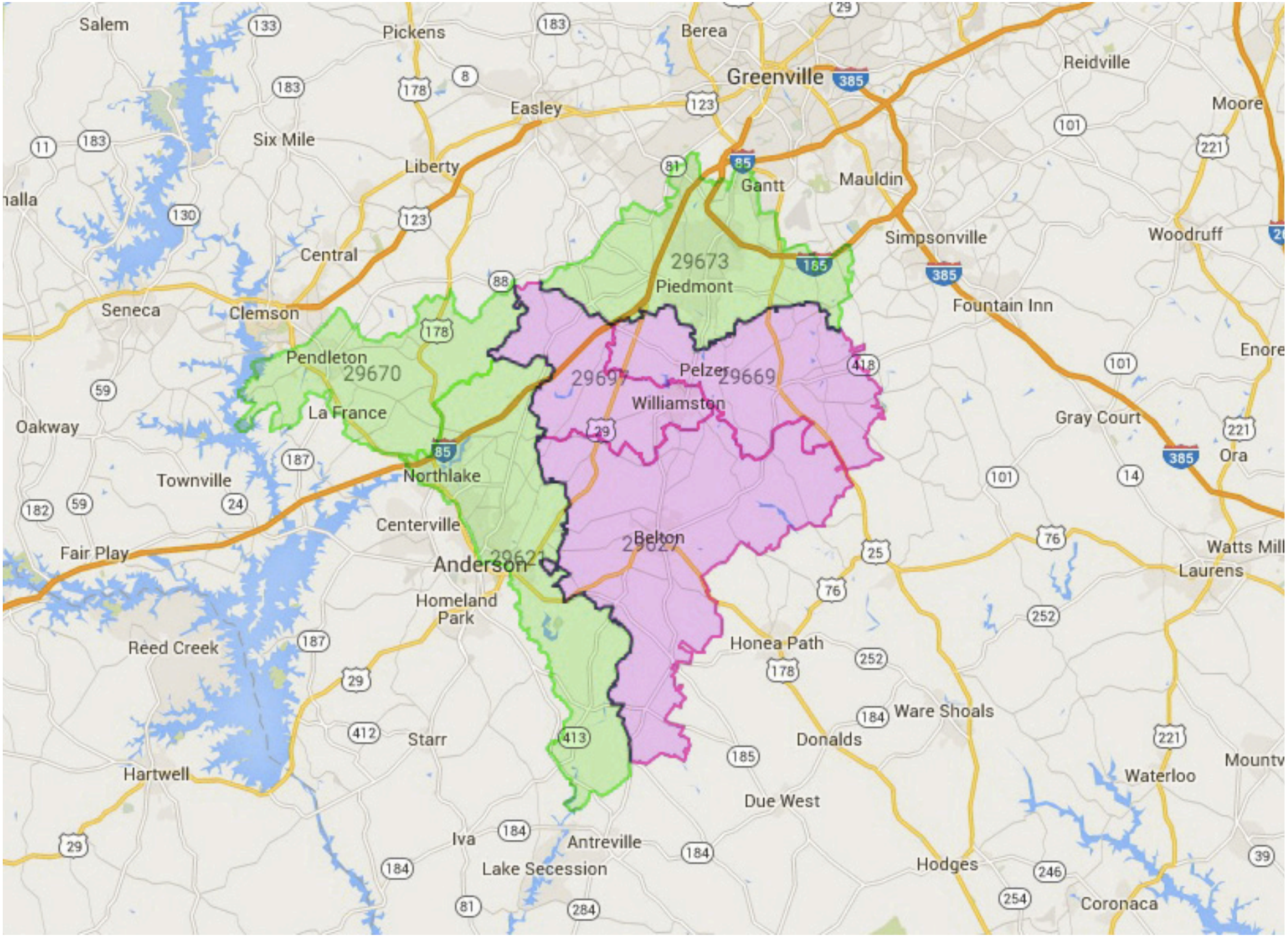

Figure 12: Primary (pink) and Secondary (green) Retail Trade Areas

Opportunity Gap - Retail Stores	PTA			STA			COMBINED		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
Total Retail Sales Incl Eating and Drinking Places	**685,282,216**	**289,047,871**	**396,234,345**	**1,237,103,122**	**1,299,076,906**	**-61,973,784**	**1,922,385,338**	**1,588,124,777**	**334,260,561**
Motor Vehicle and Parts Dealers-441	**132,299,961**	**15,362,212**	**116,937,749**	**228,625,303**	**198,993,594**	**29,631,709**	**360,925,264**	**214,355,806**	**146,569,458**
Automotive Dealers-4411	106,424,322	9,736,172	96,688,150	184,786,964	178,052,192	6,734,772	291,211,286	187,788,364	103,422,922
Other Motor Vehicle Dealers-4412	16,092,643	2,631,208	13,461,435	26,333,590	11,478,962	14,854,628	42,426,233	14,110,170	28,316,063
Automotive Parts/Accsrs, Tire Stores-4413	9,782,996	2,994,832	6,788,164	17,504,749	9,462,440	8,042,309	27,287,745	12,457,272	14,830,473
Furniture and Home Furnishings Stores-442	**12,230,963**	**4,932,350**	**7,298,613**	**22,909,606**	**24,109,216**	**-1,199,610**	**35,140,569**	**29,041,566**	**6,099,003**
Furniture Stores-4421	6,317,020	4,105,587	2,211,433	11,972,184	9,751,205	2,220,979	18,289,204	13,856,792	4,432,412
Home Furnishing Stores-4422	5,913,943	826,763	5,087,180	10,937,422	14,358,011	-3,420,589	16,851,365	15,184,774	1,666,591
Electronics and Appliance Stores-443	**11,615,283**	**821,041**	**10,794,242**	**22,196,223**	**21,427,178**	**769,045**	**33,811,506**	**22,248,219**	**11,563,287**
Appliances, TVs, Electronics Stores-44311	8,486,413	809,475	7,676,938	16,088,373	18,260,526	-2,172,153	24,574,786	19,070,001	5,504,785
Household Appliances Stores-443111	1,608,134	31,230	1,576,904	2,968,125	159,829	2,808,296	4,576,259	191,059	4,385,200
Radio, Television, Electronics Stores-443112	6,878,279	778,245	6,100,034	13,120,248	18,100,697	-4,980,449	19,998,527	18,878,942	1,119,585
Computer and Software Stores-44312	2,847,643	11,566	2,836,077	5,563,790	3,166,652	2,397,138	8,411,433	3,178,218	5,233,215
Camera and Photographic Equipment Stores-44313	281,227	0	281,227	544,060	0	544,060	825,287	0	825,287
Building Material, Garden Equip Stores -444	**69,426,630**	**16,915,736**	**52,510,894**	**125,077,266**	**105,029,295**	**20,047,971**	**194,503,896**	**121,945,031**	**72,558,865**
Building Material and Supply Dealers-4441	58,678,095	12,801,104	45,876,991	106,159,455	98,634,409	7,525,046	164,837,550	111,435,513	53,402,037
Home Centers-44411	23,588,315	0	23,588,315	43,021,209	47,502,802	-4,481,593	66,609,524	47,502,802	19,106,722
Paint and Wallpaper Stores-44412	987,040	13,465	973,575	1,779,100	482,844	1,296,256	2,766,140	496,309	2,269,831
Hardware Stores-44413	5,955,274	6,809,012	-853,738	10,850,374	8,131,692	2,718,682	16,805,648	14,940,704	1,864,944
Other Building Materials Dealers-44419	28,147,466	5,978,627	22,168,839	50,508,772	42,517,071	7,991,701	78,656,238	48,495,698	30,160,540
Building Materials, Lumberyards-444191	10,516,600	2,237,413	8,279,187	18,835,106	15,911,365	2,923,741	29,351,706	18,148,778	11,202,928
Lawn, Garden Equipment, Supplies Stores-4442	10,748,535	4,114,632	6,633,903	18,917,811	6,394,886	12,522,925	29,666,346	10,509,518	19,156,828
Outdoor Power Equipment Stores-44421	3,698,502	2,186,775	1,511,727	6,257,380	2,809,432	3,447,948	9,955,882	4,996,207	4,959,675
Nursery and Garden Centers-44422	7,050,033	1,927,857	5,122,176	12,660,431	3,585,454	9,074,977	19,710,464	5,513,311	14,197,153
Food and Beverage Stores-445	**88,476,350**	**26,536,880**	**61,939,470**	**158,825,794**	**80,727,441**	**78,098,353**	**247,302,144**	**107,264,321**	**140,037,823**
Grocery Stores-4451	57,670,352	25,009,878	32,660,474	102,805,397	77,389,484	25,415,913	160,475,749	102,399,362	58,076,387
Supermarkets, Grocery (Ex Conv) Stores-44511	53,738,580	24,935,988	28,802,592	95,942,808	76,901,292	19,041,516	149,681,388	101,837,280	47,844,108
Convenience Stores-44512	3,931,772	73,890	3,857,882	6,862,589	488,192	6,374,397	10,794,361	562,082	10,232,279
Specialty Food Stores-4452	6,927,574	1,133,076	5,794,498	12,380,328	681,400	11,698,928	19,307,902	1,814,476	17,493,426
Beer, Wine and Liquor Stores-4453	23,878,424	393,926	23,484,498	43,640,069	2,656,557	40,983,512	67,518,493	3,050,483	64,468,010

Figure 16: Retail Trade Area Opportunity Gap

Opportunity Gap - Retail Stores	PTA			STA			COMBINED		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
Health and Personal Care Stores-446	**41,871,920**	**119,689,373**	**-77,817,453**	**74,640,568**	**213,322,616**	**-138,682,048**	**116,512,488**	**333,011,989**	**-216,499,501**
Pharmancies and Drug Stores-44611	33,631,499	117,679,092	-84,047,593	59,929,190	153,918,820	-93,989,630	93,560,689	271,597,912	-178,037,223
Cosmetics, Beauty Supplies, Perfume Stores	3,005,307	93,345	2,911,962	5,352,171	8,009,992	-2,657,821	8,357,478	8,103,337	254,141
Optical Goods Stores-44613	1,461,916	1,916,936	-455,020	2,629,159	21,004,714	-18,375,555	4,091,075	22,921,650	-18,830,575
Other Health and Personal Care Stores-44619	3,773,198	0	3,773,198	6,730,048	30,389,090	-23,659,042	10,503,246	30,389,090	-19,885,844
Gasoline Stations-447	**71,318,637**	**49,236,860**	**22,081,777**	**125,332,300**	**99,866,205**	**25,466,095**	**196,650,937**	**149,103,065**	**47,547,872**
Gasoline Stations With Conv Stores-44711	52,429,205	39,853,798	12,575,407	91,795,730	80,142,514	11,653,216	144,224,935	119,996,312	24,228,623
Other Gasoline Stations-44719	18,889,432	9,383,062	9,506,370	33,536,570	19,723,691	13,812,879	52,426,002	29,106,753	23,319,249
Clothing and Clothing Accessories Stores-448	**27,455,212**	**452,298**	**27,002,914**	**52,648,235**	**37,872,061**	**14,776,174**	**80,103,447**	**38,324,359**	**41,779,088**
Clothing Stores-4481	15,523,755	269,754	15,254,001	29,274,767	29,017,263	257,504	44,798,522	29,287,017	15,511,505
Men's Clothing Stores-44811	767,539	0	767,539	1,452,741	1,522,839	-70,098	2,220,280	1,522,839	697,441
Women's Clothing Stores-44812	3,665,259	160,214	3,505,045	6,979,043	3,262,985	3,716,058	10,644,302	3,423,199	7,221,103
Childrens, Infants Clothing Stores-44813	997,734	0	997,734	1,823,424	1,910,590	-87,166	2,821,158	1,910,590	910,568
Family Clothing Stores-44814	8,099,671	0	8,099,671	15,239,950	15,545,539	-305,589	23,339,621	15,545,539	7,794,082
Clothing Accessories Stores-44815	657,389	100,293	557,096	1,254,170	1,334,616	-80,446	1,911,559	1,434,909	476,650
Other Clothing Stores-44819	1,336,163	9,247	1,326,916	2,525,439	5,440,694	-2,915,255	3,861,602	5,449,941	-1,588,339
Shoe Stores-4482	2,457,835	0	2,457,835	4,563,182	5,646,885	-1,083,703	7,021,017	5,646,885	1,374,132
Jewelry, Luggage, Leather Goods Stores-4483	9,473,622	182,544	9,291,078	18,810,286	3,207,913	15,602,373	28,283,908	3,390,457	24,893,451
Jewelry Stores-44831	8,291,462	182,544	8,108,918	16,614,613	3,207,913	13,406,700	24,906,075	3,390,457	21,515,618
Luggage and Leather Goods Stores-44832	1,182,160	0	1,182,160	2,195,673	0	2,195,673	3,377,833	0	3,377,833
Sporting Goods, Hobby, Book, Music Stores-451	**12,121,301**	**506,779**	**11,614,522**	**23,415,489**	**39,932,577**	**-16,517,088**	**35,536,790**	**40,439,356**	**-4,902,566**
Sportng Goods, Hobby, Musical Inst Stores-4511	10,687,035	502,799	10,184,236	20,116,165	34,787,195	-14,671,030	30,803,200	35,289,994	-4,486,794
Sporting Goods Stores-45111	5,629,356	213,860	5,415,496	10,680,475	5,967,747	4,712,728	16,309,831	6,181,607	10,128,224
Hobby, Toys and Games Stores-45112	3,073,383	49,500	3,023,883	5,757,580	19,613,279	-13,855,699	8,830,963	19,662,779	-10,831,816
Sew/Needlework/Piece Goods Stores-45113	1,018,401	239,439	778,962	1,832,300	581,142	1,251,158	2,850,701	820,581	2,030,120
Musical Instrument and Supplies Stores-45114	965,895	0	965,895	1,845,810	8,625,027	-6,779,217	2,811,705	8,625,027	-5,813,322
Book, Periodical and Music Stores-4512	1,434,266	3,980	1,430,286	3,299,324	5,145,382	-1,846,058	4,733,590	5,149,362	-415,772
Book Stores and News Dealers-45121	1,218,731	3,980	1,214,751	2,876,467	5,145,382	-2,268,915	4,095,198	5,149,362	-1,054,164
Book Stores-451211	1,048,762	3,980	1,044,782	2,550,129	5,145,382	-2,595,253	3,598,891	5,149,362	-1,550,471
News Dealers and Newsstands-451212	169,969	0	169,969	326,338	0	326,338	496,307	0	496,307
Prerecorded Tapes, CDs, Record Stores-45122	215,535	0	215,535	422,857	0	422,857	638,392	0	638,392

Figure 17: Retail Trade Area Opportunity Gap

Opportunity Gap - Retail Stores	PTA (Consumer Expenditures)	PTA (Retail Sales)	PTA Leakage (Inflow)	STA (Consumer Expenditures)	STA (Retail Sales)	STA Leakage (Inflow)	COMBINED (Consumer Expenditures)	COMBINED (Retail Sales)	COMBINED Leakage (Inflow)
General Merchandise Stores-452	**80,294,016**	**32,052,093**	**48,241,923**	**146,602,266**	**187,178,390**	**-40,576,124**	**226,896,282**	**219,230,483**	**7,665,799**
Department Stores Excl Leased Depts-4521	33,339,778	970,869	32,368,909	61,660,618	42,953,781	18,706,837	95,000,396	43,924,650	51,075,746
Other General Merchandise Stores-4529	46,954,238	31,081,224	15,873,014	84,941,648	144,224,609	-59,282,961	131,895,886	175,305,833	-43,409,947
Miscellaneous Store Retailers-453	**18,955,233**	**4,032,182**	**14,923,051**	**34,240,482**	**51,608,694**	**-17,368,212**	**53,195,715**	**55,640,876**	**-2,445,161**
Florists-4531	681,253	64,060	617,193	1,232,798	56,211	1,176,587	1,914,051	120,271	1,793,780
Office Supplies, Stationery, Gift Stores-4532	8,216,362	1,907,752	6,308,610	15,435,277	29,433,456	-13,998,179	23,651,639	31,341,208	-7,689,569
Office Supplies and Stationery Stores-45321	3,899,435	0	3,899,435	7,352,701	16,487,169	-9,134,468	11,252,136	16,487,169	-5,235,033
Gift, Novelty and Souvenir Stores-45322	4,316,927	1,907,752	2,409,175	8,082,576	12,946,287	-4,863,711	12,399,503	14,854,039	-2,454,536
Used Merchandise Stores-4533	1,189,604	489,146	700,458	2,378,857	2,213,481	165,376	3,568,461	2,702,627	865,834
Other Miscellaneous Store Retailers-4539	8,868,014	1,571,224	7,296,790	15,193,550	19,905,546	-4,711,996	24,061,564	21,476,770	2,584,794
Non-Store Retailers-454	**55,309,731**	**5,435,301**	**49,874,430**	**103,388,376**	**27,324,876**	**76,063,500**	**158,698,107**	**32,760,177**	**125,937,930**
Foodservice and Drinking Places-722	**63,906,979**	**13,074,766**	**50,832,213**	**119,201,214**	**211,684,763**	**-92,483,549**	**183,108,193**	**224,759,529**	**-41,651,336**
Full-Service Restaurants-7221	28,653,702	11,446,356	17,207,346	53,718,991	86,261,815	-32,542,824	82,372,693	97,708,171	-15,335,478
Limited-Service Eating Places-7222	25,664,375	971,859	24,692,516	47,552,182	119,788,499	-72,236,317	73,216,557	120,760,358	-47,543,801
Special Foodservices-7223	6,888,822	233,953	6,654,869	12,768,269	2,130,428	10,637,841	19,657,091	2,364,381	17,292,710
Drinking Places -Alcoholic Beverages-7224	2,700,080	422,598	2,277,482	5,161,772	3,504,021	1,657,751	7,861,852	3,926,619	3,935,233
GAFO *	**151,933,137**	**40,672,313**	**111,260,824**	**283,207,096**	**339,952,878**	**-56,745,782**	**435,140,233**	**380,625,191**	**54,515,042**
General Merchandise Stores-452	80,294,016	32,052,093	48,241,923	146,602,266	187,178,390	-40,576,124	226,896,282	219,230,483	7,665,799
Clothing and Clothing Accessories Stores-448	27,455,212	452,298	27,002,914	52,648,235	37,872,061	14,776,174	80,103,447	38,324,359	41,779,088
Furniture and Home Furnishings Stores-442	12,230,963	4,932,350	7,298,613	22,909,606	24,109,216	-1,199,610	35,140,569	29,041,566	6,099,003
Electronics and Appliance Stores-443	11,615,283	821,041	10,794,242	22,196,223	21,427,178	769,045	33,811,506	22,248,219	11,563,287
Sporting Goods, Hobby, Book, Music Stores-451	12,121,301	506,779	11,614,522	23,415,489	39,932,577	-16,517,088	35,536,790	40,439,356	-4,902,566
Office Supplies, Stationery, Gift Stores-4532	8,216,362	1,907,752	6,308,610	15,435,277	29,433,456	-13,998,179	23,651,639	31,341,208	-7,689,569

Figure 18: Retail Trade Area Opportunity Gap

Inflow Categories

These are categories in which Williamston is pulling outside dollars into its primary trade area:

- Hardware Stores-44413
- Pharmacies and Drug Stores-44611
- Optical Goods Stores-44613

Leakage Categories

These are some of the categories in which local dollars are being spent elsewhere. Some of these represent key opportunities for retail growth in Williamston:

- Other Motor Vehicle Dealers-4412
- Home Furnishing Stores-4422
- Appliances, TVs, Electronics Stores-44311
- Lawn, Garden Equipment, Supplies Stores-4442
- Grocery Stores-4451
- Specialty Food Stores-4452
- Beer, Wine and Liquor Stores-4453
- Jewelry Stores-44831
- Sporting Goods Stores-45111
- Full-Service Restaurants-7221
- Special Foodservices-7223

Retail Capture Objectives

The Williamston retail market demonstrates leakage in nearly every category. In many cases, local dollars will leak to online retailers or to larger markets like Anderson and Greenville. In some categories, however, Williamston should be able to compete for and capture leaking local dollars.

As detailed in **Figure 19**, if we assume Williamston can capture 20% of primary trade area leakage and 5% of secondary trade area leakage in fifteen categories, the result would be $21 million in additional annual sales and a community with several additional retail offerings.

Market-based retail capture scenario objectives for downtown include the following:

Category: Full-Service Restaurants

- 2014 Leakage: $17.2 Million
- 20/5% Capture: $1.8 Million
- Objective: Two New Downtown Restaurants

Category: Special Foodservices

- 2014 Leakage: $6.6 Million
- 20/5% Capture: $1.9 Million
- Objective: Monthly Food Truck/Pop-Up Events

Category: Sporting Goods

- 2014 Leakage: $5.4 Million
- 20/5% Capture: $1.3 Million
- Objective: Expanded Sporting Goods Selection in Existing Retailer

Retail Stores	20% of PTA Outflow	5% 0f STA Outflow	Potential Capture	Sales per Sq Ft	Calculated Capture
Selected Retail Categories Below	32,621,639	-11,526,843	21,094,797		249,352
Furniture Stores	442,287	111,049	553,336	141.84	3,901
Home Furnishing Stores	1,017,436	-171,029	846,407	167.75	5,046
Household Appliances Stores	315,381	140,415	455,796	245.44	1,857
Radio, Television, Electronics Stores	1,220,007	-249,022	970,984	207.17	4,687
Computer and Software Stores	567,215	119,857	687,072	207.17	3,316
Camera and Photographic Equipment Stores	56,245	27,203	83,448	542.63	154
Building Material and Supply Dealers	9,175,398	376,252	9,551,651	142.38	67,086
Hardware Stores	-170,748	135,934	-34,814	121.08	N/A
Grocery Stores	6,532,095	1,270,796	7,802,890	371.79	20,987
Health and Personal Care Stores	-15,563,491	-6,934,102	-22,497,593	247.29	N/A
Clothing and Clothing Accessories Stores	3,050,800	12,875	3,063,675	164.60	18,613
Women's Accessory & Specialty	701,009	185,803	886,812	164.60	5,388
Shoe Stores	491,567	-54,185	437,382	158.81	2,754
Jewelry Stores	1,621,784	670,335	2,292,119	263.92	8,685
Luggage and Leather Goods Stores	236,432	109,784	346,216	198.82	1,741
Sporting Goods Stores	1,083,099	235,636	1,318,736	153.46	8,593
Hobby, Toys and Games Stores	604,777	-692,785	-88,008	146.28	N/A
Sew/Needlework/Piece Goods Stores	155,792	62,558	218,350	74.91	2,915
Book Stores	208,956	-129,763	79,194	161.16	491
General Merchandise Stores	9,648,385	-2,028,806	7,619,578	133.90	56,905
Florists	123,439	58,829	182,268	149.82	1,217
Gift, Novelty and Souvenir Stores	481,835	-243,186	238,649	168.55	1,416
Foodservice and Drinking Places	10,166,443	-4,624,177	5,542,265	201.63	27,487
Drinking Places -Alcoholic Beverages	455,496	82,888	538,384	88.07	6,113

Figure 19: Retail Capture Scenario

3.2.5 Market Analysis Conclusions

Current market data indicate that Williamston's retail market is under-performing in many categories and that Williamston is a relatively small player within the larger Anderson-Easley-Greenville retail market. At the same time, data indicate opportunities for existing or new Williamston businesses to tap into unmet local demand in several retail categories. As Williamston works to implement the various marketing, organizational, and physical planning recommendations of this plan, the community should be able to develop a more robust retail economy.

At the time of this study, the number one retail question in town was: "Can Williamston sustain a grocery store?" Based on the results of this analysis, the answer to this question is: "Yes." This being said, a proposed and highly probable Wal-Mart Supercenter in Williamston would bring a full-service grocery store to town and therefore eliminate the market for another grocery offering.

In the coming years, once the Wal-Mart project is realized, the town's retail trade area will likely expand southward to outlying communities like Belton and Honea Path. Williamston retailers will have an opportunity to capitalize on this strengthened market. At the same time, competition between Wal-Mart and retailers in similar NAICS categories will be tough, and these retailers should be prepared to frame their value proposition in terms of customer service and as offerings within Williamston's revitalized commercial nodes and downtown core.

Historic Williamston

Contact Information:

Sonya Crandall
Envision Williamston
12 W. Main Street
Williamston, SC 29697
864.846.7473
sonyacew@gmail.com
www.envisionwilliamston.com