**Knowledge Park Action Plan**

**Year 1 Highlights**

**Strategic Action #1: Design and build pedestrian, bike and transit connections**

Successful launch of MyRide bus system. Ridership exceeding projections.

Preliminary design of pedestrian bridge underway.

**Strategic Action #2: Make Knowledge Park an exciting destination for visitors (and residents too).**

Effective pre-opening marketing of the Rock Hill Sports & Event Center with 40 events booked for 2020. On-going recruitment and post-event review will ensure booking the highest producing events for 2021 and beyond.

**Strategic Action #3: Develop and Redevelop Strategic Sites and Buildings**

Continued growth at University Center: Hotel, student housing underway; occupancy at Lowenstein Building reaches 70%; Parking deck A complete.

Developers committed and planning underway on Herald site, Good Motors site and Towncenter site.

Oakland Avenue Redevelopment Plan completed; Development Agreement completed for Oakland Auto project.

Announcement of development plans for The Thread, planned start of construction in 2020.

**Strategic Action #4: Positively impact neighborhoods**

Grocery store feasibility analysis confirms strong market for a grocery store on Rock Hill’s south side.

Abandoned gas station on Saluda demolished.

A variety of park improvements have been made to Lige Street Park, Armory Park, Arcade Victoria Park, and Moore Street Park with a total cost of $335K.

Final group of homes at Arcade Mill under construction.

Sunset Park designated as next REDI neighborhood.

Housing Development Corporation receives $1.2 million grant to develop eight rental housing units in the Sunset Park neighborhood.

**Strategic Action #5: Encourage and Support Housing Development that Meets Community Needs**

Developers currently pursuing projects that would result in 800-900 new housing units in Knowledge Park area.

Growth Management Incentive policy amended to provide support for affordable/workforce housing development

Affordable housing policy analysis underway. Inclusion of affordable units is now part of the discussion for every planned multifamily residential project in the city.

**Strategic Action #6: Market Knowledge Park to Citizens, Businesses, and Investors**

Rock Hill selected as an All-America City. Knowledge Park and the efforts of local citizens in creating the Knowledge Park Action Plan were a key element of Rock Hill’s All-America story.

Opportunity Zone Lunch and Learn event held in June.

Second marketing campaign for [www.JobsRockHill.com](http://www.JobsRockHill.com) completed. Job candidates registered on the site are now approaching 8,000.

Knowledge Park development brochure completed.

**Strategic Action #7: Support Local Residents in Obtaining Skills and Jobs**

Strong job growth in Knowledge Park: between 2011 and 2019, jobs in Knowledge Park grew from 5,870 to 8,130.

Black Economic Leadership League organized to provide mentoring and enhance job skills of residents of the Saluda Corridor. Tremendous response from community, an average of 20 individuals are participating in monthly meetings.

Community Workforce Summit held, bringing together for the first time all community organizations that are engaged in workforce development activities.

**Strategic Action #8: KP Incubates, Launches, Attracts, and Grows Knowledge Economy Businesses**

Venture Mentoring System launched as a pilot project, with 18 mentors supporting 8 businesses.

Innovation By Making Things competition, in partnership with 3D Systems, completed.

MakeItRockHill.com website launched as a resource for local businesses, entrepreneurs, citizens and students to access digital design, prototyping and manufacturing resources.

One Million Cups highlights a growing ecosystem of events and activities targeted to entrepreneurs. Rock Hill’s One Million Cups program grows to become one of the largest of its kind in the southeast.

BELL X-Prize announced to support the creation and growth of African-American-owned businesses. BELL Boot Camps attract the participation of 40 African American entrepreneurs.

Technology Incubator begins special outreach and networking opportunities for entrepreneurs (E-Meetups) and high growth businesses (Gazelles).

**Strategic Action #9: Create Amenities to Make Knowledge Park a Special, Memorable Place**

30+ citizens trained in the process of creating effective and exciting public spaces.

Women’s Art Initiative is spearheading a new, permanent sculpture on Elk Avenue

Bleachery Heritage Project receives $75,000 grant and $25,000 private pledge for placemaking on the University Center site