



A letter to Seneca area businesses:

The new Seneca Business Development Support Center was designed with your business in mind. We are dedicated to helping build successful businesses, both new and existing, by providing business leadership, marketing and promotional activities; and, access to necessary resources needed for your business to grow and prosper.

It's definitely NOT a one-size-fits-all organization, but an organization designed to listen to the specific problems and challenges you're facing. You are unique, you have a unique market, and it is only with a thoughtful approach to your promotional needs and goals that you can thrive and prosper in this dynamic Seneca economic development environment.

We believe that an exceptional quality of life for the businesses and residents of the Seneca area is essential to creating a sustainable and thriving economy.

When you become a member in the SBDSC, you'll get individual attention based on your specific needs. Benefits of each membership level are shown in this newsletter and on our website, www.sbdsc.org

I hope you'll call the SBDSC office to set up a time when I can stop by to talk to you about how the SBDSC can help your business grow. The team of the SBDSC, Riley Johnson, Dan Alexander, Scott Moulder, and Debbie Williams, are all genuinely invested in the success of your business and the growth of the Seneca business landscape.

Riley H. Johnson, Executive Director

www.sbdsc.org

864-885-2715

Riley Johnson, executive director of the SBDSC, joined Mayor Dan Alexander and City Administrator Scott Moulder in announcing details about the newly formed business support organization for Seneca area businesses.





“Business driving business”

STATEMENT OF PURPOSE

The Seneca Business Development Center (SBDSC) is an organization dedicated to serving Seneca area businesses by helping to build successful businesses, both new and existing; by providing business leadership, marketing and promotional activities; and, by providing access to necessary resources needed for businesses to grow and prosper.

Our members will have access to unique promotional and networking opportunities, business services and special events - all designed to help their business succeed.

Our economic development activities will feature the SBDSC as an active partner in business attraction, business retention, and redevelopment of existing resources. We believe that an exceptional quality of life for the Seneca area is essential to creating a sustainable and growing economy.

We are dedicated to building a vibrant and prosperous community through effective business leadership and by working hand-in-hand with economic development entities within the Oconee County area.

GOALS

1. To help grow Seneca area's existing businesses and industries and to foster economic vitality and prosperity for our community.
2. To bolster Seneca's startup ecosystem for new businesses and to provide accessible resources needed for a successful launch for budding businesses.
3. To attract investment to diversify the Seneca area's economy.
4. To make inclusion and diversity in our economic development a top priority.
5. To build the Seneca area as a preferred destination for both business and recreation.
6. To make it widely known that the Seneca area is open for business and intends to thrive and prosper.



January 2025

BENEFITS SUMMARY

START AND GROW \$200

- Basic individual listing in the online Membership Directory
- Receive all mailings and newsletters
- Twelve-month membership in SBDSC
- Basic listing in the online Business Directory in the category of your choice
- Ribbon cutting/Grand opening event (New Business Only)
- Access to networking opportunities
- Complimentary notary public services
- Individual marketing needs analysis for your business
- Individualized marketing plan for your business
- Business listing on City of Seneca or SBDSC website
- News, events, jobs posted on SBDSC website
- Startup consultation for your new business



January 2025

BENEFITS SUMMARY DEVELOP & CONNECT \$500

- Basic individual listing in the online Membership Directory
- Receive all mailings and newsletters
- Twelve-month membership in SBDSC.
- Basic listing in the online Business Directory in the category of your choice
- Ribbon cutting/Grand opening event (New Business Only)
- Access to networking opportunities
- Complimentary notary public services
- Individual marketing needs analysis for your business
- Individualized marketing plan for your business
- Business listing on City of Seneca or SBDSC website
- News, events, jobs posted on SBDSC website
- Startup consultation for your new business
- ***Newspaper Ad Packages***

The SBDSC will purchase a total of 16 half-page ads annually for spotlighting multiple members in each advertisement page. Number of spots will depend on total number of members.

- ***Radio Advertising Packages***

The SBDSC will purchase 15 spots per week (3 spots per day) for a total of 780 spots per year to rotate member advertisement throughout the year.

- **Assistance with your business's social media presence**



BENEFITS SUMMARY ASPIRE & ACHIEVE \$1,000 – January 2025

- Basic individual listing in the online Membership Directory
- Receive all mailings and newsletters
- Twelve-month membership in SBDSC
- Basic listing in the online Business Directory in the category of your choice
- Ribbon cutting/Grand opening event (New Business Only)
- Access to networking opportunities
- Complimentary notary public services
- Individual marketing needs analysis for your business
- Individualized marketing plan for your business
- Business listing on City of Seneca or SBDSC website
- News, events, jobs posted on SBDSC website
- Startup consultation for your new business
- Assistance with your business's social media presence
- *Newspaper Ad Packages*

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- *Radio Advertising Packages*

The SBDSC will purchase 15 spots per week (3 spots per day) for a total of 780 spots per year to rotate member advertisement throughout the year.

- Assistance with your business's social media presence.
- **City Talk Appearance – Once Annually**
- **Promotional Video for your business**
- **Promotional Event for your business or shopping area, one per year**
- **Recreation Sponsorship**



BENEFITS SUMMARY INVOLVE & INNOVATE \$2,500 – January 2025

- Basic individual listing in the online Membership Directory
- Receive all mailings and newsletters
- Twelve-month membership in SBDSC
- Basic listing in the online Business Directory in the category of your choice
- Ribbon cutting/Grand opening event (New Business Only)
- Access to networking opportunities
- Complimentary notary public services
- Individual marketing needs analysis for your business
- Individualized marketing plan for your business
- Business listing on City of Seneca or SBDSC website
- News, events, jobs posted on SBDSC website
- Startup consultation for your new business
- *Newspaper Ad Packages*

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- *Radio Advertising Packages*

The SBDSC will purchase 15 spots per week (3 spots per day) for a total of 780 spots per year to rotate member advertisement throughout the year.

- Assistance with your business's social media presence.
- City Talk Appearance – Once Annually
- Promotional Video for your business
- Promotional Event for your business or shopping area, one per year
- Recreation Sponsorship
- ***Billboard advertising package***

Qualifying members will be provided with 30 consecutive days of billboard advertisement, a \$1,250 value.

- **City Event Sponsorship (1 to 2 events per year)**
- **Feature Article in "Seneca Spotlight"**
- **Website Partner Status (SBDSC web site)**



BENEFITS SUMMARY LEAD & INSPIRE \$5,000 – January 2025

- Basic individual listing in the online Membership Directory
- Receive all mailings and newsletters
- Twelve-month membership in SBDSC
- Basic listing in the online Business Directory in the category of your choice
- Ribbon cutting/Grand opening event (New Business Only)
- Access to networking opportunities
- Complimentary notary public services
- Individual marketing needs analysis for your business
- Individualized marketing plan for your business
- Business listing on City of Seneca or SBDSC website
- News, events, jobs posted on SBDSC website
- Startup consultation for your new business
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- City Event Sponsorship (1 to 2 events per year)
- Feature Article in "Seneca Spotlight"
- Website Partner Status (SBDSC web site)
- **Jazz on the Alley Sponsorship with Premier Street Presence (5 nights per Jazz season)**



SENECA BUSINESS DEVELOPMENT SUPPORT CENTER

SBDSC MEMBERSHIP APPLICATION

Membership can be paid annually via check or credit card
OR monthly through Seneca Light and Water bill account

Company Name _____ Date of application _____

Physical Address _____

Physical City _____ Physical State _____ Zip _____

Is this a Home Address? _____

Mailing Address (if different) _____

City _____ State _____ Zip _____

Billing Address _____

City _____ State _____ Zip _____

Are you a customer of Seneca Light & Water? _____

Is the SL&W account name listed in the name of the business applying for membership? _____

I would like to pay dues _____ annually (check or one-time charge to credit card)

or _____ monthly through Seneca Light & Water Account No. _____

Business Phone _____ Web Site _____

Business Email _____ Fax _____

Type of Business _____

Please check the Membership Level you are applying for:

Start & Grow \$200/year _____ Develop & Connect \$500/year _____

Aspire & Achieve/\$1,000 year _____ Involve & Innovate \$2,500 year _____

Lead & Inspire \$5,000/year _____

Contact Person

First Name _____ Last Name _____

Title _____ Email _____ Primary

Phone _____ Cell Phone _____



**AUTHORIZATION TO ADD SBDSC MEMBERSHIP TO
MONTHLY SENECA LIGHT & WATER UTILITY BILL**

I hereby authorize Seneca Light & Water to assess and add my SBDSC annual membership fees to my monthly utility bill.

Note: for monthly billing to be set up, the utility account must be in the same name of the business or organization that is joining the SBDSC.

SBDSC Member Name _____

Membership Level _____ Annual Membership Fee _____

Monthly Amount to be billed _____ SL&W Acct. No. _____

Please note that in the first year of SBDSC membership, first year pro-rated fees or receiving credit for membership in another similar organization will reduce the first year's membership fee and monthly bills will reflect that lower rate. After the first year of membership, monthly amounts billed will reflect the permanent monthly fee for the level you have chosen. You have the right to renew/cancel/change your SBDSC membership during January of each year.

Signature of Authorized Business Representative

Date

SBDSC OFFICE USE ONLY

Level verified _____ Amount to be billed monthly _____

SBDSC Approval _____

SL&W Approval _____