



**221 East North Street
Seneca, South Carolina 29678
(864) 885-2715**

Dear New SBDSC Member:

I am pleased to personally welcome you as a new member of the Seneca Business Development Support Center (SBDSC). As a charter member of the SBDSC, your membership represents a unique opportunity to become more involved with your community, and to grow your business with support from a strong City team that is seasoned in marketing and economic development, and yet very familiar with your market.

This new organization is dedicated to advancing the general business climate and prosperity of the Seneca area, and offering a proven support system to all members, large or small. To accomplish that, the SBDSC intends to offer individualized assistance to each business. It is definitely not a one-size fits all approach to making your business successful, but an approach that understands the unique needs of each and every business.

We at the SBDSC and the City of Seneca understand that in order to have a strong economic environment, we must have a strong community. We are truly blessed in our community to have leaders, business owners, educators, and citizens, who realize that we all share in the responsibility of creating economic success, prosperity, and happiness within our community.

Thank you for your support and belief in us, and most importantly, in your community. We are thriving, continuing to grow, and we are genuinely looking forward to working alongside businesses such as yours to continue that momentum.

Sincerely,
Dan Alexander
Mayor, City of Seneca





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.



SBDSC MEMBERSHIP LEVELS

Membership can be paid monthly or annually

INDIVIDUAL \$ 100

Join the SBDSC as an Individual and get a basic individual listing in the online Membership Directory
Receive all mailings and newsletters

START & GROW \$200

- Twelve month membership in SBDSC
- Basic listing in the online Membership Directory in the category of your choice
- Ribbon cutting/Grand opening event
- 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
- Start up consultation for your new business
- Coming! Listings in new resident packet!

DEVELOP & CONNECT \$500

- Newspaper Ad Packages
- Radio Advertising packages
- City Talk Appearance
- Assistance with your business's social media presence
- +All benefits listed in "Start & Grow"

ASPIRE & ACHIEVE \$1,000

- Promotional Video for your business
- Promotional Event for your business or shopping area, one per year
- Recreation Sponsorship
- + All benefits listed in "Start & Grow" and "Develop & Connect"

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MEMBERSHIP LEVELS

Membership can be paid monthly or annually

INVOLVE & INNOVATE \$2,500

- Billboard advertising package
- Event Sponsorship (1 to 2 events per year)
- Feature Article in "Seneca Spotlight"
- Website Partner Status (SBDSC web site)
- Radio Ads
- + All benefits listed in above categories.

LEAD & INSPIRE \$5,000

- Jazz on on the Alley Sponsorship With Premier Street Presence (5 nights per Jazz season)
- Other Event sponsorships. Become a partner in Seneca's largest events
- + All benefits listed in above categories.



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 _____

THE JOURNAL

is pleased to partner with the Seneca Business Development Support Center to bring unprecedented access to affordable advertising opportunities for your business when you become a SBDSC member.

START & GROW \$200.00/year

The Journal/SBDSC will provide:

1. 2 months of free advertising for your business (Value \$600)
2. 2 months Listing in the digital directory promoting your business (Value \$300)
3. SBDSC will cover 50% of the cost on the digital promotion Directory for the next 1 month (Value \$75).

Total Value \$975

DEVELOP & CONNECT \$500.00/year

The Journal/ SBDSC will provide:

1. 2 months of free advertising for your business (Value \$600)
Current advertisers will get their advertising increased by \$300/ month at no additional charge!
2. 2 months Listing in the digital directory promoting your business (Value \$300).
3. SBDSC will cover 50% of the cost on the digital promotion Directory for the next 2 months (Value \$150)

Total Value \$1050

ASPIRE & ACHIEVE \$1000.00/year

The Journal/ SBDSC will provide:

1. 3 months of free advertising for your business (Value \$800)
Current advertisers will get their advertising increased by \$400/ month at no additional charge!
2. 3 months Listing in the digital directory promoting your business (Value \$450). Current advertisers will get current advertising increased by \$400/ month at no additional charge!
3. SBDSC will cover 50% of the cost on the digital promotion Directory for the next 3 months (Value \$225)
4. The Journal will provide an Editorial feature of your business FREE!

Total Value \$1475

INVOLVE & INNOVATE \$2500.00/year

The Journal/ SBDSC will provide:

1. 3 months of free advertising for your business (Value \$800)
Current advertisers will get their advertising increased by \$400/ month at no additional charge!
2. 3 months Listing in the digital directory promoting your business (Value \$450)
3. SBDSC will cover 50% of the cost on the digital promotion Directory for the next 3 months (Value \$225)
4. Journal will provide 2 FREE Promotional to texts each month for 3 months to your customers offering your specials (Value \$885)
5. The Journal will provide an editorial feature of your business FREE!

Total Value \$2,360

LEAD & INSPIRE \$5000.00/year

The Journal/ SBDSC will provide:

1. 3 months of free advertising for your business (Value \$800)
Current advertisers will get their advertising increased by \$400/ month at no additional charge!
2. 4 months Listing in the digital directory promoting your business (Value \$600)
3. SBDSC will cover 50% of the cost on the digital promotion Directory for the next 4 months (Value \$300)
4. Journal will provide 2 FREE Promotional to texts each month for 4 months to your customers offering your specials (Value \$1180)
5. The Journal will provide an editorial feature of your business FREE!

Total Value \$2880

Business Driving Business





Welcome, New Members of the Seneca Business Development Center!

Welcome aboard, new members of the Seneca Business Development Support Center! Lake Keowee Radio Online is pleased to offer your business a very special offer. Lake Keowee Radio Online is offering you 30 radio spots online, all at no charge to you. Plus, Lake Keowee Radio Online will feature your business on our social media pages and website.

It's our way of saying thank you for your commitment to Seneca and for joining the SBDSC.

For more information, contact Jazz Jeff at (864) 280-9810 or via email at jazzyjeff@lkradio.online

Lake Keowee Radio is a 24-hour online radio station based out of Seneca, SC. We stream online via our website and TuneIn Radio App. Our format consists of the greatest hits from the 60s, 70s, 80s, and 90s. Jazzy Jeff has been a fixture in radio in Oconee county for 30 years and enjoys working closely with the Seneca community and local businesses. Our online station is programmed locally to the Seneca area, but can be heard world-wide online at www.lakekeoweeradioonline.com

