



Vision: A dynamic and inclusive Gaffney, where strategic investment and collaboration offer broad opportunities for businesses and residents to grow, prosper, and thrive.

Mission: To drive sustainable economic growth by advancing strategic investment, promoting inclusive community engagement, and cultivating partnerships that enhance prosperity and quality of life.

STRATEGIC PLAN GOALS

- Expand and promote Gaffney as a tourism destination.
- Create an environment that supports business startup and growth.
- Redevelop Limestone University into a catalyst for growth.
- Build community connections through communications, events, and partnerships.

Strategic Plan Priorities for Implementation

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Year 1

- Complete Carolina Rising Project
- FAM tours for tourism partners
- Name a city position as the "Business Liaison"
- Start Business Roundtables, Business Advisory Council, and city-business networking
- Boutique hotel feasibility study
- Support redevelopment of Limestone University
- Marketing of vacant downtown properties
- Vacant storefront displays
- Use market profiles to recruit businesses
- Develop a "Start Your Business in Gaffney" toolkit
- Promote vacant space to BGEN tenants to encourage "graduation"

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Year 2

- Streetscape plan to connect tourism assets
- Continue to seek grants to fund trails systems
- Revolutionary War-themed festival
- Increased marketing funding targeting day-trippers
- SC DOT additional signage on I-85
- Work with county partners to identify industrial sites
- With partners, expand internship and apprenticeship opportunities
- Increase public relations, add a new position for public information
- Annual joint city-county meeting to showcase Gaffney assets

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Year 3

- Feasibility studies for Native American History Museum, African American History Museum, and Revolutionary War Museum
- Matching grant for advertising
- Develop a high quality photo library
- With partners, expand events and popup markets

PRIORITY DEVELOPMENT PROJECT: GAFFNEY CONFERENCE CENTER



The new conference center is part of a series of revitalization projects in **historic downtown Gaffney**, centered on Carolina Rising and Jolly Park. The city has received numerous grants from the National Park Service, South Carolina Department of Parks, Recreation & Tourism, and other agencies to help renovate historic buildings including the former Broad River Baptist Association into a conference center and the former Carnegie Library into Carolina Rising, a revolutionary war experiential museum.

The goal of the conference center project is to create a unique event venue in the heart of the city, not only serving local needs for meetings and gatherings, but also drawing visitors and boosting tourism. It will help expand the economic impact of Carolina Rising. Once completed, it will help anchor other downtown development by increasing foot traffic and supporting new and existing restaurants, shops, and lodging.

Leveraging Assets

The City of Gaffney is strategically located on I-85 and has many assets ready to be leveraged. The city is known to travelers of I-85 not only for the larger-than-life Peachoid, but also for outlet shopping, a national battlefield site, a national historic trail, and outdoor recreation. Located almost equidistant between the larger metropolitan areas of Charlotte, NC, and Greenville, SC, the city has made several investments in downtown including the Visitors Center and Art Gallery and the Carolina Rising museum. The city and region are rich in historical and cultural assets, including Cowpens National Battlefield, Kings Mountain National Military Park, Overmountain Victory National Historic Trail, and other historic sites.



The South Carolina Department of Commerce is embarking upon a transformative Rural Planning Initiative as part of its Rural Development Program. This initiative aims to address the unique challenges faced by rural communities across the state and explore strategies to enhance both the quality of life and economic growth within these regions. Through a comprehensive and inclusive approach, this initiative seeks to foster sustainable development, empower local communities, and create a roadmap for a vibrant and prosperous rural South Carolina.