

SCORE

Recycle, Reuse, Reformat...

Reba Campbell

Municipal Association of SC

ICMA Conference Presenter

OCTOBER 22-25

ICMA 2017

SAN ANTONIO

103RD ANNUAL CONFERENCE • BEXAR COUNTY

SCORE

Recycle, Reuse, Reformat to Control Your Content

Reba Hull Campbell

Deputy Executive Director

Municipal Association of SC

@ICMAevents @rebahcampbell @muniassnc #ICMA2017



Sound familiar?

- Website full of great content
- Staff engaged in sharing information and news important to your audiences/constituents
- Publications tell great stories
- High engagement on social media platforms
- Good management of data
- Organization well covered by traditional media

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But feedback shows...

People you serve **say** they aren't always getting all the information they need from your organization . . .

. . . this despite the fact you are running yourself ragged creating new content for websites, publications, email and social media.

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Why?

- Reading and learning habits are changing
 - Rule of 7
 - People want information in short bursts with the option of digging deeper
 - Days of 2000+ word magazine articles or emails that scroll multiple screens are over
 - People get information from a variety of sources and take minimal time to absorb it.
 - Competition increasing from “questionable” news sources

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What to do?

SCORE

Strategic Content Organized for Reuse to Engage

Strategically reusing, recycling and reformatting content to tell your story in a deeper, more engaging way to make new topically-connected content from different parts of the organization's storehouses of content

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What are platforms?

Any tool your organization uses to communicate with key audiences

Website / print and electronic publications / signage / partner organizations / social media / meetings / field staff / marketing materials / remote office interaction / news media / surveys / receptionist and front lines staff / stationery and business cards / vmail / email / press releases / exhibits / WOM / blog / staff communication

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Steps for a successful SCORE strategy

1 - Audit all the platforms (communications tools) you have available to your organization.

- Simple spreadsheet
- Think beyond just print and digital and beyond your traditional communications tools

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	number	target									Staff owner	Initially launched	frequency	Method of distribution	a
Platform		elected ofcl	muni staff	board	MASC staff	media	policy makers	key infl	partner/cmtly groups						
General membership															
Uptown	4900	1	1	1	2	2	2	3	3	Sarita	1970's	monthly	mail, PDF post, UU, what's new, social	\$	
Daily Clips	588	1	1	1	1	3	0	0	0	Sarita	2006?	daily	email by subscription	s	
Uptown Update	4000	1	1	1	2	0	0	0	0	Sarita	2009?	weekly	email	s	
Legislatiave															
From the Dome to Your Home	4000	1	1	1	2	2	2	3	3	Casey	2007 in this format	weekly during session	email, web, UU, social	s	
talking points										Casey		as needed		s	
releases/op-eds/columns										Casey/Reba		as needed		s	
annual legislative report	1000	1	1	1	2	2	2	3	3	Casey		after session	AM, other mtgs, mail, web, social, RAM, FSM	\$	
RAM cards	200	1	1	1	3	0	0	0	0	Casey	2009?	annually	currently only printed version is in leg YE report	\$	
Advocacy handbook	1000	1	1	1	3	0	0	0	0	Casey	2007	as needed	RAMs, web, MEO/newley elected packets, HLAD	\$	
Media guide	500	1	1	1	3	0	0	0	0	Casey	2006	as needed	RAMs, web, MEO/newley elected, affiliates	\$	
agenda cards/brochures	500	1	1	1	2	2	1	2	2	Casey	2006	annually	RAMs, web, MEO/newley elected, other mtgs	\$	
blast emails		1	1	1	2	0	0	3	3	Casey		as needed	AMS email	s	



Steps for a successful SCORE strategy

2 – Create an organization-wide strategy.

- Long-range goals and short-range targets of opportunity
- Not about creating more or new content
- About leveraging the most and best use out of what you've created then adding to that, if needed (additional or updated info, audio/video)

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Steps for a successful SCORE strategy

3 - Brainstorm with people all over your organization, not just the communications staff.

- What are you overlooking?
- Entry and exit points
- What's new that could prompt new angle on existing content?

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Steps for a successful SCORE strategy

4 -Identify the content you are pushing out over these platforms.

- Publish once and reference that content again and again in different ways
- Force people to find your deep content
- Remind people content is there
- Don't re-use the same way (audio/video, aggregating in new ways, social targets of opportunity) @ICMAevents @rebahcampbell @muniassnc #ICMA2017



Steps for a successful SCORE strategy

5 - Integrate the idea of SCOREing into all outreach efforts.

- Editorial calendar/strategy
- Long-range goals and short-range targets of opportunity
- Tracking/evaluation
- Not just a communications function

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	Week 1	Week 2	Week 3	Week 4
Website				
Heros	RAM, grant, SEI	grant, SEI, uptown	grant, SEI, uptown	grant, SEI, uptown
UU	RAM, MS app/BLOA&MROCTA	RAM, grant	RAM, MS app	RAM, grant
Dome				
Blog	final RAM	hartsville al am city	ach award presentations	SEI
Podcast	legislator from RAM			interview w/TW on SEI
Twitter	recycle/bill column/blog/RAM	litter/new business/blog/RAM		
Facebook	recycle/bill column/blog	litter/new business/blog		
ASCM instagram	weekly pic	weekly pic	weekly pic	weekly pic
App				
RMS Meetings	police TF-SC/TW attend			
E&T Meetings	SCASM for layout (1.6)/MHRA for edit(1.7)/BLOA&MFOCTA in UU			
Annual Meeting				
HLAD				
RAMs	RH	Cola	mauldin/gvl	chas
Morning Cup				
Other Meetings				



Case Studies

- Short range targets of opportunity – utility workers in a snow storm
- Long-range goal – roll-out of a standardized business license application

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Target of Opportunity Case Study

Value of Utility Workers

- Reinforce the value of city workers
- Educate on the work they do
- Frame as a media pitch
- Drive to various areas of the website
- Link it all through social media
- Membership reinforcement

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City Connect

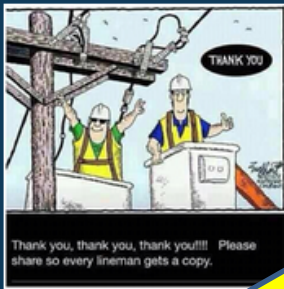
City Connect is the blog of the Municipal Association of SC connecting officials in the state's 270 cities and towns with the resources and tools they need to provide efficient and cost-effective services to residents and businesses.

Home About the Association MASC.SC

Wednesday, February 12, 2014

Just Another Day at the Office for Municipal Utility Workers

With the bad weather all over the state today, it makes sense to think about the utility, public service and public safety personnel in our cities and towns who are keeping us safe.



Did you know that in South Carolina, 21 cities own their electric utility. They are all members of an affiliate organization of the Municipal Association of South Carolina called the **SC Association of Municipal Power Companies (SCAMPS)**. SCAMPS was founded to provide mutual aid to fellow cities in times of emergency in the past like we are experiencing this week but has grown to include training and...

Today, the utility directors in our cities are surely hard at work getting power back on. But if you want to know more about what a utility director does on a regular day, [read this article](#) from [Uptown](#) to get a sense of the variety of responsibilities a utility director has.

Linemen are also important players in the utility business. Each year, SCAMPS sponsors and lineman training and competition for member cities. [Read more](#) about these various events in this *Uptown* article.

Stay safe and dry!

Posted by [Municipal Association of South Carolina](#) [M](#) [B](#) [t](#) [f](#) [p](#) [g+](#) [+](#) Recommend this on Google

Promoting SCAMPS

Uptown article about role of utility directors

Uptown article about lineman training

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A blog by the



Previous posts

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 - ▶ April (9)
 - ▶ March (13)
 - ▶ February (13)
- Friday Rewind
- Distracted Driving Gets Attention This Week
- U. S. House to Consider Bill Halting Flood Insuran...
- Friday Rewind
- The Great GASB...Evaluating GASB Statement 34
- Busy Budget Week in the

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Thursday, February 13, 2014

When the Going Gets Tough, the Tough Get Going

When the going gets tough the tough get going. That's an apt description of **how mutual aid among the 21 municipal power systems works.**

In a conference call this morning with the members of the **SC Association of Municipal Power Systems**, Orangeburg and Bamberg were the only utilities reporting a need for assistance. Both cities were hit hard very hard and outages are increasing. Orangeburg estimates four days of work if the situation doesn't get worse.

But we're seeing outstanding response around the state from other SCAMPS members offering aid to Orangeburg and Bamberg. Easley has sent seven men and equipment to Bamberg while Greer, Rock Hill, Union and Greenwood will have men and equipment in Orangeburg by the end of the day. Plus utilities in Florida and Georgia have offered assistance if needed.

While the storm has brought challenges, it also illustrates the importance of a strong mutual aid plan among these municipal utilities.

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Previous posts

Uptown
article
about
mutual aid

Promoting
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City of Greenwood SC @GreenwoodCitySC Following

#GreenwoodCPW set to send staff and equipment to assist @dpuorangeburg with winter storm response. @MuniAssnSC pic.twitter.com/6a1hsK5LAG

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A blog by the **MASC** Municipal Association of South Carolina

Previous posts

RETWEETS 6 FAVORITES 2

WIS News 10 @wis10 · Feb 11

@MuniAssnSC Absolutely! Looking for perspective on outages, challenges for power companies, linemen, etc.

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CITIES MEAN BUSINESS

Municipal Assn of SC @MuniAssnSC · Feb 11

@wis10 i'll see if I can find anyone. Who can I contact at WIS if I do find someone?

Hide conversation

6:19 PM - 11 Feb 2014 · Details

Reply Delete Favorite More

Reply to @wis10

WIS News 10 @wis10 · Feb 11

@MuniAssnSC Just DMed you contact info. Thank so much for any assistance.

Expand

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WIS News 10 @wis10 · Feb 11

@MuniAssnSC Looking for retired power company employee(s) in the Midlands to answer a few questions for us. Know of any thru #SCAMPS?

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CITIES MEAN BUSINESS

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@wis10 @MuniAssnSC closest would be in Camden or Newberry. Is that close enough?

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to @wis10

CITIES MEAN BUSINESS

Municipal Assn of SC @MuniAssnSC · Feb 12

New post on City Connect blog: Shout out to electric cities bit.ly/1fUa5or @CityofGreer @visitorangeburg @ClintonSC

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CollapsE

RETWEET 1 FAVORITES 2

1:10 PM - 12 Feb 2014 · Details

Reply to @CityofGreer @VisitOrangeburg @ClintonSC



Long-range Planning Case Study

Standardized Business License Application

- Internal/external education about the application
- Awareness of this business-friendly practice
- Educate on the work of BL officials
- Drive to various areas of the website
- Membership reinforcement
- Link it all through social media

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Multiplatform strategy for standardized BL license rollout

	week 1 (internal/family)	week 2 (wider internal/family)	week 3 (external)
uptown	March issue hits w/article about the form (members, media, legislators, etc 5000+ copies)	March issue linked in UU	
Uptown online	article posted with link to form		
Uptown update	blurb that includes link to form and online uptown article and background articles	blurb that includes link to form and online uptown article and background articles	blurb that includes link to form and online uptown article and background articles
website	form live, link to BLOA page and old Uptown articles -- swirly	swirly	swirly - CMB mag posted on website with article a/b the form
FSM	distributing form and Uptown article	distributing form and Uptown article	distributing form and Uptown article
BLOA listserve	email w/link to form, Uptown article		email with link to any news articles that are generated
Managers/MFOCTA	email w/link to form, Uptown article		
blog		post w/ link to Uptown article, form and BLOA site, DITL article on BL officials	include any news stories in Friday rewind
archived uptown articles		linked in blog post	linked in press release and SCEDA post
chamber mag			magazine mailed that includes article about the form - blurb at the end sending readers to the Uptown story
SDEDA blog			guest blog post that links to our blog post from last week
FB/Twitter	post on both linking to Uptown article	blog post posted on both	release, SCEDA blog and chamber mag posted on both thru the week - tag other orgs
press release			posted on websie with links to form, uptown article, BLOA page and archived articles
CMB mag			SC Biz released that includes CMB article about the form - letters to key influecners and legislators - also add letters to homebuilders, etc with info about the form
other outreach			letter to interested parties with uptown, CMB, form get link in enewsletters like McKay blast etc

Existing content

- Press release/magazine article
- List of cities using the application
- The application

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MARCH 2014

MASC UPTOWN

a publication of the municipal association of south carolina



Standard business license application to streamline process

Companies that work in multiple cities face unique circumstances as they conduct their business across the state. Different zoning ordinances, permit regulations and business licensing requirements can be confusing and make compliance with local laws difficult.

Since 1985, members of the Business Licensing Officials Association of SC and the Municipal Association's staff have been working to make it easier to do business across the state.

In late 2013, the group introduced a standard business licensing application for interested local governments. The one-page application contains all of the information most cities need to issue a license. Originally developed with contractors in mind, cities can use the standard application for any type of business working in multiple jurisdictions.

"Adopting the application is a local decision for each city to make," stressed Scott Slatton, legislative and public policy advocate for the Municipal Association. Slatton also serves as the staff liaison for BLOA.

"While using the application is strictly voluntary, we encourage cities to adopt it as a way to reduce the paperwork burden on transient business, thereby making cities more business friendly," added Slatton.

Similar to the Association's model business license ordinance, the standard business license application was created to provide cities with a best practice approach while maintaining local flexibility.

[License, page 2 >](#)

In This Issue		Special Section: Land Use/Planning	
Public safety added to priorities Page 2	Mayors are getting by with a little help from their friends Page 6	The Biggest-Waters Flood Insurance Reform Act of 2012 Page 10	Form-based codes: Building the town of yesterday and tomorrow Page 12

MASC Municipal Association of South CarolinaSM

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Cities collaborate to introduce business-friendly process for business license applications

For Immediate Release: March 20, 2014

Staff Contact:
Casey Fields
803.933.1256
Cfields@masc.sc

Companies working in multiple cities can face unique circumstances as they conduct their business across the state. Different zoning ordinances, permit regulations and business licensing requirements can be confusing and make compliance with local laws difficult.

Contractors, caterers and landscapers were particularly hit by the volumes of paperwork they often had to deal with when working across multiple jurisdictions.

In response to these concerns, representatives of the Municipal Association of SC and its affiliate organization, the Business Licensing Officials Association of SC; the SC Chamber of Commerce; and a variety of local chambers of commerce and business organizations came together to create a single standard application that a business can use in any jurisdiction that chooses to offer it.

The one-page application contains all of the information most cities need to issue a license. Originally developed with contractors in mind, cities can use the standard application for any type of business working in multiple jurisdictions.

"Adopting the application is a local decision for each city to make," stressed Scott Slatton, legislative and public policy advocate for the Municipal Association. Slatton also serves as the staff liaison for BLOA. "We are working closely with all cities in the state to encourage them to consider adopting this standard form. Already, 25 cities and one county have adopted the new application form." (a complete list is here)

Press release/
magazine
article



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1 / 2 50%

You can save data typed into this form.

Standardized Business License Application

MASC
Municipal Association of South CarolinaSM

City or County: _____

Business Information

Corporate name: _____ Open date: _____

Name shown to public: _____

Organization type: Sole proprietor LLC LLP LP Corporation
Articles of Organization or Incorporation may be required.

Business activity/type: _____ NAICS/SIC/Other code: _____

Federal ID/SSN #: _____ State retail sales #: _____

Mailing address: _____

Physical address: _____ Outside jurisdiction
 Inside jurisdiction, Tax parcel #: _____

Contact name, title: _____ Ext. _____ Alternate phone: _____

Contact phone: _____ Email: _____

Fax: _____

Owner or Principal(s) Information

Owner or Principal(s) _____ SSN #: _____

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Standardized business license application adopters

Related Links

Standardized business license application

Staff Contact:
Scott Slatton
803.933.1203
sslatton@masc.sc

- City of Abbeville
- City of Aiken
- City of Anderson
- Town of Arcadia Lakes
- City of Barnwell
- Town of Batesburg-Leesville
- Beaufort County
- City of Beaufort
- City of Bennettsville
- Town of Blackville
- Town of Bluffton
- City of Camden
- Town of Carlisle
- City of Cayce
- Charleston County
- City of Chesnee



From: mail@masc.sc [mailto:mail@masc.sc]
Sent: Monday, March 10, 2014 4:22 PM
To: Reba H. Campbell
Subject: Uptown Update: March 10, 2014

UPTOWN Update

a weekly update from the Municipal Association of South Carolina

New Business on the Agenda this Week

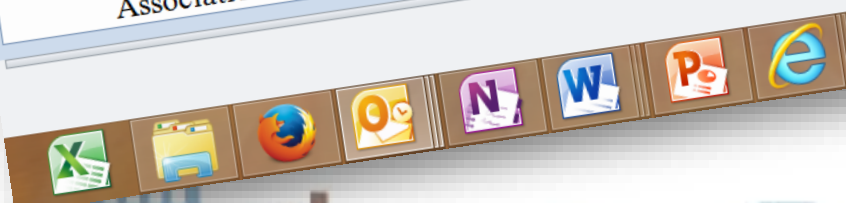
Standardized statewide business license application

Has your city agreed to use the new [standardized business license application](#)? If not, learn more by reading the [Uptown article](#) and get on board. This application was developed as part of the effort to make the licensing process easier for businesses, especially those transient businesses working in multiple jurisdictions. Let [Scott Slatton](#) know if your city adopts the application so your city's name can be added to the [list of adopters](#).

Association makes TTCP disbursement

Last week, the Municipal Association sent \$9 million to municipalities participating in the Association's [Telecommunication Tax Collection Program](#). The Association collected business

Weekly
member
email



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South Carolina Business Review



New Standardized License Application Helps Business

Wednesday - April 30, 2014 at 7:52 am

Getting a business up and running can be a daunting challenge. Getting financing, establishing a business plan and getting the necessary government licenses and permits can be very confusing. For businesses that have people working in multiple cities and counties, securing the needed business licenses can be especially time-consuming. To remedy this situation, our next guest organization has collaborated with others around the state to create a new standardized license application, which she save money and time.

Business license streamline

Mark Xu <mark@mygreenvillecpa.com>

You replied to this message on 4/30/2014 11:34 AM.

Sent: Wed 4/30/2014 8:27 AM

To: Reba H. Campbell

Ms. Campbell,

I heard about your organization's endeavor to streamline the business license process for business that span multiple jurisdictions on radio this morning, it is so exciting to see such effort being taken to make our environment business friendly.

Can you provide a link that describe this project and show how many Cities in the State have already accepted it?

Thanks,

Mark

Yigang "Mark" Xu, CPA

Municipal Assn of SC, Reba H Campbell replied to your Tweet!

Municipal Assn of SC @MuniAssnSC

Tune in to @SCBizReview on @scetvradio today at 7:52 AM to hear @rebahcampbell talk about business friendly practices in SC cities - Apr

Reba H Campbell @rebahcampbell

On in 5 RT" @MuniAssnSC: Tune in to @scetvradio today at 7:52 AM to hear @rebahcampbell

South Carolina Business Review April 30

Reba Campbell, of The Municipal Association of SC, talks about the importance of business-friendly practices in South Carolina today at 7:52 AM to hear @rebahcampbell

Listen: <http://ht.ly/wk9Mt> | Pic: <http://ow.ly/l/5pqMv>



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Bruce Belfield likes this.

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Cayce adopts standardized business license

Staff Report

colanews@scbiznews.com

Published April 2, 2014

The **City of Cayce** is now one of the 29 South Carolina cities and towns seeking to simplify the process for businesses to locate in the city.


Cayce officials worked with the Municipal Association of South Carolina, the South Carolina Business Licensing Officials Association, the South Carolina Chamber of Commerce, local chambers of commerce, and other organizations to create a standardized business license application.

These new applications will aid transient businesses – contractors, landscapers, caterers, etc. – that operate in multiple government jurisdictions.

"By implementing a standardized business licensing process, we hope to ease the process for people looking to do business in Cayce," said Mayor Elise Partin. "We will always be the kind of City that looks to take proactive measures to make Cayce a great place to do business. These new applications make it easier for businesses to get the approval they need here in Cayce and elsewhere in our state."

The City of Cayce had 1,699 active paid business licenses in 2013, 549 of which were from businesses inside the city.

Any business can use the new two-page, simple application. The city will continue to accept existing license applications. The standardized application can be downloaded on the [City of Cayce's website](#).

Do you give this article a thumbs up?  Yes







Municipal Assn of SC,
A Tweet you were mentioned in got retweeted!



Eva Moore
@yesevamoore

Columbia, Cayce, Lexington, Springdale, others are adopting a standardized business license application:

masc.sc/newsroom/Pages...

[@MuniAssnSC](#)

01:14 PM - 20 Mar 14



Retweeted by



Elise Partin @elisepartin
To 1643 followers.

Results from sample press release for cities accepting the application

Municipal Assn of SC,
Tweet got retweeted!



Municipal Assn of SC
@MuniAssnSC

@CityofCayce in @SCBIZnews
today for new businsss lic
application

bit.ly/1pVf7F4

33 cities now on the list!

bit.ly/1igWAAu

09:20 AM - 03 Apr 14



Retweeted by



Elise Partin @elisepartin
To 1659 followers.



Partner organizations

RE: New standard business license available for SC cities

Allen Smith <allen@greerchamber.com>

You forwarded this message on 4/30/2014 11:23 AM.

Sent: Wed 4/30/2014 11:09 AM

To: Reba H. Campbell

Thanks, Reba. I was at the Greer City Council meeting when this was adopted. I definitely ease the bureaucratic obstacles that many in the business community appreciate your attention to this. We will disseminate appropriately.

Allen C. Smith, IOM, CCE
President/CEO
Greater Greer Chamber of Commerce
111 Trade Street
Greer, SC 29651
864-877-3131 x104 (O)
864-877-0961 (F)
Have you visited www.greerchamber.com lately?

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Retweeted by Municipal Assn of SC

S.C. Chamber @scchamber - May 21

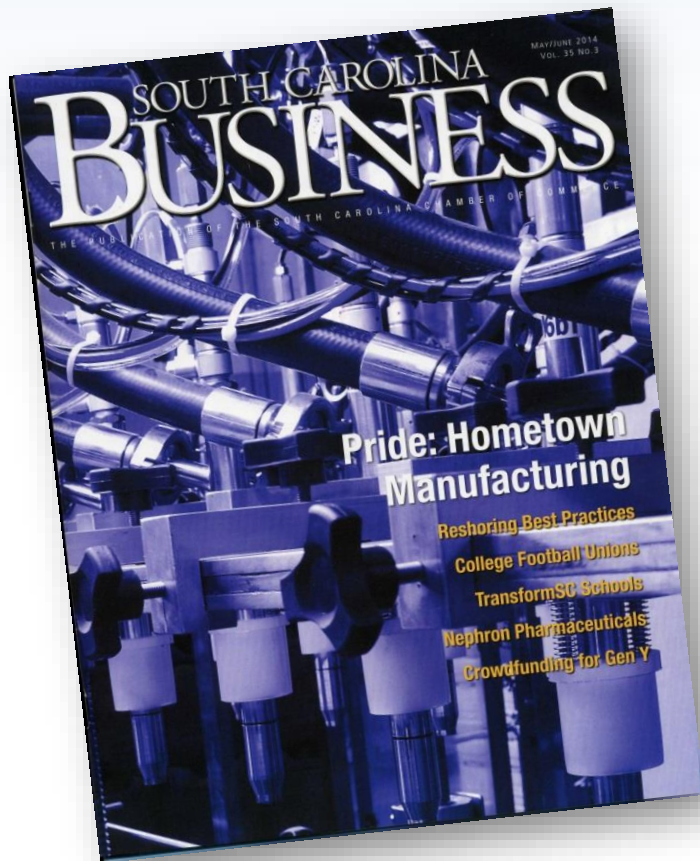
Discussing business license fees w/Local Chambers. Thanks @MuniAssnSC for joining us! pic.twitter.com/KPkJZngKPK



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State Chamber of Commerce magazine

Cities collaborate to introduce new process for business license applications

BY REBA HULL CAMPBELL

Companies working in multiple cities can face unique circumstances as they conduct business across the state. Different zoning ordinances, permit regulations and business licensing requirements can be confusing and make compliance with local laws difficult.

Contractors, caterers and landscapers are particularly hit by the variety of paperwork they often have to deal with when working across multiple jurisdictions.

In response to these concerns, representatives of the Municipal Association of South Carolina and its affiliate organization, the Business Licensing Officials Association of SC (BLOA), have created a single, standard application that a business can use in any jurisdiction that chooses to offer it. A variety of local chambers of commerce and business organizations provided input on the development of the application.

The one-page application contains information most cities need to issue a license. Originally developed with contractors in mind, cities can use the standard application for any type of business working in multiple jurisdictions.

"Adopting the application is a local decision for each city to make," says Scott Slatton, legislative and

public policy advocate for the Municipal Association. Slatton also serves as the staff liaison for BLOA. "We are working closely with all cities in the state to encourage them to consider adopting this standard form."

Three weeks after its introduction, the application has been adopted by 28 cities and one county.

"While using the application is strictly voluntary, we encourage cities to adopt it as a way to help reduce paperwork, thereby making cities more business friendly," added Slatton.

Similar to the Municipal Association's business license ordinance and *Business License Handbook*, the standard business license application provides cities with another "best practices" approach while maintaining local flexibility.

Lexington's business license official Sonya Lee says, "Hopefully this new standardized application will show that business license ordinances are not there to be a hindrance or an extremely time-consuming process to the business community. We want the process to be as painless as it can be for all contractors or businesses that may do business in multiple jurisdictions considering the differences in our ordinances and rates."

Instead of gathering and filling out a business

license application for each city in which he does work, a contractor (or other transient business owner who does work in multiple locations) can complete the standard application's business information section one time. He will submit copies of the application to participating cities along with job-specific information.

The standard application does not relieve the business from complying with each city's zoning or building requirements.



Reba Hull Campbell is the deputy executive director for the Municipal Association of SC. For additional information about this new application and the list of cities that have adopted it, visit www.masc.sc (keyword: BL application).



SC Economic Developers Association blog

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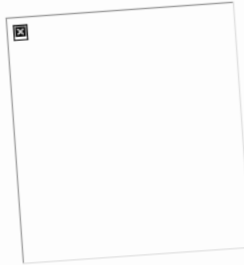
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New Business-Friendly Business Licensing Process Underway

For a business owner, few things can be more frustrating than paperwork. And sometimes government paperwork can become an impediment to getting a job done, especially in the arena of business licensing.

South Carolina cities and towns are taking steps to make a dent in some of the paperwork complexity by offering a standardized business license application. The [Municipal Association of SC](#) has worked with its [Business Licensing Officials Association](#), the state Chamber of Commerce and a number of other local chambers of commerce and business organizations to create this [standardized business license application](#). It is specifically targeted to help transient businesses like contractors, landscapers and caterers that work across multiple government jurisdictions.

This application form was recently introduced and, already 23 cities and one county [have adopted it](#). While using the form is entirely voluntary, some cities are completely replacing their existing form while others will accept the standard form or their existing form. Read more about this new application in the Municipal Association's March [Uptown](#) magazine.



SCEDA's mission is to enhance the professional development of its membership and to advocate economic development to benefit the citizens of South Carolina.

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SC Restaurant and Lodging Association magazine



Cities collaborate to introduce business-friendly process for business license applications

By Reba Hull Campbell, Deputy Executive Director, Municipal Association of SC



are working closely with all cities in the state to encourage them to consider adopting this standard form.

Six weeks after its introduction, the application had been adopted by 33 cities and two counties.

"While using the application is strictly voluntary, we encourage cities to adopt it as a way to help reduce paperwork, thereby making cities more business friendly," added Slattton.

section one time. He will submit copies of the application to participating cities along with job-specific information.

The standard application does not relieve the business from complying with each city's zoning or building requirements.

For additional information about this new application and the list of cities that have adopted it, visit www.masc.sc (keyword: BL application).

Companies working in multiple cities can face unique circumstances as they conduct their business across the state. Different zoning ordinances, permit regulations and business licensing requirements can sometimes be confusing and make compliance with local laws difficult.

Caterers, contractors and landscapers are particularly hit by the variety of paperwork they often had to deal with when working across multiple jurisdictions.

In response to these concerns, representatives of the Municipal Association of SC and its affiliate organization, the Business Licensing Officials Association of SC, have created a single standard application that businesses can use in any jurisdiction that chooses to offer it.

The SC Chamber of Commerce and a variety of local chambers of commerce and business organizations provided input on developing the application.

The one-page application contains all of the information most cities need to issue a license. Originally developed with contractors in mind, cities can use the standard application for any type of business working in multiple jurisdictions.

"Adopting the application is a local decision for each city to make," stressed Scott Slattton, legislative and public policy advocate for the Municipal Association. Slattton also serves as the staff liaison for BLOA. "We

Similar to the Municipal Association's model business license ordinance and Business License Handbook, the standard business license application provides cities with another "best practices" approach while maintaining local flexibility.

Lexington's business license official Sonya Lee says, "Hopefully this new standardized application will show that business license ordinances are not there to be a hindrance or an extremely time-consuming process to the business community. We want the process to be as painless as it can be for all contractors or businesses that may do business in multiple jurisdictions considering the differences in our ordinances and rates."

Instead of gathering and filing out a business license application for each city in which he does work, a caterer (or other transient business owner who does work in multiple locations) can complete the standard application's business information

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Weekly Newsletter of the Upstate Information

May 15, 2014, Volume 3, Issue 20

Upcoming Events

May 17th
American Chestnut
Recovery
(Seneca)

May 17th
Third Saturday Science
(Greenville)

May 18th
Seay House Saturday
(Spartanburg)

Taking Care of Business: One Form, Many Towns

By:
Sharon Purvis

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Upstate South Carolina's Information Hub

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Taking Care of Business: One Form, Many Towns

Nobody likes paperwork. And sometimes, for business owners, the mounds of paperwork can make it feel like cities or towns are trying to make it hard for them—especially if they do business in more than one town, as contractors, caterers, and other so-called “transient businesses” often do. These are businesses that have a central office but have people who work in multiple jurisdictions, and each town requires a business license.

Naturally, cities, towns, and counties don't actually want to make people jump through unnecessary hoops. The Municipal Association of South Carolina has been meeting with a variety of business organizations—the state Chamber of Commerce, local chambers of commerce, the homebuilders' association, realtors associations, the association of CPAs—over the past couple of years to identify some statewide practices that could be put in place in cities to make doing business less cumbersome.

And now, from Abbeville to Woodruff, many towns in the Upstate—and indeed, all over South Carolina—have made a move towards simplifying the process of doing business in their municipalities: standardized business license applications.

“While every city needs to have its own set of zoning and licensing regulations set up to match the individual city's plans and patterns for growth,” says Reba Campbell, deputy executive director of MASC, “we identified the complexity of getting business license in multiple jurisdictions as something that could be easily streamlined.”

“While using the application is strictly voluntary, we encourage cities to adopt it as a way to reduce the paperwork burden on transient business, thereby making cities more business friendly,” adds Scott Slatton, legislative and policy advocate for MASC.

In the Upstate, Greenville, Anderson, and Spartanburg—the three largest cities—have all signed on to use the standard application form, but so have several smaller towns.

While the form is designed for transient businesses, the towns of Abbeville and Clemson, among others, will accept the

May 2014

Su	Mo	Tu	We	Th	Fr	Sa
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Upcoming Events

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South Carolina Manufacturing Certification Info Session
May 20, 2014
1:00pm-2:30pm

SCC's 50th Birthday Celebration Open House
May 20, 2014
3:00pm-7:00pm

Our Upstate Vision Forum
May 20, 2014
3:00pm-8:00pm



Cities Collaborate to Introduce Business-Friendly Process for Business License Application

POSTED ON APRIL 29, 2014 BY NICOLE CURTIS



Companies working in multiple cities can face unique circumstances as they conduct their business across the state. Different zoning ordinances,

permit regulations and business licensing requirements can be confusing and make compliance with local laws difficult.

Contractors, caterers and landscapers were particularly hit by the volumes of paperwork they often had to deal with when working across multiple jurisdictions.

In response to these concerns, representatives of the Municipal Association of SC and its affiliate organization, the [Business Licensing Officials Association of SC](#); the SC Chamber of Commerce; and a variety of local chambers of commerce and business organizations came together to create a single standard application that a business can use in any jurisdiction that chooses to offer it.

The one-page [application](#) contains all of the information most cities need to issue a license. Originally developed with contractors in mind, cities can use the standard application for any type of business working in multiple jurisdictions.

"Adopting the application is a local decision for each city to make," stressed Scott Slatton, legislative and public policy advocate for the Municipal Association. Slatton also serves as the staff liaison for BLOA. "We are working closely with all cities in the state to encourage them to consider adopting this standard form. Already, 25 cities and one county have adopted the new application form." (a complete list is [here](#))

"While using the application is strictly voluntary, we encourage cities to adopt it as a way to reduce the paperwork burden on transient business, thereby making cities more business friendly," added Slatton.

Columbia Chamber of Commerce blog



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- Annual Financial Management Spotlight: 4 Current Topics - 4/28/2014 - West Columbia

Participate

Announcing the CPA Leadership Institute - SCACPA is launching the only local program designed specifically for accounting professionals. Designed to address the looming leadership void in the profession and the association, the program is limited to 20 participants. This five month intensive training program combines live classes and webinars. [Learn more.](#)

Apply Now for 2014-15 Scholarships - The SCACPA Educational Foundation is now accepting scholarship applications for the 2014-15 academic year. The deadline is June 1. [Apply now!](#)

IRS Issues Updates - The Internal Revenue Service recently issued updates on the Net Investment Income Tax, W-7 Forms, PTIN Expiration Letters, the new Get Transcript application and more. Visit the [Tax Season Resource Page](#) for the latest information and additional resources.

Your News & Articles

Standardized Business License Application Introduced - To ease the business licensing process, especially for transient business, a standardized form was recently introduced by the Municipal Association of SC, the state chamber and a number of other organizations. While voluntary, 25 cities and one county have adopted the form to date. [Click here to view the form and a list of participating cities.](#)

Legislative Update - The Senate Finance Committee began debate on the FY 2014-15 state budget the week of April 7 with the clear intention of taking their time to finish their work after their furlough scheduled to begin Thursday, April 17. The House continued working through bills on the calendar in anticipation of their budget session. [Click here to view the full story.](#)

SC Association of CPAs website and email



Questions?

Reba Hull Campbell

Deputy Executive Director

Municipal Association of SC

rcampbell@masc.sc

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