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## Greenco – Distribution Facility

### QUICK FACTS

**CDE**  
Greenville New Markets Opportunity II, LLC (GNMO II)

**TOTAL DEVELOPMENT COST**  
\$11,500,000

**GNMO II ALLOCATION**  
\$8,300,000

**LOCATIONS**  
10 Metts Street  
903 Poinsett Highway  
912 Poinsett Highway  
Greenville, SC 29609

**PROJECT SPONSOR**  
Greenco Beverage Co., Inc.

**SQUARE FOOTAGE**  
120,794

**LEVERAGED LENDER**  
First Citizens Bank

**NMTC INVESTOR**  
Capital One, N.A.

**PERMANENT JOBS**  
130 Direct  
83 Indirect/Induced

**CONSTRUCTION JOBS**  
200 Direct  
49 Indirect/Induced

**TARGETED DISTRESS**  
Poverty Rate: 56.2%  
MFI: 20.71%  
State EZ  
Appalachian Regional Commission (ARC)  
Distressed Area

**FINANCING COMPLETE**  
April 2016

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GREENVILLE, SC

### Background

The New Markets Tax Credit (NMTC) Program permits taxpayers to receive a credit against federal income taxes for making Qualified Equity Investments (QEIs) in designated Community Development Entities (CDEs). Substantially all of the QEIs must in turn be used by the CDE to provide investments in Low-Income Communities (LICs).

The credit provided to the investor totals 39 percent of the cost of the investment and is claimed over the seven-year credit allowance period. Investors may not redeem their investments in CDEs prior to the conclusion of the seven-year period. The NMTC program provides financing availability for projects in underserved geographic areas and with extremely favorable terms for businesses and real estate developers or owners. The result of these investments fulfills financing gaps for projects to be completed, and it allows projects to be enhanced with community-oriented components, which generate measurable community impacts.

### Project

Established 100 years ago, Greenco Beverage Co. is one of the largest beverage distributors in Upstate South Carolina. Recently, the company purchased approximately 12 acres of property along the Poinsett Corridor in its hometown of Greenville to construct a new 120,000 sq.-ft. distribution center. The new state-of-the-art, energy efficient facility will replace Greenco's current outdated distribution center on White Horse Road, which also lacks sufficient space for expansion.

The Greenco project is the first major industrial development to occur along the Poinsett Corridor in nearly 40 years and is expected to have a catalyzing effect for the surrounding area. A major artery between downtown Greenville and Travelers Rest, Poinsett Highway has long been littered with abandoned buildings fronting poverty-stricken neighborhoods. Greenco's new distribution facility will be built on the site of a long vacant thrift store, replacing it as well as an unsightly paved parking lot currently surrounded by chain link fence and barbed wire. The new distribution center will feature manicured landscaping that blends into surrounding green space. In addition, the County of Greenville has committed to improving a nearby intersection, making it more usable and opening access to future development.

### Community Impact

GNMO II's investment will support 330 direct quality jobs, with permanent jobs paying a wage 47 percent higher than the LIC's per capita income of \$8.70 per hour. Permanent jobs will be provided with the following employment benefits: health insurance, dental insurance, vision insurance, AD&D insurance, disability insurance, and an employer-matched 401K plan. To encourage accessibility of jobs to LIC residents and in addition to hiring from the local community, Greenco will establish an apprenticeship program with Apprenticeship Carolina and the local technical college with a goal of two enrollees in the program throughout the seven-year compliance period.

In addition to supporting quality job creation, GNMO II's investment catalyzes the entire blighted Poinsett Corridor, which once was an economic hub of Greenville. Textile mills operated around the clock, producing the fabrics that clothed America. Hard-working families lived, worked and played in the neighborhoods surrounding the mills. But time has taken its toll on this proud community. The corridor is now an unsightly thoroughfare for drivers traveling to and from northward lying Blue Ridge Mountain communities and downtown Greenville. Dilapidated buildings riddled with graffiti give way to uneven sidewalks and power lines that litter the skyline.

**For more information contact:**  
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## PROJECT UPDATES

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GREENVILLE, SC

In 2011, the Poinsett Corridor emerged as an underutilized community asset and a movement began to revitalize the area. A grant from Hollingsworth Funds, a local charitable supporting organization, funded a market study commissioned by the Greenville Revitalization Corp., which showed the emerging Poinsett Corridor could support more industrial activity, rental housing, a tech and entrepreneurship district, and even a mid-scale hotel in the coming years. In the wake of new activity, such as Greenco's distribution facility – and several years after launching the Poinsett Corridor Revitalization Coalition – the market study highlights what advocates have been saying for years: progress is taking shape in the Poinsett Corridor. GNMO II's investment in Greenco is vital to the corridor's continued growth, as it brings financial legitimacy to an area that has suffered from high unemployment and blight.

“The Greenco Beverage team is excited to partner with GNMO II in the redevelopment of the Poinsett Corridor and make it a dynamic business location.”

- Russell Farr, President, Greenco Beverage Co.

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