

Shane Reid – City of Goose Creek Council Candidate

1. Supporting Local Businesses and Entrepreneurs

As a small business owner myself, I know firsthand how complex permitting, zoning, and administrative requirements can slow down growth and add unnecessary costs. I would champion a policy to streamline permitting and reduce red tape for locally-owned businesses, especially those that diversify our retail and service mix. This could include:

- Creating a “Small Business Fast Track” program that simplifies approvals for businesses under a certain size.
- Offering technical support and guidance to help entrepreneurs navigate zoning, permits, and compliance without hiring expensive consultants.
- Implementing clear, online step-by-step processes to reduce delays and make it easier for anyone from our community—regardless of income—to start or expand a business.

My goal is to make sure Goose Creek is a place where local entrepreneurs can thrive without being bogged down by bureaucracy, because I understand what it’s like to grow a business from the ground up.

2. Quality of Life for Local Residents

I grew up and work here in Goose Creek, and I understand the impact of traffic congestion and high housing costs on everyday families. To improve quality of life, I would focus on:

- Supporting attainable and “missing middle” housing closer to job centers, so local workers can live near where they work and reduce long commutes.
- Encouraging mixed-use development that pairs residential areas with retail, services, and public transit options.
- Advocating for infrastructure improvements and smart traffic planning to ease congestion while protecting neighborhood character.

By connecting housing, transportation, and local employment, we can reduce reliance on long commutes, improve affordability, and give residents more time with their families—all while keeping Goose Creek vibrant and livable.

3. Maximizing Local Impact of City Spending

I believe that tax dollars should benefit the people who live and work here, not distant corporations. To maximize the local impact of municipal spending, I would:

- Reform purchasing policies to prioritize qualified local businesses and suppliers, giving preference to vendors who contribute to the Goose Creek economy.
- Implement tiered procurement programs, making it easier for smaller businesses to compete for contracts without needing to meet overly complex requirements.
- Track and report the percentage of contracts awarded to local vendors to ensure transparency and accountability.

As someone who runs a small business, I know how much every contract matters. My approach would recirculate tax dollars locally, strengthen our economy, and support entrepreneurs like me and my neighbors.

4. Diversifying the Local Economy

Goose Creek is growing fast, but I've seen firsthand how high rents and commercial costs push out independent businesses. To ensure a healthy balance between local businesses and national chains, I would support:

- Incentives for landlords to offer affordable commercial leases to small, local businesses.
- Creating a small business incubator program that provides affordable space, mentorship, and shared resources.
- Implementing zoning policies that encourage mixed-use development and reserve a percentage of commercial space for independent businesses.

As someone who is not from the upper class, I understand the challenges local business owners face in starting and sustaining their operations. My goal is to make Goose Creek a city where small, home-grown businesses can compete, thrive, and continue shaping the character of our community.