



Goose Creek

Strategic Economic Development & Marketing

November 7, 2013

arnett muldrow 
PLAN. PRESERVE. PROMOTE.



Today's Meeting

- Market Definition
 - Zip Code Survey
 - Trade Areas
 - Observations
- Strategic Economic Development Vision
 - Emerging Themes from Interviews
 - Discussion
 - 4-6 Strategic Themes
 - ED Goals
 - Framework of Plan





Plan Process



Zip Code Survey



Zip Code Survey of Customers Goose Creek, South Carolina

September 10th - 16th

Business Name: _____

Instructions

1. Please record the **residence zip code** of customers in the spaces below.
2. Please stop recording if you reach 200 customers, or by September 15th, whichever comes first.
3. Please record **only one customer** per individual numbered row. Thank you!

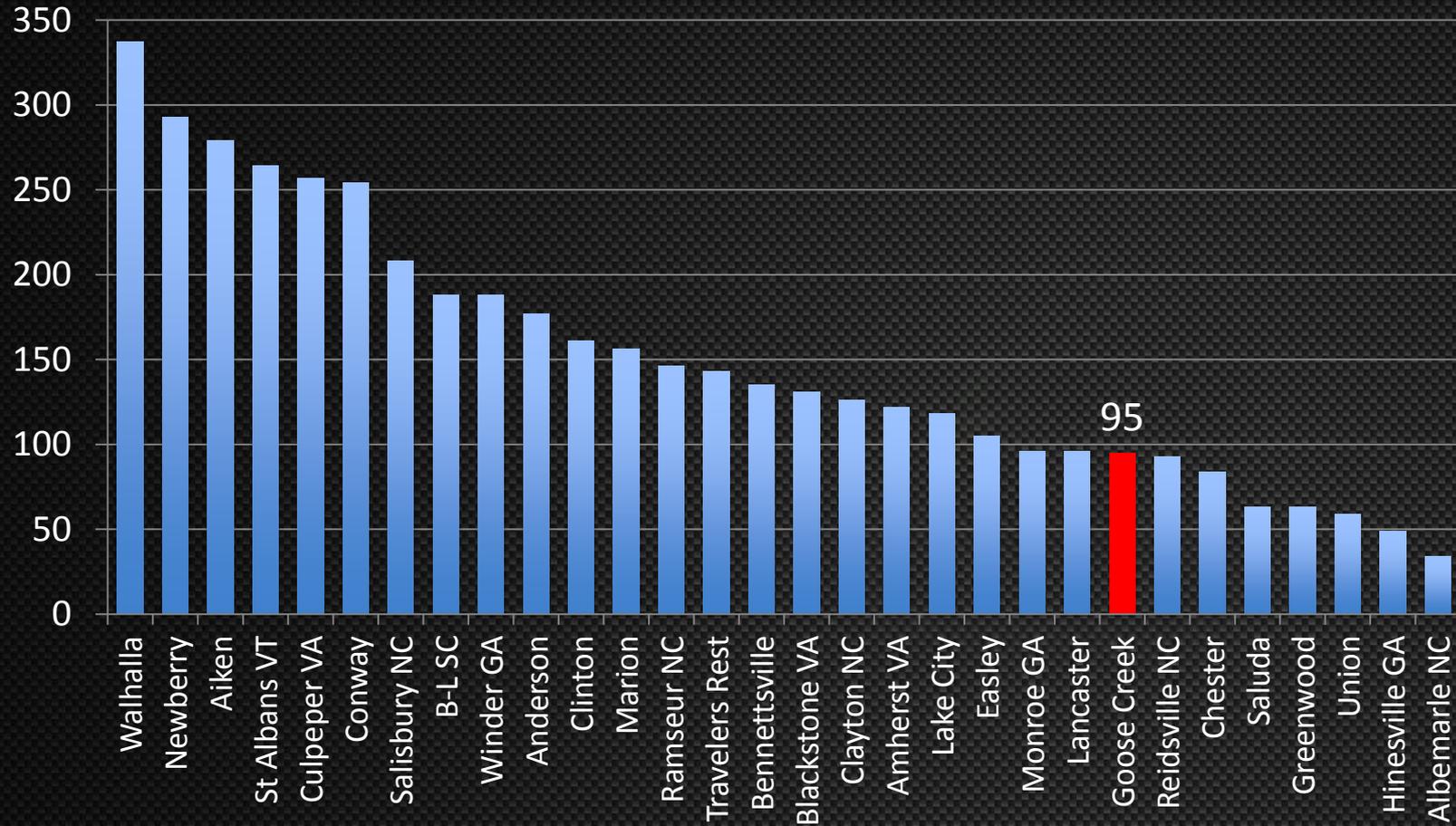
**If resident lives in zip code 29445,
please ask them if they live IN or OUT of the City of Goose Creek**

	Goose Creek	Summerville	Moncks Corner	Ladson	Hanahan	Charleston	Charleston	Other
Customer	29445 IN or OUT	29483	29461	29456	29410	29406	29423	Please Record
1	<input type="checkbox"/>							
2	<input type="checkbox"/>							
3	<input type="checkbox"/>							
4	<input type="checkbox"/>							
5	<input type="checkbox"/>							
6	<input type="checkbox"/>							
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- Survey - September 10th-16th
- 20 Businesses tallied
- 2630 Visits
- 95 Unique Zip Codes
- 15 Unique States

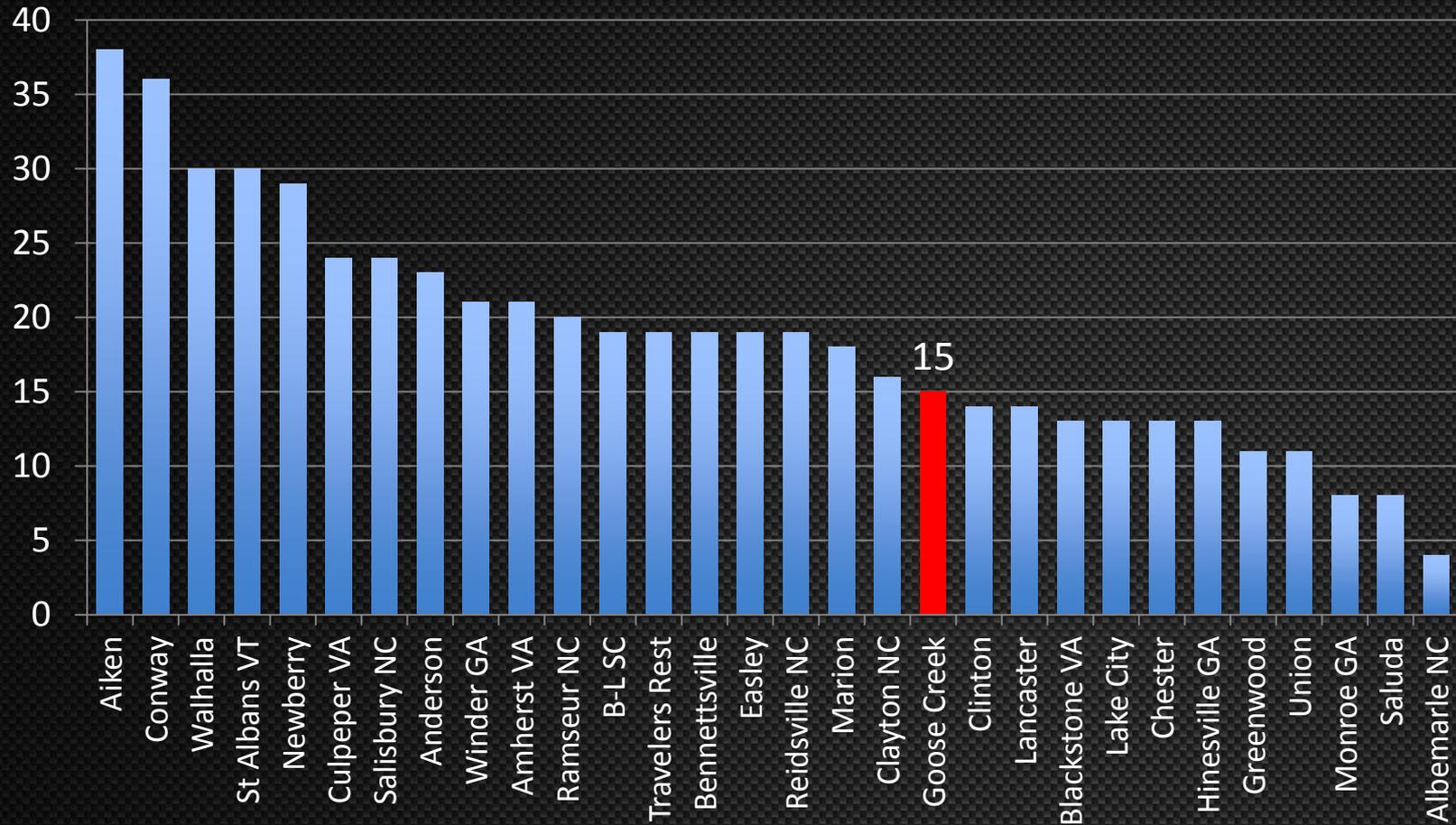


Unique Zip Comparisons

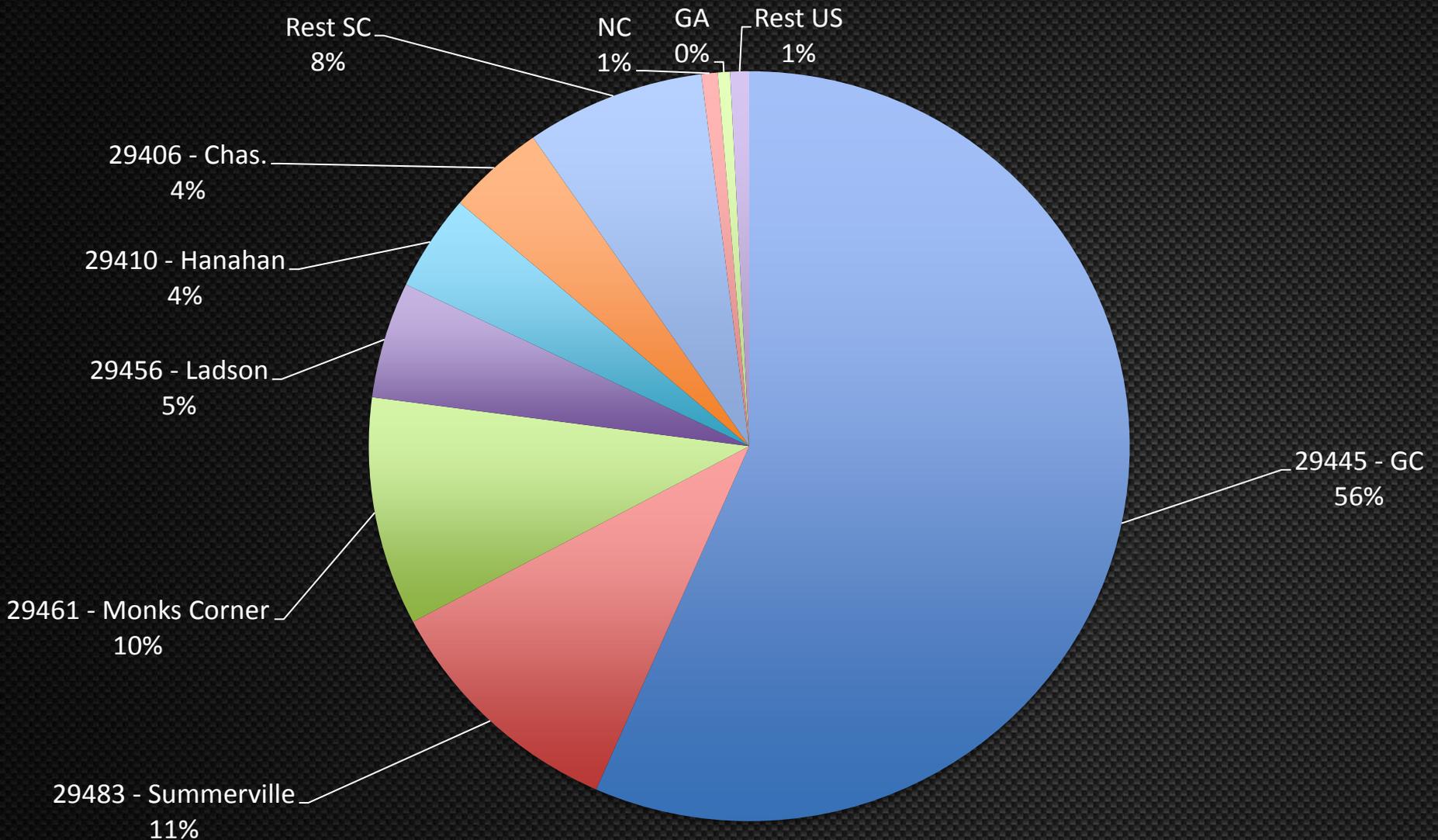




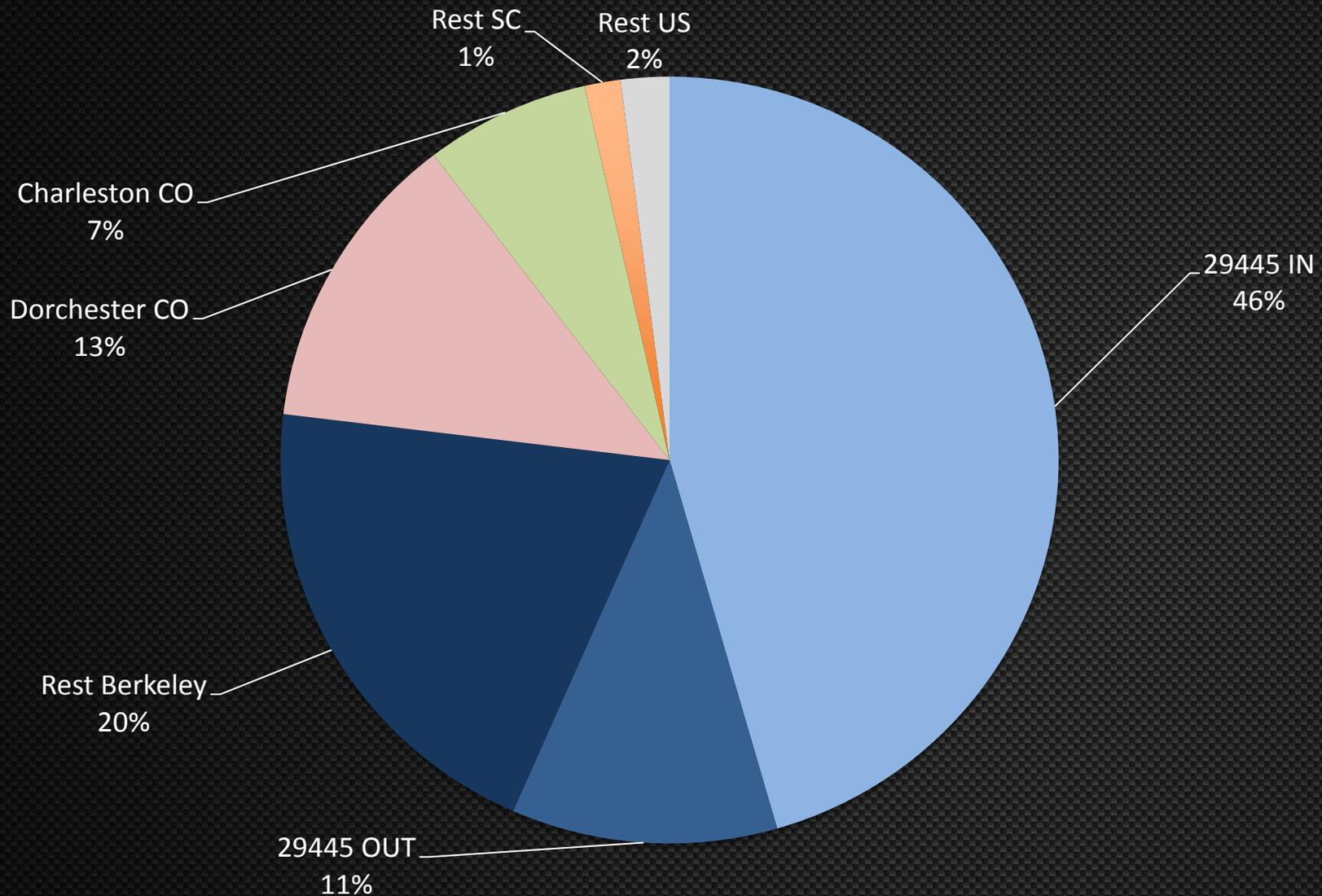
Unique State Comparisons



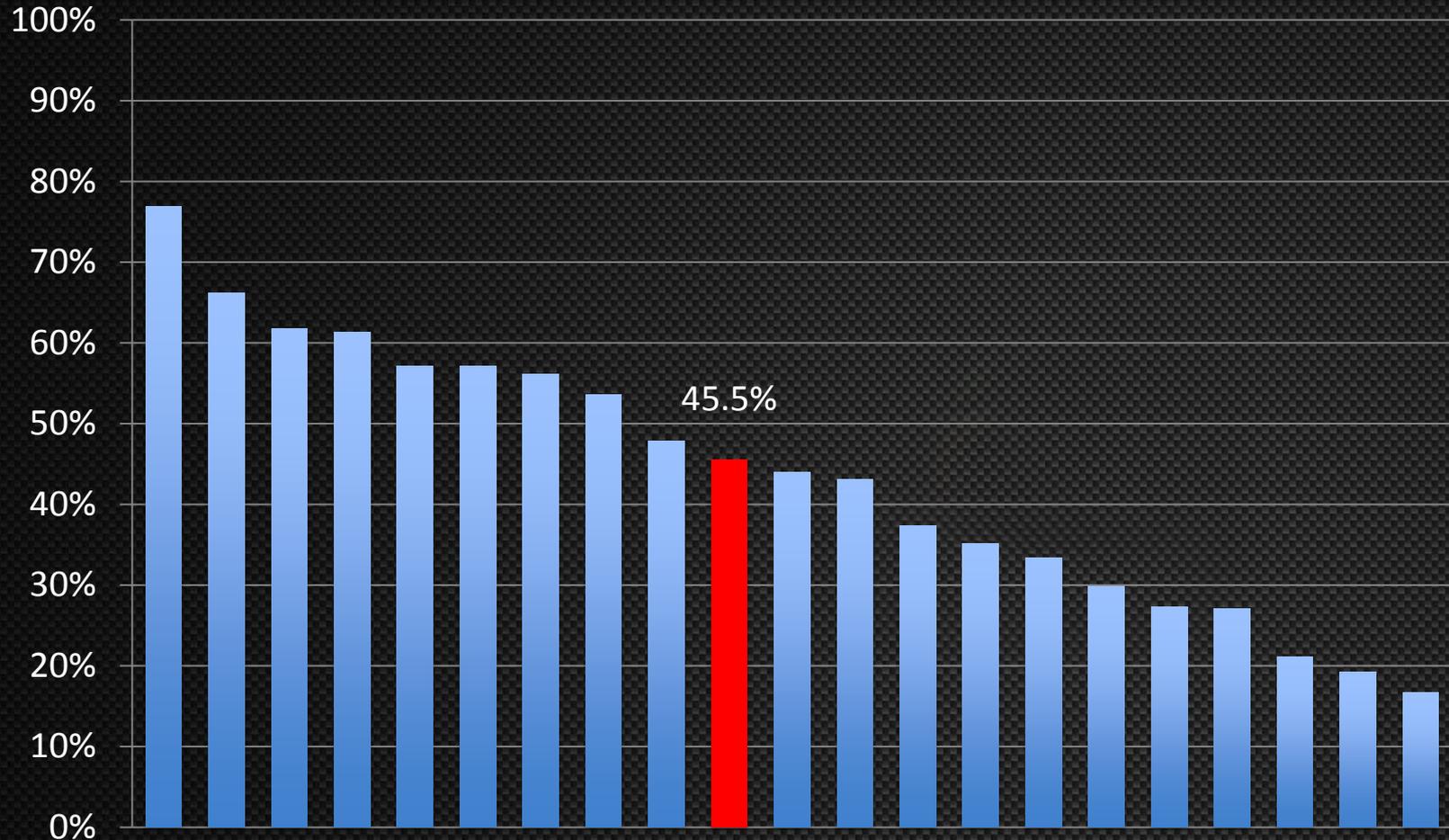
Where are they from?



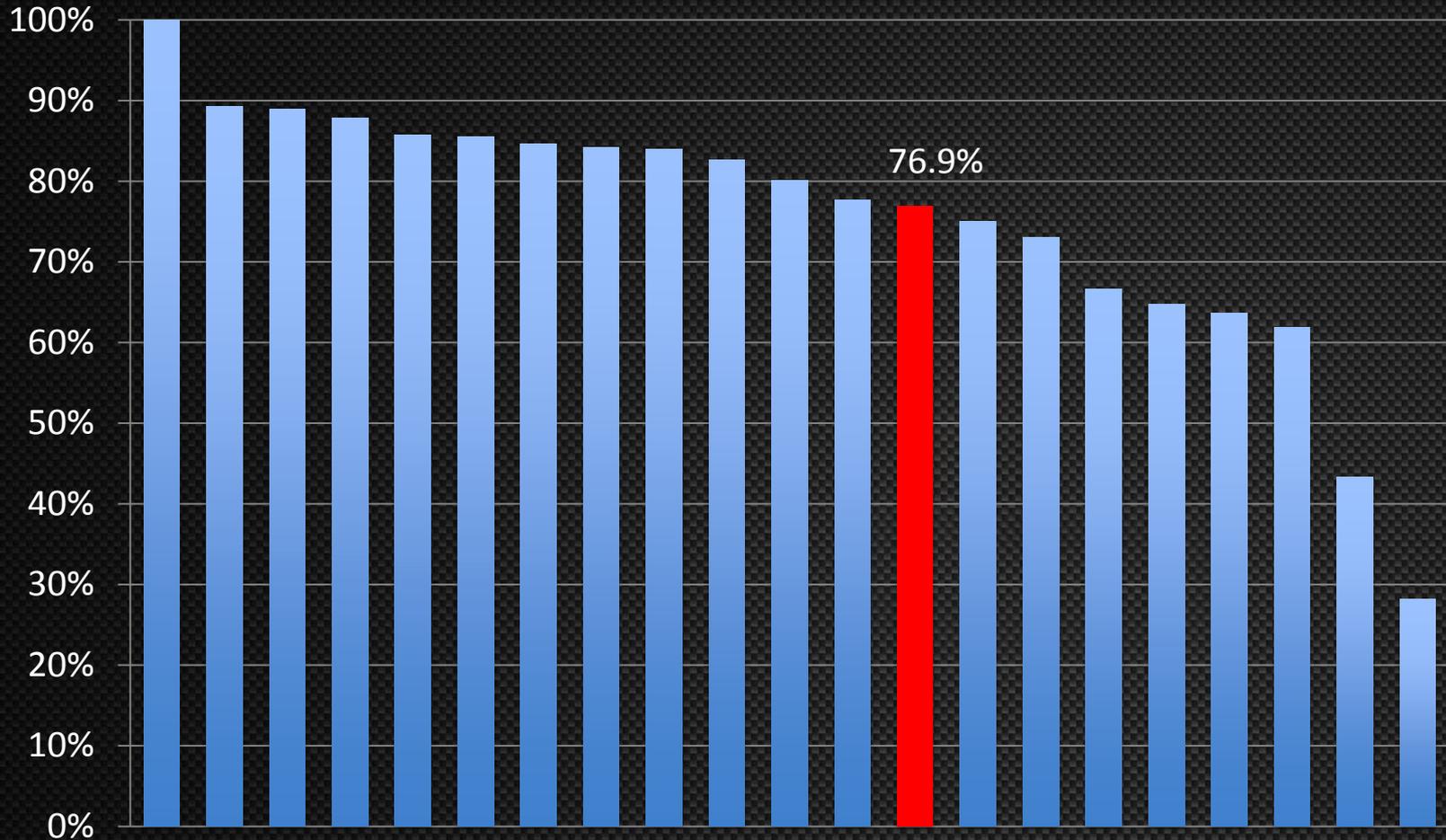
Where are they from? A Closer Look



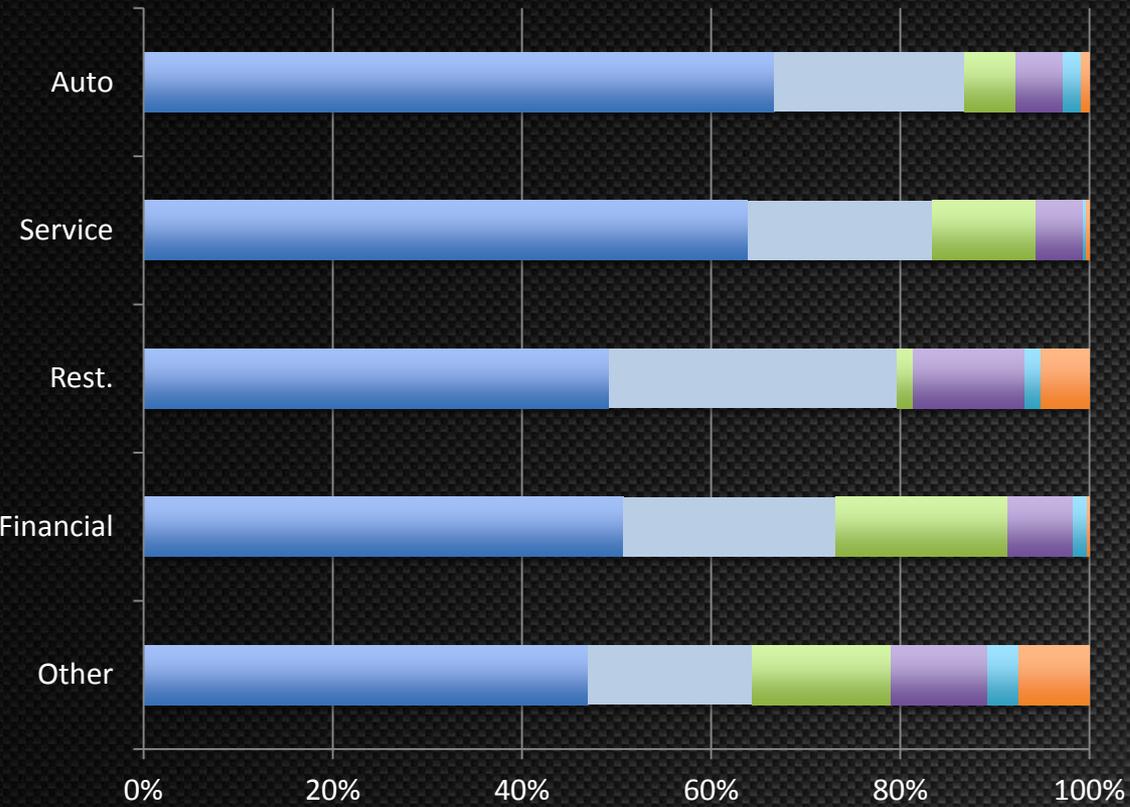
Percent Goose Creek by Business



Percent Berkeley by Business

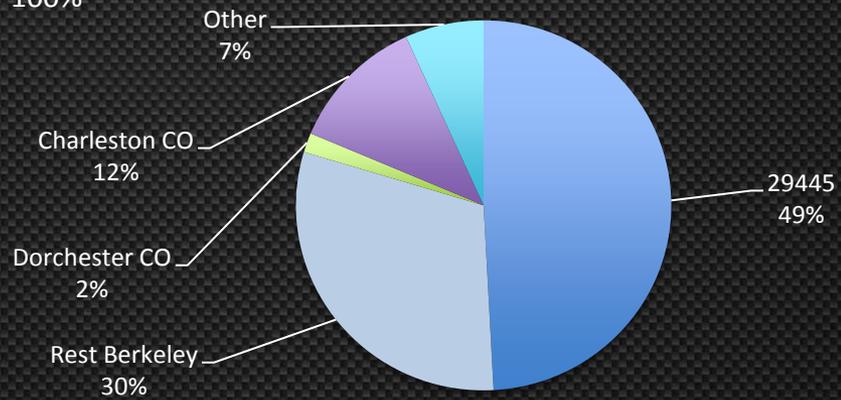


Where From – Type



- 29445
- Rest Berkeley
- Dorchester CO
- Charleston CO
- Rest SC
- Rest US

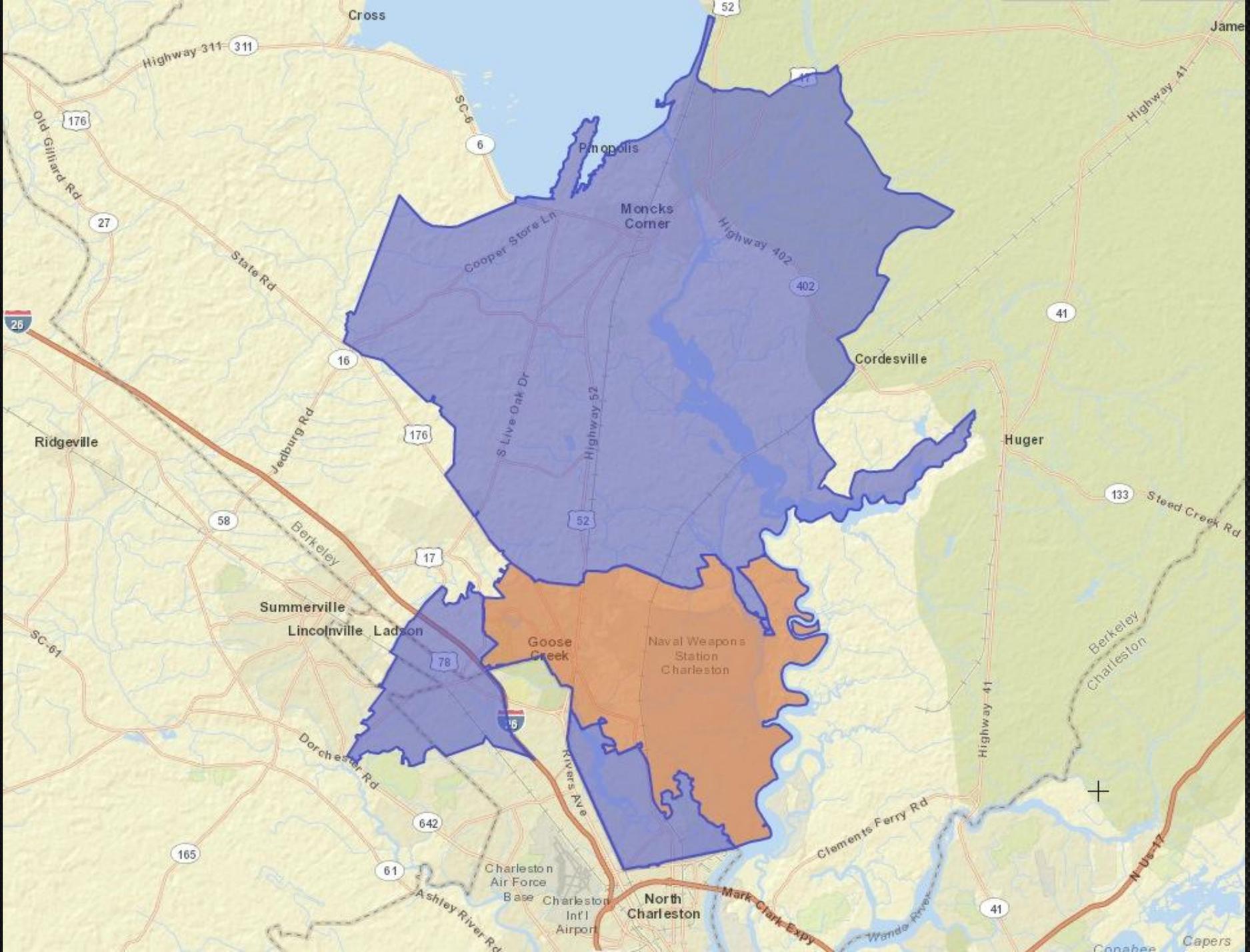
Restaurants

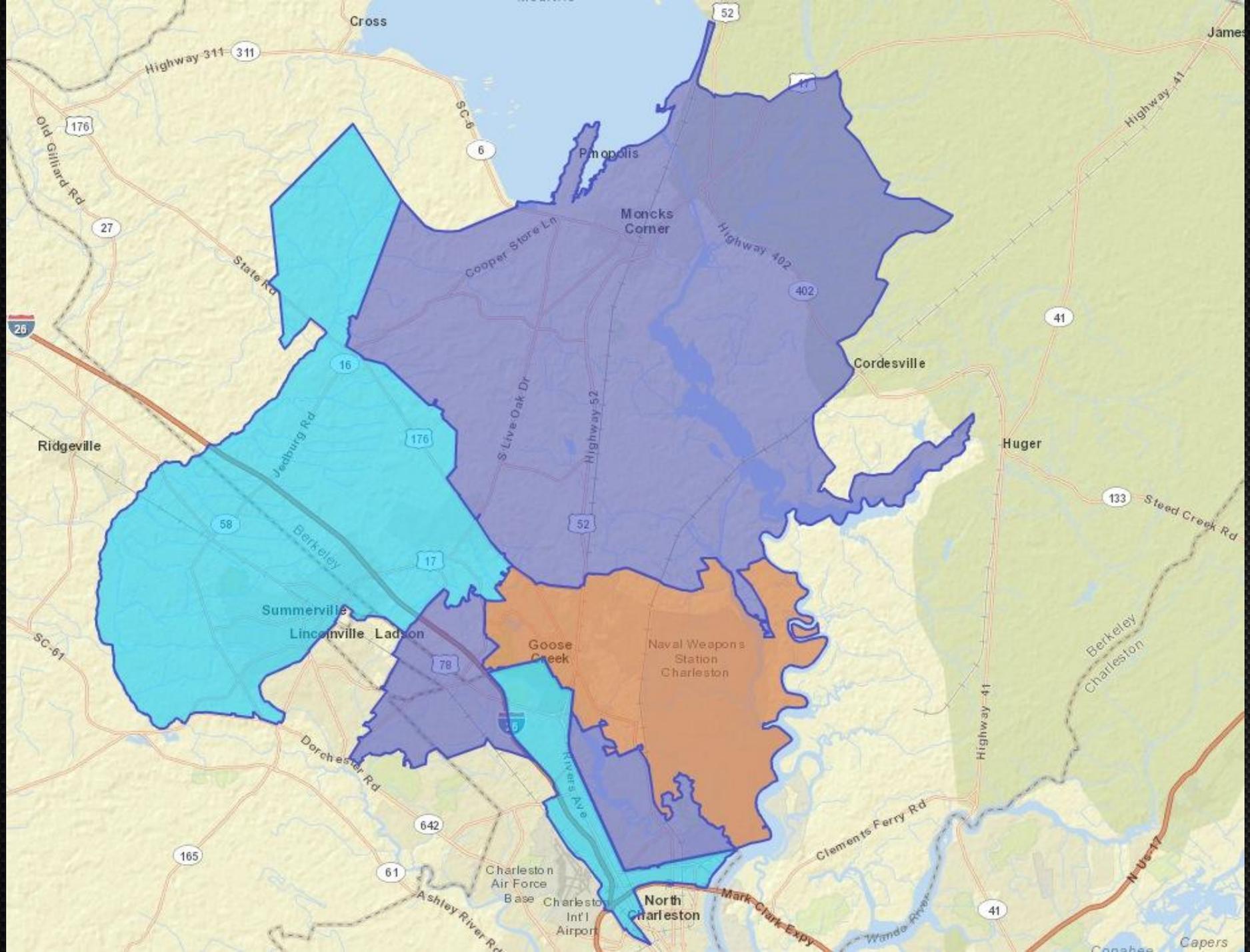




The Trade Area Defined

Zip Code	Area	2010 Pop	Visits	Visits/1000 Pop
29445	Goose Creek	54,020	983	18.20
29461	Monks Corner	29,589	171	5.78
29410	Hanahan	17,800	72	4.04
29456	Ladson	27,204	87	3.20
29483	Summerville	67,146	185	2.76
29406	Charleston	29,589	72	2.43
29436	Cross	4,559	7	1.54
29048	Eutawville	4,663	4	0.86
29472	Ridgeville	9,769	7	0.72
29431	Bonneau	6,240	4	0.64
29420	N. Charleston	20,156	11	0.55
29479	Saint Stephen	7,154	3	0.42
29492	Charleston	10,375	4	0.39
29485	Summerville	47,424	17	0.36
29418	N. Charleston	23,397	7	0.30
29405	N. Charleston	26,534	5	0.19
29414	Charleston	32,892	6	0.18
29412	Charleston	38,249	5	0.13
29403	Charleston	23,451	3	0.13
29464	Mount Pleasant	43,639	5	0.11
29440	Georgetown	28,837	3	0.10
29445 IN	Goose Creek	35,938	791	22.01
29445 OUT	Goose Creek OUT	18,082	192	10.62







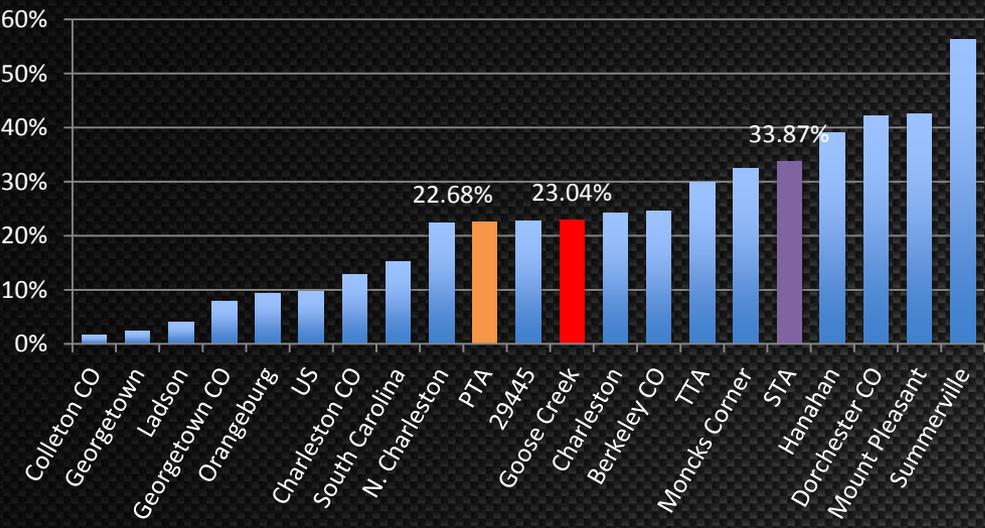
Market Definition Observations

- Goose Creek has a narrow market that is primarily local
 - 45% of customers live in Goose Creek
 - 56% live in 29445
- Trade areas reach most of Berkeley County (4 zip codes) and serves a population base of approximately 142,000
- 77% of customers live in Berkeley County. 97% from BCD.
- Goose Creek between two strong markets - N. Chas./Chas. and Summerville markets - very competitive
- Only 3.5% all customers could be considered “visitors”. Very low - competition, business mix, lack of downtown/unique businesses.
- City residents over 2x as likely to patronize than rest of 29445.
- Decent penetration into Moncks Corner, Summerville. Charleston very limited.
- No evidence of cross patronization of business (small simple)
- Market varies by product type - Restaurants & financial services serve broader geography. Service uses and automotive more narrow = typical

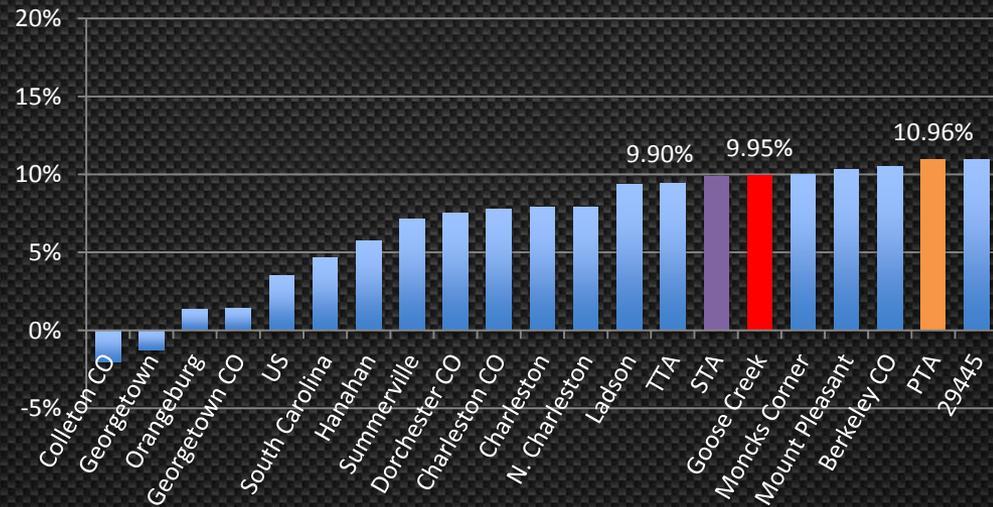
Population



Population Change 2000-2010



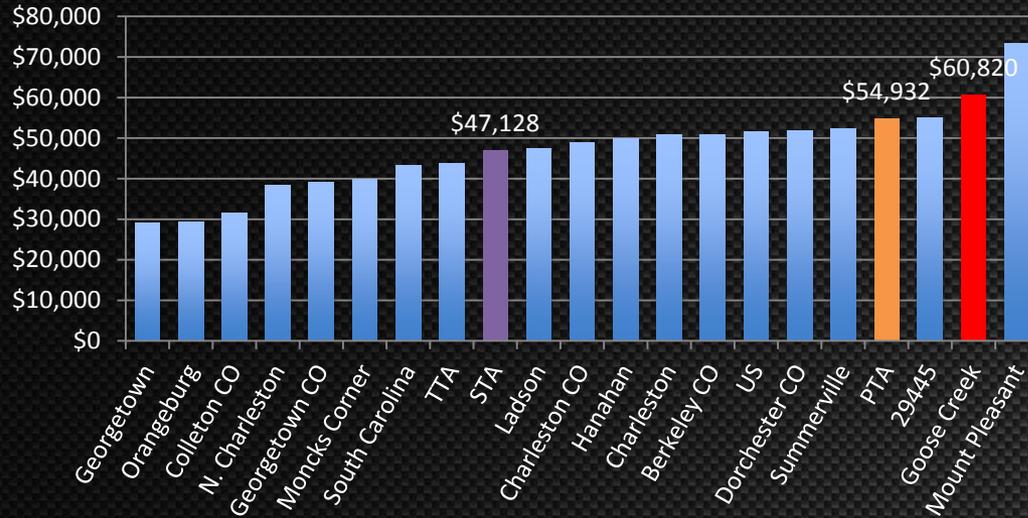
Projected Growth 2013-2019



Income



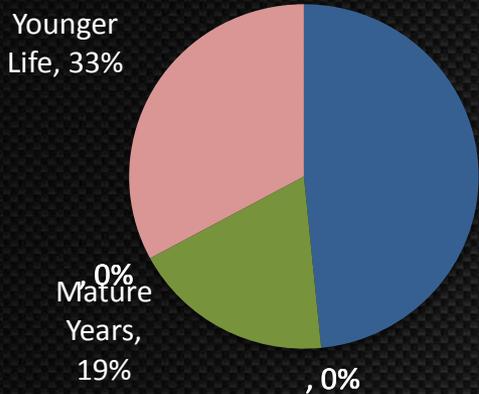
2011 Median Household Income



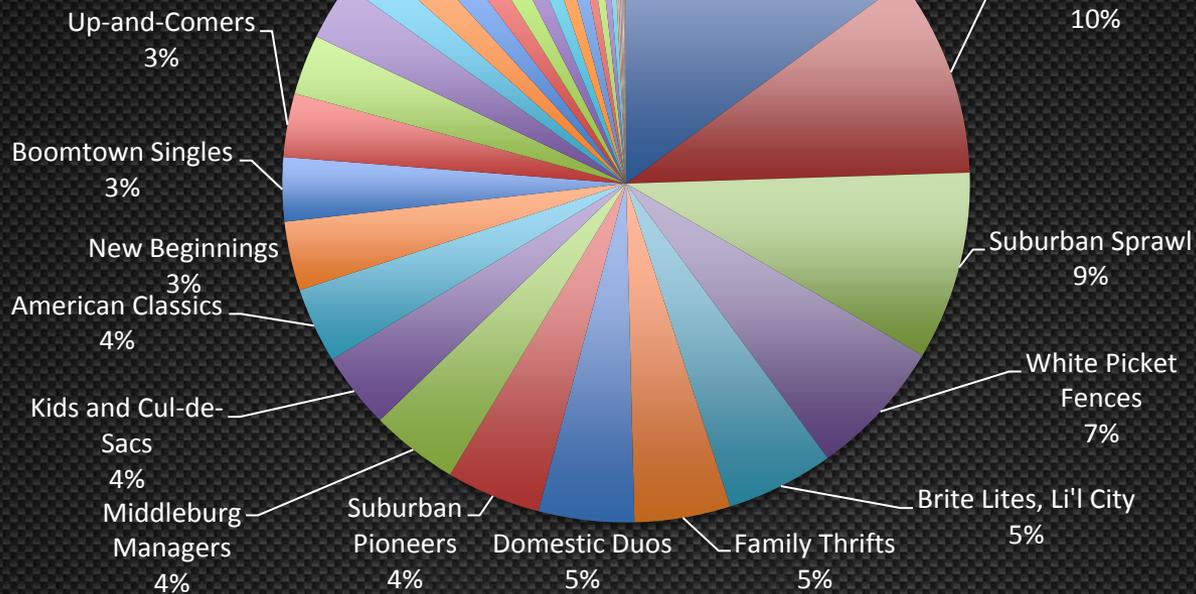
2011 Occ. Housing Unit Value



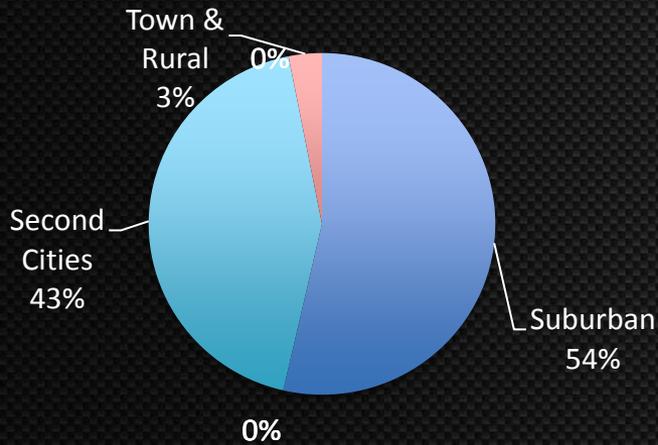
Segmentation



Family Life, 48%



Town & Rural 3%



Segmentation



36 - Blue-Chip Blues

Midscale Younger w/ Kids

Blue-Chip Blues is known as a comfortable lifestyle for ethnically-diverse, young, sprawling families with well-paying blue-collar jobs. The segment's aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.



Social Group: 06 - Middleburbs

Lifestage Group: 06 - Mainstream Families

Demographics Traits

- **Urbanicity:** Suburban
- **Income:** Midscale
- **Income Producing Assets:** Below Avg
- **Age Ranges:** 25-44
- **Presence of Kids:** HH w/ Kids
- **Homeownership:** Mix, Owners
- **Employment Levels:** WC, Service, Mix
- **Education Levels:** Some College
- **Ethnic Diversity:** White, Black, Asian, Hispanic, Mix

Lifestyle & Media Traits

- Shop at The Disney Store
- Buy Spanish/Latin music
- Read Family Fun
- Watch Animal Planet
- Volkswagen Routan

13 - Upward Bound

Upscale Middle Age w/ Kids

More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upscale families boast dual incomes, college degrees, and new split-levels and colonials. Residents of Upward Bound tend to be kid obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles, and camping equipment.



30 - Suburban Sprawl

Midscale Older w/o Kids

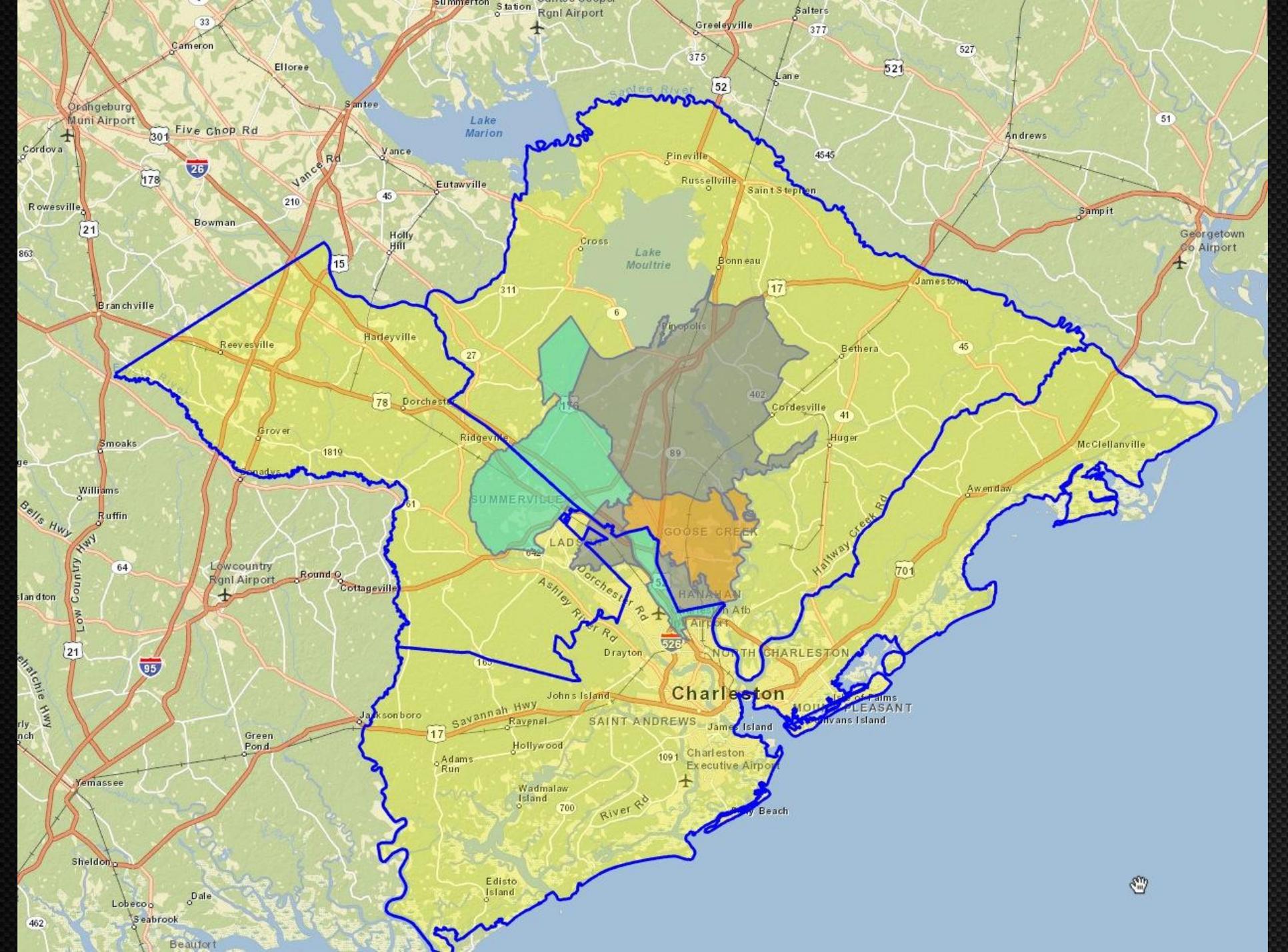
Suburban Sprawl is an unusual American lifestyle: a collection of midscale, older singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games, and renting videos.





Demographic Observations

- Goose Creek serves a market that has enjoyed fast growth. Projections show continued pace.
- Goose Creek and its primary trade area both grew by 23% between 2000 and 2010, in the mid-range of regional growth.
- Over the next five years, Goose Creek (10%) and the PTA (11%) will grow at a rate faster than most of the region.
- Goose Creek (and region) fared fairly well during the recession compared to other communities across the state, both with population and new housing starts.
- Income: Goose Creek (\$60,820) and its trade areas have higher median incomes than the majority of the region, with a housing value in the mid-range (\$173,100)
- Likely due to age (28.7), young professionals with double incomes moving in and buying more affordable housing options.
- Market segmentation confirms this.





What We Heard – ED Challenges

- Limited land availability without annexation
- Few direct incentives for annexation
- Between two strong competitive markets
- Residential growth not sustainable
- Off “radar screen” for non-residential
- Lack of strong voice in region
- Internal/External perception of Goose Creek
- Not a “place” here
- Lack of vision – what do we want to be?





What We Heard – Assets/Opp.

- Business is good and growing
- Location – access to global & national markets
- Workforce – access to large workforce pool (still very competitive)
- Alcoa property
- Carnes Crossroads
- Great quality of life and strong neighborhoods
- Affordable housing stock





What We Heard – Broad Needs

- Commercial Growth – office & retail, industry – not just residential
- Potential – distribution, small HQ, back office support, call centers, aerospace
- Engage younger residents/families
- Build partnerships – stronger role in region
- City Role in Economic Development
 - Develop “product”
 - Acquire property (ownership, annexation)
 - Relationship with Alcoa – vision for future of property
 - Be more proactive & innovative





Emerging Strategic Themes

- **Business Development** – Recruitment & Retention
- **Product Development** – Property, infrastructure
- **Market Position** – ED and Place
- **Quality of Life** – Community Engagement
- **Partnerships** – Regional Role, Voice





Strategic Themes Discussion

- Are there other potential Plan Elements?
- Goals/Guiding Principles for Each Element?
 - Business Development
 - Product Development
 - Market Position
 - Quality of Life
 - Partnerships





Next Steps

- Strategic Assessment
 - Market Analysis Findings
 - Plan Framework
 - Steering Committee & Public Meeting
- Branding Workshop
- Draft Plan Development & Review
- Final Plan

