





# *Today's Meeting*

- Market Analysis
  - Retail
  - Housing
  - Employment
- Strategic Economic Development Vision
  - Vision Statement
  - 5 Strategic Themes
  - Goals

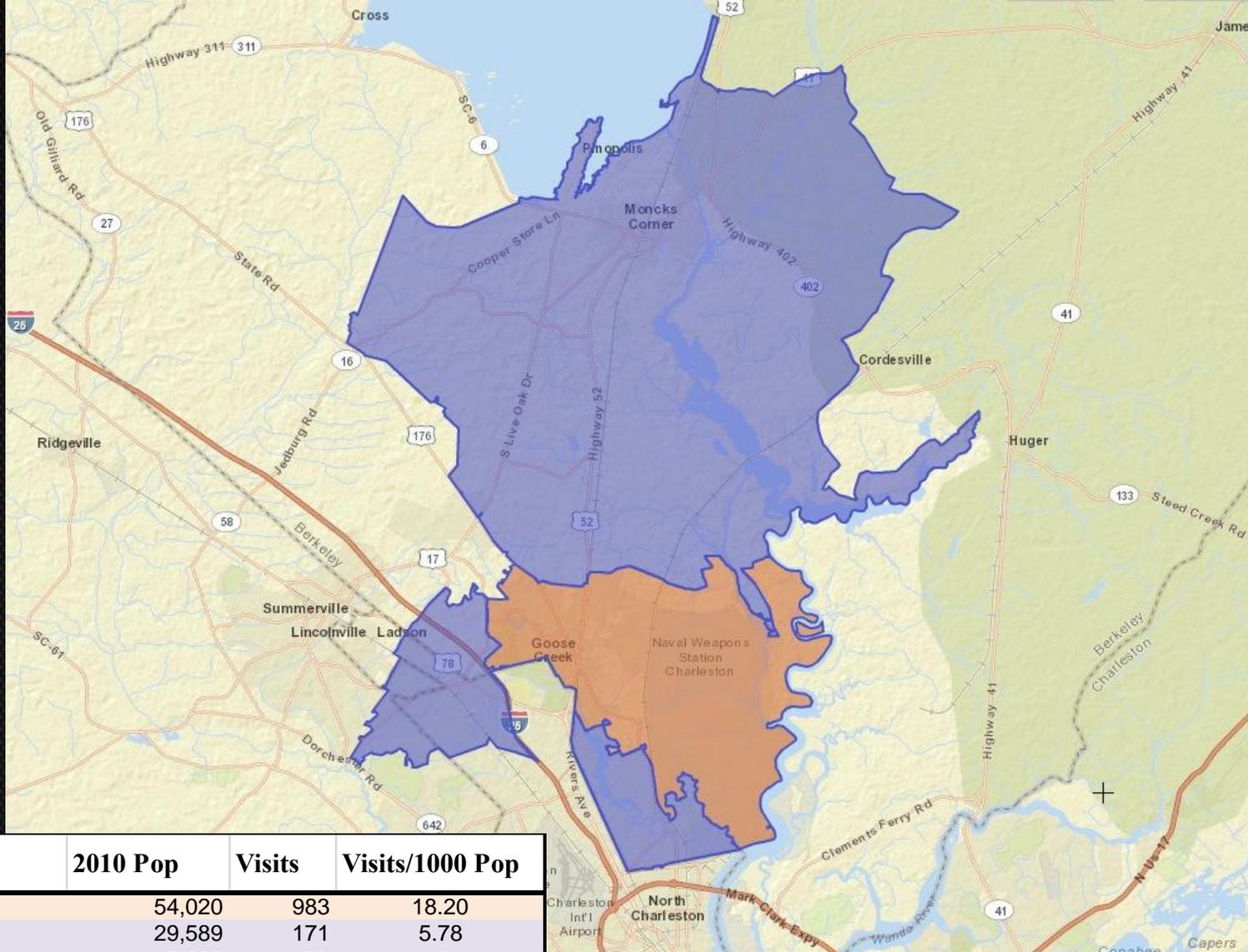




# Plan Process







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



# *Retail Leakage Study*

A study to establish the retail dollars leaving or entering a community from its primary and secondary trade areas.



# *Trade Areas – At a Glance*

- PTA Stores sold \$662 million
- PTA Consumers spent \$907 million
- Primary Trade Area **LEAKED \$245 million** overall in the previous year.
  
- STA Stores sold \$860 million
- STA Consumers spent \$1.1 billion
- Secondary Trade Area **LEAKED \$241 million** last year.
  
- Goose Creek LEAKED \$32 million
- Berkeley County leaked \$659 million
- Summerville leaked \$166 million
  
- North Charleston **GAINED \$1.5 billion**

# Goose Creek Retail Leakage 2012 -1 of 3

Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>907,296,153</b>	<b>662,158,233</b>	<b>245,137,920</b>	<b>1,101,268,775</b>	<b>860,140,864</b>	<b>241,127,911</b>
<b>Motor Vehicle and Parts Dealers-441</b>	<b>160,217,677</b>	<b>20,556,201</b>	<b>139,661,476</b>	<b>178,804,081</b>	<b>119,187,948</b>	<b>59,616,133</b>
Automotive Dealers-4411	124,183,094	13,105,014	111,078,080	135,380,652	104,046,729	31,333,923
Other Motor Vehicle Dealers-4412	23,576,171	1,248,760	22,327,411	28,356,378	7,481,122	20,875,256
Automotive Parts/Accsrs, Tire Stores-4413	12,458,412	6,202,427	6,255,985	15,067,051	7,660,097	7,406,954
<b>Furniture and Home Furnishings Stores-442</b>	<b>17,233,859</b>	<b>4,582,904</b>	<b>12,650,955</b>	<b>21,155,394</b>	<b>3,060,567</b>	<b>18,094,827</b>
Furniture Stores-4421	9,127,810	1,296,755	7,831,055	11,135,425	648,378	10,487,047
Home Furnishing Stores-4422	8,106,049	3,286,149	4,819,900	10,019,969	2,412,189	7,607,780
<b>Electronics and Appliance Stores-443</b>	<b>18,313,921</b>	<b>3,168,989</b>	<b>15,144,932</b>	<b>21,861,070</b>	<b>4,717,090</b>	<b>17,143,980</b>
Appliances, TVs, Electronics Stores-44311	13,426,203	3,168,989	10,257,214	16,022,417	3,026,005	12,996,412
Household Appliances Stores-443111	2,284,178	0	2,284,178	2,767,499	575,891	2,191,608
Radio, Television, Electronics Stores-443112	11,142,025	3,168,989	7,973,036	13,254,918	2,450,114	10,804,804
Computer and Software Stores-44312	4,448,818	0	4,448,818	5,327,043	1,691,085	3,635,958
Camera and Photographic Equipment Stores-44313	438,900	0	438,900	511,610	0	511,610
<b>Building Material, Garden Equip Stores -444</b>	<b>84,650,337</b>	<b>42,631,914</b>	<b>42,018,423</b>	<b>104,186,972</b>	<b>55,534,447</b>	<b>48,652,525</b>
Building Material and Supply Dealers-4441	75,602,222	42,631,914	32,970,308	93,094,328	55,108,502	37,985,826
Home Centers-44411	30,703,670	38,173,191	(7,469,521)	37,790,103	22,060,481	15,729,622
Paint and Wallpaper Stores-44412	1,225,055	0	1,225,055	1,506,030	0	1,506,030
Hardware Stores-44413	7,724,250	0	7,724,250	9,515,426	0	9,515,426
Other Building Materials Dealers-44419	35,949,247	4,458,723	31,490,524	44,282,769	33,048,021	11,234,748
Building Materials, Lumberyards-444191	13,958,236	1,743,356	12,214,880	17,017,975	12,921,760	4,096,215
Lawn, Garden Equipment, Supplies Stores-4442	9,048,115	0	9,048,115	11,092,644	425,945	10,666,699
Outdoor Power Equipment Stores-44421	1,714,324	0	1,714,324	2,091,676	0	2,091,676
Nursery and Garden Centers-44422	7,333,791	0	7,333,791	9,000,968	425,945	8,575,023
<b>Food and Beverage Stores-445</b>	<b>115,160,422</b>	<b>26,259,561</b>	<b>88,900,861</b>	<b>144,856,847</b>	<b>34,922,645</b>	<b>109,934,202</b>
Grocery Stores-4451	99,629,455	23,707,518	75,921,937	125,578,598	31,075,341	94,503,257
Supermarkets, Grocery (Ex Conv) Stores-44511	94,575,074	23,613,665	70,961,409	119,156,621	30,957,223	88,199,398
Convenience Stores-44512	5,054,381	93,853	4,960,528	6,421,977	118,118	6,303,859
Specialty Food Stores-4452	8,219,533	1,293,099	6,926,434	10,321,753	1,876,617	8,445,136
Beer, Wine and Liquor Stores-4453	7,311,434	1,258,944	6,052,490	8,956,496	1,970,687	6,985,809

# Goose Creek Retail Leakage 2012 -2 of 3

Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
<b>Health and Personal Care Stores-446</b>	<b>54,085,063</b>	<b>64,491,153</b>	<b>(10,406,090)</b>	<b>70,399,277</b>	<b>58,036,867</b>	<b>12,362,410</b>
Pharmancies and Drug Stores-44611	43,006,039	55,504,227	(12,498,188)	56,122,146	51,853,932	4,268,214
Cosmetics, Beauty Supplies, Perfume Stores	3,828,257	591,832	3,236,425	5,018,877	586,213	4,432,664
Optical Goods Stores-44613	2,394,112	0	2,394,112	2,920,910	0	2,920,910
Other Health and Personal Care Stores-44619	4,856,655	8,395,094	(3,538,439)	6,337,344	5,596,722	740,622
<b>Gasoline Stations-447</b>	<b>89,872,023</b>	<b>63,465,899</b>	<b>26,406,124</b>	<b>111,325,761</b>	<b>132,358,600</b>	<b>(21,032,839)</b>
Gasoline Stations With Conv Stores-44711	66,039,873	56,755,140	9,284,733	82,192,640	76,952,881	5,239,759
Other Gasoline Stations-44719	23,832,150	6,710,759	17,121,391	29,133,121	55,405,719	(26,272,598)
<b>Clothing and Clothing Accessories Stores-448</b>	<b>42,928,562</b>	<b>16,012,026</b>	<b>26,916,536</b>	<b>51,018,162</b>	<b>22,475,928</b>	<b>28,542,234</b>
Clothing Stores-4481	32,605,448	14,803,576	17,801,872	38,843,251	15,130,318	23,712,933
Men's Clothing Stores-44811	1,835,090	0	1,835,090	2,177,626	2,824,441	(646,815)
Women's Clothing Stores-44812	7,247,458	1,366,784	5,880,674	8,617,525	1,863,798	6,753,727
Childrens, Infants Clothing Stores-44813	2,110,224	0	2,110,224	2,523,852	3,576,795	(1,052,943)
Family Clothing Stores-44814	17,132,640	7,387,722	9,744,918	20,416,322	3,447,602	16,968,720
Clothing Accessories Stores-44815	1,334,232	0	1,334,232	1,576,251	569,117	1,007,134
Other Clothing Stores-44819	2,945,804	6,049,070	(3,103,266)	3,531,675	2,848,565	683,110
Shoe Stores-4482	5,494,110	1,208,450	4,285,660	6,625,196	1,208,450	5,416,746
Jewelry, Luggage, Leather Goods Stores-4483	4,829,004	0	4,829,004	5,549,715	6,137,160	(587,445)
Jewelry Stores-44831	4,447,353	0	4,447,353	5,092,999	5,281,074	(188,075)
Luggage and Leather Goods Stores-44832	381,651	0	381,651	456,716	856,086	(399,370)
<b>Sporting Goods, Hobby, Book, Music Stores-451</b>	<b>16,800,988</b>	<b>467,519</b>	<b>16,333,469</b>	<b>20,104,763</b>	<b>9,451,731</b>	<b>10,653,032</b>
Sporting Goods, Hobby, Musical Inst Stores-4511	13,396,174	467,519	12,928,655	16,177,304	9,451,731	6,725,573
Sporting Goods Stores-45111	7,148,896	467,519	6,681,377	8,572,869	3,588,289	4,984,580
Hobby, Toys and Games Stores-45112	3,824,029	0	3,824,029	4,718,198	0	4,718,198
Sew/Needlework/Piece Goods Stores-45113	1,387,631	0	1,387,631	1,691,815	0	1,691,815
Musical Instrument and Supplies Stores-45114	1,035,618	0	1,035,618	1,194,422	5,863,442	(4,669,020)
Book, Periodical and Music Stores-4512	3,404,814	0	3,404,814	3,927,459	0	3,927,459
Book Stores and News Dealers-45121	2,748,886	0	2,748,886	3,162,399	0	3,162,399
Book Stores-451211	2,469,153	0	2,469,153	2,814,683	0	2,814,683
News Dealers and Newsstands-451212	279,733	0	279,733	347,716	0	347,716
Prerecorded Tapes, CDs, Record Stores-45122	655,928	0	655,928	765,060	0	765,060

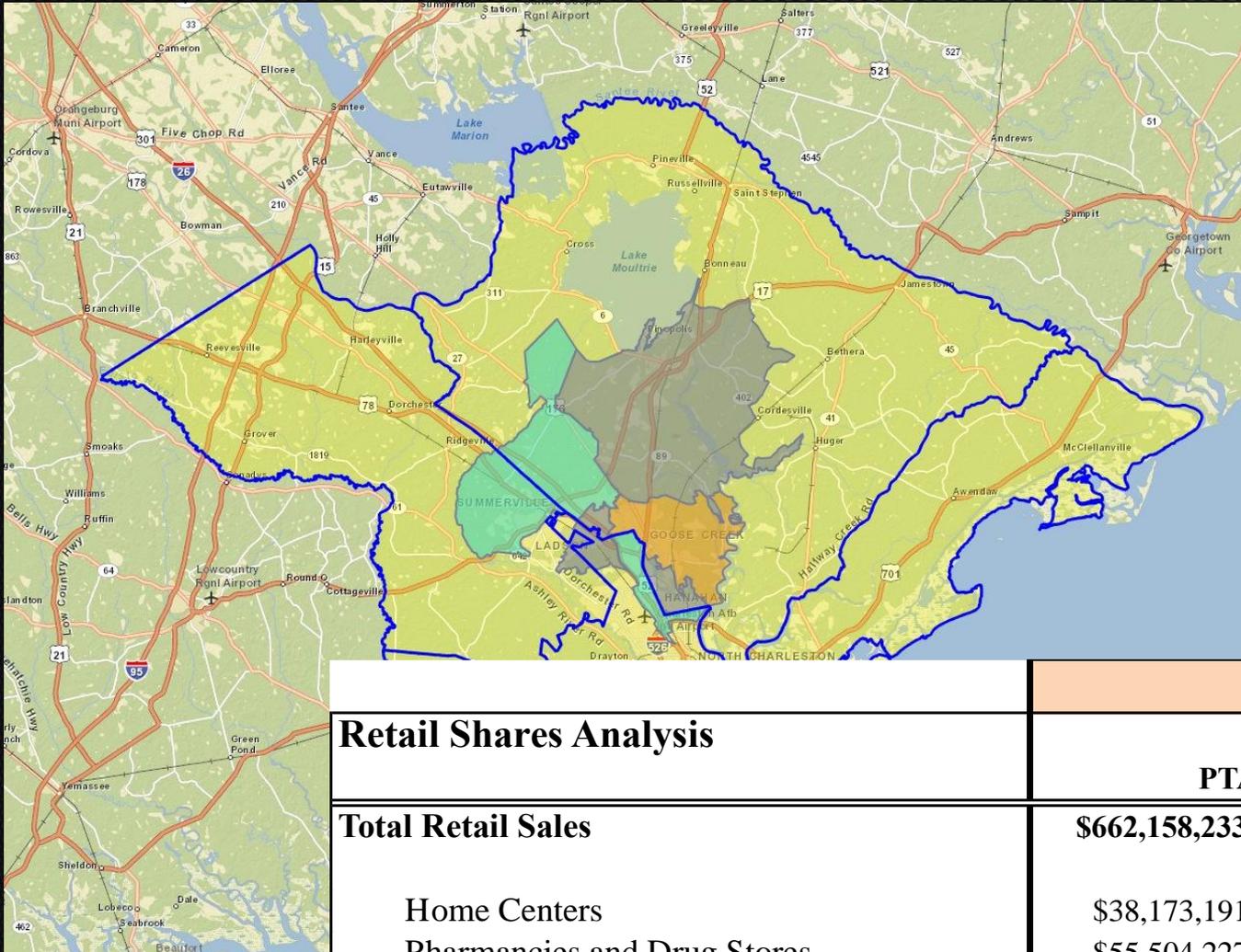
# Goose Creek Retail Leakage 2012 -3 of 3

Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
<b>General Merchandise Stores-452</b>	<b>117,187,833</b>	<b>359,380,853</b>	<b>(242,193,020)</b>	<b>145,046,480</b>	<b>342,734,259</b>	<b>(197,687,779)</b>
Department Stores Excl Leased Depts-4521	47,790,655	0	47,790,655	58,303,709	0	58,303,709
Other General Merchandise Stores-4529	69,397,178	359,380,853	(289,983,675)	86,742,771	342,734,259	(255,991,488)
<b>Miscellaneous Store Retailers-453</b>	<b>25,294,303</b>	<b>8,749,856</b>	<b>16,544,447</b>	<b>31,684,082</b>	<b>26,361,090</b>	<b>5,322,992</b>
Florists-4531	1,068,710	0	1,068,710	1,304,753	0	1,304,753
Office Supplies, Stationery, Gift Stores-4532	7,769,262	1,353,770	6,415,492	9,398,094	3,533,662	5,864,432
Office Supplies and Stationery Stores-45321	4,428,498	1,353,770	3,074,728	5,341,326	1,209,205	4,132,121
Gift, Novelty and Souvenir Stores-45322	3,340,764	0	3,340,764	4,056,768	2,324,457	1,732,311
Used Merchandise Stores-4533	2,224,818	1,661,745	563,073	2,633,576	1,760,148	873,428
Other Miscellaneous Store Retailers-4539	14,231,513	5,734,341	8,497,172	18,347,659	21,067,280	(2,719,621)
<b>Non-Store Retailers-454</b>	<b>69,269,822</b>	<b>2,566,394</b>	<b>66,703,428</b>	<b>85,620,326</b>	<b>10,986,106</b>	<b>74,634,220</b>
<b>Foodservice and Drinking Places-722</b>	<b>96,281,343</b>	<b>49,824,964</b>	<b>46,456,379</b>	<b>115,205,560</b>	<b>40,313,586</b>	<b>74,891,974</b>
Full-Service Restaurants-7221	44,657,402	13,332,631	31,324,771	53,273,876	20,180,067	33,093,809
Limited-Service Eating Places-7222	39,521,696	34,434,444	5,087,252	47,304,735	16,276,192	31,028,543
Special Foodservices-7223	7,628,916	1,597,230	6,031,686	9,139,926	2,765,805	6,374,121
Drinking Places -Alcoholic Beverages-7224	4,473,329	460,659	4,012,670	5,487,023	1,091,522	4,395,501
<b>GAFO *</b>	<b>220,234,425</b>	<b>384,966,061</b>	<b>(164,731,636)</b>	<b>268,583,963</b>	<b>385,973,237</b>	<b>(117,389,274)</b>
General Merchandise Stores-452	117,187,833	359,380,853	(242,193,020)	145,046,480	342,734,259	(197,687,779)
Clothing and Clothing Accessories Stores-448	42,928,562	16,012,026	26,916,536	51,018,162	22,475,928	28,542,234
Furniture and Home Furnishings Stores-442	17,233,859	4,582,904	12,650,955	21,155,394	3,060,567	18,094,827
Electronics and Appliance Stores-443	18,313,921	3,168,989	15,144,932	21,861,070	4,717,090	17,143,980
Sporting Goods, Hobby, Book, Music Stores-451	16,800,988	467,519	16,333,469	20,104,763	9,451,731	10,653,032
Office Supplies, Stationery, Gift Stores-4532	7,769,262	1,353,770	6,415,492	9,398,094	3,533,662	5,864,432

# Goose Creek Capture Scenario

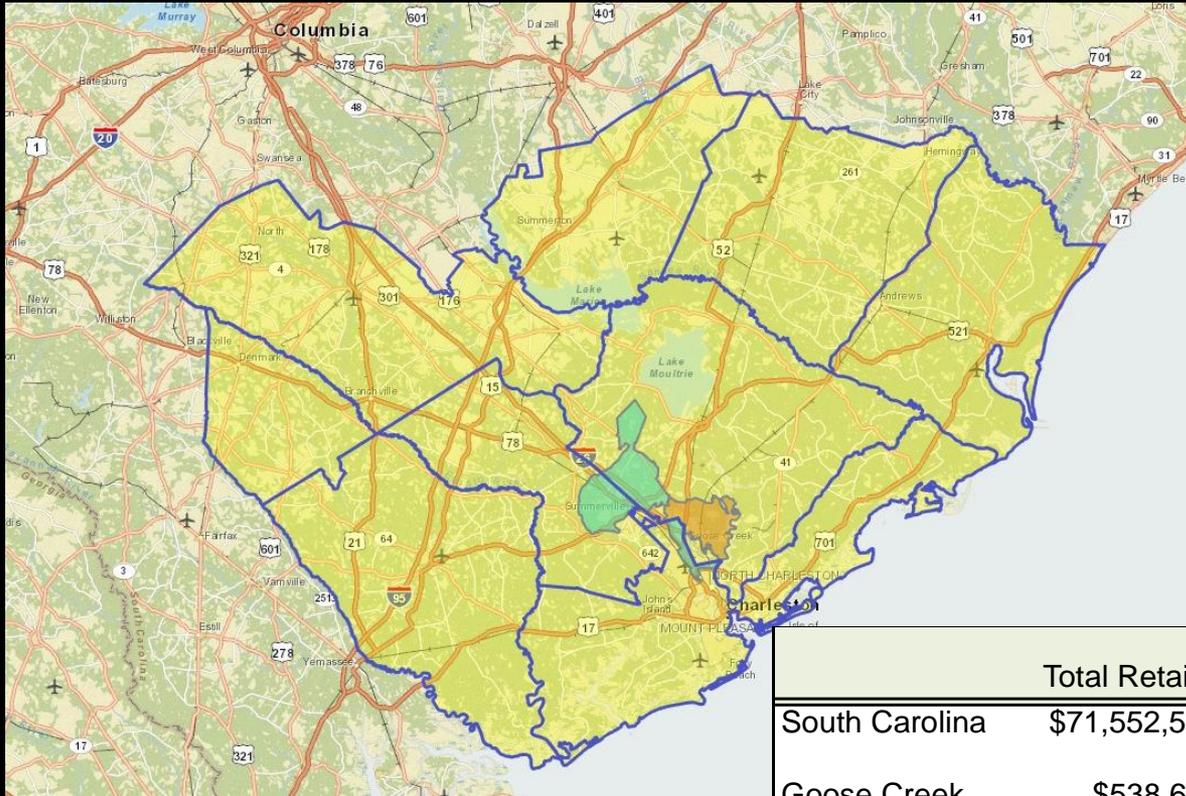
Retail Stores	20% of PTA Outflow	10% Of STA Outflow	Potential Capture	Sales per Square Foot	Calculated Capture 20/10	Calculated Capture 10/5
Selected Retail Categories Below	(1,229,761)	12,374,772			405,936	202,968
Furniture Stores	1,566,211	1,048,705	2,614,916	141.84	18,436	9,218
Home Furnishing Stores	963,980	760,778	1,724,758	167.75	10,282	5,141
Household Appliances Stores	456,836	219,161	675,996	245.44	2,754	1,377
Radio, Television, Electronics Stores	1,594,607	1,080,480	2,675,088	207.17	12,913	6,456
Computer and Software Stores	889,764	363,596	1,253,359	207.17	6,050	3,025
Camera and Photographic Equipment	87,780	51,161	138,941	542.63	256	128
Building Material and Supply Dealers	6,594,062	3,798,583	10,392,644	142.38	72,992	36,496
Hardware Stores	1,544,850	951,543	2,496,393	121.08	20,618	10,309
Grocery Stores	15,184,387	9,450,326	24,634,713	371.79	66,260	33,130
Health and Personal Care Stores	(2,081,218)	1,236,241	(844,977)	247.29	-	-
Clothing and Clothing Accessories Stores	3,560,374	2,371,293	5,931,668	164.60	36,037	18,018
Women's Accessory & Specialty	1,176,135	675,373	1,851,508	164.60	11,249	5,624
Shoe Stores	857,132	541,675	1,398,807	158.81	8,808	4,404
Jewelry Stores	889,471	(18,808)	870,663	263.92	3,299	1,649
Luggage and Leather Goods Stores	76,330	(39,937)	36,393	198.82	183	92
Sporting Goods Stores	1,336,275	498,458	1,834,733	153.46	11,956	5,978
Hobby, Toys and Games Stores	764,806	471,820	1,236,626	146.28	8,454	4,227
Sew/Needlework/Piece Goods Stores	277,526	169,182	446,708	74.91	5,963	2,982
Book Stores	493,831	281,468	775,299	161.16	4,811	2,405
General Merchandise Stores	(48,438,604)	(19,768,778)	(68,207,382)	133.90	-	-
Florists	213,742	130,475	344,217	149.82	2,298	1,149
Gift, Novelty and Souvenir Stores	668,153	173,231	841,384	168.55	4,992	2,496
Foodservice and Drinking Places	9,291,276	7,489,197	16,780,473	201.63	83,224	41,612
Drinking Places -Alcoholic Beverages	802,534	439,550	1,242,084	88.07	14,103	7,052

# Goose Creek Retail Shares



Retail Shares Analysis	Sales		Share %
	PTA	BCD Area	
<b>Total Retail Sales</b>	<b>\$662,158,233</b>	<b>\$12,695,131,745</b>	<b>5.2%</b>
Home Centers	\$38,173,191	\$498,412,714	7.7%
Pharmancies and Drug Stores	\$55,504,227	\$537,853,359	10.3%
Gasoline Stations With Conv Stores	\$56,755,140	\$918,042,439	6.2%
General Merchandise Stores	\$359,380,853	\$2,435,304,352	14.8%
Limited-Service Eating Places	\$34,434,444	\$525,867,208	6.5%

# Goose Creek Pull Factor



	Total Retail Sales	2010 Population	Per Capita Retail Sales	Pull Factor
South Carolina	\$71,552,537,964	4,625,364	\$15,469.60	n/a
Goose Creek	\$538,682,129	35,938	\$14,989.21	0.97
PTA	\$662,158,233	54,020	\$12,257.65	0.79
STA	\$860,140,864	74,593	\$11,531.12	0.75
Charleston CO	\$9,264,157,960	350,209	\$26,453.23	1.71
Georgetown CO	\$1,025,667,589	60,158	\$17,049.56	1.10
Colleton CO	\$526,314,022	38,892	\$13,532.71	0.87
Orangeburg CO	\$1,251,071,806	92,501	\$13,524.95	0.87
Berkeley CO	\$2,127,612,634	177,843	\$11,963.43	0.77
Clarendon CO	\$361,869,788	34,971	\$10,347.71	0.67
Dorchester CO	\$1,303,361,151	136,555	\$9,544.59	0.62
Bamberg CO	\$137,781,902	15,987	\$8,618.37	0.56
Williamsburg CO	\$206,671,042	34,423	\$6,003.86	0.39

# Major Shopping Centers

## MAJOR Shopping Centers within 20 Miles

Major Center	Town	Anchors/Key Stores	Distance	Year Open	Stores	GLA (sq. ft.)
<b>Foxbank Towne Center</b>	<b>Moncks/Goose</b>	<b>N/A - Planned</b>	<b>4.70</b>	<b>2013</b>	<b>50</b>	<b>500,000</b>
The Promenade at Northwoods	N. Chas.	Toys R Us, Sports Authority, Marshalls	5.53	1987	35	311,588
Northwoods Mall	N. Chas.	Sears, Dillards, JCP, Belk	5.75	1972	130	966,219
Northwoods Marketplace	N. Chas.	Big Lots, Best Buy, Barnes & Noble	5.91	1998	28	248,657
North Pointe Plaza	N. Chas.	Walmart, OfficeMax, AC Moore	6.10	1989	31	375,451
North Rivers Town Center	N. Chas.	Target, Babies R Us, Ross, Bed Bath & Beyond	6.43	2004	22	272,643
Azalea Swqare	Summerville	Target, Kohl's, Dicks, Ross	7.11	-	36	511,072
North Charleston Center	N. Chas.	Northern Tool, Home Décor Liquidators	8.53	2004	29	236,025
Festival Center	N. Chas.	World Overcomers Ministry, Piggly Wiggly	8.68	1987	49	325,347
<b>Lowes Center</b>	<b>N. Chas</b>	<b>Lowe's, Others planned</b>	<b>8.79</b>	<b>2012</b>	<b>35</b>	<b>343,000</b>
Charles Towne Center	Charleston	Regal Cinemas, Courtyard, <b>Mall demoed/redev</b>	10.45	1976	1	199,693
Tanger Outlet Center	Charleston	Various outlets	10.67	2006	90	352,315
Summerville Galleria	Summerville	Bi-Lo, Petland, Dollar General	12.90		23	106,390
<b>Town Square Daniel Island</b>	<b>Daniel Island</b>	<b>N/A - Planned since 2008</b>	<b>13.62</b>	<b>2014</b>	<b>40</b>	<b>437,950</b>
Ashley Landing	Charleston	Burlington Coat Factor, Publix, Big Lots	14.95	1970	19	389,000
Westwood Plaza	Charleston	TJ Maxx, Office Depot, Barnes & Noble	15.63	1971	24	186,740
Citadel Mall	Charleston	Target, JCP, Dillards, Belk, <b>facing foreclosure</b>	15.81	1981	100	1,077,242
Bell Hall Shopping Center	Mt Pleasant	Harris Teeter, Stein Mart, Ross	16.36	2001	66	297,737
St Andrews Center	Charleston	Harris Teeter, Stein Mart, PetCo, West Marine	17.03	1970	23	189,554
Mt Pleasant Towne Centre	Mt Pleasant	Belk, Palmetto Grand 16, Old Navy, Bed Bath	18.10	1999	69	438,000
Wando Crossing	Mt Pleasant	Walmart, Marshalls, TJ Maxx, Office Depot	18.33	1992	34	325,907
Shoppes at Seaside Farms	Mt Pleasant	Target, Piggly Wiggly	19.01	1999	40	355,000
<b>Total</b>					<b>974</b>	<b>8,445,530</b>



# *Retail Observations*

- Goose Creek lies at the center of a highly competitive market.
  - Goose Creek = \$538 million sales
  - Summerville = \$557 million sales
  - N. Charleston = \$2.8 billion
  - BCD = \$12.7 billion (GC = 5.2% of market)
- Charleston (1.96 pull) and N. Charleston (1.91) are commercial magnets.
- Goose Creek is performing nearly as good (.97) as should be expected and slightly higher than Summerville.
- Within 20 miles of Goose Creek, there are nearly 8.5 million square feet of existing and planned space in major shopping centers.
- There is demand overall for new business (up to 405,000 sf), but any new commercial must complement regional offerings.



# Retail Observations

- Goose Creek shows demand potential in the following areas:
  - **Restaurants**
    - PTA & STA leaking over \$120 million
    - Between (41k-82k) Sq. Ft of Space Demand. 2/3 in “full service”.
    - Typical independent 2-5k.
    - PTA demand for full service 6x that of limited
  - **Building Material & Supply Dealers**
    - Up to 73k Sq. Ft of demand
    - 6 Lowe’s & HD w/in 10 miles. Typically \$125k +
    - Potential may lie with smaller independents(Ace, TruValue, etc)
  - **Grocery**
    - Combined leakage = \$170 million. 33k - 66k sf demand.
    - Typical store 55k. Current products (Publix, BiLo, Food L, Pig)
    - Smaller products, independents, fresh foods
  - **Clothing**
    - Up to 36k sf of demand.
    - Most demand in Family & Women’s categories



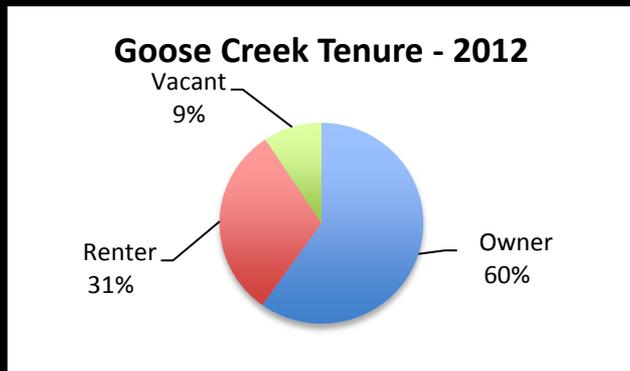
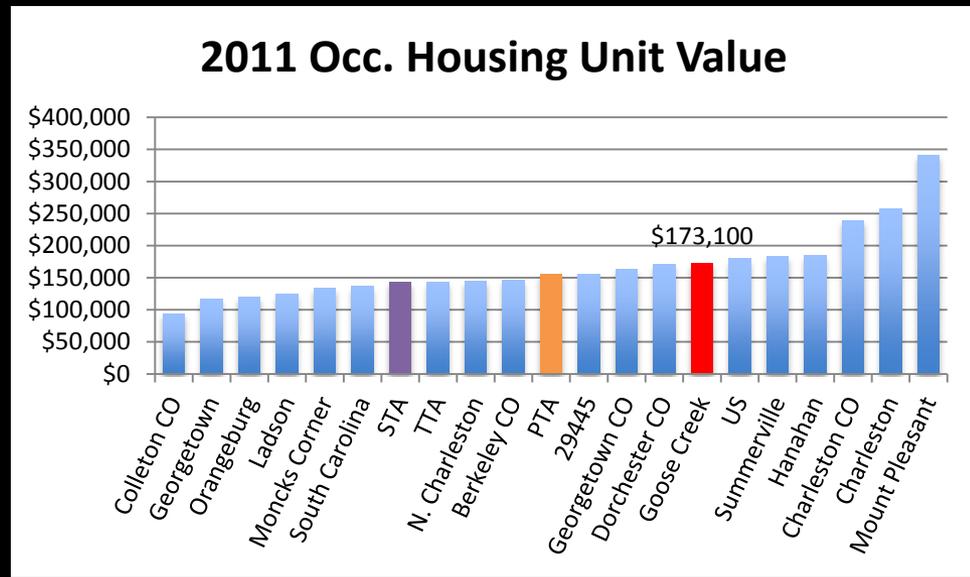
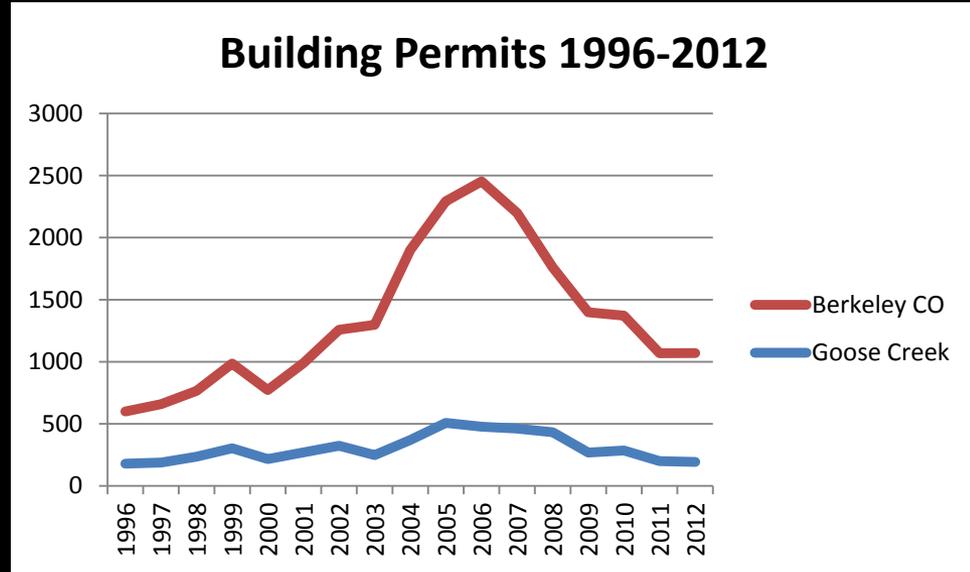
# Retail Observations

- Goose Creek shows demand potential in the following areas:
  - **Furniture & Home Furnishings**
    - Between (14k - 29k) Sq. Ft of Space Demand.
    - Ex. Pier 1 - 16k, Ashley - 50k, independent 10k+
  - **Electronics**
    - Combined leakage = \$19 million. 9k-19k demand.
    - Limited opportunity with 3 Radio Shacks & 2 Best Buys nearby
  - **Other categories showing potential**
    - Sporting goods - up to 12k sf
    - Shoes - 8k
    - Hobby & Toys - 8k
    - Gifts - 5k
    - Books - 5k
    - Jewelry - 3.3k

# Housing Study

Unit Value	2012 ACS	
> \$50,000	295	3.64%
\$50,000 - \$99,999	337	4.16%
\$100,000 - \$149,000	2,187	26.98%
\$150,000 - \$199,999	2,288	28.23%
\$200,000 - \$299,999	1,755	21.65%
\$300,000 - \$499,999	1,166	14.39%
\$500,000 - \$949,999	77	0.95%
\$1,000,000 +	0	0.00%
	8,105	100%

Units in Structure		2012 ACS	
		Housing Units	
		Number	Percent
Single Family	Detached	9,516	70.3%
	Attached	1,324	9.8%
	Mobile Home	182	1.3%
Duplex	2	306	2.3%
Multifamily	3 to 4	309	2.3%
	5 to 9	539	4.0%
	10 to 19	607	4.5%
	20 or more	755	5.6%



# Housing Study – BCD MLS

	Listings		Sales
BCD MLS Listings	Current Listings	Avg. Sales Price	Median Sales Price
Goose/Moncks	556	\$171,912	\$168,500
Berkeley CO	1006	\$226,649	\$176,490
Charleston CO	2455	\$358,390	\$259,000
Dorchester CO	849	\$188,660	\$170,000

- Goose Creek 10/2013 MLS
  - 8.1% increase in closing year over year
  - 11.1% decrease in inventory
- BCD 10/2013 MLS
  - 11.3% decrease in closings
  - 2.7% increase in median sales (\$202,000)
  - 14% decrease in days on market
  - 1/3 of single-family detached sales are greater than \$350k
  - 1/2 of SF-attached in range of \$150k-200k

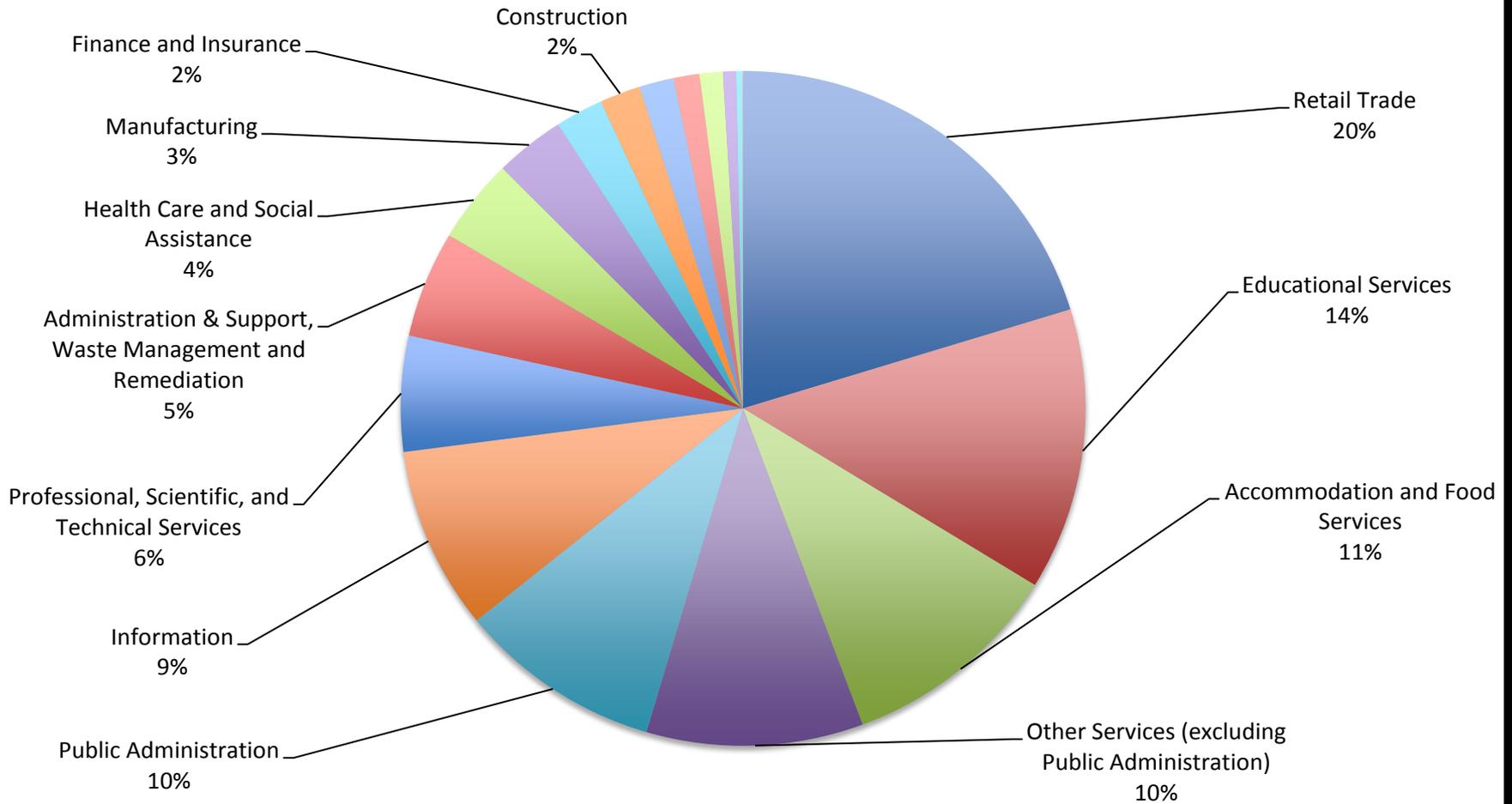


# *Housing Observations*

- Goose Creek housing values are in mid-range of region, with higher than average income levels.
- Housing growth affected by the recession, but much less drastic than peer communities & regions.
- Goose Creek has smaller overall percentage of home ownership (60%), with healthy amount of rental - military & young families?
- About 55% in between \$100k - \$200k in value
- Housing market is improving throughout the region:
  - Inventory decreasing
  - Sales price and % of asking price increasing
  - Days on market decreasing
- Housing growth will continue, but unlikely to meet pre-recession levels. Rental demand may also increase

# Employment

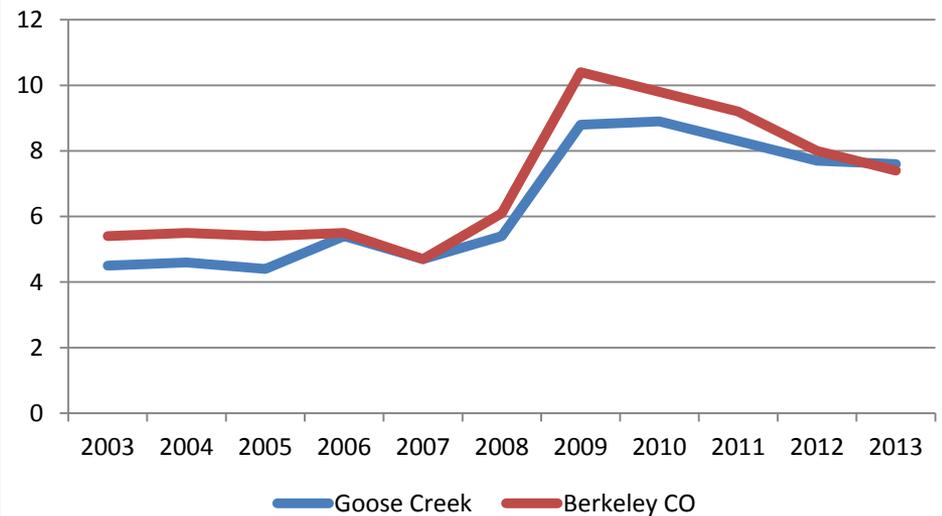
## Goose Creek Jobs by Industry - 2011



# Employment

BERKELEY COUNTY LARGEST EMPLOYERS		
FIRM	PRODUCT OR SERVICE	EMPLOYEES
Naval Weapons Station Chas.	40+ military tenants and installations	13,500
SPAWAR Systems Center Atlantic	U.S. Navy electronics, engineering & integration	2,400
Nucor Steel	Manufacturing - steel roll & steel beam	1,500
Blackbaud, Inc.	Software development and solutions for non-profits	1,300
Santee Cooper	Electric and water utility	1,200
Benefitfocus	Software/services for healthcare benefits	700
Alcoa Mt. Holly	Primary aluminum ingot; aluminum smelting	600
T-Mobile	Customer service center	400
American LaFrance	Manufacture heavy duty work trucks	300
AAI Services Corporation	Software/hardware - aircraft simulators	250
Albany International	Paper machine press fabrics (felts) manufacturer	240
Gildan Activewear	Import and distribution of apparel	230
CR Bard, Inc.	Medical products- specialty catheter manufacturing	225
Piggly Wiggly Distribution Center	Distribution - grocery items	200
Google, Inc.	Computer data center	20

## Unemployment '03-'12





# *Employment Observations*

- Employment in general:
  - 30% of jobs in Goose Creek are currently retail trade, restaurants, and accommodations.
  - 25% are educational & public administration
  - Only 3% manufacturing, 2% construction
- Unemployment trends follow recession and state/national levels
  - Goose Creek = 7.6, Berkeley = 7.5, SC = 7.2, US = 7.5
  - Goose Creek - High = 8.9 in 2010, US = 10% in 2009
- Most Berkeley employers are outside of municipal limits
- Employment growth will be limited by availability of property



# *Economic Development Vision*



*We will strive to realize the economic potential of Goose Creek, building a broader tax base that enhances our strong neighborhoods and residential growth, allowing Goose Creek to continue to provide an excellent quality of life for its citizens, while ensuring a sustainable level of service for which they are accustomed.*

*This economic potential will include growing small businesses from within, promoting entrepreneurship, and positioning the City for outside investment and employment. We will follow an action-oriented work plan for economic growth, one that is based on true market realities and potential, while providing a return on our economic development investments. Goose Creek will solidify its voice in economic development efforts, building strong regional partnerships and engaging all of our citizens in civic functions and community development.*

# *Economic Development Strategies*



1: **Business Development** – *Recruitment & Retention*

2: **Product Development** – *Planning & Infrastructure*

3: **Market Position** – *Promoting GC for residents, investors*

4: **Quality of Life** – *Sustaining and encouraging engagement*

5: **Partnerships** – *Providing strong local and regional voice*

# *Business Development - GOALS*

1. Create an **improved business environment** that offers a streamlined process for small and independent businesses.
2. **Target new employers** that can provide higher wage jobs and opportunities for our local workforce.
3. **Cultivate an entrepreneurial economy** that encourages new enterprise, building an internal network of information and collaboration.

# *Product Development - GOALS*

1. **Create baseline knowledge base** showing market demand and potential for growth in commercial, residential, and employment uses.
2. **Inventory existing resources** available to support investment including incentives, regulations, and infrastructure. Identify deficiencies and enhance existing assets.
3. Design a **more proactive approach to guide growth** and development, identifying receiving areas for new investment or redevelopment, including expansion of infrastructure and municipal limits.

# Market Position- *GOALS*

1. Create a **brand identity for Goose Creek** that solidifies its sense of place with residents as well as those within the metro area, by connecting the community's assets and values that distinguish it from others in the region.
2. Build a **comprehensive** brand system that provides the City with a **toolbox to communicate** to its citizenry, visitors, businesses, and expanded customer base.
3. Create a **distinct position for economic development** that builds brand awareness of Goose Creek within the region and state, by targeting new investment in small business, entrepreneurship, and employment.

# Quality of Life- **GOALS**

1. Maintain and **enhance Goose Creek's outstanding quality of life** including its active and passive recreational resources, public safety, community events, and more rural sense of place.
2. Partner with other agencies such as Berkeley County Schools, Library, Crowfield Community Services Association, Berkeley Electric Cooperative, among others, to continue to **provide services that make the community an award winning place to raise a family.**
3. As the community grows, look to **make strategic investments that enhance Goose Creek's quality of life**, while maintaining a sustainable level of service.

# Partnerships- *GOALS*

1. **Build stronger partnerships** with Berkeley County Economic Development and the Charleston Regional Development Authority to ensure that Goose Creek's needs are appropriately addressed in their respective work plans.
2. Construct a **unique model for economic development** that helps Goose Creek achieve the goals of this plan, while functioning within the capacity of Goose Creek's municipal framework.
3. **Create a work plan for economic development** that is dynamic in nature, with clear goals and outcomes, as well as benchmarks for continued evaluation and revision.



# City of Goose Creek – Strategic Economic Development Plan

We will strive to realize the economic potential of Goose Creek, building a broader tax base that enhances our strong neighborhoods and residential growth, allowing Goose Creek to continue to provide an excellent quality of life for its citizens, while ensuring a sustainable level of service for which they are accustomed.

This economic potential will include growing small businesses from within, promoting entrepreneurship, and positioning the City for outside investment and employment. We will follow an action-oriented work plan for economic growth, one that is based on true market realities and potential, while providing a return on our economic development investments. Goose Creek will solidify its voice in economic development efforts, building strong regional partnerships and engaging all of our citizens in civic functions and community development.

<b>Strategies</b>	<b>First Steps: 2014</b>	<b>Next Steps: 2015-2017</b>	<b>Final Steps: 2018-2023</b>	<b>Goals</b>
<b>Business Development</b>	▶	▶	▶	<ol style="list-style-type: none"> <li>1. Create an improved business environment that offers a streamlined process for independent businesses.</li> <li>2. Target new employers that can provide higher wage jobs and opportunities for our local workforce.</li> <li>3. Cultivate an entrepreneurial economy.</li> </ol>
<b>Product Development</b>	▶	▶	▶	<ol style="list-style-type: none"> <li>1. Create baseline knowledge base of information.</li> <li>2. Inventory existing resources available to support investment.</li> <li>3. Design a more proactive approach to guide growth and development.</li> </ol>
<b>Market Position</b>	▶	▶	▶	<ol style="list-style-type: none"> <li>1. Create a brand identity for Goose Creek.</li> <li>2. Build a comprehensive system that provides the City with a toolbox to communicate.</li> <li>3. Create a distinct position for economic development.</li> </ol>
<b>Quality of Life</b>	▶	▶	▶	<ol style="list-style-type: none"> <li>1. Maintain and enhance Goose Creek's outstanding quality of life</li> <li>2. Partner with other agencies to continue to provide services that make the community an award winning place to raise a family.</li> <li>3. Make strategic investments to enhance Goose Creek's quality of life.</li> </ol>
<b>Partnerships</b>	▶	▶	▶	<ol style="list-style-type: none"> <li>1. Build stronger partnerships to ensure that Goose Creek's needs are appropriately addressed in their respective work plans.</li> <li>2. Construct a unique model for economic development.</li> <li>3. Create a work plan for economic development that is dynamic in nature.</li> </ol>





# *Next Steps*

- Strategic Assessment
  - Steering Committee Input
  - Vision & Goals Revision
  - Continued Data Analysis
- Branding Workshop
- Draft Plan Development & Review
- Final Plan

