

MYRTLE BEACH

REGIONAL ECONOMIC DEVELOPMENT

CATCH THE RISING TIDE

STRATEGIC PLAN

2016

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Myrtle Beach Regional Economic Development Corporation Strategic Plan

EXECUTIVE SUMMARY

The Myrtle Beach Regional Economic Development Corporation (MBREDC) was founded to function as a vital, comprehensive resource for location and expansion assistance to new and existing industries across Horry County. This is accomplished by implementing and supporting activities designed to promote and assist in economic development in Horry County, diversifying the economy of Horry County, and maintaining a quality environment for business and industry to grow and prosper. In order to accomplish this mission, the MBREDC Board of Directors and staff believe it is in the organization's best interest to develop an Economic Development Strategic Plan to guide its efforts. This Economic Development Strategic Plan is a 3-5 year guide for the Myrtle Beach Regional Economic Development Corporation. It was written by the MBREDC staff and reviewed and approved by the MBREDC Board of Directors.

The Plan consists of two distinct sections:

The Competitive Assessment. This portion of the Plan provides a competitive assessment of Horry County and the MBREDC as a "product" in the highly competitive economic development marketplace. This assessment uses information obtained through a combination of several research sources, including prior studies, reports, and other information obtained by the MBREDC staff. Interviews with MBREDC Board members, staff, investors, existing industry leaders, and County leadership were also conducted. The assessment contains:

- A detailed and objective evaluation of the competitive strengths and weaknesses of Horry County and the MBREDC as an economic development product; and
- A detailed Data Profile that provides an understanding of the County's demographics and economy with time series and/or geographic comparisons where appropriate. Sources of this Data Profile are included in the Exhibits at the end of this report.

The Action Plan. This Plan element recommends specific objectives to guide economic development in accomplishing the following three overarching goals:

- Recruit and retain high-quality industries in order to generate jobs for the citizens of Horry County;
- Provide a variety of high-quality economic development "products" in which new and existing industries can locate and/or expand; and
- The MBREDC will be recognized as a leader in economic development within Horry County and throughout South Carolina

The recommended goals in this report have emerged from the evaluation of the current situational analysis, SWOT analysis, current and projected demographic conditions, educational offerings, and an evaluation of buildings, parks, and sites available for industrial development. These goals and the subsequent action plans are outlined in order to:

- Best meet the economic and community development goals of the MBREDC; and

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- Focus the MBREDC's budget and efforts on those types of businesses that offer the best potential return on investment in terms of meeting the MBREDC's economic and community development goals.

The action plan portion of this Strategic Plan provides the MBREDC Board with a measureable blueprint to determine the level of successfulness of the staff in achieving the organization's goals and objectives over a period of three to five years.

The Myrtle Beach Regional Economic Development Corporation's Strategic Plan more than anything is a blueprint that provides the MBREDC's Board and staff with a clear and concise vision of where the organization will be in the near future. Additionally, it will provide a better understanding to the MBREDC investors, both public and private, of how the organization operates and more importantly how there is a return on their investment. It is important to keep in mind that this document is fluid. As operating and economic conditions change, so should the individual action steps located herein. The overriding goals of the MBREDC though should be constant and therein lies the strength and utility in this Plan.

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COMPETITIVE ASSESSMENT

The current demographic condition of Horry County can be described overall as fast growing. Total population growth for the County between 2010 and 2014 was just under 11% while population growth through 2030 is projected to be approximately 38% (*SC Department of Commerce Labor Profile – February 2016*). While South Carolina is one of the fastest growing states in the US, Horry County is one of the fastest growing Counties in South Carolina. Current estimates show that approximately 51% of the County’s population fall within the “prime” working ages of 20-59 years of age. Per the Bureau of Labor Statistics, Horry County has a total labor pool of approximately 132,000, and of that total only 9,448 are unemployed (or a 7.1% unemployment rate).

Population Growth & Projections

2010	Population	269,291
2014	Population	298,832
	Percent Growth	10.97%
2020	Population	319,900
	Percent Growth	18.79%
2030	Population	371,700
	Percent Growth	38.03%

Source: U.S. Census

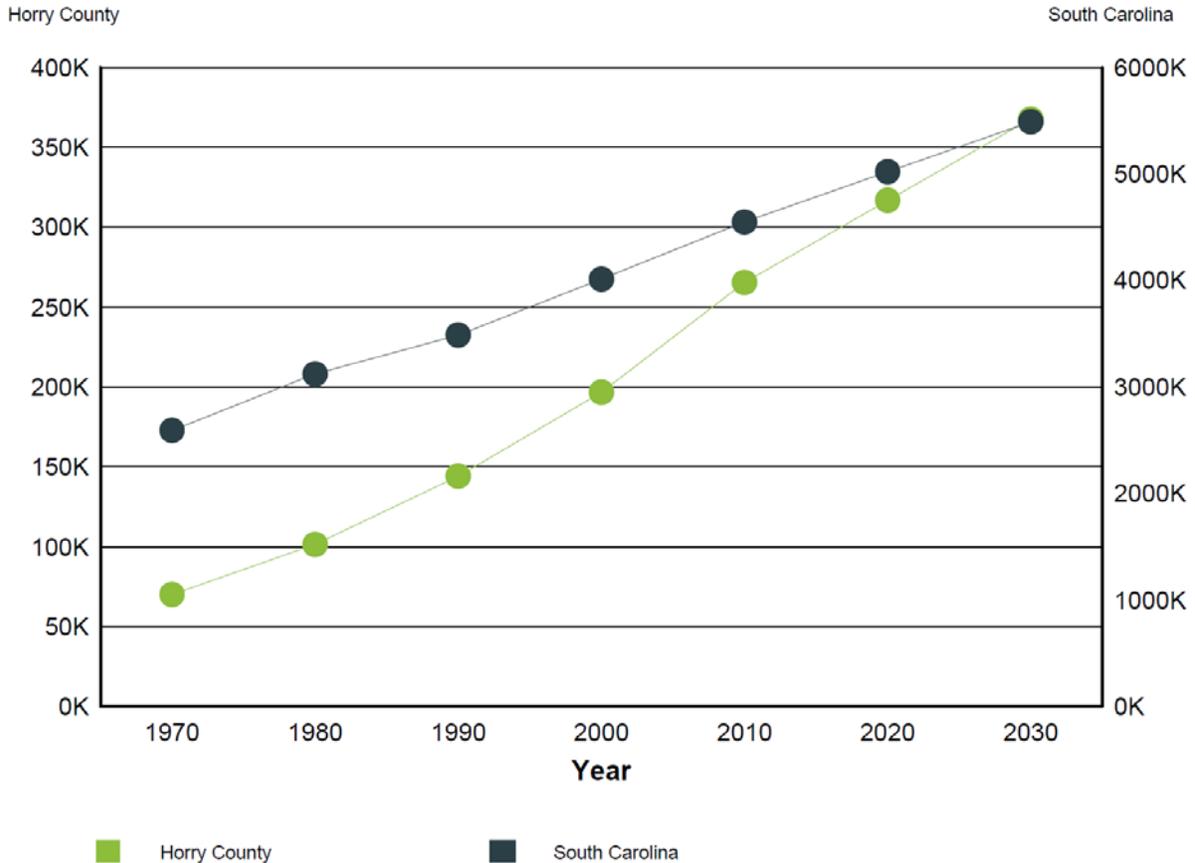
Labor Force - 12 / 2015

Labor Pool	132,362
Employed	122,914
Unemployed	9,448
Unemployment Rate	7.10%

Source: Bureau of Labor Statistics

Population Change

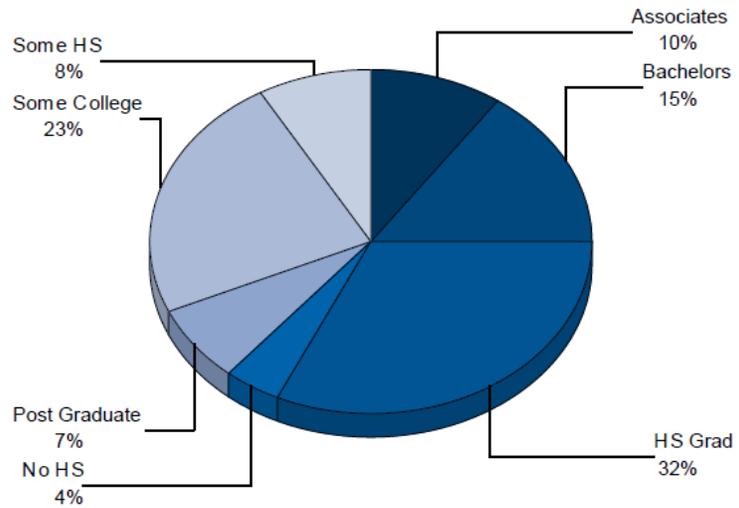
Historical and Projected



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The education level of Horry County citizens is relatively high, with 88% of the population having at least a high school diploma. 55% of the population either has some college experience, an Associate, Bachelor, or Post Graduate degree. This data is not surprising given the fact that Horry County is home to Horry-Georgetown Technical College, the Pittsburgh Institute of Aeronautics, Miller-Motte Technical College, and Coastal Carolina University, with a total enrollment of over 17,000 students.

Educational Attainment - 2013 5-Year Est.



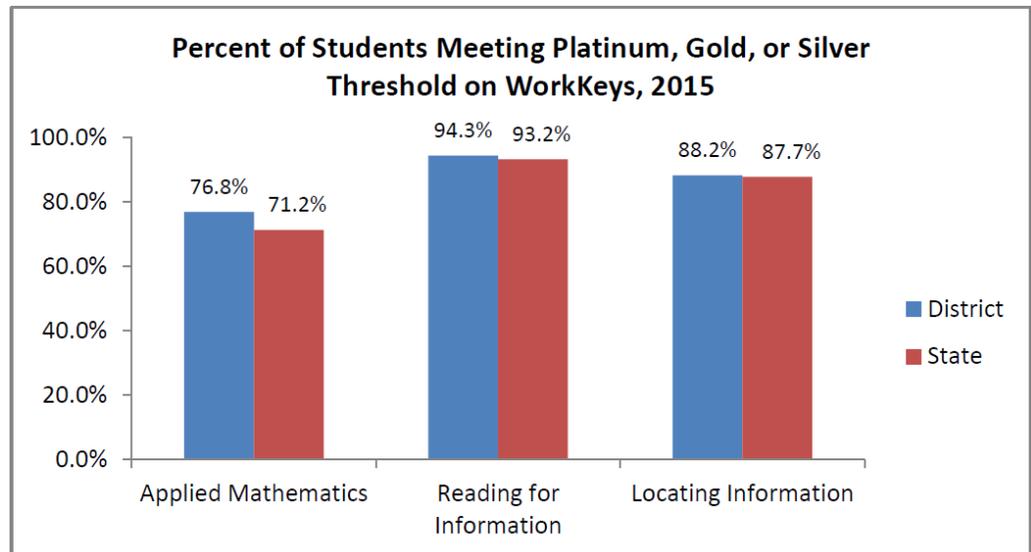
Sources: U.S. Census & American Community Survey

The Horry County School (HCS) District consists of 54 public schools serving over 41,000 students. Compared to state-wide averages, HCS exceed almost every measure.

Average ACT scores for HCS 11th graders exceed state-side average in all areas – composite, English, mathematics, reading, science, and writing.

Additionally, HCS assesses 11th graders through the ACT WorkKeys. ACT WorkKeys is a job skills assessment system measuring “real world” skills that employers believe are critical in the workplace. The assessment consists of three subtests: applied mathematics, reading for information, and locating information.

Students can earn certificates at the Platinum, Gold, Silver, and Bronze level on WorkKeys assessments. HCS students exceed state-wide averages in all three subtest sections. *(Source: 2015 South Carolina State Report Card – Horry County Schools)*



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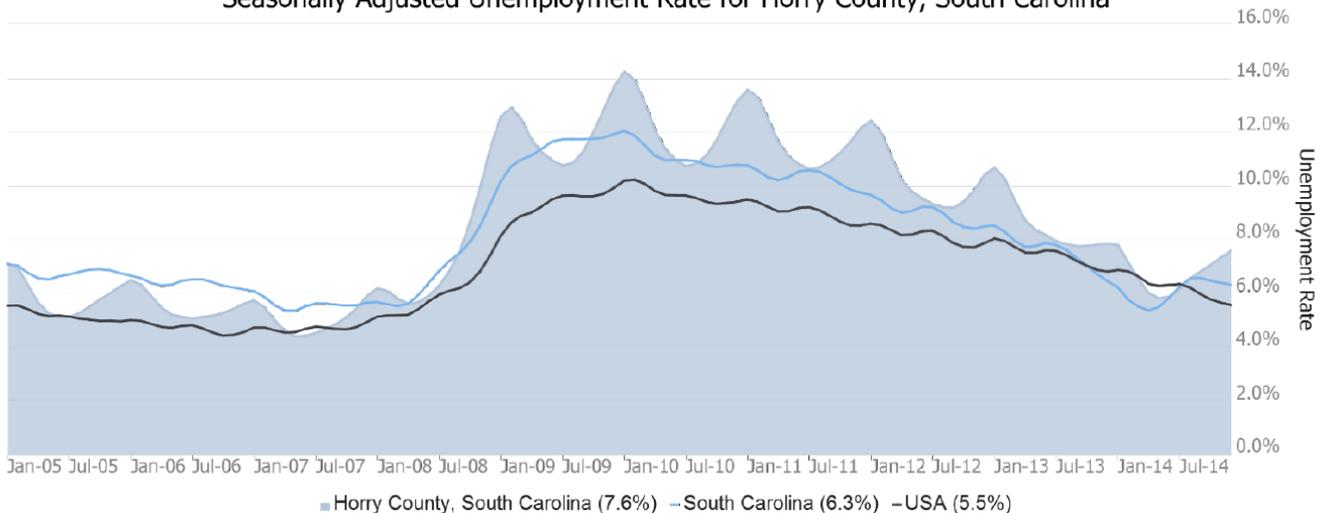
While the County’s demographic data is very compelling for the recruitment and retention of industries, portions of the current economic condition may provide some level of concern for executives. The County’s largest employment sectors include: Accommodations & Food Services and Retail Trade, with an average weekly wage of \$315 (approximately \$7.87 per hour) and \$441 (approximately \$11.03 per hour) respectively. While these two sectors represent the largest employment sectors, the overall average hourly wage in Horry County is \$15.99 (SC Department of Commerce, 01/2016).

NAICS	Industry Sectors	Establishments	Workers	Avg Weekly Wage
11	Agriculture, forestry, fishing and hunting	34	178	\$762
21	Mining, quarrying, and oil and gas extraction	8	44	\$1,036
22	Utilities	9	348	\$1,035
23	Construction	861	5,515	\$685
31-33	Manufacturing	183	3,040	\$724
42	Wholesale trade	278	2,171	\$803
44-45	Retail trade	1,576	21,186	\$441
48-49	Transportation and warehousing	126	1,367	\$673
51	Information	92	1,937	\$801
52	Finance and insurance	368	2,519	\$1,045
53	Real estate and rental and leasing	523	3,897	\$597
54	Professional and technical services	753	3,864	\$710
55	Management of companies and enterprises	33	471	\$1,819
56	Administrative and waste services	509	5,096	\$582
61	Educational services	59	574	\$447
62	Health care and social assistance	631	10,247	\$846
71	Arts, entertainment, and recreation	236	3,801	\$365
72	Accommodation and food services	1,203	25,233	\$315
81	Other services, except public administration	645	2,617	\$508

Source: Bureau of Labor Statistics

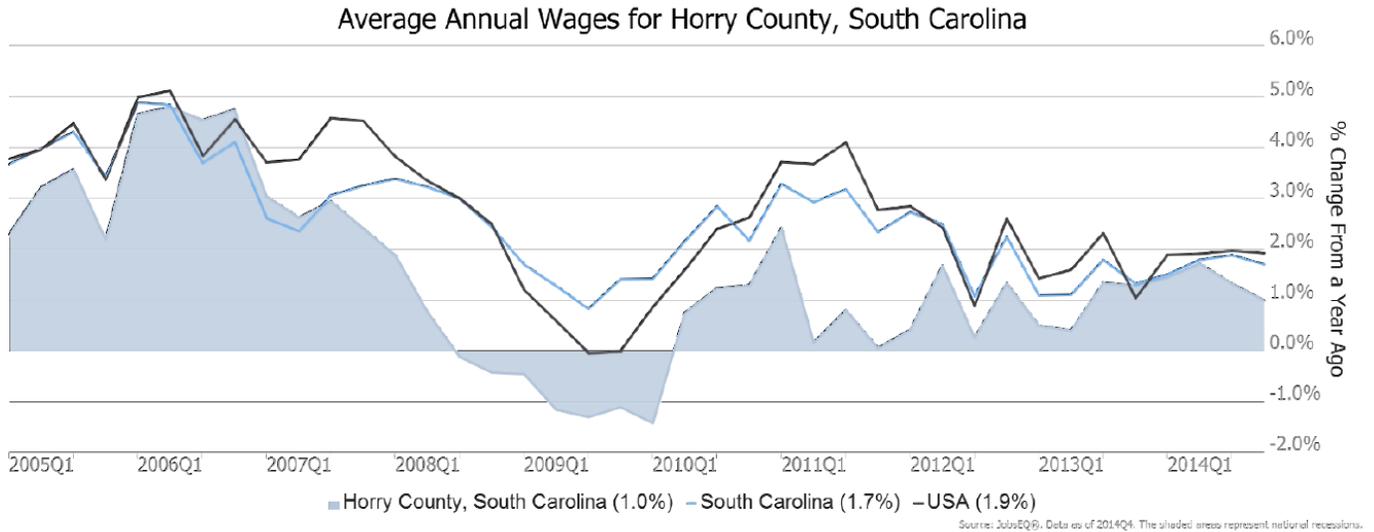
While the County’s seasonally adjusted unemployment rate has improved since the “great recession,” it has not improved to pre-recession levels, nor has it improved at the same rate of the state or the US.

Seasonally Adjusted Unemployment Rate for Horry County, South Carolina

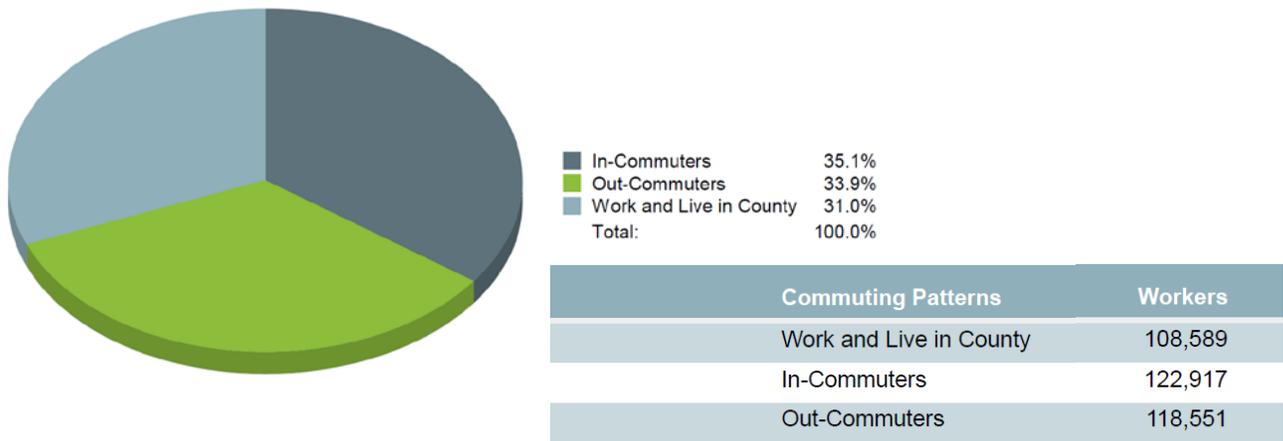


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Additionally, wage levels have not grown at the same rate as pre-recession levels. With only a 1% increase in average wages per worker over the four quarters of 2014, Horry County is behind the state (1.7%) and US (1.9%) averages over the same period.



The County’s commuting patterns provide one area of opportunity, in that 35% of employees in the county commute into Horry County. Similarly, almost 34% of Horry County employment-age residents commute to work out of Horry County.



Source: U.S. Census Bureau - 2010

Per the US Census Bureau, the majority of Horry County residents that commute out of the county to work drive to Georgetown County – over 3,600 commuters. Marion County and Brunswick County, NC are the second and third most commuted-to counties, with 876 and 874 commuters respectively. Over 4,400 workers are commuting from Georgetown County into Horry County. 2,303 workers from Columbus County, NC; 2,180 workers from Brunswick County, NC; and 1,831 workers from Marion County, SC commute into Horry County.

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The largest employers in Horry County are primarily public organizations and there are no traditional manufacturing firms listed (*Source: SC Department of Employment & Workforce – 2015 Q2*).

Employer Name (Sorted Alphabetically)

City of Myrtle Beach
City of North Myrtle Beach
Coastal Carolina University
Conway Hospital, Inc
Food Lion, LLC
Grand Strand Regional Medical Center
Hilton Worldwide, Inc
Horry County
Horry Georgetown Technical College
Horry Telephone Cooperative, Inc
Loris Community Hospital District
Lowe's Foods, LLC
Lowe's Home Centers Inc
OS Restaurant Services Inc
Southeast Restaurants Corporation
Walmart Associates Inc
Wyndham Vacation Ownership Inc

Horry County has over 8,400 organizations/businesses that employ between 1 to over 1,000 employees. Of this total, over 7,900 (or 94%) have less than 50 employees; however, these small businesses employ only 45% of the total Horry County workforce (approximately 56,000 out of a total workforce of approximately 124,000). (*Source: SC Department of Employment & Workforce – 2015 Q2*)

Per the South Carolina Department of Employment & Workforce's Occupational Projections, the Horry County area will see most employment growth in the healthcare occupations, such as Physician Assistants, Home Health Aides, Personal Care Aides, Nurse Practitioners, Physical Therapist Assistants, and Dental Hygienists. Additional areas of growth, albeit on a smaller scale, include:

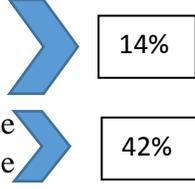
- Software Developers/Applications
- Computer-controlled Machine Tool Operators
- Market Research Analysts and Marketing Specialists
- Cost Estimators
- Training and Development Managers

Of the vacant positions being advertised by Horry County businesses, a large majority were in the Accommodations & Retail Sales categories; however, the following positions were also listed with the total positions being advertised:

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- Heavy and Tractor-Trailer Truck Drivers – 270
- Maintenance & Repair Workers – 136
- Telemarketers – 114
- Customer Service Representatives – 82
- First-line Supervisors of Office & Administrative Support Workers – 81
- Sales Representatives, Wholesale and Manufacturing – 65
- Insurance Sales Agents – 60

Finally, within the major occupations, there seems to be a fairly wide dispersion amongst age divisions. For all industries the average age dispersion is:

- 14-18 Years of Age: 2% of total workforce
 - 19-21 Years of Age: 5% of total workforce
 - 22-24 Years of Age: 7% of total workforce
 - 25-34 Years of Age: 21% of total workforce
 - 35-44 Years of Age: 21% of total workforce
 - 45-54 Years of Age: 21% of total workforce
 - 55-64 Years of Age: 16% of total workforce
 - 65+ Years of Age: 7% of total workforce
- 
- | |
|-----|
| 14% |
| 42% |

The following occupation categories fall outside of the overall trend and thus may provide room for growth through recruitment and/or expansion by the MBREDC:

- *Manufacturing*: 58% of workforce is within 20 years of retirement, compared to average of 44% for all occupations
 - 14-24: 6%
 - 25-44: 37%
 - 45-54: 28%
 - 55-64: 24%
 - 65+: 6%
- *Information*: Higher concentration of workers in 25-44 age bracket than average and lower than average in 55+ categories
 - 14-24: 11%
 - 25-44: 54%
 - 45-54: 22%
 - 55-64: 11%
 - 65+: 2%
- *Professional, Scientific, & Technical Services*: 50% of workforce is within 20 years of retirement, compared to average of 44% for all occupations
 - 14-24: 6%
 - 25-44: 45%
 - 45-54: 24%
 - 55-64: 17%
 - 65+: 9%

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Age of Workers by Industry

Industry	14-18	19-21	22-24	25-34	35-44	45-54	55-64	65+
Total, All Industries	2,158	5,086	6,843	21,843	21,519	21,458	16,302	6,741
Agriculture, Forestry, Fishing and Hunting	0	7	6	28	44	46	36	7
Mining, Quarrying, and Oil and Gas Extraction	0	0	0	0	4	8	6	3
Utilities	0	0	8	132	136	184	96	45
Construction	18	122	206	1,030	1,312	1,289	789	308
Manufacturing	8	50	90	415	525	713	611	145
Wholesale Trade	13	56	104	468	537	550	398	136
Retail Trade	662	1,695	1,753	3,887	3,170	3,446	2,827	1,347
Transportation and Warehousing	3	47	93	262	326	386	277	113
Information	38	71	116	491	602	442	233	48
Finance and Insurance	5	22	91	544	570	573	460	161
Real Estate and Rental and Leasing	18	101	178	696	743	900	782	412
Professional, Scientific, and Technical Servi	11	57	127	750	799	809	587	296
Management of Companies and Enterprises	3	9	20	100	91	124	94	64
Administrative and Support and Waste Manageme	30	163	339	1,273	1,235	1,311	988	407
Educational Services	10	37	230	1,511	2,040	2,146	1,921	542
Health Care and Social Assistance	45	170	419	2,118	2,523	2,442	1,975	630
Arts, Entertainment, and Recreation	83	198	314	790	664	645	668	670
Accommodation and Food Services	1,166	2,116	2,431	5,778	4,331	3,616	2,146	918
Other Services (except Public Administration)	33	90	143	463	517	600	437	257
Public Administration	11	72	175	1,103	1,351	1,229	969	231

Source: U.S. Census Bureau, Local Employment Dynamics - 2014 Q1

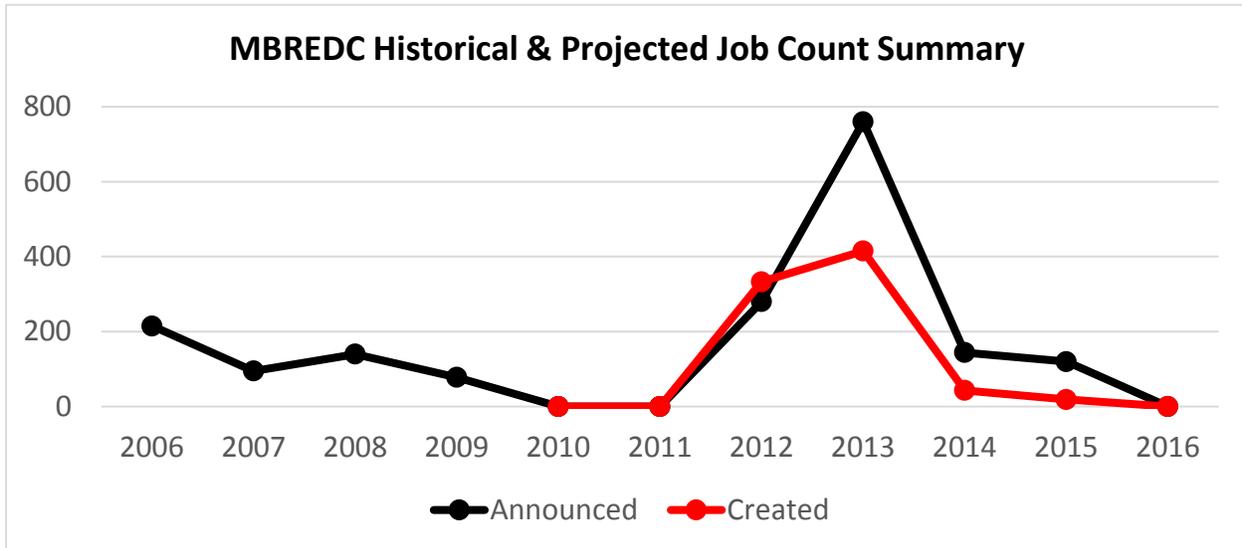
In summary, the current situational/competitive analysis can be outlined as follows:

- Rapid population growth – past and forecasted
- Wide range of education opportunities – pre-kindergarten through post-graduate
- High quality education – exceeding statewide averages
- Current economy is focused on tourism-related industries
- Growth in certain occupational clusters are projected and they have higher wage levels than accommodations and retail trade industries
- Large number of in-bound and out-bound commuters for employment
- Wage levels are stagnant and below US and SC averages
- Large number of small businesses within Horry County
- Largest employers are either public entities or retail-based businesses

Therefore it appears that there is a large segment of educated, but underemployed individuals that are residing in Horry County which may be attractive to small, specialized industries that offer attractive salaries and benefits packages.

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In regards to the Myrtle Beach Regional Economic Development Corporation operationally and organizationally, the previous ten to fifteen years can be classified as evolving. The MBREDC has experienced a repeated ramp up period followed by an unexpected period of turmoil, either due to a disruption in political or management participation. The most recent disruption (President/CEO turnover) was handled positively by existing staff and Executive Committee leadership; however there has been a noticeable decline in economic development activity.



The MBREDC has participated in announcing 1,304 jobs in Horry County since 2010 from twelve different companies – an average of 217 jobs per year and 108 jobs per announcement. The large outlier in the announcement data is StarTek, which announced 615 jobs in 2013. Removing this outlier from the data, the average is as follows:

- Jobs Announced per year: 115
- Jobs per Announcement: 63

This historical data of the operational successes of the MBREDC coupled with the demographic data outlined above, point to the MBREDC's continued successes being focused on smaller industries (less than 100 employees). This is due in large part to both the current infrastructure and available workforce. The benefit for continuing to focus on these smaller firms is that the Horry County economy will continue to diversify over time, which leads to a healthier and more robust economic climate which is better able to withstand local and national economic declines.

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SWOT ANALYSIS*

Strengths:

- Tourism
- Climate & Quality of Life
- Myrtle Beach International Airport
- Education – Horry County Schools, HGTC, and Coastal Carolina
- Low Wage Rates
- Underemployment
- Low Cost of Living
- Partnerships with various economic development and education allies and entities
- Elected Leaders
- Utilities
- MBREDC Staff
- Abundance of raw land
- Transportation network inside of Horry County
- RJ Corman Rail Line & Partnership

Weakness:

- Tourism
- Lack of Economic Diversification
- Lack of Utilities in certain areas
- Natural Disaster Potential
- Lack of Interstate
- Lack of Existing Manufacturing Focused Labor
- High Crime Rate
- Commercial & Housing Growth/Encroachment
- Lack of Economic Development Product
- MBREDC Leadership Fluctuations
- Commercial air service – frequency & price
- Perception of political reliability/stability

Opportunities:

- Improving Economic Conditions
- Myrtle Beach Airport – Market Commons & iTAP
- Labor Demographics
- Funding Commitment by Horry County
- Transportation Improvements – RIDE Program and I-73 Development
- Myrtle Beach Recognition
- Available land and buildings
- Engagement of private developers
- Recognition of state and local area as high-growth area

Threats:

- Domestic & International Competition
- Lack of Markets to the East
- Low Recognition for Non-Tourism Economic Development
- Lack of Quality Sites and Buildings for Industrial Development
- Perception of area and assets by prospects
- State and/or federal policies, such as environmental mandates, etc...

**SWOT Analysis Sources: Interviews with MBREDC Board of Directors, MBREDC staff, Economic Development Partners, & previous strategic planning documents for MBREDC and Horry County*

Myrtle Beach Regional Economic Development Corporation Strategic Plan

ACTION PLAN

Goal: Recruit and retain high-quality industries in order to generate jobs for the citizens of Horry County, resulting in an annual increase of 175 fulltime jobs above the average hourly wage for Horry County residents, with firms that collectively invest at least \$5 million in private capital investment (with an annual “stretch goal of 225 fulltime jobs and \$10 million in capital investment).

Objective 1: Market Horry County to targeted industries in order to generate capital investment and jobs for Horry County.

Action Step 1: Attend at least four trade shows and develop at least ten leads at each trade show (40 total leads per year) within the following industries: aviation, IT/back-office support, and advanced manufacturing.

Action Step 2: Perform at least two marketing missions to geographically specific regions to generate at least six leads for each marketing mission (12 total leads per year).

Action Step 3: Meet with at least six site selection consultants throughout the year to introduce the MBREDC organization, targeted industries, and select properties.

Action Step 4: Conduct at least ten marketing calls each year to targeted industries.

Action Step 5: Host at least four site visits by targeted leads annually.

Objective 2: Engage existing industries in order to retain high-quality employment as well as assist in possible expansion efforts.

Action Step 1: Conduct at least twelve unique site visits with existing industries in order to maintain up-date information on industry trends and build a positive rapport with industry executives.

Action Step 2: Host at least three exclusive existing industry events each year in order to provide a venue for industry executives to gain valuable education and/or provide a social atmosphere for executive networking

Action Step 3: Conduct an existing industry survey once every five years to formally gauge the condition of the local economy through the perceptions and actions of local industry.

Action Step 4: Develop an existing industry resource guide.

Action Step 5: Develop a quarterly spotlight for existing industry achievements to be marketed through in-market media and through the MBREDC’s website and social media.

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Action Step 6: Develop a strategy to make retention and expansion visits to the corporate headquarters of local companies in order to build a relationship with corporate executives.

Objective 3: Leverage economic development allies and partners' economic development efforts to further the goals of the MBREDC.

Action Step 1: Meet monthly with project managers and/or existing industry managers from the South Carolina Department of Commerce.

Action Step 2: Meet at least quarterly with project manager(s) with the Northeastern Strategic Alliance, Santee Cooper, and the SC Power Team to coordinate marketing missions, project management, and other lead generation opportunities.

Action Step 3: Meet at least quarterly with management from the Grand Strand Technology Council and the Waccamaw Council of Governments to assist in identifying businesses that may be in high-growth mode or even in decline.

Action Step 4: Develop a positive relationship with local and statewide economic development “partners” (such as developers, engineering firms, banking institutions, and architectural and construction businesses) in order to gain access to high-quality leads.

Action Step 5: Coordinate with education and training partners in developing successful workforce development plans/programs that fulfill the needs of existing and targeted industries.

GOAL: Provide a variety of high-quality economic development “products” in which new and existing industries can locate and/or expand.

Objective 1: Evaluate and enhance existing economic development product throughout Horry County.

Action Step 1: Create an inventory of land and buildings being marketed by public and private entities.

Action Step 2: Evaluate existing properties to determine if more due diligence (such as Phase I environmental, geotechnical, wetlands delineation studies) are necessary for successfully locating businesses within the property.

Action Step 3: Develop sales sheets and/or marketing pieces for each property and ensure that the properties are listed/marketed on appropriate websites and locations.

Action Step 4: Create unified marketing/sales signage to be placed at public-owned properties with contact information and other pertinent information.

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Action Step 5: Evaluate current development standards, zoning designations, and/or restrictive covenants of sites to determine appropriate targeted markets to locate within the property.

Action Step 6: Evaluate current conditions and maintenance agreements/procedures of public-owned properties to ensure a high-quality product is being marketed to industries.

Action Step 7: Evaluate utilities (water, sewer, electric, natural gas, and telecommunications) at currently marketed sites to determine capacity and expansion opportunities.

Objective 2: Develop new economic development product, through public and/or private means, in high-growth areas that are suitable for targeted industries.

Action Step 1: Evaluate the following areas for opportunities for new green-field industrial park sites:

- Highway 22/North Myrtle Beach
- Conway/Atlantic Center expansion
- Murrell's Inlet/Surfside
- Future I-73 corridor
- Future Hwy 33 corridor
- RJ Corman rail line

Action Step 2: Coordinate the design and marketing of a virtual shell building, including cost and timeline estimates for construction.

Action Step 3: Evaluate the opportunities for public and/or private construction of an industrial speculative building.

Action Step 4: Evaluate a plan in order to fund any public product development initiative, utilizing federal, state, regional, county, municipal, and partner funding sources.

Action Step 5: Develop a plan to expand natural gas into Horry County to provide service for industrial development.

Goal: The Myrtle Beach Regional Economic Development Corporation will be recognized as a leader in economic development within Horry County and throughout South Carolina.

Objective 1: Maintain current investors and increase overall financial investment into the MBREDC by 20% within the next five years.

Action Step 1: Communicate regularly with current investors through a monthly e-newsletter providing insight into the MBREDC's operations and successes.

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Action Step 2: Meet personally with highest level investors at least twice a year.

Action Step 3: Provide additional value to highest level investors by hosting VIP receptions before economic development announcements with new corporate executives.

Action Step 4: Contact investors that have received known business from MBREDC activities to request an increase in investment.

Action Step 5: Annually contact at least 50 businesses not currently investing in the MBREDC to request investment into the MBREDC.

Action Step 6: Maintain database of referrals sent to investors to show return-on-investment.

Action Step 7: Create a monthly spotlight on website and social media to highlight unique investor news and activities.

Action Step 8: Host at least six educational and/or social events annually for current MBREDC investors/members.

Objective 2: Continue to develop a highly functioning and recognized MBREDC staff.

Action Step 1: The President/CEO of the MBREDC will maintain an active Certified Economic Developer's (CEcD) credential.

Action Step 2: Evaluate current staff roles, responsibilities, and titles to ensure functions are dispersed adequately and job titles are reflective of the role.

Action Step 3: Provide for annual professional development/education opportunities for all staff members that enrich the professional development and provide networking opportunities with like employees from similar organizations.

Action Step 4: Become actively involved within various professional organizations, such as the South Carolina Economic Developer's Association, Southern Economic Development Council, and the International Economic Development Council.

Action Step 5: Develop a long-range staffing plan.

Objective 3: Continue to develop a highly functioning Board of Directors and Executive Committee with a diverse make-up that provides strategic direction for the MBREDC President & CEO.

Action Step 1: Evaluate current committee roles and responsibilities to ensure adequate guidance to MBREDC staff.

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Action Step 2: Evaluate the current size, scope, and make-up of Executive Committee and Board of Directors to ensure proper representation of business, industry, education, and government interests.

Action Step 3: Formulate an internal list of potential candidates to join the Board and/or Executive Committee to be utilized by the Nominating Committee.

Objective 4: Market the MBREDC organization and its successes to Horry County businesses and residents and, where appropriate, to statewide, regional, and national audiences.

Action Step 1: Continue to develop a high-functioning website to include high-quality, relevant content and features to provide up-to-date information to prospects, existing industries, and individuals.

Action Step 2: Develop multi-channel social media campaigns that increase followers and create “social-media ambassadors” to spread the news and message of the MBREDC.

Action Step 3: Develop a quarterly local media campaign that highlights the successes of the MBREDC and businesses that have been recruited or assisted by the MBREDC to highlight value.

Action Step 4: Send targeted success stories to external VIPs (such as SCDOC project managers, site selectors, and economic development organizations) to highlight MBREDC “wins”.

Action Step 5: Meet monthly with the County Council and/or an appropriate committee or executive management team member to inform them of MBREDC of activities and successes.

Action Step 6: Provide annual updates/presentations to the municipalities of Horry County to describe the economic development processes and successes.

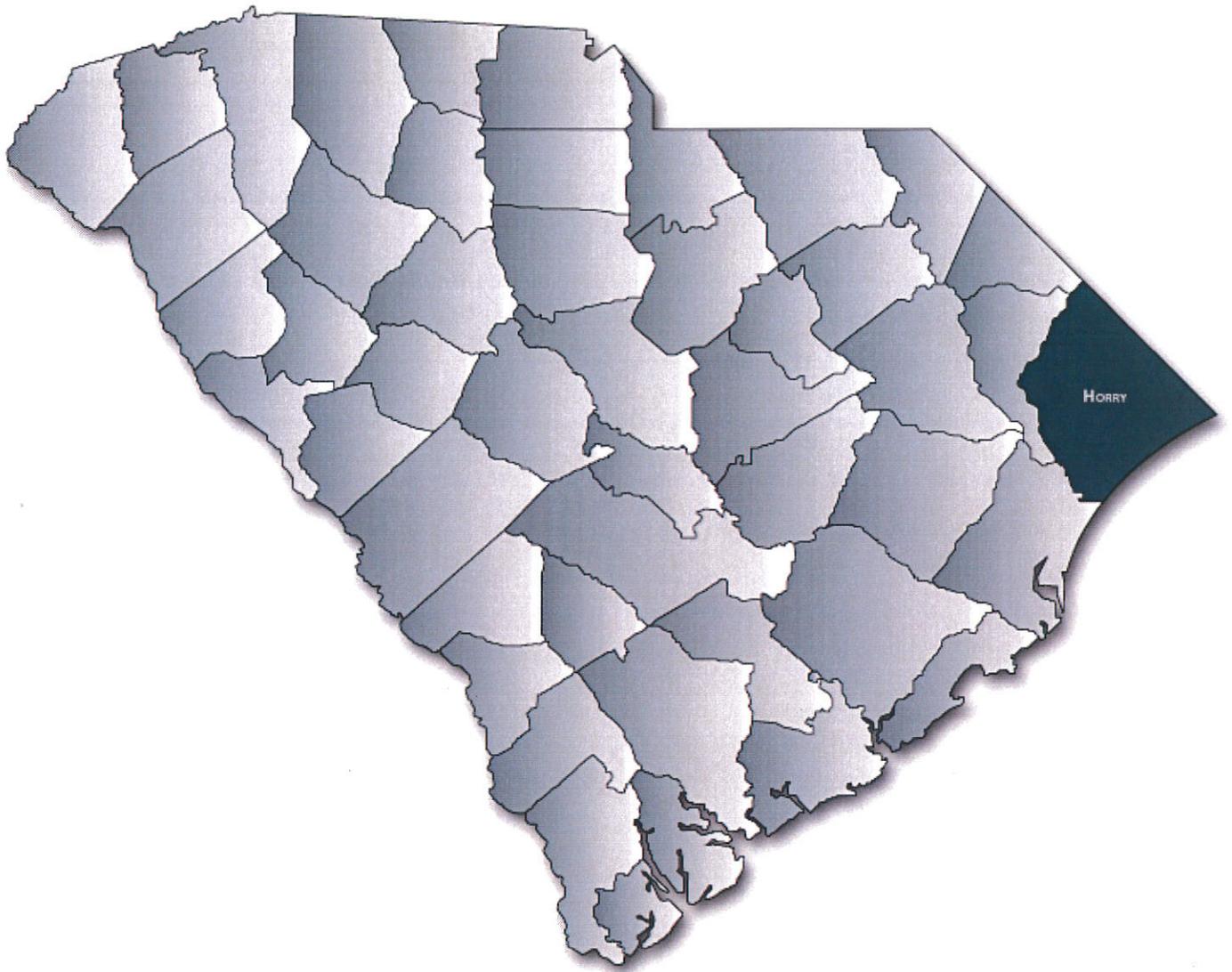
Action Step 7: Speak to at least six community organizations annually (such as Rotary Club, Optimist Club, Chambers of Commerce, etc...) to highlight the activities and successes of the MBREDC.

Appendices

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COMMUNITY PROFILE

Horry County



S.C. Department of Employment & Workforce

Business Intelligence Department

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Updated: 01/26/2016



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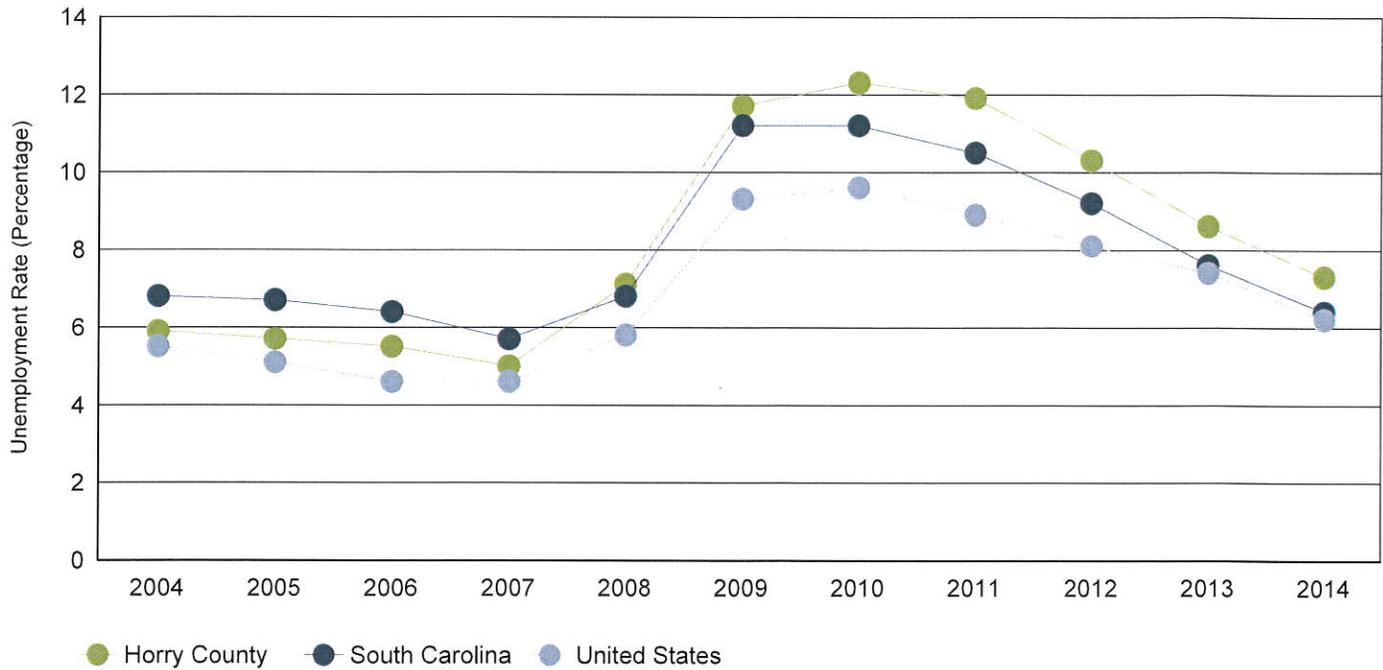
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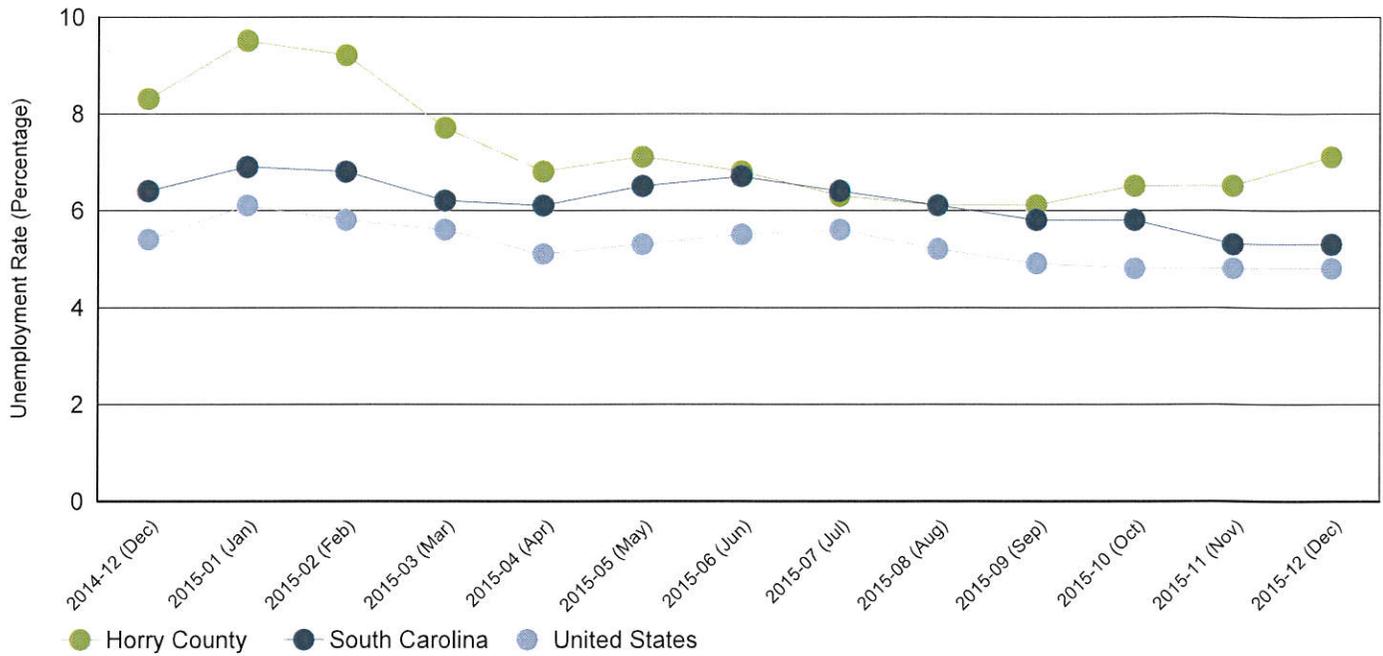


Year	Horry County			South Carolina			United States		
	Employment	Unemp	Rate	Employment	Unemp	Rate	Employment	Unemp	Rate
2014	123,337	9,662	7.3%	2,056,136	141,451	6.4%	146,305,000	9,617,000	6.2%
2013	120,772	11,396	8.6%	2,013,452	166,641	7.6%	143,929,000	11,460,000	7.4%
2012	118,507	13,653	10.3%	1,978,328	199,830	9.2%	142,469,000	12,506,000	8.1%
2011	116,354	15,728	11.9%	1,942,109	228,937	10.5%	139,869,000	13,747,000	8.9%
2010	114,862	16,087	12.3%	1,915,045	240,623	11.2%	139,064,000	14,825,000	9.6%
2009	115,067	15,219	11.7%	1,910,670	242,075	11.2%	139,877,000	14,265,000	9.3%
2008	121,473	9,242	7.1%	1,996,409	145,823	6.8%	145,362,000	8,924,000	5.8%
2007	123,740	6,528	5.0%	2,005,686	120,205	5.7%	146,047,000	7,078,000	4.6%
2006	121,128	7,072	5.5%	1,973,337	135,760	6.4%	144,427,000	7,001,000	4.6%
2005	114,386	6,974	5.7%	1,929,233	139,366	6.7%	141,730,000	7,591,000	5.1%
2004	109,446	6,904	5.9%	1,894,141	139,169	6.8%	139,252,000	8,149,000	5.5%

Source: S.C. Department of Employment & Workforce

Monthly Unemployment Rate (Unadjusted)

Past 13 Months



Period	Horry County	South Carolina	United States
Dec 2015	7.1%	5.3%	4.8%
Nov 2015	6.5%	5.3%	4.8%
Oct 2015	6.5%	5.8%	4.8%
Sep 2015	6.1%	5.8%	4.9%
Aug 2015	6.1%	6.1%	5.2%
Jul 2015	6.3%	6.4%	5.6%
Jun 2015	6.8%	6.7%	5.5%
May 2015	7.1%	6.5%	5.3%
Apr 2015	6.8%	6.1%	5.1%
Mar 2015	7.7%	6.2%	5.6%
Feb 2015	9.2%	6.8%	5.8%
Jan 2015	9.5%	6.9%	6.1%
Dec 2014	8.3%	6.4%	5.4%

Source: S.C. Department of Employment & Workforce

Area Job Openings

Period	Horry County				South Carolina			
	Employed	Unemployed	Unemp. Rate	Job Openings	Employed	Unemployed	Unemp. Rate	Job Openings
Dec-15	122,914	9,448	7.1%	2,748	2,147,642	124,022	5.5%	60,418
Nov-15	124,617	8,632	6.5%	3,697	2,137,531	123,833	5.5%	73,219
Oct-15	126,035	8,732	6.5%	4,211	2,128,346	126,656	5.6%	71,138
Sep-15	128,914	8,415	6.1%	4,468	2,121,008	128,972	5.7%	71,372
Aug-15	133,764	8,672	6.1%	4,839	2,114,234	135,115	6.0%	71,760
Jul-15	134,684	9,087	6.3%	5,197	2,110,972	143,195	6.4%	73,050
Jun-15	133,815	9,714	6.8%	5,693	2,111,374	148,731	6.6%	73,702
May-15	129,730	9,859	7.1%	6,063	2,109,940	153,158	6.8%	71,340
Apr-15	127,898	9,374	6.8%	6,423	2,104,381	151,453	6.7%	73,570
Mar-15	122,443	10,184	7.7%	5,859	2,096,484	149,759	6.7%	71,879
Feb-15	119,063	12,001	9.2%	4,585	2,090,272	148,179	6.6%	63,628
Jan-15	117,437	12,324	9.5%	4,211	2,079,800	146,940	6.6%	62,305
Dec-14	118,571	10,768	8.3%	3,220	2,069,190	147,062	6.6%	53,848

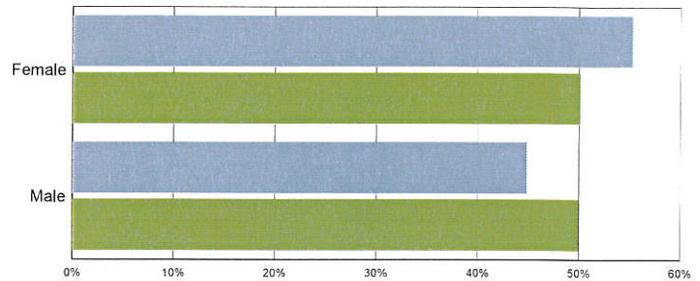
Source: S.C. Department of Employment & Workforce & The Conference Board's Help Wanted OnLine® data series
South Carolina Data is Seasonally Adjusted

Characteristics of Unemployment Insurance Claimants

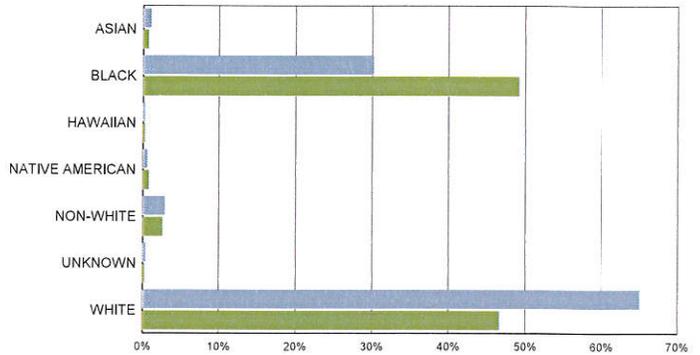
November 2015

■ Horry County ■ South Carolina

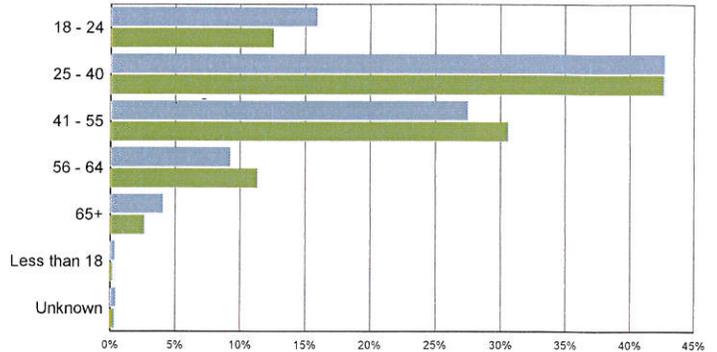
Gender	Horry County	South Carolina
Female	868	5,562
Male	704	5,546



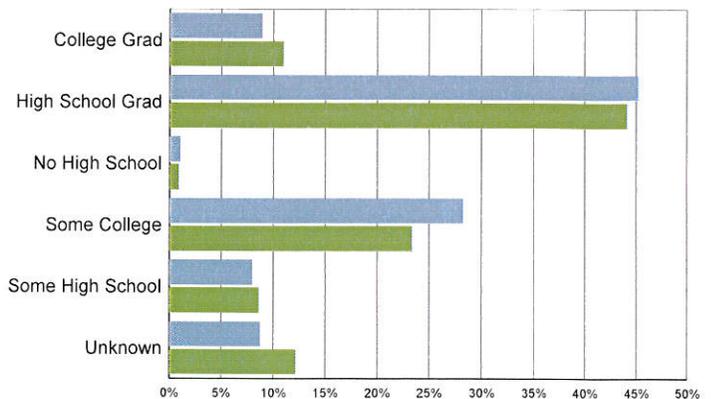
Race	Horry County	South Carolina
ASIAN	16	73
BLACK	474	5,454
HAWAIIAN	3	22
NATIVE AMERICAN	8	79
NON-WHITE	45	285
UNKNOWN	5	25
WHITE	1,021	5,170



Age Group	Horry County	South Carolina
18 - 24	250	1,392
25 - 40	671	4,736
41 - 55	432	3,392
56 - 64	145	1,255
65+	63	286
Less than 18	5	16
Unknown	6	31



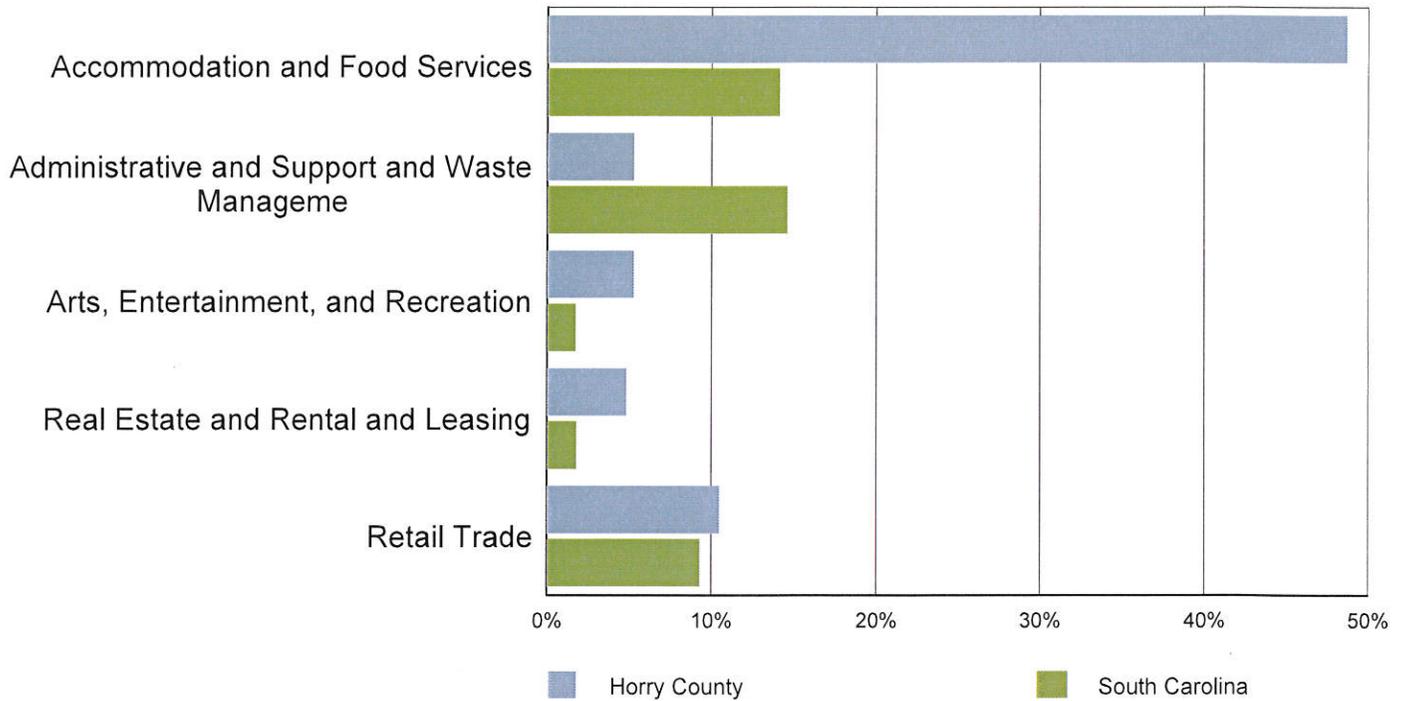
Education	Horry County	South Carolina
College Grad	140	1,214
Some College	444	2,593
High School Grad	710	4,896
Some High School	125	955
No High School	16	99
Unknown	137	1,351



Source: S.C. Department of Employment & Workforce

Characteristics of Unemployment Insurance Claims by Industry

Industry Groups With Largest Number of Claims
November 2015

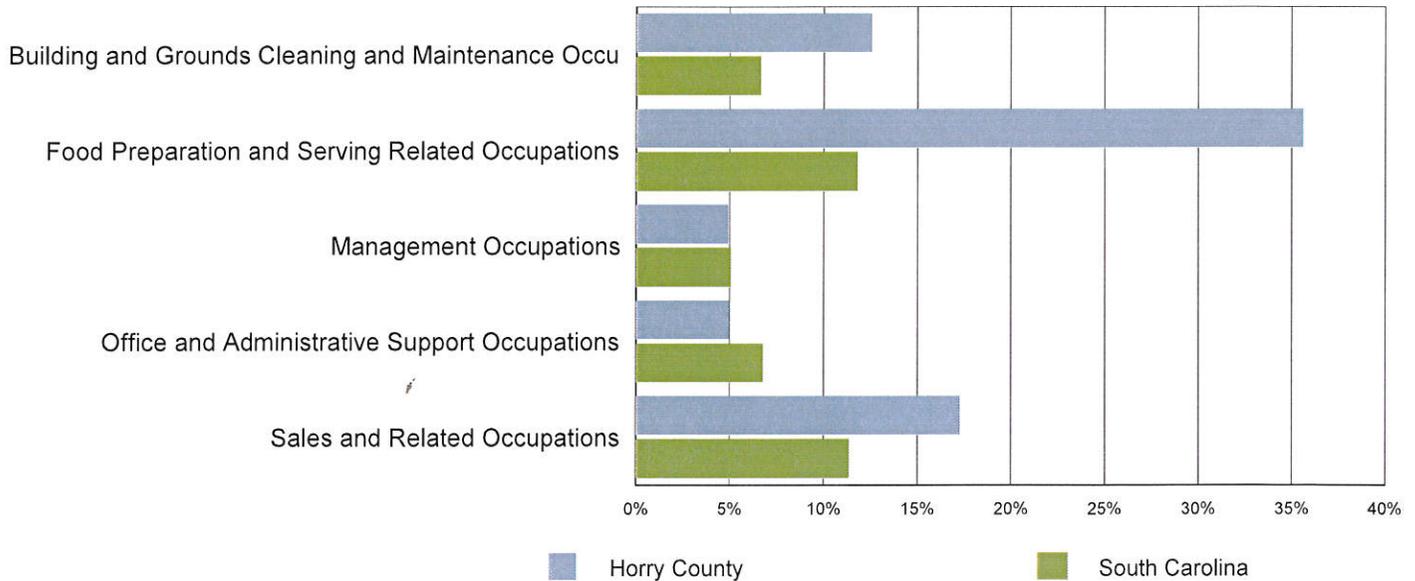


Industry	Horry County	South Carolina
Agriculture, Forestry, Fishing and Hunting	10	108
Construction	58	592
Manufacturing	24	1,532
Wholesale Trade	14	312
Retail Trade	165	1,034
Transportation and Warehousing	33	314
Information	5	91
Finance and Insurance	9	254
Real Estate and Rental and Leasing	76	198
Professional, Scientific, and Technical Servi	42	446
Administrative and Support and Waste Manageme	83	1,621
Educational Services	10	200
Health Care and Social Assistance	38	772
Arts, Entertainment, and Recreation	83	191
Accommodation and Food Services	767	1,565
Other Services (except Public Administration)	27	252
Public Administration	7	154
Unknown	124	1,420

Source: S.C. Department of Employment & Workforce

Characteristics of Unemployment Insurance Claims by Occupation

Occupation Groups With Largest Number of Claims
November 2015



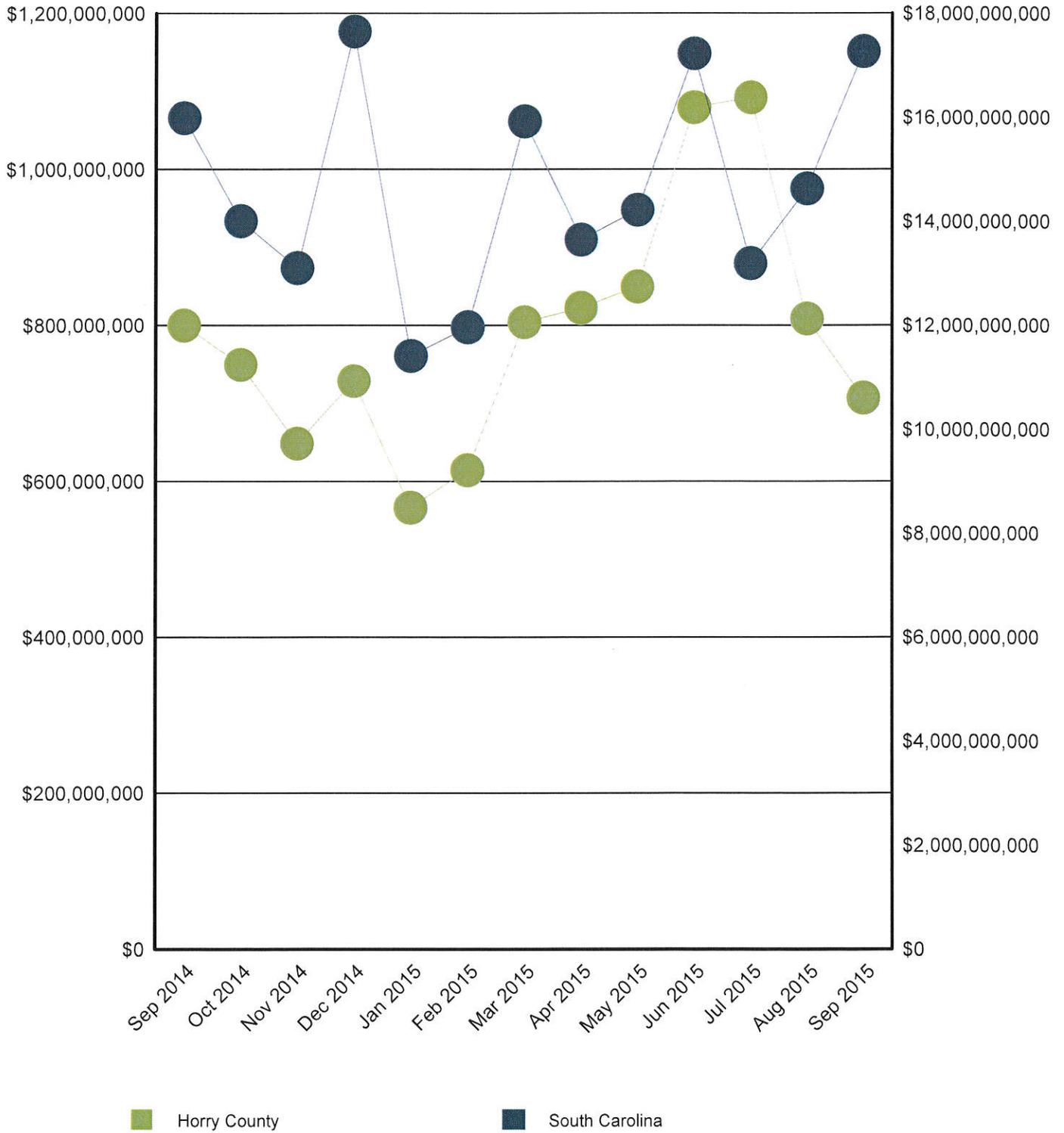
Occupation	Horry County	South Carolina
Architecture and Engineering Occupations	5	113
Arts, Design, Entertainment, Sports, and Media Occ	12	71
Building and Grounds Cleaning and Maintenance Occu	198	735
Business and Financial Operations Occupations	19	333
Community and Social Service Occupations	5	93
Computer and Mathematical Occupations	2	134
Construction and Extraction Occupations	28	684
Education, Training, and Library Occupations	9	196
Farming, Fishing, and Forestry Occupations	5	94
Food Preparation and Serving Related Occupations	560	1,313
Healthcare Practitioners and Technical Occupations	9	196
Healthcare Support Occupations	22	428
Installation, Maintenance, and Repair Occupations	35	370
Legal Occupations	5	34
Life, Physical, and Social Science Occupations	3	28
Management Occupations	77	561
Military Specific Occupations	4	51
Office and Administrative Support Occupations	78	750
Personal Care and Service Occupations	25	201
Production Occupations	37	1,968
Protective Service Occupations	20	113
Sales and Related Occupations	272	1,263
Transportation and Material Moving Occupations	24	417
Unknown	121	978

Source: S.C. Department of Employment & Workforce

Retail Sales

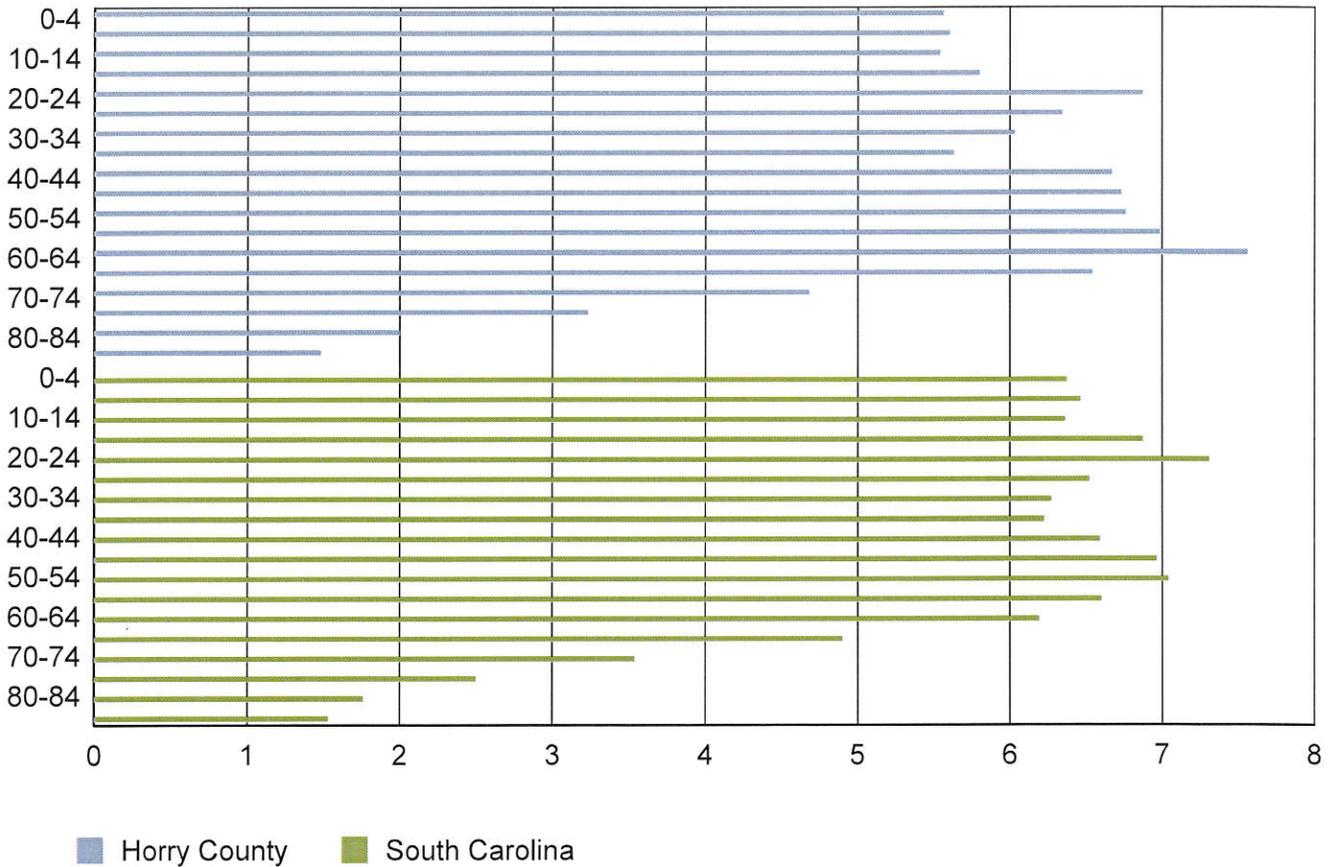
Horry County

South Carolina



Source: S.C. Department of Revenue

Population by Age



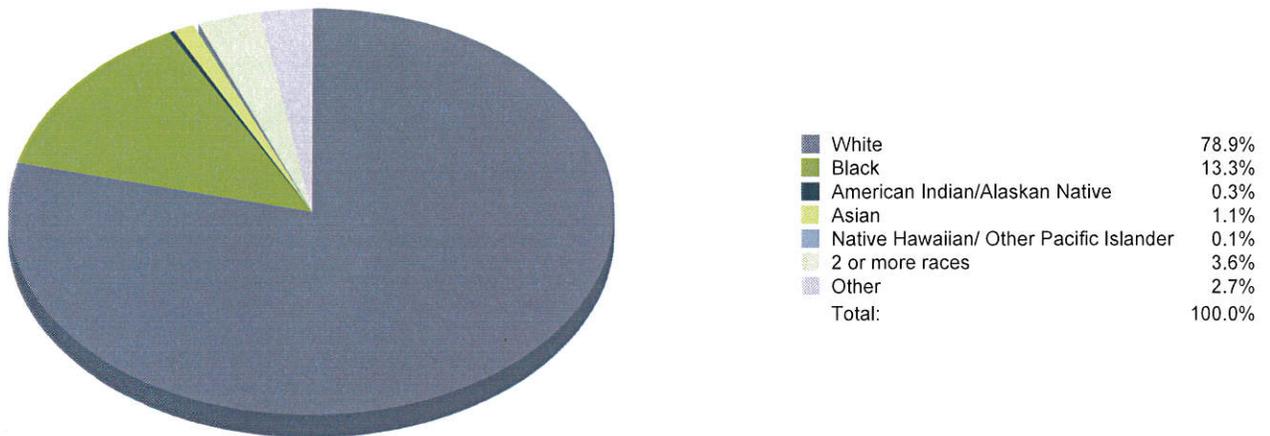
Age Range	Horry County	South Carolina	United States
0-4	15,371	298,242	20,052,112
5-9	15,502	302,111	20,409,060
10-14	15,337	297,443	20,672,609
15-19	16,049	321,540	21,715,074
20-24	19,019	342,237	22,099,887
25-29	17,530	305,167	21,243,365
30-34	16,694	293,464	20,467,912
35-39	15,582	291,183	19,876,161
40-44	18,459	308,158	20,998,001
45-49	18,622	325,660	22,109,946
50-54	18,704	329,431	22,396,322
55-59	19,311	309,061	20,165,892
60-64	20,909	289,690	17,479,211
65-69	18,089	229,251	13,189,508
70-74	12,942	165,797	9,767,522
75-79	8,943	117,187	7,438,750
80-84	5,542	82,223	5,781,697
85 and older	4,083	71,757	5,673,565

Source: U.S. Census Bureau, American Community Survey

Population by Race

Race	Horry County	%	South Carolina	%	United States	%
White	222,383	80.4%	3,144,146	66.0%	230,592,579	72.0%
Black	37,552	13.6%	1,298,534	27.3%	39,167,010	12.2%
American Indian/Alaskan Native	789	0.3%	14,732	0.3%	2,540,309	0.8%
Asian	3,228	1.2%	61,097	1.3%	15,231,962	4.8%
Native Hawaiian/ Other Pacific Islander	194	0.1%	2,128	0.0%	526,347	0.2%
2 or more races	10,014	3.6%	169,670	3.6%	17,464,666	5.5%
Other	7,535	2.7%	74,130	1.6%	14,746,054	4.6%

Source: U.S. Census Bureau, American Community Survey



Population by Gender

Gender	Horry County	South Carolina	United States
Male	135,127	2,276,305	153,247,412
Female	141,561	2,403,297	158,289,182

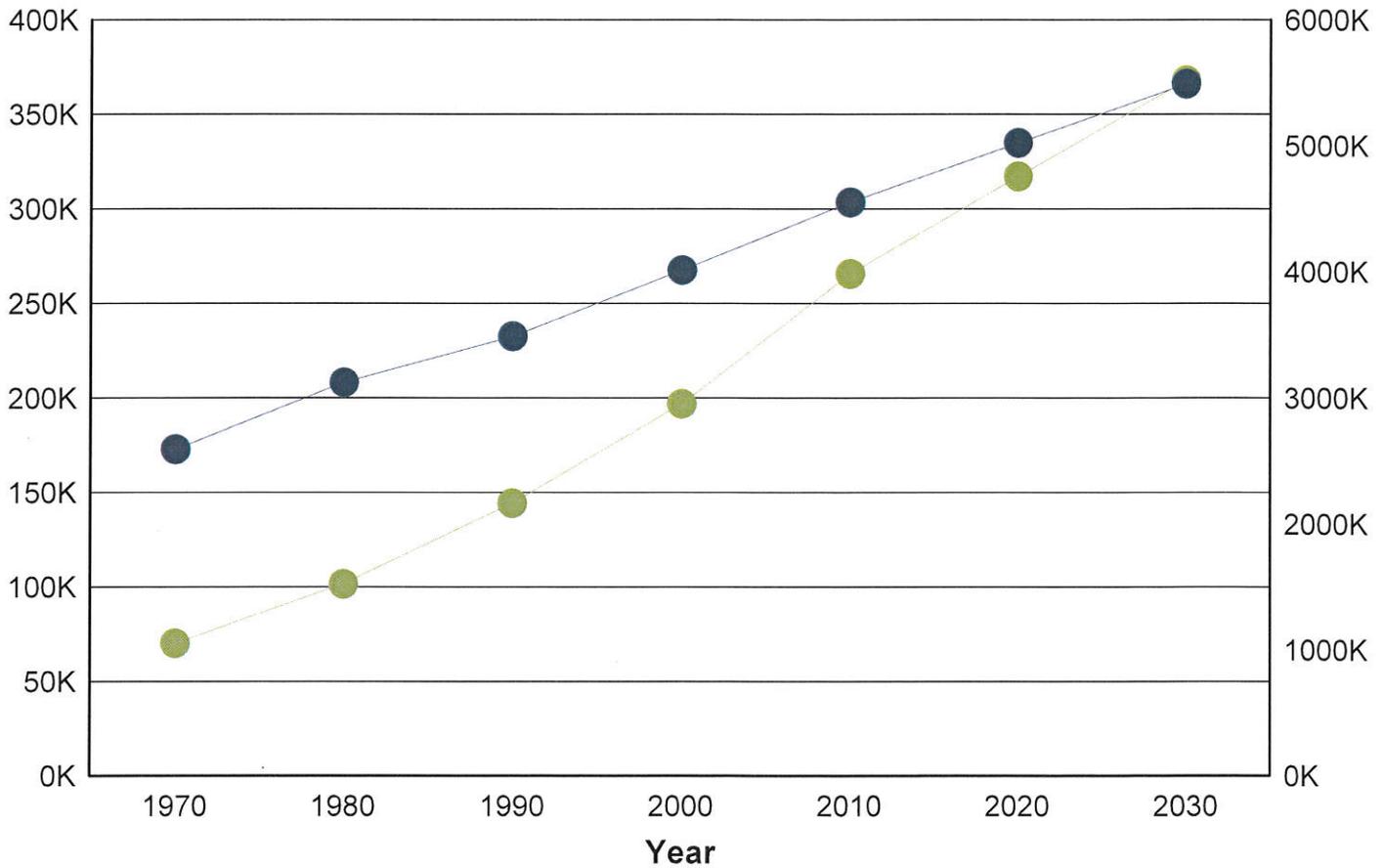
Source: U.S. Census Bureau, American Community Survey

Population Change

Historical and Projected

Horry County

South Carolina

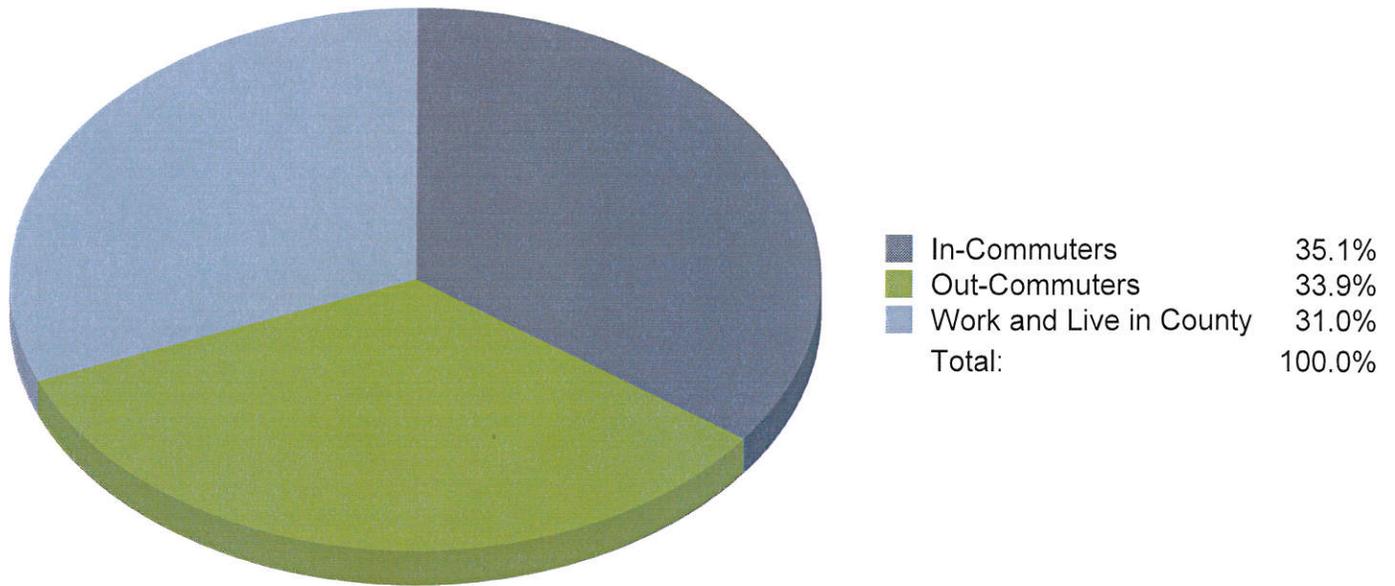


■ Horry County
 ■ South Carolina

Year	Horry County	South Carolina
1970	69,992	2,590,713
1980	101,419	3,121,820
1990	144,053	3,486,310
2000	196,629	4,012,012
2010	265,360	4,549,150
2020	316,810	5,020,400
2030	367,680	5,488,460

Source: U.S. Census Bureau

Commuting Patterns



Commuting Patterns	Workers
Work and Live in County	108,589
In-Commuters	122,917
Out-Commuters	118,551

Source: U.S. Census Bureau - 2010

Top 10 Places Residents Are Commuting To

Area	Workers
Georgetown County, SC	3,672
Marion County, SC	876
BRUNSWICK COUNTY, NC	874
Florence County, SC	539
COLUMBUS COUNTY, NC	470
Charleston County, SC	263
Richland County, SC	219
MECKLENBURG COUNTY, NC	212
NEW HANOVER COUNTY, NC	212
Darlington County, SC	124

Source: U.S. Census Bureau - 2010

Top 10 Places Residents Are Commuting From

Area	Workers
Georgetown County, SC	4,440
COLUMBUS COUNTY, NC	2,303
BRUNSWICK COUNTY, NC	2,180
Marion County, SC	1,831
Florence County, SC	561
Williamsburg County, SC	302
ROBESON COUNTY, NC	201
Charleston County, SC	187
Dillon County, SC	176
MECKLENBURG COUNTY, NC	129

Source: U.S. Census Bureau - 2010

Employers by Size of Establishment

Employees	Horry County	South Carolina
0 to 4	4,518	69,754
5 to 9	1,523	19,794
10 to 19	1,094	14,201
20 to 49	806	10,723
50 to 99	289	4,239
100 to 249	164	2,714
250 to 499	28	830
500 to 999	0	357
1000 +	7	291

Source: S.C. Department of Employment & Workforce - 2015 Q2

- Indicates that the requested data is suppressed

Employment by Size of Establishment

Employees	Horry County	South Carolina
0 to 4	7,050	108,371
5 to 9	10,022	131,286
10 to 19	14,746	193,065
20 to 49	24,727	328,855
50 to 99	19,623	291,157
100 to 249	23,931	406,563
250 to 499	9,385	284,930
500 to 999	0	242,362
1000 +	14,585	731,589

Source: S.C. Department of Employment & Workforce - 2015 Q2

- Indicates that the requested data is suppressed

20 Largest Employers

(Listed Alphabetically)

Corporation Name

CITY OF MYRTLE BEACH

CITY OF NORTH MYRTLE BEACH

COASTAL CAROLINA UNIVERSITY

CONWAY HOSPITAL INC

FOOD LION LLC

GRAND STRAND REGIONAL MEDICAL CENTE

HILTON WORLDWIDE INC

HORRY COUNTY COUNCIL

HORRY COUNTY DEPARTMENT OF EDUCATIO

HORRY GEORGETOWN TECHNICAL COLLEGE

HORRY TELEPHONE COOPERATIVE INC

K MART CORPORATION

LORIS COMMUNITY HOSPITAL DISTRICT

LOWES FOODS LLC

LOWES HOME CENTERS INC

OS RESTAURANT SERVICES INC

SOUTHEAST RESTAURANTS CORPORATION

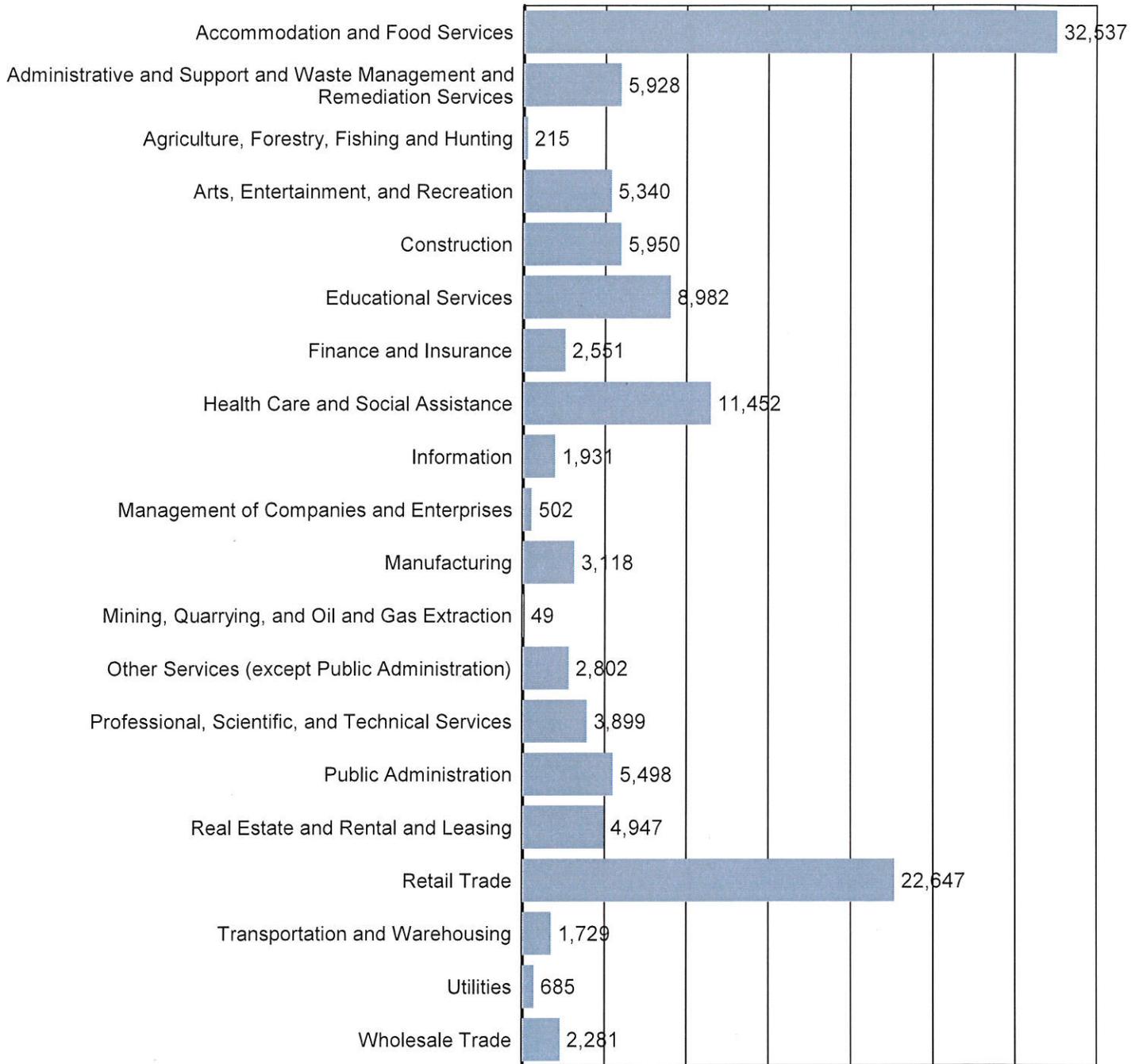
WAL-MART ASSOCIATES INC

WAL-MART ASSOCIATES INC.

WYNDHAM VACATION OWNERSHIP INC

Source: S.C. Department of Employment & Workforce - 2015 Q2

Employment by Industry

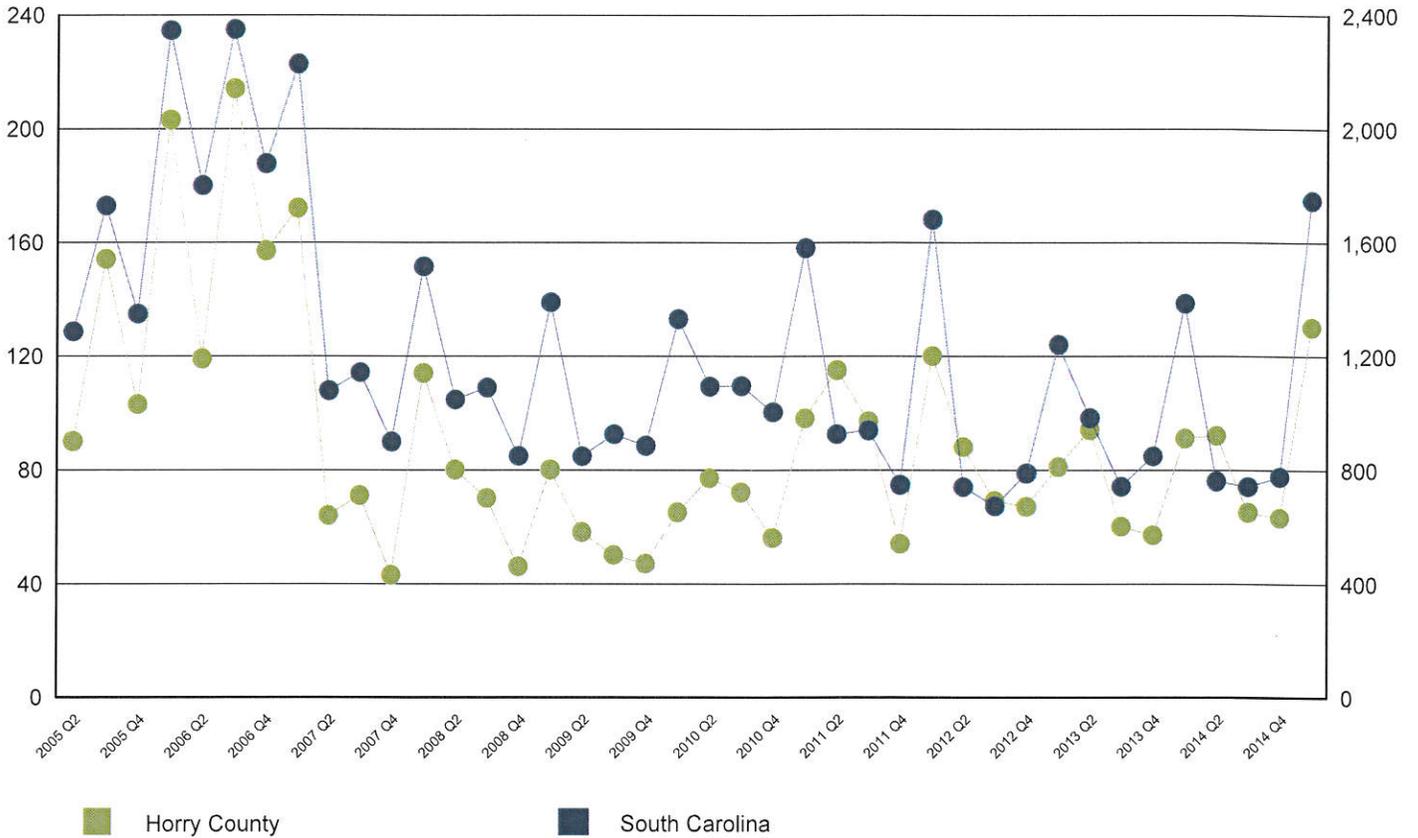


Source: S.C. Department of Employment & Workforce
 Quarterly Census of Employment and Wages (QCEW) - 2015 Q2

New Startup Firms

Horry County

South Carolina



Quarter	Horry County	South Carolina
2015 Q1	130	1,746
2014 Q4	63	775
2014 Q3	65	741
2014 Q2	92	760
2014 Q1	91	1,384
2013 Q4	57	848
2013 Q3	60	741
2013 Q2	94	982
2013 Q1	81	1,240
2012 Q4	67	788
2012 Q3	69	672
2012 Q2	88	740
2012 Q1	120	1,680
2011 Q4	54	747
2011 Q3	97	939
2011 Q2	115	925
2011 Q1	98	1,580
2010 Q4	56	1,003
2010 Q3	72	1,095
2010 Q2	77	1,093

Note: A firm is included in the count when it does not have a UI Account Number in the previous quarter and has a Setup Date that falls in the quarter displayed.

Source: S.C. Department of Employment & Workforce

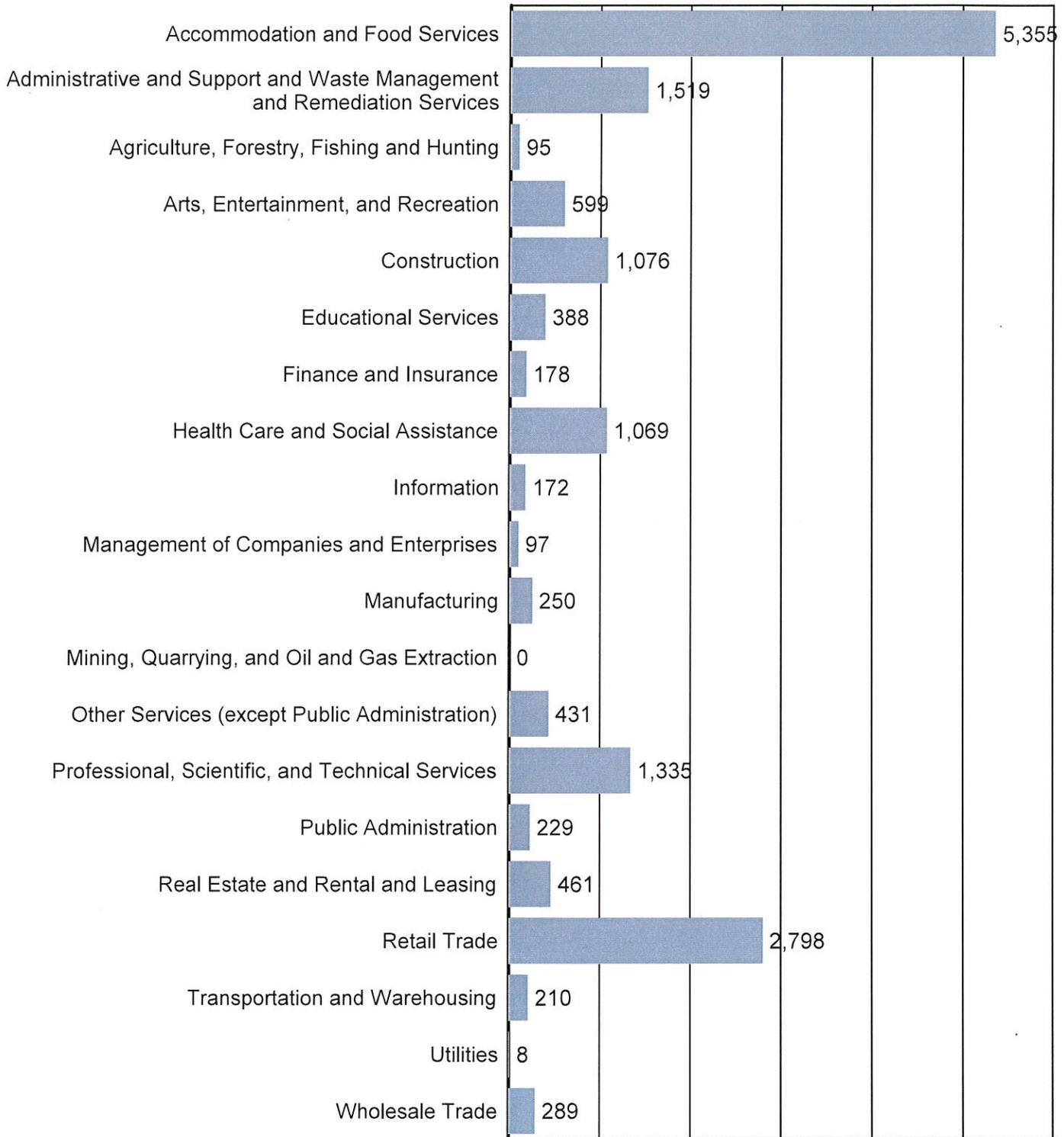
Top 20 Occupational Openings

Horry County
August-2015

Occupation Name (Soccode)	Job Openings
Heavy and Tractor-Trailer Truck Drivers (53-3032)	270
Registered Nurses (29-1141)	258
Retail Salespersons (41-2031)	187
First-Line Supervisors of Retail Sales Workers (41-1011)	180
Maids and Housekeeping Cleaners (37-2012)	164
Maintenance and Repair Workers, General (49-9071)	136
First-Line Supervisors of Food Preparation and Serving Workers (35-1012)	121
Telemarketers (41-9041)	114
Hotel, Motel, and Resort Desk Clerks (43-4081)	108
Landscaping and Groundskeeping Workers (37-3011)	105
Waiters and Waitresses (35-3031)	102
Janitors and Cleaners, Except Maids and Housekeeping Cleaners (37-2011)	97
Customer Service Representatives (43-4051)	82
Cooks, Restaurant (35-2014)	81
First-Line Supervisors of Office and Administrative Support Workers (43-1011)	81
Sales Representatives, Wholesale and Manufacturing, Except Technical and Scientific Products (41-4012)	65
Combined Food Preparation and Serving Workers, Including Fast Food (35-3021)	63
Insurance Sales Agents (41-3021)	60
First-Line Supervisors of Housekeeping and Janitorial Workers (37-1011)	53
Carpenters (47-2031)	52

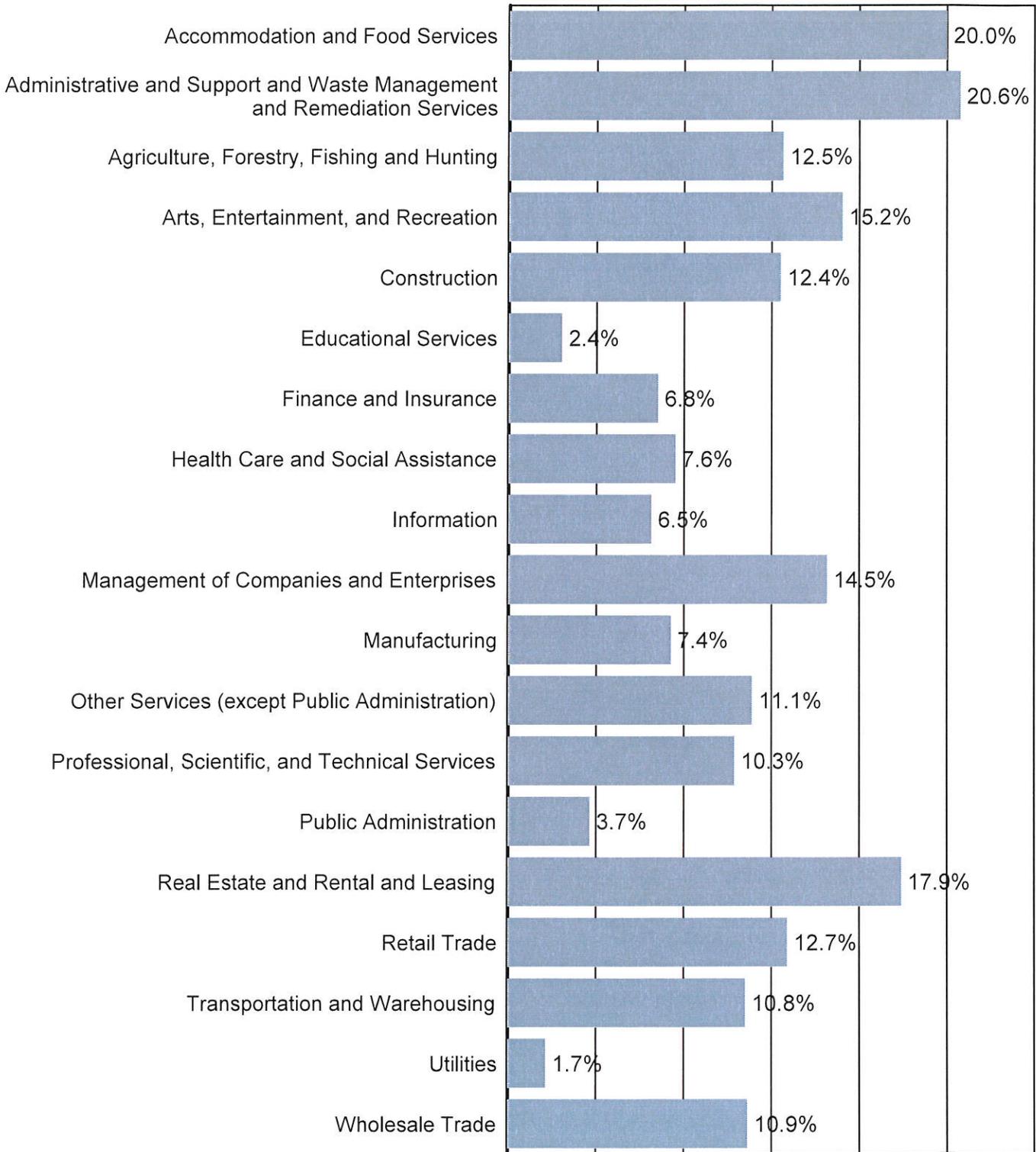
Source: S.C. Department of Employment & Workforce & The Conference Board's Help Wanted OnLine® data series

New Hires by Industry



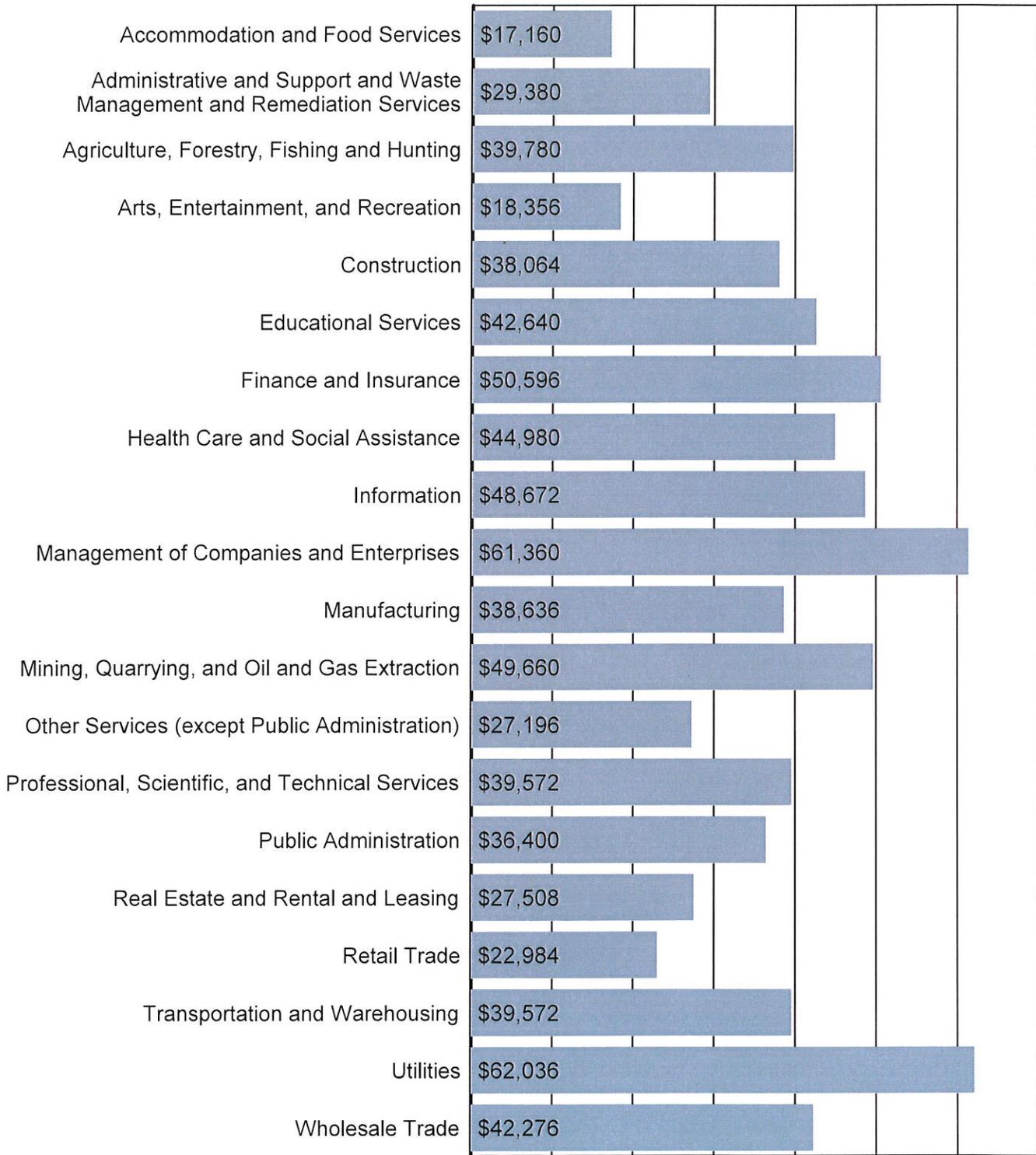
Source: U.S. Census Bureau, Local Employment Dynamics - 2014 Q1

Turnover by Industry



Source: U.S. Census Bureau, Local Employment Dynamics - 2013 Q3

Average Annual Wage by Industry



Source: S.C. Department of Employment & Workforce
 Quarterly Census of Employment and Wages (QCEW) - 2015 Q2

Age of Workers by Industry

Industry	14-18	19-21	22-24	25-34	35-44	45-54	55-64	65+
Total, All Industries	2,158	5,086	6,843	21,843	21,519	21,458	16,302	6,741
Agriculture, Forestry, Fishing and Hunting	0	7	6	28	44	46	36	7
Mining, Quarrying, and Oil and Gas Extraction	0	0	0	0	4	8	6	3
Utilities	0	0	8	132	136	184	96	45
Construction	18	122	206	1,030	1,312	1,289	789	308
Manufacturing	8	50	90	415	525	713	611	145
Wholesale Trade	13	56	104	468	537	550	398	136
Retail Trade	662	1,695	1,753	3,887	3,170	3,446	2,827	1,347
Transportation and Warehousing	3	47	93	262	326	386	277	113
Information	38	71	116	491	602	442	233	48
Finance and Insurance	5	22	91	544	570	573	460	161
Real Estate and Rental and Leasing	18	101	178	696	743	900	782	412
Professional, Scientific, and Technical Servi	11	57	127	750	799	809	587	296
Management of Companies and Enterprises	3	9	20	100	91	124	94	64
Administrative and Support and Waste Manageme	30	163	339	1,273	1,235	1,311	988	407
Educational Services	10	37	230	1,511	2,040	2,146	1,921	542
Health Care and Social Assistance	45	170	419	2,118	2,523	2,442	1,975	630
Arts, Entertainment, and Recreation	83	198	314	790	664	645	668	670
Accommodation and Food Services	1,166	2,116	2,431	5,778	4,331	3,616	2,146	918
Other Services (except Public Administration)	33	90	143	463	517	600	437	257
Public Administration	11	72	175	1,103	1,351	1,229	969	231

Source: U.S. Census Bureau, Local Employment Dynamics - 2014 Q1

Labor Market Projections

Total Employment by Industry
(County/Metropolitan Statistical Area Data Unavailable)

Note: Projections are available by Workforce Investment Area (WIA). The data displayed is selected from the appropriate WIA.

Waccamaw Industry	2012 Estimated Employment	2022 Projected Employment	Change	Percent Change	Annual Percent
Total Employment, All Jobs	154,212	174,651	20,439	13.25	1.25
Health care and social assistance	14,268	18,341	4,073	28.55	2.54
Accommodation and food services	31,943	35,365	3,422	10.71	1.02
Retail Trade	24,277	27,135	2,858	11.77	1.12
Educational services; state, local, and private	10,920	13,147	2,227	20.39	1.87
Construction	5,851	7,631	1,780	30.42	2.69
Administrative and support and waste management and remediat	7,022	8,505	1,483	21.12	1.93
Professional, scientific, and technical services	3,656	4,654	998	27.30	2.44
Arts, entertainment, and recreation	5,788	6,554	766	13.23	1.25
Other services (except public administration)	5,278	5,921	643	12.18	1.16
Real estate and rental and leasing	4,514	5,132	618	13.69	1.29
Wholesale trade	2,555	2,985	430	16.83	1.57
Transportation and Warehousing	1,791	2,119	328	18.31	1.70
Government	8,787	9,095	308	3.51	0.35
Management of companies and enterprises	741	1,008	267	36.03	3.13
Information	1,987	2,228	241	12.13	1.15
Finance and insurance	3,287	3,498	211	6.42	0.62
Utilities	536	582	46	8.58	0.83
Manufacturing	7,005	7,011	6	0.09	0.01
Mining, quarrying, and oil and gas extraction	82	85	3	3.66	0.36
Agriculture, forestry, fishing, and hunting	2,652	2,179	-473	-17.84	-1.95

Source: S.C. Department of Employment & Workforce - Industry Projections

Labor Market Projections

Total Employment by Occupation
(County/Metropolitan Statistical Area Data Unavailable)

Note: Projections are available by Workforce Investment Area (WIA). The data displayed is selected from the appropriate WIA.

Waccamaw Occupation	2012 Estimated Employment	2022 Projected Employment	Openings (Replace)	Openings (Growth)	Annual Openings
Total, all occupations	154,212	174,651	4,016	2,169	6,185
Management occupations	7,646	7,893	149	87	236
Business and financial operations occupations	3,452	4,141	76	69	145
Computer and mathematical occupations	963	1,178	16	22	38
Architecture and engineering occupations	897	998	20	11	31
Life, physical, and social science occupations	432	474	13	5	18
Community and social service occupations	1,032	1,229	23	20	43
Legal occupations	845	1,023	14	18	32
Education, training, and library occupations	6,963	8,467	151	151	302
Arts, design, entertainment, sports, and media occupations	2,104	2,392	49	29	78
Healthcare practitioners and technical occupations	7,238	8,983	148	175	323
Healthcare support occupations	2,975	3,815	56	84	140
Protective service occupations	4,289	4,656	121	37	158
Food preparation and serving related occupations	24,076	26,581	910	250	1,160
Building and grounds cleaning and maintenance occupations	12,349	14,168	262	182	444
Personal care and service occupations	5,596	6,749	147	116	263
Sales and related occupations	24,147	26,628	764	249	1,013
Office and administrative support occupations	21,187	23,915	508	280	788
Farming, fishing, and forestry occupations	1,643	1,327	43	2	45
Construction and extraction occupations	6,261	7,743	107	148	255
Installation, maintenance, and repair occupations	6,074	6,941	137	87	224
Production occupations	6,607	6,898	136	46	182
Transportation and material moving occupations	7,436	8,452	167	102	269

Source: S.C. Department of Employment & Workforce - Occupational Projections

Labor Market Projections

Growing Occupations
(County/Metropolitan Statistical Area Data Unavailable)

Note: Projections are available by Workforce Investment Area (WIA). The data displayed is selected from the appropriate WIA.

Waccamaw Occupation	2012 Estimated Employment	2022 Projected Employment	Percent Change	Replace	Growth	Total	Average Salary
Physician assistants	25	38	52	0	1	1	\$ 84,384
Home health aides	477	725	52	9	25	34	\$ 19,175
Personal care aides	1,116	1,611	44	8	50	58	\$ 18,613
Veterinary technologists and technicians	78	110	41	1	3	4	\$ 26,866
Nurse practitioners	32	45	41	1	1	2	\$ 84,410
Physical therapist assistants	56	78	39	1	2	3	\$ 51,484
Software developers, applications	105	146	39	1	4	5	\$ 75,235
Brickmasons and blockmasons	91	126	38	1	4	5	\$ 34,144
Market research analysts and marketing specialists	199	275	38	3	8	11	\$ 42,871
Dental hygienists	216	297	38	6	8	14	\$ 52,715
Interpreters and translators	16	22	38	0	1	1	\$ 36,140
Meeting, convention, and event planners	97	132	36	1	4	5	\$ 44,177
Medical assistants	358	485	35	7	13	20	\$ 29,103
Physical therapists	182	244	34	4	6	10	\$ 81,496
Healthcare social workers	93	124	33	2	3	5	\$ 47,095
Training and development managers	27	36	33	1	1	2	\$ 78,130
Computer-controlled machine tool operators, metal and plastic	30	40	33	1	1	2	\$ 22,176
Medical and health services managers	221	292	32	5	7	12	\$ 83,726
Cost estimators	195	257	32	6	6	12	\$ 53,816
Surgical technologists	76	100	32	1	2	3	\$ 36,003

Occupations are sorted by highest estimated percentage growth from estimate year to projection year.

Source: S.C. Department of Employment & Workforce - Occupational Projections

Labor Market Projections

Declining Occupations
(County/Metropolitan Statistical Area Data Unavailable)

Note: Projections are available by Workforce Investment Area (WIA). The data displayed is selected from the appropriate WIA.

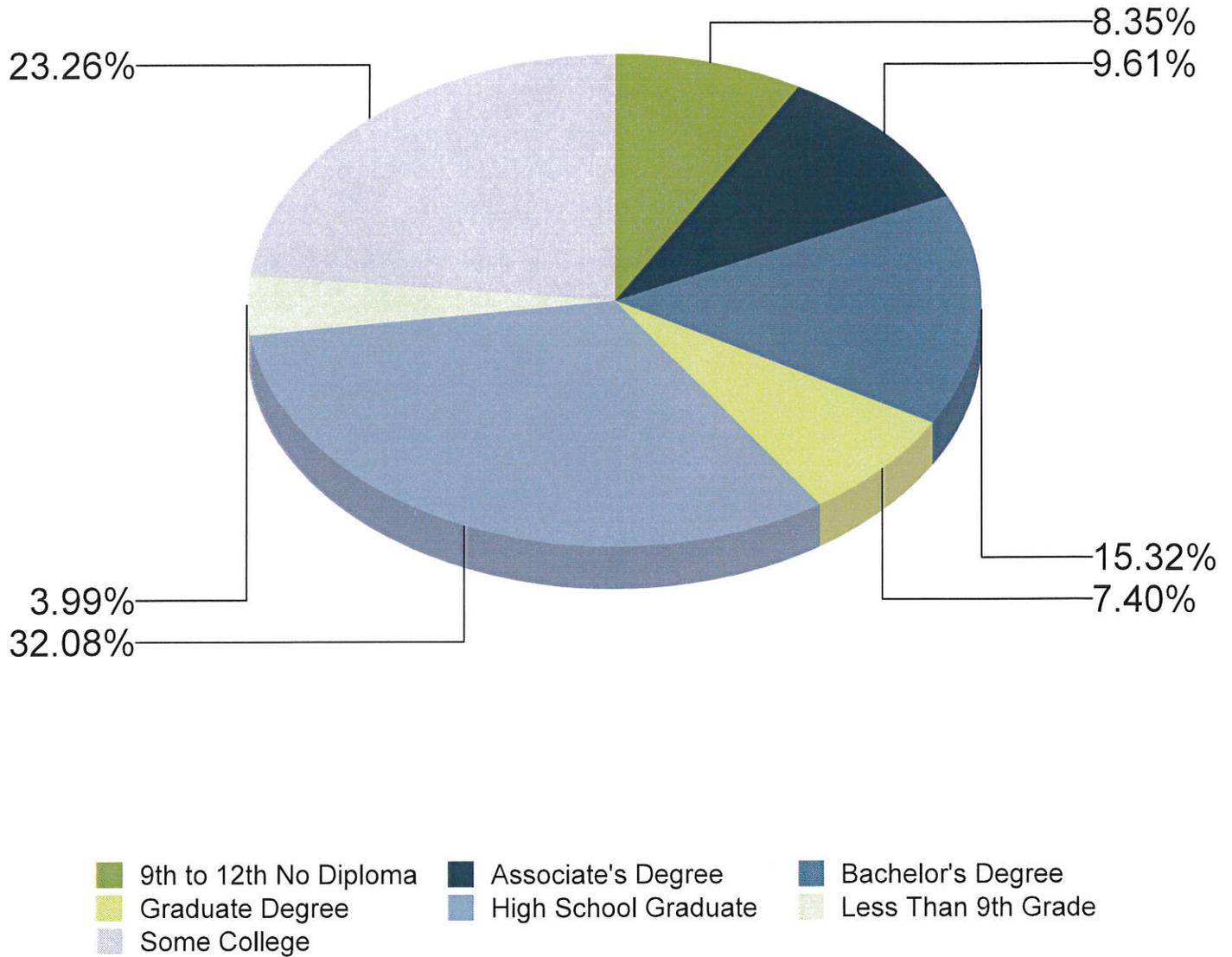
Waccamaw Occupation	2012 Estimated Employment	2022 Projected Employment	Percent Change	Replace	Growth	Total	Average Salary
Data entry keyers	79	65	-18	1	0	1	\$ 24,591
First-line supervisors of farming, fishing, and forestry wor	105	87	-17	2	0	2	\$ 60,205
Sewing machine operators	288	240	-17	1	0	1	\$ 19,003
Meter readers, utilities	82	72	-12	2	0	2	\$ 36,681
Travel agents	52	46	-12	1	0	1	\$ 34,123
Claims adjusters, examiners, and investigators	40	36	-10	1	0	1	\$ 57,317
Postal service clerks	75	68	-9	1	0	1	\$ 51,866
Postal service mail sorters, processors, and processing mach	12	11	-8	0	0	0	\$ 35,746
Cutters and trimmers, hand	36	33	-8	1	0	1	\$ 21,262
Gaming change persons and booth cashiers	16	15	-6	1	0	1	\$ 18,783
New accounts clerks	37	35	-5	1	0	1	\$ 33,038
Social workers, all other	19	18	-5	0	0	0	\$ 49,868
Postal service mail carriers	317	308	-3	11	0	11	\$ 50,839
Order clerks	75	73	-3	2	0	2	\$ 27,332
Team assemblers	603	599	-1	10	0	10	\$ 24,579
Industrial truck and tractor operators	199	198	-1	5	0	5	\$ 24,530
Couriers and messengers	69	69	0	1	0	1	\$ 22,814
Mail clerks and mail machine operators, except postal servic	22	22	0	0	0	0	\$ 25,749
Credit authorizers, checkers, and clerks	42	42	0	0	0	0	\$ 35,242
Funeral attendants	64	64	0	1	0	1	\$ 23,400

Occupations are sorted by highest estimated percentage decline from estimate year to projection year.

Source: S.C. Department of Employment & Workforce - Occupational Projections

Educational Attainment

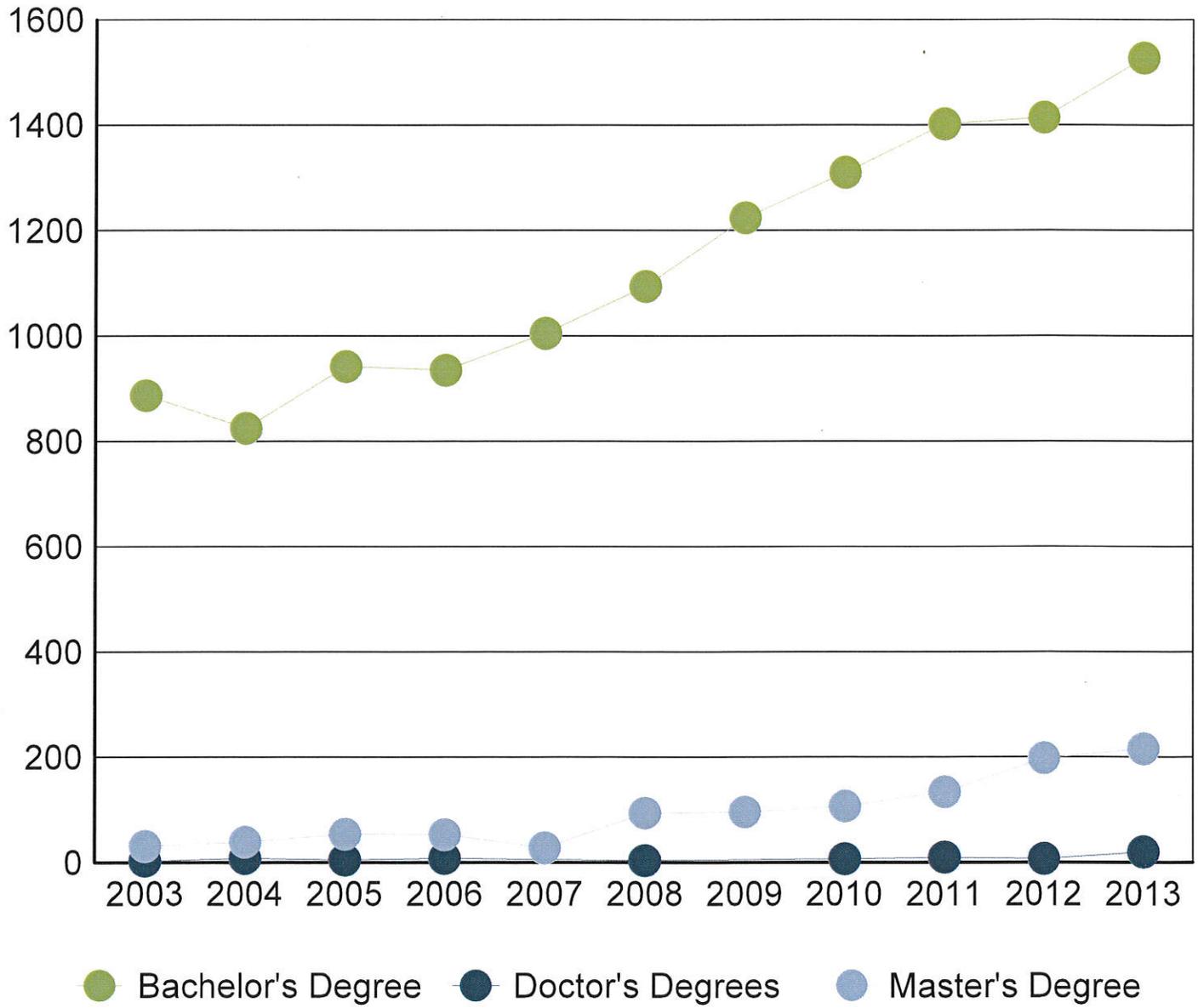
(Population 25 Years and Older)



Source: U.S. Census Bureau, American Community Survey - 2013 5-Year Estimates

Graduate Trends

(Based On Graduates From Area Schools)



Source: Institute of Education Sciences (IES), Integrated Postsecondary Education Data System

Educational Institutions

Cathedral Bible College
803 Howard Avenue
Myrtle Beach, SC 29577
843.477.1503
<http://www.cathedralministries.org>
2013 Degrees Awarded: 197

Golf Academy of America-Myrtle Beach
3268 Waccamaw Blvd.
Myrtle Beach, SC 29579
800.342.7342
<http://www.golfacademy.edu>
2013 Degrees Awarded: 196

ITT Technical Institute-Myrtle Beach
9654 North King's Highway, Suite 10
Myrtle Beach, SC 29572
843.497.7820
<http://www.itt-tech.edu>
2013 Degrees Awarded: 17

Strand College of Hair Design
423 79th Ave N
Myrtle Beach, SC 29572
843.467.2397
<http://www.strandcollege.com>
2013 Degrees Awarded: 28

Coastal Carolina University
103 Tom Trout Drive
Conway, SC 29526
843.347.3161
<http://www.coastal.edu>
2013 Degrees Awarded: 1,709

Horry-Georgetown Technical College
2050 Highway 501 East
Conway, SC 29526
843.347.3186
<http://www.hgtc.edu>
2013 Degrees Awarded: 1,628

Miller-Motte Technical College-Conway
2541 Highway 501 East
Conway, SC 29526
843.591.1100
<http://www.miller-motte.edu>
2013 Degrees Awarded: 349

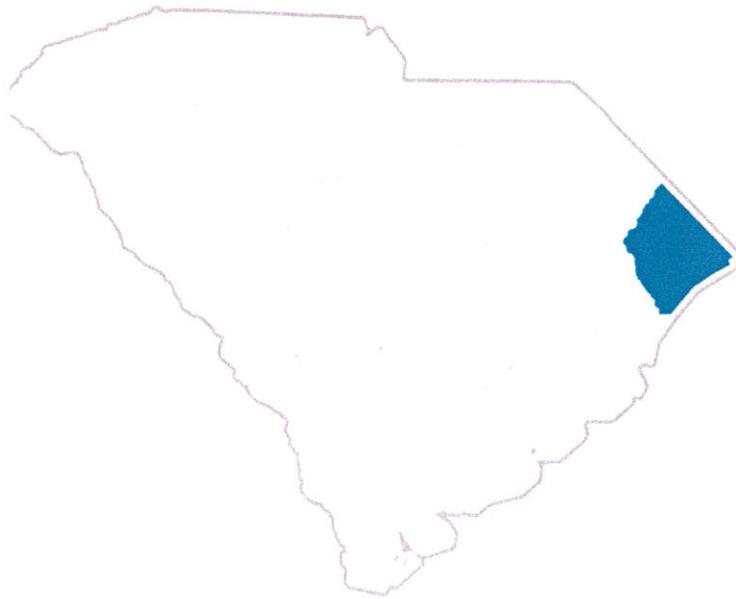
Source: Institute of Education Sciences (IES), Integrated Postsecondary Education Data System

May 13, 2015



Economic Overview

Horry County, South Carolina



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Demographic Profile

In 2013, the population in Horry County, South Carolina was 289,650. Between 2003 and 2013, the region's population grew at an annual average rate of 3.2%.

The region has a civilian labor force of 139,356 with a participation rate of 61.3%. Of individuals 25 to 64 in Horry County, South Carolina, 23.2% have a bachelor's degree or higher which compares with 30.5% in the nation.

The median household income in Horry County, South Carolina is \$42,431 and the median house value is \$159,600.

Demographic Profile ¹						
	Percent			Value		
	Horry County, South Carolina	South Carolina	USA	Horry County, South Carolina	South Carolina	USA
Demographics						
Population ²	—	—	—	289,650	4,774,839	316,128,839
Population Annual Average Growth ²	3.2%	1.4%	0.9%	7,793	62,454	2,602,091
Median Age ³	—	—	—	41.1	37.9	37.2
Under 18 Years	20.1%	23.4%	24.0%	54,242	1,080,474	74,181,467
18 to 24 Years	9.7%	10.3%	9.9%	26,079	476,445	30,672,088
25 to 34 Years	12.6%	12.8%	13.3%	33,834	592,056	41,063,948
35 to 44 Years	12.4%	13.0%	13.3%	33,463	601,292	41,070,606
45 to 54 Years	13.8%	14.3%	14.6%	37,077	659,428	45,006,716
55 to 64 Years	14.3%	12.6%	11.8%	38,526	583,795	36,482,729
65 to 74 Years	10.5%	8.0%	7.0%	28,382	369,043	21,713,429
75 Years, and Over	6.6%	5.7%	6.0%	17,688	262,831	18,554,555
Race: White	79.9%	66.2%	72.4%	215,071	3,060,000	223,553,265
Race: Black or African American	13.4%	27.9%	12.6%	36,202	1,290,684	38,929,319
Race: American Indian and Alaska Native	0.5%	0.4%	0.9%	1,279	19,524	2,932,248
Race: Asian	1.0%	1.3%	4.8%	2,816	59,051	14,674,252
Race: Native Hawaiian and Other Pacific Islander	0.1%	0.1%	0.2%	305	2,706	540,013
Race: Some Other Race	3.1%	2.5%	6.2%	8,366	113,464	19,107,368
Race: Two or More Races	2.0%	1.7%	2.9%	5,252	79,935	9,009,073
Hispanic or Latino (of any race)	6.2%	5.1%	16.3%	16,683	235,682	50,477,594
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁴	61.3%	60.8%	63.8%	139,356	2,261,467	157,113,886
Armed Forces Labor Force ⁴	0.1%	0.9%	0.4%	205	34,188	1,083,691
Veterans, Age 18-64 ⁴	8.1%	8.1%	6.2%	13,945	235,858	11,977,656
Median Household Income ^{3,4}	—	—	—	\$42,431	\$44,779	\$53,046
Poverty Level (of all people) ⁴	18.6%	18.1%	15.4%	50,844	820,308	46,663,433
Mean Commute Time (minutes) ⁴	—	—	—	21.2	23.5	25.5

Demographic Profile ¹						
	Percent			Value		
	Horry County, South Carolina	South Carolina	USA	Horry County, South Carolina	South Carolina	USA
Commute via Public Transportation ⁴	0.3%	0.6%	5.0%	336	11,605	7,000,722
Union Membership ⁵	1.4%	3.3%	11.3%	—	—	—
Housing						
Total Housing Units ⁴	—	—	—	186,957	2,143,464	132,057,804
Median House Value (of owner-occupied units) ^{3,4}	—	—	—	\$159,600	\$137,400	\$176,700
Homeowner Vacancy ⁴	3.9%	2.6%	2.2%	3,204	32,856	1,682,020
Rental Vacancy ⁴	37.8%	12.2%	7.3%	21,258	77,693	3,230,123
Renter-Occupied Housing Units (% of Occupied Units) ⁴	30.5%	30.9%	35.1%	34,579	550,070	40,534,516
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁴	5.9%	7.0%	9.1%	6,656	123,997	10,483,077
Social						
No High School Diploma (educational attainment, age 25-64) ⁴	11.6%	13.0%	12.2%	16,890	319,493	20,081,351
High School Graduate (educational attainment, age 25-64) ⁴	30.6%	29.4%	26.7%	44,674	719,940	43,924,394
Some College, No Degree (educational attainment, age 25-64) ⁴	23.8%	22.0%	22.0%	34,653	538,978	36,266,398
Associate's Degree (educational attainment, age 25-64) ⁴	10.8%	9.6%	8.6%	15,730	235,053	14,216,331
Bachelor's Degree (educational attainment, age 25-64) ⁴	16.0%	17.1%	19.5%	23,320	418,080	32,105,737
Postgraduate Degree (educational attainment, age 25-64) ⁴	7.2%	9.0%	11.0%	10,544	220,270	18,142,599
Enrolled in Grade 12 (% of total population) ⁴	1.0%	1.4%	1.4%	2,858	64,847	4,496,472
Disabled, Age 18-64 ⁴	12.8%	12.2%	10.1%	21,852	348,831	19,403,946
Foreign Born ⁴	6.7%	4.8%	12.9%	18,640	225,323	40,341,898
Speak English Less Than Very Well (population 5 yrs and over) ⁴	4.0%	2.9%	8.6%	10,547	128,257	25,148,900

Source: [JobsEQ®](#)

1. Census 2010, unless noted otherwise

2. Census 2013, annual average growth rate since 2003

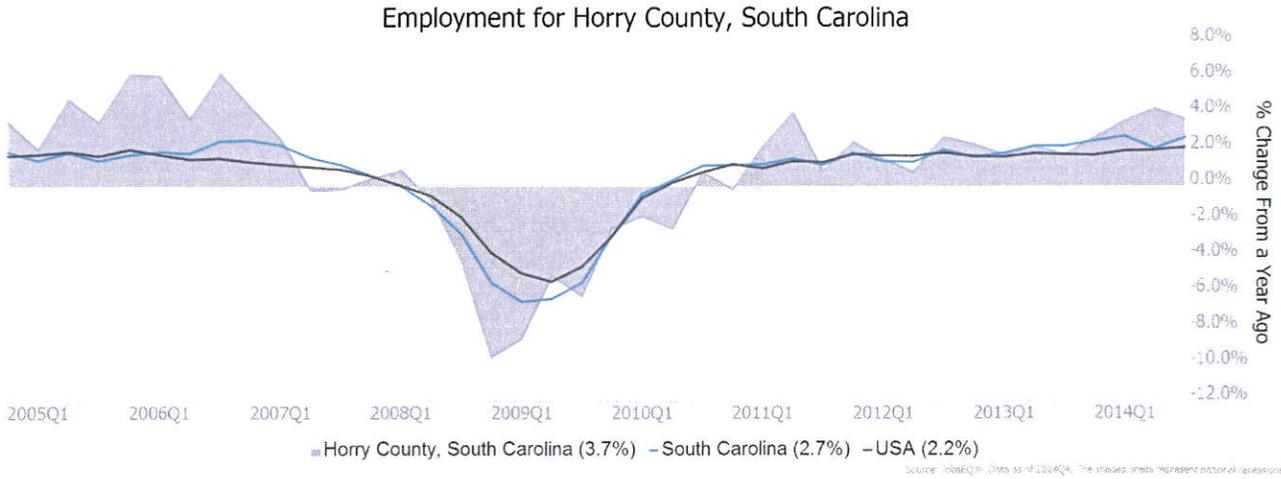
3. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

4. ACS 2009-2013

5. 2013; Current Population Survey, unionstats.com, and Chmura

Employment Trends

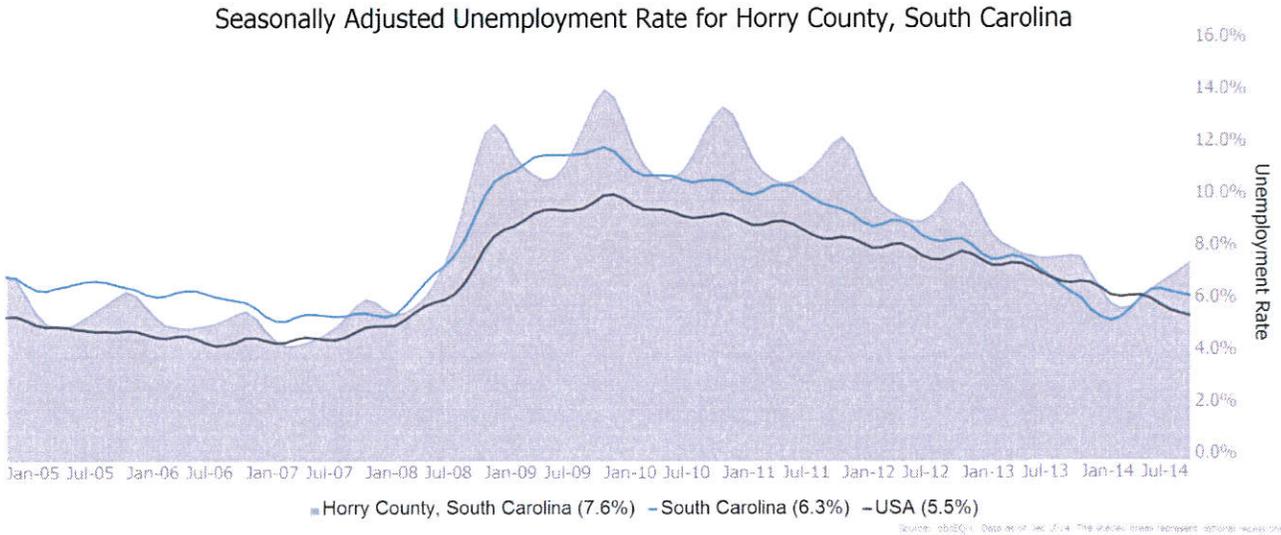
As of 2014Q4, total employment for Horry County, South Carolina was 115,816 (based on a four-quarter moving average). Over the year ending 2014Q4, employment increased 3.7% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2014Q2 with preliminary estimates updated to 2014Q4.

Unemployment Rate

The seasonally adjusted unemployment rate for Horry County, South Carolina was 7.6% as of December 2014. The regional unemployment rate was higher than the national rate of 5.5%. One year earlier, in December 2013, the unemployment rate in Horry County, South Carolina was 7.8%.

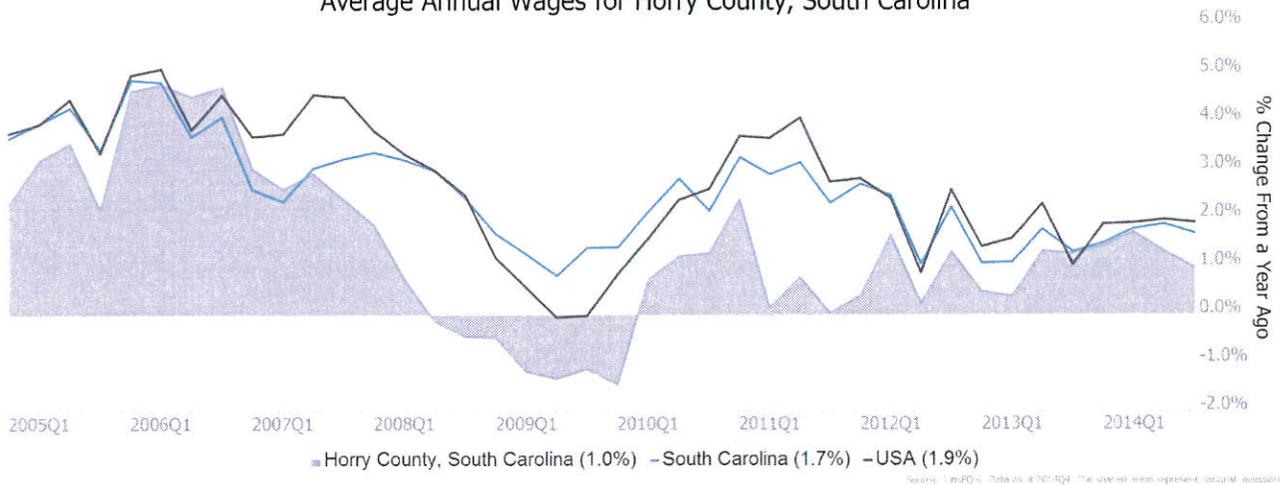


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through December 2014.

Wage Trends

The average worker in Horry County, South Carolina earned annual wages of \$29,535 as of 2014Q4. Average annual wages per worker increased 1.0% in the region during the preceding four quarters. For comparison purposes, annual averages wages were \$50,757 in the nation as of 2014Q4.

Average Annual Wages for Horry County, South Carolina



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2014Q2 with preliminary estimates updated to 2014Q4.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 4.1% lower in Horry County, South Carolina than the U.S. average.

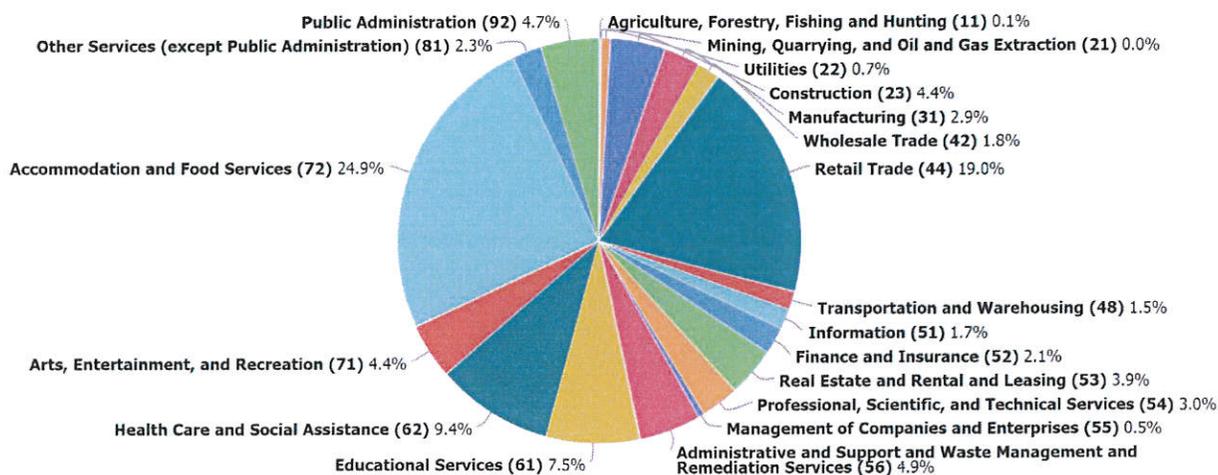
Cost of Living Information			
	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Horry County, South Carolina	\$29,535	95.9	\$30,812
South Carolina	\$40,473	94.3	\$42,936
USA	\$50,757	100.0	\$50,757

Source: [JobsEQ®](http://www.jobseq.com)
 Data as of 2014Q4
 The Cost of Living Index is developed by Chmura Economics & Analytics and is updated quarterly.

Industry Snapshot

The largest sector in Horry County, South Carolina is Accommodation and Food Services, employing 28,841 workers. The next-largest sectors in the region are Retail Trade (21,976 workers) and Health Care and Social Assistance (10,911). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Accommodation and Food Services (LQ = 2.69), Real Estate and Rental and Leasing (2.58), and Arts, Entertainment, and Recreation (2.42).

Total Workers for Horry County, South Carolina by Industry



Source: JobsEQ®, Data as of 2014Q4

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2014Q2 with preliminary estimates updated to 2014Q4.

Sectors in Horry County, South Carolina with the highest average wages per worker are Management of Companies and Enterprises (\$54,768), Utilities (\$54,707), and Mining, Quarrying, and Oil and Gas Extraction (\$51,883). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Accommodation and Food Services (+2,429 jobs), Retail Trade (+2,281), and Health Care and Social Assistance (+1,230).

Over the next 10 years, employment in Horry County, South Carolina is projected to expand by 25,142 jobs. The fastest growing sector in the region is expected to be Construction with a +3.5% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Accommodation and Food Services (+5,637 jobs), Health Care and Social Assistance (+4,204), and Retail Trade (+4,196).

		Current			Historical				Forecast		
		Four Quarters Ending with 2014q4			Total Change over the Last 5 Years	Average Annual % Change in Employment 2009q4-2014q4			Over the Next 10 Years		
NAICS	Industry	Empl	Avg. Annual Wages	Location Quotient	Empl	Horry County, South Carolina	South Carolina	USA	Total Approx Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11	Agriculture, Forestry, Fishing and Hunting	169	\$40,381	0.16	-13	-1.5%	-0.8%	1.4%	61	12	0.7%
21	Mining, Quarrying, and Oil and Gas Extraction	39	\$51,883	0.05	-12	-5.1%	-2.7%	5.6%	10	10	2.3%
22	Utilities	831	\$54,707	1.21	99	2.6%	-1.0%	-0.4%	216	37	0.4%
23	Construction	5,124	\$38,289	0.96	-990	-3.5%	-1.5%	0.5%	1,187	2,103	3.5%
31	Manufacturing	3,384	\$41,730	0.33	133	0.8%	1.6%	0.6%	819	312	0.9%
42	Wholesale Trade	2,125	\$42,121	0.43	71	0.7%	0.8%	0.9%	518	502	2.1%
44	Retail Trade	21,976	\$22,320	1.68	2,281	2.2%	1.1%	1.1%	7,387	4,196	1.8%
48	Transportation and Warehousing	1,686	\$38,925	0.37	108	1.3%	2.5%	1.2%	460	181	1.0%
51	Information	1,918	\$44,024	0.79	188	2.1%	-0.8%	-0.5%	467	49	0.3%
52	Finance and Insurance	2,483	\$50,915	0.52	-235	-1.8%	-0.5%	0.1%	633	450	1.7%
53	Real Estate and Rental and Leasing	4,556	\$28,337	2.58	162	0.7%	-0.3%	0.6%	1,115	999	2.0%
54	Professional, Scientific, and Technical Services	3,521	\$40,053	0.49	445	2.7%	2.9%	2.2%	818	998	2.5%
55	Management of Companies and Enterprises	571	\$54,768	0.31	142	5.9%	3.8%	3.0%	128	73	1.2%
56	Administrative and Support and Waste Management and Remediation Services	5,701	\$28,250	0.78	917	3.6%	6.0%	3.6%	1,417	1,403	2.2%
61	Educational Services	8,722	\$38,469	0.84	1,213	3.0%	0.1%	0.0%	1,992	1,812	1.9%
62	Health Care and Social Assistance	10,911	\$43,984	0.65	1,230	2.4%	1.8%	2.2%	2,447	4,204	3.3%
71	Arts, Entertainment, and Recreation	5,100	\$18,274	2.42	20	0.1%	1.3%	1.4%	1,692	1,046	1.9%
72	Accommodation and Food Services	28,841	\$17,410	2.69	2,429	1.8%	2.2%	2.5%	10,968	5,637	1.8%
81	Other Services (except Public Administration)	2,711	\$25,780	0.75	86	0.6%	0.1%	-0.8%	748	608	2.0%
92	Public Administration	5,448	\$37,295	0.89	321	1.2%	0.1%	-0.7%	1,374	511	0.9%
	Total - All Industries	115,816	\$29,535	1.00	8,596	1.6%	1.4%	1.2%	30,901	25,142	2.0%

Source: [JobsEQ®](#)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2014Q2 with preliminary estimates updated to 2014Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in Horry County, South Carolina is Food Preparation and Serving Related Occupations, employing 22,541 workers. The next-largest occupation groups in the region are Sales and Related Occupations (18,204 workers) and Office and Administrative Support Occupations (16,876). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Food Preparation and Serving Related Occupations (LQ = 2.15), Building and Grounds Cleaning and Maintenance Occupations (1.68), and Sales and Related Occupations (1.50).

Occupation groups in Horry County, South Carolina with the highest average wages per worker are Management Occupations (\$73,700), Healthcare Practitioners and Technical Occupations (\$72,500), and Life, Physical, and Social Science Occupations (\$70,300). The unemployment rate in the region varied among the major groups from 2.4% among Legal Occupations to 9.2% among Construction and Extraction Occupations.

Over the next 10 years, the fastest growing occupation group in Horry County, South Carolina is expected to be Healthcare Support Occupations with a +3.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+4,486 jobs) and Sales and Related Occupations (+3,628). Over the same period, the highest replacement demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (9,103 jobs) and Sales and Related Occupations (6,645).

Occupation Snapshot in Horry County, South Carolina													
		Current					Historical					Forecast	
		Four Quarters Ending with 2014q4			2014q4		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2009q4-2014q4			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	Horry County, South Carolina	South Carolina	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
11-0000	Management Occupations	4,772	\$73,700	0.82	111	2.4%	313	1.4%	1.1%	1.2%	1,306	1,008	1.9%
13-0000	Business and Financial Operations Occupations	3,724	\$52,800	0.65	132	3.6%	159	0.9%	1.3%	1.2%	861	830	2.0%
15-0000	Computer and Mathematical Occupations	1,303	\$55,000	0.40	41	3.2%	179	3.0%	2.8%	2.1%	223	285	2.0%
17-0000	Architecture and Engineering Occupations	839	\$63,300	0.41	30	3.5%	-28	-0.7%	2.3%	0.8%	208	129	1.4%
19-0000	Life, Physical, and Social Science Occupations	434	\$70,300	0.44	16	3.6%	57	2.9%	0.7%	1.0%	146	85	1.8%
21-0000	Community and Social Service Occupations	1,007	\$41,000	0.59	39	3.8%	145	3.2%	1.0%	2.5%	244	236	2.1%
23-0000	Legal Occupations	789	\$65,400	0.90	18	2.4%	61	1.6%	0.3%	0.1%	159	172	2.0%
25-0000	Education, Training, and Library Occupations	6,155	\$56,900	0.86	340	5.5%	786	2.8%	0.1%	0.1%	1,403	1,396	2.1%
27-0000	Arts, Design, Entertainment, Sports,	1,610	\$36,400	1.06	116	7.3%	79	1.0%	0.8%	0.7%	556	296	1.7%

Occupation Snapshot in Horry County, South Carolina													
		Current					Historical				Forecast		
		Four Quarters Ending with 2014q4			2014q4		Total Change over the Last 5 Years	Avg Ann % Chg in Empl 2009q4-2014q4			Over the Next 10 Years		
SOC	Title	Empl	Avg. Annual Wages ¹	LQ	Unempl	Unempl Rate	Empl	Horry County, South Carolina	South Carolina	USA	Total Repl Demand	Total Growth Demand	Avg. Annual Growth Percent
	and Media Occupations												
29-0000	Healthcare Practitioners and Technical Occupations	4,941	\$72,500	0.74	135	2.6%	438	1.9%	1.7%	1.3%	1,101	1,638	2.9%
31-0000	Healthcare Support Occupations	2,307	\$25,800	0.68	119	4.9%	256	2.4%	2.2%	2.0%	478	896	3.3%
33-0000	Protective Service Occupations	2,241	\$27,000	0.81	104	4.6%	295	2.9%	2.5%	0.4%	617	486	2.0%
35-0000	Food Preparation and Serving Related Occupations	22,541	\$19,400	2.15	2,100	9.1%	2,444	2.3%	2.1%	2.3%	9,103	4,486	1.8%
37-0000	Building and Grounds Cleaning and Maintenance Occupations	6,488	\$21,000	1.68	544	8.0%	-20	-0.1%	0.8%	0.7%	1,638	1,459	2.0%
39-0000	Personal Care and Service Occupations	4,075	\$21,600	1.11	347	8.2%	291	1.5%	1.1%	1.6%	1,242	1,115	2.4%
41-0000	Sales and Related Occupations	18,204	\$26,500	1.50	1,075	6.0%	1,570	1.8%	1.1%	1.0%	6,645	3,628	1.8%
43-0000	Office and Administrative Support Occupations	16,876	\$28,700	0.91	1,084	6.3%	1,099	1.4%	1.4%	1.1%	4,357	2,896	1.6%
45-0000	Farming, Fishing, and Forestry Occupations	183	\$22,900	0.24	20	7.4%	2	0.2%	-0.5%	1.4%	62	18	0.9%
47-0000	Construction and Extraction Occupations	3,977	\$34,000	0.88	368	9.2%	-603	-2.8%	-0.8%	0.9%	864	1,480	3.2%
49-0000	Installation, Maintenance, and Repair Occupations	4,735	\$34,500	1.06	219	4.7%	352	1.6%	1.0%	1.0%	1,194	991	1.9%
51-0000	Production Occupations	3,494	\$28,900	0.46	287	7.3%	219	1.3%	2.0%	1.2%	929	525	1.4%
53-0000	Transportation and Material Moving Occupations	5,123	\$27,900	0.66	417	7.8%	502	2.1%	2.5%	1.6%	1,347	1,088	1.9%
00-0000	Total - All Occupations	115,816	\$33,200	1.00	n/a	n/a	8,596	1.6%	1.4%	1.2%	34,686	25,142	2.0%

Source: [JobsEQ®](#)

Note: Figures may not sum due to rounding.

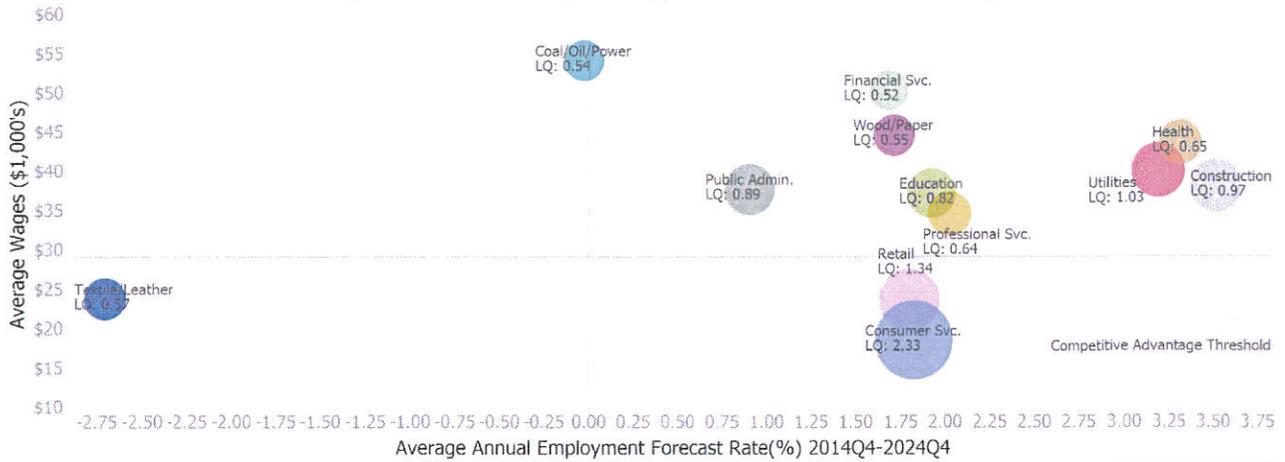
1. Occupation wages are as of 2013

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2014Q2, imputed where necessary with preliminary estimates updated to 2014Q4. Wages by occupation are as of 2013 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in Horry County, South Carolina with the highest relative concentration is Consumer Svc. with a location quotient of 2.33. This cluster employs 39,582 workers in the region with an average wage of \$18,900. Employment in the Consumer Svc. cluster is projected to expand in the region about 1.8% per year over the next ten years.

Industry Clusters for Horry County, South Carolina as of 2014Q4

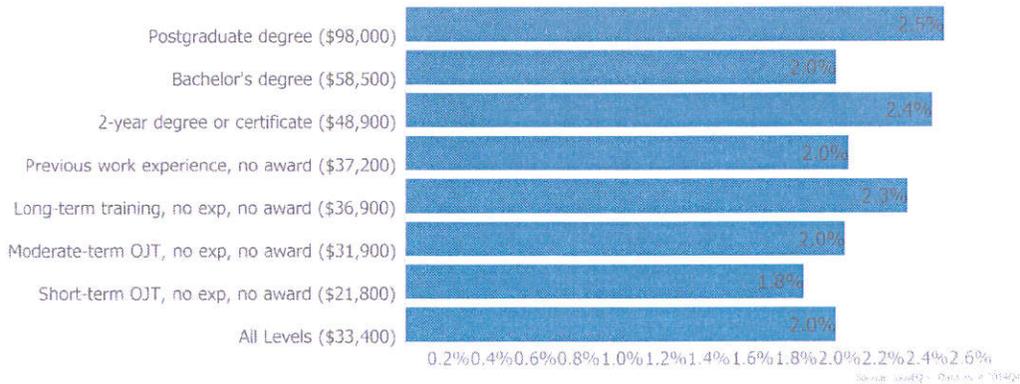


Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2014Q2 with preliminary estimates updated to 2014Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Horry County, South Carolina is projected to grow 2.0% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 2.5% per year, those requiring a bachelor's degree are forecast to grow 2.0% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 2.4% per year.

Annual Average Projected Job Growth by Training Required for Horry County, South Carolina



Employment by occupation data are estimates as of 2014Q4. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is replacement demand?

Replacement demand is the number of jobs required due to replacements—retirements and turnover resulting from workers moving from one occupation into another. Note that replacement demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The replacement demand shown in this report may also be understated; thus, it can be taken to be a minimum measure of the number of workers who will need to be trained for the occupation due to replacements. The total projected demand for an occupation is the sum of the replacement demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a *competitive advantage* in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

This report and all data herein were produced by JobsEQ®, a product of Chmura Economics & Analytics. The information contained herein was obtained from sources we believe to be reliable. However, we cannot guarantee its accuracy and completeness.



Business Summary for Horry County

Data for all businesses in area

Total Businesses: 17,898
 Total Employees: 165,823
 Total Residential Population: 296,103
 Employee/Residential Population Ratio: 0.56:1

	Number		Percent		Employees	
	Number	Percent	Number	Percent	Number	Percent
by SIC Codes						
Agriculture & Mining	407	2.3%	1,786	1.1%		
Construction	1,574	8.8%	9,241	5.6%		
Manufacturing	343	1.9%	5,289	3.2%		
Transportation	466	2.6%	3,520	2.1%		
Communication	166	0.9%	3,281	2.0%		
Utility	51	0.3%	1,027	0.6%		
Wholesale Trade	569	3.2%	3,829	2.3%		
Retail Trade Summary	4,773	26.7%	53,299	32.1%		
Home Improvement	260	1.5%	2,863	1.7%		
General Merchandise Stores	156	0.9%	5,924	3.6%		
Food Stores	449	2.5%	5,294	3.2%		
Auto Dealers, Gas Stations, Auto Aftermarket	433	2.4%	2,955	1.8%		
Apparel & Accessory Stores	524	2.9%	3,638	2.2%		
Furniture & Home Furnishings	343	1.9%	1,703	1.0%		
Eating & Drinking Places	1,478	8.3%	24,050	14.5%		
Miscellaneous Retail	1,131	6.3%	6,873	4.1%		
Finance, Insurance, Real Estate Summary	2,624	14.7%	13,620	8.2%		
Banks, Savings & Lending Institutions	1,076	6.0%	2,727	1.6%		
Securities Brokers	123	0.7%	437	0.3%		
Insurance Carriers & Agents	305	1.7%	3,167	1.9%		
Real Estate, Holding, Other Investment Offices	1,121	6.3%	7,288	4.4%		
Services Summary	6,213	34.7%	62,768	37.9%		
Hotels & Lodging	426	2.4%	14,297	8.6%		
Automotive Services	514	2.9%	2,193	1.3%		
Motion Pictures & Amusements	696	3.9%	7,528	4.5%		
Health Services	746	4.2%	10,890	6.6%		
Legal Services	280	1.6%	1,553	0.9%		
Education Institutions & Libraries	169	0.9%	7,939	4.8%		
Other Services	3,381	18.9%	18,367	11.1%		
Government	349	1.9%	7,632	4.6%		
Unclassified Establishments	364	2.0%	532	0.3%		
Totals	17,898	100.0%	165,823	100.0%		

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.



Business Summary for Horry County

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	50	0.3%	167	0.1%
Mining	8	0.0%	49	0.0%
Utilities	29	0.2%	766	0.5%
Construction	1,661	9.3%	9,586	5.8%
Manufacturing	371	2.1%	5,159	3.1%
Wholesale Trade	554	3.1%	3,694	2.2%
Retail Trade	3,174	17.7%	28,480	17.2%
Motor Vehicle & Parts Dealers	348	1.9%	2,581	1.6%
Furniture & Home Furnishings Stores	196	1.1%	1,053	0.6%
Electronics & Appliance Stores	115	0.6%	535	0.3%
Bldg Material & Garden Equipment & Supplies Dealers	253	1.4%	2,804	1.7%
Food & Beverage Stores	456	2.5%	4,942	3.0%
Health & Personal Care Stores	218	1.2%	1,918	1.2%
Gasoline Stations	85	0.5%	374	0.2%
Clothing & Clothing Accessories Stores	599	3.3%	3,897	2.4%
Sport Goods, Hobby, Book, & Music Stores	179	1.0%	1,475	0.9%
General Merchandise Stores	156	0.9%	5,924	3.6%
Miscellaneous Store Retailers	538	3.0%	2,789	1.7%
Nonstore Retailers	32	0.2%	188	0.1%
Transportation & Warehousing	330	1.8%	2,588	1.6%
Information	291	1.6%	4,511	2.7%
Finance & Insurance	1,533	8.6%	6,411	3.9%
Central Bank/Credit Intermediation & Related Activities	1,102	6.2%	2,800	1.7%
Securities, Commodity Contracts & Other Financial	123	0.7%	437	0.3%
Insurance Carriers & Related Activities; Funds, Trusts &	308	1.7%	3,174	1.9%
Real Estate, Rental & Leasing	1,394	7.8%	8,137	4.9%
Professional, Scientific & Tech Services	1,113	6.2%	6,520	3.9%
Legal Services	301	1.7%	1,638	1.0%
Management of Companies & Enterprises	16	0.1%	161	0.1%
Administrative & Support & Waste Management & Remediation	753	4.2%	4,747	2.9%
Educational Services	237	1.3%	7,917	4.8%
Health Care & Social Assistance	982	5.5%	13,811	8.3%
Arts, Entertainment & Recreation	516	2.9%	7,483	4.5%
Accommodation & Food Services	1,936	10.8%	38,534	23.2%
Accommodation	426	2.4%	14,297	8.6%
Food Services & Drinking Places	1,510	8.4%	24,237	14.6%
Other Services (except Public Administration)	2,234	12.5%	8,796	5.3%
Automotive Repair & Maintenance	364	2.0%	1,297	0.8%
Public Administration	351	2.0%	7,667	4.6%
Unclassified Establishments	368	2.1%	636	0.4%
Total	17,898	100.0%	165,823	100.0%

Source: Copyright 2015 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2015.

Horry County

County Seat: Conway

Website: www.horrycounty.org

Population Growth & Projections

2010 Population	269,291
2014 Population	298,832
Percent Growth	10.97%
2020 Population	319,900
Percent Growth	18.79%
2030 Population	371,700
Percent Growth	38.03%

Source: U.S. Census

Population by Age - 2014

Ages 9 & Under	31,846	11%
Ages 10 - 19	32,290	11%
Ages 20 - 29	37,480	13%
Ages 30 - 39	34,676	12%
Ages 40 - 49	36,300	12%
Ages 50 - 59	41,791	14%
Ages 60 - 69	46,552	16%
Ages 70 - 79	26,749	9%
Ages 80 & Over	11,148	4%

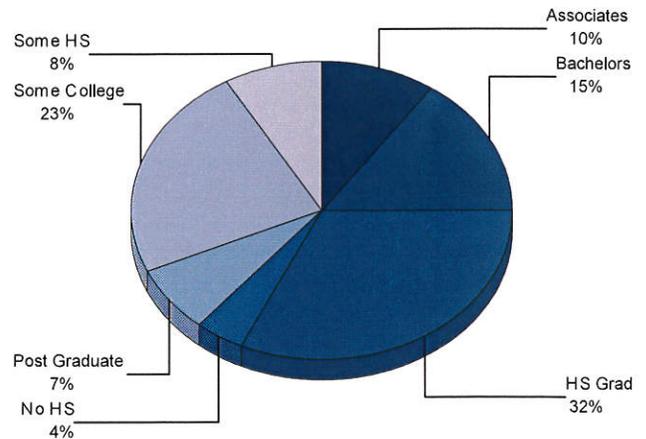
Source: U.S. Census

Population by Race - 2014

Total Male	144,884	48%
Total Female	153,948	52%
Total Population	298,832	
White	246,236	82%
Black	40,962	14%
Am. Ind/AK	1,800	0.60%
Asian	3,637	1.22%
HI/Pac Island	468	0.16%
Two + Races	5,729	1.92%

Source: U.S. Census

Educational Attainment - 2013 5-Year Est.



Sources: U.S. Census & American Community Survey

Labor Force - 12 / 2015

Labor Pool	132,362
Employed	122,914
Unemployed	9,448
Unemployment Rate	7.10%

Source: Bureau of Labor Statistics

Commuting Patterns

Live & Work in County	68,785
Commute Into County	29,067
Commute Out of County	26,531

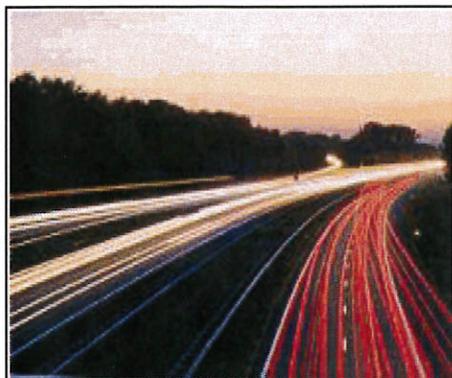
Top 5 Commute Destinations

Georgetown County	4,517
Richland County	3,483
Charleston County	3,133
Florence County	1,539
Greenville County	1,388

Top 5 Commute Origins

Georgetown County	4,424
Florence County	2,045
Charleston County	1,908
Richland County	1,662
COLUMBUS COUNTY	1,420

Source: U.S. Census Bureau, 2010 Commuting Patterns



2015 Qtr 01

NAICS	Industry Sectors	Establishments	Workers	Avg Weekly Wage
11	Agriculture, forestry, fishing and hunting	34	178	\$762
21	Mining, quarrying, and oil and gas extraction	8	44	\$1,036
22	Utilities	9	348	\$1,035
23	Construction	861	5,515	\$685
31-33	Manufacturing	183	3,040	\$724
42	Wholesale trade	278	2,171	\$803
44-45	Retail trade	1,576	21,186	\$441
48-49	Transportation and warehousing	126	1,367	\$673
51	Information	92	1,937	\$801
52	Finance and insurance	368	2,519	\$1,045
53	Real estate and rental and leasing	523	3,897	\$597
54	Professional and technical services	753	3,864	\$710
55	Management of companies and enterprises	33	471	\$1,819
56	Administrative and waste services	509	5,096	\$582
61	Educational services	59	574	\$447
62	Health care and social assistance	631	10,247	\$846
71	Arts, entertainment, and recreation	236	3,801	\$365
72	Accommodation and food services	1,203	25,233	\$315
81	Other services, except public administration	645	2,617	\$508

Source: Bureau of Labor Statistics

2013 County Schools & Graduates

Cathedral Bible College	
Associate's Degree	26
Bachelor's Degree	16
Doctor's Degrees	19
Master's Degree	17
Postsec. Certificates (1 to 2 yrs)	28
Postsec. Certificates (Semester)	91
Coastal Carolina University	
Bachelor's Degree	1,510
Master's Degree	198
Post-Master's Certificates	1
Golf Academy of America	
Associate's Degree	196
Horry-Georgetown Technical College	
Associate's Degree	1,063
Postsec. Certificates (1 to 2 yrs)	65
Postsec. Certificates (Semester)	500

Source: National Center for Education Statistics

Local Real Estate

Building Permits	2014	3,473
Housing Units	2014	193,090
Total Property Value	2015	\$125,866,867
Millage Rate	2013	45.2000

Source: U.S. Census

Income & Revenue

Total Income	2013	\$8,924,166
Per Capita Income	2000	\$24,916
Per Capita Income	2013	\$30,810
Percent Growth		23.66%
Total Tax Revenue	2013	\$1,078,842,191
Total Retail Sales	2014	\$9,431,674,082

Sources: U.S. Census & Bureau of Economic Analysis

