

State of the Workforce: Research & Analysis



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Format

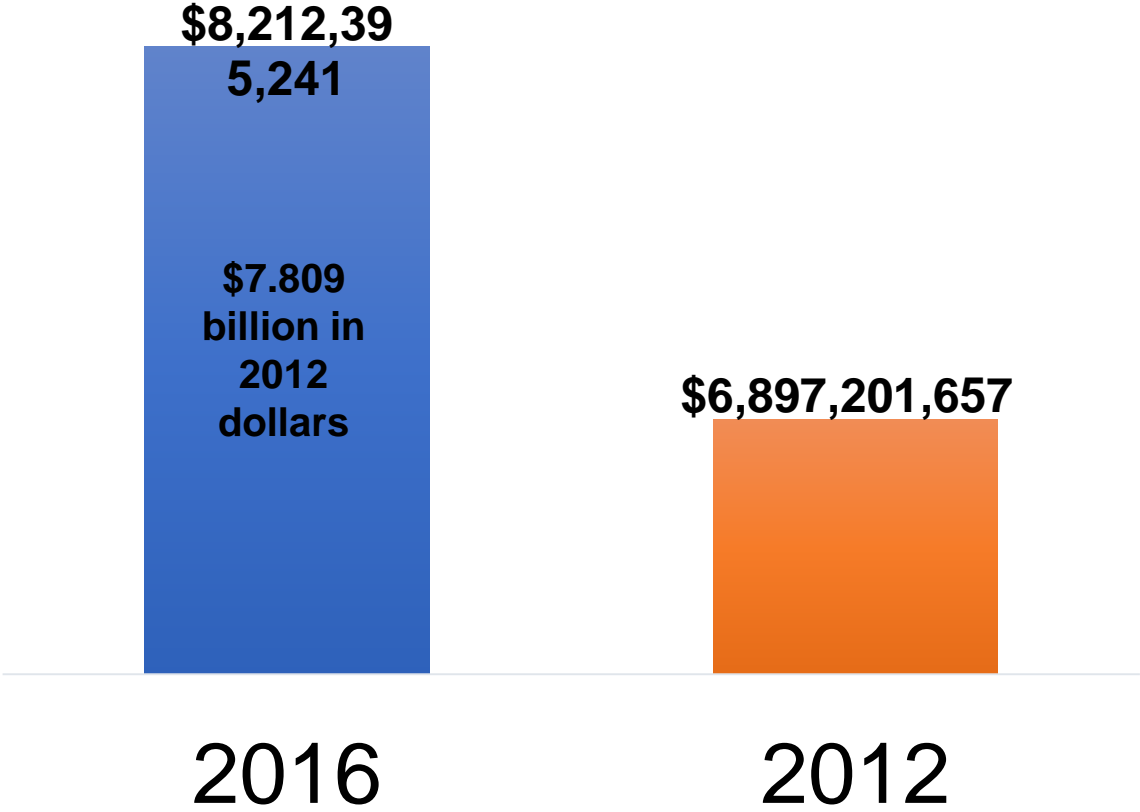
- The Beaufort County Economy
- Wage analysis
- Economic and wage realities
- Housing
- Housing realities
- Public transportation
- Public transportation realities



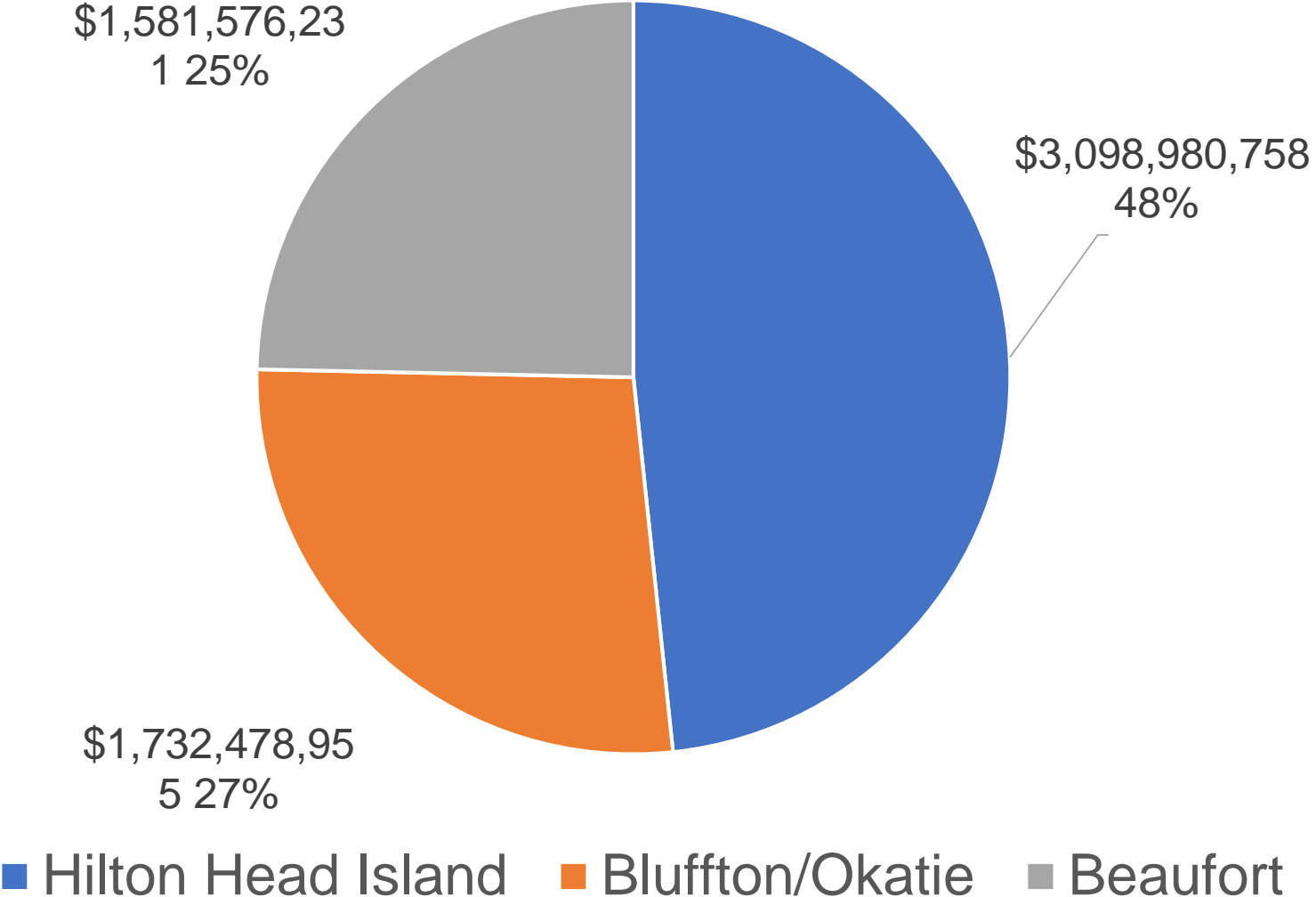
The Beaufort County Economy: IMPLAN Analysis



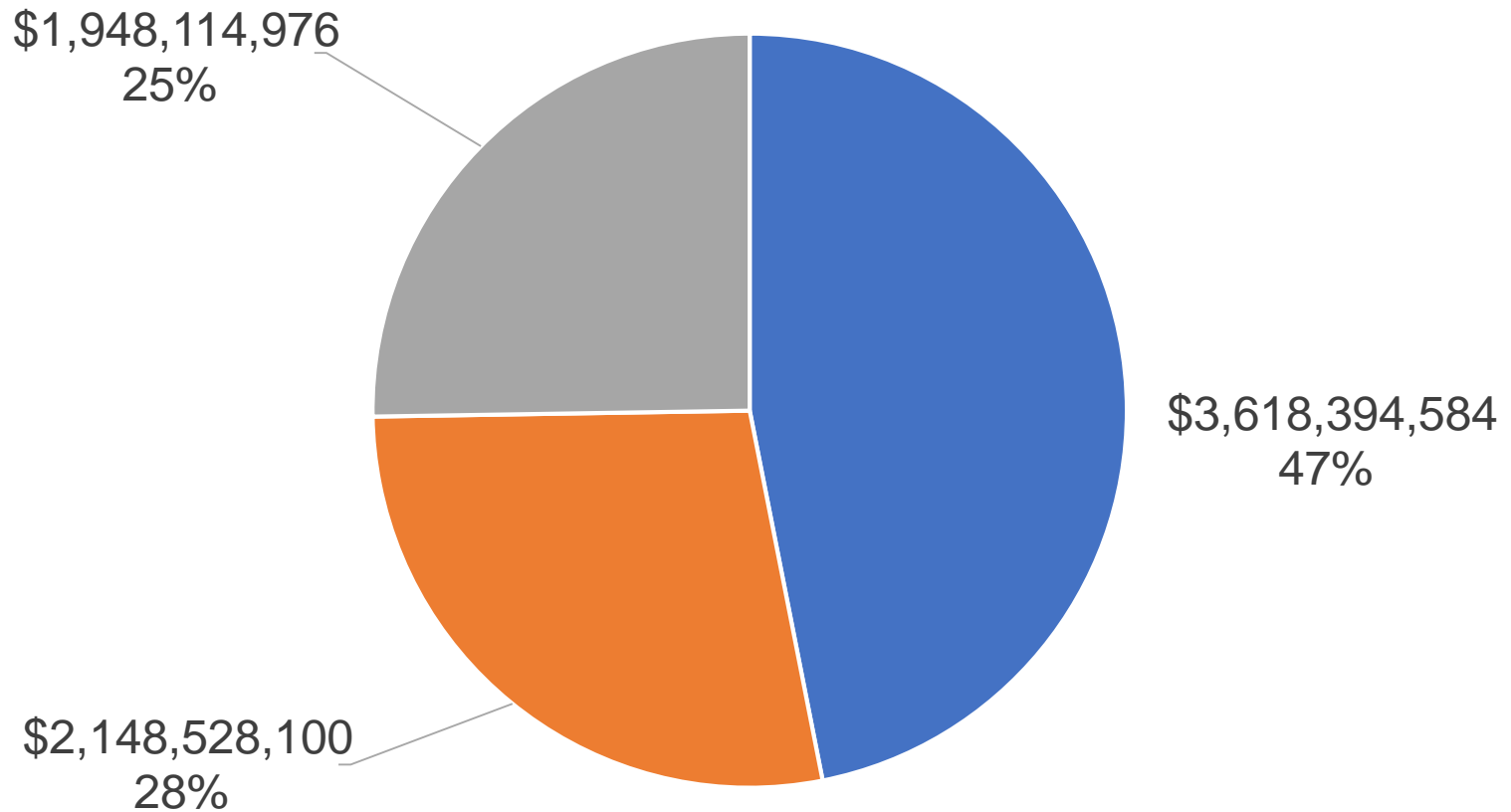
Beaufort County Gross Domestic Product: Increase of 19% in real dollars (or 13% in 2012 dollars)



2012 Municipality % Share of Total Beaufort County Gross Domestic Product

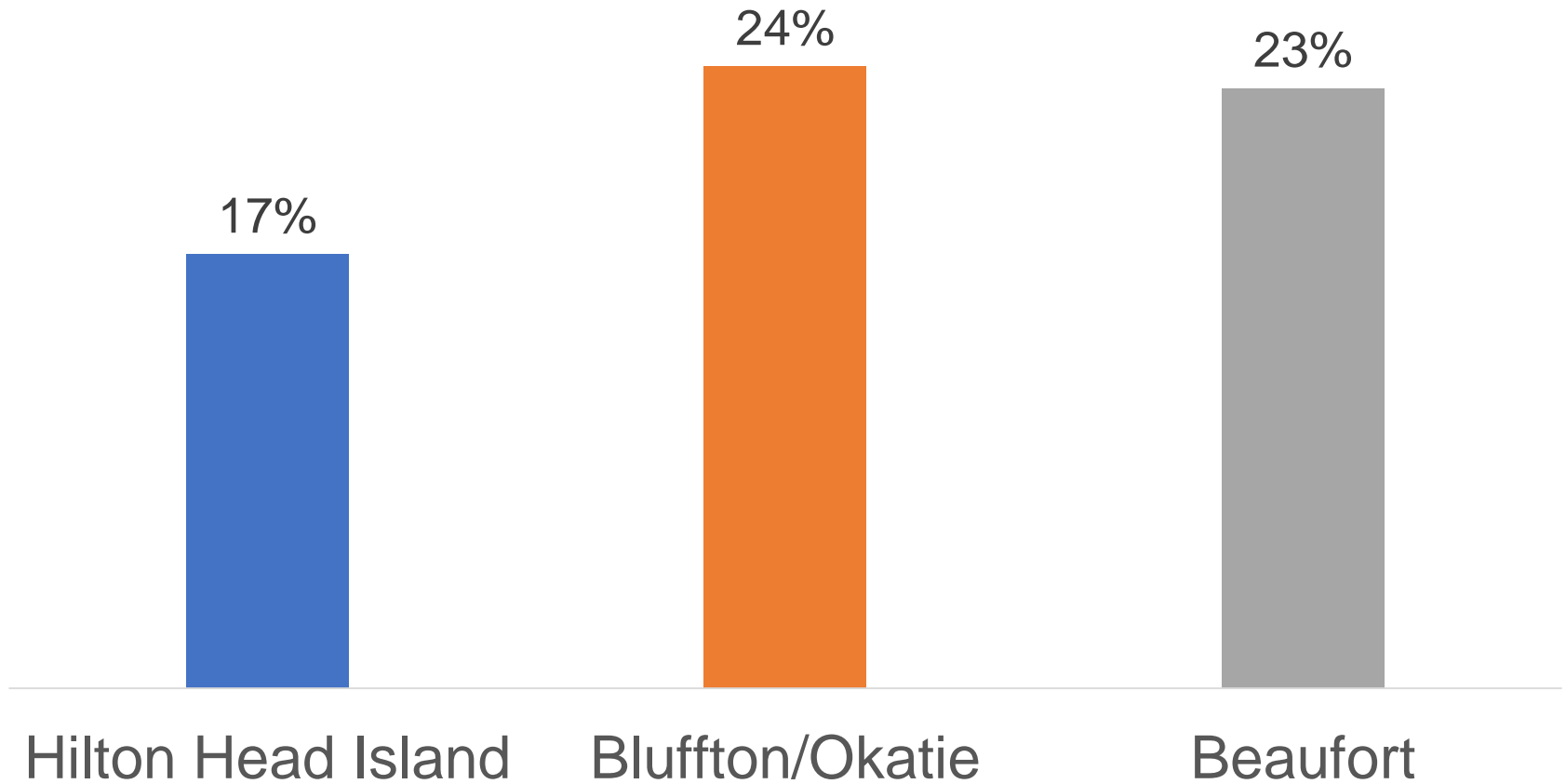


2016 Municipality % Share of Total Beaufort County Gross Domestic Product



■ Hilton Head Island ■ Bluffton/Okatie ■ Beaufort

Municipality % Growth Since 2012



Beaufort County's Tourism Industry



In 2016 tourism accounted for...

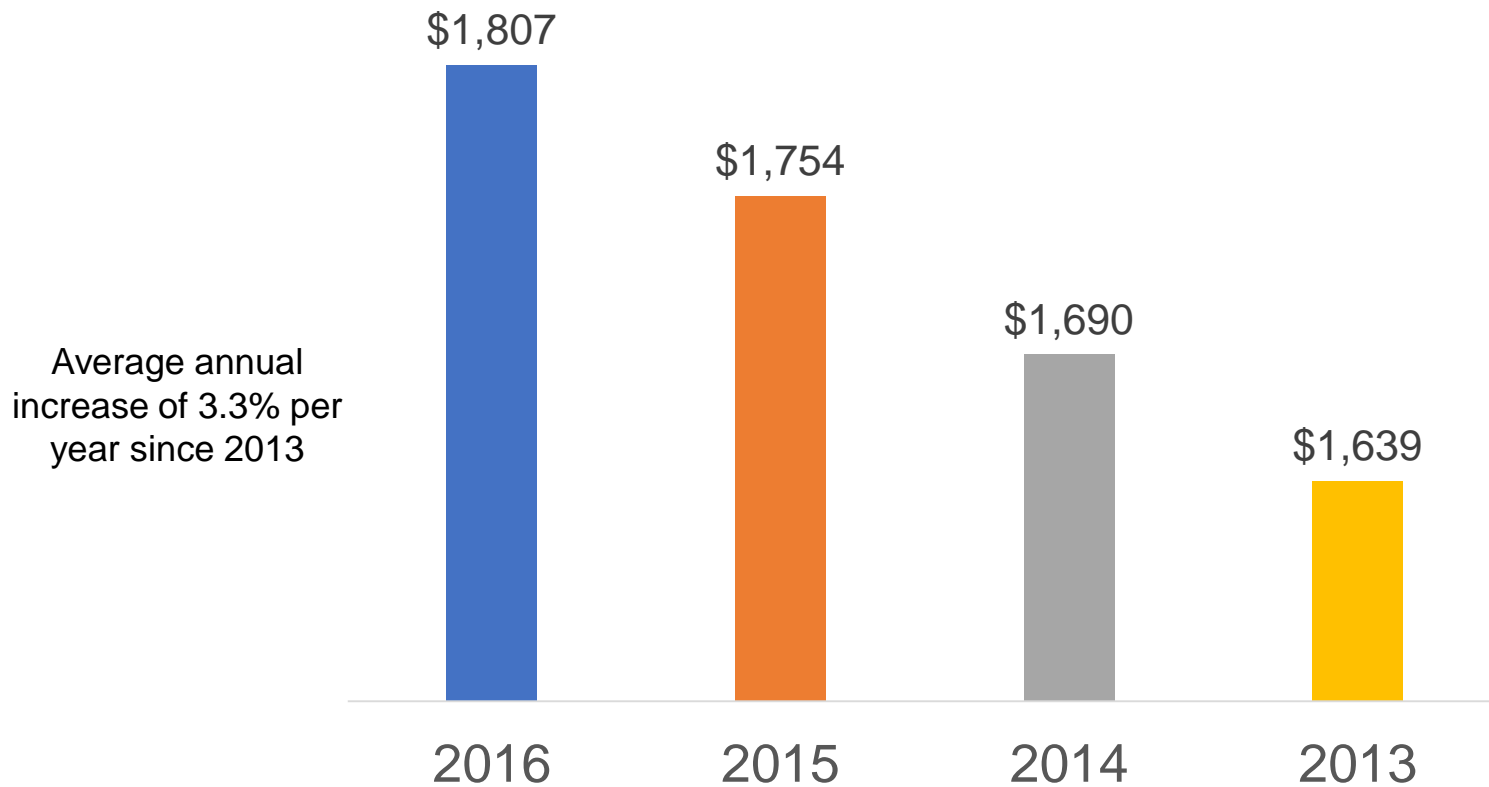
- \$1.5 billion in total economic output
- 17,208 Beaufort County jobs
- 16.5% of all Beaufort County jobs



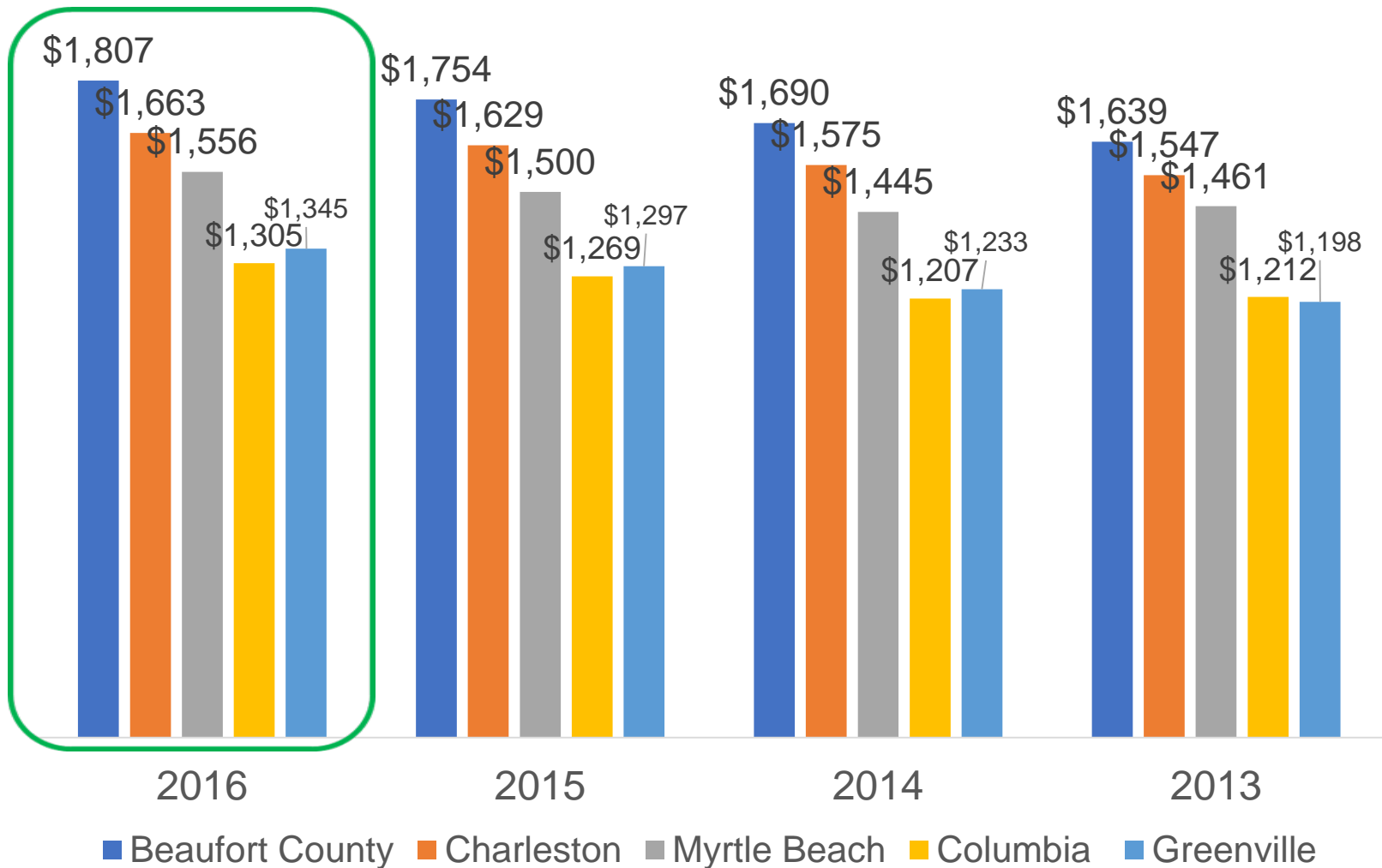
Wage Analysis



Beaufort County Leisure and Hospitality Monthly Wages by Year (Bureau of Labor Statistics)



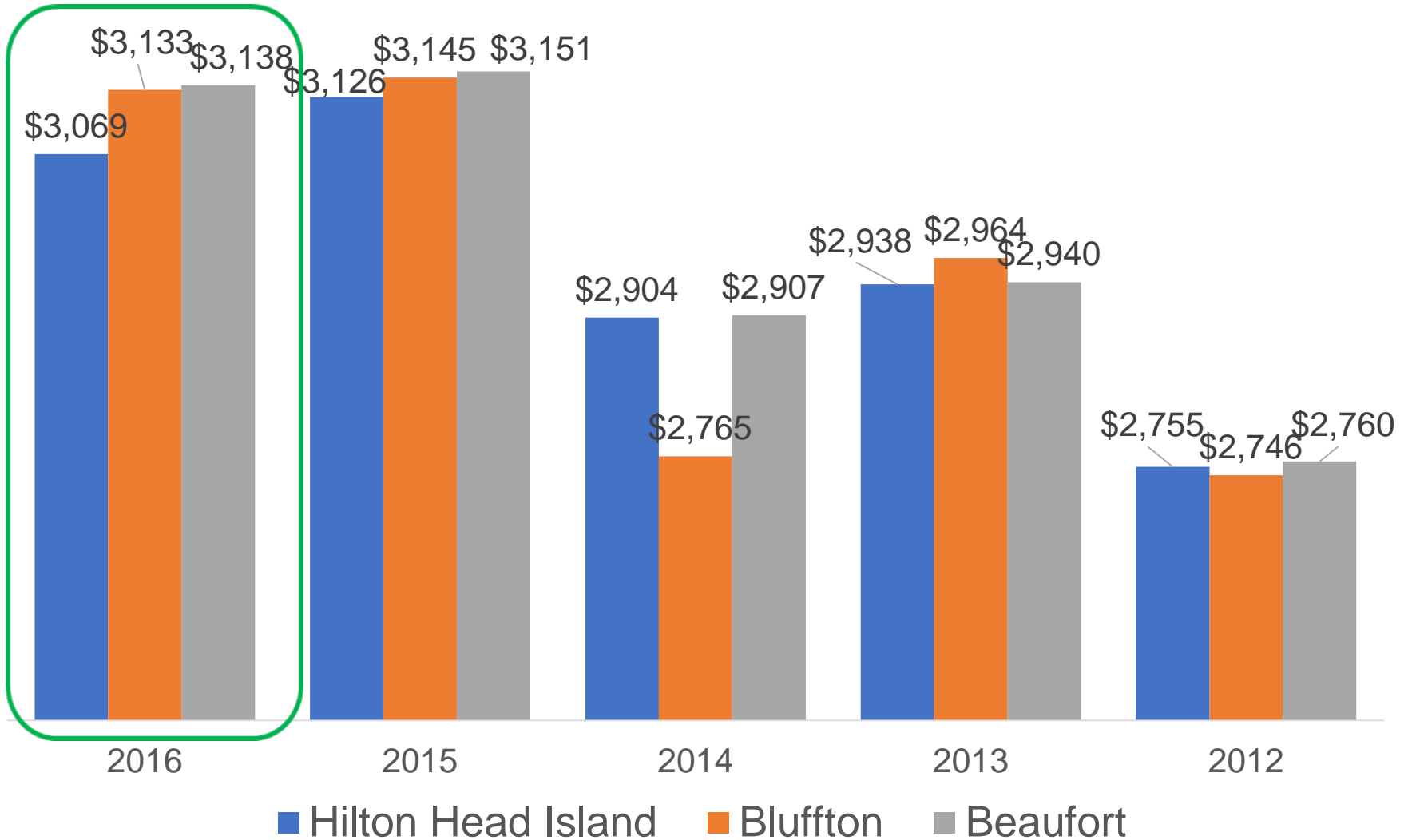
Comparing Leisure and Hospitality Monthly Wages by SC Municipality



Comparing Leisure and Hospitality Monthly Wage Average Annual % Increase by SC Municipality

Municipality	Average Annual % Increase
Beaufort County	3.3%
Charleston	2.4%
Myrtle Beach	2.1%
Columbia	2.5%
Greenville	3.9%

Hotel Employee Monthly Wage by Municipality (IMPLAN)



IMPLAN Average Annual % Increase Since 2013

Municipality	Average Annual % Increase
Hilton Head Island	1.55%
Bluffton	2.21%
Beaufort	2.29%

Economic and Wage Realities



Economic Realities

- Beaufort County GDP has grown since 2012
- Since 2012, the GDP % share for of the Bluffton/Okatie region has the highest increase of all County municipalities
- Tourism has grown throughout all municipalities since 2013
- Tourism is a significant contributor to the County GDP
 - Employs over 17,000 jobs



Wage Realities

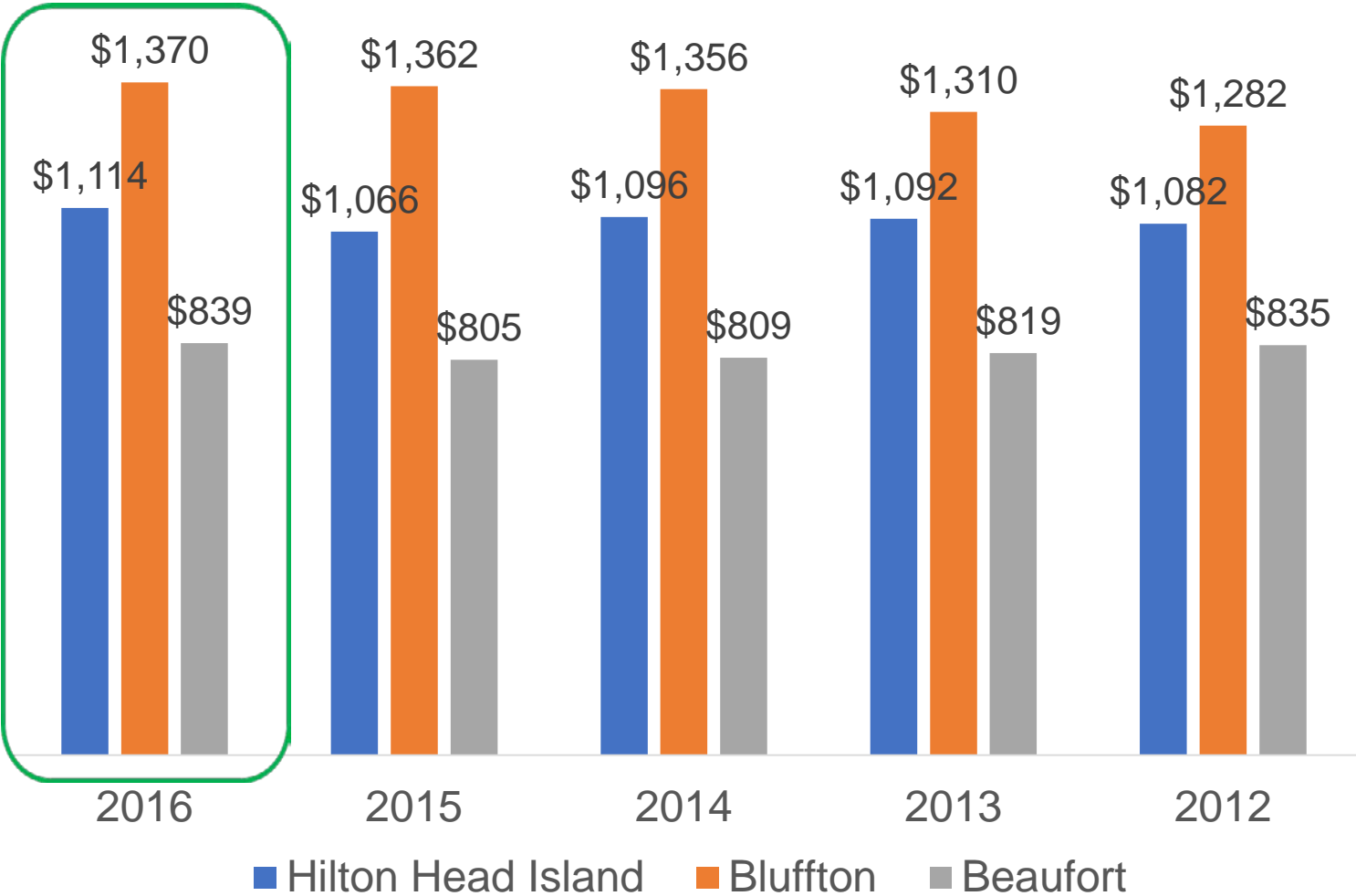
- Beaufort County Leisure and Hospitality Wages have had a 3.3% annual average increase in wages since 2013
- Beaufort County Leisure and Hospitality Wages have the highest average wages when compared to Charleston, Myrtle Beach, Columbia, and Greenville
- Greenville has the highest annual average increase in Leisure and Hospitality Wages since 2013
- According to IMPLAN, since 2013 the Beaufort Hotel and Motel sector has the highest monthly wage when compared to the other Beaufort County municipalities



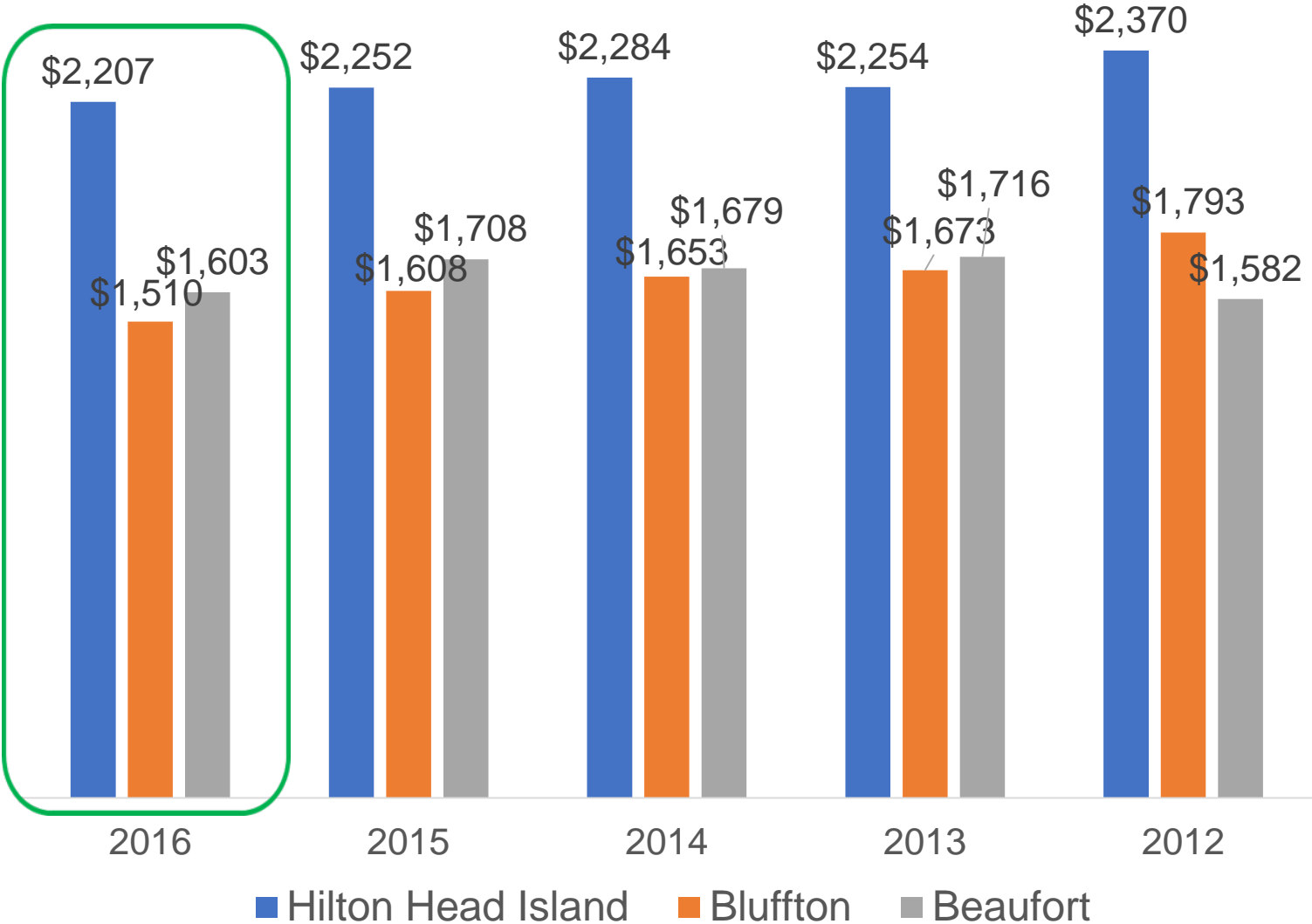
Housing



Average Rent by Municipality (US Census)



Average Mortgage by Municipality (US Census)

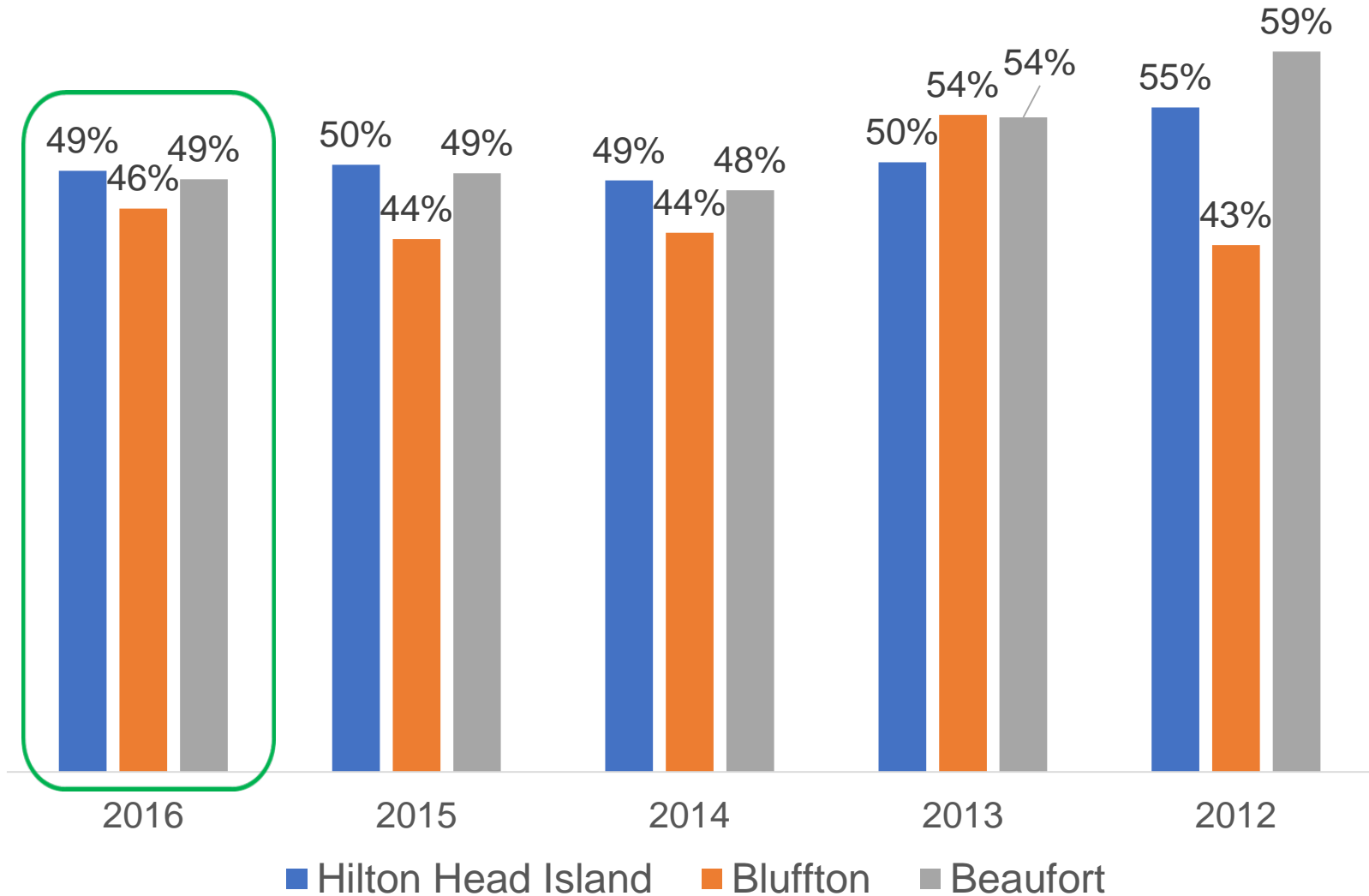


Why the 30 Percent of Income Standard for Housing Affordability?

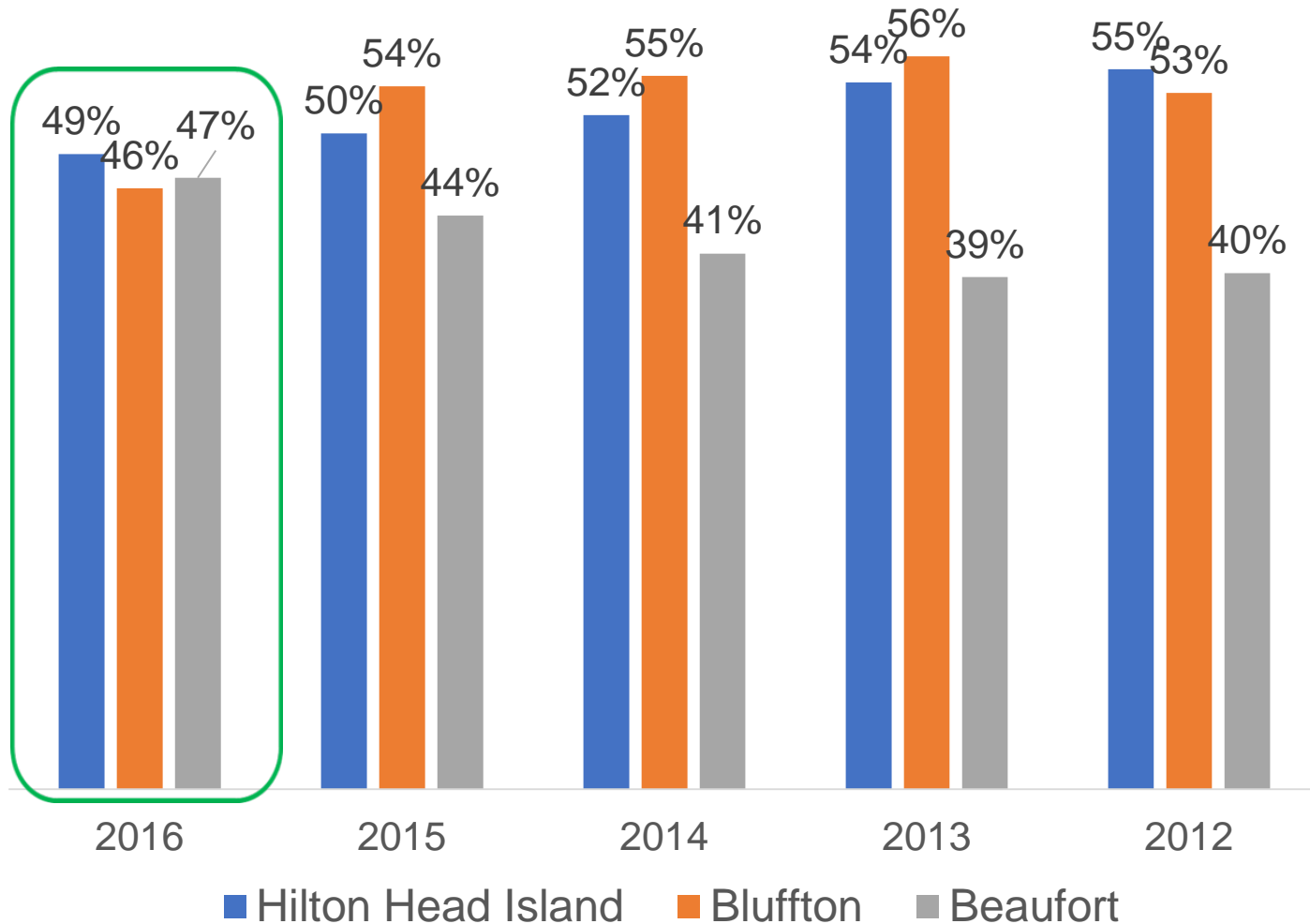
“The conventional 30 percent of household income that a household can devote to housing costs before the household is said to be ‘burdened’ evolved from the United States National Housing Act of 1937.”

US Census

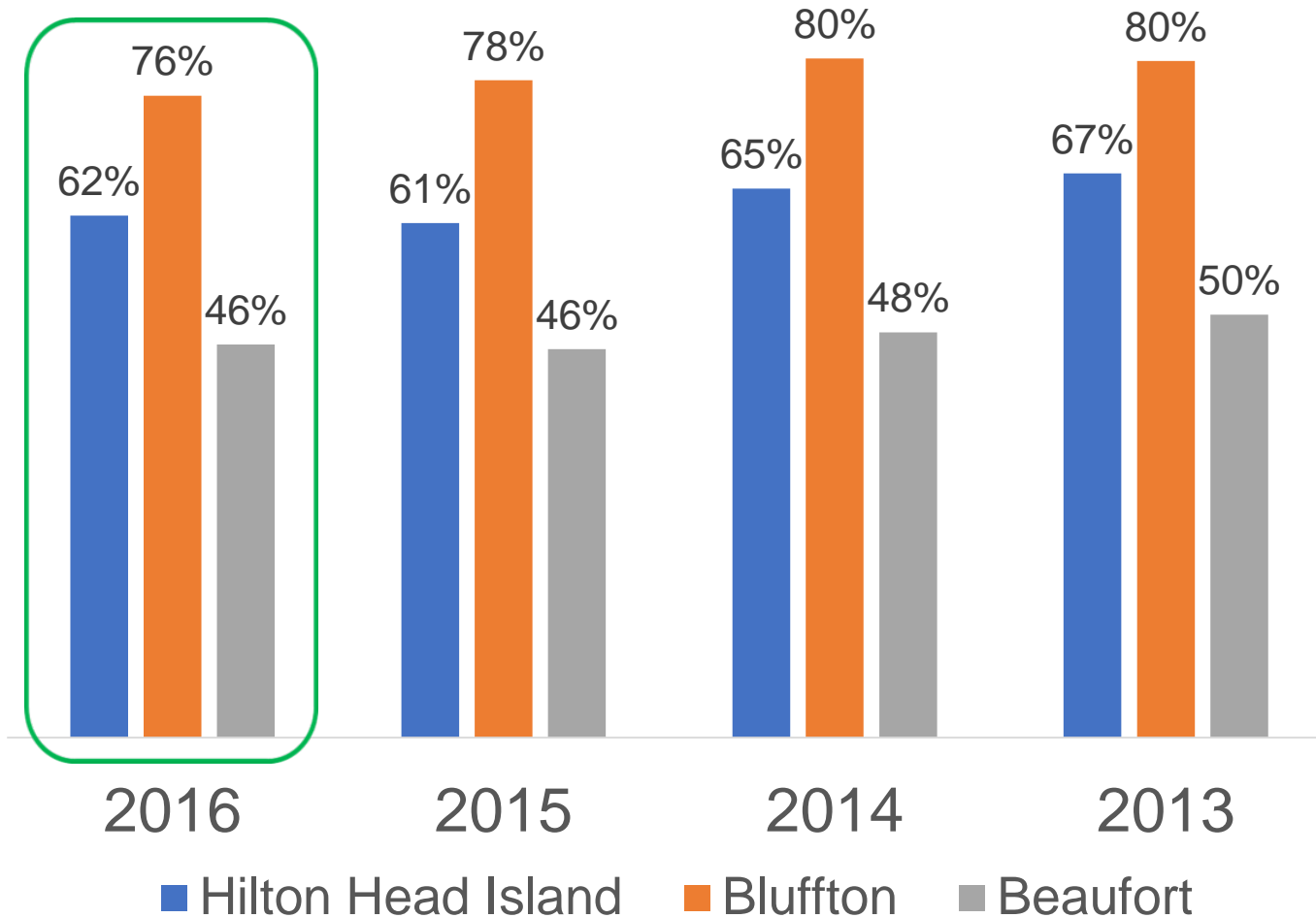
% of Population that Pays 30% or More on Rent by Municipality



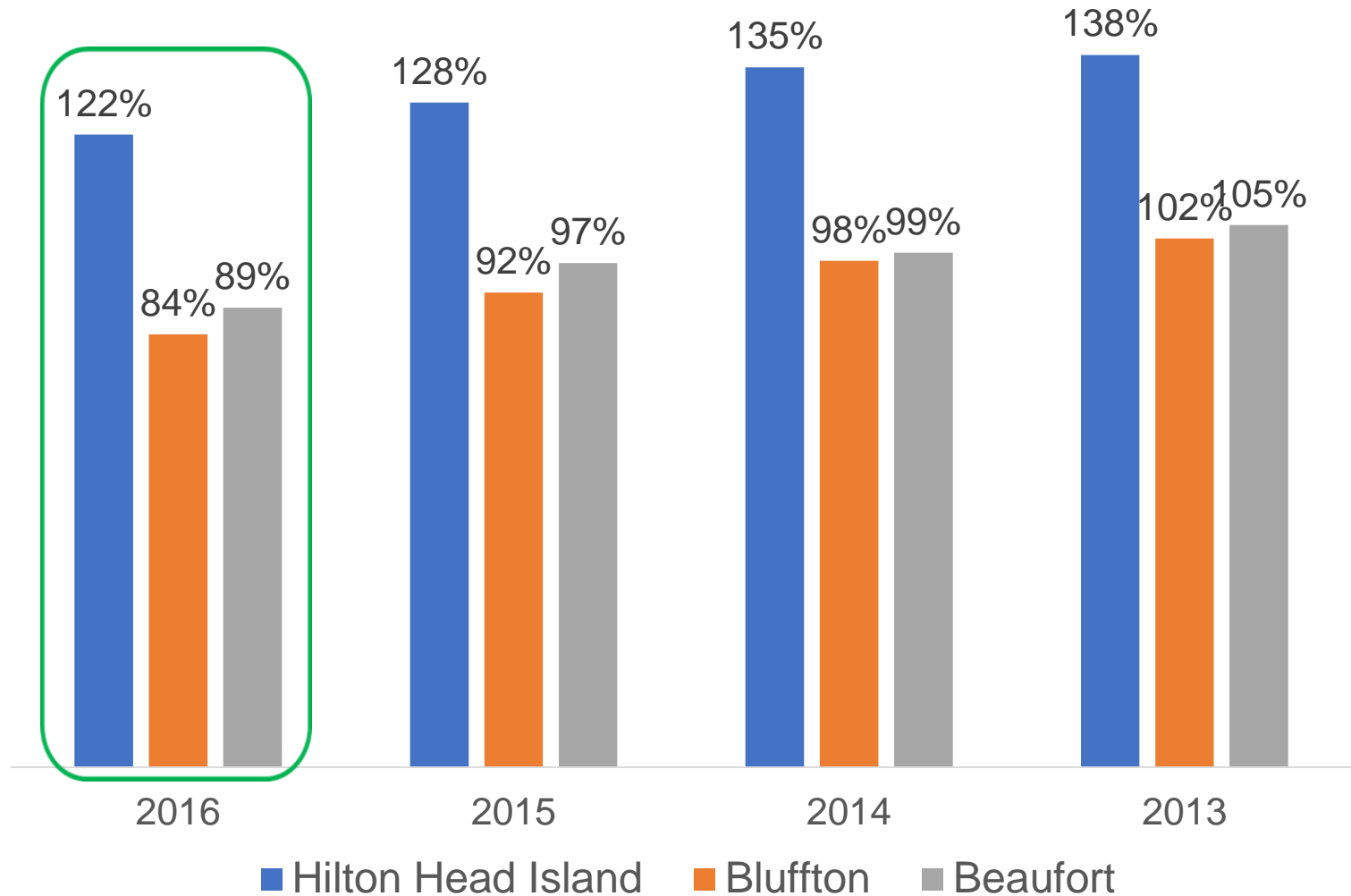
% of Population that Pays 30% or More on Mortgage by Municipality



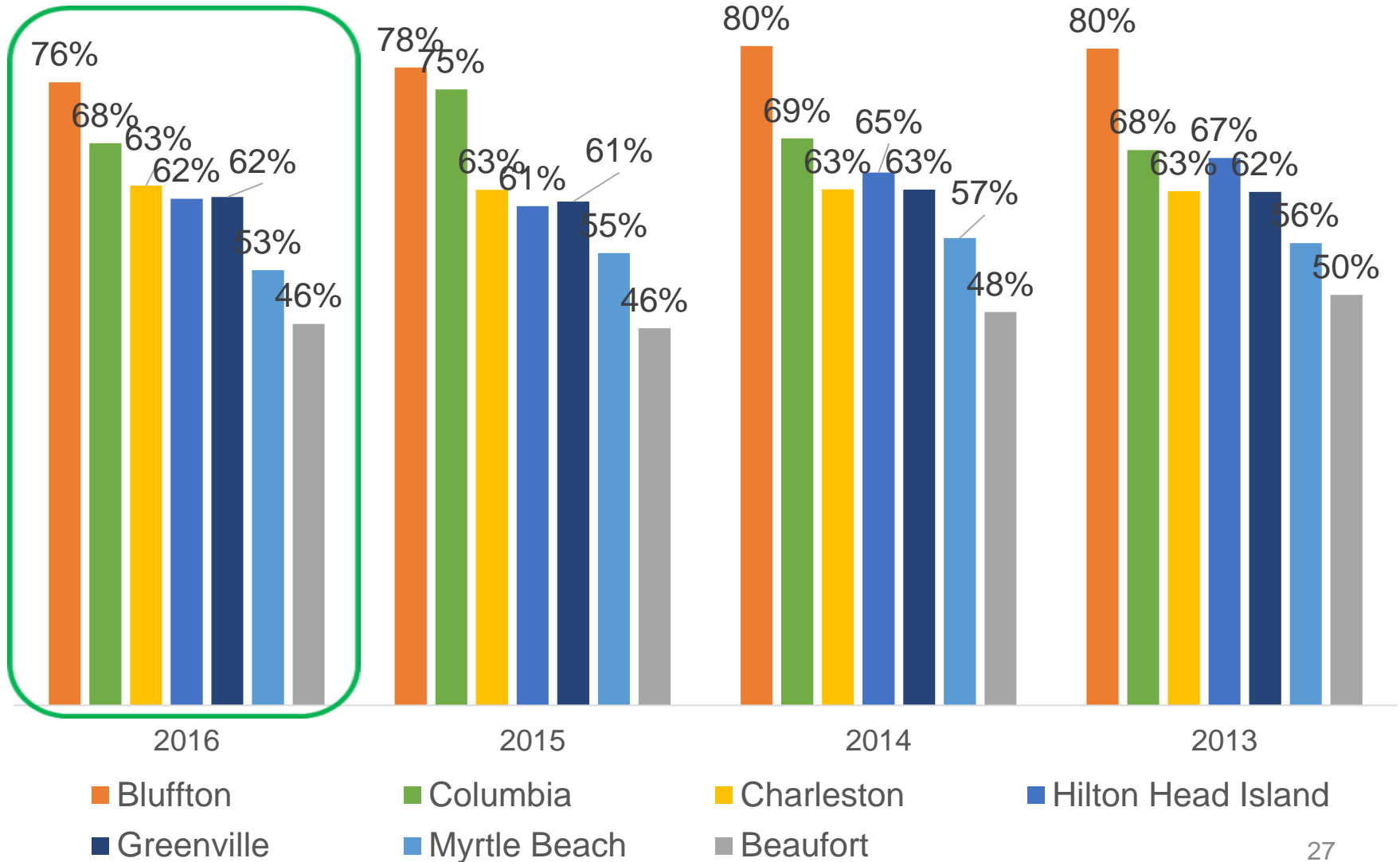
Monthly Rent as a % of Leisure and Hospitality Monthly Wages



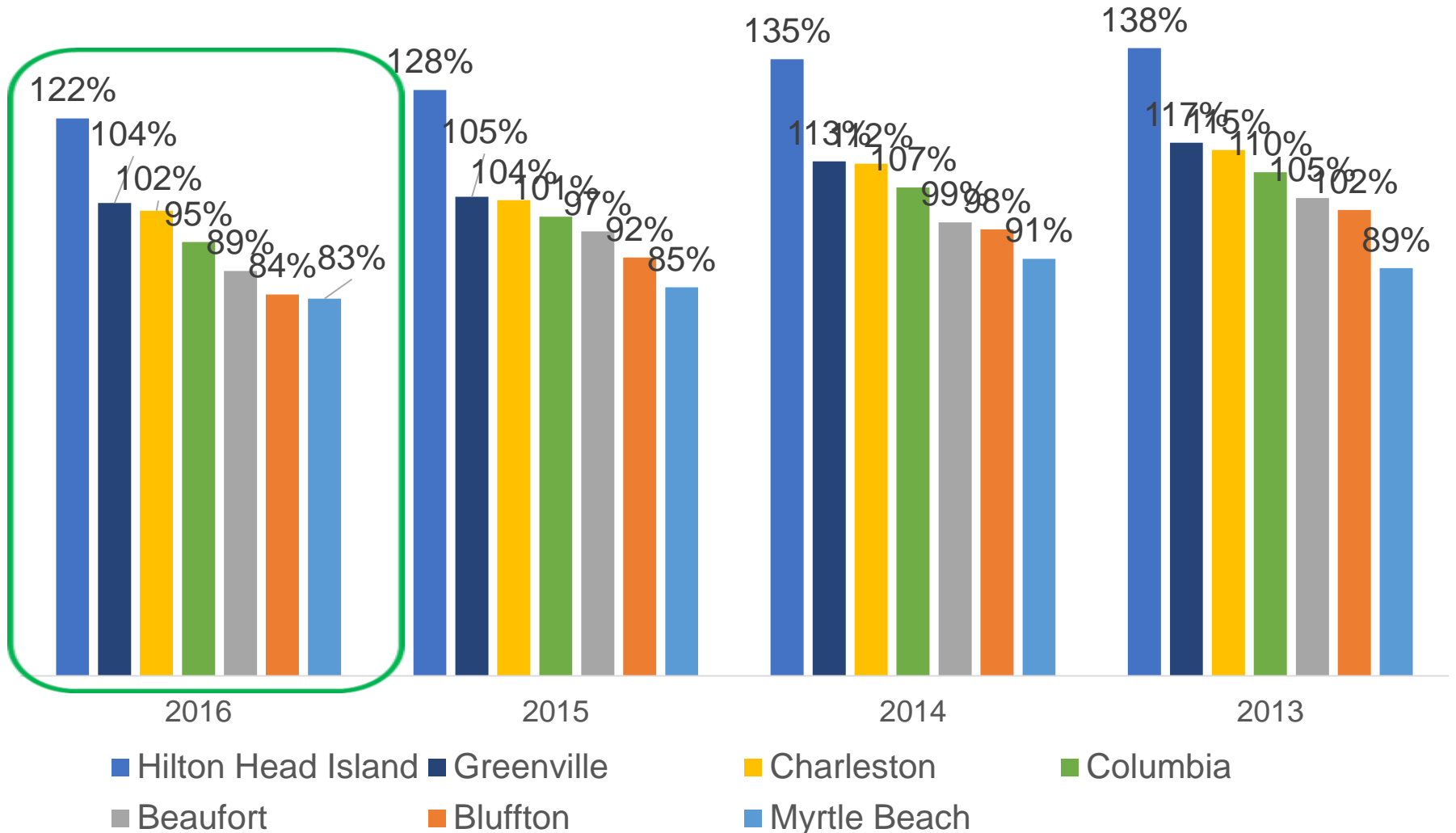
Monthly Mortgage as a % of Leisure and Hospitality Monthly Wages



Monthly Rent as a % of Leisure and Hospitality Monthly Wages



Monthly Mortgage as a % of Leisure and Hospitality Monthly Wages



Housing Realities



Housing Realities

- In 2016, Bluffton had the highest average rent and the highest % rent growth since 2012
- Bluffton has the lowest average mortgage and has the highest % mortgage decline since 2012
- Hilton Head Island has the highest % of population (49.4%) that pays 30% or more toward rent
- Hilton Head Island has the highest % of population (48.6%) that pays 30% or more toward mortgage
- If you work in the Leisure and Hospitality sector in the County, Beaufort is the most affordable to rent
- If you work in the Leisure and Hospitality sector in the County, Bluffton is the most affordable to buy



Housing Realities

- If you work within the Leisure and Hospitality sector within the state, Beaufort is the best place to rent
- If you work within the Leisure and Hospitality sector within the state, Myrtle Beach is the best place to buy



Public Transport



USCB Psychology Lab Beaufort County Quality of Life Study

- Method

- From February, 2017 to November, 2017, the Lowcountry Behavioral and Community Sciences Laboratory employees called over 11,000 Beaufort County registered voters. Of these 11,000 residents, 1,062 completed the survey



- Transit responses

- 65% indicated that they agreed with the statement, “My community needs more public transportation close to my home”
- 59.4% indicated that improving public transportation was Essential or a High Priority that the Beaufort County should address

2016/17 USCB LRITI Event Research (Concours, Oyster, Seafood, Burgers and Brew, Snow Day, and Bluffton Arts and Seafood)

- Method

- At 6 festivals, over 1,095 visitors to the region were asked to rate their level of agreement on the importance of a destination having public transportation when choosing a where go to on vacation

- Visitor responses

- 66% Strongly Agree or Agree that vacationing in a destination that has public transportation available to tourists is important when choosing a vacation destination



Means of Transport for Warm Weather Resort Communities

Means of Transportation to Work	Hilton Head Island	Myrtle Beach	Naples	Ponte Vedra	Nags Head	Napa
Public Transportation (excluding taxicab)	0.8%	0.5%	0.8%	0.1%	0.8%	1.8%
Car, truck, or van	84.0%	91.0%	76.5%	86.6%	84.0%	88.9%
Walked	2.2%	3.7%	3.1%	1.0%	1.7%	2.9%
Bicycle	1.6%	1.3%	1.6%	0.1%	0.0%	0.8%
Taxicab, motorcycle, or other means	1.6%	1.5%	2.2%	1.6%	0.4%	0.7%
Worked at home	9.8%	2.0%	15.8%	10.6%	13.1%	4.8%

Means of Transport for Winter Resort Communities

Means of Transportation to Work	Hilton Head Island	Breckenridge	Aspen	Telluride	Steamboat	Vail	Santa Fe
Public Transportation (excluding taxicab)	0.8%	9.4%	18.9%	20.3%	3.4%	12.9%	1.3%
Car, truck, or van	84.0%	46.8%	34.7%	22.3%	77.2%	73.1%	86.7%
Walked	2.2%	31.5%	18.2%	31.9%	5.6%	4.0%	2.2%
Bicycle	1.6%	0.6%	14.1%	7.2%	6.0%	3.0%	0.8%
Taxicab, motorcycle, or other means	1.6%	1.7%	1.2%	4.0%	0.5%	0.0%	1.0%
Worked at home	9.8%	10.0%	12.9%	14.3%	7.3%	7.0%	8.0%

Transportation Realities



Transportation Realities

- There appears to be residential demand for public transportation
- Visitors feel that public transportation is important when they're deciding on choosing a vacation destination
- Census data shows that residents in warm weather resort communities do not use public transit
- However, winter resort mountain communities have a higher percent usage of public transportation



Questions

