

# Economic Development Element

Understanding existing economic conditions and trends is vital to the development of planning policies that will address the needs of residents and businesses alike. Changing economic conditions can impact an array of issues ranging from community growth and development, to quality of life, to travel patterns. Key economic data will assist decision makers and stakeholders in making sound decisions regarding the future of the Sumter community.

## Notable

### Existing Conditions & Trends

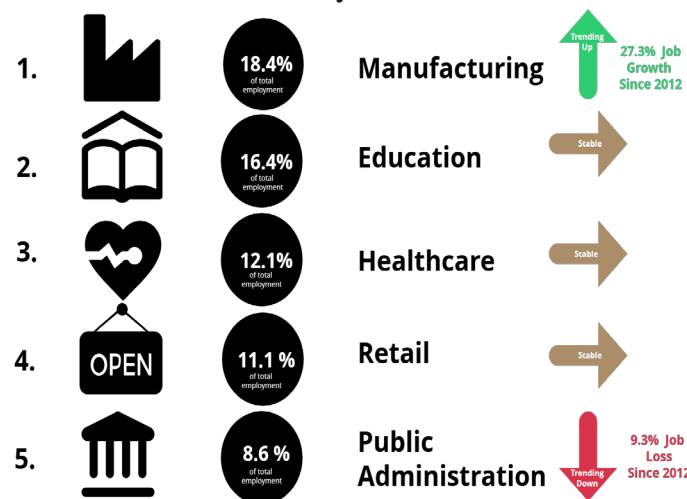
1. The manufacturing sector holds the largest percentage of (non-military) jobs in Sumter County and in recent years experienced the largest gains in employment since 2012.
2. Shaw A.F.B. is the largest employer in Sumter County and results in a significant economic impact for the community.
3. Total Labor Force numbers have slightly declined since 2010.
4. Unemployment percentages have significantly declined since 2010, but remain slightly higher than state and national unemployment percentages.
5. Overall median household income has steadily increased, but not at levels that account for the rising cost of goods and services. Median household income for both the City and County are below that of the state as a whole.
6. Poverty rates are increasing in the City and County, even with significant increases in levels of educational attainment.



Photo: New Economic Development Building Grand Opening

Figure ED-1

### Sumter County Top (Non-Military) Industry Sectors



Source: 20012 & 2016 US Economic Census Data

Table ED-1

### Top Individual Employers

Employer	Approx. # of Employees	Sector
Shaw Air Force Base	8,600	Military Base/US Department of Defense
Sumter School District	3,070	Education
Prisma Health Tuomey	1,800	Healthcare
Thompson Construction Group	1,360	Construction
Continental Tire of the Americas	1,020	Manufacturing
Pilgrim's Inc.	1,010	Food Processing
Sykes Inc.	950	Data Center
Eaton Electrical	750	Manufacturing
BD Diagnostics	715	Manufacturing
Sumter County Government	676	Public Administration

Source: (Various - Sumter Edge, Company Websites, Industry Announcements, etc.)

### Shaw Air Force Base

Shaw Air Force Base is a critical economic driver for the Sumter area. According to the 2015 Shaw Air Force Base Economic Impact Statement, the base employs approximately 8,600 active duty military and civilians. Additionally, according to a more recent study conducted in 2017 by the South Carolina Military Task Force, the base provides approximately \$1.5 billion in direct and indirect economic impact for the Sumter area. Both the City and County have adopted policies that help protect the ongoing mission of this community asset.

### Shaw Air Force Base

***\$1.5 Billion Economic Impact***

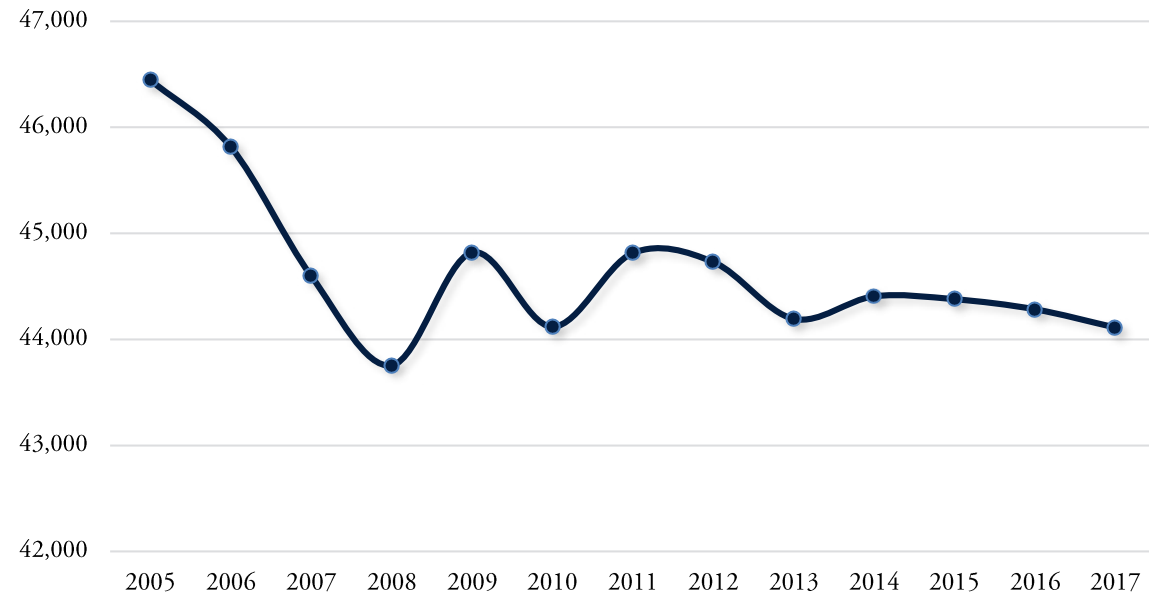


Source: Shaw AFB Economic Impact Statement (2017 Update)

## Labor Force

Total labor force numbers in Sumter County have slightly declined in recent years. Labor force numbers fluctuated from 2009 to 2014, after a significant drop from 2005 to 2008. Current levels have not returned to levels seen in the past. This trend may be a result of slow population growth and of an aging workforce reaching retirement age.

**Figure ED-2** **Total Labor Force**

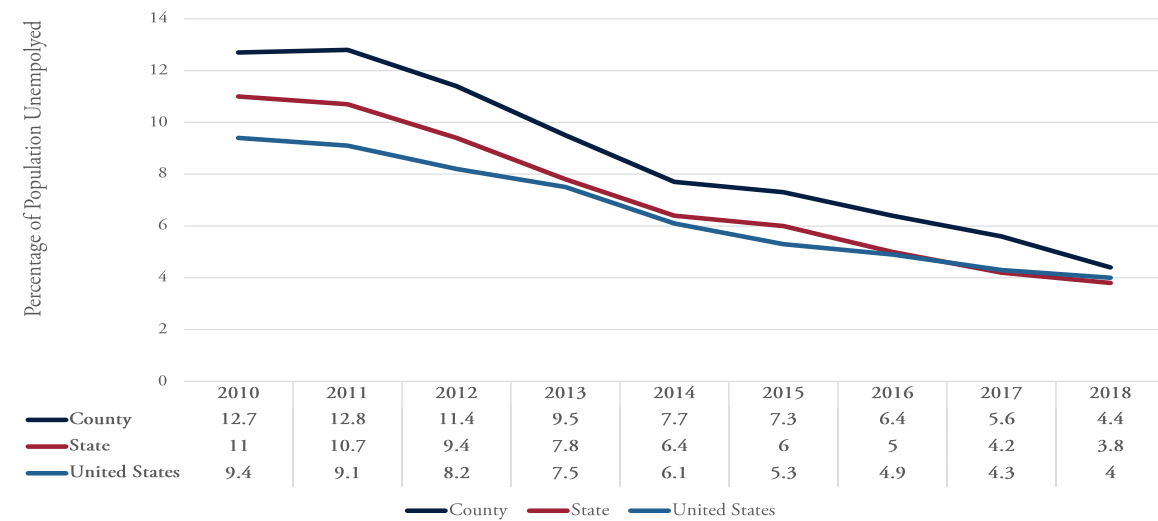


Source: SC DEW Data

## Unemployment

Unemployment in Sumter County has steadily declined since its peak of 12.7% in 2010. This is consistent with current national and state trends, where record low unemployment numbers are being experienced across the board. Sumter County's unemployment numbers continue to be slightly higher than the state and national averages.

**Figure ED-3** **Unemployment**



Source: SC DEW Data

## Commuting Patterns

Commuting pattern data shows the relationships that exist between where people live and work within the City, County, and region as a whole. Twenty five percent more residents live and work within the County than commute outside of it for employment. The amount of workers who commute into Sumter County from other places is slightly less than the amount of Sumter County residents who work outside of it.

For residents that commute outside of Sumter County, a much stronger relationship exists between Richland County to the west compared to any other adjacent county. For workers that live outside of Sumter County and commute in, a stronger relationship exists between Clarendon County to the south compared to any other adjacent county.

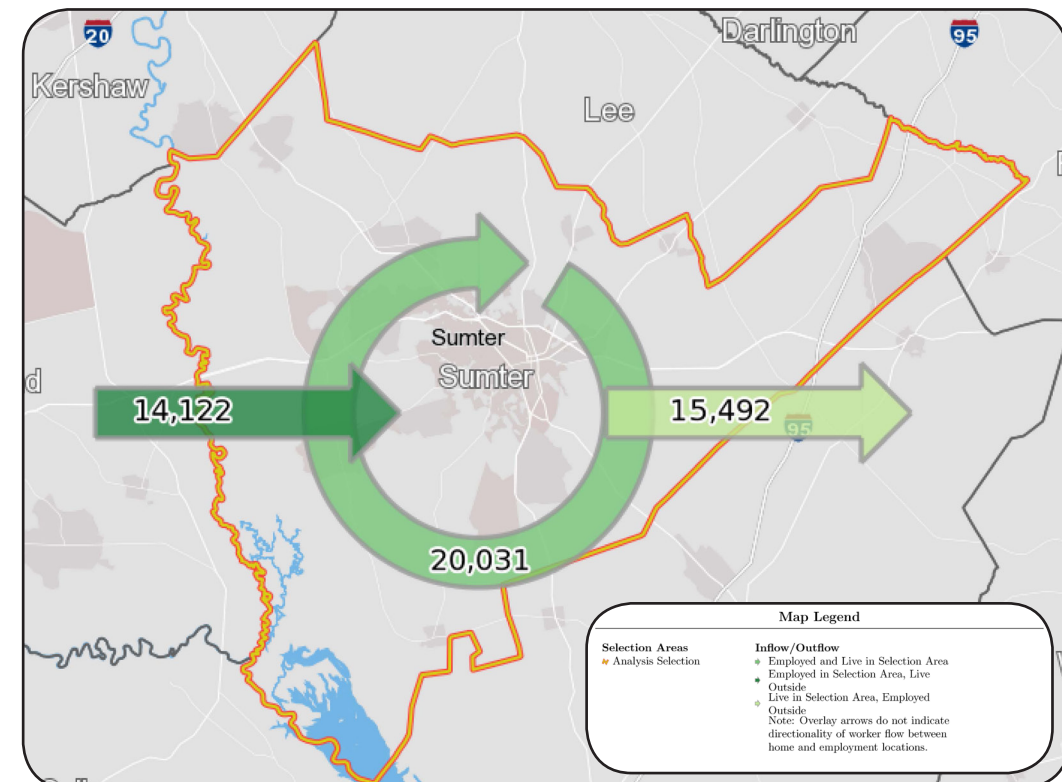
**Table ED-2**

Sumter County Commuting Patterns Inflow/Outflow			
Commuting in from		Commuting out to	
County	#	County	#
Clarendon County	2,865	Richland County	2,804
Richland County	1,729	Clarendon County	1,410
Lee County	1,152	Kershaw County	889
Kershaw County	727	Florence County	763
Florence County	322	Lee County	514

Source: US Census Bureau - On the Map

**Map ED-1**

**Sumter County Commuter Inflow/Outflow Map**



Source: US Census Bureau - On the Map

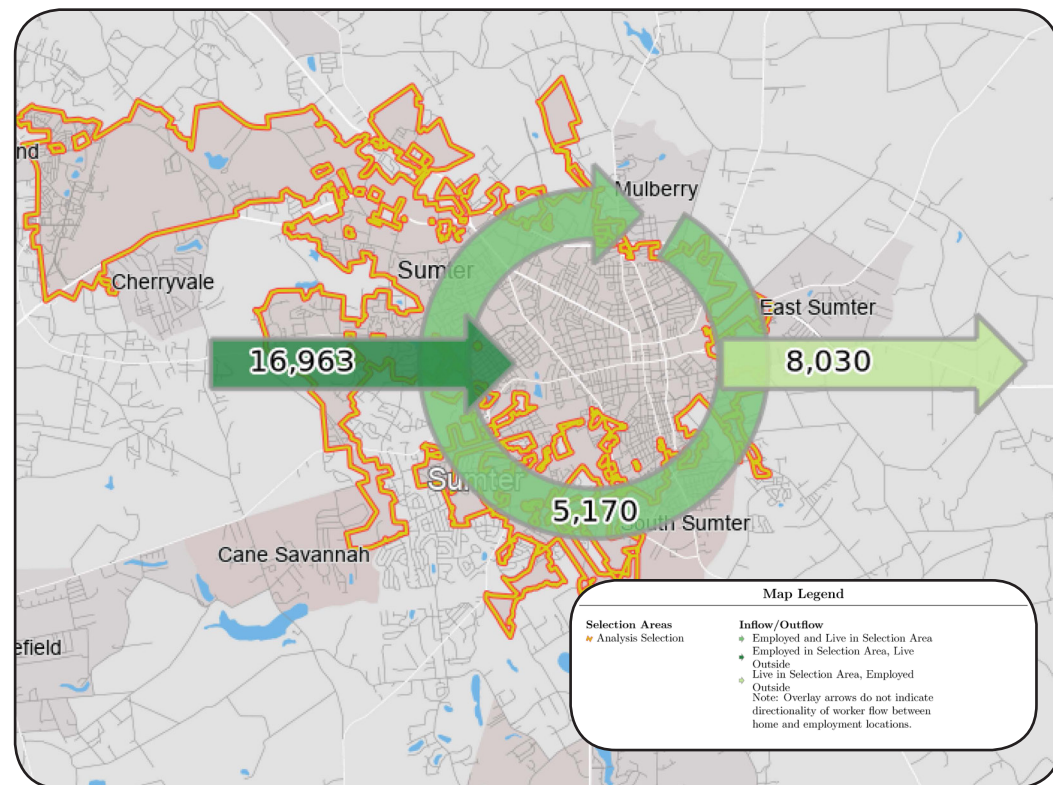
Note: Directional arrows shown on map are totals only and not meant to reflect specific origin and destination locations.

Overall, nearly 17,000 workers commute into the City to work. The vast majority of these workers live in small communities throughout the County, region, and state as a whole. Based on available data, around 329 individuals commute from the City of Columbia for jobs in the City of Sumter, accounting for slightly more than one percent of the total non-resident workers. Similar percentages are seen from the neighboring unincorporated areas of Dalzell and Cherryvale.

About 39 percent of City residents within the labor force live and work within the City of Sumter. This indicates that many residents commute outside the jurisdiction for employment. Top employment destinations for out commuting City residents include established industrial areas just outside of City limits and to a smaller degree the City of Columbia.

A key factor in Economic Development is understanding how many individuals are employed in area and where they commute from. This is important because this reflects whether a place can attract and retain workers locally. If workers are also residents, then their disposable income gets circulated locally, otherwise a place does not see the the full impact of that job in the local economy.

Map ED-2 City of Sumter Commuter Inflow/Outflow Map



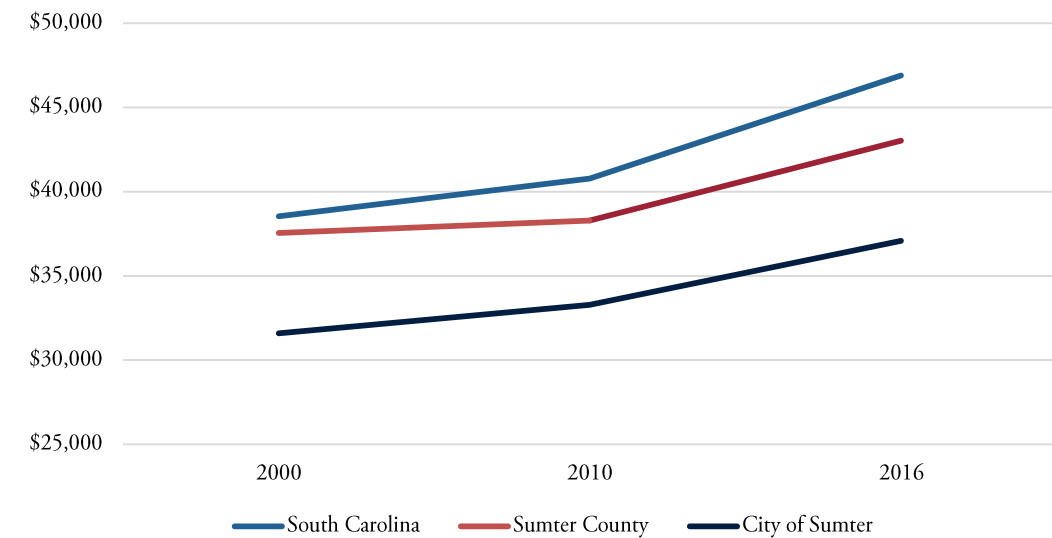
Source: US Census Bureau - On the Map

Note: Directional arrows shown on map are totals only and not meant to reflect specific origin and destination locations.

### Income

Steady but modest income growth has been experienced across the State, County, and City since 2000. Median household income is the measurement being used to display this trend; however, this trend holds true when analyzing other available income measures such as per capita income and family income. On the whole, median levels of income in the City are lower than that of the County and both are lower than the State of South Carolina as a whole. Geographically, higher income levels are present in the western areas of the City, with lower income levels present in the northern and eastern areas of the City. Higher income levels are generally present in the northern central area of the County and in the southern area of the County along the US Hwy 15 corridor. Lower income levels are present in the largely rural eastern and northwestern portions of the County.

Figure ED-4 Median Household Income

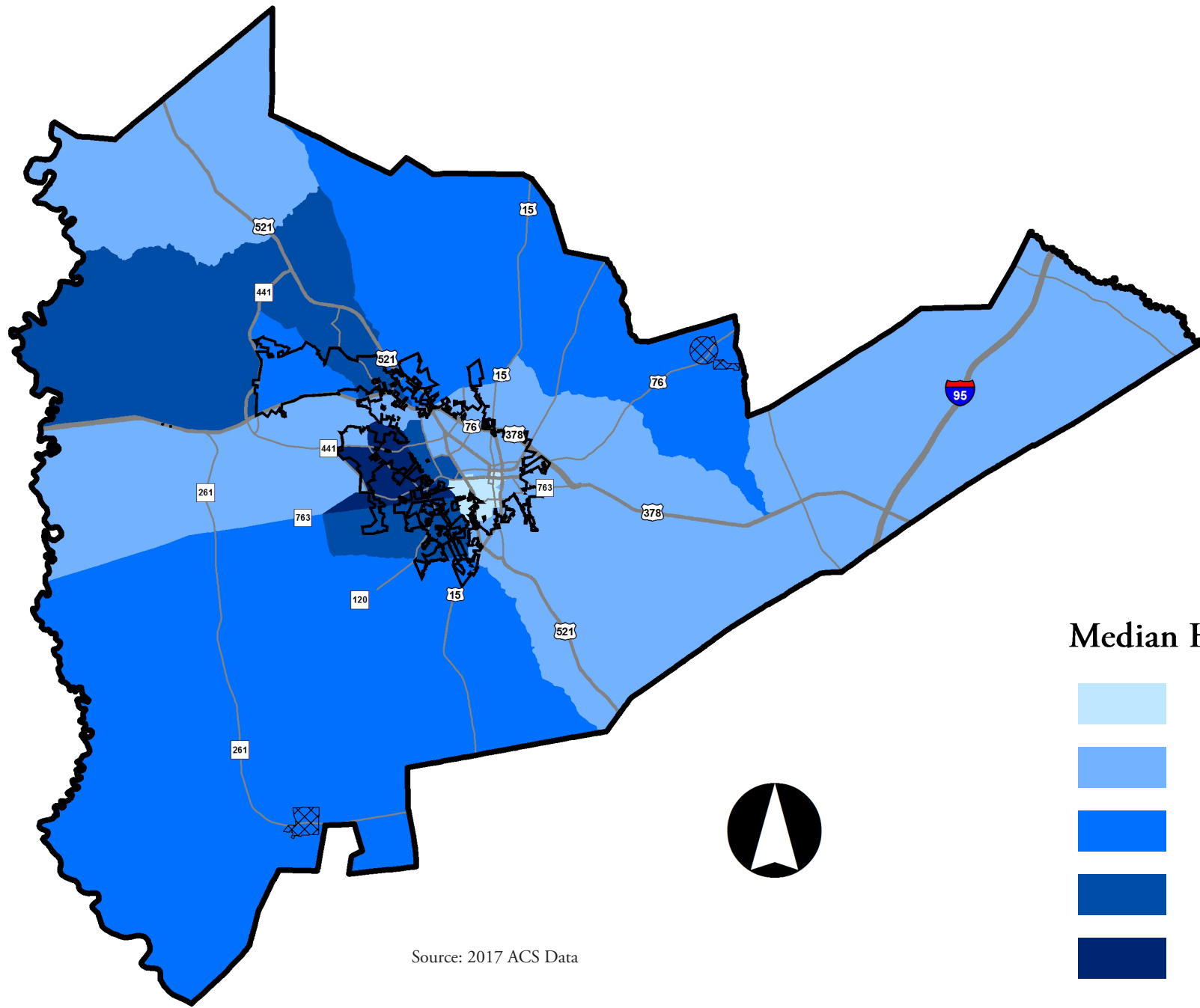


Source: US Census Bureau 2000 & 2010 Data. & ACS 2016 Data.



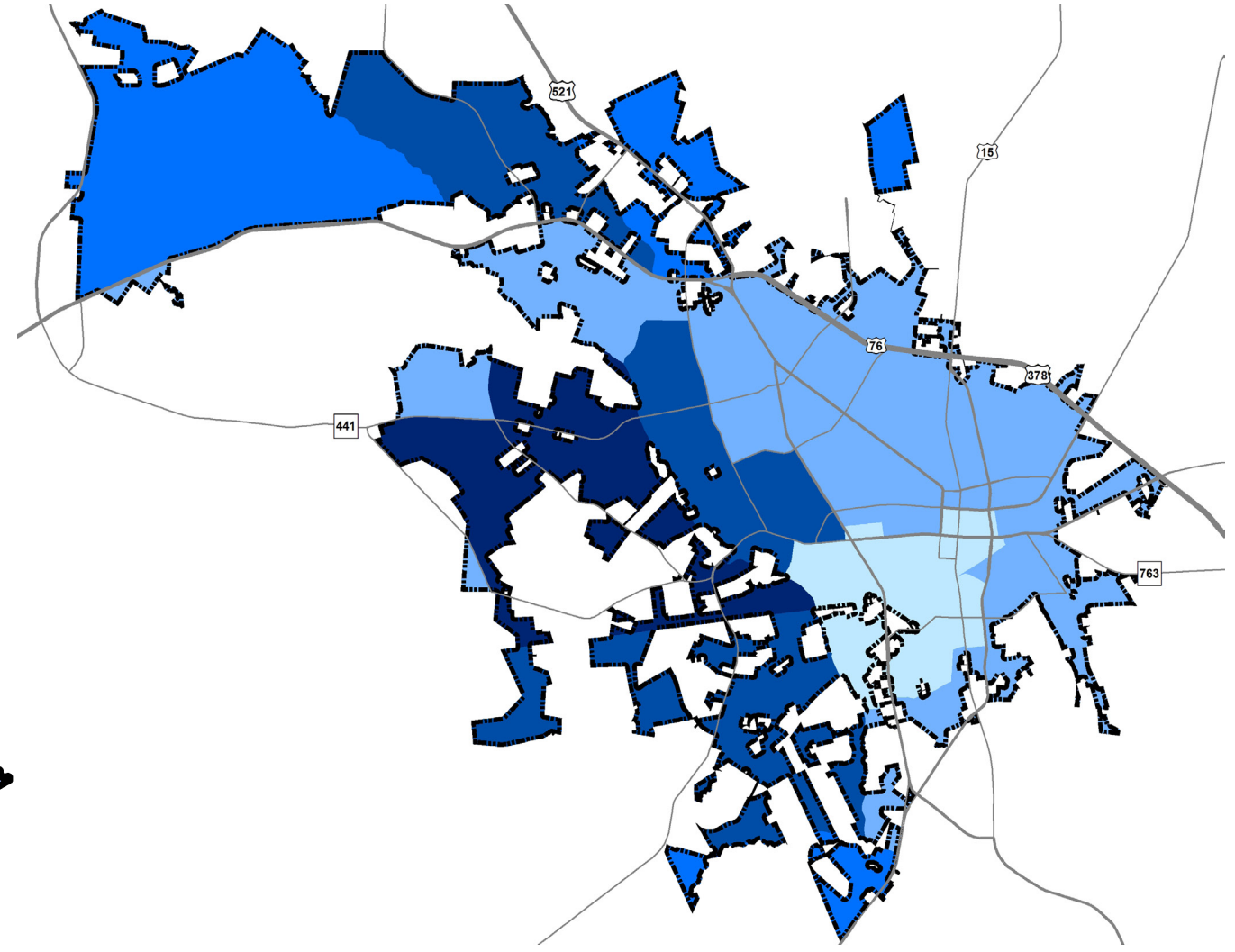
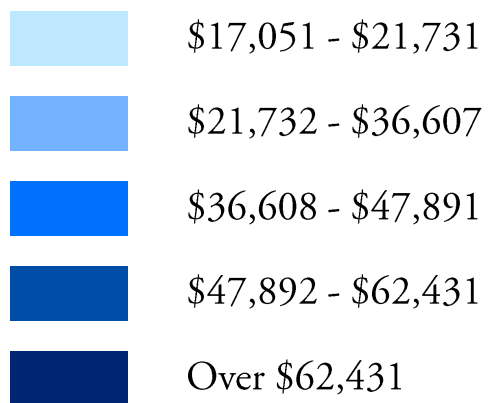
Photo: Central Carolina Technical College (CCTC) Advanced Manufacturing Technology Training Center

# Median Household Income by Census Tract Sumter County & City of Sumter



Source: 2017 ACS Data

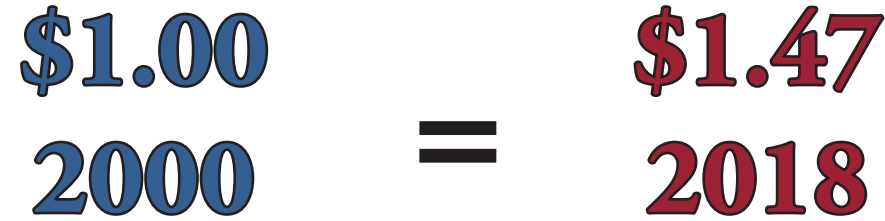
### Median Household Income



## Cost of Goods & Services

While income levels are rising, so are the costs of goods and services. Generally, recent income and wage growth has not been enough to offset decreases in purchasing power. According to Consumer Price Index data, the purchasing power of \$1 in the year 2000 is equal to the purchasing power of \$1.47 today. Lagging income and wage growth, despite positive changes in other economic metrics such as unemployment and gross domestic product, is reflective of nationwide trends.

Figure ED-5 Consumer Price Index Comparison

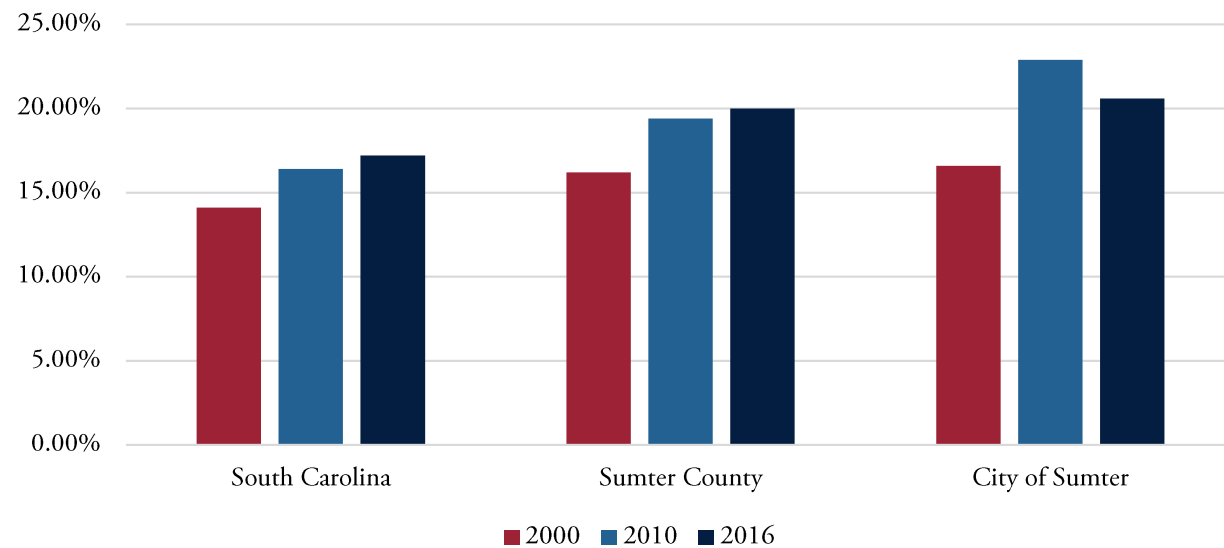


Source: Bureau of Labor Statistics CPI (Consumer Price Index) Data

## Poverty

The percent of residents living below the poverty line has increased in the City and County since 2000. Within the City, the percentage of residents living under the poverty threshold increased dramatically from 2000 to 2010, but since that time has decreased to a percentage that is consistent with the County as a whole. Poverty percentages are higher in the both the City and County than compared to the overall percentage for the State.

Figure ED-6 Percent of Population Below the Poverty Line

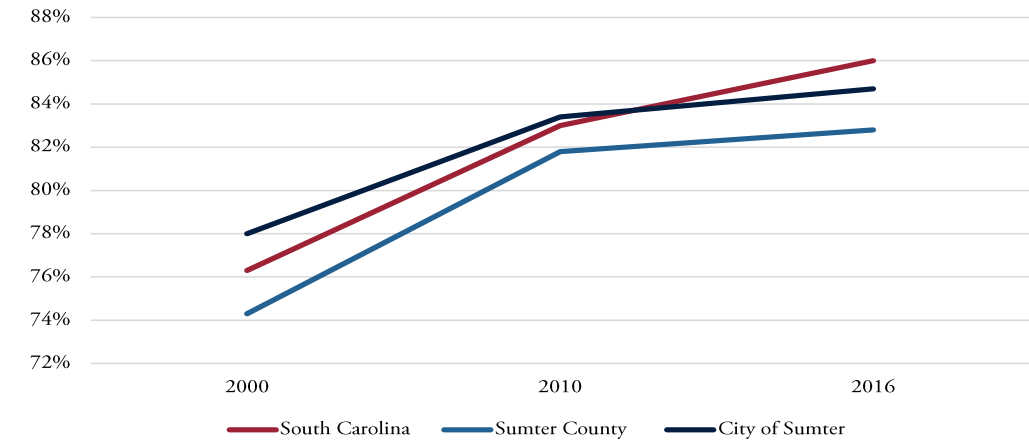


Source: 2000 - 2010 US Census Bureau Data & 2016 ACS Data

## Educational Attainment

Educational attainment levels have steadily increased in both the City and County since 2000. This is reflected in the percent of the population that has obtained at least a High School Diploma, as well as the percent of the population that has obtained at least a Bachelor's degree. Generally, the City's educational attainment levels are on par with levels seen across the state. The County's educational attainment levels are below those of the City and state.

Figure ED-7 Percent of Population with HS Diploma or Higher



Source: 2000 - 2010 US Census Bureau Data & 2016 ACS Data

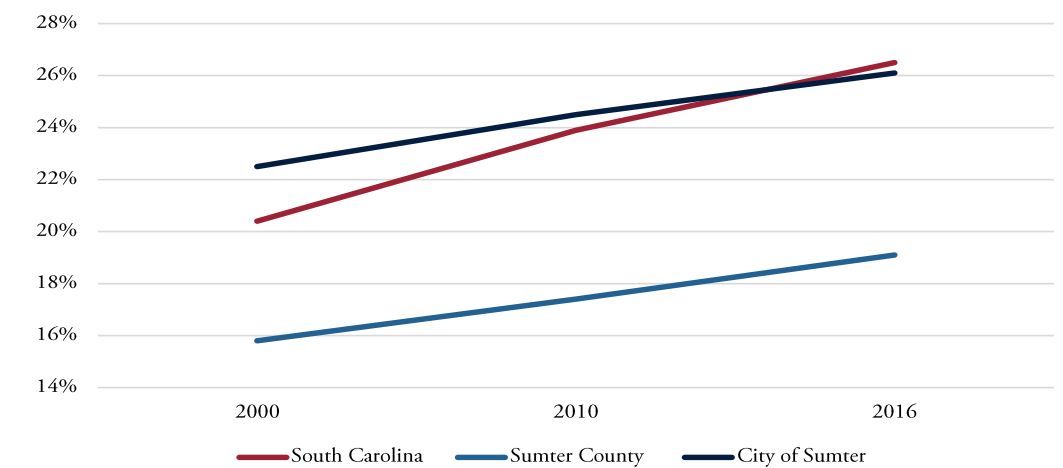
Table ED-3

Sumter County Median Earnings by Educational Attainment

No High School Diploma	High School Diploma	Some College or Associate's Degree	Bachelor's Degree	Graduate or Professional Degree
<b>\$18,394</b>	<b>\$22,090</b>	<b>\$30,340</b>	<b>\$40,864</b>	<b>\$53,005</b>

Source: 2016 ACS Data

Figure ED-8 Percent of Population with Bachelor's Degree or Higher



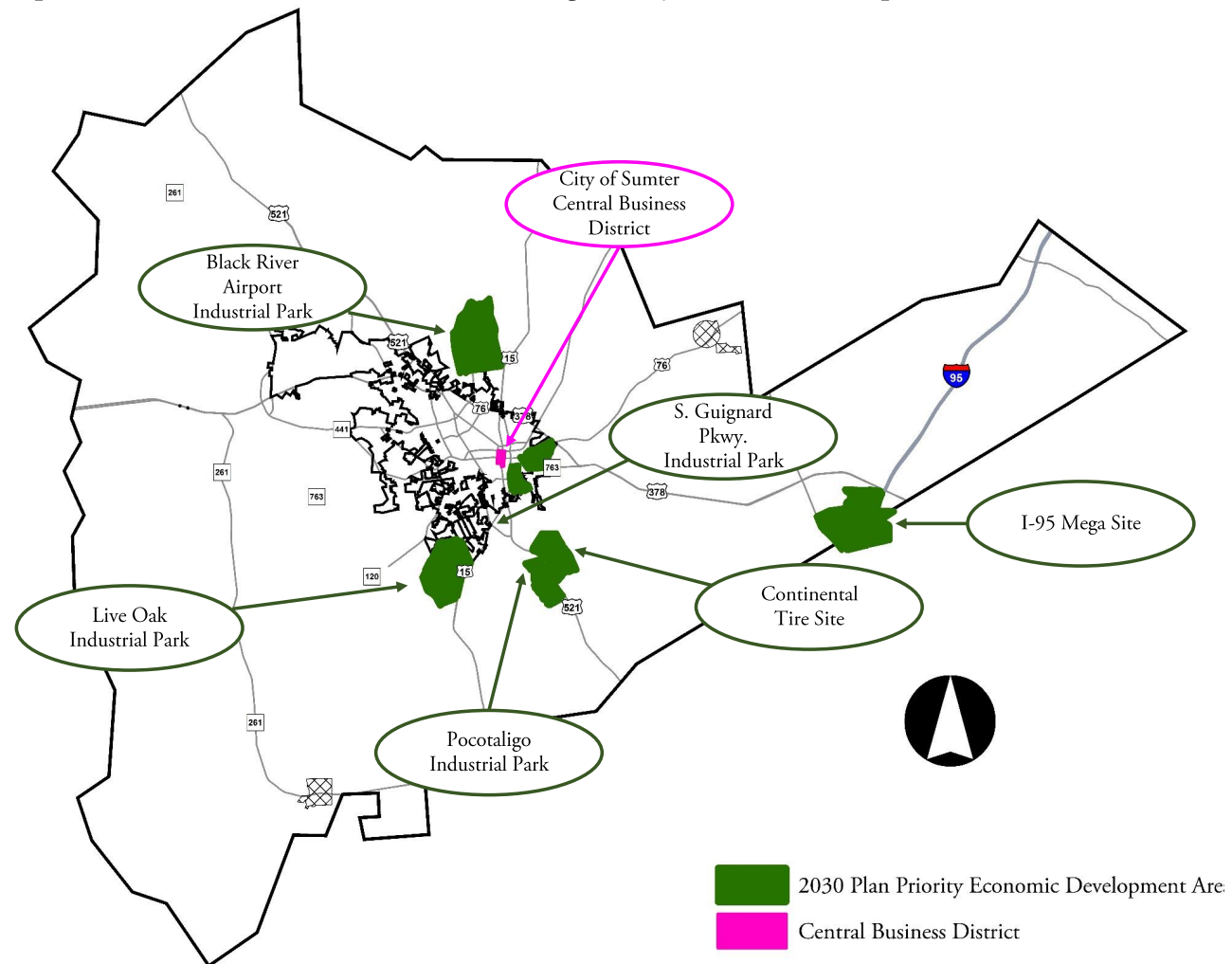
Source: 2000 - 2010 US Census Bureau Data & 2016 ACS Data

### Existing Priority Economic Development Areas

Economic Development projects are encouraged throughout the City and County, in new or previously established areas. The Sumter 2030 Comprehensive Plan identified specific Economic Development nodes as **Priority Economic Development Areas**. This designation offers protection to existing industrial parks and significant sites, as well as identifies additional Priority Economic Development locations based on input from the Sumter County Development Board. Major job creators, including industrial operations, manufacturing facilities, and campus style office headquarters are encouraged within these areas.

Significant economic development activity has occurred since the establishment of Priority Economic Development Areas in the the Sumter 2030 Comprehensive Plan. This includes the construction of a 3 million square foot Continental Tire Manufacturing facility, as well as several significant expansions to other existing facilities. These identified Priority Economic Development Areas are carried forward into the Sumter 2040 Comprehensive Plan.

Map ED-4 Existing Priority Economic Development Areas



Source: Sumter GIS

### Opportunity Zones

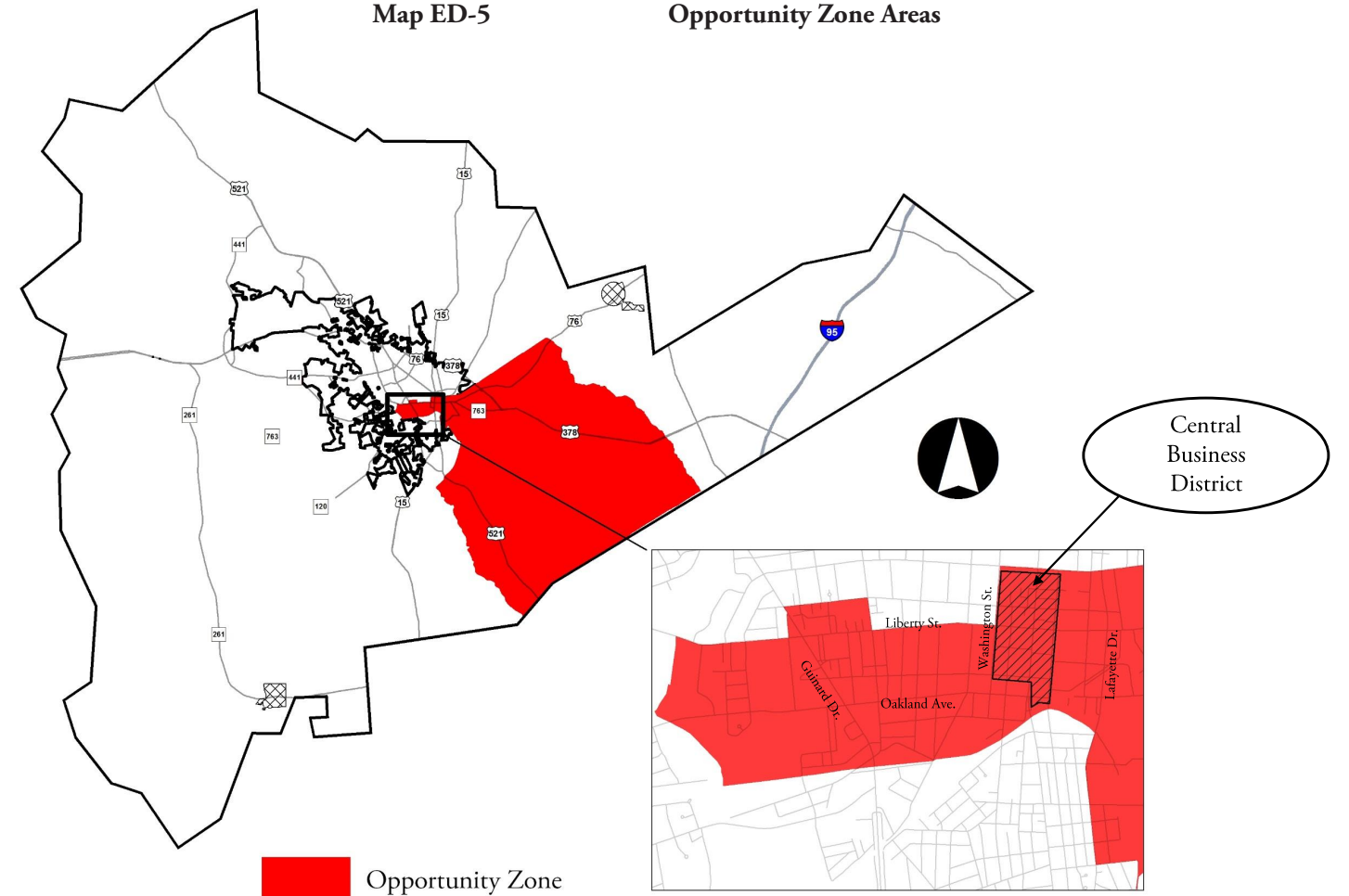
Opportunity Zones were established by Congress as a part of the Tax Cuts and Jobs Act of 2017. These areas have been designed to encourage long-term private investments in low income census tracts. Opportunity Zones were designated by the governors of each state, with a maximum of 25% of the qualifying census tracts in each state allowed to receive the designation.

In Sumter County, three census tracts were designated (census tracts 6, 11, and 13). These tracts include significant areas in the eastern side of Sumter County, as well as eastern and central portions of the City of Sumter. Notably, the Sumter Central Business District is located within an Opportunity Zone census tract.

The Opportunity Zone program allows investors to receive capital gains tax incentives by investing in Opportunity Funds. These Opportunity Funds are established to provide direct investment in designated census tracts. Increased capital gains tax incentives are provided the longer an investor holds onto to an investment within an Opportunity Fund.

The program has potential to provide new revitalization opportunities in areas of the City and County which have generally experienced a past pattern of disinvestment, decline, and blight.

Map ED-5 Opportunity Zone Areas



Source: Sumter GIS

## Sumter Central Business District

The Sumter Central Business District (i.e., Downtown Sumter) represents the historic center of government, commerce, spirituality, and health care for both the City and County of Sumter. In the past, disinvestment has occurred in this critical area due to auto-centric suburban style development patterns. This trend is reversing, and in recent years Downtown Sumter has seen significant investment in new buildings, improvements to existing buildings, and improvements to public spaces. While more work is certainly needed, Downtown Sumter is beginning to reclaim its rightful place as an active, lively, 24-hour centerpiece for all facets of community life.

**The City recently completed a Downtown Master Plan which provides detailed recommendations and policies to guide future decision making and investments in this critical area. The Downtown Master Plan is incorporated by reference into this document.**



Photo: New Downtown Economic Development Building



Photo: New Downtown Hyatt Place Hotel

### Main Street South Carolina

Main Street South Carolina is a designation bestowed upon communities who meet certain standards and commit to using the Main Street Four-Point Approach to revitalize their historic central business district areas. The City of Sumter has long held this designation.

### Main Street Four-Point Approach

**Organization:** Involves building a framework that is well represented by businesses, property owners, bankers, citizens, historic preservationists, entrepreneurs, public officials, chambers of commerce, and other local economic development organizations.

**Promotion:** Involves creating excitement and energy about the downtown area. This includes marketing, downtown festivals, parades, retail events, etc.

**Design:** Involves enhancing the look and feel of downtown and can include historic building rehabilitation, street and alley clean-up, street-scaping improvements, signage, visual merchandising and lighting.

**Economic Vitality:** Involves analyzing current market forces to develop long-term solutions, recruiting new businesses, creatively converting unused space for new uses, and increasing the competitiveness of traditional downtown merchants.

## Economic Development Policies

### Goal 1 - Invest in Marketable Sites and Parks

Identify and prepare Sumter's preferred economic development locations by officially certifying the site and providing the necessary public infrastructure.

### Goal 2 - Redevelop Marginal Industrial Sites Into Productive Use

Direct economic development opportunities into existing, under-valued locations with permanent, existing public infrastructure.

### Goal 3 - Create an Ongoing Speculative Building Program

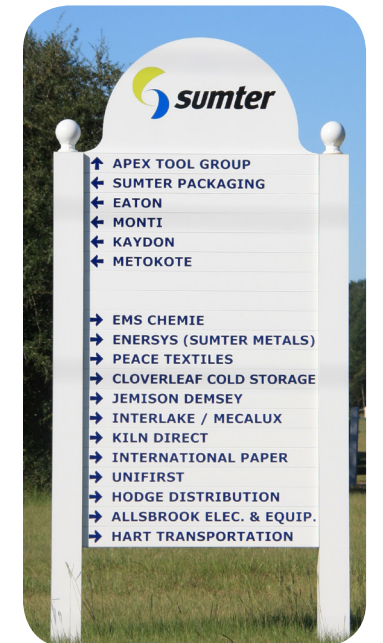
Create a stronger competitive advantage through the development of an ongoing shell building program in identified economic development locations and/or a virtual shell building program.

### Goal 4 - Improve and Enhance Area Workforce Development Initiatives

Collaborate with other local and state service providers to deliver a Sumter County workforce whose skills, knowledge, productivity, and work ethic are globally competitive.



Photo(s) - Sumter Industrial Parks



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