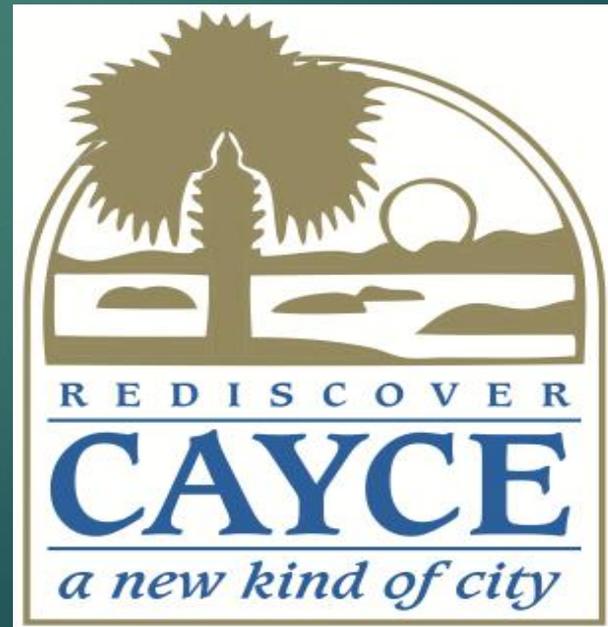


City of Cayce Real Estate and Development Update

MARCH 2, 2016



Update on City Activities



- ▶ Current Developments
- ▶ City Events
- ▶ City Programs
- ▶ City of Cayce Market Analysis
- ▶ Comments and Suggestions

Tremont Apartments







Walmart Neighborhood Market

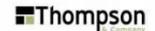
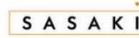




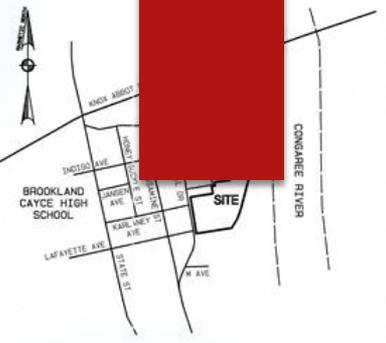
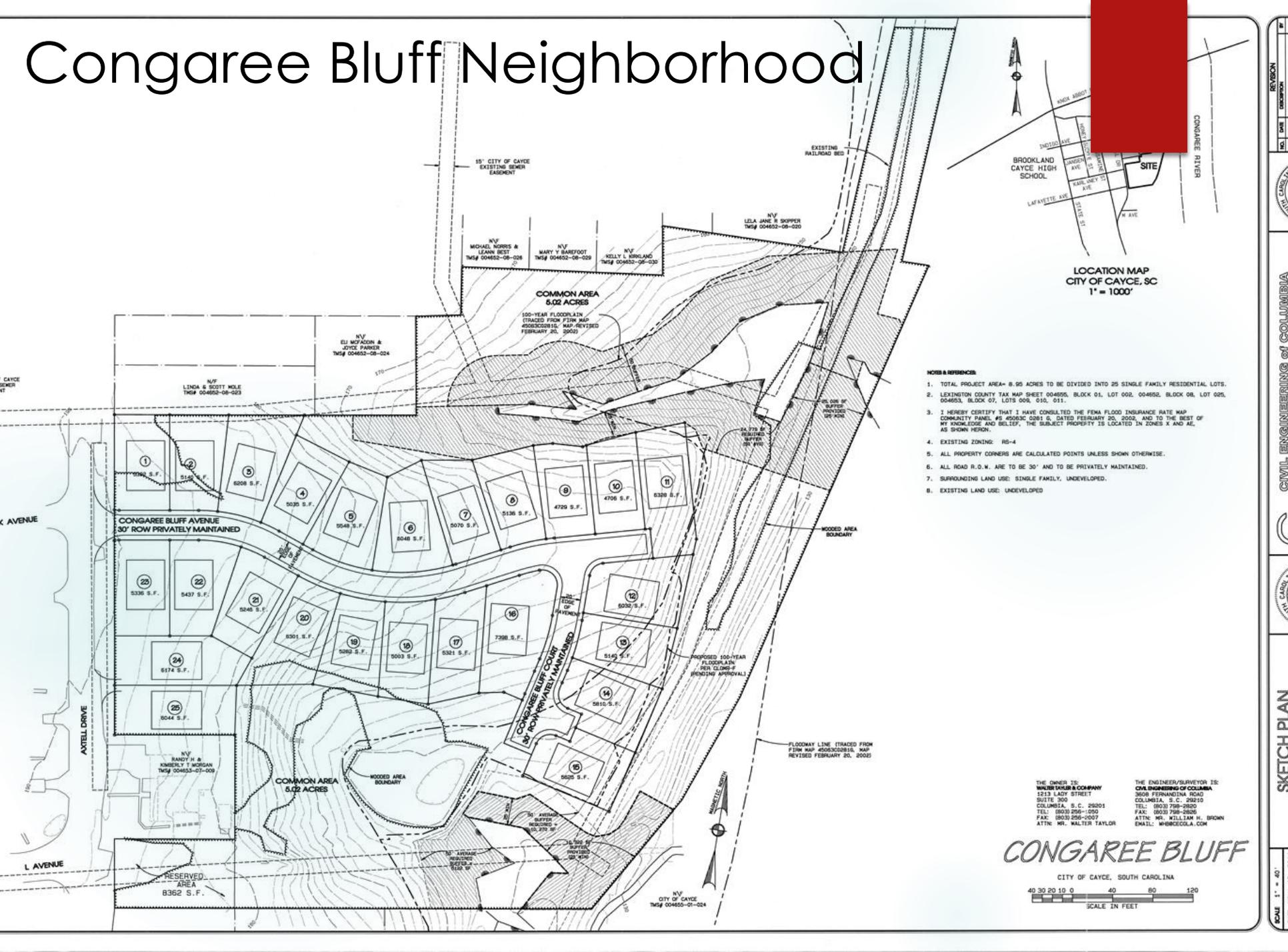
Brickworks Planned Development



The Brickworks



Congaree Bluff Neighborhood



- NOTES & REFERENCES**
1. TOTAL PROJECT AREA= 8.95 ACRES TO BE DIVIDED INTO 25 SINGLE FAMILY RESIDENTIAL LOTS.
 2. LEXINGTON COUNTY TAX MAP SHEET 004895, BLOCK 01, LOT 002, 004895, BLOCK 08, LOT 025, 004853, BLOCK 07, LOTS 008, 010, 011.
 3. I HEREBY CERTIFY THAT I HAVE CONSULTED THE FEMA FLOOD INSURANCE RATE MAP COMMUNITY PANEL #5 45063C 0281 G, DATED FEBRUARY 20, 2002, AND TO THE BEST OF MY KNOWLEDGE AND BELIEF, THE SUBJECT PROPERTY IS LOCATED IN ZONES X AND AE, AS SHOWN HEREON.
 4. EXISTING ZONING: RS-4
 5. ALL PROPERTY CORNERS ARE CALCULATED POINTS UNLESS SHOWN OTHERWISE.
 6. ALL ROAD R.O.W. ARE TO BE 30' AND TO BE PRIVATELY MAINTAINED.
 7. SURROUNDING LAND USE: SINGLE FAMILY, UNDEVELOPED.
 8. EXISTING LAND USE: UNDEVELOPED

THE OWNER IS:
WALBRIDGE & COMPANY
1213 LADY STREET
SUITE 300
COLUMBIA, S.C. 29201
TEL: (803) 256-1090
FAX: (803) 798-2628
ATTN: MR. WALTER TAYLOR

THE ENGINEER/SURVEYOR IS:
CIVIL ENGINEERING OF COLUMBIA
3608 FERNANDINA ROAD
COLUMBIA, S.C. 29210
TEL: (803) 798-2820
FAX: (803) 798-2628
ATTN: MR. WILLIAM H. BROWN
EMAIL: WHB@CECOLA.COM

CONGAREE BLUFF

CITY OF CAYCE, SOUTH CAROLINA
40 30 20 10 0 40 80 120
SCALE IN FEET

REVISION NO. DATE DESCRIPTION
 CIVIL ENGINEERING OF COLUMBIA
 W. CAROLINA
 SKETCH PLAN
 SCALE 1" = 40'



SCANA Property

- ▶ 350 Total Acres on both sides of 12th Street and I-77
- ▶ Actively being marketed for residential, commercial or industrial development
- ▶ Design Guidelines for Development
- ▶ Water and Sewer Infrastructure

City Events

Lexington County Recreation & Aging Commission

2016 Tennis Calendar of Events (as 2-25-16)

March 12	Special Olympics State Tournament [rain day March 13 th](CTFC)
March 17	Gardener Webb University Collegiate Match (CTFC)
March 20	One-Day Adult Tournament (CTFC)
March 20	One-Day USTA Mixed Doubles Adult Tournament (CTFC)
April 9	Rising Stars Junior Tournament (CTFC)
April 16	City of Cayce "Cayce Serves" Charity tournament (CTFC)
April 27 –May 1	Big East Conference (CTFC)
May 14	South Carolina High School Boys' Team Championships (CTFC)
May 16-17	South Carolina High School Boys' Singles Championships (CTFC)
June 10-13	Boys and Girls Southern 10's East (CTFC)
June 24-27	South Carolina Junior Closed Hard Courts Championships (LCTC + CTFC)
August 20-21	Palmetto Tennis Classic Invitational (High School) (CTFC)
August 26-28	Cayce Tennis and Fitness Center Junior Challenger (CTFC)
September 10	Airport Foundation High School Tournament [Rain date Sept 11 th] (CTFC)
October 2	Rising Stars Junior Tournament (CTFC)
<u>TBA</u>	<u>Senior Sports Games Tennis Tournament (CTFC)</u>
October 13-16	USTA National Junior Team Tennis Championships 14 and Under (CTFC + LCTC)
October 20-23	USTA National Junior Team Tennis Championships 18 and Under (CTFC + LCTC)
November 5	South Carolina High School Girls' Team Championships (CTFC)
November 7-8	South Carolina High School Girls' Singles Championships (CTFC)

CTFC – Cayce Tennis and Fitness Center – 1120 Fort Congaree Trail, Cayce, SC 29033
Phone (803) 227-3030 – Email: ctfc@lcrac.com

2016 Scheduled Events

<u>Date</u>	<u>Event</u>	<u>Expected Attendance</u>
2/27/2016	March for Meals 5k	300
4/2/2016	Tartan Day South	11,500
4/9/2016	Cayce Festival of the Arts	5,000
4/16/2016	Cayce Serves Tennis Tournament	150
4/30/2016	Girls on the Run 5K - Spring	2234
TBA	Girls on the Run 5K - Spring	1815
10/1/2016	Congaree Bluegrass Festival	5,000-7,000
Oct-16	Cherokee Trail Festival	3000
12/2/2016	Carols Along the Riverwalk	500
Dec-16	Holiday Parade of Lights	20,000
TBA	Congaree Rapid FC-Cayce Soccer	9616
	12KHP Interpretation Program	500



City Programs

Our Goals / Focus

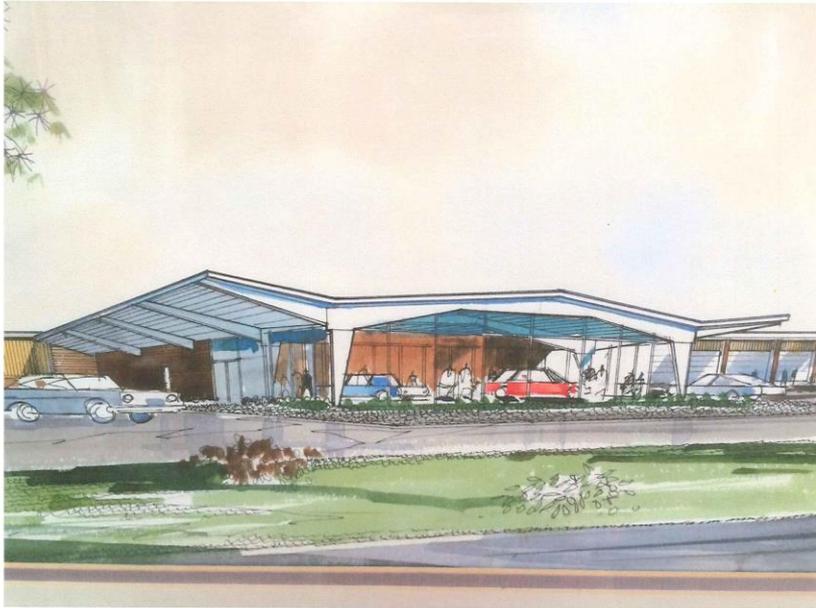


Make the City of Cayce economically and aesthetically attractive for people to want to live, invest, work and play.

How do we achieve those goals?

- ▶ Focusing on our Core with Beautification Projects – Master Plan
- ▶ Establishing an Identity
- ▶ Business- Friendly Ordinances and Staff
- ▶ Improving Quality of Life through Increased Recreational Opportunities
- ▶ Working with Major Landowners to Encourage Development
- ▶ Business Recruitment
- ▶ Preserve and Revitalize Existing Residential and Commercial Areas

Façade Grant Program



Rental Registration Program

- ▶ All single family, duplex, tri-plex and quadra-plex rental, non-owner occupied or unoccupied properties required to register with the City
- ▶ Must identify a responsible party if the owner of the property lives further than 75 miles from the City
- ▶ Deadline to register without penalties is April 15th

Unsafe Structure Program

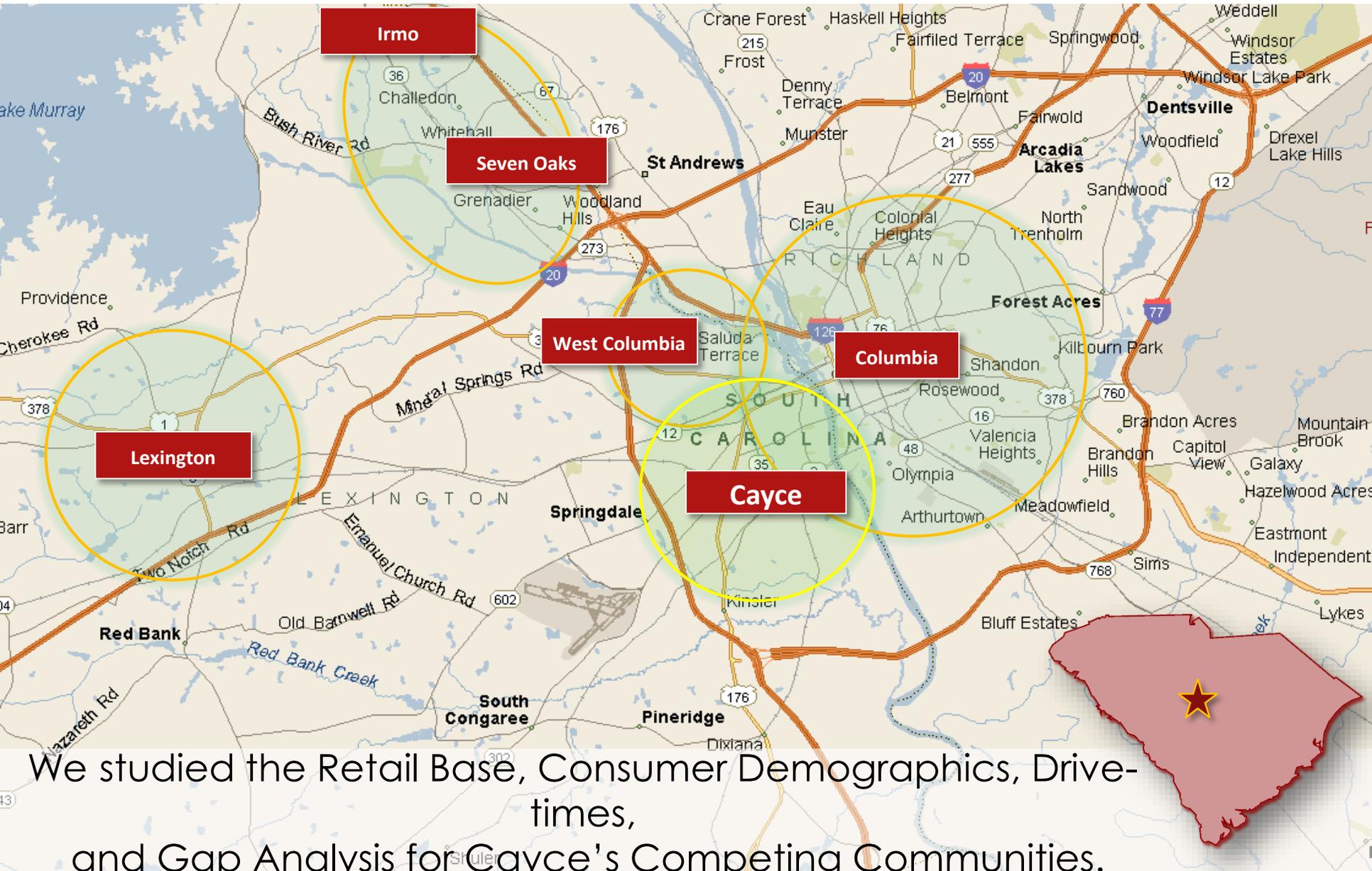


Market Analysis

Cayce Retail Market Analysis

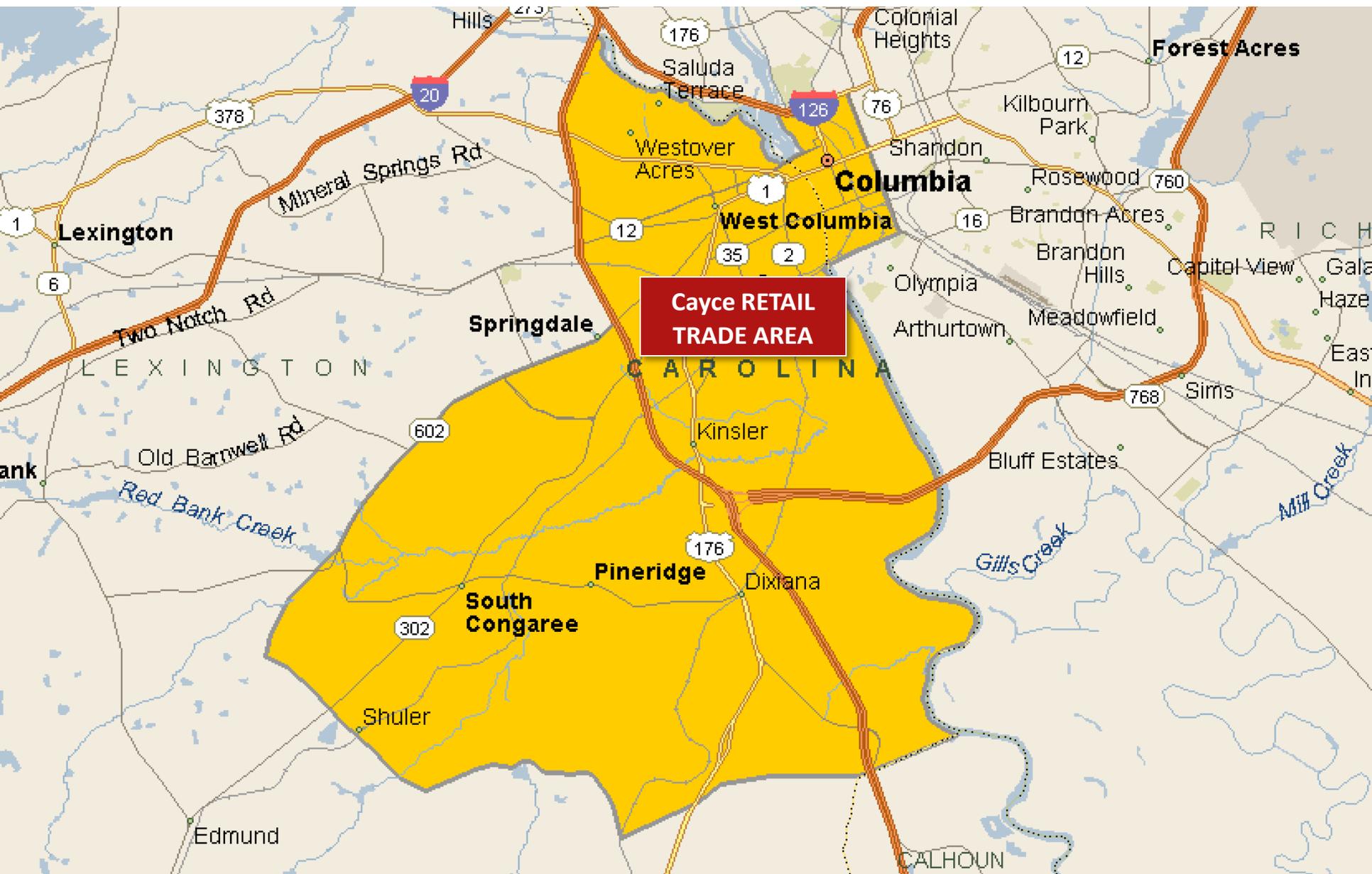
- ▶ Retail Trade Area
- ▶ Demographic Profile
- ▶ Psychographic Data
- ▶ Retail Gap Analysis

METRO AREA ANALYSIS



We studied the Retail Base, Consumer Demographics, Drive-times, and Gap Analysis for Cayce's Competing Communities.

Cayce's Retail Trade Area:



DEMOGRAPHIC PROFILING

OVERALL Primary Retail Trade Area:

The Overall Retail Trade Area represents the geographical area from which Cayce retailers derive a majority (85%) of their business.



DEMOGRAPHIC SNAPSHOT:	DATA
Consumer Population	
2015 Estimate	53,375
Projected Annual Growth (2015 – 2020)	0.9%
2020 Projection	55,832
Household Summary (2015)	
Number of Households / Size	22,418 / 2.33
Race Classification (2015)	
White Alone	66.7%
Black or African American Alone	23.1%
Other	10.2%
Hispanic/Latino	9.0%
Diversity Index	58.3%
Associates Degree or Higher	34.1%
Owner Occupied Housing	45.5%
Renter Occupied Housing	42.8%
Income	
Per Capita Income	\$21,898
Average Household	\$51,857
Median Household	\$39,162

PSYCHOGRAPHIC LIFESTYLE SEGMENTATION

Who is Cayce's Retail Shopper or Restaurant Patron?

What *attitudes, lifestyles, purchase behaviors, and work patterns* make up Cayce's Consumer Base?

All U.S. households fall into 1 of 66 lifestyle segments.

Some of Cayce's **Dominant** Psychographic Lifestyles are:

- Down the Road Lifestyle (16.1% of households in RTA)
- College Towns Lifestyle (8.4% of households in RTA)
- Rustbelt Traditions Lifestyle (7.2% of households in RTA)
- Small Town Simplicity Lifestyle (6.7% of households in RTA)
- Comfortable Empty Nesters Lifestyle (5.5% of households in RTA)

PSYCHOGRAPHIC SEGMENTATION

+ L1 AFFLUENT ESTATES

Established wealth — educated, well-traveled married couples

+ L2 UPSCALE AVENUES

Prosperous, married couples in higher density neighborhoods

+ L3 UPTOWN INDIVIDUALS

Younger, urban singles on the move

+ L4 FAMILY LANDSCAPES

Successful younger families in newer housing

+ L5 GENXURBAN

Gen X in middle age; families with fewer kids and a mortgage

+ L6 COZY COUNTRY

Empty nesters in bucolic settings

+ L7 ETHNIC ENCLAVES

Established diversity — young, Hispanic homeowners with families

+ L8 MIDDLE GROUND

Lifestyles of thirtysomethings

+ L9 SENIOR STYLES

Senior lifestyles reveal the effects of saving for retirement

+ L10 RUSTIC OUTPOSTS

Country life with older families, older homes

+ L11 MIDTOWN SINGLES

Millennials on the move; single, diverse, and urban

+ L12 HOMETOWN

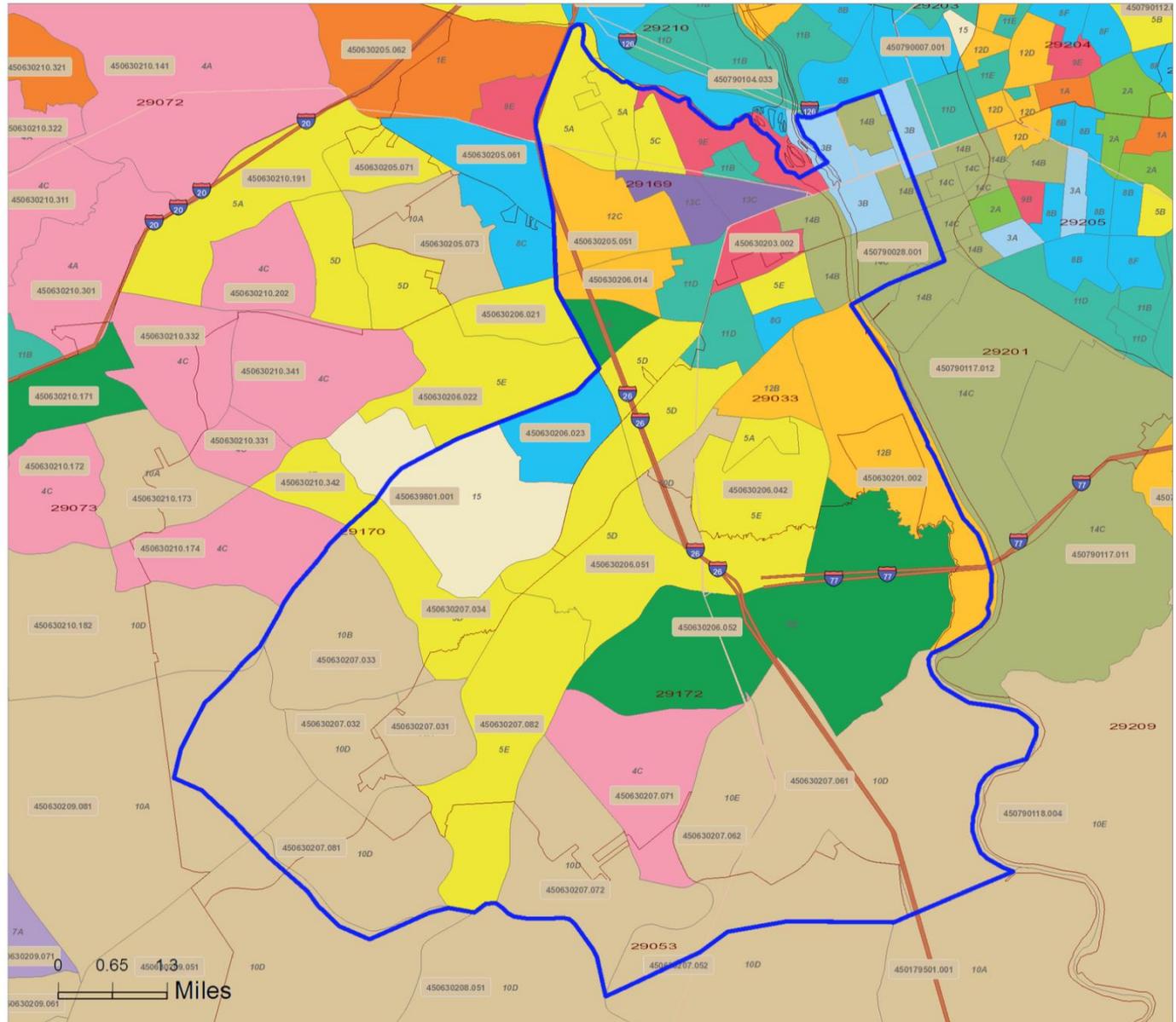
Growing up and staying close to home; single householders

+ L13 NEXT WAVE

Urban denizens; young, diverse, hardworking families

+ L14 SCHOLARS AND PATRIOTS

College campuses and military neighborhoods



GAP ANALYSIS SUMMARY

Retail Opportunity in Cayce:

- The 53,375 people who live in Cayce's Retail Trade Area will spend approximately **\$820 million** on retail goods & services in 2015-2016.
- Estimated Annual Actual Retail Sales for Cayce's RTA in 2014 was **\$292 million**.
- Cayce has the opportunity to capture a portion of the **\$528 million (64% Leakage)** of Retail Sales that are currently occurring outside of Cayce's Retail Trade Area.

Summary Table					
SIC	RETAIL SECTOR	POTENTIAL SALES	EST. ACTUAL SALES	SURPLUS/LEAKAGE	% SURPLUS
521	Lumber and Building Materials	\$1,829,300	\$1,829,300	\$0	0%
523	Paints and Supplies	\$1,829,300	\$1,829,300	\$0	0%
525	Hardware	\$1,829,300	\$1,829,300	\$0	0%
526	Retail	\$1,829,300	\$1,829,300	\$0	0%
527	Mobility	\$1,829,300	\$1,829,300	\$0	0%
53	General	\$1,829,300	\$1,829,300	\$0	0%
541	Grocery	\$1,829,300	\$1,829,300	\$0	0%
542	Meat and Seafood	\$1,829,300	\$1,829,300	\$0	0%
543	Fruit and Vegetable	\$1,829,300	\$1,829,300	\$0	0%
544	Candy	\$1,829,300	\$1,829,300	\$0	0%
545	Dairy	\$1,829,300	\$1,829,300	\$0	0%
546	Retail	\$1,829,300	\$1,829,300	\$0	0%
549	Miscellaneous	\$1,829,300	\$1,829,300	\$0	0%
551	Newspapers	\$1,829,300	\$1,829,300	\$0	0%
552	Used Goods	\$1,829,300	\$1,829,300	\$0	0%
553	Auto and Truck	\$1,829,300	\$1,829,300	\$0	0%
554	Gasoline	\$1,829,300	\$1,829,300	\$0	0%
555	Boat and Marine	\$1,829,300	\$1,829,300	\$0	0%
556	Recreation	\$1,829,300	\$1,829,300	\$0	0%
557	Motor Vehicle	\$1,829,300	\$1,829,300	\$0	0%
559	Automotive	\$1,829,300	\$1,829,300	\$0	0%
561	Men's and Boys'	\$1,829,300	\$1,829,300	\$0	0%
562	Women's and Children's	\$1,829,300	\$1,829,300	\$0	0%
563	Women's	\$1,829,300	\$1,829,300	\$0	0%
564	Children's	\$1,829,300	\$1,829,300	\$0	0%
565	Family	\$1,829,300	\$1,829,300	\$0	0%
566	Shoe Stores	\$2,313,764	\$1,300,000	-\$1,013,764	-44%
569	Miscellaneous Apparel and Accessory Stores	\$1,606,374	\$200,000	-\$1,406,374	-88%
571	Home Furniture and Furnishing	\$12,408,570	\$500,000	-\$11,908,570	-96%
572	Household Appliance Stores	\$1,929,827	\$1,800,000	-\$129,827	-7%
573	Radio, TV, and Computer Stores	\$29,719,290	\$0	-\$29,719,290	-100%
5812	Eating Places	\$50,581,730	\$18,100,000	-\$32,481,730	-64%
5813	Drinking Places	\$1,613,386	\$0	-\$1,613,386	-100%
591	Drug Stores and Proprietary	\$9,157,381	\$1,400,000	-\$7,757,381	-85%
592	Liquor Stores	\$993,903	\$800,000	-\$193,903	-20%
593	Used Merchandise Stores	\$2,415,321	\$600,000	-\$1,815,321	-75%
5941	Sporting Goods, Bicycle and Gun Stores	\$1,671,991	\$500,000	-\$1,171,991	-70%
5942	Book Stores	\$764,618	\$0	-\$764,618	-100%
5943	Stationery Stores	\$2,962,049	\$0	-\$2,962,049	-100%
5944	Jewelry Stores	\$1,444,709	\$100,000	-\$1,344,709	-93%
5945	Hobby, Toy and Game Shops	\$1,265,013	\$100,000	-\$1,165,013	-92%
5946	Camera and Photography Supply Stores	\$200,859	\$0	-\$200,859	-100%
5947	Gift, Novelty and Souvenir Shops	\$1,928,825	\$400,000	-\$1,528,825	-79%
5948	Luggage and Leather Goods Stores	\$70,877	\$0	-\$70,877	-100%
5949	Sewing, Needlework and Craft Stores	\$230,788	\$400,000	\$169,212	73%
596	Non-store Retailers	\$4,803,718	\$0	-\$4,803,718	-100%
598	Fuel and Ice Dealers	\$362,899	\$600,000	\$237,101	65%
5992	Florists	\$904,869	\$700,000	-\$204,869	-23%
5993	Tobacco Stores and Stands	\$149,267	\$0	-\$149,267	-100%
5994	News Dealers and Newsstands	\$233,042	\$0	-\$233,042	-100%
5995	Optical Goods Stores	\$665,566	\$0	-\$665,566	-100%
5999	Miscellaneous Retail Stores, NEC	\$16,780,770	\$10,800,000	-\$5,980,768	-36%
TOTALS		\$401,637,100	\$195,700,000	-\$205,937,100	LEAKAGE

SHOE STORES

LEAKAGE: \$1,013,764

TARGET:

Payless Shoe Source **RACK ROOM SHOES**

SHOE SHOW

SHOE DEPT.

SHOE CARNIVAL

City of Cayce Economic Development Page

All reports and data are available on the City's webpage at

<http://www.cityofcayce-sc.gov/economic.asp#retail>



Comments and Suggestions

Our Goals

- ▶ Make the City of Cayce economically and aesthetically attractive for people to want to live, invest, work and play.