



COMPETING COMMUNITIES STUDY

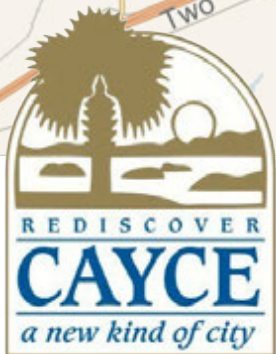
Cayce, South Carolina



Prepared for
City of Cayce
February 2016

 **TheRetailCoach®**

Cayce, South Carolina



Shaun Greenwood, Assistant City Manager

Phone 803.796.9020
sgreenwood@cityofcayce-sc.gov
www.cityofcayce-sc.gov



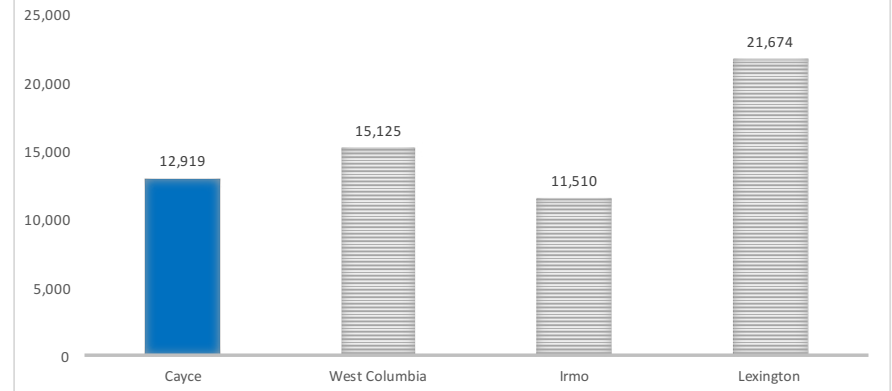
COMPETING COMMUNITIES

Cayce, South Carolina

PEER COMMUNITY POPULATION COMPARISON

Population	Cayce	West Columbia	Irmo	Lexington
2020	13,286	15,558	11,925	23,794
2015	12,919	15,125	11,510	21,674
2010	12,528	14,988	11,097	17,870
2000	12,710	14,058	10,728	12,200

PEER COMMUNITY 2015 ESTIMATED POPULATION



PEER COMMUNITY 2015 PER CAPITA INCOME



PEER COMMUNITY 2015 MEDIAN HH INCOME

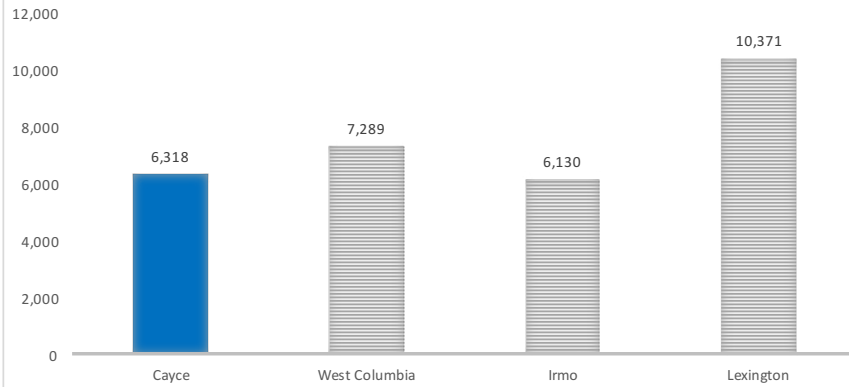




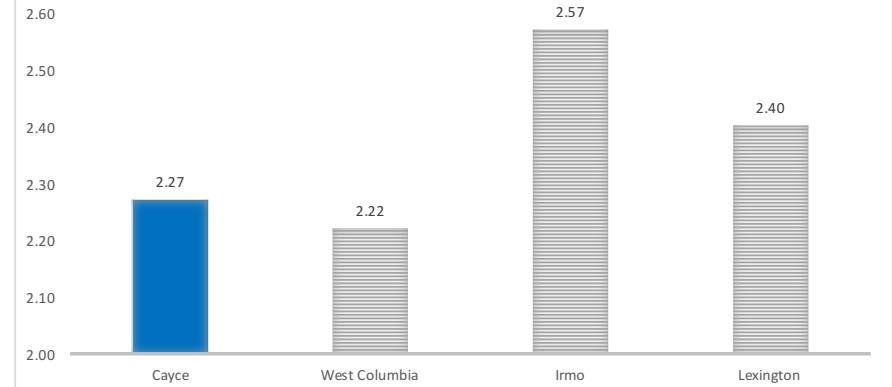
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Cayce, South Carolina

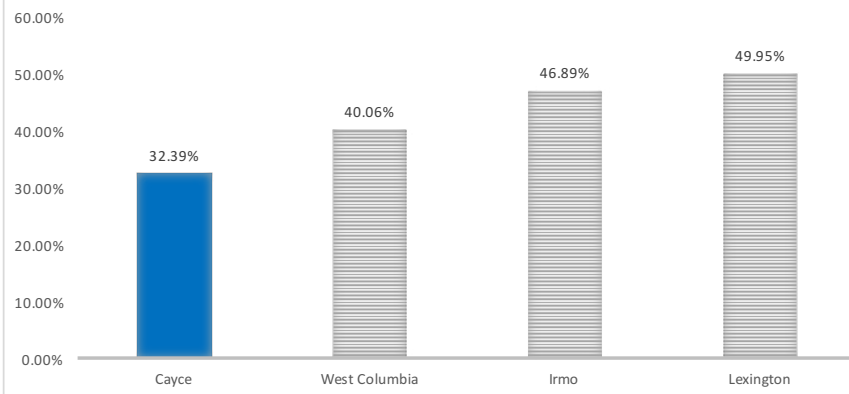
PEER COMMUNITY 2015
TOTAL EMPLOYMENT



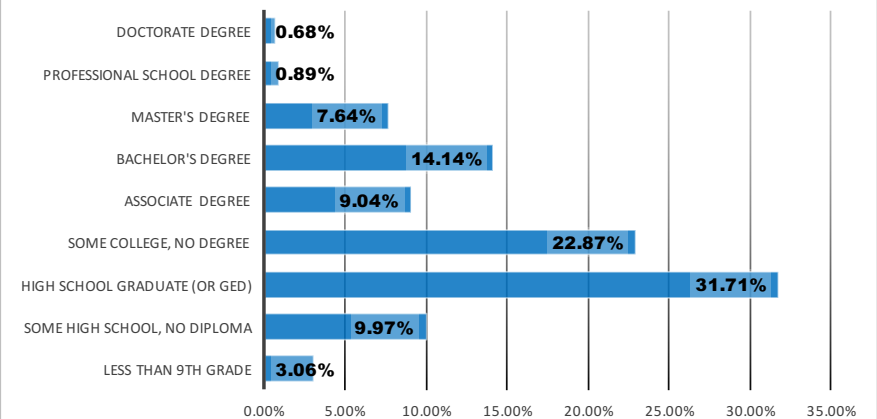
PEER COMMUNITY 2015
AVERAGE PERSONS PER HOUSEHOLD



PEER COMMUNITY 2015
ASSOCIATES DEGREE OR HIGHER (AGE 25+)

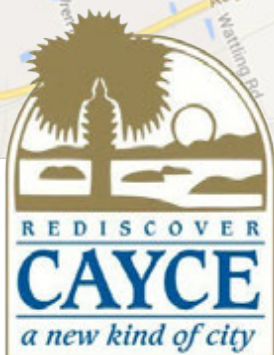


Cayce Educational Attainment 2015 (Age 25+)



Competing Communities | Existing Retail

West Columbia, South Carolina



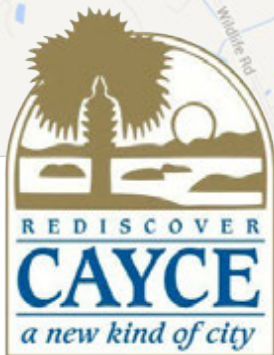
Contact Information

Shaun Greenwood, Assistant City Manager
 City of Cayce, South Carolina
 1800 12th Street
 Cayce, South Carolina 29033

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Competing Communities | Existing Retail

Lexington, South Carolina



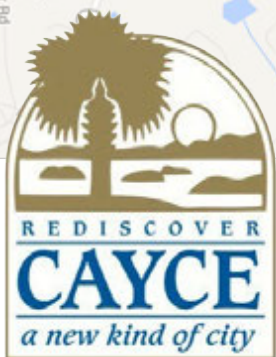
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Competing Communities | Existing Retail

Irmo, South Carolina



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C. Kelly Cofer
President & CEO
The Retail Coach, LLC

About The Retail Coach

The Retail Coach, LLC, is a national retail analytics and locational intelligence firm that specializes in all aspects of retail market analyses and recruitment, from “macro to micro” trade area assessment to actively recruiting retailers on behalf of our clients.

Through its unique Retail:360 process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360 Process

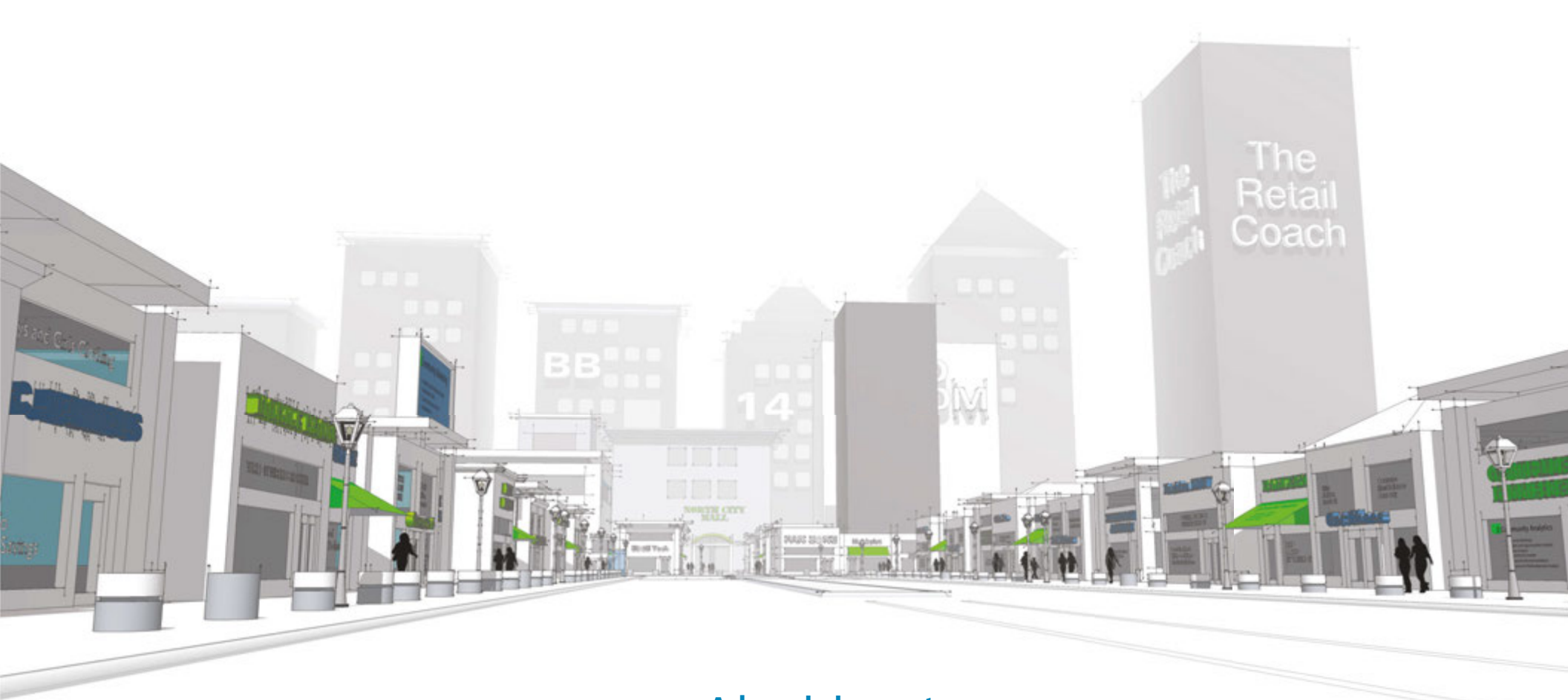
Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms’ offerings by combining current national and statewide demographics and trend data with real-world, “on-the-ground” data gathered through extensive visits within our clients’ communities.

Every community is different, and there is no “one size fits all” retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community’s needs helps assure our clients that they are receiving the latest and best information for their retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360 process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

**The Retail Coach -
It’s not about data. It’s about your success.**

The Retail Coach, LLC | P. O. Box 7272 | Tupelo, Mississippi 38802
tel 800.851.0962 | fax 662.844.2738 | e-mail info@theretailcoach.net | web www.theretailcoach.net



Acknowledgements

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Nielsen 2015/2016, ESRI 2015, U.S. Census Bureau, Economy.com, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics.

To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model.

Mapping data is provided by MapInfo, Nielsen, ESRI and/or Microsoft Corporation.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.