

A Feasibility Analysis For

Edgewater Apartments

NE of North Hills Drive and Martintown Road
North Augusta, SC
Aiken County
Census Tract 207.01

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Section 1: Introduction

Market Analyst Professionals, LLC (MAP) has prepared the following report to determine the market feasibility of an affordable housing project located in North Augusta, South Carolina. The subject proposal is described in detail in Section 3. The study assumes Low Income Housing Tax Credits will be utilized in financing the subject property. The market study was prepared in accordance with South Carolina State Housing Finance and Development Authority (SCSHFDA) guidelines and industry accepted practices. Information contained within the report is assumed to be trustworthy and reliable. Recommendations and conclusions in the report are based on professional opinion. MAP does not guarantee the data nor assume any liability for any errors in fact, analysis or judgment resulting from the use of the report.

Section 2: Executive Summary

2013 EXHIBIT S – 2 SCSHFDA PRIMARY MARKET AREA ANALYSIS SUMMARY: (APPENDIX C)		
Development Name:	Edgewater Apartments	Total # Units: 48
Location:	NE of North Hills Drive and Martintown Road, North Augusta SC	# LIHTC Units: 48
PMA Boundary:	From the site, the PMA extends approximately 3.6 miles to the north, 11.3 miles to the east, less than 11 miles to the southeast, 1.8 miles south and less than 1.0 miles to the west.	
Development Type: Elderly	(Miles):	11.80

RENTAL HOUSING STOCK (found on page 65)				
Type	# Properties	Total Units	Vacant Units	Average Occupancy*
All Rental Housing	16	1401	52	96.3%
Market-Rate Housing	9	949	44	95.4%
Assisted/Subsidized Housing not to include LIHTC	2	124	1	99.2%
LIHTC (All that are stabilized)**	5	328	7	97.9% Current Rate
Stabilized Comps***	3	192	7	96.4% Current Rate
Non-stabilized Comps	0	0	0	

* Average Occupancy percentages will be determined by using the second and fourth quarter rates reported for 2013.

** Stabilized occupancy of at least 93%.

*** Comps are those comparable to the subject and those that compete at nearly the same rent levels and tenant profile, such as age, family and income.

Subject Development				Adjusted Market Rent				Highest Unadjusted Comp Rent	
# Units	# Bedrooms	Baths	Size (SF)	Proposed Tenant Rent	Per Unit	Per SF	Advantage	Per Unit	Per SF
12	2 BR-Apt	2	965	\$510	\$707	\$0.73	28%	\$599	\$0.66
12	2 BR-Apt	2	965	\$510	\$707	\$0.73	28%	\$599	\$0.66
24	2 BR-Apt	2	965	\$545	\$707	\$0.73	23%	\$599	\$0.66
****Gross Potential Rent Monthly				\$25,320	\$33,947		25%		

****Gross Potential Rent Monthly is calculated by multiplying the number of units for each bedroom type by the proposed tenant rent by bedroom. Sum of those is the Gross Potential Rent

DEMOGRAPHIC DATA (found on page 57)						
	2010		2013		2016	
Renter Households	7,199	28.4%	7,281	28.1%	7,364	27.9%
Income-Qualified Renter HHs (LIHTC)	880	12.2%	890	12.2%	901	12.2%
Income-Qualified Renter HHs (MR)						

TARGETED INCOME-QUALIFIED RENTER HOUSEHOLD DEMAND (found on page 57)						
Type of Demand	50%	60%	Market-rate	Other: __	Other: __	Overall
Renter Household Growth	6	10				10
Existing Households (Overburden + Substand)	202	341				341
Homeowner conversion (Seniors)	0	0				0
Other:						
Less Comparable/Competitive Supply	0	0				0
Net Income-qualified Renter HHs	208	351				351

CAPTURE RATES (found on page 57)						
Targeted Population	50%	60%	Market-rate	Other: __	Other: __	Overall
Capture Rate	5.8%	10.3%				13.7%

ABSORPTION RATE (found on page 56)	
Absorption Rate	6 months

# Units	Bedroom Type	Proposed Tenant Rent	Gross Potential Tenant Rent	Adjusted Market Rent	Gross Potential Market Rent	Tax Credit Gross Rent Advantage
12	2 BR-Apt	\$510	\$6,120	\$707	\$8,487	
12	2 BR-Apt	\$510	\$6,120	\$707	\$8,487	
24	2 BR-Apt	\$545	\$13,080	\$707	\$16,973	
48			\$25,320		\$33,947	25.41%

➤ Based on the analysis within this report, the proposal will be successful as is; no changes are deemed necessary. The market study supports that the subject will fill a housing void for affordable housing within the market. High demand for comparable housing as well as demand statistics offer support for the proposal. The proposal will offer units targeting senior households at 50 and 60 percent AMI. Amenities and employment opportunities are located in close proximity. Local economic conditions deteriorated along with the turmoil in the national economy in 2008 but are showing signs of recovery in terms of year over year employed and positive net jobs in the past four quarters. Additionally, the subject is slated to enter the market after 2014 at which point it is expected that the economy will have entered a more normal growth phase. Additionally, derived demand statistics based on demographic data suggest sufficient demand to absorb the proposal. Demand statistics also suggest an additional approximately 52 similarly positioned units could enter the market before increasing capture rates above threshold levels; however, absorption would become problematic. Furthermore, supply side data indicates rents for the subject will be competitively positioned in the area and appropriate for the appeal of the project, the subject will be well positioned in the market and competitive with comparable projects. As a result, the development of the proposal to more adequately serve the PMA's population is appropriate.

➤ Between 2000 and 2010, population and households increased at modest annual rate, consistent with the state as a whole. Nielsen forecasts a moderation of these growth trends through 2019.

- The site is located east of West Martintown Road in a mixed use area with many commercial establishments nearby. A shopping center that includes a pharmacy and grocery is located to the immediate southwest of the site. Condos and newer single family homes in excellent condition are located to the immediate north and west. Vacant land, dense trees and a water storage field are located to the immediate southeast. Farther removed to the north are residential areas, to the northeast and east are commercial properties fronting along Knox Avenue, to the south is the downtown area, farther removed to the southwest are residential areas and an activities center along the river front.

- The overall occupancy rate for the most comparable projects is 96.4 percent. Among competitive set projects only River's Edge did not report a wait-list for occupancy. The proposal will offer newly constructed two-bedroom units. The proposal offers comparable amenities, construction quality and unit sizes to similar facilities and will be the most senior oriented property in the competitive set (i.e. single entry building) serving a niche not currently being addressed. The subject's location is deemed inferior to competitive set projects but rents are appropriately positioned below competitive set projects, reflecting this. The high occupancy among both total market and among competitive set projects as well as wait lists among competitive set projects offers evidence of demand for the proposal. Competitive rents and strong demand for affordable housing in the area offer support for the success of the proposal.

- The introduction of the proposal will have no long-term negative impact on existing surveyed LIHTC projects. Strong demand is evident among existing competitive set projects with reported occupancy at the only senior project of 100 percent. Strong demand in the overall rental market, continual household growth and ongoing obsolescence among housing in the area will fuel demand for the subject.

- A capture rate of 13.7 percent for the total LIHTC units was determined. The capture rate is within the threshold rate of 30 percent. Individual capture rates are also within the 30 percent threshold rate. The capture rates for the proposal should be considered to provide further evidence of potential demand for the subject.

- No projects included in the survey were able to cite absorption information. MAP has utilized movership ratios from the American Housing Survey as well as estimated “capture” rates among these income eligible households to estimate absorption. Based on the limited number of new rental projects, the quality of unit offered and the competitive rents at the subject, the proposal can expect to capture a large percentage of eligible movers. Based on these estimates MAP projects an absorption period of 6 months.

Section 3: Project Description

Name: Edgewater Apartments

Address: NE of North Hills Drive and Martintown Road
North Augusta, SC 29841

Target Population: Elderly

Total Units: 48

Subsidized Units: 0

LIHTC Units: 48

Unrestricted Units: 0

Utilities Included in Rent

Heat: No

Electric: No

Water: Yes

Sewer: Yes

Trash: Yes

Heat Type: ELE

Construction Detail:

Construction: New

Building Type: Apt

Total Buildings: 4

Stories: 3

Site Acreage: 5.1

Year of Market Entry: 2016

Unit Configuration

	AMI Target	# of Units	# of Baths	Type	Average Sq. Footage	Contract Rent	Utility Allowance	Gross Rent	Max Gross Rent	Maximum Income
Total		48								\$26,880
Summary 2 BR		48								\$26,880
2 BR-Apt	50%	12	2.0	Apt	965	\$510	\$116	\$626	\$630	\$22,400
2 BR-Apt	60%	12	2.0	Apt	965	\$510	\$116	\$626	\$756	\$26,880
2 BR-Apt	60%	24	2.0	Apt	965	\$545	\$116	\$661	\$756	\$26,880

Proposed and Recommended Amenities										
Unit Amenities										
Yes	A/C - Central				Microwave			Patio/Balcony		
	A/C - Wall Unit				Ceiling Fan			Basement		
	A/C - Sleeve Only				Walk-In Closet			Fireplace		
	Garbage Disposal			Yes	Window - Mini-Blinds			High Speed Internet		
Yes	Dishwasher				Window - Draperies			Individual Entry		
Development Amenities										
	Clubhouse (<i>separate building</i>)				Swimming Pool			Sports Courts (<i>b-ball, tennis, v-ball, etc.</i>)		
Yes	Community Room				Playground/Tot Lot		Yes	On-Site Management		
	Computer Center				Gazebo			Secured Entry - Access Gate		
	Exercise/Fitness Room			Yes	Elevator			Secured Entry - Intercom or Camera		
	Community Kitchen(<i>ette</i>)				Exterior Storage Units					
Laundry Type					Parking Type					
Yes	Coin-Operated Laundry				Yes	Surface Lot				
	In-Unit Hook-up Only					Carport				
	In-Unit Washer/Dryer					Garage (<i>attached</i>)				
	None					Garage (<i>detached</i>)				

Section 4: Site Profile

Date of Inspection:	2/19/2014	
Acreage:	5.1	
Total Residential Buildings:	4	
Density: (Acres/Building)	1.3	
Topography:	Vacant, wooded lot	
Adjacent Land Uses:		Impact:
North:	Single-family homes	Favorable
East:	Vacant, wooded	Favorable
South:	Commercial	Unfavorable
West:	Condos	Favorable

City and Neighborhood Characteristics

The subject is located in the city of North Augusta in Aiken County, South Carolina. North Augusta is located northeast of Augusta, Georgia across the Savannah River. Columbia, South Carolina is 70 miles northeast and Atlanta, Georgia is 150 miles west of North Augusta.

The site is located east of West Martintown Road in a mixed use area with many commercial establishments nearby. A shopping center that includes a pharmacy and grocery is located to the immediate southwest of the site and the front of the subject will face the rear of this property. Condos and newer single family homes in excellent condition are located the immediate north and west. Vacant land, dense trees and a water storage field are located to the immediate southeast. The water storage field is a visual nuisance as the view of the rear of the shopping center will be. Farther removed to the north are residential areas, to the northeast and east are commercial properties fronting along Knox Avenue, to the south is the downtown area, farther removed to the southwest are residential areas and an activities center along the river front.

Visibility and Accessibility of the Site

The site is located in an area currently filled with dense trees and surrounded on three sides by a shopping center, condos, and single family homes and will have little street visibility. The subject's access point will be off a service drive leading to the shopping center. Signage on West Martintown Road will enhance visibility of the site, but given the limited visibility, marketing efforts will be critical to draw potential tenants to the site above and beyond those for a more exposed project. It is assumed an experienced management company, familiar with LIHTC guidelines and initial project lease ups, will manage the project.

Marketability of Proposal

The site is located in an area attractive to its targeted tenants but will be encumbered by the access through the parking lot for the shopping center and facing the rear of the shopping center. The developer's site plan calls for landscaping to surround the perimeter of the site shielding the site from views of the shopping center and water treatment field to the southeast. Creating a treed or landscaped perimeter will be critical to the success of the subject. It is assumed that much of the existing trees on the perimeter will be maintained to the southwest and southeast insulating the site to a large degree. The subject's rents are discounted to reflect the reduced marketability arising from these encumbrances but assuming that landscaping efforts are in place to help mitigate these issues.

Neighborhood Amenities/Retail/Services

Adequate amenities are located near the site. The shopping center adjacent to the site has several retailers, including Fred's Super Dollar and Rite Aid. There is a large commercial concentration along West Martintown Road, both to the northwest and southeast of the site. Martintown Plaza Shopping Center is one mile southwest of the site at the intersection of West Martintown Road and Knox Avenue. Retailers include Belk, Office Depot, Ruby Tuesday, and Dollar General. To the north along Knox Avenue are a Walmart Supercenter, Lowe's Walgreens, and Kroger. The Best Friend Express, Aiken County's public transit service, offers bus service throughout the county Monday through Saturday from 5:00 am to 7:30 pm. There is a connection to Augusta, Georgia's public transit system as well.

Health Care

The nearest major hospital is University Hospital in Augusta, Georgia, located 3.5 miles south of the site. University Hospital is a 581-bed acute care facility offering a full range of services. In addition, there are numerous clinics located near the site.

Road or Infrastructure Improvements

Planned or underway projects within Aiken County according to the South Carolina Department of Transportation include the following:

Aiken - Landscaping & Irrigation in the City of N. Augusta
Aiken - East Buena Vista Road
Aiken - Silver Bluff Connector

In Construction

Aiken - Palmetto Parkway (Phase II)

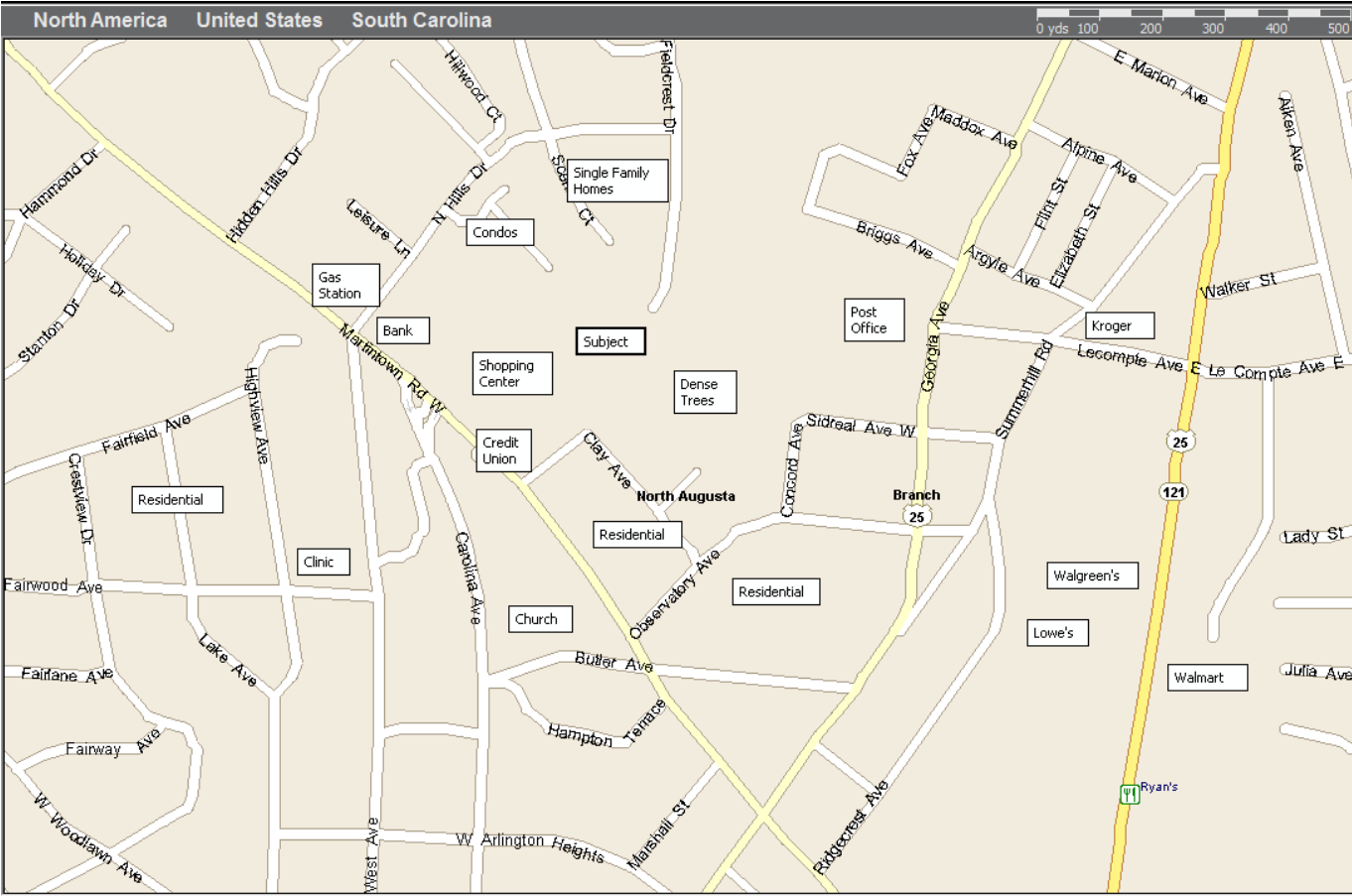
Crime

A crime index for the area is illustrated below. Total crime risk for the 29841 zip code is consistent with the state as a whole for most crime statistics. The Crime Index score represents the combined risks of crime compared to the national average of 100. A score of 200 indicates twice the national average total crime risk, while 50 indicates half the national risk. The different types of crime are given equal weight in this score. Scores are based on demographic and geographic analyses of crime over seven years.

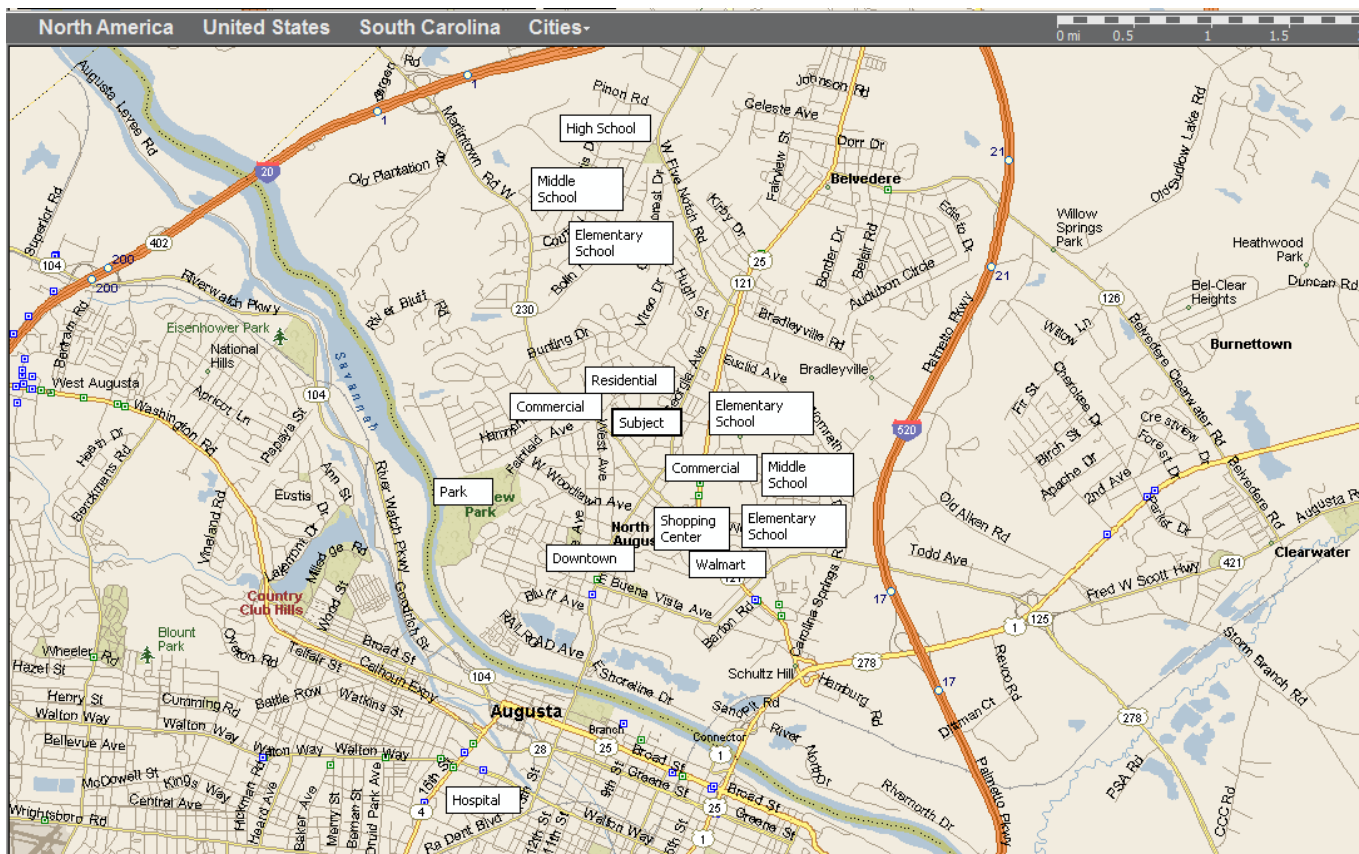
Area	North Augusta		
	29841	SC	National
Total Crime Risk	120	130	100
Personal Crime Index			
Personal Crime Risk	138	165	100
Murder Risk	145	138	100
Rape Risk	106	138	100
Robbery Risk	87	95	100
Assault Risk	139	200	100
Property Crime Index			
Property Crime Risk	129	124	100
Burglary Risk	149	137	100
Larceny Risk	96	125	100
Motor Vehicle Theft Risk	124	91	100

Source: Homefair.com

Map: Local Area and Amenities



Map: Local Area and Amenities



Site Photos



-Looking northeast at site at western edge of site



-Looking south from site boundary



-Looking southwest from site



-Looking west from site

Section 5: Market Area Delineation

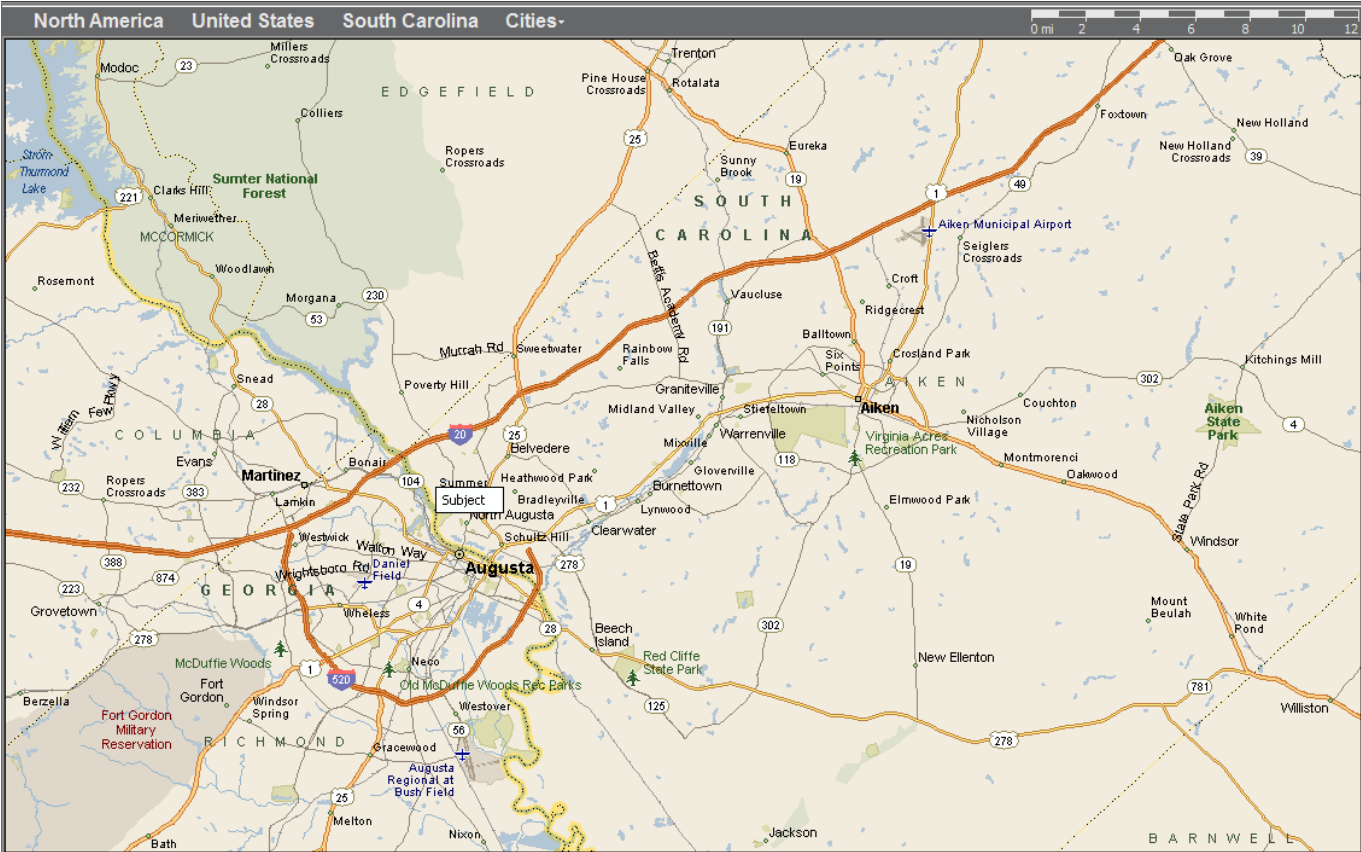
The following demographic information, comparables, and demand analysis are based on the Primary Market Area (PMA) as defined below and outlined in the following maps. The proposal is located in North Augusta, South Carolina, in Census Tract 207.01 of Aiken County. For comparison purposes, data pertaining to the city of North Augusta, Aiken County and the state of South Carolina where appropriate have also been included throughout the analysis.

Census Tracts were used to define the PMA, the PMA extends to the county border to the northwest and the state border to the west. The farthest boundary of the PMA is approximately 11.8 miles from the site to the east. From the site, the PMA extends approximately 3.6 miles to the north, 11.3 miles to the east, less than 11 miles to the southeast, 1.8 miles south and less than 1.0 miles to the west. Census Tracts defining the market area include:

Census Tract 204	Census Tract 208.02
Census Tract 205	Census Tract 209.02
Census Tract 206.01	Census Tract 210.01
Census Tract 206.02	Census Tract 210.02
Census Tract 207.01	Census Tract 211.01
Census Tract 207.02	Census Tract 211.02
Census Tract 208.01	

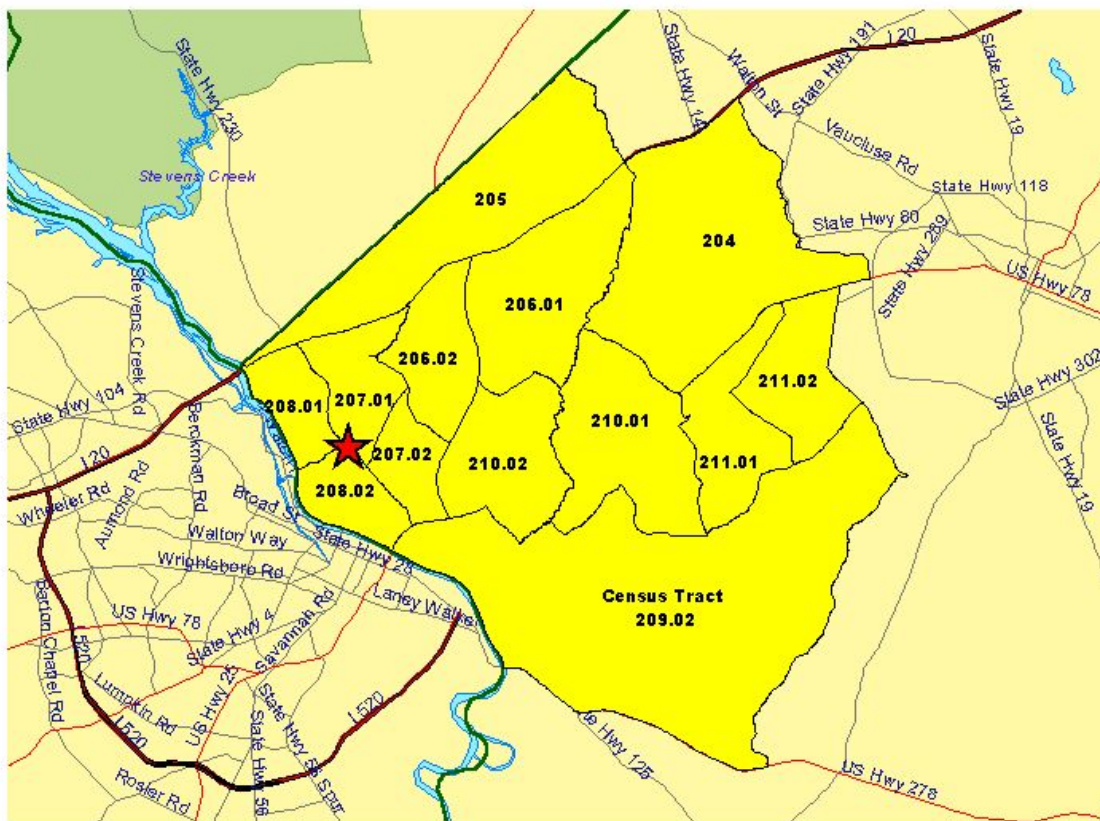
Major factors in defining the PMA were proximity to the site, competition with surrounding areas and socioeconomic conditions. The proposal is a senior project, located in North Augusta, and given the limited number of senior rental options extends farther than a family project would in the same location. The PMA was limited from farther expansion to the west and north by the state line with Georgia and county border respectively. Declining proximity was the primary factor in limiting the PMA to northeast to southeast.



Map: Local Area



Map: Primary Market Area

Micro View








-  **Primary Market Area**
-  **County Boundary**
-  **Airport**
-  **Highway**
-  **Primary road**
-  **Secondary and connecting road**
-  **Water body**
-  **Park**



Map: Primary Market Area

Macro View



-  Primary Market Area
-  County Boundary
-  Airport
-  Highway
-  Primary road
-  Secondary and connecting road
-  Water body
-  Park



Section 6: Economic Analysis

Economic Overview

The proposal will offer units targeted at low and moderate income senior households within the North Augusta area. Economic analysis is provided for Aiken County and the city of Augusta, Georgia (given the PMA's proximity to this city) which are deemed the most important for the area's economic viability. In addition, information for the State of South Carolina and United States are illustrated to put these trends into greater context.

Local economics are largely driven by the national economy, particularly for larger, more urban areas with greater economic diversification. This is visually evident in the unemployment rate comparison presented in the following pages (i.e., movements in the unemployment rate for the United States coincide with state and local movements). While generally moving in tandem with national levels, the unemployment rate in South Carolina has been higher in comparison to national levels in recent years with a dramatic surge evident in 2008--this can be attributed to a continual rise in the labor force combined with a decline in employment. In recent months the unemployment rate within the state has stabilized or reversed owing to an increase in employment outpacing growth in the labor force.

The national economy suffered a credit crisis in 2008, which led to worsening economic conditions including declining consumer confidence, continued pressure on an already fragile housing sector, declining consumer spending and a dramatic decline in automotive purchases all contributing to a worsening in economic conditions throughout the nation. While the credit crisis has largely passed and there are nascent signs of recovery, unemployment throughout the nation remains high relative to recent historical trends, but with renewed optimism among some economists. Analysis throughout this report is based on current economic conditions remaining stable with a more robust recovery beginning in 2014-2015. The effects of a deceleration or stagnation in the economy generally serve to increase demand for affordable housing among those experiencing wage cuts while eliminating from consideration those who become unemployed.

Economic Characteristics and Trends

North Augusta is located within Aiken County, with the bulk of employment concentrations within the county located within North Augusta and Aiken, but a large concentration of jobs located in Augusta, Georgia to the immediate west. Within the PMA, approximately 20 percent of workers find employment within a less than 15 minute travel time, while an additional 45 percent of workers find employment within a 30 minute radius.

Employee Commute Times

	City of North Augusta	PMA	County of Aiken	State of SC
2010 Total Workers via Census	9,349	26,577	65,689	1,988,734
Travel Time: < 15 Minutes	2,047	5,181	14,583	572,755
Percent of Workers	21.9%	19.5%	22.2%	28.8%
Travel Time: 15 - 29 Minutes	3,917	11,936	26,079	797,482
Percent of Workers	41.9%	44.9%	39.7%	40.1%
Travel Time: 30 - 44 Minutes	1,814	5,786	15,108	383,826
Percent of Workers	19.4%	21.8%	23.0%	19.3%
Travel Time: 45 - 59 Minutes	1,019	2,368	6,372	131,256
Percent of Workers	10.9%	8.9%	9.7%	6.6%
Travel Time: 60+ Minutes	542	1,312	3,613	101,425
Percent of Workers	5.8%	4.9%	5.5%	5.1%
Avg Travel Time in Minutes for Commuters	25	25	25	23

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Industry employment concentrations in the city, county and state are illustrated below with national trends illustrated to put state and local trends into greater context. Locally within the city and PMA employment is more heavily concentrated in management, business, science and the arts and service occupations relative to the state as is typical with a more urban area. Employment concentrations in the city in particular are more concentrated in the education, health care and social services sectors relative to the state as a whole.

Industry Employment Concentrations

	City of North Augusta	County of Aiken	State of SC	USA
Ag, forestry, fishing and hunting, and mining	0.6%	1.7%	1.1%	1.9%
Construction	4.1%	7.3%	7.7%	6.8%
Manufacturing	9.3%	14.4%	13.8%	10.8%
Wholesale trade	2.3%	1.5%	2.8%	2.9%
Retail trade	10.0%	11.4%	12.1%	11.5%
Transp and warehousing, and util	5.9%	6.1%	4.9%	5.1%
Information	1.7%	1.8%	1.8%	2.3%
Fin and ins, and r.estate and rent/lease	5.2%	4.9%	6.0%	6.9%
Prof, sci, and mngr, and admin and waste	12.7%	11.7%	9.1%	10.5%
Ed services, and hlth care and soc assist	29.0%	21.2%	21.3%	22.5%
Arts, ent, and rec, and accomod/food	8.2%	7.9%	9.7%	9.0%
Other services, except public administration	4.3%	4.5%	4.9%	4.9%
Public administration	6.7%	5.5%	4.9%	4.9%
Total Occupations				
Mngmt, bus, sci, and arts	46.1%	34.4%	32.0%	35.7%
Service occupations	16.9%	16.6%	17.7%	17.5%
Sales and office occupations	22.7%	23.0%	25.2%	25.1%
Nat res, construction, and maintenance	4.2%	11.0%	10.5%	9.6%
Prod, transp, and material moving	10.2%	15.0%	14.7%	12.2%

Source: Census of Population and Housing, U.S. Census Bureau

The major employers within Aiken County and the city of Augusta, Georgia are detailed below. Data was gathered from South Carolina Work Force in February 2014. Top employers in the area are largely engaged in the provision of health care and government services. Government sector positions are to some extent insulated from the recent turmoil in the economy. Net job flows in 2011 and 2012 are detailed on the following pages showing net positive job flows over the past four quarters within the county. The subject is slated for market entry in 2016 at which point it is anticipated the economy will have entered a recovery phase and growth will resume with resumption of job creation to more normal levels.

Employment within the county is concentrated in North Augusta, Augusta and Aiken which represents the highest population density areas in the county, these areas are highlighted in the map on the following pages.

Top Employers within Aiken County

Employer Name	City	Zip Code	Employee Range
Kimberly-Clark	Jackson	29831	1,000-4,999
Aiken Regional Medical Ctr	Aiken	29801	500-999
Aiken County Accounts Payable	Aiken	29801	500-999
Public Works	Aiken	29801	500-999
Regions Bank	Aiken	29801	500-999
Cvs Caremark Distribution Ctr	Beech Island	29842	500-999
Agy Holding Corp	Aiken	29801	500-999
Shaw Industries Inc	Aiken	29805	500-999
Walmart Supercenter	North Augusta	29841	500-999
Asco Valve Inc	Aiken	29801	250-499
Clear Channel Media & Entrtn	North Augusta	29841	250-499
Glaxosmithkline	Aiken	29805	250-499
R E Phelon Co Inc	Aiken	29801	250-499
Hubbell Power Systems Inc	Aiken	29801	250-499
Walmart Supercenter	Aiken	29801	250-499
Carlisle Transportation Prods	Aiken	29805	250-499
Urs Corp	Aiken	29803	250-499
Ttx Co	North Augusta	29841	250-499
Parsons Infrastructure & Tech	Aiken	29803	100-249
Bae Systems	Aiken	29805	100-249
Aiken City Public Works Ctr	Aiken	29801	100-249
Aiken County Sheriff Office	Aiken	29801	100-249
Kroger	Aiken	29803	100-249
North Augusta High School	North Augusta	29841	100-249
Publix Super Market	Aiken	29803	100-249

Top Employers within Augusta, Georgia

Company Name	Industry	Employment Range
U.S. Army Signal Center & Fort Gordon	Government	19,844*
Georgia Health Sciences University	Government	4,656
Richmond County School System	Government	4,418
University Hospital	Service	3,200
Georgia Health Sciences Hospitals	Service	3,054
Augusta-Richmond County	Government	2,612
VA Medical Centers	Government	2,082
East Central Regional Hospital	Government	1,488
EZ GO Textron*	Golf Car/Utility Vehicles	1277
Doctors Hospital	Service	1,210
Covidien	Disposable Medical Supplies	850
International Paper	Bleached Paperboard	820
Kellogg's	Cookies and Crackers	535
FPL Food, LLC*	Beef Products	500
Procter & Gamble	Laundry Detergent	450
Thermal Ceramics	Ceramic Fiber	444
Augusta Newsprint*	Newsprint	374
Boral Brick	Bricks	363
PCS Nitrogen	Nitrogenous Fertilizer	350
DSM Chemical	Caprolactam/Cyclohexanone	350
Augusta Coca-Cola*	Soft Drinks	315
NutraSweet*	Basic Organic Chemicals	300
Carole Fabrics*	Custom Draperies	250
SOLO Cup	Disposable Plastic Cups	221
Solvay Advanced Polymers	Plastic Material and Resins	206

Source: 2012 Augusta Economic Development Authority

*Military and Civilian

Labor Market Dynamics

Aiken County	Average Last 4		
	Q4 2012	Quarters	Q4 2011
Total Employment	53,795	53,699	54,948
Net Job Flows	1,183	394	-82
Job Creation	3,940	2,931	2,334
New Hires	6,688	6,947	5,926
Seperations	8,419	8,302	7,162
Turnover	N/A	N/A	10%
Avg Monthly Earnings	\$4,048	\$4,032	\$4,078
Avg New Hire Earnings	\$2,476	\$2,600	\$2,576

Source: US Census Bureau

Announced Employer Expansions-(Since September 2013)

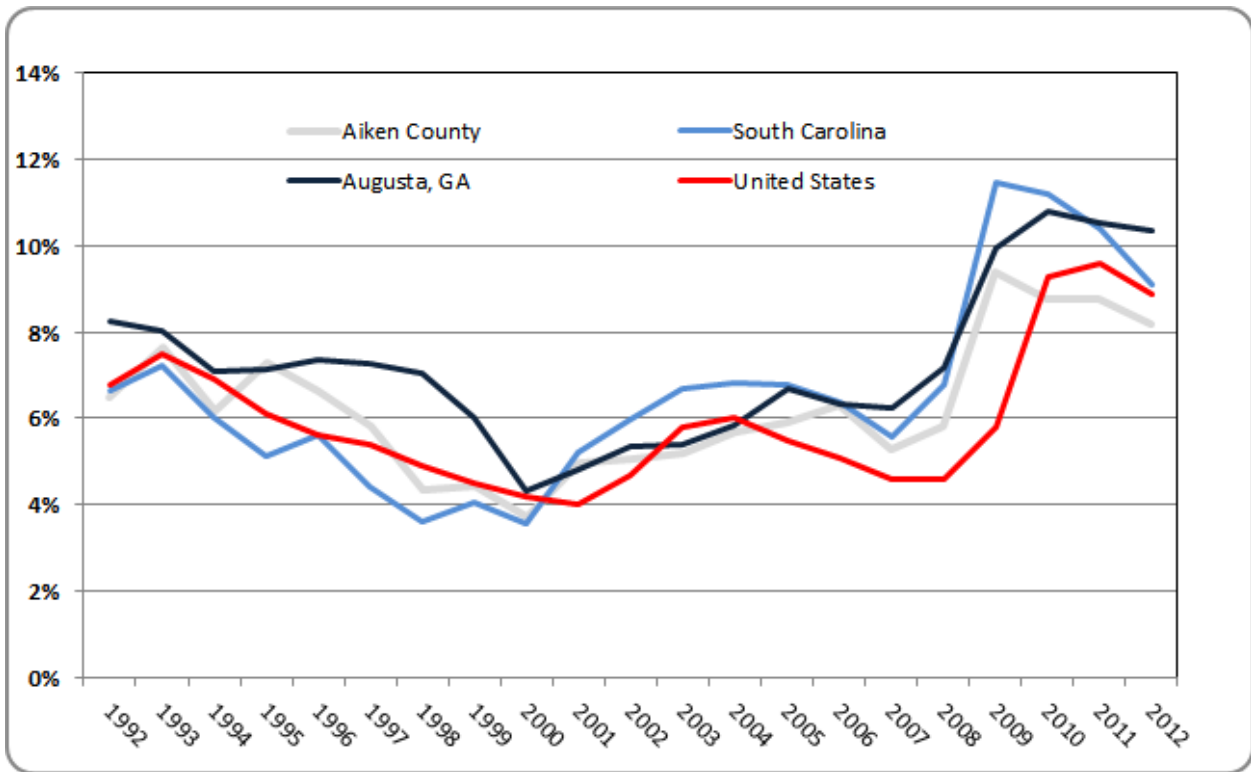
Company	Location	New Jobs	\$ Investment (Millions)
None			

Source: South Carolina Commerce

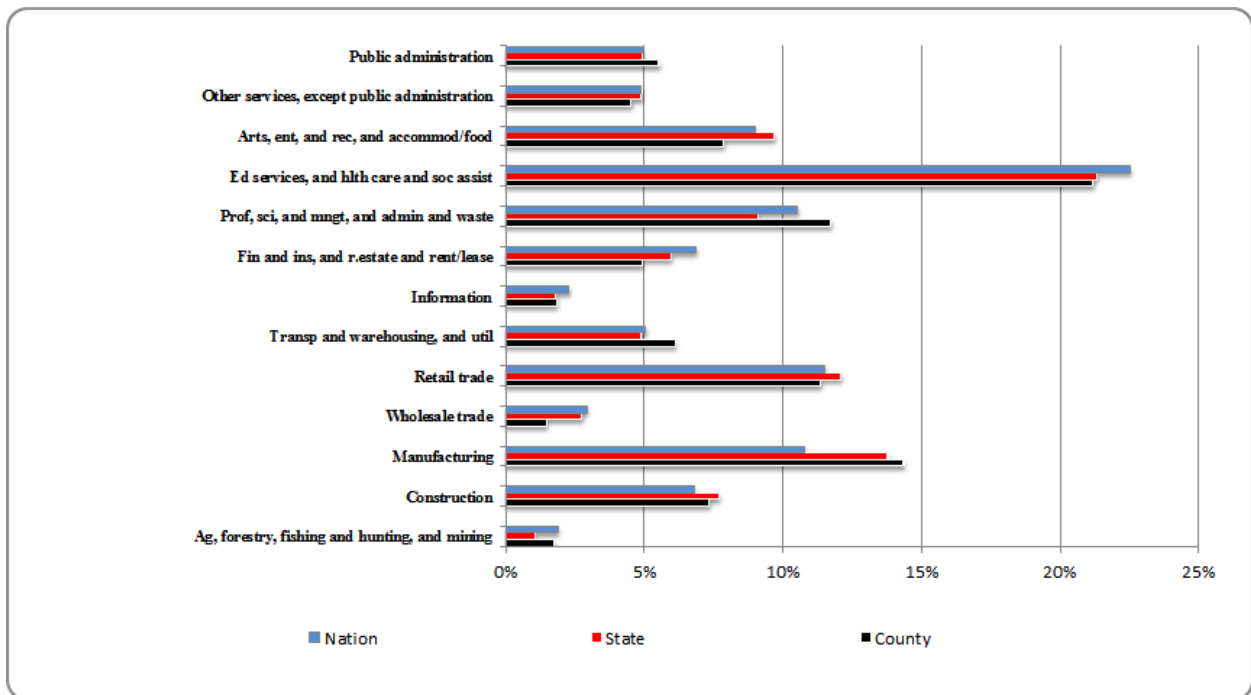
WARN Notification Report-State of South Carolina (2013-2014 YTD)

Company	Location	Effective Date	Positions	Type
Carolina, Inc.	Aiken	6/7/2013	214	Layoff
Shaw Project Services	Aiken	8/6/2013	485	Layoff
AREVA Federal Services	Aiken	8/6/2013	130+28	Layoff
Pepperidge Farm, Inc.	Aiken	9/27/2013	115	Closure
Harvey Industries Die Casting	Aiken	11/21/2013	150	Closure
General Nutrition	Anderson	10/11/2013	50	Closure
Joy Global	Belton	8/1/2013	77	Closure
Palmetto GBA	Columbia	8/23/2013	126	Layoff
Mortgage Bank	Florence	6/4/2013	573	Closure
Mortgage Bank	Florence	2/1/2014	23	Closure
Heinz	Florence	3/21/2014	198	Closure
Titanium Holdings	Fort Mill	3/31/2013	95	Closure
DSE Systems, Inc.	Gaffney	5/31/2013	42	Layoff
Gannett Publishing Company	Greenville	3/31/2014	117	Closure
Bi-Lo	Greenville	4/17/2013	130	Layoff
Sunland Logistics Solutions	Greenville	7/1/2013	47	Layoff
Sunland Staffing	Greenville	7/1/2013	52	Layoff
Capitol Management	Greenville	7/29/2013	36	Closure
First Center, LLC	Greenville	7/29/2013	85	Closure
International Automotive	Greenville	12/20/2013	164	Closure
SafeAuto Insurance	Hemingway	3/19/2013	164	Closure
Jostens, Inc.	Laurens	6/24/2013	63	Layoff
CGI Federal	North Charleston	11/30/2013	88	Layoff
Piggly Wiggly	North Charleston	3/31/2014	64	Closure
Stacy's Greenhouses	Pendleton	9/8/2013	61	Intent to Sell
Fast Lane of Rock Hill	Rock Hill	2/25/2013	31	Closure
Spartanburg Steel Products,	Spartanburg	7/1/2013	64	Layoff
Piggly Wiggly	Summerville	3/31/2014	85	Closure
Caterpillar, Inc.	Summerville	6/1/2014	250	Closure
SCE&G	Walterboro	12/31/2013	67	Closure
Filtration Group	York	8/16/2013	96	Layoff
Stacy's Greenhouses	York	9/8/2013	656	Intent to Sell

Graph: Unemployment Rate Comparison



Graph: Industry Employment Concentrations



Annual Labor Force and Employment Statistics

Year	Aiken County				South Carolina				Augusta, GA				U.S.
	Number Employed	Labor Force	Annual Change	Unemp. Rate	Number Employed	Labor Force	Annual Change	Unemp. Rate	Number Employed	Labor Force	Annual Change	Unemp. Rate	Unemp. Rate
1992	58,401	62,469	NA	6.5%	1,673,620	1,792,544	NA	6.6%	80,380	87,603	NA	8.2%	6.8%
1993	59,673	64,625	1,272	7.7%	1,696,068	1,827,755	22,448	7.2%	78,141	84,946	(2,239)	8.0%	7.5%
1994	59,815	63,743	142	6.2%	1,729,363	1,840,416	33,295	6.0%	77,533	83,469	(608)	7.1%	6.9%
1995	59,511	64,182	(304)	7.3%	1,754,633	1,849,866	25,270	5.1%	75,814	81,641	(1,719)	7.1%	6.1%
1996	59,365	63,586	(146)	6.6%	1,785,646	1,892,377	31,013	5.6%	74,827	80,785	(987)	7.4%	5.6%
1997	59,288	62,963	(77)	5.8%	1,819,508	1,903,857	33,862	4.4%	75,147	81,039	320	7.3%	5.4%
1998	59,536	62,233	248	4.3%	1,849,075	1,918,305	29,567	3.6%	75,806	81,561	659	7.1%	4.9%
1999	60,698	63,530	1,162	4.5%	1,876,895	1,956,674	27,820	4.1%	76,197	81,072	391	6.0%	4.5%
2000	67,182	69,769	6,484	3.7%	1,917,365	1,988,159	40,470	3.6%	83,766	87,572	7,569	4.3%	4.2%
2001	64,544	67,921	(2,638)	5.0%	1,834,871	1,935,614	(82,494)	5.2%	82,768	86,936	(998)	4.8%	4.0%
2002	65,422	68,908	878	5.1%	1,826,240	1,942,147	(8,631)	6.0%	83,400	88,132	632	5.4%	4.7%
2003	67,261	70,943	1,839	5.2%	1,854,419	1,987,676	28,179	6.7%	83,839	88,613	439	5.4%	5.8%
2004	69,152	73,306	1,891	5.7%	1,888,050	2,026,480	33,631	6.8%	84,974	90,231	1,135	5.8%	6.0%
2005	69,658	74,035	506	5.9%	1,922,367	2,062,350	34,317	6.8%	84,304	90,352	(670)	6.7%	5.5%
2006	70,263	75,014	605	6.3%	1,970,912	2,105,035	48,545	6.4%	83,371	88,989	(933)	6.3%	5.1%
2007	70,732	74,694	469	5.3%	2,010,252	2,129,320	39,340	5.6%	85,179	90,857	1,808	6.2%	4.6%
2008	70,583	74,938	(149)	5.8%	1,998,368	2,143,293	(11,884)	6.8%	85,019	91,619	(160)	7.2%	4.6%
2009	69,514	76,714	(1,069)	9.4%	1,908,839	2,155,784	(89,529)	11.5%	81,610	90,631	(3,409)	10.0%	5.8%
2010	69,383	76,041	(131)	8.8%	1,917,747	2,159,199	8,908	11.2%	78,551	88,038	(3,059)	10.8%	9.3%
2011	70,915	77,720	1,532	8.8%	1,941,654	2,167,311	23,907	10.4%	79,842	89,236	1,291	10.5%	9.6%
2012	70,305	76,583	(610)	8.2%	1,970,112	2,167,194	28,458	9.1%	80,030	89,272	188	10.4%	8.9%
2013	70,692	76,649	387	7.8%	1,995,454	2,164,340	25,343	7.8%	79,936	88,385	(94)	9.6%	8.1%
	<u>Number</u>	<u>Percent</u>	<u>Annualized Rate</u>		<u>Number</u>	<u>Percent</u>	<u>Annualized Rate</u>		<u>Number</u>	<u>Percent</u>	<u>Annualized Rate</u>		
Change in Employment:													
(2006-2012):	1,955	2.6%	0.4%		35,020	1.6%	0.2%		(2,472)	-2.7%	-0.4%		
(2009-2012):	608	0.8%	0.2%		5,141	0.2%	0.1%		347	0.4%	0.1%		
Change in Labor Force:													
(2006-2012):	(40)	-0.1%	0.0%		(14,798)	-0.7%	-0.1%		(5,243)	-6.2%	-0.9%		
(2009-2012):	1,309	1.9%	0.5%		77,707	4.1%	1.0%		1,385	1.8%	0.4%		
<i>Source: Bureau of Labor and Statistics</i>													

Monthly Labor Force and Employment Statistics (NSA)

Date	Number Employed	Labor Force	Yr/Yr Employed	Yr/Yr Labor Force	Number Employed	Labor Force	Yr/Yr Employed	Yr/Yr Labor Force	Number Employed	Labor Force	Yr/Yr Employed	Yr/Yr Labor Force
Jan-11	70,410	77,325			1,899,209	2,136,980			79,490	88,949		
Feb-11	70,702	77,592			1,907,779	2,141,593			79,503	88,579		
Mar-11	71,450	78,068			1,930,337	2,148,352			80,456	89,104		
Apr-11	72,366	79,050			1,952,151	2,166,708			80,908	89,269		
May-11	71,323	77,656			1,958,736	2,182,123			79,954	88,933		
Jun-11	70,915	77,935			1,960,258	2,201,808			79,279	89,650		
Jul-11	70,969	77,692			1,959,774	2,195,475			79,095	89,708		
Aug-11	70,578	77,654			1,954,296	2,190,765			79,094	88,901		
Sep-11	70,399	77,714			1,945,758	2,172,993			79,513	89,096		
Oct-11	70,715	77,703			1,949,986	2,170,384			79,672	89,242		
Nov-11	70,712	77,165			1,944,664	2,154,697			80,420	89,583		
Dec-11	70,446	77,090			1,936,900	2,145,855			80,723	89,816		
Jan-12	69,856	76,903	-0.8%	-0.5%	1,926,690	2,138,745	1.4%	0.1%	79,535	88,760	0.1%	-0.2%
Feb-12	70,125	76,984	-0.8%	-0.8%	1,940,638	2,152,652	1.7%	0.5%	79,847	88,995	0.4%	0.5%
Mar-12	70,609	76,808	-1.2%	-1.6%	1,961,792	2,156,306	1.6%	0.4%	80,524	89,305	0.1%	0.2%
Apr-12	71,134	77,076	-1.7%	-2.5%	1,974,673	2,161,433	1.2%	-0.2%	80,534	88,940	-0.5%	-0.4%
May-12	70,620	76,526	-1.0%	-1.5%	1,987,279	2,183,865	1.5%	0.1%	79,908	89,028	-0.1%	0.1%
Jun-12	70,205	76,596	-1.0%	-1.7%	1,992,817	2,204,175	1.7%	0.1%	79,302	89,565	0.0%	-0.1%
Jul-12	70,267	76,866	-1.0%	-1.1%	1,985,535	2,195,335	1.3%	0.0%	79,531	89,949	0.6%	0.3%
Aug-12	69,848	75,992	-1.0%	-2.1%	1,972,124	2,174,892	0.9%	-0.7%	79,112	88,861	0.0%	0.0%
Sep-12	70,135	76,458	-0.4%	-1.6%	1,976,521	2,160,202	1.6%	-0.6%	80,237	88,970	0.9%	-0.1%
Oct-12	70,425	76,402	-0.4%	-1.7%	1,986,738	2,173,585	1.9%	0.1%	80,274	89,448	0.8%	0.2%
Nov-12	70,068	75,629	-0.9%	-2.0%	1,972,406	2,152,028	1.4%	-0.1%	80,435	89,459	0.0%	-0.1%
Dec-12	70,370	76,758	-0.1%	-0.4%	1,964,125	2,153,111	1.4%	0.3%	81,117	89,985	0.5%	0.2%
Jan-13	70,244	77,560	0.6%	0.9%	1,958,505	2,160,115	1.7%	1.0%	80,535	89,687	1.3%	1.0%
Feb-13	70,316	76,925	0.3%	-0.1%	1,969,759	2,157,345	1.5%	0.2%	80,169	88,484	0.4%	-0.6%
Mar-13	70,556	76,477	-0.1%	-0.4%	1,982,977	2,153,766	1.1%	-0.1%	80,454	88,302	-0.1%	-1.1%
Apr-13	71,729	77,225	0.8%	0.2%	2,000,233	2,160,081	1.3%	-0.1%	81,471	89,233	1.2%	0.3%
May-13	71,136	77,107	0.7%	0.8%	2,008,927	2,179,225	1.1%	-0.2%	80,454	88,896	0.7%	-0.1%
Jun-13	71,038	77,643	1.2%	1.4%	2,011,356	2,201,813	0.9%	-0.1%	80,001	89,854	0.9%	0.3%
Jul-13	71,254	77,430	1.4%	0.7%	2,015,814	2,192,688	1.5%	-0.1%	80,056	89,944	0.7%	0.0%
Aug-13	71,003	76,752	1.7%	1.0%	2,003,711	2,181,483	1.6%	0.3%	79,508	88,442	0.5%	-0.5%
Sep-13	70,312	75,841	0.3%	-0.8%	1,994,952	2,155,916	0.9%	-0.2%	79,739	87,972	-0.6%	-1.1%
Oct-13	70,057	76,008	-0.5%	-0.5%	1,998,427	2,153,035	0.6%	-0.9%	78,442	86,566	-2.3%	-3.2%
Nov-13	70,076	75,143	0.0%	-0.6%	1,996,248	2,137,993	1.2%	-0.7%	78,945	86,428	-1.9%	-3.4%
Dec-13	70,586	75,681	0.3%	-1.4%	2,004,540	2,138,614	2.1%	-0.7%	79,458	86,809	-2.0%	-3.5%
Sources: Bureau of Labor and Statistics												

Section 7: Demographic Trends and Characteristics

Demographic Overview

Between 2000 and 2010, population and households increased at modest annual rate, consistent with the state as a whole. Nielsen forecasts a moderation of these growth trends through 2019.

Population Characteristics and Trends

Population information for the PMA, Aiken County and the city of North Augusta is illustrated below. In addition, information for the state of South Carolina is provided to put demographic trends in greater context. Population increased a very similar rate among all submarkets at a rate consistent with the state as a whole between 2000 and 2010. Nielsen forecasts a moderation of these growth trends within all areas through 2019.

Population Trends and Forecast

	City of North Augusta	PMA	County of Aiken	State of SC
2000 Population	18,696	56,253	142,533	4,011,983
2010 Population	21,348	64,231	160,099	4,625,364
Percent Change (2000 to 2010)	14.2%	14.2%	12.3%	15.3%
Total Change (2000 to 2010)	2,652	7,978	17,566	613,381
Annual Change (2000 to 2010)	265	798	1,757	61,338
Annualized Change (2000 to 2010)	1.3%	1.3%	1.2%	1.4%
2013 Population Estimate	21,964	65,333	163,082	4,740,447
Percent Change (2010 to 2013)	2.9%	1.7%	1.9%	2.5%
Total Change (2010 to 2013)	616	1,102	2,983	115,083
Annual Change (2010 to 2013)	205	367	994	38,361
Annualized Change (2010 to 2013)	1.0%	0.6%	0.6%	0.8%
2016 Population Forecast	22,579	66,434	166,066	4,855,531
Percent Change (2010 to 2016)	5.8%	3.4%	3.7%	5.0%
Total Change (2010 to 2016)	1,231	2,203	5,967	230,167
Annual Change (2010 to 2016)	205	367	994	38,361
Annualized Change (2010 to 2016)	0.9%	0.6%	0.6%	0.8%
2019 Population Forecast	23,195	67,536	169,049	4,970,614
Percent Change (2010 to 2019)	8.7%	5.1%	5.6%	7.5%
Total Change (2010 to 2019)	1,847	3,305	8,950	345,250
Annual Change (2010 to 2019)	205	367	994	38,361
Annualized Change (2010 to 2019)	0.9%	0.6%	0.6%	0.8%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

All three submarkets share similar age distribution characteristics with the majority of the population concentrated in the 44 and under age cohorts. The aging of the Baby Boom generation has and will continue to shift the national age distribution toward the 45 and over population segments. This national trend is evident within all three areas here as well with the majority of growth between 2000 and 2010 concentrated in the 45 and over age segments and a forecasted shift to the upper age segments through 2019.

Population by Age Group

	City of North Augusta	PMA	County of Aiken	State of SC
Age 24 and Under - 2000	6,293	19,795	49,828	1,417,517
Percent of total 2000 population	33.7%	35.2%	35.0%	35.3%
Age Between 25 and 44 - 2000	5,633	16,737	41,158	1,186,002
Percent of total 2000 population	30.1%	29.8%	28.9%	29.6%
Age Between 45 and 64 - 2000	4,184	12,865	33,259	923,249
Percent of total 2000 population	22.4%	22.9%	23.3%	23.0%
Age 65 and Over - 2000	2,586	6,856	18,288	485,215
Percent of total 2000 population	13.8%	12.2%	12.8%	12.1%
Age 24 and Under - 2010	6,752	21,421	51,344	1,556,919
Percent of total 2010 population	31.6%	33.3%	32.1%	33.7%
Percent change (2000 to 2010)	7.3%	8.2%	3.0%	9.8%
Age Between 25 and 44 - 2010	5,930	16,924	38,708	1,193,348
Percent of total 2010 population	27.8%	26.3%	24.2%	25.8%
Percent change (2000 to 2010)	5.3%	1.1%	-6.0%	0.6%
Age Between 45 and 64 - 2010	5,525	17,208	45,428	1,243,223
Percent of total 2010 population	25.9%	26.8%	28.4%	26.9%
Percent change (2000 to 2010)	32.1%	33.8%	36.6%	34.7%
Age 65 and Over - 2010	3,141	8,678	24,619	631,874
Percent of total 2010 population	14.7%	13.5%	15.4%	13.7%
Percent change (2000 to 2010)	21.5%	26.6%	34.6%	30.2%
Age 24 and Under - 2019	5,240	16,139	37,267	1,179,330
Percent of total 2019 population	22.6%	23.9%	22.0%	23.7%
Percent change (2010 to 2019)	-22.4%	-24.7%	-27.4%	-24.3%
Age Between 25 and 44 - 2019	7,771	22,636	54,403	1,668,857
Percent of total 2019 population	33.5%	33.5%	32.2%	33.6%
Percent change (2010 to 2019)	31.0%	33.8%	40.5%	39.8%
Age Between 45 and 64 - 2019	6,014	17,612	44,980	1,274,264
Percent of total 2019 population	25.9%	26.1%	26.6%	25.6%
Percent change (2010 to 2019)	8.8%	2.3%	-1.0%	2.5%
Age 65 and Over - 2019	4,170	11,149	32,399	848,163
Percent of total 2019 population	18.0%	16.5%	19.2%	17.1%
Percent change (2010 to 2019)	32.8%	28.5%	31.6%	34.2%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Senior Population Trends

The proposal will target older persons (age 55 and older). Senior population trends are examined in greater detail below. The senior population expanded within all submarkets between 2000 and 2010 with the highest growth within the county. The PMA has a similar concentration of seniors relative to the city with a lower concentration relative to the county as a whole. Going forward, Nielsen forecasts continued growth in seniors within the PMA with a rate consistent with the state as a whole.

Senior Population Trends and Forecast 55+

	City of North Augusta	PMA	County of Aiken	State of SC
2000 Senior Population 55+	4,202	12,090	31,627	858,158
Percent of Total Population	22.5%	21.5%	22.2%	21.4%
2010 Senior Population 55+	5,647	16,402	46,027	1,215,669
Percent of Total Population	26.5%	25.5%	28.7%	26.3%
Percent Change (2000 to 2010)	34.4%	35.7%	45.5%	41.7%
Total Change (2000 to 2010)	1,445	4,312	14,400	357,511
Annual Change (2000 to 2010)	145	431	1,440	35,751
Annualized Change (2000 to 2010)	3.0%	3.1%	3.8%	3.5%
2013 Senior Population 55+ Estimate	6,167	17,588	49,418	1,308,804
Percent of Total Population	28.1%	26.9%	30.3%	27.6%
Percent Change (2010 to 2013)	9.2%	7.2%	7.4%	7.7%
Total Change (2010 to 2013)	520	1,186	3,391	93,135
Annual Change (2010 to 2013)	173	395	1,130	31,045
Annualized Change (2010 to 2013)	3.0%	2.4%	2.4%	2.5%
2016 Senior Population 55+ Forecast	6,688	18,775	52,809	1,401,938
Percent of Total Population	29.6%	28.3%	31.8%	28.9%
Percent Change (2010 to 2016)	18.4%	14.5%	14.7%	15.3%
Total Change (2010 to 2016)	1,041	2,373	6,782	186,269
Annual Change (2010 to 2016)	173	395	1,130	31,045
Annualized Change (2010 to 2016)	2.9%	2.3%	2.3%	2.4%
2019 Senior Population 55+ Forecast	7,208	19,961	56,199	1,495,073
Percent of Total Population	31.1%	29.6%	33.2%	30.1%
Percent Change (2010 to 2019)	27.6%	21.7%	22.1%	23.0%
Total Change (2010 to 2019)	1,561	3,559	10,172	279,404
Annual Change (2010 to 2019)	173	395	1,130	31,045
Annualized Change (2010 to 2019)	2.7%	2.2%	2.2%	2.3%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Senior Population Trends and Forecast 65+

	City of North Augusta	PMA	County of Aiken	State of SC
2000 Senior Population 65+	2,586	6,856	18,288	485,215
Percent of Total Population	13.8%	12.2%	12.8%	12.1%
2010 Senior Population 65+	3,141	8,678	24,619	631,874
Percent of Total Population	14.7%	13.5%	15.4%	13.7%
Percent Change (2000 to 2010)	21.5%	26.6%	34.6%	30.2%
Total Change (2000 to 2010)	555	1,822	6,331	146,659
Annual Change (2000 to 2010)	56	182	633	14,666
Annualized Change (2000 to 2010)	2.0%	2.4%	3.0%	2.7%
2013 Senior Population 65+ Estimate	3,484	9,502	27,212	703,970
Percent of Total Population	15.9%	14.5%	16.7%	14.9%
Percent Change (2010 to 2013)	10.9%	9.5%	10.5%	11.4%
Total Change (2010 to 2013)	343	824	2,593	72,096
Annual Change (2010 to 2013)	114	275	864	24,032
Annualized Change (2010 to 2013)	3.5%	3.1%	3.4%	3.7%
2016 Senior Population 65+ Forecast	3,827	10,325	29,806	776,067
Percent of Total Population	17.0%	15.5%	17.9%	16.0%
Percent Change (2010 to 2016)	21.8%	19.0%	21.1%	22.8%
Total Change (2010 to 2016)	686	1,647	5,187	144,193
Annual Change (2010 to 2016)	114	275	864	24,032
Annualized Change (2010 to 2016)	3.3%	2.9%	3.2%	3.5%
2019 Senior Population 65+ Forecast	4,170	11,149	32,399	848,163
Percent of Total Population	18.0%	16.5%	19.2%	17.1%
Percent Change (2010 to 2019)	32.8%	28.5%	31.6%	34.2%
Total Change (2010 to 2019)	1,029	2,471	7,780	216,289
Annual Change (2010 to 2019)	114	275	864	24,032
Annualized Change (2010 to 2019)	3.2%	2.8%	3.1%	3.3%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Household Characteristics and Trends

Household growth trends follow similar patterns to those observed in the overall population within all areas. Between 2000 and 2010, households increased in all submarkets at a rate slightly lagging the state as a whole. Nielsen forecasts continual growth slightly lagging the state in the PMA and county through 2019.

Household Trends and Forecast

	City of North Augusta	PMA	County of Aiken	State of SC
2000 Household	7,686	22,184	55,578	1,533,839
2010 Household	9,003	25,382	64,253	1,801,181
Percent Change (2000 to 2010)	17.1%	14.4%	15.6%	17.4%
Total Change (2000 to 2010)	1,317	3,198	8,675	267,342
Annual Change (2000 to 2010)	132	320	868	26,734
Annualized Change (2000 to 2010)	1.6%	1.4%	1.5%	1.6%
2013 Household Estimate	9,267	25,883	65,741	1,851,126
Percent Change (2010 to 2013)	2.9%	2.0%	2.3%	2.8%
Total Change (2010 to 2013)	264	501	1,488	49,945
Annual Change (2010 to 2013)	88	167	496	16,648
Annualized Change (2010 to 2013)	1.0%	0.7%	0.8%	0.9%
2016 Household Forecast	9,532	26,383	67,230	1,901,071
Percent Change (2010 to 2016)	5.9%	3.9%	4.6%	5.5%
Total Change (2010 to 2016)	529	1,001	2,977	99,890
Annual Change (2010 to 2016)	88	167	496	16,648
Annualized Change (2010 to 2016)	1.0%	0.6%	0.8%	0.9%
2019 Household Forecast	9,796	26,884	68,718	1,951,017
Percent Change (2010 to 2019)	8.8%	5.9%	6.9%	8.3%
Total Change (2010 to 2019)	793	1,502	4,465	149,836
Annual Change (2010 to 2019)	88	167	496	16,648
Annualized Change (2010 to 2019)	0.9%	0.6%	0.7%	0.9%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Average household size can reflect economic conditions (with household size increasing during periods of recession) or indicative of the construction of larger units within the area. Consistent with national trends, average household size decreased within all areas between 2000 and 2010. Nielsen projections indicate continual decline in average household size within all areas through 2019.

Average Household Size and Group Quarters

	City of North Augusta	PMA	County of Aiken	State of SC
2000 Average Household Size	2.40	2.52	2.53	2.53
2010 Average Household Size	2.34	2.52	2.45	2.49
Percent Change (2000 to 2010)	-2.8%	-0.1%	-2.9%	-1.5%
2013 Average Household Size Estimate	2.34	2.51	2.44	2.49
Percent Change (2010 to 2013)	0.1%	-0.2%	-0.4%	-0.2%
2016 Average Household Size Forecast	2.34	2.50	2.43	2.48
Percent Change (2010 to 2016)	0.2%	-0.5%	-0.8%	-0.4%
2019 Average Household Size Forecast	2.34	2.50	2.42	2.48
Percent Change (2010 to 2019)	0.3%	-0.7%	-1.2%	-0.6%
2000 Group Quarters	219	397	2,074	135,031
2010 Group Quarters	304	359	2,439	139,154
Percent Change (2000 to 2010)	38.8%	-9.6%	17.6%	3.1%
2013 Group Quarters Estimate	280	358	2,439	138,995
Percent Change (2010 to 2013)	-7.9%	-0.3%	0.0%	-0.1%
2016 Group Quarters Forecast	256	357	2,440	138,837
Percent Change (2010 to 2016)	-15.8%	-0.7%	0.0%	-0.2%
2019 Group Quarters Forecast	232	355	2,440	138,678
Percent Change (2010 to 2019)	-23.7%	-1.0%	0.0%	-0.3%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Renter penetration rates increased within the PMA between 2000 and 2010 consistent with the financial crisis of 2008 and lasting impacts on home ownership. The increase is consistent with an overall increase in the state as a whole. Renter penetration is the highest within the city at 33.2 percent, and lowest within the county at 26.9 percent. This is consistent with the higher density of the city relative to the county. Nielsen forecasts decreasing renter penetration rates in the PMA through 2019, contributing to only a modest increase in overall rental households over this period.

Renter Households

	City of North Augusta	PMA	County of Aiken	State of SC
2000 Renter Households	2,436	5,933	13,548	426,215
Percent of Total HHs	31.7%	26.7%	24.4%	27.8%
2010 Renter Households	2,989	7,199	17,297	552,376
Percent of Total HHs	33.2%	28.4%	26.9%	30.7%
Percent Change (2000 to 2010)	22.7%	21.3%	27.7%	29.6%
Total Change (2000 to 2010)	553	1,266	3,749	126,161
Annual Change (2000 to 2010)	55	127	375	12,616
Annualized Change (2000 to 2010)	2.1%	2.0%	2.5%	2.6%
2013 Renter Households Estimate	3,023	7,281	17,596	567,532
Percent of Total HHs	32.6%	28.1%	26.8%	30.7%
Percent Change (2010 to 2013)	1.1%	1.1%	1.7%	2.7%
Total Change (2010 to 2013)	34	82	299	15,156
Annual Change (2010 to 2013)	11	27	100	5,052
Annualized Change (2010 to 2013)	0.4%	0.4%	0.6%	0.9%
2016 Renter Households Forecast	3,057	7,364	17,896	582,688
Percent of Total HHs	32.1%	27.9%	26.6%	30.7%
Percent Change (2010 to 2016)	2.3%	2.3%	3.5%	5.5%
Total Change (2010 to 2016)	68	165	599	30,312
Annual Change (2010 to 2016)	11	27	100	5,052
Annualized Change (2010 to 2016)	0.4%	0.4%	0.6%	0.9%
2019 Renter Households Forecast	3,090	7,446	18,195	597,844
Percent of Total HHs	31.5%	27.7%	26.5%	30.6%
Percent Change (2010 to 2019)	3.4%	3.4%	5.2%	8.2%
Total Change (2010 to 2019)	101	247	898	45,468
Annual Change (2010 to 2019)	11	27	100	5,052
Annualized Change (2010 to 2019)	0.4%	0.4%	0.6%	0.9%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

All three submarkets have similar renter persons per household distribution, with the highest concentration in one- to three-person households. The subject will offer one- and two-bedroom units targeting local seniors.

Households by Tenure by Number of Persons in Household

	City of North Augusta	PMA	County of Aiken	State of SC
Total 2010 Owner Occupied HUs	6,014	18,183	46,956	1,248,805
1-person HH	1,525	4,144	10,987	289,689
2-person HH	2,278	6,700	18,559	477,169
3-person HH	1,021	3,309	7,770	210,222
4-person HH	785	2,465	5,840	164,774
5-person HH	284	1,046	2,458	69,110
6-person HH	91	352	881	24,016
7-person or more HH	30	167	461	13,825
Imputed Avg. Owner HH Size*	2.4	2.5	2.5	2.5
Total 2010 Renter Occupied HUs	2,989	7,199	17,297	552,376
1-person HH	1,219	2,472	6,319	188,205
2-person HH	781	1,788	4,329	146,250
3-person HH	475	1,223	2,833	93,876
4-person HH	302	884	2,006	67,129
5-person HH	149	510	1,091	33,904
6-person HH	40	205	453	13,817
7-person or more HH	23	117	266	9,195
Imputed Avg. Renter HH Size*	2.2	2.5	2.4	2.4
Percent 2010 Owner Occupied HUs	6,014	18,183	46,956	1,248,805
1-person HH	25.4%	22.8%	23.4%	23.2%
2-person HH	37.9%	36.8%	39.5%	38.2%
3-person HH	17.0%	18.2%	16.5%	16.8%
4-person HH	13.1%	13.6%	12.4%	13.2%
5-person HH	4.7%	5.8%	5.2%	5.5%
6-person HH	1.5%	1.9%	1.9%	1.9%
7-person or more HH	0.5%	0.9%	1.0%	1.1%
Percent 2010 Renter Occupied HUs	2,989	7,199	17,297	552,376
1-person HH	40.8%	34.3%	36.5%	34.1%
2-person HH	26.1%	24.8%	25.0%	26.5%
3-person HH	15.9%	17.0%	16.4%	17.0%
4-person HH	10.1%	12.3%	11.6%	12.2%
5-person HH	5.0%	7.1%	6.3%	6.1%
6-person HH	1.3%	2.8%	2.6%	2.5%
7-person or more HH	0.8%	1.6%	1.5%	1.7%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

*-MAP estimated based on 7 persons per 7 or more HH size

Tenure by Age by Household

	City of North Augusta	PMA	County of Aiken	State of SC
Total 2010 Owner Occupied HUs	6,014	18,183	46,956	1,248,805
15 to 24 years	81	289	688	17,132
25 to 34 years	847	2,218	4,666	127,978
35 to 44 years	985	3,035	6,992	208,648
45 to 54 years	1,319	4,124	10,556	271,475
55 to 64 years	1,210	3,771	10,428	277,550
Total Non-senior (64 years and under)	4,442	13,437	33,330	902,783
65 years and over	1,572	4,746	13,626	346,022
Total 2010 Renter Occupied HUs	2,989	7,199	17,297	552,376
15 to 24 years	341	773	1,921	71,339
25 to 34 years	827	1,905	4,313	139,948
35 to 44 years	576	1,396	3,347	107,375
45 to 54 years	488	1,297	3,063	96,611
55 to 64 years	316	862	2,174	67,712
Total Non-senior (64 years and under)	2,548	6,233	14,818	482,985
65 years and over	441	966	2,479	69,391
Percent 2010 Owner Occupied HUs	6,014	18,183	46,956	1,248,805
15 to 24 years	1.3%	1.6%	1.5%	1.4%
25 to 34 years	14.1%	12.2%	9.9%	10.2%
35 to 44 years	16.4%	16.7%	14.9%	16.7%
45 to 54 years	21.9%	22.7%	22.5%	21.7%
55 to 64 years	20.1%	20.7%	22.2%	22.2%
Total Non-senior (64 years and under)	73.9%	73.9%	71.0%	72.3%
65 years and over	26.1%	26.1%	29.0%	27.7%
Percent 2010 Renter Occupied HUs	2,989	7,199	17,297	552,376
15 to 24 years	11.4%	10.7%	11.1%	12.9%
25 to 34 years	27.7%	26.5%	24.9%	25.3%
35 to 44 years	19.3%	19.4%	19.4%	19.4%
45 to 54 years	16.3%	18.0%	17.7%	17.5%
55 to 64 years	10.6%	12.0%	12.6%	12.3%
Total Non-senior (64 years and under)	85.2%	86.6%	85.7%	87.4%
65 years and over	14.8%	13.4%	14.3%	12.6%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Senior Household Trends

Senior household growth trends follow similar patterns to those observed in the overall senior population. In particular, senior households increased in all markets between 2000 and 2010. The concentration of seniors is highest within county among all submarkets. Nielsen forecasts senior households to increase at a faster pace than the overall population, increasing the concentration of senior households within the area, through 2019. This results in continual moderate growth through 2019 in senior households in the PMA.

Senior Household Trends and Forecast 55+

	City of North Augusta	PMA	County of Aiken	State of SC
2000 Senior Population 55+	4,202	12,090	31,627	858,158
Percent of Total Population	22.5%	21.5%	22.2%	21.4%
2010 Senior Population 55+	5,647	16,402	46,027	1,215,669
Percent of Total Population	26.5%	25.5%	28.7%	26.3%
Percent Change (2000 to 2010)	34.4%	35.7%	45.5%	41.7%
Total Change (2000 to 2010)	1,445	4,312	14,400	357,511
Annual Change (2000 to 2010)	145	431	1,440	35,751
Annualized Change (2000 to 2010)	3.0%	3.1%	3.8%	3.5%
2013 Senior Population 55+ Estimate	6,167	17,588	49,418	1,308,804
Percent of Total Population	28.1%	26.9%	30.3%	27.6%
Percent Change (2010 to 2013)	9.2%	7.2%	7.4%	7.7%
Total Change (2010 to 2013)	520	1,186	3,391	93,135
Annual Change (2010 to 2013)	173	395	1,130	31,045
Annualized Change (2010 to 2013)	3.0%	2.4%	2.4%	2.5%
2016 Senior Population 55+ Forecast	6,688	18,775	52,809	1,401,938
Percent of Total Population	29.6%	28.3%	31.8%	28.9%
Percent Change (2010 to 2016)	18.4%	14.5%	14.7%	15.3%
Total Change (2010 to 2016)	1,041	2,373	6,782	186,269
Annual Change (2010 to 2016)	173	395	1,130	31,045
Annualized Change (2010 to 2016)	2.9%	2.3%	2.3%	2.4%
2019 Senior Population 55+ Forecast	7,208	19,961	56,199	1,495,073
Percent of Total Population	31.1%	29.6%	33.2%	30.1%
Percent Change (2010 to 2019)	27.6%	21.7%	22.1%	23.0%
Total Change (2010 to 2019)	1,561	3,559	10,172	279,404
Annual Change (2010 to 2019)	173	395	1,130	31,045
Annualized Change (2010 to 2019)	2.7%	2.2%	2.2%	2.3%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Senior Household Trends and Forecast 65+

	City of North Augusta	PMA	County of Aiken	State of SC
2000 Senior Population 65+	2,586	6,856	18,288	485,215
Percent of Total Population	13.8%	12.2%	12.8%	12.1%
2010 Senior Population 65+	3,141	8,678	24,619	631,874
Percent of Total Population	14.7%	13.5%	15.4%	13.7%
Percent Change (2000 to 2010)	21.5%	26.6%	34.6%	30.2%
Total Change (2000 to 2010)	555	1,822	6,331	146,659
Annual Change (2000 to 2010)	56	182	633	14,666
Annualized Change (2000 to 2010)	2.0%	2.4%	3.0%	2.7%
2013 Senior Population 65+ Estimate	3,484	9,502	27,212	703,970
Percent of Total Population	15.9%	14.5%	16.7%	14.9%
Percent Change (2010 to 2013)	10.9%	9.5%	10.5%	11.4%
Total Change (2010 to 2013)	343	824	2,593	72,096
Annual Change (2010 to 2013)	114	275	864	24,032
Annualized Change (2010 to 2013)	3.5%	3.1%	3.4%	3.7%
2016 Senior Population 65+ Forecast	3,827	10,325	29,806	776,067
Percent of Total Population	17.0%	15.5%	17.9%	16.0%
Percent Change (2010 to 2016)	21.8%	19.0%	21.1%	22.8%
Total Change (2010 to 2016)	686	1,647	5,187	144,193
Annual Change (2010 to 2016)	114	275	864	24,032
Annualized Change (2010 to 2016)	3.3%	2.9%	3.2%	3.5%
2019 Senior Population 65+ Forecast	4,170	11,149	32,399	848,163
Percent of Total Population	18.0%	16.5%	19.2%	17.1%
Percent Change (2010 to 2019)	32.8%	28.5%	31.6%	34.2%
Total Change (2010 to 2019)	1,029	2,471	7,780	216,289
Annual Change (2010 to 2019)	114	275	864	24,032
Annualized Change (2010 to 2019)	3.2%	2.8%	3.1%	3.3%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Senior Renter Household Trends

Senior renter penetration follows a similar pattern to overall renter penetration with the highest rate within the city relative to the PMA. Senior renter household growth is forecasted to slightly lag the overall senior market within the PMA, leading to growth in senior renters at a slightly lower rate relative to overall senior households.

Senior Renter Household Trends and Forecast 55+

	City of North Augusta	PMA	County of Aiken	State of SC
2010 Senior RHH 55+	757	1,828	4,653	137,103
Percent of Senior Households 55+	21.4%	17.7%	16.2%	18.0%
2013 Senior RHH 55+ Estimate	802	1,938	4,950	148,382
Percent of Senior Households 55+	20.8%	17.6%	16.1%	18.2%
Percent Change (2010 to 2013)	6.0%	6.0%	6.4%	8.2%
Total Change (2010 to 2013)	45	110	297	11,279
Annual Change (2010 to 2013)	15	37	99	3,760
Annualized Change (2010 to 2013)	2.0%	2.0%	2.1%	2.7%
2016 Senior RHH 55+ Forecast	848	2,047	5,247	159,661
Percent of Senior Households 55+	20.3%	17.5%	16.1%	18.3%
Percent Change (2010 to 2016)	12.0%	12.0%	12.8%	16.5%
Total Change (2010 to 2016)	91	219	594	22,558
Annual Change (2010 to 2016)	15	37	99	3,760
Annualized Change (2010 to 2016)	1.9%	1.9%	2.0%	2.6%
2019 Senior RHH 55+ Forecast	893	2,157	5,544	170,940
Percent of Senior Households 55+	19.9%	17.5%	16.1%	18.4%
Percent Change (2010 to 2019)	18.0%	18.0%	19.1%	24.7%
Total Change (2010 to 2019)	136	329	891	33,837
Annual Change (2010 to 2019)	15	37	99	3,760
Annualized Change (2010 to 2019)	1.9%	1.9%	2.0%	2.5%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Senior Renter Household Trends and Forecast 65+

	City of North Augusta	PMA	County of Aiken	State of SC
2010 Senior RHH 65+	441	966	2,479	69,391
Percent of Senior Households 65+	21.9%	16.9%	15.4%	16.7%
2013 Senior RHH 65+ Estimate	469	1,044	2,710	77,734
Percent of Senior Households 65+	21.0%	16.9%	15.3%	16.9%
Percent Change (2010 to 2013)	6.4%	8.1%	9.3%	12.0%
Total Change (2010 to 2013)	28	78	231	8,343
Annual Change (2010 to 2013)	9	26	77	2,781
Annualized Change (2010 to 2013)	2.1%	2.6%	3.0%	3.9%
2016 Senior RHH 65+ Forecast	497	1,122	2,940	86,077
Percent of Senior Households 65+	20.3%	16.8%	15.3%	17.0%
Percent Change (2010 to 2016)	12.8%	16.2%	18.6%	24.0%
Total Change (2010 to 2016)	56	156	461	16,686
Annual Change (2010 to 2016)	9	26	77	2,781
Annualized Change (2010 to 2016)	2.0%	2.5%	2.9%	3.7%
2019 Senior RHH 65+ Forecast	525	1,201	3,171	94,420
Percent of Senior Households 65+	19.7%	16.8%	15.3%	17.2%
Percent Change (2010 to 2019)	19.1%	24.3%	27.9%	36.1%
Total Change (2010 to 2019)	84	235	692	25,029
Annual Change (2010 to 2019)	9	26	77	2,781
Annualized Change (2010 to 2019)	2.0%	2.4%	2.8%	3.5%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

Household Income

Median household income within all areas increased at a modest annual rate between 1999 and 2013, increasing below the rate of inflation, suggesting of a loss of purchasing power. Income levels within the city as a whole are highest among the three submarkets. Nielsen forecasts a slight a continuation of modest growth for all areas through 2019, with income expected to increase at a 1.3 percent annual rate within the PMA over this period.

Median Household Income

	City of North Augusta	PMA	County of Aiken	State of SC
1999 Median Household Income	\$43,372	\$37,126	\$38,343	\$37,510
2013 Median Household Income Estimate	\$49,557	\$44,460	\$44,927	\$42,354
Percent Change (1999 to 2013)	14.3%	19.8%	17.2%	12.9%
Annualized Change (1999 to 2013)	1.0%	1.3%	1.1%	0.9%
2016 Median Household Income Forecast	\$50,882	\$46,032	\$46,338	\$43,392
Percent Change (1999 to 2016)	17.3%	24.0%	20.9%	15.7%
Annualized Change (1999 to 2016)	0.9%	1.3%	1.1%	0.9%
2019 Median Household Income Forecast	\$52,207	\$47,604	\$47,749	\$44,430
Percent Change (1999 to 2019)	20.4%	28.2%	24.5%	18.4%
Annualized Change (1999 to 2019)	0.9%	1.3%	1.1%	0.9%

Source: Census of Population and Housing, U.S. Census Bureau; Claritas

The subject will offer one and two-bedroom units targeted at local seniors. The table below presents household income by tenure for senior (ages 55 and over) households. Senior housing by income tenure is not available for the PMA. As a result, estimates below are based on extrapolations considering household income distribution by age, household growth, inflation rates and tenure. In particular, household income distribution based on 2010 HUD tabulations and 2010 Census data is applied to forecasted households for 2016. Additionally, these income distributions are inflated to current year dollars based on the Consumer Price Index.

Household Income Distribution by Tenure PMA

	Total Households	Owner Households	Renter Households
Less than \$10,599	2,911	921	1,990
Percent of 2016 Households	11.0%	4.7%	27.0%
\$10,599-\$15,899	1,727	1,039	688
Percent of 2016 Households	6.5%	5.4%	9.3%
\$15,899-\$21,199	2,044	1,087	958
Percent of 2016 Households	7.7%	5.7%	13.0%
\$21,199-\$26,499	1,586	1,157	428
Percent of 2016 Households	6.0%	6.1%	5.8%
\$26,499-\$37,099	2,959	1,982	977
Percent of 2016 Households	11.2%	10.4%	13.3%
\$37,099-\$52,999	3,555	2,334	1,220
Percent of 2016 Households	13.5%	12.2%	16.6%
\$52,999-\$79,499	4,782	4,280	502
Percent of 2016 Households	18.1%	22.6%	6.8%
\$79,500 or More	6,819	6,219	600
Percent of 2016 Households	25.8%	32.9%	8.1%

Source: Census of Population and Housing, U.S. Census Bureau; Bureau of Labor and Statistics

Senior Household (55+) Income Distribution by Tenure PMA

	Total Senior Households	Senior Owner Households	Senior Renter Households
Less than \$10,599	651	355	295
Percent of 2016 Households	9.7%	6.0%	26.3%
\$10,599-\$15,899	676	451	225
Percent of 2016 SR Households	10.1%	7.9%	20.0%
\$15,899-\$21,199	723	555	168
Percent of 2016 SR Households	10.8%	9.9%	15.0%
\$21,199-\$26,499	620	539	81
Percent of 2016 SR Households	9.3%	9.7%	7.2%
\$26,499-\$37,099	885	774	111
Percent of 2016 SR Households	13.3%	14.0%	9.9%
\$37,099-\$52,999	679	592	87
Percent of 2016 SR Households	10.2%	10.7%	7.8%
\$52,999-\$79,499	1,165	1,091	74
Percent of 2016 SR Households	17.4%	19.9%	6.6%
\$79,500 or More	1,279	1,198	81
Percent of 2016 SR Households	19.2%	21.8%	7.2%

Source: Census of Population and Housing, U.S. Census Bureau; Bureau of Labor and Statistics, MAP

Section 8: Demand Analysis

Utilizing methodology provided by SCSHFDA, demand estimates for the proposal are outlined in the following pages based on qualified income ranges for the proposal. Income ranges are based on an affordability ratio of 35 and 40 percent of income to gross rent for family and senior projects respectively, and maximum LIHTC rents and income limits for Aiken County. Based on South Carolina requirements, demand estimates are measured from two key sources: new renter household growth and demand from existing households and elderly owner households converting to rentership for senior projects. The resulting calculations are illustrated in the following tables and discussed below.

Demand by bedroom is derived from the individual income ranges by bedroom by income targeting. Specifically, the income range is based on beginning gross rents by bedroom size and maximum income by income target. For three-bedroom and larger units the analysis is further refined taking into account only large size households.

Capture Rates

From the LIHTC demand calculations, capture rates provide an indication of the percentage of annual income-qualified demand necessary for the subject property. Lower capture rates indicate generally deeper markets, thus reducing risk and hastening potential absorption periods.

A capture rate of 13.7 percent for the total LIHTC units was determined based on the demand calculations outlined in the following pages (including renter household growth, substandard units and overburdened rental housing potential). The capture rate is within the threshold rate of 30 percent. Individual capture rates are also within the 30 percent threshold rate. The capture rates for the proposal should be considered to provide further evidence of potential demand for the subject.

Absorption Rate

No projects included in the survey were able to cite absorption information. MAP has utilized movership ratios from the American Housing Survey as well as estimated “capture” rates among these income eligible households to estimate absorption. Based on the limited number of new rental projects, the quality of unit offered and the competitive rents at the subject, the proposal can expect to capture a

large percentage of eligible movers. Based on these estimates MAP projects an absorption period of 6 months.

Demand Estimates

Area Median Income Targeting	50%	60%	Total LIHTC
Minimum Income (based on lowest rent)	\$18,780	\$18,780	\$18,780
Maximum Income (based on LIHTC County Limits)	\$22,400	\$26,880	\$26,880
2000 Households	25,382	25,382	25,382
2000 Renter Households	7,199	7,199	7,199
2013 Households	25,883	25,883	25,883
2013 Renter Households	7,281	7,281	7,281
2016 Households	26,383	26,383	26,383
2016 Renter Households	7,364	7,364	7,364
DEMAND FROM NEW HOUSEHOLD GROWTH			
Renter Household Growth 2013 to 2016	82	82	82
Percent Income Qualified Renter Households	7.3%	12.2%	12.2%
Demand From New Households	6	10	10
DEMAND FROM EXISTING HOUSEHOLDS			
Percent of Renters in Substandard Housing	2.9%	2.9%	2.9%
Percent Income Qualified Renter Households	7.3%	12.2%	12.2%
Demand From Substandard Renter Households	15	26	26
Percent of Renters Rent-Overburdened	35.4%	35.4%	35.4%
Percent Income Qualified Renter Households	7.3%	12.2%	12.2%
Demand From Overburdened Renter Households	187	315	315
Demand From Existing Households	202	341	341
TOTAL DEMAND	208	351	351
LESS: Total Comparable Units Constructed Since 2013	0	0	0
LESS: Comparable Units Proposed/Under Construction	0	0	0
LESS: Vacancies in Existing Projects (<90%)	0	0	0
TOTAL NET DEMAND	208	351	351
PROPOSED NUMBER OF UNITS	12	36	48
CAPTURE RATE	5.8%	10.3%	13.7%
<i>Source: Census of Population and Housing, U.S. Census Bureau; Claritas</i>			

Demand by Bedroom

BR	AMI	Total Demand	Adjusted by Large HH Size	Adjusted Total Demand	Less Supply of:	Net Demand	Units Proposed	Capture Rate
2 BR	50%	208		208	0	208	12	5.8%
2 BR	60%	351		351	0	351	36	10.3%
2 BR	LIHTC	351		351	0	351	48	13.7%

Section 9: Supply Analysis and Characteristics

Local Rental Market Analysis

MAP completed a survey of existing rental projects within the market area in February 2014. Leasing specialists of developments were contacted to identify rental housing trends as well as the most competitive projects within the area. Given the limited number of senior rental projects in the area, the survey was expanded to include general occupancy projects as well. Additionally, the area was surveyed regarding current developments under construction; pipeline projects are detailed below. The overall occupancy rate for the surveyed projects was 96.3 percent with LIHTC projects reporting 97.9 percent occupancy and senior projects 99.5 percent occupancy—all rates are indicative of very strong demand for rental housing.

For those facilities providing information, the rental stock surveyed was weighted toward one- and two-bedroom units, which represent approximately 22 and 45 percent, respectively, of the surveyed rental stock. In terms of number of projects, the surveyed rental market is weighted to market rate projects which represent the bulk on units in the area as well. The average build year for the surveyed facilities was 1987.

Comparable Project Analysis

The proposal will be new construction operating under LIHTC guidelines and targeting local seniors. The most relevant projects for assessing demand for the proposal include units operating under income restriction guidelines in close proximity to the subject and targeting local seniors. Only one senior LIHTC project was located in the market area. This project, Vintage Gardens at Sweetwater, offers cottage style units at 50 percent AMI. Given the limited number of truly comparable projects the competitive set was expanded to include general occupancy LIHTC projects offering two-bedroom units. In addition to these projects, two newer market rate projects offering two-bedroom apartments were included in the rent grid, in order to gauge hypothetical market rent.

The overall occupancy rate for the most comparable projects is 96.4 percent. Among competitive set projects only River's Edge did not report a wait-list for occupancy. The proposal will offer newly constructed two-bedroom units. The proposal offers comparable amenities, construction quality and unit

sizes to similar facilities and will be the most senior oriented property in the competitive set (i.e. single entry building) serving a niche not currently being addressed. The subject's location is deemed inferior to competitive set projects but rents are appropriately positioned below competitive set projects, reflecting this. The high occupancy among both total market and among competitive set projects as well as wait lists among competitive set projects offers evidence of demand for the proposal. Competitive rents and strong demand for affordable housing in the area offer support for the success of the proposal.

Impact on Existing LIHTC Housing

The introduction of the proposal will have no long-term negative impact on existing surveyed LIHTC projects. Strong demand is evident among existing competitive set projects with reported occupancy at the only senior project of 100 percent. Strong demand in the overall rental market, continual household growth and ongoing obsolescence among housing in the area will fuel demand for the subject.

Competitive Environment

The housing market throughout most of the nation has deteriorated considerably over the past several years. While this has created buying opportunities in many markets, credit restrictions, particularly for lower income buyers, have made purchasing a home outside the reach of potential buyers. Thus competition between rental and ownership options are limited, making rental housing the most viable option for low- to moderate-income families.

Pipeline Considerations

No comparable units in the planning stages were located within the area. Longleaf Senior Village (recent LIHTC allocation) in the city of Aiken is located outside the PMA and not deemed competitive with the subject.

Rental Housing Survey-Competitive Set

Project Name	Program	Year Built (1)	Last Rehab (1)	Tenancy	Occ. Rate	Total Units	0BR	1BR	2BR	3BR	4BR	Heat Inc.	Ele. Inc.	Trash Inc.	Water Inc.	Sewer Inc.	Heat Type
Vintage Gardens At Sweetwater	LIHTC	1999		SR 55+	100%	72	0	48	24	0	0	No	No	Yes	Yes	Yes	ELE
Brookstone Apartments	LIHTC	2008		Open	100%	48	0	NA	NA	NA	0	No	No	Yes	No	No	ELE
River'S Edge	LIHTC	1993	2007	Open	90%	72	0	8	56	8	0	No	No	Yes	Yes	Yes	ELE
Totals and Averages:		2000	2007		96.4%	192	0	56	80	8	0	0%	0%	100%	67%	67%	
Subject Project:	LIHTC	New		Elderly		48	0	0	48	0	0	No	No	Yes	Yes	Yes	ELE
LIHTC Averages:		2000	2007		96.4%	192	0	56	80	8	0	0%	0%	100%	67%	67%	
Senior:		1999			100.0%	72	0	48	24	0	0	0%	0%	100%	100%	100%	

Project Name	Program	Low Rent 1BR	High Rent 1BR	Low SQFT 1BR	High SQFT 1BR	Rent per Square Foot		Low Rent 2BR	High Rent 2BR	Low SQFT 2BR	High SQFT 2BR	Rent per Square Foot	
Vintage Gardens At Sweetwater	LIHTC	\$443		600		\$0.74		\$527		800		\$0.66	
Brookstone Apartments	LIHTC	\$392	\$501	879		\$0.45	\$0.57	\$458	\$599	1,157		\$0.40	\$0.52
River'S Edge	LIHTC	\$465		820		\$0.57		\$535		937		\$0.57	
Totals and Averages:		\$433	\$501	766		\$0.57	\$0.65	\$507	\$599	965		\$0.53	\$0.62
Subject Project:	LIHTC							\$510	\$545	965		\$0.53	\$0.56
LIHTC Averages:		\$433	\$501	766		\$0.57	\$0.65	\$507	\$599	965		\$0.53	\$0.62
Senior:		\$443		600		\$0.74		\$527		800		\$0.66	

Project Name	Program	Low Rent 3BR	High Rent 3BR	Low SQFT 3BR	High SQFT 3BR	Rent per Square Foot		Low Rent 4BR	High Rent 4BR	Low SQFT 4BR	High SQFT 4BR	Rent per Square Foot	
Vintage Gardens At Sweetwater	LIHTC												
Brookstone Apartments	LIHTC	\$540	\$690	1,315		\$0.41	\$0.52						
River'S Edge	LIHTC	\$635		1,629		\$0.39							
Totals and Averages:		\$588	\$690	1,472		\$0.40	\$0.47						
Subject Project:	LIHTC												
LIHTC Averages:		\$588	\$690	1,472		\$0.40	\$0.47						
Senior:													

Project Name	Disposal	Dishwasher	Microwave	Central Air	Wall Air	Mini-Blinds	Coin Op. Laundry	Hook Up Laundry	In-Unit W/D	Entry Security	Emergency Call	Library	Organized Activities
Vintage Gardens At Sweetwater	Yes	Yes	No	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Brookstone Apartments	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No
River'S Edge	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Totals and Averages:	100%	100%	67%	100%	0%	100%	100%	100%	0%	0%	0%	0%	0%
Subject Project:	No	Yes	No	Yes	No	Yes	Yes	No	No	No	Yes	No	No
LIHTC Averages:	100%	100%	67%	100%	0%	100%	100%	100%	0%	0%	0%	0%	0%
Senior:	100%	100%	0%	100%	0%	100%	100%	100%	0%	0%	0%	0%	0%

Rental Housing Survey-Total Survey

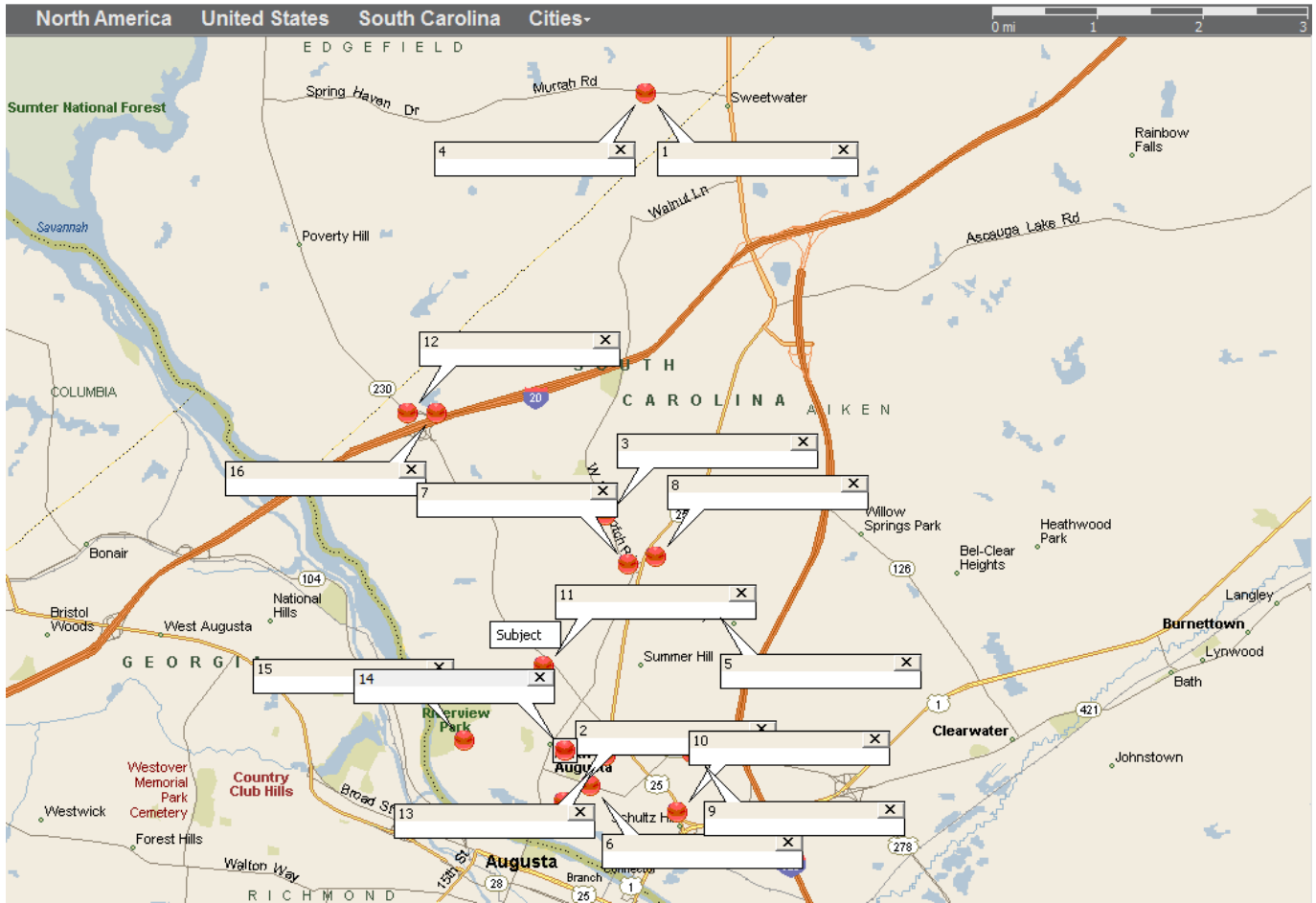
Project Name	Program	Last		Occupancy	Total	Heat	Ele.	Trash	Water	Sewer	Heat						
		Year	Rehab									Tenancy	Rate	Units	Inc.	Inc.	Inc.
		Built (1)	(1)			0BR	1BR	2BR	3BR	4BR							
Vintage Gardens At Sweetwater	LIHTC	1999		SR 55+	100%	72	0	48	24	0	0	No	No	Yes	Yes	Yes	ELE
Ledges	BOI-HUD	1980		SR 62+	99%	84	24	56	4	0	0	Yes	Yes	Yes	Yes	Yes	ELE
Vincent Village	BOI-HUD	2006		SR 62+	100%	40	0	40	0	0	0	No	No	Yes	No	No	ELE
Brookstone Apartments	LIHTC	2008		Open	100%	48	0	NA	NA	NA	0	No	No	Yes	No	No	ELE
Ridgeview Manor	LIHTC/BOI	1986	2008	Open	100%	88	0	0	88	0	0	No	No	Yes	Yes	Yes	ELE
River'S Edge	LIHTC	1993	2007	Open	90%	72	0	8	56	8	0	No	No	Yes	Yes	Yes	ELE
Cameron Cove Apartments	LIHTC	2010		Open	100%	48	0	0	20	28	0	No	No	Yes	No	No	ELE
Groves The	MARKET	1978		Open	90%	132	0	NA	NA	NA	0	No	No	Yes	Yes	Yes	GAS
Breckenridge Villa Apt	MARKET	1985		Open	95%	120	0	40	80	0	0	No	No	Yes	Yes	Yes	ELE
Breckenridge Villas li	MARKET	1970		Open	98%	111	0	28	79	4	0	No	No	No	No	No	H2O
Royal Palms Luxury Apartments	MARKET	1951	2010	Open	85%	52	0	0	52	0	0	No	No	Yes	Yes	Yes	ELE
Willow Wick Apartments	MARKET	1973		Open	96%	104	0	NA	NA	NA	0	No	No	Yes	Yes	Yes	ELE
Crossroads Market	MARKET	1989		Open	97%	74	0	32	42	0	0	No	No	Yes	No	No	GAS
Plaza Place	MARKET	1983		Open	98%	120	0	NA	NA	NA	0	No	No	No	No	No	ELE
Georgetown Villas One	MARKET	1970		Open	96%	150	0	10	140	0	0	No	No	Yes	No	No	GAS
Brighton Place	MARKET	2008		Open	100%	86	0	40	46	0	0	No	No	No	Yes	Yes	ELE
Totals and Averages:		1987	2008		96.3%	1401	24	302	631	40	0	6%	6%	81%	56%	56%	
Subject Project:	LIHTC	New		Elderly		48	0	0	48	0	0	No	No	Yes	Yes	Yes	ELE
LIHTC Averages:		1999	2008		97.9%	328	0	56	188	36	0	0%	0%	100%	60%	60%	
Market Averages:		1979	2010		95.4%	949	0	150	439	4	0	0%	0%	67%	56%	56%	
Senior:		1995			99.5%	196	24	144	28	0	0	33%	33%	100%	67%	67%	

Project Name	Program	Low Rent 1BR	High Rent 1BR	Low SQFT 1BR	High SQFT 1BR	Rent per Square Foot		Low Rent 2BR	High Rent 2BR	Low SQFT 2BR	High SQFT 2BR	Rent per Square Foot	
Vintage Gardens At Sweetwater	LIHTC	\$443		600		\$0.74		\$527		800		\$0.66	
Ledges	BOI-HUD			572						625			
Vincent Village	BOI-HUD			540									
Brookstone Apartments	LIHTC	\$392	\$501	879		\$0.45	\$0.57	\$458	\$599	1,157		\$0.40	\$0.52
Ridgeview Manor	LIHTC/BOI									1,000			
River'S Edge	LIHTC	\$465		820		\$0.57		\$535		937		\$0.57	
Cameron Cove Apartments	LIHTC							\$410	\$450	1,269		\$0.32	\$0.35
Groves The	MARKET	\$495	\$510	644		\$0.77	\$0.79	\$595	\$695	937		\$0.64	\$0.74
Breckenridge Villa Apt	MARKET	\$605		645		\$0.94		\$705		952		\$0.74	
Breckenridge Villas Ii	MARKET	\$515		850		\$0.61		\$575	\$685	950	1,200	\$0.61	\$0.57
Royal Palms Luxury Apartments	MARKET							\$695		750		\$0.93	
Willow Wick Apartments	MARKET	\$500		850		\$0.59		\$575		1,000		\$0.58	
Crossroads Market	MARKET	\$525		750		\$0.70		\$595		950		\$0.63	
Plaza Place	MARKET	\$499	\$525	803		\$0.62	\$0.65	\$625		1,080		\$0.58	
Georgetown Villas One	MARKET	\$465		750		\$0.62		\$495		750		\$0.66	
Brighton Place	MARKET	\$625	\$635	665		\$0.94	\$0.95	\$745	\$865	985	1,216	\$0.76	\$0.71
Totals and Averages:		\$503	\$543	721		\$0.70	\$0.75	\$580	\$659	943	1,208	\$0.61	\$0.55
Subject Project:	LIHTC							\$510	\$545	965		\$0.53	\$0.56
LIHTC Averages:		\$433	\$501	766		\$0.57	\$0.65	\$483	\$525	1,033		\$0.47	\$0.51
Market Averages:		\$529	\$557	745		\$0.71	\$0.75	\$623	\$748	928	1,208	\$0.67	\$0.62
Senior:		\$443		571		\$0.78		\$527		713		\$0.74	

Project Name	Program	Low Rent 3BR	High Rent 3BR	Low SQFT 3BR	High SQFT 3BR	Low Rent 4BR	High Rent 4BR	Low SQFT 4BR	High SQFT 4BR	Rent per Square Foot	Rent per Square Foot
Vintage Gardens At Sweetwater	LIHTC										
Ledges	BOI-HUD										
Vincent Village	BOI-HUD										
Brookstone Apartments	LIHTC	\$540	\$690	1,315		\$0.41	\$0.52				
Ridgeview Manor	LIHTC/BOI										
River'S Edge	LIHTC	\$635		1,629		\$0.39					
Cameron Cove Apartments	LIHTC	\$475	\$515	1,549		\$0.31	\$0.33				
Groves The	MARKET	\$695		1,164		\$0.60					
Breckenridge Villa Apt	MARKET										
Breckenridge Villas Ii	MARKET	\$785		1,400		\$0.56					
Royal Palms Luxury Apartments	MARKET										
Willow Wick Apartments	MARKET	\$675		1,200		\$0.56					
Crossroads Market	MARKET										
Plaza Place	MARKET	\$725		1,320		\$0.55					
Georgetown Villas One	MARKET										
Brighton Place	MARKET										
Totals and Averages:		\$647	\$603	1,368		\$0.47	\$0.44				
Subject Project:	LIHTC										
LIHTC Averages:		\$550	\$603	1,498		\$0.37	\$0.40				
Market Averages:		\$720		1,271		\$0.57					
Senior:											

Project Name	Disposal	Dishwasher	Microwave	Central Air	Wall Air	Mini-Blinds	Coin Op. Laundry	Hook Up Laundry	In-Unit W/D	Entry Security	Emergency Call	Library	Organized Activities
Vintage Gardens At Sweetwater	Yes	Yes	No	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Ledges	No	No	No	No	Yes	Yes	Yes	No	No	Yes	Yes	No	Yes
Vincent Village	No	No	No	Yes	No	Yes	No	Yes	No	No	Yes	No	Yes
Brookstone Apartments	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Ridgeview Manor	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No
River'S Edge	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Cameron Cove Apartments	No	Yes	Yes	Yes	No	Yes	Yes	Yes	No	Yes	No	No	No
Groves The	No	Yes	No	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Breckenridge Villa Apt	Yes	Yes	No	Yes	No	Yes	No	Yes	No	No	No	No	No
Breckenridge Villas Ii	Yes	Yes	No	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Royal Palms Luxury Apartments	No	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No	No	No
Willow Wick Apartments	Yes	Yes	No	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Crossroads Market	Yes	Yes	No	Yes	No	Yes	No	Yes	No	No	No	No	No
Plaza Place	Yes	Yes	No	Yes	No	Yes	Yes	Yes	No	Yes	No	No	No
Georgetown Villas One	Yes	Yes	No	Yes	No	Yes	Yes	Yes	No	No	No	No	No
Brighton Place	Yes	Yes	No	Yes	No	Yes	No	Yes	No	No	No	No	No
Totals and Averages:	69%	88%	25%	94%	6%	100%	69%	94%	0%	25%	13%	0%	13%
Subject Project:	No	Yes	No	Yes	No	Yes	Yes	No	No	No	Yes	No	No
LIHTC Averages:	80%	100%	80%	100%	0%	100%	100%	100%	0%	20%	0%	0%	0%
Market Averages:	78%	100%	0%	100%	0%	100%	56%	100%	0%	22%	0%	0%	0%
Senior:	33%	33%	0%	67%	33%	100%	67%	67%	0%	33%	67%	0%	67%

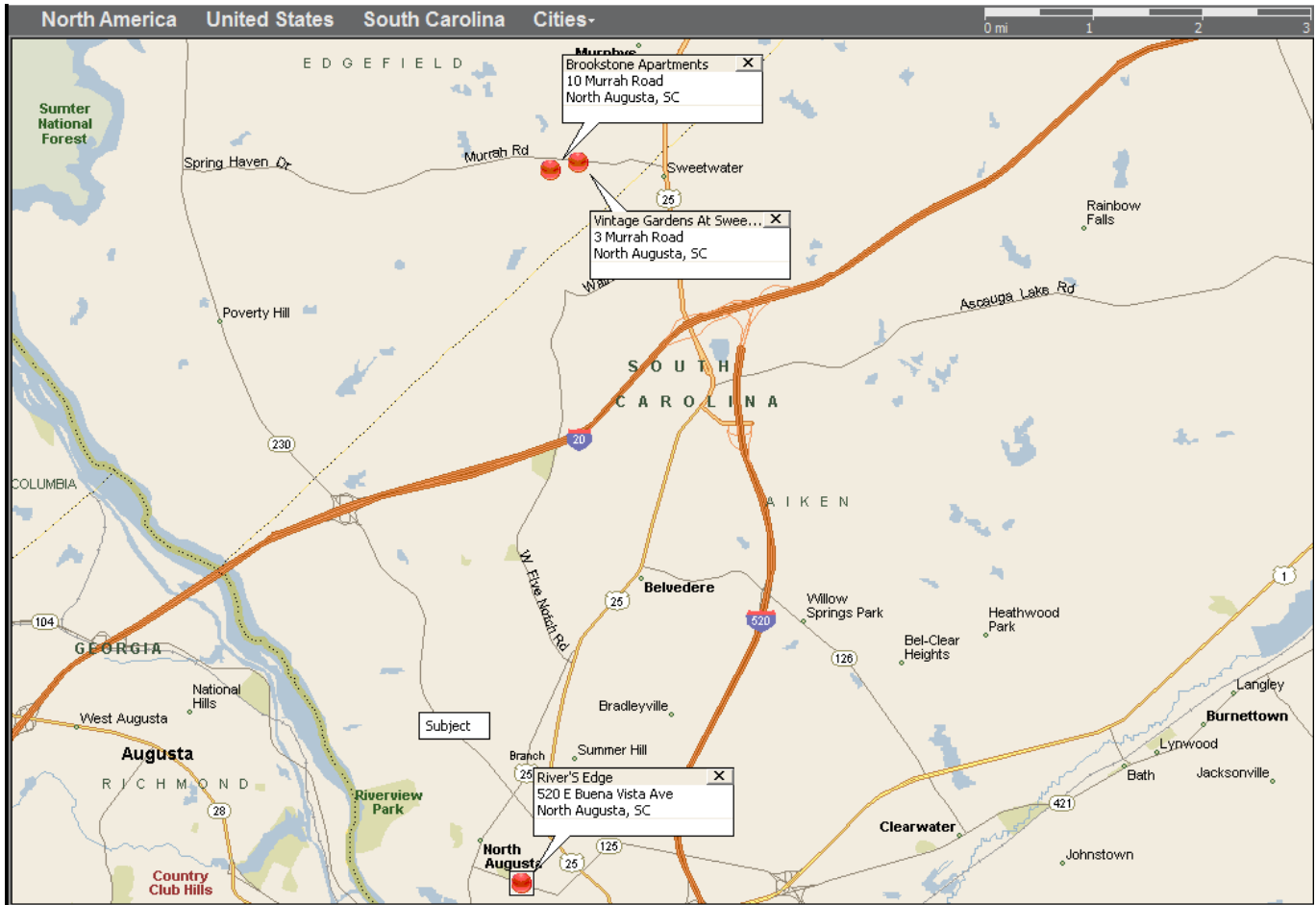
Map: Total Survey



Comp ID	Project Name	Program	Address	City	State	Phone	S-2 Summary ID
1	Vintage Gardens At Sweetwater	LIHTC	3 Murrah Road	North Augusta	SC	(803) 819-3139	All-LIHTC
2	Ledges	BOI-HUD	550 Sikes Ave	North Augusta	SC	(803) 279-1776	All-Ass/Sub
3	Vincent Village	BOI-HUD	218 W. Five Notch Road	North Augusta	SC	(803) 278-0353	All-Ass/Sub
4	Brookstone Apartments	LIHTC	10 Murrah Road	North Augusta	SC	(803) 442-4442	All-LIHTC
5	Ridgeview Manor	LIHTC/BOI	419 Bradleyville Road	North Augusta	SC	803-613-1465	All-LIHTC
6	River'S Edge	LIHTC	520 E Buena Vista Ave	North Augusta	SC	(803) 441-0186	All-LIHTC
7	Cameron Cove Apartments	LIHTC	120 W Five Notch Rd	North Augusta	SC	(803) 279-6900	All-LIHTC
8	Groves The	MARKET	1402 Groves Blvd	North Augusta	SC	803) 278-4400	All-MR
9	Breckenridge Villa Apt	MARKET	160 Breckenridge Dr	North Augusta	SC	(803) 278-0591	All-MR
10	Breckenridge Villas Ii	MARKET	309 E Martintown Rd	North Augusta	SC	(803) 278-3704	All-MR
11	Royal Palms Luxury Apartments	MARKET	1251 West Avenue	North Augusta	SC	(803) 341-9131	All-MR
12	Willow Wick Apartments	MARKET	1200 W Martintown	North Augusta	SC	(803) 441-8827	All-MR
13	Crossroads Market	MARKET	474 Crossroads Dr	North Augusta	SC	(803) 279-2882	All-MR
14	Plaza Place	MARKET	1300 Plaza Pl	North Augusta	SC	(803) 279-2953	All-MR
15	Georgetown Villas One	MARKET	816 Georgetown Dr	North Augusta	SC	(803) 279-4776	All-MR
16	Brighton Place	MARKET	750 Bergen Rd	North Augusta	SC	(706) 736-4748	All-MR

Comparable Project Information

Map: Comparable Projects



Comp ID	Project Name	Program	Address	City	State	Phone	S-2 Summary ID
1	Vintage Gardens At Sweetwater	LIHTC	3 Murrah Road	North Augusta	SC	(803) 819-3139	Stabilized Comp
4	Brookstone Apartments	LIHTC	10 Murrah Road	North Augusta	SC	(803) 442-4442	Stabilized Comp
6	River'S Edge	LIHTC	520 E Buena Vista Ave	North Augusta	SC	(803) 441-0186	Stabilized Comp

Comparable Project Summary Sheets

Project Name: Vintage Gardens At Sweetwater

Address: 3 Murrah Road
 City: North Augusta
 State: SC
 Zip: 29860
 Phone: (803) 819-3139
 Contact Name: Vickie
 Contact Date: 02/18/14
 Current Occupancy: 100%



Program: LIHTC
 Primary Tenancy: SR 55+
 Year Built: 1999
 Accept Vouchers: Yes
 # of Vouchers: UK

Included Utilities:
 Heat: No
 Electric: No
 Trash: Yes
 Sewer: Yes
 Water: Yes
 Heat Type: ELE

Unit	Type	Target	# of Units	Rental Rate		Sq. Feet		# Vacant	Occ. Rate	Wait List	# Wait List
				Low	High	Low	High				
Total			72					0	100%	Yes	
1BR Summary			48					0	100%	Yes	
1BR 1Bth	Apt	50	48	\$443		600		0	100%	Yes	
2BR Summary			24					0	100%	Yes	
2BR 1Bth	Apt	50	24	\$527		800		0	100%	Yes	

Unit Amenities

Yes	A/C - Central		Microwave		Patio/Balcony
	A/C - Wall Unit		Ceiling Fan		Basement
	A/C - Sleeve Only		Walk-In Closet		Fireplace
Yes	Garbage Disposal	Yes	Mini-blinds		Internet
Yes	Dishwasher		Draperies	Yes	Individual Entry

Development Amenities

	Clubhouse (separate building)		Swimming Pool		Sports Courts
Yes	Community Room		Playground/Tot Lot	Yes	On-Site Mngt.
	Computer Center	Yes	Gazebo		Security-Access Gate
	Exercise/Fitness Room		Elevator		Security-Intercom or Camera
Yes	Community Kitchen(ette)		Storage Units		

Laundry Type

Yes	Coin-Op. Laundry	
Yes	In-Unit Hook-up	
	In-Unit Washer/Dryer	
	None	

Parking Type

Yes	Surface Lot Only (not covered)
	Carport
	Garage (att.)
	Garage (det.)

Senior Amenities

Independent	Emergency Call	Meals
Assisted Living	Organized Act.	Housekeeping
Nursing	Library	Healthcare Services
	24 Hour On site Mngt	Transportation

Project Name: Brookstone Apartments

Address: 10 Murrah Road
 City: North Augusta
 State: SC
 Zip: 29860
 Phone: (803) 442-4442
 Contact Name: Janet
 Contact Date: 02/17/14
Current Occupancy: 100%

Program: LIHTC
Primary Tenancy: Open
Year Built: 2008
 Accept Vouchers: Yes
 # of Vouchers: NA

Included Utilities:
 Heat: No
 Electric: No
 Trash: Yes
 Sewer: No
 Water: No
 Heat Type: ELE



Unit	Type	Target	# of Units	Rental Rate		Sq. Feet		# Vacant	Occ. Rate	Wait List	# Wait List
				Low	High	Low	High				
Total			48					0	100%	Yes	
1BR Summary			NA					0	100%	Yes	
1BR 1Bth	Apt	60	NA	\$501		879		0	100%	Yes	
1BR 1Bth	Apt	50	NA	\$392		879		NA	NA	NA	
2BR Summary			NA					0	100%	Yes	
2BR 2Bth	Apt	60	NA	\$599		1,157		0	100%	Yes	
2BR 2Bth	Apt	50	NA	\$458		1,157		0	100%	Yes	
3BR Summary			NA					0	100%	Yes	
3BR 2Bth	Apt	60	NA	\$690		1,315		0	100%	Yes	
3BR 2Bth	Apt	50	NA	\$540		1,315		0	100%	Yes	

Unit Amenities

Yes	A/C - Central	Yes	Microwave	Patio/Balcony
	A/C - Wall Unit	Yes	Ceiling Fan	Basement
	A/C - Sleeve Only	Yes	Walk-In Closet	Fireplace
Yes	Garbage Disposal	Yes	Mini-blinds	Yes Internet
Yes	Dishwasher		Draperies	Yes Individual Entry

Development Amenities

Clubhouse (separate building)	Swimming Pool	Sports Courts
Community Room	Yes Playground/Tot Lot	Yes On-Site Management
Computer Center	Gazebo	Security-Access Gate
Exercise/Fitness Room	Elevator	Security-Intercom or Camera
Community Kitchen(ette)	Storage Units	

Laundry Type

Yes	Coin-Op. Laundry	Yes	Surface Lot Only (not covered)
Yes	In-Unit Hook-up		Carport
	In-Unit Washer/Dryer		Garage (att.)
	None		Garage (det.)

Project Name: River'S Edge

Address: 520 E Buena Vista Ave
 City: North Augusta
 State: SC
 Zip: 29841
 Phone: (803) 441-0186
 Contact Name: Linda
 Contact Date: 02/21/14
Current Occupancy: 90%

Program: LIHTC
Primary Tenancy: Open
Year Built: 1993
 Date of Last Rehab: 2007
 PBRA: 0
 Accept Vouchers: Yes
 # of Vouchers: UK

Included Utilities:
 Heat: No
 Electric: No
 Trash: Yes
 Sewer: Yes
 Water: Yes
 Heat Type: ELE



Unit	Type	Target	# of Units	Rental Rate		Sq. Feet		# Vacant	Occ. Rate	Wait List	# Wait List
				Low	High	Low	High				
Total			72					7	90%	No	
1BR Summary			8					0	100%	No	
1BR 1Bth	Apt	60	NA	\$465		820		0	100%	No	
1BR 1Bth	Apt	50	NA	\$465		820		0	100%	No	
2BR Summary			56					7	88%	No	
2BR 1Bth	Apt	60	NA	\$535		937		NA	NA	No	
2BR 1Bth	Apt	50	NA	\$535		937		NA	NA	No	
3BR Summary			8					0	100%	No	
3BR 2Bth	Apt	60	NA	\$635		1,629		0	100%	No	
3BR 2Bth	Apt	50	NA	\$635		1,629		0	100%	No	

Unit Amenities

Yes	A/C - Central	Yes	Microwave	Patio/Balcony
	A/C - Wall Unit	Yes	Ceiling Fan	Basement
	A/C - Sleeve Only	Yes	Walk-In Closet	Fireplace
Yes	Garbage Disposal	Yes	Mini-blinds	Yes Internet
Yes	Dishwasher		Draperies	Yes Individual Entry

Development Amenities

Yes	Clubhouse (separate building)		Swimming Pool	Sports Courts
	Community Room	Yes	Playground/Tot Lot	Yes On-Site Management
Yes	Computer Center		Gazebo	Security-Access Gate
Yes	Exercise/Fitness Room		Elevator	Security-Intercom or Camera
	Community Kitchen(ette)		Storage Units	

Laundry Type

Yes	Coin-Op. Laundry
Yes	In-Unit Hook-up
	In-Unit Washer/Dryer
	None

Parking Type

Yes	Surface Lot Only (not covered)
	Carport
	Garage (att.)
	Garage (det.)

Market and Achievable Rent

Market and achievable rents for the subject are illustrated below. These rents were estimated based on competitive positioning of the project in the area. An analysis utilizing both LIHTC and market rents is presented on the following page to help illustrate the competitive positioning of the subject and its positioning as a hypothetical market rate project and in comparison to similar LIHTC projects. Rents are adjusted based on appeal (including location, amenities and unit design), included utilities, unit size and where applicable by maximum allowable gross and a minimum 10 percent market advantage. Site location, condition and appeal scores are relative to the subject (i.e., the subject is always rated as 5). Based on these analyses, the subject’s rents as proposed would be discounted more than 10 percent from market rents and are consistent with estimated achievable LIHTC rents.

Estimated achievable LIHTC and hypothetical market rent represent an assessment of what a comparable unit is receiving within the market. It is not an endorsement of rent at that level as the project was analyzed considering contract rent. Changes in contract rent will impact absorption, demand statistics and competitive positioning of the proposal and would necessitate additional analysis.

	AMI Target	Contract Rent	Est. Achievable LIHTC Rent	Est. Market Rent	Market Advantage
Summary 2 BR					
2 BR-Apt	50%	\$510	\$514	\$707	28%
2 BR-Apt	60%	\$510	\$572	\$707	28%
2 BR-Apt	60%	\$545	\$572	\$707	23%

Rent Derivation

Rent Derivation		Average Estimates	Viintage Gardens At Sweetwater		Brookstone Apartments		River'S Edge		Breckenridge Villa Apt	
	Subject		Data	Adjustments	Data	Adjustments	Data	Adjustments	Data	Adjustments
Program Type	LIHTC		LIHTC		LIHTC		LIHTC		MARKET	
Tenancy	Elderly		SR 55+		Open		Open		Open	
Year Built or Last Rehab	New		1999		2008		2007		1985	
Qualitative Adjustments	Rankings		Rankings		Rankings		Rankings		Rankings	
Appeal	5		4	\$10	4	\$10	2	\$30	4	\$10
Location	5		8	-\$30	8	-\$30	8	-\$30	8	-\$30
Condition	5		4	\$10	5		4	\$10	5	
Amenities and Features	Included		Included		Included		Included		Included	
A/C - Central	Yes		Yes		Yes		Yes		Yes	
Garbage Disposal	No		Yes	-\$3	Yes	-\$3	Yes	-\$3	Yes	-\$3
Dishwasher	Yes		Yes		Yes		Yes		Yes	
Microwave	No		No		Yes	-\$1	Yes	-\$1	No	
Ceiling Fan	No		No		Yes	-\$2	Yes	-\$2	Yes	-\$2
Patio/Balcony	No		No		No		No		Yes	-\$5
Clubhouse	No		No		No		Yes	-\$5	No	
Community Room	Yes		Yes		No	\$3	No	\$3	No	\$3
Computer Center	No		No		No		Yes	-\$2	No	
Exercise/Fitness Room	No		No		No		Yes	-\$8	No	
Swimming Pool	No		No		No		No		Yes	-\$5
Exterior Storage Units	No		No		No		No		Yes	-\$5
On-Site Management	Yes		Yes		Yes		Yes		Yes	
Coin-Operated Laundry	Yes		Yes		Yes		Yes		No	\$5
In-Unit Hook-up Only	No		Yes	-\$8	Yes	-\$8	Yes	-\$8	Yes	-\$8
Emergency Call (or similar)	Yes		No	\$10	No	\$10	No	\$10	No	\$10
Sum of Amenity Adjustments:				-\$1		-\$1		-\$16		-\$10
Avg. Square Feet										
Two-Bedroom	965		800	\$13	1,157	-\$15	937	\$2	952	\$1
Number of Bathrooms										
Two-Bedroom	2.0		1.0	\$10	2.0		1.0	\$10	2.0	
Included Utilities										
Heat:	No		No		No		No		No	
Electric:	No		No		No		No		No	
Trash:	Yes		Yes		Yes		Yes		Yes	
Sewer:	Yes		Yes		No		Yes		Yes	
Water:	Yes		Yes		No		Yes		Yes	
Heat Type:	ELE		ELE		ELE		ELE		ELE	
Net Utility Adjustments										
Two-Bedroom						\$40				
Total Adjustments										
Two-Bedroom				\$12		\$4		\$6		-\$29
Rent Summary			Unadjusted Rent	Adjusted Rent	Unadjusted Rent	Adjusted Rent	Unadjusted Rent	Adjusted Rent	Unadjusted Rent	Adjusted Rent
Market Rent										
Two-Bedroom		\$707							\$705	\$676
60% AMI Rent										
Two-Bedroom		\$572			\$599	\$603	\$535	\$541		
50% AMI Rent										
Two-Bedroom		\$514	\$527	\$539	\$458	\$462	\$535	\$541		

Rent Derivation	Brighton Place	
	Data	Adjustments
Program Type	MARKET	
Tenancy	Open	
Year Built or Last Rehab	2008	
Qualitative Adjustments	Rankings	
Appeal	4	\$10
Location	8	-\$30
Condition	5	
Amenities and Features	Included	
A/C - Central	Yes	
Garbage Disposal	Yes	-\$3
Dishwasher	Yes	
Microwave	No	
Ceiling Fan	No	
Patio/Balcony	Yes	-\$5
Clubhouse	No	
Community Room	No	\$3
Computer Center	No	
Exercise/Fitness Room	No	
Swimming Pool	No	
Exterior Storage Units	No	
On-Site Management	Yes	
Coin-Operated Laundry	No	\$5
In-Unit Hook-up Only	Yes	-\$8
Emergency Call (or similar)	No	\$10
Sum of Amenity Adjustments:		\$2
Avg. Square Feet		
Two-Bedroom	985	-\$2
Number of Bathrooms		
Two-Bedroom	2.0	
Included Utilities		
Heat:	No	
Electric:	No	
Trash:	No	
Sewer:	Yes	
Water:	Yes	
Heat Type:	ELE	
Net Utility Adjustments		
Two-Bedroom		\$8
Total Adjustments		
Two-Bedroom		-\$12
Rent Summary	Unadjusted Rent	Adjusted Rent
Market Rent		
Two-Bedroom	\$750	\$738
60% AMI Rent		
Two-Bedroom		
50% AMI Rent		
Two-Bedroom		

Section 10: Interviews

Contact: Alicia Levi
Title: Section 8 Administrator
Agency: Aiken County Housing Authority
Phone Number: (803) 649-6673
Area Covered: Aiken County
Number of Vouchers Issued: 875
Number of Vouchers in Use: 875
Waiting List: Closed since May 2010, not accepting further applications
Number of Persons on Waiting List: 1200

Opinion regarding the demand for affordable rental housing in area?
Demand is very high.

Contact: Chris DeCamp
Title: Planner
Phone Number: 803-441-4221
Location: Municipal Center, 100 Georgia Ave, 2nd floor

Any multi family rental development under construction or in the pipeline?
None going up right now

Opinion regarding the demand for affordable rental housing in area?
Contact had no opinion regarding need for affordable housing.

Section 11: Recommendations and Conclusions

Based on the analysis within this report, the proposal will be successful as is; no changes are deemed necessary. The market study supports that the subject will fill a housing void for affordable housing within the market. High demand for comparable housing as well as demand statistics offer support for the proposal. The proposal will offer units targeting senior households at 50 and 60 percent AMI. Amenities and employment opportunities are located in close proximity. Local economic conditions deteriorated along with the turmoil in the national economy in 2008 but are showing signs of recovery in terms of year over year employed and positive net jobs in the past four quarters. Additionally, the subject is slated to enter the market after 2014 at which point it is expected that the economy will have entered a more normal growth phase. Additionally, derived demand statistics based on demographic data suggest sufficient demand to absorb the proposal. Demand statistics also suggest an additional approximately 52 similarly positioned units could enter the market before increasing capture rates above threshold levels; however, absorption would become problematic. Furthermore, supply side data indicates rents for the subject will be competitively positioned in the area and appropriate for the appeal of the project, the subject will be well positioned in the market and competitive with comparable projects. As a result, the development of the proposal to more adequately serve the PMA's population is appropriate.

Section 12: Qualifications of the Market Analyst

CHRIS VANCE

EDUCATION:

Michigan State University

Master of Arts, Economics

- Concentration in Industrial Organization
- Doctorate level curriculum

Oakland University

Bachelor of Science, Economics

- Concentrations in Finance and Computer Science
- Graduated with Honors

EMPLOYMENT HISTORY:

MARKET ANALYST PROFESSIONALS, LLC, a real estate market research company

Founder (12/03 to Present)

- Founder
- Custom report development.

COMMUNITY RESEARCH GROUP, LLC, a real estate market research company.

Market Analyst/Consultant (2/00 to 12/03)

- Prepared real estate market feasibility studies considering site characteristics, economic and demographic trends, market forecasts and project guidelines.
- Developed analytical tools and improved methodologies.
- Provided project recommendations based on analysis of market area.
- Gathered information utilizing secondary market research and through personal interviews.

J.D. POWER AND ASSOCIATES, an automotive marketing information firm.

Analyst-Economic Analysis in Forecasting Group (6/98 to 9/99)

Senior Analyst-Economic Analysis in Forecasting Group (9/99 to 2/00)

- Wrote detailed analysis of economic, political and automotive market conditions of global economies for monthly, quarterly and annual reports.
- Developed forecasting models and analytical tools to enhance forecasting capabilities using computer, data collection and analysis skills.
- Analyzed the impact of automotive market dynamics on automotive sales and competition, including pricing and profitability analysis.
- Forecasted economic growth and automotive sales for North and South America and Asia.
- Traveled to Asia and Europe as needed to participate in the company's strategic growth and product positioning decisions.

Section 13: Signed Statement Requirements

I affirm that I have made a physical inspection of the market and surrounding area and the information obtained in the field has been used to determine the need and demand for LIHTC units. I understand that any misrepresentation of this statement may result in the denial of further participation in the South Carolina State Housing Finance and Development Authority's (SCSHFDA) programs. I also affirm that I have no financial interest in the project or current business relationship with the ownership entity and my compensation is not contingent on this project being funded. This report was written according to the SCSHFDA's market study requirements. The information included is accurate and can be relied upon by SCSHFDA to present a true assessment of the low-income housing rental market.



Chris Vance

Market Analyst Professionals, LLC

Date: March 7, 2014

2013 Approved Market Study Provider

Acknowledgment, Release and Waiver of Liability

In consideration for being an approved market study provider, I acknowledge and agree to the following:

1. I, Chris Vance, am a duly authorized representative of Market Analyst Professionals. As an approved Market Study Provider for the Low Income Housing Tax Credit Program as administered by the South Carolina State Housing Finance and Development Authority (the "Authority"), my organization may prepare market studies on behalf of developers to be submitted as part of their application for Low Income Housing Tax Credits.
2. I understand and agree that any market study and applicable attachments submitted to the Authority are subject to a request for disclosure and I expressly consent to such disclosure on behalf of my organization.
3. I understand and agree that the Authority may upload any market study and applicable attachments to its website and I expressly consent to such disclosure on behalf of my organization.
4. On behalf of my organization, I agree to release, waive, discharge and covenant not to sue the Authority and its officers, agents, or employees from any and all liability, claims, demands and causes of action whatsoever arising out of or related to the Authority's use or disclosure of any market study and applicable attachments.



Signature: _____

Date: March 7, 2014

Bibliography

1990/2000/2010 U.S. Census of Population and Housing, U.S. Census Bureau

2019 Demographic Forecasts, Nielsen

American Housing Survey, U.S. Census Bureau and U.S. Department of Housing and Urban Development

Economic information – Bureau of Labor and Statistics

Local roadway maps—Microsoft Streets and Trips 2010

Interviews with local officials, managers and leasing specialists of local rental developments