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**AN APARTMENT ANALYSIS
IN THE
CITY OF
CONWAY, SOUTH CAROLINA
FOR A PROPOSED
ELDERLY DEVELOPMENT
UNDER THE
LOW INCOME HOUSING TAX CREDIT PROGRAM
(SUMMERTON PLACE)**

PREPARED FOR:

SOUTH CAROLINA STATE HOUSING FINANCE
AND DEVELOPMENT AUTHORITY &

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MARCH 20, 2015



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I. INTRODUCTION

A. OBJECTIVES

This study analyzes the market feasibility for the new construction of an elderly rental development, Summerton Place, in the City of Conway, Horry County, South Carolina in association with the South Carolina State Housing Finance and Development Authority's Low Income Housing Tax Credit program. After fully discussing the scope and area of the survey with Mr. Jeffrey Woda, President of The Woda Group, Inc.; National Land Advisory Group undertook the analysis.

B. METHODOLOGY & LIMITATIONS

The methodology we use in our studies is centered on three analytical principles: the Primary Market Area (PMA), a field survey of the modern apartments and rental housing in the primary and secondary (if necessary) market areas, and the application and analysis generated for demographic and economic purposes.

A complete analysis for new construction within the rental market requires five considerations: a field survey of modern apartments; an analysis of area housing; an analysis of the area economy; a demographic analysis; and recommendations for development. Information is gathered from many internal and external sources, including, but not limited to: real estate owners, property managers, state and public government officials, public records, real estate professionals, U.S. Census Bureau, major employers, local chamber or development organizations and secondary demographic services. National Land Advisory Group accepts the materials and data from these sources as correct information, and assumes no liability for inaccurate data or analysis.

An important consideration in identifying support (supply and demand characteristics) is to determine the Primary Market Area (PMA). The establishment of a Primary Market Area is typically the smallest geographic area from which the proposed development is expected to draw a majority of its potential residents. The market area generally relates to the natural, socioeconomic and/or manmade characteristics and boundaries of the subject site area.

Additionally, input into defining the PMA includes interviews with area government officials; transportation alternatives; and the evaluation of existing housing, demographic and socioeconomic trends and patterns. Of course, personal site visits and the interaction with nearby neighborhoods or communities are strongly applied. When defining the specific development opportunities, National Land Advisory Group will not comprise any market or sub-market area larger than the subject site area defined by this report. No radius analysis is used in the compilation of data.

Every effort has been made to insure the accuracy of the data contained within this analysis. Demographic and economic estimates and projections have been obtained from government agencies at national, state and county levels, as well as third party suppliers. Market information has been obtained from sources presumed to be reliable, including developers, owners and representatives. However, this information cannot be warranted by National Land Advisory Group. While the methodology employed in this analysis allows for a margin of error in base data, it is assumed that the market data and government estimates and projections are substantially accurate.

The data in this report is derived from several sources: the U.S. Census Bureau, the American Community Survey, Applied Geographic Solutions/FBI UCR, Nielsen Claritas, and Ribbon Demographics. The data is apportioned to the various geographies using a Geospatial Information System (GIS). The GIS allocates data points such as population, households, and housing units, using Census block group apportionment or Census tract apportionment - depending on the availability of data. The GIS will apportion the data based on the location of Census block points as they relate to the geography that the data is

being apportioned for. In other words, the GIS will examine the data associated with the block points that lie within a geographical boundary (PMA, place, county, or state) and will then proportionally allocate associated data from a block group or census tract, to the principal geographical boundary that is receiving the data. Official geographic boundaries are provided by the U.S. Census Bureau and reflect the official boundaries as of July, 2010. The data in this report that utilizes Census and American Community Survey data may differ slightly from data that is aggregated using the American Factfinder tool. The potential differences in the data can be attributed to rounding, apportioning, and access to masked data that is not provided to the general public. The differences, if any, are generally less than 1%. However, smaller geographies such as places with less than 2,000 people are susceptible to greater variations between data points.

The U.S. Census no longer collects detailed housing and demographic information - data that was formerly collected by the long form of the Decennial Census. This data is now collected by the American Community Survey (ACS). The ACS is conducted more frequently (quarterly) but utilizes a much smaller sample size; therefore there can be high margins of error in some instances. The margins of error will decrease proportionally as the population base increases and the size of the geography increases. This report utilizes data from the 2006-2010 ACS, which is an average of estimates taken over a five year period and eventually weighted back to the official 2010 Census. The ACS recommends that its data only be compared to other, non-overlapping ACS datasets. Please use caution when examining any data derived from the ACS, especially in less populated areas.

The objective of this report is to gather, analyze, and present as many market components as reasonably possible within the time constraints agreed upon. The conclusions contained in this report are based on the best judgments of the analysts; we make no guarantees or assurances that the projections or conclusions will be realized as stated. It is our function to provide our best effort in data collection, and to express opinions based on our evaluations. National Land Advisory Group, at all times, has remained an unbiased, third party principal.

**C. SOUTH CAROLINA STATE HOUSING FINANCE AND DEVELOPMENT
AUTHORITY'S REQUIREMENTS**

According to the South Carolina State Housing Finance and Development Authority's 2015 Low-Income Housing Tax Credit Program, specific requirements needed for analysis of market viability have been completed and incorporated into the market feasibility study prepared by National Land Advisory Group, in the sections as follows:

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D. CONSULTANT'S STATEMENT & MARKET STUDY CERTIFICATION

CONSULTANT'S STATEMENT & LIMITATIONS

This market study has been prepared by National Land Advisory Group, a member in good standing of the National Council of Housing Market Analysts (NCHMA). This study has been prepared in conformance with the standards adopted by NCHMA for the market analysts' industry. These standards include the Standard Definitions of Key Terms Used in Market Studies for Affordable Housing Projects and Model Content Standards for the Content of Market Studies for Affordable Housing Projects. These Standards are designed to enhance the quality of market studies and to make them easier to prepare, understand, and use by market analysts and by the end users. These Standards are voluntary only, and no legal responsibility regarding their use is assumed by the National Council of Housing Market Analysts.

National Land Advisory Group is duly qualified and experienced in providing market analysis for Affordable Housing. The company's principals participate in NCHMA educational and information sharing programs to maintain the highest professional standards and state-of-the-art knowledge. National Land Advisory Group is an independent market analyst. No principal or employee of National Land Advisory Group has any financial interest whatsoever in the development for which this analysis has been undertaken.

While the document specifies National Land Advisory Group the certification is always signed by the individual completing the study and attesting to the certification.

MARKET STUDY CERTIFICATION

The undersigned, a recognized firm of independent market analysts knowledgeable and experienced in the development of affordable rental properties, completed this Market Study of Summerton Place (project name) for Mr. Jeffrey Woda of The Woda Group, LLC (developer/owner name).

The market analyst does hereby state, in our best judgment that a market exists for the proposed project as of March 20, 2015. The market analyst makes no guarantees or assurances that projections or conclusions in the study will be realized as stated.

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 & Development Authority's 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.

By: National Land Advisory Group
(Market Analyst Company/Firm)

By:  / President
(Authorized Representative)

By:  / Field Analyst
(Authorized Representative)

Date: March 20, 2015

II. EXECUTIVE SUMMARY

A. DEVELOPMENT RECOMMENDATIONS

- ◆ This study has established that a market exists for the new construction of a 40-unit senior rental housing project to be developed within the criteria set forth by the South Carolina State Housing Finance and Development Authority's Low Income Housing Tax Credit Program.
- ◆ With the proposed plans to develop 10-units (25.0%) available to households with incomes at or below the 50% of the area income and 30-units (75.0%) available to households with incomes at or below the 60% of the area income, the subject site located in the City of Conway, South Carolina is proposed as follows:

UNIT BY TYPE AND BEDROOM

BEDROOM	ONE	TWO
BATHROOMS	1.0	1.75
NUMBER OF UNITS		
50%	4	4
60%	16	16
SQUARE FEET (approx.)	750	950
GROSS RENT	\$506-\$536	\$608-\$644
UTILITY ALLOWANCE *	\$71	\$94
NET RENT	\$435-\$465	\$514-\$550

* estimated by developer and local housing agency

- ◆ The proposed new development will be a development for senior occupancy. The development will be located on approximately 4.16 acres. The proposed 40-unit senior development is estimated to begin construction in the Spring 2016, to be completed in the Spring 2017. Pre-leasing will start two months prior to opening. The development consists of 40-units in 1 two-story building with elevator. Parking, for a total of 80 surface spaces will be in the adjacent open spaces within the development.
- ◆ Each unit in the proposed new construction would contain energy star appliances, including a self-cleaning range, refrigerator, dishwasher, microwave, disposal, air conditioning, carpeting, blinds, ceiling fans, extra storage, patios, washer/dryer hook-ups and one full or one and three quarters bathrooms.

- ◆ Project amenities associated with a senior-orientated development are important to the success of the proposed facility, including: on-site rental management office, community room with kitchen, computer room, security and a park setting. Additional senior services should be made available on an optional basis, including transportation, moderate care and housekeeping by total non-profit agencies.
- ◆ The units will include the following utilities: electric, water/sewer services and trash removal. The tenants will be responsible for electric; however a utility allowance of \$71 for a one-bedroom unit and \$94 for a two-bedroom unit is estimated. The units will be cable-ready.
- ◆ The development will maintain a consistent and effective landscaping plan throughout the site, especially maintaining a good front door image. From a marketing point of view, it would be beneficial if the proposed sites would be able to use some natural settings, if possible, to develop an environment within this development. The City of Conway area apartment developments have not done a good job in creating a complete development theme or environment.
- ◆ The development and unit plans were reviewed. The senior rental units are appropriate for the City of Conway. The unit amenities are adequate for the targeted market, while the unit styles, specifically the design and square footage, will positively influence the absorption, offering a flexibility of living style for senior occupants.
- ◆ The subject site is adequately located within six miles of all essential resident services, including but not limited to: government, educational, shopping, employment and medical facilities. There is no public transportation available in the subject site area.
- ◆ The proposed rents combined with the current rental market absorption pattern would result in an overall vacancy rate of less than 2.5% for the proposed development. Within the overall LIHTC market, the vacancy rate would result in a rate of 2.0% or less.
- ◆ The absorption potential for senior tenants in the Conway rental market, based on the proposed net rent is excellent. It is anticipated, because of the criteria set forth by the income and household size for units for the Low Income Tax Credit Program, the depth of the market demand for units, assumption of new product, as well as the design associated with this product, absorption is expected to be equal to the area average of 6 to 8 units per month, resulting in a 5.0 to 6.7 month absorption period for the 40-unit LIHTC development. The absorption rate may be higher in the initial months of rent-up.

B. HOUSING MARKET SUMMARY

- ◆ At the time of this study, in the Conway market area, a comparable survey of senior and family LIHTC, government subsidized and market-rate units was conducted in the market area. Several of the developments overlap in product types. A total of 223 modern market-rate apartment units in four developments and 210 low income housing tax credit (LIHTC) units in seven developments were surveyed. An additional 827 government subsidized development units in sixteen developments (some with LIHTC financing

also), with a non-existent vacancy rate, were located and surveyed in the Conway market area. LIHTC units have a vacancy rate that is very low in the market area, non-existent. Vacancies for market-rate units are also low at 3.1%. Reviewing just the quality senior units, the market still appears limited by supply rather than demand.

- ◆ When vacancies are available, it is due to natural turnover in the market area. Reviewing the LIHTC units, the market still appears limited by supply rather than demand.
- ◆ The Conway market-rate and LIHTC apartment base contains a well balanced ratio of one-bedroom and two-bedroom units in the market area, but a high percentage of three-bedroom units. Within the market-rate units, the one-bedroom units have a non-existent vacancy rate, while the two-bedroom vacancy rate is 1.9% (3-units).
- ◆ Median rents are moderate to high; additionally there is a good base of higher-priced market-rate units in the Conway market area. One-bedroom units have a median rent of \$450, with 23.8% of the one-bedroom units in the upper-rent range of \$725. Two-bedroom units have a median rent of \$699, with 17.1% of the two-bedroom units in the upper-rent range of \$850. Three-bedroom units have a median rent of \$799.
- ◆ Under the SCSHFDA guidelines, seven developments have received LIHTC allocations in the Conway area since 1998. All of the developments are family-orientated units; however, some seniors are reported within the developments. The developments have a wide range of rents at AMI's. Many of the developments have additional government subsidies, including HUD and RD.
- ◆ Overall, the seven family developments contain 428 LIHTC units, of which none are vacant or a 100.0% occupancy rate. The two non-subsidized developments contain 210 units with no vacancies or a 100.0% occupancy rate.
- ◆ In a review of comparable properties and rent adjustments in the Conway PMA, it was noted that there are four developments in the immediate area that would be the most comparable to the product. These four family developments are market-rate, with a potential to attract the proposed senior market segment base. As noted, within the four competitive developments, a total of 337-units exist with 7 vacant units or an overall 97.9% occupancy rate.
- ◆ It should be noted that the average of the achievable comparable net one-bedroom unit is \$645, somewhat higher than the adjusted proposed \$435-\$465 (50%-60% AMI) average net rent. The proposed one-bedroom rent represents 66.5%-71.1% of the average comparable one-bedroom rent in the market area. The average of the achievable comparable net two-bedroom unit is \$707, somewhat higher than the adjusted proposed \$514-\$550 (50%-60% AMI) average net rent. The proposed two-bedroom rent represents 72.7%-77.8% of the average comparable two-bedroom rent in the market area.
- ◆ When reviewing the comparable developments, the proposed rents are within the appropriate rent differentials. Therefore, based on the current existing rental market, the proposed development would be a value in the market area.

C. DEMAND ANALYSIS AND CAPTURE RATE

- ◆ The following demand estimates are based on any applicable income restrictions and requirements set forth by the South Carolina State Housing Finance and Development Authority, current senior households, proposed senior households, turnover ratios of units in the market area and the percent of renter qualified senior households within the Primary Market Area.
- ◆ Overall (excluding any overlap of income ranges), the adjusted annual income range specified appropriate by the tax credit program for low to moderate-income senior households is \$15,180 (lower end of one-person senior household moderate-income) to \$25,980 (two person senior household moderate-income) for the Conway Primary Market Area. In 2014, there are 459 senior households in the Conway PMA of the proposed site was within this income range.
- ◆ Within these competitive rent ranges, the market can support the proposed 40-unit tax credit development for senior occupancy under the 50% and 60% programs. In 2014, based on the proposed and competitive product in the Conway market area, the proposed 40-unit senior development of LIHTC units represents an overall 16.1% capture rate within the market area.
- ◆ All of these calculations are appropriate capture and penetration factors, especially with the factor of the development being new construction. Combined with sensitivity to market rents and a quality construction, these renter households' percentages represent a good base of appropriate income senior households.

D. MARKET STUDY CRITERIA ANALYSIS

- ◆ Based on the SCSHFDA QAP Market Criteria, the subject property needs to be measured on four levels: Capture Rate, Market Advantage, Overall Vacancy Rate and the Absorption/Lease-Up Periods. The following are charts evaluating the desired criteria:

a) Capture Rate

The capture rate for income qualified households in the market area for the project is at or below 30.0%.

- ✓ The proposed development capture rate is 16.1%.

b) Market Advantage

The developments must have a minimal market advantage of 10%.

2015 S-2 RENT CALCULATION WORKSHEET

# Units	Bedroom Type	Proposed Tenant Paid Rent	Gross Proposed Tenant Rent by Bedroom Type	Adjusted Market Rent	Gross Adjusted Market Rent by Bedroom Type	Tax Credit Gross Rent Advantage
	0 BR		\$0		\$0	
	0 BR		\$0		\$0	
	0 BR		\$0		\$0	
4	1 BR	\$435	\$1,740	\$654	\$2,616	
16	1 BR	\$465	\$7,440	\$654	\$10,464	
	1 BR		\$0		\$0	
4	2 BR	\$514	\$2,056	\$707	\$2,828	
16	2 BR	\$550	\$8,800	\$707	\$11,312	
	2 BR		\$0		\$0	
	3 BR		\$0		\$0	
	3 BR		\$0		\$0	
	3 BR		\$0		\$0	
	3 BR		\$0		\$0	
	4 BR		\$0		\$0	
	4 BR		\$0		\$0	
	4 BR		\$0		\$0	
Totals	40		\$20,036		\$27,220	26.39%

✓ The proposed market advantage is **26.39%**.

c) Overall Occupancy Rate

The overall existing vacancy rate for stabilized LIHTC developments is less than 10.0%.

✓ The LIHTC vacancy rate in the market area is estimated at **0.0%**.

d) Absorption/Lease Up Periods

Estimated lease-up time for the project is less than one year.

✓ The estimated absorption period for the proposed development is **5.0 – 6.7 months**.

2015 EXHIBIT S – 2 SCSHFDA PRIMARY MARKET AREA ANALYSIS SUMMARY:

Development Name:	Summerton Place	Total # Units:	40
Location:	Conway, Horry County	# LIHTC Units:	40
PMA Boundary:	See Section III-B		
Development Type:	<input type="checkbox"/> Family <input checked="" type="checkbox"/> Older Persons	Farthest Boundary Distance to Subject:	14.5 miles

RENTAL HOUSING STOCK (found on page __)

Type	# Properties	Total Units	Vacant Units	Average Occupancy
All Rental Housing	22	1260	7	99.4%
Market-Rate Housing	4	223	7	96.9%
Assisted/Subsidized Housing not to include LIHTC	11	609	0	100.0%
LIHTC (All that are stabilized)*	7	428	0	100.0%
Stabilized Comps**	4	337	7	97.9%
Non-stabilized Comps				%

* Stabilized occupancy of at least 93% (Excludes projects still in initial lease up).

** 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
4	1	1	750	\$435	\$654	\$0.79	33.5%	\$725	\$0.91
16	1	1	750	\$465	\$654	\$0.79	28.9%	\$725	\$0.91
4	2	1.75	950	\$514	\$707	\$0.74	27.3%	\$850	\$0.85
16	2	1.75	950	\$550	\$707	\$0.74	22.2%	\$850	\$0.85
				\$	\$	\$	%	\$	\$
Gross Potential Rent Monthly*				\$20036	\$27220		26.39%		

*Market Advantage is calculated using the following formula: (Gross Adjusted Market Rent (minus) Gross Proposed Tenant Rent) (divided by) Gross Adjusted Market Rent. The calculation should be expressed as a percentage and rounded to two decimal points. The Rent Calculation Excel Worksheet must be provided with the Exhibit S-2 form.

DEMOGRAPHIC DATA (found on page IV)

	2000		2014		2017	
Renter Households	4,904	24.8%	10,072	31.6%	10,674	31.6%
Income-Qualified Renter HHs (LIHTC)	156	3.2%	459	4.6%	500	4.7%
Income-Qualified Renter HHs (MR)	(if applicable)	%		%		%

TARGETED INCOME-QUALIFIED RENTER HOUSEHOLD DEMAND (found on page VII-D)

Type of Demand	50%	60%	Market-rate	Other: __	Other: __	Overall
Renter Household Growth	15	26				41
Existing Households (Overburd + Substand)	62	130				192
Homeowner conversion (Seniors)	5	10				15
Other:						
Less Comparable/Competitive Supply	-					
Net Income-qualified Renter HHs	82	166				248

CAPTURE RATES (found on page VII-D)

Targeted Population	50%	60%	Market-rate	Other: __	Other: __	Overall
Capture Rate	9.8%	19.3%				16.1%

ABSORPTION RATE (found on page VII-E)

Absorption Period	5.0-6.7	months
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III. SITE

A. DESCRIPTION

The proposed subject site is located in the central area of the City of Conway, South Carolina. The subject site is located on Pine Street immediately north and east of the Pine Street and Church Street intersection. The site is located on the north side of Pine Street and is heavily wooded and undeveloped. The subject site is located in an area of mixed-uses, including commercial and both single-family and multi-family residential. The development will have excellent visibility and accessibility. All of the areas main arterial roads, shopping facilities and employment centers are located within close proximity. Public transportation is also located nearby.

NORTH

The subject site is bordered on the north by a wooded parcel of land. Farther north is an established residential are which includes established single-family residences and several smaller multi-family developments. Main Street is located within one mile north of the subject site and is one of the major north/south thoroughfares serving the area. Located along Main Street are numerous commercial/retail facilities and government buildings. Farther north and northwest of Main Street are established neighborhoods of northern Conway. This area extends north and northwest for well over two miles. Beyond are widely scattered residences and vacant land.

EAST

The subject site is bordered on the east by the Waccamaw Regional Veterinary Center. Farther east are several multi-family apartment communities, including apartments managed by Ray Realty and The Oaks Apartments. Also located east of the subject site is an established residential neighborhood. Located within this residential neighborhood are scattered commercial/office buildings and an elementary school. Farther east are woodlands, scattered single-family residences and several subdivisions located along S.C. 905. This area extends east and southeast over ten miles along SC. 905 to North Myrtle Beach.

SOUTH

The subject site is bordered on the south by Pine Street. Pine Street is a lightly trafficked street serving the residents of the immediate neighborhood. Just south of Pine Street are two fast-food restaurants; Central Park and Pizza Inn. Located within 0.1 mile south of the subject site is Church Street (U.S. 501), the main north/south thoroughfare serving the City of Conway. Church Street (U.S. 501) links the City of Conway to Aynor, located approximately fifteen miles to the north and to the greater Myrtle Beach area, located approximately sixteen miles to the south. Numerous retail establishments extend south along U.S. 501 for over twelve miles. Also located south of U.S. 501 are established residential neighborhoods.

WEST

The subject site is bordered on the west by a medical office building and by the Conway Express Hotel. Farther west is Sixteenth Street. Farther west are numerous commercial/retail facilities located along U.S. 501, including a Belk and Peebles store in the Coastal Center and various fast-food restaurants. Farther west and northwest are established residential neighborhoods. These neighborhoods are largely made up of single-family residences interspersed with multi-family apartment communities. The majority of these multi-family communities are government subsidized. Farther west is rural undeveloped land with scattered single-family subdivisions. The City of Sumter, South Carolina is located approximately seventy-five miles west of the Conway area.

GENERAL

In general, the subject site is located in the central portion of the City of Conway, South Carolina. The subject site is located on the north side of Pine Street, immediately north of Church Street, the main north/south route serving Conway. The site will have excellent ingress and egress as the property has frontage on Pine Street. Visibility will also be excellent from within the immediate site area and from U.S. Route 501. All essential resident services are located within eight miles of the subject site.

B. PRIMARY MARKET AREA

The Primary Market Area (PMA) is defined by and includes the immediate population base and part of the surrounding urban populations. An important consideration in identifying support (supply and demand characteristics) is to determine the Primary Market Area (PMA). The establishment of a PMA is typically the smallest geographic area from which the proposed development is expected to draw a majority of its potential residents. The market area generally relates to the natural, socioeconomic and/or manmade characteristics and boundaries of the subject site area.

Additionally, input into defining the PMA includes interviews with area government officials; transportation alternatives; and the evaluation of existing housing, demographic and socioeconomic trends and patterns. Of course, personal site visits and the interaction with nearby neighborhoods or communities are strongly applied. When defining the specific development opportunities, National Land Advisory Group will not comprise any market or sub-market area larger than the subject site area defined by this report. No radius analysis was used in the compilation of data.

The Conway PMA consists of all of the City of Conway, as well as portions of the surrounding townships in Horry County. The Primary Market Area is roughly bounded by State Route 22 (Veterans Highway) to the north, Little Pee Dee River and Waccamaw River to the south, Little Pee Dee River to the west and State Route 22 and Myrtle Beach to the east. The Conway PMA includes all or part of the following census tracts: 301.02, 601.01, 601.02, 602.03, 602.06, 602.07, 602.09, 603.01, 603.08, 604.03, 604.04, 604.05, 604.06, 701.01, 701.02, 702.00, 703.00, 704.00, 705.00, 706.01, 706.02, 707.01, 707.02, and 802.00 which are located in Horry County.

The City of Conway, which is located in the central portion of Horry County, has excellent access to major arteries, including: U.S. Routes 378, 501 and 701 and State Route 22. State and Federal branch offices are located in the Myrtle Beach area, located approximately 14 miles southeast of the subject site.

C. SITE AND LOCATION ANALYSIS

Community Amenities	Name	Driving Distance From Site (Miles)
Major Employers/ Employment Centers	Coastal Carolina University Conway Medical Center AVX Corp Blue Cross & Blue Shield	4.6 Southeast 6.2 Southeast 15.8 Southeast 16.6 South
Convenience Store	Kangaroo Express Walgreens Bull Mart	0.2 Northwest 0.2 West 0.7 Northwest
Grocery	Bi-Lo Laurie's IGA Food Liner	0.5 South 0.8 Northeast
Discount Department Store	Goody's Kmart Dollar General Big Lots Dollar General	0.2 Northwest 0.4 North 0.4 North 0.5 Northwest 1.1 Southeast
Schools: Elementary	Conway Elementary School South Conway Elementary School Homewood Elementary School	1.3 East 2.1 Southwest 2.3 North
Middle/Junior High	Conway Middle School Whittemore Park Middle School	0.5 East 0.9 Southwest
Senior High	Conway High School	1.0 Northwest
Hospital	Conway Medical Center	6.2 Southeast
Police	Conway Police Department Horry County Police Department	1.2 Southeast 1.7 North
Fire	Conway Fire Department Horry County Fire/Rescue	0.4 South 1.7 North
Post Office	US Post Office	1.7 North
Bank	First Community Bank Horry County State Bank First Federal Community Bank	0.3 North 0.4 Northwest 0.4 South
Senior Center	Conway Senior Center	0.7 Southwest
Gas Station	BP Tiger Mart Quick Mart	0.2 Northwest 0.4 Northwest 0.7 Northeast
Pharmacy	Walgreens Kmart Store Pharmacy Rite Aid	0.2 West 0.4 North 0.4 North

Restaurant	Central Park Pizza Inn Maryland Fried Chicken Hardee's	0.1 South 0.1 South 0.2 Northwest 0.2 Northwest
Day Care	Conway Daycare First Baptist Church Day Care Precious Promises Daycare	0.4 South 0.8 Southeast 0.9 Southeast
Library	Conway Library	0.5 East
College/University	Coastal Carolina University	4.6 Southeast
Medical Center	Doctors Care Conway	0.4 South
Fitness Center	Jungle Gym 24-7	0.4 North
Golf	Conway Country Club	2.1 Northeast
Park	Conway Recreation Complex Collins Park	0.5 West 0.7 Northeast
Church	Newsong Church Kingdom Hall Jehovah's Witness First United Pentecostal Church	0.4 South 0.6 Northeast 0.7 East
Shopping Center/Mall	Coastal Centre Waccamaw Square Shopping Center	0.3 Northwest 0.5 Northwest



**SUBJECT SITE
CONWAY, SC**



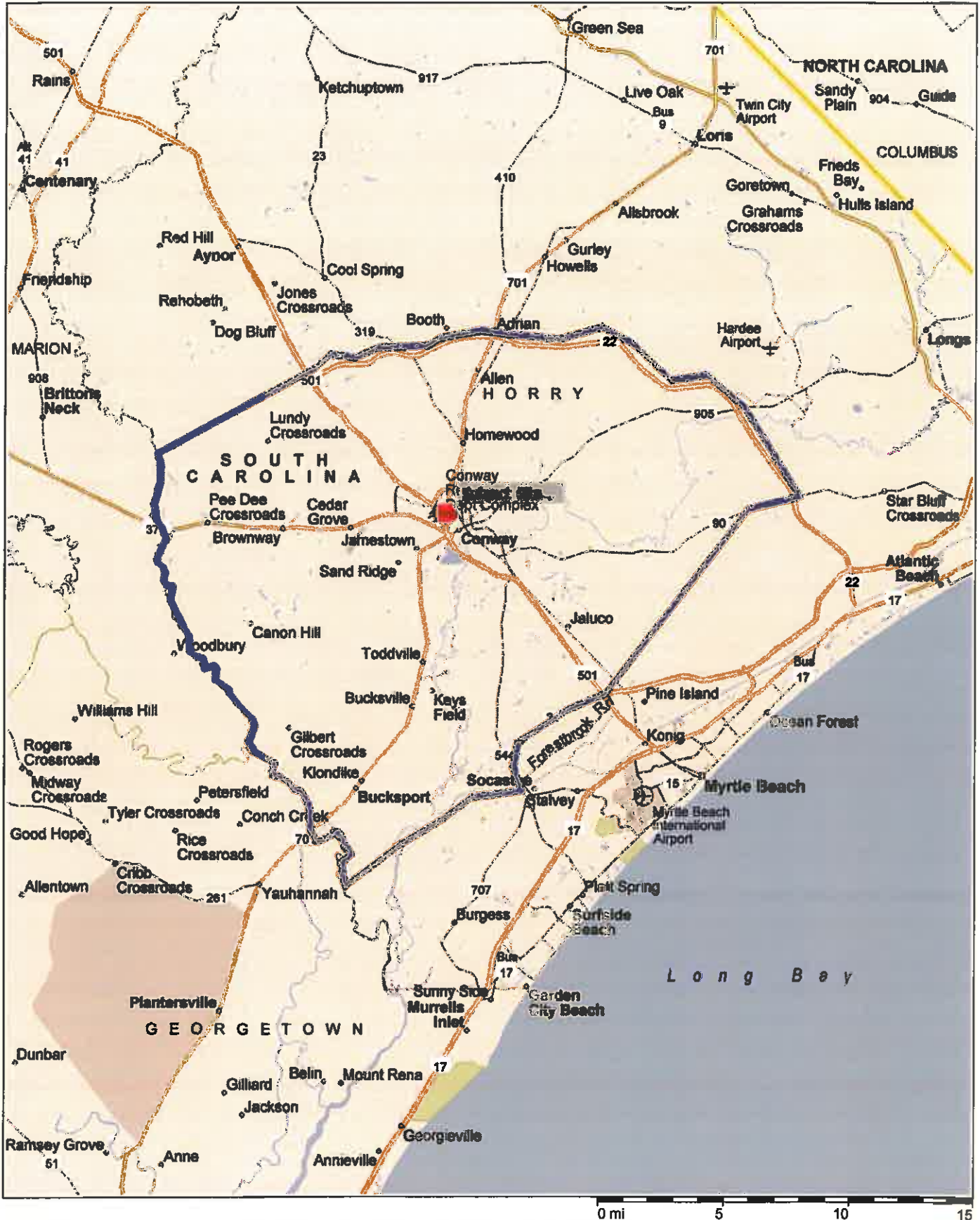
**NORTH - SOUTH
EAST - WEST**

Area Map



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Primary Market Area



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Conway, SC: Map of Neighborhood Services



- | | | | | |
|-------------------|--------------------|-------------|----------------|-----------------|
| Site | Elementary School | Gas | Medical Center | Police |
| Bank | Employer 1000-5000 | Grocery | Middle School | Restaurant |
| Child Care | Fire | High School | Park | Senior Services |
| Church | Fitness Center | Library | Pharmacy | Shopping |
| Convenience Store | | | | |

IV. DEMOGRAPHIC & ECONOMIC INFORMATION

The following is a summary of the demographics and economic situation in the City of Conway, South Carolina. Information on population, area income analysis, crime, employment, unemployment and existing housing conditions was compiled for the City of Conway, Conway Primary Market Area (PMA) and Horry County. This information will show past, current, and future trends.

A. LOCATION

The City of Conway is located in the central area of the county of Horry, in the southeastern part of the State of South Carolina at the crossroads of State Road 22 and U.S. Routes 378, 501 and 701. U.S. Route 17 and the City of Myrtle Beach are located approximately 12 miles southeast of the subject site. Interstate 95 is located 45 miles northeast of the subject site. The City of Charleston, South Carolina is located approximately 90 miles southwest of the City of Conway area. The subject site area is located in the north central portion of the City of Conway.

B. UTILITIES

Electric service is provided by Horry Electric Cooperative and the Santee Cooper Company. Gas service is provided by the S.C. Electric and Gas Company. Water, storm and sewer services are provided by the City of Conway. Telephone service is provided by HTC and Frontier Communications.

C. FINANCIAL SOURCES

There are sixteen banking and savings and loan institutions in the City of Conway area. Additional financial and banking services can be obtained in nearby communities, including the Myrtle Beach area.

D. MEDIA

Conway receives television stations from the Florence, Myrtle Beach and Conway areas, as well as several regional outlets within the greater area. Radio service is also provided by Conway and Myrtle Beach area; other service outlets are provided from additional communities. Cable TV is available for the Conway area.

The Sun-News is the daily newspaper and The Horry Independent is the weekly newspaper. Other newspapers are distributed from the Myrtle Beach area. Several smaller weekly and local newspapers are also available and distributed in the area.

E. EDUCATION

The education system serving the proposed site area is the Horry County School District consisting of nine elementary, four middle and three high schools. There are several private elementary and secondary schools in the area. Several institutions of higher education are located within the immediate area, including Coastal Carolina University and Horry-Georgetown Technical College.

F. POPULATION & HOUSEHOLDS

The population of the City of Conway was 17,103 in 2010. In 2014, the newly published population number is 18,094, an increase of 5.8%. Population is expected to number 18,819 by 2017, increasing 4.0% from 2014. The City of Conway households numbered 6,221 in 2010 and increased 6.7% to 6,640 in 2014. Households are expected to number 6,937 by 2017, increasing 4.5% from 2014.

The population of the Conway Primary Market Area was 76,409 in 2010. In 2014, the newly published population number is 83,922, an increase of 9.8%. Population is expected to number 88,794 by 2017, increasing 5.8% from 2014. The Conway PMA households numbered 29,062 in 2010. In 2014, households numbered 31,891, an increase of 9.7%. Households are expected to number 33,776 by 2017, increasing 5.9% from 2014.

Horry County population was 269,291 in 2010. The most recent population number is 294,595 for 2014, an increase of 9.4%. Population is expected to number 310,986 by 2017, increasing 5.6% from 2014. In 2010, Horry County households numbered 112,225 and 122,876 in 2014, an increase of 9.5%. Households are projected to number 129,802 by 2017, increasing 5.6% from 2014.

TABLE 1
POPULATION AND HOUSEHOLDS
City of Conway – Conway PMA – Horry County
 2000 – 2010 – 2014 – 2017 (Projected)

<u>Population</u>	<u>Conway</u>	<u>Conway PMA</u>	<u>Horry County</u>
2000	14,246	53,898	196,629
2010	17,103	76,409	269,291
Change 2000-2010	20.1%	41.8%	37.0%
2014	18,094	83,922	294,595
Change 2010-2014	5.8%	9.8%	9.4%
2017	18,819	88,794	310,986
Change 2014-2017	4.0%	5.8%	5.6%
<u>Households</u>	<u>Conway</u>	<u>Conway PMA</u>	<u>Horry County</u>
2000	5,078	19,789	81,800
2010	6,221	29,062	112,225
Change 2000-2010	22.5%	46.9%	37.2%
2014	6,640	31,891	122,876
Change 2010-2014	6.7%	9.7%	9.5%
2017	6,937	33,776	129,802
Change 2014-2017	4.5%	5.9%	5.6%

Sources: U.S. Census Bureau; Nielsen Claritas

In 2017, the estimated population per household in the City of Conway is 2.71, compared to 2.63 for the Conway PMA and 2.40 in Horry County. The population per household for 2014 was 2.72 in the City of Conway, 2.63 for the Conway PMA and 2.40 in Horry County. In 2010, the population per household was 2.75 for the City of Conway, 2.63 in the Conway PMA and 2.40 in Horry County.

Within the group quarters, a small percentage of the population is in group quarters, 9.5% in the City of Conway and 1.1% in Horry County. A majority of the households in the City of Conway and Horry County are in traditional family households. The average household size for the City of Conway is 2.49 compared to 2.37 for Horry County.

TABLE 2
GROUP QUARTERS AND HOUSEHOLDS
City of Conway – Horry County
Census 2010

	Conway		Horry County	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Total Population	17,103	100.0%	269,291	100.0%
In Group Quarters	1,628	9.5%	2,952	1.1%
Institutionalized	405	2.4%	1,483	0.6%
Noninstitutionalized	1,223	7.2%	1,469	0.5%
In Households	15,475	90.5%	266,339	98.9%
Family	11,300	66.1%	212,989	79.1%
Nonfamily	4,175	24.4%	53,350	19.8%
Total Households	6,221		112,225	
Average Household Size	2.49		2.37	

Source: U.S. Census Bureau, 2010 Census Summary File 1

In the Conway Primary Market Area, family households (under the age of 55) increased 6.6% for renter households and decreased 9.4% for owner households from 2010 to 2014. Between 2014 and 2017, family renter households (under the age of 55) are projected to increase 4.2%, while the owner households are estimated to increase 2.2%.

In the Conway Primary Market Area, senior households (ages to 55 to 61) increased 27.0% for renter households and 17.5% for owner households from 2010 to 2014. Between 2014 and 2017, senior renter households (ages 55 to 61) are projected to increase 5.1%, while the owner households are estimated to increase 3.0%.

In the Conway Primary Market Area, senior households (ages 62 years and older) increased 20.4% for renter households and 36.9% for owner households from 2010 to 2014. Between 2014 and 2017, senior renter households (age 62 years and older) are projected to increase 14.7%, while the owner households are estimated to increase 11.9%.

TABLE 3
RENTER & OWNER HOUSEHOLD TRENDS
Conway PMA
2010 (2006-2010 ACS) – 2014 (Estimated) – 2017 (Projected)

Renter Households	Under 55 Years	55-61 Years	62+ Years
2010	7,234	545	1,386
2014	7,711	692	1,669
Change 2010-2014	6.6%	27.0%	20.4%
2017	8,032	728	1,914
Change 2014-2017	4.2%	5.1%	14.7%
Owner Households	Under 55 Years	55-61 Years	62+ Years
2010	11,273	3,075	5,842
2014	10,212	3,612	7,996
Change 2010-2014	-9.4%	17.5%	36.9%
2017	10,434	3,722	8,948
Change 2014-2017	2.2%	3.0%	11.9%

Sources: U.S. Census Bureau; Nielsen Claritas

In 2010 the median age for Conway PMA residents was 37.8 years. An analysis of age groups determined that 29.4% were under the age of 21; 57.4% were 21 to 64 years old; and 13.2% were 65 years or older.

In 2014 the median age for Conway PMA residents was 39.1 years. An analysis of age groups determined that 27.8% were under the age of 21; 57.0% were 21 to 64 years old; and 15.2% were 65 years or older.

In 2017 the median age for Conway PMA residents is projected to be 39.7 years. An analysis of age groups determined that 27.3% will be under the age of 21; 56.1% will be 21 to 64 years old; and 16.6% will be 65 years or older.

For reference, the average age in the Conway PMA was 37.6 in 2010 and increased to 39.3 in 2014. The average age is projected to be 39.9 in 2017.

**TABLE 4
POPULATION BY AGE & SEX
Conway PMA**

Age	Census 2000			Census 2010			Current Year Estimates - 2014			Three-Year Projections - 2017		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
0 to 4 Years	1,879	1,774	3,653	2,407	2,346	4,753	2,577	2,487	5,064	2,691	2,589	5,280
5 to 9 Years	1,994	1,939	3,933	2,415	2,294	4,709	2,585	2,499	5,084	2,703	2,610	5,313
10 to 14 Years	2,046	1,882	3,928	2,332	2,301	4,633	2,652	2,472	5,123	2,749	2,608	5,357
15 to 17 Years	1,183	1,142	2,325	1,484	1,351	2,835	1,768	1,789	3,556	1,892	1,877	3,769
18 to 20 Years	1,054	1,070	2,124	2,710	2,843	5,553	2,264	2,208	4,472	2,324	2,241	4,565
21 to 24 Years	1,693	1,603	3,296	2,760	2,635	5,395	2,877	2,799	5,676	2,811	2,719	5,529
25 to 34 Years	3,730	3,795	7,525	4,711	4,718	9,429	5,400	5,581	10,981	5,894	6,088	11,982
35 to 44 Years	4,176	4,402	8,578	4,608	4,869	9,477	4,712	5,114	9,826	5,054	5,318	10,372
45 to 54 Years	3,380	3,560	6,940	4,848	5,410	10,258	5,166	5,648	10,814	5,202	5,696	10,898
55 to 64 Years	2,368	2,703	5,071	4,383	4,920	9,303	4,888	5,674	10,562	5,056	5,962	11,018
65 to 74 Years	1,814	2,128	3,942	2,941	3,255	6,196	3,840	4,246	8,085	4,453	4,966	9,419
75 to 84 Years	737	1,144	1,881	1,325	1,705	3,030	1,572	1,992	3,565	1,766	2,235	4,001
85 Years and Up	<u>214</u>	<u>488</u>	<u>702</u>	<u>254</u>	<u>586</u>	<u>840</u>	<u>371</u>	<u>743</u>	<u>1,114</u>	<u>440</u>	<u>854</u>	<u>1,294</u>
Total	26,268	27,630	53,898	37,178	39,233	76,411	40,671	43,251	83,922	43,035	45,761	88,797
Median Age	33.8	36.4	35.2	36.5	39.0	37.8	37.7	40.5	39.1	38.1	41.1	39.7
Average Age	35.0	37.4	36.2	36.6	38.5	37.6	38.2	40.3	39.3	38.7	40.9	39.9

Source: Nielsen Claritas

PERCENT POPULATION BY AGE & SEX

Conway PMA

Age	Census 2000			Census 2010			Current Year Estimates - 2014			Three-Year Projections - 2017		
	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total
0 to 4 Years	3.5%	3.3%	6.8%	3.2%	3.1%	6.2%	3.1%	3.0%	6.0%	3.0%	2.9%	5.9%
5 to 9 Years	3.7%	3.6%	7.3%	3.2%	3.0%	6.2%	3.1%	3.0%	6.1%	3.0%	2.9%	6.0%
10 to 14 Years	3.8%	3.5%	7.3%	3.1%	3.0%	6.1%	3.2%	2.9%	6.1%	3.1%	2.9%	6.0%
15 to 17 Years	2.2%	2.1%	4.3%	1.9%	1.8%	3.7%	2.1%	2.1%	4.2%	2.1%	2.1%	4.2%
18 to 20 Years	2.0%	2.0%	3.9%	3.5%	3.7%	7.3%	2.7%	2.6%	5.3%	2.6%	2.5%	5.1%
21 to 24 Years	3.1%	3.0%	6.1%	3.6%	3.4%	7.1%	3.4%	3.3%	6.8%	3.2%	3.1%	6.2%
25 to 34 Years	6.9%	7.0%	14.0%	6.2%	6.2%	12.3%	6.4%	6.7%	13.1%	6.6%	6.9%	13.5%
35 to 44 Years	7.7%	8.2%	15.9%	6.0%	6.4%	12.4%	5.6%	6.1%	11.7%	5.7%	6.0%	11.7%
45 to 54 Years	6.3%	6.6%	12.9%	6.3%	7.1%	13.4%	6.2%	6.7%	12.9%	5.9%	6.4%	12.3%
55 to 64 Years	4.4%	5.0%	9.4%	5.7%	6.4%	12.2%	5.8%	6.8%	12.6%	5.7%	6.7%	12.4%
65 to 74 Years	3.4%	3.9%	7.3%	3.8%	4.3%	8.1%	4.6%	5.1%	9.6%	5.0%	5.6%	10.6%
75 to 84 Years	1.4%	2.1%	3.5%	1.7%	2.2%	4.0%	1.9%	2.4%	4.2%	2.0%	2.5%	4.5%
85 Years and Up	0.4%	0.9%	1.3%	0.3%	0.8%	1.1%	0.4%	0.9%	1.3%	0.5%	1.0%	1.5%
Total	48.7%	51.3%	100.0%	48.7%	51.3%	100.0%	48.5%	51.5%	100.0%	48.5%	51.5%	100.0%

Source: Nielsen Claritas

TABLE 5
POPULATION
BY RACE AND HISPANIC OR LATINO ORIGIN
Census Tract 703, Horry County, South Carolina – South Carolina
Census 2010

	703	
Race	<u>Number</u>	<u>Percent</u>
One Race	2,928	98.3%
White	1,406	47.2%
Black or African American	1,468	49.3%
American Indian & Alaska Native	2	0.1%
American Indian, specified ¹	1	<0.1%
Alaska Native, specified ¹	0	0.0%
Both American Indian & Alaska Native, specified ¹	0	0.0%
American Indian or Alaska Native, not specified	1	<0.1%
Asian	17	0.6%
Native Hawaiian & Other Pacific Islander	0	0.0%
Some Other Race	35	1.2%
Two or More Races	51	1.7%
Two races with Some Other Race	12	0.4%
Two races without Some Other Race	39	1.3%
Three or more races with Some Other Race	0	0.0%
Three or more races without Some Other Race	0	0.0%
TOTAL POPULATION	2,979	100.0%
Hispanic or Latino		
Hispanic or Latino (of any race)	89	3.0%
Mexican	44	1.5%
Puerto Rican	19	0.6%
Cuban	3	0.1%
Other Hispanic or Latino ²	23	0.8%
Not Hispanic or Latino	<u>2,890</u>	97.0%
TOTAL POPULATION	2,979	100.0%
Race & Hispanic or Latino		
One Race	2,928	98.3%
Hispanic or Latino	78	2.6%
Not Hispanic or Latino	2,850	95.7%
Two or More Races	51	1.7%
Hispanic or Latino	11	0.4%
Not Hispanic or Latino	<u>40</u>	1.3%
TOTAL POPULATION	2,979	100.0%

¹ "American Indian, specified" includes people who provided a specific American Indian tribe, such as Navajo or Blackfeet. "Alaska Native, specified" includes people who provided a specific Alaska Native group, such as Inupiat or Yup'ik.

² This category is comprised of people whose origins are from the Dominican Republic, Spain, and Spanish-speaking Central or South American countries. It also includes general origin responses such as "Latino" or "Hispanic."

Source: U.S. Census Bureau, 2010 Census Summary File 1 (Table QT-P3)

In a 2010 analysis of household composition in the City of Conway and Horry County, there were 6,221 and 112,225 total households respectively. A distribution of family makeup, compared with each other is as follows:

	Conway				Horry County			
	<u>Owner-Occupied</u>		<u>Renter-Occupied</u>		<u>Owner-Occupied</u>		<u>Renter-Occupied</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Households								
Married Couples	1,845	52.6%	391	14.4%	43,866	57.0%	9,159	26.0%
Families w/ Male Head Only	125	3.6%	104	3.8%	2,693	3.5%	2,533	7.2%
Families w/ Female Head Only	489	14.0%	748	27.5%	7,190	9.3%	6,813	19.3%
Non-Family Households								
Living Alone	890	25.4%	746	27.5%	19,165	24.9%	10,943	31.1%
Not Living Alone	<u>156</u>	<u>4.5%</u>	<u>727</u>	<u>26.8%</u>	<u>4,083</u>	<u>5.3%</u>	<u>5,780</u>	<u>16.4%</u>
TOTAL Households	3,505	100.0%	2,716	100.0%	76,997	100.0%	35,228	100.0%
Householders 65 Years & Older								
Married Couples	476	44.6%	33	10.5%	14,130	54.9%	955	22.5%
Families w/ Male Head Only	15	1.4%	9	2.9%	425	1.7%	106	2.5%
Families w/ Female Head Only	149	14.0%	45	14.3%	1,739	6.8%	400	9.4%
Non-Family Households								
Living Alone	415	38.9%	206	65.4%	8,685	33.7%	2,606	61.3%
Not Living Alone	<u>13</u>	<u>1.2%</u>	<u>22</u>	<u>7.0%</u>	<u>776</u>	<u>3.0%</u>	<u>181</u>	<u>4.3%</u>
TOTAL Households 65+	1,068	100.0%	315	100.0%	25,755	100.0%	4,248	100.0%
Conway PMA								
	2000		2006-2010		2014		2017	
<u>Households</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Owner-Occupied	14,871	75.2%	20,190	68.8%	21,820	68.4%	23,104	68.4%
Renter-Occupied	4,904	24.8%	9,165	31.2%	10,072	31.6%	10,674	31.6%

Sources: U.S. Census Bureau, 2010 Census Summary File 1; Nielsen Claritas and Ribbon Demographics

G. INCOME

In the City of Conway, median per household income was \$39,093 for 2014 and is projected to decrease to \$39,069 in 2017. The median per household income in the Conway Primary Market Area was \$40,287 in 2014 and is projected to increase to \$40,380 in 2017. The median per household income in Horry County for 2014 was \$38,754 and is projected to increase to \$38,877 in 2017.

<u>Median Household Income</u>	Conway	Conway PMA	Horry County
2000	34,912	34,801	36,470
2014	39,093	40,287	38,754
Change 2000 - 2014	12.0%	15.8%	6.3%
2017	39,069	40,380	38,877
Change 2014 - 2017	-0.1%	0.2%	0.3%

Sources: U.S. Census Bureau; Nielsen Claritas

By age group, the 2014 household income for Conway PMA households was largest in the 55 to 64 age range. For 2017, the largest projected income is in the 55 to 64 age range. Between 2014 and 2017 in the Conway PMA, the largest percent change is projected to be in the 85 and older age group and the \$125,000 to \$149,999 income range.

TABLE 8
DISTRIBUTION OF INCOME
BY HOUSEHOLD SIZE, TENURE AND AGE
Conway PMA
Census 2000

Renter Households						
Under Age 55 Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	233	153	119	76	77	658
\$10,000 - 20,000	260	316	216	175	67	1,034
\$20,000 - 30,000	201	204	166	117	192	880
\$30,000 - 40,000	105	242	130	83	103	662
\$40,000 - 50,000	51	96	90	24	44	305
\$50,000 - 60,000	4	70	72	61	30	237
\$60,000+	<u>20</u>	<u>80</u>	<u>92</u>	<u>56</u>	<u>83</u>	<u>331</u>
Total	874	1,160	884	592	596	4,106
Renter Households						
Aged 55-61 Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	90	0	0	0	0	90
\$10,000 - 20,000	17	12	7	5	1	41
\$20,000 - 30,000	13	29	19	1	1	63
\$30,000 - 40,000	0	6	0	0	0	6
\$40,000 - 50,000	8	4	2	5	3	22
\$50,000 - 60,000	2	14	0	0	0	15
\$60,000+	<u>7</u>	<u>11</u>	<u>1</u>	<u>7</u>	<u>0</u>	<u>26</u>
Total	136	75	29	18	6	264
Renter Households						
Aged 62+ Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	217	21	19	0	0	257
\$10,000 - 20,000	80	77	0	0	4	162
\$20,000 - 30,000	6	28	0	0	0	34
\$30,000 - 40,000	0	18	15	0	0	33
\$40,000 - 50,000	0	7	0	0	0	7
\$50,000 - 60,000	0	13	0	7	0	20
\$60,000+	<u>0</u>	<u>16</u>	<u>4</u>	<u>0</u>	<u>0</u>	<u>20</u>
Total	304	181	38	7	4	533

Sources: U.S. Bureau of the Census, 2006-2010 American Community Survey; Ribbon Demographics (Nielsen Claritas)

**DISTRIBUTION OF INCOME
BY HOUSEHOLD SIZE, TENURE AND AGE**

Conway PMA

Census 2000

Owner Households

Under Age 55 Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	133	72	87	49	24	365
\$10,000 - 20,000	336	166	169	178	49	898
\$20,000 - 30,000	435	439	274	243	85	1,475
\$30,000 - 40,000	188	328	403	229	125	1,272
\$40,000 - 50,000	110	380	273	284	146	1,193
\$50,000 - 60,000	46	351	363	242	179	1,181
\$60,000+	<u>98</u>	<u>551</u>	<u>764</u>	<u>827</u>	<u>416</u>	<u>2,656</u>
Total	1,348	2,286	2,332	2,052	1,023	9,040

Owner Households

Aged 55-61 Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	60	64	0	0	3	127
\$10,000 - 20,000	119	103	6	5	1	235
\$20,000 - 30,000	69	132	30	11	12	253
\$30,000 - 40,000	49	141	28	22	4	244
\$40,000 - 50,000	32	144	32	15	1	225
\$50,000 - 60,000	24	101	36	9	3	173
\$60,000+	<u>26</u>	<u>328</u>	<u>141</u>	<u>62</u>	<u>9</u>	<u>567</u>
Total	379	1,014	273	124	33	1,824

Owner Households

Aged 62+ Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	454	83	33	4	0	573
\$10,000 - 20,000	309	304	29	4	6	652
\$20,000 - 30,000	182	465	44	28	12	730
\$30,000 - 40,000	109	448	45	4	7	613
\$40,000 - 50,000	21	311	76	19	12	438
\$50,000 - 60,000	5	277	3	31	1	317
\$60,000+	<u>57</u>	<u>477</u>	<u>67</u>	<u>60</u>	<u>20</u>	<u>682</u>
Total	1,137	2,364	298	149	58	4,006

Sources: U.S. Bureau of the Census, 2006-2010 American Community Survey; Ribbon Demographics (Nielsen Claritas)

TABLE 9
DISTRIBUTION OF INCOME
BY HOUSEHOLD SIZE, TENURE AND AGE
Conway PMA

Base Year: 2006 - 2010 Estimates

Renter Households						
Under Age 55 Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	443	224	290	58	19	1,034
\$10,000 - 20,000	326	479	386	137	203	1,531
\$20,000 - 30,000	419	669	289	113	93	1,583
\$30,000 - 40,000	181	369	232	155	58	995
\$40,000 - 50,000	100	162	110	98	168	638
\$50,000 - 60,000	15	61	84	188	72	420
\$60,000+	<u>138</u>	<u>182</u>	<u>228</u>	<u>280</u>	<u>205</u>	<u>1,033</u>
Total	1,622	2,146	1,619	1,029	818	7,234
Renter Households						
Aged 55-61 Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	11	23	3	4	1	42
\$10,000 - 20,000	42	19	1	0	5	67
\$20,000 - 30,000	73	41	2	1	17	134
\$30,000 - 40,000	17	67	1	0	0	85
\$40,000 - 50,000	20	11	3	1	1	36
\$50,000 - 60,000	13	5	1	1	5	25
\$60,000+	<u>65</u>	<u>62</u>	<u>8</u>	<u>11</u>	<u>10</u>	<u>156</u>
Total	241	228	19	18	39	545
Renter Households						
Aged 62+ Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	86	28	2	8	5	129
\$10,000 - 20,000	218	30	8	58	6	320
\$20,000 - 30,000	137	64	11	18	5	235
\$30,000 - 40,000	87	13	8	12	26	146
\$40,000 - 50,000	54	29	7	8	8	106
\$50,000 - 60,000	41	59	10	9	4	123
\$60,000+	<u>142</u>	<u>81</u>	<u>49</u>	<u>36</u>	<u>19</u>	<u>327</u>
Total	765	304	95	149	73	1,386

Sources: U.S. Bureau of the Census, 2006-2010 American Community Survey; Ribbon Demographics (Nielsen Claritas)

**DISTRIBUTION OF INCOME
BY HOUSEHOLD SIZE, TENURE AND AGE**

Conway PMA

Base Year: 2006 - 2010 Estimates

Owner Households

Under Age 55 Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	176	150	69	24	8	427
\$10,000 - 20,000	200	279	174	70	81	804
\$20,000 - 30,000	150	286	317	99	141	993
\$30,000 - 40,000	377	214	133	235	103	1,062
\$40,000 - 50,000	240	291	322	218	65	1,136
\$50,000 - 60,000	62	396	251	288	218	1,215
\$60,000+	<u>358</u>	<u>1,437</u>	<u>1,415</u>	<u>1,547</u>	<u>879</u>	<u>5,636</u>
Total	1,563	3,053	2,681	2,481	1,495	11,273

Owner Households

Aged 55-61 Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	109	64	20	1	9	203
\$10,000 - 20,000	174	134	69	2	11	390
\$20,000 - 30,000	68	137	59	4	5	273
\$30,000 - 40,000	88	144	44	7	10	293
\$40,000 - 50,000	47	163	26	20	6	262
\$50,000 - 60,000	48	170	46	4	9	277
\$60,000+	<u>127</u>	<u>805</u>	<u>249</u>	<u>111</u>	<u>85</u>	<u>1,377</u>
Total	661	1,617	513	149	135	3,075

Owner Households

Aged 62+ Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	166	148	17	18	7	356
\$10,000 - 20,000	503	405	30	13	7	958
\$20,000 - 30,000	346	423	52	8	37	866
\$30,000 - 40,000	224	395	68	5	5	697
\$40,000 - 50,000	189	468	83	6	8	754
\$50,000 - 60,000	76	392	39	10	4	521
\$60,000+	<u>265</u>	<u>1,209</u>	<u>160</u>	<u>33</u>	<u>23</u>	<u>1,690</u>
Total	1,769	3,440	449	93	91	5,842

Sources: U.S. Bureau of the Census, 2006-2010 American Community Survey; Ribbon Demographics (Nielsen Claritas)

TABLE 10
DISTRIBUTION OF INCOME
BY HOUSEHOLD SIZE, TENURE AND AGE
Conway PMA
Current Year Estimates - 2014

Renter Households						
Under Age 55 Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	467	252	453	98	42	1,313
\$10,000 - 20,000	392	635	444	263	269	2,003
\$20,000 - 30,000	462	513	282	126	83	1,467
\$30,000 - 40,000	147	366	197	143	44	897
\$40,000 - 50,000	93	152	108	77	171	601
\$50,000 - 60,000	23	70	78	195	74	440
\$60,000+	<u>116</u>	<u>133</u>	<u>260</u>	<u>243</u>	<u>239</u>	990
Total	1,700	2,122	1,821	1,145	923	7,711
Renter Households						
Aged 55-61 Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	33	42	2	2	1	81
\$10,000 - 20,000	75	37	2	2	7	123
\$20,000 - 30,000	64	58	2	2	26	152
\$30,000 - 40,000	32	78	1	0	2	112
\$40,000 - 50,000	21	17	3	0	1	41
\$50,000 - 60,000	17	4	3	2	3	30
\$60,000+	<u>73</u>	<u>46</u>	<u>11</u>	<u>14</u>	<u>9</u>	153
Total	314	283	24	22	49	692
Renter Households						
Aged 62+ Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	153	31	1	17	6	207
\$10,000 - 20,000	252	36	2	72	1	364
\$20,000 - 30,000	187	136	12	20	4	358
\$30,000 - 40,000	119	17	4	19	30	189
\$40,000 - 50,000	75	24	5	10	6	121
\$50,000 - 60,000	57	49	7	13	3	128
\$60,000+	<u>131</u>	<u>77</u>	<u>35</u>	<u>38</u>	<u>21</u>	302
Total	974	371	65	188	70	1,669

Sources: U.S. Bureau of the Census, 2006-2010 American Community Survey; Ribbon Demographics (Nielsen Claritas)

**DISTRIBUTION OF INCOME
BY HOUSEHOLD SIZE, TENURE AND AGE**

Conway PMA

Current Year Estimates - 2014

Owner Households

Under Age 55 Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	183	118	65	57	7	429
\$10,000 - 20,000	189	269	258	125	104	944
\$20,000 - 30,000	126	172	286	73	139	794
\$30,000 - 40,000	247	146	135	229	112	868
\$40,000 - 50,000	218	171	307	229	72	998
\$50,000 - 60,000	57	232	239	298	218	1,044
\$60,000+	<u>193</u>	<u>1,065</u>	<u>1,347</u>	<u>1,515</u>	<u>1,015</u>	<u>5,135</u>
Total	1,212	2,172	2,637	2,525	1,666	10,212

Owner Households

Aged 55-61 Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	194	88	48	6	22	357
\$10,000 - 20,000	182	187	86	5	9	470
\$20,000 - 30,000	74	198	63	10	13	357
\$30,000 - 40,000	107	175	77	21	14	395
\$40,000 - 50,000	77	180	34	27	8	327
\$50,000 - 60,000	38	213	64	5	10	331
\$60,000+	<u>92</u>	<u>744</u>	<u>291</u>	<u>175</u>	<u>73</u>	<u>1,376</u>
Total	763	1,786	664	249	150	3,612

Owner Households

Aged 62+ Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	241	200	21	31	9	502
\$10,000 - 20,000	524	423	35	13	6	1,000
\$20,000 - 30,000	532	626	107	16	58	1,338
\$30,000 - 40,000	434	648	133	6	7	1,228
\$40,000 - 50,000	225	607	154	9	5	1,000
\$50,000 - 60,000	99	521	96	12	8	737
\$60,000+	<u>294</u>	<u>1,845</u>	<u>169</u>	<u>45</u>	<u>38</u>	<u>2,191</u>
Total	2,350	4,668	715	131	131	7,996

Sources: U.S. Bureau of the Census, 2006-2010 American Community Survey; Ribbon Demographics (Nielsen Claritas)

TABLE 11
DISTRIBUTION OF INCOME
BY HOUSEHOLD SIZE, TENURE AND AGE
Conway PMA
Three Year Projections - 2017

Renter Households						
Under Age 55 Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	469	258	487	109	44	1,368
\$10,000 - 20,000	407	655	456	272	299	2,090
\$20,000 - 30,000	489	524	291	132	85	1,521
\$30,000 - 40,000	148	369	206	149	43	915
\$40,000 - 50,000	93	157	117	81	187	635
\$50,000 - 60,000	20	67	87	210	79	464
\$60,000+	<u>119</u>	<u>139</u>	<u>264</u>	<u>264</u>	<u>254</u>	<u>1,040</u>
Total	1,746	2,171	1,908	1,216	992	8,032
Renter Households						
Aged 55-61 Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	39	47	2	2	1	91
\$10,000 - 20,000	78	37	3	1	7	126
\$20,000 - 30,000	61	61	2	2	28	155
\$30,000 - 40,000	30	78	1	0	2	111
\$40,000 - 50,000	25	17	3	1	1	46
\$50,000 - 60,000	20	3	3	2	3	30
\$60,000+	<u>80</u>	<u>54</u>	<u>11</u>	<u>13</u>	<u>10</u>	<u>168</u>
Total	332	297	24	22	52	728
Renter Households						
Aged 62+ Years						
	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	175	31	4	18	6	234
\$10,000 - 20,000	287	39	5	78	4	412
\$20,000 - 30,000	208	151	13	23	4	399
\$30,000 - 40,000	128	19	10	22	34	213
\$40,000 - 50,000	83	32	9	12	6	142
\$50,000 - 60,000	67	58	11	13	3	153
\$60,000+	<u>161</u>	<u>95</u>	<u>46</u>	<u>41</u>	<u>18</u>	<u>361</u>
Total	1,109	425	97	208	75	1,914

Sources: U.S. Bureau of the Census, 2006-2010 American Community Survey; Ribbon Demographics (Nielsen Claritas)

**DISTRIBUTION OF INCOME
BY HOUSEHOLD SIZE, TENURE AND AGE
Conway PMA**

Three Year Projections - 2017

Owner Households

Under Age 55 Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	186	109	62	57	8	422
\$10,000 - 20,000	180	273	252	123	101	930
\$20,000 - 30,000	127	167	290	73	134	790
\$30,000 - 40,000	250	144	132	239	124	888
\$40,000 - 50,000	227	171	316	229	80	1,023
\$50,000 - 60,000	63	224	245	295	233	1,059
\$60,000+	<u>185</u>	<u>1,059</u>	<u>1,394</u>	<u>1,602</u>	<u>1,082</u>	<u>5,322</u>
Total	1,218	2,145	2,691	2,619	1,761	10,434

Owner Households

Aged 55-61 Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	200	85	49	7	23	364
\$10,000 - 20,000	185	190	97	6	11	489
\$20,000 - 30,000	74	202	66	10	13	366
\$30,000 - 40,000	107	178	83	23	17	407
\$40,000 - 50,000	77	183	34	26	7	327
\$50,000 - 60,000	38	215	69	6	12	340
\$60,000+	<u>99</u>	<u>758</u>	<u>315</u>	<u>183</u>	<u>75</u>	<u>1,430</u>
Total	780	1,810	712	261	159	3,722

Owner Households

Aged 62+ Years

	1-Person Household	2-Person Household	3-Person Household	4-Person Household	5+-Person Household	Total
\$0 - 10,000	271	227	23	38	12	571
\$10,000 - 20,000	591	475	41	20	6	1,133
\$20,000 - 30,000	578	696	125	19	70	1,488
\$30,000 - 40,000	488	708	160	8	8	1,372
\$40,000 - 50,000	245	674	172	10	8	1,108
\$50,000 - 60,000	110	576	104	18	8	815
\$60,000+	<u>323</u>	<u>1,843</u>	<u>197</u>	<u>54</u>	<u>43</u>	<u>2,461</u>
Total	2,606	5,199	823	166	155	8,948

Sources: U.S. Bureau of the Census, 2006-2010 American Community Survey; Ribbon Demographics (Nielsen Claritas)

**TABLE 12
HOUSEHOLDS BY INCOME AND AGE
Conway PMA**

Census Data - 2000

Income	Age	Age	Age	Age	Age	Age	Age	Age	Total	Percent
	15 - 24 Years	25 - 34 Years	35 - 44 Years	45 - 54 Years	55 - 64 Years	65 - 74 Years	75 - 84 Years	85+ Years		
Less than \$15,000	366	450	545	546	502	637	362	127	3,535	17.9%
\$15,000 - \$24,999	363	642	777	568	444	384	186	55	3,419	17.3%
\$25,000 - \$34,999	260	595	722	546	491	393	153	41	3,201	16.2%
\$35,000 - \$49,999	155	761	855	593	466	468	106	25	3,419	17.3%
\$50,000 - \$74,999	78	770	1,146	875	491	426	74	12	3,872	19.6%
\$75,000 - \$99,999	14	119	373	352	282	121	30	5	1,296	6.5%
\$100,000 - \$124,999	20	23	59	158	95	52	17	4	428	2.2%
\$125,000 - \$149,999	0	52	47	46	59	28	10	3	245	1.2%
\$150,000 - \$199,999	0	8	15	34	41	11	6	1	116	0.6%
\$200,000 and up	<u>0</u>	<u>7</u>	<u>107</u>	<u>92</u>	<u>17</u>	<u>13</u>	<u>19</u>	<u>3</u>	<u>258</u>	<u>1.3%</u>
Total	1,256	3,417	4,646	3,810	2,888	2,533	963	276	19,789	100.0%
Percent	6.3%	17.3%	23.5%	19.3%	14.6%	12.8%	4.9%	1.4%	100.0%	

Source: U.S. Census Bureau; Nielsen Claritas

**HOUSEHOLDS BY INCOME AND AGE
Conway PMA**

Current Year Estimates - 2014

Income	Age	Age	Age	Age	Age	Age	Age	Age	Total	Percent
	15 - 24 Years	25 - 34 Years	35 - 44 Years	45 - 54 Years	55 - 64 Years	65 - 74 Years	75 - 84 Years	85+ Years		
Less than \$15,000	924	707	604	840	1,047	581	400	167	5,269	16.5%
\$15,000 - \$24,999	809	773	696	665	824	672	496	157	5,091	16.0%
\$25,000 - \$34,999	256	506	466	631	689	740	436	127	3,851	12.1%
\$35,000 - \$49,999	159	753	732	792	882	966	441	95	4,820	15.1%
\$50,000 - \$74,999	133	974	987	1,087	1,083	1,046	340	69	5,720	17.9%
\$75,000 - \$99,999	162	605	731	644	587	448	131	24	3,332	10.4%
\$100,000 - \$124,999	3	297	407	532	438	221	49	15	1,963	6.2%
\$125,000 - \$149,999	1	100	132	221	194	112	30	6	796	2.5%
\$150,000 - \$199,999	13	61	113	166	138	77	15	2	586	1.8%
\$200,000 and up	<u>0</u>	<u>25</u>	<u>46</u>	<u>170</u>	<u>129</u>	<u>80</u>	<u>11</u>	<u>2</u>	<u>463</u>	<u>1.5%</u>
Total	2,460	4,801	4,913	5,749	6,009	4,944	2,349	665	31,891	100.0%
Percent	7.7%	15.1%	15.4%	18.0%	18.8%	15.5%	7.4%	2.1%	100.0%	

Source: U.S. Census Bureau; Nielsen Claritas

HOUSEHOLDS BY INCOME AND AGE

Conway PMA

Three Year Projections - 2017

Income	Age	Age	Age	Age	Age	Age	Age	Age	Total	Percent
	15 - 24 Years	25 - 34 Years	35 - 44 Years	45 - 54 Years	55 - 64 Years	65 - 74 Years	75 - 84 Years	85+ Years		
Less than \$15,000	927	744	631	840	1,083	680	448	197	5,550	16.4%
\$15,000 - \$24,999	804	829	726	667	848	772	548	182	5,376	15.9%
\$25,000 - \$34,999	248	551	482	622	707	853	484	145	4,092	12.1%
\$35,000 - \$49,999	155	816	759	781	895	1,110	489	107	5,112	15.1%
\$50,000 - \$74,999	126	1,045	1,029	1,078	1,114	1,205	379	80	6,056	17.9%
\$75,000 - \$99,999	153	651	770	637	605	517	146	26	3,505	10.4%
\$100,000 - \$124,999	3	321	427	535	459	256	55	20	2,077	6.1%
\$125,000 - \$149,999	1	110	147	229	210	130	36	8	871	2.6%
\$150,000 - \$199,999	13	64	121	172	150	94	17	2	634	1.9%
\$200,000 and up	0	28	50	175	135	98	14	2	503	1.5%
Total	2,430	5,158	5,143	5,736	6,207	5,715	2,815	771	33,776	100.0%
Percent	7.2%	15.3%	15.2%	17.0%	18.4%	16.9%	7.7%	2.3%	100.0%	

Source: U.S. Census Bureau; Nielsen Claritas

HOUSEHOLDS BY INCOME AND AGE

Conway PMA

Projected Change - 2014 to 2017

Income	Age	Age	Age	Age	Age	Age	Age	Age	Total	Percent Change
	15 - 24 Years	25 - 34 Years	35 - 44 Years	45 - 54 Years	55 - 64 Years	65 - 74 Years	75 - 84 Years	85+ Years		
Less than \$15,000	2	37	27	1	37	100	47	30	281	5.3%
\$15,000 - \$24,999	-5	56	30	2	25	100	52	25	285	5.6%
\$25,000 - \$34,999	-8	44	16	-9	18	113	48	19	241	6.3%
\$35,000 - \$49,999	-4	62	28	-11	13	144	47	13	292	6.1%
\$50,000 - \$74,999	-7	71	42	-9	31	158	39	11	336	5.9%
\$75,000 - \$99,999	-10	46	40	-7	18	70	14	2	173	5.2%
\$100,000 - \$124,999	0	24	20	2	22	35	6	5	113	5.8%
\$125,000 - \$149,999	1	10	16	8	16	17	6	2	76	9.5%
\$150,000 - \$199,999	0	3	8	5	13	17	2	1	48	8.2%
\$200,000 and up	1	3	4	5	7	17	4	0	40	8.7%
Total	-30	357	230	-13	199	771	266	106	1,885	5.9%
Percent Change	-1.2%	7.4%	4.7%	-0.2%	3.3%	15.6%	11.3%	16.0%	5.9%	

Source: U.S. Census Bureau; Nielsen Claritas

H. EMPLOYMENT

Total employment in Horry County averaged 109,090 people in 2004 and 118,856 in 2013, an increase of 8.2%. The annual average unemployment rate for Horry County in 2013 was 8.5%, as compared to the State of South Carolina at 7.6%. The average unemployment rate has fluctuated over the past ten years, and the rate has typically been higher than the average for the State of South Carolina. The annual unemployment rate for Horry County peaked in 2010 at 12.1%, and dropped to its lowest level of 3.5% in 2000. The December 2014 preliminary unemployment rate of 8.1% is one of the lowest rates reported since 2008.

TABLE 13
EMPLOYMENT
Horry County – Waccamaw WIA – South Carolina – USA
1995-2014

<u>Year</u>	<u>Average Unemployment Rate</u>				<u>Employment</u>
	<u>Horry County</u>	<u>Waccamaw WIA</u>	<u>South Carolina</u>	<u>USA</u>	<u>Horry County</u>
1995	5.1%	7.0%	5.2%	5.6%	85,984
1996	5.2%	7.9%	5.8%	5.4%	90,272
1997	4.5%	6.6%	4.6%	4.9%	93,321
1998	3.6%	5.0%	3.8%	4.5%	96,425
1999	3.6%	5.2%	4.3%	4.2%	100,234
2000	3.5%	4.2%	3.8%	4.0%	102,698
2001	4.9%	5.9%	5.2%	4.7%	97,400
2002	5.2%	6.3%	5.8%	5.8%	100,043
2003	5.7%	7.1%	6.9%	6.0%	105,203
2004	5.9%	7.1%	6.8%	5.5%	109,090
2005	5.8%	6.8%	6.7%	5.1%	113,984
2006	5.5%	6.1%	6.4%	4.6%	120,985
2007	5.0%	5.5%	5.7%	4.6%	124,021
2008	7.0%	7.4%	6.8%	5.8%	121,595
2009	11.9%	12.2%	11.2%	9.3%	115,128
2010	12.1%	12.3%	11.2%	9.6%	114,656
2011	11.6%	11.7%	10.5%	8.9%	114,973
2012	10.1%	10.3%	9.2%	8.1%	117,007
2013	8.5%	8.6%	7.6%	7.4%	118,856
2014*	8.1%	7.8%	6.4%	5.4%	116,084
Horry County Employment				Percent Change 2004 - 2013	8.2%

*Preliminary data thru December 2014 for County & WIA

Source: Labor Market Information - State of South Carolina; Not seasonally adjusted

TABLE 14
EMPLOYMENT TRENDS
 1995-2014

Horry County, South Carolina							Waccamaw WIA, South Carolina						
Year	Civilian Labor Force		Employment		Unemployment		Year	Civilian Labor Force		Employment		Unemployment	
	Average	% change	Average	% change	Average	% change		Average	% change	Average	% change	Average	% change
1995	90,564	-	85,984	-	4,580	-	1995	131,001	-	121,828	-	9,173	-
1996	95,187	5.1%	90,272	5.0%	4,915	7.3%	1996	136,603	4.3%	125,832	3.3%	10,771	17.4%
1997	97,736	2.7%	93,321	3.4%	4,415	-10.2%	1997	138,020	1.0%	128,897	2.4%	9,123	-15.3%
1998	100,015	2.3%	96,425	3.3%	3,590	-18.7%	1998	139,097	0.8%	132,106	2.5%	6,991	-23.4%
1999	103,936	3.9%	100,234	4.0%	3,702	3.1%	1999	143,405	3.1%	135,997	2.9%	7,406	6.0%
2000	106,429	2.4%	102,698	2.5%	3,731	0.8%	2000	147,728	3.0%	141,498	4.0%	5,230	-15.9%
2001	102,440	-3.7%	97,400	-5.2%	5,040	35.1%	2001	143,239	-3.0%	134,763	-4.8%	8,476	36.1%
2002	105,523	3.0%	100,043	2.7%	5,480	8.7%	2002	146,376	2.2%	137,130	1.8%	9,246	9.1%
2003	111,541	5.7%	105,203	5.2%	6,338	15.7%	2003	153,993	5.2%	143,038	4.3%	10,955	18.5%
2004	115,957	4.0%	109,090	3.7%	6,867	8.3%	2004	158,865	3.2%	147,536	3.1%	11,329	3.4%
2005	120,996	4.3%	113,984	4.5%	7,012	2.1%	2005	165,212	4.0%	153,970	4.4%	11,242	-0.8%
2006	127,974	5.8%	120,985	6.1%	6,989	-0.3%	2006	172,918	4.7%	162,331	5.4%	10,587	-5.8%
2007	130,490	2.0%	124,021	2.5%	6,469	-7.4%	2007	174,141	0.7%	164,513	1.3%	9,628	-9.1%
2008	130,785	0.2%	121,595	-2.0%	9,190	42.1%	2008	176,608	1.4%	163,565	-0.6%	13,023	35.3%
2009	130,620	-0.1%	115,128	-5.3%	15,492	68.8%	2009	176,827	0.1%	155,319	-5.1%	21,508	65.2%
2010	130,401	-0.2%	114,656	-0.4%	15,745	1.6%	2010	176,864	0.0%	155,139	-0.1%	21,725	1.0%
2011	130,057	-0.3%	114,973	0.3%	15,084	-4.2%	2011	175,315	-0.8%	154,766	-0.2%	20,549	-5.4%
2012	130,172	0.1%	117,007	1.8%	13,165	-12.7%	2012	173,855	-0.8%	155,870	0.8%	17,885	-13.0%
2013	129,913	-0.1%	118,856	3.4%	11,057	-26.7%	2013	174,431	-0.5%	159,387	3.0%	15,044	-26.8%
2014*	126,269	-3.0%	116,084	-0.8%	10,185	-22.6%	2014*	171,771	-1.2%	158,291	1.5%	13,480	-24.6%

*Preliminary data for December 2014

Source: Labor Market Information - State of South Carolina; Not Seasonally Adjusted

In a distribution of employment for Third Quarter 2014 in Horry County there were two prominent industries; the largest category was Accommodation and Food Services which accounted for 26.3% of the employment base. The second largest category was Retail Trade at 18.8%. When reviewing the immediate site area, the Government, Healthcare and Educational Services categories are a high percentage of the employment base.

TABLE 15
DISTRIBUTION OF EMPLOYMENT
Horry County – South Carolina
3rd Quarter 2014

Category	Horry County		South Carolina	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	231	0.2%	11,389	0.6%
Mining, Quarrying, & Oil & Gas Extraction	36	<0.1%	1,179	0.1%
Utilities	696	0.6%	17,486	0.9%
Construction	5,344	4.4%	82,930	4.4%
Manufacturing	3,551	2.9%	230,407	12.2%
Wholesale Trade	2,145	1.8%	68,257	3.6%
Retail Trade	22,856	18.8%	238,349	12.6%
Transportation & Warehousing	1,752	1.4%	61,911	3.3%
Information	1,867	1.5%	28,485	1.5%
Finance & Insurance	2,469	2.0%	66,668	3.5%
Real Estate & Rental & Leasing	5,304	4.4%	29,071	1.5%
Professional, Scientific, & Technical Services	3,503	2.9%	86,047	4.5%
Management of Companies & Enterprises	542	0.4%	17,154	0.9%
Administrative & Support & Waste Mgmt Services	6,389	5.2%	153,547	8.1%
Educational Services	8,051	6.6%	152,333	8.0%
Health Care & Social Assistance	10,961	9.0%	246,835	13.0%
Arts, Entertainment, & Recreation	5,643	4.6%	32,545	1.7%
Accommodation & Food Services	32,036	26.3%	207,229	10.9%
Other Services (except Public Administration)	2,818	2.3%	49,799	2.6%
Public Administration	<u>5,599</u>	<u>4.6%</u>	<u>112,466</u>	<u>5.9%</u>
TOTAL, All Industries	121,793	100.0%	1,894,087	100.0%
Federal Government - Total, All Industries	590	0.5%	32,115	1.7%
State Government - Total, All Industries	3,132	2.6%	89,119	4.7%
Local Government - Total, All Industries	11,064	9.1%	205,968	10.9%
Private - Total, All Industries	107,008	87.9%	1,566,887	82.7%

Source: Labor Market Information - State of South Carolina

Several major employers exist within the greater City of Conway area, as follows:

Employer	# of Employees	Industry
Horry County Department of Education	5,230	Education
Wal-Mart	2,100	Retail
Grand Strand Regional Medical Center	1,280	Healthcare
Coastal Carolina University	1,253	Education
Conway Medical Center	1,100	Healthcare
Loris Community Hospital District / McLeod Loris Seacoast	916	Healthcare
Blue Cross / Blue Shield	825	Service
New South Companies	700	Manufacturing
Horry Telephone Coop (HTC Communications)	664	Information
Santee Cooper	530	Utility
Conbraco Industries	330	Manufacturing
City of Myrtle Beach	n/a	Government
City of North Myrtle Beach	n/a	Government
Eastern Seaboard Management	n/a	Accommodation & Food Services
Food Lion	n/a	Retail
Hilton Worldwide	n/a	Accommodation & Food Services
Horry County Council	n/a	Government
K-Mart	n/a	Retail
Lowe's Foods	n/a	Retail
Lowe's Home Centers	n/a	Retail
OS Restaurant Services	n/a	Accommodation & Food Services
Southeast Restaurants	n/a	Accommodation & Food Services
Wyndham Vacation Ownership Inc	n/a	Accommodation & Food Services

Source: Chamber of Commerce – Conway: Myrtle Beach Regional Economic Development Corp

Additionally, the City of Conway and Horry County area development officials are trying to secure new employment opportunities for the area, specifically for the area industrial parks. Especially within the progressive nature of the City of Conway and Horry County officials, working with the private and public sectors to facilitate retention or expansion of jobs for the area. There are several active industrial parks within the immediate area of the proposed site.

As noted by the major employers, the employment bases and suppliers associated with utilities and educational services have a tremendous impact on the employment within the City of Conway market area. Interviews with local company officials and area governmental officials indicated that slight increases to the base employment will continue through this year, with several companies that went through minor cutbacks in 2013 and 2014 seeing a turnaround with the nation's economic condition.

The area is heavily influenced by tourist. One major employment change happened in the last quarter of 2014, is the improvement of tourist traffic/travel to the area. The accommodations and retail establishments have noticed an increase in traffic and occupancy. Starteck, Inc., a global provider of business process outsourcing services, opened their new facility in October 2014 with a new customer service center in the Myrtle Beach area. The overall project will consist of over a \$10 million investment with hundreds of new jobs. Currently over 200 positions have been filled. The greater area is also heavily influenced by government military operations and the aerospace industry.

The majority of the Horry County area employment base is a combination of accommodation and food services and manufacturing businesses, as in the above-mentioned employers. The diversity within its employment base is enough to maintain the employment base. In fact, according to the 2009-2013 American Community Survey data, only 7.9% of the county employment base worked outside the county, a very low percentage. This is typical in communities with strong metropolitan areas having a diverse employment base offering competitive opportunities. Additionally, the area transportation system combined with the location of nearby suburban communities is a function that will help maintain additional employment opportunities in other areas, while maintaining the City of Conway area as a viable housing alternative.

TABLE 16

**ANALYSIS OF
PLACE OF WORK**

**Residents of Horry and Adjacent Counties in South Carolina
American Community Survey 2009-2013**

County	Total Workforce Number	% Employed in County of Residence	% Employed Outside County of Residence	Mean Travel Time (in Minutes)
Dillon	10,717	67.9%	32.1%	23.0
Georgetown	22,123	70.3%	29.7%	25.2
Horry*	121,177	92.1%	7.9%	21.2
Marion	11,902	55.4%	44.6%	26.0

*SITE County

Source: U.S. Census Bureau, American Community Survey 2009-2013 5-Year Estimates (Table S0801)

Third Quarter average weekly earnings for Horry County had an increase of 3.4%; from \$561 per week in 2011 to \$580 per week in 2014. The largest gain in earnings was seen in the Agriculture, Forestry, Fishing and Hunting category, increasing 37.3% and averaging \$762 per week in Third Quarter 2014.

TABLE 17

AVERAGE WEEKLY EARNINGS
Horry County – South Carolina
3rd Quarter 2011 – 2014

<u>Category</u>	Horry County			South Carolina
	Average Wage		% Change	Average Wage
	<u>2011</u>	<u>2014</u>	<u>2011-2014</u>	<u>2014</u>
Agriculture, Forestry, Fishing & Hunting	\$555	\$762	37.3%	\$604
Mining, Quarrying, & Oil & Gas Extraction	\$859	\$1,000	16.4%	\$1,037
Utilities	\$1,127	\$1,104	-2.0%	\$1,360
Construction	\$711	\$737	3.7%	\$871
Manufacturing	\$807	\$841	4.2%	\$1,018
Wholesale Trade	\$789	\$837	6.1%	\$1,175
Retail Trade	\$449	\$440	-2.0%	\$487
Transportation & Warehousing	\$701	\$757	8.0%	\$797
Information	\$826	\$810	-1.9%	\$996
Finance & Insurance	\$912	\$946	3.7%	\$1,059
Real Estate & Rental & Leasing	\$471	\$516	9.6%	\$737
Professional, Scientific, & Technical Services	\$777	\$768	-1.2%	\$1,178
Management of Companies & Enterprises	\$723	\$971	34.3%	\$1,207
Administrative & Support & Waste Mgmt Services	\$423	\$544	28.6%	\$615
Educational Services	\$840	\$852	1.4%	\$789
Health Care & Social Assistance	\$879	\$895	1.8%	\$879
Arts, Entertainment, & Recreation	\$373	\$363	-2.7%	\$358
Accommodation & Food Services	\$370	\$368	-0.5%	\$317
Other Services (except Public Administration)	\$477	\$511	7.1%	\$570
Public Administration	\$766	\$769	0.4%	\$807
TOTAL, All Industries - Average Weekly Wage	\$561	\$580	3.4%	\$768
Federal Government - Total, All Industries	\$1,087	\$1,234	13.5%	\$1,307
State Government - Total, All Industries	\$921	\$893	-3.0%	\$855
Local Government - Total, All Industries	\$809	\$825	2.0%	\$777
Private - Total, All Industries	\$522	\$542	3.8%	\$751

Source: Labor Market Information - State of South Carolina

Conway, SC: Map of Major Employers



Sources Esri, HERE, DeLorme, USGS, Intermap increment P Corp, NRCAN, Esri Japan, METI, Esri China (Hong Kong), Esri (Thailand), TomTom, MapmyIndia, © OpenStreetMap contributors, and the GIS User Community



Site



Major Employers

I. CRIME ISSUES

The source for crime data is the FBI Uniform Crime Report (UCR).

The FBI collects data from over 16,000 separate law enforcement jurisdictions across the country and compiles this data into the UCR. The FBI's Uniform Crime Reporting (UCR) Program collects offenses that come to the attention of law enforcement for violent crime and property crime, as well as data regarding clearances of these offenses. In addition, the FBI collects auxiliary data about these offenses (e.g., time of day of burglaries). The expanded offense data also include trends in both crime volume and crime rate per 100,000 inhabitants. Finally, the UCR Program collects expanded homicide data which includes information about homicide victims and offenders, weapons used, the circumstances surrounding the offenses, and justifiable homicides.

The following information is the most current, as reported to the FBI:

2014 CRIME RISK

	City of Conway	Horry County	South Carolina
	<u>Number</u>	<u>Number</u>	<u>Number</u>
Personal Crime			
Murder	186	149	142
Rape	153	138	132
Robbery	111	108	100
Assault	267	190	218
TOTAL PERSONAL CRIME	179	146	148
Property Crime			
Burglary	151	189	147
Larceny	189	191	141
Motor Vehicle	130	131	94
TOTAL PROPERTY CRIME	157	129	122
Overall Crime Risk	170	157	139

Source: Applied Geographic Solutions; FBI Uniform Crime Report

Crime Risk is a block group and higher level geographic database consisting of a series of standardized indexes for a range of serious crimes against both persons and property. It is derived from an extensive analysis of several years of crime reports from the vast majority of law enforcement jurisdictions nationwide. The crimes include murder, rape, robbery, assault, burglary, larceny, and motor vehicle theft. These categories are the primary reporting categories used by the FBI in its Uniform Crime Report (UCR), with the exception of Arson, for which data is very inconsistently reported at the jurisdictional level.

In accordance with the reporting procedures used in the UCR reports, aggregate indexes have been prepared for personal and property crimes separately, as well as a total index. While this provides a useful measure of the relative “overall” crime rate in an area, it must be recognized that these are unweighted indexes, in that a murder is weighted no more heavily than a purse snatching in the computation. For this reason, caution is advised when using any of the aggregate index values.

V. HOUSING ANALYSIS

Information on building permits for the City of Conway area and Horry County has been reported back to 1990. In an analysis of multi-family housing starts by building permits since 2000, there has been new multi-family construction permitted every year within Horry County, and almost every year in the City of Conway. Between 2012 and 2014, in the City of Conway there were 285 multi-family units authorized, while there were 1,005 multi-family permits authorized in the remainder of Horry County. During this period approximately one-quarter (22.1%) of the multi-family units authorized in Horry County were built inside the city limits of Conway.

Over the past ten years, the City of Conway area has averaged 115.4 multi-family starts per year while Horry County has averaged 1,375.2 multi-family starts. However, within the recent building years, 2012 through 2014, multi-family units have averaged 430.0 units per year in Horry County and 95.0 units per year in the City of Conway. Recent years have indicated a decline in growth activity of multi-family units to the City of Conway and Horry County base.

Single-family housing starts accounted for a majority of the overall starts in the City of Conway and Horry County. Since 2005, there have been single-family permits issued representing an average of 149.1 and 3,064.2 residences per year, in the City of Conway and Horry County, respectively. Between 2012 and 2014, single-family starts in Horry County averaged 2,560.3 single-family residences per year, indicating a decline in activity. During this same period, the City of Conway also showed a decline in building permit activity, with an average of 138.3 single-family residences per year.

Recent studies have indicated a net deficit of housing in Horry County, of which a portion would apply towards the City of Conway area. However, because of the current activity in building permit activity, deficits have increased slightly in recent years in comparison to the previous ten year period. Current preliminary totals for January 2015 indicate a stability of building permit activity within the City of Conway and Horry County for

single-family residences. In comparison, 2015 totals indicate a increased with single-family building activity within the area and slightly decrease in multi-family activity.

The following is a summary of building permit activity for the City of Conway and Horry County.

TABLE 18
HOUSING UNITS AUTHORIZED
City of Conway – Horry County – South Carolina
1990 - 2015*

Year	City of Conway			Horry County		
	Total	Single-Family	Multi-Family	Total	Single-Family	Multi-Family
1990	37	21	16	1,394	1,046	348
1991	39	35	4	1,304	964	340
1992	38	34	4	1,510	984	526
1993	36	36	0	1,620	1,195	425
1994	41	38	3	2,362	1,571	791
1995	46	42	4	3,203	1,940	1,263
1996	44	38	6	4,054	1,995	2,059
1997	44	40	4	4,520	2,122	2,398
1998	55	55	0	5,228	2,090	3,138
1999	81	81	0	4,773	2,149	2,624
2000	122	62	60	4,492	1,907	2,585
2001	85	51	34	4,268	2,030	2,238
2002	263	73	190	4,017	2,432	1,585
2003	121	91	30	5,130	3,363	1,767
2004	110	104	6	7,068	4,253	2,815
2005	359	152	207	11,828	6,471	5,357
2006	496	350	146	10,335	6,484	3,851
2007	425	249	176	5,268	3,813	1,455
2008	174	110	64	2,997	1,867	1,130
2009	111	89	22	1,711	1,457	254
2010	84	84	0	1,508	1,388	120
2011	296	42	254	1,776	1,481	295
2012	162	78	84	2,308	2,029	279
2013	289	146	143	3,173	2,605	568
2014	249	191	58	3,490	3,047	443
2015*	28	28	0	287	280	7

*Preliminary through January 2015
Source: U.S. Department of Commerce, C-40 Const. Reports

Interviews with local building and zoning government officials indicated that many areas, within the City of Conway, have limited availability of zoned land appropriate for multi-family housing. The density range in the area has been from 4 to 16 units per acre, as prescribed in the zoning regulations. However, it should be noted, that while this land is vacant and zoned, not all the land is available for building.

Based on 2010 Census decennial data, the rental vacancy rate for rental units, regardless of age or condition, was 10.9% in the City of Conway area and 29.2% in Horry County. The rental units surveyed include all rentals available whether in multi-family, single-family or mobile home structures, while the vacancies included the seasonal fluctuation of the market area. The homeowner vacancy rate for owned, non-rental units, again regardless of age or condition, was 5.8% in the City of Conway area and 4.9% in Horry County.

TABLE 19
VACANCY RATES
AND
HOUSING CONDITIONS
City of Conway – Horry County – South Carolina
Census 2010

	Conway		Horry County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	7,238	100.0%	185,992	100.0%	2,137,683	100.0%
Occupied Housing	6,221	85.9%	112,225	60.3%	1,801,175	84.3%
Owner Occupied	3,505	48.4%	76,997	41.4%	1,248,800	58.4%
Vacant for Sale	218	5.8%	3,983	4.9%	36,523	2.8%
Vacant Sold, Not Occupied	<u>19</u>	0.5%	<u>524</u>	0.6%	<u>8,519</u>	0.7%
Total Owner Occupied Units	3,742	51.7%	81,504	43.8%	1,293,842	60.5%
Renter Occupied	2,716	37.5%	35,228	18.9%	552,375	25.8%
Vacant for Rent	334	10.9%	14,732	29.2%	92,746	14.3%
Rented, Not Occupied	<u>6</u>	0.2%	<u>424</u>	0.8%	<u>3,957</u>	0.6%
Total Renter Occupied Units	3,056	42.2%	50,384	27.1%	649,078	30.4%
For Seasonal/Recreational/Occasional Use	186	2.6%	49,862	26.8%	112,531	5.3%
For Migrant Workers	0	0.0%	49	<0.1%	370	<0.1%
Other Vacant	254	3.5%	4,193	<0.1%	81,844	<0.1%
Total Vacancy Rate		14.1%		39.7%		15.7%

**"Other Vacant" category includes those neither for sale nor for rent, usually unrentable or dilapidated.

Source: U.S. Census Bureau, 2010 Census Summary File 1

As would be expected in owner-occupied housing, approximately 98.9% of the housing units within the City of Conway are single-family detached or attached units, compared to 73.2% for Horry County. Within renter-occupied housing, the City of Conway has approximately 31.2% in 2 to 4 unit structures and 37.7% in structures of 5 to 19 units. The City of Conway has a total of 31.6% in renter-occupied detached units, slightly more than Horry County at 30.0%.

TABLE 20
HOUSING UNITS
BY TYPE OF STRUCTURE
City of Conway – Horry County – South Carolina
American Community Survey 2006-2010

	Conway		Horry County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied Housing Units						
1 Unit, Detached	3,659	96.5%	55,345	69.5%	955,571	78.5%
1, Unit Attached	90	2.4%	2,984	3.7%	29,062	2.4%
2 Units	0	0.0%	361	0.5%	2,643	0.2%
3-4 Units	0	0.0%	1,062	1.3%	5,419	0.4%
5-9 Units	0	0.0%	2,398	3.0%	9,127	0.7%
10-19 Units	0	0.0%	1,585	2.0%	4,517	0.4%
20-49 Units	0	0.0%	444	0.6%	2,140	0.2%
50 or More Units	0	0.0%	446	0.6%	2,303	0.2%
Mobile Home	42	1.1%	14,872	18.7%	205,694	16.9%
Other	0	0.0%	103	0.1%	1,026	0.1%
TOTAL	3,791	100.0%	79,600	100.0%	1,217,502	100.0%
Renter-Occupied Housing Units						
1 Unit, Detached	861	33.3%	8,703	26.8%	182,549	34.8%
1, Unit Attached	24	0.9%	898	2.8%	15,307	2.9%
2 Units	271	10.5%	1,920	5.9%	33,783	6.4%
3-4 Units	535	20.7%	2,904	8.9%	43,316	8.3%
5-9 Units	382	14.8%	5,781	17.8%	69,071	13.2%
10-19 Units	433	16.8%	3,962	12.2%	42,889	8.2%
20-49 Units	55	2.1%	1,531	4.7%	24,418	4.7%
50 or More Units	11	0.4%	538	1.7%	16,914	3.2%
Mobile Home	12	0.5%	6,185	19.1%	95,762	18.3%
Other	0	0.0%	35	0.1%	483	0.1%
TOTAL	2,584	100.0%	32,457	100.0%	524,492	100.0%

Source: U.S. Census Bureau, American Community Survey 2006-2010 (Table B25032)

In 2010, the median gross rent for specified renter-occupied housing units was \$590 in the City of Conway area as compared to \$788 in Horry County and \$701 for the State of South Carolina. The median gross rents for the City of Conway and Horry County have increased 16.8% and 32.7%, respectively, from the 2000 median gross rents. It's interesting to note that approximately one-quarter (25.0%) of all units within the City of Conway are in the \$450 to \$599 price range, while Horry County has approximately one-third (38.0%) of all units in the gross rents range of \$800 to \$1,249.

TABLE 21
DISTRIBUTION OF
GROSS RENT
City of Conway – Horry County – South Carolina
American Community Survey 2006-2010

GROSS RENT	Conway		Horry County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
Less than \$100	68	2.6%	95	0.3%	1,806	0.3%
\$100-\$149	14	0.5%	92	0.3%	3,104	0.6%
\$150-\$199	89	3.4%	302	0.9%	7,756	1.5%
\$200-\$249	149	5.8%	347	1.1%	8,966	1.7%
\$250-\$299	76	2.9%	258	0.8%	8,940	1.7%
\$300-\$349	0	0.0%	163	0.5%	10,912	2.1%
\$350-\$399	89	3.4%	423	1.3%	13,079	2.5%
\$400-\$449	183	7.1%	844	2.6%	18,951	3.6%
\$450-\$499	133	5.1%	949	2.9%	23,968	4.6%
\$500-\$549	264	10.2%	1,495	4.6%	30,547	5.8%
\$550-\$599	250	9.7%	1,925	5.9%	33,537	6.4%
\$600-\$649	75	2.9%	1,632	5.0%	36,202	6.9%
\$650-\$699	211	8.2%	1,954	6.0%	35,062	6.7%
\$700-\$749	123	4.8%	2,495	7.7%	33,636	6.4%
\$750-\$799	143	5.5%	2,605	8.0%	30,874	5.9%
\$800-\$899	218	8.4%	4,703	14.5%	52,181	9.9%
\$900-\$999	155	6.0%	3,694	11.4%	37,179	7.1%
\$1,000-\$1,249	210	8.1%	3,941	12.1%	46,875	8.9%
\$1,250-\$1,499	14	0.5%	1,026	3.2%	17,686	3.4%
\$1,500-\$1,999	28	1.1%	728	2.2%	10,925	2.1%
\$2,000 or More	33	1.3%	255	0.8%	5,165	1.0%
No Cash Rent	<u>59</u>	<u>2.3%</u>	<u>2,531</u>	<u>7.8%</u>	<u>57,141</u>	<u>10.9%</u>
TOTAL	2,584	100.0%	32,457	100.0%	524,492	100.0%
Median Rent - 2000	\$505		\$594		\$510	
Median Rent - 2010	\$590		\$788		\$701	
Percent Change 2000 - 2010	16.8%		32.7%		37.5%	

Source: U.S. Census Bureau, Census 2000, American Community Survey 2006-2010 (Tables B25063, B25064)

In reference to the number of rent-overburdened households, the City of Conway has 906 households or 35.0% contributing 35% or more of their household income to gross rent. Therefore, approximately one-third of the income-qualified households in the City of Conway would be considered overburdened. In reference to the number of rent-overburdened households in Horry County, there are 12,494 households or 38.4% contributing 35% or more of their household income to gross rent. Therefore, approximately one-third of the income-qualified households in Horry County would be considered overburdened.

TABLE 22
DISTRIBUTION OF GROSS RENT
AS A PERCENTAGE OF
HOUSEHOLD INCOME
City of Conway – Horry County – South Carolina
American Community Survey 2006-2010

	Conway		Horry County		South Carolina	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Less Than 10 Percent	144	5.6%	939	2.9%	19,368	3.7%
10 to 14 Percent	175	6.8%	2,089	6.4%	42,978	8.2%
15 to 19 Percent	317	12.3%	4,019	12.4%	59,375	11.3%
20 to 24 Percent	441	17.1%	4,247	13.1%	57,325	10.9%
25 to 29 Percent	345	13.4%	3,204	9.9%	52,746	10.1%
30 to 34 Percent	149	5.8%	2,525	7.8%	38,995	7.4%
35 to 39 Percent	220	8.5%	2,336	7.2%	31,457	6.0%
40 to 49 Percent	244	9.4%	2,904	8.9%	40,722	7.8%
50 Percent or More	442	17.1%	7,254	22.3%	112,717	21.5%
Not Computed	<u>107</u>	<u>4.1%</u>	<u>2,940</u>	<u>9.1%</u>	<u>68,809</u>	<u>13.1%</u>
TOTAL	2,584	100.0%	32,457	100.0%	524,492	100.0%

Source: U.S. Census Bureau, American Community Survey 2006-2010 (Table B25070)

According to the 2006-2010 American Community Survey, less than 4.0% of the renter-occupied housing units in the City of Conway lack complete plumbing and / or kitchen facilities. Within Horry County, 0.6% of the renter-occupied housing units lack complete plumbing facilities, while 1.3% lack kitchen facilities. The median number of rooms for the City of Conway area and Horry County ranges from 5.8 to 6.1, approximately a four-bedroom unit within owner-occupied housing; and ranges from 4.1 to 4.2 median rooms, or approximately a two-bedroom unit within renter-occupied housing.

TABLE 23
HOUSING QUALITY
City of Conway – Horry County – South Carolina
American Community Survey 2006-2010

	Conway		Horry County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied Housing Units						
Lacking Plumbing Facilities	12	0.3%	276	0.3%	4,511	0.4%
Lacking Kitchen Facilities	0	0.0%	249	0.3%	3,973	0.3%
Number of Rooms						
Three or less	22	0.6%	3,267	4.1%	23,339	1.9%
Four	223	5.9%	10,115	12.7%	105,521	8.7%
Five	1,128	29.8%	21,532	27.1%	283,295	23.3%
Six or more	<u>2,418</u>	<u>63.8%</u>	<u>44,686</u>	<u>56.1%</u>	<u>805,347</u>	<u>66.1%</u>
TOTAL	3,791	100.0%	79,600	100.0%	1,217,502	100.0%
Median Rooms	6.1		5.8		6.2	
Renter-Occupied Housing Units						
Lacking Plumbing Facilities	88	3.4%	193	0.6%	3,837	0.7%
Lacking Kitchen Facilities	65	2.5%	407	1.3%	6,344	1.2%
Number of Rooms						
Three or less	872	33.7%	9,004	27.7%	95,236	18.2%
Four	728	28.2%	10,011	30.8%	165,863	31.6%
Five	406	15.7%	7,833	24.1%	140,125	26.7%
Six or more	<u>578</u>	<u>22.4%</u>	<u>5,609</u>	<u>17.3%</u>	<u>123,268</u>	<u>23.5%</u>
TOTAL	2,584	100.0%	32,457	100.0%	524,492	100.0%
Median Rooms	4.1		4.2		4.5	

* Rooms excluding bathrooms, porches, balconies, foyers, hallways or half-rooms

† Three rooms = 1 or less bedroom, Four rooms - 2 bedrooms, Five rooms - 3 bedrooms, etc.

Source: U.S. Census Bureau, American Community Survey 2006-2010 (Tables B25020, B25021, B25049, B25053)

Mobility patterns from the 2006-2010 American Community Survey revealed that within the City of Conway area, 25.3% of the occupants in owner-occupied housing units and 66.6% of the occupants in renter-occupied housing units have moved within the past five years. For Horry County, 28.1% of the occupants in owner-occupied units and 72.6% of the occupants in renter-occupied units have moved within the past five years. In the City of Conway area, the average occupancy period for renter-occupied housing is 5.5 years, as compared to 4.5 years in Horry County. The average occupancy period for owner-occupied housing is 16.9 years in the City of Conway and somewhat lower in Horry County at 12.1 years.

TABLE 24
**MOBILITY PATTERNS
 BY HOUSING UNIT**
 City of Conway – Horry County – South Carolina
 American Community Survey 2006-2010

	Conway		Horry County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied Housing Units						
Moved in 2005 or Later	958	25.3%	22,352	28.1%	270,544	22.2%
Moved in 2000-2004	744	19.6%	22,287	28.0%	279,744	23.0%
Moved in 1990-1999	794	20.9%	20,265	25.5%	312,278	25.6%
Moved in 1980-1989	443	11.7%	7,612	9.6%	148,150	12.2%
Moved in 1970-1979	344	9.1%	4,352	5.5%	112,214	9.2%
Moved in 1969 or earlier	<u>508</u>	<u>13.4%</u>	<u>2,732</u>	<u>3.4%</u>	<u>94,572</u>	<u>7.8%</u>
TOTAL	3,791	100.0%	79,600	100.0%	1,217,502	100.0%
Average Years	16.9		12.1		15.5	
Renter-Occupied Housing Units						
Moved in 2005 or Later	1,722	66.6%	23,568	72.6%	345,353	65.8%
Moved in 2000-2004	530	20.5%	5,879	18.1%	105,815	20.2%
Moved in 1990-1999	202	7.8%	2,104	6.5%	45,423	8.7%
Moved in 1980-1989	74	2.9%	568	1.8%	14,036	2.7%
Moved in 1970-1979	26	1.0%	142	0.4%	6,507	1.2%
Moved in 1969 or earlier	<u>30</u>	<u>1.2%</u>	<u>196</u>	<u>0.6%</u>	<u>7,358</u>	<u>1.4%</u>
TOTAL	2,584	100.0%	32,457	100.0%	524,492	100.0%
Average Years	5.5		4.5		5.7	

Source: U.S. Census Bureau, American Community Survey 2006-2010 (Table B25038)

The average age of householders in 2010 was 39.7 years for renter-occupied housing in the City of Conway, with 48.5% of the renter base below the age of 35. In Horry County, the average age of householders for renter-occupied housing was 43.1 years.

TABLE 25
HOUSING UNITS
BY AGE OF HOUSEHOLDER
City of Conway – Horry County – South Carolina
Census 2010

	Conway		Horry County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied Housing Units						
Under 25 Years	100	2.9%	1,057	1.4%	17,132	1.4%
25 to 34 Years	428	12.2%	6,767	8.8%	127,978	10.2%
35 to 44 Years	465	13.3%	10,866	14.1%	208,648	16.7%
45 to 54 Years	681	19.4%	14,494	18.8%	271,475	21.7%
55 to 59 Years	377	10.8%	8,274	10.7%	138,407	11.1%
60 to 64 Years	386	11.0%	9,784	12.7%	139,143	11.1%
65 to 74 Years	575	16.4%	15,595	20.3%	200,422	16.0%
75 to 84 Years	372	10.6%	8,184	10.6%	111,323	8.9%
85 Years and Older	<u>121</u>	<u>3.5%</u>	<u>1,976</u>	<u>2.6%</u>	<u>34,277</u>	<u>2.7%</u>
TOTAL	3,505	100.0%	76,997	100.0%	1,248,805	100.0%
Average Age	55.2		56.9		54.9	
Renter-Occupied Housing Units						
Under 25 Years	833	30.7%	4,974	14.1%	71,339	12.9%
25 to 34 Years	484	17.8%	8,605	24.4%	139,948	25.3%
35 to 44 Years	410	15.1%	6,922	19.6%	107,375	19.4%
45 to 54 Years	379	14.0%	6,177	17.5%	96,611	17.5%
55 to 59 Years	153	5.6%	2,382	6.8%	37,837	6.8%
60 to 64 Years	142	5.2%	1,920	5.5%	29,875	5.4%
65 to 74 Years	177	6.5%	2,375	6.7%	35,816	6.5%
75 to 84 Years	101	3.7%	1,205	3.4%	21,381	3.9%
85 Years and Older	<u>37</u>	<u>1.4%</u>	<u>668</u>	<u>1.9%</u>	<u>12,194</u>	<u>2.2%</u>
TOTAL	2,716	100.0%	35,228	100.0%	552,376	100.0%
Average Age	39.7		43.1		43.5	

Source: U.S. Census Bureau, 2010 Census Summary File 1

In 2010, households with one or two people totaled 63.7% for owner-occupied units and 53.6% for renter-occupied units within the City of Conway. Horry County households with one or two people totaled 68.8% for units occupied by owners and 60.3% for units occupied by renters. The average number of persons per household in renter-occupied units was 2.59 and 2.47, for the City of Conway and Horry County, respectively. Within owner-occupied units, the average number of persons per household was slightly higher in the City of Conway at 2.40 compared to 2.33 in Horry County.

TABLE 26
HOUSING UNITS
BY PER PERSON
City of Conway – Horry County – South Carolina
Census 2010

	Conway		Horry County		South Carolina	
	Number	Percent	Number	Percent	Number	Percent
Owner-Occupied Housing Units						
1-Person Household	890	25.4%	19,165	24.9%	289,689	23.2%
2-Person Household	1,342	38.3%	33,799	43.9%	477,169	38.2%
3-Person Household	615	17.5%	11,316	14.7%	210,222	16.8%
4-Person Household	399	11.4%	7,888	10.2%	164,774	13.2%
5-Person Household	179	5.1%	3,158	4.1%	69,110	5.5%
6-Person Household	56	1.6%	1,021	1.3%	24,016	1.9%
7-Person Household	<u>24</u>	<u>0.7%</u>	<u>650</u>	<u>0.8%</u>	<u>13,825</u>	<u>1.1%</u>
TOTAL	3,505	100.0%	76,997	100.0%	1,248,805	100.0%
AVERAGE	2.40		2.33		2.51	
Renter-Occupied Housing Units						
1-Person Household	746	27.5%	10,943	31.1%	188,205	34.1%
2-Person Household	708	26.1%	10,271	29.2%	146,250	26.5%
3-Person Household	534	19.7%	6,184	17.6%	93,876	17.0%
4-Person Household	503	18.5%	4,340	12.3%	67,129	12.2%
5-Person Household	130	4.8%	2,148	6.1%	33,904	6.1%
6-Person Household	60	2.2%	816	2.3%	13,817	2.5%
7-Person Household	<u>35</u>	<u>1.3%</u>	<u>526</u>	<u>1.5%</u>	<u>9,195</u>	<u>1.7%</u>
TOTAL	2,716	100.0%	35,228	100.0%	552,376	100.0%
AVERAGE	2.59		2.47		2.45	

Source: U.S. Census Bureau, 2010 Census Summary File 1

VI. MODERN APARTMENT SURVEY

A. RENTAL MARKET

The following information and analysis is data collected from a field survey of the modern apartments in the City of Conway, South Carolina PMA in March 2015, field analysts with National Land Advisory Group. Every family and senior, market-rate and LIHTC apartment development with 12-units (+/-) or more were surveyed by age, unit amenities, square feet (when available), vacancies, rents, utilities, deposits, project amenities and tenant mix. The collected data includes the following:

- ◆ A distribution of both market rate and government subsidized developments by unit mix and vacancy.
- ◆ An analysis of apartment building trends, which includes the number of units, percent distribution, cumulative units, and vacancy rate by year built.
- ◆ A rent and vacancy analysis for studio, 1, 2, 3 and 4 bedroom units, which contains a distribution of units and vacancies by net rent ranges, when available.
- ◆ A project information analysis on each project, listed individually.
- ◆ There are some duplexes in the market area that have not been included in this survey analysis.
- ◆ The project rating given to each apartment development surveyed is a direct relationship between the physical characteristics and three common variables found at each development: unit amenities, development amenities and physical appearance (subjective in nature). For reference, the analysis will summarize these factors to a total of 1 to 10, with 1 being low quality and 10 being an excellent quality rating.

- ◆ The following is a breakdown of the surveyed developments:

TABLE 27

**DISTRIBUTION OF
MARKET RATE, TAX CREDIT AND GOVERNMENT SUBSIDIZED
APARTMENT UNITS AND VACANCIES
Conway, South Carolina
March 2015**

<u>MARKET RATE</u>	<u>UNITS</u>		<u>VACANCIES</u>	
	Number	Percent	Number	Percent
Studio	-	-	-	-
One-Bedroom	21	9.4%	0	0.0%
Two-Bedroom	162	72.6%	3	1.9%
Three-Bedroom	40	17.9%	4	10.0%
Four-Bedroom	-	-	-	-
TOTAL	223	100.0%	7	3.1%

<u>TAX CREDIT</u>	Number	Percent	Number	Percent
Studio	-	-	-	-
One-Bedroom	-	-	-	-
Two-Bedroom	84	40.0%	0	0.0%
Three-Bedroom	114	54.3%	0	0.0%
Four-Bedroom	12	5.7%	0	0.0%
TOTAL	210	100.0%	0	0.0%

<u>GOVERNMENT SUBSIDIZED</u>	Number	Percent	Number	Percent
Studio	-	-	-	-
One-Bedroom	278	33.6%	0	0.0%
Two-Bedroom	352	42.6%	0	0.0%
Three-Bedroom	150	18.1%	0	0.0%
Four-Bedroom	47	5.7%	0	0.0%
TOTAL	827	100.0%	0	0.0%

- ◆ The Conway market area consists of market-rate, LIHTC and government subsidized rental housing units. Approximately (17.7%) of the units are market-rate with a 3.1% vacancy rate. Approximately 16.7% of the units are under the LIHTC program and 65.6% are under a government subsidized program, both with a non-existent vacancy rates. Several of the developments have a combination of LIHTC and government subsidized units with a non-existent vacancy rate.

- ◆ The Conway area had a large majority of the units built before 1985, representing approximately 45.3%. The most recent units have been built in 2009, representing 4.2% of the rental unit base surveyed.
- ◆ The Conway area has a 10.1 average annual release over the past ten years.

TABLE 28

MULTI-FAMILY CONSTRUCTION TRENDS
Conway, South Carolina PMA
1970-2015

<u>YEAR OF PROJECT OPENING</u>	<u>NUMBER OF UNITS</u>	<u>PERCENT DISTRIBUTION</u>	<u>CUMULATIVE UNITS</u>
Before 1970	150	11.9%	150
1970 – 1974	90	7.1%	240
1975 – 1979	32	2.5%	272
1980 – 1984	300	23.8%	572
1985 – 1989	148	11.7%	720
1990 – 1994	80	6.3%	800
1995 – 1999	250	19.8%	1,050
2000 – 2004	109	8.7%	1,159
2005	-	-	1,159
2006	-	-	1,159
2007	48	3.8%	1,207
2008	-	-	1,207
2009	53	4.2%	1,260
2010	-	-	1,260
2011	-	-	1,260
2012	-	-	1,260
2013	-	-	1,260
2014	-	-	1,260
2015	-	-	1,260
TOTAL	1,260	100.0%	

AVERAGE ANNUAL RELEASE OF UNITS: 2005-2014 **10.1**

- ◆ The following is a distribution of market-rate and LIHTC unit net rents. Net rents for market rate units include water, sewer, and trash removal. The adjusted net rent is determined by subtracting the owner-paid utilities such as gas, electric, heat and cable TV from the quoted rents, as well as adding tenant-paid water, sewer, and trash removal.

TABLE 29

**RENT AND VACANCY ANALYSIS
ONE-BEDROOM MARKET RATE & LIHTC UNITS
Conway, South Carolina
March 2015**

<u>Net Rent</u>	<u>TOTAL UNITS</u>		<u>VACANCIES</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
\$725	5	23.8%	0	0.0%
\$450	16	76.2%	0	0.0%
TOTAL	21	100.0%	0	0.0%

MEDIAN RENT: \$450

TABLE 30

**RENT AND VACANCY ANALYSIS
TWO-BEDROOM MARKET RATE & LIHTC UNITS
Conway, South Carolina
March 2015**

<u>Net Rent</u>	<u>TOTAL UNITS</u>		<u>VACANCIES</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
\$850	42	17.1%	0	0.0%
\$699	92	37.4%	3	3.3%
\$525 - \$590	112	45.5%	0	0.0%
TOTAL	246	100.0%	3	1.2%

MEDIAN RENT: \$699

TABLE 31

**RENT AND VACANCY ANALYSIS
THREE-BEDROOM MARKET RATE & LIHTC UNITS
Conway, South Carolina
March 2015**

<u>Net Rent</u>	<u>TOTAL UNITS</u>		<u>VACANCIES</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
\$1,150	6	3.9%	0	0.0%
\$799	88	57.1%	1	1.1%
\$600 - \$681	36	23.4%	3	8.3%
\$522	24	15.6%	0	0.0%
TOTAL	154	100.0%	4	2.6%

MEDIAN RENT: \$799

TABLE 32

RENT AND VACANCY ANALYSIS
FOUR-BEDROOM MARKET RATE & LIHTC UNITS
Conway, South Carolina
March 2015

<u>Net Rent</u>	<u>TOTAL UNITS</u>		<u>VACANCIES</u>	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
\$591 - \$754	12	100.0%	0	0.0%
TOTAL	12	100.0%	0	0.0%

MEDIAN RENT: \$673

- ◆ The Conway area median rents are \$450 for a one-bedroom unit, \$699 for a two-bedroom unit, \$799 for a three-bedroom unit and \$673 for a four-bedroom unit.
- ◆ The Conway area has no elderly-orientated developments. However, several of the area developments have an elderly base of tenants in the units. The other surveyed government subsidized, LIHTC and market-rate developments are family-orientated.
- ◆ The vacancies for family-orientated units are somewhat low in the market area, with a majority of the developments having between 95.0% and 100.0% occupancy rates.
- ◆ Interviews were conducted with apartment community managers, Realtors and property owners regarding the rent ranges of rental units scattered throughout the Conway. There are some rental units located in the Conway area which are not part of the traditional apartment communities. In a review of these housing alternatives within the Conway market area, it was noted that there are several alternative rentals, including duplexes, tri-plexes, units above commercial store fronts and single-family residences.
- ◆ The following is an estimation of the rents for these types of facilities:

Studio	\$275-\$375
One-Bedroom	\$400-\$550
Two-Bedroom	\$475-\$675
Three-Bedroom	\$550-\$790

- ◆ The following is the modern apartment survey; a summary of this survey has been included in the conclusion section of this report.

B. LOW INCOME HOUSING TAX CREDIT PROJECTS

- ◆ Under the South Carolina SHFDA guidelines, seven developments within the Conway market area that have received LIHTC allocations since 1998, and have been included within this analysis, if within our market area. The following is the LIHTC development:

<u>DEVELOPMENT</u>	<u>YEAR</u>	<u>TYPE</u>	<u>UNITS</u>
Blackwater Cove (#3) *	1996	Family	30
Crabtree Commons (#4) *	2007	Family	48
North Oaks (#6) *	2010	Family	44
Bells Bay Landing	2000	Family	60
Cornerstone Commons	1997-99	Family	150 (180)
Raintree Apartments (#18) *	1984	Family	40
Crane Creek (#22) *	1982	Family	56

*Additional government subsidies

- ◆ All seven LIHTC developments, which have been included within our field survey section; are inside the Conway PMA.
- ◆ All seven of the developments have family-orientated units. However, some seniors are reported within the developments.
- ◆ The developments have a wide range of rents at AMI's. Five of the developments have additional government subsidies, including HUD and RD.
- ◆ Overall, the seven family developments contain 428 LIHTC units, of which there are no vacant or a 100.0% occupancy rate. The two non-subsidized developments contain 210 units with no vacancies or a 100% occupancy rate.

C. PUBLIC HOUSING AGENCY SURVEY

- ◆ Interviews were conducted with staff members at the South Carolina State County Housing Authority #3 (which oversees Conway), covering the HUD programs for Horry County.
- ◆ An interview with the staff at the Housing Authority for the Town of Conway office indicated that they have allocated over 300 households in the Section 8 Certificate and Voucher programs for Horry County, of which a majority are leased. Additionally, an interview with the Housing Authority of the Town of Conway staff indicated that there are over 438 family and elderly (one-bedroom) participants on a waiting list for housing. The list has been screened to include only qualified individuals and families.
- ◆ In accordance with the guidelines established for the LIHTC application and plan for the South Carolina State Housing Finance and Development Authority contact was initiated with the local governing public housing agency. Contact was made with Ms. Shaquita Richardson, Section 8 Coordinator.

- ◆ The general consensus is the demand for affordable family housing is great in Horry County. When told this proposed development will be for family housing, the authority was receptive to the idea noting such a development might fill a specific demand for the waiting list in the market.

D. PLANNED OR PROPOSED DEVELOPMENT

- ◆ Additionally, according to local governmental officials, no other rental developments have submitted formal plans for development for the subject site area of the City of Conway. It must be noted that the City of Conway has not been active in the multi-family development area.

E. AREA INTERVIEWS

In conducting the field analysis of the rental housing market in the City of Conway, South Carolina interviews were conducted with an array of government officials, several realtors, the Housing Authority and some of the apartment managers of the City of Conway to gather their thought on the need for senior oriented affordable rental housing in the area. Telephone interviews were conducted over a period of time between March 1, 2015 and March 20, 2015. A visit to the site and to the comparable rental properties was made on the week of March 9, 2015.

It should first be noted, on our recent visit to Conway and the subsequent in-depth review of the rental properties in Conway, there appears to be a shortage of “strictly senior” housing in the area. This is a general sentiment expressed by all those interviewed. The City of Conway (843-248-1750), Debbie Smith, the City Clerk and Billy Joe Sawyer, a Building Official, noted a strong need and demand for senior housing.

Carol Zegarowski and Shaquita Richardson of the Housing Authority of Conway (843-248-7327) both expressed a need for affordable housing exclusively for the elderly. They noted construction of new senior housing in the area has not kept pace with the growing demand over the recent years. They pointed to long waiting lists for affordable senior

living units throughout the entire county. They actually noted the need for affordable housing for all age groups. "All one has to do is look at the numbers on the waiting list and length of time spent on the waiting list," one source was quoted as saying, and you can see that the need for new, affordable housing is great.

Area realtors (Ray Realtors 846-248-6363) noted they would like to see affordable housing built but without government assistance. The needs of the elderly tenant not needing government assistance have not adequately been met. While there is housing available, lack of amenities and security as well as the deferred maintenance make these developments less than desirable. New housing with amenities and security would lease-up in no time according to one realtor and would be a welcome addition to the rental stock currently available.

We observed plenty of subsidized housing and student oriented housing but a relatively small number of senior housing rental units. Christie, manager of the North Oaks Apartments (843-248-9191), as well as other rental managers indicated a need for senior type housing. The population of the area is growing rapidly with a large influx of retirees seeking housing. As yet there is not enough affordable housing to meet the constantly growing demand put forth by the ever burgeoning growth in the elder population.

F. COMPARABLE PROPERTIES AND ACHIEVABLE RENTS

In a review of comparable properties and achievable rent adjustments in the Conway Primary Market Area, it was noted that there are no elderly developments that would be considered as most comparable to the product. However, there are four family developments in the Town of Conway that have a significant elderly tenant base to review as comparables for the subject site. Because of the lack of product in the immediate area, these developments were used for comparison purposes. The following are a review of these developments and rent adjustments to the proposed subject site.

<u>Project #</u>	<u>Name</u>	<u># Units</u>	<u>Occupancy</u>	<u>Type</u>	<u>Year</u>
1.	Patriot Place	64	95.3%	MR	1980
10.	Cornerstone Commons	180	97.8%	MR	1997-98
11.	Conwayborough	40	100.0%	MR	1998
21.	Patriot's Hollow	53	100.0%	MR	2009

As noted, within the four competitive developments, a total of 337-units exist with 7 vacant units or an overall 97.9% occupancy rate.

The rent comparisons for the competitive analysis were based on the following: building structure, year built or renovated, overall quality rating, area/neighborhood rating, square footage, number of bathrooms, appliances, unit amenities, project amenities, utilities, on-site management, furnished units, etc. (see Rent Comparison Chart):

<u>RENT ADJUSTMENTS</u>			
<u>Project #</u>	<u>Name</u>	<u>One-Bedroom</u>	<u>Two-Bedroom</u>
1.	Patriot Place	\$555	\$655
10.	Cornerstone Commons	-	\$693
11.	Conwayborough	-	\$604
21.	Patriot's Hollow	\$752	\$877
Average (Net)		\$654	\$707
Subject Site		\$435-\$465	\$514-\$550

It should be noted that the average of the achievable comparable net one-bedroom unit is \$645, somewhat higher than the adjusted proposed \$435-\$465 (50%-60% AMI) average net rent. The proposed one-bedroom rent represents 66.5%-71.1% of the average comparable one-bedroom rent in the market area. It should be noted that the average of the achievable comparable net two-bedroom unit is \$707, somewhat higher than the adjusted proposed \$514-\$550 (50%-60% AMI) average net rent. The proposed two-bedroom rent represents 72.7%-77.8% of the average comparable two-bedroom rent in the market area. When reviewing the comparable developments, the proposed rents are within the appropriate rent differentials. Therefore, based on the current existing rental market, the proposed development would be a value in the market area.

Rent Comparability Grid

Unit Type →

One-Bedroom

Subject's FHA #:

Subject		Comp #1		Comp #2		Comp #3		Comp #4	
Project Name		Patroit Place		Conerstone Commons		Conwayborough		Patroit's Hollow	
Street Address		1118 Boundary		204 Legacy Way		1204 12th Ave		300 Patroits Hollow	
City/County		Conway		Conway		Conway		Conway	
A	Rents Charged	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
1	\$ Last Rent / Restricted?	\$450						\$725	
2	Date Last Leased (mo/yr)								
3	Rent Concessions								
4	Occupancy for Unit Type	100%						100%	
5	Effective Rent & Rent/ sq. ft	\$450	0.52					\$725	0.91
<i>In Parts B thru E, adjust only for differences the subject's market values.</i>									
B	Design, Location, Condition	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
6	Structure / Stories	2		3		2		3	(\$15)
7	Yr. Built/Yr. Renovated	2017	\$37	1997-99		1998		2009	\$8
8	Condition /Street Appeal	G		G		G		G	
9	Neighborhood	G		G		G		G	
10	Same Market? Miles to Subj	G		G		G		G	
C	Unit Equipment/ Amenities	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
11	# Bedrooms	1						1	
12	# Baths	1						1	
13	Unit Interior Sq. Ft.	750	\$2					800	\$5
14	Balcony/ Patio	X	\$6	X				X	
15	AC: Central/ Wall	X	\$10	X		X		X	
16	Range/ refrigerator	XX		XX		XX		XX	
17	Microwave/ Dishwasher	XX	\$6	XX		X		X	\$6
18	Washer/Dryer Hook-up	X	\$6	S				X	
19	Washer/Dryer							X	
20	Floor Coverings	X	\$6	S				X	
21	Window Coverings	X	\$4	X		X		X	
22	Cable/ Satellite/Internet								
23	Special Features	XX	\$8						\$8
D	Site Equipment/ Amenities	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
24	Parking (\$ Fee)								
25	Extra Storage			X					
26	Security								
27	Clubhouse/ Meeting Rooms	XX	\$10	XX				XX	
28	Pool/ Recreation Areas	X		X		X			\$5
29	Laundry Room	X		X		X			\$10
30	On Site Mgmt Office	X	\$10	X		X		X	
31	Other								
32	Neighborhood Networks								
E	Utilities	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
33	Heat (in rent?/ type)	T-E		T-E		T-E		T-E	
34	Cooling (in rent?/ type)	I-E		T-E		T-E		L-E	
35	Cooking (in rent?/ type)	T-E		T-E		T-E		L-E	
36	Hot Water (in rent?/ type)	I-E		T-E		T-E		L-E	
37	Other Electric								
38	Cold Water/ Sewer	L		T		L		L	
39	Trash /Recycling	L		L		L		L	
F	Adjustments Recap	Pos	Neg	Pos	Neg	Pos	Neg	Pos	Neg
40	# Adjustments B to D							6	1
41	Sum Adjustments B to D							\$42	(\$15)
42	Sum Utility Adjustments								
43	Net/ Gross Adjmts B to E							\$27	\$37
G	Adjusted & Market Rents	Adj. Rent		Adj. Rent		Adj. Rent		Adj. Rent	
44	Adjusted Rent (5+ 43)	\$555						\$752	
45	Adj Rent/Last rent		123%						104%
46	Estimated Market Rent	\$654		← Estimated Market Rent					

Appraiser's Signature _____ Date _____

Attached are explanations of:

a. why & how each adjustment was made
b. how market rent was derived from adjusted rents

Rent Comparability Grid

Unit Type →

Two-Bedroom

Subject's FHA #:

Subject		Comp #1		Comp #2		Comp #3		Comp #4	
Project Name		Patroit Place		Conerstone Commons		Conway bough		Patroit's Hollow	
Street Address		1118 Boundary		204 Legacy Way		1204 12th Ave		300 Patroits Hollow	
City County		Conway		Conway		Conway		Conway	
A	Rents Charged	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
1	\$ Last Rent / Restricted?	\$550		\$699		\$525		\$850	
2	Date Last Leased (mo/yr)								
3	Rent Concessions								
4	Occupancy for Unit Type	100%		98%		100%		100%	
5	Effective Rent & Rent/ sq. ft	\$550	0.590763	\$699	0.65	\$525	.58-.62	\$850	0.85
<i>In Parts B thru E, adjust only for differences the subject's market values.</i>									
B	Design, Location, Condition	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
6	Structure / Stories	2		3	(\$15)	2		3	(\$15)
7	Yr. Built/Yr. Renovated	2017	\$37	1997-99	\$19	1998	\$19	2009	\$8
8	Condition /Street Appeal	G		G		G		G	
9	Neighborhood	G		G		G		G	
10	Same Market? Miles to Subj	G		G		G		G	
C	Unit Equipment/ Amenities	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
11	# Bedrooms	2		2		2		2	
12	# Baths	1.75		2		1	\$10	2	
13	Unit Interior Sq. Ft.	950	\$2	1080	(\$13)	850-900	\$8	1000	\$5
14	Balcony/ Patio	X	\$6	X		X	\$6	X	
15	AC: Central/ Wall	X	\$10	X		X		X	
16	Range/ refrigerator	XX		XX		XX		XX	
17	Microwave/ Dishwasher	XX	\$6	XX		X	\$6	X	\$6
18	Washer/Dryer Hook-up	X	\$6	S			\$6	X	
19	Washer/Dryer							X	
20	Floor Coverings	X	\$6	S			\$6	X	
21	Window Coverings	X	\$4	X		X		X	
22	Cable/ Satellite/Internet								
23	Special Features	XX	\$8		\$8		\$8		\$8
D	Site Equipment/ Amenities	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
24	Parking (\$ Fee)								
25	Extra Storage			X	(\$5)				
26	Security								
27	Clubhouse/ Meeting Rooms	XX	\$10	XX			\$10	XX	
28	Pool/ Recreation Areas	X		X		X			\$5
29	Laundry Room	X		X		X			\$10
30	On Site Mgmt Office	X	\$10	X		X		X	
31	Other								
32	Neighborhood Networks								
E	Utilities	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
33	Heat (in rent?/ type)	I-E		T-E		I-E		L-E	
34	Cooling (in rent?/ type)	I-E		T-E		I-E		L-E	
35	Cooking (in rent?/ type)	I-E		T-E		T-E		L-E	
36	Hot Water (in rent?/ type)	T-E		T-E		T-E		L-E	
37	Other Electric								
38	Cold Water/ Sewer	L		T		I		L	
39	Trash/ Recycling	L		I		L		L	
F	Adjustments Recap	Pos	Neg	Pos	Neg	Pos	Neg	Pos	Neg
40	# Adjustments B to D	11		2	3	9		6	1
41	Sum Adjustments B to D	\$105		\$27	(\$33)	\$79		\$42	(\$15)
42	Sum Utility Adjustments								
		Net	Gross	Net	Gross	Net	Gross	Net	Gross
43	Net/ Gross Adjmts B to E	\$105	\$105	(\$6)	\$60	\$79	\$79	\$27	\$57
G	Adjusted & Market Rents	Adj. Rent		Adj. Rent		Adj. Rent		Adj. Rent	
44	Adjusted Rent (5+ 43)	\$655		\$693		\$604		\$877	
45	Adj Rent/Last rent		119%		99%		115%		103%
46	Estimated Market Rent	\$707		← Estimated Market Rent					

Appraiser's Signature _____ Date _____

Attached are explanations of :

a. why & how each adjustment was made
b. how market rent was derived from adjusted rents



NATIONAL LAND ADVISORY GROUP

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**APARTMENT
FIELD SURVEY**

INDIVIDUAL SUMMARY



PROJECT DESCRIPTION AND INFORMATION

Conway, South Carolina

March 2015

Apartment Project #	Project Name	Address	City, State	Phone Number	Contact	Year Built	Project Type	Quality Rating	Total Units	Total Vacant	Percent Occupied
1	Patriot Place	1118 Boundary St	Conway, SC	(843) 834-4031	Tim	1980	MR	6.5	64	3	95.3%
2	Darden Terrace	Duckett Street	Conway, SC	(843) 248-7327	Carol	1980	Gov't	6.0	100	0	100.0%
3	Blackwater Cove	1761 Ernest Finney Ave	Conway, SC	(843) 397-1432	Miss Haslett	1996	Gov't / LIHTC	7.0	30	0	100.0%
4	Crabtree Commons	301 El Bethel Rd	Conway, SC	(843) 369-7367	Enca	2007	Gov't / LIHTC	7.0	48	0	100.0%
5	Ray Realty	Pine Street	Conway, SC	(843) 248-6363	Ray Realty	1990	MR	7.5	38	0	100.0%
6	North Oaks	2501 Oak St Ext	Conway, SC	(843) 248-9191	Christie	2010 (r)	Gov't / LIHTC	6.5	44	0	100.0%
7	Bells Bay Landing	2321 Wright Blvd	Conway, SC	(843) 397-7024	Tammy	2000	LIHTC	8.0	60	0	100.0%
8	Gate Bay I & II	1200 Creel St	Conway, SC	(843) 248-7192	Tanya	1988	Gov't	7.0	102	0	100.0%
9	The Oaks Apartments	1002 Pine St	Conway, SC	(843) 248-7388	Lisa	1990	Gov't	7.5	44	0	100.0%
10	Cornerstone Commons	204 Legacy Way	Conway, SC	(843) 347-2185	Bonnie	1997/1999	LIHTC / MR	8.0	180	4	97.8%
11	Conwayborough Apartments	1204 12th Ave	Conway, SC	(843) 248-6724	Pam	1998	MR	7.0	40	0	100.0%
12	Lee Haven	Holt Circle	Conway, SC	(843) 248-7327	Carol	1976	Gov't	6.5	32	0	100.0%
13	Sanders Village	Duckett Street	Conway, SC	(843) 248-7327	Carol	1972	Gov't	6.0	26	0	100.0%
14	Scattered Sites		Conway, SC	(843) 248-7327	Carol	1974	Gov't	6.0	20	0	100.0%
15	Holt Gardens	Neely Drive	Conway, SC	(843) 248-7327	Carol	1982	Gov't	6.5	40	0	100.0%
16	Huckabee Heights	Leonard Avenue	Conway, SC	(843) 248-7327	Carol	1960	Gov't	6.5	100	0	100.0%
17	EME Apartments	1911 Ninth Ave	Conway, SC	(843) 248-9286	Dorothy	1960	Gov't	7.0	50	0	100.0%
18	Raintree Apartments	500 Johnson St	Conway, SC	(843) 248-3525	Tarva	1984	Gov't / LIHTC	7.5	40	0	100.0%
19	Noel Villa Apartments	3300 9th Ave	Conway, SC	(843) 937-1501	Yvonne	2000	Gov't	7.5	49	0	100.0%
20	Shady Moss	1705 Shady Moss Ct	Conway, SC	(843) 397-5141	Christie	1988	Gov't	7.5	46	0	100.0%
21	Patriot's Hollow	300 Patriot's Hollow Way	Conway, SC	(843) 349-0015	Ronda	2009	MR	8.0	53	0	100.0%
22	Crane Creek	1519 Granger Rd	Conway, SC	(843) 248-4961	Niki	1982	Gov't / LIHTC	7.0	56	0	100.0%

**RENT AND VACANCY ANALYSIS BY
ONE-BEDROOM UNITS
Conway, South Carolina
March 2015**

Apartment Project #	Project Name	Style	Number	Vacant	Rent 1.0 Bath	Rent 1.5 Bath	Sq. Ft.
1	Patriot Place	G	16	0	\$450		860
2	Darden Terrace	G	28	0	*		
3	Blackwater Cove	G	10	0	\$534*		
4	Crabtree Commons						
5	Ray Realty						
6	North Oaks	G	12	0	\$451-490*		
7	Bells Bay Landing						
8	Gate Bay I & II	G	40	0	\$508-664*		583
9	The Oaks Apartments	G	20	0	\$527-853*		680
10	Cornerstone Commons						
11	Conwayborough Apartments						
12	Lee Haven	G	32	0	*		
13	Sanders Village						
14	Scattered Sites						
15	Holt Gardens	G	24	0	*		
16	Huckabee Heights	G	19	0	*		
17	EME Apartments						
18	Raintree Apartments	G	16	0	\$503-665*		670
19	Noel Villa Apartments	G	49	0	*		
20	Shady Moss	G	12	0	*		
21	Patriot's Hollow	G	5	0	\$725		
22	Crane Creek	G	16	0	\$471-558*		

**RENT AND VACANCY ANALYSIS BY
TWO-BEDROOM UNITS
Conway, South Carolina
March 2015**

Apartment Project #	Project Name	Style	Number	Vacant	Rent 1.0 Bath	Rent 1.5 Bath	Rent 2.0+ Bath	Sq. Ft.
1	Patriot Place	G	36	0		\$550		931
2	Darden Terrace	G	22	0	*			
3	Blackwater Cove	G	20	0	\$629*			
4	Crabtree Commons	G	24	0			\$375*	926
5	Ray Realty	TH	36	0	\$550-590			
6	North Oaks	G	32	0	\$537-576*			
7	Bells Bay Landing							
8	Gate Bay I & II	G	62	0	\$554-766*			817
9	The Oaks Apartments	G	24	0	\$557-754*			900
10	Cornerstone Commons	G	92	3			\$699	1080
11	Conwayborough Apartments	G	40	0	\$525			850-900
12	Lee Haven							
13	Sanders Village	TH	16	0	*			
14	Scattered Sites							
15	Holt Gardens	G	6	0	*			
16	Huckabee Heights	G	23	0	*			
17	EME Apartments	G	25	0	*			
18	Raintree Apartments	G	24	0	\$531-760*			868
19	Noel Villa Apartments							
20	Shady Moss	TH	34	0	*			
21	Patriot's Hollow	G	42	0			\$850	
22	Crane Creek	G	40	0	\$556-638*			

**RENT AND VACANCY ANALYSIS BY
THREE-BEDROOM UNITS
Conway, South Carolina
March 2015**

Apartment Project #	Project Name	Style	Number	Vacant	Rent 1.0 Bath	Rent 1.5 Bath	Rent 2.0+ Bath	Sq. Ft.
1	Patriot Place	G	12	3		\$600		
2	Darden Terrace	TH	32	0	*			
3	Blackwater Cove							
4	Crabtree Commons	G	24	0			\$415*	1197
5	Ray Realty							
6	North Oaks							
7	Bells Bay Landing	G	48	0			\$522-681	1153
8	Gate Bay I & II							
9	The Oaks Apartments							
10	Comerstone Commons	G	88	1			\$799	1323
11	Conwayborough Apartments							
12	Lee Haven							
13	Sanders Village	G	10	0		*		
14	Scattered Sites	TH	16	0		*		
15	Holt Gardens	G	8	0		*		
16	Huckabee Heights	TH	35	0		*		
17	EME Apartments	G	25	0		*		
18	Raintree Apartments							
19	Noel Villa Apartments							
20	Shady Moss							
21	Patriot's Hollow	G	6	0			\$1150	
22	Crane Creek							

**RENT AND VACANCY ANALYSIS BY
FOUR-BEDROOM UNITS
Conway, South Carolina
March 2015**

Apartment Project #	Project Name	Style	Number	Vacant	Rent 1.0 Bath	Rent 1.5 Bath	Rent 2.0+ Bath	Sq. Ft.
1	Patriot Place							
2	Darden Terrace	TH	18	0	*			
3	Blackwater Cove							
4	Crabtree Commons							
5	Ray Realty							
6	North Oaks							
7	Bells Bay Landing	G	12	0			\$591-754	1353
8	Gate Bay I & II							
9	The Oaks Apartments							
10	Cornerstone Commons							
11	Conwayborough Apartments							
12	Lee Haven							
13	Sanders Village							
14	Scattered Sites	G	4	0			*	
15	Holt Gardens	G	2	0			*	
16	Huckabee Heights	TH	23	0		*		
17	EME Apartments							
18	Raintree Apartments							
19	Noel Villa Apartments							
20	Shady Moss							
21	Patriot's Hollow							
22	Crane Creek							

UNIT AMENITIES
Conway, South Carolina
March 2015

Apartment Project #	Project Name	Range / Stove	Refrigerator	Dishwasher	Garbage Disposal	Microwave	Breakfast Bar	Other	Air Conditioning	Drapes / Blinds	Carpeting	Fireplace	Washer / Dryer	Washer / Dryer Hookups	Patio or Balcony	Ceiling Fans	Security Alarm	Walk-in Closet(s)	Handicapped Design	Other
		Kitchen Appliances								Unit Amenities										
1	Patriot Place	X	X	X																
2	Darden Terrace	X	X						X	X				X						
3	Blackwater Cove	X	X											X	X					
4	Crabtree Commons	X	X	X		X			X	X				X	X	X		X		coat closet
5	Ray Reaty	X	X	S					X		X			X						
6	North Oaks	X	X						X	X	X				X					
7	Bells Bay Landing	X	X	X	X				X	X	X			X						coat closet
8	Gate Bay I & II	X	X		X				X	X	X			X					S	
9	The Oaks Apartments	X	X						X	X				X						
10	Comerstone Commons	X	X	X	X	X			X	X	S			S	X	X				
11	Conwayborough Apartments	X	X	X	X			pantry	X	X										
12	Lee Haven	X	X						X					X						
13	Sanders Village	X	X											X						
14	Scattered Sites	X	X																	
15	Holt Gardens	X	X						X	X				X						
16	Huckabee Heights	X	X						X	X				X						
17	EME Apartments	X	X						X	X										
18	Raintree Apartments	X	X		X				X	X	X			X	X				S	
19	Noel Villa Apartments	X	X						X	X	X									
20	Shady Moss	X	X						X	X	X									
21	Patriot's Hollow	X	X	X	X				X	X	X		X	X	X					
22	Crane Creek	X	X						X		S									

PROJECT AMENITIES
Conway, South Carolina
March 2015

Apartment Project #	Project Name	Garages	Carports	Club House	Rental Office / Management	Community Room	Laundry Room	Playground	Sauna / Jacuzzi	Tennis Court	Basketball / Volleyball Court	Computer / Office Room	Swimming Pool	Exercise Room	Security Guardhouse / Gate	Elevator	Storage Areas	Picnic Area	Lake / Water Feature	Other
1	Patriot Place						X	X												
2	Darden Terrace							X												
3	Blackwater Cove																			
4	Crabtree Commons			X	X		X					X		X						
5	Ray Realty																			
6	North Oaks				X		X	X												
7	Bells Bay Landing			X	X		X	X					X							
8	Gate Bay I & II				X			X												
9	The Oaks Apartments				X			X												
10	Comerstone Commons			X	X		X	X						X			X			
11	Conwayborough Apartments				X		X	X												
12	Lee Haven				X															
13	Sanders Village																			
14	Scattered Sites																			
15	Holt Gardens																			
16	Huckabee Heights				X															
17	EME Apartments						X	X												
18	Raintree Apartments				X			X												
19	Noel Villa Apartments				X	X	X													
20	Shady Moss				X		X													
21	Patriot's Hollow			X	X						X			X				X		security patrol
22	Crane Creek				X		X													

UTILITY ANALYSIS
Conway, South Carolina
March 2015

Apartment Project #	Project Name	Electric	Heat			Water	Sewer	Trash	Cable	Internet Wired
			Gas	Electric	Hot Water					
1	Patriot Place	T		T		L	L	L	T	
2	Darden Terrace	T		T		L	L	L		
3	Blackwater Cove	T		T		T	T	L		
4	Crabtree Commons	T		T		T	T	T		T
5	Ray Realty	T		T		L (S) - T (S)	L (S) - T (S)	L	T	
6	North Oaks	T		T		T	T	L		
7	Bells Bay Landing	T		T		T	T	L		
8	Gate Bay I & II	T		T		L	L	L	T	T
9	The Oaks Apartments	L		L		L	L	L	T	T
10	Cornerstone Commons	T		T		T	T	L	T	T
11	Conwayborough Apartments	T		T		L	L	L	T	T
12	Lee Haven	T		T		T	T	L		
13	Sanders Village	T		T		L	L	L		
14	Scattered Sites	T		T		T	T	T		
15	Holt Gardens	T		T		T	T	L		
16	Huckabee Heights	T		T		T	T	L	T	
17	EME Apartments	T		T		L	L	L		
18	Raintree Apartments	T		T		L	L	L	T	T
19	Noel Villa Apartments	T		T		L	L	L	T	
20	Shady Moss	T		T		L	L	L		
21	Patriot's Hollow	L		L		L	L	L		
22	Crane Creek	T		T		L	L	L		

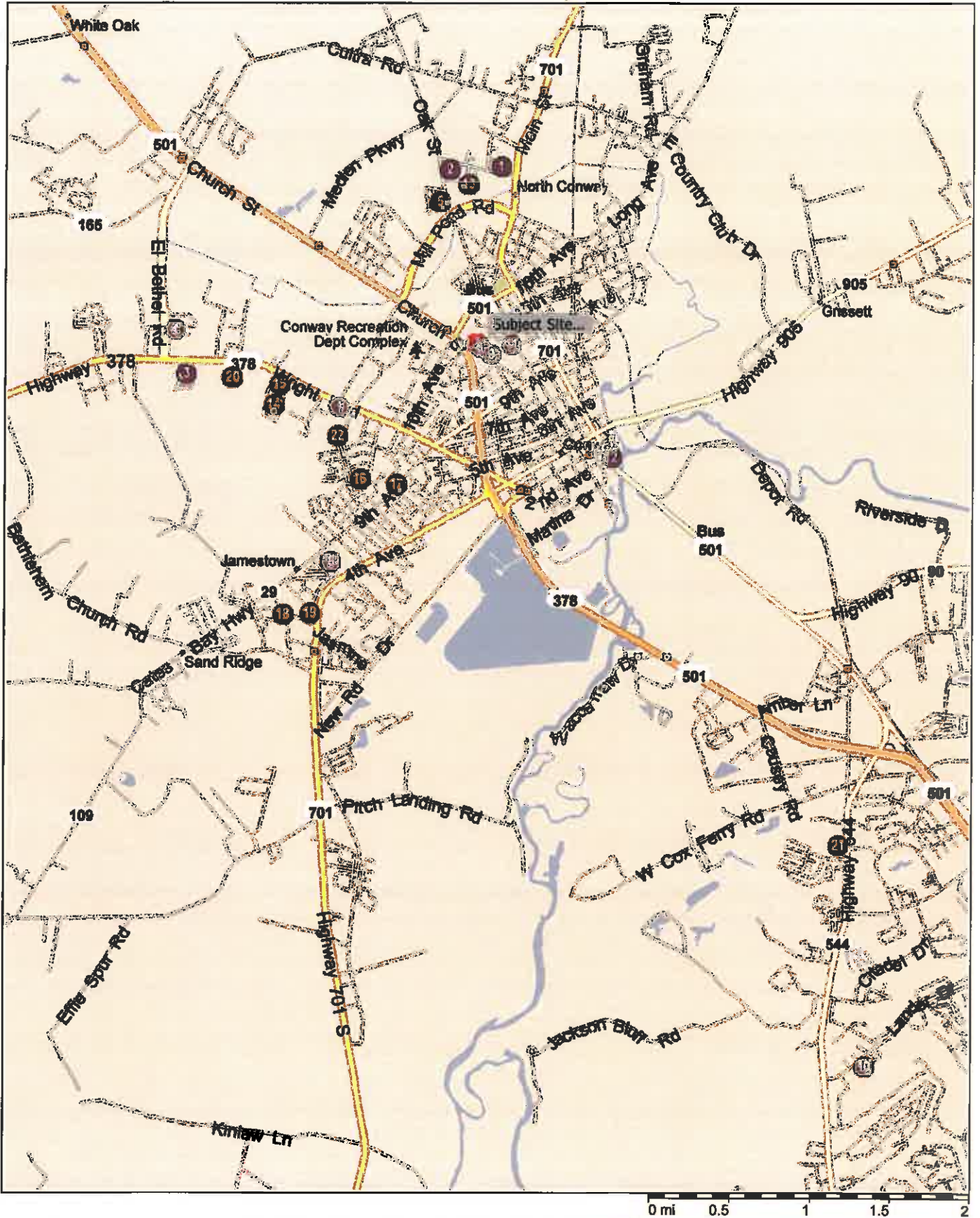
T=Tenant
L=Landlord

PROJECT FEES AND COMMENTS

Conway, South Carolina
March 2015

Apartment Project #	Project Name	Pets	Security	Application Fee	Comments
1	Patriot Place		\$200		2 stories
2	Darden Terrace		1 month		*Government Subsidized - Housing Authority of Conway - Family - Waiting list - 1-2 stories
3	Blackwater Cove		1 month		*Government Subsidized - RDA - Family - LIHTC Property - 1 story
4	Crabtree Commons		1 month + \$100		*Government Subsidized - RDA - Family - LIHTC Property - Waiting list - 2 stories
5	Ray Realty		1 month		Several owners & locations - 2 stories
6	North Oaks		\$150		*Government Subsidized - RDA 515 - Family - LIHTC Property - Renovated 2010 - 2 stories
7	Bells Bay Landing		1 month		LIHTC Property - Family - Waiting list - 1-2 stories
8	Gate Bay I & II		\$200		*Government Subsidized - RDA - Family - 1-2 stories
9	The Oaks Apartments		\$200		*Government Subsidized - RDA - Waiting list - 2 stories
10	Cornerstone Commons		\$300-1 month		MR (30 units) & LIHTC (150 units) Property - Family - was Legacy Apts - 3 stories
11	Conwayborough Apartments	no	\$200	\$25	2 stories
12	Lee Haven		1 month		*Government Subsidized - HUD - Elderly & Disabled - Waiting list - 1 story
13	Sanders Village		1 month		*Government Subsidized - Public Housing - Family - Waiting list - 1-2 stories
14	Scattered Sites		1 month		*Government Subsidized - Housing Authority of Conway - Family - Waiting list - 1-2 stories
15	Holt Gardens		1 month		*Government Subsidized - HUD - Section 8 - Family - Waiting list - 1 story
16	Huckabee Heights		1 month		*Government Subsidized - Housing Authority of Conway - Family - Waiting list - Clothesline - 1-2 stories
17	EME Apartments		1 month		*Government Subsidized - HUD - Family - 2 stories
18	Raintree Apartments	\$200	\$200		*Government Subsidized - RDA - Family - LIHTC Property - 2 stories
19	Noel Villa Apartments		1 month		*Government Subsidized - HUD - Senior - Waiting list - 1 story
20	Shady Moss		1 month		*Government Subsidized - HUD - Section 8 - Family - 1-2 stories
21	Patriot's Hollow		1 month		Mostly students - 3 stories
22	Crane Creek		1 month		*Government Subsidized - RDA - Family - Waiting List - LIHTC Property - 2 stories

Apartment Map



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**APARTMENT
FIELD SURVEY**

**PHOTOGRAPHS
(SELECTED)**



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#1 Patriot Place



#2 Garden Terrace



#3 Blackwater COve



#4 Crabtree Commons



#5 Ray Realty



#6 North Oaks
VI-26



#7 Bells Bay Landing



#8 Gate Bay I & II



#9 The Oaks



#10 Conerstone Commons



#11 Conwayborough Apartments



#13 Sanders Village



#16 Huckabee Heights



#18 Raintree Apartments



#20 Shady Moss



#21 Patriot's Hollow



#22 Crane Creek

VII. CONCLUSIONS

A. INTRODUCTION

These conclusions are based upon the income qualification standards of the South Carolina State Housing Finance and Development Authority's Low Income Tax Credit Program; economic and demographic statistics; area perception and growth; an analysis of supply and demand characteristics, absorption trends of residential construction; survey of the multi-family rental market in the City of Conway, South Carolina. The tax credit program, for rental housing, is a function of household size and income limitations based on area median incomes. In addition, previous experience, based on analysis of existing rental housing developments, aided in identifying senior which enabled us to develop support criteria for the recommendations.

B. MARKET SUMMARY

The following is a summary of the demographic, economic and housing criteria that affect the level of support for the proposed tax credit senior development.

Total households are an important housing indicator. The population of the Conway Primary Market Area was 76,409 in 2010. In 2014, the newly published population number is 83,922 an increase of 9.8%. Population is expected to number 88,794 by 2017, increasing 5.8% from 2014. The Conway PMA households numbered 29,062 in 2010. In 2014, households number 31,891, an increase of 9.7%. Households are expected to number 33,776 by 2017, increasing 5.9% by 2014.

In the Conway Primary Market Area, family households (under the age of 55) increased 6.6% for renter households and decreased 9.4% for owner households from 2010 to 2014. Between 2014 and 2017, family renter households (under the age of 55) are projected to increase 4.2%, while the owner households are estimated to increase 2.2%.

In the Conway Primary Market Area, senior households (ages 55 to 61) increased 27.0% for renter households and 17.5% for owner households from 2010 to 2014. Between 2014 and 2017, senior renter households (ages 55 to 61) are projected to increase 5.1%, while the owner households are estimated to increase 3.0%.

In the Conway Primary Market Area, senior households (ages 62 years and older) increased 20.4% for renter households and 36.9% for owner households from 2010 to 2014. Between 2014 and 2017, senior renter households (age 62 years and older) are projected to increase 14.7%, while the owner households are estimated to increase 11.9%.

The median per household income in the Conway Primary Market Area is \$40,287 in 2014 and is projected to increase to \$40,380 in 2017.

Employment in Horry County increased 8.2%, from 109,090 in 2004 to 118,856 in 2013. In recent years, the employment levels in Horry County and the City of Conway has increased, around the 118,000 number, which is an attribute for today's economy. Total overall employment in 2014 has decreased slightly in the Horry County area. The employment base of Horry County is dominated by the following industries or categories: accommodation and food service, retail and administrative & waste services as reflected by the area's largest employers.

At the end of 2013, the unemployment rate of Horry County was 8.5%, somewhat lower than previous year of analysis. Between 2010 and 2013, the unemployment rate has ranged from 8.5% to 12.1%. The unemployment rate for Horry County has typically been lower than the state average. The unemployment rate is estimated to decrease for 2014.

Conway has always been a center for government, education and healthcare; this is especially true within the immediate subject site area. The area's larger employers consist of: Horry County Dept. of Education, Coastal Carolina University, Wal-Mart, Conway Medical Center and Grand Strand Regional Medical Center. Additionally, the Conway employment base has had some recent employment increases due to the improvement of the tourist related establishments. With an increase in tourist traffic, these services have been hiring. Additionally, the proximity to

the employment base of Myrtle Beach is a big advantage for the area. The Conway area is currently poised for expansion at any of the area's industrial parks, several in the immediate site area.

Of the four area counties, Horry County ranks last in the percentage of persons employed outside their county of residence, 7.9%. This very low percentage can be contributed to the accessibility and proximity of solid and diverse employment opportunities offered in the immediate area, including Myrtle Beach and Conway. Additionally, because of the strong bases of several employment sections in these areas, any increase or decrease in the immediate employment center would have limited effect on mobility patterns of residents within this market area. The accessibility to other employment areas can help maintain Conway as a viable housing option and alternative.

Housing activity has been active in the City of Conway and Horry County in the ten year period surveyed, with growth in both the single-family and multi-family market. Over the past ten years, the overall housing units authorized in the City of Conway have had an average of 264.5 per year, with an average of 115.4 multi-family and 149.1 single-family starts. Over the past ten years, the overall housing units authorized in Horry County have averaged 44.9 units per year, averaging 1,375.2 for multi-family units and 3,064.2 for single-family units per year. However, within recent years, construction has been weighted heavily towards single-family permits again, with a three year average of 95.0 for multi-family permits and 138.3 for single-family permits for the City of Conway.

In 2010, over one-third (42.2%) of the total housing units in Conway were rental units, offering an established base of rental units. The reported vacancy rate was 10.9% for all the rental units. In Horry County, multi-family units represented 27.1% of all the housing units in 2010. The reported vacancy rate was 29.2%, again for all rental unit types, including resort related vacancies. The median number of occupants in renter-occupied living units in Conway was 2.59 in 2010, somewhat higher than the 2.47 for renter-occupied units only in Horry County.

The 2010 Census reports a total of 2,584 specified renter-occupied housing units in the City of Conway and 32,457 in Horry County. The median rent in 2010 for the City of Conway was \$590, somewhat lower than Horry County at \$788. All rents in the City of Conway ranged from less than \$100 to \$2,000 or greater. The largest percentage of units was in the \$450 - \$599 range, representing 25.0% of the units. Median gross rents in both the City of Conway and Horry County are estimated to increase approximately 16.8% and 32.7% in 2010.

At the time of this study, in the Conway market area, a comparable survey of senior and family LIHTC, government subsidized and market-rate units was conducted in the market area. Several of the developments overlap in product types. A total of 223 modern market-rate apartment units in four developments and 210 low income housing tax credit (LIHTC) units in seven developments were surveyed. An additional 827 government subsidized development units in sixteen developments (some with LIHTC financing also), with a non-existent vacancy rate, were located and surveyed in the Conway market area. LIHTC units have a vacancy rate that is very low in the market area, non-existent. Vacancies for market-rate units are also low at 3.1%. Reviewing just the quality senior units, the market still appears limited by supply rather than demand.

The Conway market-rate and LIHTC apartment base contains a well balanced ratio of one-bedroom and two-bedroom units in the market area, but a high percentage of three-bedroom units. Within the market-rate units, the one-bedroom units have a non-existent vacancy rate, while the two-bedroom vacancy rate is 1.9% (3-units).

It should be noted that the greater Conway rental market has been experiencing limited apartment growth in the past several years. Between 2010 and 2014, there have been no market-rate or LIHTC units added to the Conway rental market. Management indicated that the vacancies have been low with a waiting list. Additionally, according to local governmental officials, no other rental developments have submitted formal plans for development.

Median rents are moderate to high; additionally there is a good base of higher-priced market-rate units in the Conway market area. One-bedroom units have a median rent of \$450, with 23.8% of

the one-bedroom units in the upper-rent range of \$725. Two-bedroom units have a median rent of \$699, with 17.1% of the two-bedroom units in the upper-rent range of \$850. Three-bedroom units have a median rent of \$799. Market rate rents have been able to increase at a yearly rate of more than 1.5%, because of the new construction of market-rate rental units, having an impact on both the area rental market and rents and the strong market conditions. The median rents for units are driven somewhat lower, because of the large base of older multi-family units in the market area that typically obtain lower rents per unit. Approximately 45.3% of the units were built before 1985.

Under the SCSHFDA guidelines, seven developments have received LIHTC allocations in the Conway area since 1998. All of the developments are family-orientated units; however, some seniors are reported within the developments. The developments have a wide range of rents at AMI's. Many of the developments have additional government subsidies, including HUD and RD.

Overall, the seven family developments contain 428 LIHTC units, of which none are vacant or a 100.0% occupancy rate. The two non-subsidized developments contain 210 units with no vacancies or a 100.0% occupancy rate.

In a review of comparable properties and rent adjustments in the Conway PMA, it was noted that there are four developments in the immediate area that would be the most comparable to the product. These four family developments are family market-rate, with a potential to attract the proposed senior market segment associated to the product and tenant base. As noted, within the four competitive developments, a total of 337-units exist with 7 vacant units or an overall 97.9% occupancy rate.

It should be noted that the average of the achievable comparable net one-bedroom unit is \$645, somewhat higher than the adjusted proposed \$435-\$465 (50%-60% AMI) average net rent. The proposed one-bedroom rent represents 66.5%-71.1% of the average comparable one-bedroom rent in the market area. It should be noted that the average of the achievable comparable net two-bedroom unit is \$707, somewhat higher than the adjusted proposed \$514-\$550 (50%-60% AMI) average net rent. The proposed two-bedroom rent represents 72.7%-77.8% of the average

comparable two-bedroom rent in the market area. When reviewing the comparable developments, the proposed rents are within the appropriate rent differentials. Therefore, based on the current existing rental market, the proposed development would be a value in the market area.

In a review of the government subsidized rental units in the immediate market area, it was noted that vacancies are non-existent. An interview with the Housing Authority of Conway office, which services the Horry County area, indicated that they have over 300 families (elderly and family) under the Section 8 Certificate and Voucher program for the overall area. Additionally, there are over 438 individuals on a waiting list. As in previous experiences with local housing authorities, it is expected that additional support for the proposed development could be generated from these prospective tenants, as well as the tenants currently on area developments waiting lists.

C. TAX CREDIT PROGRAM INCOME QUALIFICATIONS

The City of Conway/Horry County support for the Low Income Tax Credit Housing Program units is based upon the household size and the appropriate income limits supported by a proposed base rent. However, rent restrictions are based on the number of bedrooms per unit rather than the actual family size as follows:

<u>BEDROOM PER UNIT</u>	<u>PERSONS PER BEDROOM (BASIS)</u>
STUDIO	1.0
ONE-BEDROOM	1.5
TWO-BEDROOM	3.0
THREE-BEDROOM	4.5
FOUR-BEDROOM	6.0

The development, in order to be a qualified tax credit rental project, must meet the needs of one of the following occupancy and rent restrictions:

- ◆ At least 20.0% of the rental units must be reserved for tenants at 50.0% or less of the area median income adjusted for family size or

- ◆ At least 40.0% of the rental units must be reserved for tenants at 60.0% or less of the area median income adjusted for family size or
- ◆ Deep Rent skewing option.

Based on the United States Department of Housing and Urban Development estimates, the median income for the Conway, South Carolina (Horry County) area, the following is a distribution by person, of the maximum allowable income and rent available under 50% and 60% program (non-metro), proposed for this development:

**50% AND 60% PROGRAM OPTION
MAXIMUM INCOME/RENT LEVEL**

	50%	60%
ONE-PERSON	\$18,950	\$22,740
TWO-PERSON	\$21,650	\$25,980
THREE-PERSON	\$24,350	\$29,220
FOUR-PERSON	\$27,050	\$32,460
FIVE-PERSON	\$29,200	\$35,040
SIX-PERSON	\$31,400	\$37,680

The following is the adjusted annual income range specified appropriate by the tax credit 50% and 60% program for low to moderate-income senior households (age 55 years and older) in the Conway PMA. The income range is calculated using the SCSHFDA guidelines and the proposed gross rents by unit type, **excluding any income overlap on the overall range**. The following is a summary of **renter-occupied and owner-occupied** senior households in the PMA of the proposed site within this income range for 2015:

Senior Households Conway, South Carolina PMA					
	Income Range	Persons	2014 Renter- Occupied	2017 Renter- Occupied	Change 13-16
50%	\$15,180-\$18,865	1 – 2	148	163	15
60%	\$18,866-\$25,980	1 – 2	311	337	26
Overall	\$15,180-\$25,980	1 – 2	459	500	41

Overall (excluding any overlap of income ranges), the adjusted annual income range specified appropriate by the tax credit program for low to moderate-income senior households is \$15,180 (lower end of one-person senior household moderate-income) to \$25,980 (two person senior household moderate-income) for the Conway Primary Market Area. In 2014, there are 459 senior households in the Conway PMA of the proposed site was within this income range.

The following chart is derived by following the tax credit program's guidelines for calculating gross and net rents, by the number of bedrooms in each rental unit, for the Conway, South Carolina area:

TYPE OF UNIT	AMI	GROSS RENT PER MONTH	UTILITY COST	NET RENT
ONE-BEDROOM	50%	\$507	\$71	\$436
	60%	\$609	\$71	\$538
TYPE OF UNIT	AMI	GROSS RENT PER MONTH	UTILITY COST	NET RENT
TWO-BEDROOM	50%	\$608	\$94	\$514
	60%	\$730	\$94	\$636

These rents are the maximum allowable gross rents for the LIHTC Program. It should be noted that utility calculations are estimates provided by the local housing agency and developer, and are based on the current statistics available for one and two story units with similar utility rates.

D. DEMAND ANALYSIS

The following demand estimates are based on any applicable income restrictions and requirements set forth by the South Carolina State Housing Finance and Development Authority, current households, proposed households, turnover ratios of units in the market area and the percent of renter qualified households within the Primary Market Area. Additionally, when needed, previous experiences and/or proprietary research completed by our organization was used in the calculation of appropriate Primary Market Area demand analysis percentages.

The projected number of new rental senior households is the difference of household growth in the Primary Market Area from 2014 to the estimated 2017 households statistics as follows: 500 (2017) – 459 (2014) = 41 total senior households.

**PRIMARY MARKET AREA DEMAND
FROM EXISTING AND PROJECTED SENIOR HOUSEHOLDS:**

	50%	60%	Overall
New Projected Senior HH (2014-2017)	15	26	41
Demand of Projected Renter HH (2014-2017)	15	26	41
Total Qualified Senior Rental HH	148	311	459
Rent Overburdened Senior Households (%)	39.0%	39.0%	39.0%
Total Qualified Senior Renter HH	58	121	179
Total Qualified Senior Rental HH	148	311	459
Substandard Housing (%)	3.0%	3.0%	3.0%
Total Qualified Senior Renter HH	4	9	13
Existing Owners Senior Households	487	1,003	1,490
Senior Ownership Conversion (%)	1.0%	1.0%	1.0%
Total Qualified Senior Owner HH	5	10	15
<i>Estimated Annual Senior Demand</i>	82	166	248
<i>Supply</i> (comparable, u/c or proposed units)	0	0	0
<i>Net Demand</i>	82	166	248

The rent burden is estimated from the analysis of Table 20 - Distribution of Gross Rent of Household Income. We take a conservation approach and use the number of the City of Conway only, not the Primary Market Area, which typically would be higher (noted by the Horry County) statistic. The most recent ACS 2009-2013 reported 52.0% of the renter households at 35% or more of rent cost burden. When evaluating the senior rent burden at 40% or more the figure would be approximately 39%. Additionally, substandard housing is combination of the previous analysis acceptability, the housing quality on Table 21 and the type of housing on Table 18. In

reference to the senior ownership conversion, it was noted on Table 3 that the age groups for renter households are increasing faster than the owner households. In fact, a recent analysis of 6 active developments of our clients, we noted that in senior developments, the renter tenant percentages from owner-occupied housing ranged from 24% to 46%, with an average of 32%. Additionally only 3.0% of the owner household are turning over each year. In our demand calculations we were conservative at only 1.0%.

Because of the many factors required in the Demand and Affordability Analyses the information is combined from several sources throughout the entire analysis, followed-up by Section IX - Market Study Terminology.

Based on the above analysis for 2014, the annual net demand for the 50% and 60% median income households in the Primary Market Area is estimated at 82 and 166 units per year, respectively. Within the above analysis for 2014, the annual net demand for the overall development based on the median income households in the Primary Market Area is estimated at 248 units per year.

The Conway Primary Market Area penetration factor for tax credit units is based on the number of renter households in the appropriate income ranges supporting the proposed rents. The capture rate factor, calculated by dividing the number of proposed units within a specific program and the number of net demand of households in the appropriate income ranges.

Bedroom & % AMI	Total Demand	Supply		Net Demand	Proposed Units	Capture Rate
		Existing	Pipeline			
One-Bedroom						
50%	57	-	-	57	4	7.0%
60%	116	-	-	116	16	13.8%

Two-Bedroom						
50%	25	-	-	25	4	16.0%
60%	50	-	-	50	16	32.0%
Overall	248	-	-	248	40	16.1%

* Excluding any overlap of incomes.

Penetration Factor: Proposed & Existing LIHTC Units/Age & Income Qualified

$$40 + 0 / 459 = 8.7\%$$

Within these competitive rent ranges, the market can support the proposed 40-unit tax credit development for senior occupancy under the 50% and 60% programs. In 2014, based on the proposed and competitive product in the Conway market area, the proposed 40-unit senior development of LIHTC units represents an overall 16.1% capture rate within the market area.

All of these calculations are appropriate capture and penetration factors, especially with the factor of the development being new construction. Combined with sensitivity to market rents and a quality construction, these renter households' percentages represent a good base of appropriate income senior households. Because of the regional nature of the subject site area and the proposed product and targeted market, the actual market area could be larger than the proposed Primary Market Area.

E. RECOMMENDATIONS

This study has established that a market exists for the new construction of a 40-unit senior rental housing project, to be developed within the criteria set forth by the South Carolina State Housing Finance and Development Authority's Low Income Housing Tax Credit Program.

With the proposed plans to develop 10-units (25.0%) available to households with incomes at or below the 50% of the area income and 30-units (75.0%) available to households with incomes at or below the 60% of the area income, the subject site located in the City of Conway, South Carolina is proposed as follows:

UNIT BY TYPE AND BEDROOM

BEDROOM	ONE	TWO
BATHROOMS	1.0	1.75
NUMBER OF UNITS		
50%	4	4
60%	16	16
SQUARE FEET (approx.)	750	950
GROSS RENT	\$506-\$536	\$608-\$644
UTILITY ALLOWANCE *	\$71	\$94
NET RENT	\$435-\$465	\$514-\$550

* estimated by developer and local housing agency

The proposed new development will be a development for senior occupancy. The development will be located on approximately 4.16 acres. The proposed 40-unit senior development is estimated to begin construction in the Spring 2016, to be completed in the Spring 2017. Pre-leasing will start two months prior to opening. The development consists of 40-units in 1 two-story building with elevator. Parking, for a total of 80 surface spaces will be in the adjacent open spaces within the development.

Each unit in the proposed new construction would contain energy star appliances, including a self-cleaning range, refrigerator, dishwasher, microwave, disposal, air conditioning, carpeting, blinds, ceiling fans, extra storage, patios, washer/dryer hook-ups and one full or one and three quarters bathrooms.

Project amenities associated with a senior-orientated development are important to the success of the proposed facility, including: on-site rental management office, community room with kitchen, computer room, security and a park setting. Additional senior services should be made available on an optional basis, including transportation, moderate care and housekeeping by total non-profit agencies.

The units will include the following utilities: electric, water/sewer services and trash removal. The tenants will be responsible for electric; however a utility allowance of \$71 for a one-bedroom unit and \$94 for a two-bedroom unit is estimated. The units will be cable-ready.

The development will maintain a consistent and effective landscaping plan throughout the site, especially maintaining a good front door image. From a marketing point of view, it would be beneficial if the proposed sites would be able to use some natural settings, if possible, to develop an environment within this development. The City of Conway area apartment developments have not done a good job in creating a complete development theme or environment.

The development and unit plans were reviewed. The proposed rental units are appropriate for the Conway market area. The unit and project amenities are adequate for the targeted senior market, while the unit styles, specifically the design and square footage, will positively influence the absorption, offering a flexibility of living style for senior occupants. Additional upgrades will be made to the exterior and landscaping. Additionally, extensive landscaping should take place between any other existing developments, when appropriate.

Because of the high percentage of senior units, a strong marketing plan and development layout should focus on family needs. The area has excellent accessibility to the entire area, as well as having good visibility. Because of the existing apartment and rental base located in the City of Conway area and specifically the subject site, this rental base will help create a synergism effect of established renters. Because of the good accessibility to major arteries in the City of Conway area, detail should be given to marketing the development and the procedure for transportation routes to the proposed site. Superior signage and advertising will be an advantage, because of the amount of traffic associated with the proposed site.

Additionally, the proposed net rents need to be viewed as competitive or a value within the Conway rental market area in order to achieve an appropriate market penetration. The proposed gross rents are within the guidelines established for the low-income tax credit program as summarized as below:

One-Bedroom					
AMI	Proposed Gross Rent	Max. LIHTC Gross Rent	Median Market Rent*	Achievable Rent*	Fair Market Rent (FMR)
50%	\$506	\$507	\$521	\$725	\$449
	Percent (%)	99.8%	97.1%	69.8%	112.7%
60%	\$536	\$609	\$521	\$725	\$449
	Percent (%)	88.0%	102.9%	73.9%	119.4%
Two-Bedroom					
AMI	Proposed Gross Rent	Max. LIHTC Gross Rent	Median Market Rent*	Achievable Rent*	Fair Market Rent (FMR)
50%	\$608	\$608	\$793	\$801	\$608
	Percent (%)	100.0%	76.7%	75.9%	100.0%
60%	\$644	\$730	\$793	\$801	\$608
	Percent (%)	88.2%	81.2%	80.4%	105.9%

Based on the current rental market conditions, and the proposed gross rent of \$506-\$536 for a one-bedroom unit and \$608-\$644 for a two-bedroom unit, combined with a development of quality construction, the proposed development will be perceived as a value in the Conway market area. We anticipate that a good portion (80.0%) of the support for the units will be generated from the existing rental base.

The step-up opportunity for tenants in the City of Conway area primary rental market, based on the proposed net rent for a one-bedroom and two-bedroom is minimal, as the proposed rents are in the lower quartile of the market area rents. However, and more importantly, there is a good base of units at net rents higher than the proposed net rents of the development.

The design features, specifically the style and square footage, will create a potential product value in the rental market. More specifically, the area competition is not as much of a concern, because of the lack of quality units in the area. Additionally, previous experiences of rental developments in the City of Conway area indicate that the one-bedroom and two-bedroom proposed rents are in line with the alternative rental markets. Therefore, the proposed rents are targeted properly for not only immediate step-up opportunities, but market acceptability.

The absorption potential for tenants in the Conway rental market, based on the proposed net rent is excellent. Additionally, in the past, newer product in the Conway area has had positive acceptability and absorption patterns, with a product at a higher market rent. The proposed 40-unit senior rental development should create a strong pre-leasing activity program to have a successful initial rent-up period. Absorption, while traditionally viewed as a function of the market-rate housing market, must also consider the impact of income and household size criteria set forth by the tax credit competitive rental developments within the Conway market area.

The rental market in the Conway area has historically been more a function of demand rather than supply, thereby affecting absorption. Factors, other than the existing rental market that affect absorption, would include: demographic characteristics, employment opportunities, area growth and proposed product acceptability. The Conway market area has successfully absorbed on average 6 to 18 units per month at selected comparable developments. It is anticipated, because of the criteria set forth by the income and household size for units for the Low-Income Tax Credit Program, the depth of the market demand for units, assumption of new product, as well as the design associated with this product, absorption is expected to be equal to the area average of 6 to 8 units per month, resulting in a 5.0 to 6.7 month absorption period for the 40-unit LIHTC development. The absorption rate may be higher in the initial months of rent-up.

VIII. COMPANY PROFILE

NATIONAL LAND ADVISORY GROUP

National Land Advisory Group is a multi-faceted corporation engaged in the market research and consulting of various real estate activities. National Land Advisory Group supplies consulting services to real estate and finance professionals and state housing agencies through conducting market feasibility studies. Areas of concentration include residential housing and commercial developments. Research activity has been conducted on a national basis.

The National Land Advisory Group has researched residential and commercial markets for growth potential and investment opportunities, prepared feasibility studies for conventional and assisted housing developments, and determined feasibility for both family and elderly facilities. Recent income-assisted housing analyses have been conducted for Low Income Housing Tax Credit (LIHTC) program, as well as developments associated with the Housing and Urban Development and Rural Housing Development Programs. The associates of National Land Advisory Group have performed market feasibility analyses for rental, condominium, and single-family subdivision developments, as well as, commercial, recreational, hotel/motel and industrial developments in numerous communities throughout the United States.

Additionally, National Land Advisory Group evaluates land acquisitions, specializing in helping developers capitalize on residential and commercial opportunities. National Land's investment methodology has resulted in the successful acquisition of numerous parcels of undeveloped land which are either completed or under development by an associated developer or client. National Land's acquisition task includes market research, formal development planning, working with professional planning consultants and local government planning officials.

An independent market analyst, Richard Barnett, President of National Land Advisory Group specializes in both the residential and commercial sectors. Combining over twenty years of professional experience in the housing field with a degree in Real Estate and Urban Development from The Ohio State University, Mr. Barnett brings a wealth of information and insight into his analyses of housing markets. Between 1978 and 1987, Mr. Barnett served as a real estate consultant and market analyst, in the capacity of vice-president of a national real estate research firm. Since 1987, with the establishment of National Land Advisory Group, Mr. Barnett has been associated with hundreds of market studies for housing and commercial developments throughout the United States.

Richard Barnett of the National Land Advisory Group was a charter member of the National Council of Housing Market Analysts, as well as members or speakers of the Multi-Family World Conference, Ohio Housing Capital Corporation's Annual Housing Conference, Ohio Housing Council, Ohio Housing Finance Agency's Advisory Committee, Council of Rural Housing and Development and the National Housing Rehabilitation Association. Mr. Barnett is also a graduate of the Wexner Heritage Foundation Leadership Program.

Recently, real estate market analysis studies have been completed in the following states:

Alabama	Arkansas	California	Colorado
Florida	Georgia	Idaho	Illinois
Indiana	Iowa	Kentucky	Louisiana
Michigan	Minnesota	Mississippi	Missouri
Nebraska	Nevada	New Jersey	New Mexico
New York	North Carolina	Ohio	Pennsylvania
South Carolina	Tennessee	Texas	Utah
Virginia	Washington DC	West Virginia	Wisconsin

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IX. MARKET STUDY INDEX

NCHMA Market Study Index

Members of the National Council of Housing Market Analysts provide the following checklist referencing various components necessary to conduct a comprehensive market study for rental housing built with low income housing tax credits. By completing the following checklist, the NCHMA Analyst certifies that he or she has performed all necessary work to support the conclusions included within the comprehensive market study. Components reported in the market study are indicated by a page number.

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4. Project design description	VII – E
5. Unit and project amenities; parking	VII – E
6. Public programs included	VII – E
7. Target population description	VII – E
8. Date of construction/preliminary completion	VII – E
9. If rehabilitation, existing unit breakdown and rents.	VII – E
10. Reference to review/status of project plans	VII – E
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11. Market area/secondary market area description	III – B
12. Concise description of the site and adjacent parcels	III – A
13. Description of site characteristics	III – A
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17. Crime information (if applicable)	IV – I
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19. Historical unemployment rate	IV – H
20. Area major employers	IV – H
21. Five-year employment growth	IV – H
22. Typical wages by occupation	IV – H
23. Discussion of commuting patterns of area workers	IV – H
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24. Population and household estimates and projections	IV – F
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37. Description of overall rental market including share of Market-Rate and affordable properties	VI
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39. Discussion of future changes in housing stock	V & VI
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42. Calculation and analysis of Capture Rate	VII – D
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45. Derivation of Achievable Market Rent and Market Advantage	VI – E, VII – E
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54. Preparation date of report	Cover
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58. Sources of data not otherwise identified	I – B
59. Utility allowance schedule	VII – E

Exhibit S-2
Primary Market Area
Analysis Summary

2015 EXHIBIT S – 2 SCSHFDA PRIMARY MARKET AREA ANALYSIS SUMMARY:

Development Name:	Summerton Place	Total # Units: 40
Location:	Conway, Horry County	# LIHTC Units: 40
PMA Boundary:	See Section III-B	
Development Type:	Family <input type="checkbox"/> Older Persons <input checked="" type="checkbox"/>	Farthest Boundary Distance to Subject: 14.5 miles

RENTAL HOUSING STOCK (found on page __)

Type	# Properties	Total Units	Vacant Units	Average Occupancy
All Rental Housing	22	1260	7	99.4%
Market-Rate Housing	4	223	7	96.9%
Assisted/Subsidized Housing not to include LIHTC	11	609	0	100.0%
LIHTC (All that are stabilized)*	7	428	0	100.0%
Stabilized Comps**	4	337	7	97.9%
Non-stabilized Comps				%

* Stabilized occupancy of at least 93% (Excludes projects still in initial lease up).

** 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
4	1	1	750	\$435	\$654	\$.79	33.5%	\$725	\$.91
16	1	1	750	\$465	\$654	\$.79	28.9%	\$725	\$.91
4	2	1.75	950	\$514	\$707	\$.74	27.3%	\$850	\$.85
16	2	1.75	950	\$550	\$707	\$.74	22.2%	\$850	\$.85
				\$	\$	\$	%	\$	\$
Gross Potential Rent Monthly*				\$20036	\$27220		26.39%		

*Market Advantage is calculated using the following formula: (Gross Adjusted Market Rent (minus) Gross Proposed Tenant Rent) (divided by) Gross Adjusted Market Rent. The calculation should be expressed as a percentage and rounded to two decimal points. The Rent Calculation Excel Worksheet must be provided with the Exhibit S-2 form.

DEMOGRAPHIC DATA (found on page IV)

	2000		2014		2017	
Renter Households	4,904	24.8%	10,072	31.6%	10,674	31.6%
Income-Qualified Renter HHs (LIHTC)	156	3.2%	459	4.6%	500	4.7%
Income-Qualified Renter HHs (MR)	(if applicable)	%		%		%

TARGETED INCOME-QUALIFIED RENTER HOUSEHOLD DEMAND (found on page VII-D)

Type of Demand	50%	60%	Market-rate	Other: __	Other: __	Overall
Renter Household Growth	15	26				41
Existing Households (Overburd + Substand)	62	130				192
Homeowner conversion (Seniors)	5	10				15
Other:						
Less Comparable/Competitive Supply	-					
Net Income-qualified Renter HHs	82	166				248

CAPTURE RATES (found on page VII-D)

Targeted Population	50%	60%	Market-rate	Other: __	Other: __	Overall
Capture Rate	9.8%	19.3%				16.1%

ABSORPTION RATE (found on page VII-E)

Absorption Period	5.0-6.7	months
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Exhibit S-2
Rent Calculation
Worksheet

2015 S-2 RENT CALCULATION WORKSHEET

# Units	Bedroom Type	Proposed Tenant Paid Rent	Gross Proposed Tenant Rent by Bedroom Type	Adjusted Market Rent	Gross Adjusted Market Rent by Bedroom Type	Tax Credit Gross Rent Advantage
	0 BR		\$0		\$0	
	0 BR		\$0		\$0	
	0 BR		\$0		\$0	
4	1 BR	\$435	\$1,740	\$654	\$2,616	
16	1 BR	\$465	\$7,440	\$654	\$10,464	
	1 BR		\$0		\$0	
4	2 BR	\$514	\$2,056	\$707	\$2,828	
16	2 BR	\$550	\$8,800	\$707	\$11,312	
	2 BR		\$0		\$0	
	3 BR		\$0		\$0	
	3 BR		\$0		\$0	
	3 BR		\$0		\$0	
	3 BR		\$0		\$0	
	4 BR		\$0		\$0	
	4 BR		\$0		\$0	
	4 BR		\$0		\$0	
Totals	40		\$20,036		\$27,220	26.39%

✓ The proposed market advantage is 26.39%.

c) Overall Occupancy Rate

The overall existing vacancy rate for stabilized LIHTC developments is less than 10.0%.

✓ The LIHTC vacancy rate in the market area is estimated at 0.0%.

d) Absorption/Lease Up Periods

Estimated lease-up time for the project is less than one year.

✓ The estimated absorption period for the proposed development is 5.0 – 6.7 months.