

# milestones

Nationally, the economy is still rebounding from the recession. Spartanburg County data and economic trends may not show improvement as a result. However, according to a survey done of community leaders, Spartanburg County has achieved many economic development milestones in the last three years, including:



Photo by Glen Woodfin

- Earmarking of county accommodations tax monies to go to economic development
- Adidas Distribution Center
- Walmart Return Center
- Timken expansion
- BMW expansion
- Downtown Spartanburg Revitalization
- Grant from US Department of Agriculture for county tourism study

# quotes

“We have made **remarkable** progress in uniting our economic development efforts for the benefit of our **community**. We now can provide a comprehensive array of services to new or existing companies. The results are becoming **quite** obvious.”

**DAVID CORDEAU**  
President & CEO

Spartanburg Area Chamber of  
Commerce & Economic Futures Group



“Only by focusing **clear** measures that detail the underlying issues can we take steps to **improve** our economic development efforts and **raise** the income levels in Spartanburg and the Upstate.”

**DARRELL PARKER**

Dean of the George Dean Johnson  
School of Business, USC Upstate



“The coordinated **personal** partnerships within our community of **leaders** are a plus for Spartanburg. We are beginning to recognize the **benefit** of regionalism.”

**ANN FESPERMAN**

Executive Director  
Upstate Workforce Investment Board



Spartanburg Community Indicators Project  
424 East Kennedy Street  
Spartanburg, SC 29302

## mission

Spartanburg Community Indicators Project is a collaboration of The Spartanburg County Foundation, United Way of the Piedmont, Spartanburg County Government, and The University of South Carolina Upstate. It reports on progress of key issues that are the clearest indicators of quality of life in the County of Spartanburg, South Carolina. Its goal is to report on data and community initiatives to inspire dialogue and strategy that lead to changes within the community.

**LEARN MORE and GET INVOLVED at**  
[www.StrategicSpartanburg.org](http://www.StrategicSpartanburg.org)

- Get the full economic report.
- Find events about the economy or Spartanburg Community Indicators Project.
- Spread the news. We can provide a presentation for your group on the economic data.
- Give your opinion about the economy in our community online discussions.
- Sign up to receive further updates on the project.

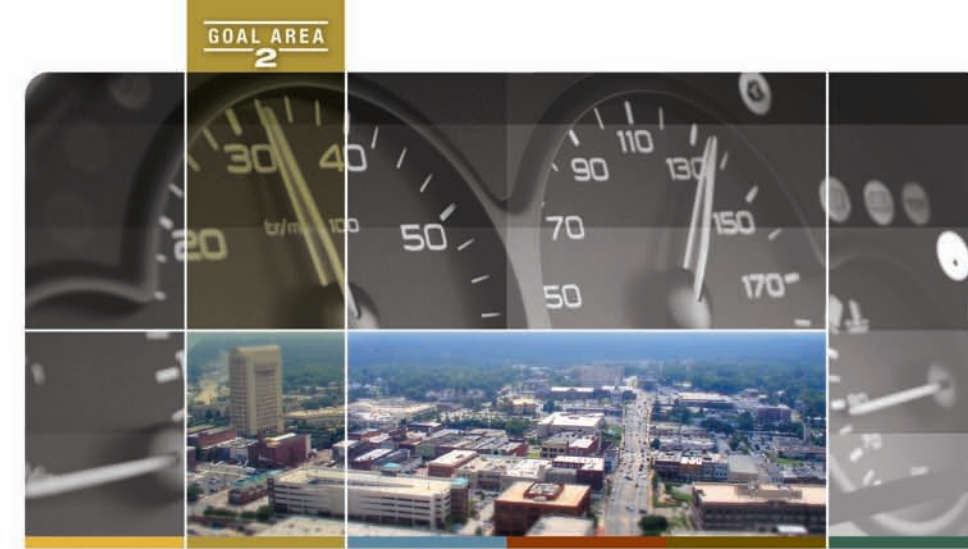
**partner collaborators:**

United Way  
of the Piedmont

Spartanburg County  
Government

THE SPARTANBURG  
COUNTY  
FOUNDATION

SOUTH CAROLINA  
UPSTATE



## economic dashboard 2010



A summary of how Spartanburg measures up according to economic indicators.

**spartanburg community indicators project**

Inspiring dialogue, strategy and change.

[www.StrategicSpartanburg.org](http://www.StrategicSpartanburg.org)

# goal areas



## GOAL AREA 1: education

Our children will excel academically, and our citizens will demonstrate high levels of baccalaureate degree attainment, rendering Spartanburg the best educated county in the state.

## GOAL AREA 2: economy

Our citizens will have access to living wage jobs and our communities will be economically viable.



- Job Growth
- Income
- Gross Metropolitan Product
- Employment / Unemployment
- Announced Job Creation
- Retail Sales
- Cost of Living
- Building Permits
- Home Sales Price
- Total Business Establishments
- Commuting Patterns
- Foreign Direct Investment
- Educational Attainment
- Percent Population Age 25-64



## GOAL AREA 3: public health

Our citizens will be increasingly healthy, demonstrating decreasing incidence and prevalence of health risk factors and poor health outcomes.



## GOAL AREA 4: natural environment

Our citizens will manage our natural resources in a way that will support current and future generations.



## GOAL AREA 5: social environment

Our community will be characterized by stable families, low crime, affordable housing, and access to opportunity.



## GOAL AREA 6: community engagement

Our citizens will have access to opportunities for civic engagement that promote community well being and an enriched quality of life.

## leading indicators

Key variables that are used to predict economic trends and that drive future performance.

key measures	county status	indicator detail
<b>job growth</b>		
Average New Hire Earnings	Better	<i>Exceed state average, 2007-2008</i>
Average Monthly Earnings	Better	<i>Exceed state average and Greenville MSA (Metropolitan Statistical Areas) average, 2007-2008</i>
Job Separations	Better	<i>Spartanburg MSA had significantly fewer job separations than Greenville MSA</i>
Job Turnover	No Change	<i>10.3% from third quarter 2007 to third quarter 2008 for Spartanburg MSA, Greenville MSA, and SC</i>
Net Job Flows	Worse	<i>Decreased by 2,688 from third quarter 2007 to third quarter 2008. Decreased in Spartanburg MSA but increased in Greenville MSA and in SC</i>
Job Creation	Worse	<i>Significantly less in Spartanburg MSA than in Greenville MSA</i>

## income

Median Household Income / Median Family Income	Better	<i>Greater than the SC average, 2008</i>
Median Worker Earnings	Better	<i>Exceed state average, 2005-2007</i>
Average Annual Wage	Better	<i>Higher than Greenville, Charleston, and SC, first quarter 2009</i>
Poverty Rate (Individuals and Families)	Better	<i>Lower than SC average, 2006-2008</i>
Median Earnings / Per Capita Income	No Change	<i>Increased very little 2005-2008</i>
Per Capita Personal Income	Worse	<i>Lower in Spartanburg than in Greenville, Columbia, Charleston, SC and US for 2005-2008</i>
Per Capital Personal Income Growth	Worse	<i>Slower than the state and the nation</i>
Average Annual Wage	Worse	<i>Lower than US, first quarter 2009</i>
Poverty Rate (Individuals)	Worse	<i>Increased annually, 2006-2008</i>
Uninsured Persons	Worse	<i>Spartanburg County ranks third in SC among counties of pop. 65,000+ for uninsured persons. There is a greater percentage of uninsured residents in Spartanburg compared to SC and US</i>

## gross metropolitan product (gmp)

Annual Growth in GMP	Better	<i>Consistent growth</i>
Per Capita GMP (State comparison)	Better	<i>Consistently higher than state per capita gross domestic product, 2004-2008</i>
Per Capita GMP (US comparison)	Worse	<i>Consistently lower than US per capita gross domestic product</i>
Percent Growth in Per Capita GMP	No Change	<i>Increased 2004-2006, but decreased 2006-2008</i>
GMP	Worse	<i>Consistently less than Charleston and Columbia, 2004-2008</i>

## employment / unemployment

Population Age 25 to 64 in Labor Force	Worse	<i>The percentage of this population that is in the labor force is consistently lower in Spartanburg than in SC and US</i>
Population Age 25 to 64 Employed	Worse	<i>The percentage of this population that is employed is consistently lower than in SC and US</i>
County Unemployment Rate	Worse	<i>Exceeded Upstate rate, SC rate and US rate annually since 2001</i>
County Employment Rate	Worse	<i>Decreased annually, 2005-2008</i>

## secondary indicators

Variables that have direct impact on, or are reflective of, the state of the economy.

key measures	county status	indicator detail
<b>announced job creation</b>		
Job Creation in Manufacturing, Distribution and Headquarters	Better	<i>Increased since 2003</i>
Job Creation	Worse	<i>Decreased from 1,909 in 2007 to 1,619 in 2008</i>
<b>retail sales</b>		
Percentage Change in Retail Sales	Better	<i>From 2000 to 2008 was higher than that of the Upstate region and that of SC</i>
Retail Sales Per Capita (Upstate comparison)	Better	<i>Spartanburg County exceeded Upstate per capita retail sales, 2008</i>
Retail Sales Per Capita (Greenville comparison)	Worse	<i>Was less than Greenville and less than SC, 2008</i>

## cost of living

Annual Cost of Living	Better	<i>Lower in Spartanburg than in peer counties, the state and the nation, 2007</i>
Per Capita Income (Adjusted for Cost of Living)	Worse	<i>Rises, but remains lower than peer counties, the state and the nation, 2007</i>

## building permits

Building Permits	Worse	<i>Number has decreased in Spartanburg annually since 2006 and is less than Greenville, Richland and Charleston Counties</i>
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## home sales price

Median Home Sales Price	Better	<i>Compared to Greenville, Richland, Charleston, the southern region and the US, Spartanburg has the least amount of negative change in Median Home Sales Price from third quarter 2008 to third quarter 2009.</i>
Home Sales Price	No Change	<i>Trend has been mixed over the three year period, 2006-2008, for MSA, region and US</i>
Median Estimated Home Value	Worse	<i>Is lower than Greenville, Richland, and Charleston</i>
Median Existing Home Sales Price	Worse	<i>Lower than peer counties, southern region average and US average annually, 2006-2008</i>

## total business establishments

Spartanburg's Growth in Total Business Establishments	Better	<i>There has been a 1.47% growth in total business establishments, 2004-2007</i>
Total Number of Business Establishments	Worse	<i>Total number is far lower in Spartanburg than in peer MSAs</i>
Comparative Growth in Total Business Establishments	Worse	<i>Growth in total number of business establishments is far lower for peer MSAs, 2004-2007</i>

## commuting patterns

Number of Workers in Spartanburg County Living Out of the County	Worse	<i>Substantial number of workers live out of the county, with 12.3% living in Greenville County</i>
Greenville County Workers in Spartanburg County	Worse	<i>Only 8% of Greenville County workers live in Spartanburg County</i>

## foreign direct investment (fdi)

Foreign Affiliated Companies	Better	<i>143 foreign affiliated companies are located in Spartanburg County, 2009</i>
FDI Per Capita	No Change	<i>As a state, SC has had significantly greater FDI per capita than the US</i>
Capital Investment Recruited to SC (From Foreign Affiliated Companies)	No Change	<i>26% of jobs and 44% of capital investment recruited to SC in 2008 came from foreign affiliated companies</i>

## crosscutting indicators

Leading indicators in more than one discipline (such as health and economy).

key measures	county status	indicator detail
<b>educational attainment</b>		
Percentage of Residents Age 25 and Over (High School Graduates or Higher)	Better	<i>Increased slightly (0.4%) from 2005-2007 period to 2006-2008 period</i>
Percentage of Residents Age 25 and Over (Bachelor's Degrees or Higher)	Better	<i>Increased 1.3% from 2005-2007 period to 2006-2008 period</i>
Number of Degrees Awarded (Post-Secondary Institutions)	Better	<i>Has increased substantially, with the greatest increase in healthcare fields</i>
Median Weekly Earnings	No Change	<i>Increase as educational attainment increases</i>
Unemployment Rate	No Change	<i>Decrease as educational attainment increases</i>
An Increase in the Population with Bachelor's Degree	No Change	<i>An increase of 1% in the population with Bachelor's degree is associated with an increase in per capita income of \$314 for South Carolina residents</i>

Females	No Change	<i>Achieving greater educational attainment at the High School and Bachelor's level for Spartanburg, SC, and US</i>
Residents Who Are High School Graduates or Higher	Worse	<i>Spartanburg falls 3.6% below the state average and 6.0% below the national average</i>
Residents Who Hold Bachelor's Degree or Higher	Worse	<i>Spartanburg falls 3.3% below the state average and 7.5% below the national average</i>
Degree Attainment	Worse	<i>Is substantially lower than in areas with thriving economies</i>

## percent of population age 25-64

Population Percentage that is Working Age	Better	<i>Higher in Spartanburg than in SC or US annually, 2005-2008</i>
Growth in Working Age Population	No Change	<i>Percentage of Population that is Working Age is generally shrinking locally, statewide and nationally</i>
Growth in Spartanburg Working Age Population	Worse	<i>Percentage of Population that is Working Age has decreased in Spartanburg County annually since 2005, from 54.7% to 53.6%</i>

## measures of income

2008 ONE-YEAR ESTIMATES	SPARTANBURG COUNTY	GREENVILLE, SPARTANBURG, & ANDERSON COUNTIES	SOUTH CAROLINA	UNITED STATES
PER CAPITA INCOME	\$22,751	\$23,374	\$23,701	\$27,589
MEDIAN HOUSEHOLD INCOME	\$45,185	\$44,075	\$44,625	\$52,029
MEDIAN FAMILY INCOME	\$56,888	\$55,619	\$55,664	\$63,366
AVERAGE HOURLY WAGE (first quarter, 2009)	\$18.73	\$18.28 (G) \$19.55 (R)	\$17.30	\$22.05
INDIVIDUALS BELOW POVERTY LEVEL	14.0%	14.1% (G) 13.8% (R)	15.7%	13.2%
UNINSURED INDIVIDUALS (all ages)	18.5%	17.5% (G) 14.0% (R)	17.4%	15.1%

Generally speaking, Spartanburg County does not fare as well as the other larger SC metropolitan areas on measures of income, and we do not fare nearly as well when we look at national numbers.

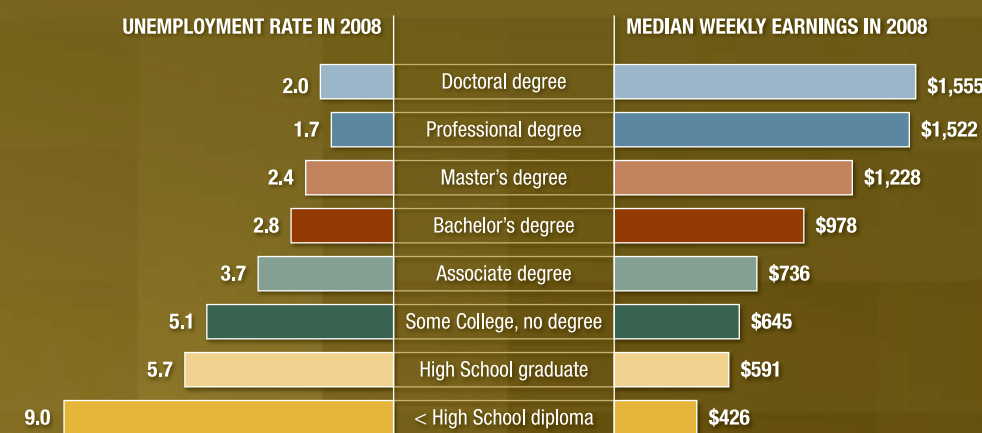
**PER CAPITA INCOME** As compared to the Combined Statistical Area of Greenville-Spartanburg-Anderson, Spartanburg alone has lower per capita income, but higher median household and median family income. The same holds true when compared to the SC average – lower per capita but higher household and family income.

**AVERAGE HOURLY WAGE** Assuming a 40-hour work week, Spartanburg fares a little better than Greenville and the state average. We do not, however, fare as well as Richland and we are well below the national average. This is for the first quarter of 2009.

**INDIVIDUALS BELOW POVERTY LEVEL** In SC, a 1% increase in the poverty rate is associated with a decline in per capita income of \$78 annually for every resident in the state. In Spartanburg, we have a lower percentage of residents living in poverty than the state average. Poverty rates in Greenville and Spartanburg Counties are almost even, but Spartanburg has a higher rate than Richland County. The poverty rate in Spartanburg exceeds the national poverty rate.

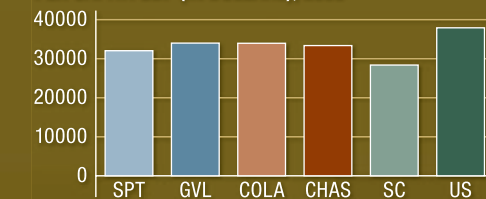
**UNINSURED INDIVIDUALS** In Spartanburg, more of our residents are uninsured than residents of Greenville and Richland Counties. In Spartanburg County, 18.5% of residents are uninsured, compared to 17.4% in South Carolina and 15.1% in the United States.

## education pays



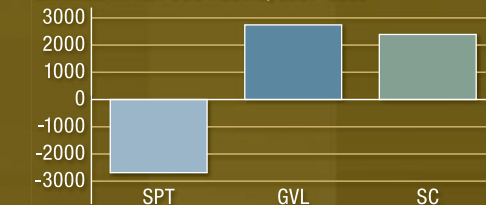
To illustrate the point that educational attainment is a strong cross-cutting economic indicator, we see here that both unemployment and earnings co-vary strongly with education. With every incremental increase in education, earnings increase and unemployment decreases.

### PER CAPITA GDP (IN DOLLARS), 2008



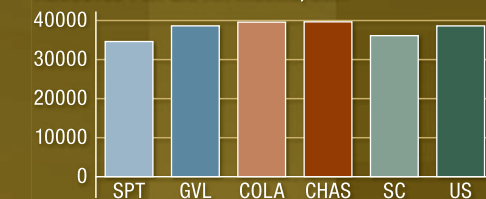
Per Capita Gross Domestic Product is the sum of the product of all the industries in the county divided by the population estimate. Spartanburg's per capita GDP is lower than Greenville's, Columbia's and Charleston's, but higher than the state's GDP. All counties have lower per capita GDP than the US.

### CHANGE IN NET JOB FLOWS, 2007-2008



The change in net job flows from third quarter 2007 to third quarter 2008 indicates that Spartanburg Metropolitan Statistical Area lost approximately 2,700 jobs, while Greenville MSA and the state showed gains of almost the same number.

### ADJUSTED PER CAPITA INCOME, 2007



When we divide per capita income by the cost of living, we get an adjusted per capita income. In essence, even though our cost of living is lower in Spartanburg than the other counties, any advantage we may have is offset by our lower income.