

OVERVIEW

Composed of nine counties—the City of Columbia and the University of South Carolina—the Central SC Region is the economic, legislative, and entrepreneurial powerhouse of the state. The region’s dynamic economy represents companies in a variety of industries, including: advanced manufacturing, information technology, insurance technology, military and defense, alternative energy, and transportation and logistics. The region’s low cost of doing business, highly skilled workforce, high quality of life, and extensive transportation infrastructure make it the ideal place for business. Central SC is *business ready*, with over fifty available industrial sites and buildings across approximately 6,617 square miles of business friendly soil.

LABOR, EMPLOYMENT AND POPULATION

Labor Force & Employment, Mar. 2012

Labor Force	435,440
Employment	399,742
Unemployed	35,689
Unemployment Rate	8.2%
Underemployed in County Labor Shed	Not Available
Weighted Average Weekly Wage	\$710

Source: BLS, LAUS Mar. 2012, QCEW fourth quarter 2010

Median Hourly Wage Rates by Occupation

All Occupations	\$15.69
Business & Financial Operations	\$25.64
Computer & Mathematical	\$30.85
Architectural & Engineering	\$30.88
Construction & Extraction	\$15.73
Production Occupations	\$14.19
Transportation & Moving	\$12.96

Source: BLS, OES May 2011, Columbia, SC—MSA

According to the South Carolina Department of Employment and Workforce’s SC Works Online Services, there are 12,000 potential candidates looking for work in the Central SC Region under the Production Occupation group as of October 21st, 2011.

Counties within Region Population

1990 Census	687,271
2000 Census	798,127
2010 Census	922,936
2010 Census Age 16+	733,615
2010 Census Age 21+	656,972
2010 Census Median Age	40.20
Age 25+ with Bachelor’s Degree or Higher*	39.5%

Source: U.S. Census Bureau. *City of Columbia

60-Minute Drive Time Population (Columbia)

1990 Census	1,097,045
2000 Census	1,249,374
2010 Census	1,374,729
2010 Census Age 15+	1,103,234
2010 Census Age 25+	907,535
2010 Census Median Age	37.2
Age 25+ with Bachelor’s Degree	15.2%

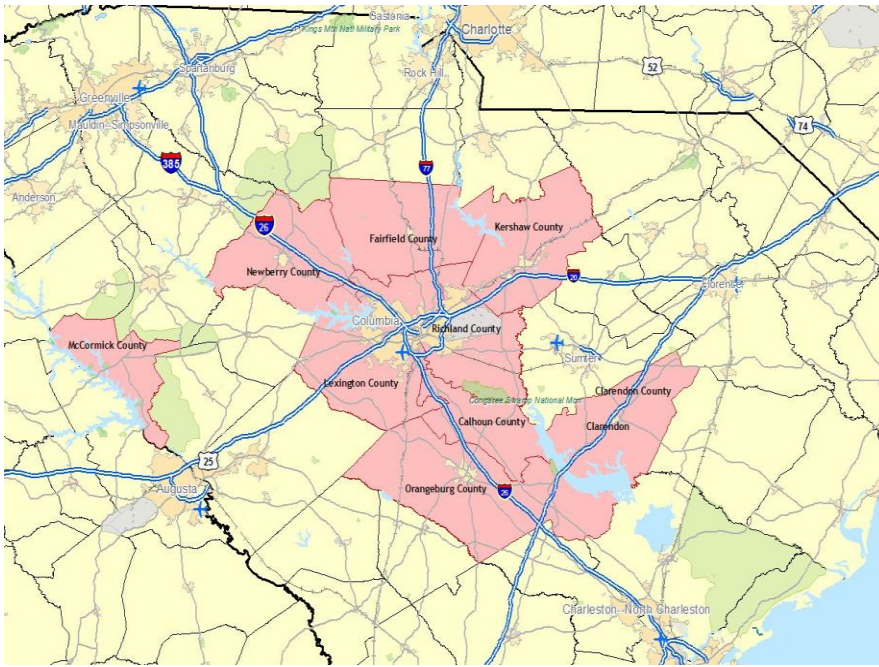
Source: Demographics Now

QUALITY OF LIFE

When it comes to quality of life, the Central SC Region is second to none. Central SC is the epicenter of all scenic attractions within the state—half way between the Blue Ridge Mountains and the Atlantic Ocean. Arts, history and culture are not lost in Central SC, with nearly a dozen museums, landmarks, and festivals to choose from. The quality of life amenities, the recreational opportunities, the sporting events and the scenic landscapes all contribute to why living in Central SC, is experiencing life at its finest.



INFRASTRUCTURE



The Central SC Region’s transportation infrastructure provides quick and easy access to just about anywhere. The region’s four major interstates—which include I-20, I-26, I-77 and I-95—offer easy North/South and East/West access.

Central South Carolina is well served by a host of telecommunications companies as well as dependable electric power, water and wastewater, and natural gas supply delivery systems.

The Columbia Metropolitan Airport (CAE)—along with ten regional airports—and the Port of Charleston provide the region with air and sea transportation access.

EXISTING INDUSTRY

Industry Description	NAICS	Employing Units	Employed	AVG Weekly Wage
Total, Private and Government	10	19,226	375,769	\$701
Agriculture, Forestry, Fishing & Hunting	11	246	3,431	\$660
Construction	23	1,761	14,322	\$720
Manufacturing	31-33	731	36,061	\$925
Wholesale Trade	42	1,027	12,930	\$957
Retail Trade	44-45	3,056	45,612	\$428
Finance and Insurance	52	1,273	21,641	\$762
Real Estate & Rental Leasing	53	644	4,662	\$581
Admin, Support & Waste Management & Remediation Services	56	1,021	21,328	\$574
Healthcare and Social Assistance	62	1,612	38,346	\$632
Arts, Entertainment and Recreation	71	236	3,445	\$309
Accommodation & Food Services	72	1,556	32,622	\$224
Other Services (Except Public Administration)	81	2,058	10,810	\$448

Source: BLS, QCEW, Fourth Quarter 2010.

MAJOR EMPLOYERS

Company Name	Employees	NAICS Code	Description
Palmetto Health Alliance	8,400	620000	Healthcare
Lexington Medical Center	5,200	620000	Healthcare
University of South Carolina	4,500	611310	Higher Education
Husqvarna	2,300	236115	Riding Lawnmowers
Michelin Tire Corp	1,750	326211	Tire Manufacturing
Kraft Foods	1,487	311615	Processed Turkey
Westinghouse Electric	1,200	332410	Nuclear Fuel Assemblies

Source: Central SC Records and Reference USA