

Infrastructure and Urban Growth

Columbia



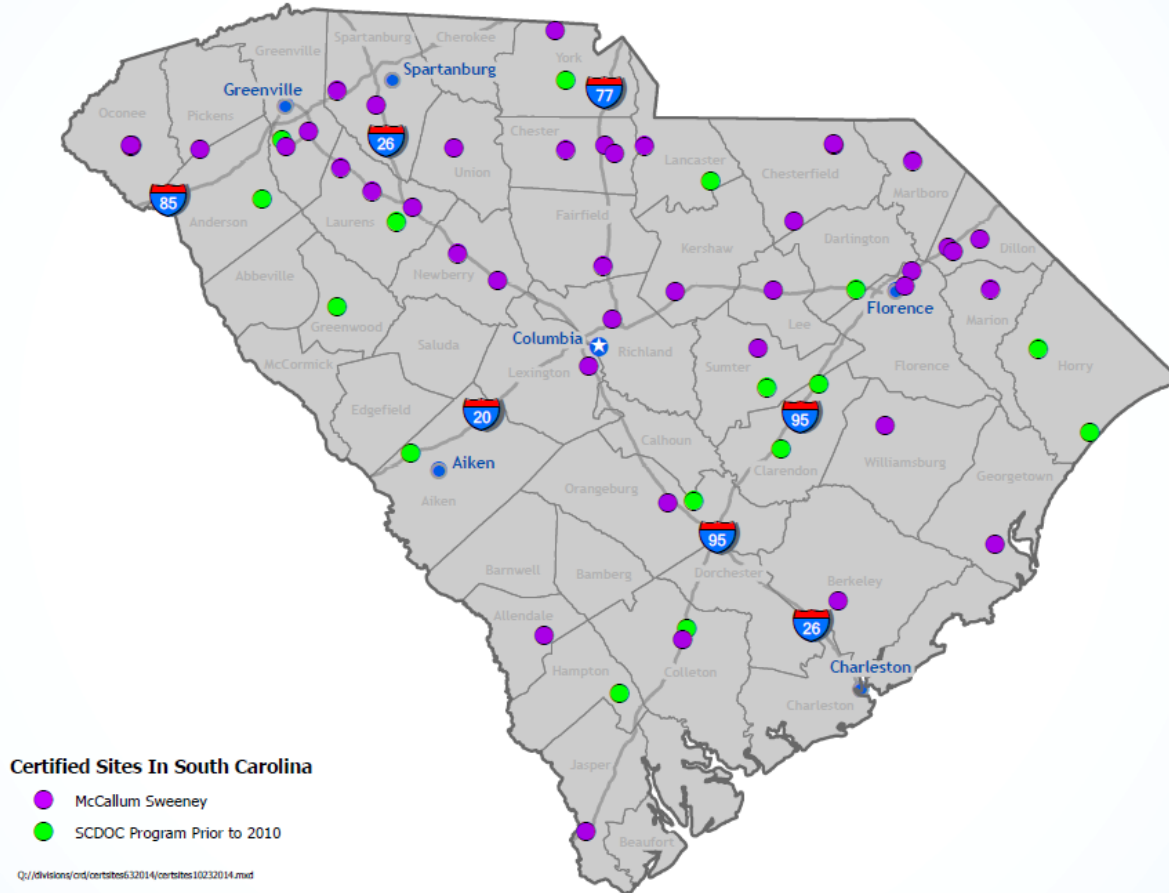
Infrastructure



Infrastructure



Certified Industrial Sites



A satellite view of Earth from space, showing the Americas, Europe, and Africa. The image highlights urban growth and global competitiveness. The title "Urban Growth and Global Competitiveness" is displayed in a white rounded rectangle in the upper right. A circular logo with a palm tree and a crescent moon is in the bottom right corner.

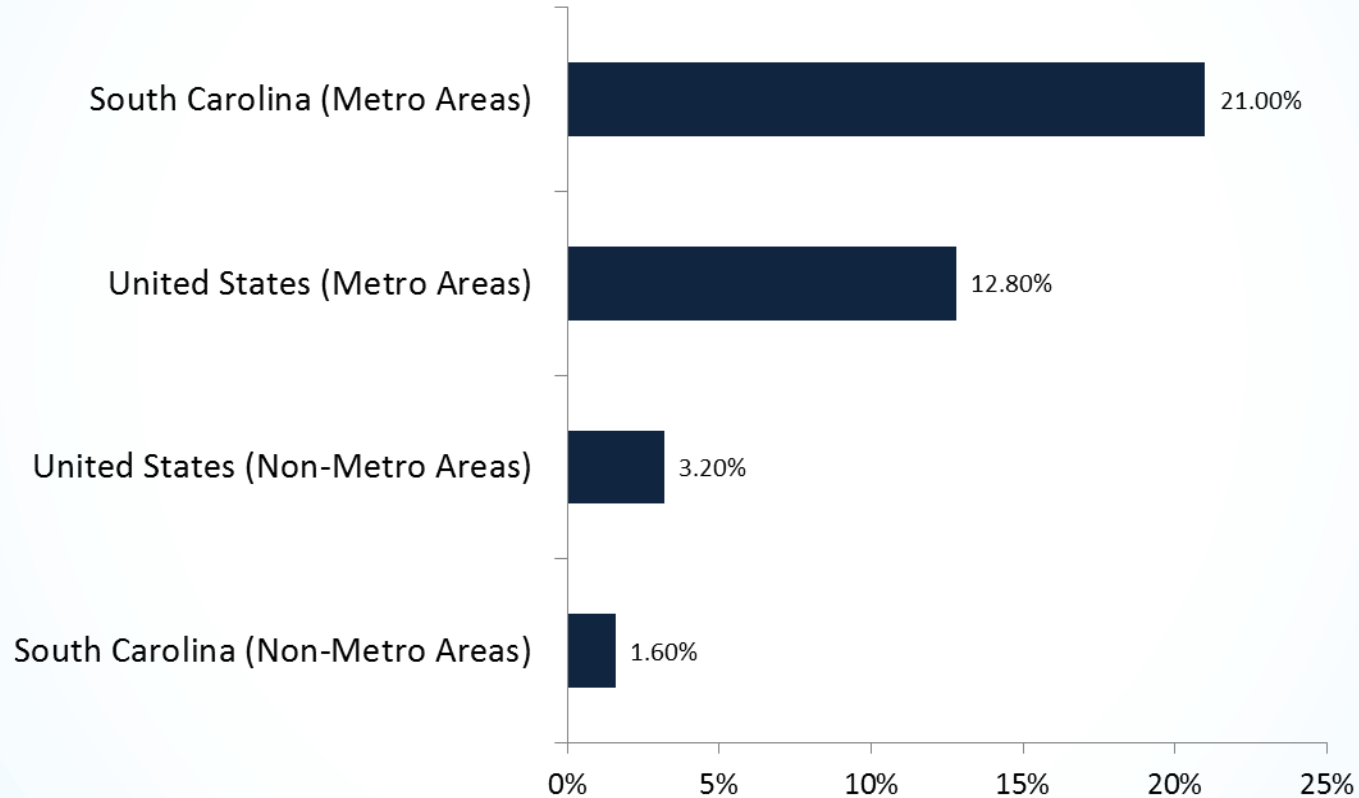
Urban Growth and Global Competitiveness



Growth of Urban Areas is Critical to SC

Population Growth, 2000 – 2012

(US Dept. of Commerce)



Urban Density Matters

Federal Reserve Bank of New York: Productivity and the Density of Human Capital, 2011

Average Output Per Worker According to Density and Human Capital Classifications

	<u>Low Density</u>	<u>High Density</u>	<u>Difference</u>
Low Human Capital	\$51,014	\$54,376	\$3,363 **
High Human Capital	\$56,293	\$64,634	\$8,342 **
		Difference-in-Difference:	\$4,979 **

Notes: Metropolitan areas with population density or human capital stock greater than or equal to the mean are classified as "High Density" or "High Human Capital," respectively, while all others are classified as "Low Density" or "Low Human Capital." ** indicates difference is statistically significant at the .05 level. Based on 363 metropolitan areas.



Top Site Selection Factors

“Traditional” Factors

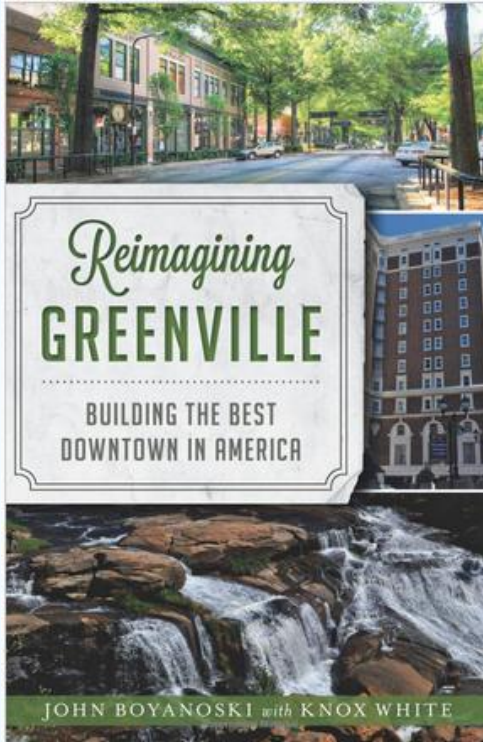
1. **Availability of Skilled Labor**
2. **Highway Accessibility**
3. Labor Costs
4. Construction / Occupancy Cost
5. **Advanced IT Infrastructure**
6. Building Availability
7. Corporate Tax Rate
8. State and Local Incentives
9. Union Profile
10. **Energy Availability and Costs**

Quality of Life Factors

1. **Crime Rate**
2. **Healthcare Facilities**
3. Housing Costs
4. **Public School Quality**
5. Housing Availability
6. **Recreational Opportunities**
7. **Colleges and Universities**
8. Climate
9. **Cultural Opportunities**



Reimagining Columbia



Columbia, SC

Population : 133,000
Median HH Income: \$40,550
Median House Value: \$161,000
Businesses: 12,783

Retail Sales / Capita: \$21,595

Richland County

Population: 399,000
Median HH Income: \$48,420
Fortune 1000 HQs: 1

Greenville, SC

Pop: 61,000
Median HH Income: \$41,550
Median House Value: \$201,000
Businesses: 9,371

Retail Sales / Capita: \$39,829

Greenville County

Population: 474,000
Median HH Income: \$48,438
Fortune 1000 HQs: 0



Thank you.

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