

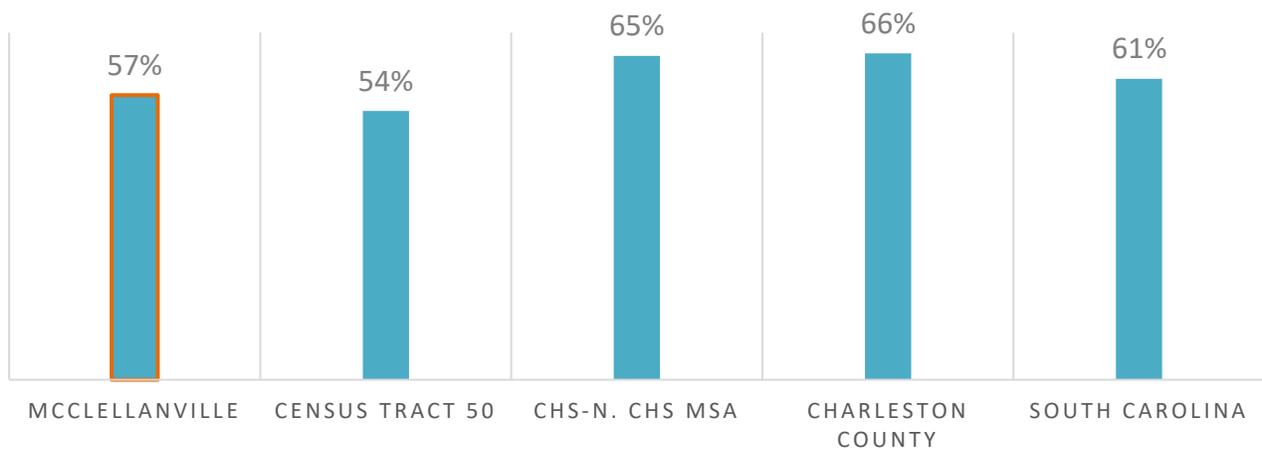
# McClellanville Comprehensive Plan Workshop (9.28.2020 discussion draft)

## ECONOMICS

### Labor Force Participation

McClellanville’s overall labor force participation rate (LFPR) among residents above the age of 16 years was approximately 57% according to the 2017 ACS. This rate is slightly above the rest of the Census Tract (54%), but notably lower than the Charleston-N. Charleston MSA, Charleston County, and South Carolina as a whole.

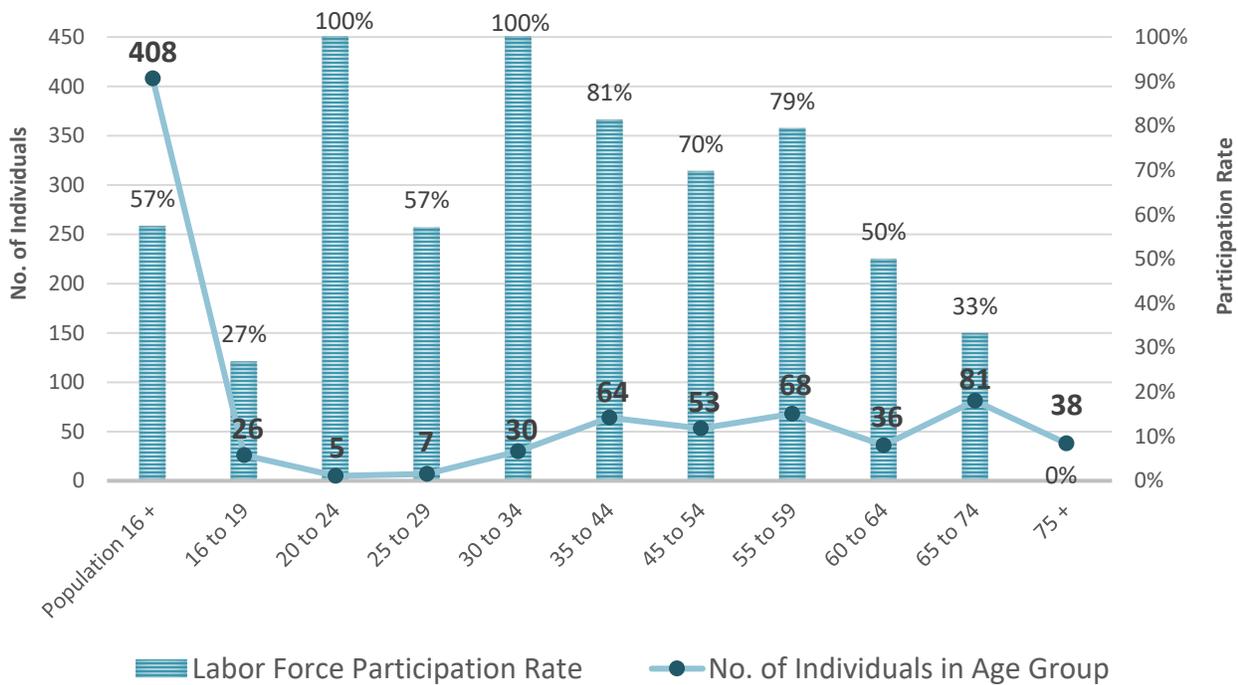
**LABOR FORCE PARTICIPATION RATES  
COMPARISON, 2017  
(POPULATION 16 YEARS AND OVER)**



This may be related to the age distribution of residents. Demographics indicate that McClellanville is home to a higher proportion of older adult and elderly individuals compared to young adults and youth (see Population chapter). Figure X below, *Labor Force Participation and Age Distribution*, illustrates the overall labor force participation rate (%) among a series of age cohorts and the total number of eligible workers ages 16+ in each cohort. Most of the cohorts (or age brackets) have a relatively high LFPR with the exception of those aged 16 to 19 (27%) and 25 to 29 (57%).

Residents between the ages of 16 and 19 (26 in total) are likely to be living with parents or other caregivers and balancing school or college and extracurricular activities alongside work obligations. Thus, it is not surprising for this age cohort to have a comparatively low LFPR. Residents between the ages of 25 and 29 (seven in total) have a low LFPR at 57%, equating to 4 of 7 workers participating in the labor force. As residents approach retirement age of 60+ years, the LFPRs begin to decrease, which can be seen in the chart below in the older age cohorts.

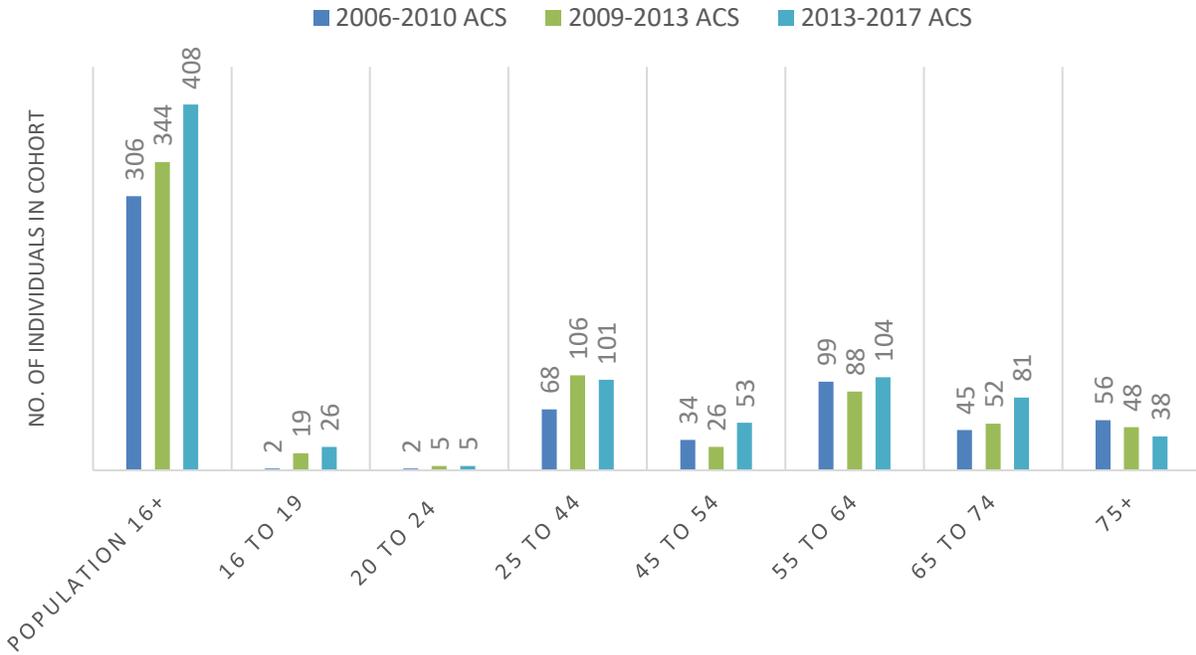
### LABOR FORCE PARTICIPATION RATE AND AGE DISTRIBUTION



### **Future Labor Force**

The changing age distribution of eligible workers (individuals aged 16+ years), shown in Figure X below, *Change in Worker Age Distributions (2010-2017)*, shows an incremental increase toward an aging population, particularly in the cohorts aged 45-54 years, 55-64 years, and 65-74 years. The town has a very small number of individuals under the age of 25. As of the 2017 ACS estimates, there were fewer than 100 children and young adults in the town under 19 years of age. Without an influx of young families with children and newcomers relocating to the area, this may mean that the town will have relatively few eligible workers in coming years.

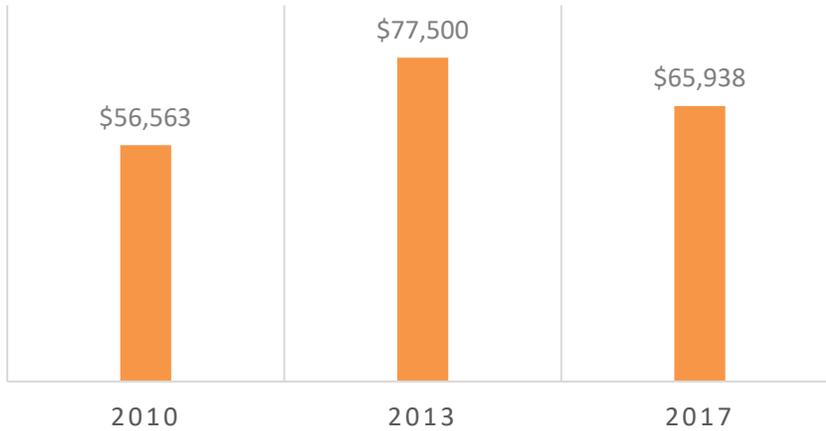
## CHANGE IN WORKER AGE DISTRIBUTIONS (2010-2017)



The median age in town has fluctuated substantially since 2010’s median age of 58.2 years, which then dropped to 42.6 years in 2013, and later crept back up to 50.8 years by 2017 (ACS 2013-2017). Median age in McClellanville is notably higher than that of the comparative geographies considered in this report (see Population chapter), though it closely aligns with that of Census Tract 50, which has a median age of 51.1 years.

## Income and earnings

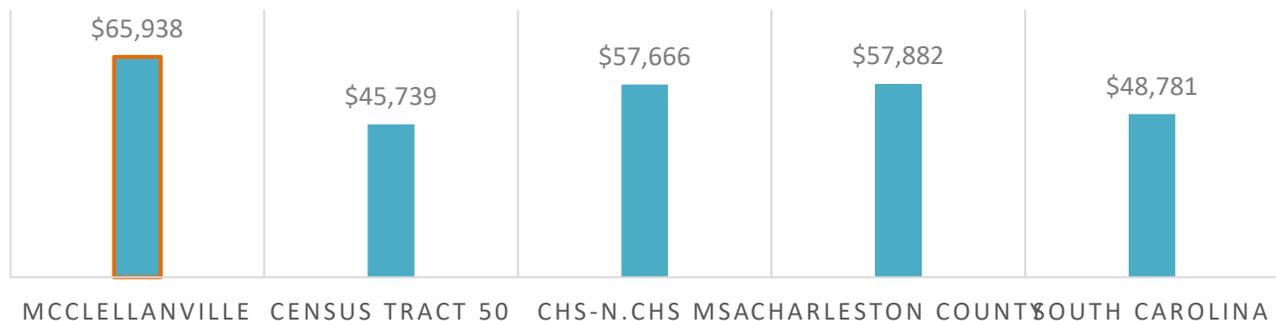
### CHANGE IN MEDIAN HOUSEHOLD INCOME (2010 - 2017)



Median household income in McClellanville has fluctuated over the past decade, jumping from \$56,563 in 2010 up to \$77,500 in 2013 then down to \$65,938 by 2017. The cause of this income fluctuation is unclear, but may be related to occupational changes around the same time. These employment characteristics are described and illustrated below on page 9, Figure X.

At nearly \$66,000 per year, ~~the by~~ 2017, median household income in McClellanville is substantially higher than other geographies considered in this report. The 2017 Median Income Comparison chart below (Figure X) illustrates these income figures. Median family income<sup>1</sup> in 2017 was \$97,083, which is also substantially higher (\$20,000 - \$37,000+) than comparative geographies. These measures indicate that while McClellanville has a lower labor force participation rate than some other areas, residents of the town are generally financially secure.

### 2017 MEDIAN INCOME COMPARISON



<sup>1</sup> Household income reports the combined income of all individuals over the age of 15 living in a household regardless of relationship to one another, and including individuals living alone. Family income reports the combined income of households with individuals who are related by birth, marriage, or adoption, and tends to be higher.

**Distribution of incomes**

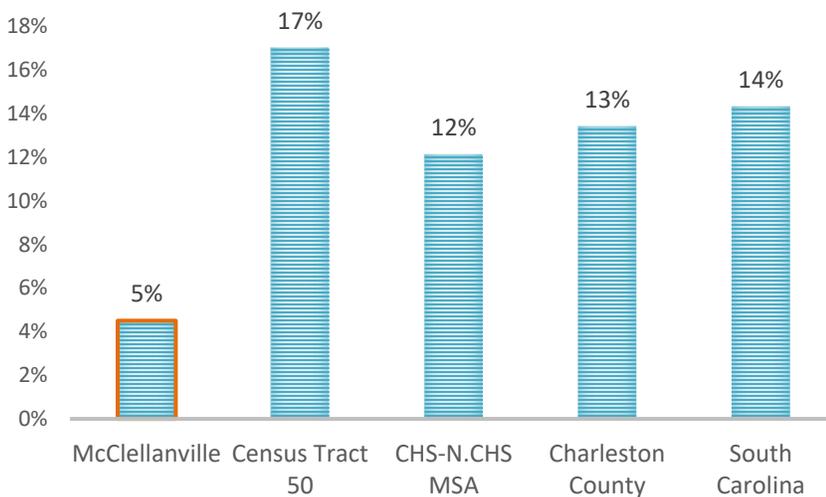
Between 2010 and 2017, many households experienced income changes. Most notably, households in the very low-income brackets of \$10,000-\$14,999 dropped considerably from 11% in 2010 down to 2% in 2017 and the \$25,000-\$34,999 bracket dropped from 11% in 2010 to 6% in 2017. Increases were seen in the \$35,000-\$49,999 bracket, up from 10% in 2010 to 21% in 2017, and the \$100,000 to \$149,999 bracket, up from 12% in 2010 to 24% in 2017 while some decreases were also seen in mid-range to higher income brackets (\$50,000-\$74,999 and \$75,000-\$99,999).

**CHANGE IN TOTAL HOUSEHOLD INCOME, 2010-2017**



**Poverty**

**INDIVIDUALS BELOW POVERTY LEVEL COMPARISON, 2017**

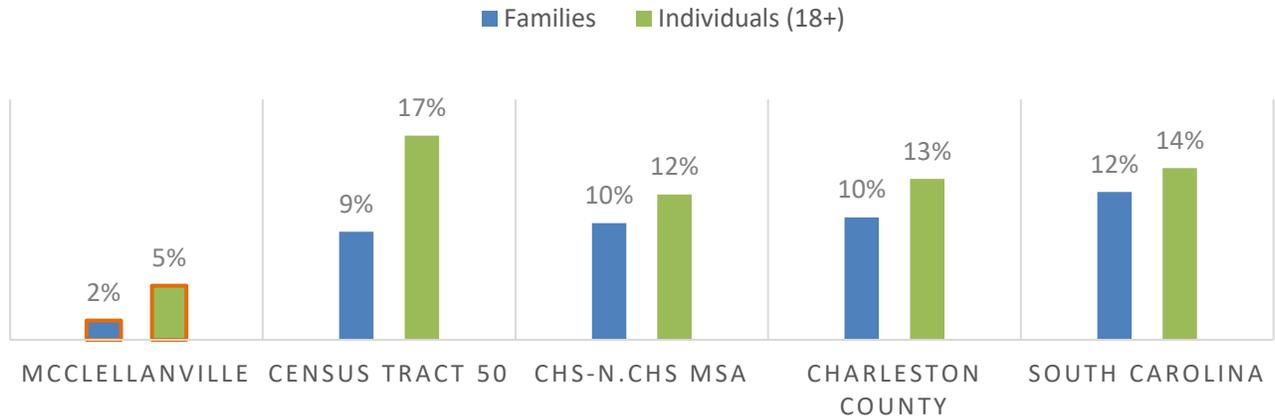


McClellanville has considerably fewer individuals living below the poverty level than in comparative geographies. In 2017, approximately 5% of individuals in the town were living at or below the poverty level. Census Tract 50 and other areas considered here have double and triple the number of financially distressed individuals.

The Town’s median income data suggests a financially

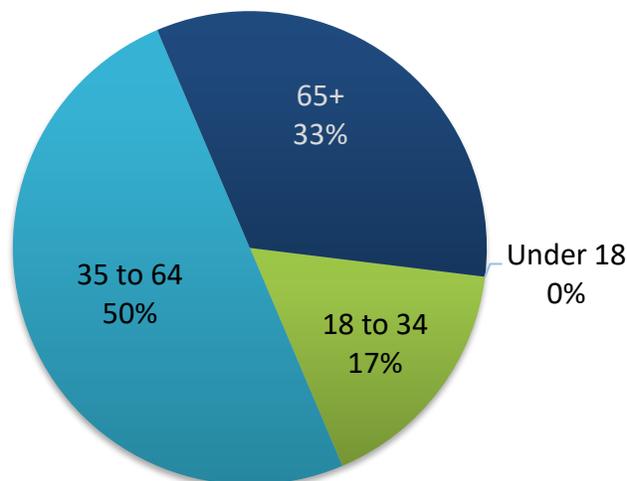
thriving community, and McClellanville largely fits that description. However, there remains a small number of families and individuals who are struggling with poverty.

## PEOPLE BELOW POVERTY LEVEL (2017)



In 2017, approximately 2% of all families and 5% ~~(18 people)~~ of all individuals (18 people) over the age of 18 years were living at or below the poverty level in McClellanville. All 18 individuals under the poverty level in 2017 were white (not of Hispanic or Latino origin) and had attained at least a high school education, while most had an associate's degree, some college or a bachelor's degree.

## AGE GROUPS OF INDIVIDUALS LIVING AT OR BELOW POVERTY LEVEL, 2017



Of the 18 McClellanville residents living at or below the poverty level in 2017, one third were seniors over the age of 65, half were middle-aged adults 35-64 years old, and the remaining 17% were young adults 18-34 years old. In 2017, there were no residents below the age of 18 living in poverty.

## **Educational Attainment**

As shown in Figure X below, *Education Attainment Comparison, 2017*, educational attainment in McClellanville is comparatively higher than the rest of Census Tract 50, and the larger MSA, Charleston County and the state of South Carolina as a whole. Approximately 98% of McClellanville residents have earned a high school degree (or further) and approximately 51% have earned a bachelor's degree or further education beyond that. The proportion of college-educated residents in McClellanville is nearly double that of Census Tract 50 and the state.

### **EDUCATIONAL ATTAINMENT COMPARISON, 2017**

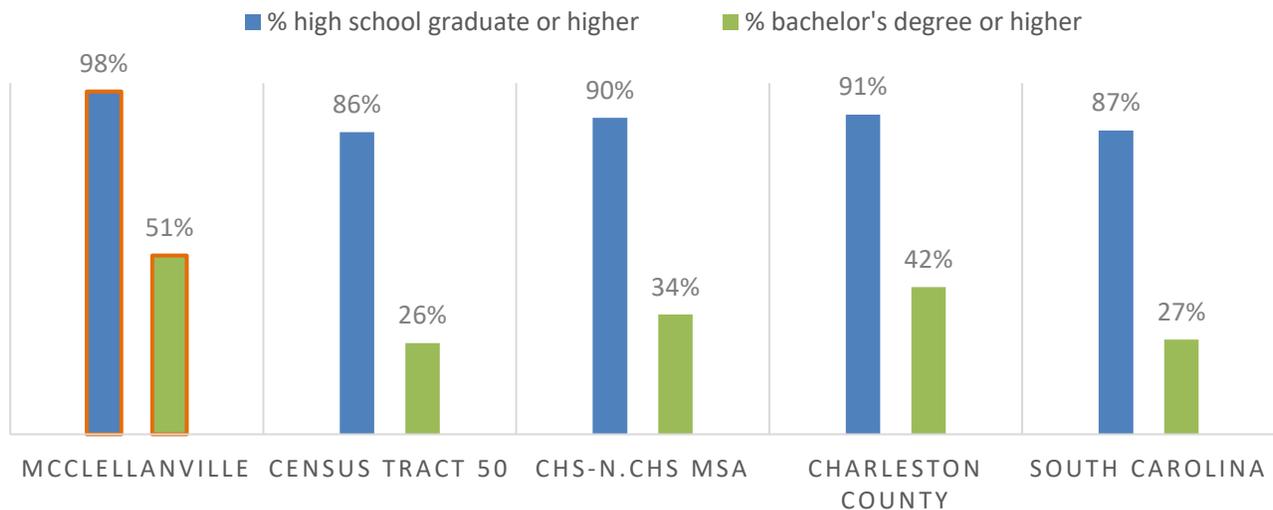


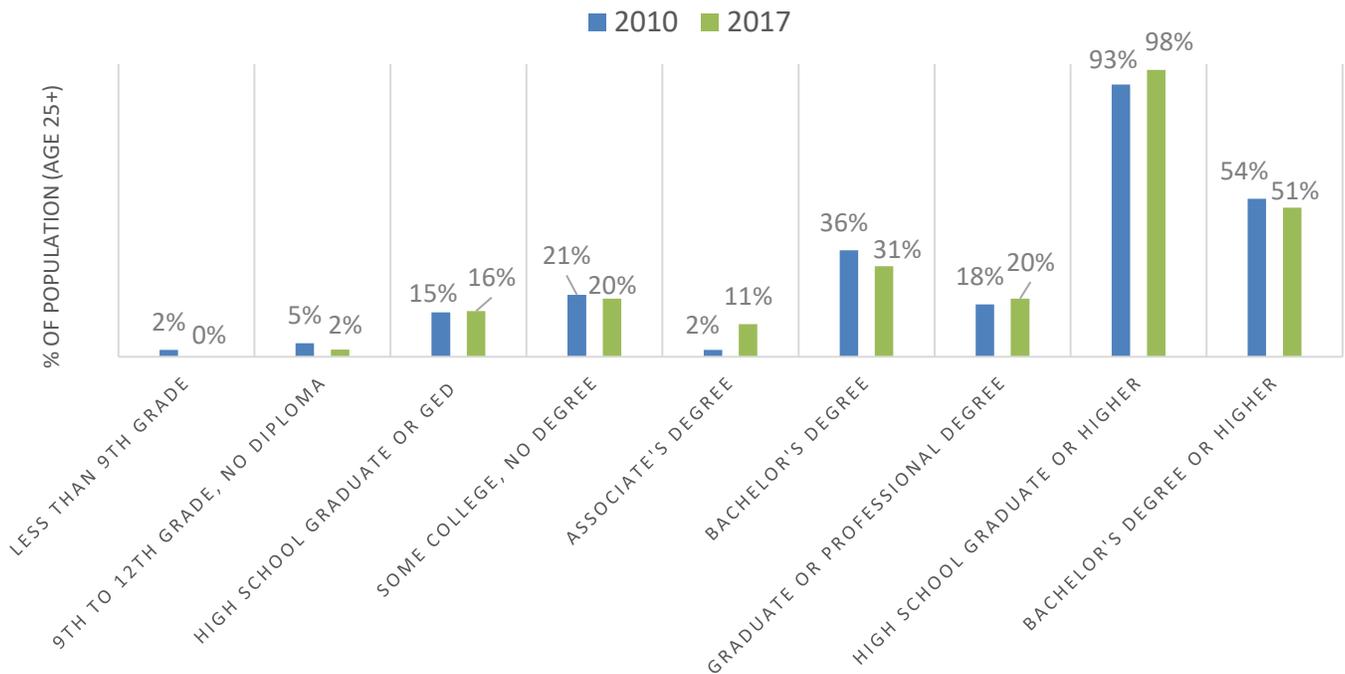
Figure X below, *Highest Level of Education Attained (Population Age 25+)* further analyzes all McClellanville residents over the age of 25 years, categorizing individuals by the highest level of education attained, and compares these statistics from 2010 to 2017 levels. In 2017, approximately 2% of residents (9 people) over the age of 25 had not completed high school or the GED equivalent. Approximately 16% (59 people) over the age of 25 graduated high school but did not pursue education beyond that. Twenty percent (75 people) of residents in 2017 had attended college but had not achieved a degree. Eleven percent (42 people) had earned an associate's degree and 31% (117 people) had earned a bachelor's degree. Finally, 20% of residents (75 people) had earned a graduate or professional degree.

The two columns to the far right of Figure X illustrate cumulative achievement. As mentioned above, a combined total of 98% of residents completed high school or further education beyond that while a combined total of 51% of residents had earned a bachelor's degree or higher.

Comparing 2010 to 2017, overall, educational attainment among residents has remained fairly consistent. Fewer residents in 2017 lack a high school education and there were some slight increases in associate's and graduate or professional degree holder; yet, there were

similar decreases in bachelor’s degree holders and residents who had earned a bachelor’s degree or higher by 2017.

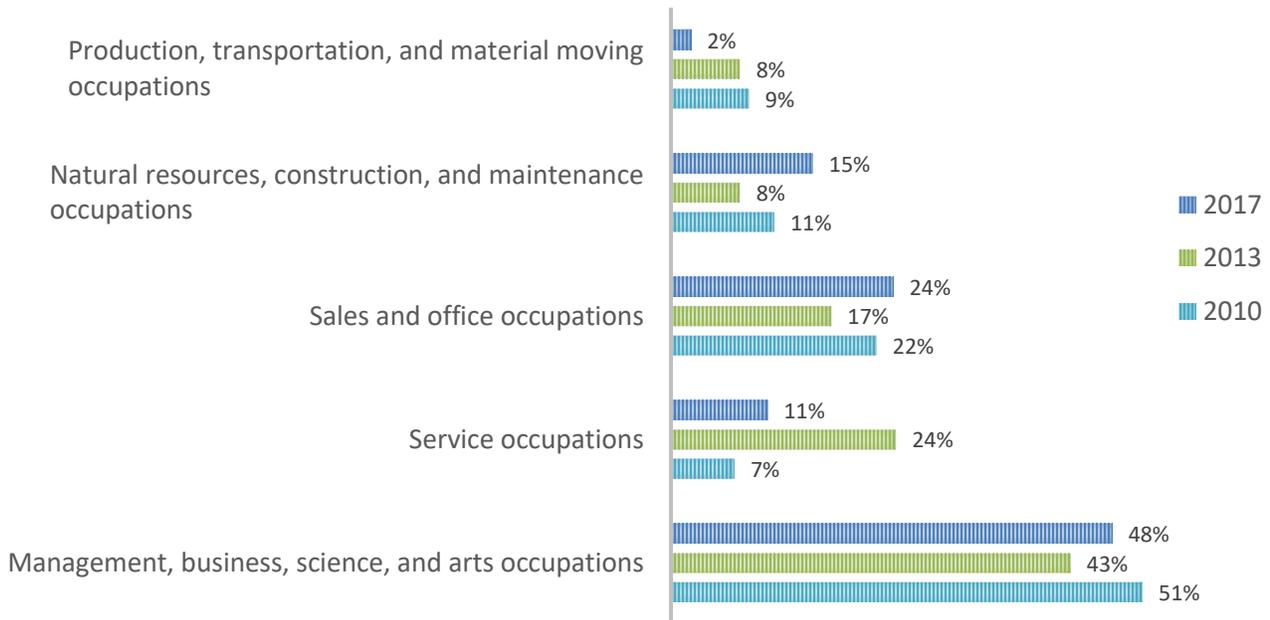
### HIGHEST LEVEL OF EDUCATION ATTAINED (POPULATION AGE 25+)



### Occupations and Industries

Town residents’ occupation types are illustrated in Figure X below, *Resident Employment Characteristics – Occupations (2010-2017)*. This chart illustrates the occupation, or the type of work performed, by McClellanville town residents, regardless of their place of work. In 2017, nearly half (48%) of residents held occupations in management, business, science or arts. The category with the next highest representation of workers was sales and office occupations held by 24% of resident workers. Approximately 15% of resident workers held occupations in natural resources, construction and maintenance, another 11% worked in service occupations, and the remaining 2% worked in production, transportation and material moving occupations. There was minimal change in residents’ occupation types between 2010 and 2017.

## CHANGE IN RESIDENT EMPLOYMENT CHARACTERISTICS - OCCUPATIONS (2010-2017) (CIVILIAN POPULATION 16+ YEARS)

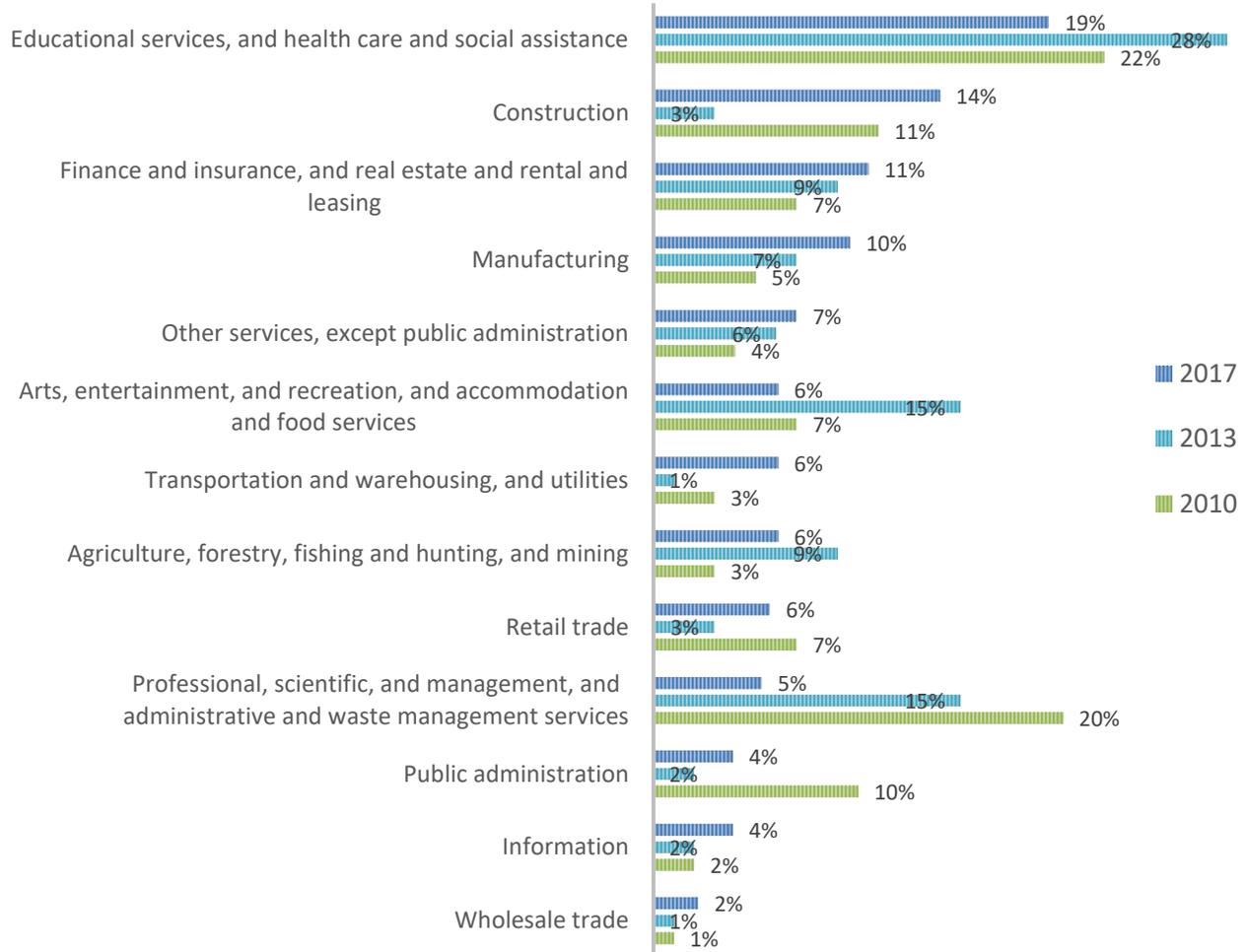


While occupations describe the type of work performed daily by the worker, industries describe the place of employment (or employer type) in which that daily work is performed. For example, construction is an *industry* in which individual workers may hold a job (or, *occupation*) in the business or management sector, or in the sales sector. Both the occupations and industries data presented are referring to employment characteristics of McClellanville resident workers, regardless of job location.

Figure X below, *Resident Employment Characteristics – Industries (2010-2017)*, illustrates the types of industries in which McClellanville residents are employed (regardless of the employer’s geographic location). According to the 2017 ACS, approximately 19% of resident workers were employed in educational services, health care and social assistance, 14% in construction, 11% in finance, insurance, and real estate, 10% in manufacturing, representing just over half of all employment industries in which workers were employed. The balance of employed residents (46%) worked in the other nine industry categories, from services (7%) to wholesale trade (2%), with each category representing less than 10% of working residents.

# RESIDENT EMPLOYMENT CHARACTERISTICS - INDUSTRIES, 2010-2017

(CIVILIAN POPULATION 16+ YEARS)

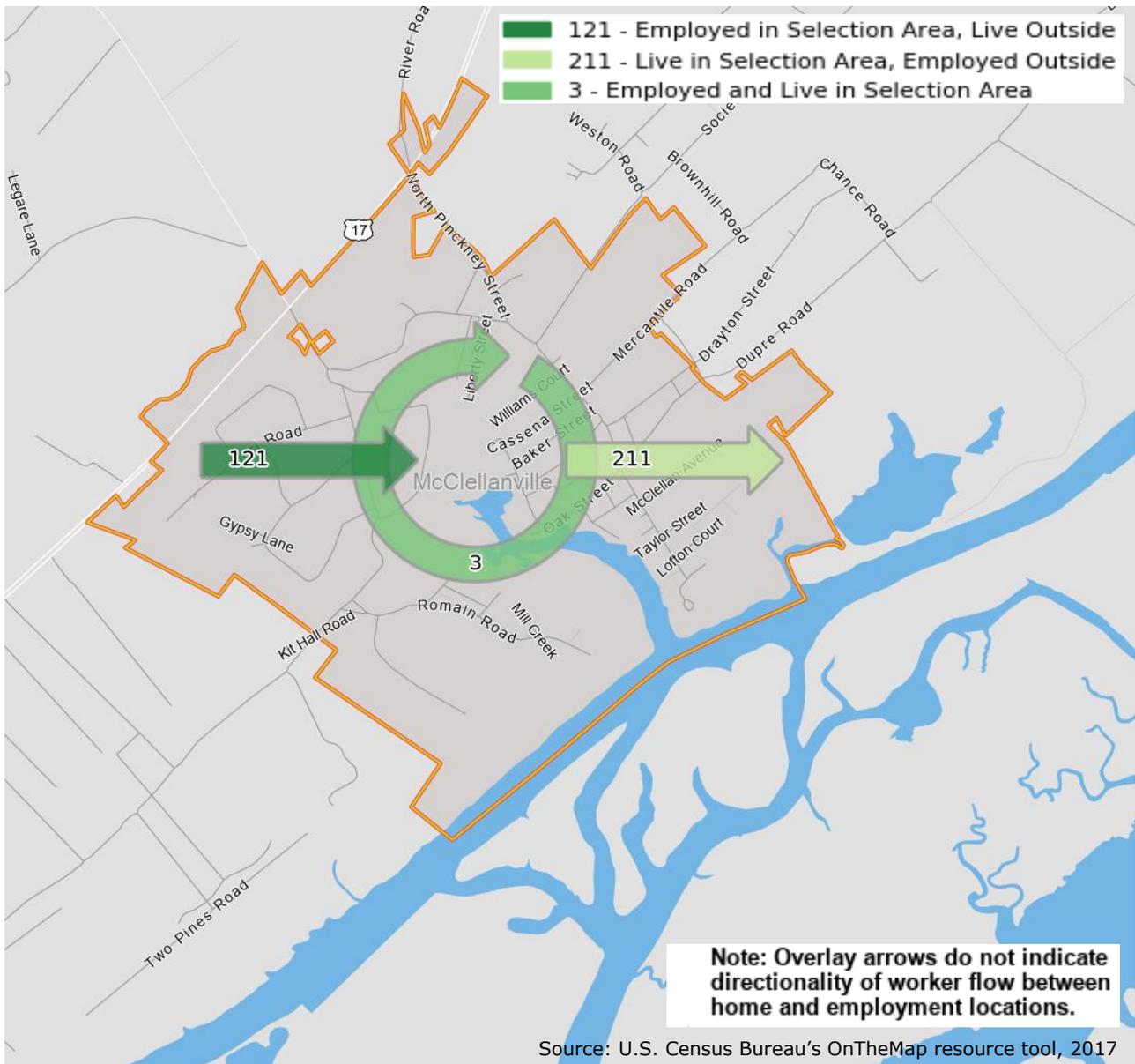


Of note in the 2017 ACS estimates compared to 2013 and 2010 estimates is the significant decrease in residents employed in the professional, scientific, management, administrative and waste management services category, which dropped from 20% in 2010 down to 5% in 2017. A slight decrease also occurred in the public administration industry over this time period, dropping from 10% of residents employed in the industry in 2010 down to 2% in 2013, then up slightly to 4% in 2017. Only 6% of town residents were employed in the agriculture, forestry, fishing, hunting and mining industry category in 2017, which may be a surprising statistic given the Town's notoriety and history in the shrimp and seafood industry.

The industries that appear to have absorbed these workers between 2010 and 2017 were construction (increased from 11% to 14% in 2017), finance and insurance (from 7% to 11%), and manufacturing (5% to 10%). Most other industries remaining relatively consistent, changing by only a few percentage points over this time period.

### **Resident Employment Locations**

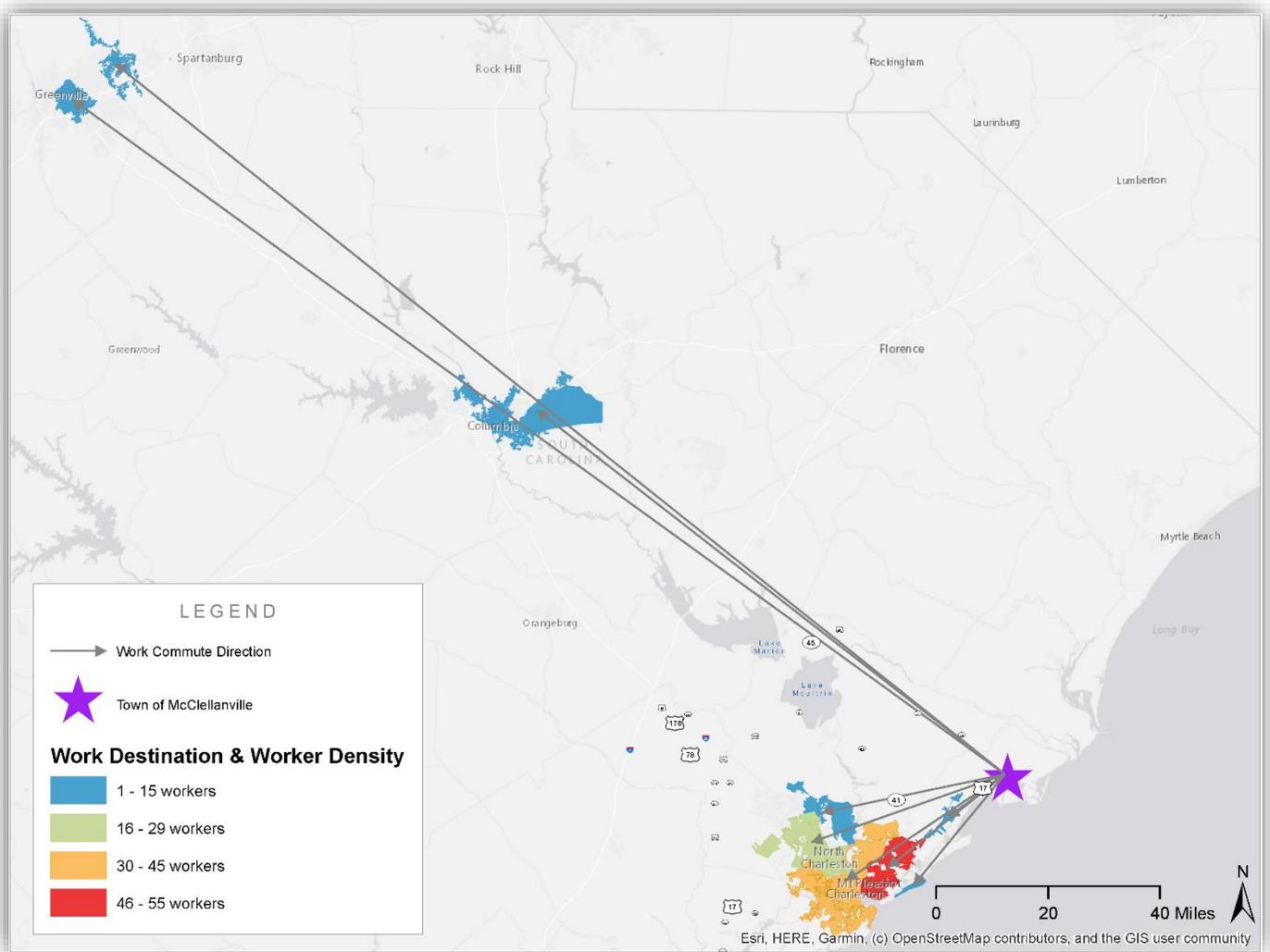
The geographic work location of McClellanville residents impacts several factors including the local economy, transportation and roadways, and quality of life for commuters. Although the graphic below from OnTheMap pulls from census data, it may not account for the Town’s entire workforce. As illustrated in Figure X below, approximately three (3) town residents worked locally in 2017 (“employed and live in selection area”), whereas 121 individuals were employed in the town but lived elsewhere (“employed in selection area, live outside”),



and 211 town residents commuted to work elsewhere (“live in selection area, employed outside”).

From a municipal and regional perspective, it is generally beneficial for higher percentages of residents to also work in town as it enables local and county governments to capture tax-related benefits (e.g. tax on gasoline and lunch purchases), reduces traffic congestion on local and regional roads, and reduces the amount of time people must spend commuting from home to work destinations and back.

Map X below, *Work Destination & Worker Density, 2017*, illustrates the geographic destination to which McClellanville residents were commuting for work in 2017. According to this data from OnTheMap<sup>2</sup>, the highest number of workers commuted and worked in the Mt. Pleasant area (46-55 workers), followed by the city of Charleston (30-45 workers), then North Charleston (16-29 workers), and smaller numbers of town residents commuted to

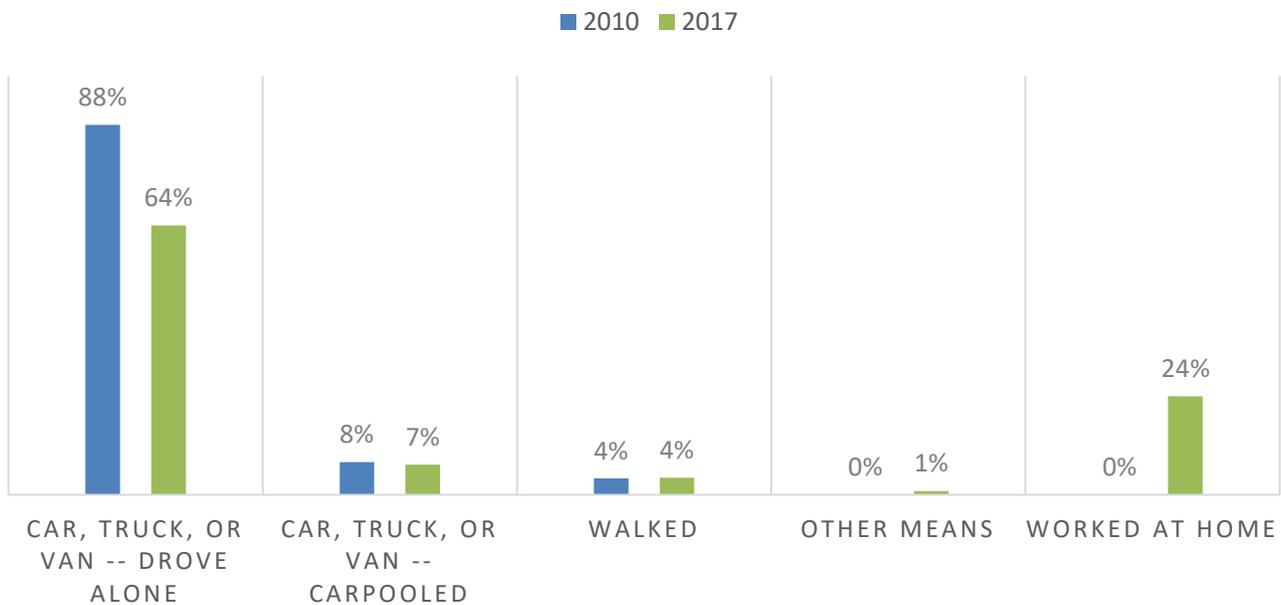


<sup>2</sup> Data source: U.S. Census Bureau’s OnTheMap resource tool, 2017 (from ACS 2013-2017 5-year Estimates).

other areas including Isle of Palms, Georgetown, Awendaw, Columbia, Summerville, Monck’s Corner, Goose Creek, Greenville, and Spartanburg for work in 2017.

Commuting characteristics in 2017 show that the majority of employed residents (64%) drove a private vehicle to work, though this number has dropped substantially since 2010 when 88% of residents drove alone to work. The drop in residents commuting alone transitioned to a 24% increase in residents working from home by 2017. Consistent with 2010 numbers, approximately 7% of residents carpooled and 4% walked to work in 2017.

### CHANGE IN MODE OF TRANSPORTATION TO WORK, 2010-2017



**Town Residents’ Avg. Commute (2017):**  
**31 minutes**

The average commute time to work dropped from 33.7 minutes in 2010 to 30.9 minutes in 2017. On average, McClellanville residents are spending an additional 5-7 minutes commuting than residents of the Charleston-North Charleston MSA, Charleston County, and the state as a whole, though approximately 5-minutes less than other residents of Census Tract 50.

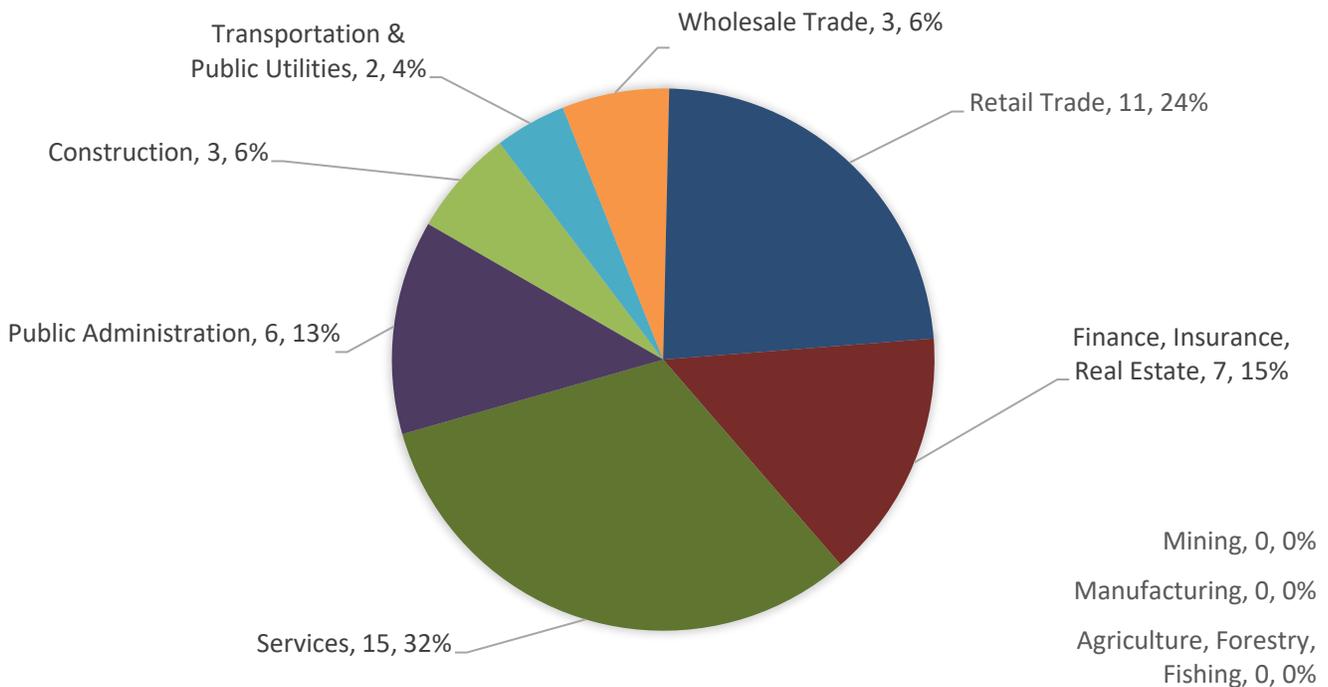
#### **Local Economy**

According to April 2020 data from Esri Business Analyst Online (BAO), there are currently 47 businesses located in the town employing between 284-296 total employees, including for-profit businesses, government-owned entities (e.g. U.S. Post Office) and non-profit organizations (e.g. churches). Some of the largest employers in town include RL Morrison

& Sons with 11 employees and three different private entities each with ten (10) employees, including Boats n’ Hoagies Sandwich Shop, Bent Rod and McClellanville Town Office. In light of the COVID-19 pandemic, these April 2020 estimates may have since changed. [Note: Staff will be comparing this information to direct data from the County business license records.]

Figure X below, *McClellanville Businesses, Type and Count (2020)*, shows the breakdown of businesses located in town, displaying the business type, number of entities in that category (by SIC Code) and the percentage of all businesses that category represents. For example, the Retail Trade category (shown in navy) includes 11 different entities categorized as such, which equates to 24% of all businesses in town.

### MCCLELLANVILLE BUSINESSES, TYPE AND COUNT (2020)



Currently, Service-related businesses represent the largest contingency of business types in town, with 15 total business units or 32% of all businesses in town. Retail Trade is the next largest category with 11 business units or 24% of all businesses in town, followed by Public Administration (6 business units or 13%), Finance, Insurance, Real Estate (7 business units or 15%), Wholesale Trade and Construction (each with 3 business units or 6% each), and Transportation & Public Utilities (2 business units or 4%).

[INSERT 2010 AND LATEST AVAILABLE BUSINESS LICENSE INFO FROM TOWN/COUNTY WHEN AVAILABLE]

## **Economic Sustainability**

This data suggests that McClellanville may be approaching an economic transition period, with a higher percentage of in-town businesses dedicated to services and retail rather than the traditional focus on the fishing and seafood industry. Additionally, 2017 commuting data suggest that nearly one quarter of the Town's population is working from home, which likely requires reliable internet connection. Internet connectivity and reliability will likely become an increasingly important factor in long-term economic viability.

**Discussion Points:** In addition to discussing the validity of the 2010 Comprehensive Plan goals/strategies on the following pages, what are some ideas of how the Town's economic sustainability can be strengthened?

How does this look in the:

- Highway Commercial District?
- Village Commercial District?
- Marine Commercial District?
- Residential Areas?

**LAST PLAN UPDATE GOALS/STRATEGIES:**

**Q: Are these valid, were strides made in accomplishing them, how should they be amended/added to?**

1. *The Town will participate in and support a collaborative effort to create a diversified economy that encourages entrepreneurship, lifelong learning, supports existing businesses and industry, and a vital village center.* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

a. Businesses and organizations will be encouraged to coordinate with the Sewee Summit in formation of an umbrella business organization. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

b. The Town will work with service providers to identify means for technology infrastructure in the Town in support of economic development efforts.  
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\_\_\_\_\_  
\_\_\_\_\_

2. *The Town will work to encourage private investment and working capital for community-based entities established to foster economic growth.* \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

a. Consideration will be given to strengthening the Sewee to Santee Community Development Corporation to become certified, opening the possibility of donations eligible for tax credits. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

b. The Town will support local efforts to identify the best use of the former middle school building.  
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\_\_\_\_\_  
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3. *The Town will seek opportunities for funding to support economic development opportunities consistent with its vision.* \_\_\_\_\_

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a. Work with the Sewee Summit umbrella organization to access grants from SCPRT to develop heritage tourism, through a comprehensive marketing strategy. \_\_\_\_\_

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b. The Town will be cognizant of the need for and pursue opportunities to development or enhance necessary infrastructure and services. \_\_\_\_\_

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**Public Comments received via survey:**

- "We need less focus on shrimp and find a more long-term plan for long term economic growth."
- Multiple comments related to dissatisfaction with current internet provider (TDS) and the need to improve internet connection, speed, reliability and the desire for town-wide Wi-Fi
- Some residents expressed desire for small, retail shops, but not big box stores