

# Waccamaw Regional Economic Outlook

Summer 2012

August 13, 2012

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Coastal Carolina University



# Helpful Notes and Reminders

- Tourism Quarters: To reflect the importance of the seasons, offset by 1 month so that Q1 (Winter) is December, January, February, Q2 (Spring) is March, April, May, Q3 (Summer) is June, July, August and Q4 (Fall) is September, October, November.
- National data is based on normal calendar year, e.g. GDP 1<sup>st</sup> quarter is for January, February, March.
- All data reflect the period of business activity.
- Reported and estimated changes in rate measures are reported as unit changes rather than percent changes, for example the unemployment rate movement from 6% to 6.5% is show as a movement of one-half of a point (0.5).
- Certain data is affected by the receipts and collections of taxes by SC DOR, e.g. retail sales business activity shows quarterly spikes; however the actual business activity may not resemble this periodic behavior.
- In November, 2011 SC DOR received a ruling to aggressively pursue taxes on VRBO properties as far back as ten years. The reporting does not adjust for the actual period of business activity and is reflected in the period of collection.

# Presentation Format

## Beginning Slides:

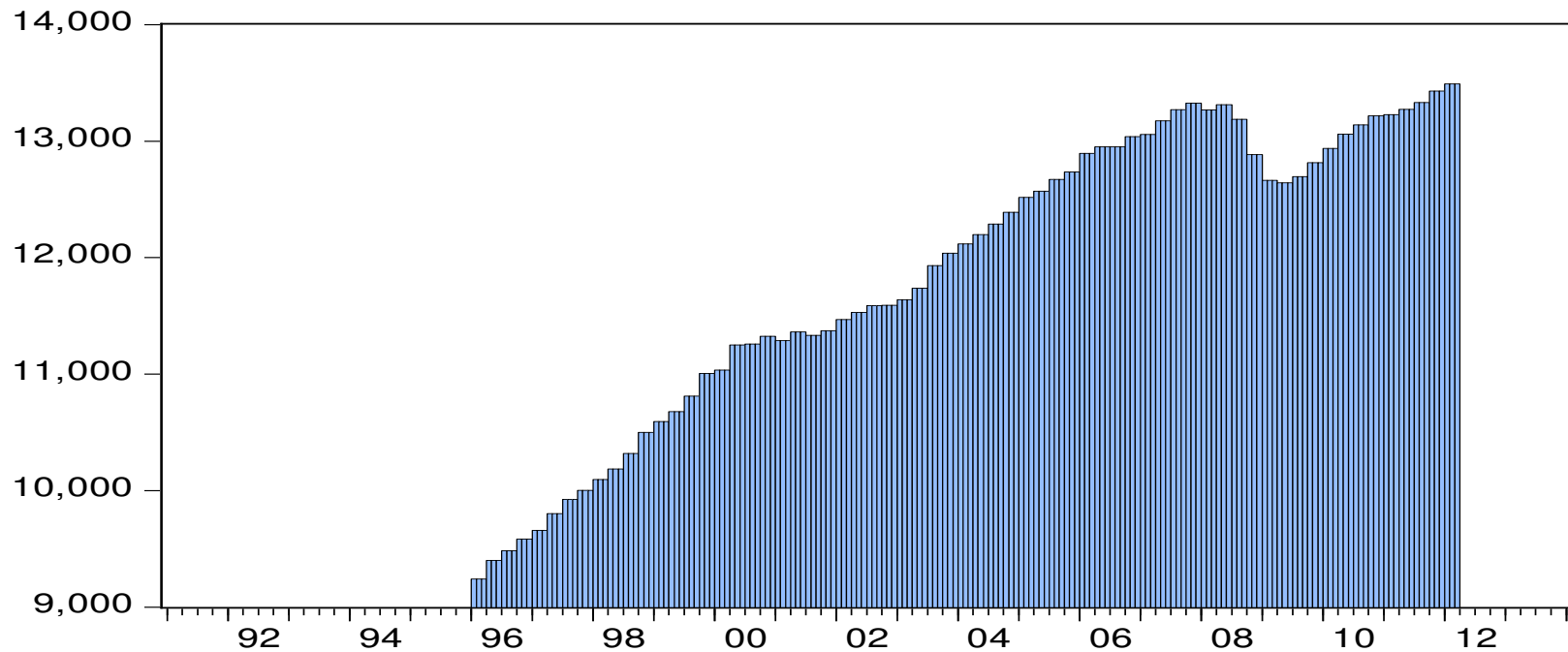
Historical trends of national and local measures of economic activity.

## Remaining Slides:

Recent quarterly activity and forecast of national and local activity.

# Real GDP (\$ Billions)

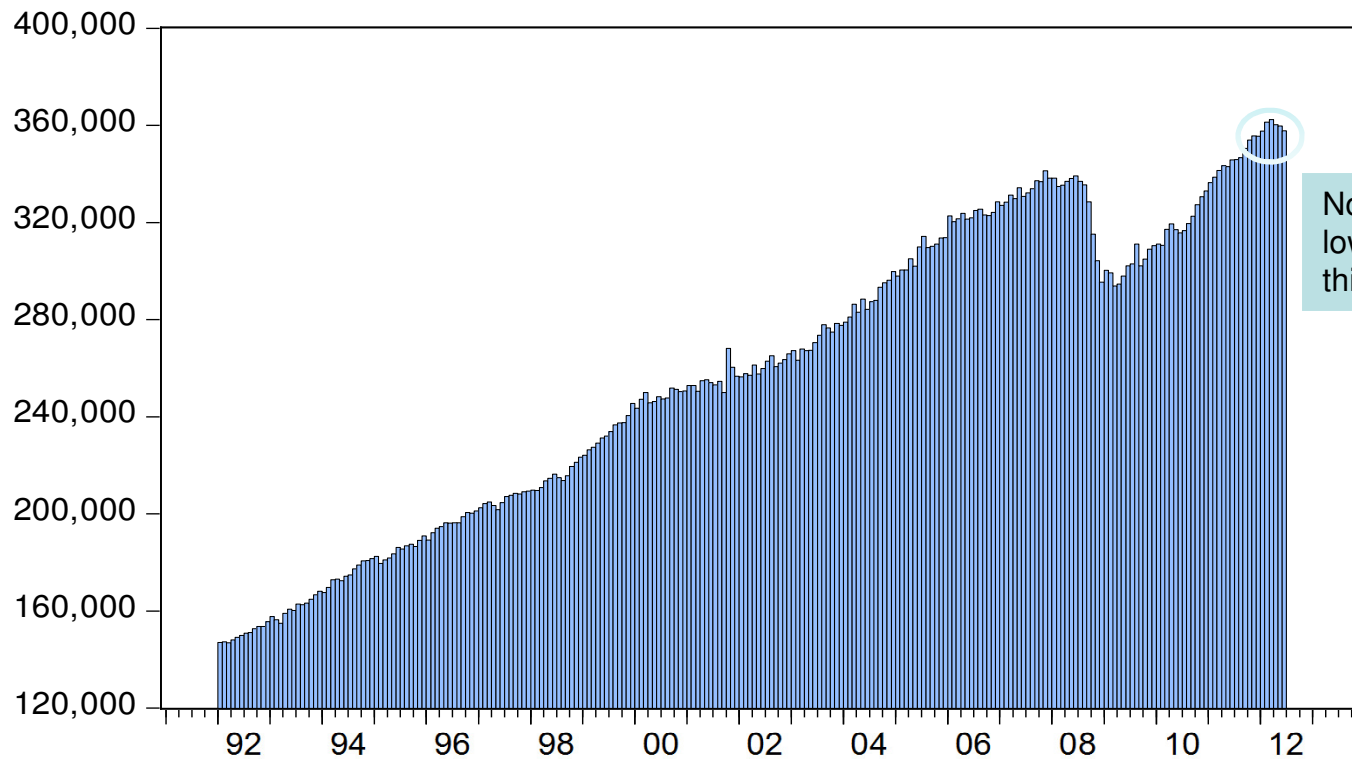
REALGDP



# US Retail Spending

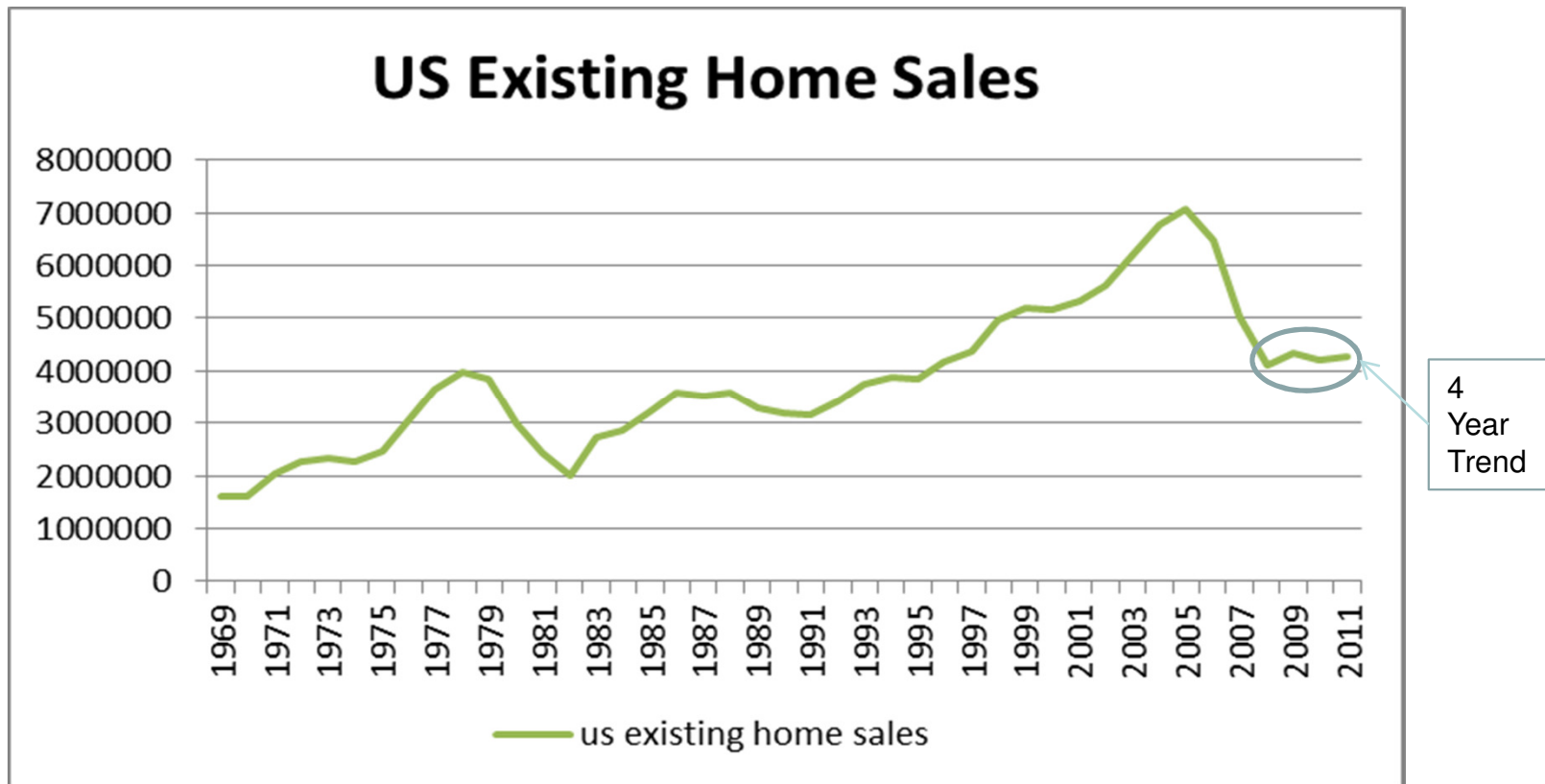
(Without inflation adjustment)

US RETAIL SALES (including Food and Gasoline)

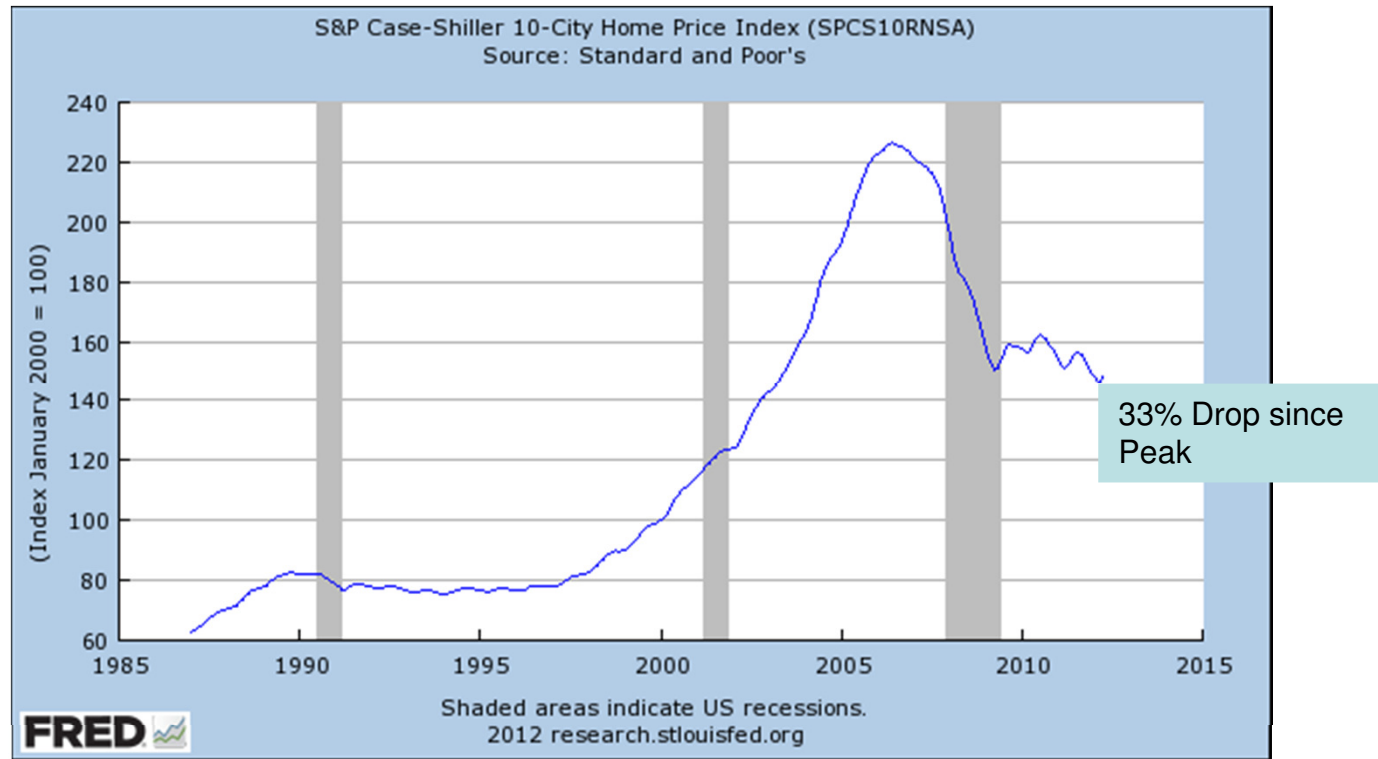


Note the effect of lower gas prices this summer.

# US Existing Home Sales

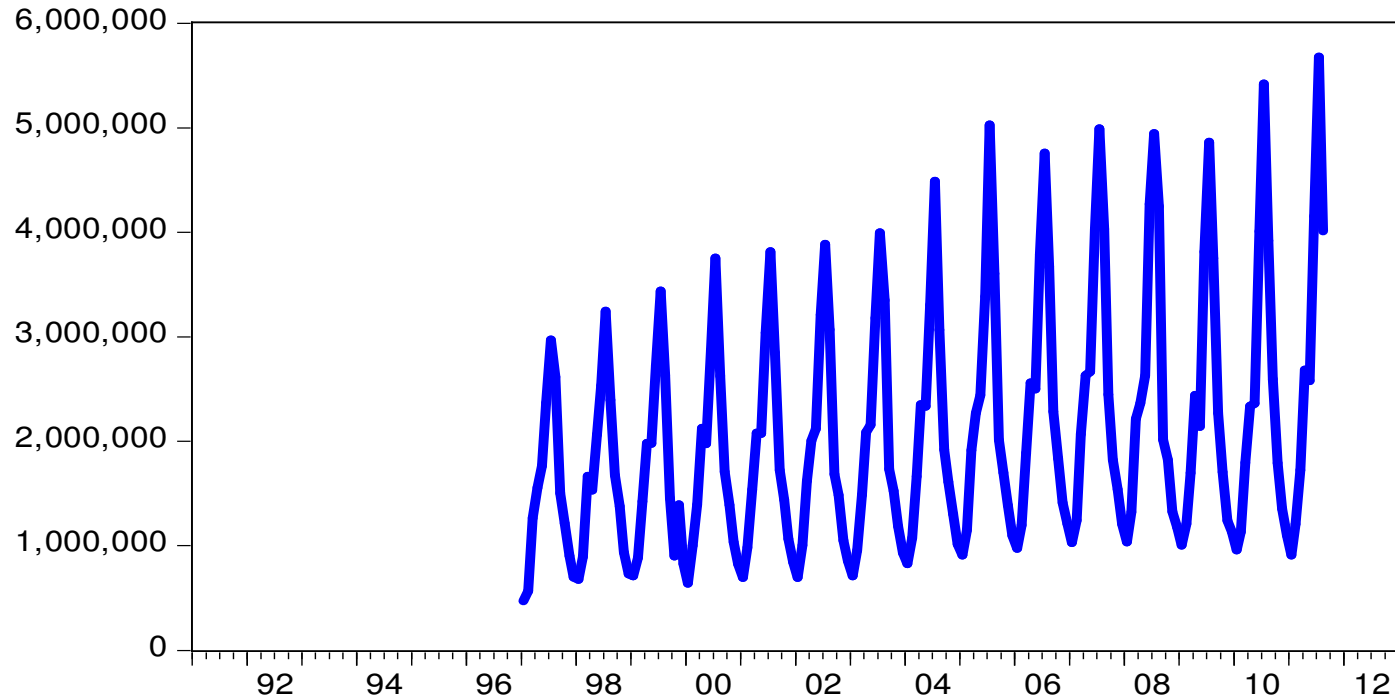


# Case-Shiller US 10-City Index



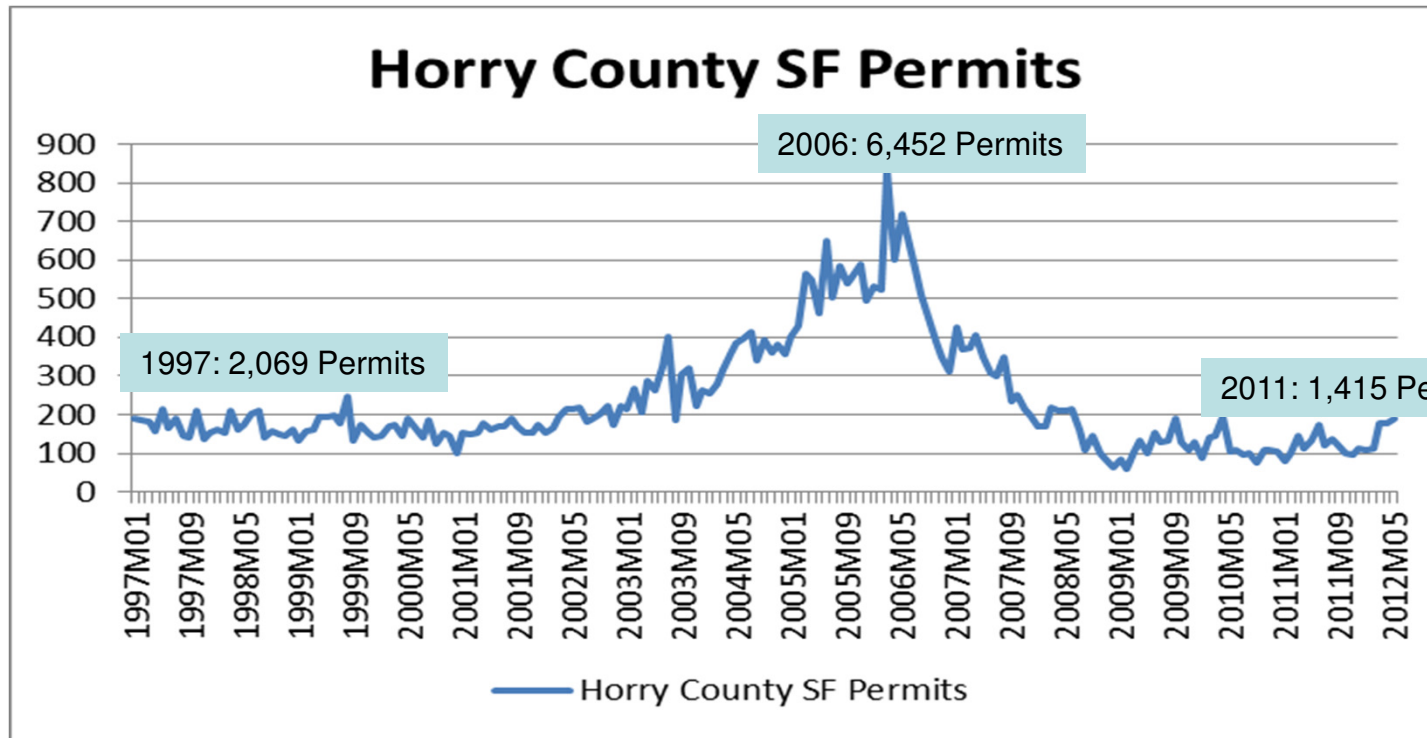
# Measure of Historical Tourism Activity

Horry County Hospitality Fee

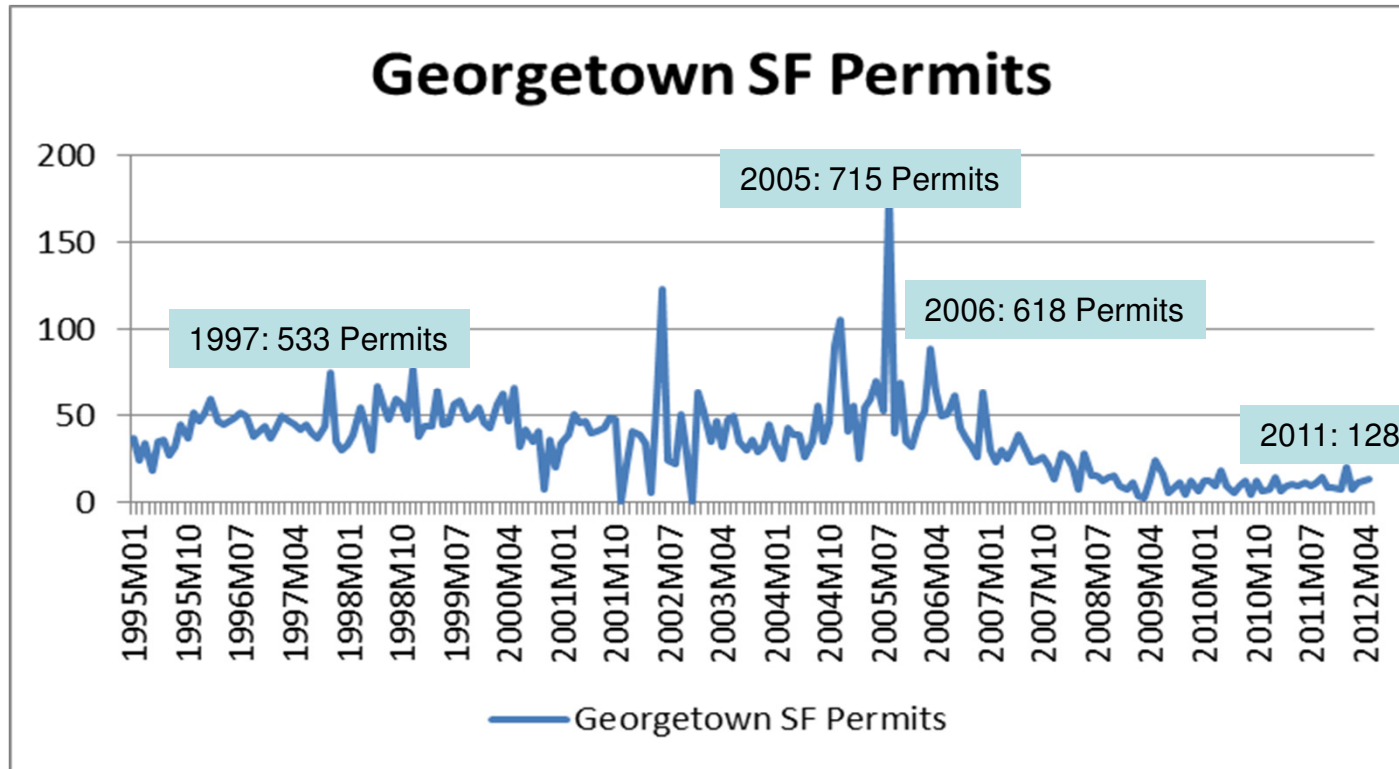




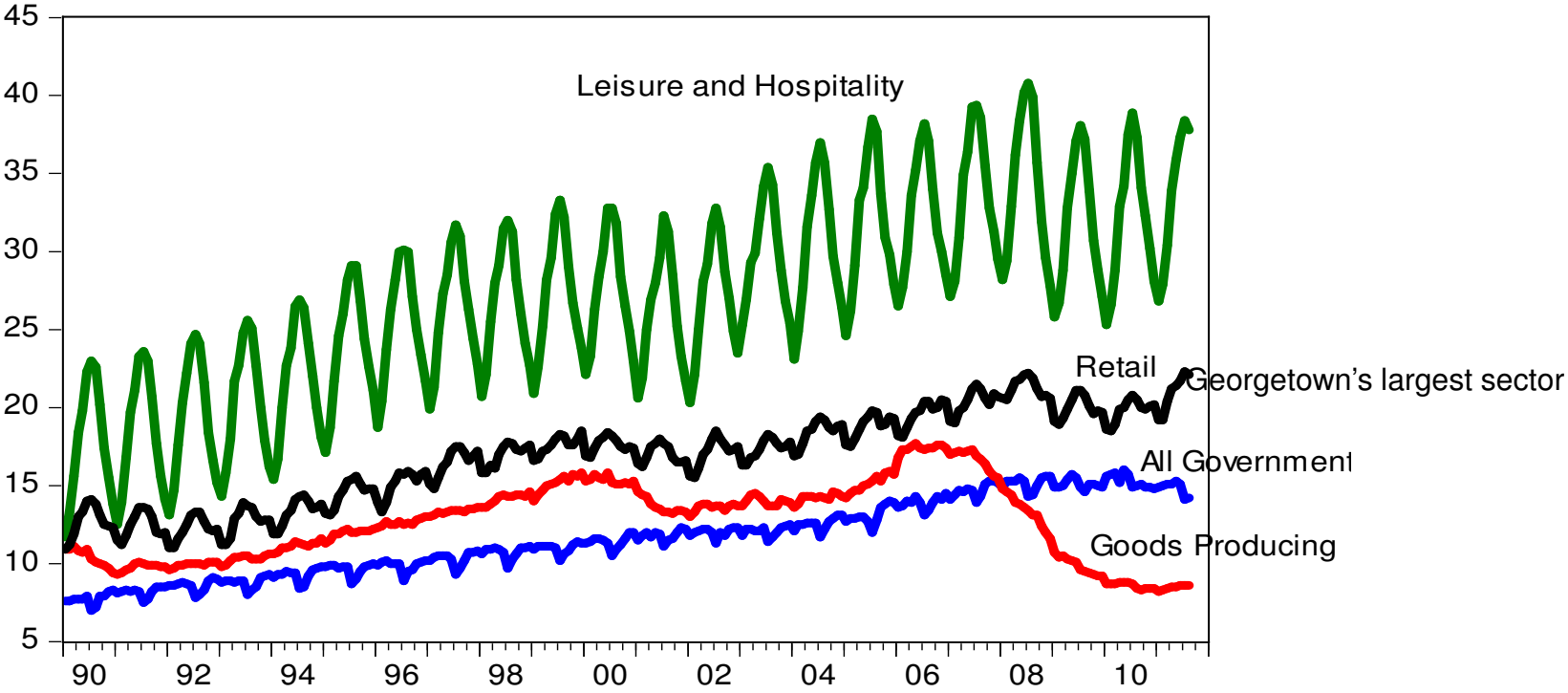
# Horry County SF Permits



# Georgetown County SF Permits



# Myrtle Beach Employment by Sector

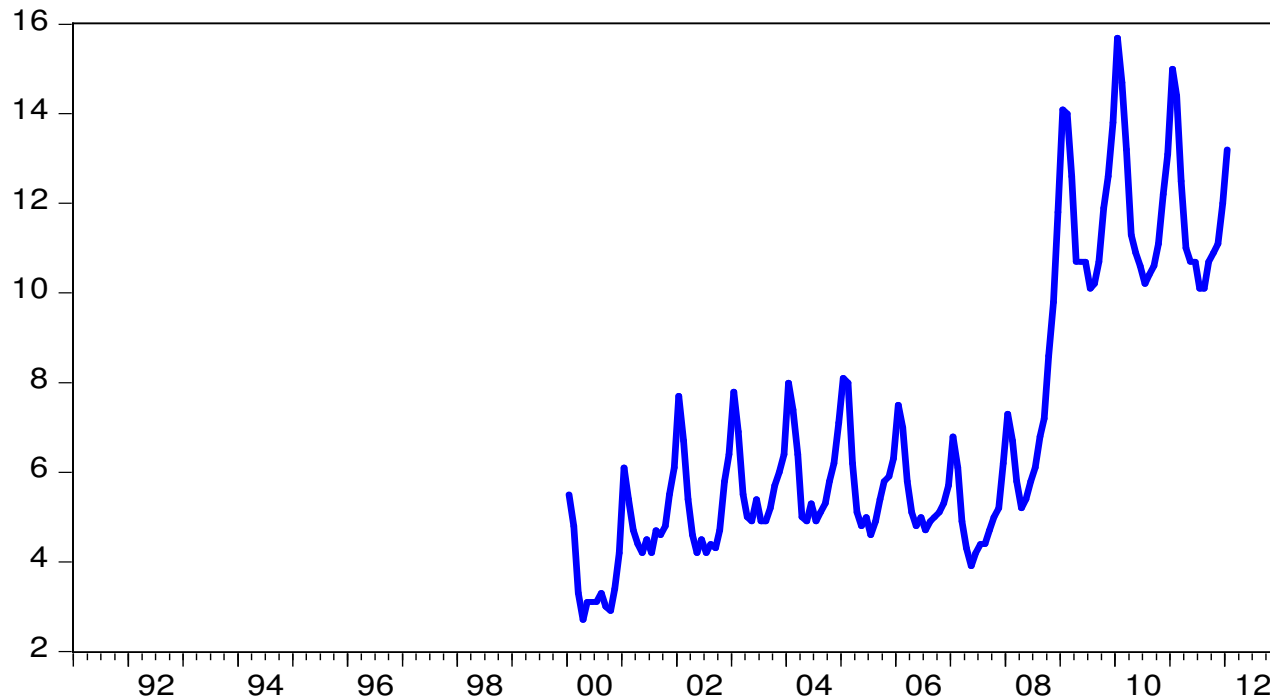


2011 U-rate Average: 11.6%

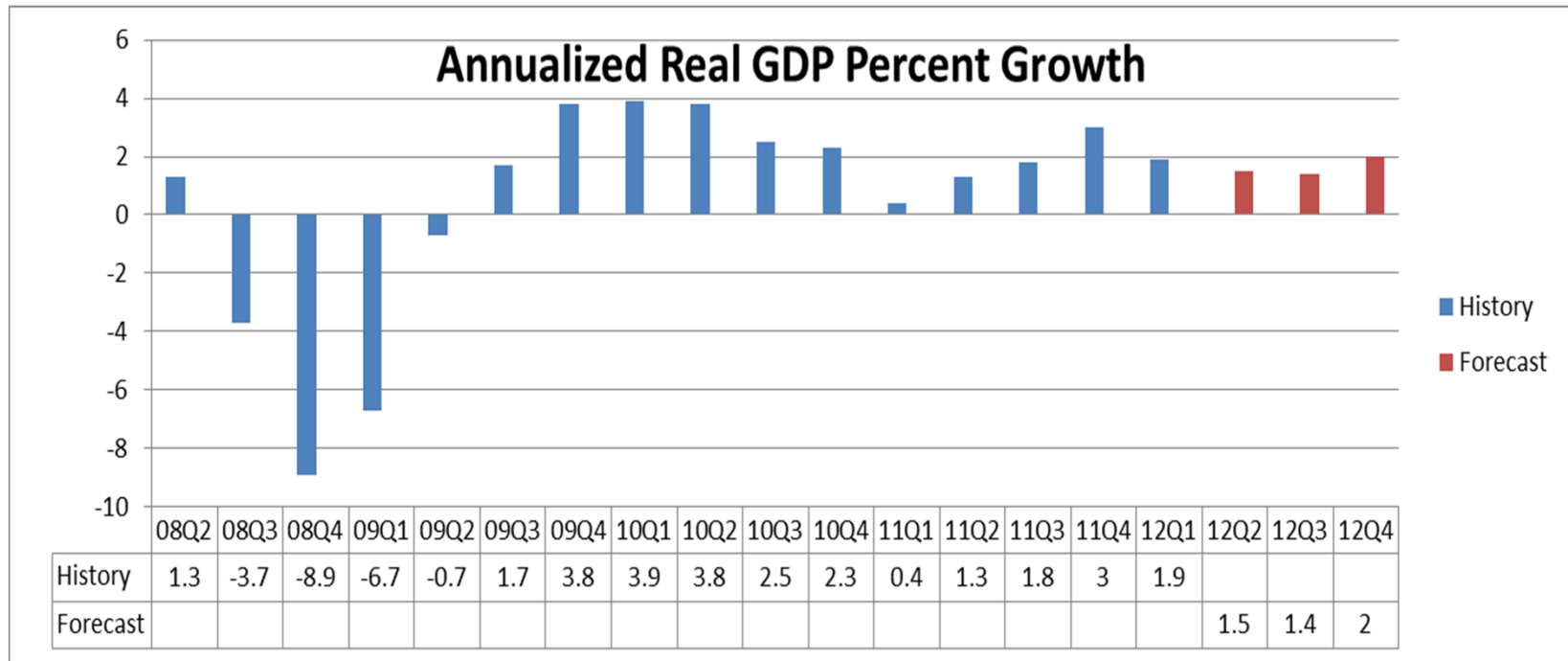
2010 U-rate Average: 11.9%

Labor Force down 2,457 people from 2009 average.

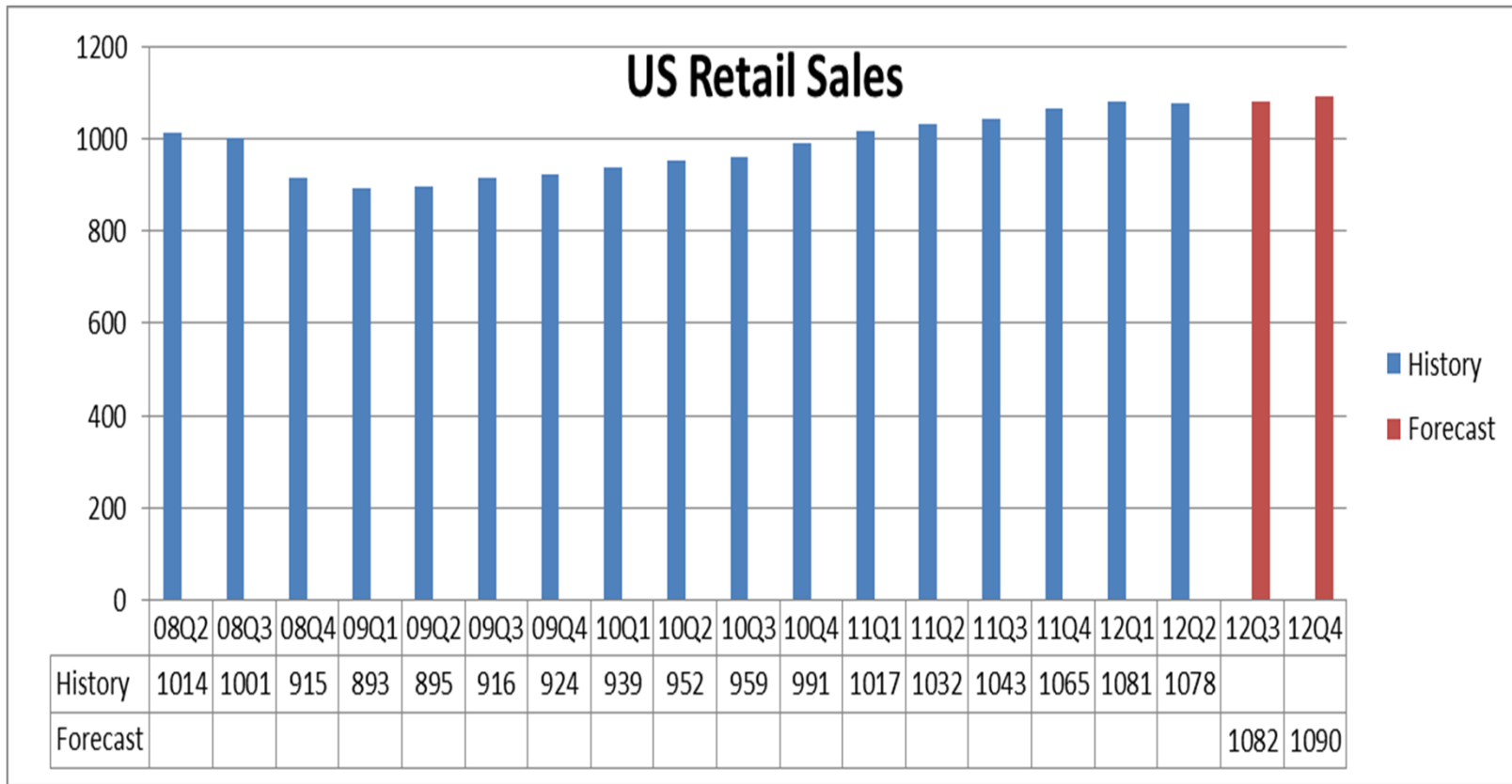
Horry Unemployment Rate



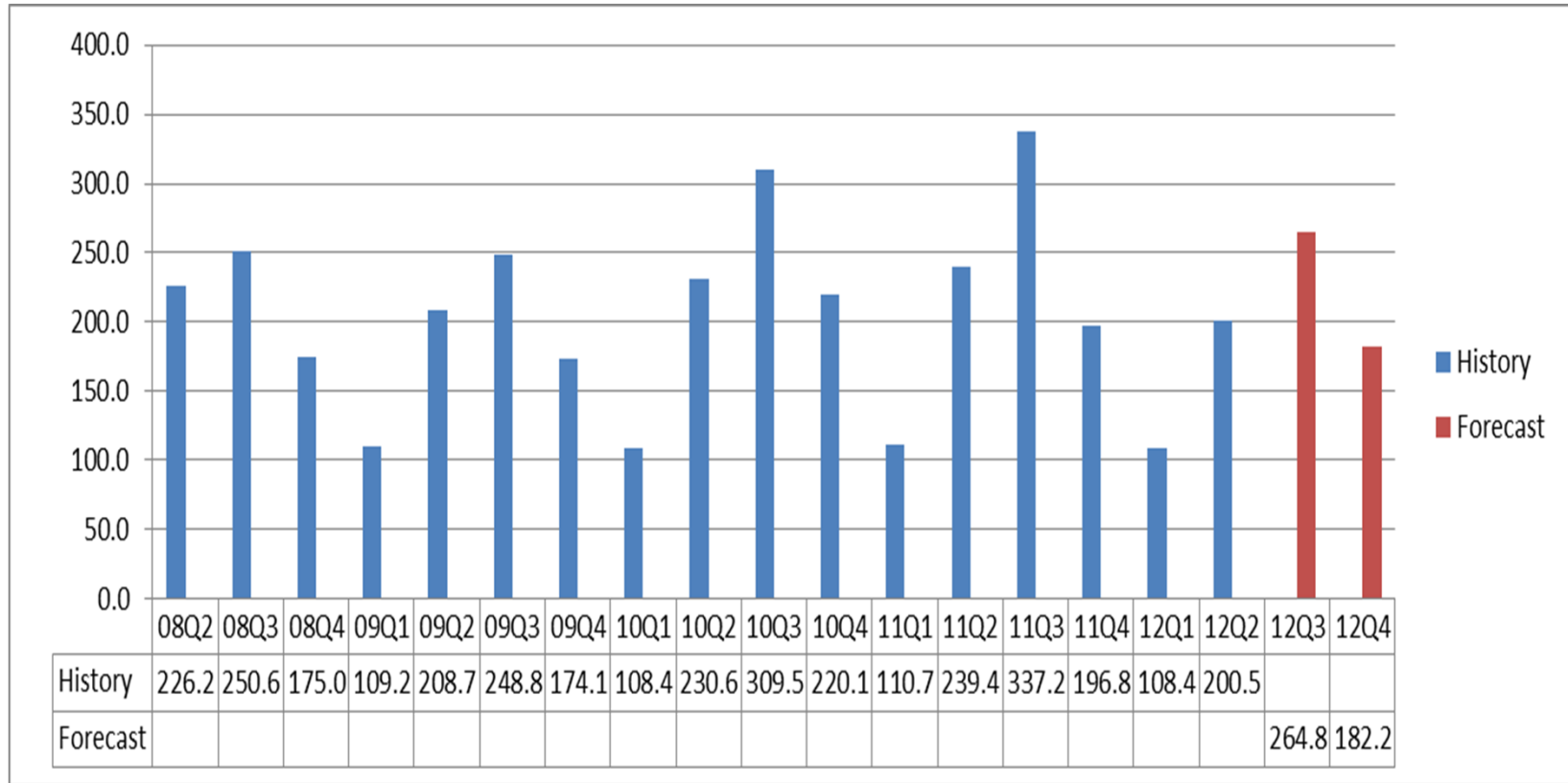
# Annualized Real GDP Growth (%)



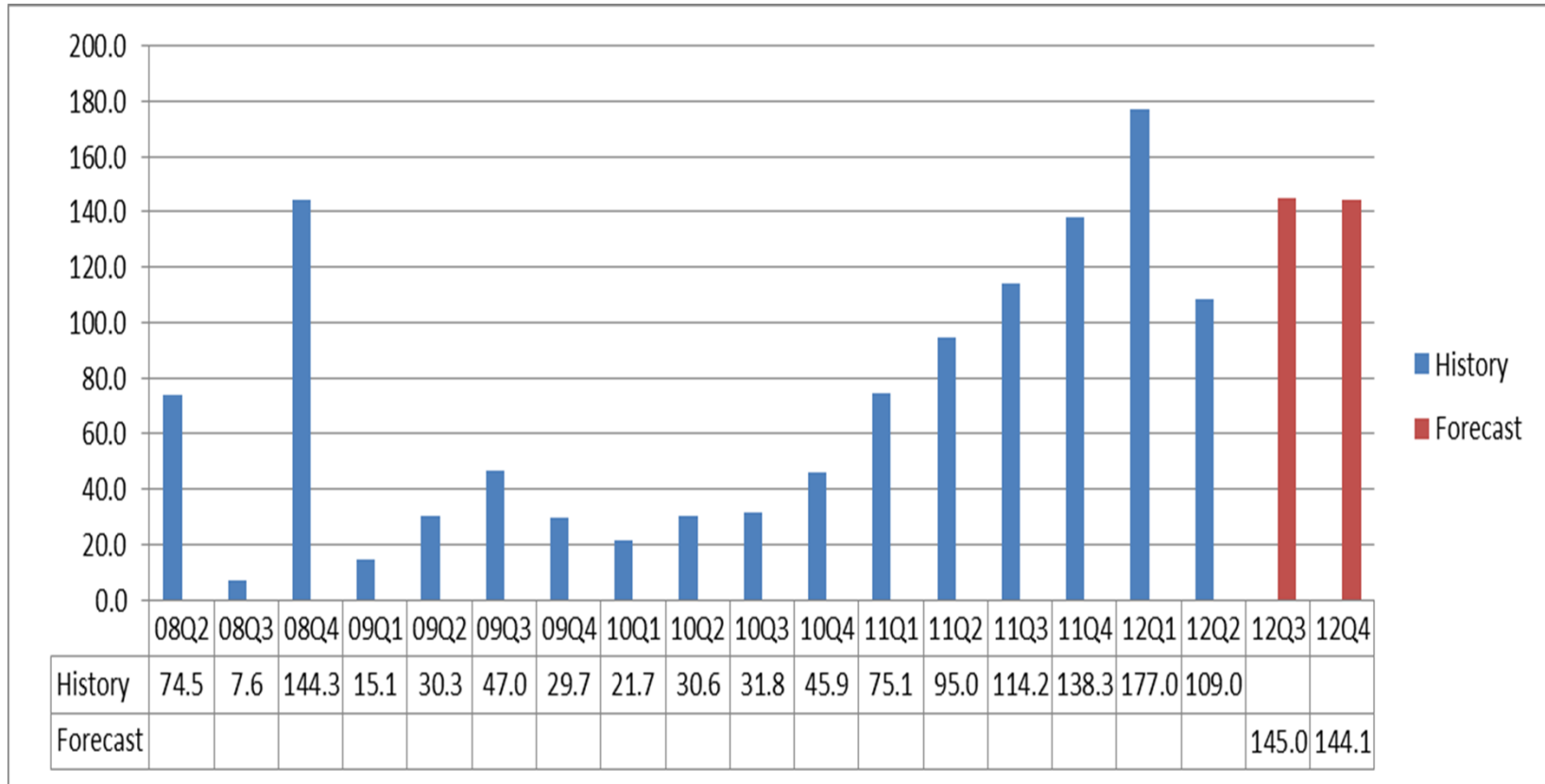
# US Retail Sales (\$ Billions)



# MYB Airport Deplanements (Thousands)

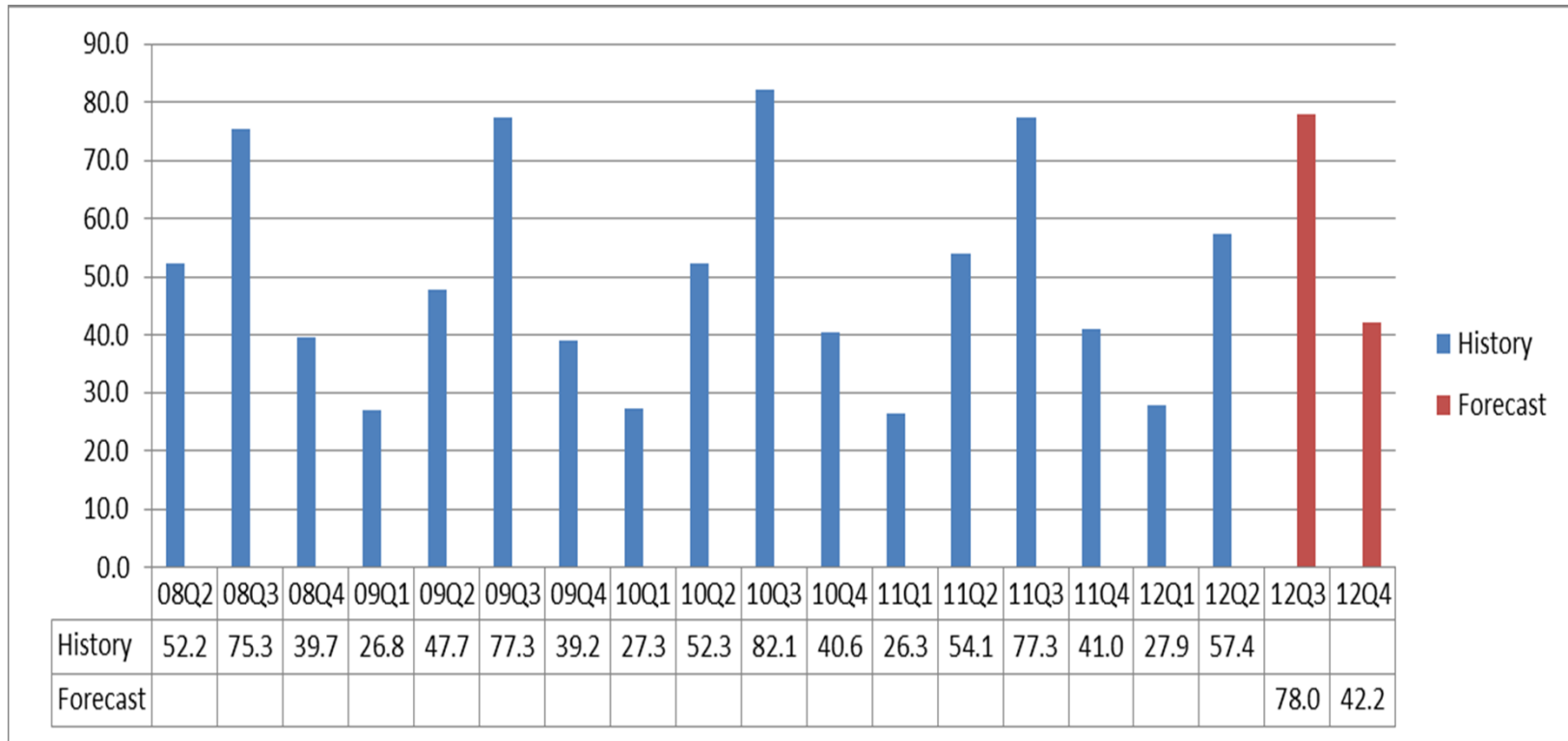


# Georgetown Port Tonnage (Thousands)

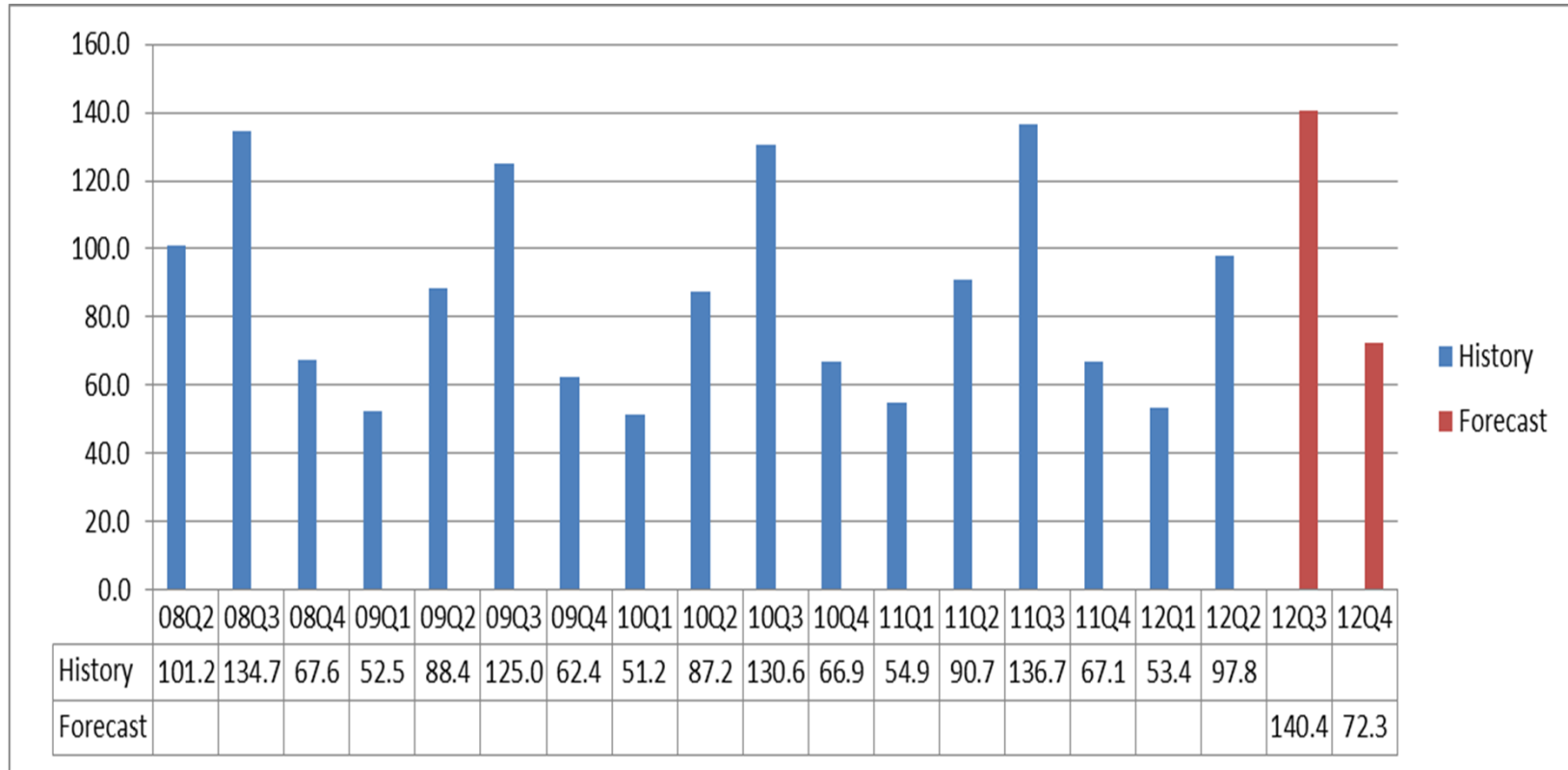




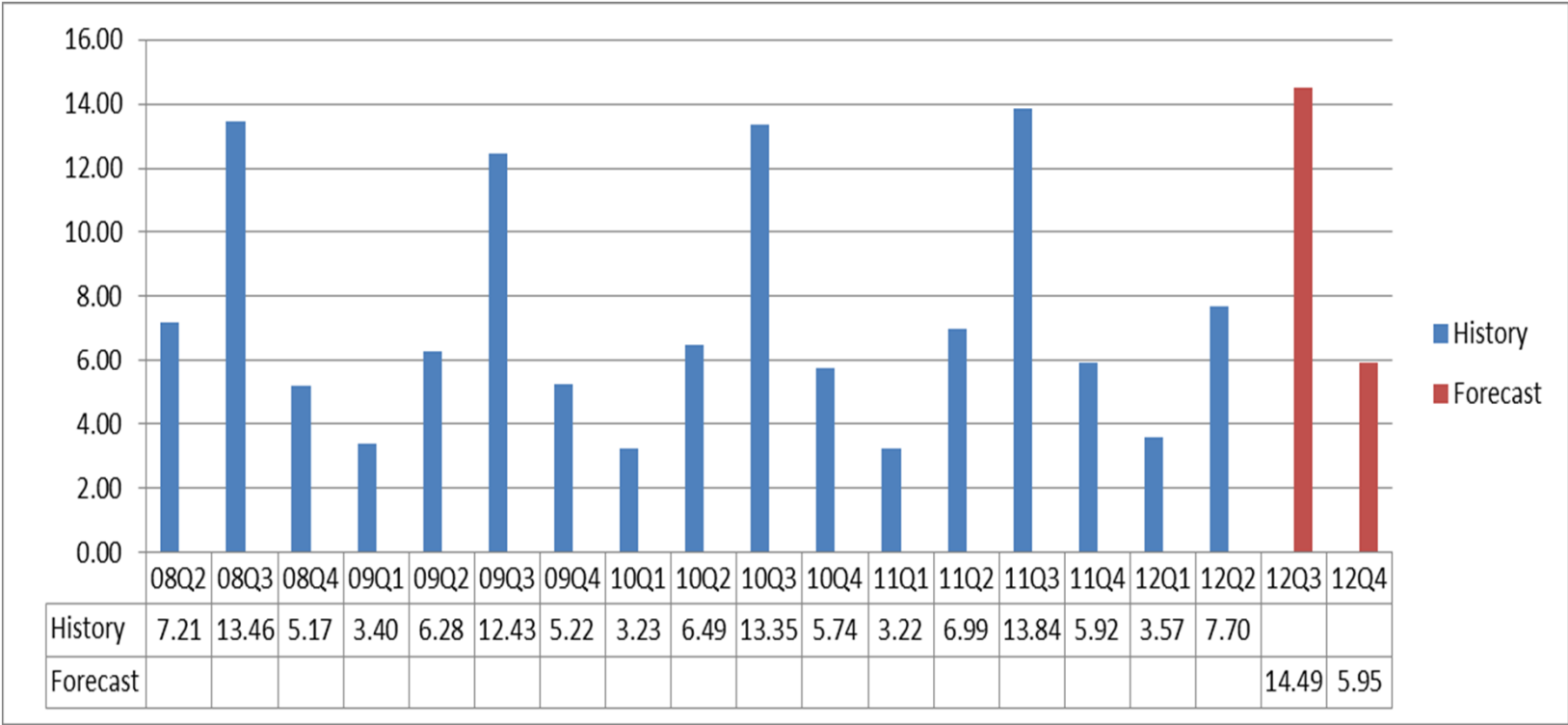
# Hotel-Condotel-Campground Occupancy Rate



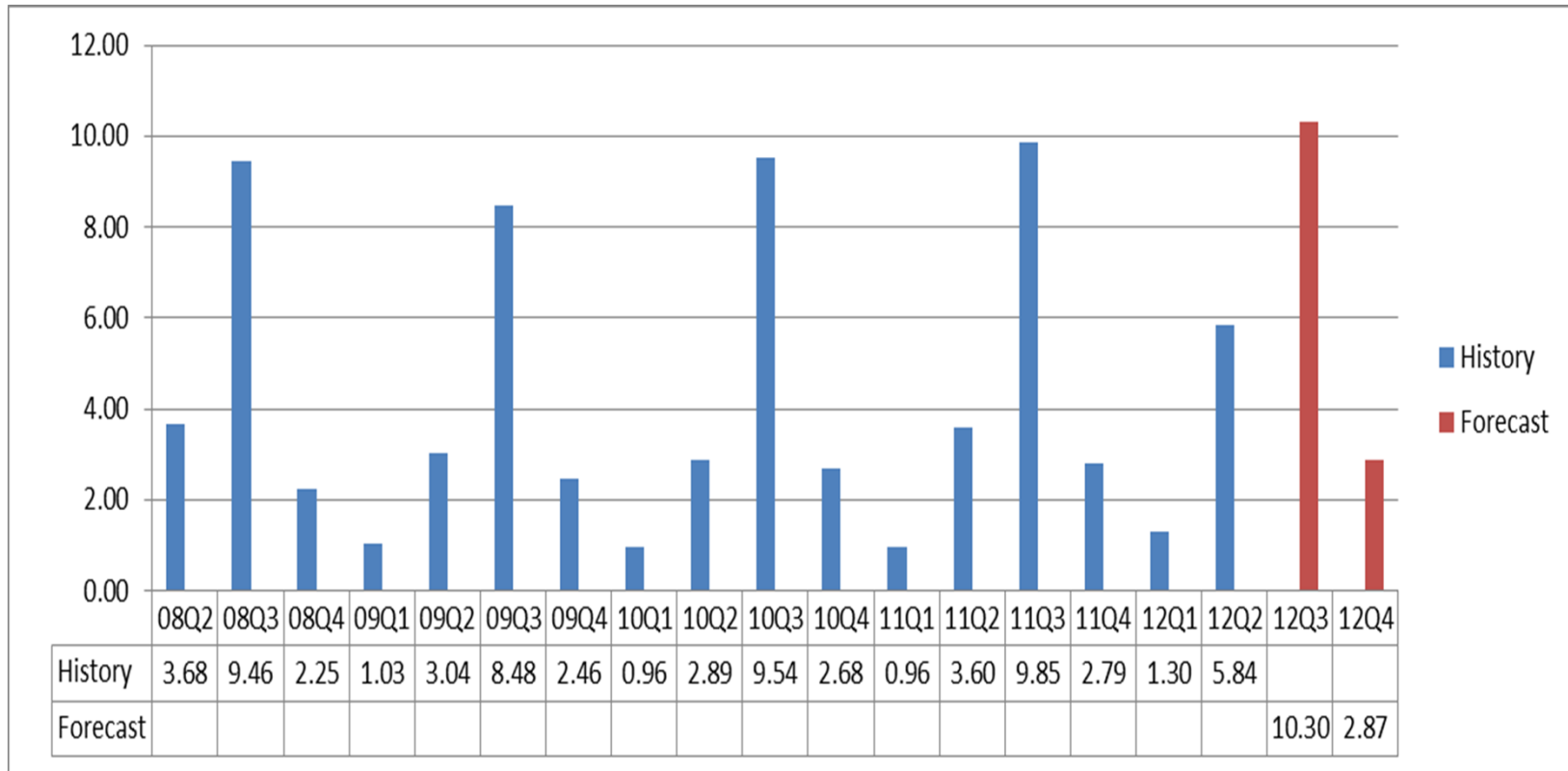
# Hotel-Condotel-Campground Average Daily Rate



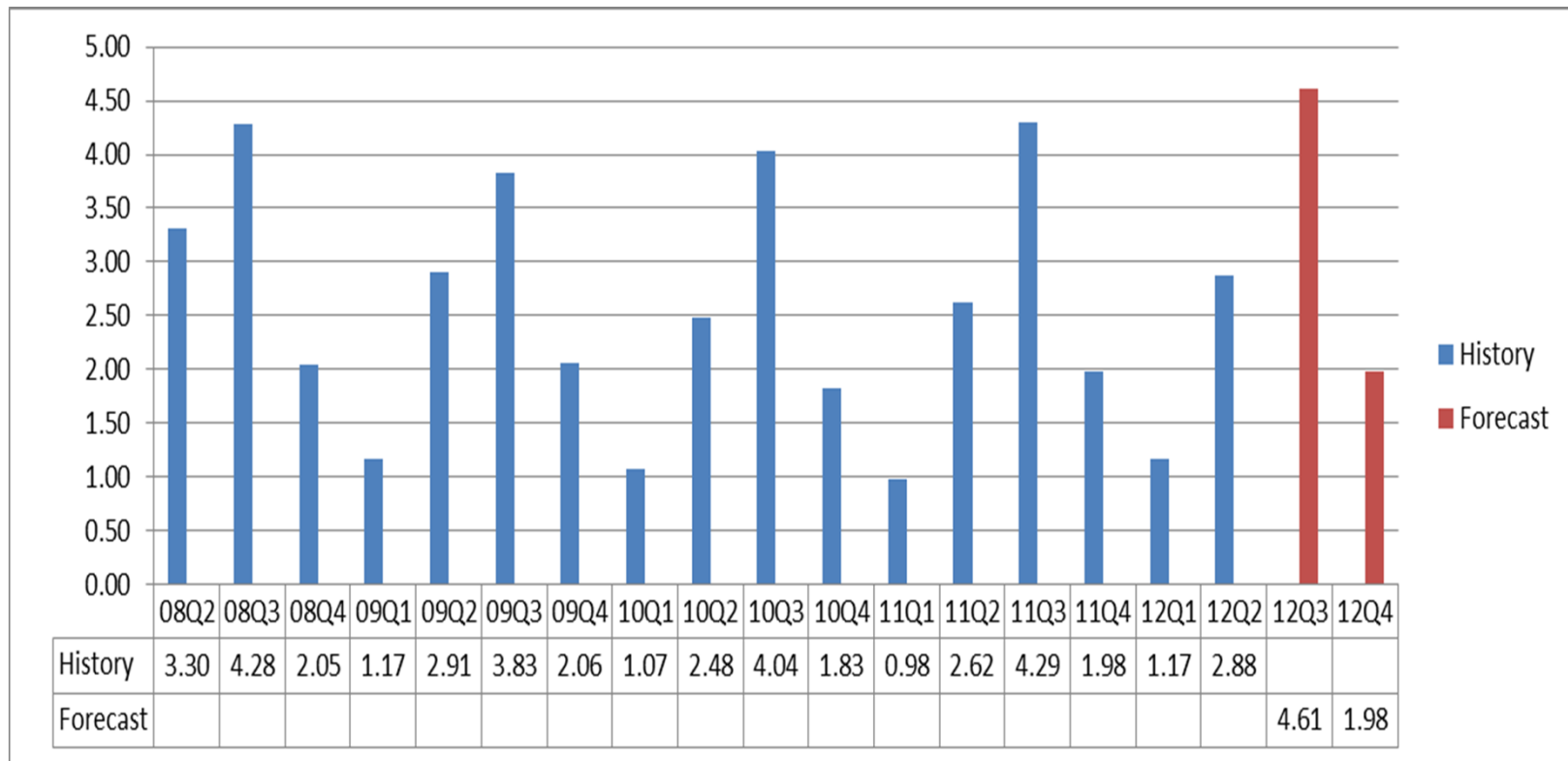
**Horry 1.5% Hospitality Fee Revenue**  
 (County-wide fees on accommodations, prepared foods, beverages, admissions)



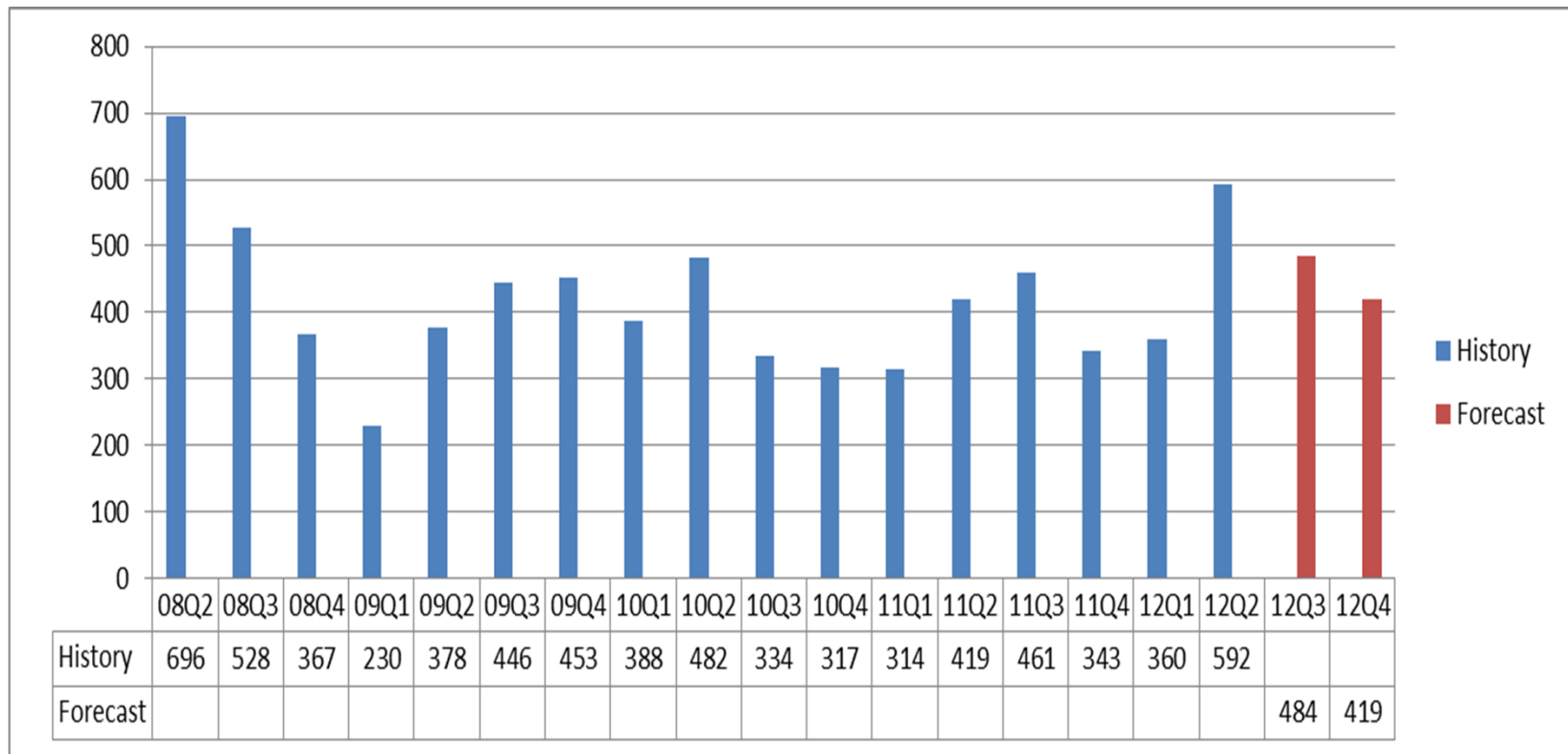
# Accommodations Tax Revenue (\$Millions)



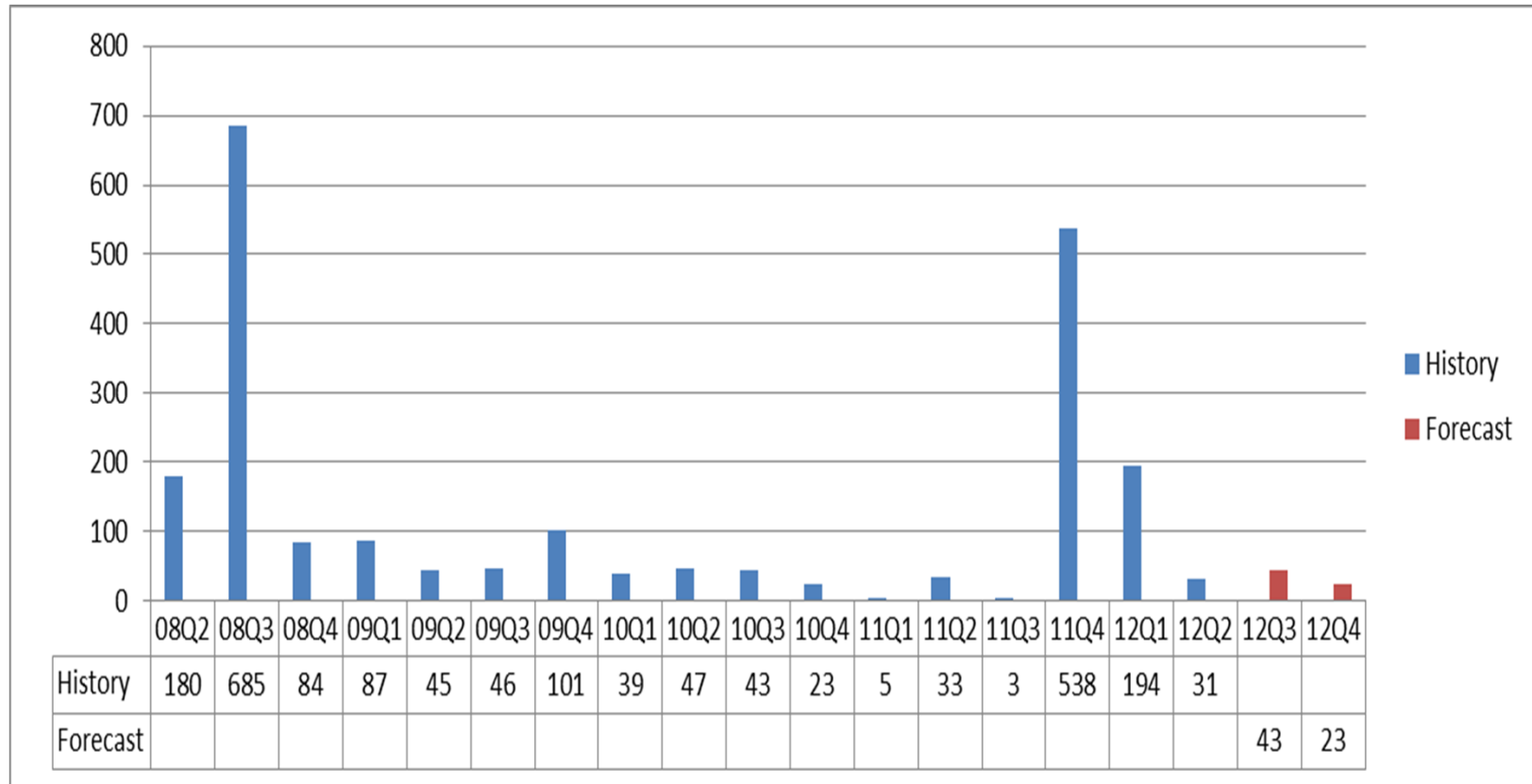
## 5% State Admissions Tax (\$ Millions)



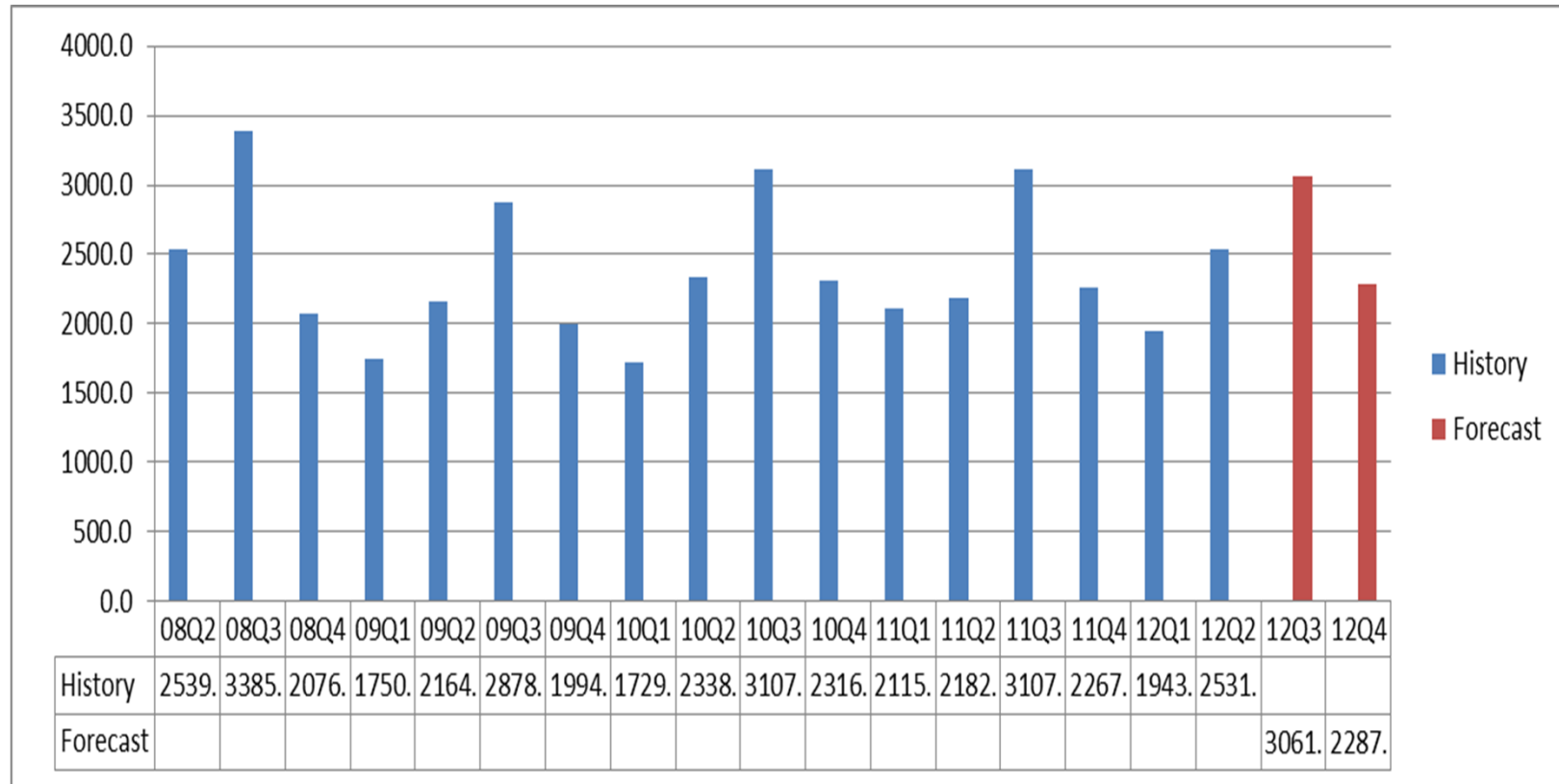
# Regional Single Family Permits



# Regional Multi-family Permits

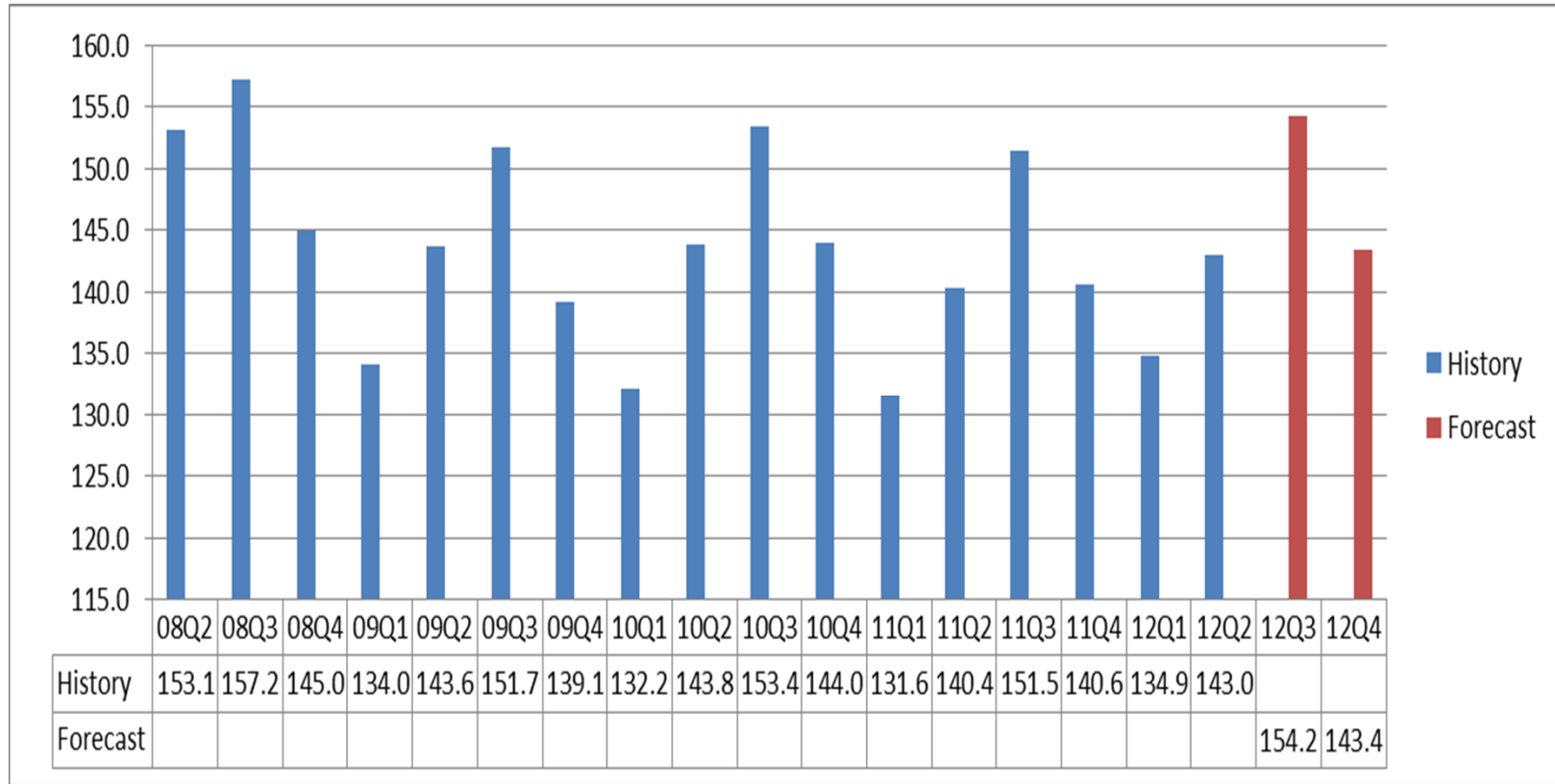


## Regional Retail Sales (\$ Millions)

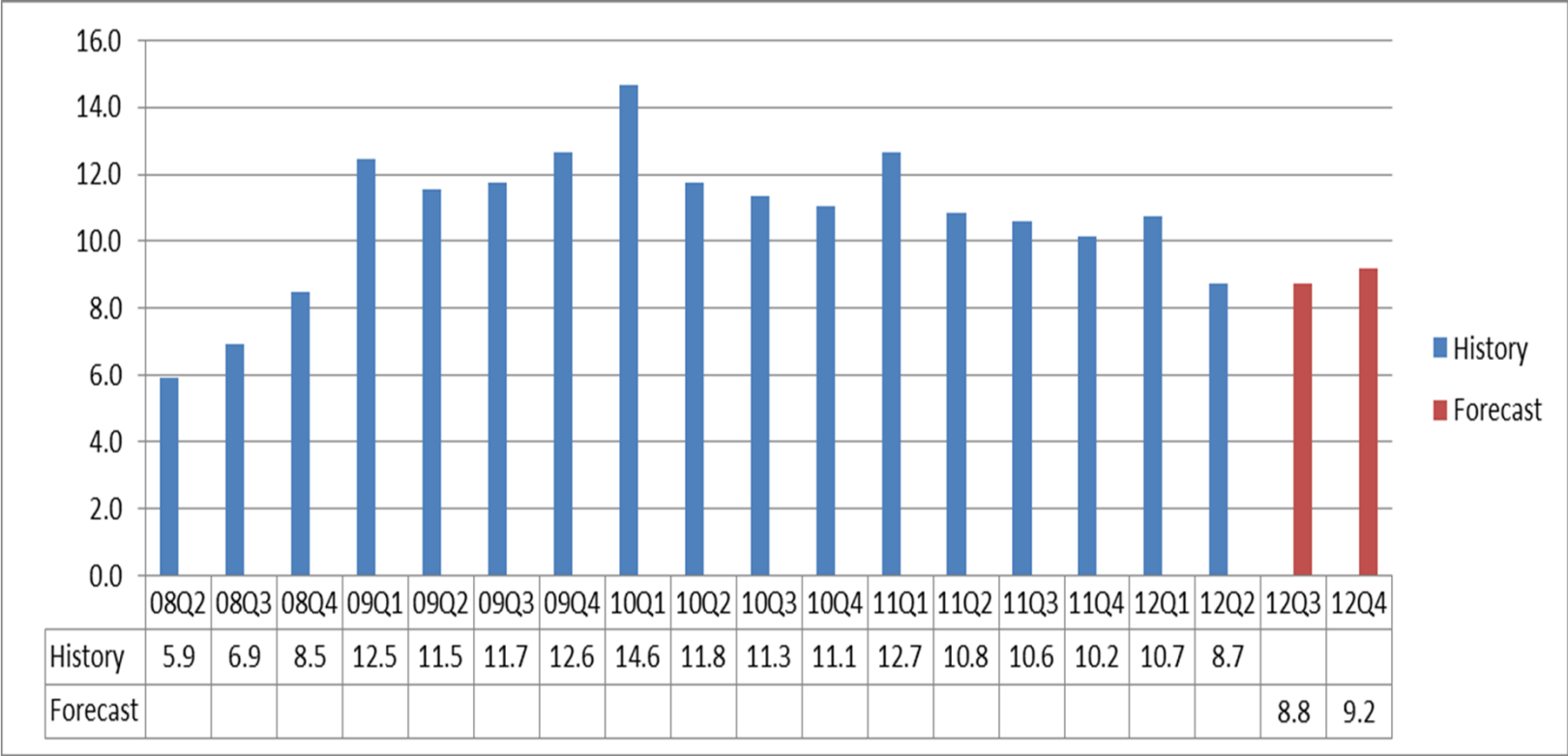




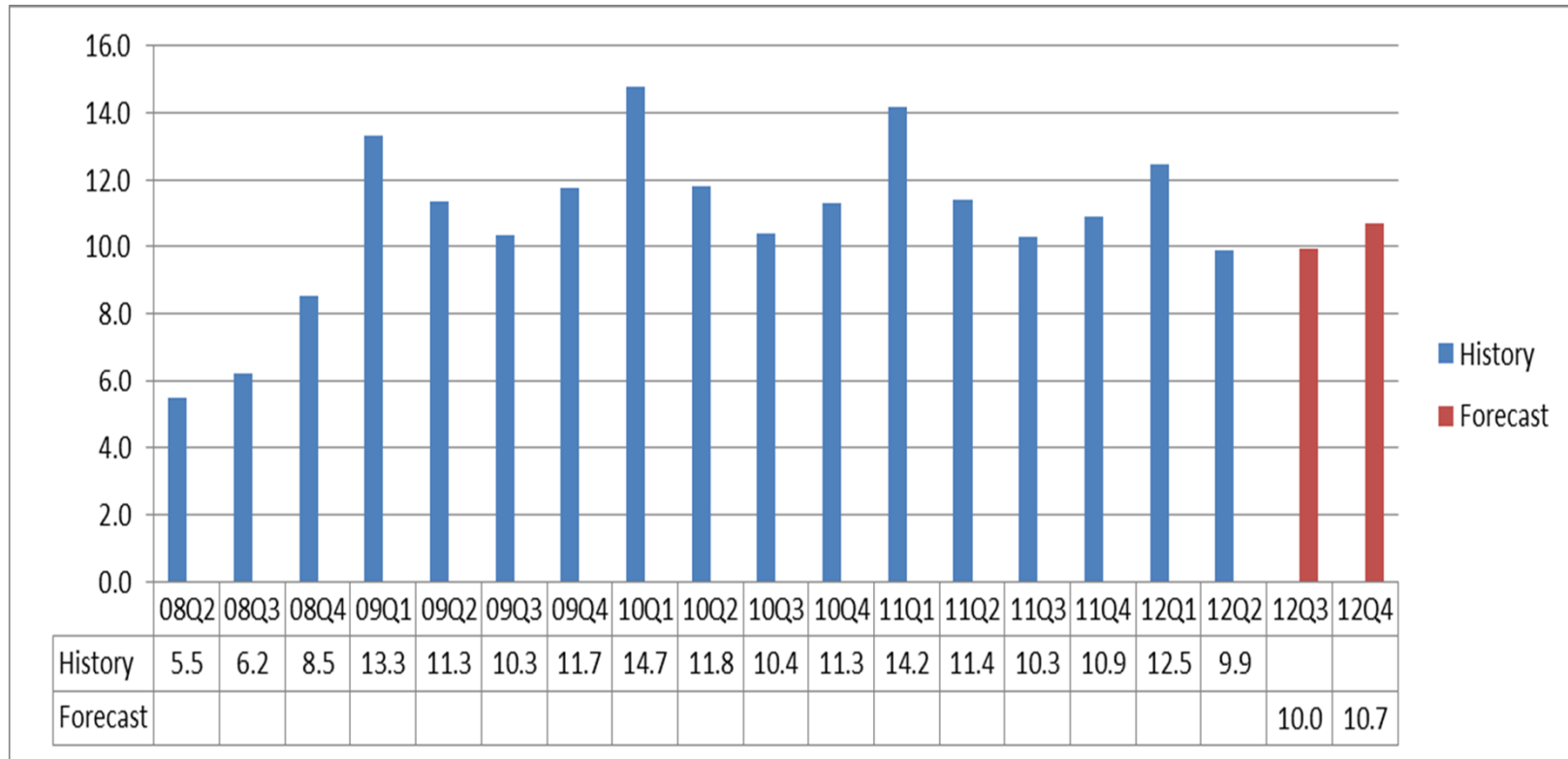
# Regional Employment (Thousands)



# Georgetown Unemployment Rate



# Horry Unemployment Rate



## Grand Strand Economic Outlook: Summer 2012

**Presented to: The Waccamaw Regional Council of Governments' Grand Strand Economic Outlook Board**

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E. Craig Wall Sr. College of Business Administration, Coastal Carolina University

**July 2012**

	Value			Percent Change from Previous Year		
	History	Forecast	Forecast	History	Forecast	Forecast
	Previous	Current	Next	Previous	Current	Next
	Quarter	Quarter	Quarter	Quarter	Quarter	Quarter
	Spring 2012	Summer 2012	Fall 2012	Spring 2012	Summer 2012	Fall 2012
Airport Deplanements (thousands)	200.5	264.8	182.2	-16.3	-21.5	-7.4
Port Tonnage (thousands)	109.0	145.0	144.1	14.7	27.0	4.2
Occupancy Rate (Full Week)	57.4	78.0	42.2	3.3	0.6	1.3
Average Daily Rate (Full Week)	97.8	140.4	72.3	7.1	3.7	5.2
Horry County 1.5% Hosp. Fee Revenue (\$millions)	\$ 7.7	\$ 14.5	\$ 6.0	10.1	4.7	0.5
Accommodations Tax Revenue (\$millions) <sup>a</sup>	\$ 5.8	\$ 10.3	\$ 2.9	62.3	4.6	2.8
Admissions Tax Revenue (\$millions)	\$ 2.9	\$ 4.6	\$ 2.0	9.8	7.3	0.2
Regional SF Building Permits	592	484	419	41.3	4.9	22.3
Regional MF Building Permits	31	43	23	-6.1	1333.3	-95.7
<b>Retail Sales (\$millions)*</b>						
Georgetown County**	\$ 355.9	\$ 358.8	\$ 297.9	24.4	-2.7	1.5
Horry County**	\$ 2,175.5	\$ 2,702.1	\$ 1,989.9	14.7	-1.3	0.8
<b>Employment (thousands)*</b>						
Georgetown County	27.1	27.7	26.8	1.8	0.9	0.3
Horry County	115.9	126.5	116.6	1.9	2.0	2.4
<b>Unemployment Rate*</b>						
Georgetown County	8.7	8.8	9.2	-2.1	-1.8	-1.0
Horry County	9.9	10.0	10.7	-1.5	-0.3	-0.2

Notes: Spring quarter is March - May, Summer is June - August, Fall is September - November, Winter is December - February. Retail Sales, Accommodations Tax Revenue and Admissions Tax Revenue represent the period of business activity. For example, Accommodations Taxes for Summer represent the business activity incurred during the Summer quarter. Percent change from previous year is relative to the same quarter from the previous year. For example, percent change for Summer 2010 is the percent change between Summer 2009 and Summer 2010. Rate given is absolute change for: Occupancy Rate, ADR and Unemployment Rates. For example, the given change for the Occupancy Rate during Summer 2009 is simply the Summer 2010 Occupancy Rate minus the Summer 2009 Occupancy Rate. \*SCDOR Reporting delays skew Retail Sales Year-over-Year comparisons.

<sup>a</sup>SCDOR received a ruling in November 2011 allowing it to more aggressively pursue tax from VRBO properties. Monthly reporting may include back payments from last 10 years.

\*BLS re-benching of 2011 labor force and employment estimates.

Grand Strand Economic Outlook: Spring 2012

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