

# City of Georgetown Bridge2Bridge Charrette

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Clemson Institute for  
Economic & Community Development  
Team

# Market Analysis

# Zip Code Survey

**Zip Code Survey of Customers**  
Georgetown, South Carolina      June 18-24, 2009

**Business Name:** \_\_\_\_\_

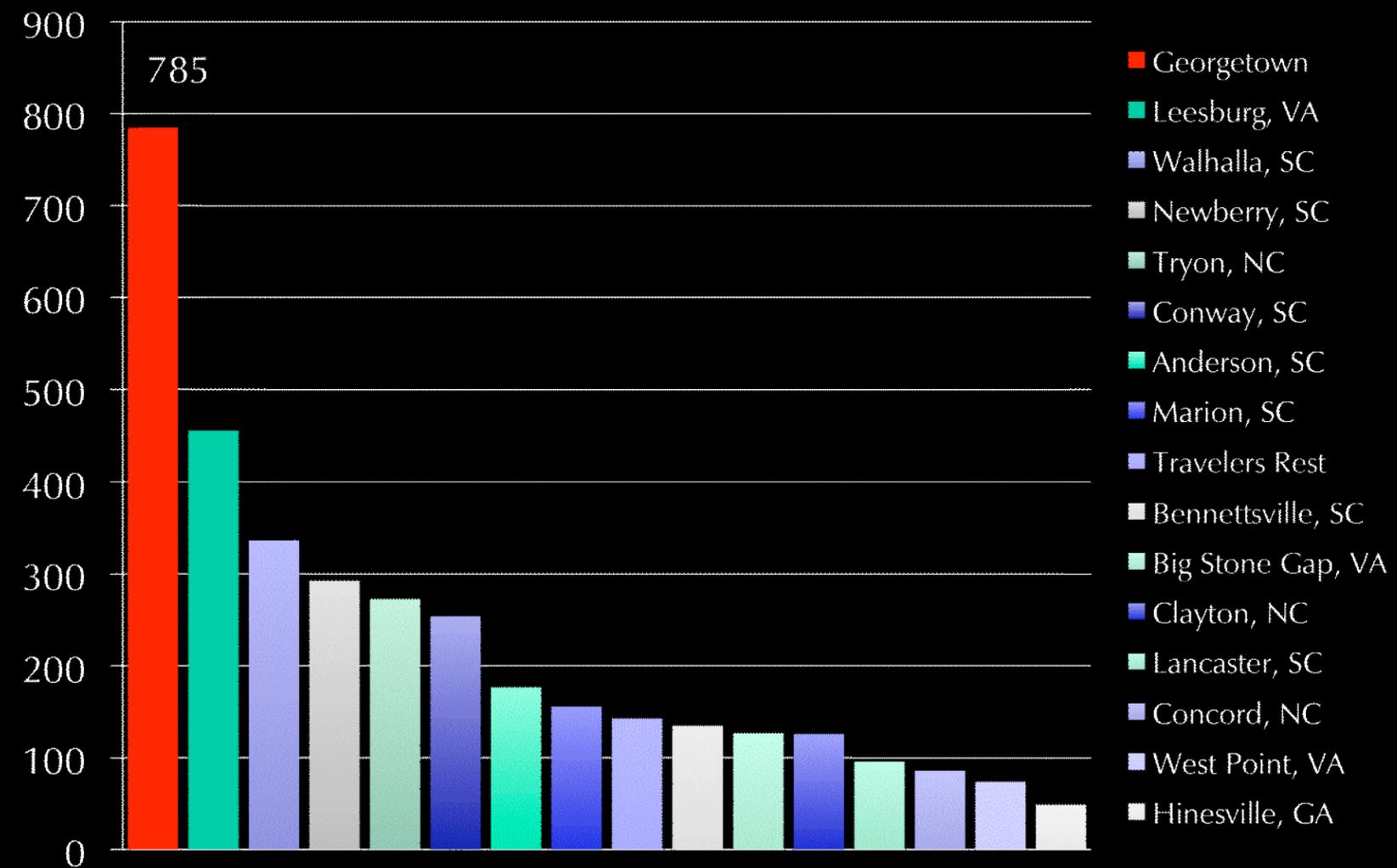
**Instructions**  
 1. Please record the residence zip code of customers in the spaces below.  
 2. Please stop recording if you reach 200 customers, or by June 24, whichever comes first.  
 3. Please record only one customer per individual numbered row. Thank you!

**If resident lives in zip code 29440,  
please ask them if they live IN or OUT of the City of Georgetown**

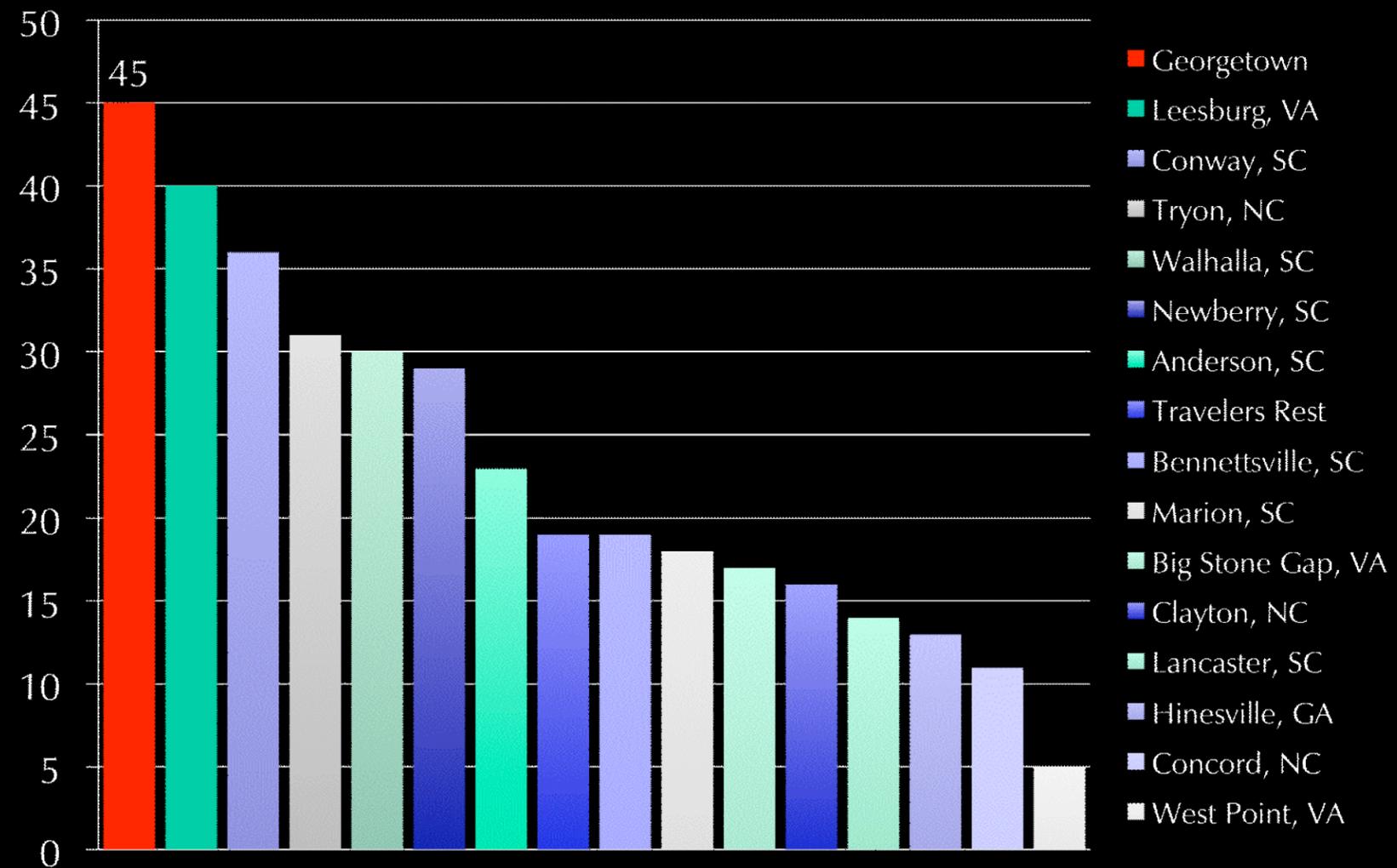
	Georgetown	Andrews	Surfside Beach	Conway	Pawleys Island	Hemingway	McClellanville	Jamestown	Other
Customer	29440 IN or OUT	29510	29575	29527	29585	29554	29458	29453	Please Record
1									
2									
3									
4									
5									
6									
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25									

- Survey – June 18<sup>th</sup> – 24<sup>th</sup>
- 36 Businesses tallied
- 3003 Recorded Visits
- 769 Unique Zip Codes
- 45 Unique States
- 10 Foreign Countries

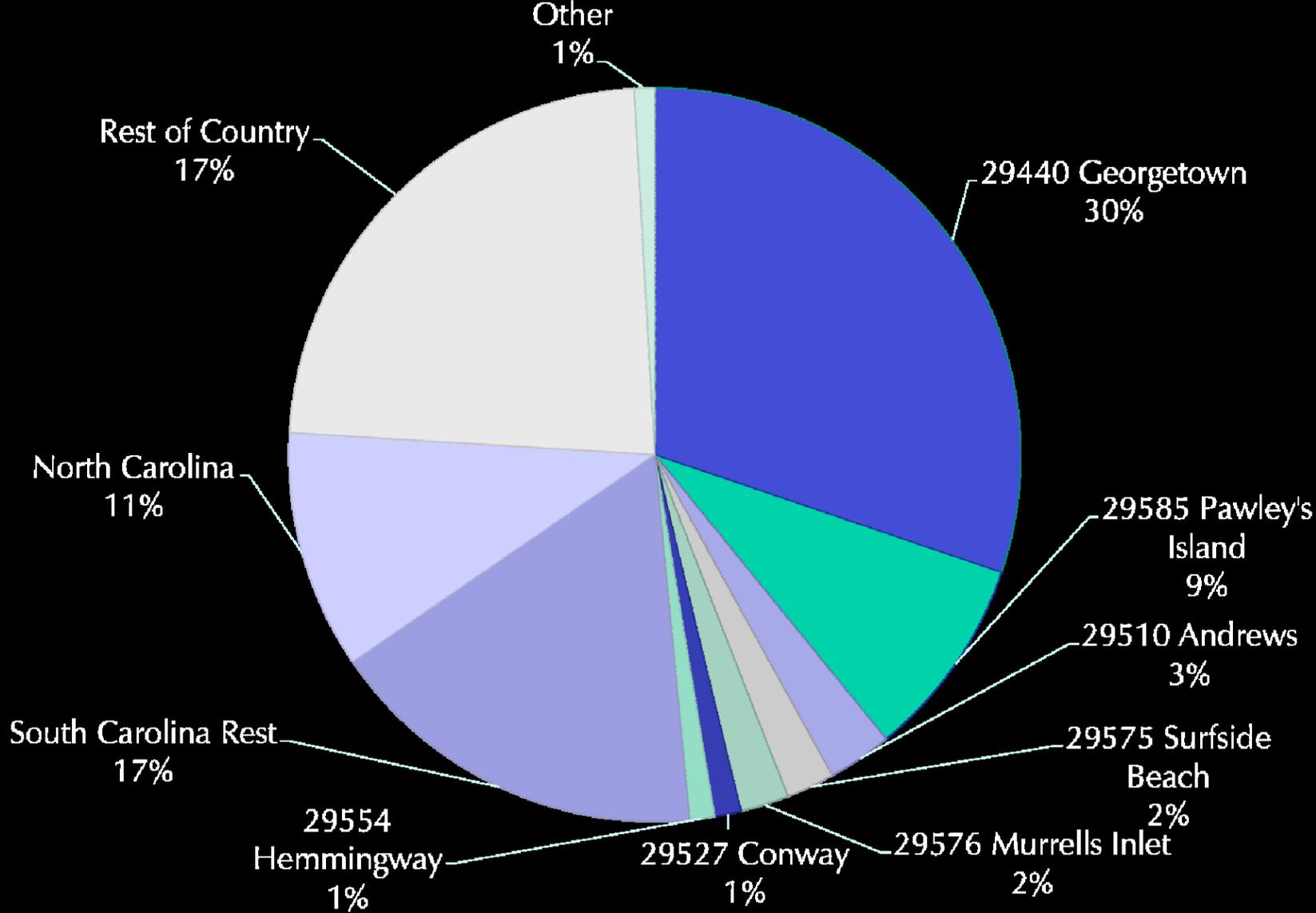
# Unique State Comparisons



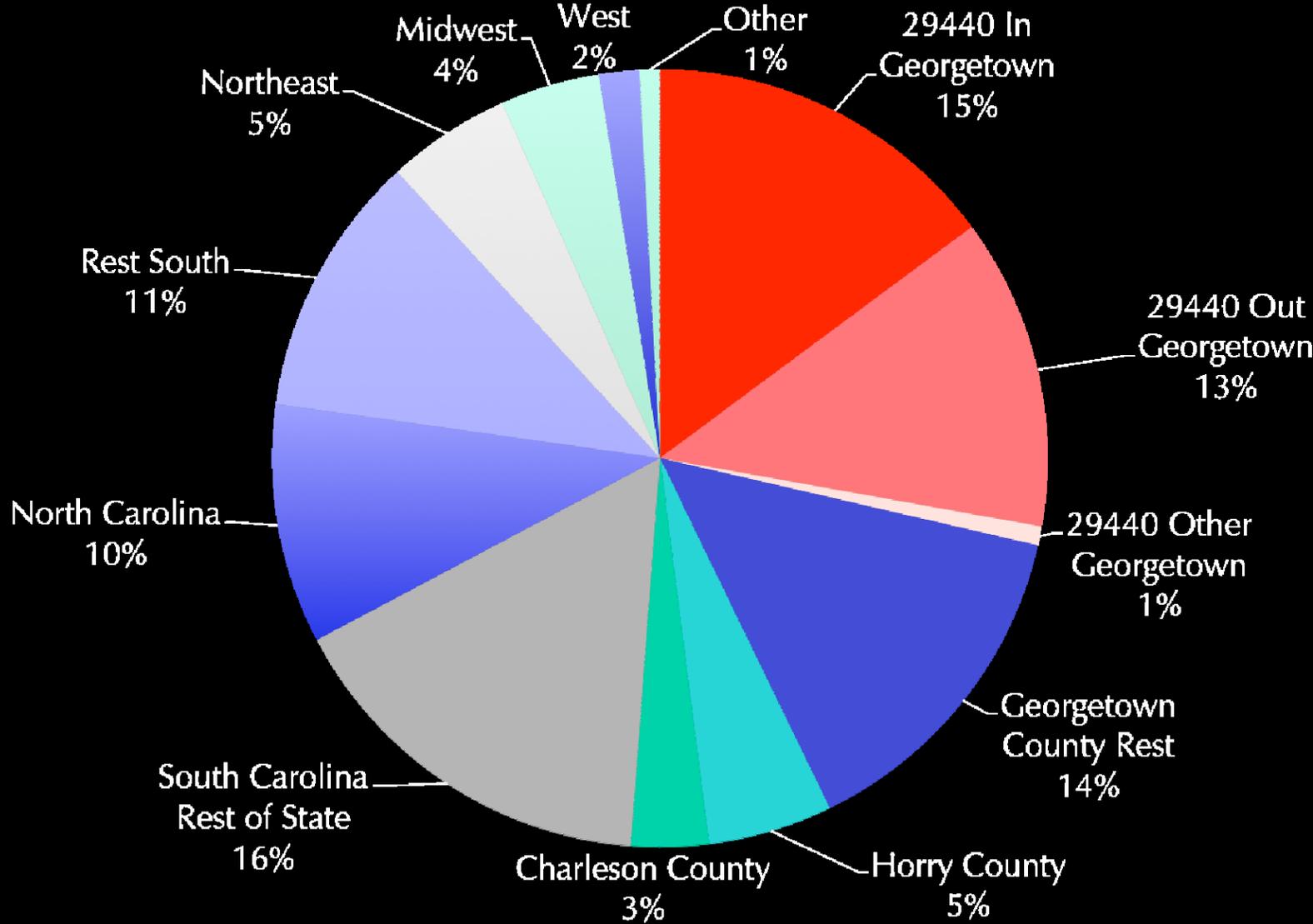
# Unique State Comparisons



# Where Are They From?

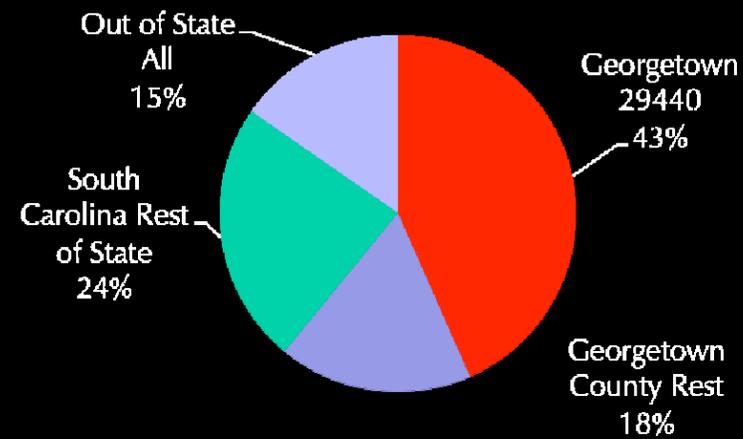


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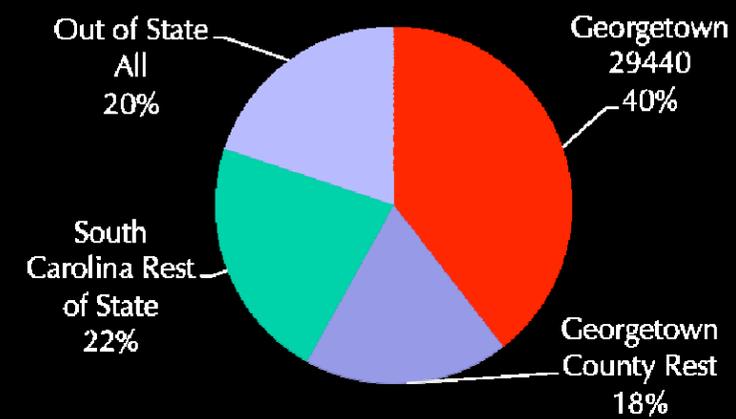


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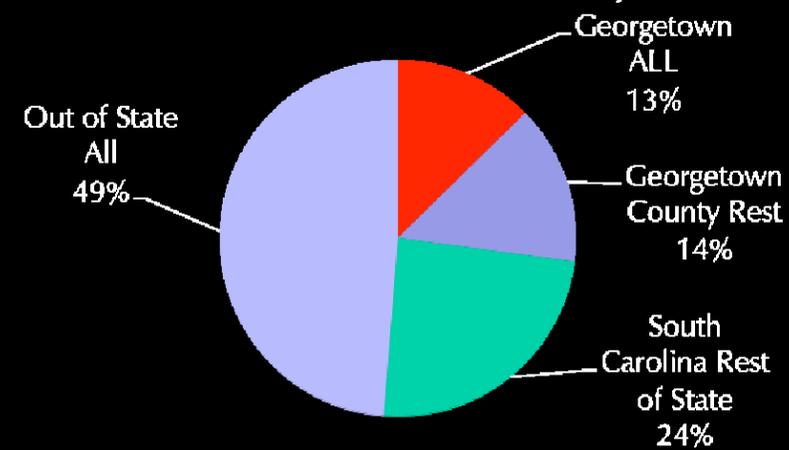
## Clothing



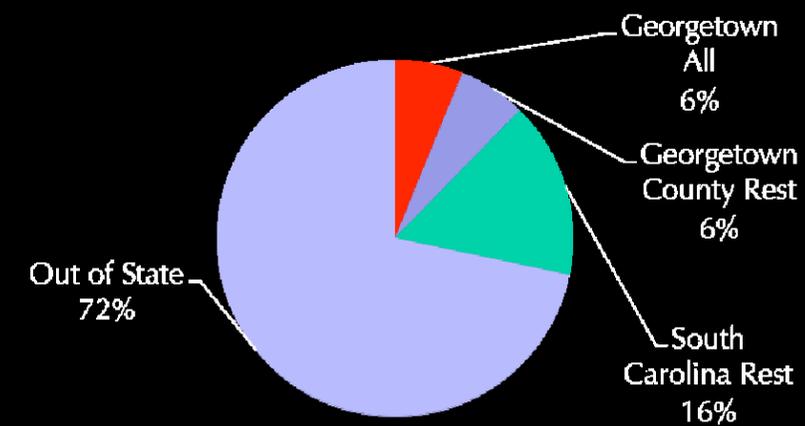
## Restaurant



## Furniture/ Gifts/ Gallery



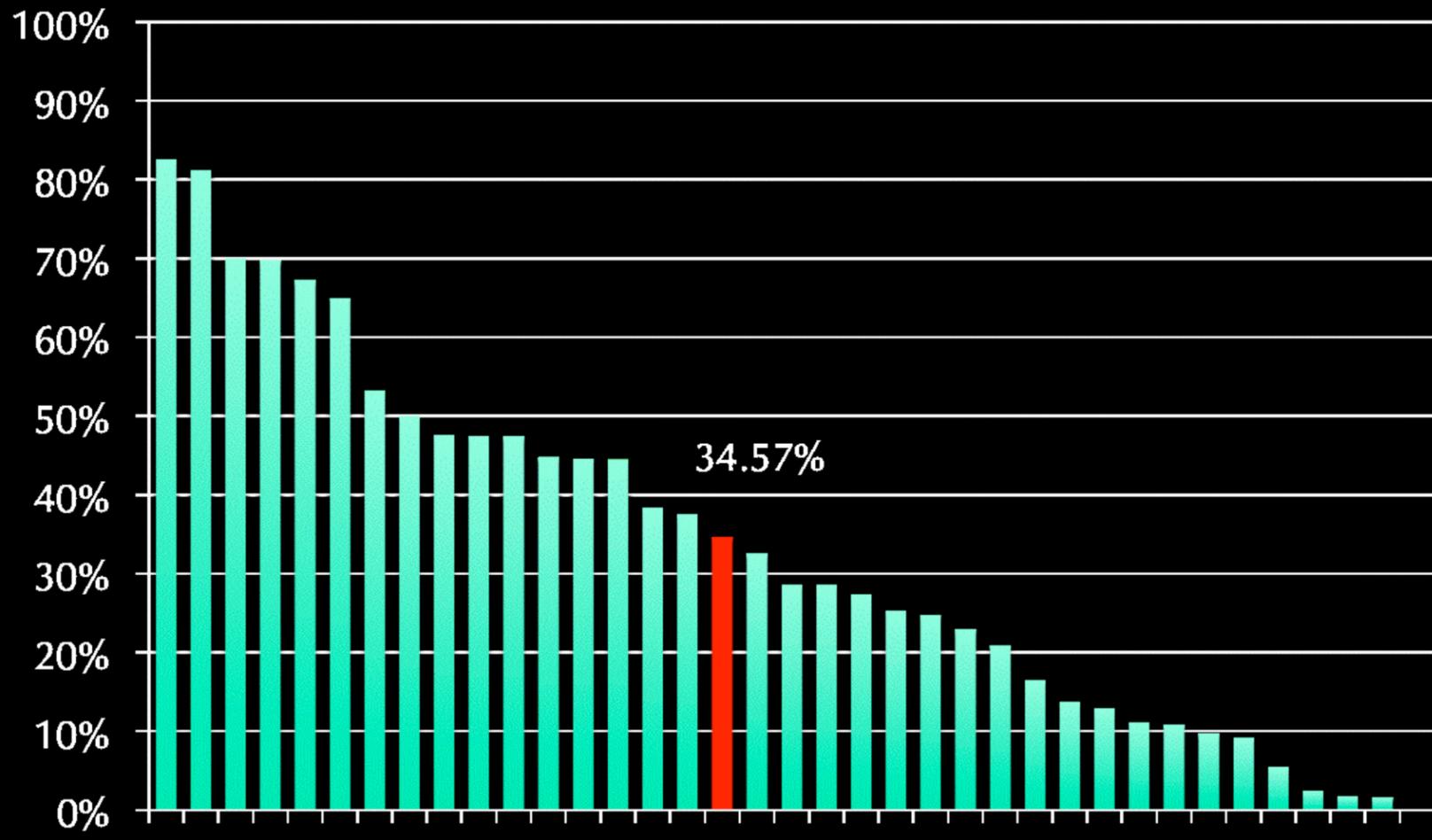
## Visitor



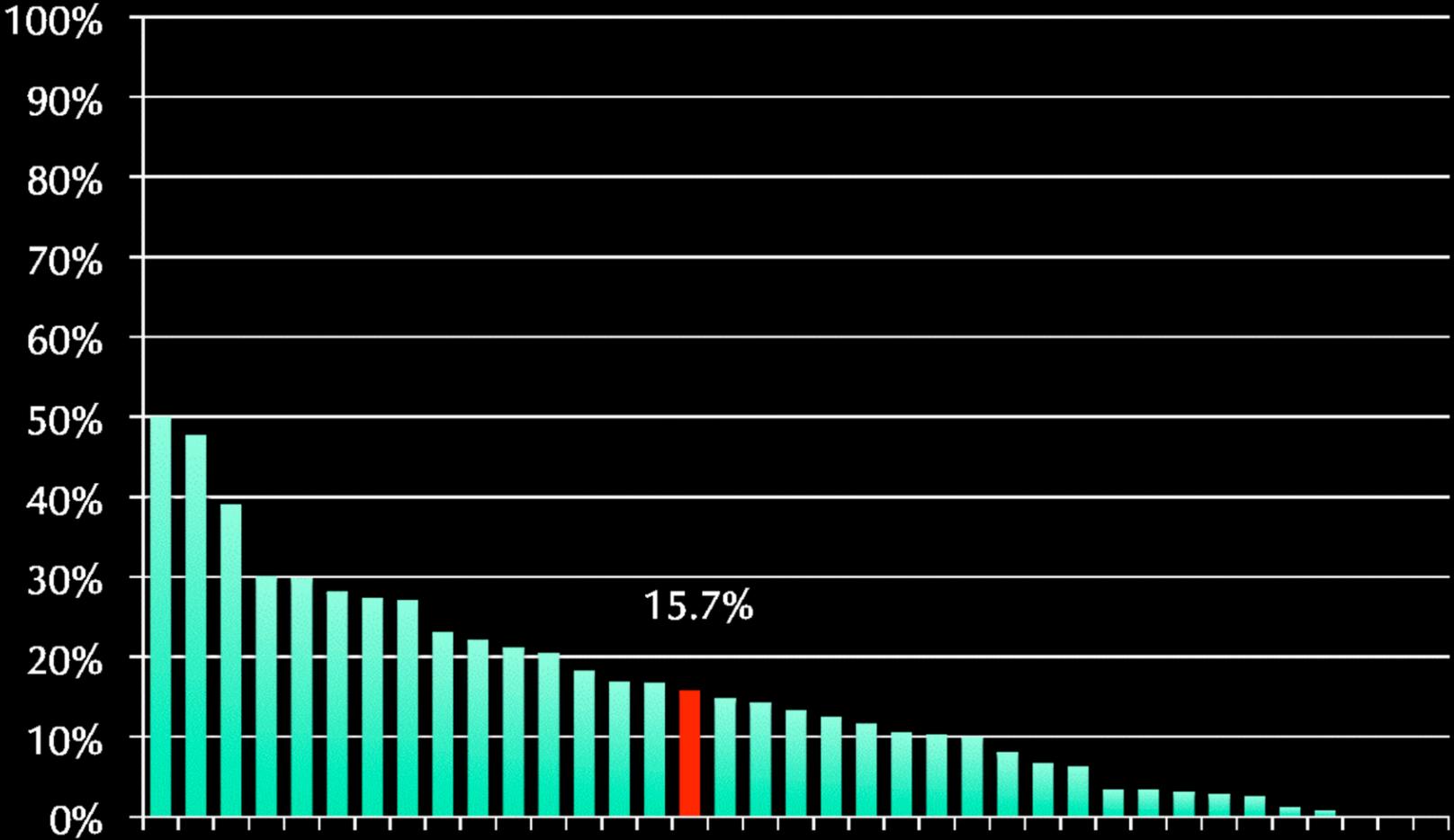
## Top Ten States

- South Carolina 65.4%
- North Carolina 10.5%
- Tennessee 2.8%
- Pennsylvania 2.4%
- Virginia 2.1%
- Georgia 2.0%
- Ohio 1.5%
- Maryland 1.4%
- Florida 1.3%
- West Virginia 1.0%
- Kentucky 0.9%

# Percent Out of State by Business



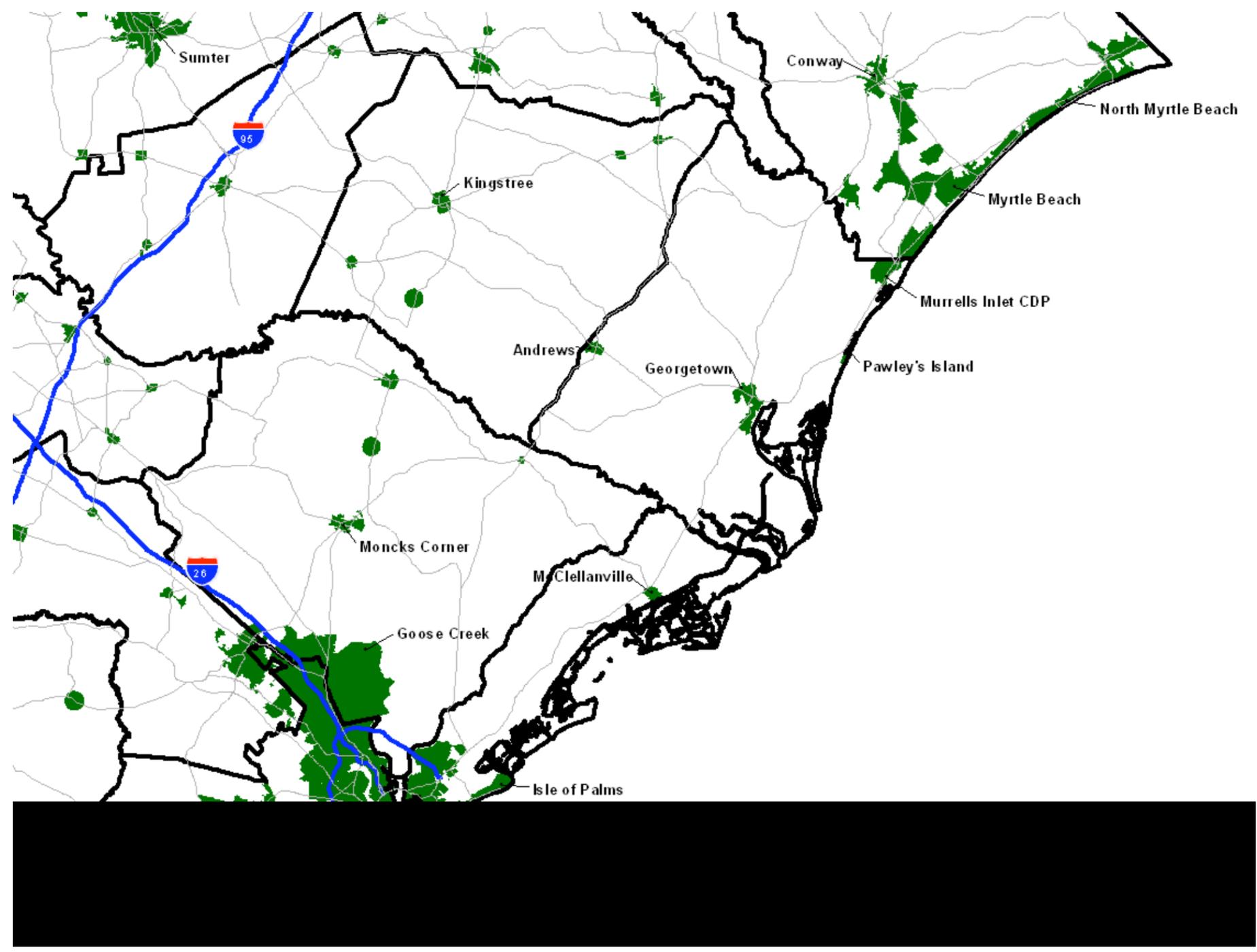
# Percent TOWN of GEORGETOWN

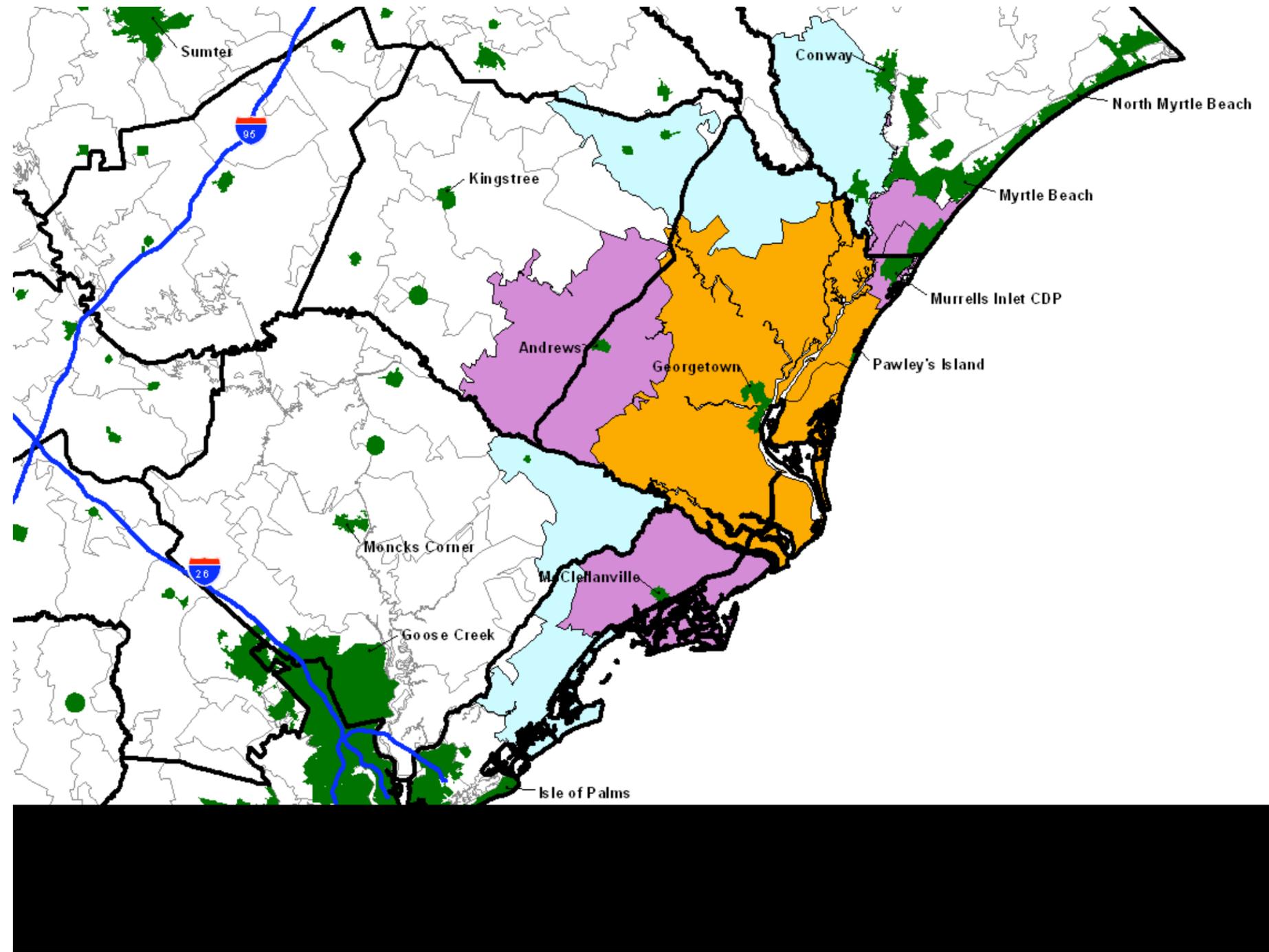


# Trade Areas

# The Trade Area Defined

Zip	Area	Population	Visits	Visits/1000 Pop
29440	Georgetown	30,109	907	30.12
29585	Pawleys	14,020	268	19.12
29510	Andrews	10,144	85	8.38
29458	McClellanville	2,615	16	6.12
29575	Surfside Beach	18,361	64	3.49
29554	Hemingway	9,560	33	3.45
29576	Murrells Inlet	22,193	64	2.88
29527	Conway	22,328	35	1.57
29453	Jamestown	1,323	2	1.51
29429	Awendaw	2,811	4	1.42
29588	Myrtle Beach	33,736	36	1.07
29440 IN	Georgetown	8,365	471	56.31
29440 OUT	Georgetown	21,744	411	18.90
Myrtle		92,068	74	0.80
Conway		44,436	43	0.97
Florence		84,224	42	0.50
Greenville		173,064	32	0.18
Charlotte		630,756	81	0.13
Columbia		286,571	35	0.12
Charleston		165,838	18	0.11
Atlanta		324,997	22	0.07
Raleigh		356,341	22	0.06





# Market Definition Conclusions

- *Downtown Georgetown has a very strong visitor market*
- *Still, Georgetown, Horry & Charleston Counties make up 54% of market.*
- *Local Market penetration covers primarily Georgetown County, with the trade areas pulling to the north and south just into Horry & Charleston.*
- *Market varies by area & business type*
- *Large number of visitors. Tremendous amount of visitor browsing (restaurants)*
- *Very little market penetration into Georgetown city limits as compared to other communities*
- *Market likely varies off Front Street*

# Retail Leakage Study

*A study to establish the retail dollars leaving or entering a community from its primary and secondary trade areas.*

## Trade Areas – At a Glance

- *PTA stores sold \$783 million*
- *PTA Consumers spent \$742 million*
- *Primary Trade Area GAINED \$41 million overall in the previous year.*
  
- *STA Store Sales \$1.113 billion*
- *STA Consumers spend \$1.123 billion*
- *Secondary Trade Area LEAKED sales in the amount of \$10 million last year.*

# Georgetown Retail Leakage - 2008

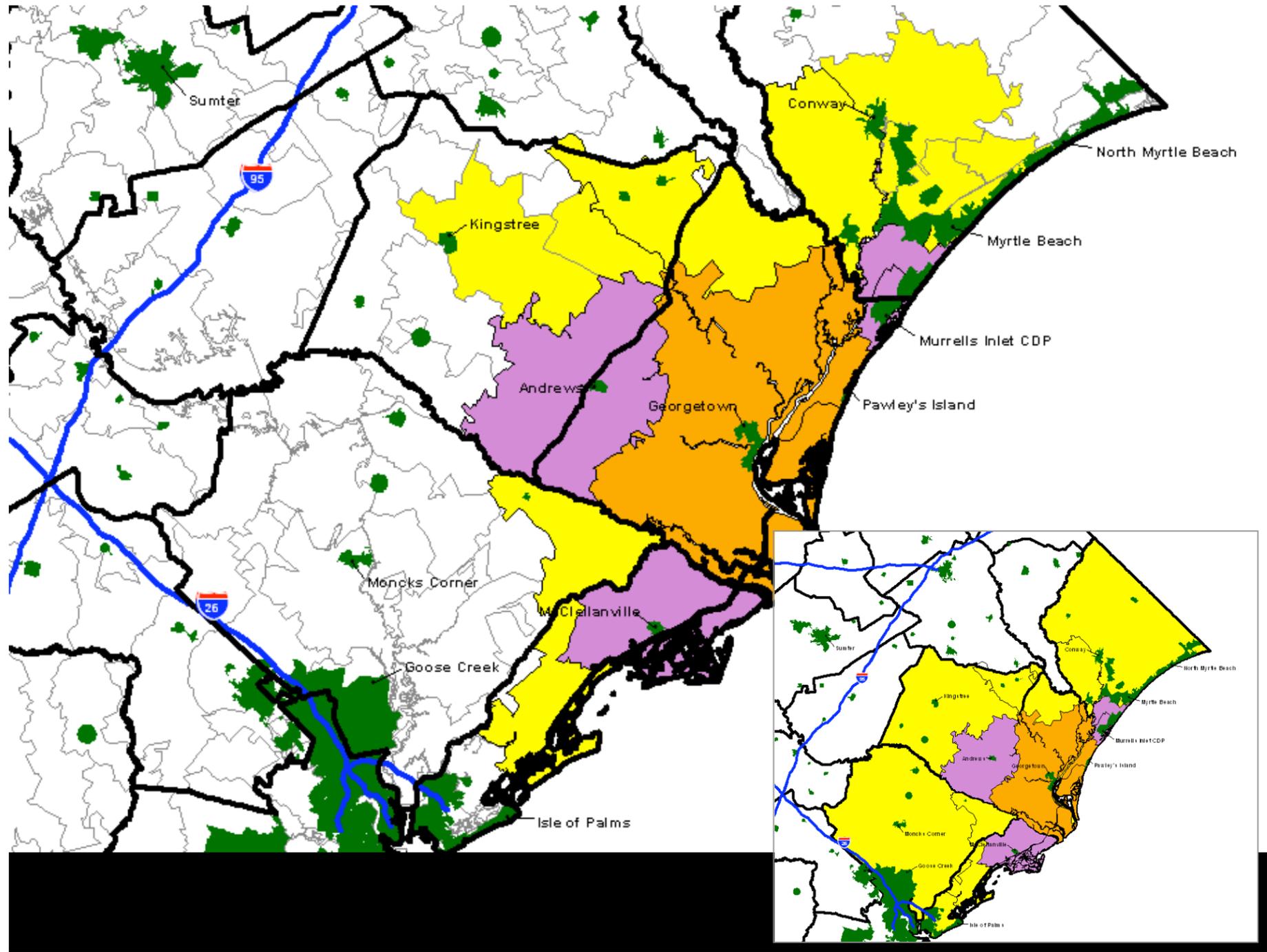
Opportunity Gap - Retail Stores	PTA			STA		
	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)	(Consumer Expenditures)	(Retail Sales)	Leakage (Inflow)
<b>Total Retail Sales Incl Eating and Drinking Places</b>	<b>742,325,685</b>	<b>783,030,117</b>	<b>(40,704,432)</b>	<b>1,123,661,787</b>	<b>1,113,545,724</b>	<b>10,116,063</b>
<b>Motor Vehicle and Parts Dealers-441</b>	<b>147,507,143</b>	<b>100,990,076</b>	<b>46,517,067</b>	<b>220,636,135</b>	<b>100,826,440</b>	<b>119,809,695</b>
Automotive Dealers-4411	127,348,658	80,661,414	46,687,244	190,114,511	46,823,395	143,291,116
Other Motor Vehicle Dealers-4412	9,269,736	13,960,289	(4,690,553)	13,510,893	33,818,017	(20,307,124)
Automotive Parts/Accsrs, Tire Stores-4413	10,888,749	6,368,373	4,520,376	17,010,731	20,185,028	(3,174,297)
<b>Furniture and Home Furnishings Stores-442</b>	<b>19,276,953</b>	<b>22,092,776</b>	<b>(2,815,823)</b>	<b>28,221,990</b>	<b>40,892,483</b>	<b>(12,670,493)</b>
Furniture Stores-4421	10,438,805	6,807,200	3,631,605	15,225,048	25,536,833	(10,311,785)
Home Furnishing Stores-4422	8,838,148	15,285,576	(6,447,428)	12,996,942	15,355,650	(2,358,708)
<b>Electronics and Appliance Stores-443</b>	<b>16,688,472</b>	<b>6,075,014</b>	<b>10,613,458</b>	<b>24,561,707</b>	<b>13,447,821</b>	<b>11,113,886</b>
Appliances, TVs, Electronics Stores-44311	12,489,289	5,873,010	6,616,279	18,496,945	12,737,644	5,759,301
Household Appliances Stores-443111	2,919,979	2,611,561	308,418	4,446,479	6,019,797	(1,573,318)
Radio, Television, Electronics Stores-443112	9,569,310	3,261,449	6,307,861	14,050,466	6,717,847	7,332,619
Computer and Software Stores-44312	3,567,603	202,004	3,365,599	5,164,985	710,177	4,454,808
Camera and Photographic Equipment Stores-44313	631,580	0	631,580	899,777	0	899,777
<b>Building Material, Garden Equip Stores -444</b>	<b>90,429,853</b>	<b>114,726,388</b>	<b>(24,296,535)</b>	<b>135,651,498</b>	<b>169,422,288</b>	<b>(33,770,790)</b>
Building Material and Supply Dealers-4441	83,493,484	109,525,058	(26,031,574)	125,346,749	154,781,133	(29,434,384)
Home Centers-44411	32,608,630	18,763,467	13,845,163	49,140,073	65,622,839	(16,482,766)
Paint and Wallpaper Stores-44412	1,945,588	129,042	1,816,546	2,835,579	322,454	2,513,125
Hardware Stores-44413	6,412,735	812,629	5,600,106	9,600,707	6,954,625	2,646,082
Other Building Materials Dealers-44419	42,526,531	89,819,920	(47,293,389)	63,770,390	81,881,215	(18,110,825)
Building Materials, Lumberyards-444191	14,188,796	30,629,584	(16,440,788)	21,493,376	27,922,410	(6,429,034)
Lawn, Garden Equipment, Supplies Stores-4442	6,936,369	5,201,330	1,735,039	10,304,749	14,641,155	(4,336,406)
Outdoor Power Equipment Stores-44421	1,121,701	307,222	814,479	1,712,006	245,776	1,466,230
Nursery and Garden Centers-44422	5,814,668	4,894,108	920,560	8,592,743	14,395,379	(5,802,636)
<b>Food and Beverage Stores-445</b>	<b>86,471,202</b>	<b>82,324,846</b>	<b>4,146,356</b>	<b>133,937,211</b>	<b>133,256,612</b>	<b>680,599</b>
Grocery Stores-4451	79,334,279	76,582,400	2,751,879	122,597,367	117,611,919	4,985,448
Supermarkets, Grocery (Ex Conv) Stores-44511	75,487,125	73,173,067	2,314,058	116,442,890	110,293,312	6,149,578
Convenience Stores-44512	3,847,154	3,409,333	437,821	6,154,477	7,318,607	(1,164,130)
Specialty Food Stores-4452	2,440,146	2,174,366	265,780	3,699,978	4,620,665	(920,687)
Beer, Wine and Liquor Stores-4453	4,696,777	3,568,080	1,128,697	7,639,866	11,024,028	(3,384,162)

# Georgetown Capture Scenario - 2008

Retail Stores	20% of PTA Outflow	10% of STA Outflow	Potential Capture	Sales per Square Foot	Calculated Capture
Selected Retail Categories Below	(12,680,501)	(10,894,295)	(23,574,796)		56,647
Furniture Stores	726,321	(1,031,179)		141.84	0
Home Furnishing Stores	(1,289,486)	(235,871)		167.75	0
Household Appliances Stores	61,684	(157,332)		245.44	0
Radio, Television, Electronics Stores	1,261,572	733,262	1,994,834	207.17	9,629
Computer and Software Stores	673,120	445,481	1,118,601	207.17	5,399
Camera and Photographic Equipment Stores	126,316	89,978	216,294	542.63	399
Building Material and Supply Dealers	(5,206,315)	(2,943,438)		142.38	0
Hardware Stores	1,120,021	264,608	1,384,629	121.08	11,436
Grocery Stores	550,376	498,545	1,048,921	371.79	2,821
Health and Personal Care Stores	53,243	385,141	438,384	247.29	1,773
Clothing and Clothing Accessories Stores	(2,364,012)	(2,109,586)		164.60	0
Women's Accessory & Specialty	38,648	460,414	499,062	164.60	3,032
Shoe Stores	(110,589)	(9,231)		158.81	0
Jewelry Stores	29,225	(76,330)		263.92	0
Luggage and Leather Goods Stores	75,837	34,405	110,241	198.82	554
Sporting Goods Stores	(797,150)	(326,683)		153.46	0
Hobby, Toys and Games Stores	215,903	124,589	340,492	146.28	2,328
Sew/Needlework/Piece Goods Stores	(154,997)	111,046		74.91	0
Book Stores	(583,749)	168,255		161.16	0
General Merchandise Stores	(1,290,674)	3,403,025	2,112,350	133.90	15,776
Florists	253,091	109,283	362,374	149.82	2,419
Gift, Novelty and Souvenir Stores	218,652	(36,255)	182,397	168.55	1,082
Foodservice and Drinking Places	(6,585,794)	(9,524,737)		201.63	0
Drinking Places -Alcoholic Beverages	298,258	(1,271,683)		88.07	0

# Retail Shares Analysis

*A study comparing sales in the local trade areas as percent share of regional sales in order to identify retail clusters and opportunities for retail growth*



# Retail Shares

Retail Shares Analysis	RETAIL SALES		SHARE		
	Primary	Region 1		Region 2	
<b>Total Retail Sales</b>	<b>\$783,030,117</b>	<b>\$6,128,248,046</b>	<b>12.8%</b>	<b>\$9,201,741,038</b>	<b>8.5%</b>

Retail Shares Analysis	SHARE	
<b>Total Retail Sales</b>	<b>12.8%</b>	<b>8.5%</b>
Home Furnishing Stores	14.2%	10.9%
Specialty Food Stores	18.2%	11.7%
Optical Goods Stores	17.9%	11.4%
Other Health and Personal Care Stores	26.1%	18.6%
Other Gasoline Stations	31.1%	14.7%
Jewelry Stores	14.9%	9.6%
Sporting Goods Stores	20.4%	12.6%
Sew/Needlework/Piece Goods Stores	57.6%	45.5%
Book Stores	19.4%	16.6%
Used Merchandise Stores	14.2%	7.3%
Special Foodservices	52.4%	41.2%

## Businesses/Activities Needed – Public Input

- *Grocery, high end*
- *Maritime museum*
- *More auto dealerships, in town*
- *Men's clothing store*
- *Ladies clothing store*
- *Retail open on Sunday, longer hours during week*
- *High end entertainment*
- *Performance Center*
- *Town Square*
- *Vintage Movies*
- *Bar Crawl*
- *Children's Activities*
- *Better integration with marina's & boat market*

# Market Potential – Key

- **Opportunities**  
*Georgetown has opportunities to grow the following areas:*
  - **Electronics & Appliances**
    - *PTA & STA leaking about \$22 Million*
    - *About 15,000 Sq. Ft of Space Demand. Ex – Radio Shack 2.5k, \$1million*
  - **Hardware**
    - *PTA & STA leak = \$8 million, Low share*
    - *11,000 Sq. Ft of Space Demand*
    - *Independent 5k, Chains like Ace – up to 20k*
  - **General Merchandising**
    - *\$27 million of combined leakage*
    - *16k of demand.*
  - **Office Supplies**
    - *\$6 million of leakage*

# Market Potential – Key Opportunities

- **Women's Clothing**

- *\$5 million of combined leakage & 3,000 square feet of demand*

- **Hobby & toys**

- *\$2 million in leakage. Demand for 2,300 square feet*
- *Chains (KB) begin at 4k, but independent businesses are smaller*

- **Other Specialty Categories**

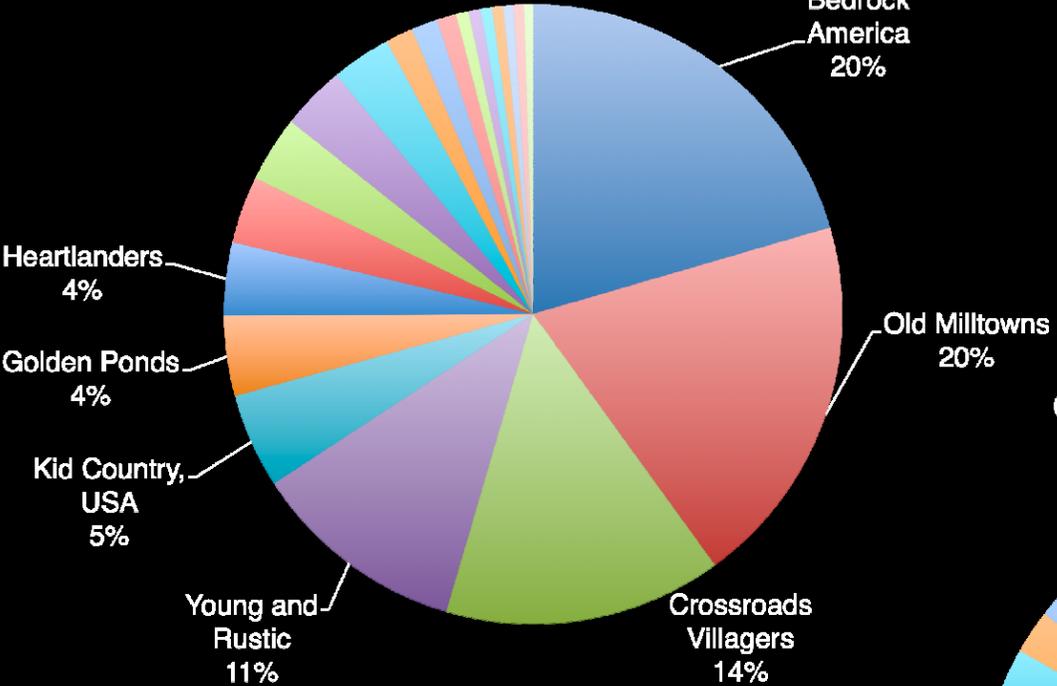
- *Florist*
- *Gifts*
- *Used Merchandise (antiques)*

- **In Georgetown Zip Code (29440) – isolating local needs**

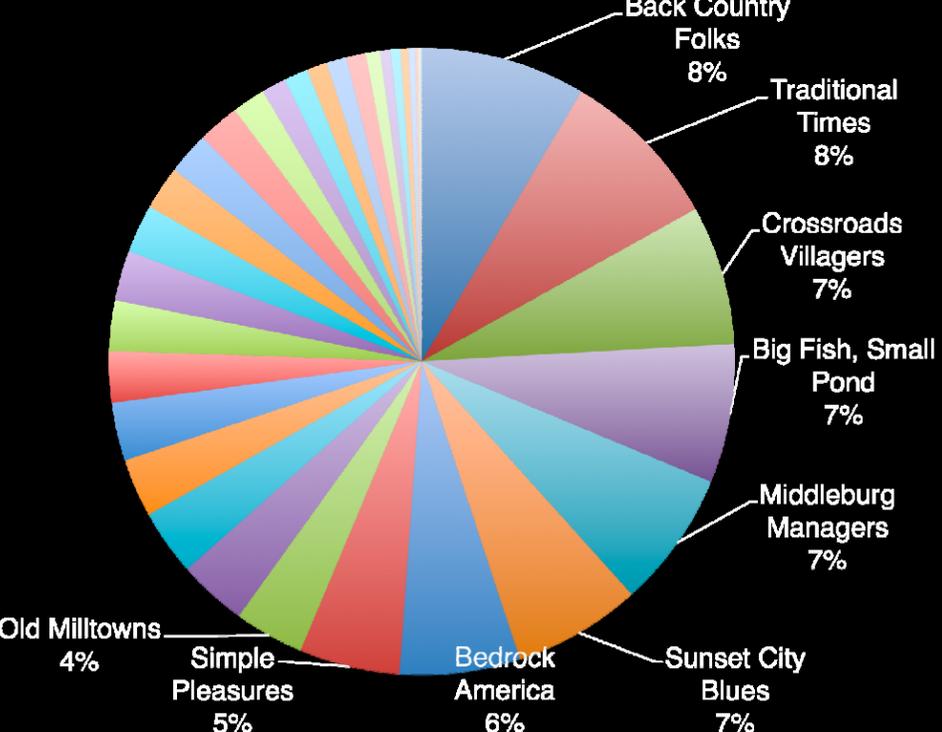
- *Furniture*
- *Electronics*
- *Home Centers*
- *Women's Clothing*
- *Jewelry*
- *Sporting Goods*
- *Office Supplies*
- *Gifts*

# Market Segmentation

Georgetown City



Combined Georgetown PTA/STA



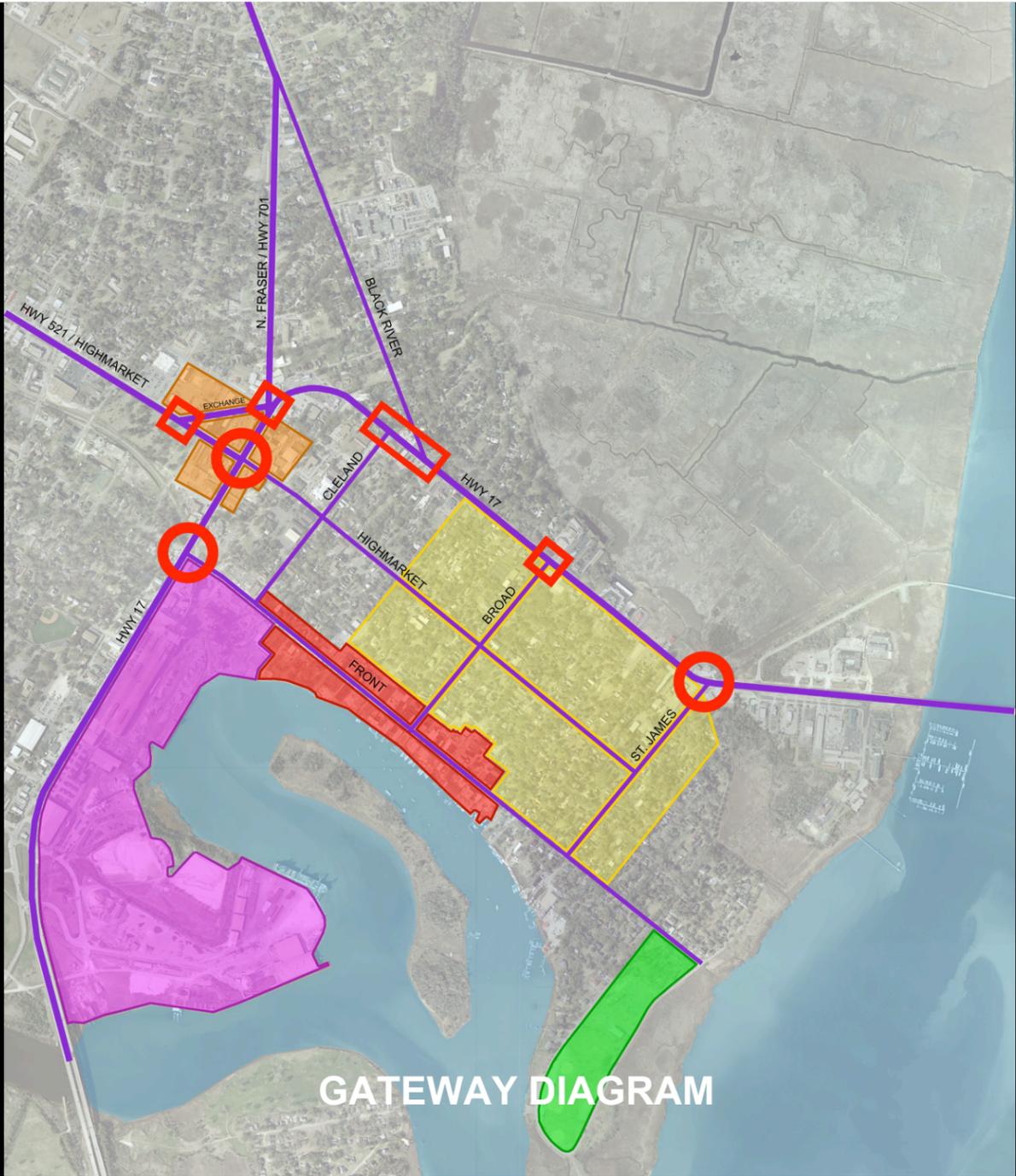
# Overall Market Conclusions

- *During the survey, Front Street businesses showed a visitor oriented market with less reliance on it's locals.*
- *This trend likely is seasonal, and it is recommended that the consumer research is repeated quarterly.*
- *Georgetown's marketing efforts should focus on multiple targets:*
  - *Locals*
  - *Coastal residents*
  - *New Residents*
  - *Beach Vacationers*
  - *Boaters*
  - *Key market segments*
- *The importance of the local market should not be ignored, and efforts to cultivate this market is key, particularly in the off-season.*

# Overall Market Conclusions

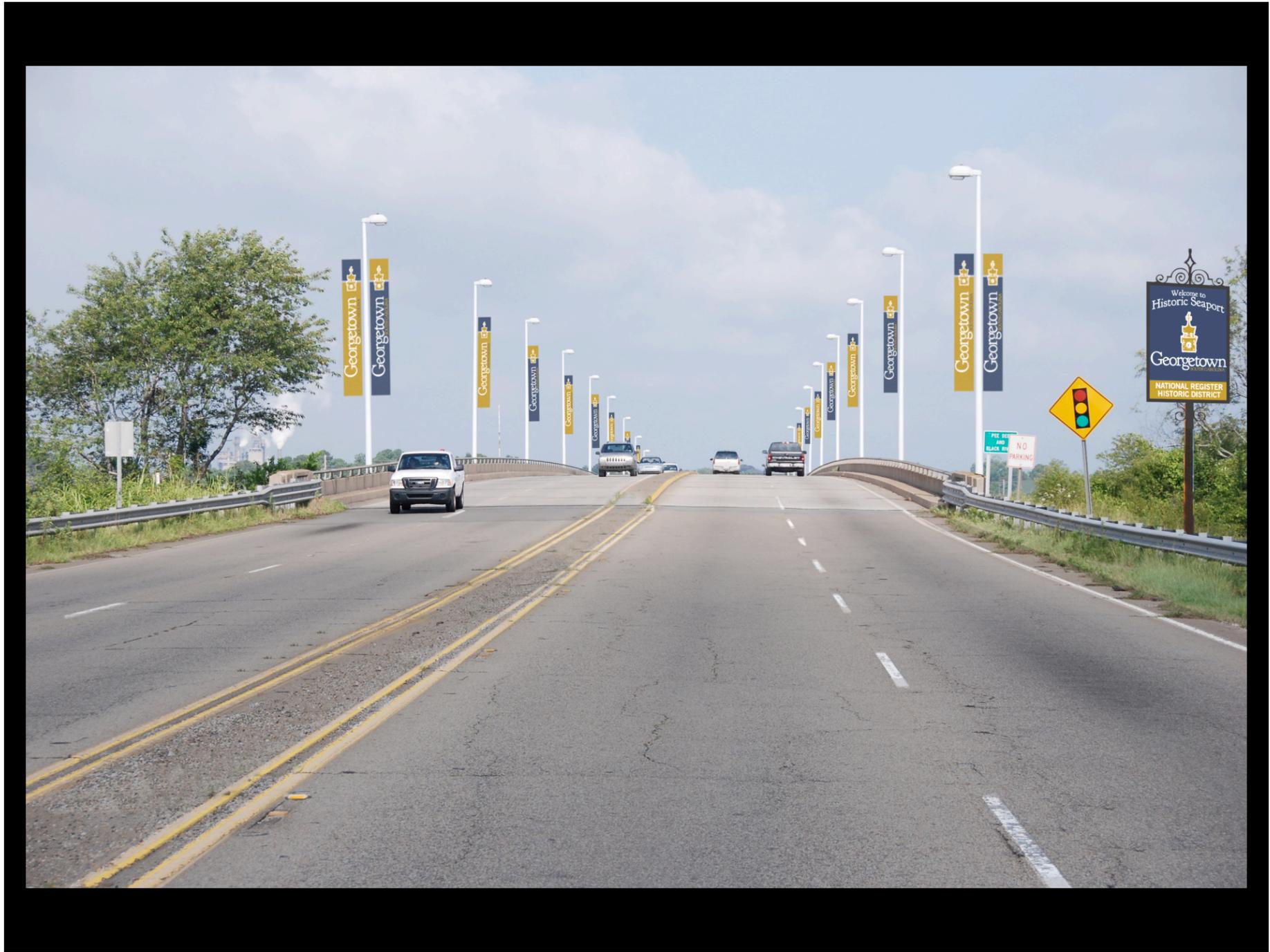
- *Recruitment efforts should:*
  - *build on specialty type retail clusters, “authentic” downtown for the coast*
  - *Target businesses that will serve a visitor base while meeting the needs of the locals*
  - *Look to place businesses in key areas, particularly block between King and Orange.*
- *Define economic development responsibilities to recruit small businesses and investment.*
  - *Partnership with GBA, Georgetown County ED, and City*
  - *GBA expands its roll as it grows resources through funding and staffing*
  - *Early efforts should include available properties database, marketing*
  - *Later strategies should identify incentives, business support*
- *Define marketing responsibilities*
  - *Market Georgetown as destination*
  - *Improve visibility and awareness through signage & wayfinding*

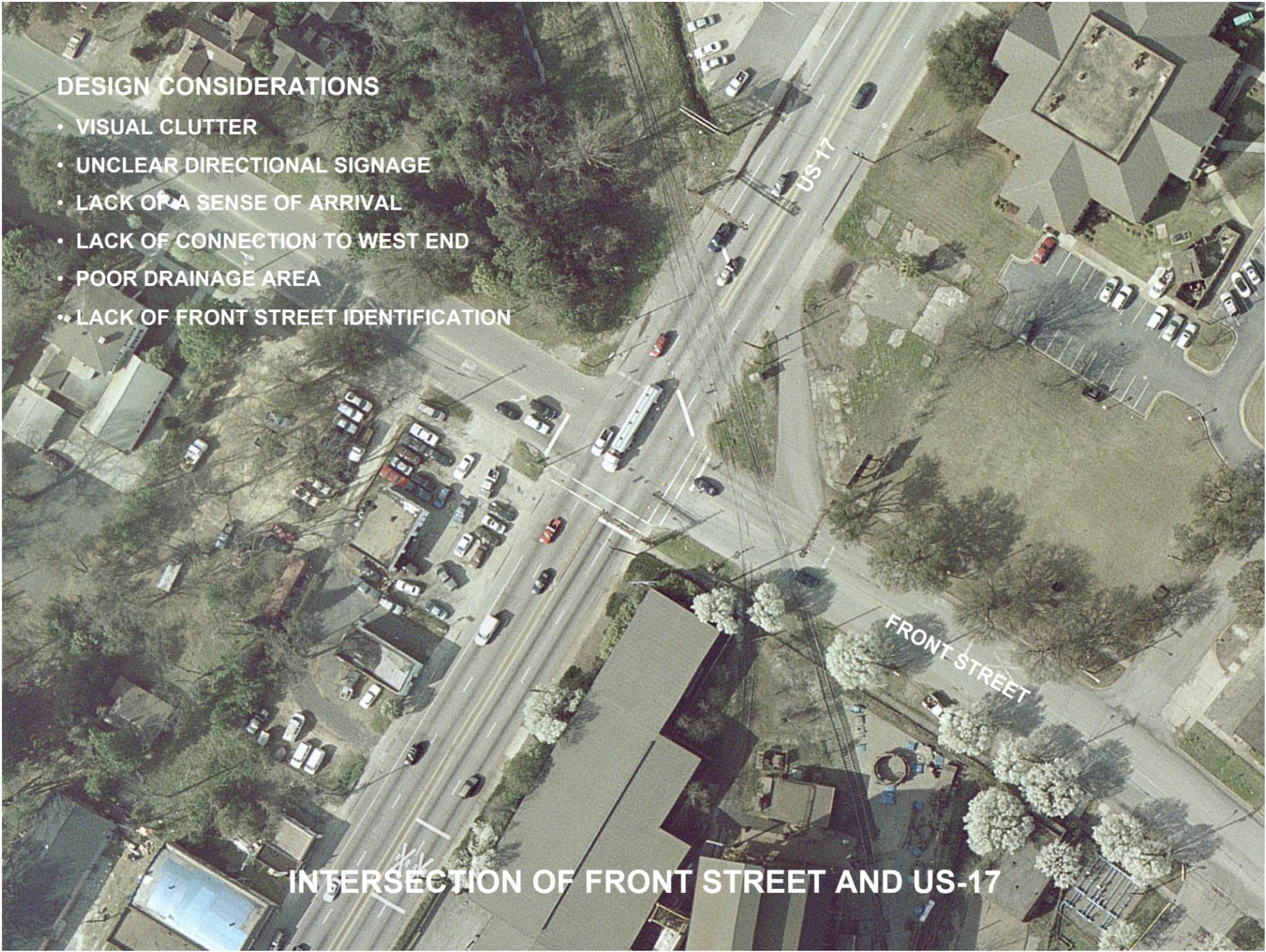
# Design & Planning



GATEWAY DIAGRAM







**DESIGN CONSIDERATIONS**

- VISUAL CLUTTER
- UNCLEAR DIRECTIONAL SIGNAGE
- LACK OF A SENSE OF ARRIVAL
- LACK OF CONNECTION TO WEST END
- POOR DRAINAGE AREA
- LACK OF FRONT STREET IDENTIFICATION

**INTERSECTION OF FRONT STREET AND US-17**

