

Tab 19

MARKET STUDY



**A RENTAL HOUSING
MARKET FEASIBILITY ANALYSIS
FOR
CONWAY, SOUTH CAROLINA**

Mission Village of Conway

*Church Street (U.S. 501), just east of El Bethel Road
Conway, South Carolina 29526*

March 1, 2018

Prepared for:

Ms. Marissa Downs
The Commonwealth Companies
9 Sheboygan Street
Fond du Lac, WI 54935
(920) 922-8170

Prepared by:

Steven Shaw
Shaw Research & Consulting, LLC
P.O. Box 38
Bad Axe, MI 48413
Phone: (989) 415-3554

Table of Contents

INTRODUCTION.....	1
EXECUTIVE SUMMARY	2
A. PROJECT DESCRIPTION	5
B. SITE DESCRIPTION.....	7
1. SITE VISIT DATE.....	7
2. SITE NEIGHBORHOOD AND OVERVIEW	7
3. NEARBY RETAIL	8
4. MEDICAL OFFICES AND HOSPITALS	8
5. OTHER PMA SERVICES	8
6. CRIME ASSESSMENT	19
7. ROAD/INFRASTRUCTURE IMPROVEMENTS.....	20
8. OVERALL SITE CONCLUSIONS	20
C. PRIMARY MARKET AREA DELINEATION.....	21
D. MARKET AREA ECONOMY	26
1. EMPLOYMENT BY INDUSTRY	26
2. COMMUTING PATTERNS	27
3. LARGEST EMPLOYERS	28
4. EMPLOYMENT AND UNEMPLOYMENT TRENDS.....	29
E. COMMUNITY DEMOGRAPHIC DATA.....	32
1. POPULATION TRENDS	32
2. HOUSEHOLD TRENDS	35
3. HOUSEHOLD INCOME TRENDS	38
F. DEMAND ANALYSIS.....	42
1. DEMAND FOR TAX CREDIT RENTAL UNITS.....	42
2. CAPTURE AND ABSORPTION RATES.....	46
G. SUPPLY/COMPARABLE RENTAL ANALYSIS	47
1. CONWAY PMA RENTAL MARKET CHARACTERISTICS	47
2. COMPARABLE RENTAL MARKET CHARACTERISTICS.....	48
3. COMPARABLE PIPELINE UNITS	49
4. IMPACT ON EXISTING TAX CREDIT PROPERTIES	49
5. COMPETITIVE ENVIRONMENT	49
6. MARKET RENT CALCULATIONS.....	65
H. INTERVIEWS	68
I. CONCLUSIONS/RECOMMENDATIONS.....	69
J. SIGNED STATEMENT REQUIREMENTS	70
K. SOURCES.....	71
L. RESUME.....	72

CERTIFICATE OF ACCURACY AND RELIABILITY

I hereby attest that this market study has been completed by an independent third-party market consultant with no fees received contingent upon the funding of this proposal. Furthermore, information contained within the following report obtained through other sources is considered to be trustworthy and reliable. As such, Shaw Research and Consulting does not guarantee the data nor assume any liability for any errors in fact, analysis, or judgment resulting from the use of this data.



Steven R. Shaw
SHAW RESEARCH & CONSULTING, LLC

Date: March 1, 2018

INTRODUCTION

Shaw Research & Consulting, LLC has prepared the following rental housing study to examine and analyze the Conway area as it pertains to the market feasibility of Mission Village of Conway, a proposed 52-unit affordable rental housing development targeting low-income family households. The subject proposal is to be located in the northwestern portion of the city of Conway along the south side of Church Street (U.S. 501), just east of El Bethel Road. The subject property presently consists of an undeveloped, densely wooded parcel adjacent to a Walmart Supercenter. As such, commercial usages can be found directly to the north of the site, while undeveloped wooded property is immediately to the south, east, and west.

The purpose of this report is to analyze the market feasibility of the subject proposal based on the project specifications and site location presented in the following section. Findings and conclusions will be based through an analytic evaluation of demographic trends, recent economic patterns, existing rental housing conditions, detailed fieldwork and site visit, and a demand forecast for rental housing within the Conway market area. All fieldwork and community data collection was conducted on February 16, 2018 by Steven Shaw. A phone survey of existing rental developments identified within the PMA, as well as site visits to those properties deemed most comparable to the subject, was also reviewed to further measure the potential market depth for the subject proposal.

This study assumes Low Income Housing Tax Credits (LIHTC) will be utilized in the development of the subject rental facility, along with the associated rent and income restrictions obtained from the South Carolina State Housing Finance and Development Authority (SCSHFDA). As a result, the proposed Mission Village of Conway will feature a total of 52 units (20 two-bedroom and 32 three-bedroom units) restricted to households at or below 50 percent and 60 percent of the area median income (AMI). Furthermore, there are no unrestricted (market rate) or project-based rental assistance (PBRA) units proposed within the subject development.

EXECUTIVE SUMMARY

Based on the information collected and presented within this report, sufficient evidence has been introduced for the successful introduction and absorption of the subject proposal within the city of Conway. As such, the following summary highlights the key findings and conclusions reached from this information:

- 1) The subject proposal is a 52-unit rental development targeting low-income family households. The facility will consist of a mix of two and three-bedroom units restricted to households at or below 50 percent and 60 percent of AMI.
- 2) Demand estimates for the proposed development show sufficient statistical support for the introduction and absorption of additional rental units within the Conway PMA. As such, capture rates as presented in Exhibit S-2 (following the executive summary) are clearly reflective of the need for additional affordable rental housing, even when considering only larger renter households (three or more persons).
- 3) Occupancy rates for affordable rental housing are quite positive throughout the market area at the current time. As such, an overall occupancy rate of 97.2 percent was calculated from a January/February 2018 survey of 20 family-oriented rental developments identified and contacted within or near the PMA.
- 4) Considering only the four tax credit developments within the survey, a combined occupancy rate of 99.3 percent was calculated, with each property reporting a waiting list – providing a clear indication of the acceptance and continued demand for affordable rental options locally.
- 5) Based on U.S. Census figures and ESRI forecasts, demographic patterns throughout the Conway area have been extremely positive since 2000. As such, the overall population within the PMA is estimated to have increased by 19 percent between 2010 and 2017, representing a gain of more than 7,300 additional residents during this time. Furthermore, future projections indicate these gains will continue, with an additional increase of 14 percent (roughly 6,325 persons) anticipated between 2017 and 2022.
- 6) Considering the subject's proposed unit mix, income targeting, affordable rental rates, and competitive unit sizes and development features, the introduction of Mission Village of Conway should prove successful. Based on extremely positive demographic patterns and continued strong occupancy levels throughout the local rental stock, especially within tax credit properties, a newly constructed affordable rental option would undoubtedly be successful within the Conway PMA. As such, evidence presented within the market study suggests a normal absorption period (between five and seven months) should be anticipated based on project characteristics as proposed. Furthermore, the development of the subject proposal will not have any adverse effect on any other existing rental property – either affordable or market rate.

2018 EXHIBIT S-2 SCSHFDA PRIMARY MARKET AREA ANALYSIS SUMMARY:

Development Name:	<u>MISSION VILLAGE OF CONWAY</u>	Total # Units:	<u>52</u>
Location:	<u>Church Street (just east of El Bethel Road), Conway, South Carolina SC</u>	# LIHTC Units:	<u>52</u>
PMA Boundary:	<u>10 Census Tracts = 604.03, 701.01, 701.02, 702, 703, 704, 705, 706.01, 707.01, 707.02</u>		
Development Type:	<u>XX</u> Family <u> </u> Older Persons	Farthest Boundary Distance to Subject:	<u>10 Miles</u>

RENTAL HOUSING STOCK (found on page 50)

Type	# Properties	Total Units	Vacant Units	Average Occupancy
All Rental Housing	20	2,377	66	97.2%
Market-Rate Housing	8	1,565	56	96.4%
Assisted/Subsidized Housing not to include LIHTC	8	412	7	98.3%
LIHTC (All that are stabilized)*	4	400	3	99.3%
Stabilized Comps**	4	400	3	99.3%
Non-stabilized Comps	0	0	0	NA

*Stabilized occupancy of at least 93% (Excludes projects still in initial lease up).

**Comps are those comparable to the subject and those that compete at nearly the same rent levels and tenant profile, such as age, family and income.

Subject Development					Adjusted Market Rent			Highest Unadjusted Comp Rent	
# Units	# Bedrooms	Baths	Size (SF)	Proposed Tenant Rent	Per Unit	Per SF	Advantage	Per Unit	Per SF
4	2 BR	1.0	1,200	\$493	\$874	\$0.86	43.6%	\$1,185	\$1.10
16	2 BR	1.0	1,200	\$597	\$874	\$0.86	31.7%	\$1,185	\$1.10
7	3 BR	2.0	1,350	\$565	\$1,039	\$0.80	45.6%	\$1,225	\$0.96
25	3 BR	2.0	1,350	\$680	\$1,039	\$0.80	34.5%	\$1,225	\$0.96
Gross Potential Rent Monthly*				\$32,479	\$50,729		35.98%		

*Market Advantage is calculated using the following formula: (Gross Adjusted Market Rent (minus) Gross Proposed Tenant Rent) (divided by) Gross

Adjusted Market Rent. The calculation should be expressed as a percentage and rounded to two decimal points. The Rent Calculation Excel Worksheet must be provided with the Exhibit S-2 form.

DEMOGRAPHIC DATA (found on page 32)

	2010		2017		2020	
Renter Households	4,493	31.0%	5,473	31.5%	5,991	31.8%
Income-Qualified Renter HHs (LIHTC)	804	17.9%	979	17.9%	1,072	17.9%
Income-Qualified Renter HHs (MR)	0	0.0%	0	0.0%	0	0.0%

TARGETED INCOME-QUALIFIED RENTER HOUSEHOLD DEMAND (found on page 44)

Type of Demand	50%	60%	Market Rate	Other: _____	Other: _____	Overall
Renter Household Growth	25	32	--			43
Existing Households (Overburd + Substand)	125	159	--			214
Homeowner Conversion (Seniors)	--	--	--			--
Other:	--	--	--			--
Less Comparable/Competitive Supply	--	--	--			--
Net Income-Qualified Renter HHs	150	191	--	--	--	257

CAPTURE RATES (found on page 46)

Targeted Population	50%	60%	Market Rate	Other: _____	Other: _____	Overall
Capture Rate	7.4%	21.4%	--			20.3%

ABSORPTION RATE (found on page 46)

Absorption Period:	<u>5 - 7</u> months
--------------------	---------------------

2018 S-2 RENT CALCULATION WORKSHEET							
	# Units	Bedroom Type	Proposed Tenant Paid Rent	Gross Potential Tenant Rent	Adjusted Market Rent	Gross Potential Market Rent	Tax Credit Gross Rent Advantage
40%	--	0 BR	--	--	--	--	
50%	--	0 BR	--	--	--	--	
60%	--	0 BR	--	--	--	--	
40%	--	1 BR	--	--	--	--	
50%	--	1 BR	--	--	--	--	
60%	--	1 BR	--	--	--	--	
40%	--	2 BR	--	--	--	--	
50%	4	2 BR	\$493	\$1,972	\$874	\$3,498	
60%	16	2 BR	\$597	\$9,552	\$874	\$13,991	
40%	--	3 BR	--	--	--	--	
50%	7	3 BR	\$565	\$3,955	\$1,039	\$7,271	
60%	25	3 BR	\$680	\$17,000	\$1,039	\$25,969	
40%	--	4 BR	--	--	--	--	
50%	--	4 BR	--	--	--	--	
60%	--	4 BR	--	--	--	--	
	Totals	52		\$32,479		\$50,729	35.98%

A. PROJECT DESCRIPTION

According to project information supplied by the sponsor of the subject proposal, the analysis presented within this report is based on the following development configuration and assumptions:

Project Name: MISSION VILLAGE OF CONWAY									
Project Address: Church Street (just east of El Bethel Road)									
Project City: Conway, South Carolina									
County: Horry County									
Total Units: 52									
Occupancy Type: Family									
Construction Type: New Construction									
Targeting/Mix	Number of Units	Unit Type	Number of Baths	Square Feet	Contract Rent	Utility Allow.	Gross Rent	Max. LIHTC Rent*	HOME/PBRA
Two-Bedroom Units									
50% of Area Median Income	2	Apt	2.0	1,200	\$493	\$93	\$586	\$586	HOME
50% of Area Median Income	2	Apt	2.0	1,200	\$493	\$93	\$586	\$586	No
60% of Area Median Income	16	Apt	2.0	1,200	\$597	\$93	\$690	\$703	No
Three-Bedroom Units									
50% of Area Median Income	3	Apt	2.0	1,350	\$565	\$112	\$677	\$677	HOME
50% of Area Median Income	4	Apt	2.0	1,350	\$565	\$112	\$677	\$677	No
60% of Area Median Income	25	Apt	2.0	1,350	\$680	\$112	\$792	\$813	No

*Maximum LIHTC Rents and Income Limits are based on 2017 Income & Rent Limits (effective 4/14/2017) obtained from SCSHFDA website (www.schousing.com).

Project Description:

Development Location.....	Conway, South Carolina
Construction Type.....	New construction
Occupancy Type	Family
Target Income Group.....	100% LIHTC (50% and 60% AMI)
Special Population Group	N/A
Number of Units by Unit Type	See previous page
Unit Sizes	See previous page
Rents and Utility Information	See previous page
Proposed Rental Assistance (PBRA)	0 units

Project Size:

Total Development Size.....	52 units
Number of Affordable Units.....	52 units
Number of Market Rate Units.....	0 units
Number of PBRA Units	0 units
Number of Employee Units	0 units

Development Characteristics:

Number of Total Units	52 units
Number of Garden Apartments.....	52 units
Number of Townhouses	0 units
Number of Residential Buildings.....	4 (maximum two stories)
Number of Community Buildings	1

Unit Amenities:

- Frost Free Refrigerator
- Oven/Range
- Dishwasher
- Microwave
- Ceiling Fan
- Washer/Dryer Hook-Up
- Mini-Blinds/Vertical Blinds
- Central Air Conditioning
- Walk-In Closet
- Sunroom

Development Amenities:

- Community Building
- Multi-Purpose Room w/ Kitchenette
- Equipped Computer Center
- Equipped Fitness Room
- Key FOB access to community building
- On-Site Laundry Facility
- Playground
- On-Site Management Office
- Security Cameras

Additional Assumptions:

- Water, sewer, and trash removal will be included in the rent. Electricity (including electric heat pump), cable television, internet access, and telephone charges will be paid by the tenant; and
- Market entry is scheduled for early 2020.

B. SITE DESCRIPTION

1. Site Visit Date

All fieldwork and community data collection was conducted on February 16, 2018 by Steven Shaw.

2. Site Neighborhood and Overview

The subject property is located within the northwestern portion of the city of Conway along the south side of Church Street (U.S. 501), just east of El Bethel Road and approximately 3½ miles northwest of downtown Conway. Overall characteristics of the immediate neighborhood are somewhat mixed, but are predominantly commercial usages coupled with undeveloped property. As such, a Walmart Supercenter and other commercial properties (within the Gateway Plaza shopping center) can be found adjacent to the north of the subject, while the areas adjacent to the south, east, and west are largely undeveloped and densely wooded. Although most adjacent parcels are undeveloped, a 12-screen theater can be found further to the east (and within walking distance of the site), while a tax credit rental facility is just south of the site along El Bethel Road. Overall, the majority of properties within the immediate area (residential, commercial, or otherwise) can be considered in good condition.

The subject property consists of approximately 7.65 acres of generally flat, undeveloped, and densely wooded property. Situated within Census Tract 704 of Horry County, the site is currently zoned as R-3 (High Density Residential), which allows for the development of the subject proposal. Based on surrounding usages, current zoning throughout the neighborhood should not impede or negatively affect the viability of the subject proposal. As such, adjacent land usage is as follows:

- North:** Walmart Supercenter/Gateway Plaza shopping center
- South:** Undeveloped, densely wooded property
- West:** Undeveloped, densely wooded property
- East:** Undeveloped, densely wooded property

Access to the site will be from the north, consisting of an access drive (approximately ¼ mile in length between Walmart and Burkes Outlet) connecting the property to Church Street. As such, Church Street represents a well-traveled five-lane roadway consisting of a variety of

retail, commercial, and other services, and also provides a direct link to downtown Conway. While the site will have only limited visibility from a paved roadway (the only visibility will be from El Bethel Road), its location near both retail and residential areas should be considered as a positive attribute and suitable for multi-family housing. As such, its location near the intersection of Church Street and El Bethel Road provides relatively convenient access to a wide variety of retail, medical, educational, and employment locales throughout the area.

3. Nearby Retail

As previously mentioned, several retail opportunities can be found within walking distance of the subject property, with a Walmart Supercenter and the Gateway Plaza shopping center located adjacent to the north of the site – which also consists of Burkes Outlet, Dollar Tree, Party Plus, Office Depot, Sally Beauty Supply, Great Clips, PetSense, and Rent-A-Center, among others. Furthermore, Church Street also serves as one of the primary retail and commercial corridors within the Conway area, offering numerous additional retail opportunities just a short drive from the site. Among these include Aldi, Big Lots, Goody's, Belk, Dollar General, Hibbett Sports, and Rite Aid pharmacy, all less than two miles away.

4. Medical Offices and Hospitals

A wide variety of medical services can be found throughout the immediate area, as well. The Conway Medical Center is the nearest full-service hospital to the site, located southeast of downtown Conway approximately eight miles away. However, while a large number of medical and specialty offices surround the hospital, several medical clinics can be found closer to the site – including Doctor's Care, Conway Physicians Group Family Medicine, and Health Care Partners of South Carolina all located northwest of the city's downtown area (and less than 2½ miles away). Additionally, numerous additional physician offices and medical/specialty clinics can be found throughout the area.

5. Other PMA Services

Additional services of note within the market area include a library, several parks, and a large recreation center – many of which are located within three miles of the site. Furthermore, scheduled fixed-route bus/transit services are available through the Waccamaw Regional

Transportation Authority (The Coast RTA), offering public transportation throughout Horry and Georgetown Counties – with the nearest bus stop located within walking distance of the site at the Gateway Plaza shopping center.

The following identifies pertinent locations and features within the local market area, and can be found on the following map by the number next to the corresponding description. Please note that this list is not all-inclusive and only represents those locations closest to the subject property. Further, all distances are estimated.

Retail

1. Walmart Supercenter/Gateway Plaza shopping centeradjacent to north
(w/ Walmart Pharmacy, Cato Fashions, Great Clips, Sally Beauty Supply, Rent-A-Center, and more)
2. Dollar Tree, Burkes Outlet, Office Depot, Party Plusadjacent to north
3. Rivertown Commons0.2 miles east
4. Aldi grocery0.5 miles northwest
5. Goodwill Store and Donation Center.....0.5 miles northwest
6. Rite Aid pharmacy1.7 miles southeast
7. Murphy Express convenience store0.2 miles north

Education

8. Homewood Elementary School3.5 miles northeast
9. Whittemore Park Middle School2.5 miles southeast
10. Conway High School1.0 mile east

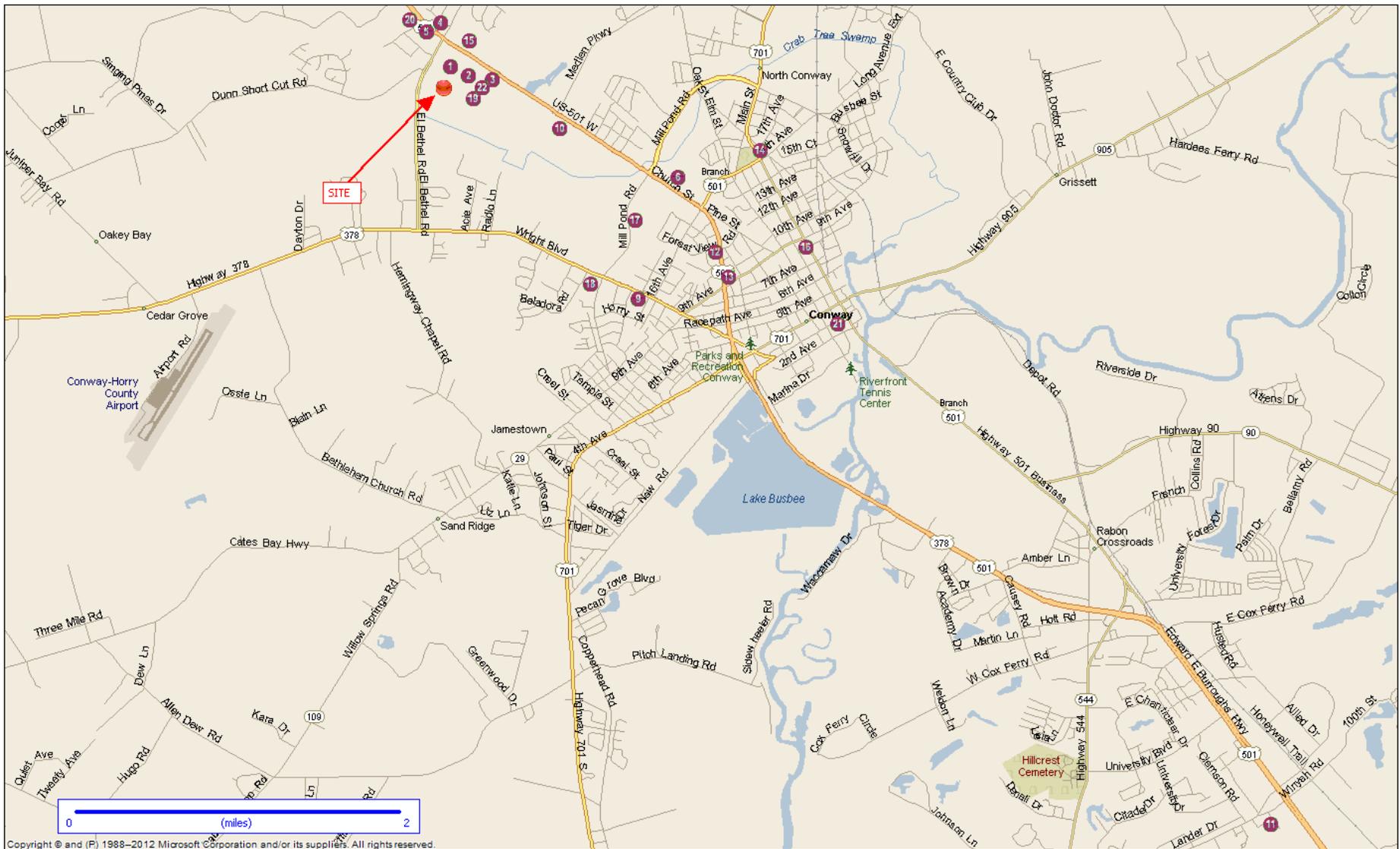
Medical

11. Conway Medical Center8.0 miles southeast
12. Doctor's Care - Conway2.2 miles southeast
13. Conway Physicians Group Family Medicine2.4 miles southeast
14. Health Care Partners of South Carolina.....2.5 miles east
15. Aspen Dental.....0.3 miles north

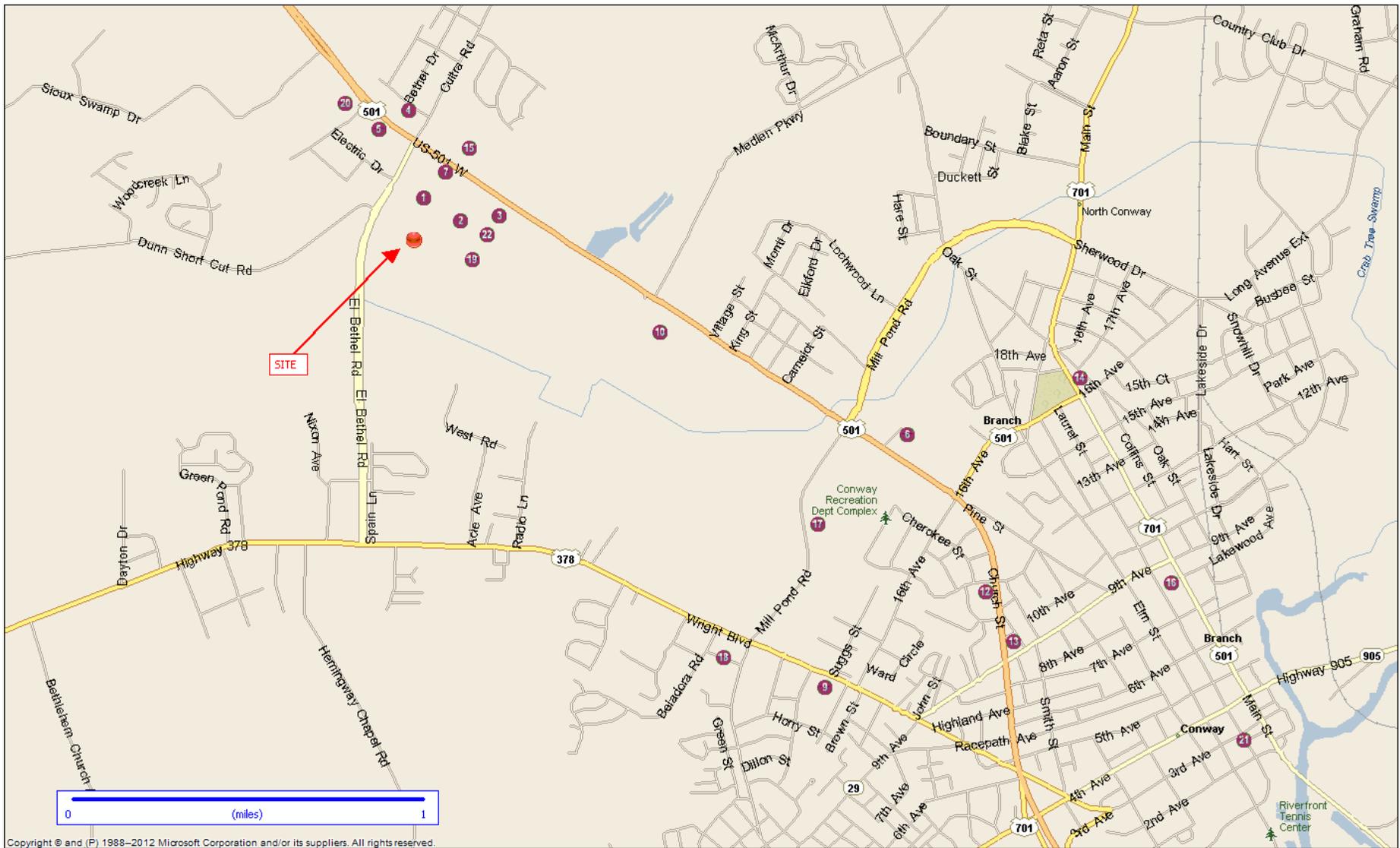
Recreation/Other

16. Conway Library3.0 miles southeast
17. Conway Recreation Complex1.7 miles southeast
18. Smith-Jones Park2.5 miles southeast
19. Frank Theatres – Rivertown Stadium 12adjacent to east
20. Olympia Skate Arena0.6 miles northwest
21. Downtown Conway3.5 miles southeast
22. Sonic Restaurant0.1 miles northeast
1. South State Bank (in Walmart)adjacent to north

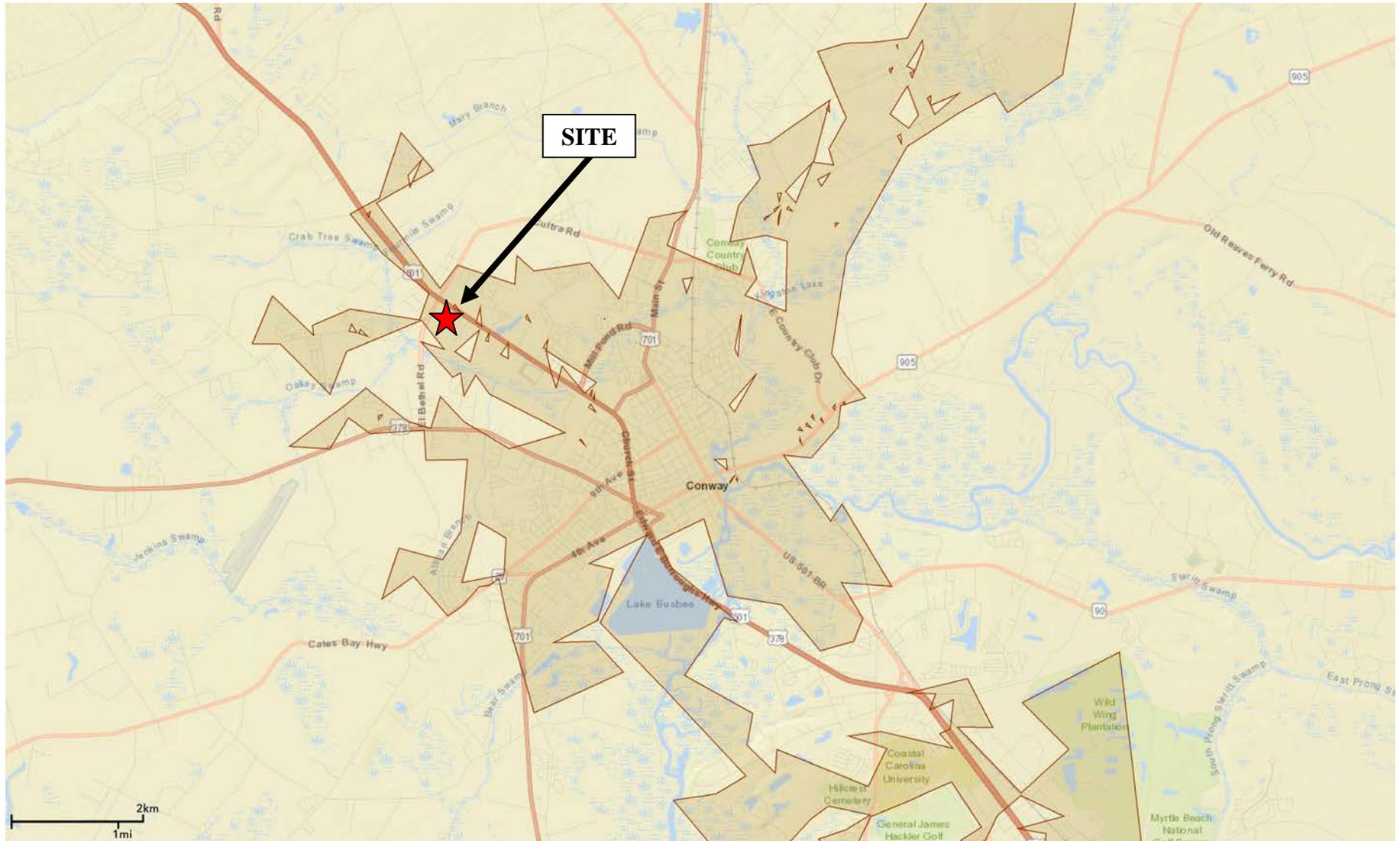
Map 1: Local Features/Amenities – Conway Area



Map 2: Local Features/Amenities – Close View



Map 3: Site Location – City of Conway

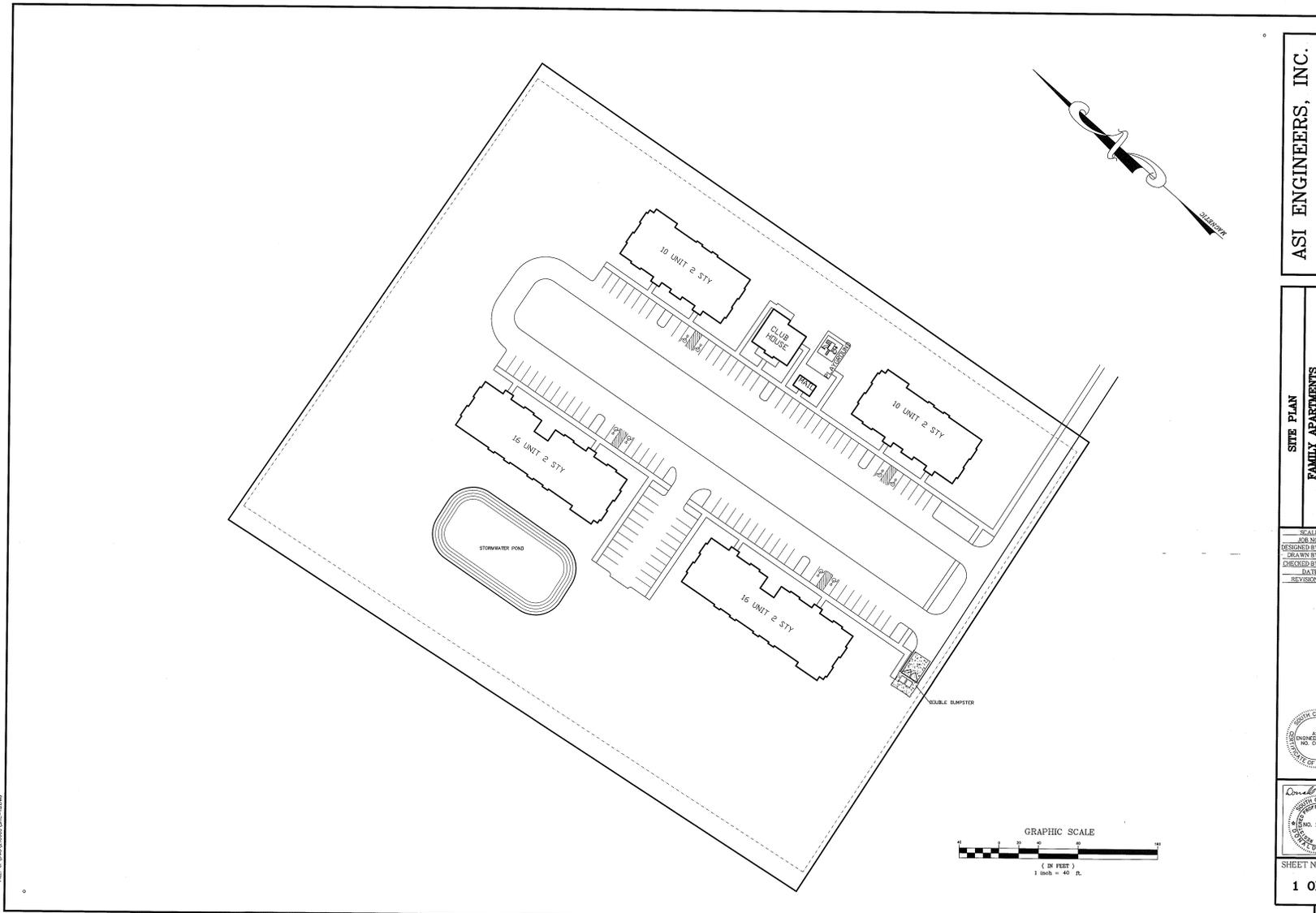


NOTE: Shaded area is city of Conway

Map 4: Site Location - Aerial Photo



Map 5: Proposed Site Plan – Mission Village of Conway



ASI ENGINEERS, INC.
 CIVIL ENGINEERING • LAND PLANNING
 1304 PROFESSIONAL BLDG. SUITE 201
 MYRTLE BEACH, SC 29577
 TELEPHONE: (843) 662-4000
 FAX: (843) 662-9900

SITE PLAN
FAMILY APARTMENTS
NEAR US HWY 501
CONWAY, SOUTH CAROLINA

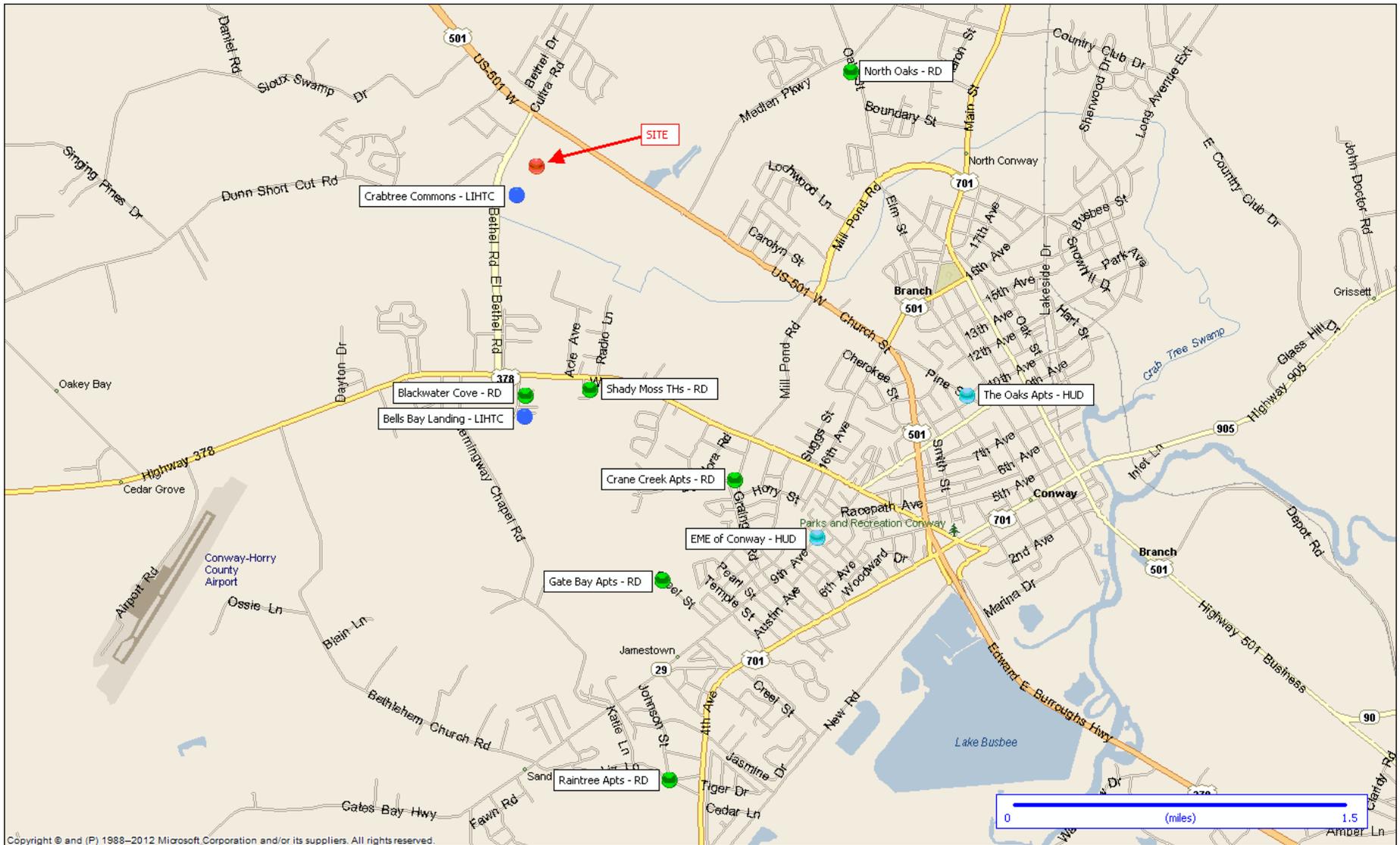
SCALE:	1"=40'
JOB NO.:	218002
DESIGNED BY:	TH
DRAWN BY:	DT
CHECKED BY:	TH
DATE:	02-18-18
REVISION:	



SHEET NUMBER:
1 OF 1

REPRODUCTION OR REUSE OF THIS DRAWING IN WHOLE OR IN PART WITHOUT PRIOR WRITTEN PERMISSION IS STRICTLY FORBIDDEN

Map 6: Affordable Rental Housing – Conway PMA



Copyright © and (P) 1988–2012 Microsoft Corporation and/or its suppliers. All rights reserved.

Site/Neighborhood Photos



**SITE – Mission Village of Conway
Conway, SC
Facing south from end of access road**



**SITE – Mission Village of Conway
Conway, SC
Facing west from end of access road**



**NORTH – Walmart Supercenter
Adjacent to north of site
Facing northwest from site
Water retention pond in forefront, site is on left**



**NORTH – Walmart Supercenter
Adjacent to north of site
Facing west from access drive
Site is to left**



**EAST – Undeveloped property adjacent to east of site
Facing east from access drive**



**EAST – Undeveloped property adjacent to east of site
Facing east from access drive**



**WEST – Undeveloped property adjacent to west of site
Facing east from El Bethel Road**



**WEST – Undeveloped property adjacent to west of site
Facing east from El Bethel Road**



**Facing north along access drive
Walmart is on left**



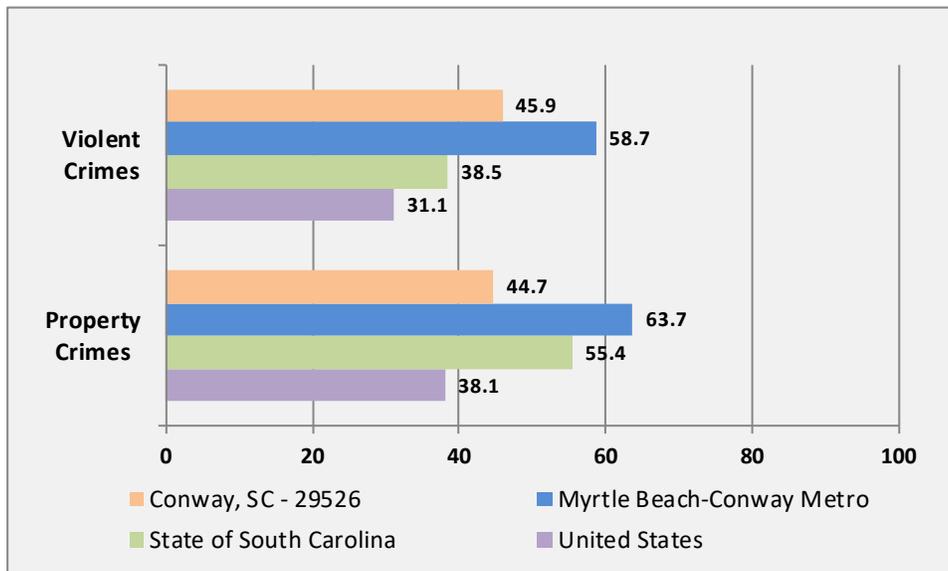
**Facing south along access drive
Site is at end of drive and to right**

6. Crime Assessment

Based on crime information by zip code, the crime rates for the site neighborhood are somewhat mixed. As such, on a scale from one (indicating low crime) to 100 (high crime), the area in which the subject property is situated (zip code 29526) had a violent crime (murder, non-negligent manslaughter, rape, robbery, and aggravated assault) score of 45.9, which was below the region, but above state and national averages. However, the property crime (burglary, larceny-theft, motor vehicle theft, and arson) score was 44.7, which was below both region and state norms.

Although first hand observations from a recent site visit did not indicate a notable crime risk at the subject property or surrounding neighborhood, the elevated crime statistics for the immediate area need to be taken into consideration. As such, extra security precautions should be deemed as a necessary measure to provide a safe environment for potential residents of the subject property (such as extra lighting, surveillance cameras, and/or in-unit alarm systems). Considering these factors as well as information gathered during the site visit, there does not appear to be any noticeable security concerns within the immediate neighborhood surrounding the site.

Table 1: Crime Risk Index



7. Road/Infrastructure Improvements

Based on the site visit and evaluation of the local market area, no significant road work and/or infrastructure improvements were observed near the site that would have any impact (positive or negative) on the marketability or absorption of the subject proposal.

8. Overall Site Conclusions

Overall, the majority of necessary services are situated within a short distance of the site, with several schools, retail centers (including Walmart and the Gateway Plaza shopping center within walking distance), medical offices, parks, and other various services all located within the immediate area. Based on a site visit conducted February 16, 2018, overall site characteristics can be viewed as mostly positive, with no significant visible nuances that can have a potentially negative effect on the marketability or absorption of the subject property. In addition, the subject property's location is readily accessible to Church Street to the north, offering relatively easy access to much of Conway and the PMA. The subject property has a generally positive curb appeal, with most nearby properties (residential, commercial, or otherwise) in good condition.

C. PRIMARY MARKET AREA DELINEATION

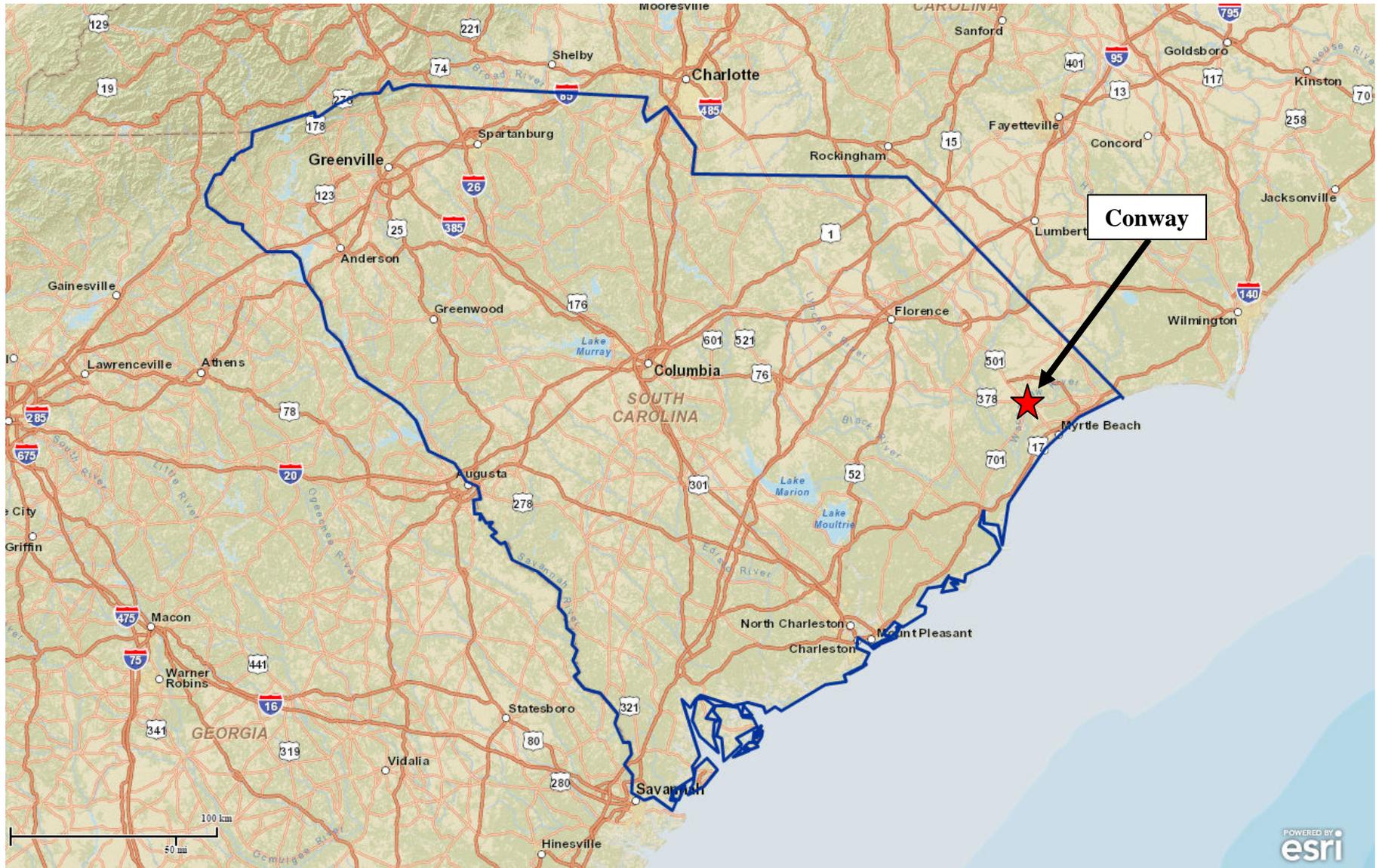
The Primary Market Area (PMA) is defined as the geographic area from which the subject property (either proposed or existing) is expected to draw the *majority* of its residents. For the purpose of this report, the PMA for the subject property consists of the city of Conway and the surrounding area, and includes the majority of central Horry County. More specifically, the PMA is comprised of a total of ten census tracts, and reaches approximately nine miles to the north of the site, six miles to the south, ten miles to the east, and roughly eight miles to the west. As such, the aforementioned primary market area delineation can be considered as a realistic indication of the potential draw of the subject proposal based on characteristics of the immediate area, and the proposed site location along Church Street (U.S. 501). Additionally, the site is situated within a growing area within a prime retail/commercial area, and its location along U.S. 501 provides for relatively convenient access throughout Conway, the PMA, and most areas of Horry County.

Factors such as socio-economic conditions and patterns, local roadway infrastructure, commuting patterns, school boundaries, physical boundaries, and personal experience were utilized when defining the primary market area. As such, the PMA is comprised of the following census tracts (*all within Horry County*):

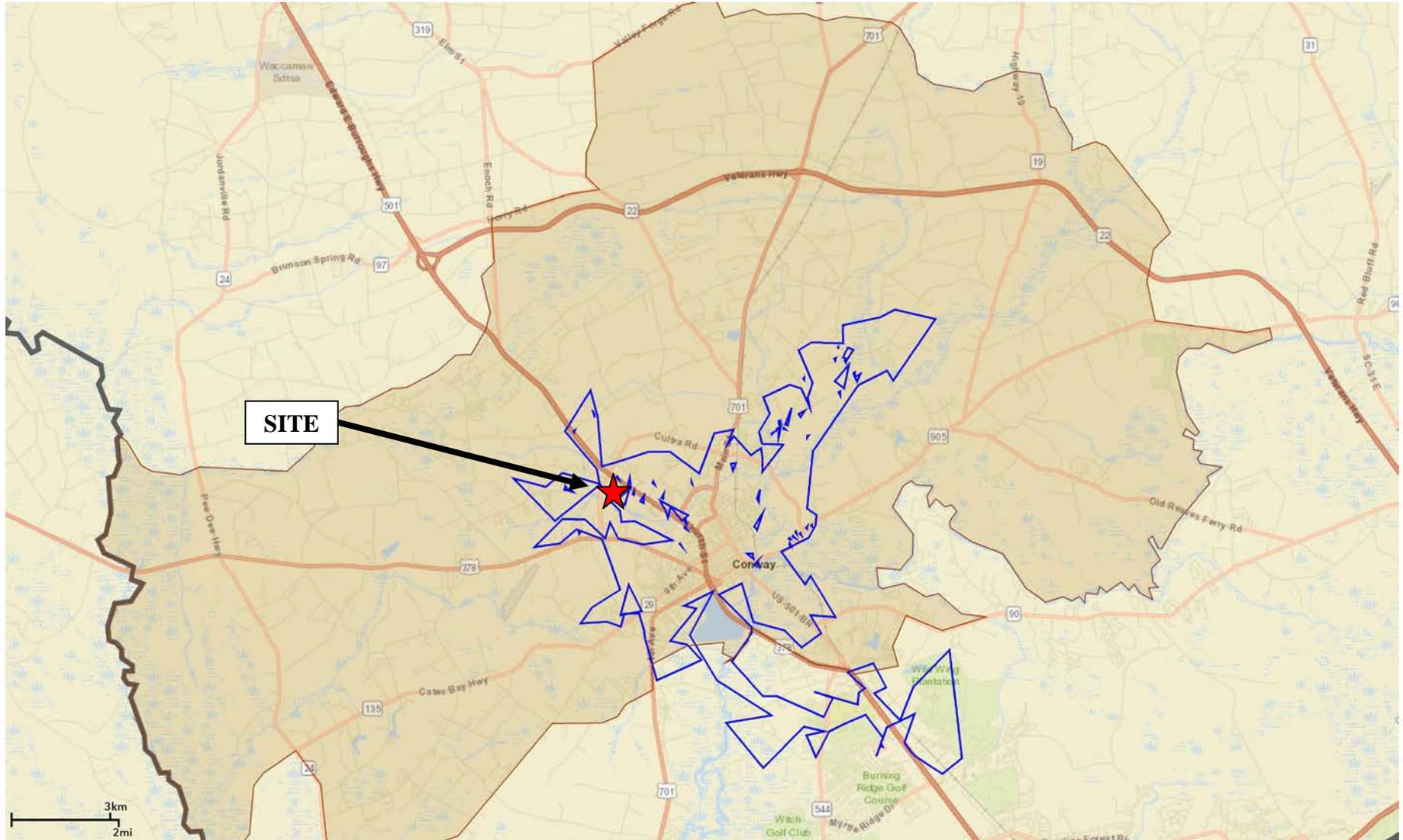
- Tract 604.03
- Tract 701.01
- Tract 701.02
- Tract 702.00
- Tract 703.00
- Tract 704.00*
- Tract 705.00
- Tract 706.01
- Tract 707.01
- Tract 707.02

* Site is located in Census Tract 704.00

Map 7: State of South Carolina



Map 8: Conway Primary Market Area



NOTE: Shaded area is PMA; Blue outline is city of Conway

Map 9: Primary Market Area – Census Tracts

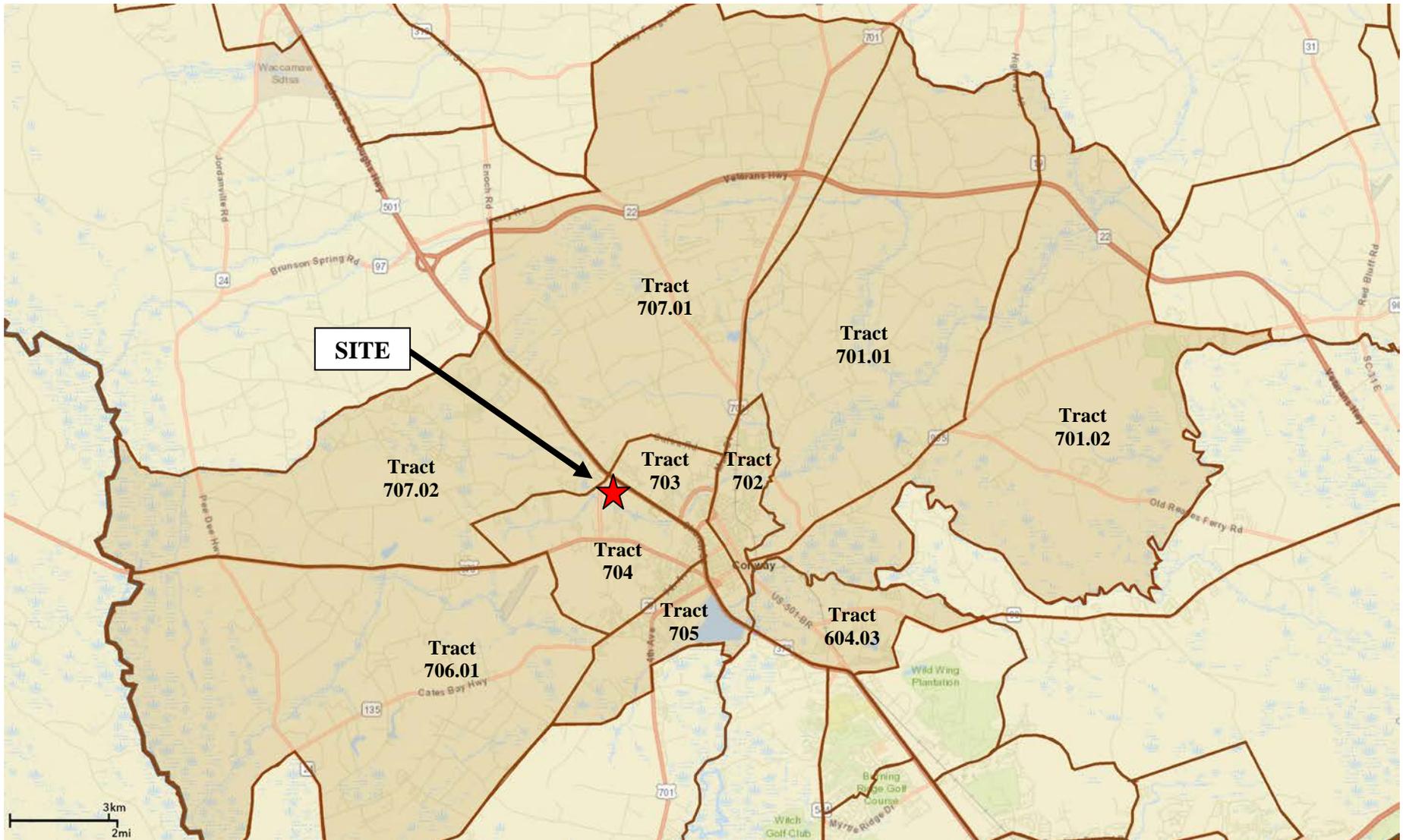


Table 2: Race Distribution (2010)

Census Tract 704 - Horry County, SC		
	<u>Number</u>	<u>Percent</u>
Total Population (all races)	4,396	100.0%
White*	1,474	33.5%
Black or African American*	2,914	66.3%
American Indian/Alaska Native*	48	1.1%
Asian*	9	0.2%
Native Hawaiian/Pacific Islander*	4	0.1%
Other Race*	46	1.0%

*NOTE: Race figures are "alone or in combination" - which allows persons to report their racial makeup as more than one race. As such, the sum of individual races may add up to more than the total population.

SOURCE: U.S. Census - 2010 - Table QT-P6

D. MARKET AREA ECONOMY

1. Employment by Industry

According to information from the South Carolina Department of Employment and Workforce, the largest individual employment industry within Horry County was accommodation/food services (at approximately 25 percent of all jobs), followed by persons employed in retail trade (19 percent), and health care/social assistance (ten percent). Based on a comparison of employment by industry from 2011, nearly every industry experienced a net gain over the past five years. Retail trade and accommodation/food services had the largest growth by far (with 2,992 and 2,401 new jobs, respectively), followed by health care/social assistance and construction (each increasing by more than 1,750 jobs). In contrast, only one industry experienced a decline between 2011 and 2016 – the utilities sector decreased by 276 jobs.

Table 3: Employment by Industry – Horry County

<u>Industry</u>	<u>Annual 2016</u>		<u>Annual 2011</u>		<u>Change (2011-2016)</u>	
	<u>Number Employed</u>	<u>Percent</u>	<u>Number Employed</u>	<u>Percent</u>	<u>Number Employed</u>	<u>Percent</u>
Total, All Industries	122,061	100.0%	107,595	100.0%	14,466	13%
Agriculture, forestry, fishing and hunting	193	0.2%	173	0.2%	20	12%
Mining	67	0.1%	39	0.0%	28	72%
Utilities	437	0.4%	713	0.7%	(276)	(39%)
Construction	6,476	5.3%	4,720	4.4%	1,756	37%
Manufacturing	3,216	2.6%	3,248	3.0%	(32)	(1%)
Wholesale trade	2,268	1.9%	1,948	1.8%	320	16%
Retail trade	22,697	18.6%	19,705	18.3%	2,992	15%
Transportation and warehousing	1,886	1.5%	1,667	1.5%	219	13%
Information	1,894	1.6%	1,814	1.7%	80	4%
Finance and insurance	2,698	2.2%	2,525	2.3%	173	7%
Real estate and rental and leasing	4,602	3.8%	4,184	3.9%	418	10%
Professional and technical services	3,979	3.3%	2,822	2.6%	1,157	41%
Management of companies and enterprises	494	0.4%	482	0.4%	12	2%
Administrative and waste services	6,299	5.2%	4,912	4.6%	1,387	28%
Educational services	9,135	7.5%	8,116	7.5%	1,019	13%
Health care and social assistance	11,925	9.8%	10,027	9.3%	1,898	19%
Arts, entertainment, and recreation	4,892	4.0%	4,885	4.5%	7	0%
Accommodation and food services	30,426	24.9%	28,025	26.0%	2,401	9%
Other services, exc. public administration	2,817	2.3%	2,561	2.4%	256	10%
Public administration	5,659	4.6%	5,027	4.7%	632	13%

* - Data Not Available
Source: South Carolina Department of Employment & Workforce - Horry County

2. Commuting Patterns

Based on place of employment (using 2016 American Community Survey data), 96 percent of PMA residents are employed within Horry County, while just four percent work outside of the county. Further, an overwhelming majority of workers throughout Horry County traveled alone to their place of employment, whether it was within the county or commuting outside of the area. According to ACS data, approximately 80 percent of workers within the PMA drove alone to their place of employment, while 13 percent carpooled in some manner. A relatively small number (four percent) utilized public transportation, walked, or some other means to work.

Table 4: Place of Work/ Means of Transportation (2016)

EMPLOYMENT BY PLACE OF WORK						
	City of Conway		Conway PMA		Horry County	
Total	8,714	100.0%	18,604	100.0%	131,140	100.0%
Worked in State of Residence	8,640	99.2%	18,473	99.3%	127,354	97.1%
Worked in County of Residence	8,321	95.5%	17,864	96.0%	120,174	91.6%
Worked Outside County of Residence	319	3.7%	609	3.3%	7,180	5.5%
Worked Outside State of Residence	74	0.8%	131	0.7%	3,786	2.9%
MEANS OF TRANSPORTATION TO WORK						
	City of Conway		Conway PMA		Horry County	
Total	8,714	100.0%	18,604	100.0%	127,803	100.0%
Drove Alone - Car, Truck, or Van	7,067	81.1%	14,862	79.9%	106,635	83.4%
Carpooled - Car, Truck, or Van	706	8.1%	2,361	12.7%	11,790	9.2%
Public Transportation	122	1.4%	122	0.7%	317	0.2%
Walked	327	3.8%	387	2.1%	2,299	1.8%
Other Means	183	2.1%	245	1.3%	2,183	1.7%
Worked at Home	309	3.5%	627	3.4%	4,579	3.6%
Source: U.S. Census Bureau; American Community Survey						

Table 5: Employment Commuting Patterns (2010)

Top Places Residents Are Commuting TO		Top Places Residents Are Commuting FROM	
	<u>Number</u>		<u>Number</u>
Georgetown County, SC	3,672	Georgetown County, SC	4,440
Marion County, SC	876	Columbus County, NC	2,303
Brunswick County, NC	874	Brunswick County, NC	2,180
Florence County, SC	539	Marion County, SC	1,831
Columbus County, NC	470	Florence County, SC	561
Charleston County, SC	263	Williamsburg County, SC	302
Richland County, SC	219	Robeson County, NC	201
Source: U.S. Census Bureau - 2010			

3. Largest Employers

Below is a chart depicting the largest employers within Horry County, according to information obtained through the South Carolina Department of Employment and Workforce:

Horry County Top Employers (Listed Alphabetically)	
City of Myrtle Beach	City of North Myrtle Beach
Coastal Carolina University	Conway Hospital, Inc.
Embassy Suites Management, LLC	Food Lion, LLC
Grand Strand Regional Medical Center	Hilton Grand Vacations Company, LLC
Horry County Council	Horry County Dept. of Education
Horry-Georgetown Technical College	Horry Telephone Cooperative, Inc.
Kmart Corporation	Loris Community Hospital District
Lowe's Foods LLC	Lowe's Home Centers Inc.
Southeast Restaurants Corp.	Wal-Mart Associates, Inc.
Wal-Mart Associates, Inc.	Wyndham Vacation Ownership Inc.
Source: SC Department of Employment & Workforce – 2017 Q2	

4. Employment and Unemployment Trends

The overall economy throughout Horry County has been generally positive over much of the last decade, with employment increases in each of the last six years and a steadily declining unemployment rate since 2010. As such, Horry County recorded an increase of more than 16,000 jobs since 2010, representing an increase of 14 percent (an annual increase of 2.0 percent). In addition, the most recent unemployment rate was recorded at 4.7 percent in November 2017, the county's lowest rate since at least 2005. In comparison, the state and national unemployment rates for November 2017 were 4.0 and 3.9 percent, respectively.

More recently, an increase of more than 2,600 jobs was recorded between November 2016 and November 2017, resulting in the unemployment rate declining from 4.9 percent to 4.7 percent during this time.

Table 6: Historical Employment Trends

Year	Horry County				Employment Annual Change			Unemployment Rate		
	Labor Force	Number Employed	Annual Change	Percent Change	Horry County	South Carolina	United States	Horry County	South Carolina	United States
2005	121,360	114,386	--	--	--	--	--	5.7%	6.7%	5.1%
2006	128,200	121,128	6,742	5.9%	5.9%	2.3%	1.9%	5.5%	6.4%	4.6%
2007	130,268	123,740	2,612	2.2%	2.2%	1.6%	1.1%	5.0%	5.7%	4.6%
2008	130,715	121,473	(2,267)	-1.8%	-1.8%	-0.5%	-0.5%	7.1%	6.8%	5.8%
2009	130,286	115,067	(6,406)	-5.3%	-5.3%	-4.3%	-3.8%	11.7%	11.2%	9.3%
2010	130,946	114,859	(208)	-0.2%	-0.2%	0.2%	-0.6%	12.3%	11.2%	9.6%
2011	132,344	116,578	1,719	1.5%	1.5%	1.6%	0.6%	11.9%	10.6%	8.9%
2012	132,681	118,938	2,360	2.0%	2.0%	2.0%	1.9%	10.4%	9.2%	8.1%
2013	133,026	121,559	2,621	2.2%	2.2%	2.1%	1.0%	8.6%	7.6%	7.4%
2014	134,303	124,415	2,856	2.3%	2.3%	2.7%	1.7%	7.4%	6.4%	6.2%
2015	137,395	127,595	3,180	2.6%	2.6%	2.6%	1.7%	7.1%	6.0%	5.3%
2016	139,212	131,442	3,847	3.0%	3.0%	2.4%	1.7%	5.6%	4.8%	4.9%
Nov 2016*	134,921	128,296	---	---	---	---	---	4.9%	4.0%	4.4%
Nov 2017*	137,305	130,900	2,604	2.0%	2.0%	0.8%	1.2%	4.7%	4.0%	3.9%

Horry County				South Carolina			
	Number	Percent	Ann. Avg.		Percent	Ann. Avg.	
Change (2005-Present):	16,514	14.4%	1.2%	Change (2005-Present):	14.6%	1.2%	
Change (2010-Present):	16,041	14.0%	2.0%	Change (2010-Present):	15.4%	2.2%	
Change (2015-Present):	3,305	2.6%	1.3%	Change (2015-Present):	3.6%	1.8%	
Change (2005-2010):	473	0.4%	0.1%	Change (2005-2010):	-0.7%	-0.1%	
Change (2010-2015):	12,736	11.1%	2.2%	Change (2010-2015):	11.5%	2.3%	

*Monthly data not seasonally adjusted

Figure 1: Employment Growth

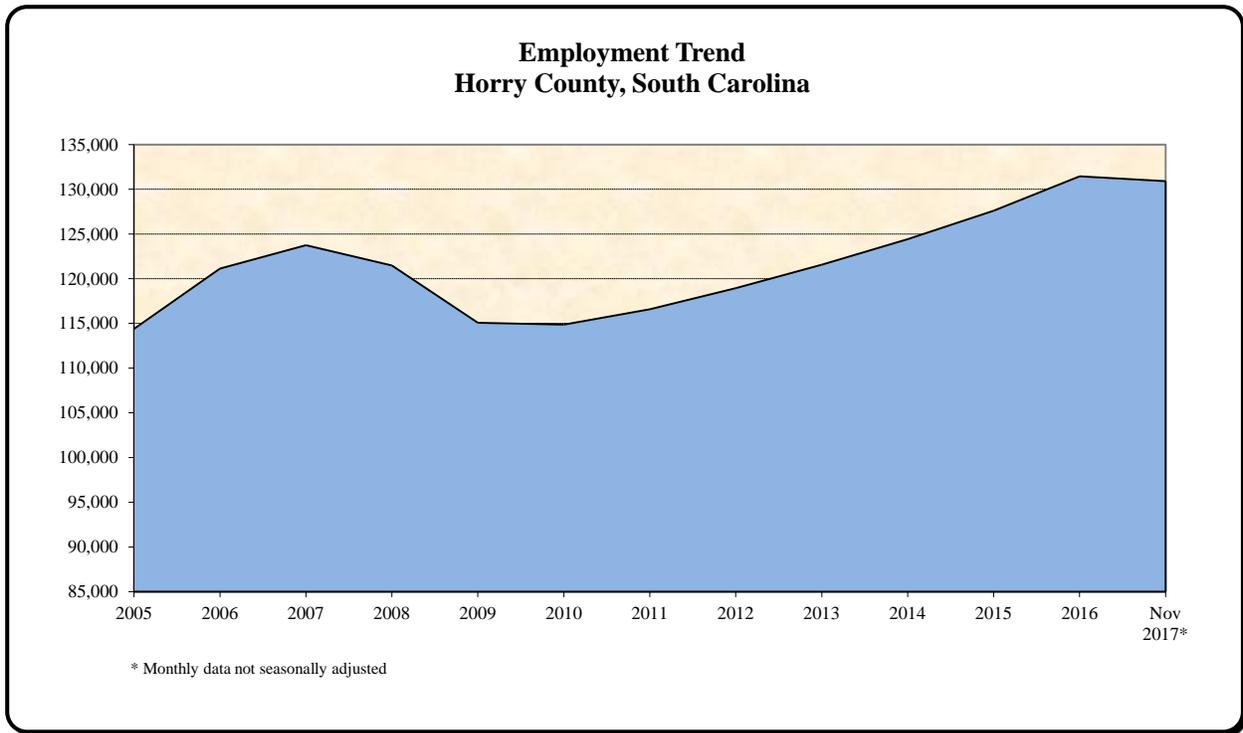
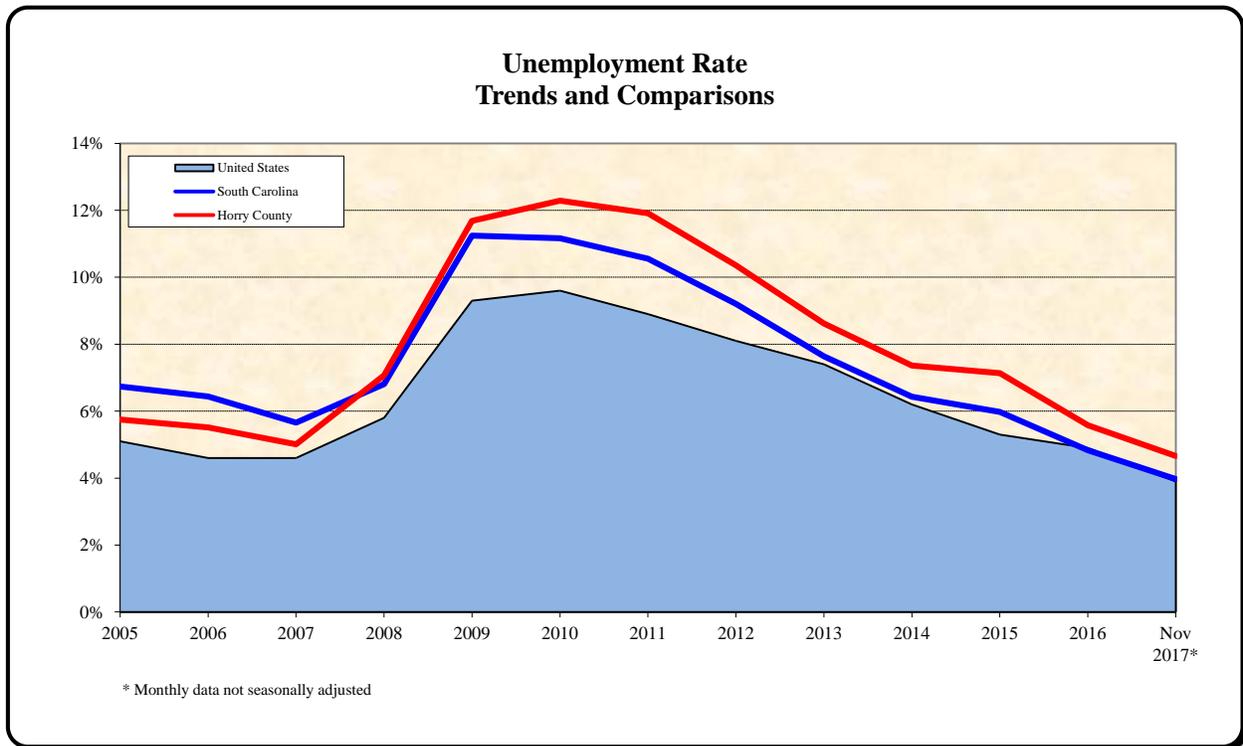
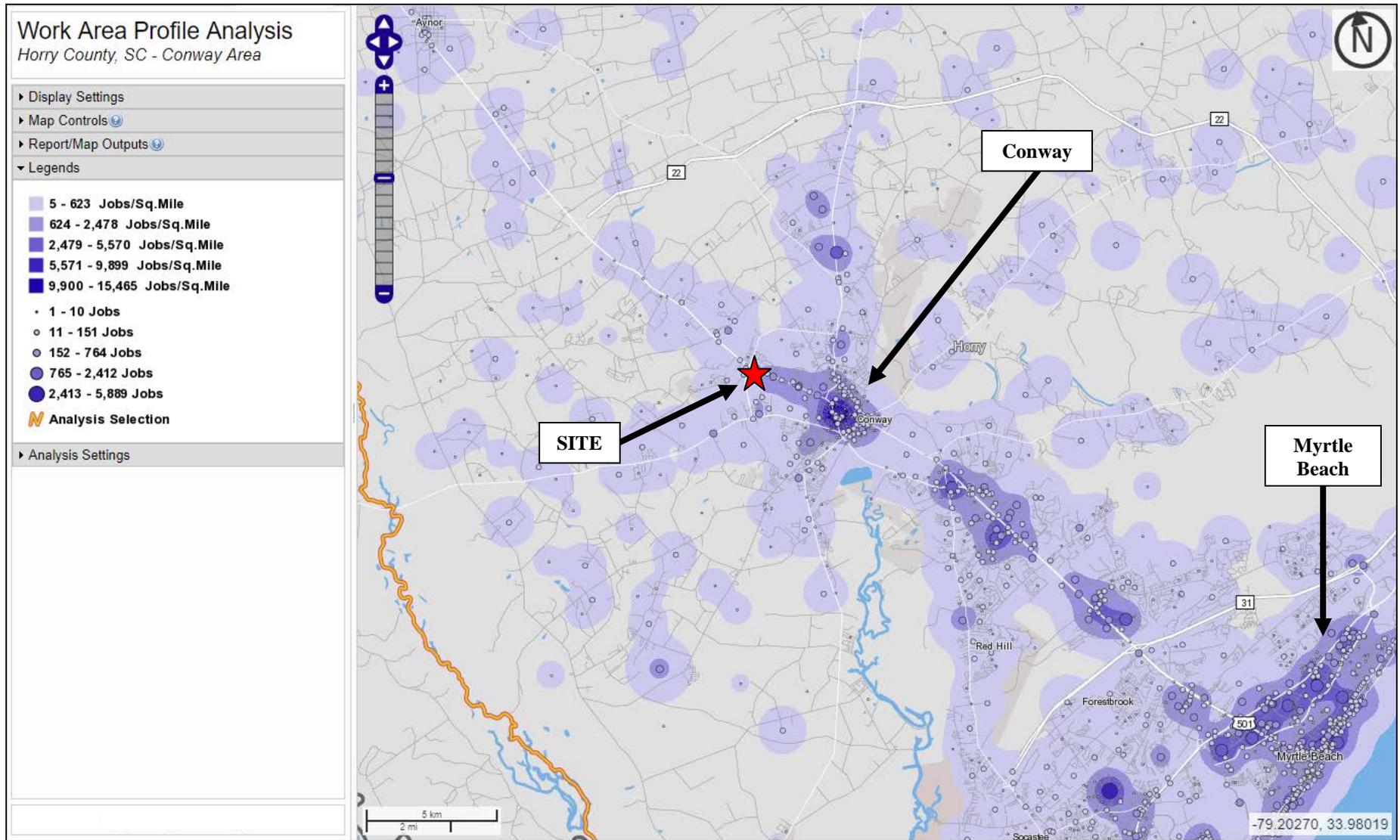


Figure 2: Historical Unemployment Rate



Map 10: Employment Concentrations – Conway Area



E. COMMUNITY DEMOGRAPHIC DATA

1. Population Trends

Based on U.S. Census data and ESRI forecasts, much of Horry County has experienced extremely positive demographic gains since 2000, including Conway and the market area. Overall, the PMA had an estimated population of 45,591 persons in 2017, representing an increase of 19 percent from 2010 (a gain of more than 7,300 persons). Additionally, Conway proper increased by 21 percent during this time, while Horry County increased by 22 percent between 2010 and 2017.

Future projections indicate continued steady growth with an estimated increase of 14 percent anticipated within the PMA between 2017 and 2022 (more than 6,325 additional persons), and a 12 percent gain for Conway. In comparison, the overall population within Horry County as a whole is expected to increase by a similar 15 percent during this time frame.

Table 7: Population Trends (2000 to 2022)

	<u>2000</u>	<u>2010</u>	<u>2017</u>	<u>2020</u>	<u>2022</u>
City of Conway	14,659	17,103	20,651	22,155	23,158
Conway PMA	32,327	38,276	45,591	49,390	51,923
Horry County	196,660	269,291	327,500	356,204	375,340
		<u>2000-2010</u>	<u>2010-2017</u>	<u>2017-2020</u>	<u>2017-2022</u>
		<u>Change</u>	<u>Change</u>	<u>Change</u>	<u>Change</u>
City of Conway		16.7%	20.7%	7.3%	12.1%
Conway PMA		18.4%	19.1%	8.3%	13.9%
Horry County		36.9%	21.6%	8.8%	14.6%
		<u>2000-2010</u>	<u>2010-2017</u>	<u>2017-2020</u>	<u>2017-2022</u>
		<u>Ann. Change</u>	<u>Ann. Change</u>	<u>Ann. Change</u>	<u>Ann. Change</u>
City of Conway		1.6%	2.7%	2.4%	2.3%
Conway PMA		1.7%	2.5%	2.7%	2.6%
Horry County		3.2%	2.8%	2.8%	2.8%
Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC					

The largest population group for the PMA in 2010 consisted of persons between the ages of 20 and 44 years, accounting for 33 percent of all persons. In comparison, this age group also represented the largest cohort within Conway and Horry County, as well. Furthermore, the younger cohort (persons under 20 years) and middle age cohort (persons between 45 and 64 years) also accounted for a relatively large portion of the population, each representing 27 percent of the total population in the PMA for 2010.

When reviewing distribution patterns between 2000 and 2022, the aging of the population is clearly evident within all three areas analyzed. The proportion of persons under the age of 44 has consistently declined slightly since 2000, and is expected to decrease further through 2022. In contrast, the fastest growing portion of the population base is the older age segments. Within the PMA, persons 55 years and over, which represented 20 percent of the population in 2000, is expected to increase to account for 30 percent of all persons by 2022 – clearly demonstrating the aging of the baby boom generation as the younger age cohorts are anticipated to decline during this time.

Although decreasing somewhat, the steady percentage of population below the age of 45 seen throughout Conway and the PMA (at 60 percent and 57 percent of all persons in 2022, respectively) signifies positive trends for the subject proposal by continuing to provide a solid base of potential family tenants for the subject development.

Table 8: Age Distribution (2000 to 2022)

	City of Conway				Conway PMA				Horry County			
	<u>2010 Number</u>	<u>2000 Percent</u>	<u>2010 Percent</u>	<u>2022 Percent</u>	<u>2010 Number</u>	<u>2000 Percent</u>	<u>2010 Percent</u>	<u>2022 Percent</u>	<u>2010 Number</u>	<u>2000 Percent</u>	<u>2010 Percent</u>	<u>2022 Percent</u>
Under 20 years	5,474	32.0%	32.0%	27.1%	10,393	29.1%	27.2%	26.0%	61,889	23.9%	23.0%	21.5%
20 to 24 years	2,243	8.8%	13.1%	10.3%	2,446	6.9%	6.4%	5.5%	18,432	6.8%	6.8%	5.8%
25 to 34 years	1,848	11.5%	10.8%	11.6%	5,184	14.1%	13.5%	12.7%	33,834	14.2%	12.6%	12.0%
35 to 44 years	1,640	13.8%	9.6%	10.8%	5,035	16.3%	13.2%	13.1%	33,463	15.1%	12.4%	12.1%
45 to 54 years	1,911	11.9%	11.2%	10.5%	5,701	13.4%	14.9%	12.2%	37,077	13.7%	13.8%	11.7%
55 to 64 years	1,728	8.4%	10.1%	11.9%	4,670	9.1%	12.2%	13.0%	38,526	11.3%	14.3%	14.0%
65 to 74 years	1,185	7.4%	6.9%	10.4%	2,898	6.6%	7.6%	10.5%	28,382	9.4%	10.5%	13.6%
75 to 84 years	756	4.3%	4.4%	5.6%	1,490	3.3%	3.9%	5.3%	13,675	4.6%	5.1%	7.2%
85 years and older	318	1.9%	1.9%	1.9%	459	1.2%	1.2%	1.5%	4,013	1.0%	1.5%	2.0%
Under 20 years	5,474	32.0%	32.0%	27.1%	10,393	29.1%	27.2%	26.0%	61,889	23.9%	23.0%	21.5%
20 to 44 years	5,731	34.1%	33.5%	32.7%	12,665	37.3%	33.1%	31.4%	85,729	36.1%	31.8%	29.9%
45 to 64 years	3,639	20.2%	21.3%	22.3%	10,371	22.5%	27.1%	25.2%	75,603	25.0%	28.1%	25.7%
65 years and older	2,259	13.6%	13.2%	17.9%	4,847	11.1%	12.7%	17.3%	46,070	15.0%	17.1%	22.9%
55 years and older	3,987	22.0%	23.3%	29.7%	9,517	20.2%	24.9%	30.4%	84,596	26.3%	31.4%	36.9%
75 years and older	1,074	6.2%	6.3%	7.5%	1,949	4.5%	5.1%	6.8%	17,688	5.6%	6.6%	9.3%
Non-Elderly (<65)	14,844	86.4%	86.8%	82.1%	33,429	88.9%	87.3%	82.7%	223,221	85.0%	82.9%	77.1%
Elderly (65+)	2,259	13.6%	13.2%	17.9%	4,847	11.1%	12.7%	17.3%	46,070	15.0%	17.1%	22.9%

Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC

2. Household Trends

Similar to population patterns, the Conway area has experienced relatively strong household creation since 2000. As such, occupied households within the PMA numbered 17,356 units in 2017, representing an increase of 20 percent from 2000 (a gain of nearly 2,900 households). ESRI forecasts for 2022 indicate this number will continue to increase, with a forecasted growth rate of 14 percent (roughly 2,450 additional households) anticipated between 2017 and 2022. In comparison, the number of households also grew at a strong rate within both Conway and Horry County as a whole between 2010 and 2017, demonstrating relatively steady demographic patterns throughout the region.

Table 9: Household Trends (2000 to 2022)

	<u>2000</u>	<u>2010</u>	<u>2017</u>	<u>2020</u>	<u>2022</u>
City of Conway	5,293	6,221	7,711	8,303	8,697
Conway PMA	12,034	14,489	17,356	18,830	19,812
Horry County	81,813	112,225	136,519	148,522	156,524
		2000-2010	2010-2017	2017-2020	2017-2022
		<u>Change</u>	<u>Change</u>	<u>Change</u>	<u>Change</u>
City of Conway		17.5%	24.0%	7.7%	12.8%
Conway PMA		20.4%	19.8%	8.5%	14.2%
Horry County		37.2%	21.6%	8.8%	14.7%
Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC					

Table 10: Average Household Size (2000 to 2022)

	<u>2000</u>	<u>2010</u>	<u>2017</u>	<u>2020</u>	<u>2022</u>
City of Conway	2.57	2.49	2.56	2.56	2.56
Conway PMA	2.61	2.57	2.57	2.57	2.57
Horry County	2.37	2.37	2.38	2.38	2.38
		2000-2010	2010-2017	2017-2020	2017-2022
		<u>Change</u>	<u>Change</u>	<u>Change</u>	<u>Change</u>
City of Conway		-3.2%	3.0%	-0.1%	-0.1%
Conway PMA		-1.5%	-0.1%	0.0%	0.0%
Horry County		0.0%	0.2%	0.0%	0.1%
Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC					

Renter-occupied households throughout the Conway market area have exhibited notable gains over the past decade, increasing at a slightly faster rate than overall household creation. According to U.S. Census figures and ESRI estimates, a total of 5,473 renter-occupied households are estimated within the PMA for 2017, representing an increase of 22 percent from 2010 figures (a gain of approximately 975 additional rental units).

Overall, a moderate ratio of renter households exists throughout the Conway area. For the PMA, the renter household percentage was calculated at 32 percent in 2017, somewhat lower than the city ratio (41 percent), and more in line with the county’s renter representation (also at 32 percent). Furthermore, it should also be noted that renter propensities within the PMA have increased consistently since 2000, increasing by approximately six percentage points between 2000 and 2017.

Table 11: Renter Household Trends (2000 to 2022)

	<u>2000</u>	<u>2010</u>	<u>2017</u>	<u>2020</u>	<u>2022</u>
City of Conway	1,831	2,716	3,179	3,424	3,587
Conway PMA	3,086	4,493	5,473	5,991	6,337
Horry County	22,090	35,228	43,618	47,486	50,064
		2000-2010	2010-2017	2017-2020	2017-2022
		<u>Change</u>	<u>Change</u>	<u>Change</u>	<u>Change</u>
City of Conway		48.3%	17.0%	7.7%	12.8%
Conway PMA		45.6%	21.8%	9.5%	15.8%
Horry County		59.5%	23.8%	8.9%	14.8%
	% Renter	% Renter	% Renter	% Renter	% Renter
	<u>2000</u>	<u>2010</u>	<u>2017</u>	<u>2020</u>	<u>2022</u>
City of Conway	34.6%	43.7%	41.2%	41.2%	41.2%
Conway PMA	25.6%	31.0%	31.5%	31.8%	32.0%
Horry County	27.0%	31.4%	32.0%	32.0%	32.0%
Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC					

Similar to overall households, renter sizes for the Conway PMA were generally larger than those reported for both Conway and Horry County, on average. As such, average renter sizes increased somewhat within the PMA over the past decade – from 2.62 persons per unit in 2000 to 2.73 persons per unit in 2010. Despite the increase in average size, the majority of units locally contained just one or two persons (54 percent), with three persons occupying 18 percent of units, and 28 percent of units consisting of four or more persons.

Table 12: Rental Units by Size (2010)

	<u>One Person</u>	<u>Two Persons</u>	<u>Three Persons</u>	<u>Four Persons</u>	<u>5 or More Persons</u>	<u>Median Persons Per Rental Unit</u>	
						<u>2000</u>	<u>2010</u>
City of Conway	746	708	534	503	225	2.58	2.59
Conway PMA	1,202	1,208	820	631	632	2.62	2.73
Horry County	10,943	10,271	6,184	4,340	3,490	2.33	2.47
	<u>1 Person Percent</u>	<u>2 Person Percent</u>	<u>3 Person Percent</u>	<u>4 Person Percent</u>	<u>5+ Person Percent</u>	<u>Median Change</u>	
City of Conway	27.5%	26.1%	19.7%	18.5%	8.3%	0.4%	
Conway PMA	26.8%	26.9%	18.3%	14.0%	14.1%	4.0%	
Horry County	31.1%	29.2%	17.6%	12.3%	9.9%	6.0%	

Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC

3. Household Income Trends

Income levels throughout the Conway area have experienced somewhat sluggish gains over the past decade, with most areas within Horry County experiencing median income increases of one percent or less annually between 2010 and 2017. Overall, the median household income for the PMA was estimated at \$43,108 for 2017, which was roughly 16 percent higher than that estimated for Conway proper (\$37,024), but seven percent lower than that recorded for Horry County as a whole (\$46,267). Furthermore, the PMA figure represents an annual increase of just 0.7 percent from 2010.

According to ESRI data, income appreciation is forecast to improve somewhat for the Conway PMA through 2022. As such, it is projected that the median income within the PMA will increase by 3.0 percent annually between 2017 and 2022.

Table 13: Median Household Incomes (1999 to 2022)

	<u>1999</u>	<u>2010</u>	<u>2017</u>	<u>2020</u>	<u>2022</u>
City of Conway	\$31,421	\$35,999	\$37,024	\$40,568	\$42,930
Conway PMA	\$33,100	\$40,965	\$43,108	\$46,799	\$49,493
Horry County	\$36,215	\$43,142	\$46,267	\$50,474	\$53,278
		<u>1999-2010</u>	<u>2010-2017</u>	<u>2017-2020</u>	<u>2017-2022</u>
		<u>Change</u>	<u>Change</u>	<u>Change</u>	<u>Change</u>
City of Conway		14.6%	2.8%	9.6%	16.0%
Conway PMA		23.8%	5.2%	8.6%	14.8%
Horry County		19.1%	7.2%	9.1%	15.2%
		<u>1999-2010</u>	<u>2010-2017</u>	<u>2017-2020</u>	<u>2017-2022</u>
		<u>Ann. Change</u>	<u>Ann. Change</u>	<u>Ann. Change</u>	<u>Ann. Change</u>
City of Conway		1.3%	0.4%	3.2%	3.2%
Conway PMA		2.2%	0.7%	2.9%	3.0%
Horry County		1.7%	1.0%	3.0%	3.0%
Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC					

According to the most recent American Housing Survey through the U.S. Census Bureau, approximately 45 percent of all households within the Conway PMA had an annual income of less than \$35,000 in 2016 – the portion of the population with the greatest need for affordable housing options. In comparison, a similar 48 percent of Conway households had incomes within this range as well, as compared to 39 percent for Horry County. With nearly one-half of all households within the immediate area earning less than \$35,000 per year, additional affordable housing options will undoubtedly be well received.

Table 14: Overall Household Income Distribution (2016)

Income Range	City of Conway		Conway PMA		Horry County	
	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>	<u>Number</u>	<u>Percent</u>
Less than \$10,000	812	11.5%	1,664	10.5%	8,846	7.2%
\$10,000 to \$14,999	720	10.2%	1,433	9.0%	7,589	6.2%
\$15,000 to \$19,999	486	6.9%	1,071	6.7%	7,828	6.4%
\$20,000 to \$24,999	459	6.5%	994	6.3%	7,563	6.2%
\$25,000 to \$29,999	500	7.1%	1,080	6.8%	7,737	6.3%
\$30,000 to \$34,999	422	6.0%	942	5.9%	7,456	6.1%
\$35,000 to \$39,999	312	4.4%	852	5.4%	7,333	6.0%
\$40,000 to \$44,999	256	3.6%	785	4.9%	7,033	5.8%
\$45,000 to \$49,999	282	4.0%	746	4.7%	6,289	5.1%
\$50,000 to \$59,999	541	7.6%	1,333	8.4%	10,815	8.9%
\$60,000 to \$74,999	740	10.4%	1,570	9.9%	13,397	11.0%
\$75,000 to \$99,999	706	10.0%	1,667	10.5%	13,533	11.1%
\$100,000 to \$124,999	404	5.7%	866	5.5%	7,323	6.0%
\$125,000 to \$149,999	163	2.3%	381	2.4%	3,439	2.8%
\$150,000 to \$199,999	180	2.5%	284	1.8%	3,308	2.7%
\$200,000 and Over	<u>99</u>	<u>1.4%</u>	<u>207</u>	<u>1.3%</u>	<u>2,636</u>	<u>2.2%</u>
TOTAL	7,082	100.0%	15,875	100.0%	122,125	100.0%
Less than \$34,999	3,399	48.0%	7,184	45.3%	47,019	38.5%
\$35,000 to \$49,999	850	12.0%	2,383	15.0%	20,655	16.9%
\$50,000 to \$74,999	1,281	18.1%	2,903	18.3%	24,212	19.8%
\$75,000 to \$99,999	706	10.0%	1,667	10.5%	13,533	11.1%
\$100,000 and Over	846	11.9%	1,738	10.9%	16,706	13.7%

Source: American Community Survey

Based on the proposed income targeting and rent levels, the key income range for the subject proposal is \$20,091 to \$33,780 (in current dollars). Utilizing Census information available on household income by tenure, dollar values were inflated to current dollars using the Consumer Price Index calculator from the Bureau of Labor Statistic’s website. Based on this data, the targeted income range accounts for a moderate number of low-income households throughout the area. As such, roughly 17 percent of the PMA's owner-occupied household number, and 18 percent of the renter-occupied household figure are within the income-qualified range. Considering the relative density of the PMA, this equates to nearly 3,300 potential income-qualified households for the proposed development, including almost 1,100 income-qualified renter households.

Table 15: Household Income by Tenure – PMA (2020)

Income Range	Number of 2020 Households			Percent of 2020 Households		
	<u>Total</u>	<u>Owner</u>	<u>Renter</u>	<u>Total</u>	<u>Owner</u>	<u>Renter</u>
Less than \$5,000	862	368	494	4.6%	2.9%	8.2%
\$5,001 - \$9,999	1,099	398	701	5.9%	3.1%	11.7%
\$10,000 - \$14,999	1,691	750	941	9.0%	5.8%	15.7%
\$15,000 - \$19,999	1,266	687	580	6.7%	5.4%	9.7%
\$20,000 - \$24,999	1,179	797	382	6.3%	6.2%	6.4%
\$25,000 - \$34,999	2,398	1,604	793	12.7%	12.5%	13.2%
\$35,000 - \$49,999	2,825	1,880	945	15.0%	14.6%	15.8%
\$50,000 - \$74,999	3,451	2,715	736	18.3%	21.2%	12.3%
\$75,000 or More	<u>4,058</u>	<u>3,639</u>	<u>419</u>	<u>21.4%</u>	<u>28.3%</u>	<u>7.0%</u>
Total	18,830	12,838	5,991	100.0%	100.0%	100.0%

Source: U.S. Census of Population and Housing; BLS CPI Calculator; Shaw Research & Consulting

The 2016 American Community Survey shows that approximately 49 percent of all renter households within the PMA are rent-overburdened; that is, they pay more than 35 percent of their incomes on rent and other housing expenses. As such, this data demonstrates that the need for affordable housing is quite apparent in the PMA, and the income-targeting plan proposed for the subject would clearly help to alleviate this issue.

Table 16: Renter Overburdened Households (2016)

Gross Rent as a % of Household Income	City of Conway		Conway PMA		Horry County	
	Number	Percent	Number	Percent	Number	Percent
Total Rental Units	2,887	100.0%	5,128	100.0%	37,678	100.0%
Less than 10.0 Percent	55	2.0%	104	2.3%	913	2.7%
10.0 to 14.9 Percent	91	3.4%	265	5.8%	2,387	7.0%
15.0 to 19.9 Percent	410	15.3%	647	14.1%	4,639	13.6%
20.0 to 24.9 Percent	202	7.5%	555	12.1%	4,144	12.1%
25.0 to 29.9 Percent	159	5.9%	381	8.3%	3,647	10.7%
30.0 to 34.9 Percent	219	8.1%	366	8.0%	2,903	8.5%
35.0 to 39.9 Percent	258	9.6%	285	6.2%	2,320	6.8%
40.0 to 49.9 Percent	361	13.4%	559	12.2%	3,527	10.3%
50 Percent or More	933	34.7%	1,420	31.0%	9,679	28.3%
Not Computed	199	--	546	--	3,519	--
35 Percent or More	1,552	57.7%	2,264	49.4%	15,526	45.5%
40 Percent or More	1,294	48.1%	1,979	43.2%	13,206	38.7%
Source: U.S. Census Bureau; American Community Survey						

F. DEMAND ANALYSIS

1. Demand for Tax Credit Rental Units

Demand calculations for each targeted income level of the subject proposal are illustrated in the following tables. Utilizing SCSHFDA guidelines, demand estimates will be measured from three key sources: household growth, substandard housing, and rent-overburdened households. All demand sources will be income-qualified, based on the targeting plan of the subject proposal and current LIHTC income restrictions as published by SCSHFDA. Demand estimates will be calculated for units designated at each income level targeted in the subject proposal – in this case, at 50 percent and 60 percent of AMI. As such, calculations will be based on the starting rental rate, a 35 percent rent-to-income ratio, and a maximum income of \$33,780 (the 5-person income limit at 60 percent AMI for Horry County). The resulting overall income-eligibility range (expressed in current-year dollars) for each targeted income level is as follows:

	<u>Minimum</u>	<u>Maximum</u>
50 percent of AMI	\$20,091	\$28,150
60 percent of AMI	\$23,657	\$33,780
Overall	\$20,091	\$33,780

By applying the income-qualified range and 2020 household forecasts to the current-year household income distribution by tenure (adjusted from 2010 data based on the Labor Statistics’ Consumer Price Index), the number of income-qualified households can be calculated. As a result, 18 percent of all renter households within the PMA are estimated to fall within the stated LIHTC qualified income range. More specifically, ten percent of all renter households are income-qualified for units at 50 percent of AMI, while 14 percent of renters are income-eligible for units restricted at 60 percent of AMI. In addition, it should also be noted that only larger renter households (those with three persons or more) were utilized within the demand calculations.

Based on U.S. Census data and projections from ESRI, approximately 518 additional renter households are anticipated within the PMA between 2017 and 2020. By applying the income-qualified percentage to the overall eligible figure, a demand for 43 tax credit rental units can be calculated as a result of new rental household growth.

Using U.S. Census data on substandard rental housing, it is estimated that approximately eight percent of all renter households within the PMA could be considered substandard, either by overcrowding (a greater than 1-to-1 ratio of persons to rooms) or incomplete plumbing facilities (a unit that lacks at least a sink, bathtub, or toilet). Applying this figure, along with the renter propensity and income-qualified percentage, to the number of households currently present in 2010 (the base year utilized within the demand calculations), the tax credit demand resulting from substandard units is calculated at 29 units within the PMA.

And lastly, potential demand for the subject proposal may also arise from those households experiencing rent-overburden, defined by households paying greater than 35 percent of monthly income for rent. Excluding owner-occupied units, an estimate of market potential for the subject proposal based on American Housing Survey data on rent-overburdened households paying more than 35 percent of monthly income for rent is calculated. Using information contained within the American Housing Survey, the percentage of renter households within this overburdened range is reported at approximately 49 percent. Applying this rate to the number of renter households yields a total demand of 184 additional units as a result of rent overburden.

According to SCSHFDA information, there have been no directly comparable LIHTC properties within the Conway PMA that have been allocated credits or placed in service since 2017, or are currently under construction. As such, no units need to be deducted from the sources of demand listed previously. Therefore, combining all above factors results in an overall tax credit demand of 257 LIHTC units for 2020.

Calculations by individual bedroom size are also provided utilizing the same methodology. As such, it is clear that sufficient demand exists for the project and each unit type proposed. Therefore, an additional rental housing option for low-income households should receive a positive response due to the positive demographic growth and demand forecasts for the Conway area, as well as strong occupancy levels within existing local affordable rental developments.

Table 17: Demand Calculation – by Income Targeting (2020)

2010 Total Occupied Households	14,489		
2010 Owner-Occupied Households	9,996		
2010 Renter-Occupied Households	4,493		
		Income Targeting	
		50%	60%
		<u>AMI</u>	<u>AMI</u>
			Total
QUALIFIED-INCOME RANGE			<u>LIHTC</u>
Minimum Annual Income		\$20,091	\$23,657
Maximum Annual Income		\$28,150	\$33,780
			\$20,091
			\$33,780
DEMAND FROM NEW HOUSEHOLD GROWTH			
Renter Household Growth, 2017-2020		518	518
Percent Income Qualified Renter Households		10.4%	13.3%
Percentage of large renter households (3+ persons)		46.4%	46.4%
Total Demand From New Households		25	32
			43
DEMAND FROM EXISTING HOUSEHOLDS			
Percent of Renters in Substandard Housing		7.9%	7.9%
Percent Income Qualified Renter Households		10.4%	13.3%
Percentage of large renter households (3+ persons)		46.4%	46.4%
Total Demand From Substandard Renter HHs		17	22
			29
Percent of Renters Rent-Overburdened		49.4%	49.4%
Percent Income Qualified Renter Households		10.4%	13.3%
Percentage of large renter households (3+ persons)		46.4%	46.4%
Total Demand From Overburdened Renter HHs		107	137
			184
Total Demand From Existing Households		125	159
			214
TOTAL DEMAND		150	191
			257
LESS: Total Comparable Activity Since 2017		0	0
			0
TOTAL NET DEMAND		150	191
			257
PROPOSED NUMBER OF UNITS		11	41
			52
CAPTURE RATE		7.4%	21.4%
			20.3%
Note: Totals may not sum due to rounding			

Table 18: Demand Calculation – by Bedroom Size (2020)

2010 Total Occupied Households	14,489					
2010 Owner-Occupied Households	9,996					
2010 Renter-Occupied Households	4,493					
	Two-Bedroom Units			Three-Bedroom Units		
	50%	60%	Total	50%	60%	Total
	AMI	AMI	LIHTC	AMI	AMI	LIHTC
QUALIFIED-INCOME RANGE						
Minimum Annual Income	\$20,091	\$23,657	\$20,091	\$23,211	\$27,154	\$23,211
Maximum Annual Income	\$23,450	\$28,140	\$28,140	\$28,150	\$33,780	\$33,780
DEMAND FROM NEW HOUSEHOLD GROWTH						
Renter Household Growth, 2017-2020	518	518	518	518	518	518
Percent Income Qualified Renter Households	4%	6%	10%	6%	9%	14%
Percentage of large renter households (3+ persons)	46%	46%	46%	46%	46%	46%
Total Demand From New Households	10	14	25	16	21	33
DEMAND FROM EXISTING HOUSEHOLDS						
Percent of Renters in Substandard Housing	7.9%	7.9%	7.9%	7.9%	7.9%	7.9%
Percent Income Qualified Renter Households	4%	6%	10%	6%	9%	14%
Percentage of large renter households (3+ persons)	46%	46%	46%	46%	46%	46%
Total Demand From Substandard Renter HHs	7	10	17	11	14	23
Percent of Renters Rent-Overburdened	49.4%	49.4%	49.4%	49.4%	49.4%	49.4%
Percent Income Qualified Renter Households	4%	6%	10%	6%	9%	14%
Percentage of large renter households (3+ persons)	46%	46%	46%	46%	46%	46%
Total Demand From Overburdened Renter HHs	44	60	107	66	90	143
Total Demand From Existing Households	51	70	124	77	105	166
TOTAL DEMAND	61	84	149	93	126	199
LESS: Total Comparable Activity Since 2017	0	0	0	0	0	0
TOTAL NET DEMAND	61	84	149	93	126	199
PROPOSED NUMBER OF UNITS	4	16	20	7	25	32
CAPTURE RATE	6.5%	19.0%	13.4%	7.6%	19.9%	16.0%
Note: Totals may not sum due to rounding						

2. Capture and Absorption Rates

Utilizing information from the demand forecast calculations, capture rates provide an indication of the percentage of annual income-qualified demand necessary for the successful absorption of the subject property. An overall capture rate of 20.3 percent was determined for LIHTC units based on the demand calculation (including renter household growth, substandard and overburdened units among existing renter households, only renter households with three or more persons, and excluding any comparable activity since 2017). As such, although this figure is somewhat elevated due to utilizing the more restrictive three-person household figures, it remains within the industry-accepted threshold, and provides a generally positive indication of the overall market depth for the subject proposal and the ongoing need for affordable rental options locally.

Taking into consideration the generally positive demand calculations, the continued strong success of existing family LIHTC developments within the PMA, and also the proposed features and affordable rental rates within the subject, an estimate of the overall absorption period to reach 93 percent occupancy is conservatively estimated at five to seven months. This determination also takes into consideration a market entry in early 2020; a minimum of 20 percent of units pre-leased; and assumes all units will enter the market at approximately the same time. Based on this information, no market-related concerns are present.

G. SUPPLY/COMPARABLE RENTAL ANALYSIS

1. Conway PMA Rental Market Characteristics

As part of the rental analysis for the Conway area, a survey of existing rental projects within or near the primary market area was completed by Shaw Research & Consulting in January and February 2018. Excluding senior-only developments, a total of 20 apartment properties were identified and questioned for information such as current rental rates, amenities, and vacancy levels. Results from the survey provide an indication of overall market conditions throughout the area, and are discussed below and illustrated on the following pages.

Considering the developments responding to our survey, a total of 2,377 units were reported, with the majority of units containing two bedrooms. Among the properties providing a specific unit breakdown, 30 percent of all units had one bedroom, 56 percent had two bedrooms, and 14 percent of units contained three bedrooms. There were no studio/efficiency and relatively few four-bedroom units reported in the survey. The average age of the rental properties was 23 years old (an average build date of 1995), with six properties built/rehabbed since 2005. In addition, a total of 12 facilities reported to have some sort of income eligibility requirements – with four tax credit developments, two subsidized projects, and six Rural Development properties (with varying levels of Rental Assistance).

Overall conditions for the Conway rental market appear to be extremely positive at the current time. Among the 20 properties included in the survey, the overall occupancy rate was calculated at 97.2 percent. Further, 15 properties reported an occupancy level of 98 percent or better, with ten being 100 percent occupied - clearly reflective of the strong rental conditions locally.

When breaking down occupancy rates by financing type, the eight market rate developments averaged 96.4 percent occupied, the four tax credit properties were a combined 99.3 percent occupied, the six Rural Development projects were 98.1 percent occupied, and the two subsidized facilities averaged 98.9 percent occupied – further demonstrating the positive conditions for all types of rental options, affordable and market rate.

2. Comparable Rental Market Characteristics

Considering the subject property will be developed utilizing tax credits, Shaw Research has identified four tax credit facilities within or near the PMA as being most comparable. According to survey results, the combined occupancy rate for these developments was calculated at 99.3 percent, with three of the four at 100 percent occupancy. Furthermore, each LIHTC property surveyed reported a waiting list of varying lengths – again providing evidence of the ongoing need for affordable housing locally.

Detailed results on rent levels and unit sizes are also illustrated in the tables on the following pages - the average LIHTC rent for a two-bedroom unit was calculated at \$593 per month with an average size of 1,051 square feet (an average rent per square foot ratio of \$0.56), while three-bedroom units averaged \$652 and 1,234 square feet (\$0.53 per square foot).

However, only two of these tax credit developments are located within the defined PMA – **Crabtree Commons** (48 two and three-bedroom units located just south of the subject property), and **Bells Bay Landing** (60 three and four-bedroom units situated approximately one mile to the south). Both of these properties were reported to be 100 percent occupied, along with 12 names and 25 names on a waiting list, respectively. As such, the current occupancy levels of these properties (as well as other LIHTC properties in the Conway area just south of the PMA) coupled with the reported waiting lists at each, are indicative of the likely pent-up demand for affordable modern rental housing locally.

In comparison to other tax credit properties and taking into account utilities (the subject will include water/sewer, whereas some existing LIHTC projects do not), the subject proposal's rental rates are overall quite affordable. Further considering unit sizes and rent-per-square foot averages, the proposal is competitive with other tax credit options – the proposed rents can also be considered as extremely affordable in relation to overall market-rate averages.

From a market standpoint, it is evident that sufficient demand is present for the development of additional affordable tax credit units targeting low-income family households. However, based on prevailing rental rates and income levels, the rent structure is crucial for the

long-term viability of any new rental development. As such, considering unit sizes, amenity levels, and rent-per-square foot ratios, the proposed rental rates within the subject are appropriate for the local rental market, and should be considered a positive factor.

3. Comparable Pipeline Units

According to SCSHFDA information and local government officials, there are no directly comparable family-oriented multi-family LIHTC rental developments presently proposed or under construction within the Conway PMA.

4. Impact on Existing Tax Credit Properties

Based on current occupancy levels throughout the local rental market, and further considering the sizeable waiting lists at existing tax credit properties within the survey, the construction of the proposal will not have any adverse impact on existing rental properties – either affordable or market rate. Considering the strong future demographic growth anticipated for the PMA, affordable housing will continue to be in demand locally.

5. Competitive Environment

According to Realtor.com, price points are relatively affordable within the immediate area as compared to previous years. However, considering current economic conditions throughout the state and region, home-ownership (especially those homes needing monetary improvement) is not a viable alternative to a large percentage of households in the PMA, especially among the target market for the subject development who have generally lower incomes and a greater likelihood of having credit issues and/or require some level of assistance for housing expenses. As such, the subject will have limited competition with home-ownership options.

Table 19a: Rental Housing Survey – Overall

Project Name	Year Built/Rehab	Total Units	Studio/Eff.	1 BR	2 BR	3 BR	4 BR	Heat Incl.	W/S Incl.	Elect. Incl.	Occup. Rate	Type	Location
Alta Surf Apts	2007	216	0	96	120	0	0	No	No	No	96%	Open	Myrtle Beach
Bells Bay Landings	2001	60	0	0	0	48	12	No	No	No	100%	Open	Conway
Blackwater Cove Apts	2004	30	0	10	20	0	0	No	Yes	No	100%	Open	Conway
Carolina Breeze Apts	1998	288	0	NA	NA	NA	0	No	No	No	100%	Open	Myrtle Beach
Conwayborough Apts	1979	40	0	0	40	0	0	No	Yes	No	100%	Open	Conway
Cornerstone Commons I/II	2013	202	0	0	NA	NA	0	No	No	No	99%	Open	Conway
Crabtree Commons Apts	2008	48	0	0	24	24	0	No	No	No	100%	Open	Conway
Crane Creek Apts	2004	56	0	16	40	0	0	No	Yes	No	96%	Open	Conway
EME of Conway Apts	1974	50	0	0	24	26	0	No	Yes	No	98%	Open	Conway
Flintlake Apt Homes	1997	272	0	NA	NA	NA	0	No	No	No	91%	Open	Myrtle Beach
Gate Bay Apts I/II	1985	102	0	40	62	0	0	No	Yes	No	100%	Open	Conway
New Legacy Apts	2011	90	0	0	42	48	0	No	No	No	100%	Open	Conway
North Oaks Apts	2009	44	0	12	32	0	0	No	No	No	98%	Open	Conway
Palmetto Pointe Apts	1999	320	0	140	168	12	0	No	No	No	99%	Open	Myrtle Beach
Patriots Place	1972	64	0	16	32	16	0	No	Yes	No	100%	Open	Conway
Raintree Apartments	1990	40	0	16	24	0	0	No	No	No	95%	Open	Conway
River Landing Apts	2007	340	0	NA	NA	NA	0	No	No	No	94%	Open	Myrtle Beach
Shady Moss Townhouses	1984	46	0	12	34	0	0	No	Yes	No	98%	Open	Conway
The Oaks	1985	44	0	20	24	0	0	No	Yes	No	100%	Open	Conway
Tudor Place	1979	25	0	0	25	0	0	No	Yes	No	100%	Open	Conway
Totals and Averages	1995	2,377	0	378	711	174	12				97.2%		
<i>Unit Distribution</i>			0%	30%	56%	14%	1%						
SUBJECT PROJECT													
MISSION VILLAGE OF CONWAY	2020	52	0	0	20	32	0	No	Yes	No		Open	Conway

Note: Shaded Properties are LIHTC

Table 19b: Rental Housing Summary - Overall

Project Name	Year Built/Rehab	Total Units	Studio/ Eff.	1 BR	2 BR	3 BR	4 BR	Heat Incl.	W/S Incl.	Elect. Incl.	Occup. Rate	Type	Location
Totals and Averages	1995	2,377	0	378	711	174	12				97.2%		
<i>Unit Distribution</i>			0%	30%	56%	14%	1%						
SUBJECT PROJECT													
MISSION VILLAGE OF CONWAY	2020	52	0	0	20	32	0	No	Yes	No		Open	Conway
SUMMARY													
	Number of Dev.	Year Built/Rehab	Total Units	Studio/ Eff.	1BR	2BR	3BR	4BR	Average Occup.				
Total Developments	20	1995	2,377	0	378	711	174	12	97.2%				
Market Rate Only	8	1992	1,565	0	252	385	28	0	96.4%				
LIHTC Only	4	2008	400	0	0	66	120	12	99.3%				
Other Affordable (Non-LIHTC)	6	1996	318	0	106	212	0	0	98.1%				
Subsidized Only	2	1980	94	0	20	48	26	0	98.9%				

Table 19c: Rent Range for 1 & 2 Bedrooms - Overall

Project Name	Program	PBRA Units	1BR Rent		1BR Square Feet		Rent per Square Foot Range		2BR Rent		2BR Square Feet		Rent per Square Foot Range	
			LOW	HIGH	LOW	HIGH			LOW	HIGH	LOW	HIGH		
Alta Surf Apts	Market	0	\$935	\$1,005	761	833	\$1.12	\$1.32	\$1,085	\$1,185	1,250		\$0.87	\$0.95
Bells Bay Landings	LIHTC	0												
Blackwater Cove Apts	RD/LIHTC	27	\$559	\$684					\$654	\$779				
Carolina Breeze Apts	Market	0	\$600	\$700	695	744	\$0.81	\$1.01	\$750	\$825	833		\$0.90	\$0.99
Conwayborough Apts	Market	0							\$600		940			\$0.64
Cornerstone Commons I/II	LIHTC	0							\$587	\$840	1,080	1,100	\$0.53	\$0.78
Crabtree Commons Apts	LIHTC	0							\$465	\$600	974		\$0.48	\$0.62
Crane Creek Apts	RD	0	\$502	\$589	750		\$0.67	\$0.79	\$567	\$669	950		\$0.60	\$0.70
EME of Conway Apts	BOI-HUD	50												
Flintlake Apt Homes	Market	0	\$879		810			\$1.09	\$979	\$1,055	1,086	1,145	\$0.86	\$0.97
Gate Bay Apts I/II	RD	15	\$550	\$706	583	625	\$0.88	\$1.21	\$596	\$769	817	825	\$0.72	\$0.94
New Legacy Apts	LIHTC	0							\$467	\$598	1,050		\$0.44	\$0.57
North Oaks Apts	RD/LIHTC	22	\$483	\$522					\$569	\$605				
Palmetto Pointe Apts	Market	0	\$875	\$925	652	736	\$1.19	\$1.42	\$950	\$1,025	933	1,040	\$0.91	\$1.10
Patriots Place	Market	0	\$495		573			\$0.86	\$595		860			\$0.69
Raintree Apartments	RD/LIHTC	16	\$537	\$699	670		\$0.80	\$1.04	\$565	\$794	868		\$0.65	\$0.91
River Landing Apts	Market	0	\$759	\$808	685	771	\$0.98	\$1.18	\$856	\$906	950	1,035	\$0.83	\$0.95
Shady Moss Townhouses	RD	25	\$465	\$613					\$510	\$709				
The Oaks	BOI-HUD	44			680						900			
Tudor Place	Market	0							\$570	\$590	1,100		\$0.52	\$0.54
Totals and Averages		199		\$677		705		\$0.96		\$729		987		\$0.74
SUBJECT PROPERTY														
MISSION VILLAGE OF CONWAY	LIHTC	0		NA		NA		NA	\$493	\$597	1,200	1,200	\$0.41	\$0.50
SUMMARY														
Overall				\$677		705		\$0.96		\$729		987		\$0.74
Market Rate Only				\$798		726		\$1.10		\$855		1,016		\$0.84
LIHTC Only				NA		NA		NA		\$593		1,051		\$0.56
Other Affordable (Non-LIHTC)				\$576		657		\$0.88		\$649		865		\$0.75
Subsidized Only				NA		680		NA		NA		900		NA

Note: Shaded Properties are LIHTC

Table 19d: Rent Range for 3 & 4 Bedrooms - Overall

Project Name	Program	3BR Rent		3BR Square Feet		Rent per Square Foot Range		4BR Rent		4BR Square Feet		Rent per Square Foot Range	
		LOW	HIGH	LOW	HIGH			LOW	HIGH	LOW	HIGH		
Alta Surf Apts	Market												
Bells Bay Landings	LIHTC	\$529	\$675	1,153		\$0.46	\$0.59	\$582	\$745	1,351		\$0.43	\$0.55
Blackwater Cove Apts	RD/LIHTC												
Carolina Breeze Apts	Market	\$850	\$875	1,356		\$0.63	\$0.65						
Conwayborough Apts	Market												
Cornerstone Commons I/II	LIHTC	\$672	\$940	1,300	1,323	\$0.51	\$0.72						
Crabtree Commons Apts	LIHTC	\$530	\$645	1,193		\$0.44	\$0.54						
Crane Creek Apts	RD												
EME of Conway Apts	BOI-HUD												
Flintlake Apt Homes	Market	\$1,210		1,508			\$0.80						
Gate Bay Apts I/II	RD												
New Legacy Apts	LIHTC	\$537	\$689	1,200		\$0.45	\$0.57						
North Oaks Apts	RD/LIHTC												
Palmetto Pointe Apts	Market	\$1,225		1,276			\$0.96						
Patriots Place	Market	\$705		931			\$0.76						
Raintree Apartments	RD/LIHTC												
River Landing Apts	Market	\$1,183		1,456			\$0.81						
Shady Moss Townhouses	RD												
The Oaks	BOI-HUD												
Tudor Place	Market												
Totals and Averages			\$805		1,270		\$0.63		\$664		1,351		\$0.49
SUBJECT PROPERTY													
MISSION VILLAGE OF CONWAY	LIHTC	\$565	\$680	1,350	1,350	\$0.42	\$0.50	NA	NA	NA	NA	NA	NA
SUMMARY													
Overall			\$805		1,270		\$0.63		\$664		1,351		\$0.49
Market Rate Only			\$1,008		1,305		\$0.77		NA		NA		NA
LIHTC Only			\$652		1,234		\$0.53		\$664		1,351		\$0.49
Other Affordable (Non-LIHTC)			NA		NA		NA		NA		NA		NA
Subsidized Only			NA		NA		NA		NA		NA		NA

Note: Shaded Properties are LIHTC

Table 19e: Project Amenities - Overall

Project Name	Heat Type	Central Air	Wall A/C	Garbage Disposal	Dish Washer	Microwave	Ceiling Fan	Walk-in Closet	Mini Blinds	Patio/Balcony	Club/Comm. Room	Computer Center	Exercise Room
Alta Surf Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Bells Bay Landings	ELE	Yes	No	Yes	Yes	No	No	No	Yes	Yes	Yes	No	Yes
Blackwater Cove Apts	ELE	Yes	No	No	No	No	Yes	No	Yes	Yes	Yes	No	No
Carolina Breeze Apts	ELE	Yes	No	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Conwayborough Apts	ELE	Yes	No	Yes	Yes	No	No	Yes	Yes	No	No	No	No
Cornerstone Commons I/II	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Crabtree Commons Apts	ELE	Yes	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes
Crane Creek Apts	ELE	Yes	No	No	No	Yes	No	2BR	Yes	No	No	No	No
EME of Conway Apts	ELE	Yes	No	No	No	No	No	No	Yes	No	Yes	Yes	No
Flintlake Apt Homes	ELE	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes
Gate Bay Apts I/II	ELE	Yes	No	No	No	No	No	No	Yes	Yes	No	No	No
New Legacy Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No
North Oaks Apts	ELE	Yes	No	No	No	No	No	Yes	Yes	Yes	No	No	No
Palmetto Pointe Apts	ELE	Yes	No	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Patriots Place	ELE	Yes	No	No	Yes	No	No	No	Yes	Yes	No	No	No
Raintree Apartments	ELE	Yes	No	No	No	No	No	No	Yes	Yes	No	No	No
River Landing Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Shady Moss Townhouses	ELE	Yes	No	No	No	No	No	No	Yes	No	No	No	No
The Oaks	ELE	Yes	No	No	No	No	No	No	Yes	No	No	No	No
Tudor Place	ELE	Yes	No	Yes	Yes	No	No	No	Yes	Yes	No	No	No
Totals and Averages	--	100%	0%	50%	60%	30%	30%	55%	100%	70%	55%	25%	35%
SUBJECT PROJECT													
MISSION VILLAGE OF CONWAY	Gas	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Sunroom	Yes	Yes	Yes
SUMMARY													
Overall	--	100%	0%	50%	60%	30%	30%	55%	100%	70%	55%	25%	35%
Market Rate Only	--	100%	0%	88%	100%	25%	38%	75%	100%	88%	63%	38%	63%
LIHTC Only	--	100%	0%	75%	100%	75%	50%	75%	100%	75%	100%	25%	50%
Other Affordable (non-LIHTC)	--	100%	0%	0%	0%	17%	17%	33%	100%	67%	17%	0%	0%
Subsidized Only	--	100%	0%	0%	0%	0%	0%	0%	100%	0%	50%	50%	0%

Note: Shaded Properties are LIHTC

Table 19f: Project Amenities - Overall

Project Name	Pool	Playground	Gazebo	Exterior Storage	Sports Courts	On-Site Mgt	Security Gate	Security Intercom	Coin Op Laundry	Laundry Hookup	In-unit Laundry	Carport	Garage
Alta Surf Apts	Yes	No	Yes	Yes	No	Yes	No	No	Yes	Yes	No	No	No
Bells Bay Landings	Yes	Yes	No	Yes	No	Yes	No	No	Yes	Yes	No	No	No
Blackwater Cove Apts	No	Yes	No	No	No	Yes	No	No	Yes	Yes	No	No	No
Carolina Breeze Apts	Yes	Yes	No	No	No	Yes	No	No	Yes	Yes	No	No	No
Conwayborough Apts	No	Yes	No	No	No	Yes	No	No	Yes	No	No	No	No
Cornerstone Commons I/II	No	Yes	No	Yes	No	Yes	No	No	Yes	Yes	No	No	No
Crabtree Commons Apts	No	Yes	Yes	Yes	No	Yes	No	No	Yes	Yes	No	No	No
Crane Creek Apts	No	Yes	No	No	No	Yes	No	No	Yes	No	No	No	No
EME of Conway Apts	No	Yes	No	No	No	Yes	No	No	Yes	No	No	No	No
Flintlake Apt Homes	Yes	No	No	Yes	No	Yes	No	No	No	Yes	No	No	No
Gate Bay Apts I/II	No	Yes	No	No	No	Yes	No	No	No	Yes	No	No	No
New Legacy Apts	No	Yes	No	No	No	Yes	No	No	Yes	Yes	No	No	No
North Oaks Apts	No	Yes	No	Yes	No	Yes	No	No	Yes	Yes	No	No	No
Palmetto Pointe Apts	Yes	No	Yes	No	Yes	Yes	No	No	Yes	Yes	No	No	No
Patriots Place	No	Yes	No	No	No	Yes	No	No	Yes	No	No	No	No
Raintree Apartments	No	Yes	No	No	No	Yes	No	No	No	Yes	No	No	No
River Landing Apts	Yes	Yes	No	Yes	Yes	Yes	No	No	Yes	Yes	No	No	No
Shady Moss Townhouses	No	Yes	No	Yes	No	Yes	No	No	Yes	Yes	No	No	No
The Oaks	No	Yes	No	Yes	No	Yes	No	No	No	Yes	No	No	No
Tudor Place	No	No	No	No	No	No	No	No	Yes	Some	No	No	No
Totals and Averages	30%	80%	15%	45%	10%	95%	0%	0%	80%	80%	0%	0%	0%
SUBJECT PROJECT													
MISSION VILLAGE OF CONWAY	No	Yes	No	No	No	Yes	No	No	Yes	Yes	No	No	No
SUMMARY													
Overall	30%	80%	15%	45%	10%	95%	0%	0%	80%	80%	0%	0%	0%
Market Rate Only	63%	50%	25%	38%	25%	88%	0%	0%	88%	75%	0%	0%	0%
LIHTC Only	25%	100%	25%	75%	0%	100%	0%	0%	100%	100%	0%	0%	0%
Other Affordable (non-LIHTC)	0%	100%	0%	33%	0%	100%	0%	0%	67%	83%	0%	0%	0%
Subsidized Only	0%	100%	0%	50%	0%	100%	0%	0%	50%	50%	0%	0%	0%

Note: Shaded Properties are LIHTC

Table 19g: Other Information - Overall

Project Name	Address	City	Telephone Number	Contact	On-Site Mgt	Waiting List	Concessions	Survey Date
Alta Surf Apts	101 Breakers Dr	Myrtle Beach	843-903-0403	Samantha	Yes	No	\$300 1st month	23-Feb-18
Bells Bay Landings	1801 Ernest Finney Ave	Conway	(843) 397-7024	Kenneth	Yes	25 Names	None	29-Jan-18
Blackwater Cove Apts	1761 Ernest Finney Ave	Conway	(843) 397-1432	Janet	Yes	12 Names	None	29-Jan-18
Carolina Breeze Apts	100 Cedar Street	Myrtle Beach	(843) 626-2866	Marion	Yes	7 Names	None	23-Feb-18
Conwayborough Apts	1204 12th Ave	Conway	(843) 248-6724	Gail	Yes	Small	None	29-Jan-18
Cornerstone Commons I/II	204 Legacy Way	Conway	(843) 347-2185	JoAnn	Yes	40 Names	None	8-Feb-18
Crabtree Commons Apts	301 El Bethel Rd	Conway	(843) 369-7367	Leyvette	Yes	12 Names	None	30-Jan-18
Crane Creek Apts	1519 Grainger Rd	Conway	(843) 248-4961	Timaly	Yes	No	None	30-Jan-18
EME of Conway Apts	1911 9th Ave	Conway	(843) 248-9286	Delores	Yes	50 Names	None	26-Jan-18
Flintlake Apt Homes	650 W Flintlake Ct	Myrtle Beach	(843) 236-5735	Kirsten	Yes	No	No Admin/App fees	23-Feb-18
Gate Bay Apts I/II	1300 Creel St	Conway	(843) 248-7192	Pat	Yes	10 Names	None	29-Jan-18
New Legacy Apts	204 Legacy Way	Conway	(843) 347-4701	Jessica	Yes	6 Names	None	29-Jan-18
North Oaks Apts	2501 Oak St	Conway	(843) 248-9191	Christie	Yes	4 Names	None	31-Jan-18
Palmetto Pointe Apts	3919 Carnegie Avenue	Myrtle Beach	(843) 293-7256	Emily	Yes	40 Names	None	23-Feb-18
Patriots Place	1118 Boundary St.	Conway	(843) 248-0247	Mimi	Yes	30 Names	None	5-Feb-18
Raintree Apartments	500 Johnson St	Conway	(843) 248-3525	Lisa	Yes	Small	None	2-Feb-18
River Landing Apts	200 River Landing Blvd	Myrtle Beach	(843) 903-3434	Terry	Yes	No	None	23-Feb-18
Shady Moss Townhouses	1705 Shady Moss Ct	Conway	(843) 397-5141	Christy	Yes	5 Names	None	31-Jan-18
The Oaks	1002 Pine St	Conway	(843) 248-7388	Chelise	Yes	20 Names	None	26-Jan-18
Tudor Place	1026 Pine St.	Conway	(844) 800-1158	Bonnie	No	No	None	29-Jan-18

Note: Shaded Properties are LIHTC

Table 20a: Rental Housing Survey - Comparable

Project Name	Year Built/Rehab	Total Units	Studio/ Eff.	1 BR	2 BR	3 BR	4 BR	Heat Incl.	W/S Incl.	Elect. Incl.	Occup. Rate	Type	Location
Bells Bay Landings	2001	60	0	0	0	48	12	No	No	No	100%	Open	Conway
Cornerstone Commons I/II	2013	202	0	0	NA	NA	0	No	No	No	99%	Open	Conway
Crabtree Commons Apts	2008	48	0	0	24	24	0	No	No	No	100%	Open	Conway
New Legacy Apts	2011	90	0	0	42	48	0	No	No	No	100%	Open	Conway
Totals and Averages	2008	400	0	0	66	120	12				99.3%		
<i>Unit Distribution</i>			0%	0%	33%	61%	6%						
SUBJECT PROJECT													
MISSION VILLAGE OF CONWAY	2020	52	0	0	20	32	0	No	Yes	No		Open	Conway

Table 20b: Rent Range for 1 & 2 Bedrooms - Comparable

Project Name	Program	PBRA Units	1BR Rent		1BR Square Feet		Rent per Square Foot Range		2BR Rent		2BR Square Feet		Rent per Square Foot Range	
			LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH
Bells Bay Landings	LIHTC	0												
Cornerstone Commons I/II	LIHTC	0							\$587	\$840	1,080	1,100	\$0.53	\$0.78
Crabtree Commons Apts	LIHTC	0							\$465	\$600	974		\$0.48	\$0.62
New Legacy Apts	LIHTC	0							\$467	\$598	1,050		\$0.44	\$0.57
Totals and Averages		0		NA		NA		NA		\$593		1,051		\$0.56
SUBJECT PROPERTY														
MISSION VILLAGE OF CONWAY	LIHTC	0		NA		NA		NA	\$493	\$597	1,200	1,200	\$0.41	\$0.50

Table 20c: Rent Range for 3 & 4 Bedrooms - Comparable

Project Name	Program	3BR Rent		3BR Square Feet		Rent per Square Foot Range		4BR Rent		4BR Square Feet		Rent per Square Foot Range		
		LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	LOW	HIGH	
Bells Bay Landings	LIHTC	\$529	\$675	1,153		\$0.46	\$0.59	\$582	\$745	1,351		\$0.43	\$0.55	
Cornerstone Commons I/II	LIHTC	\$672	\$940	1,300	1,323	\$0.51	\$0.72							
Crabtree Commons Apts	LIHTC	\$530	\$645	1,193		\$0.44	\$0.54							
New Legacy Apts	LIHTC	\$537	\$689	1,200		\$0.45	\$0.57							
Totals and Averages			\$652		1,234		\$0.53		\$664		1,351		\$0.49	
SUBJECT PROPERTY														
MISSION VILLAGE OF CONWAY	LIHTC	\$565	\$680	1,350	1,350	\$0.42	\$0.50		NA		NA		NA	

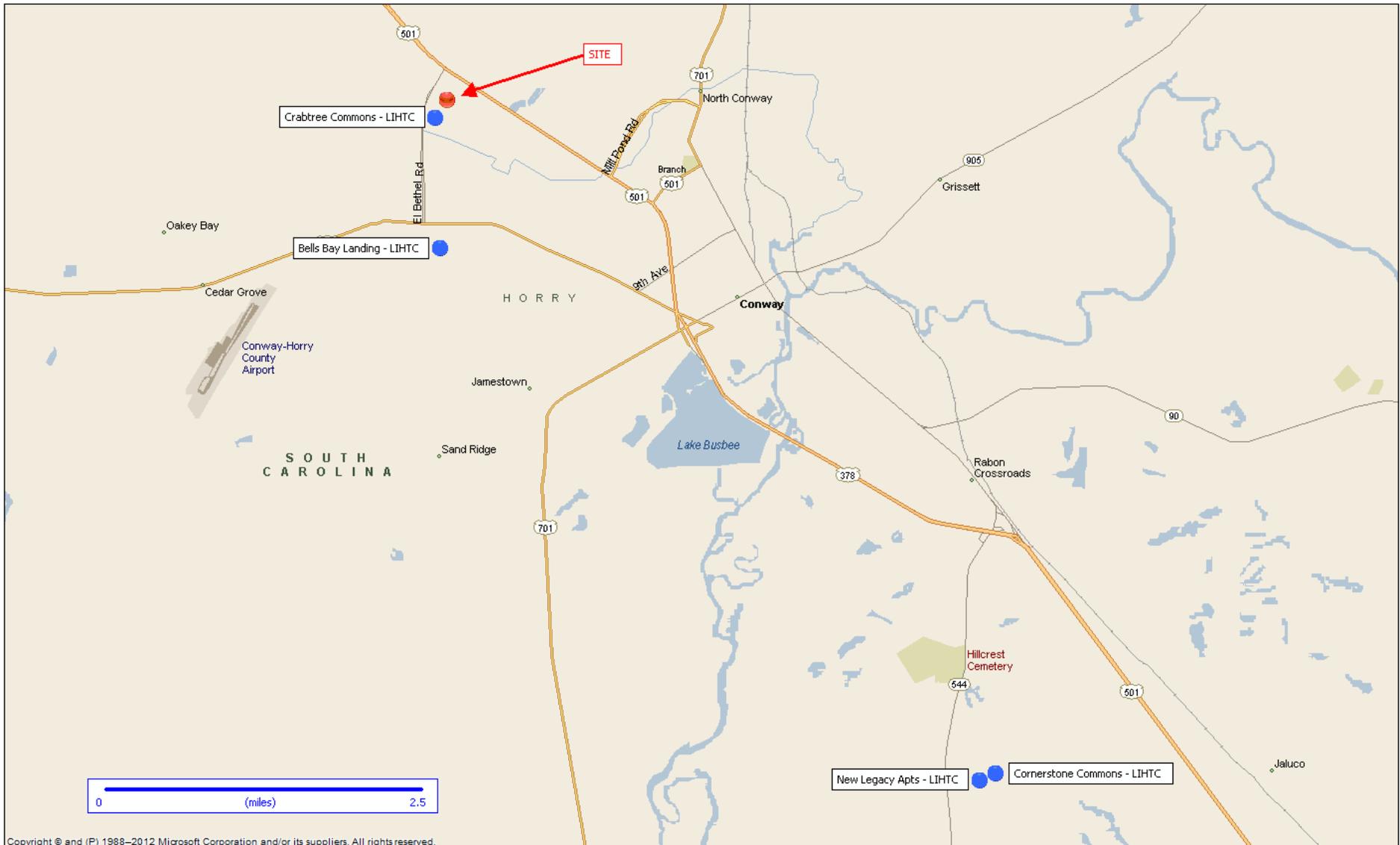
Table 20d: Project Amenities - Comparable

Project Name	Heat Type	Central Air	Wall A/C	Garbage Disposal	Dish Washer	Microwave	Ceiling Fan	Walk-in Closet	Mini Blinds	Patio/Balcony	Club/Comm. Room	Computer Center	Exercise Room
Bells Bay Landings	ELE	Yes	No	Yes	Yes	No	No	No	Yes	Yes	Yes	No	Yes
Cornerstone Commons I/II	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Crabtree Commons Apts	ELE	Yes	No	No	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes
New Legacy Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No
Totals and Averages	--	100%	0%	75%	100%	75%	50%	75%	100%	75%	100%	25%	50%
SUBJECT PROJECT													
MISSION VILLAGE OF CONWAY	Gas	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Sunroom	Yes	Yes	Yes

Table 20e: Project Amenities - Comparable

Project Name	Pool	Playground	Gazebo	Exterior Storage	Sports Courts	On-Site Mgt	Security Gate	Security Intercom	Coin Op Laundry	Laundry Hookup	In-unit Laundry	Carpport	Garage
Bells Bay Landings	Yes	Yes	No	Yes	No	Yes	No	No	Yes	Yes	No	No	No
Cornerstone Commons I/II	No	Yes	No	Yes	No	Yes	No	No	Yes	Yes	No	No	No
Crabtree Commons Apts	No	Yes	Yes	Yes	No	Yes	No	No	Yes	Yes	No	No	No
New Legacy Apts	No	Yes	No	No	No	Yes	No	No	Yes	Yes	No	No	No
Totals and Averages	25%	100%	25%	75%	0%	100%	0%	0%	100%	100%	0%	0%	0%
SUBJECT PROJECT													
MISSION VILLAGE OF CONWAY	No	Yes	No	No	No	Yes	No	No	Yes	Yes	No	No	No

Map 11: Comparable LIHTC Developments – Conway Area



Copyright © and (P) 1988–2012 Microsoft Corporation and/or its suppliers. All rights reserved.

COMPARABLE PROJECT INFORMATION											
Project Name: Bells Bay Landings Address: 1801 Ernest Finney Ave City: Conway State: SC Zip Code: Enter Phone Number: (843) 397-7024 Contact Name: Kenneth Contact Date: 01/29/18 Current Occup: 100.0%											
DEVELOPMENT CHARACTERISTICS											
Total Units:		60		Year Built:		2001					
Project Type:		Open		Floors:		2					
Program:		LIHTC		Accept Vouchers:		Yes					
PBRA Units*:		0		Voucher #:		15					
* Including Section 8, Rental Assistance, and any other Project-Based Subsidy											
UNIT CONFIGURATION/RENTAL RATES											
BR	Bath	Target	Type	# Units	Square Feet		Contract Rent		Vacant	Occup. Rate	Wait List
					Low	High	Low	High			
TOTAL 3-BEDROOM UNITS				48					0	100.0%	
3	2.0	50	Apt	39	1,153		\$529		0	100.0%	Yes
3	2.0	60	Apt	9	1,153		\$675		0	100.0%	Yes
TOTAL 4-BEDROOM UNITS				12					0	100.0%	
4	2.0	50	Apt	10	1,351		\$582		0	100.0%	Yes
4	2.0	60	Apt	2	1,351		\$745		0	100.0%	Yes
TOTAL DEVELOPMENT				60					0	100.0%	25 Names
AMENITIES											
<u>Unit Amenities</u> <input checked="" type="checkbox"/> - Central A/C <input type="checkbox"/> - Wall A/C Unit <input checked="" type="checkbox"/> - Garbage Disposal <input checked="" type="checkbox"/> - Dishwasher <input type="checkbox"/> - Microwave <input type="checkbox"/> - Ceiling Fan <input type="checkbox"/> - Walk-In Closet <input checked="" type="checkbox"/> - Mini-Blinds <input type="checkbox"/> - Draperies <input checked="" type="checkbox"/> - Patio/Balcony <input type="checkbox"/> - Basement <input type="checkbox"/> - Fireplace <input type="checkbox"/> - High-Speed Internet				<u>Development Amenities</u> <input checked="" type="checkbox"/> - Clubhouse <input type="checkbox"/> - Community Room <input type="checkbox"/> - Computer Center <input checked="" type="checkbox"/> - Exercise/Fitness Room <input checked="" type="checkbox"/> - Community Kitchen <input checked="" type="checkbox"/> - Swimming Pool <input checked="" type="checkbox"/> - Playground <input type="checkbox"/> - Gazebo <input type="checkbox"/> - Elevator <input checked="" type="checkbox"/> - Storage <input type="checkbox"/> - Sports Courts <input checked="" type="checkbox"/> - On-Site Management <input type="checkbox"/> - Security - Access Gate <input type="checkbox"/> - Security - Intercom				<u>Laundry Type</u> <input checked="" type="checkbox"/> - Coin-Operated Laundry <input checked="" type="checkbox"/> - In-Unit Hook-Up <input type="checkbox"/> - In-Unit Washer/Dryer <u>Parking Type</u> <input checked="" type="checkbox"/> - Surface Lot <input type="checkbox"/> - Carport \$0 <input type="checkbox"/> - Garage (att) \$0 <input type="checkbox"/> - Garage (det) \$0 <u>Utilities Included</u> <input type="checkbox"/> - Heat ELE <input type="checkbox"/> - Electricity <input checked="" type="checkbox"/> - Trash Removal <input type="checkbox"/> - Water/Sewer			

COMPARABLE PROJECT INFORMATION											
Project Name: Cornerstone Commons I/II Address: 204 Legacy Way City: Conway State: SC Zip Code: 29527 Phone Number: (843) 347-2185 Contact Name: JoAnn Contact Date: 02/08/18 Current Occup: 98.5%											
DEVELOPMENT CHARACTERISTICS											
Total Units:		202		Year Built:		2013 Rehab					
Project Type:		Open		Floors:		3					
Program:		LIHTC		Accept Vouchers:		Yes					
PBRA Units*:		0		Voucher #:		54					
* Including Section 8, Rental Assistance, and any other Project-Based Subsidy											
UNIT CONFIGURATION/RENTAL RATES											
BR	Bath	Target	Type	# Units	Square Feet		Contract Rent		Vacant	Occup. Rate	Wait List
					Low	High	Low	High			
TOTAL 2-BEDROOM UNITS					NA				3	NA	
2	2.0	60	Apt	NA	1,080	1,100	\$587		0	100%	Yes
2	2.0	80	Apt	NA	1,080	1,100	\$840		3	NA	No
TOTAL 3-BEDROOM UNITS					NA				0	100.0%	
3	2.0	60	Apt	NA	1,300	1,323	\$672		0	100%	Yes
3	2.0	80	Apt	NA	1,300	1,323	\$940		0	100%	Yes
TOTAL DEVELOPMENT					202				3	98.5%	40 Names
AMENITIES											
<u>Unit Amenities</u> <input checked="" type="checkbox"/> - Central A/C <input type="checkbox"/> - Wall A/C Unit <input checked="" type="checkbox"/> - Garbage Disposal <input checked="" type="checkbox"/> - Dishwasher <input checked="" type="checkbox"/> - Microwave <input checked="" type="checkbox"/> - Ceiling Fan <input checked="" type="checkbox"/> - Walk-In Closet <input checked="" type="checkbox"/> - Mini-Blinds <input type="checkbox"/> - Draperies <input checked="" type="checkbox"/> - Patio/Balcony <input type="checkbox"/> - Basement <input type="checkbox"/> - Fireplace <input checked="" type="checkbox"/> - High-Speed Internet				<u>Development Amenities</u> <input checked="" type="checkbox"/> - Clubhouse <input type="checkbox"/> - Community Room <input checked="" type="checkbox"/> - Computer Center <input type="checkbox"/> - Exercise/Fitness Room <input type="checkbox"/> - Community Kitchen <input type="checkbox"/> - Swimming Pool <input checked="" type="checkbox"/> - Playground <input type="checkbox"/> - Gazebo <input type="checkbox"/> - Elevator <input checked="" type="checkbox"/> - Storage <input type="checkbox"/> - Sports Courts <input checked="" type="checkbox"/> - On-Site Management <input type="checkbox"/> - Security - Access Gate <input type="checkbox"/> - Security - Intercom				<u>Laundry Type</u> <input checked="" type="checkbox"/> - Coin-Operated Laundry <input checked="" type="checkbox"/> - In-Unit Hook-Up <input type="checkbox"/> - In-Unit Washer/Dryer <u>Parking Type</u> <input checked="" type="checkbox"/> - Surface Lot <input type="checkbox"/> - Carport \$0 <input type="checkbox"/> - Garage (att) \$0 <input type="checkbox"/> - Garage (det) \$0 <u>Utilities Included</u> <input type="checkbox"/> - Heat ELE <input type="checkbox"/> - Electricity <input checked="" type="checkbox"/> - Trash Removal <input type="checkbox"/> - Water/Sewer			

COMPARABLE PROJECT INFORMATION											
Project Name: Crabtree Commons Apts Address: 301 El Bethel Rd City: Conway State: SC Zip Code: Enter Phone Number: (843) 369-7367 Contact Name: Leyvette Contact Date: 01/30/18 Current Occup: 100.0%											
DEVELOPMENT CHARACTERISTICS											
Total Units:		48		Year Built:		2008		Project Type:		Open	
Project Type:		Open		Floors:		2		Program:		LIHTC	
Program:		LIHTC		Accept Vouchers:		Yes		PBRA Units*:		0	
PBRA Units*:		0		Voucher #:		UK					
* Including Section 8, Rental Assistance, and any other Project-Based Subsidy											
UNIT CONFIGURATION/RENTAL RATES											
BR	Bath	Target	Type	# Units	Square Feet		Contract Rent		Vacant	Occup. Rate	Wait List
					Low	High	Low	High			
TOTAL 2-BEDROOM UNITS				24					0	100.0%	
2	2.0	50	Apt	6	974		\$465		0	100.0%	Yes
2	2.0	60	Apt	18	974		\$600		0	100.0%	Yes
TOTAL 3-BEDROOM UNITS				24					0	100.0%	
3	2.0	50	Apt	6	1,193		\$530		0	100.0%	Yes
3	2.0	60	Apt	18	1,193		\$645		0	100.0%	Yes
TOTAL DEVELOPMENT				48					0	100.0%	12 Names
AMENITIES											
<u>Unit Amenities</u> <input checked="" type="checkbox"/> - Central A/C <input type="checkbox"/> - Wall A/C Unit <input type="checkbox"/> - Garbage Disposal <input checked="" type="checkbox"/> - Dishwasher <input checked="" type="checkbox"/> - Microwave <input type="checkbox"/> - Ceiling Fan <input checked="" type="checkbox"/> - Walk-In Closet <input checked="" type="checkbox"/> - Mini-Blinds <input type="checkbox"/> - Draperies <input checked="" type="checkbox"/> - Patio/Balcony <input type="checkbox"/> - Basement <input type="checkbox"/> - Fireplace <input type="checkbox"/> - High-Speed Internet				<u>Development Amenities</u> <input checked="" type="checkbox"/> - Clubhouse <input type="checkbox"/> - Community Room <input type="checkbox"/> - Computer Center <input checked="" type="checkbox"/> - Exercise/Fitness Room <input checked="" type="checkbox"/> - Community Kitchen <input type="checkbox"/> - Swimming Pool <input checked="" type="checkbox"/> - Playground <input checked="" type="checkbox"/> - Gazebo <input type="checkbox"/> - Elevator <input checked="" type="checkbox"/> - Storage <input type="checkbox"/> - Sports Courts <input checked="" type="checkbox"/> - On-Site Management <input type="checkbox"/> - Security - Access Gate <input type="checkbox"/> - Security - Intercom				<u>Laundry Type</u> <input checked="" type="checkbox"/> - Coin-Operated Laundry <input checked="" type="checkbox"/> - In-Unit Hook-Up <input type="checkbox"/> - In-Unit Washer/Dryer <u>Parking Type</u> <input checked="" type="checkbox"/> - Surface Lot <input type="checkbox"/> - Carport \$0 <input type="checkbox"/> - Garage (att) \$0 <input type="checkbox"/> - Garage (det) \$0 <u>Utilities Included</u> <input type="checkbox"/> - Heat ELE <input type="checkbox"/> - Electricity <input checked="" type="checkbox"/> - Trash Removal <input type="checkbox"/> - Water/Sewer			

COMPARABLE PROJECT INFORMATION											
Project Name: New Legacy Apts Address: 204 Legacy Way City: Conway State: SC Zip Code: 29526 Phone Number: (843) 347-4701 Contact Name: Jessica Contact Date: 01/29/18 Current Occup: 100.0%											
DEVELOPMENT CHARACTERISTICS											
Total Units:		90		Year Built:		2011 Rehab					
Project Type:		Open		Floors:		3					
Program:		LIHTC		Accept Vouchers:		Yes					
PBRA Units*:		0		Voucher #:		20					
* Including Section 8, Rental Assistance, and any other Project-Based Subsidy											
UNIT CONFIGURATION/RENTAL RATES											
BR	Bath	Target	Type	# Units	Square Feet		Contract Rent		Vacant	Occup. Rate	Wait List
					Low	High	Low	High			
TOTAL 2-BEDROOM UNITS				42					0	100.0%	
2	2.0	50	Apt	9	1,050		\$467		0	100.0%	Yes
2	2.0	60	Apt	33	1,050		\$598		0	100.0%	Yes
TOTAL 3-BEDROOM UNITS				48					0	100.0%	
3	2.0	50	Apt	9	1,200		\$537		0	100.0%	Yes
3	2.0	60	Apt	39	1,200		\$689		0	100.0%	Yes
TOTAL DEVELOPMENT				90					0	100.0%	6 Names
AMENITIES											
<u>Unit Amenities</u> <input checked="" type="checkbox"/> - Central A/C <input type="checkbox"/> - Wall A/C Unit <input checked="" type="checkbox"/> - Garbage Disposal <input checked="" type="checkbox"/> - Dishwasher <input checked="" type="checkbox"/> - Microwave <input checked="" type="checkbox"/> - Ceiling Fan <input checked="" type="checkbox"/> - Walk-In Closet <input checked="" type="checkbox"/> - Mini-Blinds <input type="checkbox"/> - Draperies <input type="checkbox"/> - Patio/Balcony <input type="checkbox"/> - Basement <input type="checkbox"/> - Fireplace <input checked="" type="checkbox"/> - High-Speed Internet				<u>Development Amenities</u> <input checked="" type="checkbox"/> - Clubhouse <input type="checkbox"/> - Community Room <input type="checkbox"/> - Computer Center <input type="checkbox"/> - Exercise/Fitness Room <input type="checkbox"/> - Community Kitchen <input type="checkbox"/> - Swimming Pool <input checked="" type="checkbox"/> - Playground <input type="checkbox"/> - Gazebo <input type="checkbox"/> - Elevator <input type="checkbox"/> - Storage <input type="checkbox"/> - Sports Courts <input checked="" type="checkbox"/> - On-Site Management <input type="checkbox"/> - Security - Access Gate <input type="checkbox"/> - Security - Intercom				<u>Laundry Type</u> <input checked="" type="checkbox"/> - Coin-Operated Laundry <input checked="" type="checkbox"/> - In-Unit Hook-Up <input type="checkbox"/> - In-Unit Washer/Dryer <u>Parking Type</u> <input checked="" type="checkbox"/> - Surface Lot <input type="checkbox"/> - Carport \$0 <input type="checkbox"/> - Garage (att) \$0 <input type="checkbox"/> - Garage (det) \$0 <u>Utilities Included</u> <input type="checkbox"/> - Heat ELE <input type="checkbox"/> - Electricity <input checked="" type="checkbox"/> - Trash Removal <input type="checkbox"/> - Water/Sewer			

6. Market Rent Calculations

Estimated market rents are utilized to determine the approximate rental rates that can be achieved within the local PMA assuming no income restrictions. Based on existing market rate properties that can be considered as most comparable to the subject proposal (based on but not limited to location, target market, building type, and age), rental rates are adjusted according to specific factors as compared to the subject. Adjustment factors include design, location, and condition of the property, construction date, unit and site amenities, unit sizes, and utilities included.

A total of six market-rate properties were selected to determine the estimated market rate, based largely on the availability of similar unit mix, age, location, and building type. Because of the limited availability of market rate units within the Conway PMA, properties were also utilized from the western portion of neighboring Myrtle Beach. Using the Rent Comparability Grid on the following pages, the following is a summary of the estimated market rents by bedroom size along with the subject property's corresponding market advantage:

	Proposed Net Rent	Estimated Market Rent	Market Advantage
Two-Bedroom Units			
50% AMI	\$493	\$874	44%
60% AMI	\$597	\$874	32%
Three-Bedroom Units			
50% AMI	\$565	\$1,039	46%
60% AMI	\$680	\$1,039	35%

Rent Comparability Grid

Subject Property		Comp #1		Comp #2		Comp #3		Comp #4		Comp #5		Comp #6	
Project Name		Conwayborough Apts		Patriots Place		Alta Surf Apts		River Landing Apts		Flintlake Apt Homes		Palmetto Pointe Apts	
Project City	Subject Data	Conway		Conway		Myrtle Beach		Myrtle Beach		Myrtle Beach		Myrtle Beach	
Date Surveyed		1/29/18		2/5/18		2/23/18		2/23/18		2/23/18		2/23/18	
A. Design, Location, Condition		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
Structure Type	Apt												
Yr. Built/Yr. Renovated	2020	1979	\$31	1972	\$36	2007	\$10	2007	\$10	1997	\$17	1999	\$16
Neighborhood/Location							(\$175)		(\$175)		(\$175)		(\$175)
B. Unit Amenities		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
Central A/C	Yes	Yes		Yes		Yes		Yes		Yes		Yes	
Garbage Disposal	No	Yes	(\$3)	No		Yes	(\$3)	Yes	(\$3)	Yes	(\$3)	Yes	(\$3)
Dishwasher	Yes	Yes		Yes		Yes		Yes		Yes		Yes	
Microwave	Yes	No	\$3	No	\$3	Yes		Yes		No	\$3	No	\$3
Walk-In Closet	Yes	Yes		No	\$3	Yes		Yes		Yes		Yes	
Mini-Blinds	Yes	Yes		Yes		Yes		Yes		Yes		Yes	
Patio/Balcony/Sunroom	Yes	No	\$3	Yes		Yes		Yes		Yes		Yes	
Basement	No	No		No		No		No		No		No	
Fireplace	No	No		No		No		No		No		No	
C. Site Amenities		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
Clubhouse	Yes	No	\$3	No	\$3	Yes		Yes		Yes		Yes	
Community Room	Yes	No	\$3	No	\$3	No	\$3	No	\$3	Yes		Yes	
Computer Center	Yes	No	\$3	No	\$3	Yes		No	\$3	No	\$3	Yes	
Exercise Room	Yes	No	\$3	No	\$3	Yes		Yes		Yes		Yes	
Swimming Pool	No	No		No		Yes	(\$3)	Yes	(\$3)	Yes	(\$3)	Yes	(\$3)
Playground	Yes	Yes		Yes		No	\$3	Yes		No	\$3	No	\$3
Sports Courts	No	No		No		No		Yes	(\$3)	No		Yes	(\$3)
On-Site Management	Yes	Yes		Yes		Yes		Yes		Yes		Yes	
Security - Access Gate	No	No		No		No		No		No		No	
Security - Intercom	No	No		No		No		No		No		No	
D. Other Amenities		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
Coin-Operated Laundry	Yes	Yes		Yes		Yes		Yes		No	\$5	Yes	
In-Unit Hook-Up	Yes	No	\$15	No	\$15	Yes		Yes		Yes		Yes	
In-Unit Washer/Dryer	No	No		No		No		No		No		No	
Carpport	No	No		No		No		No		No		No	
Garage (attached)	No	No		No		No		No		No		No	
Garage (detached)	No	No		No		Yes	(\$10)	Yes	(\$10)	Yes	(\$10)	Yes	(\$10)
E. Utilities Included		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
Heat	No	No		No		No		No		No		No	
Electric	No	No		No		No		No		No		No	
Trash Removal	Yes	Yes		Yes		No	XX	Yes		No	XX	Yes	
Water/Sewer	Yes	Yes		Yes		No	XX	No	XX	No	XX	No	XX
Heat Type	Gas	ELE		ELE		ELE		ELE		ELE		ELE	
Utility Adjustments													
Two-Bedroom Units							\$72		\$52		\$72		\$52
Three-Bedroom Units							\$88		\$68		\$88		\$68

Subject Property		Comp #1		Comp #2		Comp #3		Comp #4		Comp #5		Comp #6	
Project Name		Conwayborough Apts		Patriots Place		Alta Surf Apts		River Landing Apts		Flintlake Apt Homes		Palmetto Pointe Apts	
Project City	Subject Data	Conway		Conway		Myrtle Beach		Myrtle Beach		Myrtle Beach		Myrtle Beach	
Date Surveyed		43129		43136		43154		43154		43154		43154	
F. Average Unit Sizes		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
Two-Bedroom Units	1,200	940	\$39	860	\$51	1,250	(\$8)	993	\$31	1,116	\$13	987	\$32
Three-Bedroom Units	1,350			931	\$63			1,456	(\$16)	1,508	(\$24)	1,276	\$11
G. Number of Bathrooms		Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj	Data	\$ Adj
Two-Bedroom Units	2.0	1.0	\$0	1.0	\$30	2.0	\$0	2.0	\$0	2.0	\$0		\$0
Three-Bedroom Units	2.0			1.5	\$15			2.0	\$0	2.5	\$0	2.0	\$0
G. Total Adjustments Recap													
Two-Bedroom Units			\$100		\$150		(\$111)		(\$95)		(\$75)		(\$88)
Three-Bedroom Units					\$147				(\$126)		(\$95)		(\$93)

		Comp #1		Comp #2		Comp #3		Comp #4		Comp #5		Comp #6	
Project Name		Conwayborough Apts		Patriots Place		Alta Surf Apts		River Landing Apts		Flintlake Apt Homes		Palmetto Pointe Apts	
Project City	Subject Data	Conway		Conway		Myrtle Beach		Myrtle Beach		Myrtle Beach		Myrtle Beach	
Date Surveyed		43129		43136		43154		43154		43154		43154	
H. Rent/Adjustment Summary		Unadjusted Rent	Adjusted Rent										
Market Rate Units													
Two-Bedroom Units	\$874	\$600	\$700	\$595	\$745	\$1,185	\$1,074	\$906	\$811	\$1,055	\$980	\$1,025	\$937
Three-Bedroom Units	\$1,039			\$705	\$852			\$1,183	\$1,057	\$1,210	\$1,115	\$1,225	\$1,132

H. INTERVIEWS

Throughout the course of performing this analysis of the Conway rental market, many individuals were contacted. Based on discussions with local government officials, the only multi-family rental development within the Conway PMA is the construction of a senior LIHTC project with the following details:

- Leyland Grove Apartments – Pine Street, Conway
 - 44 Senior units
 - Under construction

The following planning departments were contacted:

Location: Conway, SC
Contact: Barbara Tessler – Planning Assistant
Phone: (843) 488-9888
Date: 2/15/2018

Additional information was collected during property visits and informal interviews with leasing agents and resident managers throughout the Conway rental market as part of our survey of existing rental housing to collect more specific data. The results of these interviews are presented within the supply section of the market study. Based on these interviews, extremely positive occupancy levels were reported throughout the local rental market with no widespread specials/concessions.

I. CONCLUSIONS/RECOMMENDATIONS

Based on the information collected and reported within this study, sufficient evidence has been presented for the successful introduction and absorption of the subject property, as proposed, within the Conway market area. Factors supporting the introduction of a newly constructed rental alternative targeted for low-income households include the following:

1. Extremely positive demographic patterns have been exhibited throughout the PMA since 2010 – the overall population is estimated to have increased by 19 percent between 2010 and 2017, representing more than 7,300 additional persons;
2. Overall strong occupancy levels throughout the market area, with an overall occupancy rate of 97.2 percent calculated among 20 properties surveyed;
3. Extremely positive occupancy rates within the area’s family LIHTC properties, as well. Of the four tax credit properties within the survey, a combined occupancy rate of 99.3 percent was calculated. Furthermore, three were 100 percent occupied and all four reported a waiting list was being maintained;
4. Only limited comparable tax credit rental options are available locally, with only two family-oriented LIHTC properties identified within the defined PMA. As such, Bells Bay Landing and Crabtree Commons were both 100 percent occupied with sizeable waiting lists;
5. The proposed site location along Church Street (U.S. 501) is within walking distance to a wide variety of retail opportunities (including Walmart and Dollar Tree), and also provides generally convenient access to most other retail, education, medical, and employment centers throughout the area
6. The proposal represents a modern product with numerous amenities and features at an affordable rental level. As such, coupled with the proposed unit sizes, the rental rates within the subject are extremely competitive to other local LIHTC properties, and can be considered a positive factor;
7. A sufficient statistical demand calculation, with an absorption period conservatively estimated at approximately five to seven months.

As such, the proposed facility should maintain at least a 93 percent occupancy rate into the foreseeable future with no long-term adverse effects on existing local rental facilities – either affordable or market rate. Assuming the subject proposal is developed as described within this analysis, Shaw Research & Consulting can provide a positive recommendation for the proposed development with no reservations or conditions.

J. SIGNED STATEMENT REQUIREMENTS

I affirm that I have made a physical inspection of the market and surrounding area and that information obtained in the field has been used to determine the need and demand for LIHTC units. I understand that any misrepresentation of this statement may result in the denial of further participation in the South Carolina State Housing Finance & Development Authority’s programs. I also affirm that I have no financial interest in the project or current business relationship with the ownership entity and my compensation is not contingent on this project being funded. This report was written according to the SCSHFDA’s market study requirements. The information included is accurate and can be relied upon by SCSHFDA to present a true assessment of the low-income housing rental market.



Steven R. Shaw
SHAW RESEARCH AND CONSULTING

Date: March 1, 2018

K. SOURCES

2000 U.S. Census of Population and Housing - U.S. Census Bureau
2010 U.S. Census of Population and Housing – U.S. Census Bureau
2012-2016 American Community Survey – 5-Year Estimates – U.S. Census Bureau
2017/2022 Demographic Forecasts, ESRI Business Analyst Online
Apartment Listings – LIHTC – low-income-housing.credio.com
Apartment Listings – www.socialserve.com
Apartment Listings – Yahoo! Local – local.yahoo.com
Apartment Listings – Yellowbook – www.yellowbook.com
Community Profile – Horry County – SC Department of Employment & Workforce
CPI Inflation Calculator – Bureau of Labor Statistics – U.S. Department of Labor
Crime Data – Sperling’s Best Places – www.bestplaces.net/crime/
ESRI Business Analyst Online
Income & Rent Limits 2017 – South Carolina State Housing Finance & Development Authority
Interviews with community planning officials
Interviews with managers and leasing specialists at local rental developments
South Carolina Industry Data – SC Works Online Services
South Carolina Labor Market Information – SC Works Online Services
South Carolina LIHTC Allocations – SC State Housing Finance & Development Authority
Microsoft Streets and Trips 2013

L. RESUME

STEVEN R. SHAW SHAW RESEARCH & CONSULTING, LLC

Mr. Shaw is a principal at Shaw Research and Consulting, LLC. With over twenty-seven years of experience in market research, he has assisted a broad range of clients with the development of various types of housing alternatives throughout the United States, including multi-family rental properties, single-family rental developments, for-sale condominiums, and senior housing options. Clients include developers, federal and state government agencies, non-profit organizations, and financial institutions. Areas of expertise include market study preparation, pre-feasibility analysis, strategic targeting and market identification, customized survey and focus group research, and demographic and economic analysis. Since 2000, Mr. Shaw has reviewed and analyzed housing conditions in nearly 400 markets across 24 states.

Previous to forming Shaw Research in January 2007, he most recently served as partner and Director of Market Research at Community Research Services (2004-2006). In addition, Mr. Shaw also was a partner for Community Research Group (1999-2004), and worked as a market consultant at Community Targeting Associates (1997-1999). Each of these firms provided the same types of services as Shaw Research and Consulting.

Additional market research experience includes serving as manager of automotive analysis for J.D. Power and Associates (1992-1997), a global automotive market research firm based in Troy, Michigan. While serving in this capacity, Mr. Shaw was responsible for identifying market trends and analyzing the automotive sector through proprietary and syndicated analytic reports. During his five-year tenure at J.D. Power, Mr. Shaw developed a strong background in quantitative and qualitative research measurement techniques through the use of mail and phone surveys, focus group interviews, and demographic and psychographic analysis. Previous to J.D. Power, Mr. Shaw was employed as a Senior Market Research Analyst with Target Market Systems (the market research branch of First Centrum Corporation) in East Lansing, Michigan (1990-1992). At TMS, his activities consisted largely of market study preparation for housing projects financed through RHS and MSHDA programs. Other key duties included the strategic targeting and identification of new areas for multi-family and single-family housing development throughout the Midwest.

A 1990 graduate of Michigan State University, Mr. Shaw earned a Bachelor of Arts degree in Marketing with an emphasis in Market Research, while also earning an additional major in Psychology.

MARKET STUDY

S-2 Primary Market Analysis Summary

2018 EXHIBIT S-2 SCSHFDA PRIMARY MARKET AREA ANALYSIS SUMMARY:			
Development Name:	MISSION VILLAGE OF CONWAY		Total # Units: 52
Location:	Church Street (just east of El Bethel Road), Conway, South Carolina SC		# LIHTC Units: 52
PMA Boundary:	10 Census Tracts = 604.03, 701.01, 701.02, 702, 703, 704, 705, 706.01, 707.01, 707.02		
Development Type:	XX Family	Older Persons	Farthest Boundary Distance to Subject: 10 Miles

RENTAL HOUSING STOCK (found on page 50)				
Type	# Properties	Total Units	Vacant Units	Average Occupancy
All Rental Housing	20	2,377	66	97.2%
Market-Rate Housing	8	1,565	56	96.4%
Assisted/Subsidized Housing not to include LIHTC	8	412	7	98.3%
LIHTC (All that are stabilized)*	4	400	3	99.3%
Stabilized Comps**	4	400	3	99.3%
Non-stabilized Comps	0	0	0	NA

*Stabilized occupancy of at least 93% (Excludes projects still in initial lease up).

**Comps are those comparable to the subject and those that compete at nearly the same rent levels and tenant profile, such as age, family and income.

Subject Development					Adjusted Market Rent			Highest Unadjusted Comp Rent	
# Units	# Bedrooms	Baths	Size (SF)	Proposed Tenant Rent	Per Unit	Per SF	Advantage	Per Unit	Per SF
4	2 BR	1.0	1,200	\$493	\$874	\$0.86	43.6%	\$1,185	\$1.10
16	2 BR	1.0	1,200	\$597	\$874	\$0.86	31.7%	\$1,185	\$1.10
7	3 BR	2.0	1,350	\$565	\$1,039	\$0.80	45.6%	\$1,225	\$0.96
25	3 BR	2.0	1,350	\$680	\$1,039	\$0.80	34.5%	\$1,225	\$0.96
Gross Potential Rent Monthly*				\$32,479	\$50,729		35.98%		

*Market Advantage is calculated using the following formula: (Gross Adjusted Market Rent (minus) Gross Proposed Tenant Rent) (divided by) Gross Adjusted Market Rent. The calculation should be expressed as a percentage and rounded to two decimal points. The Rent Calculation Excel Worksheet must be provided with the Exhibit S-2 form.

DEMOGRAPHIC DATA (found on page 32)						
	2010		2017		2020	
Renter Households	4,493	31.0%	5,473	31.5%	5,991	31.8%
Income-Qualified Renter HHs (LIHTC)	804	17.9%	979	17.9%	1,072	17.9%
Income-Qualified Renter HHs (MR)	0	0.0%	0	0.0%	0	0.0%

TARGETED INCOME-QUALIFIED RENTER HOUSEHOLD DEMAND (found on page 44)						
Type of Demand	50%	60%	Market Rate	Other:	Other:	Overall
Renter Household Growth	25	32	--			43
Existing Households (Overburd + Substand)	125	159	--			214
Homeowner Conversion (Seniors)	--	--	--			--
Other:	--	--	--			--
Less Comparable/Competitive Supply	--	--	--			--
Net Income-Qualified Renter HHs	150	191	--	--	--	257

CAPTURE RATES (found on page 46)						
Targeted Population	50%	60%	Market Rate	Other:	Other:	Overall
Capture Rate	7.4%	21.4%	--			20.3%

ABSORPTION RATE (found on page 46)	
Absorption Period:	5 - 7 months

MARKET STUDY

S-2 Rent Calculation Worksheet

2018 S-2 RENT CALCULATION WORKSHEET							
	# Units	Bedroom Type	Proposed Tenant Paid Rent	Gross Potential Tenant Rent	Adjusted Market Rent	Gross Potential Market Rent	Tax Credit Gross Rent Advantage
40%	--	0 BR	--	--	--	--	
50%	--	0 BR	--	--	--	--	
60%	--	0 BR	--	--	--	--	
40%	--	1 BR	--	--	--	--	
50%	--	1 BR	--	--	--	--	
60%	--	1 BR	--	--	--	--	
40%	--	2 BR	--	--	--	--	
50%	4	2 BR	\$493	\$1,972	\$874	\$3,498	
60%	16	2 BR	\$597	\$9,552	\$874	\$13,991	
40%	--	3 BR	--	--	--	--	
50%	7	3 BR	\$565	\$3,955	\$1,039	\$7,271	
60%	25	3 BR	\$680	\$17,000	\$1,039	\$25,969	
40%	--	4 BR	--	--	--	--	
50%	--	4 BR	--	--	--	--	
60%	--	4 BR	--	--	--	--	
	Totals	52		\$32,479		\$50,729	35.98%