



COMMUNITY PROFILE



HISTORY

Founded and settled by English colonists in 1670, Charleston grew from a colonial seaport to a wealthy city by the mid-eighteenth century. Through the mid-nineteenth century, Charleston's economy prospered from the cultivation of rice, cotton, indigo and its port activities.

In April of 1861, Confederate soldiers fired on Union-occupied Fort Sumter in Charleston Harbor, thus signaling the beginning of the War Between the States.

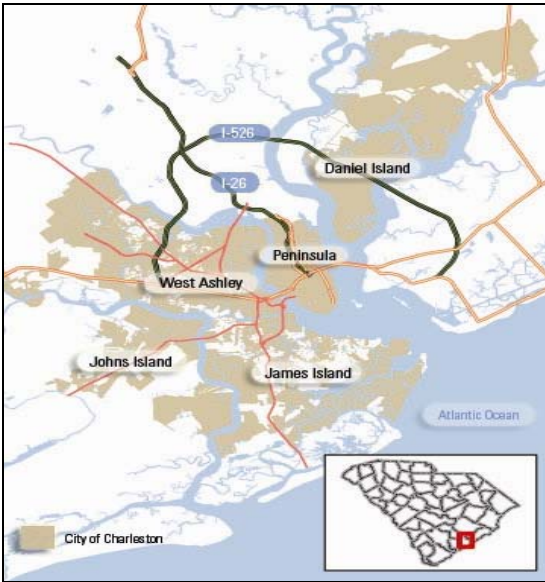
Charleston was slow to recover from the devastation of the war. However, its pace of recovery became the foundation of the City's greatest asset – its vast inventory of historically significant architecture. Short on capital after the war, Charleston was

forced to repair its existing damaged buildings instead of replacing them.

After the war, the City gradually lessened its dependence on agriculture and rebuilt its economy through trade and industry. Construction of the Navy Yard in 1904, just north of the City's boundaries, pushed Charleston vigorously into the twentieth century. During the first few decades of the 1900's, industrial and port activities increased dramatically. Later, major sources of capital came from the Charleston Naval Base, the area medical industry and the tourism industry. In 1980, an estimated 2.1 million tourists visited Charleston. Today approximately 4.6 million visitors visit our city annually spending an estimated \$5.1 billion.



GEOGRAPHY



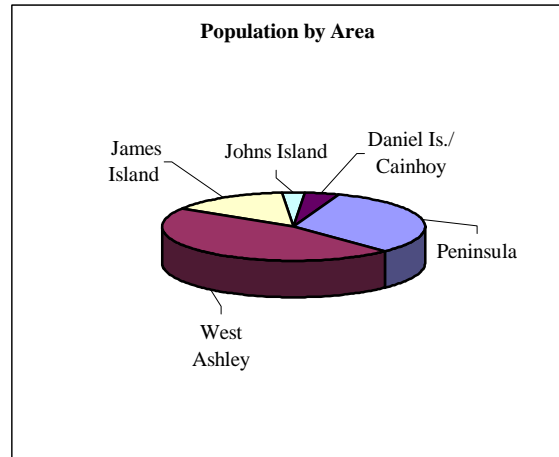
The City of Charleston is located on the southeastern coast of South Carolina and is the major coastal city and principal seaport of the state. The City was located exclusively on the peninsula formed by the juncture of the Ashley and Cooper Rivers for the majority of its first 200 years and did not extend its corporate limits from 1849 through 1960. Currently, the City occupies 104.31 square miles spread over Charleston and Berkeley Counties and has 8.0 square miles of vital, bustling downtown, which is home to the City’s central business district. The Peninsula and areas west of the Peninsula are in Charleston County while Daniel Island and the Cainhoy Peninsula are in Berkeley County.

Over half of the City’s population lives in the West Ashley and James Island areas that lie across the Ashley River, just west of the Peninsula. West Ashley and James Island are a mixture of old and new; newer subdivisions and commercial centers settle in with older neighborhoods with brick homes and graceful oak trees. Johns Island, which is southwest of James Island, is more rural in character and combines an intricate network of waterways with fertile farmland, residential property and limited commercial development. Daniel Island and the

Cainhoy Peninsula, formed by the juncture of the Cooper and Wando Rivers, which lie east and north of the Peninsula, are among the most recently annexed areas of the City. Daniel Island, an undeveloped, uninhabited island when annexed is beginning to reflect the thoughtfully planned, environmentally sensitive community mapped out in the Daniel Island Master Plan. It is presently home to 4,671 of the City’s residents.

POPULATION

Charleston is the second largest city in South Carolina with an estimated 2005 population of 110,423 persons. As a result of both growth within the City and annexations, there has been a 50% increase in the population since 1980.



City Population Growth Since 1980

Table with 2 columns: Year, Population. Rows: 2005 (110,423), 2000 (96,650), 1990 (80,414), 1980 (73,757).

In the Charleston Metro Statistical Area, which encompasses Berkeley, Charleston and Dorchester Counties, the current population is estimated at 571,631 persons. More than ninety-five percent of the



region’s growth during the past ten years occurred in the Metro Charleston Area. The projected population for the year 2015 is 625,080 persons in the tri-county area.

A LIVABLE CITY

While offering gracious accommodations to visitors, Charleston remains an undeniably livable city for those who fortunately call it home. Charleston is a city of unhurried grace and is blessed with a wealth of historic structures. The City’s successful intermingling of businesses, homes and gardens has made it a beloved and walk-able urban landscape. Marjabelle Young Stewart, famed etiquette writer, recently named Charleston the nation’s most “friendly” city for the eleventh consecutive year.

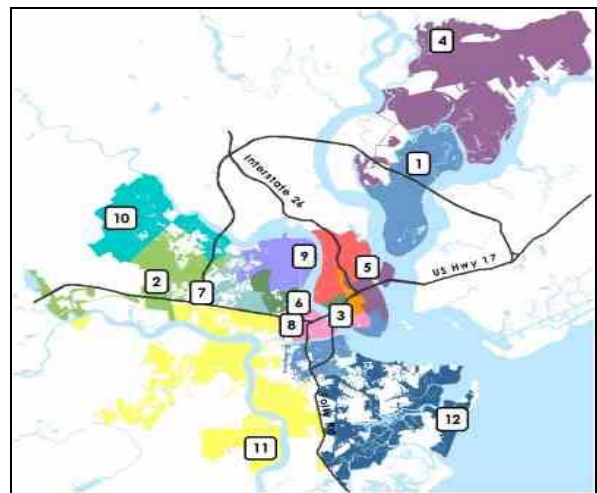
Charleston owes much of its success to Joseph P. Riley, Jr., its eight-term mayor. Mayor Riley was named *City and County Magazine’s* 1991 Municipal Leader of the Year and one of *Governing Magazine’s* top ten public officials in the United States for 2003. Mayor Riley continuously rallies the citizens of Charleston around a shared vision of a prosperous, beautiful community. He promotes an aggressive vision of sustainability along with innovative economic development strategies, which combine to position Charleston and the surrounding metro area as a leader in South Carolina’s promising future.

CITY GOVERNMENT

Charleston is governed by a full-time mayor and a city council that is composed of twelve members who are elected for staggered four-year terms from single-member districts. The Mayor is the presiding officer of City Council. He has no veto power but casts a vote similar to those cast by each member of Council. Regular meetings, open to the public, are held twice each month during the year except for the

months of June, July and August, when only one meeting per month is held. The Mayor is the Chief Executive Officer of the City, which has no City Manager.

The City is divided into 12 Districts with one Councilmember elected from each district. Every 10 years when new U.S. Census information is released, the City goes through the redistricting process to balance the population among its 12 City Council Districts. The following map shows the current districts and the Councilmembers who represent the citizens in those districts.



Dist.	Councilmember	Dist.	Councilmember
1	Fishburne	7	Waring
2	Morinelli	8	Evans
3	Lewis	9	Tinkler
4	Campbell	10	Shirley
5	Gallant	11	Bleecker
6	Gilliard	12	George

ECONOMY

Charleston is the largest business and financial center in southeastern South Carolina. The economy of the tri-county area has expanded steadily since the 1980’s. *Forbes* magazine recently ranked the region as the 22nd best place in the country for business. *Forbes*, which weighs factors such as crime, housing affordability, education levels and culture, also said



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Charleston was the top place among the three major metropolitan areas within South Carolina for companies. Knight Kiplinger stated “Reasonable business costs, a thriving local economy, beautiful surroundings and an incredible quality of life put Charleston top on the list for today’s cutting-edge companies.” Manufacturing, the medical industry, the State Ports Authority and tourism are the major engines behind continued economic growth.

Since January 1995, the region has recorded more than \$5 billion in new capital investment and announced the creation of 48,000 new jobs, the direct result of attracting new business and industry to the region and encouraging existing business to expand. In 2004, 97 new businesses and 69 expanding businesses brought 6,160 new jobs to the region with a total investment of \$1,238,415,500.

Manufacturing

The Charleston Regional Development Alliance, which was created to deal with the potential economic downturn created by the Navy’s closing of its Charleston base and shipyard beginning in 1993, has been responsible for recruiting a diverse mix of companies to the Charleston area. These companies, which include Nucor Steel, Mikasa, and Blackbaud, Inc. have infused the area with many jobs and have helped to more than offset the economic impact of the Navy Base closure.

Tourism

Home of Revolutionary War battles, the beginning of the War Between the States, the first American theater, surrounding beaches, beautiful waterways and many other attractions, Charleston offers a first class tourist destination. The tourism industry is an important and vital aspect of Charleston’s economy, with approximately 4.6 million visitors annually. Visitors to the

area spend an average of \$238 per person per day on accommodations, food and beverages, sightseeing and shopping. The total economic impact of the tourism industry to the region is estimated at over \$5.1 billion annually and results in an estimated 93,702 direct and indirect jobs.



The tourism industry is centered on Charleston’s historic district, which is among the largest in the nation, with its 18th and 19th century architecture among the best preserved anywhere.

Over the last several years an increasing number of cruise ships have added Charleston to their itinerary as a port-of-call. For the first time in 2004, Charleston became a regular point of departure for a major cruise line. From November 2004 until April 2005 Norwegian’s Majesty will call Charleston its port of departure. Normally departing from Boston, the Majesty has made a commitment to depart from Charleston from November until April for the next several years. Based on port facilities and the desire to maintain a livability balance for its downtown residents, the City will not host more than one cruise ship at a time.

Medical Industry

The medical industry accounts for approximately 32,000 jobs in the regional economy. Of the 10 major hospitals and



medical facilities in our region, the primary medical complex occupies an eight-block area in downtown Charleston. This area includes the Medical University of South Carolina (MUSC), Roper Hospital, Charleston Memorial Hospital and the Veteran's Administration Medical Center. Hospitals outside of the downtown area include Bon-Secours St. Francis Xavier Hospital, Trident Hospital and East Cooper Hospital.

The Medical University of South Carolina (MUSC) employs approximately 8,200 people and has a \$1 billion annual impact on the regional economy. MUSC is the State's primary teaching hospital and has gained worldwide exposure for its centers of excellence in cardiovascular care, cancer/oncology, the neurosciences, biotechnology, pediatrics, organ transplantation and psychiatry. In 2003, U.S. News named MUSC as one of the top 100 hospitals in the U.S. and cited superlatives in the areas of digestive disorders and psychiatric disorders. MUSC has recently began design and early construction on its new \$295 million hospital complex downtown.

CareAlliance Health Services, which includes the Roper Hospital System and Bon-Secours St. Francis Xavier Hospital, employs an estimated 4,000 people. The remaining hospitals, various nursing homes, hospice care agencies and convalescent centers employ approximately 19,800 additional people.

State Ports Authority

The Port of Charleston ranks first among container cargo ports on the Southeast and Gulf coasts, second on the entire East Coast only to the Ports Authority of New York and New Jersey, and fourth in the United States. The Port of Charleston continues to be a cornerstone of the area's future economic growth. Annually the Port of Charleston, along with facilities in Georgetown and Port

Royal, serves approximately 2,500 ships and barges at its terminals. The Port of Charleston handled 1.86 million TEU's or 20-foot equivalent units in 2004, up 10% from 2003.

One of the few ports in the country to receive the Presidential "E" and "E-Star" awards for excellence in exporting, the Port of Charleston serves shippers in two dozen states. South Carolina firms generate 45% of the tonnage and one-third of the containers that pass through the Port. The Port serves over 150 nations with the top markets being North Europe and Asia, which combine for 67% of the total volume.

The \$150 million Charleston harbor deepening project completed in May 2004 took the inner harbor channels to below 45 feet at low tide. This along with the new bridge will allow for easy access of the new "super tankers" of the future.

The SPA's activities directly and indirectly provide jobs paying \$9.4 billion in wages to 281,660 South Carolinians. Trade through the Ports boosts South Carolina's economy by \$23 billion and generates \$2.5 billion in state and local taxes.

HOUSING

For years, Charleston has made national headlines for its innovative approaches to providing affordable housing. In addition to award winning designs, achievements include the incredible rebirth of the central city and a strong revitalization movement northward up the Peninsula. Through its Department of Housing and Community Development, the City provides a range of programs that employ a multi-faceted approach for neighborhood revitalization. The Department is responsible for creating, facilitating, and implementing activities and programs, which stimulate community and economic development. The task of providing affordable housing in Charleston



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is truly a community effort. A variety of groups like Habitat for Humanity, Charleston Affordable Housing, the Humanities Foundation, Charleston Crisis Ministries and local churches offer assistance in the quest to provide all people with attractive and affordable housing and to prevent homelessness.

PUBLIC SAFETY

Charleston's Police Department is nationally known for its innovative law enforcement practices. The department emphasizes crime prevention and police visibility. The police force is composed of 368 police officers. These officers are split into nine teams, five of which serve specific geographic areas.

Efficient and well trained, the Charleston Fire Department has a Class 1 Insurance Service Office (ISO) rating and is one of only forty-five Fire Departments out of over 45,000 fire districts so rated in the U.S. The Charleston Fire Department consists of 240 firefighters who are distributed among 19 companies.

TRANSPORTATION

Charleston International Airport provides commercial air service to the entire tri-county region. Amtrak provides daily rail service. Two interstate highways (I-26 and I-526), four major U.S. highways and seven major state highways serve the area. Interstate 526, also known as the Mark Clark Expressway, is a beltway that loops through the entire region. State funding of nearly \$550 million was recently achieved to replace the Cooper River Bridges with a larger and higher spanned bridge. Construction is near completion, with a grand opening celebration scheduled for June of 2005. The new bridge will provide an expanded artery between the City of

Charleston and the rapidly growing area east of the Cooper River, and will also enhance the Port's ability to accommodate the super-container ships of the 21st Century.



Photo by Frank Starmer,
<http://monitor.admin.musc.edu/~cfs/bridge>

EDUCATION

Public schools in the City of Charleston are operated by county school boards. Charleston and Berkeley Counties collectively operate 120 public schools and enroll 68,300 students countywide. A nationally recognized Business Education Partnership Program links public schools with business leaders who help shape the schools' career education programs. A host of private and parochial schools offer additional education choices. The average Pupil/Teacher Ratio of all schools in Berkeley and Charleston Counties is 21 to 1.

The Charleston area is also known as a site of higher education. Currently, there are several colleges and universities in the area that offer diverse educational opportunities. These include:

- The Citadel, a state-supported military college, with an enrollment of 3,695 cadets. Evening classes at both the undergraduate and graduate level are also available to non-cadets.



- Johnson and Wales University, an internationally recognized culinary arts university with an enrollment of 1,300 students.
- Medical University of South Carolina (MUSC) offers Certificates, Associates, Bachelors, Masters and Doctorate degrees to its 2,298 students.
- Trident Technical College, which offers two-year technical and Associate degree programs and has an enrollment of over 11,791 students.
- Charleston School of Law which opened in August 2004 has 206 Students enrolled.
- The College of Charleston, a state-supported liberal arts college and university with an enrollment of 11,536 students.

Average Daily Minimum	55.7° F
Average Annual Rainfall	51.5"
Average Relative Humidity (7 a.m.)	76 %

CULTURE

Throughout its history, Charleston has stood as a cultural capital of the South. The performing arts are well represented here by a symphony orchestra, community theater groups and ballet companies. The Gibbes Museum of Art and numerous art galleries, along with the abundant examples of architectural excellence and craftsmanship, expose residents and tourists to the visual arts. The Charleston Museum, the oldest museum in North America, offers a captivating collection of artifacts depicting Lowcountry life from the time of the first settlers through the twentieth century.



The Cistern at the College of Charleston



CLIMATE

Charleston has a semi-tropical climate. In January the average temperature is 47.8 degrees Fahrenheit; in July the average temperature is 81.5 degrees Fahrenheit. The first frost usually occurs in December and the last frost usually occurs in February.

Average Annual Temperature	65.6° F
Average Daily Maximum	75.5° F

Each spring, Charleston hosts Spoleto Festival U.S.A., the most comprehensive arts festival in the country. For seventeen days, the world's finest dancers, musicians and actors take to the stage in a spirited homage to the arts. Simultaneously with Spoleto, the City's Office of Cultural Affairs offers a highly evolved and sophisticated festival, Piccolo Spoleto, which showcases the best of regional talent. Informal, affordable and often a little zany and off-beat, the typical Piccolo program includes



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sidewalk art shows, jazz, classical music, film, crafts, theater, dance and much more, including a long list of daily arts activities for children.

Other cultural events that attract visitors are the annual MOJA African-American and Caribbean Arts Festival, the Southeastern Wildlife Exposition, and semi-annual house and garden tours.

Events that attract locals as well as visitors include the Harvest Festival at the Charleston Farmer's Market, the Christmas Parade of Boats in Charleston Harbor, the Holiday Magic in Historic Charleston Celebration in Marion Square and the Charleston First Night Family Celebration, which is held downtown each New Year's Eve.

PARKS AND RECREATION

The City's numerous parks and recreation programs offer citizens many recreational outlets from passive park spaces for picnicking to organized league sports.

The City's Waterfront Park, deemed "this generation's gift to the future" by Mayor Riley, is a popular destination for residents and visitors alike.



This park is an eight-acre linear park and pier along the Charleston Harbor entry. The park masterfully combines spectacular fountains, spacious lawns, intimate garden "rooms", walking and jogging paths and a long pier with picnic tables and wooden swings. Additional waters-edge projects

like the Charleston Maritime Center, the South Carolina Aquarium and the Ashley River Walkway afford near total public access to the City's peninsula waterfront. The Charleston Maritime Center has a special events pier and public access to the Cooper River. The South Carolina Aquarium, located on the Cooper River, opened in 2000 and showcases exhibits of South Carolina's waterways from the mountains to the sea and includes thousands of animals and plants. The Ashley River Walkway is a combination of bikeway and promenade that will ultimately link the City's baseball stadium on the Ashley River with the South Carolina Aquarium on the Cooper River.

SPORTS

In past years Charleston was named one of the Top 25 "Best Sports Cities" by *Sporting News*. Charleston was the only city chosen that did not have a major league professional franchise. One of the City's sports offerings is the Charleston *Riverdogs* minor league baseball team, which plays at the Joseph P. Riley, Jr. Ball Park. "The Joe", as the locals call it, was named one of the Top 20 Minor League baseball parks in America by a leading baseball magazine and offers fans an amazing view of the Ashley River behind the outfield fences.

The Charleston *Battery*, the City's professional minor league soccer team, offers another exciting element to the life of Charlestonians and visitors. The team plays in its four million-dollar state of the art soccer facility located directly off the Mark Clark Expressway on Daniel Island. In 2003, the Battery won the A-League national Championship with a 3-0 victory over Portland in front of a sold out crowd.

The Cooper River Bridge Run draws over 30,000 participants and many more spectators, and *Runners World* magazine has ranked it one of the Top Ten 10-K races in



the United States.

In April, 2001, the *Family Circle* Cup, a Sony Ericsson Women’s Tennis Association (WTA) Tier I event, sponsored by *Family Circle Magazine*, was permanently moved to Charleston after twenty-eight years in Hilton Head, SC. The City, in partnership with the *Family Circle’s* parent company, Gruner + Jahr Publishing, Berkeley and Charleston Counties, Daniel Island Properties and the State of South Carolina, constructed a new 32-acre state-of-the-art tennis and recreational park on Daniel Island. Construction of the Daniel Island Tennis Center was completed in March 2001. The park features a permanent 3,700-seat tennis stadium and a racquet club with 17 tennis courts.

In September 2004, this city-owned tennis facility served as host for the first Davis Cup Tennis matches ever played in the State of South Carolina. The Davis Cup semi-final matches between the United States and Belarus were played before sell-out crowds. The United States team was victorious in the competition.



The *Family Circle* Cup is the longest running (32 years) professional women’s tennis tournament in the United States. The tournament produces more than \$28 million annually in economic impact and offers prize money in excess of \$1 million.



The American Sail Training Association named Charleston “Port City of the Year” for 2000. In June 2000, Charleston served as a “Cruise Port” for Tall Ships 2000® and welcomed 25 tall ships representing 11 countries to her harbor. The Tall Ships again visited Charleston in June 2004 and were visited by crowds estimated at 40,000 during a three-day period.



COST OF LIVING – CHARLESTON METRO AREA

COST OF LIVING COMPARISONS

The American Chamber of Commerce Researcher’s Association’s (ACCRA) Cost of Living Index is a quarterly survey that compares the relative cost of living of mid-management households among U.S. metropolitan areas and cities. The survey is based on 59 specific items, for which prices are collected quarterly by participating communities. Taxes are not included.

The average for all participating areas equals 100, and each participant’s index reads as a percentage of the average for all places. For example, in the second quarter of 2004, the Charleston area’s relative cost of living was 98.2 or 1.8 percent below the average cost of living of all participating areas.

<u>Selected Metro Area</u>	<u>All Items Index</u>
Atlanta, GA	97.4
Birmingham, AL	98.5
Boston, MA	137.1
Charleston Area	98.5
Charlotte, NC	93.1
Columbia, SC	97.3
Jacksonville, FL	90.7
Knoxville, TN	88.0
Raleigh, NC	98.0
Richmond, VA	99.9
Washington, DC	138.9

The composite index is based on six components. The component index figures for the Charleston area are as follows:

<u>Components</u>	<u>Index</u>
Grocery Items	95.6
Housing	93.5
Utilities	100.3
Transportation	102.5
Health Care	102.9
Miscellaneous Goods and Services	101.8
All Items	98.5

APARTMENT RENTAL

The average monthly rental cost for a two bedroom, two bathroom, unfurnished apartment excluding all utilities except water is \$746.

HOUSING COSTS

The estimated purchase price for a newly built home with 2,400 square feet of living area in the Charleston area is \$238,233. This typical home has three bedrooms and two full baths.

The following is the estimated purchase price for a comparable home in selected metropolitan areas:

<u>Selected Metro Area</u>	<u>Avg. Home Price</u>
Atlanta, GA	\$ 236,101
Birmingham, AL	\$210,843
Boston, MA	\$ 463,422
Charleston Area	\$ 238,983
Charlotte, NC	\$ 217,595
Columbia, SC	\$ 249,800
Jacksonville, FL	\$ 206,722
Knoxville, TN	\$ 192,420
Raleigh, NC	\$ 235,878
Richmond, VA	\$ 228,135
Washington, DC	\$ 498,492

Source: ACCRA Cost of Living Index
Prepared By: Center For Business Research,
Charleston Metro Chamber of Commerce



**CITY OF CHARLESTON
MISCELLANEOUS STATISTICS**

Date of incorporation	1783
Form of government	Mayor – Council
Area	104.31 sq. miles (A)
Miles of street	871.02 (A)
Number of street lights	9,302 (B)
Average Daily Temperature	65.6 (C)
Building permits issued in 2004	1,138
Number of parks	115
Number of City employees	1,613
(Includes Full-time, Part-time, Temp. and Seasonal employees, as of Jan. 1, 2005)	

Demographics

Population	110,423 (A)
Median Household Income	\$49,200 (A)
Median age	33.2 (C)
School enrollment	21,485 (D & E)
Unemployment	4.4% (C)

Public Safety

Number of fire companies	19
Number of firefighters	240
Number of police facilities	35
Number of officers	368

Sources: A = Department of Planning & Neighborhoods
 B = Department of Parks
 C = Chamber of Commerce
 D = Charleston County School Board
 E = Berkeley County School Board

TOP TEN TAXPAYERS

(Data reflects FY 2003 taxes)

South Carolina Electric and Gas	\$1,082,824	Charleston Joint Venture (Citadel Mall)	\$187,699
BellSouth Telecomm	\$540,541	Evening Post Publishing Co.	\$179,358
Charleston Center Hotel, LLC	\$445,739	JRC SC Properties Invest, LP	\$161,738
Albright Wilson, Inc.	\$256,248	Duck Pond, LLC	\$160,692**
American Commercial	\$189,447*	Nirenblatt Associates	\$139,471

Data Provided by Charleston County and Berkeley County Treasurer’s Office.

* Includes Fee in Lieu of Taxes in the amount of \$182,065
 ** Includes Fee in Lieu of Taxes in the amount of \$160,692

