



# RICHLAND COUNTY | THE PLACE TO LIVE IN SOUTH CAROLINA





A photograph of a modern office interior, heavily tinted with a blue color. The office features glass-walled cubicles, wooden desks, and ergonomic office chairs. A long wooden cabinet with a plant on top is visible on the left. The floor is polished and reflects the overhead lights. The overall atmosphere is clean, professional, and contemporary.

*Richland County has the  
youngest workforce in South Carolina.*



# A THRIVING, YOUNG COMMUNITY WITH AN ENTREPRENEURIAL SPIRIT



Evolving into an entrepreneurial hub, Richland County is home to South Carolina's capital city of Columbia, the University of South Carolina's main campus and Fort Jackson, which is the Army's largest and most active initial training base.

In the midst of a renaissance, the city's downtown area is enjoying the recent revitalization of Main Street along with the new BullStreet District, featuring state-of-the-art office space and is where the Columbia Fireflies play baseball in Segra Park. In fact, according to CBRE's 2020 Tech Talent Report, Columbia, SC, ranks 9th in the US for "The Next 25 Markets."

Featuring 17 industrial sites within 757 square miles, Richland County offers a thriving, talent-oriented, young community with the economic opportunity and quality of life to attract and retain talent for years to come.

## DEMOGRAPHICS

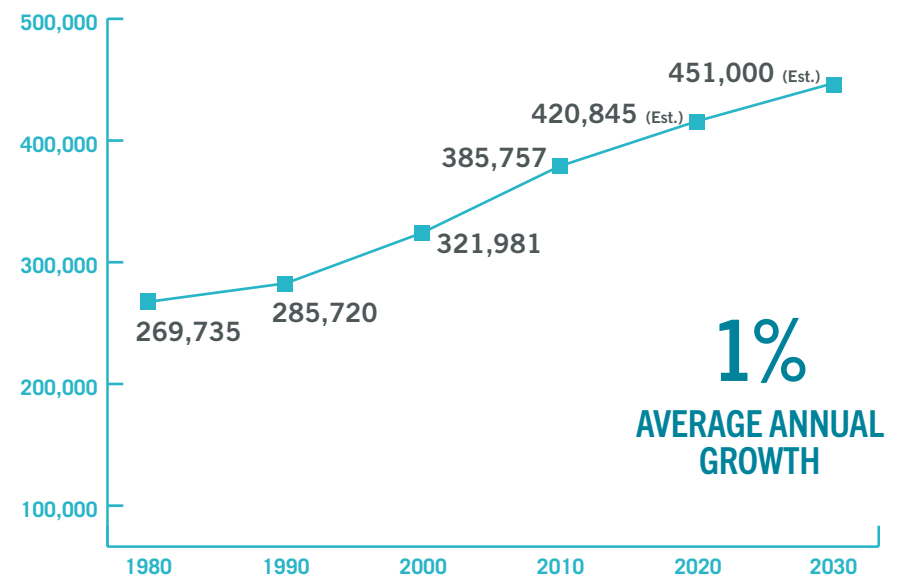


### RICHLAND COUNTY POPULATION GROWTH

Richland County is part of the Columbia Metropolitan Statistical Area (MSA), which consists of the following six counties: Richland, Lexington, Kershaw, Fairfield, Saluda and Calhoun.

As of 2017 Census Bureau Estimates, the Columbia MSA is the second-largest metropolitan statistical area in South Carolina, with a total population of 825,033. Estimates predict that the population of the Columbia MSA will surpass 900,000 within the next 10 years.

To prepare for what's ahead in terms of this predicted growth, county and state leadership are in the midst of developing plans to update and build new infrastructure, education systems, housing and healthcare facilities.







Richland County employers source workers from well beyond the county border. Supported by independent third-party research for the purpose of industry and workforce analysis, the map above defines Richland County’s labor shed based on commuting data. The tables below detail the county’s demographics in the context of this larger region and the USA.

### DEMOGRAPHICS

Population	Richland County	Labor Shed	United States
Total Population	424,116	2,501,459	333,793,107
2025 Total Population	446,557	2,700,054	346,021,282
2020-2025 Growth Rate	+5%	+8%	+4%
Age	Richland County	Labor Shed	United States
Less than 15	17%	19%	18%
Age 15 - 34	33%	28%	27%
Age 35 - 49	19%	20%	19%
Age 50 - 64	17%	19%	19%
Age 65+	13%	14%	17%
Age 18+	79%	77%	78%
Median Age	34.6	37.0	38.5
2025 Median Age	35.1	37.4	39.3

Income	Richland County	Labor Shed	United States
Median Household Income	\$53,100	\$59,164	\$62,203
2025 Median Household Income	\$56,193	\$63,911	\$67,325
Per Capita Income	\$28,602	\$33,688	\$34,136
2025 Per Capita Income	\$31,720	\$37,417	\$37,691

Source: Esri Community Analyst, 2020 estimates unless noted otherwise



# ECONOMY



## ECONOMY

Being home to the city of Columbia, Richland County employs nearly 20,000 in the finance and insurance industry through companies such as Blue Cross Blue Shield of South Carolina, Colonial Life & Accident Insurance and Aflac as well as Wells Fargo and Palmetto GBA.

Also boosting the local economy is the University of South Carolina, which draws thousands of students and sports fan alike to the area each year. Plus, the University's presence has led to an influx of new student housing, restaurants, shopping areas and entertainment centers. In addition, Fort Jackson brings 100,000 soldiers and their family members to the local area each year.

## RICHLAND COUNTY TOP EMPLOYERS\*

Company	Industry	Jobs
Prisma Health	HEALTH CARE - Health care and hospital network	15,000
Blue Cross Blue Shield of SC	FINANCIAL SERVICES - Headquarters, Health insurance operations	10,050
University of South Carolina	HIGHER EDUCATION - University	6,400
AT&T South Carolina	BACK OFFICE OPERATIONS - Customer service center, Telecommunications	2,100
Providence Health	HEALTH CARE - Hospital, Full service	1,630
Verizon Wireless	BACK OFFICE OPERATIONS - Customer service center, Telecommunications	1,230
Westinghouse Electric Co., LLC	MANUFACTURING - Electric power generation equipment	1,180
Midlands Technical College	HIGHER EDUCATION - Technical College	1,110
Colonial Life & Accident Insurance	FINANCIAL SERVICES - Headquarters, Insurance carrier	1,010
Trane	MANUFACTURING - HVAC equipment	990
Teleperformance USA	BACK OFFICE OPERATIONS - Customer service center	850
Wells Fargo Bank Customer Connection	FINANCIAL SERVICES - Customer service center, Financial services	800
Schneider Electric	MANUFACTURING - Electrical equipment components	800
International Paper Company	MANUFACTURING - Paper mill	680
Aflac	FINANCIAL SERVICES - Life and health insurance carrier	570

Source: Richland County Economic Development  
 \*Note — Not included: Government and K-12 education



## TOP EMPLOYERS\*

**PRISMA**  
HEALTH  
**15,000**

 **BlueCross  
BlueShield**  
**10,050**

 **UNIVERSITY OF  
SOUTH CAROLINA**  
**6,400**

 **AT&T**  
**2,100**

 **Providence**  
HEALTH  
**1,630**

Source: Richland County Economic Development; \*Note - Not included: Government and K-12 education

## RICHLAND COUNTY RECENT PROJECT ANNOUNCEMENTS

Company	Industry	Year	Type	Pledged CapEx	Pledged Jobs
Call 4 Health	BACK OFFICE OPERATIONS - Customer service center, Health care	2020	ATTRACTION	—	291
Xplor Boatworks, LLC	MANUFACTURING - Specialty recreational boats	2020	ATTRACTION	\$3,400,000	63
Kemira	ADVANCED MATERIALS - Paper industry specialty chemicals manufacturing	2019	EXPANSION	\$20,000,000	—
Eastover Solar, LLC	UTILITIES - Electric power generation	2019	ATTRACTION	\$80,000,000	—
Miwon Specialty Chemical Co. USA	ADVANCED MATERIALS - UV/EB curing system raw material manufacturing	2019	ATTRACTION	\$19,500,000	25
Owens Corning, LLC	ADVANCED MATERIALS - Coated non-woven materials and composites manufacturing	2018	EXPANSION	\$13,600,000	16
Capgemini	CORPORATE OPERATIONS - Delivery and training center, IT consulting	2018	ATTRACTION	—	200
Carolina's Rigging & Crane	MANUFACTURING - Wire rope, rigging, and safety solution products	2018	EXPANSION	\$1,600,000	17
The Ritedose Corporation	MANUFACTURING - Inhalation and liquid pharmaceuticals	2017	EXPANSION	\$10,000,000	—
Woodfield Systems USA, Inc.	MANUFACTURING - Bulk liquid and gas handling equipment	2017	ATTRACTION	\$1,500,000	50
				<b>\$149,600,000</b>	<b>662</b>

Source: South Carolina Department of Commerce



## RICHLAND COUNTY TOP MANUFACTURING LOCATION QUOTIENTS\* (LQ) (Q1 2020)

Location quotients (LQs) measure the concentration of an industry in a region, compared to a benchmark area (ex. - the United States), as a way to identify unique and/or specialized components of a local economy. LQ values between 0.9 and 1.2 imply comparable rates, while LQ values greater than 1.2 signal a much higher local concentration (i.e. - a unique local cluster), likely attributable to a thriving industry, unique asset, or similar feature. (Ex. LQ = 2.02, employment is 102% more concentrated than the US average.)

NAICS Code	NAICS Subsector	JOBS	LQ
322	Paper Manufacturing	1,101	2.02
325	Chemical Manufacturing	1,669	1.31
339	Miscellaneous Manufacturing	957	1.04
323	Printing and Related Support Activities	611	0.99
333	Machinery Manufacturing	1,594	0.95

Source: Chmura Economics; JobsEQ

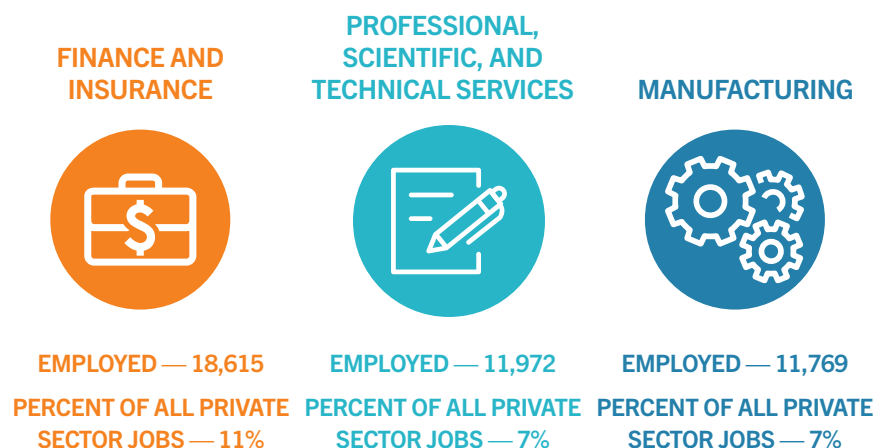
\*Note — Data listed by place of business; Private-sector employment



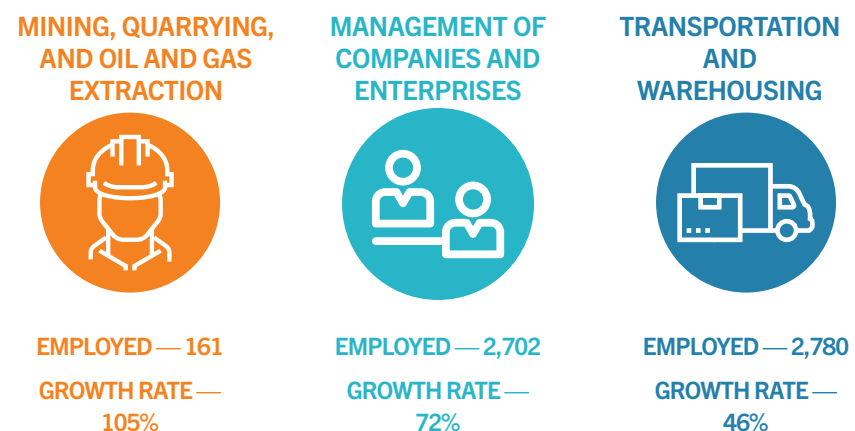
## RICHLAND COUNTY EMPLOYMENT BY INDUSTRY SECTOR (Q1 2020)\*

NAICS Code	NAICS Sector	Employed	Five-year Growth Rate	US Growth Rate	Annual Wage	Difference from US
11	Agriculture, Forestry, Fishing and Hunting	711	-2%	+0.3%	\$38,974	+5%
21	Mining, Quarrying, and Oil and Gas Extraction	161	+105%	-21%	\$106,608	+0%
22	Utilities	609	+30%	-0.5%	\$93,239	-17%
23	Construction	7,295	+26%	+22%	\$58,507	-10%
31 - 33	Manufacturing	11,769	+20%	+4%	\$64,377	-7%
48 - 49	Transportation and Warehousing	2,780	+46%	+23%	\$42,077	-23%
51	Information	2,642	-21%	+5%	\$62,077	-48%
52	Finance and Insurance	18,615	-2%	+7%	\$71,302	-34%
53	Real Estate and Rental and Leasing	3,749	+10%	+12%	\$48,566	-20%
54	Professional, Scientific, and Technical Services	11,972	+12%	+13%	\$75,617	-25%
55	Management of Companies and Enterprises	2,702	+72%	+12%	\$65,197	-47%
81	Other Services (except Public Administration)	7,072	+8%	+6%	\$34,766	-13%

### RICHLAND COUNTY LARGEST INDUSTRIES BY EMPLOYMENT\* (Q1 2020)



### RICHLAND COUNTY FASTEST GROWING INDUSTRY SECTORS\* (Q1 2020)



\*Note — Data listed by place of business; Private-sector only for employment, All Covered employment for wages. Fastest growing industries Q1 2020 minimum jobs, 50. NAICS sectors not included: Wholesale/retail trade (42 - 45); Admin, support, and waste management (56); Education (61); Healthcare (62); Arts (71); Accommodation & Food (72); and Public Administration (82)

# WORKFORCE

Richland County is part of the Southern Labor Shed, which has a civilian labor force of 1.25 million. The County's labor shed draws from Richland as well as Fairfield, Kershaw, Lexington, Calhoun, Orangeburg, and Newberry Counties in South Carolina and extends to Mecklenburg County in North Carolina.

Richland County's workforce has a diverse skillset, as the top occupations range from office and management jobs, to healthcare careers as well as manufacturing jobs. With the recent growth of finance, insurance and telecommunication jobs in the area, the workforce has also seen a massive growth of information technology (IT) technicians and developers.

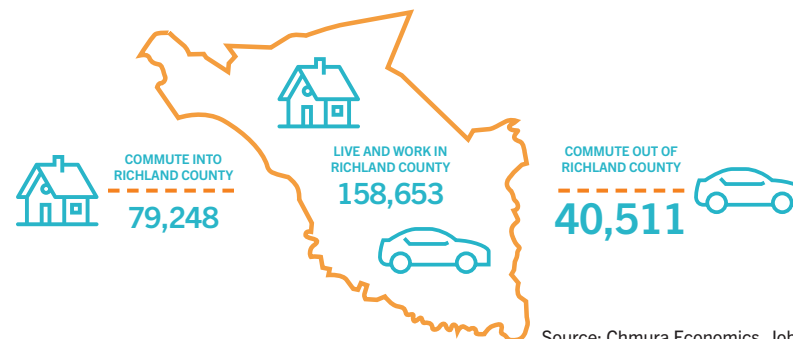
A key metric that sets Richland County apart is the age and education of the workforce, as the county has the youngest workforce in South Carolina as well as one of the most educated in the country when accessing various metrics for educational attainment.

## LABOR FORCE STATISTICS

Segment	Richland County	Labor Shed
Civilian Population 16+	202,793	1,271,051
Employed	197,020	1,226,648
Unemployment Rate	2.8%	3.5%

Source: Bureau of Labor Statistics, LAUS; March 2020, Not seasonally adjusted

## RICHLAND COUNTY COMMUTING PATTERNS (Q1 2020)



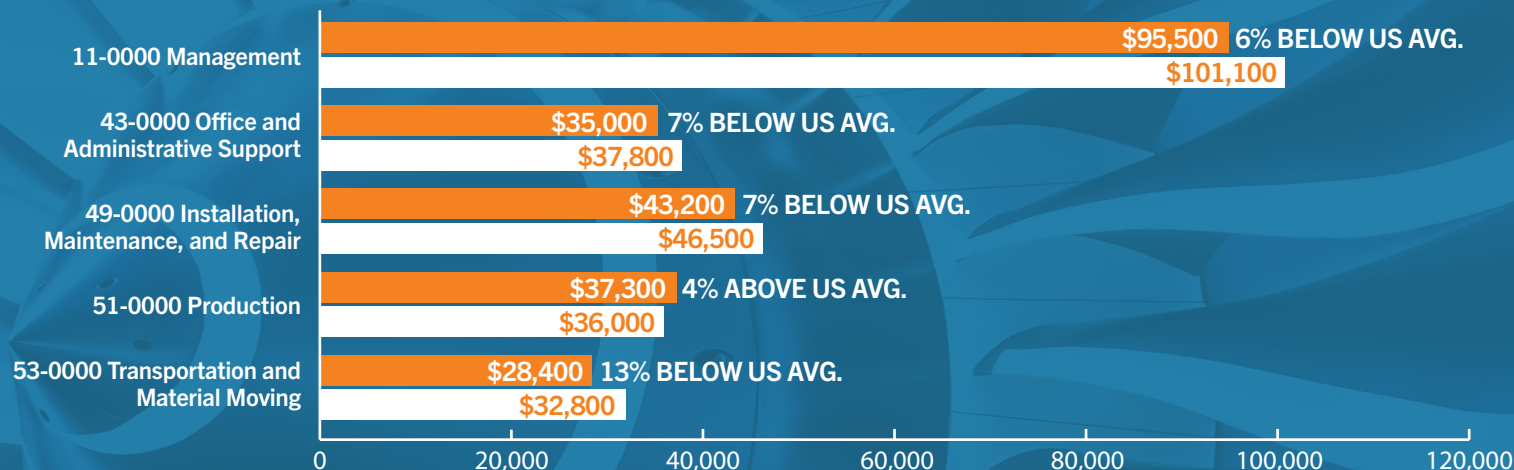
Source: Chmura Economics, JobsEQ



# RICHLAND COUNTY WAGES BY OCCUPATION GROUP\*

Richland County wages are below the national average, helping employers stay competitive with lower labor costs. Coupled with the region's low cost-of-living, workers still achieve an excellent quality of life.

■ RICHLAND COUNTY ANNUAL WAGE (2019 MEDIAN) ■ US ANNUAL WAGE (2019 MEDIAN)



\*Note — Data listed by place of business by 2-digit SOC Code. Wages reflect private & public sector operations

## RICHLAND COUNTY JOB GROWTH BY OCCUPATION GROUP (2015 - 2020)\*

SOC Code	Occupation Major Group	Job Growth	Growth Rate	US Growth Rate
11-0000	Management	+1,285	+18%	+19%
43-0000	Office and Administrative Support	+1,186	+4%	+0.2%
49-0000	Installation, Maintenance, and Repair	+453	+7%	+9%
51-0000	Production	+765	+9%	+2%
53-0000	Transportation and Material Moving	+777	+7%	+11%

\*Note — Data listed by place of business; Employment data represents private sector operations only

## RICHLAND COUNTY TOP OCCUPATIONS (Q1 2020)\*

SOC Code	Detailed Occupation	Employed	Richland County Annual Wage (2019 Median)	Difference from US
43-4051	Customer Service Representatives	7,833	\$33,200	-4%
29-1141	Registered Nurses	7,589	\$64,900	-11%
43-6014	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	4,438	\$36,100	-4%
43-9061	Office Clerks, General	4,327	\$27,300	-20%
53-7062	Laborers and Freight, Stock, and Material Movers, Hand	3,790	\$26,500	-10%
11-1021	General and Operations Managers	3,598	\$88,600	-12%
37-2011	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	3,554	\$23,000	-16%
43-1011	First-Line Supervisors of Office and Administrative Support Workers	3,539	\$49,400	-13%
31-1122	Personal Care Aides	2,766	\$23,000	-9%
49-9071	Maintenance and Repair Workers, General	2,743	\$35,200	-10%

Source: Chmura Economics; JobsEQ  
 \*Note — Data listed by place of business; Employment data represents private sector operations only and wages reflect public and private sector operations.  
 Occupations not included: Education, Training, & Library; Protective Service; Food Preparation & Serving; and Retail Sales

## EDUCATION



To provide young adults in Richland County vast opportunity for them to find good-paying jobs and careers close to home, the local community has developed a strong commitment to education. In fact, local leadership's strategy includes a focus on keeping students from the University of South Carolina (USC) and veterans from Fort Jackson in the local area.

Many businesses work with the University of South Carolina and with Midlands Technical College, which serves as workforce training sites for a wide-array of industries, including aerospace, manufacturing and IT, which are helping to spur the growth and skill training of future employees.

A prime example is the growth of incubators at and around USC, which recently led to a major commitment by Capgemini and its new insurance technology delivery center in the BullStreet District. This education and business collaboration is considered the largest urban redevelopment project underway east of the Mississippi River.



## SKILLED WORKFORCE

### TOP 5 MANUFACTURING SECTORS BY RATE OF FOUR-YEAR+ DEGREES\*

NAICS Code	NAICS Industry Group	RICHLAND COUNTY	
		Avg. Jobs	% Four-Year+ Degree
3345	Navigational, Measuring, Electromedical, and Control Instruments Manufacturing	100	30%
3391	Medical Equipment and Supplies Manufacturing	87	27%
3251	Basic Chemical Manufacturing	1,189	26%
3254	Pharmaceutical and Medicine Manufacturing	370	22%
3399	Other Miscellaneous Manufacturing	656	21%

NAICS Code	NAICS Industry Group	LABOR SHED	
		Avg. Jobs	% Four-Year+ Degree
3341	Computer and Peripheral Equipment Manufacturing	229	37%
3362	Motor Vehicle Body and Trailer Manufacturing	627	37%
3352	Household Appliance Manufacturing	672	36%
3344	Semiconductor and Other Electronic Component Manufacturing	109	33%
3346	Manufacturing and Reproducing Magnetic and Optical Media	253	31%

Source: US Census Bureau, Center for Economic Studies, LEHD; Quarterly Workforce Indicators

\*Note — Data listed by place of employment for private and public sector; Quarterly average (Q2 2018 - Q2 2019); Minimum employment, County: 50, Labor Shed: 100

## EDUCATIONAL ATTAINMENT\*

Highest Level Completed	Richland County	Labor Shed	US
<b>Total Population Age 25+</b>	<b>274,278</b>	<b>1,685,720</b>	<b>229,185,446</b>
Less than High School Graduate	7%	9%	11%
High School/GED/Alternative	23%	23%	27%
Some College, No Degree	21%	20%	20%
Associate's Degree	9%	9%	9%
Bachelor's or Higher	39%	39%	33%

Source: Esri Community Analyst, 2020 estimates

\*Note — Highest level completed for residents age 25+

## LABOR SHED STUDENT POPULATION & GRADUATES

Institution Type*	Enrollment, Fall 2018	Awards, Spring 2019
University / 4-Year / Public	70,318	18,196
University / 4-Year / Private	10,571	2,391
College / 4-Year / Private	7,482	1,193
Technical College / 2-Year / Public	10,940	2,462
Community College / 2-Year / Public	25,464	5,235
<b>TOTAL</b>	<b>124,775</b>	<b>29,477</b>

Source: National Center for Education Statistics; IPEDS

\*Note — Only not-for-profit institutions. Any institution offering degrees beyond Bachelor's is classified as "University". Awards reflect first majors only.

# EDUCATION

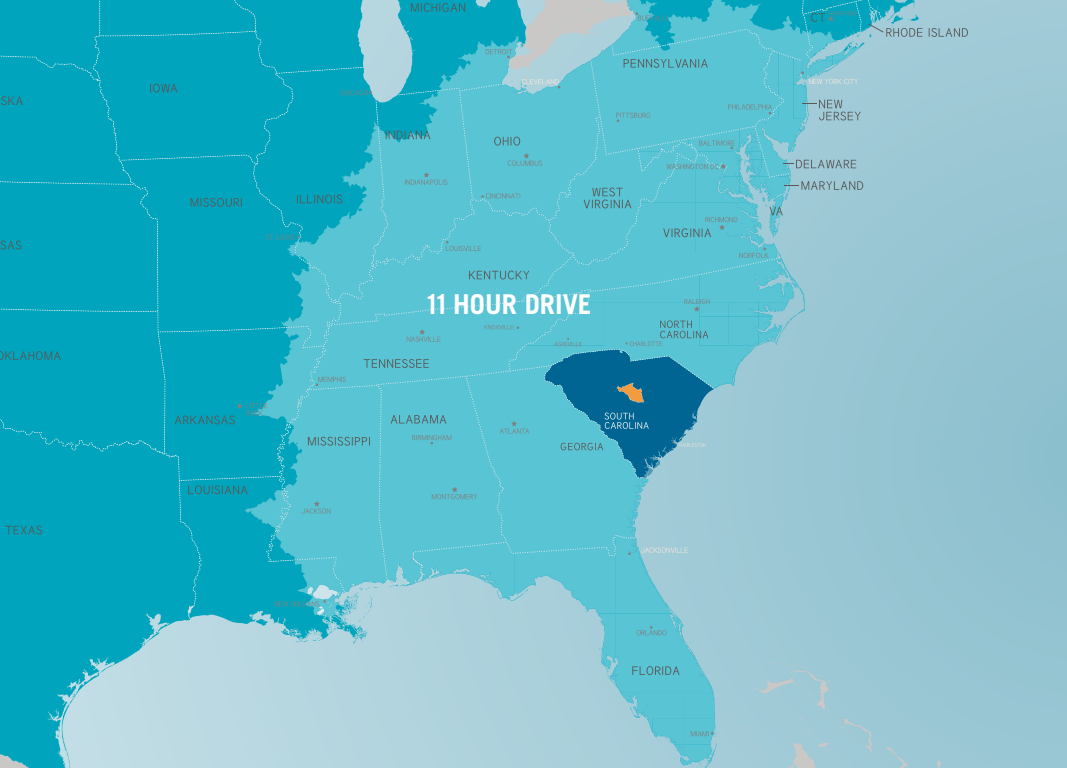
## HIGHER EDUCATION INSTITUTIONS WITHIN RICHLAND COUNTY'S LABOR SHED

Name	Institution Type*	County	Enrollment, Fall 2018	Awards, Spring 2019
University of South Carolina - Columbia	University / 4-Year / Public	Richland, SC	34,795	9,006
University of North Carolina at Charlotte	University / 4-Year / Public	Mecklenburg, NC	29,710	7,853
Central Piedmont Community College	Community College / 2-Year / Public	Mecklenburg, NC	18,824	3,423
Midlands Technical College	Technical College / 2-Year / Public	Lexington & Richland, SC	9,892	2,125
Winthrop University	University / 4-Year / Public	York, SC	5,813	1,337
York Technical College	Technical College / 2-Year / Public	York, SC	4,253	1,250
South Carolina State University	University / 4-Year / Public	Orangeburg, SC	3,022	466
Queens University of Charlotte	University / 4-Year / Private	Mecklenburg, NC	2,536	758
Orangeburg Calhoun Technical College	Technical College / 2-Year / Public	Orangeburg, SC	2,387	562
Clafin University	University / 4-Year / Private	Orangeburg, SC	2,172	381
Benedict College	College / 4-Year / Private	Richland, SC	2,165	287
Davidson College	College / 4-Year / Private	Mecklenburg, NC	1,843	477
Johnson C Smith University	University / 4-Year / Private	Mecklenburg, NC	1,565	262
University of South Carolina - Lancaster	Community College / 2-Year / Public	Lancaster, SC	1,523	137
Columbia College	University / 4-Year / Private	Richland, SC	1,276	524
Newberry College	College / 4-Year / Private	Newberry, SC	1,208	231
Columbia International University	University / 4-Year / Private	Richland, SC	1,048	337
Allen University	College / 4-Year / Private	Richland, SC	743	61
Clinton College	College / 4-Year / Private	York, SC	193	21
<b>Total 2018 - 2019 Student Enrollment &amp; Graduates</b>			<b>124,968</b>	<b>29,498</b>

Source: National Center for Education Statistics; IPEDS

\*Note — Only not-for-profit institutions. Any institution offering degrees beyond Bachelor's is classified as "University"





## INFRASTRUCTURE NETWORK

Richland County keeps growing, along with the infrastructure to support business expansion and the people who live and work here.

The central location of Richland County, which is served by the three interstates of I-20, I-26 and I-77, provides easy access by highway to Charlotte, Charleston, Atlanta and Greenville. In addition, the Columbia Metropolitan Airport provides 35 non-stop flights to a number of cities, including multiple flights daily to Atlanta, Charlotte, New York, Chicago and Washington, DC.

It's all about logistics. And, Richland County has them.



### AIR

#### COLUMBIA METROPOLITAN AIRPORT (CAE)

3 MAJOR CARRIERS

35 NON-STOP FLIGHTS TO

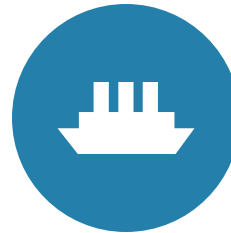
9 MAJOR AIRPORTS AND 8 DESTINATIONS

#### CHARLOTTE DOUGLAS INTERNATIONAL AIRPORT (CLT)

700+ DAILY DEPARTURES AND LANDINGS

2ND LARGEST AIRPORT ON THE EAST COAST

38 INTERNATIONAL DESTINATIONS



### PORTS

#### PORT OF CHARLESTON

115 MILES FROM RICHLAND COUNTY

5 TERMINALS

BY 2021, DEEPEST PORT ON EAST COAST

#### CHARLOTTE REGIONAL INTERMODAL FACILITY

\$96 MILLION FACILITY ADJACENT TO CLT

200-ACRE STATE-OF-THE-ART FACILITY CONNECTED TO PORT OF CHARLESTON

CAPABLE OF 200,000 LIFTS PER YEAR



### RAIL

#### NORFOLK SOUTHERN

MAJOR NORTH/SOUTH ROUTE THROUGH I-77 REGION

2 TERMINALS-CHARLOTTE AND COLUMBIA

20 MILES TO CHARLOTTE NORFOLK SOUTHERN INTERMODAL FACILITY AT CLT

#### CSX TRANSPORTATION

MAJOR ROUTE THROUGH I-77 REGION

INTERSECTS WITH NORFOLK SOUTHERN LINE



# TAXES AND INCENTIVES

Richland County is an economic success story still being told, and a favorable tax climate joined with aggressive incentives contributes heavily.

Columbia Area Development Partnership works with local stakeholders and potential investors to secure property tax abatements, Fee-in-Lieu of Tax agreements and exemptions, and industrial revenue bonds. On the state level, there are generous jobs and investment tax credits, grants and other discretionary incentives.

## CORPORATE INCOME TAX INCENTIVES

South Carolina provides a myriad of credits that can completely eliminate a company's corporate income tax liability for up to 10, or in some cases, 15 years.

**20%**

ADDITIONAL CREDIT FOR HQ'S  
PERSONAL PROPERTY COSTS

**5%**

CREDIT OF THE TAXPAYER'S  
QUALIFIED RESEARCH EXPENSES

**10%**

INCOME TAX CREDIT ON  
RENEWABLE ENERGY SYSTEMS



# RICHLAND COUNTY TAX RATES

## 7%

### PERSONAL INCOME TAX RATE

(BASED ON \$14,650 BRACKET)

## 5%

### CORPORATE TAX RATE

(FLAT RATE)

## 8%

### RICHLAND COUNTY SALES TAX RATE

(1% DEDICATED TO COLUMBIA TAX AND  
1% DEDICATED TO SPECIAL TAX)

#### Richland County Local Incentives

Property Tax Abatement	Allows manufacturers to abate the county portion of property taxes for five-years on any new investment over \$50,000, with estimated savings of approximately 20 to 25% annually over a five-year period.
Fee-in-Lieu of Property Tax Agreement	Long-term benefit to a qualified company to insulating the firm from annual property tax increases, with up to a 42% reduction in property taxes annually for 20 to 30 years.
Property Tax Exemptions	Statutory property tax exemptions on inventories, intangibles, pollution control equipment.
Industrial Revenue Bonds	Low cost means to finance a new or expanding operation which can be used to acquire land, construct buildings, improve real property and acquire new machinery.

#### South Carolina State Incentives

Jobs Tax Credit	Benefits companies for job creation that helps reduce state corporate income tax liability, up to 50% in a given year.
Investment Tax Credit	Used to offset up to 100% of corporate income tax liability with unused credits carrying forward for up to 10-years.
Corporate Headquarters Tax Credit	Credit is equal to 20% of the qualifying costs for establishing or expanding a corporate headquarters.
Research and Development Tax Credit	Credit equal to 5% of expenditures available against state corporate income tax, or corporate license tax for qualified research and development expenditures.
Job Development Credit	Discretionary performance-based incentive that rebates a portion of a new employees' state withholding tax back to the company, which could be up to 4% of annual payroll

## COLUMBIA AREA DEVELOPMENT PARTNERSHIP

Columbia Area Development Partnership is the lead organization responsible for recruiting businesses, retaining and growing existing firms, and promoting and marketing Richland County. We also assist in strategic initiatives across the county focusing on product development, workforce development, infrastructure improvements and quality of life.



### WE CAN HELP YOU AND YOUR BUSINESS WITH:

- » Relocation assistance and tax incentives
- » Demographic and market research
- » Utility information requests
- » Maintaining and developing an inventory of available buildings and sites
- » Workforce training assistance
- » Familiarization tours and site visits
- » Existing industry retention and expansion services
- » Coordinating local, state and private economic development efforts



Columbia Area Development Partnership | 1201 Main Street, Suite 1110 | Columbia, SC 29201

[in](#) [f](#) [e](#) Columbia Area Development [x](#)@CADP\_SC

[contact@ColumbiaAreaDevelopment.com](mailto:contact@ColumbiaAreaDevelopment.com) | [ColumbiaAreaDevelopment.com](http://ColumbiaAreaDevelopment.com) | P: 803.576.2043



# RICHLAND COUNTY

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COLUMBIA, SC  
RANKS **9<sup>TH</sup>** IN THE U.S. FOR  
**“THE NEXT 25 MARKETS”**  
IN CBRE’S  
2020 TECH TALENT REPORT

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COLUMBIA HAS EXPERIENCED A RECENT RENAISSANCE  
OF BEING AN IDEAL ATTRACTION FOR YOUNG, URBAN  
PROFESSIONALS.

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DIRECT ACCESS TO APPROXIMATELY  
**45 PERCENT**  
OF THE US POPULATION  
WITHIN 11-HOUR DRIVE

