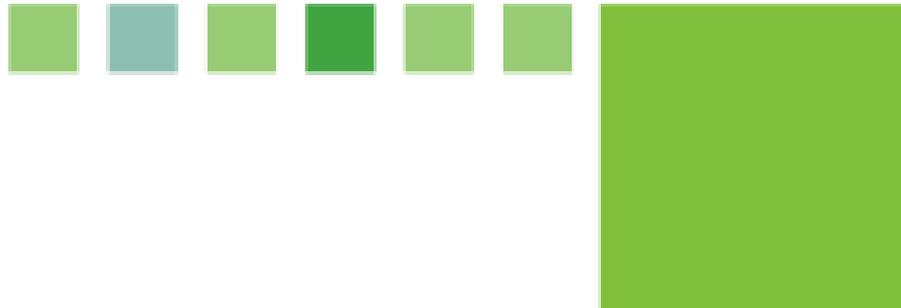


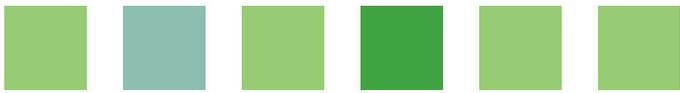
Community Competitiveness: Gain the Upper Hand



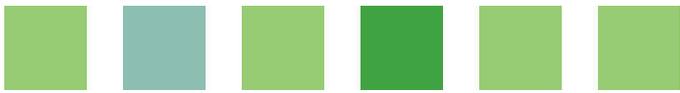
March 3, 2014



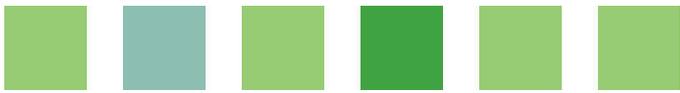
Palmetto Assessment Competitiveness Evaluation (PACE) Tool



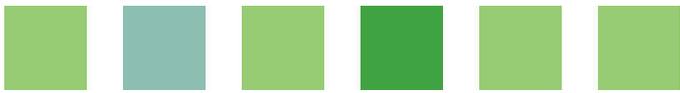
Categories	Percentage Weight
Demographic Data	5%
Economic Development Structure and Funding	10%
Economic Development Planning	10%
Business Climate	10%
Infrastructure	15%
Available Product	20%
Quality of Place	5%
Sustainability	5%
Workforce	15%
Marketing and Communications	5%



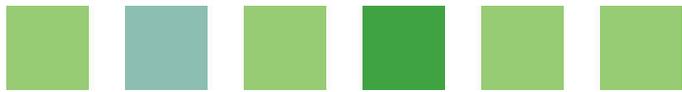
Demographic Data	ED Structure and Funding	ED Planning	Business Climate
Population Growth	One or More Designated EDOs	Economic Development Plan	Expedited Permitting Availability
Educational Attainment	Established Board of Directors	Infrastructure Plan	Local Incentives
Per Capita Income	Economic Development Funding	Land Use Plan	Proximity to Major Markets
Household Income	BR&E Program	Zoning	Clean Air Regulations
Unemployment Rate	Downtown Development	Identified Targeted Business/Industry Sectors	
Poverty Rate	Retail Development		
Age Demographics	Tourism Development		



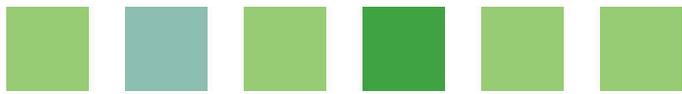
Infrastructure	Available Product	Quality of Place
Utility Capacity - Water	Sites	Crime Rate
Utility Capacity - Wastewater	Land Ownership	Cost of Living
Utility Access - Gas	Utility Infrastructure	Fire Service Rating
Utility Access - Telecom	Environmental Assessments	Public Education Rankings
Utility Rates	Buildings	Housing Availability
Utility Incentive Rates		Housing Costs
Road Conditions/Access to Highways		Lease Rates
Airports		Healthcare Availability
Port Access		Public Parks/Greenspace
Rail Access		Cultural/Recreational Activities
		Walking and Biking Trails



Sustainability	Workforce	Marketing/Communications
Sustainable Plan	Access to Higher Education	Economic Development Website
Residential Recycling Program	Training Programs	Community Profile
Business Recycling Program	Manufacturing Workforce	Business/Industry Appreciation
	Unionization	Site Location Consultant Marketing
	Wage Rates and Fringe Benefits	Internal Marketing
	Workforce Participation Rate	
	Workforce Analysis	
	Economic Development Activity	

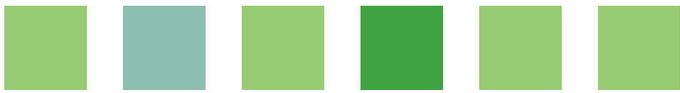


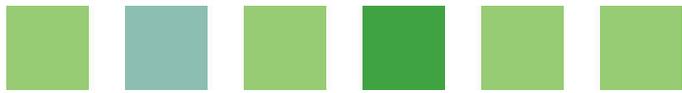
	% Weight	Category	Factor	Question	Response Options	Data Source	Community Evaluation
1	5%	Demographic Data	Population growth	What was your community's population growth from 2011 to 2012?	0% or Below Above 0% - 1% Between 1% - 2% Equal to 2.1% Between 2.2% - 3% Above 3%	Census, updated annually http://quickfacts.census.gov/qfd/states/45000.htm State Average = 2.1% (2012)	Above 3%
2			Educational attainment	What is the percentage of your community's population (age 25 and above) who are high school graduates or above (includes GEDs) (for population 25 and above) as of 2012?	Below 85% Equal to 85% Above 85%	Census, updated annually http://factfinder2.census.gov/faces/nav/jsf/pages/guided_search.xhtml 1. From this link choose geography, click add to your selections, then click next. 2. The next screen will ask "Are you looking for data for a specific race or ethnic group" 3. Click on the table Selected Social Characteristics in the United States 4. See EDUCATIONAL ATTAINMENT - Percent High School Graduate or Higher State Average = 84.9% (2012) <i>Keep this page open it will be used to answer the following two questions.</i>	Above 85%
3				What is the percentage of population with an Associate's Degree as of 2012 (for population 25 and above)?	Below 8.9% Equal to 8.9% Above 8.9%	http://factfinder2.census.gov/faces/nav/jsf/pages/guided_search.xhtml 1. From this link choose geography, click add to your selections, then click next. 2. The next screen will ask "Are you looking for data for a specific race or ethnic group" 3. Click on the table Selected Social Characteristics in the United States 4. See EDUCATIONAL ATTAINMENT - Associate's Degree State Average = 8.9% (2012)	Above 8.9%



PACE Process

- Community completes the PACE tool
- Commerce assesses the community separately
- Commerce meets with the community to discuss results of PACE
- Each community will receive a score, one that is overall and one that is weighted
- Commerce will work with the community to improve areas that need improvement





**“I don’t know if this is the best of times
or the worst of times, but I do know
that it’s the only time we have.”**

-- Art Buchwald