



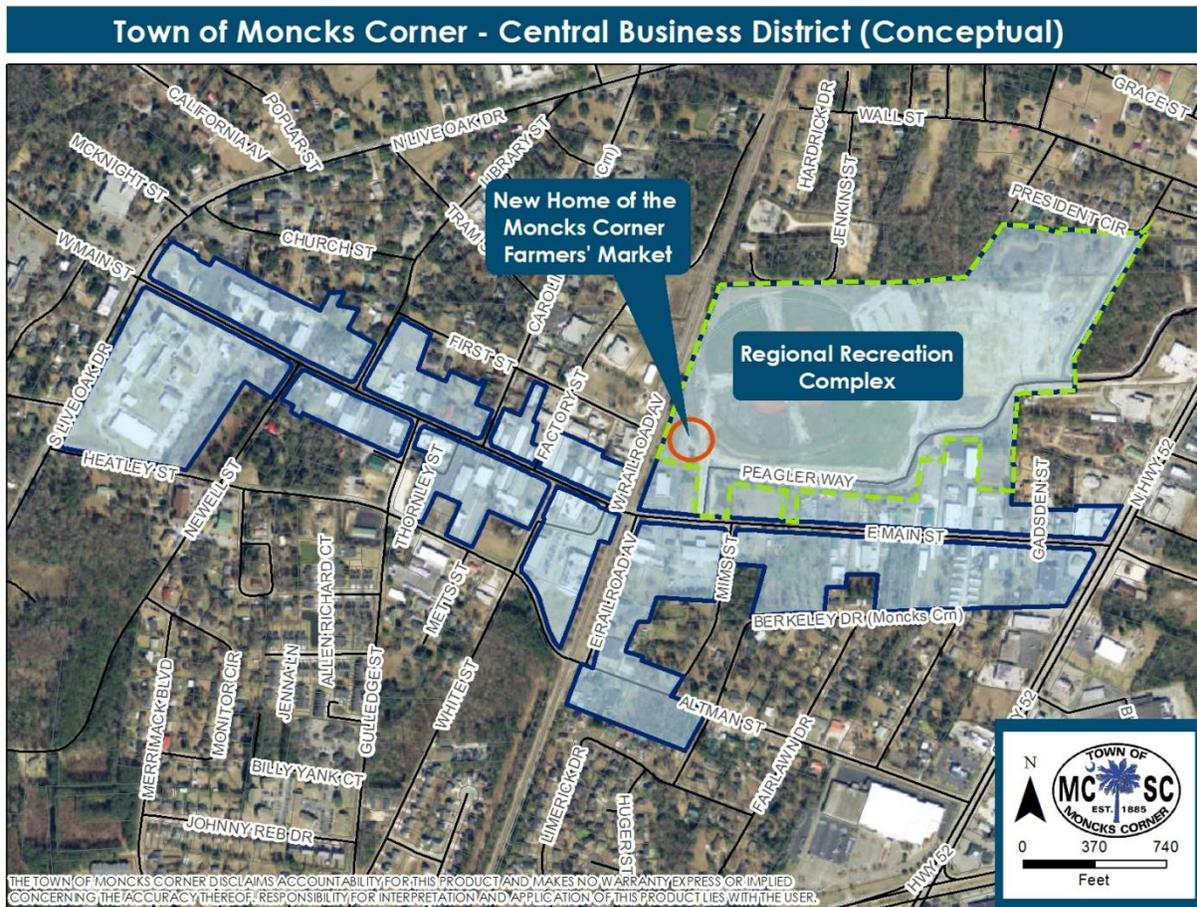
DOWNTOWN MONCKS CORNER PLACEMAKING Economic Indicator Survey

Summary of Key Findings

Background:

The Town of Moncks Corner Planning and Development Department hosted a Downtown Walking Tour/Audit on November 3, 2014. At this meeting, participants indicated that Downtown merchants and other stakeholders should be more involved in shaping the future of Downtown by creating a Downtown Merchants Association.

To advance this effort, the Moncks Corner Planning Department coordinated with the Berkeley County Chamber of Commerce and other stakeholders to administer a survey of downtown stakeholders to identify assets, threats, and key opportunities specific to Central Business District (CBD). (see map below)



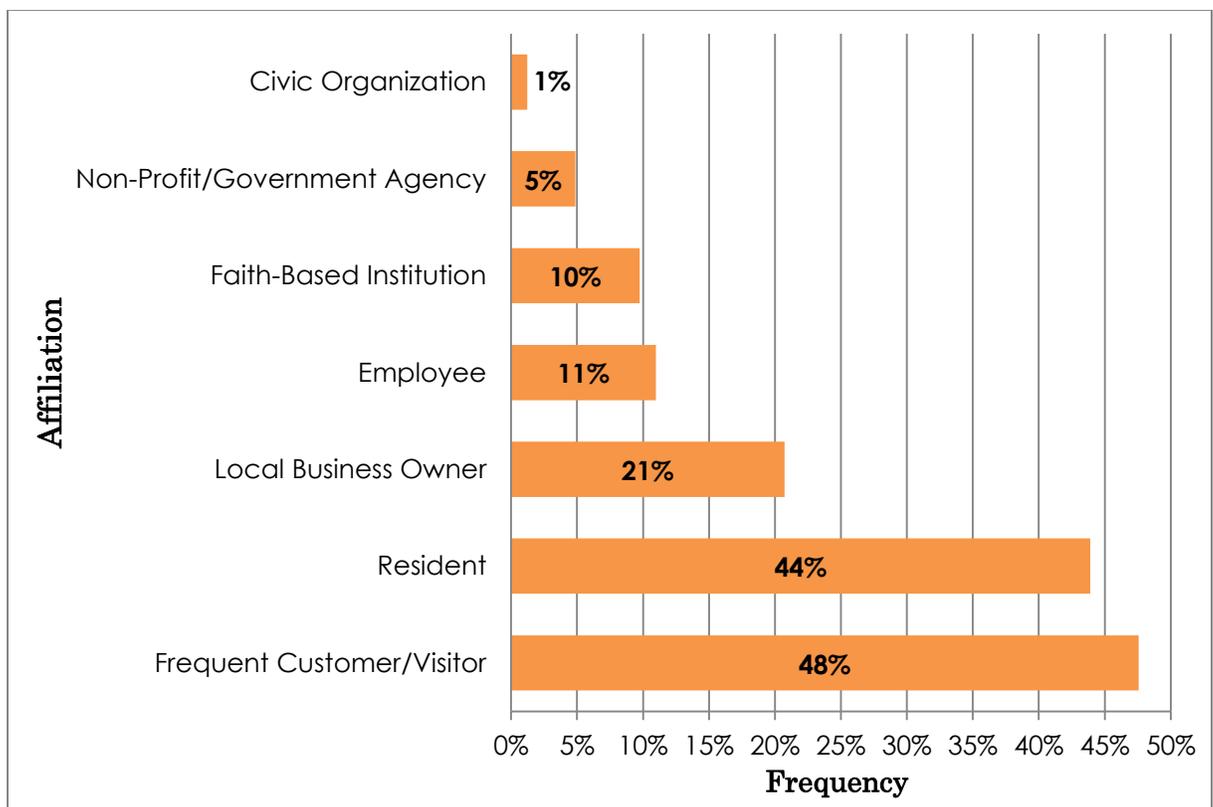
DOWNTOWN MONCK'S CORNER PLACEMAKING Economic Indicator Survey



The input that we received will inform initiatives and strategies to continue to promote Downtown business vitality. A summary of key findings is outlined below.

Summary Findings:

- The survey was “live” for three (3) weeks, from May 29 – June 19.
- A total of 82 respondents participated in the survey.
- 85% of respondents indicated that either they or their businesses have a presence on social media; 97% of these respondents indicated that they use Facebook. Therefore, Facebook will serve as an effective tool to engage stakeholders and disseminate information about this initiative.
- Nearly half of respondents are frequent customers/visitors of Downtown. Twenty-one (21%) of respondents represent the local business community.



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- Over half of the respondents indicated that the Regional Recreation Complex, upcoming ball tournaments, and Farmers' Market and events like the Street Dance, BBQ Festival, and Halloween Festival are major assets to the Central Business District (CBD). Another 50% cited the unique historic appearance as a major asset, which indicates that, as we proceed in our efforts, we should work toward retaining and restoring Downtown's historic character.

Assets to the Central Business District		
Asset	Responses	Frequency
Regional Recreation Complex, upcoming ball tournaments, and Farmers' Market	47	57%
Events Like the Street Dance, BBQ Festival, and Halloween Festival	45	55%
Unique historic appearance	40	49%
Mixture of shops	31	38%
Unity Park	30	37%
Accessibility to Highways 52 and 17A	24	29%
Banking institutions	18	22%
Increasing residential development on Highways 52 and 17A	17	21%
Proximity to Lake Moultrie and Cooper River	13	16%
Building aesthetics/maintenance	9	11%
Proximity to Santee Cooper [and other large employers]	6	7%
Proximity to national chain retailers on Highway 52	6	7%
Tri-County Link bus service	5	6%
Other (please specify)	6	7%

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- Respondents find the condition of buildings downtown as a major threat to the long-term economic health of the CBD. A vast majority (74%) of respondents indicated that vacant, dilapidated buildings is a leading threat, and another 61% indicated that building aesthetics/maintenance is a leading threat. Sixty percent (60%) of respondents cited the availability of parking. As we proceed in our efforts, strategies to facilitate re-investment in older structures, while maintaining their unique historic appearance, will be a priority.

Leading Threats to the Long-Term Economic Health of the CBD		
Threat	Responses	Frequency
Vacant, dilapidated buildings	61	74%
Building aesthetics/maintenance	50	61%
Availability of parking	49	60%
Increasing traffic on Highways 52 and 17A	31	38%
Proximity to national chain retailers on Highway 52	27	33%
Pedestrian safety and accessibility	25	30%
Other (please specify)	20	24%
Increasing residential and commercial growth on Highways 52 and 17A	16	20%
Accessibility of bicyclists	7	9%

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- 60% of respondents indicated that hosting Regular Community Events is a primary tool to capitalize on key assets. Another 50% indicated that Creative Use of the Old Berkeley County Library and Resources to Assist with Building Rehabilitation are additional primary tools.

Tools to Capitalize on Key Assets		
Tool	Responses	Frequency
Regular Community Events	49	60%
Creative Use of Old Berkeley County Library	40	49%
Resources to Assist with Building Rehabilitation	40	49%
Establish Downtown Merchants Association to Spearhead Initiatives to Support Local Biz	35	43%
Additional Landscaping, Sculptures, and Public Art	33	40%
Special Zoning Standards Specific to the Central Business District to Preserve its Unique Character	29	35%
Pedestrian Crossings and Additional Sidewalks to Improve Connectivity	28	34%
Additional Surface Parking	29	35%
Community Theater/Cultural Arts Opportunities	26	32%
Improved Gateway at Highways 52 and 17A	25	30%
Wayfinding Signage to Distinguish the Central Business District	23	28%
Bicycle Lanes and Racks	18	22%
New Business "Orientation" for New Businesses Locating Downtown	17	21%
Concerted Marketing Effort and Advertising Presence on Highways 52 and 17A	14	17%
Artist Gallery Space	13	16%
Traffic Calming Devices (i.e. speed humps)	12	15%
Resources for Business Incubation	12	15%
Other (please specify)	9	11%
Expanding Tri-County Link's Services to Central Business District, Such as the Link to Lunch Service	8	10%

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- Nearly 30 respondents indicated that they would like to be involved in a Downtown Merchants Association. Tuesday and Thursday evenings appear to be the best times for stakeholders to convene.

Next Steps

In order to continue to move forward, please see below a summary of next steps.

- Convene the Downtown Merchants Association on August 25, 2015.
- Through coordination with the Chamber and the Merchants Association, establish an *Action Plan* based on the feedback obtained from the survey as well as a reasonable timeframe for implementation. The Action Plan will be comprised of initiatives that can be accomplished in the short/near term, 2-3 year, and 5 year horizons.
- Pursue the MASC Main Street Program to leverage resources.
- Establish an open line of communication with key partners to leverage resources toward implementation.