



**BEAUFORT, SC**

REGIONAL CHAMBER OF COMMERCE

# 2025 STATE OF THE COMMUNITY

PRESENTED BY:



**Coastal  
Community  
Foundation**

OF SOUTH CAROLINA





**BEAUFORT, SC**  
REGIONAL CHAMBER OF COMMERCE

# WELCOME REMARKS

---

# NICK MESENBURG

*LOCKHEED MARTIN*



# 2025 STATE OF THE COMMUNITY



## PRESENTED BY



## VENUE SPONSOR



## VIDEO SPONSOR



## PANEL SPONSOR



## DATA SPONSOR



## BREAKFAST SPONSOR



## ENTERTAINMENT SPONSOR



## FORECAST SPONSORS



Amy Bowman, Agent





**BEAUFORT, SC**

REGIONAL CHAMBER OF COMMERCE

# INTRO TO REGIONAL DATA

---

# JANET GRESHAM

*BEAUFORT-JASPER COUNTY REALTORS*





**BEAUFORT, SC**  
REGIONAL CHAMBER OF COMMERCE

# STATE OF THE ECONOMY

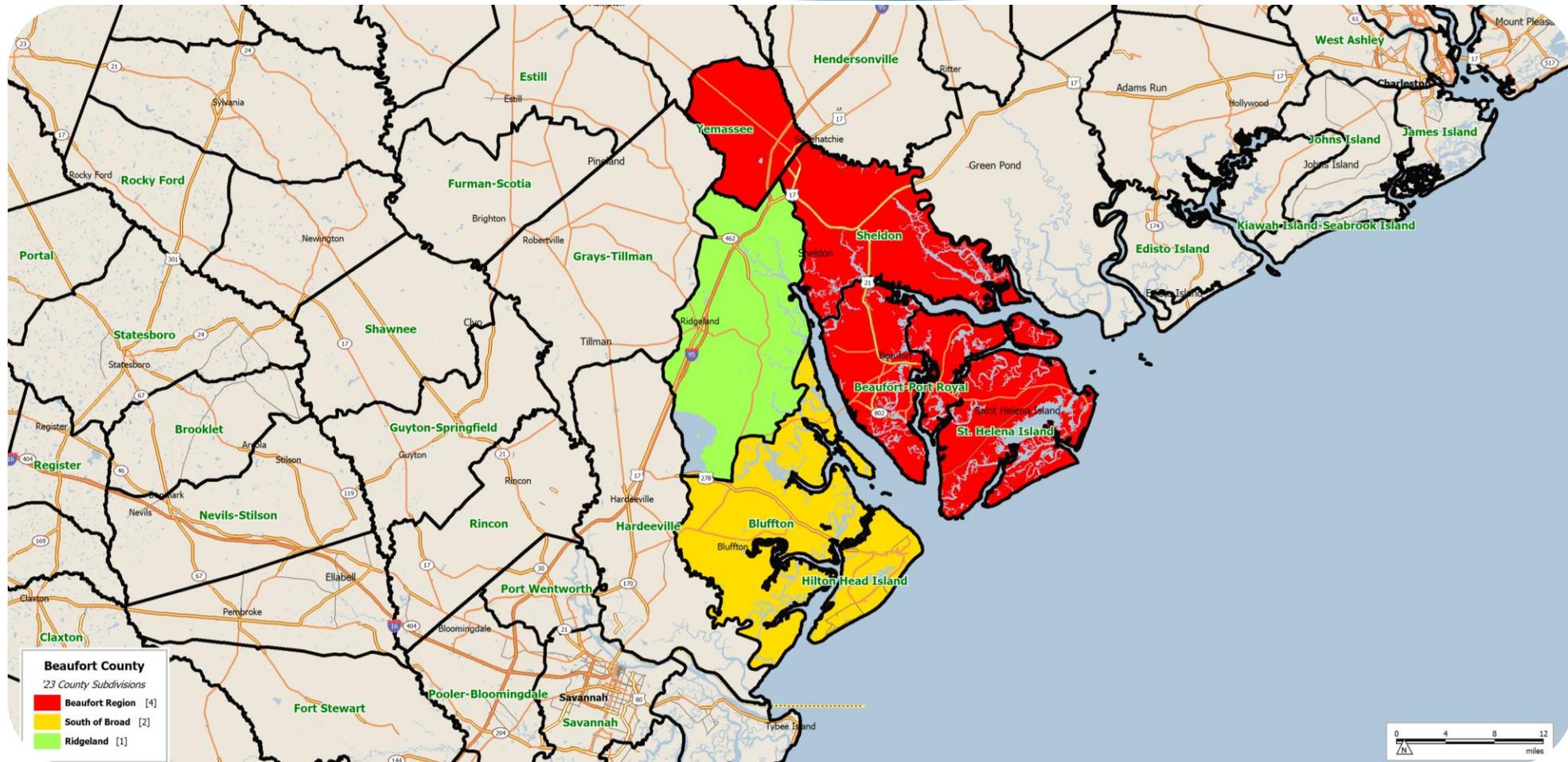
---

**MEGAN MORRIS**

*BEAUFORT REGIONAL CHAMBER OF  
COMMERCE*



# 4 Census Districts in our Region



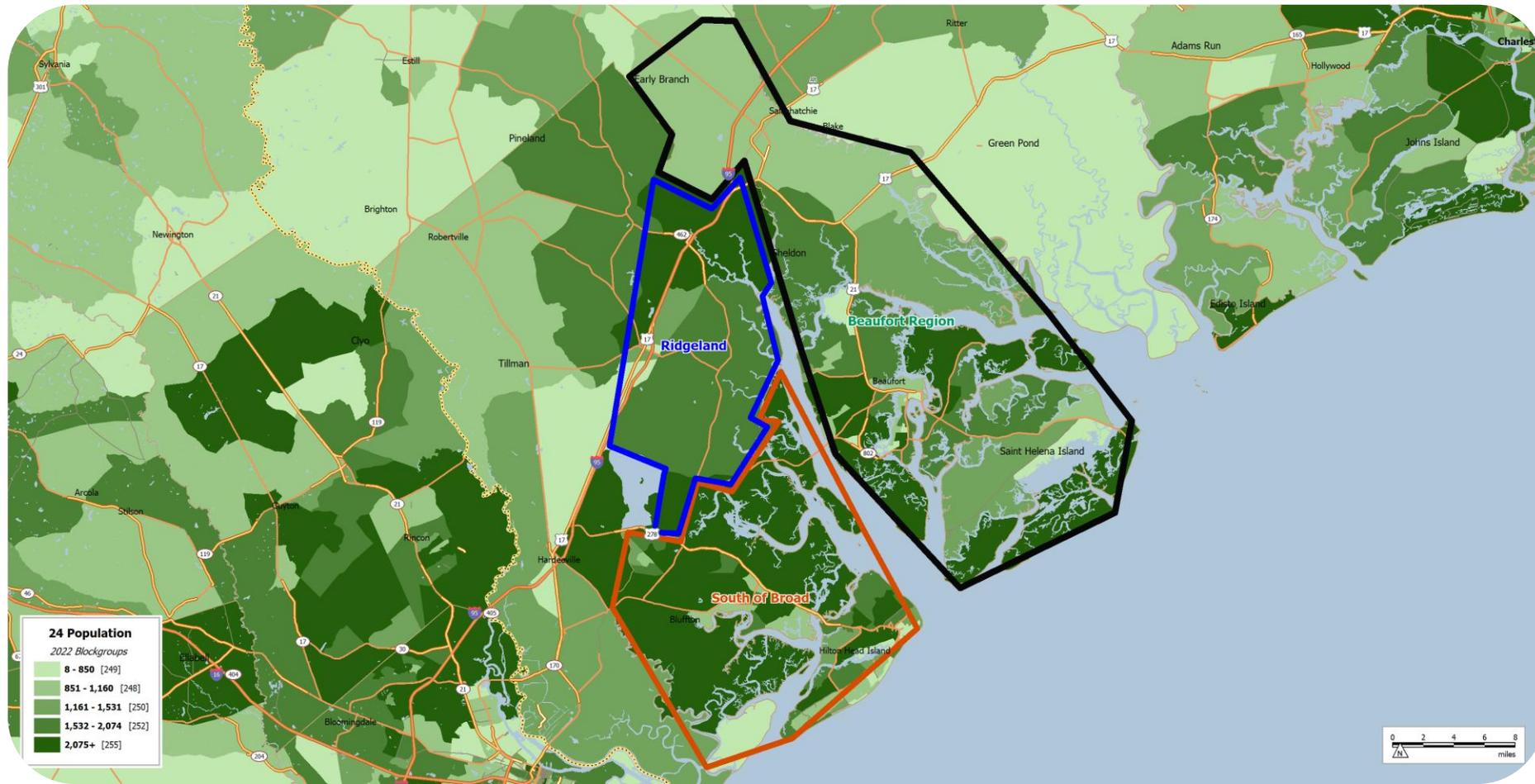
# POPULATION & HOUSEHOLDS



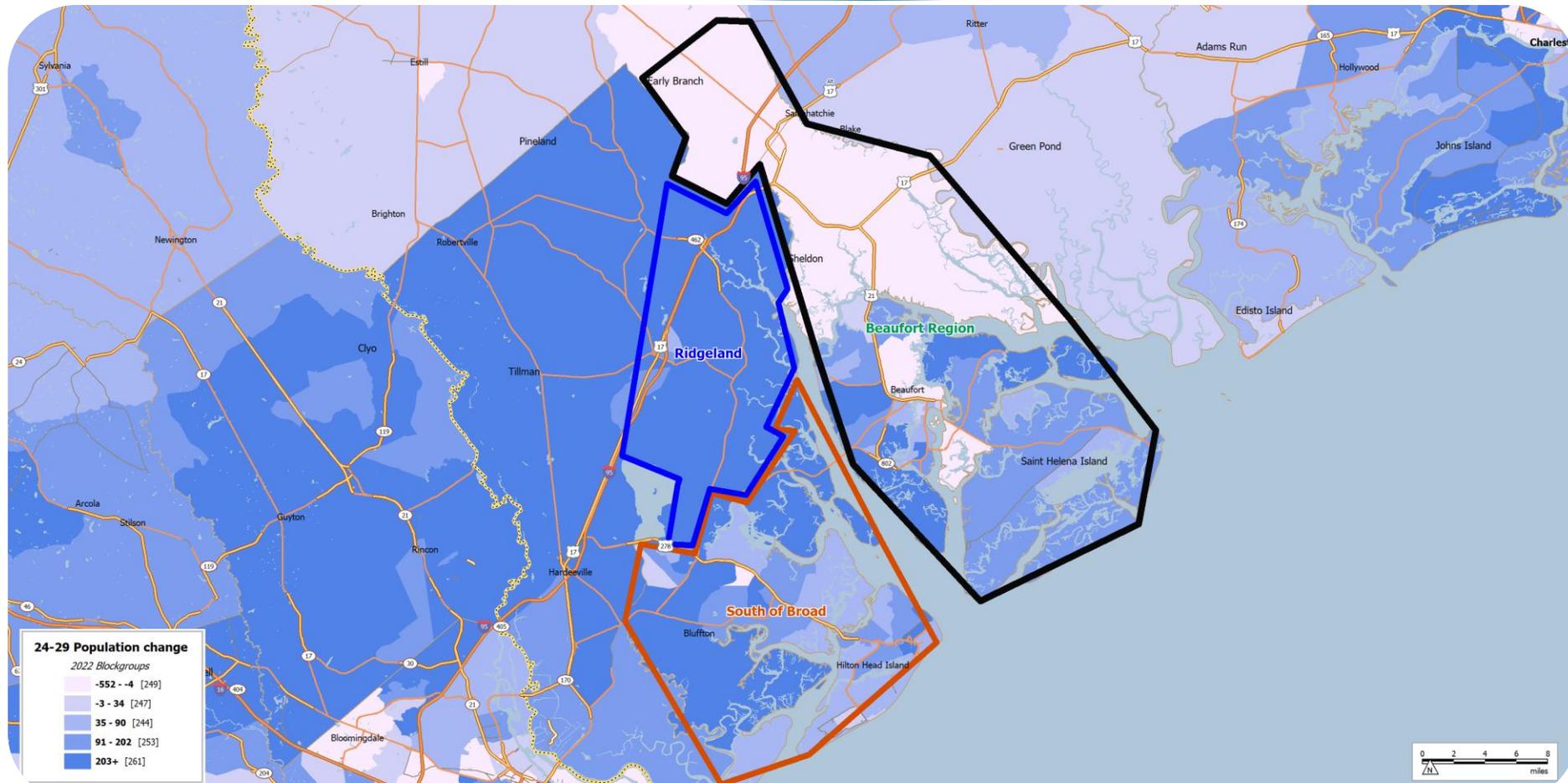
# KEY FINDINGS

- ▶ Majority of our region's population is in Beaufort-Port Royal and St. Helena districts (92.5%)
- ▶ St. Helena was fastest growing district between 2010-24, Beaufort-Port Royal district is forecast to grow the fastest of the 4 districts in 2024-29
- ▶ The region is on an upward growth trajectory. Average annual growth between 2024 and 2029 (1.1%) is projected to be greater than the U.S. (0.5%) but lower than the state (1.9%)
- ▶ Average household size (2.36 persons per household) is below state (2.39 persons) and national (2.50 persons) averages
- ▶ Owner Occupancy rates (53.0%) are below state (60.2%) and national (56.3%) rates
- ▶ Vacancy rates are higher in the Beaufort region (26.3%) than in the state (13.1%) and nation (10.4%). This is partly explained by the higher percentage of vacation homes in Beaufort and Jasper Counties

# 2024 POPULATION DISTRIBUTION

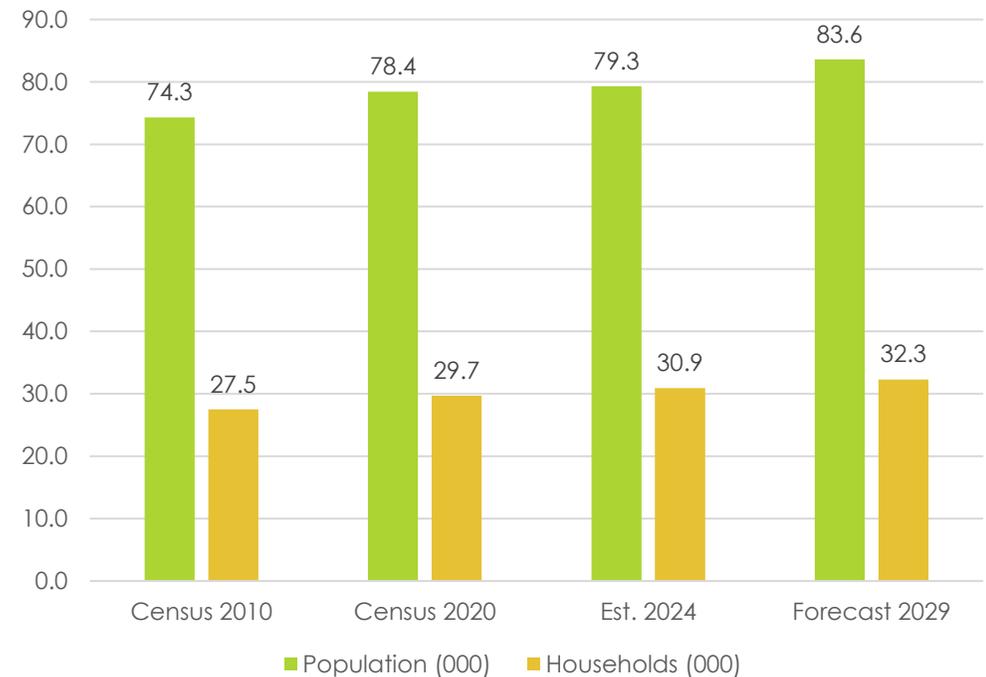


# 2024-2029 POPULATION GROWTH

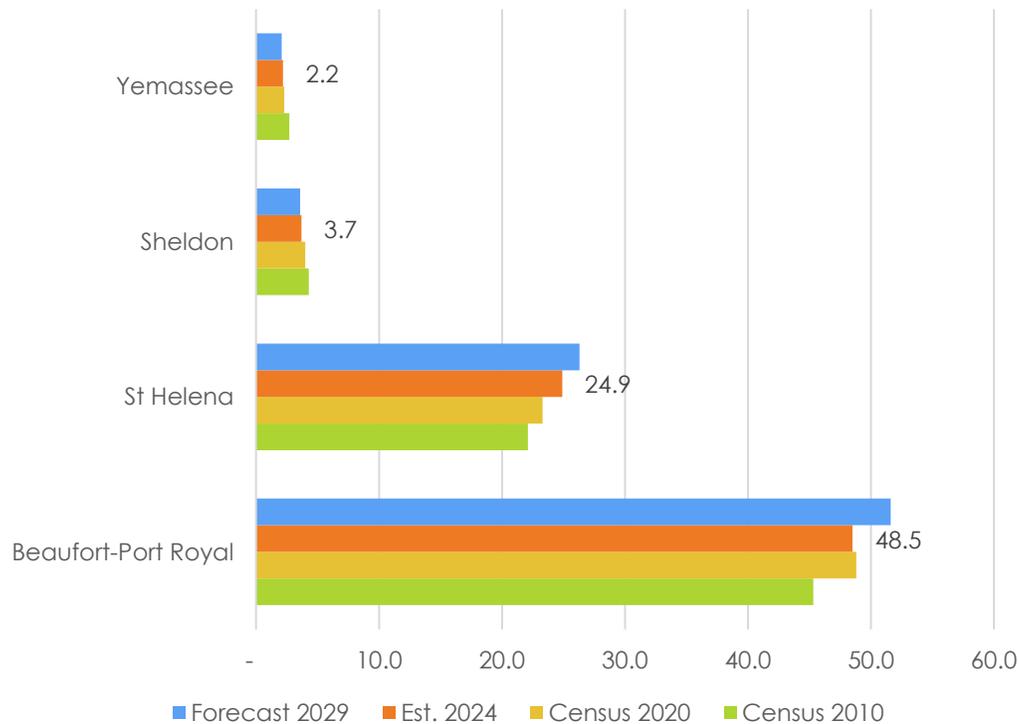


# POPULATION AND HOUSEHOLD GROWTH 2010-2029 IN BEAUFORT REGION

	Population (000)	Households (000)
Census 2010	74.3	27.5
Census 2020	78.4	29.7
Est. 2024	79.3	30.9
Forecast 2029	83.6	32.3
Source: U.S. Census Bureau SCAN US		



# POPULATION GROWTH TRENDS BY CENSUS DISTRICTS (CCD)

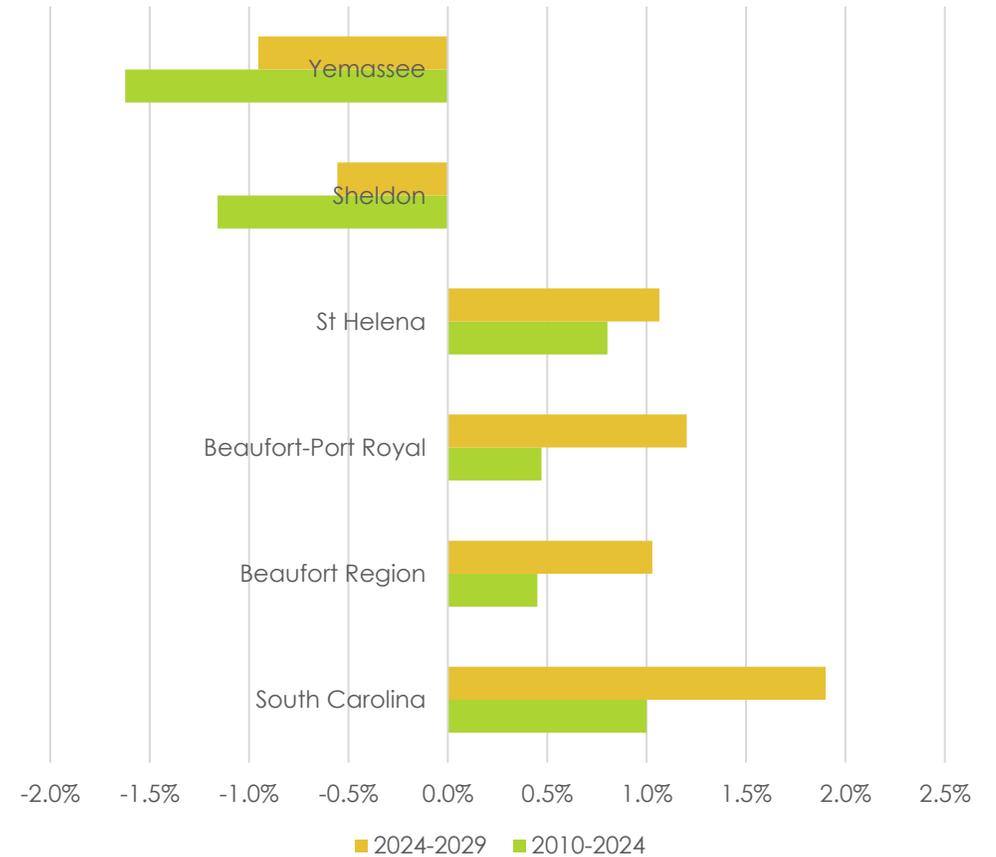


	Beaufort-Port Royal	St Helena	Sheldon	Yemassee
Census 2010	45.3	22.1	4.3	2.7
Census 2020	48.8	23.3	4.0	2.3
Est. 2024	48.5	24.9	3.7	2.2
Forecast 2029	51.6	26.3	3.6	2.1
Source: U.S. Census Bureau SCAN US				

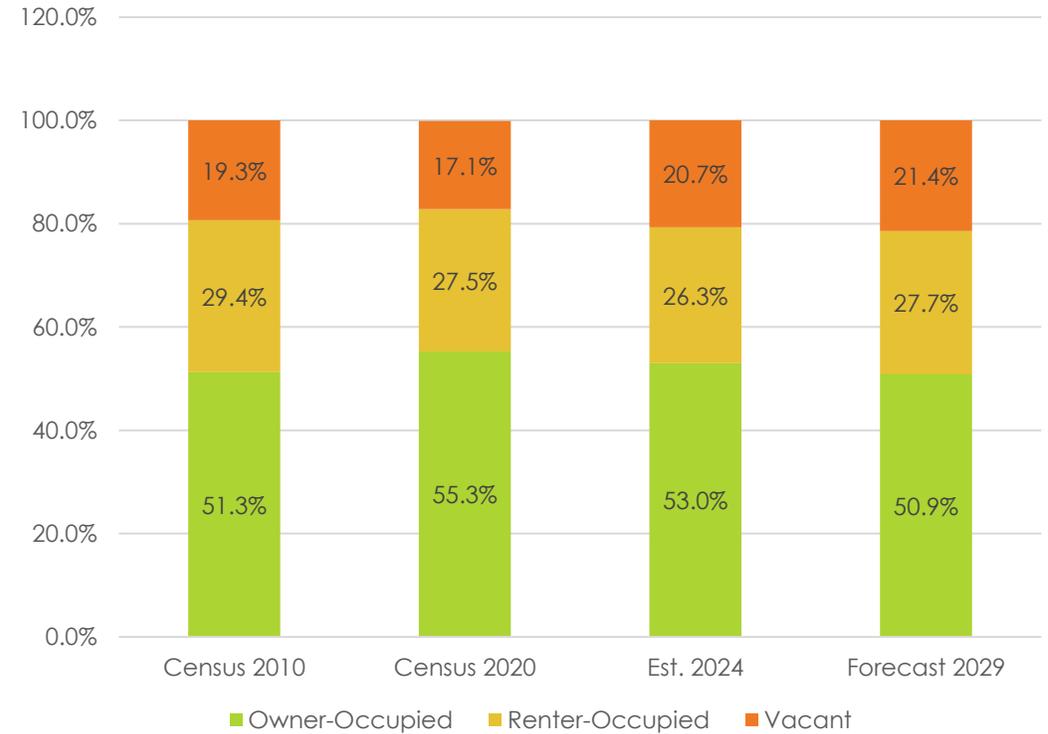
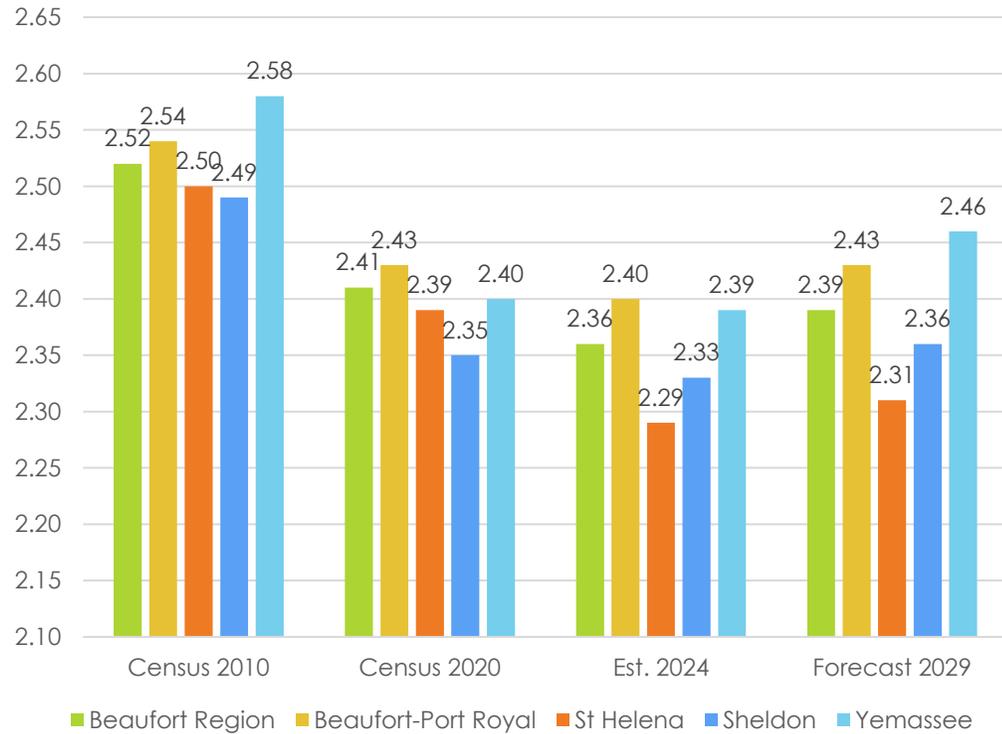
# PERCENTAGE GROWTH TRENDS BY CCD

	South Carolina	Beaufort Region	Beaufort-Port Royal	St Helena	Sheldon	Yemassee
2010-2024	1.0%	0.5%	0.5%	0.8%	-1.2%	-1.6%
2024-2029	1.9%	1.1%	1.2%	1.1%	-0.6%	-1.0%

Source: U.S. Census, SCAN US



# HOUSEHOLD SIZE & TENURE



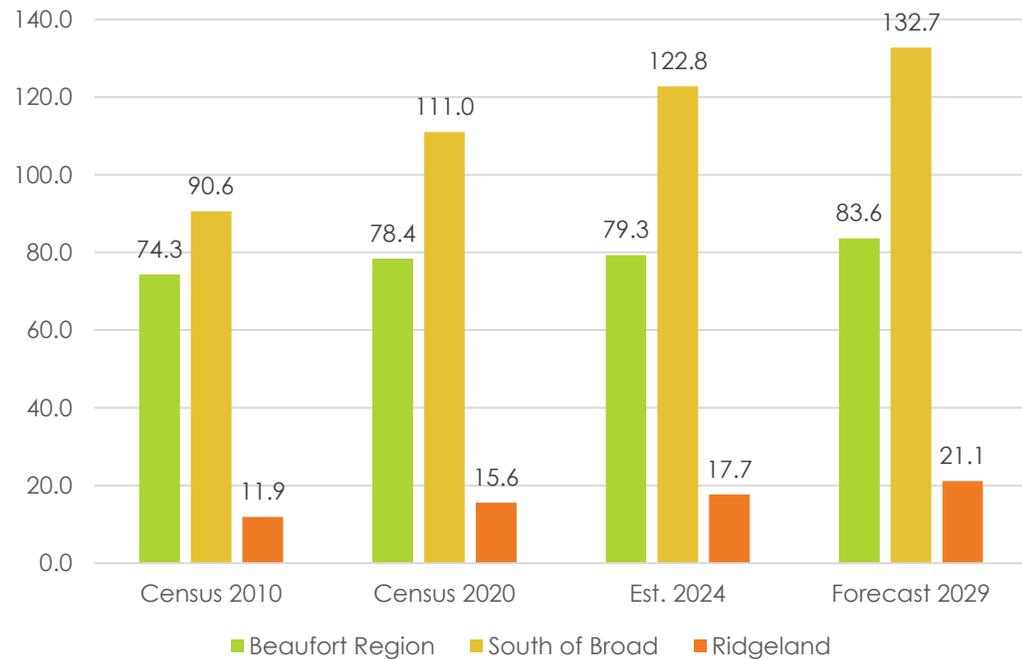
# VACATION HOMES 2019-2023

	Beaufort/Jasper	Percent	SC %
2019	21,858	19.7%	5.6%
2020	20,641	18.2%	5.4%
2021	17,537	15.9%	5.0%
2022	16,741	14.9%	4.7%
2023	15,539	12.9%	4.7%

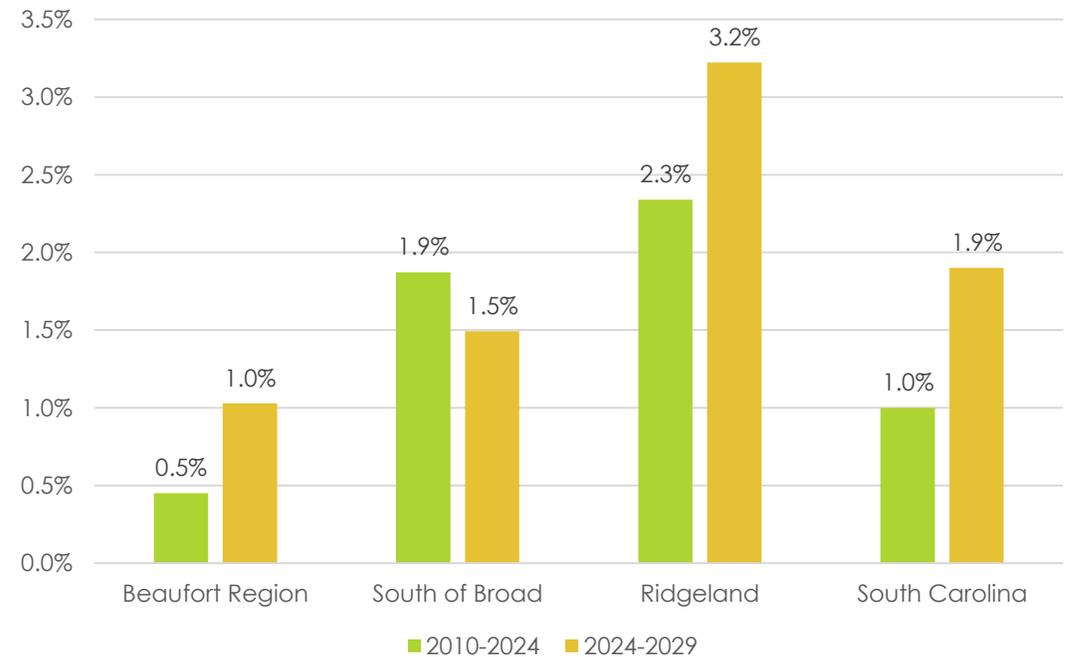


# GROWTH IN CONTEXT

### Numeric Growth 2010-2029



### Average Annual Growth (%)



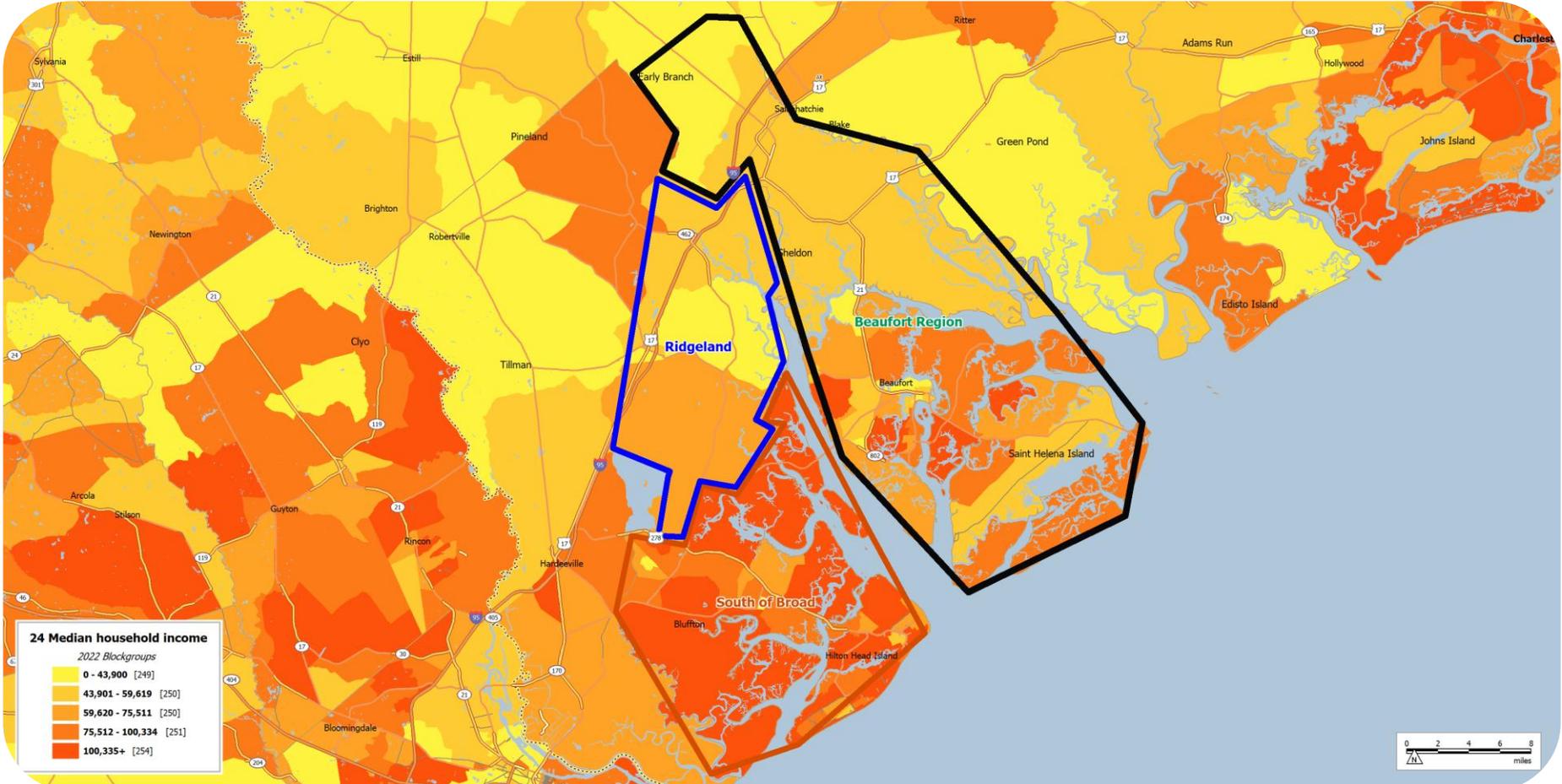
**INCOME**



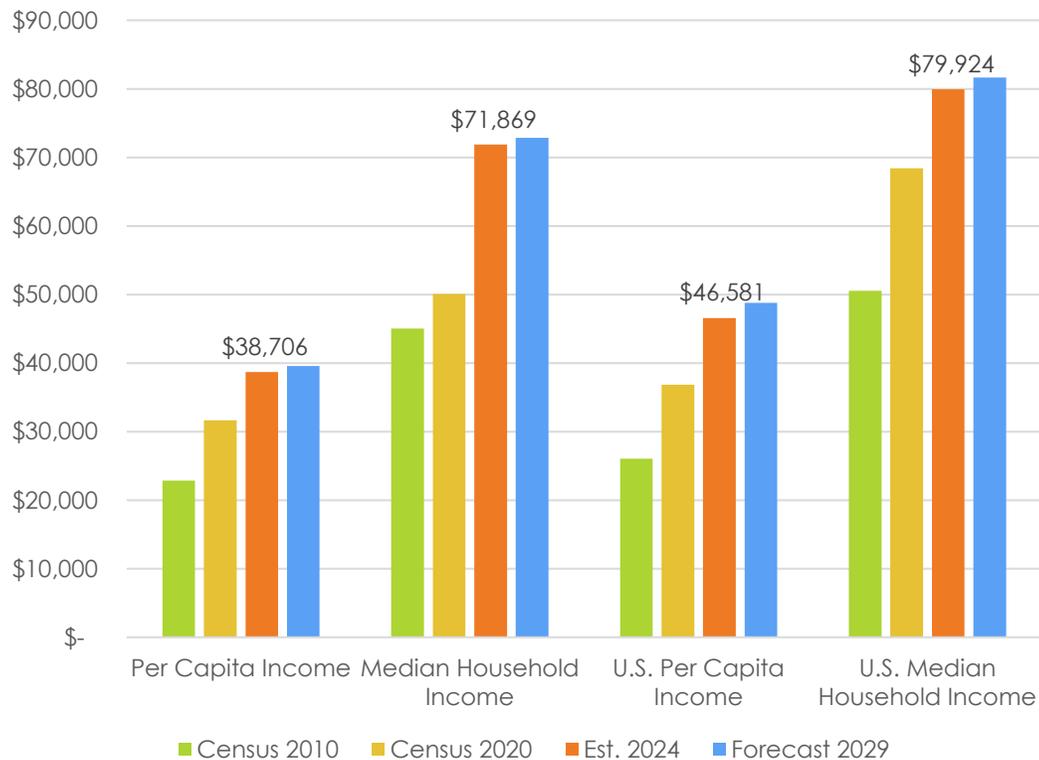
# KEY FINDINGS

- ▶ Per capita income average (\$38,706) and median household income (\$71,869) are equivalent to state averages but below national averages in 2024
- ▶ Per capita income for our region is 17% below national average, median income 10% below
- ▶ Median income in the St. Helena district is significantly higher than other districts
- ▶ Higher incomes in Beaufort County are concentrated south of the Broad River, which was \$96,136 in 2024

# MEDIAN HOUSEHOLD INCOME 2024



# REGION PER CAPITA AND MEDIAN HOUSEHOLD INCOME TRENDS 2010-2029



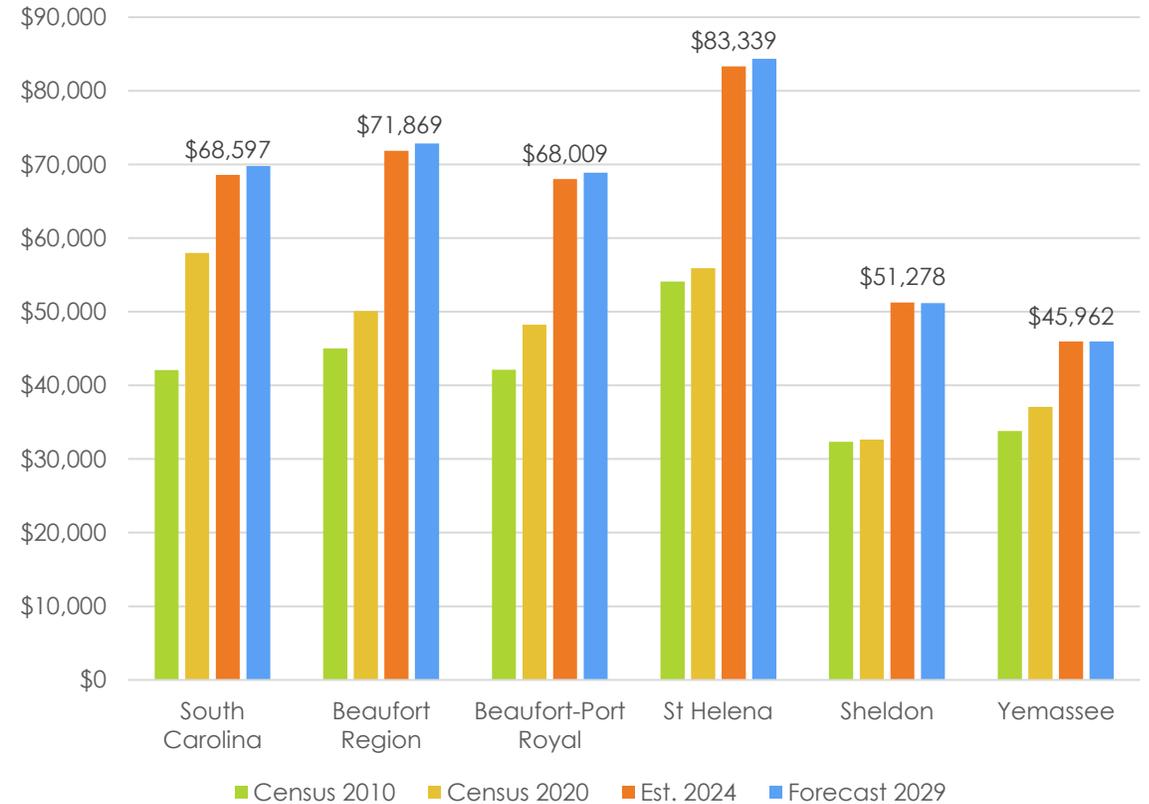
	Per Capita Income	Median Household Income	U.S. Per Capita Income	U.S. Median Household Income
Census 2010	\$ 22,883	\$ 45,032	\$ 26,038	\$ 50,556
Census 2020	\$ 31,638	\$ 50,078	\$ 36,851	\$ 68,390
Est. 2024	\$ 38,706	\$ 71,869	\$ 46,581	\$ 79,924
Forecast 2029	\$ 39,589	\$ 72,838	\$ 48,789	\$ 81,656

Source: U.S. Census, SCAN US

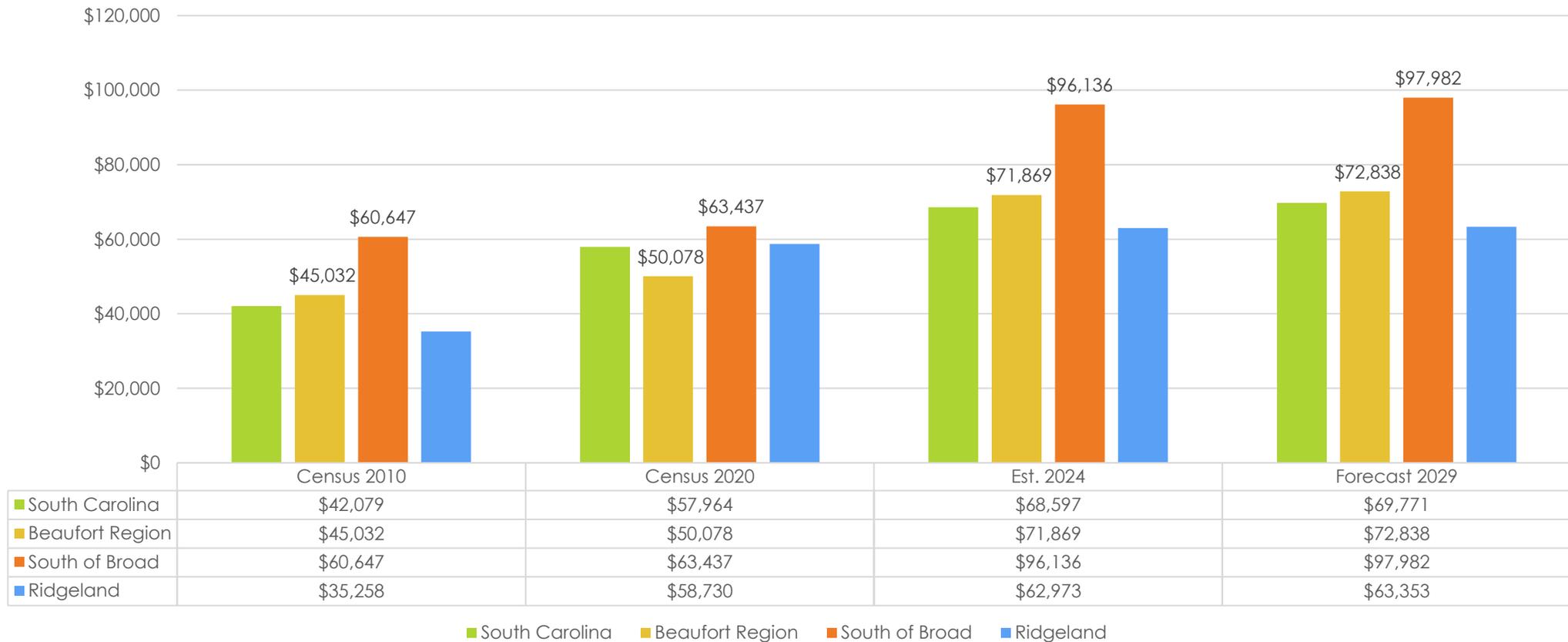
# MEDIAN HOUSEHOLD INCOME BY CCD 2010-2029

	South Carolina	Beaufort Region	Beaufort-Port Royal	St Helena	Sheldon	Yemassee
Census 2010	\$42,079	\$ 45,032	\$42,146	\$54,084	\$32,359	\$33,825
ACS 2020	\$57,964	\$ 50,078	\$48,251	\$55,922	\$32,664	\$37,092
Est. 2024	\$68,597	\$ 71,869	\$68,009	\$83,339	\$51,278	\$45,962
Forecast 2029	\$69,771	\$ 72,838	\$68,886	\$84,363	\$51,177	\$45,969

Source: U.S. Census, SCAN US



# INCOME IN CONTEXT



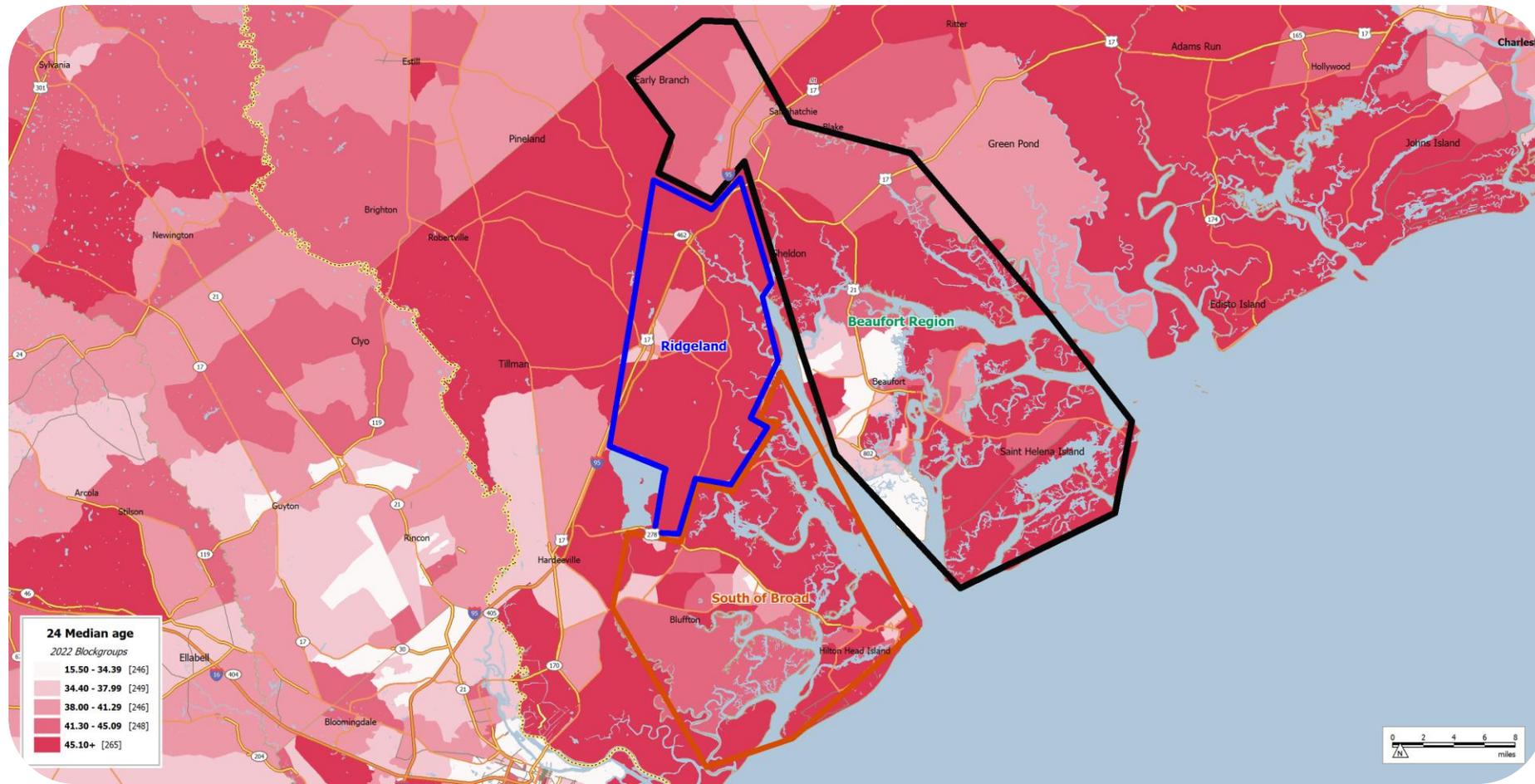
**AGE**



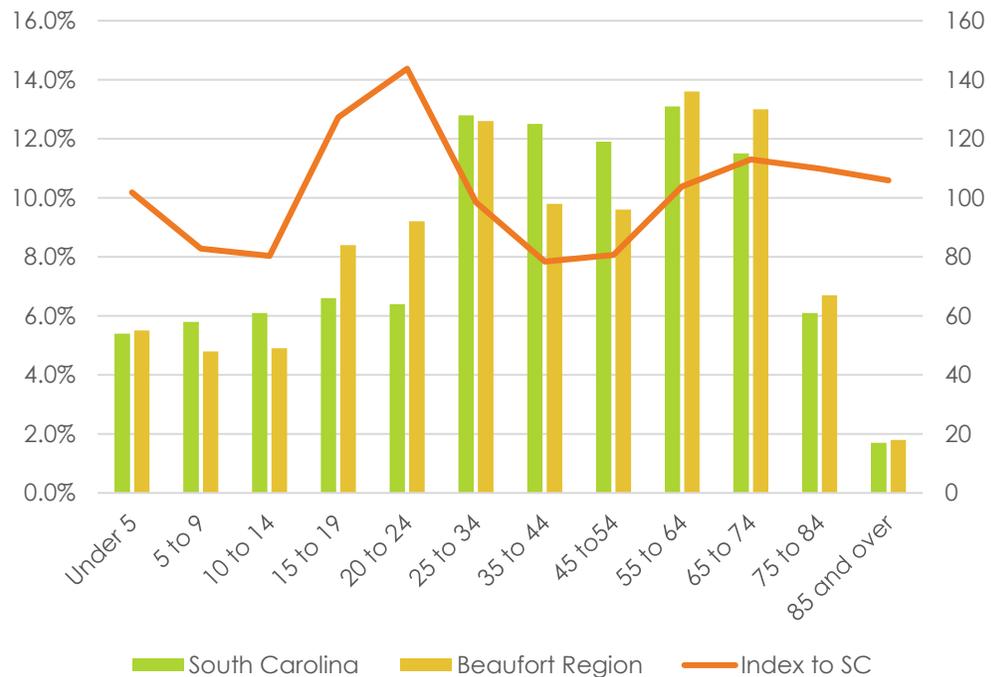
# KEY FINDINGS

- ▶ Beaufort region median age 44.1 in 2024 – 40.3 in South Carolina, 41.7 nationally.
- ▶ High concentration of 15-24 ages (18% in Beaufort region, 13% in South Carolina) – reflects military presence
- ▶ Conversely, Beaufort region is under-represented in key workforce ages of 25-54 years of age (32% in Beaufort, 37% in South Carolina)
- ▶ Percentage of 65+ is projected to increase in Beaufort region – from 22% in 2024 to 25% in 2029.

# MEDIAN AGE 2024



# AGE DISTRIBUTION 2024



	South Carolina	Beaufort Region	Index to SC
Under 5	5.4%	5.5%	102
5 to 9	5.8%	4.8%	83
10 to 14	6.1%	4.9%	80
15 to 19	6.6%	8.4%	127
20 to 24	6.4%	9.2%	144
25 to 34	12.8%	12.6%	98
35 to 44	12.5%	9.8%	78
45 to 54	11.9%	9.6%	81
55 to 64	13.1%	13.6%	104
65 to 74	11.5%	13.0%	113
75 to 84	6.1%	6.7%	110
85 and over	1.7%	1.8%	106

Source: ACS, SCAN US

# AGE DISTRIBUTION 2029

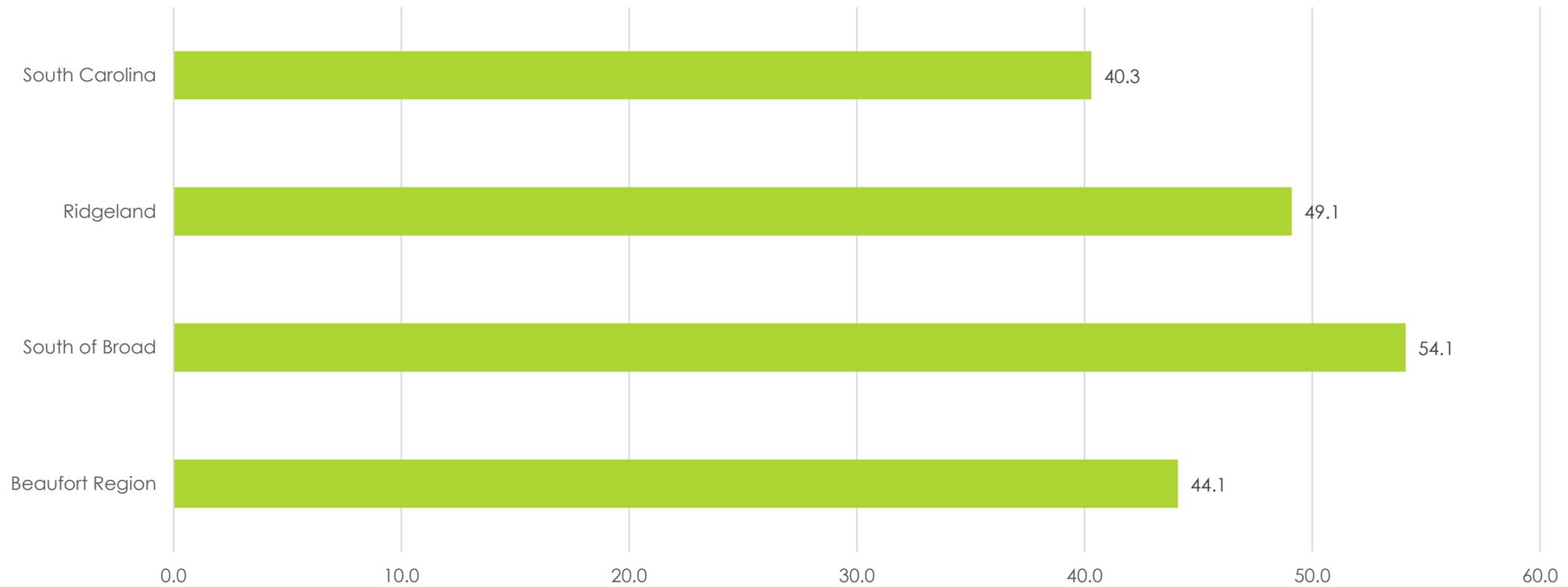


	South Carolina	Beaufort Region	Index to SC
Under 5	5.5%	5.3%	96
5 to 9	5.6%	4.5%	80
10 to 14	5.9%	4.4%	75
15 to 19	6.7%	8.3%	124
20 to 24	6.6%	8.8%	133
25 to 34	12.7%	12.8%	101
35 to 44	12.9%	10.3%	80
45 to 54	11.9%	9.5%	80
55 to 64	11.9%	11.4%	96
65 to 74	11.1%	12.4%	112
75 to 84	7.0%	8.5%	121
85 and over	2.3%	3.7%	161

Source: U.S. Census, SCAN US

# AGE IN CONTEXT

Median Age 2024



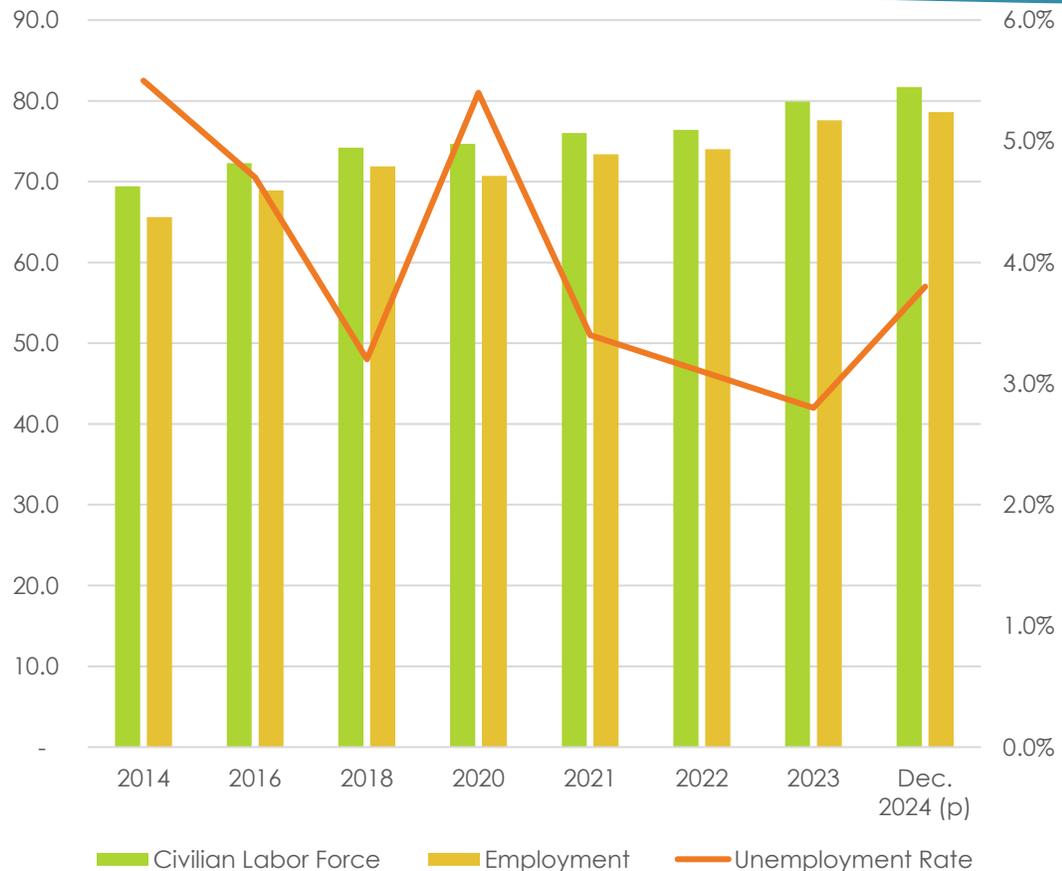


# LABOR FORCE AND EMPLOYMENT

# KEY FINDINGS

- ▶ Civilian labor force increased almost every year since 2010. Labor force and employment are above pre-pandemic levels
- ▶ Unemployment in 2024 was around 4% - reflecting a tight labor market
- ▶ 74% of employment in Beaufort County is in Services and Retail Trade – compared to 65% nationally
- ▶ We are above average in Arts, Entertainment & Recreation and Hospitality sectors, which generally pay lower wages
- ▶ Armed Services employment is important to the Beaufort region

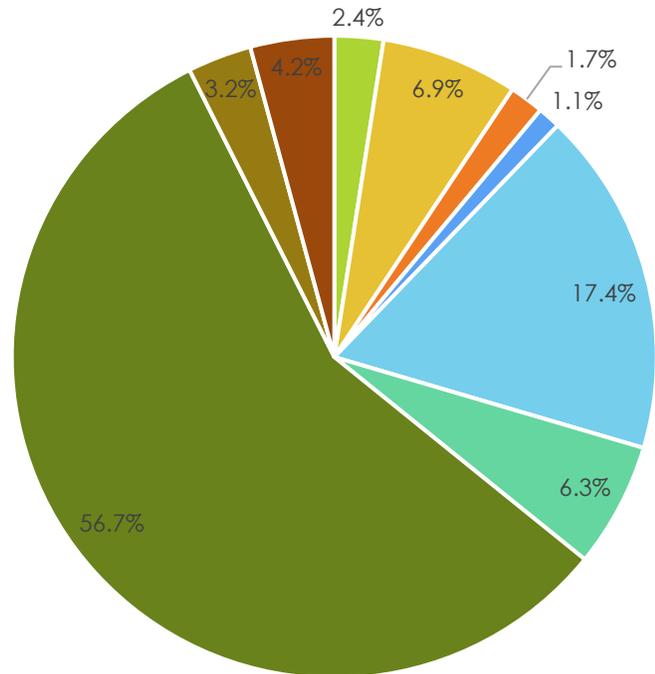
# BEAUFORT COUNTY LABOR FORCE CHARACTERISTICS 2014-2024



	2014	2016	2018	2020	2021	2022	2023	Dec. 2024 (p)
Civilian Labor Force	69.4	72.3	74.2	74.7	76.0	76.4	79.9	81.7
Employment	65.6	68.9	71.9	70.7	73.4	74.0	77.6	78.6
Unemployment Rate	5.5%	4.7%	3.2%	5.4%	3.4%	3.1%	2.8%	3.8%

Source: Bureau of Labor Statistics

# EMPLOYMENT BY SECTOR 2024

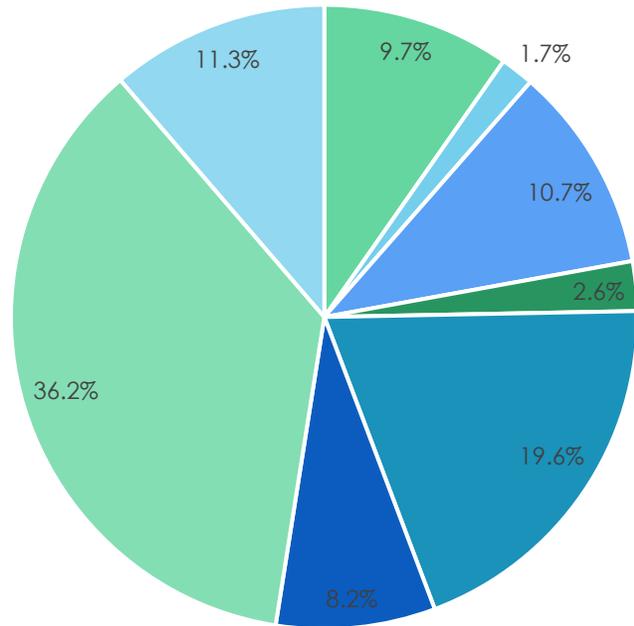


- T.W.I.U.
- Construction
- Manufacturing
- Wholesale Trade
- Retail Trade
- F.I.R.E.
- Services (Total)
- Federal Govt.
- State & Local

	Beaufort County	USA
T.W.I.U.	2.4%	6.4%
Construction	6.9%	5.4%
Manufacturing	1.7%	8.4%
Wholesale Trade	1.1%	4.0%
Retail Trade	17.4%	10.1%
F.I.R.E.	6.3%	5.7%
Services (Total)	56.7%	45.5%
Federal Govt.	3.2%	2.0%
State & Local	4.2%	12.6%

Source: Bureau of Labor Statistics

# SERVICE EMPLOYMENT BY SECTOR - 2024



- Professional & Tech
- Mgmt. & Enterprises
- Admin & Waste
- Educational
- Health Care & Social
- Arts, Ent & Rec
- Hospitality
- Other

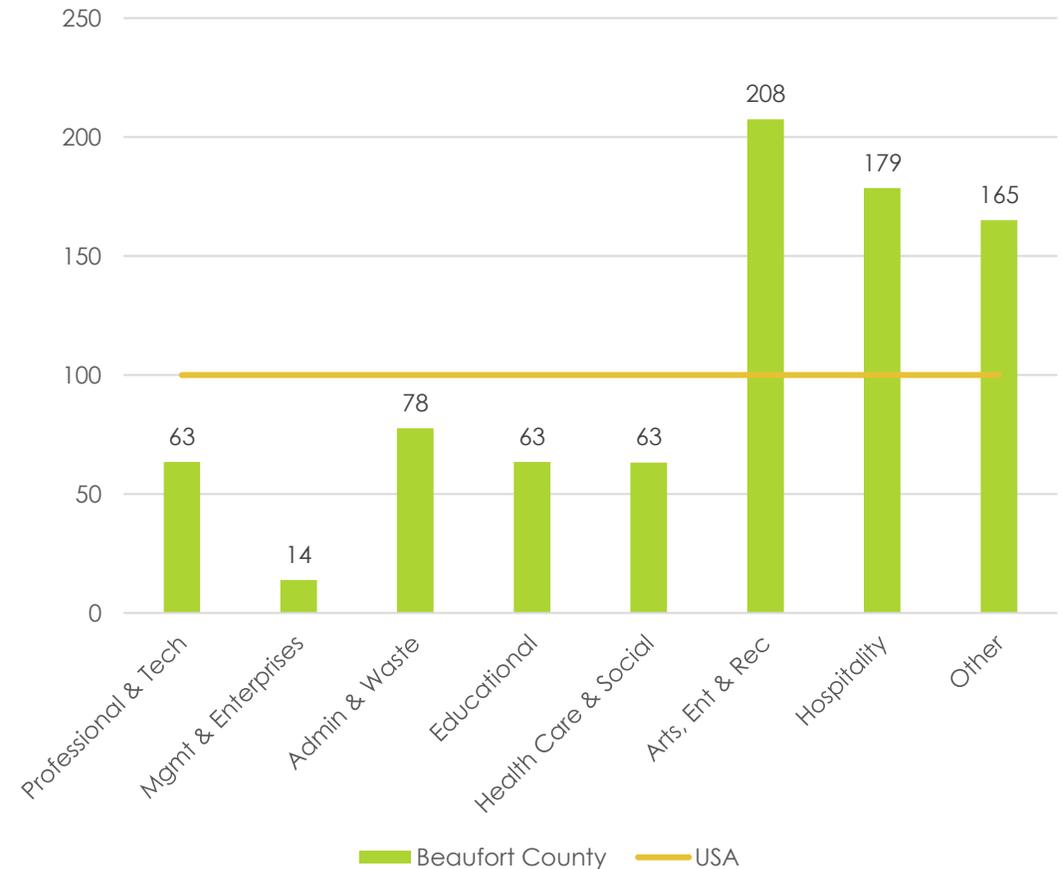
	Beaufort County
Professional & Tech	9.7%
Mgmt. & Enterprises	1.7%
Admin & Waste	10.7%
Educational	2.6%
Health Care & Social	19.6%
Arts, Ent & Rec	8.2%
Hospitality	36.2%
Other	11.3%

Source: Bureau of Labor Statistics

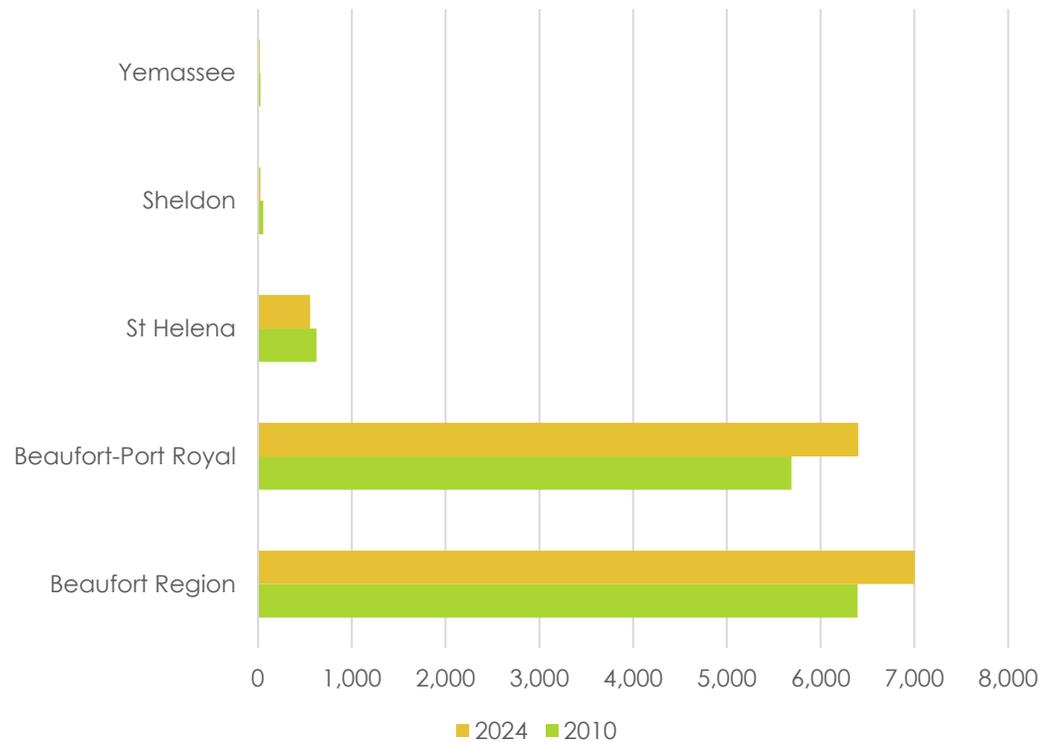
# SERVICE SECTOR INDEXED TO U.S.A.

	Beaufort County	National
Professional & Tech	63	100
Mgmt. & Enterprises	14	100
Admin & Waste	78	100
Educational	63	100
Health Care & Social	63	100
Arts, Ent & Rec	208	100
Hospitality	179	100
Other	165	100

Source: Bureau of Labor Statistics



# ARMED FORCES EMPLOYMENT



	2010	2024
Beaufort Region	6,395	7,003
Beaufort-Port Royal	5,690	6,401
St Helena	623	557
Sheldon	55	27
Yemassee	27	18

Source: U.S. Census, SCAN US

# Headline Recap

- ▶ **POPULATION & HOUSEHOLDS:** We are experiencing a healthy rate of population growth. We must adapt to these new levels and offer a diverse array of housing
- ▶ **INCOME:** Our region's income levels lag national average and would be improved by new sectors and businesses that offer higher wages.
- ▶ **AGE:** Cost of living is the biggest obstacle for recruiting and retaining prime workforce ages. We need to secure our future by taking steps to change the current trajectory.
- ▶ **LABOR FORCE:** We need to attract more workers to our region and create opportunity for those educated here. We need diversification of business sectors to while maintaining the performance of our two strongest sectors: hospitality and the military.
  - ▶ This data report is available on the Chamber's website and will be disseminated through our Chamber communications.



**BEAUFORT, SC**  
REGIONAL CHAMBER OF COMMERCE

# STATE OF THE COMMUNITY

---

**KERRI FORREST**

*COASTAL COMMUNITY FOUNDATION*



# Your Voice, Our Lowcountry

a 25-Year, 4-County,  
Community-Authored  
Vision Statement



**BEAUFORT, SC**  
REGIONAL CHAMBER OF COMMERCE

# STATE OF HEALTHCARE

---

**RUSSELL BAXLEY**

*BEAUFORT MEMORIAL HOSPITAL*





BEAUFORT  
MEMORIAL  
**80**  
YEARS  
**HOSPITAL**  
ANNIVERSARY



BEAUFORT  
MEMORIAL  
**40**  
YEARS  
**FOUNDATION**  
ANNIVERSARY

# Beaufort Memorial State of the Community Presentation 2025



Beaufort Memorial

# Beaufort Memorial Hospital

- 201 Beds
- Not-For-Profit
- More than 300 physicians on Medical Staff
- 1800+ Employees
- 14 Bed Inpatient Rehab Unit
- County's only 18 Bed Adult Mental Health Unit
- 10 Operating Rooms and 5 procedure rooms
- Keyserling & New River Cancer Centers
  - Newest Radiation Oncology Technology
  - State of the Art Chemo Infusion Center
- State of the art Interventional Cath Lab and Angiography suites
- Labor and Delivery Unit, Minimally Invasive Robotic Surgery, Joint Replacement Center, 2 Breast Health Centers, 4 Outpatient Imaging Centers, 3 Express Care and Occupational Medicine clinics, Wound Care Services, 4 Publix Telemedicine Clinics, and physician network group of over 100 employed providers
- Home Healthcare Company – Beaufort Memorial Home Health and Amedisys Partner



# Beaufort Memorial Today

Harrison Peeples Healthcare Center



Lowcountry Medical Group



Port Royal Medical Pavilion



Lady's Island Internal Medicine



Okatie Medical Pavilion



Palmetto Medical Group



May River Medical Pavilion



Island Imaging



# Quality Care You Can Trust

## Awards and Certifications



### The Joint Commission

- Advanced Total Hip & Total Knee Replacement
- Primary Stroke Center
- Chest Pain

### U.S. News High Performing Hospital

- Stroke
- Knee Replacement

### American Heart Association

- Get With The Guidelines: Gold Plus Achievement Stroke
- Target: Stroke™ Honor Roll Elite
- Mission Lifeline: NSTEMI Gold
- Target: Type 2 Diabetes™ Honor Roll

### American College of Cardiology/ NCDR

- Platinum Performance Achievement – Chest Pain – MI

### Healthgrades

- Patient Safety Excellence Award (2023, 2022, 2021)

### SCHA Zero Harm

- Drive to Zero Suicide Award
- Drive to Zero Disparities
- Drive to Zero Workplace Violence
- SSI Colon Surgery
- SSI Hip Replacement
- CLABSI 3T & 4T



*Did you know?*  
Beaufort Memorial's Joint Replacement Center is **one of only four** in South Carolina to achieve Advanced Certification in Total Hip & Knee Replacement Surgery from The Joint Commission.



Beaufort Memorial

# Caring for Thousands of Lives Each Year



## Last year (2024) BMH had:

9,059	Admissions
250,793	Outpatient Registrations
45,700	Emergency Department Visits
12,355	Surgeries
1,110	Deliveries
292,214	Physician Office Visits

## BMH Financials Last Year (2024):

\$180.2 Million	Labor Costs ( <i>incl. Contract Labor</i> )
\$162.8 Million	Supplies, Purchased Services, etc.
\$343.0 Million	Total Expenses
\$36.8 Million	Charity Care and Bad Debt
\$331.3 Million	Operating Revenue
\$355.7 Million	Total Revenue
\$12.72 Million	Total Operating Profit



# Beaufort Memorial Foundation

## Philanthropy In Action

DIETARY SERVICES	\$15,022.80	NURSERY	\$45,955.61
CARDIOVASCULAR SERVICES	\$242,035.35	SURGICAL SERVICES	\$77,818.00
INPATIENT NURSING UNITS	\$366,631.30	WORKFORCE DEVELOPMENT	\$500,000.00
EMERGENCY DEPARTMENT	\$15,000.00	ANNUAL ENDOWMENT CONTRIBUTION	\$897,227.97
REHABILITATION AND WELLNESS SERVICES	\$26,006.06	HEALTHCARE SCHOLARSHIPS	\$108,000.00
CANCER SERVICES	\$152,009.16	ADDICTION MEDICINE	\$100,000.00
OB/GYN SERVICES	\$139,414.00	PHARMACEUTICAL ASSISTANCE	\$17,136.69

2024 TOTAL SUPPORT **\$2,702,256.94**

- Established in 1984 to support Beaufort Memorial
- Support comes from private donors, grants, family foundation, & community foundations
- Over \$50M in support to BMH since 1984

*Mission: To provide extra resources to better enable the current and future health needs of the community; to serve as a catalyst for fostering health and wellness throughout the community.*



Beaufort Memorial

# Improving Access to Care: Transportation & Mobile Screenings



- **1,178** patients, representing **26** zip codes, provided with transportation to/from Beaufort Memorial facilities
- **13,331** miles driven in **2024**

- **53** health screening events serving, **920** people
- **861** blood pressure screenings, **95** abnormal
- **792** blood glucose screenings, **57** abnormal
- **541** lipid panels, **256** abnormal
- **165** PSA, **23** abnormal
- **10** clinical breast exams & **11** skin exams, **0** abnormal



# Free Care For The Underserved

## Good Neighbor Medical Clinic and Access Health of the Low Country:

- **609** lab & imaging procedures, valued at **\$259,525.40**
- In-kind rental of 3,025 square-feet of clinic space, valued at **\$75,625**



## Sickle Cell Clinic:

- Crisis-driven ER visits **cut by 35%** and resulting inpatient hospital stays **decreased by 47%** since program inception
- Enabled several young adults to hold employment for the first time

## Meals on Wheels Program:

- **250** meals per week for those in need
- **\$225,000** donated in food since October 2020



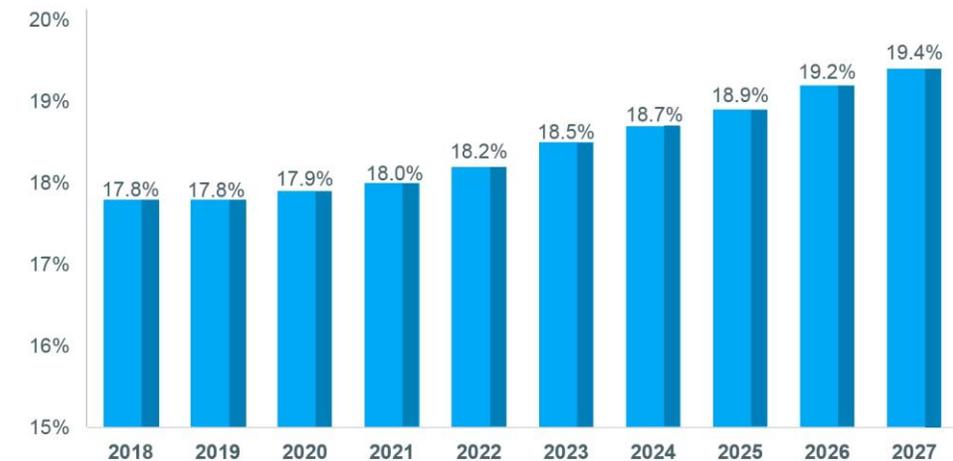
# Healthcare Headwinds



# Healthcare's National Future Outlook

- Currently, Healthcare Spending accounts for 18.7% of Gross Domestic Product at \$14.9 Trillion and expected to grow
- The Federal Govt is looking to make massive cuts to the budget to include several sectors of Healthcare
  - Health and Human Services Layoffs
  - \$880 Billion Dollars in Healthcare cuts debated by House GOP in part targeting Medicaid Dollars sent to the states and other programs
  - Telehealth Rules face uncertainty, Covid-19 extension to lapse March 31, 2025
  - Physician Medicare payments cut 2.8% in 2025 and in total have been cut 7.3% in the last 4 years
  - Exchange Plans Subsidies set to expire potentially leaving 2.2 million without insurance
- Tariffs potentially could increase healthcare supply cost by 20% or more over the next year as many suppliers reside overseas
- Hospital Bed Crisis – Study done by UCLA shows that by 2032 85% of all hospital beds will be occupied, driven not by the number of beds available but by the staffing shortage that will persist

Figure 1. Projected US Healthcare Expenditures as a Percentage of GDP, 2018–2027

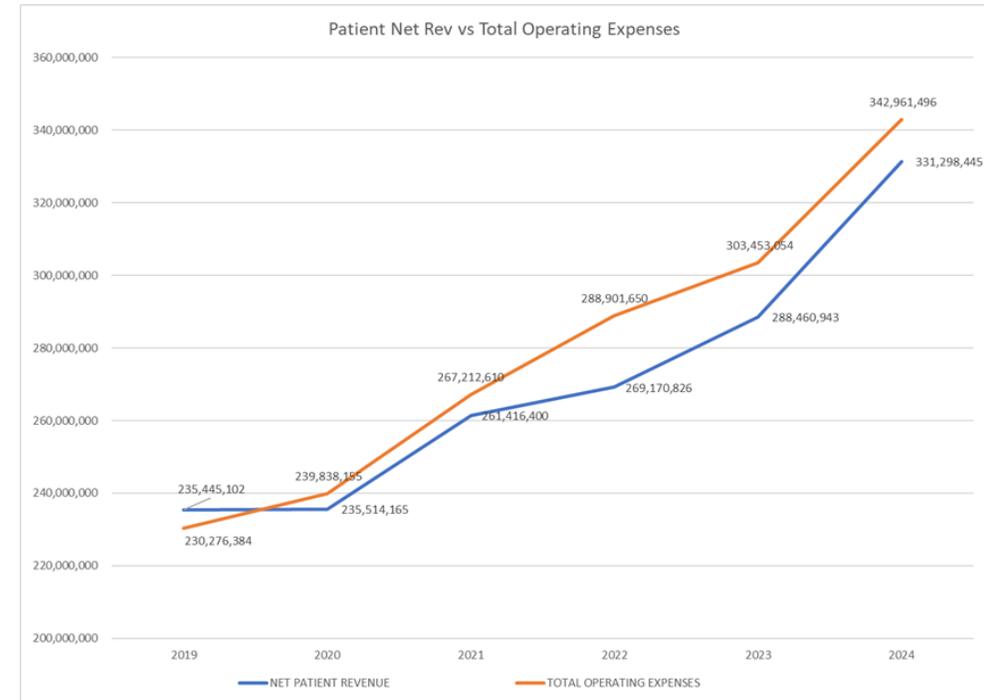


Sources: Centers for Medicare & Medicaid Services, National Health Expenditure Projections 2018-2026, Forecast Summary and Selected Tables.



# Healthcare's Local Future Outlook

- By 2035 more than 1.5 million South Carolinians will be over the age of 65 (SC Revenue and Fiscal Affairs Office)
- South Carolina Faces a Nursing Shortage of 13,000 nurses by 2036 according to a report by the Federal Health and Resources Administration (the 7<sup>th</sup> largest nursing shortage in the US)
- Overall, South Carolina is expected to be short 3,230 physicians by 2030 (Cicero Institute)
- Beaufort County's (population 200,000+) current physician shortage – approximately 40 PCP's and approximately 70 specialists and surgeons
- South Carolina's lack of Medicaid Expansion leaves many patients still uninsured and since the redetermination process restarted post covid, 443,993 South Carolinians have lost insurance
- Currently Inflation and costs are outpacing hospital revenue growth: Since 2021 patient revenue is up 40.7% and total revenue up 45.9% but total expenses are up 48.9%



# Workforce Development



# System Accessibility – Primary Care Recruitment



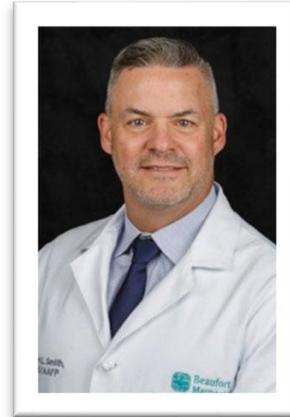
Lenzy Stephenson, D.O.  
Family Medicine



Bruce Vincent, M.D.  
Family Medicine



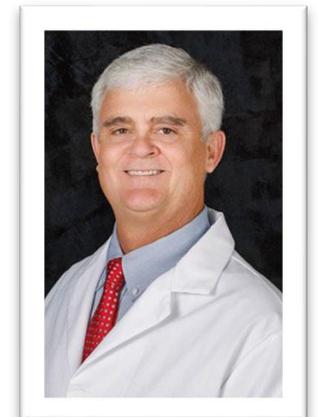
Curtis Elam, M.D., FACOG  
OBGYN



Robert Smith, M.D., FAAFP  
Family Medicine



Nikki Keisler, M.D.  
Family Medicine



J. Russell Williams, M.D.  
Internal Medicine



Jessie Goethie, NP  
Family Medicine



Katie Durden, NP  
Psychiatry



Melissa Mesenburg, NP  
OBGYN



James Varner, PA  
Family Medicine



James Benn, NP  
Psychiatry



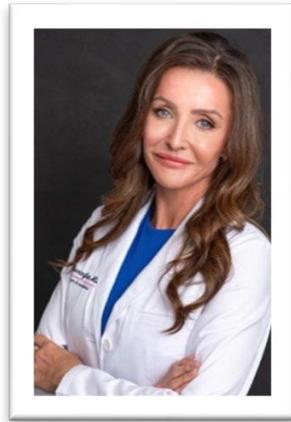
# System Accessibility – Specialty Care Recruitment



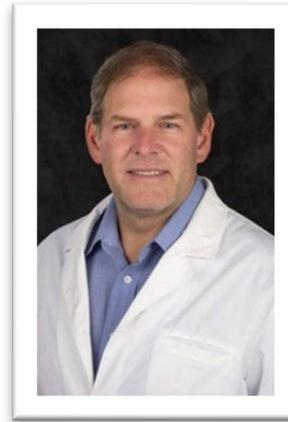
Cory Messerschmidt, M.D.  
Orthopedics



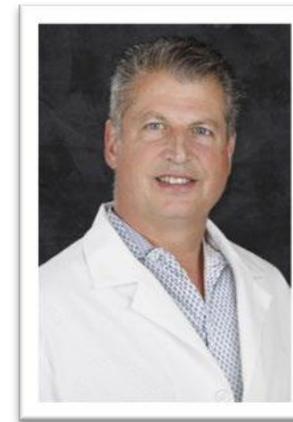
Frank O'Neill, M.D.  
Cardiology



Heidi Harrington, M.D.  
Plastic Surgery



John Krmarik, M.D.  
Pulmonology



Michael Sciarra, D.O.  
Gastroenterology



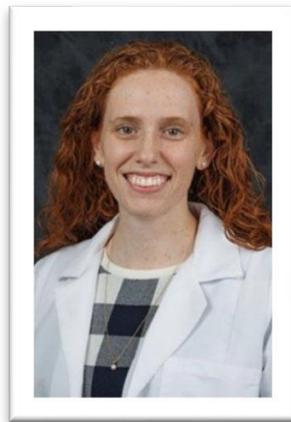
J. Eric Turner, M.D.  
Medical Oncology



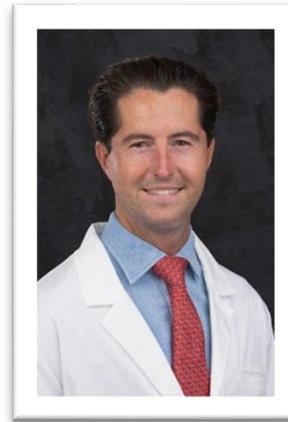
Matthew Baker, PA  
Urology



Bailey Toulson, PA  
General Surgery



Aubrey Place, M.D.  
General Surgery



Andrew Stevens, M.D.  
Pulmonology



Taylor Turnbull, M.D.  
General Surgery



Jessica Elkins, PA  
Gastroenterology



- **Internal PATH for Career Advancement**

- Patient Care Techs, EKG Techs, Medical Assistants, Coders, Surgical Techs, Central Sterile Techs
- 79 Graduates in 8 cohorts
- 98% pass rate vs 77% nationally
- Started cohort 9 in January 2025
- Average increase in salary upon graduation - \$6,240 per year

- **Beaufort County School District Collaboration**

- 13 Students enrolled in PCT and CMA tracks

- **Summer Intern Program for High School Students**

- 115 Youth Volunteers participated over three summers
- Learned about 77 departments





Beaufort Memorial  
**PATH PROGRAM**  
PEOPLE ACHIEVING THEIR HIGHEST



## PATH CAREER DEVELOPMENT CENTER



- **On-Campus Career Development Center opened August 2024 on BMH Campus**
  - Partnership with USCB, Beaufort County, the City of Beaufort, and the Beaufort Memorial Foundation
  - USCB Nursing School satellite location is expected to double USCB nursing enrollment



Beaufort Memorial

# Beaufort Memorial Learning Center

- Now open on BMH Campus
- Facility qualifies for ABC voucher program which can provide additional financial assistance for those who qualify
- Employees pay discounted rates and on a sliding scale
- Capacity for 100 children from infants to 4K
- \$1.5 million dollar investment into childcare for our employees

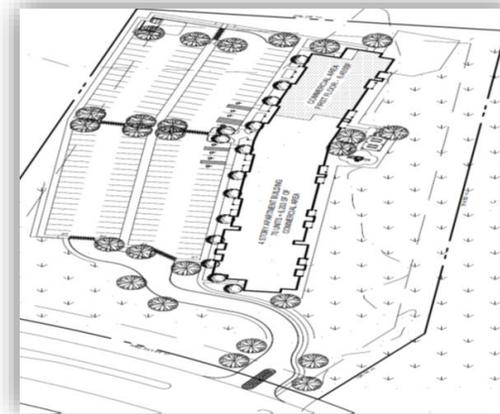


# Affordable Employee Housing Opportunities



## LiveWell Terrace by BMH

- Located on Buckwalter Parkway
- 120 Total Units
- 30 One-Bedroom Units
- 60 Two-Bedroom Units
- 30 Three-Bedroom Units
- Healthcare facility to include primary care and therapy



## Multi-Family Housing Project in Okatie

- 70 Total Units
- 15 One-Bedroom Units
- 36 Two-Bedroom Units
- 19 Three-Bedroom Units
- Childcare and Primary Care practice on 1<sup>st</sup> floor in mixed use development



## Townhome/Single Family Home Project in Beaufort

- 29 Total Units
- 25 Two-Bedroom Town Home Units
- 4 Three-Bedroom Single Family Units



Beaufort Memorial

# Bluffton Workforce Housing Project

## Multi-Family Housing Project at Buckwalter Place

- Public Private Partnership with Woda Cooper Companies
- Partnership with Beaufort County and town of Bluffton to develop the site to include approving an additional 120 residential dwelling units for this site
- BMH will develop healthcare services on campus in separate building to expand access to care
- Woda Cooper will develop 120 total units; units will range from 60%-80% of the AMI
- 30 One-Bedroom units
- 60 Two-Bedroom units
- 30 Three-Bedroom units
- Have already applied for and received tax credits through the LIHTC program – 4% tax credit
- Total Project Cost/Community Investment – \$12 million est.



# BMH Projects and Community Investment



# Hospital Renovations 2025

## **Surgical Pavilion Renovation & Expansion**

- \$24 Million Dollar Project Currently Underway
- Adding 2 Additional Operating Suites
- Adding New Endoscopy Suites and Sterile Processing Suite

## **Crisis Stabilization Unit in ER**

- Psych Safe Unit contained in Emergency Room for Observation Patients

## **New Angiography Suite– Construction begins Feb. 2025**

- New State of the Art Interventional Radiology and Vascular Interventional Lab

**Total Commitments to Hospital Improvements – \$27.2 Million**



# Primary Care Investment – 8 New PCP's

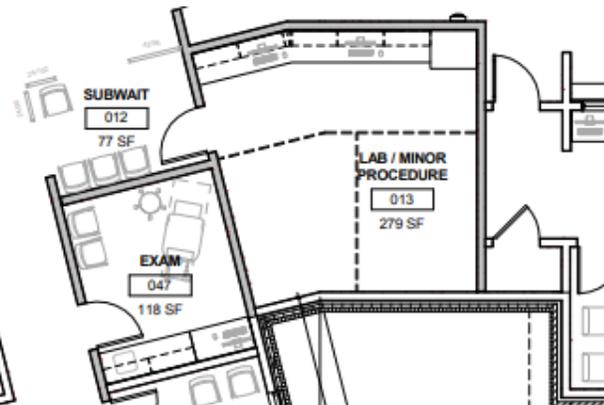
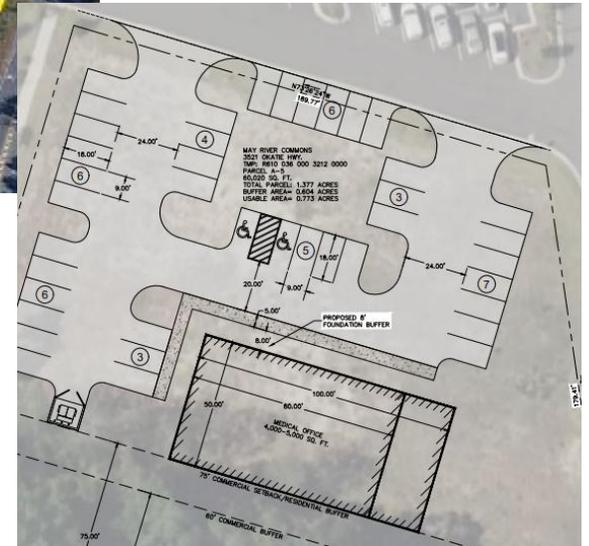
## • Beaufort Memorial May River Crossing Primary Care Site

- 1.376 Acres purchased and under Control of BMH
- Planned 5,000 sq ft medical office building
- Primary Care and diagnostic lab and imaging planned – 4 primary care provider addition
- Total Cost – \$2.5 Million in construction and equipment
- 20 jobs created & \$1.5 Million in salaries, wages, benefits



## • Beaufort Memorial Lady's Island Internal Medicine Renovation and Low Country Medical Group Expansion

- Add 4 more Primary Care Providers to Lady's Island and Port Royal
- Renovation of Lady's Island Internal Medicine
- Relocation of specialists to suites within LCMG to expand Primary Care Practice
- Total Cost - \$250,000

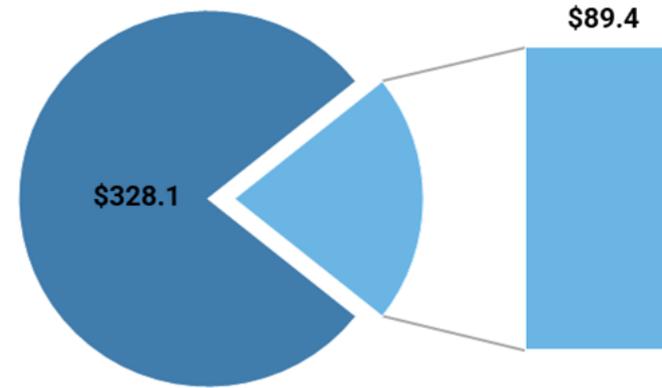


# Hilton Head Island Free Standing ED & Urgent Care

- FSED/Urgent Care on HHI with Intuitive Health and Medical University of South Carolina
- **Closed on property at 1016 William Hilton Parkway in October 2024**
- **Total Project Cost – \$16.6 million**
- **50 new Jobs Created & \$3.24 Million in Salaries, Wages, Benefits**



## Annual US Healthcare Spend on Avoidable Emergency Care (\$ in billions)



■ Total U.S. Emergency Spend    ■ ER Avoidable Spend

- 30% of ER visits could have been treated in an urgent care setting
- And FSED/Urgent care hybrid solves that problem saving on average \$1800 per visit

Source – intuitive health study 2023



Beaufort Memorial

# Bluffton Community Medical Campus



## Projected Volumes

- 2,600 Admits
- 21,000 ER visits
- 110,000 outpatient visits
- 7,000 surgeries and procedures

- At the corner of Bluffton and Buckwalter Parkways
- 15 ER Beds, 2 Trauma Rooms, and 6 Observation Rooms
- 4 Operating Rooms and 2 Procedure Rooms
- Full Imaging Center, Lab, and other Outpatient capabilities
- 28 Acute Care Beds
- Designed for Resiliency against natural disasters and climate change - \$2.6 Million Dollar Cost
- Total Budget – \$103 Million Dollars
  - \$70 million Construction
  - \$23 million equipment
  - \$10 million professional fees and soft costs
- Total New Jobs Created – 250 in Year 1
  - \$16.2 Million in Salaries, Wages, Benefits



Beaufort Memorial

ONE VISION.  
ONE PURPOSE.  
*No Limits.*



Beaufort Memorial



**BEAUFORT, SC**

REGIONAL CHAMBER OF COMMERCE

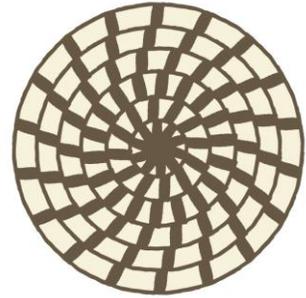
# STATE OF HOUSING

---

# CLAUDE HICKS

*BEAUFORT JASPER HOUSING TRUST*





**BEAUFORT**  
**JASPER** HOUSING  
TRUST

# THE STATE OF HOUSING IN BEAUFORT & JASPER COUNTIES

*Understanding Trends, Needs & Opportunities*

# WHO IS THE BEAUFORT- JASPER HOUSING TRUST, INC.?

- Mission is to create and preserve workforce and affordable housing
- 501(c)(3) organization
- Board of Directors consisting of 9 members appointed by contributing jurisdictions and SoLoCo and 8 members from housing-related professions



Beaufort County | City of Beaufort | Town of Bluffton  
City of Hardeeville | Town of Hilton Head Island  
Jasper County | Town of Port Royal  
Town of Ridgeland | Town of Yemassee



# WHY HOUSING MATTERS?

## Economic Growth

Housing affordability impacts economic growth and workforce stability

## Quality of Life

Housing availability affects quality of life and has a direct effect on the overall health and well-being of community members

## Regional Collaboration

A regional approach allows for strategic planning and partnerships that produce results for the benefit of every community

# HOUSING AVAILABILITY BEAUFORT COUNTY

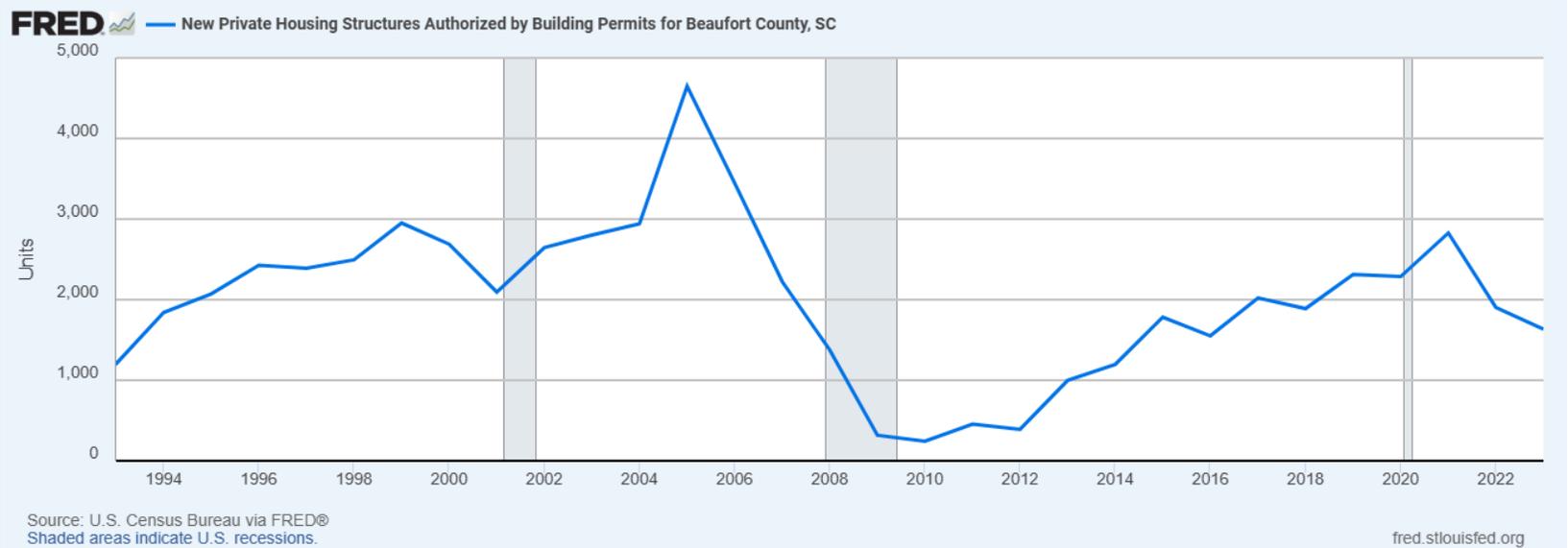
DATA SHOWS HOUSING PERMITS HAVE  
NOT REBOUNDED BACK TO 1993-2002  
LEVEL OF CONSTRUCTION

MEDIAN NUMBER OF  
BUILDING PERMITS  
IN BEAUFORT COUNTY

1993-2002  
2,408

2003-2012  
1,800

2013-2022  
1,897



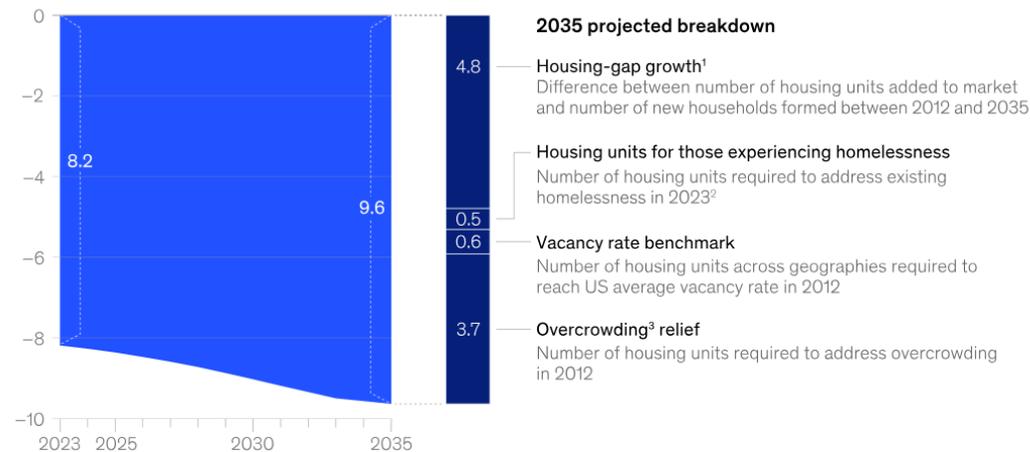
# HOUSING AVAILABILITY NATIONWIDE

## CURRENTLY 8.2 MILLION UNITS SHORT

## NEARLY 10 MILLION UNITS SHORT BY 2035

**The US housing shortfall is projected to increase to nearly ten million units by 2035.**

Projected 2023–35 US housing gap, millions of units



Note: Projections based on assumption that population growth and housing supply will maintain their historical growth rates observed in 2012–2023 (~850,000 net new housing units/year). Figures exclude Guam, Puerto Rico, and Virgin Islands.

<sup>1</sup>Housing-gap growth for 2012–23: 3.3 million units; projected housing-gap growth for 2023–35: 1.5 million units.

<sup>2</sup>Homelessness assumed flat over 2012–23.

<sup>3</sup>Overcrowding<sup>3</sup> defined as household with >1 occupant per room, excluding kitchens and bathrooms.

Source: American Community Survey, US Census Bureau, accessed Jan 2025; Point-in-Time Survey, US Department of Housing and Urban Development, accessed Jan 2025; US Census Bureau; US Department of Housing and Urban Development; McKinsey Global Institute analysis; McKinsey Institute for Black Economic Mobility analysis

Source: McKinsey & Company

# HOUSING AFFORDABILITY

## DATA SHOWS UNAFFORDABLE FOR THE LAST 21 YEARS



The Hilton Head MSA (includes both Beaufort and Jasper Counties) **has not had a single period of affordability in 21 years** and the gap has become more severe since the pandemic

August 2024

**Hilton Head Island-Bluffton-Port Royal, SC**  
**Share of Median Income = 53%**

Median Household Income: **\$94,129**

Median Home Price: **\$575,000**

Interest Rate: **6.5%**

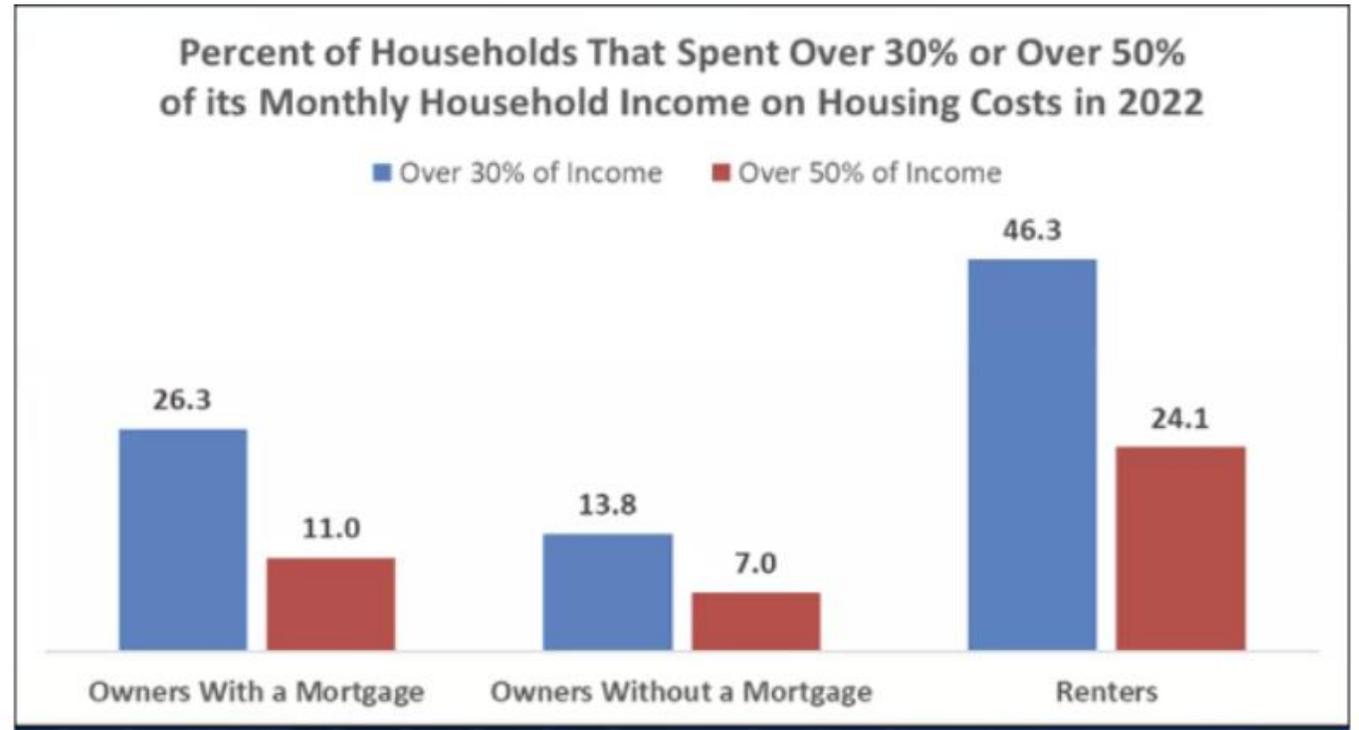
Median Monthly Principal & Interest Payment: **\$3,271**

Median Monthly Total Payment (P&I, Tax, Insurance, PMI): **\$4,162**

Source: Federal Reserve Bank of Atlanta, Home Ownership Affordability Monitor

# WHAT DOES IT MEAN TO BE COST-BURDENED?

- Spending more than 30% of income on housing costs
- Extremely cost-burdened is spending more 50% of income on housing costs



Source: U.S. Census Bureau

# HOUSING AFFORDABILITY

\$300,000 house with 10% down = \$1900/month plus taxes & insurance

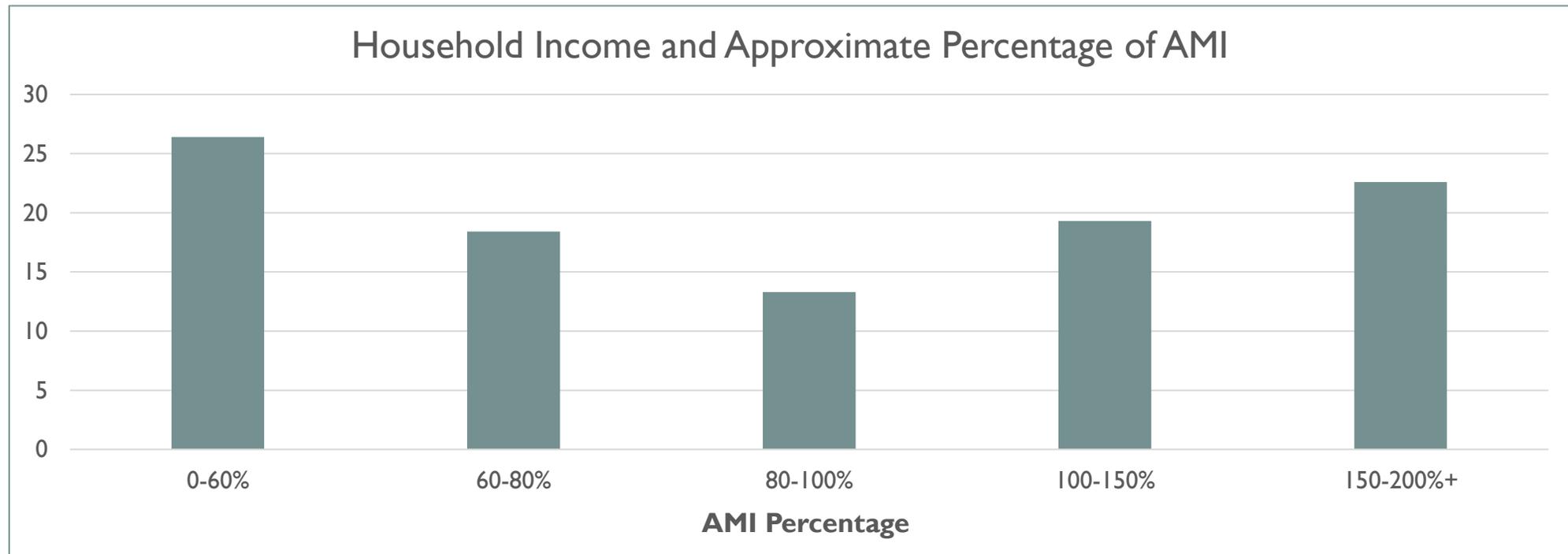
1BR apartment rent = \$1,800/month base rent plus additional fees

2BR apartment rent = \$2200/month base rent plus additional fees

<b>% Area Median Income</b>	<b>Beaufort</b>	<b>Monthly Affordability</b>
60% - Moderately Low	\$60,600	\$1,513
80% - Low	\$80,700	\$2,018
100% - Median Family Income	\$106,400	\$2,660
120% - Moderate	\$127,700	\$3,193

# AMERICAN COMMUNITY SURVEY DATA

MISSING MIDDLE - ONLY 13.3% OF BEAUFORT COUNTY HOUSEHOLDS HAVE INCOME BETWEEN 80-100%AMI



# STATE CALL TO ACTION

- **Streamline** the state home repair program's application and inspection processes and align state funding priorities with local repair needs
- **Increase and create gap funding resources** to encourage construction of workforce housing
- **Provide low interest mortgage opportunities** for first-time homebuyers
- **Encourage the revision of the Qualified Allocation Plan (QAP)** to ensure equitable access to LIHTC resources for coastal and rural communities
- **Expand funding opportunities and create incentives** for private sector development and public-private partnerships for workforce housing initiatives

# LOCAL CALL TO ACTION

- **Partner with Local Jurisdictions to Drive Policy Change**
  - Update housing components in comprehensive plans
  - Identify and secure land for housing development through advocacy for land donations and strategic planning
  - Remove regulatory barriers by modernizing zoning codes and policies that currently hinder workforce and affordable housing development.
  - Strengthen incentives to encourage housing growth without imposing additional regulatory burdens (i.e., density bonus)
- **Expand Infrastructure Access & Reduce Costs**
  - Work across sectors to ensure that essential infrastructure—water, sewer, roads, and transit—reaches housing developments, making projects more feasible and cost-effective
- **Facilitate Regional Cooperation through a 2025 Solutions Forum**
  - Convene public and private leaders in early fall 2025 to develop actionable strategies and forge partnerships that accelerate housing solutions
- **Overcome Resistance & Build Public Support**
  - Engage the community to address misconceptions and counter NIMBY opposition that stalls much-needed housing projects.
  - Highlight the economic impact—show how stable housing supports local businesses, schools, and essential services





**BEAUFORT, SC**  
REGIONAL CHAMBER OF COMMERCE

# STATE OF GOVERNMENT

---

**ANNA TABERNIK, *BEAUFORT COUNTY***  
**PHIL CROMER, *CITY OF BEAUFORT***  
**KEVIN PHILLIPS, *TOWN OF PORT ROYAL***



Question 1:

*What are the top priorities  
for your councils in 2025?*

# **BEAUFORT COUNTY**

## **TOP 3 PRIORITIES FOR 2025:**

- 1. Regain public trust in Council & Administration through transparency and Communication**
- 2. Reformat our funding accounts to increase transparency/understanding**
- 3. Discuss transportation/capital funding options**

## Question 2:

*Referencing the Chamber's 2025 Public Policy Agenda:*

*Which local legislative issues are your councils working on?*

## 2025 PUBLIC POLICY AGENDA



**BEAUFORT, SC**

REGIONAL CHAMBER OF COMMERCE

LEARN MORE ABOUT HOW THE CHAMBER ADVOCATES FOR BEAUFORT COUNTY BUSINESSES AT  
[BEAUFORTCHAMBER.ORG/ADVOCACY](http://BEAUFORTCHAMBER.ORG/ADVOCACY)

P.O. Box 910, Beaufort, SC 29901 | 843-525-8525 | [Hello@BeaufortChamber.org](mailto:Hello@BeaufortChamber.org)

# **BEAUFORT COUNTY**

## **Three policy issues that impact local businesses**

- 1. Infrastructure**
- 2. Workforce Housing**
- 3. Economic Development Opportunities**

## Question 3: Beaufort County

*What steps are being taken to improve transparency and encourage public input?*

# **BEAUFORT COUNTY**

**Steps to improve transparency and encourage public input in decision making**

- **Sunshine!**
- **Listen!**

## Question 3: Port Royal

*What progress has the Town made during moratorium on multi-family dwelling developments?*

## Question 3: Beaufort

*Can you share timeline and goals for the comprehensive review of the Beaufort Development code?*



**BEAUFORT, SC**  
REGIONAL CHAMBER OF COMMERCE

# COMMUNITY DISCUSSION

---

# COURTNEY WORRELL

*303 ASSOCIATES*





**BEAUFORT, SC**  
REGIONAL CHAMBER OF COMMERCE

# CLOSING REMARKS & DOOR PRIZES

---

# BOB HYDORN

*REALTOR*

