

Joint Economic Growth Summit

In focus: film industry in the Carolinas



March 16, 2011

In focus: film industry in the Carolinas

Welcome

Larry Clark, Dean
Cameron School of Business
UNC Wilmington

In focus: film industry in the Carolinas

Welcome

Dr. Cathy Barlow

Provost

UNC Wilmington

In focus: film industry in the Carolinas

Welcome

Dr. Ralph Byington, Dean
Wall College of Business Administration
Coastal Carolina University

The Local, State and National Economic Outlook

Joint Economic Growth Summit
UNC Wilmington Burney Center
October 16, 2011

William W. (Woody) Hall, Jr.
Professor of Economics

Department of Economics and Finance
and
Senior Economist

H. David and Diane Swain Center for Business and Economic Services

Cameron School of Business

The University of North Carolina Wilmington
hall@uncw.edu



Economic Impact of a Motion Picture Production Budgeted at \$25 Million on the Wilmington MSA^{1,2}

Output (Gross Revenue)	\$18,668,000
Employment ³	650
Wages and Salaries	\$9,233,000
Self-Employment Income	\$3,092,000
Property Income	\$1,659,000
State Sales and Excise Tax Collections ⁴	\$265,000
Local Government Share ⁴	\$88,000
County Property Tax Collections ⁵	\$530,000
(Equivalent) County Property Tax Base ⁶	\$124,800,000

¹ Brunswick, New Hanover, and Pender Counties

² All dollar figures are in 2009 dollars.

³ Full-time and part-time employment

⁴ Each county government levies a 2.25% sales tax. After debiting a collection fee, state government remits the residual to the county government.

⁵ County property tax collections only

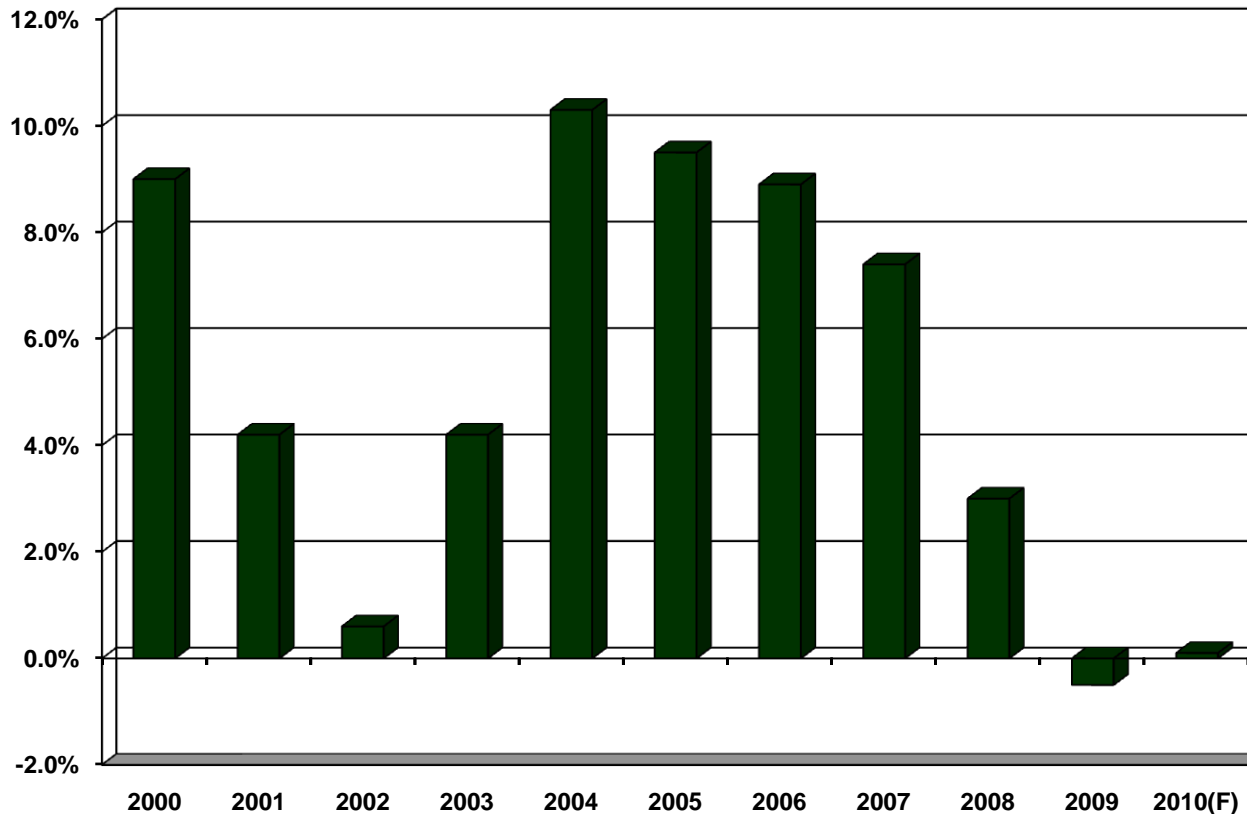
⁶ The size of the county property tax base that would support \$530,000 in county property tax collections

Source: Hall, William W., Jr., Christopher F. Dumas, and Peter W. Schuhmann. *Economic Impact Study of the Production of a 'Mid-Major' Motion Picture on the Economy of Southeastern North Carolina*. Summer 2009. Center for Business and Economic Services, Cameron School of Business, The University of North Carolina Wilmington.



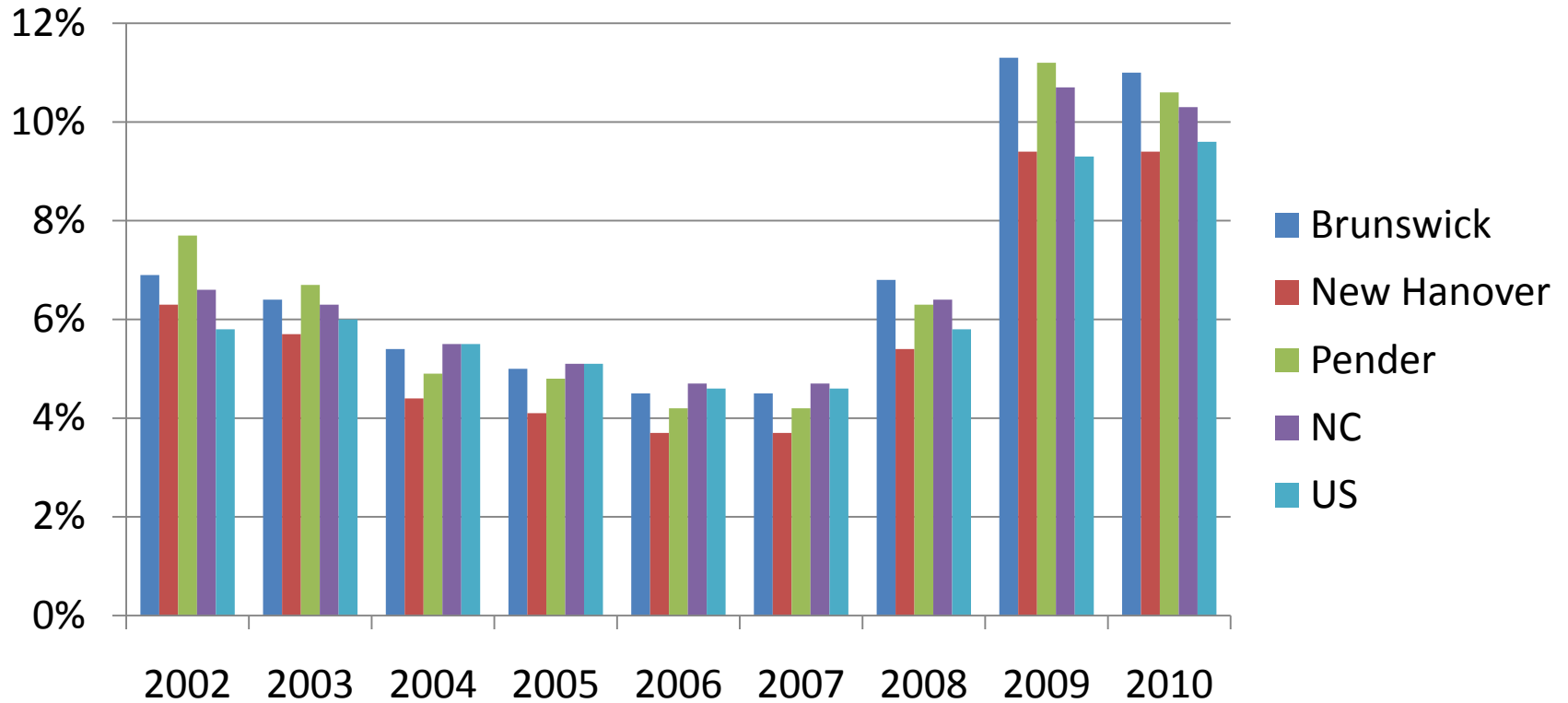
Personal Income Growth in the Wilmington MSA

(Brunswick, New Hanover, and Pender Counties)



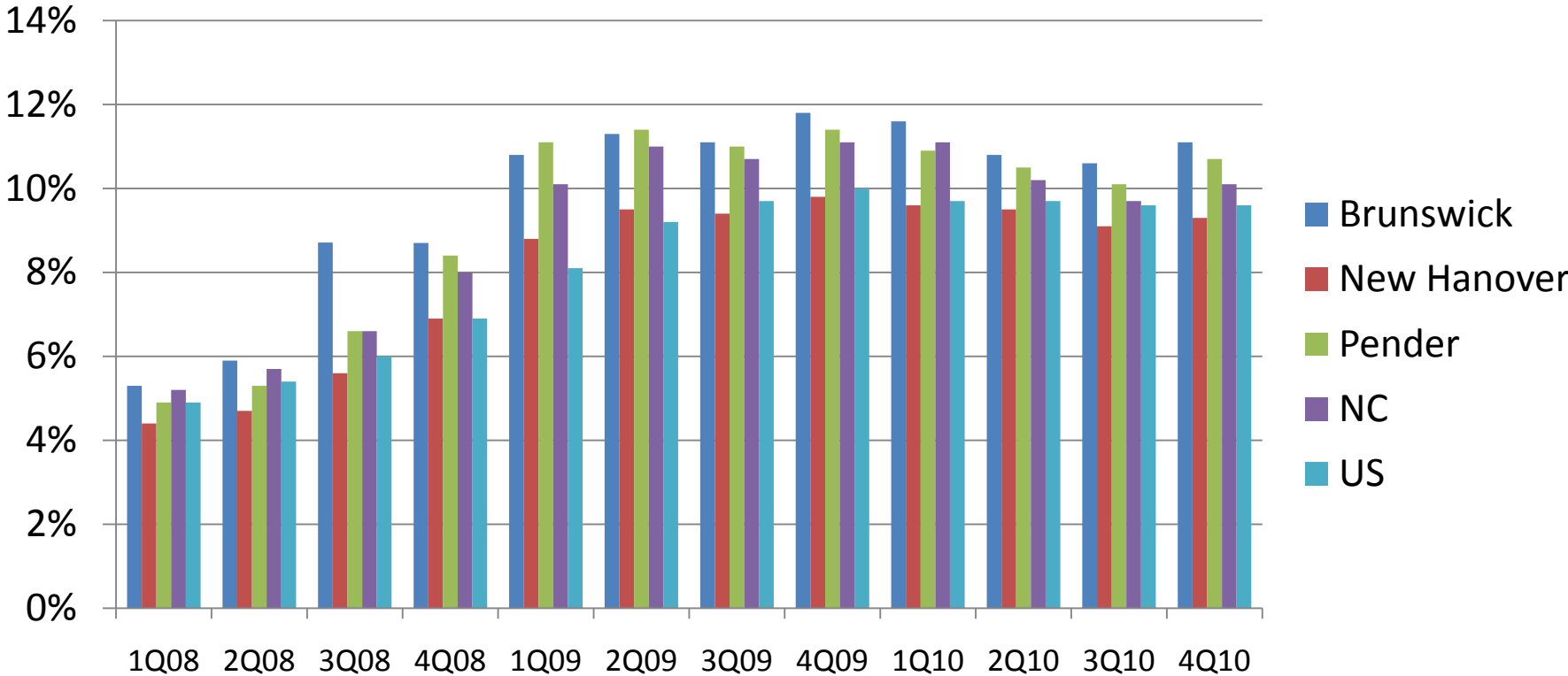
Source: U.S. Department of Commerce; Ravija Badarinathi and William W. Hall, Jr., for the Swain Center for Business and Economic Services, Cameron School of Business, UNC Wilmington.

Unemployment Rates



Source: Employment Security Commission of NC; Bureau of Labor Statistics, Statistics, US Department of Labor.

Unemployment Rates



Source: Employment Security Commission of NC; Bureau of Labor Statistics, Statistics, US Department of Labor.



Wilmington MSA 3Q10 Employment and Wages

Sector	% of Total Employment	% Change from 3Q07	Average Weekly Wage		
			Wage	% of All-Sector Average	% of State Sector
Health Care & Social Assistance	15.0	2.9	\$783	112.1	98.1
Retail Trade	14.1	-10.0	\$463	66.3	97.7
Accommodation & Food Services	13.6	-11.9	\$282	40.4	97.8
Local Government	12.4	-1.6	\$845	120.9	112.8
Educational Services	7.3	-0.8	\$769	110.0	96.6
Construction	6.8	-30.0	\$836	119.6	108.1
Public Administration	6.3	8.7	\$822	117.7	101.8
Manufacturing	5.8	-15.0	\$1,218	174.3	127.6
Administrative & Waste Services	5.1	-13.0	\$521	74.6	92.6
All Sectors		-8.5	\$699		91.0

Source: NC Employment Security Commission.

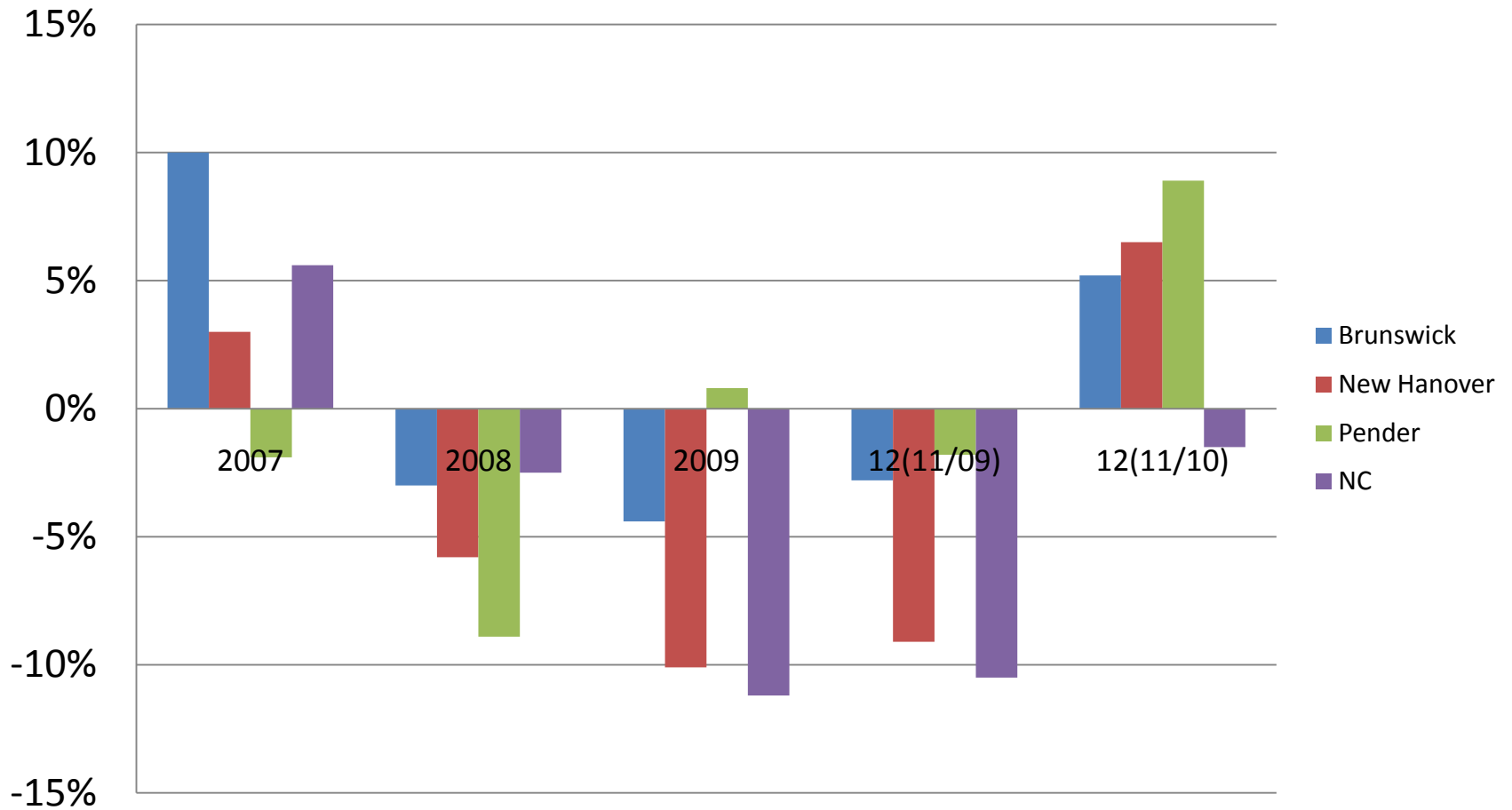


New Incorporations

Area	2008	2009	% Change 2008-09	2010	% Change 2009-10
Brunswick County	512	515	0.6	519	0.8
New Hanover County	1,338	1,546	15.5	1,609	4.1
Pender County	167	236	41.3	213	9.7
Wilmington MSA	2,017	2,297	13.9	2,341	1.9

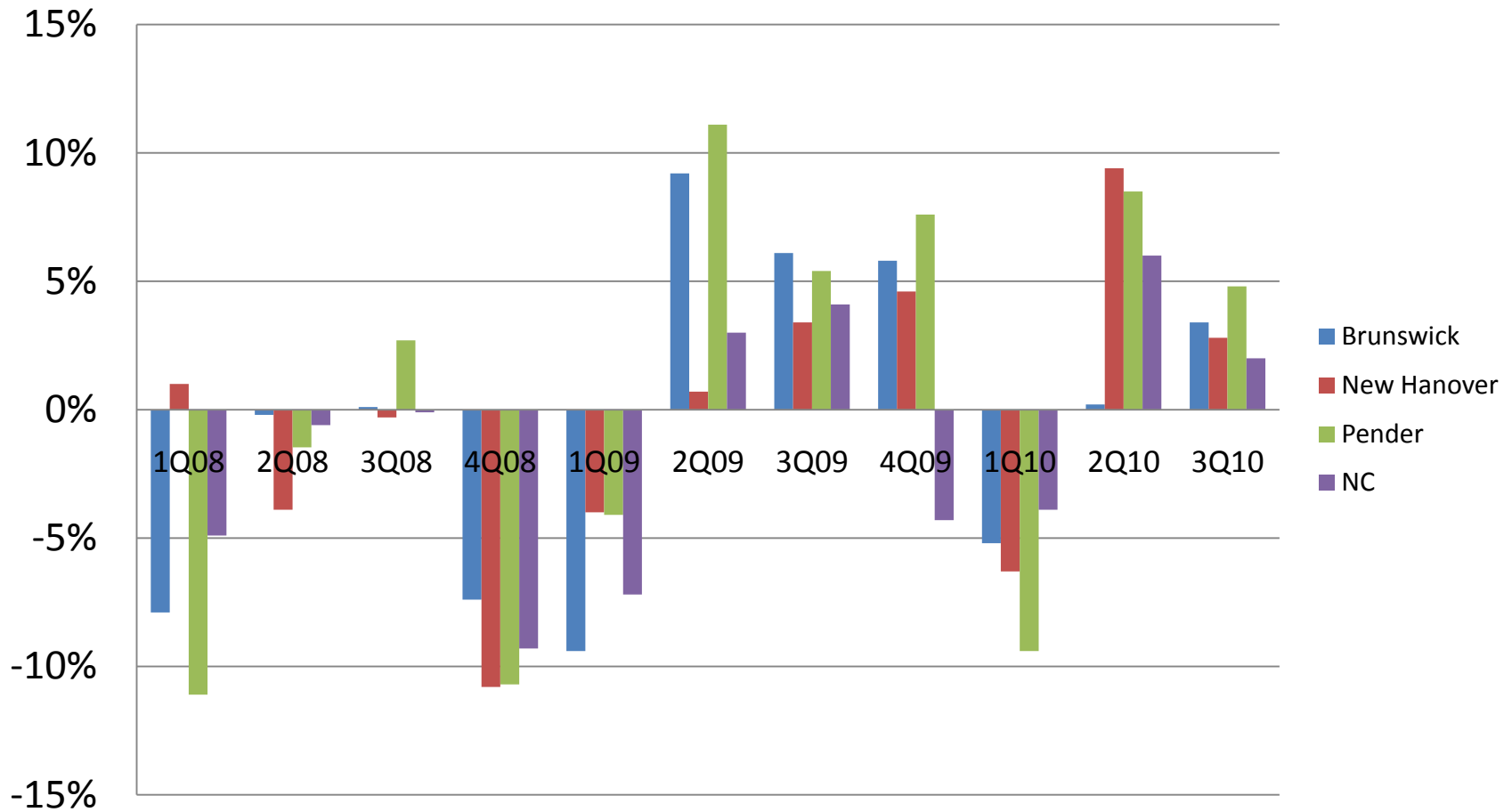
Source: NC Secretary of State.

Retail Sales Growth Rates



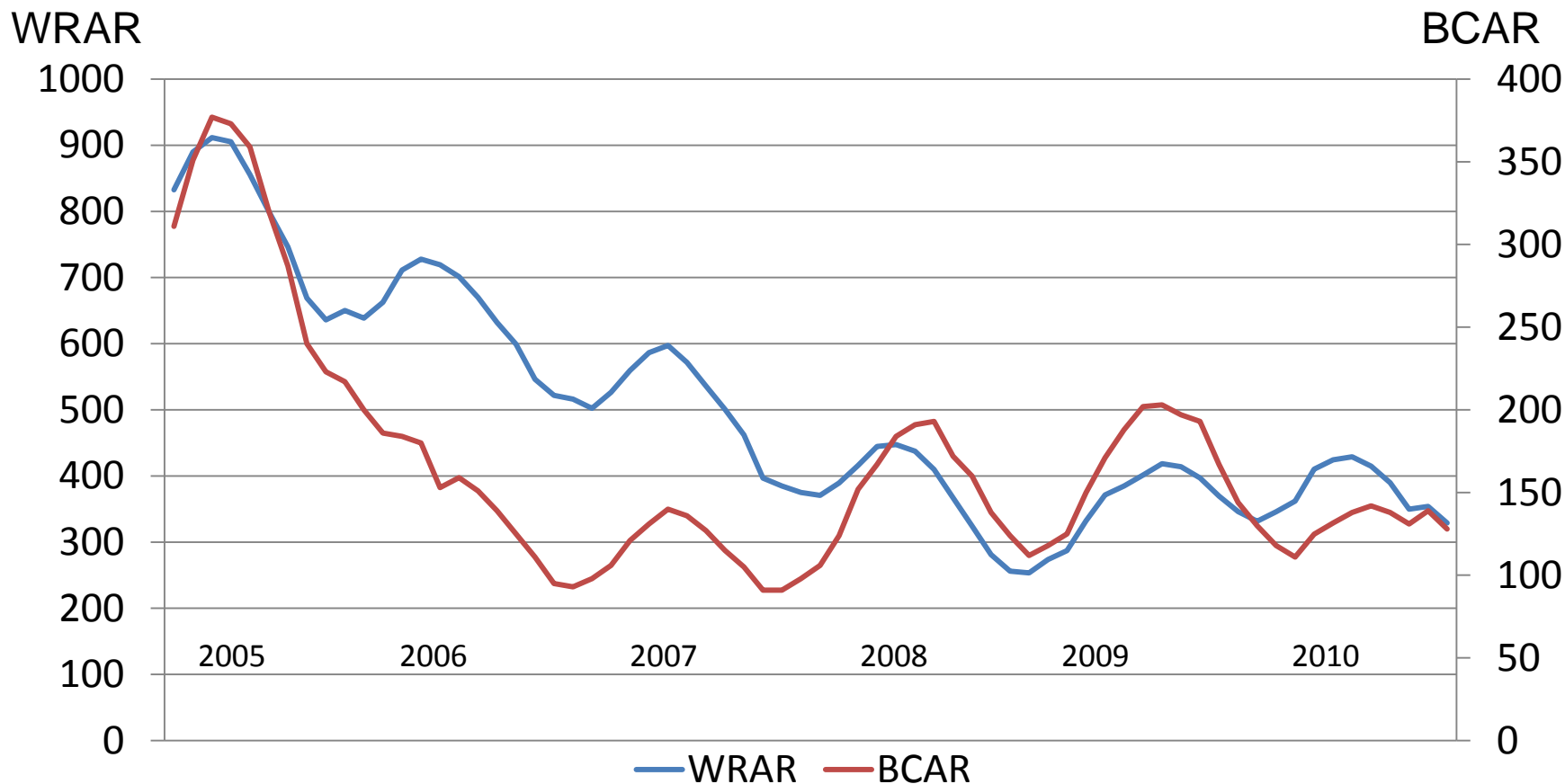
Source: NC Department of Revenue.

Retail Sales Growth Rates



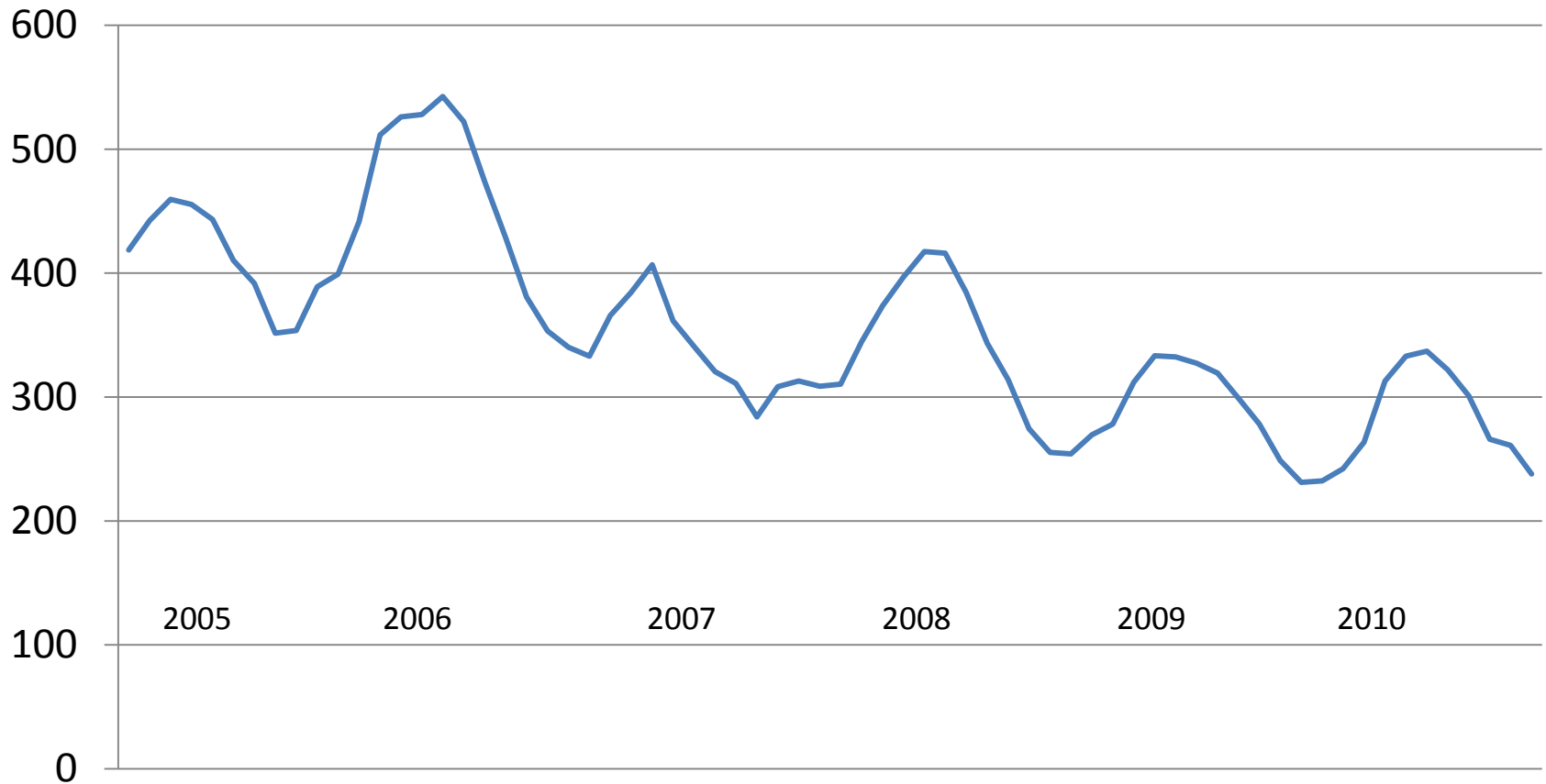
Source: NC Department of Revenue.

Sales of Existing Single-Family Homes (5-Month Centered Moving Average)



Source: NC Association of Realtors.

Sales of Existing Single-Family Homes by Fayetteville Association of Realtors (5-Month Centered Moving Average)



Source: NC Association of Realtors.



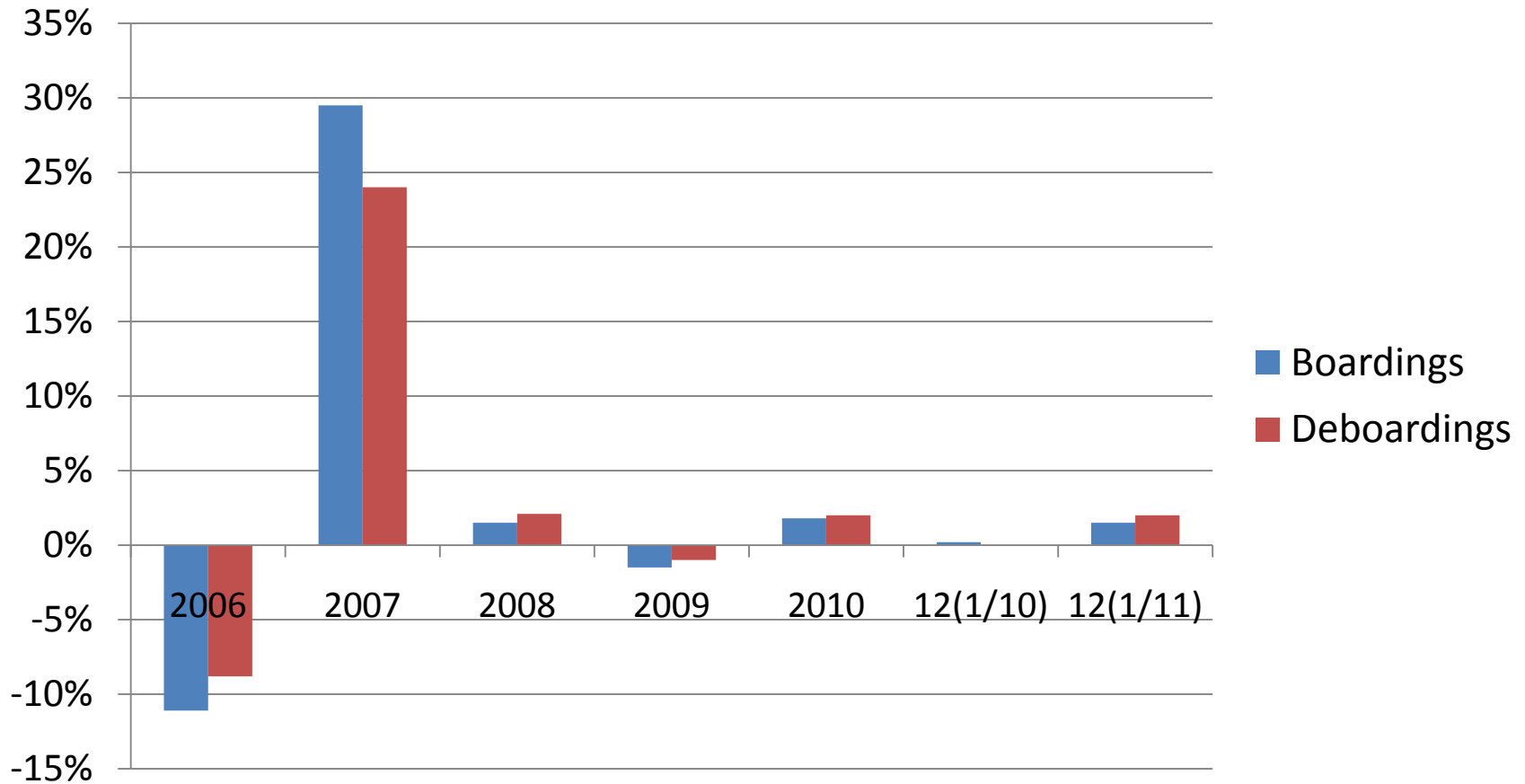
Existing Single-Family Home Sales

Area	2007	2008	% Change 2007-08	2009	% Change 2008-09	2010	% Change 2009-10
BCAR							
Sales	1,342	1,834	36.7	2,007	9.4	1,534	-23.6
Ave Cost	\$321,927	\$264,848	-17.7	\$253,550	-4.3	\$245,166	-3.3
WRAR							
Sales	6,143	4,503	-26.7	4,270	-5.2	4,439	4.0
Ave Cost	\$272,446	\$239,825	-12.0	\$234,284	-2.3	\$231,229	-1.3
FRAR							
Sales	4,069	4,155	2.1	3,521	-6.6	3,311	5.7
Ave Cost	\$133,968	\$140,745	5.1	\$131,422	-15.3	\$138,898	-6.0

Source: NC Association of Realtors.

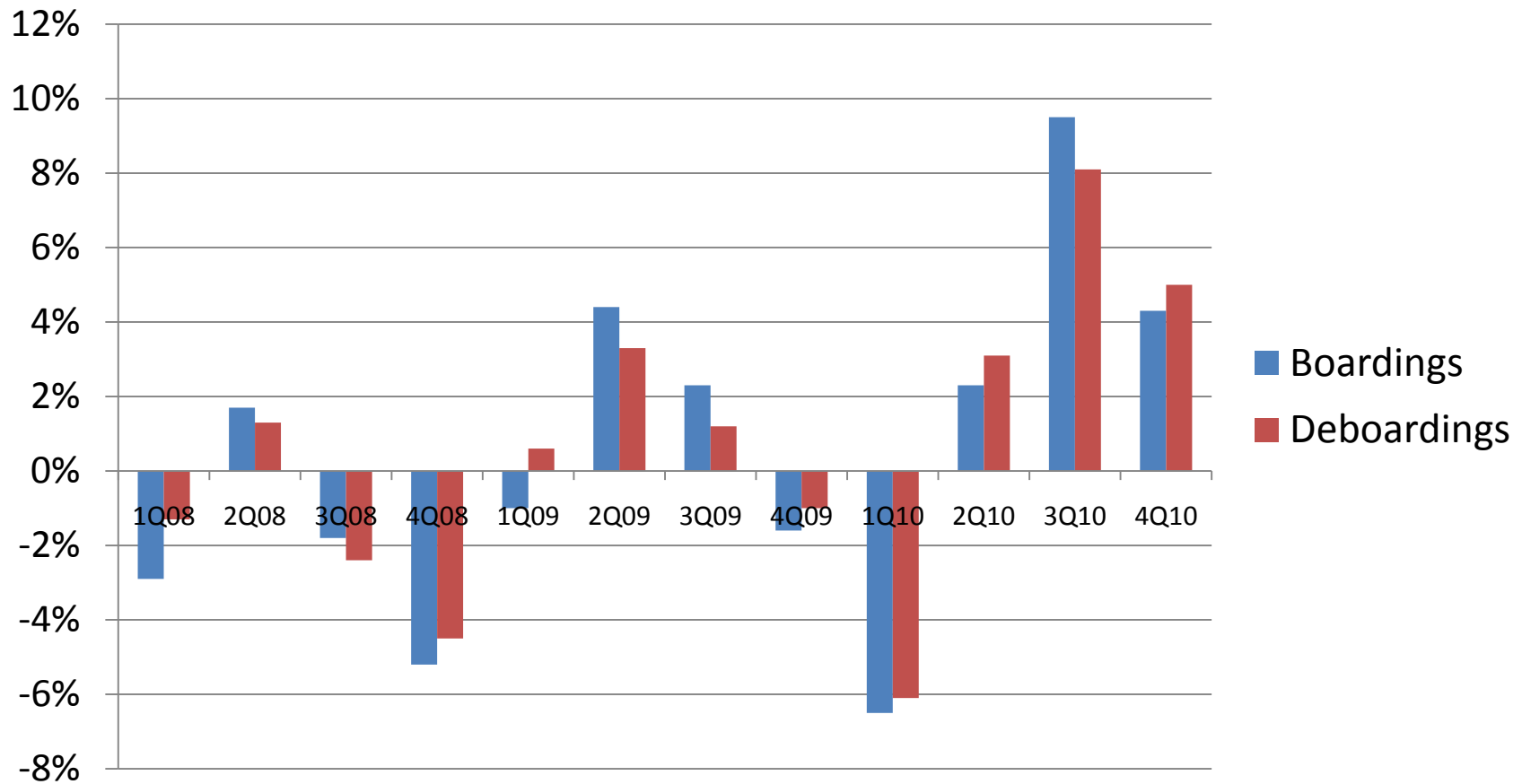


Wilmington International Airport Air Passenger Traffic Growth Rates



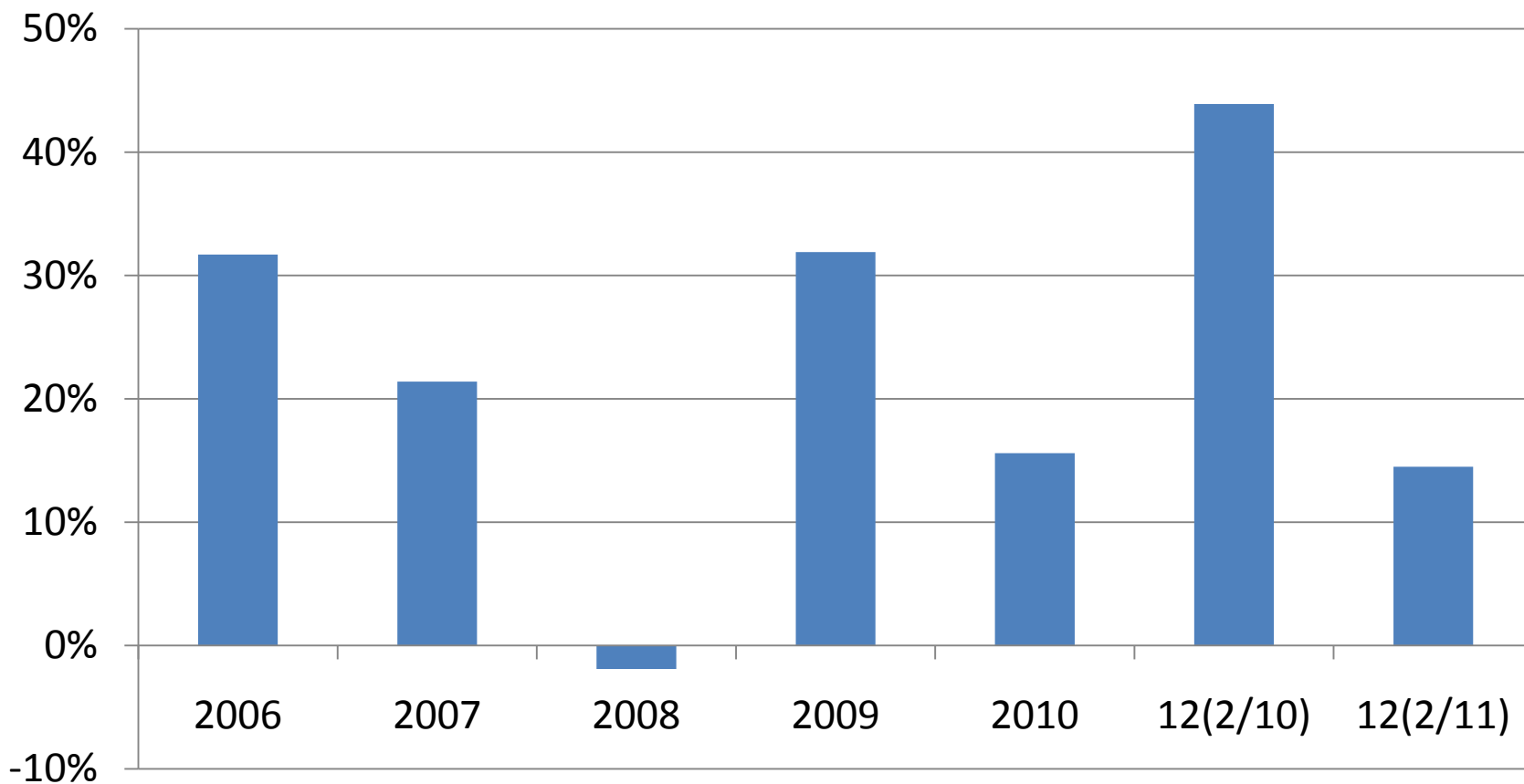
Source: Wilmington International Airport.

Wilmington International Airport Air Passenger Traffic Growth Rates



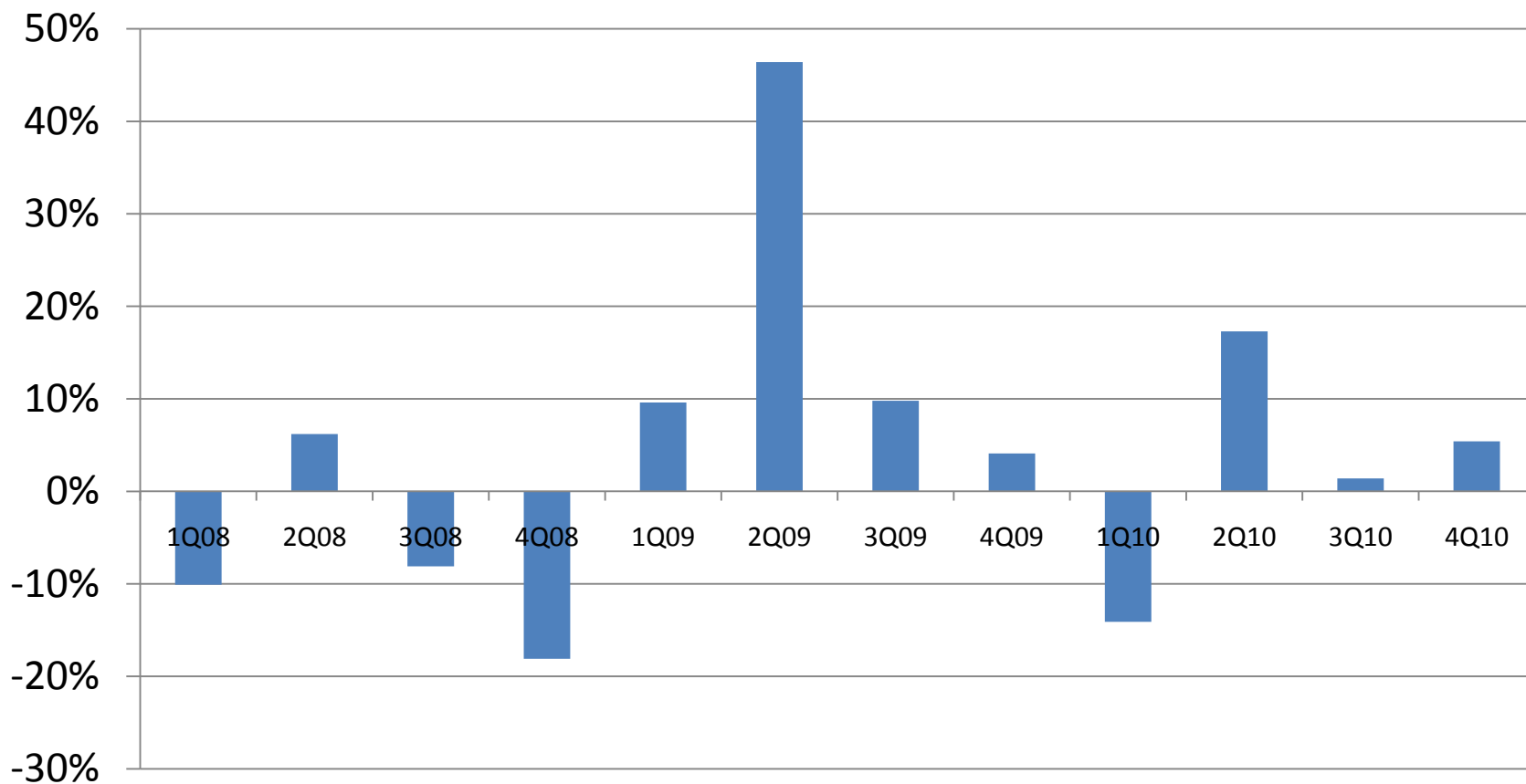
Source: Wilmington International Airport.

Port of Wilmington Container Tonnage Growth Rates



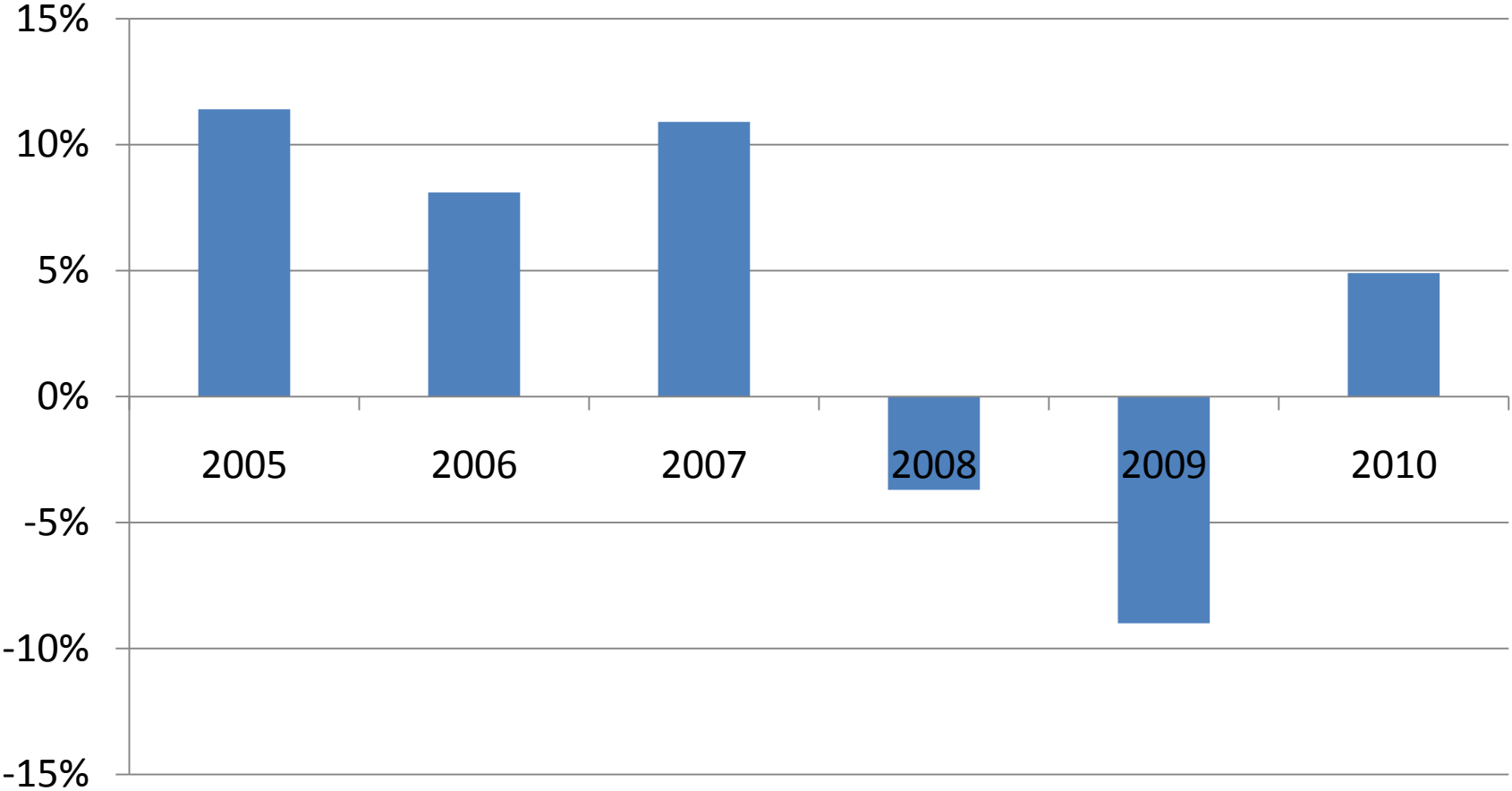
Source: North Carolina State Ports Authority.

Port of Wilmington Container Tonnage Growth Rates



Source: North Carolina State Ports Authority.

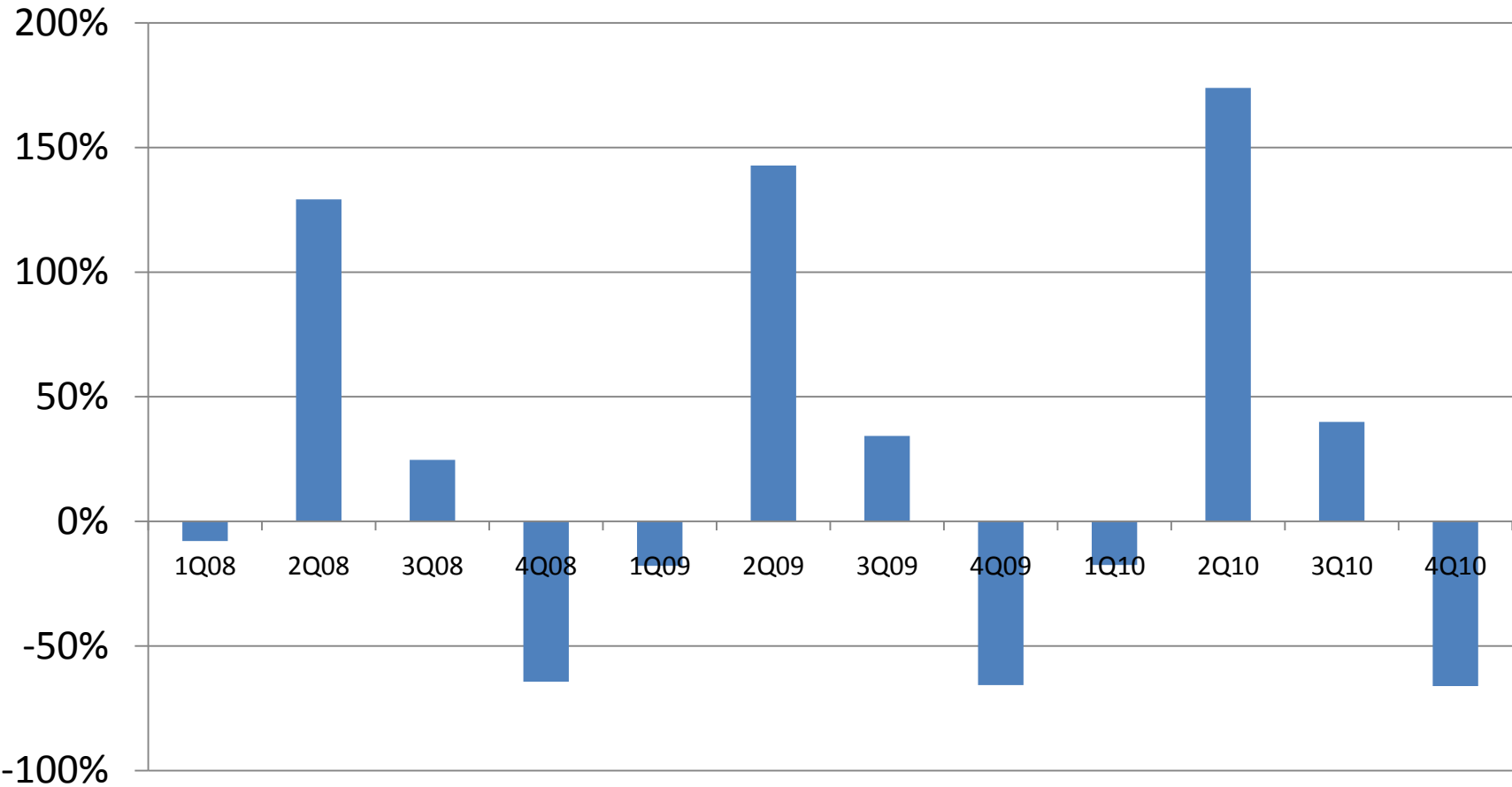
New Hanover County Room Occupancy Tax Collections Growth Rates



Source: New Hanover County Tax Office.



New Hanover County Room Occupancy Tax Collections Growth Rates (NSA)



Source: New Hanover County Tax Office.



Population Change

Area	2000	2010	% Change 2000-2010
Brunswick County ¹	73,143	107,431	46.9
New Hanover County ²	160,307	202,667	26.4
Wilmington ³	75,838	106,476	40.4
Pender County	41,082	52,217	27.1
Wilmington MSA	274,532	362,315	32.0
North Carolina	8,049,313	9,535,483	18.5

¹ 2nd fastest growing county in the state

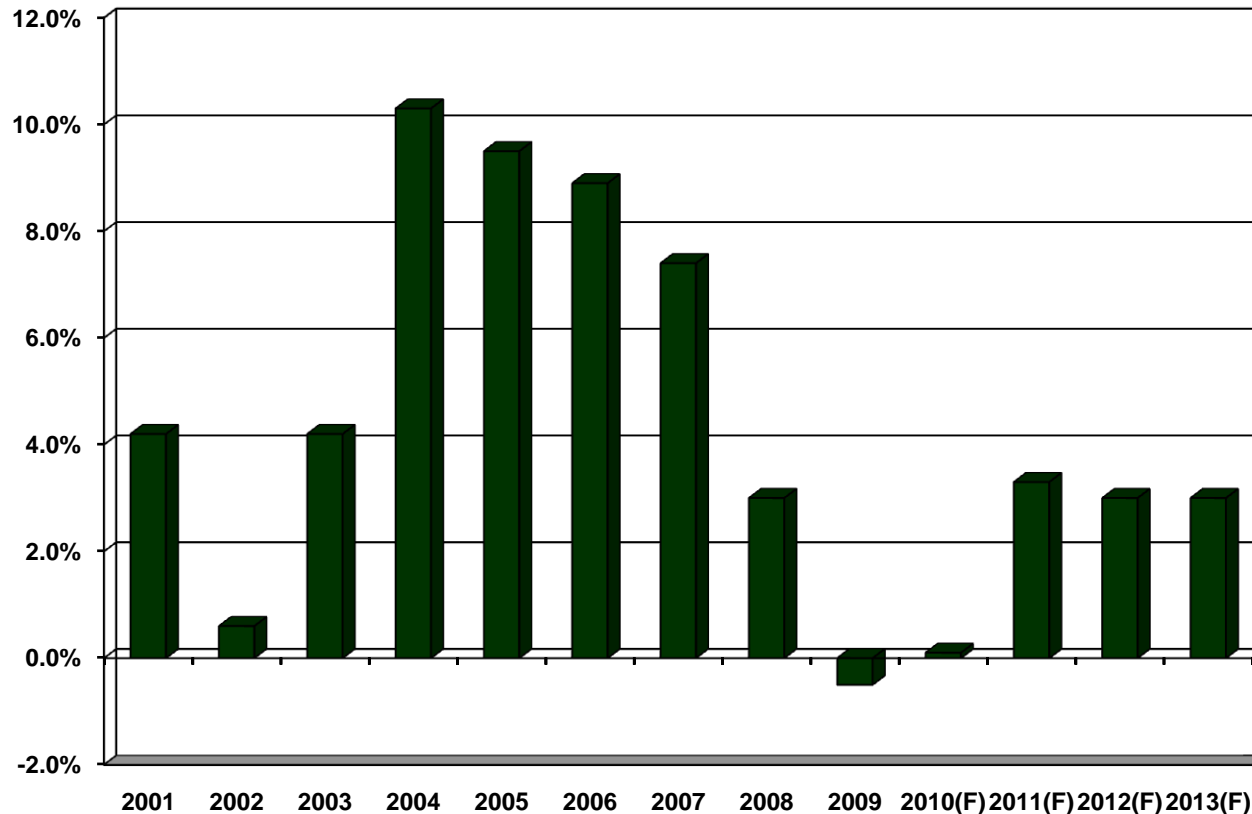
² 9th largest county in the state

³ 8th largest city in the state

Source: Bureau of the Census, US Department of Commerce.

Personal Income Growth in the Wilmington MSA

(Brunswick, New Hanover, and Pender Counties)



Source: U.S. Department of Commerce; Ravija Badarinathi and William W. Hall, Jr., for the Swain Center for Business and Economic Services, Cameron School of Business, UNC Wilmington.

January 2011 NC Employment Report

- Nonfarm employment rose 4,500 in January 2011.
 - The largest increases were in retail and transportation and utilities.
 - The largest decrease was in construction.
- The seasonally adjusted unemployment rate was 9.9% in January 2011.
 - Up from 9.8% in December 2010
 - Down from 11.3% in January 2010

February 2011 US Employment Report

- Nonfarm employment rose 192,000 in February 2011.
- The unemployment rate was little changed at 8.9%.

	Unemployment Rate (%)
Adult Men	8.7
Adult Women	8.0
Teenagers	23.9
Whites	8.0
Blacks	15.3
Hispanics	11.6

February 2011 US Employment Report (cont.)

- The number of long-termed unemployed (27 weeks or more) was 6 million.
 - 43.9% of the unemployed
- Involuntary part-time workers totaled 8.3 million, unchanged from January 2011.
- Workers marginally attached to the labor force totaled 2.7 million.
 - No longer looking for work

February 2011 US Employment Report (cont.)

Employment Gains	Employment Losses
Durable Manufacturing (+33,000)	State Government
Construction (+33,000)	Local Government
Professional & Business Services (+47,000)	
Employment Services (+29,000)	
Management & Technical Consulting (+7000)	
Health Care (+34,000)	
Transportation & Warehousing (+22,000)	

US Fiscal Policy Outlook


- A self-sustaining recovery in consumer and business spending may be taking hold.
 - Inflation-adjusted consumer spending rose at an annual rate of more than 4% during 4Q10.
 - Strong sales of motor vehicles
 - Recent gains were more broad based.
 - Business investment in new equipment and software rose substantially over 2010.
- This is “good news” as there is very little flexibility in the use of fiscal policy now.

Special Thanks



Quarterly Barometer

- <http://www.csb.uncw.edu/cbes/newsletter/index.htm>



UNIVERSITY OF NORTH CAROLINA WILMINGTON
CAMERON SCHOOL OF BUSINESS
H. DAVID AND DIANE SWAIN CENTER FOR BUSINESS AND ECONOMIC SERVICES


INSIDE THIS ISSUE:

- Household Sector 2
- External Sector 2
- Business Sector 3
- The Bottom Line 3
- Personal Income Growth 4
- Unemployment Rates 4
- Brunswick County Real Estate 5
- Fayetteville Home Sales 5
- ILM Passenger Air Traffic Growth Rates 6
- NH County Room Occupancy Tax Collection Growth Rates 6

Learn about our benefactors, H. David and Diane Swain at www.csb.uncw.edu/cbes.

www.uncw.edu/swaincenter

Economic Barometer

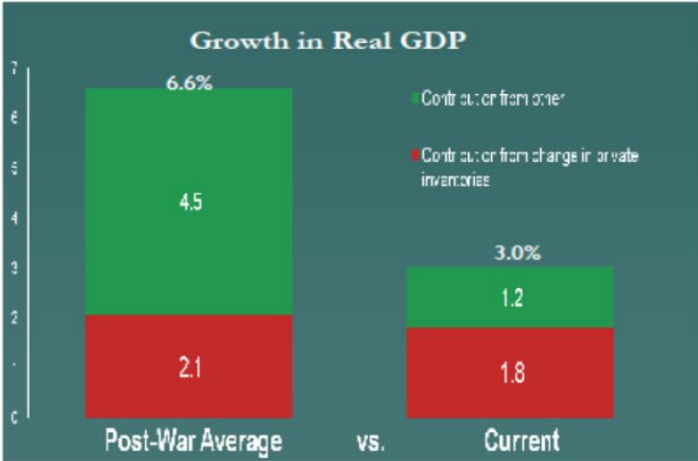


www.csb.uncw.edu/cbes

Volume II, Issue 4 October 2010

The Recovery

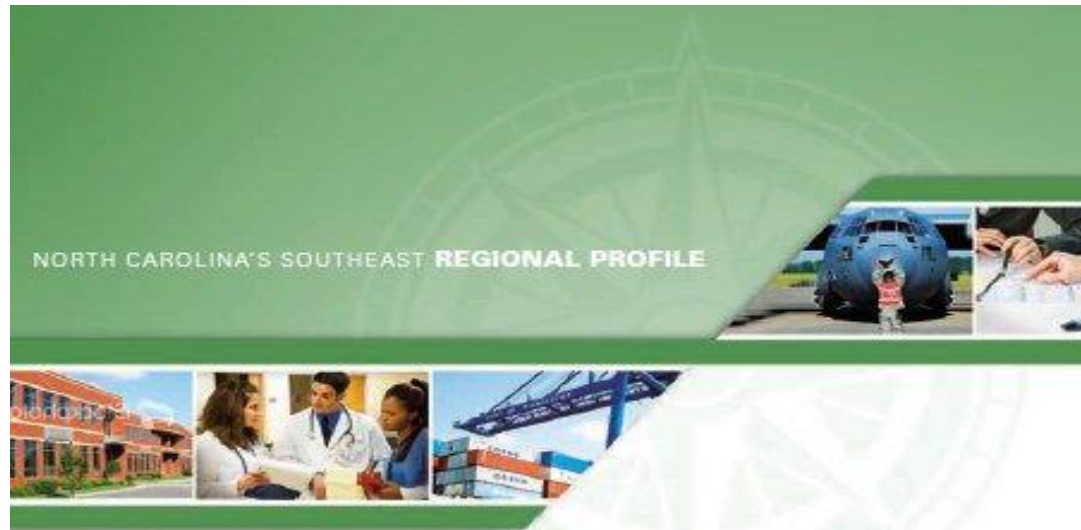
As the chart below illustrates, the economic recovery that began in mid-2009 has been very sluggish by historical standards. This is especially notable because steep downturns, like the recent one, are typically followed by sharp upturns. Noteworthy, the chart shows that the contributions of inventory investment to first-year growth was fairly typical. Looking ahead, this factor is unlikely to be providing much further impetus to the expansion, as business inventories appear to have been replenished and stocks are broadly in line with sales. This raises concern about whether the recovery will have legs going forward. Fortunately, some of the forces that have held down spending over the past couple years have been improving.



Category	Contribution from other	Contribution from change in private inventories	Total
Post-War Average	4.5	2.1	6.6%
Current	1.2	1.8	3.0%

North Carolina's Southeast

<http://www.ncse.org/2010-profile/TableofContent.html>



Grand Strand Economic Outlook 2011

Joint Economic Growth Summit

March 16, 2011

Dr. Rob Salvino

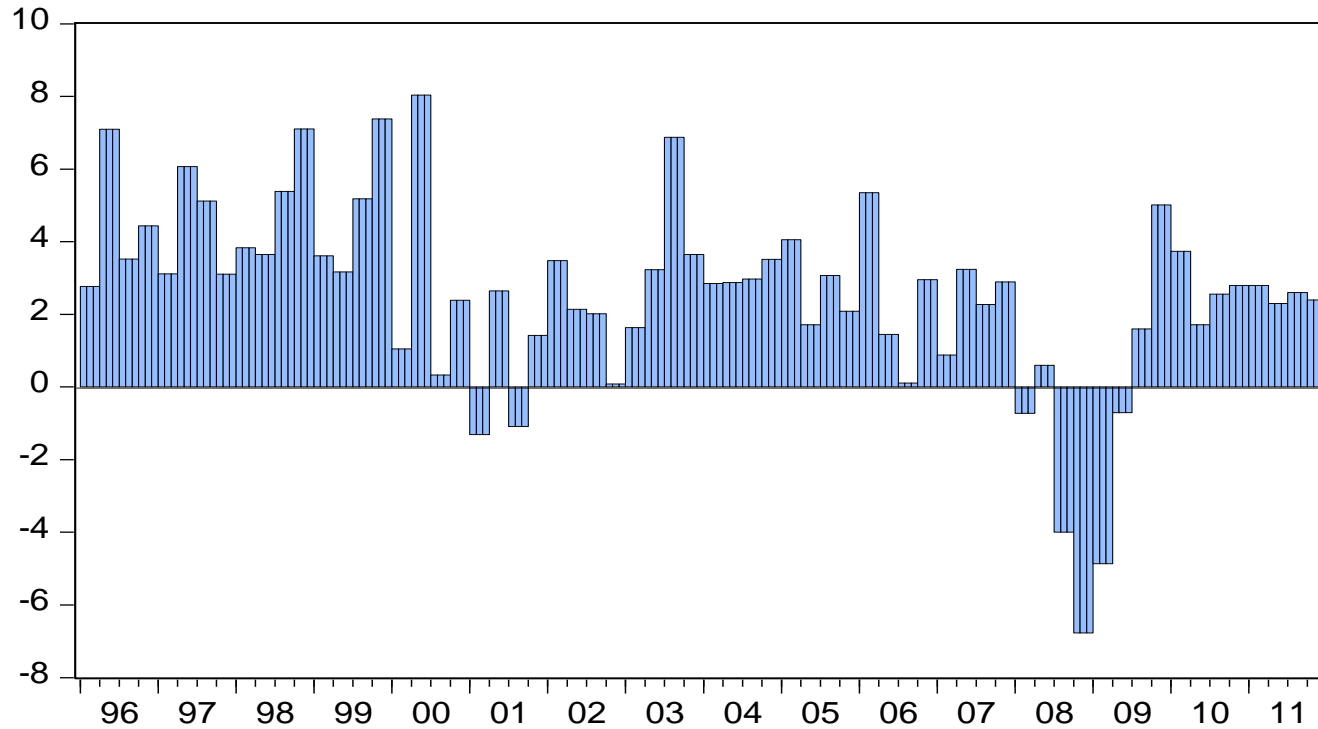
BB&T Center for Economic and Community Development
Coastal Carolina University



Uncertainty and Recovery

- Turmoil in the Middle East
- World Natural Disasters and Commodities
- Federal Energy Policy
- US Monetary Policy and the World
- Debt and the Housing Collapse

Annual Percent Change Real GDP



2010Q1
3.7

2010Q2
1.7

2010Q3
2.6

2010Q4
2.8

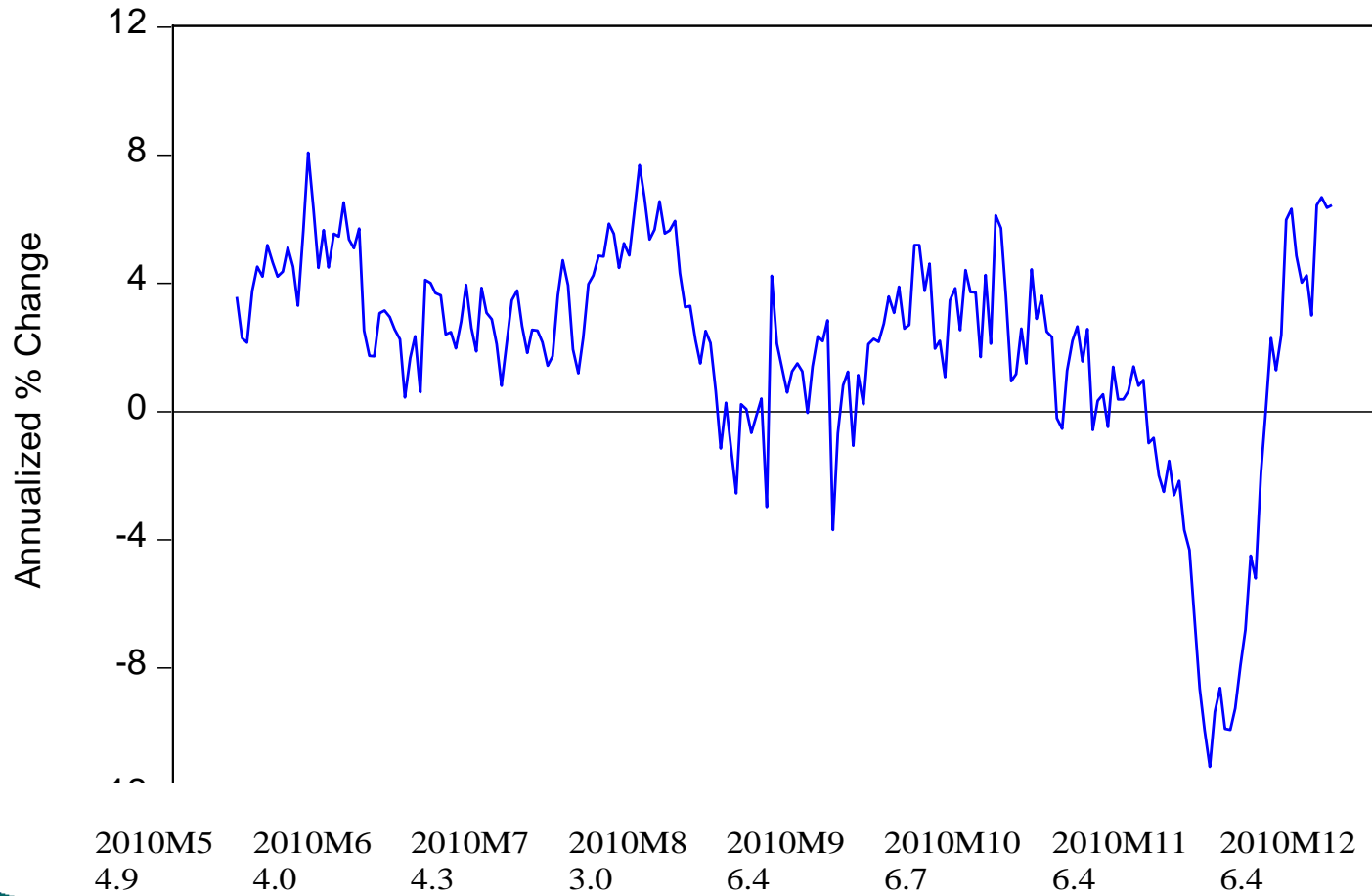
2011Q1
2.8

2011Q2
2.3

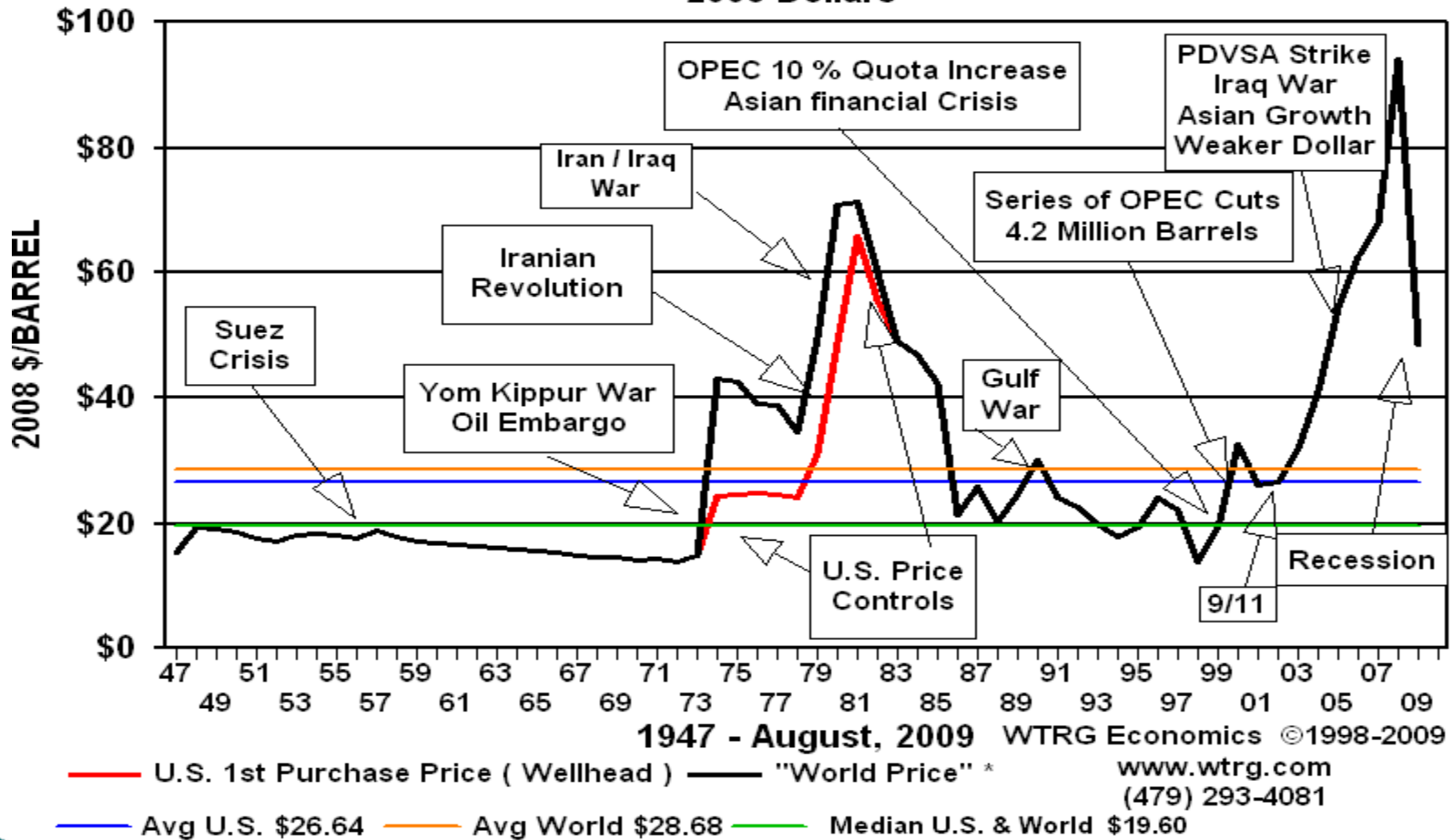
2011Q3
2.6

2011Q4
2.4

US Retail Sales Annualized Growth (Inflation-Adjusted)



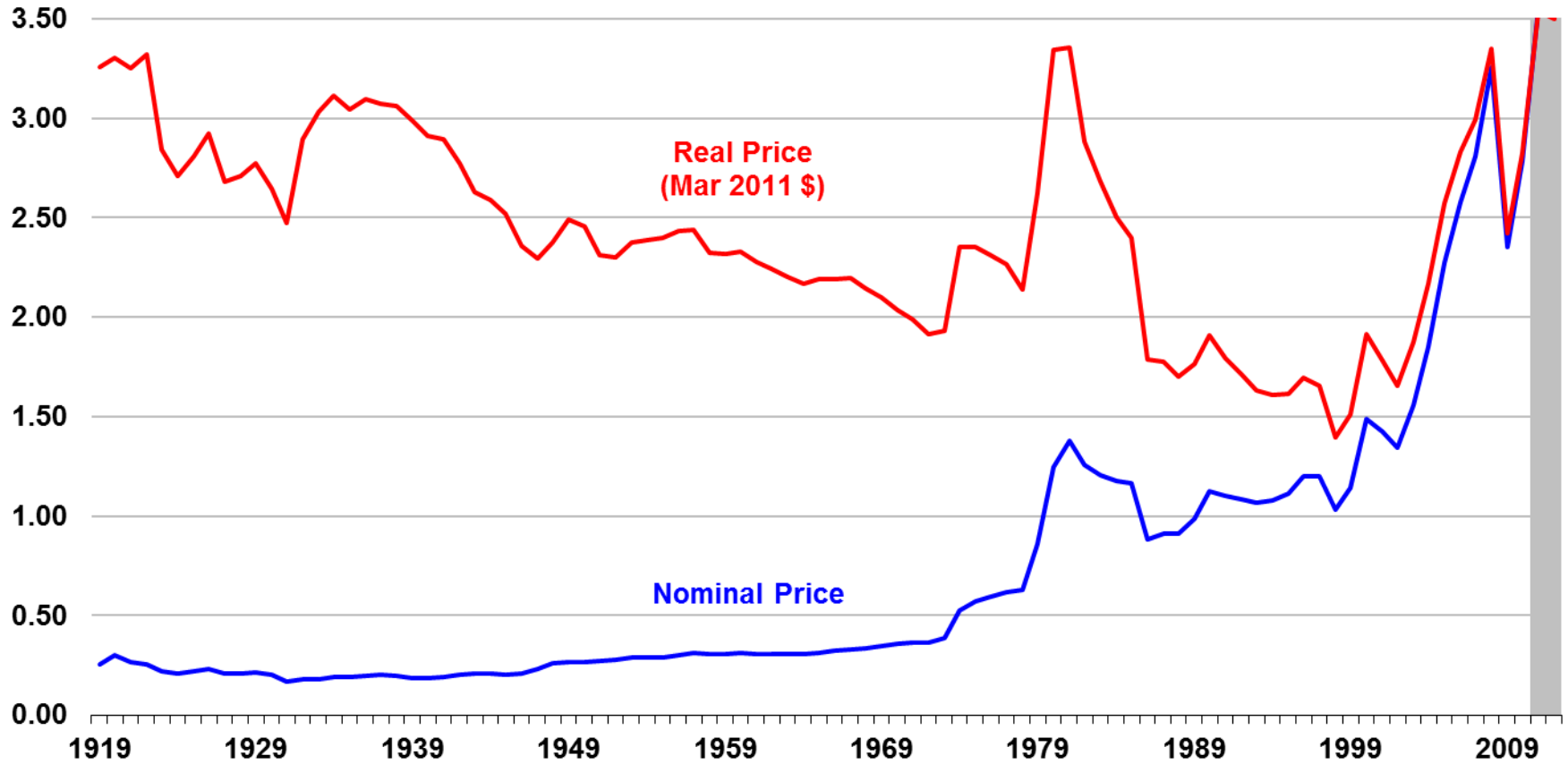
Crude Oil Prices 2008 Dollars



Annual Motor Gasoline Retail Price

Dollars per gallon

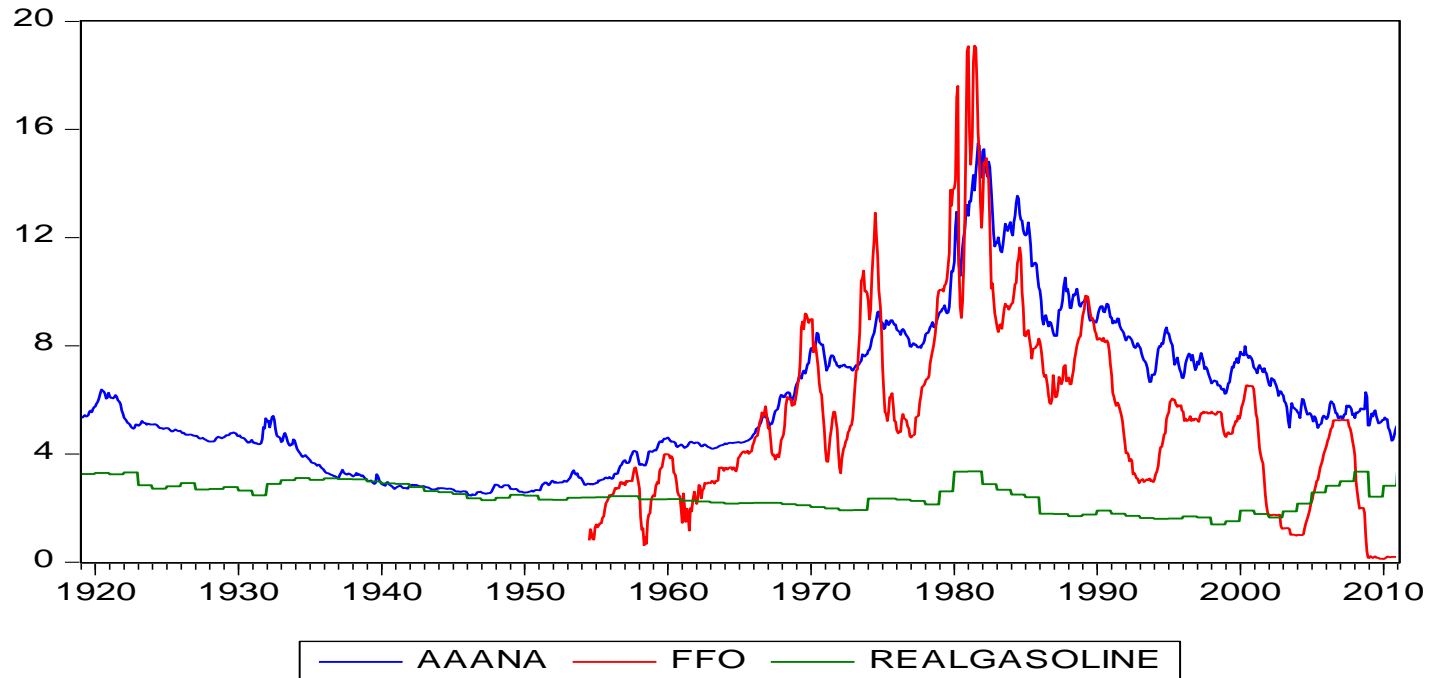
Forecast



EIA Short-Term Energy Outlook, March 2011

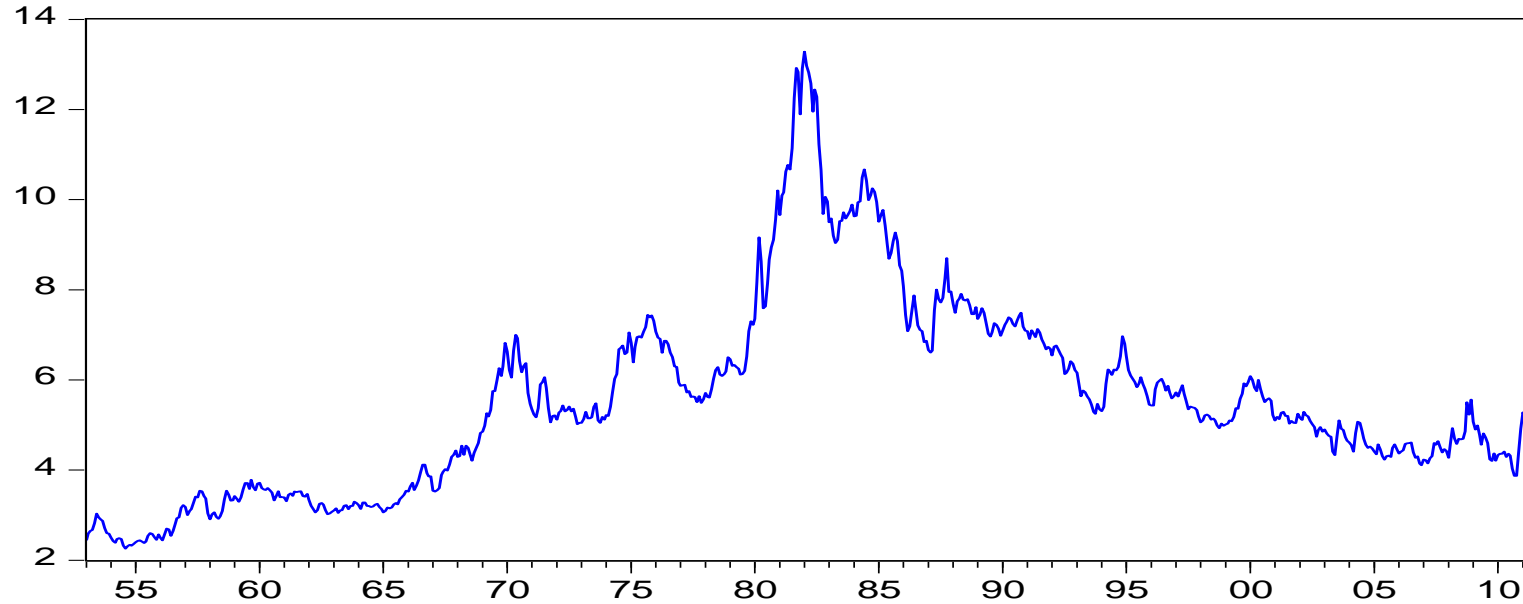


Interest Rates and Real Gasoline Prices 1919 - Present



Yield on State and Local Government Debt 20 Year Maturity

SLY20

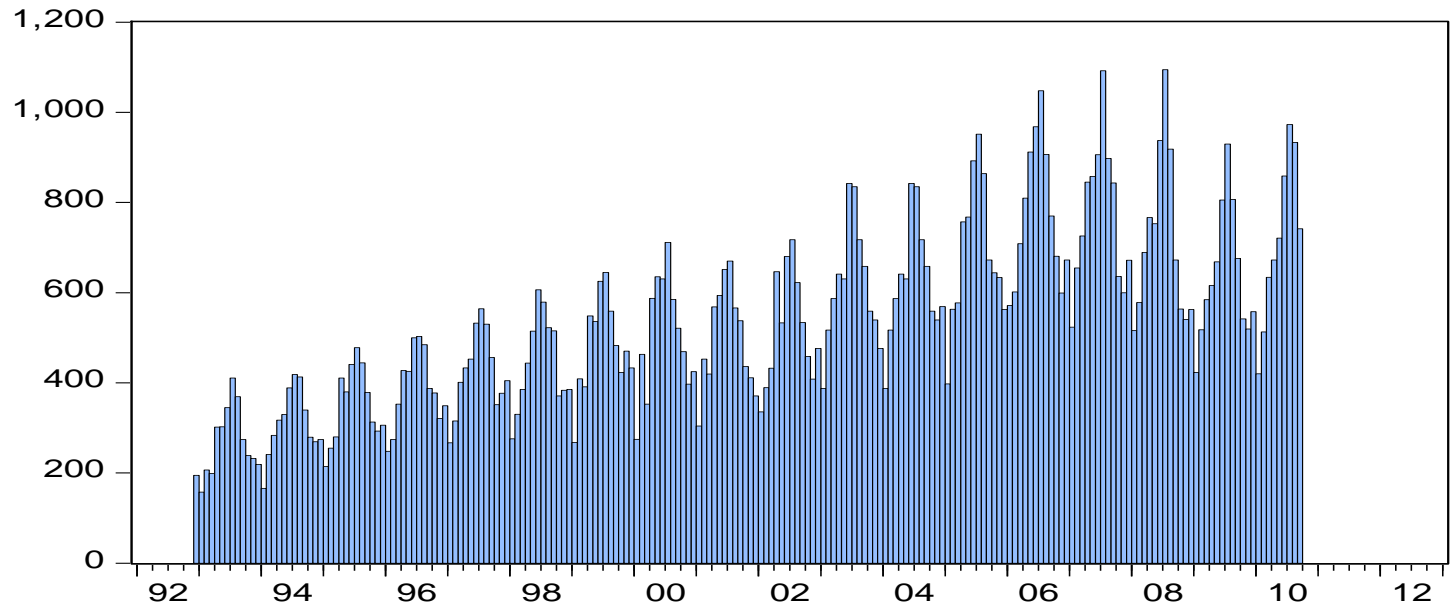


Myrtle Beach Economy

- Gradual Retail Sector Recovery
- Gradual Tourism Recovery
- Employment slowly gaining
- Unemployment still high
- Housing dragging

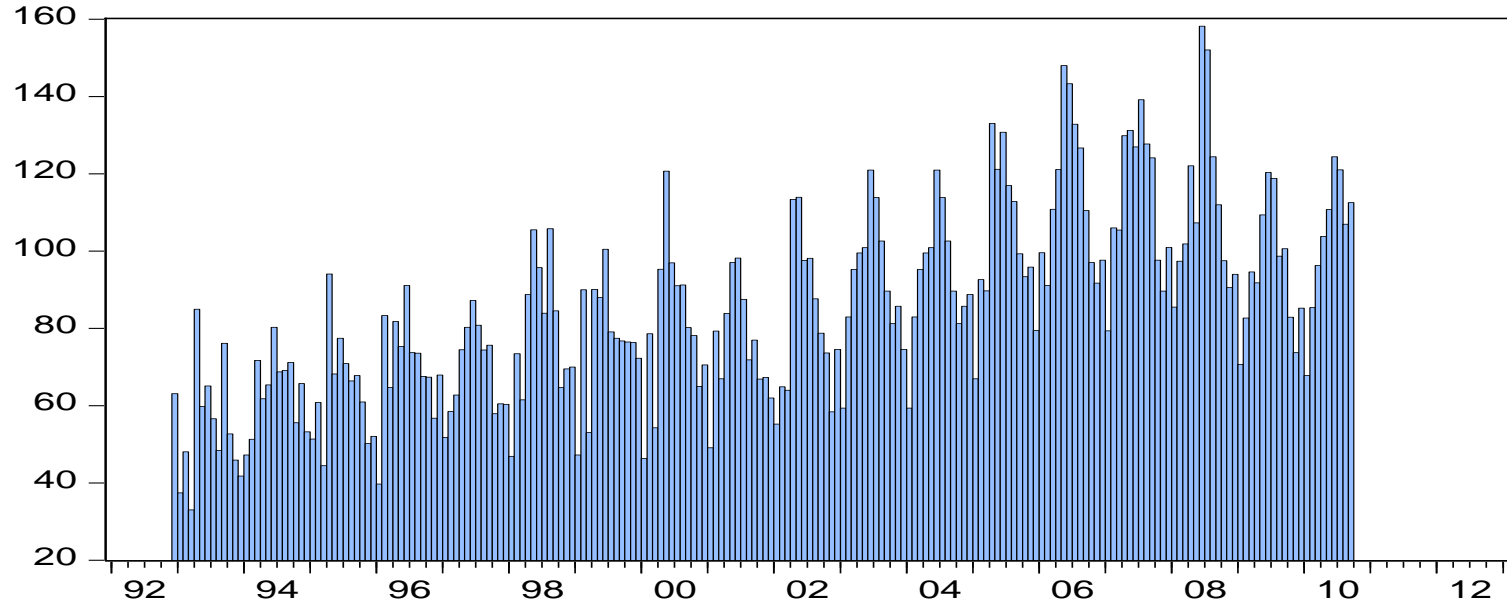
Horry County/MB Retail Sales

Horry Retail Sales



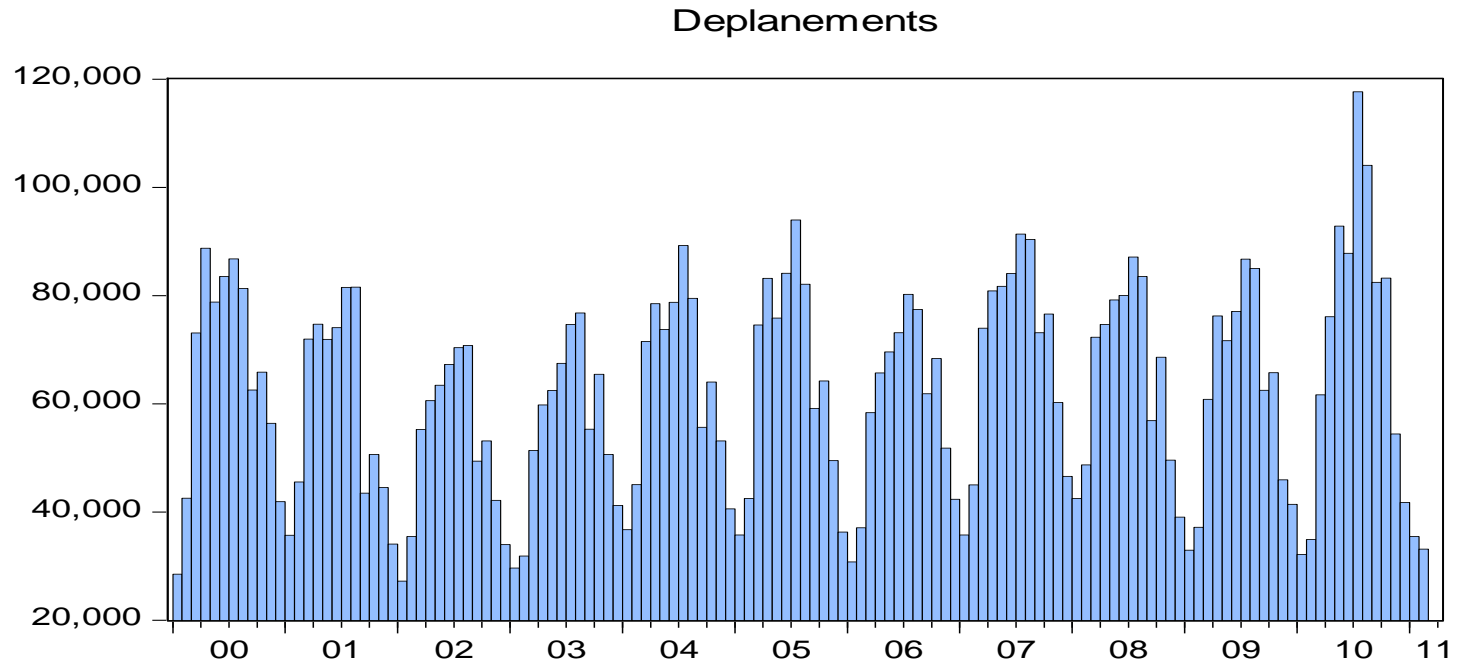
Georgetown County Retail Sales

Georgetown Retail Sales



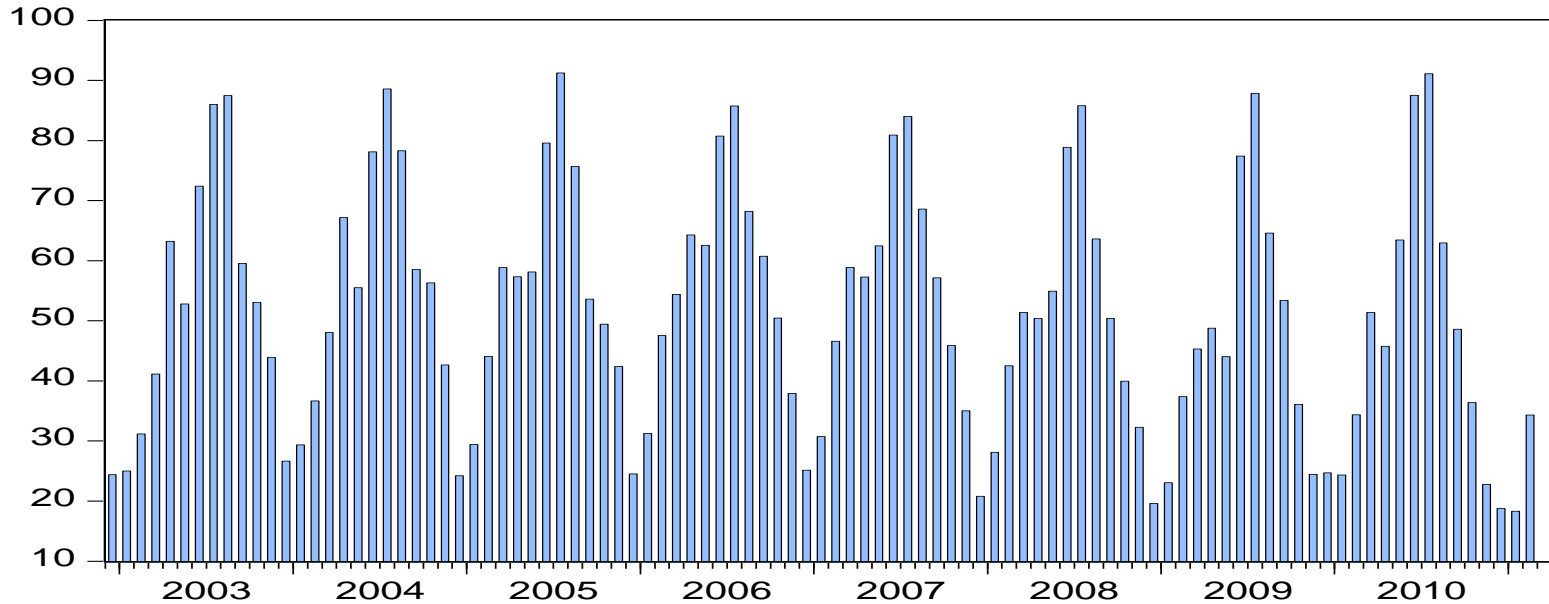
MB Airport Monthly Deplanements through February 2011

Note: New Marketing Campaign 2010



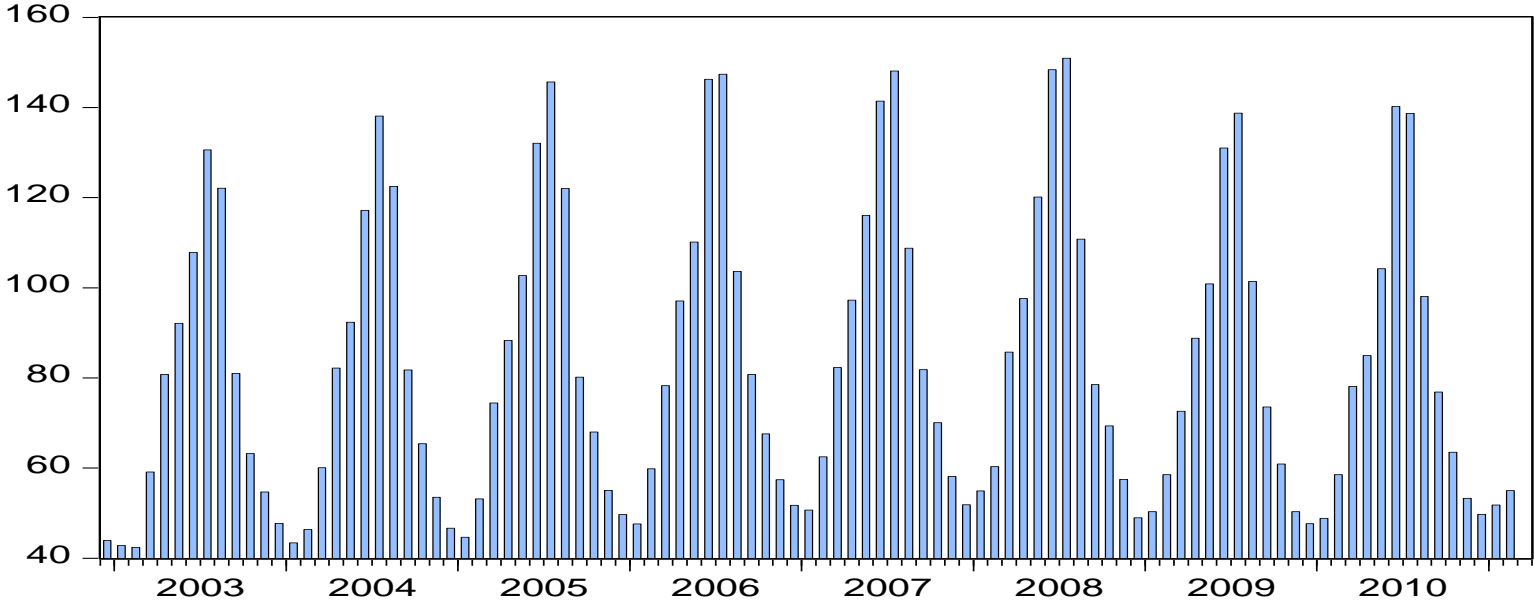
MB Weekly Vacation Unit Occupancy Rate

Occupancy Rate



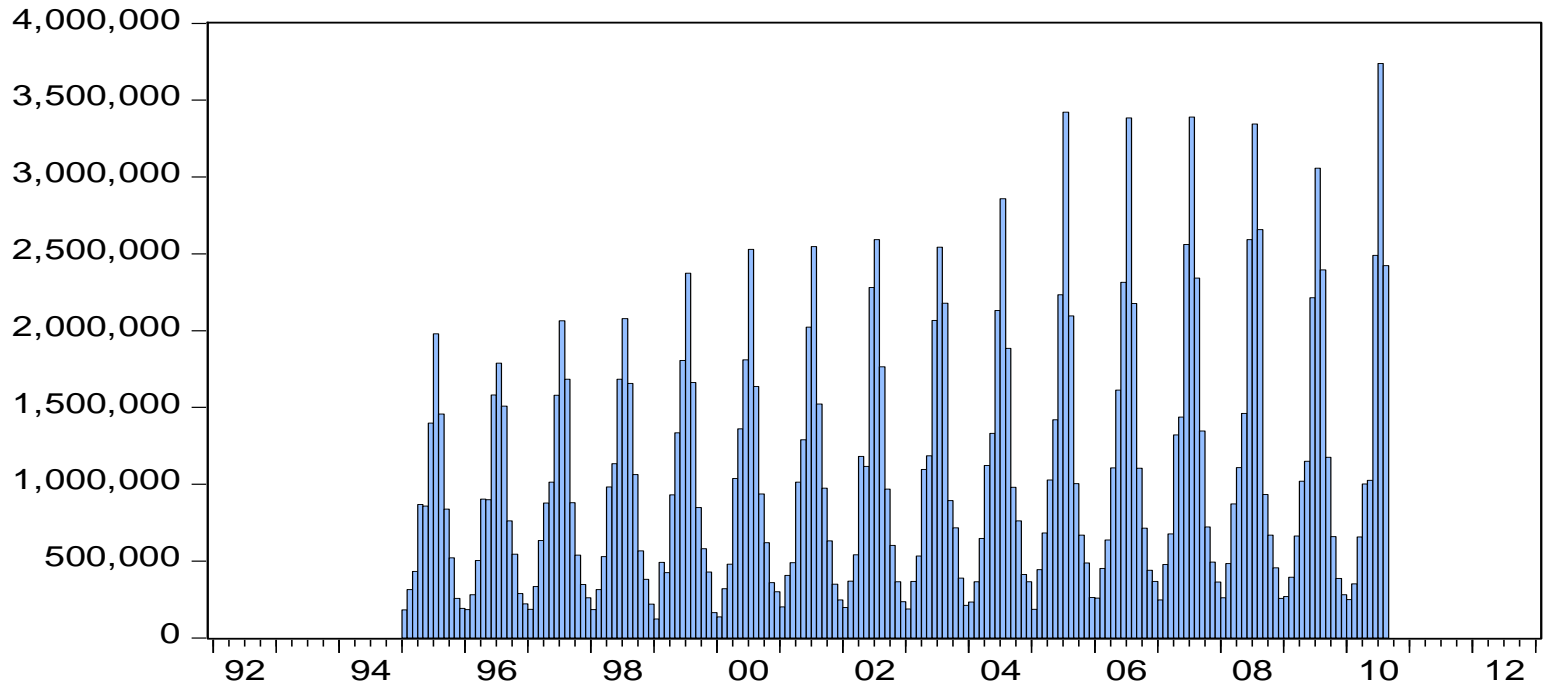
MB Weekly Average Daily Rate

Average Daily Rate



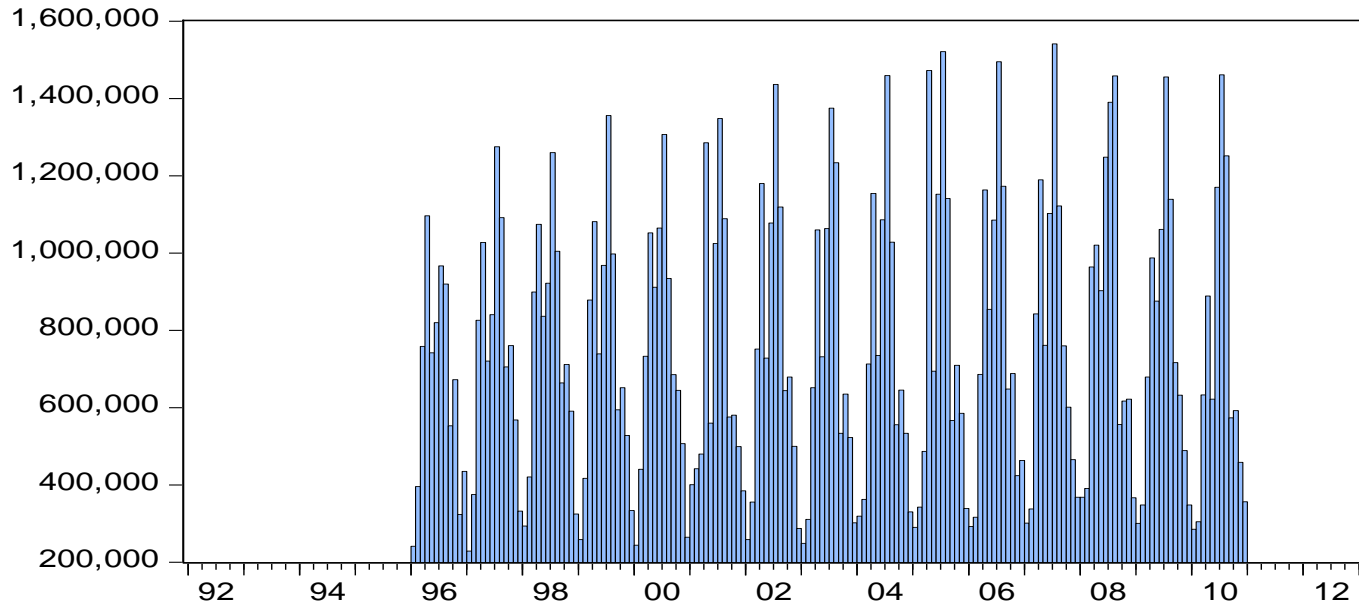
Horry County/Myrtle Beach Accommodations Tax

Horry Accomodations Tax



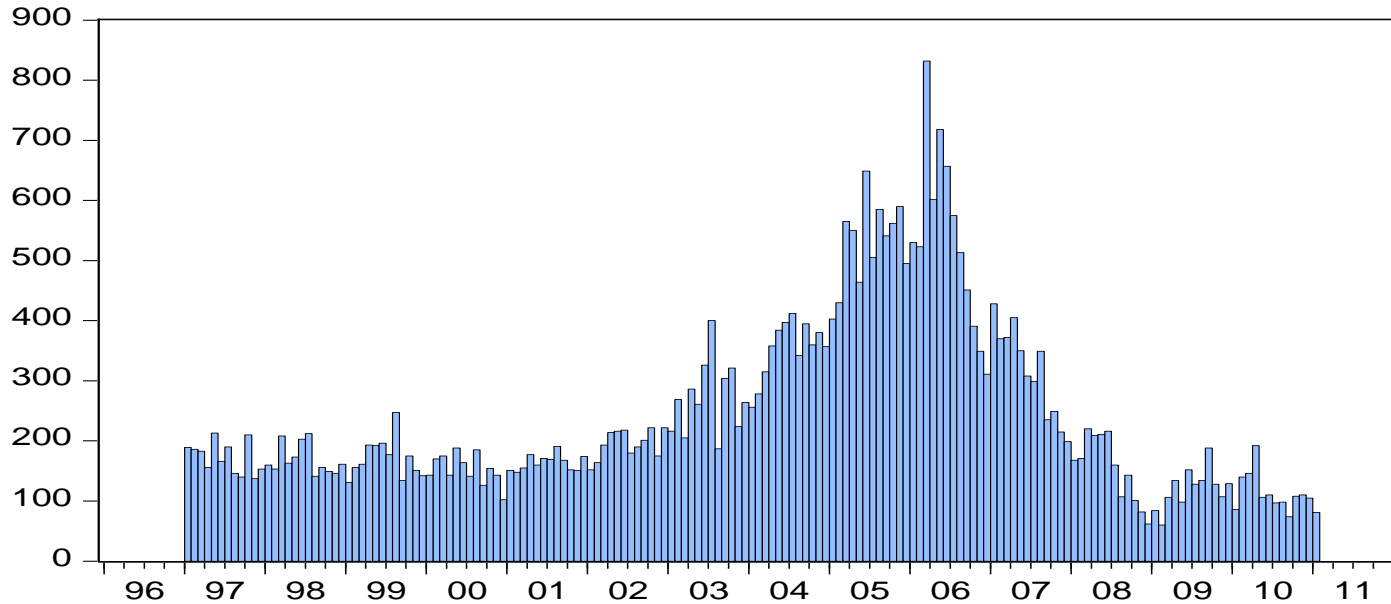
Horry County/MB Admissions Tax

Horry Admissions Tax

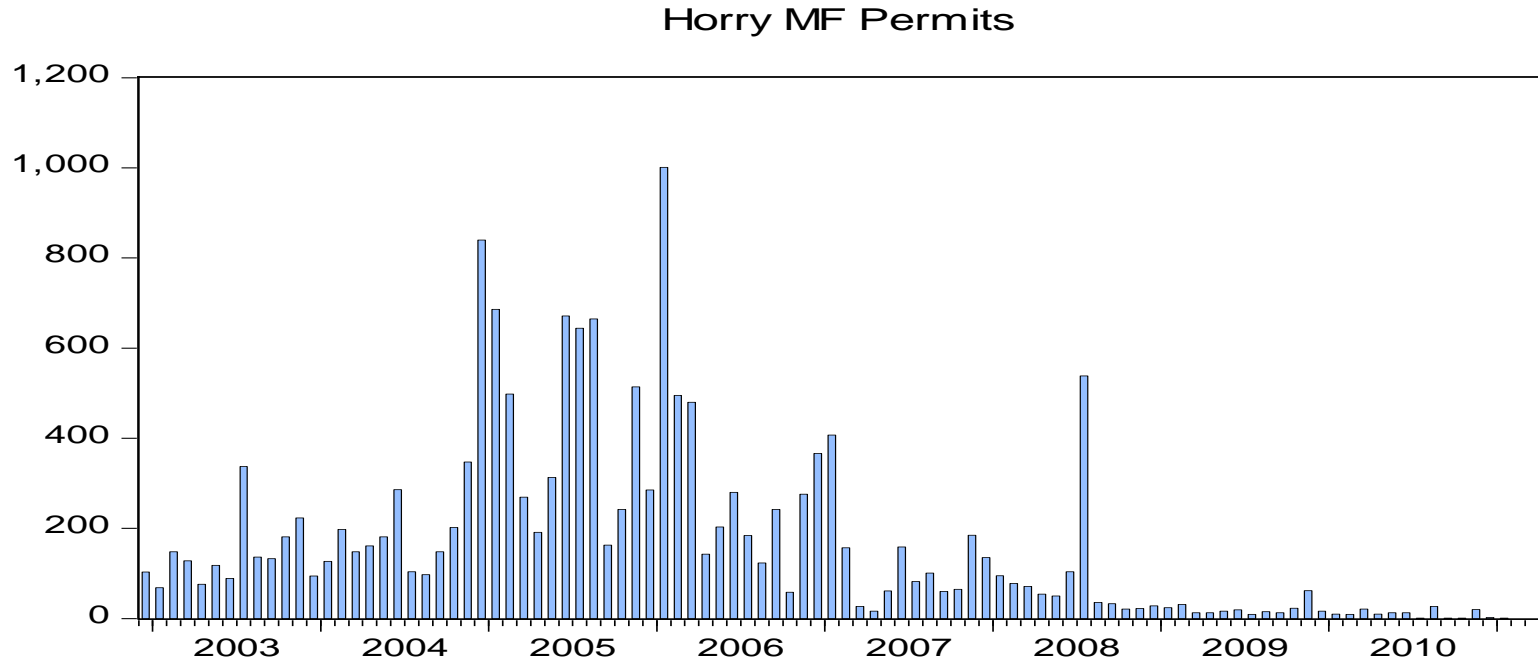


Horry County/MB Single Family Home Permits

Horry SF Permits

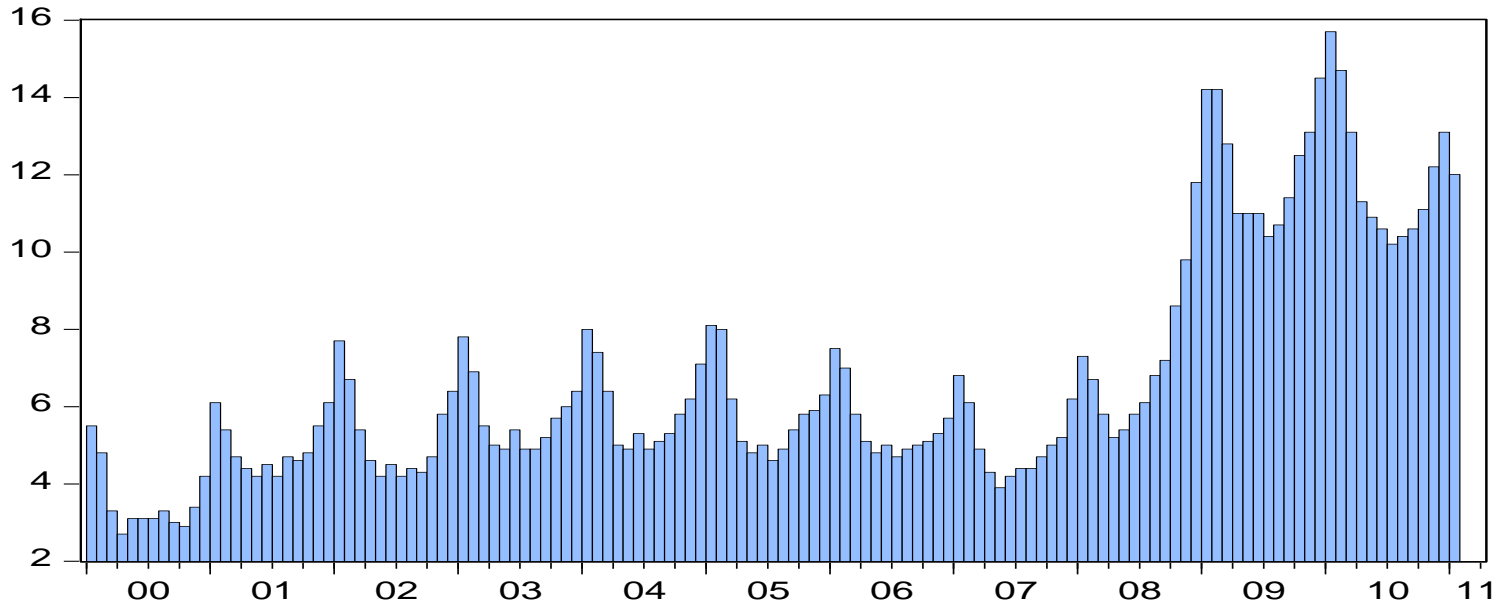


Horry County/MB Multi Family Permits



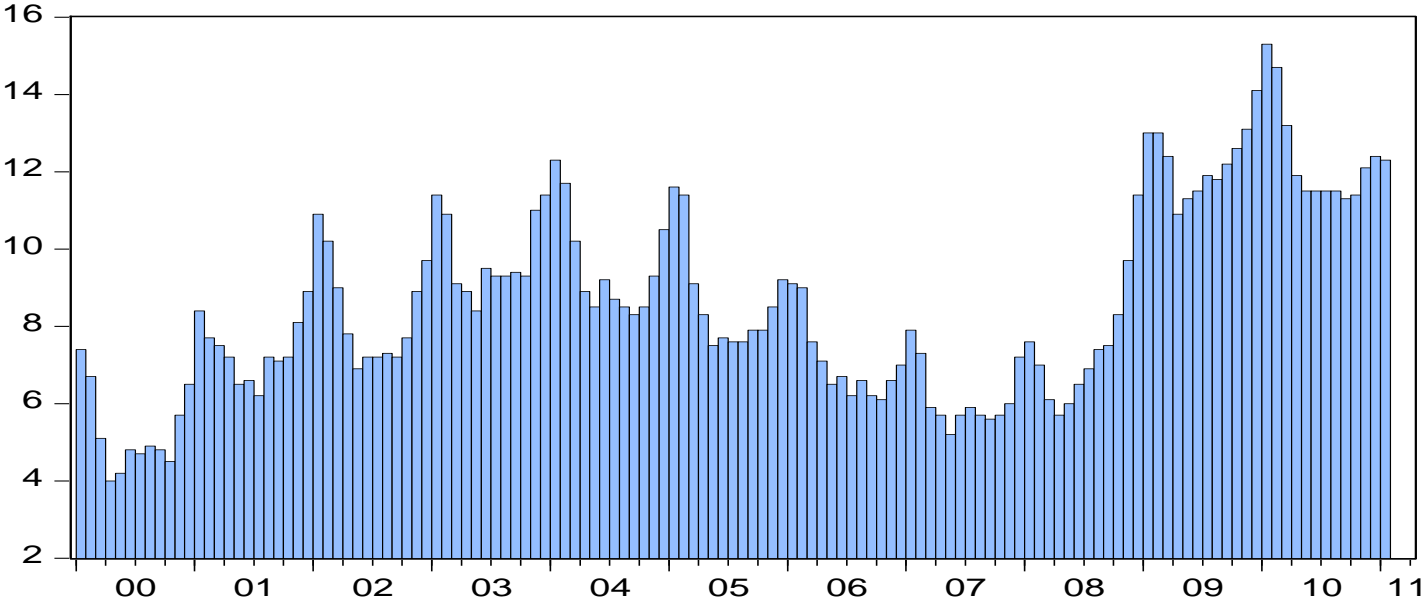
Horry/MB Monthly Unemployment Rate

Horry Unemployment Rate



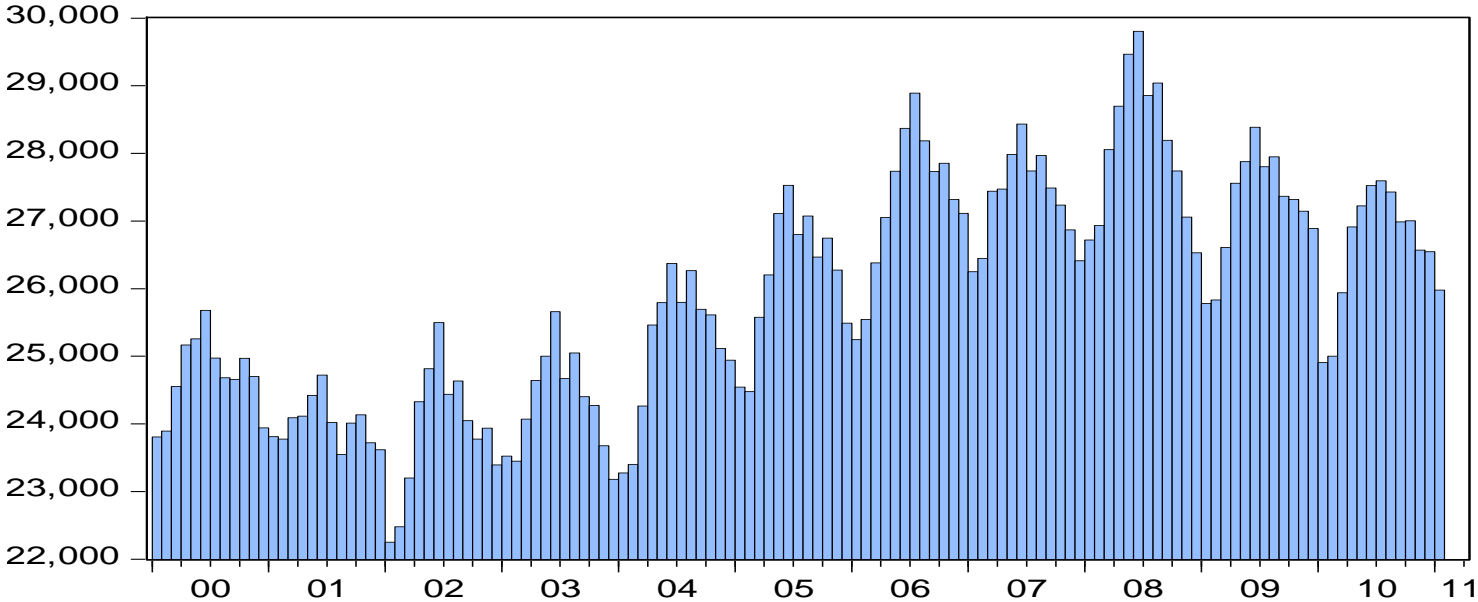
Georgetown County Monthly Unemployment Rate

Georgetown Unemployment Rate



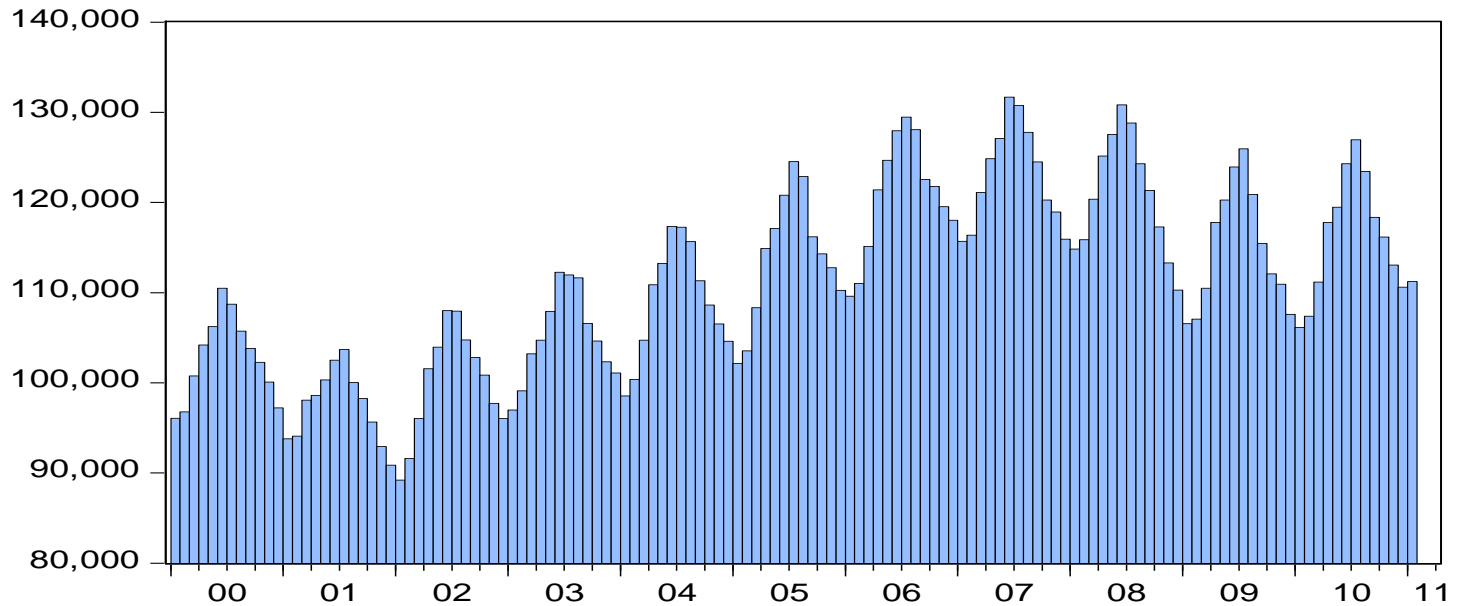
Georgetown County Employment Level

Georgetown Employment Level



Horry/MB Employment Level

Horry Employment Level



Thank you!

- Questions?
- Now or later.

In focus: film industry in the Carolinas

Statewide Film Panel

Moderator
Bill Sackley

Panelists
Tom Clark
South Carolina Film Commission

Aaron Syrett
North Carolina Film Office

In focus: film industry in the Carolinas

Local Film Panel

Moderator

Sue Richardson

Panelists

Johnny Griffin

Wilmington Regional Film Commission

Heath Franklin

Galvanized Films

Economic Outlook Conference

- Mark Your Calendars -

October 11, 2011

THANK YOU



New Hanover
Regional Medical Center
Bringing the best of medicine home.

CAROLINA LIVING

