

OUR TARGET

80%
OF 2019

How do we define success?
We define economic recovery as achieving 80% of 2019 numbers.

BENCHMARK CHARTS

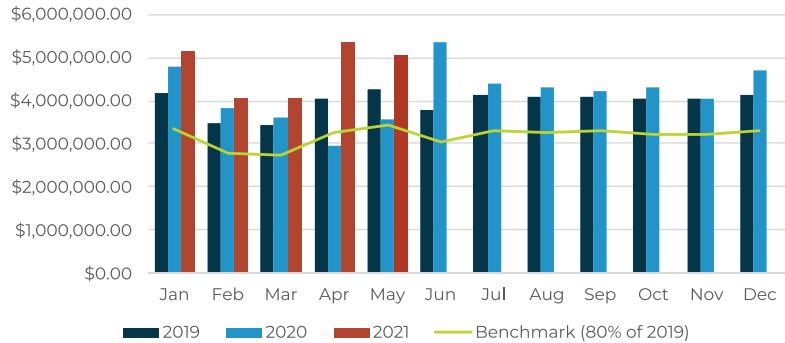
The Bringing Back the Burg Business Recovery Task Force is taking a data-driven approach to Spartanburg's recovery, tracking 19 data points. Recovery will be defined by the following seven benchmarks.

BRINGING
BACK
THE
BURG

CAPITAL PENNY SALES TAX

122%
OF 2019 COLLECTIONS

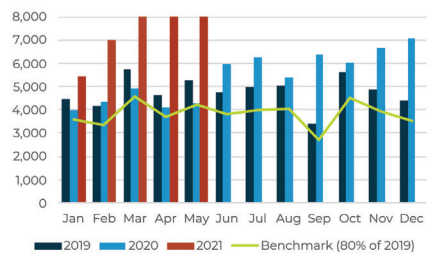
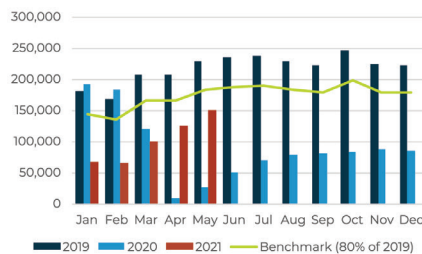
The capital sales tax is an additional one cent sales tax on goods sold across Spartanburg. This increase indicates that residents spent locally in 2021.



GSP PASSENGERS

51%
OF 2019 PASSENGER COUNT

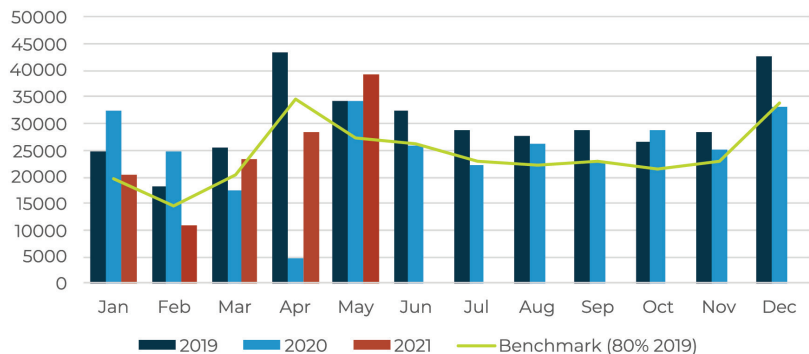
Passenger totals at GSP are an indication of broader business and leisure travel, an important statistic for Spartanburg's tourism economy. Alternately, GSP's cargo business is **159% of 2019**, making it the 20th busiest cargo hub in the nation.



MORGAN SQUARE AREA/VICINITY VISITORS

83%
OF 2019 VISITOR COUNT

Pedestrian and visitor counts in Downtown Spartanburg have been monitored for several years to gauge how often people visit downtown to work, eat, shop and explore. Continued efforts to drive visitors downtown were successful, with pedestrian and visitor counts in Downtown Spartanburg recovering, even without large events that bring an influx of pedestrians.



BENCHMARKS

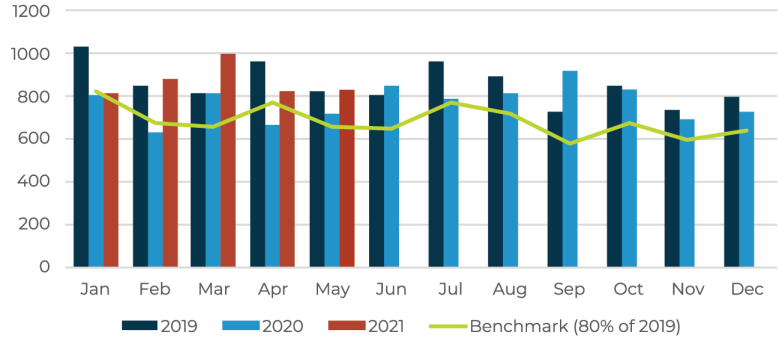
BUILDING PERMITS



97%

OF 2019 GRANTED SPARTANBURG COUNTY PERMITS

The number of building permits granted shows optimism in Spartanburg's market despite pandemic challenges.



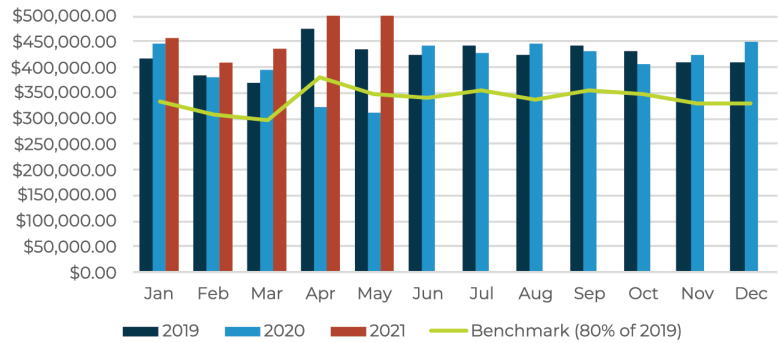
H-TAX SPARTANBURG COUNTY



112%

OF 2019 COLLECTIONS

HTAX collections exceeding 2019 numbers indicate that locals have continued to support restaurants.



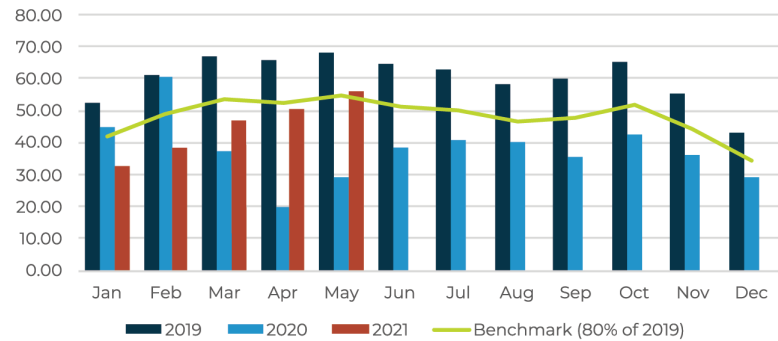
ACCOMODATIONS — REVENUE PER AVAILABLE ROOM



83%

OF 2019 RATE comparing May 2021 to May 2019

RevPAR, or the revenue per available hotel room, measures hotel occupancy and revenue generated.



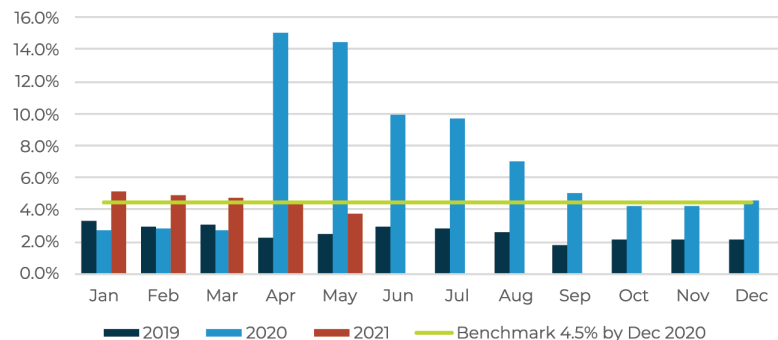
UNEMPLOYMENT RATE



3.7%

UNEMPLOYMENT DROPPED FROM A HIGH OF 15% TO 3.7% BY MAY 2021

When it came to countywide unemployment, the task force deemed recovery as an unemployment rate trending below 5% for six consecutive months. In May, Spartanburg reached its lowest unemployment rate since March 2020.



BENCHMARKS