

STATISTICAL ABSTRACT

FOR THE MYRTLE BEACH AREA OF SOUTH CAROLINA



MYRTLE BEACH • NORTH MYRTLE BEACH • SURFSIDE BEACH • LITTLE RIVER • ATLANTIC BEACH
GARDEN CITY BEACH • LORIS • CONWAY • AYNOR • MURRELLS INLET
LITCHFIELD BEACH • PAWLEYS ISLAND



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* Please note that due to the numerous sources this information was extracted from, the data in this publication are as current as possible.

Prepared by: Marketing Research Department
Wendy Bernstein, Marketing Research Manager
Phone: (843) 916-7217 Fax: (843) 916-7272
E-Mail: Wendy.Bernstein@VisitMyrtleBeach.com

Visit our websites for more information: VisitMyrtleBeach.com • MyrtleBeachAreaChamber.com

MYRTLE BEACH AREA CHAMBER OF COMMERCE



Myrtle Beach Office
1200 North Oak Street
Myrtle Beach, SC 29577
(843) 626-7444

Since 1938 the Myrtle Beach Area Chamber of Commerce (MBACC) has stood as the unified voice of the Grand Strand’s business community, promoting, protecting and improving business. A key function of the chamber’s mission is to promote the Myrtle Beach area as a travel destination.



South Strand Office
3401 Highway 17 South
Murrells Inlet, SC 29576
(843) 651-1010

The MBACC serves Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach and Pawleys Island. For more information, visit MyrtleBeachAreaChamber.com.



Myrtle Beach Area Chamber
of Commerce Airport Welcome Center
1100 JetPort Road
Myrtle Beach, SC 29577
(843) 626-7444

The MBACC Marketing research Department provides qualitative and quantitative research which is used to promote the area as a vacation destination. The research summaries page in this publication contains information on some of the research conducted. For more information regarding current research and statistics, visit MyrtleBeachAreaChamber.com/Research.

For more information go to www.VisitMyrtleBeach.com



TABLE OF CONTENTS

- The Grand Strand..... 5
- Climate & Distances 6
- Research Projects..... 7
- Tourist Population 8
- Visitor Profile 9
- Accommodation Statistics 10
- Accommodation Statistics 11
- Golf..... 12
- Airport Information 13
- Conventions & Meetings 14
- Three-Year Comparison of Economic Indicators ... 15
- Local Development: 2008-2010 16
- Construction 17
- Labor Information..... 18
- Labor Information..... 19
- Cost of Living..... 20
- Economic Development 21
- Population Information 22
- Resident Demographic Information..... 23
- Education 24
- Adult Education..... 25
- Local Communities 26
 - Horry County*
 - Local Communities 27
 - Surfside Beach, Myrtle Beach*
 - Local Communities 28
 - North Myrtle Beach, Georgetown*
 - Local Communities 29
 - Conway, Loris, Aynor, Little River*
- Grand Strand History..... 30
- Research Sources 31

MYRTLE BEACH AREA CHAMBER OF COMMERCE MISSION STATEMENT

The mission of the Myrtle Beach Area Chamber of Commerce is to provide community leadership in the promotion of economic development, including tourism. Accordingly, the chamber will effectively involve itself in the governmental and political arena and in the coordination of efforts to advance business development in order to improve the quality of life and to encourage unity in the region.

THE GRAND STRAND

BEST-OF-THE-BEST: MYRTLE BEACH AREA RECEIVES PRESTIGIOUS ACCOLADES AND AWARDS

The Myrtle Beach area of South Carolina continually proves that it is worthy of the moniker “The Grand Strand” year-after-year, as it continues to win prestigious awards ranging from designation as the “World’s Best Beach” according to Yahoo! Travel, to recognition as the “Overall Value for Money Destination” and host to 10 of the “Top 100 Public Golf Courses in America” according to Golf Digest. Whether seeking an exciting sporting event or recreational vacation, the perfect family beach, the ideal retirement location, or the best place to host a meeting, visitors to the Myrtle Beach area will find award-winning offerings in every lifestyle category.

GOLF DIGEST MAGAZINE

“2009-2010 America’s Top 100 Great Public Courses”

Golf Digest editors named four of the Myrtle Beach area’s top courses to Golf Digest’s America’s Top 100 Great Public Courses. Courses include The Dunes Golf and Beach Club, Caledonia Golf & Fish Club, Tidewater Golf Club and The Resort Club at Grande Dunes.

TRAVEL + LEISURE MAGAZINE

“2009 Top 500 World’s Best Hotels”

Travel + Leisure readers named the Myrtle Beach Marriott Resort and Spa at Grande Dunes to their 2009 rankings of the Top 500 World’s Best Hotels. With its excellent location on a beautiful stretch of beach and proximity to the best of Myrtle Beach, the Marriott Resort and Spa offers visitors an affordably luxe vacation experience.

TRAVELOCITY (2009)

“Top 8 Value Destination for Spring Break”

Myrtle Beach was highlighted as one of the best bang-for-your-buck destinations as 2009’s rough economic times continued to churn. With the area’s plethora of wallet-friendly accommodations and activities, it’s no wonder the destination received such a coveted accolade.

RESTAURANT BUSINESS MAGAZINE

“Restaurant Growth Index” (2009)

Myrtle Beach is the number one destination listed in Restaurant Business Magazine’s Restaurant Growth Index feature, which alerts restaurateurs of hot spot locales for opening restaurants. With the recent influx of quality eateries in the Myrtle Beach area, it’s no wonder the destination received such a “yummy” honor.

“The Great Towns of America” (2009)

In 2009, authors David and Joan Vokac included Myrtle Beach in their book that highlights the top 100 Great Towns of America. In fact, Myrtle Beach is the only South Carolina location included! www.greattowns.com/america.html

TRIPADVISOR.COM

“2009 Top Aquariums” (2009)

Tripadvisor.com travel enthusiasts placed Ripley’s Aquarium in Myrtle Beach, SC on the site’s Top Aquariums list, ranking the aquarium in the top five. The rankings were based on traveler popularity, consumer ratings and Trip Advisor editor’s reviews. Ripley’s Aquarium is a state-of-the-art, 87,000 square-foot aquarium experience, located at Broadway at the Beach. The aquarium’s mission is to provide a top quality, world-class, marine life facility that will foster environmental education, conservation, and research, while simultaneously providing entertainment for visitors of all ages.

SOUTHERN LIVING:

“FAVORITE BEACH” (2009)

“FAVORITE FAMILY DESTINATION” (2009)

“FAVORITE WEEKEND GETAWAY” (2009)

“FAVORITE BEACH TOWNS” (2007)

“FAVORITE FAMILY VACATIONS” (2007)

The Grand Strand has consistently topped Southern Living’s annual favorites list every year since 1995, when the Readers’ Choice Awards were first instituted.

AOL

“2009’s Top 10 Most Searched Vacation Destinations”

Myrtle Beach was included in 2009’s round up of the most searched vacation destinations on AOL. The wide variety of offerings and attractions throughout the area create an ideal vacation destination for travelers looking for the entire package.

RESERVE AMERICA

“2009 Top 25 Park Beaches”

ReserveAmerica, the United States’ leading recreation reservation service, named Myrtle Beach State Park as one of America’s Top 25 Park Beaches. With its family-friendly beaches, beautiful scenery and abundance of nature, it is no surprise that Myrtle Beach has emerged as one of the top park destinations in the country.

CLIMATE & DISTANCES

ANNUAL WEATHER STATISTICAL AVERAGES

Temperatures based on more than 30 years of data.

Sunny days	215
Overcast days	150
Frost days	42
Days when maximum temperature is more than 90°	40
Days with .10 inches of rain or more	77
Number of sunny days during an average summer month	18
Number of sunny days during an average winter month	15
Wettest months	Aug. & Sept.
Driest months	April & Nov.
Hottest Day (105° F)	Aug. 22, 1983
Coldest Day (4° F)	Jan. 21, 1985

AVERAGE TEMPERATURE HIGHS AND MONTHLY PRECIPITATION

Water and air temperatures based on 30 years of data in degrees Fahrenheit.

Month	Air	Water	Precipitation
January	58°	51°	4.70"
February	61°	52°	3.53"
March	68°	57°	4.22"
April	75°	62°	3.10"
May	82°	69°	4.01"
June	87°	77°	4.96"
July	90°	81°	5.89"
August	87°	83°	6.43"
September	85°	80°	6.44"
October	76°	73°	3.89"
November	68°	65°	3.25"
December	60°	55°	4.10"

DRIVING DISTANCES TO MYRTLE BEACH

Atlanta, GA	364 miles
Baton Rouge, LA	878 miles
Boston, MA	899 miles
Buffalo, NY	835 miles
Charleston, WV	440 miles
Charlotte, NC	174 miles
Chicago, IL	963 miles
Cincinnati, OH	663 miles
Columbia, SC	148 miles
Daytona Beach, FL	454 miles
Detroit, MI	844 miles
Indianapolis, IN	763 miles
Lexington, KY	575 miles
Memphis, TN	741 miles
Miami, FL	704 miles
Mobile, AL	681 miles
Montreal, Que	1,054 miles
Nashville, TN	586 miles
New Orleans, LA	821 miles
New York City, NY	685 miles
Orlando, FL	500 miles
Ottawa, Ont	1,010 miles
Philadelphia, PA	596 miles
Quebec, Que	1,199 miles
Raleigh, NC	193 miles
Savannah, GA	227 miles
St. Louis, MO	892 miles
Syracuse, NY	816 miles
Tampa, FL	555 miles
Virginia Beach, VA	370 miles
Washington, DC	450 miles

OCEAN WATER TRIVIA

During the summer months, the ocean water along the Grand Strand is about 20°F warmer than the ocean water along New York beaches. Over the last 30 years, the lowest temperature Grand Strand ocean water has reached was 47°F (in January) and the highest was 88°F (in July).

Temperatures along the southern coast are usually cooler than inland areas during the summer because of the sea breeze.

Source: South Carolina State Climate Office

RESEARCH PROJECTS

In an effort to meet the business and leisure travelers’ needs, research projects and surveys are continuously being conducted at the Myrtle Beach Area Chamber of Commerce. The information obtained from these studies enable the chamber to target their marketing efforts to maximize the return on investment of the marketing dollars spent.

MYRTLE BEACH AREA CHAMBER/CVB IN-MARKET STUDY

In June 2006, the chamber united with local accommodation owners to collect visitor information with the long-term goal of establishing a base line of visitor demographics by surveying visitors throughout the entire year. The participants distribute survey cards to their guests upon check out, which instructs the visitor to go on-line and complete the survey. In 2009, over 1300 people completed the survey and 16% of them were first time visitors to the area. 93% were leisure vacationers to the area and 58% of them took a family vacation. While here, 93% went to the beach, 80% went shopping and 41% attended an amusement or attraction. Over 90% drove to the Myrtle Beach area, and more than 98% of the visitors were very satisfied/satisfied with their vacation.

MYRTLE BEACH TRAVELER INDEX

In January 2007, the Myrtle Beach Area Chamber/CVB commissioned Equation Research to conduct quarterly surveys with core tracking measures to monitor attitudes and travel preferences for likely travelers to Myrtle Beach. The index has become a vital tool in providing insight into the effects the downturn in the economy has had on the leisure traveler and the areas in which the visitors have had to make cuts in their vacation plans. In 2009 there was a change in what would impact travel plans, with 58% stating time availability, 49% stating disposable income and 37% stating the economy. The tracker also measures awareness of Myrtle Beach advertising. In the beginning of 2009 awareness of Myrtle Beach advertising was low with TV at 19%, Internet ad at 10% and website was at 6%. By the end of the year those numbers were 46%, 26% and 20% consecutively.

MYRTLE BEACH ZIP CODE ANALYSIS

The Zip Code Analysis program consists of data provided to the Myrtle Beach Area Chamber/CVB by accommodation members, which contains arrival date, city, state and zip code information for an entire year. This is real time data from actual visitors to the area. Only participants receive reports of the aggregated data, along with a report of their properties data. In 2008 the database consisted of over 80,000 records, while the 2009 database contained over 520,000 records. The following table shows a comparison of 2008 vs. 2009 visitation by the top ten states and top five cities.

2008

- North Carolina**
Charlotte, Raleigh, Fayetteville, Greensboro, Winston Salem
- South Carolina**
Columbia, Greenville, Florence, Charleston, Lexington
- Virginia**
Richmond, Roanoke, Midlothian, Virginia Beach, Lynchburg
- Ohio**
Cincinnati, Columbus, Cleveland, Canton, Dayton
- Pennsylvania**
Pittsburgh, Philadelphia, York, Harrisburg, Washington
- Georgia**
Atlanta, Augusta, Marietta, Alpharetta, Lawrenceville
- New York**
Rochester, New York, Buffalo, Staten Island, Brooklyn
- Tennessee**
Knoxville, Kingsport, Johnson City, Maryville, Morristown
- West Virginia**
Charleston, Huntington, Parkersburg, Morgantown, Saint Albans
- Maryland**
Baltimore, Silver Spring, Frederick, Bel Air, Waldorf

2009

- North Carolina**
Charlotte, Raleigh, Fayetteville, Greensboro, Albemarle
- South Carolina**
Florence, Greenville, Columbia, Charleston, Spartanburg
- Virginia**
Richmond, Roanoke, Lynchburg, Hardy, Danville
- Ohio**
Columbus, Cincinnati, Chillicothe, Cleveland, Dayton
- Pennsylvania**
Pittsburgh, Philadelphia, Harrisburg, Greensburg, York
- Georgia**
Austell, Atlanta, Augusta, Gainesville, Alpharetta
- New York**
Brooklyn, Buffalo, Rochester, Alcove, New York
- Tennessee**
Knoxville, Johnson City, Maryville, Alcoa, Kingsport
- Maryland**
Baltimore, Waldorf, Frederick, Annapolis Junction, Aberdeen
- West Virginia**
Charleston, Huntington, Parkersburg, Beckley, Alkol

TOURIST POPULATION

The estimate of total annual visitors to the Myrtle Beach area is provided by the independent research company D.K. Shifflet & Associates, Ltd., which uses a statistically sound process of data collection and analysis to estimate the number of annual visitors to the Myrtle Beach area. Visitor count estimates include day-trippers and overnight visitors, both in paid and unpaid accommodations. Independent research has been used to evaluate D.K. Shifflet’s estimate of visitors staying in unpaid accommodations, including local occupancy rates as published by various sources. The MBACC Research staff has also used growth in lodging tax collections as well as relevant data (average length of stay, average number of travelers in traveling party, etc.) from in-market surveys to gauge the accuracy of D.K. Shifflet’s study.

Year	Estimated Number of Visitors (in millions)
2002	12.7
2003	12.8
2004	13.2
2005	13.8
2006	14.6
2007	15.2
2008	14.6
2009	13.7

VISITOR ORIGIN

The International Visitor Arrivals Program is a core part of the U.S. travel and tourism statistical system. The program focuses on collecting and reporting overseas non-resident visitor arrivals to the United States. Most of the programs effort is focused on using the Immigration and Naturalization Service I-94 form data, which all U.S. non-citizens must complete to enter the United States.

In calendar year 2009, according to I-94 data at least 66,555 overseas travelers, excluding Canadians and Mexicans, indicated South Carolina was the first or primary destination on their US trip (calendar year 2008 was 80,697). Historical data indicates that two of South Carolina’s largest overseas visitor origin-countries are Germany and the UK. In calendar year 2009, according to I-94 data at least 15,204 UK residents and 13,261 German residents visited South Carolina (calendar year 2008: 18,748 UK residents and 16,557 German residents).

Among South Carolina’s 897,400 annual Canadian visitors, Ontario (70%) is their primary origin with Quebec (22%) in second place. Vacationers account for 77% of these visitors. Nearly 59% of all Canadian visitors to South Carolina spend the night.

Based on the 2009 conversion study of those who inquired about visiting the Grand Strand, 16 percent of our visitors came from North Carolina. Another 34 percent traveled from New York, Pennsylvania, Ohio, and Virginia. The following are the 2009 top 10 states of visitor inquiry in order: New York, Ohio, Pennsylvania, North Carolina, Virginia, Georgia, Tennessee, Kentucky, Maryland and West Virginia.

ANNUAL NUMBER OF INQUIRIES

The leading origins of visitor inquiries have consistently been Ohio, Pennsylvania, North Carolina, New York and Virginia. In 2009, the chamber received nearly 13,000 inquiries from foreign countries and more than 95 percent of those inquiries were from Canada. Other international inquiries came from England, Germany, France and Japan.

During 2009, the Myrtle Beach Area Chamber of Commerce responded to 76,258 visitor phone inquiries. The chamber’s three office locations served 100,258 walk-in visitors and received 231,425 Internet requests for the 2009 Official Myrtle Beach Area Vacation Guide™.

The chamber also tracks the number of unique Internet visits (single individual session on the website) and the number of pages viewed on the website. The chamber’s official website, VisitMyrtleBeach.com, recorded 4,215,551 visits and 19,348,662 page views in 2009. Additionally, the website received 231,425 inquiries in 2009.

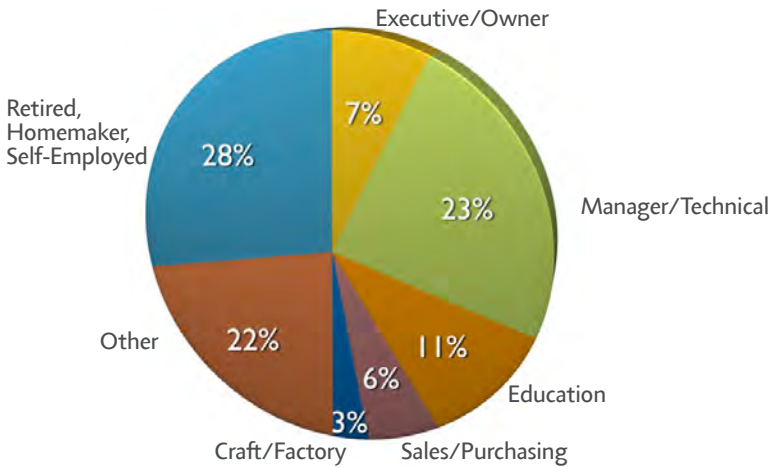
Sources: D.K. Shifflet & Associates, Ltd.; S.C. Department of Parks, Recreation and Tourism

VISITOR PROFILE

Information about our visitors comes from various sources. The following aggregate statistics were gleaned from the 2009 In-Market Visitor Profile study conducted of visitors to the Grand Strand.

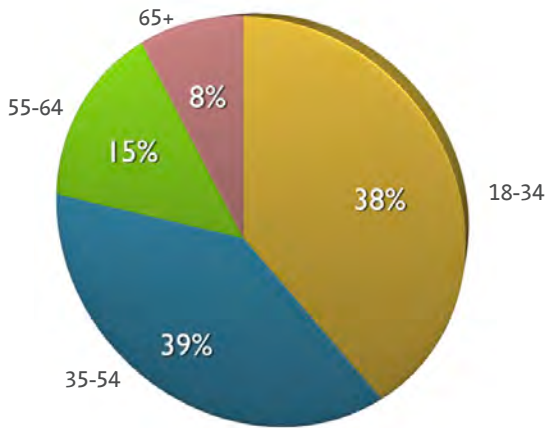
VISITOR OCCUPATION

Of the visiting population, 72% worked full-time, 16% were retired, 6% were homemakers and 6% were self-employed.



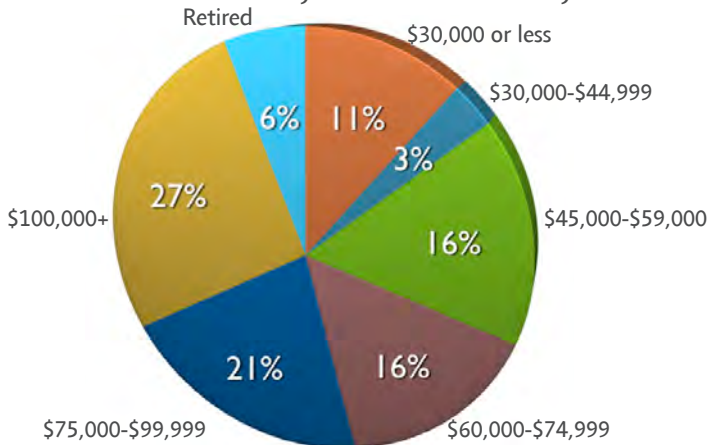
VISITOR AGE

The Grand Strand attracts a wide range of travelers. Approximately 92% of visitors were under the age of 65.



VISITOR AVERAGE HOUSEHOLD INCOME

The Grand Strand attracts middle- to high- income travelers. Visitor income has steadily increased over the years.



VISITOR PARTY

The destination continued to attract adults traveling with children. These parties had an average party size of five, consisting of 3 adults and 2 children.

TRAVEL PARTY TYPES

Families	62%
Couples	28%
Three Adults or More	7%
Single Adult	2%
Single Adult with Children	1%

VISITOR LENGTH OF STAY

The average length of stay along the Grand Strand was five days for leisure travelers and three days for business travelers.

NIGHTS SPENT IN THE AREA

1 - 3 nights	7%
4 - 7 nights	46%
8 or more nights	47%

VISITOR ACTIVITIES

The Grand Strand is rich with activities and amusements for leisure and business travelers alike. In 2009, 80% of the leisure visitors enjoyed shopping. Additionally, 85% of overnight visitors enjoyed eating dinner at a restaurant, 93% went to the beach, and 16% played golf.

VISITOR CHARACTERISTICS

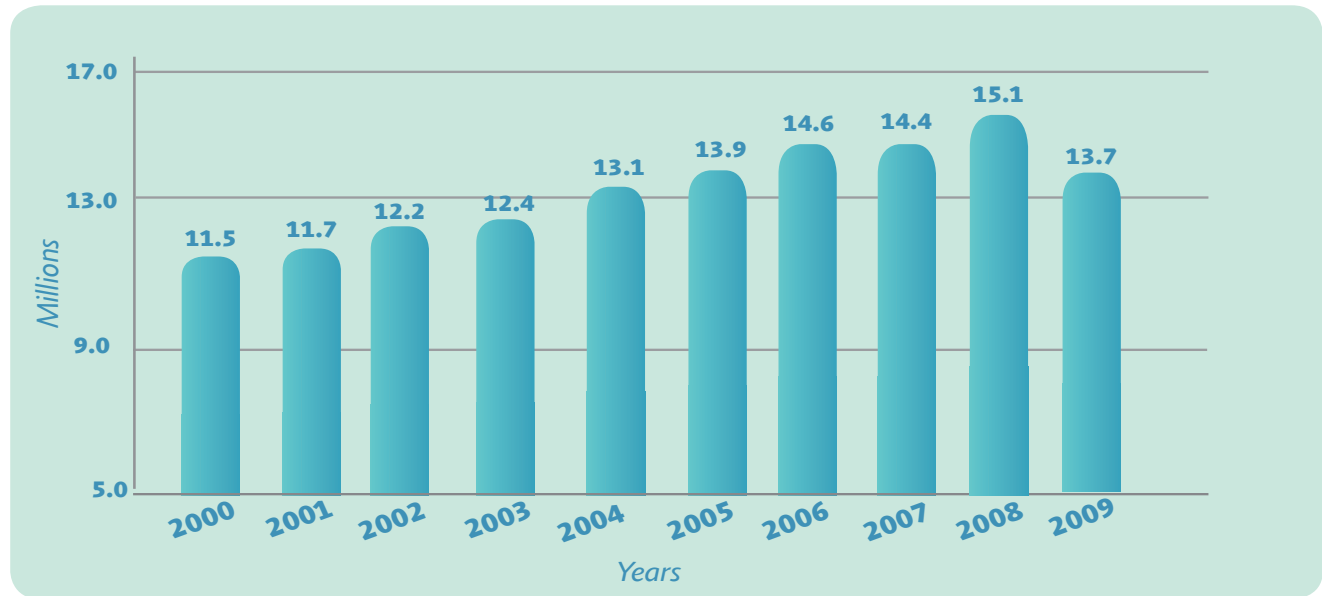
Grand Strand leisure travelers spent an average of \$108 per person per day, and group business travelers an average of \$183 per person per day. Furthermore, visitors typically used their own cars as their primary transportation (88%). Most Grand Strand visitors (51%) stayed in hotels, while 30% stayed in condos or villas.

Source: 2009 Myrtle Beach Area Chamber of Commerce In-Market Visitor Profile Study

ACCOMMODATION STATISTICS

The S.C. Department of Revenue collects a 2 percent tax from hotels, motels, condos and vacation rentals on a monthly basis. However, monthly totals may be influenced by factors that are not related to business conditions during that month, making comparisons with the same month in previous years problematic. Year-over-year comparisons of year-to-date totals are less susceptible to these factors and are preferable to monthly comparisons. The graph below shows a 10-year trend of the 2 percent accommodation collections.

2000-2009 ACCOMMODATIONS TAX COLLECTIONS



The following information shows a three-year trend of the monthly occupancy rate percentages (room nights occupied/room nights available) and the average daily room rate (ADR; total room revenue/room nights occupied). This information has been provided by the S.C. Department of Parks, Recreation and Tourism (SCPRT), and is based on a sampling of local chain hotels and motels in the Grand Strand. For more current occupancy and daily room rates, go to scprt.com.

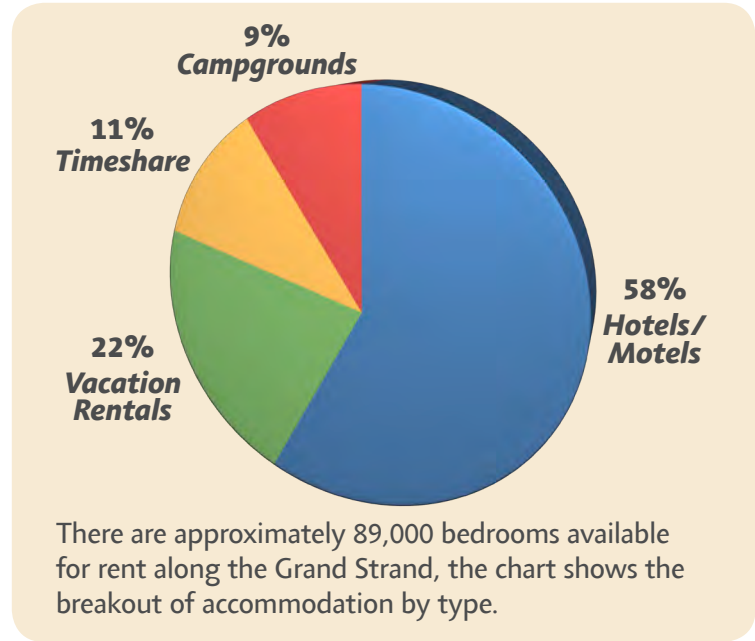
	2007		2008		2009	
	Occ. Rate	ADR	Occ. Rate	ADR	Occ. Rate	ADR
January	30.7	\$55.01	28.0	\$61.48	24.8	\$58.89
February	45.5	\$61.55	40.5	\$66.18	34.4	\$63.18
March	60.9	\$74.86	56.4	\$83.55	42.8	\$73.55
April	65.6	\$89.57	54.0	\$88.95	53.6	\$84.01
May	60.8	\$108.92	58.0	\$109.90	48.4	\$92.93
June	75.1	\$124.42	72.4	\$125.91	67.5	\$110.02
July	81.7	\$140.09	79.4	\$139.64	80.5	\$130.56
August	72.7	\$120.79	70.2	\$123.04	67.8	\$111.73
September	59.3	\$86.12	42.7	\$81.09	52.5	\$77.60
October	52.6	\$75.60	43.0	\$75.50	40.9	\$71.26
November	40.6	\$64.66	34.0	\$65.79	32.8	\$61.37
December	26.5	\$58.18	24.8	\$55.60	26.1	\$55.78
Yearly Average	56.4	\$95.25	50.3	\$89.72	47.7	\$82.57

Sources: S.C. Department of Parks, Recreation and Tourism; Smith Travel Research

ACCOMMODATION STATISTICS

The Clay Brittain Jr. Center for Resort Tourism at Coastal Carolina University began collecting occupancy, average daily room rate (ADR) and revenue per available room data on a voluntary basis from independent Grand Strand lodging properties in 2005. The center's short-term research goals are to develop new approaches to monitoring tourism supply and demand. They currently monitor data during the weekday (Sunday - Thursday) and on the weekend (Friday - Saturday) and show a comparison from year to year.

The following information shows the last three years' monthly occupancy rate percentages (room nights/occupied/room nights available) and the average daily room rate (ADR; total room revenue/room nights occupied) collected by the Clay Brittain Jr. Center for Resort Tourism.



Month	2007		2008		2009	
	Occ Rate	ADR	Occ Rate	ADR	Occ Rate	ADR
January	30.4	\$51.33	26.6	\$56.33	23.7	\$50.11
February	42.9	\$58.14	40.1	\$58.25	35.6	\$56.05
March	52.3	\$77.13	52.6	\$80.05	39.7	\$70.46
April	59.0	\$104.16	47.4	\$102.16	49.1	\$92.04
May	55.2	\$115.17	51.9	\$117.68	45.4	\$102.36
June	74.4	\$137.52	73.4	\$150.56	68.9	\$129.30
July	82.6	\$160.93	81.6	\$165.74	83.6	\$149.18
August	75.9	\$133.14	72.5	\$129.84	71.9	\$120.58
September	61.3	\$97.47	46.5	\$85.63	53.0	\$85.57
October	45.7	\$79.11	43.6	\$76.48	42.8	\$69.09
November	39.7	\$63.92	35.3	\$65.79	28.4	\$56.07
December	25.1	\$54.65	22.2	\$52.90	23.4	\$50.65
Yearly Average	53.7	\$94.39	49.5	\$95.12	47.1	\$85.96

The majority of visitors vacation along the Grand Strand during the summer months. The following charts show the Grand Strand weekly lodging performance for the 12 weeks beginning June 1, 2009 and ending August 31, 2009, and a comparison to the summer months beginning June 1, 2008 and ending August 31 2008.

Property Type	2009 Occupancy	2008 Occupancy	% Change	2009 ADR	2008 ADR	% Change
Hotels/ Condotels & Campsites	76.7%	77.0%	0.4%	\$127.24	\$140.57	-9.5%

* The data above are based on a convenience sample with an average size of 9,216 units per week.

Property Type	2009 Occupancy	2008 Occupancy	% Change	2009 ADR	2008 ADR	% Change
Vacation Rental Homes (7 day rental)	78.01%	76.26%	2.3%	\$475.42	\$463.01	2.9%

*The data above are based on a random sample of 157 units per week.

Note: The above analysis are based on sample estimates. Actual business performance results may vary greatly. Therefore, neither the above centers nor Coastal Carolina University warrant the use of the above data or analysis for specific business applications.

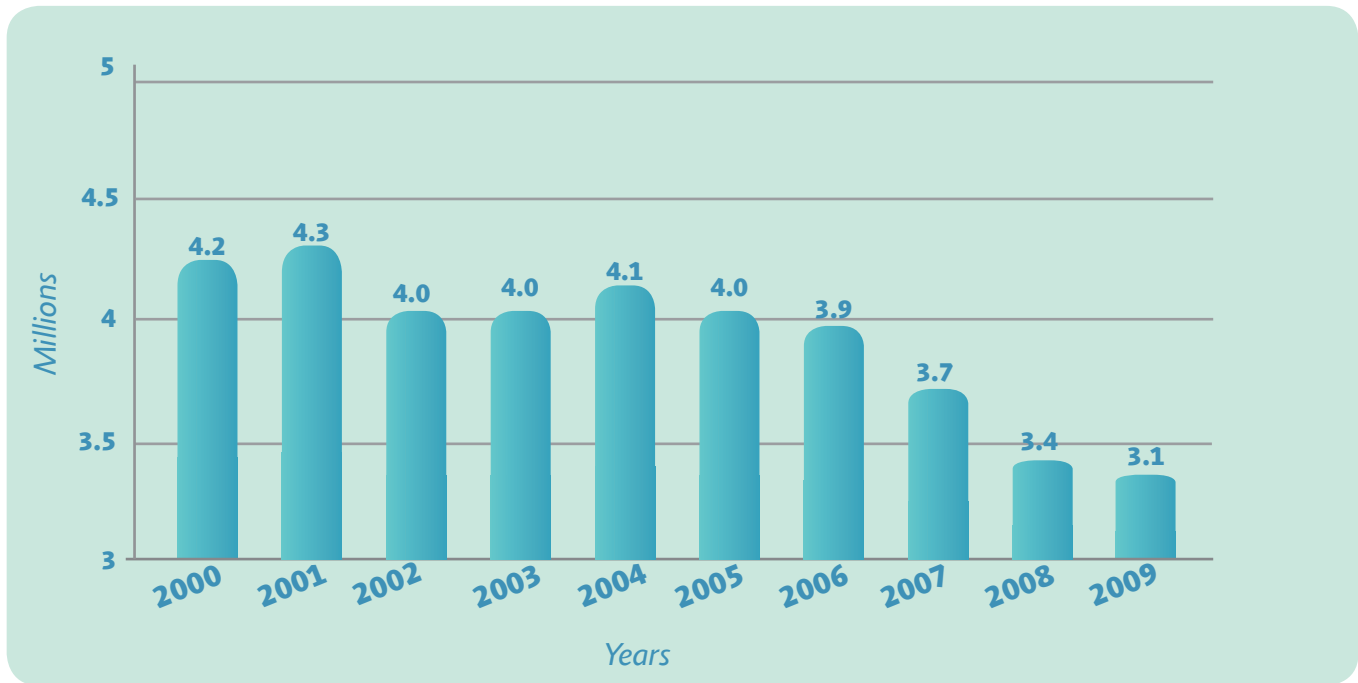
Source: Coastal Carolina University

GOLF

With 102 golf courses, the Myrtle Beach area contributes a large portion of the golf revenue within the state. While the quantity is certainly impressive, the quality is nothing short of awesome. Challenging layouts, stunning vistas and impeccably maintained fairways and greens are the hallmark of the courses that make up the world’s most impressive collection of public courses.

In 2009, approximately 3.1 million total rounds of golf were played.

ESTIMATED PAID ROUNDS



GENERAL INFORMATION

Long regarded as the best value in golf travel, Myrtle Beach has grown into its role as the home of the game’s largest concentration of high-end courses. Golf Digest ranks “America’s 100 Greatest Public Courses” on a biennial basis and seven Grand Strand layouts earned spots on the prestigious list in 2009. To put that in perspective, the entire state of Florida had just four courses ranked. The area is home to just over 100 golf courses and more than 50 are rated 4 stars or better by Golf Digest.

The Myrtle Beach golf community also hosts some of the game’s most popular amateur tournaments, including the Golf.com World Amateur Handicap Championship, a 72-hole event that attracts more than 3,000 players from across the globe, and the Palmetto High School Golf Championship, the nation’s largest high school golf tournament. In addition, the area serves as the host of the Hootie & The Blowfish Monday After the Master Celebrity Pro-Am, an event that has raised more than \$3 million for charity since coming to the Grand Strand, and the Know Your Score: Fight Prostate Cancer Celebrity Golf Tournament and Gala.

With its temperate climate, Myrtle Beach attracts players throughout the year, but play peaks in the spring and fall.

Sources: Myrtle Beach Golf Holiday; S.C. Department of Revenue; S.C. Department of Parks, Recreation and Tourism

AIRPORT INFORMATION

The Horry County Department of Airports was created in November 1987 as an agency of Horry County. The director of the airports is appointed by the county administrator. There are four airports managed by the Horry County Department of Airports:

GRAND STRAND AIRPORT

Located within the city limits of North Myrtle Beach, this airport serves private and corporate aircraft with parking, refueling, maintenance and with full-service, fixed-base operators. This is an ideal stop for people visiting the North Strand or transiting from the Northeast to farther South.

CONWAY-HORRY COUNTY AIRPORT

Located five miles west of the county seat of Conway, this airport serves general aviation aircraft with parking, refueling and maintenance. The Conway-Horry County Airport (HYW) provides operations and services for the growing general aviation community in the western part of Horry County.

TWIN CITY-LORIS AIRPORT

Located two miles northeast of Loris, this facility serves as an unattended airport for public use. This is an excellent training airport for practice approaches and landings by private aircraft.

MYRTLE BEACH INTERNATIONAL AIRPORT COMMERCIAL PASSENGER TOTALS

Year	Arrivals	Departures
2001	709,561	711,520
2002	628,923	631,368
2003	666,545	668,951
2004	766,268	768,944
2005	781,088	785,321
2006	716,484	723,900
2007	839,450	844,373
2008	782,021	783,351
2009	743,206	742,187

MYRTLE BEACH INTERNATIONAL AIRPORT

Located approximately one mile from the Atlantic Ocean in Myrtle Beach, the Myrtle Beach International Airport serves as the only commercial airport for Horry County and the Grand Strand. The airport consists of a passenger terminal complex, a 9,500-foot lighted runway and related taxiways, a general aviation apron and supporting buildings and hangars. The facilities are located on or adjacent to property formerly utilized as the Myrtle Beach Air Force Base and is being leased by the county from the United States Air Force. The following direct and indirect carriers presently serve the airport: Continental, Delta/Northwest, Direct Air, Allegiant Air, Spirit Air, United Express and US Airways. The airport is also served by a number of charter services.

The airport’s existing tenants comprise of companies specializing in the handling, servicing, modification and repair of aircraft. In addition, there are plans underway to develop the Myrtle Beach International Airport Technology, Commerce and Aeronautics Park, a 400+acre site adjacent to the General Aviation terminal, to capitalize on the growing aviation and innovation industries and position Horry County as the premier live/work community in the Southeast.

Sources: Myrtle Beach International Airport; Horry County Department of Airports

CONVENTIONS & MEETINGS

Group business along the Grand Strand has been steady over the years, with more than 30 properties providing full-function space for meetings and conventions. Several properties have the ability to host groups of 500 or more under one roof. The area's largest meeting site is the Myrtle Beach Convention Center. The 249,100-square-foot facility is one of the largest on the East Coast and can accommodate 80 percent of all conventions held in the United States. The greatest number of delegates the Myrtle Beach Convention Center can accommodate is 10,000 and the largest number of people which can be served at a seated-meal function is 1,500.

The Myrtle Beach Area Convention Bureau was organized by the Myrtle Beach Area Chamber of Commerce in 1979 to coordinate and stimulate promotion of the Grand Strand as a destination for group business. Today, the convention bureau has ten employees and serves as a division within the Myrtle Beach Area Chamber of Commerce. The convention bureau staff aids meeting planners and tour operators in locating sites for conventions, meetings and motorcoach tourism; in recent years reunions and sporting events have increased in the area. They also assist groups with registration personnel, name badges, speakers and welcome packages containing informative literature and brochures.

Promoting the Myrtle Beach area as a group destination involves telemarketing, trade show promotion, sales events and activities, direct mailing and advertising placements. A total of 469 leads were generated during 2009, creating 105,321 new room nights. The CVB staff also provided in-market services for 397 groups with a total of 49,885 attendees.

The U.S. Travel Association conducted a study, the first of its kind, through Oxford Economics that shows Business Travel drives Revenue and Profit Growth. The analysis was comprehensive, covering 14 economic sectors over a span of 13 years. Below is a list of highlights from the study.

The Return on Investment of Business Travel Key Messages

- U.S. business travel is responsible for **\$246 billion** in spending and **2.3 million** American jobs; **\$100 billion** of this spending and nearly **1 million American jobs** are linked directly to meetings and events.
- For every dollar invested in business travel, Oxford Economics determined that businesses experienced an average **\$12.50 in increased revenue and \$3.80 in new profits**.
- Curbing business travel has a negative impact on corporate profits. The average U.S. business would forfeit **15 percent** of its profits in the first year of eliminating business travel. It would take over three years for profits to recover.
- Both executives and business travelers estimate that roughly **40 percent** of their prospective customers are converted to new customers with an in-person meeting compared to **16 percent** without such a meeting.

Source: U. S. Travel Association

THREE-YEAR COMPARISON OF ECONOMIC INDICATORS (2006-2009)

GROSS RETAIL SALES

County	06-07 Fiscal Year	07-08 Fiscal Year	08-09 Fiscal Year
Horry County	\$ 9,188,976,284	\$ 8,979,392,175	\$ 7,966,317,109
Georgetown County	\$ 1,334,928,717	\$ 1,351,251,067	\$ 1,239,674,535
Total	\$10,523,905,001	\$10,330,643,242	\$9,205,991,644

GROSS RETAIL SALES

Year	Myrtle Beach	North Myrtle Beach	Surfside Beach	Horry County	Georgetown County
2007	\$2.41 billion	\$716 million	\$128 million	\$9.26 billion	\$1.36 billion
2008	\$2.43 billion	\$707 million	\$157 million	\$9.10 billion	\$1.34 billion
2009	\$2.31 billion	\$648 million	\$152 million	\$8.21 billion	\$1.31 billion

ACCOMMODATIONS TAX COLLECTIONS

County	06-07 Fiscal Year	07-08 Fiscal Year	08-09 Fiscal Year
Horry County	\$ 14,905,043	\$ 15,437,568	\$14,028,835
Georgetown County	\$ 1,432,725	\$ 1,398,777	\$ 1,339,356
Total	\$ 15,581,798	\$ 16,337,768	\$15,368,191

ADMISSIONS TAX COLLECTIONS

County	06-07 Fiscal Year	07-08 Fiscal Year	08-09 Fiscal Year
Horry County	\$ 9,422,331	\$ 9,905,591	\$ 9,066,868
Georgetown County	\$ 1,055,316	\$ 1,056,590	\$ 952,712
Total	\$ 10,477,647	\$ 10,962,181	\$10,019,580

UNEMPLOYMENT

(number of people in the labor force and the unemployment rate)

County	2007	2008	2009
Horry County	124,459 (5.1%)	122,061 (7.2%)	114,922 (12.2%)
Georgetown County	27,717 (6.4%)	28,113 (7.6%)	27,210 (12.3%)

MYRTLE BEACH INTERNATIONAL AIRPORT

(number of passengers)

	2007	2008	2009
Departures	844,373	783,351	742,187
Arrivals	839,450	782,021	743,206

RESIDENTIAL CONSTRUCTION - NEW PERMITS

(additions and alterations not included)

Horry County	2007			2008			2009		
	Bldgs	Units	Value	Bldgs	Units	Value	Bldgs	Units	Value
Myrtle Beach	256	520	\$ 92,116,107	79	588	\$133,417,444	77	124	\$ 13,524,451
North Myrtle Beach	233	669	\$157,534,902	150	562	\$129,361,077	116	270	\$ 63,482,573
Surfside Beach	39	39	\$ 10,374,107	16	16	\$4,331,078	11	11	\$ 2,316,085
Total Horry County	3,904	5,268	\$809,992,817	1,920	2,997	\$519,904,760	1476	1711	\$252,250,247

Georgetown County	2007			2008			2009		
	Bldgs	Units	Value	Bldgs	Units	Value	Bldgs	Units	Value
Georgetown	19	19	\$ 3,973,274	8	8	\$1,166,000	3	3	\$ 272,500
Georgetown Unincorp.	337	362	\$ 93,623,912	229	229	\$58,621,721	127	129	\$30,571,756
Total Georgetown County	362	405	\$ 98,927,286	239	239	\$59,957,721	131	133	\$30,961,256

Sources: S.C. Department of Revenue; S.C. Department of Parks, Recreation and Tourism; S.C. Employment Security Commission; U.S. Bureau of the Census; Myrtle Beach International Airport

LOCAL DEVELOPMENT: 2008-2010

The Grand Strand is one of the fastest growing areas in the United States and current development includes a wide range of new businesses established and/or planned during 2008-2010. These include entertainment centers, restaurants, motels, golf courses, business and resort centers and general services.

RESTAURANTS

Restaurants that opened in 2009 include **Red Robin, Bombay at the Beach, Mellow Mushroom, Ruth's Chris Steakhouse, Tommy Bahama, Kono Asian Grill, Japanese Steakhouse, New World Cafe, Kansas City Prime and Ichiro's Japanese Steakhouse** in Myrtle Beach. **The Original Mr. Fish Restaurant & Seafood Market**, located in Myrtle Beach, opened in February of 2010. In Murrells Inlet, the **Big Ass Sandwich Company & Saloon** restaurant opened in June 2010.

ACCOMMODATIONS

Oceans One, Hotel Blue and Hilton Garden Inn opened in Myrtle Beach in 2008. The brand new, 72-room **Hampton Inn** in Murrells Inlet signified its completion with a grand opening in April of 2009. In late summer of 2009, **The M Grand Hotel** reopened, under new ownership, with remodeled rooms and a new pool. **Palmetto Shores**, located in central Myrtle Beach, completed renovation in the spring of 2010.

OTHER BUSINESSES

The Workshop Tools shopping center opened on U.S. 501, across from Tanger Outlets, in 2008. In 2009, **South Atlantic Bank** opened headquarters on the corner of Tournament Boulevard and U.S. 17 Bypass in Murrells Inlet. **Elements Day Space**, a spa located at 1700 North Oak St. in Myrtle Beach, opened for business in early 2009. The renovation of the **Crabtree Memorial Gymnasium** located on the former Myrtle Beach Air Force Base was completed in January 2009. A **Bobby Chan** clothing store, located in The Market Common, opened in May 2009. The **Wal-Mart** of the Carolina Forest area, located on U.S. 501, officially opened in June 2009. **Vista** bank opened its first Horry County branch in Conway and a **Big Lots** opened in the Grand Strand Marketplace of North Myrtle Beach in the month of July. In October 2009, **Platinum Home Theater**, an electronics store, opened in the Grande Dunes Marketplace to join **Lowes Foods, Indo Thai Sushi and E. Peters Furniture** in the shopping mall. A new **CVS Pharmacy** opened at the corner of S.C. 707 and Tournament Boulevard in July. In December 2009, **Merle Norman Tranquility Day Spa** opened in Murrells Inlet, offering hair, skin care, facial services and makeup and massage services. **Myrtle Beach Recycling Inc.** and **Fisher Recycling** both opened for business in the spring of 2010. **Soar and Explore**, a pirate-themed, rope challenge course, accompanied with a zip line, opened at Broadway at the Beach in May 2010, as did the 1.2 mile long **Myrtle Beach Boardwalk**. The **2nd Avenue Pier** building was renovated in June to include a restaurant, bait and tackle shop, and a bar on the top level. In June, **Ron Jon Surf Shop** opened its second Grand Strand store at Broadway at the Beach and The Myrtle Beach Mall has opened eight new stores, including **Belk Ladies Swimwear, Cool Shades, Countertops & More Home Design Center, Grant's Furniture & Interiors, Reflection Jewelry, Southern Peanuts, Timeless Memories and Tulips. A.C. Moore** opened its second Grand Strand store at Seaboard Commons, and **Wal-Mart** opened a new store in Garden City Beach in the fall of 2010.

ON THE HORIZON

The Promenade at Litchfield, a new shopping mall, began construction at Litchfield in fall of 2010. **The Fun Warehouse**, located on S.C. 544 and near the intersection of U.S. 17, is projected to open in November of 2010. May 2011 will mark the grand opening of Myrtle Beach's new Ferris wheel, the **Myrtle Beach SkyWheel**, which will be located along Ocean Boulevard on the north side of Pyle Park. A new **Bank of America** is planned near Coastal Grand Mall, the **Pittsburgh Institute of Aeronautics School** will open in February 2011 and **Wonder Works** is planning to open in Spring 2011 in Myrtle Beach.

Source: The Sun News

CONSTRUCTION

The National Association of REALTORS predicted a slight decline in home sales in 2006 due to rising interest rates. By the end of 2007 there was a rapid change from a sellers market to a buyers market which caused an oversupply in housing product. Then in 2008/2009 when the economy went into recession, the housing market in Horry County seemed to come to a halt.

Over the years Horry County’s population has been growing at a steady pace, and since 2000 it has grown 37 percent. According to the U.S. Census Bureau housing market, the estimated number of households in the county has grown by 42 percent since 2000.

During 2009, the housing market in Horry County was impacted in much the same way as the rest of the nation; the number of new single-family residential

permits decreased by 22 percent from 2008. The number of multifamily permits decreased 63 percent from 2008, which equated to a 75 percent decrease from 2007 permits.

The dollar value of single-family construction permits in 2009 decreased 43 percent from 2008, while the dollar value of multifamily permits decreased approximately 81 percent in that same time period.

In 2009, 1,476 new residential building permits were issued in Horry County at a value of more than \$2.5 million. That was a 43 percent decrease from the 1,919 new residential building permits issued for the same time period in 2008, at a value of \$5.2 million.

RESIDENTIAL CONSTRUCTION PERMITS

Year	Single-Family Residences		Multifamily Residences			Total
	Bldgs.	Value	Bldgs.	Units	Value	
1999	2,137	\$232,776,065	224	2,624	\$209,856,882	\$442,632,947
2000	1,907	\$221,025,428	176	2,585	\$185,456,703	\$406,482,131
2001	2,030	\$235,294,480	149	2,238	\$169,840,608	\$405,135,088
2002	2,432	\$308,263,395	114	1,585	\$178,009,874	\$486,273,269
2003	3,363	\$446,663,759	113	1,767	\$177,879,155	\$624,542,914
2004	4,253	\$582,130,732	220	2,815	\$274,627,300	\$856,758,032
2005	6,471	\$936,513,534	345	5,357	\$685,307,577	\$1,621,821,111
2006	6,452	\$961,143,644	210	3,851	\$520,111,473	\$1,481,255,117
2007	3,813	\$606,313,278	91	1,455	\$203,679,539	\$809,992,817
2008	1,867	\$291,655,836	52	1,128	\$227,984,954	\$519,904,760
2009	1,457	\$209,682,370	19	254	\$42,567,877	\$252,250,247

The price of residential homes has increased significantly since 2000. The ACCRA quarterly cost of living report stated that the average cost of a home in the Myrtle Beach area (using 2,400 square feet as the average home size, conventionally built on site, three bedrooms, two baths, two-car garage) was \$238,504 in 2003. This same report recorded the price of a home decreased to \$235,789 in 2009, a decrease of one percent. The rental price of a housing unit has increased 12 percent since 2003. The ACCRA cost of living report stated that the average rent for a two-bedroom apartment was \$585 in the fourth quarter of 2003 and in the fourth quarter of 2009 it was \$657.

Sources: U.S. Census Bureau; Performance Plus Inc.

LABOR INFORMATION

LARGEST NON-MANUFACTURING EMPLOYERS IN HORRY COUNTY

Employer	# of Employees	Phone Number
1. Horry County School District	4870	(843) 488-6900
2. Wal-Mart	2061	(843) 650-4800
3. Horry County Government	1928	(843) 205-5000
4. Grand Strand Regional Medical Center	1200	(843) 692-1000
5. Conway Hospital	1150	(843) 347-7111
6. Coastal Carolina University	1057	(843) 448-1481
7. Myrtle Beach National	980	(843) 497-5779
8. City of Myrtle Beach	902	(843) 918-1000
9. Loris Health Care System	900	(843) 716-7196
10. Blue Cross/ Blue Shield	827	(843) 650-6100
11. Food Lion	785	(800) 210-9569
12. Wyndham Vacation Ownership	699	(843) 271-3400
13. HTC Communications	670	(843) 365-2151
14. Lowe's Building/Supply	649	(843) 626-1700
15. Burroughs & Chapin Company	594	(843) 448-5123
16. Santee Cooper Electric	567	(843) 448-2411
17. Kingston Plantation	500	(843) 449-0006
18. Sands Oceanfront Resorts	500	(843) 449-7441
19. Ocean Lakes Family Campground	375	(843) 238-5636
20. Myrtle Beach International Airport	300	(843) 448-1580

LARGEST MANUFACTURING EMPLOYERS

HORRY COUNTY

Company Name and Number of Employees

1. AVX Corporation 795
(Myrtle Beach and Conway)
2. Conbraco Industries Inc..... 400
(Conway: two divisions)
3. New South 295
(Conway and Myrtle Beach)
4. CHF Industries Inc..... 185
(Loris)
5. Wolverine Brass 150
(Conway)

GEORGETOWN COUNTY

Company Name and Number of Employees

1. International Paper Company 710
(Georgetown: three divisions)
2. Arcelormittal International 307
(Georgetown)
3. 3V Incorporated 165
(Georgetown)
4. Three D Metal Works 160
(Andrews)
5. Coastal Wire Co, Inc. 99
(Georgetown)

Sources: 2010 S.C. Industrial Directory; ReferenceUSA.gov.com

Sources: Called businesses directly to verify employee numbers

LABOR INFORMATION

The majority of jobs in Horry County are related to the services necessary to support tourism business. Approximately 65 percent to 70 percent of Horry County’s employment is tourism-related. The U.S. Census Bureau estimated Horry County’s year-round population in 2009 at 263,868. The following chart shows the total number of employees in non agricultural positions. Additionally, the chart reports the percentage of those employed in particular categories of business.

EMPLOYMENT BY INDUSTRY

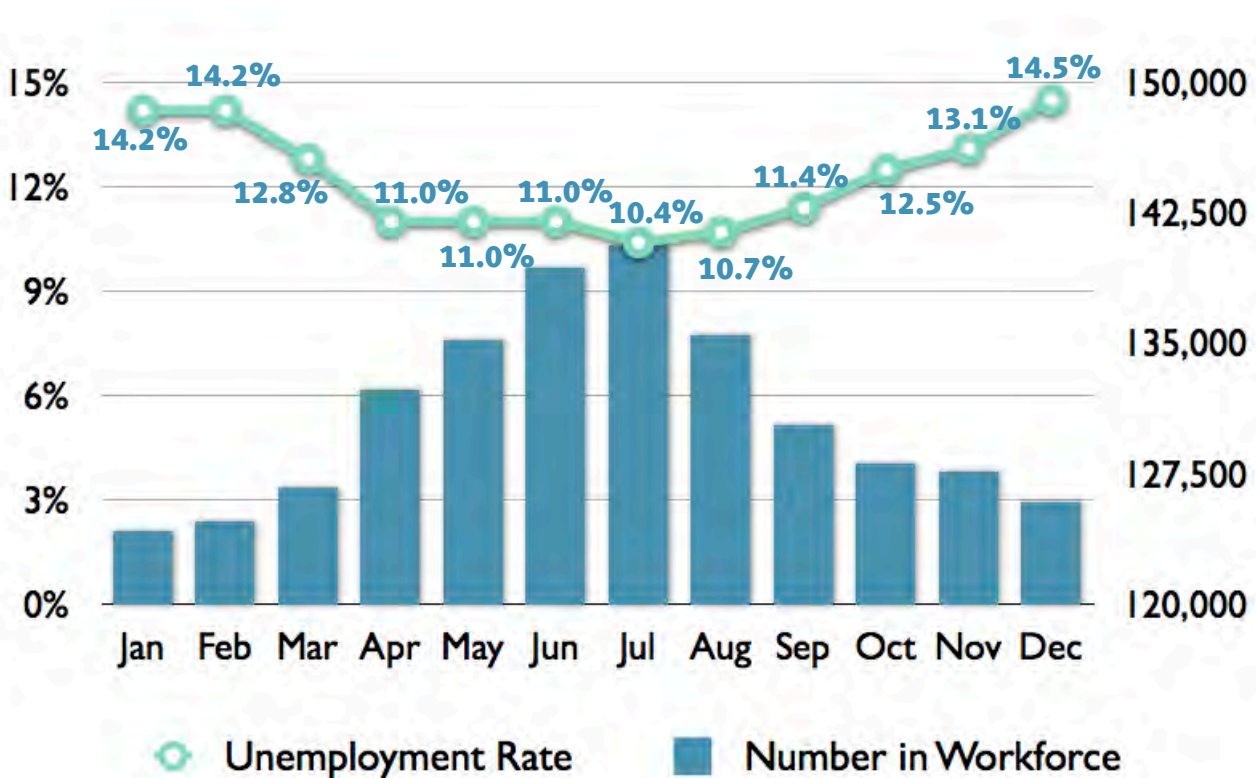
Average Monthly Employed	Manufacturing	Mining & Construction	Transportation & Public Utilities	Retail & Wholesale Trade	Finance, Insurance & Real Estate	Services	Government
130,876	3.2%	5.8%	1.6%	22.0%	6.8%	49.5%	11.1%

Note: Percentages may not total 100 due to rounding. This information comes from the 2009 fourth quarter of the S.C. Employment Security Commissions Labor Profile Report.

Over the years, Horry County has increased the number of employment opportunities and has seen a growth in population. Due to the economic downturn in 2009, the annual unemployment rate was 12.2 percent, compared to an annual rate of 7.2 percent in 2008.

The graph below shows that the unemployment rate in Horry County decreases during the peak tourism months.

HORRY COUNTY UNEMPLOYMENT



Sources: S.C. Employment Security Commission; Labor Market Information; U.S. Census Bureau

COST OF LIVING

Every quarter ACCRA compiles and publishes its Cost of Living Index, a comparison of the cost of living in more than 300 cities and areas across the country. Participating agencies such as chambers of commerce collect prices on nearly 60 different products and services. In an effort to control random error in the analysis of the data, agencies are expected to collect the same data at the same time for every quarter during the year.

Listed below are just a few examples of how Myrtle Beach compares with the rest of the nation. A composite index score of 100 is the national average.

Cities	Composite Index	Grocery Items	Housing Cost	Utilities	Transportation	Healthcare	Miscellaneous Goods & Services
New York, NY (Manhattan)	214.7	146.8	391.4	158.5	127.3	133.6	140.9
Washington, DC	138.5	115.1	218.9	101.9	107.1	103.2	102.5
Hilton Head, SC	116.0	113.8	124.1	100.6	103.0	107.9	119.7
Virginia Beach, VA	111.1	109.3	119.5	104.2	99.1	108.9	110.8
Richmond, VA	106.6	107.0	104.0	107.2	102.0	111.5	109.6
New Orleans, LA	105.1	110.2	97.6	109.5	104.5	106.1	108.4
Detroit, MI	103.8	100.3	110.4	128.9	98.7	95.5	94.5
Raleigh, NC	102.4	114.6	89.2	108.5	103.6	106.8	106.7
Charleston, SC	101.2	108.3	92.0	92.1	96.6	109.5	109.8
Orlando, FL	98.8	98.4	88.3	105.2	106.9	95.0	104.2
Wilmington, NC	96.5	106.9	89.5	94.7	100.5	99.5	97.5
Atlanta, GA	95.4	99.8	90.8	84.3	94.9	105.6	99.9
Charlotte, NC	94.5	96.4	80.4	98.2	99.6	110.1	101.3
Myrtle Beach, SC	93.6	106.3	76.1	92.0	97.2	101.0	102.5

AREA PRICES AS REPORTED IN THE COST OF LIVING INDEX

Average Apartment Rent	\$637 (two bedrooms, two baths, unfurnished, approx. 950 sq. ft., excluding utilities except water and sewer)
Average New Home Cost	\$234,371 (2,400 sq. ft. living area, conventionally built on site, three bedrooms, two baths, two-car garage)
Average Electric Bill	\$159.84 (based on 2,400 sq. ft. living area)
Average Phone Charges	\$25.93 (private residence, not including long distance service)
Average Gasoline Price per Gallon	\$2.39 (regular unleaded gasoline)
Average Price of a Movie Ticket	\$8.10 (recent release, indoor theater, evening rates)

Source: ACCRA Cost of Living Index (data collected in July 2009)

ECONOMIC DEVELOPMENT

NATIONAL EASTERN STRATEGIC ALLIANCE (NESA)

NESA’s primary objective is to significantly enhance the quality of life for residents of the region by creating additional jobs and capital investment within the existing industry base, recruiting new companies and expanding tourism-related development. NESA works with representatives from each of its nine counties and provides the following services, Regional site selection, Infrastructure, Incentives and Workforce.

For more information: **NESA**
P.O. Box 100547
Florence, SC 29502
(843) 661-4669
www.nesasc.org

MYRTLE BEACH REGIONAL ECONOMIC DEVELOPMENT CORPORATION (MBREDC)

Myrtle Beach Regional Economic Development Corporation is a nonprofit organization designed to encourage manufacturing business growth and job creation in Horry County. They incorporate the efforts and resources of public and private entities to promote long-term, community-wide strategies for enhancing and diversifying Horry County’s economy. Consulting, planning, zoning and development assistance are provided for the expanding and relocating of manufacturing businesses in Horry County.

For more information: **MBREDC**
2431 Hwy. 501 E.
Conway, SC 29526
(843) 347-4604 or (800) 844-4983
www.mbredc.org

GEORGETOWN COUNTY ECONOMIC DEVELOPMENT COMMISSION

The Georgetown County Economic Development Commission’s mission is to develop and encourage job creation and investment in Georgetown County by promoting a positive business climate, marketing Georgetown County and developing growth opportunities for new and existing industries.

For more information: **Georgetown Count Economic Development Commission**
716 Prince St.
Georgetown, SC 29440
(843) 545-3161
www.seegeorgetown.com

MYRTLE BEACH AREA CHAMBER OF COMMERCE (MBACC)

The Myrtle Beach Area Chamber of Commerce has more than 2,400 members, 80 percent of which have 50 or fewer employees. Our goal is to promote the interests of these small businesses by providing programs and services that encourage professional development and to help small businesses thrive.

For more information: **MBACC**
1200 North Oak St.
Myrtle Beach, SC 29577
(843) 626-7444
www.myrtlebeachareachamber.com

POPULATION INFORMATION

The Grand Strand has seen steady growth in population in the past several decades. The growth in population has been evident in the increase of the number of residential construction starts and infrastructure development.

The Census Bureau completes population updates every two years for Metropolitan Statistical Areas (MSA). Horry County constitutes an MSA because the population of the area is greater than 100,000. The 2009 census estimates Horry County's population at 263,868 for the 1,134 square miles of land area. Although Horry County is the largest in land area in South Carolina, its population accounts for roughly 6 percent of the state's population.

HORRY COUNTY POPULATION

(U.S. Census Bureau)

1980	101,419
1990	144,053
2000	196,629
2005	228,578
2010	265,360*
2015	291,080*
2020	316,810*

*projection

Georgetown County includes nearly 815 square miles. In 2009 its population was estimated at 60,703. Its population makes up almost 1.3 percent of the state's total.

GEORGETOWN COUNTY POPULATION

(U.S. Census Bureau)

1980	42,461
1990	46,302
2000	55,797
2005	59,534
2010	62,610*
2015	66,130*
2020	69,650*

*projection

NET MIGRATION

According to U.S. Census Bureau statistics released in July 2007, the Myrtle Beach Metropolitan Statistical Area, or Horry County, was the fifth fastest growing area in South Carolina. In the last seven years, the county experienced a 34 percent growth in population.

RETIREES

Today, almost one-fourth of South Carolina's residents are over 55 years of age. Horry County is No. 1 among the top five regions in the state where retirees are relocating. Since 2000, the county's population of 65 and over (2009) grew by 40 percent.

Similarly in Georgetown County the population of persons 65 and over (2009) grew 25 percent since 2000.

SMALLER COMMUNITIES

The Census Bureau only acquires population information on smaller communities every ten years. Census figures shown below are the most recent figures available.

	2000	2009
Andrews	3,068	2,971
Atlantic Beach	351	412
Aynor	587	669
Briarcliffe Acres	470	554
Bucksport	1,117	1,117
Conway	11,788	16,317
Forestbrook	3,391	3,391
Garden City Beach	9,357	9,357
Georgetown	8,950	8,441
Little River	7,027	7,027
Loris	2,079	2,378
Murrells Inlet	5,519	5,519
Myrtle Beach	22,759	31,968
North Myrtle Beach	10,974	16,221
Pawleys Island	138	140
Red Hill	10,509	10,509
Socastee	14,295	14,295
Surfside Beach	4,425	4,838

Sources: 2009 S.C. Statistical Abstract; U.S. Census Bureau

RESIDENT DEMOGRAPHIC INFORMATION

HOUSEHOLD DEMOGRAPHICS (2006-2008 ESTIMATES)

	Horry County		Georgetown County	
TOTAL NUMBER OF HOUSEHOLDS	108,296		21,622	
Family Households (Families)	69,855	(65%)	15,092	(70%)
With own children under 18 years	27,880	(26%)	5,454	(25%)
Married-couple family	51,018	(47%)	11,631	(54%)
With own children under 18 years	16,672	(15%)	3,460	(16%)
Male householder, no wife present, family	4,804	(4%)	675	(3%)
With own children under 18 years	2,367	(2%)	353	(2%)
Female householder, no husband present	14,063	(13%)	2,786	(13%)
With own children under 18 years	8,841	(8%)	1,641	(8%)
Non-Family Households	38,411	(36%)	6,530	(30%)
Householder living alone	29,365	(27%)	5,754	(27%)
Householder 65 years and older	10,527	(10%)	2,515	(12%)
Average Household Size	2.28		2.77	
Average Family Size	2.75		3.40	

RACIAL COMPOSITION (2006-2008 ESTIMATES)

County	Total Population	White	Black	Asian/American Indian	Other	Two or More Races	Hispanic or Latino
Georgetown	60,344	38,513	20,394	487	754	196	N
Horry	248,862	199,991	35,164	3,858	7,161	2,619	10,740

N - Data for this geographic area cannot be displayed because the number of sample cases is too small.

AGE COMPOSITION (2006-2008 ESTIMATES)

County	Total Population	Under 5	5 - 19	20 - 64	65 or older	Median Age
Georgetown	60,344	3,708	12,172	34,058	10,406	41.1
Horry	248,862	15,870	42,695	148,804	41,493	39.6

INCOME DEMOGRAPHICS

County	Per Capita Personal Income (2005)	Median Family Income (2009 estimate)
Georgetown	\$30,399	\$53,000
Horry	\$26,789	\$52,400

EDUCATIONAL ATTAINMENT FOR PERSONS 25 YEARS AND OVER (2000)

County	Total	Less than 9th Grade	High School (no diploma)	High School Graduate	Some College	Two-Year Degree	Bachelor's Degree	Graduate or Professional Degree
Georgetown	37,340	3,407	5,837	11,293	7,169	2,155	4,967	2,512
Horry	136,551	7,642	18,101	43,963	31,748	9,533	17,484	8,080

RESIDENTIAL POPULATION PROJECTION (2009)

County	2000	2010	2015	2020	2025	2030	2035
Georgetown	55,797	62,610	66,130	69,650	73,180	76,880	80,500
Horry	196,629	265,360	291,080	316,810	342,530	367,680	393,160

Sources: U.S. Census Bureau Data; South Carolina Statistical Abstract

EDUCATION

The Horry County School District (HCS) is a county-wide school system serving 245,000 people along the Atlantic coastline of northeastern South Carolina. A 12-member board of education, elected from single-member districts govern the school district, with the chairman being elected at large. The superintendent is appointed by the board.

The school district has nine attendance areas: Myrtle Beach, Carolina Forest, Conway, Socastee, North Myrtle Beach, Loris, Aynor, Green Sea Floyds and St. James. Each area consists of a high school, elementary school and middle school.

RECENT HONORS

Twelve schools have been awarded **Red Carpet Schools Awards**.

Seven schools have been named **National Blue Ribbon Schools of Excellence** by the U.S. Department of Education.

Ten Schools received honors as **Palmetto Gold and Palmetto Silver Award Winners** for academic improvement on the Palmetto Achievement Challenge Test.

GROWTH AND DEVELOPMENT

Since the mid-1990's, Horry County School District has invested nearly \$500 million in new and renovated facilities. Twenty-one new schools have been built, and two new attendance areas have been added.

Horry County School District is the fastest growing and the 3rd largest overall among South Carolina's 85 school districts. During the last decade Horry County schools have grown by 10,000 students, and almost fifty percent have arrived in the last three years.

STATISTICS

Horry County School District is the third largest of the state's 85 school districts and has gained 10,000 students during the last decade.

Number of Schools:

Total.....	48
Primary/Elementary Schools	26
Middle Schools.....	11
High Schools	9
Career Centers/Academies.....	2
Alternative Schools	1

QUICK FACTS

The ethnic distribution is 67 percent white, twenty-one percent black, 7 percent Hispanic and 5 percent other.

Enrollment in the public schools (grades K-12) in 2008 was 37,735.

The average daily attendance rate in 2008 was 96 percent.

There were 1,790 high school graduates in 2008, and 82 percent went on to attend a two or four-year college.

The total number of full-time employees is 5,260, and the total number of classroom teachers is 2,483.

The average annual teacher's salary is \$52,697.

The salary range for a teacher with a bachelor's degree is \$34,270 to \$58,798.

The following shows the educational attainment for people 25 years and older in Horry County for the last two decades:

	1990	2000
Less than Ninth Grade	9.4%	5.6%
High School Diploma	74.3%	75.7%
Bachelor's Degree	16.0%	18.7%

For more information:

Horry County Schools
 1605 Horry Street
 Conway, SC 29527
 Phone: (843) 488-6700
 Fax: (843) 488-6722
www.hcs.k12.sc.us

Sources: Horry County Schools; 2008 S.C. Statistical Abstract

ADULT EDUCATION

<p>Coastal Carolina University P.O. Box 261954 Conway, SC 29528-6054 (843) 448-1481 www.coastal.edu</p>	<p>Coastal Carolina has 7,865 students enrolled and offers baccalaureate degrees in 42 major fields of study and 39 undergraduate minors, as well as six master’s degree programs in education, seven cooperative degree programs with other South Carolina universities and ten international exchange programs.</p>
<p>Horry-Georgetown Technical College P.O. Box 261966 Conway, SC 29528 (843) 347-3186 www.hgtc.edu</p>	<p>Horry-Georgetown Technical College has over 7,200 students enrolled in regular curriculum programs. The comprehensive commuter college has three campuses and one off site location in North Myrtle Beach that offers more than 70 associate degree diplomas and certificate programs.</p>
<p>Webster University 4589 Oleander Drive Myrtle Beach, SC 29577 (843) 497-3677 www.webster.edu/southcarolina</p>	<p>Webster University is an independent, comprehensive, multi-campus, international university with graduate programs at its Myrtle Beach campus. Weeknight and weekend classes are available for the working adult.</p>
<p>Miller-Motte Technical College 2451 Highway 501 East Conway, SC 29526 (843) 591-1100 www.miller-motte.edu</p>	<p>Miller-Motte Technical College is a modern state of the art facility in a closed campus environment. The facility has administrative offices, computer and medical labs, classrooms, a learning resource center, bookstore and student lounge. The following is a list of the program offerings; Massage Therapy, Medical Assisting, Medical Office Assisting, Medical Clinical Assistant.</p>
<p>Fortune Academy of Real Estate 951-B Shine Avenue Myrtle Beach, SC 29577 (843) 839-1131 www.fortuneacademy.com</p>	<p>Fortune Academy of Real Estate trains new agents, existing agents and those wishing to become brokers in preparation for the state real estate licensing exam, appraisal and home inspection. It now offers classes in property management, designations, and pre-licensing for insurance.</p>
<p>Carolina College of Cosmetology 1600 Elizabeth Street Coastal Center Conway, SC 29526 (843) 248-2413</p>	<p>Carolina College offers a complete educational program in preparation for state licensing in cosmetology and nail technology. The college also offers continuing education programs for two-year renewals.</p>

LOCAL COMMUNITIES

HORRY COUNTY

The communities of Aynor, Briarcliffe Acres, Conway, Loris, Myrtle Beach, North Myrtle Beach, Atlantic Beach and Surfside Beach are the incorporated areas in the county of Horry (pronounced O-Ree). Garden City Beach and Little River are in the unincorporated areas of Horry County. The most recent update (U.S. Census 2009) showed Horry County’s population at 263,868 for the 1,134 square miles of land area. Although Horry County is the largest in land area for the state of South Carolina, it accounts for only 4 percent of the state’s population.

Horry County adheres to a council-administrator form of government. There are 11 districts in Horry County and one council member is elected from each district. The council chairman is elected at large.

POLICE DEPARTMENT

The Horry County Police Department was established in 1959 and is charged with the law enforcement duties in the unincorporated areas of the county. The Horry County Police Department has 263 commissioned officers and 25 civilian employees for a total of 288. Approximately 321 equipped police cars are available to serve all of the unincorporated areas in Horry County. The county has a take-home vehicle policy for all commissioned officers, which provides additional police presence in the county.

FIRE/RESCUE DEPARTMENT

The Horry County Fire/Rescue Department was officially formed in July 2001 when Horry County leaders decided to merge existing Fire and Emergency Medical Services into one new department. This consolidation was an effort to enhance both fire and pre-hospital medical services in a more cost-effective manner. The Horry County Fire/Rescue Department is staffed by 334 paid firefighter/EMTs and firefighter/paramedics, with 219 volunteers in 38 fire stations to serve all of the unincorporated

areas in Horry County. Eight new stations will be built in the next two years. Horry County Fire/Rescue is the primary pre-hospital care provider for all areas of the county. Emergency assistance can be obtained by dialing 911.

GOVERNMENT

Number of council members, including the chairman	12
Length of term (in years)	4
Number of career firefighters	334
Number of volunteer firefighters	219
Number of full-time county police officers	263
Number of equipped police cars	321

For more information:

Lisa H. Bourcier
 Horry County Public
 Information Director
 1301 Second Avenue
 P.O. Box 1236
 Conway, SC 29526
 Phone: (843) 915-5390
 Fax: (843) 915-6390
www.horrycounty.org

Source: Horry County Public Information Office

LOCAL COMMUNITIES

TOWN OF SURFSIDE BEACH

Incorporated in 1964, the town of Surfside Beach is located four miles south of Myrtle Beach and offers family-oriented activities at a quieter, gentler pace. The town has about 4,800 residents.

GOVERNMENT

Number of council members, including the mayor	7
Length of term (in years)	4
Number of full-time firefighters.....	5
Number of volunteer firefighters	26
Number of sworn town police officers	24

The town has emergency medical teams available 24 hours a day with a well-trained staff to serve residents and visitors. Assistance can be accessed by dialing 911.

The Town of Surfside Beach offers enrichment and sports programs through its recreation department and civic center; in addition to its safety, sanitation and other services.

For more information:

Town of Surfside Beach
 115 U.S. Highway 17 North
 Surfside Beach, SC 29575
 Phone: (843) 913-6111
 Fax: (843) 238-5432
www.surfsidebeach.org

CITY OF MYRTLE BEACH

The city of Myrtle Beach is located at the center of South Carolina’s Grand Strand. Myrtle Beach was incorporated as a town in 1938 and as a city in 1957.

The city adheres to the council-manager form of government. A seven-member city council, which includes the mayor, establishes all laws and policies. Each council member has one vote.

Members are elected at large for staggered, four-year terms. A professional city manager is charged with carrying out city laws and policies and hiring the city staff.

The 200 sworn officers of the Myrtle Beach Police Department and the 137 full-time firefighters in the Myrtle Beach Fire Department provide 24-hour service to city residents, including emergency medical service. Emergency assistance can be accessed by dialing 911.

GOVERNMENT

Number of council members, including the mayor	7
Length of term (in years)	4
Number of full-time firefighters.....	137
Number of sworn city police officers.	200

Redevelopment of the downtown area is underway with the Myrtle Beach Downtown Redevelopment Corporation (DRC). The vision calls for creating a contemporary identity and sense of place based on historical attributes and values of the area.

For more information:

City of Myrtle Beach
 P.O. Box 2468
 Myrtle Beach, SC 29578
 Phone: (843) 918-1012
 Fax: (843) 918-1028
www.cityofmyrtlebeach.com

Sources: Town of Surfside Beach; City of Myrtle Beach

LOCAL COMMUNITIES

CITY OF NORTH MYRTLE BEACH

Home of “the Shag,” the city of North Myrtle Beach is located along a nine-mile stretch of the Atlantic Ocean coastline in the northeastern section of South Carolina. The city was formed in 1968 when four small beach towns, Cherry Grove, Ocean Drive, Crescent Beach and Windy Hill Beach, consolidated into one community. The city operates under a council-manager form of government and provides its citizens with a variety of municipal services, including police and fire protection, water and sewer, sanitation service and recreational facilities.

The city is governed by a mayor and six council members, with the mayor and two council members elected at-large and four council members selected at-large as residents of the four city wards.

Currently, the City Hall building and Public Safety building are part of a central location for most city services and offices. The main city offices are located just off Highway 17 on Second Avenue South. The city’s recreational facilities and community center, which were recently renovated, are located on Possum Trot Road. The Aquatics and Fitness Center is located adjacent to City Hall.

For more information:

City Manager
 City of North Myrtle Beach
 1018 2nd Avenue South
 North Myrtle Beach, SC 29582
 Phone: (843) 280-5555
 Fax: (843) 280-5582
www.nmb.us

GEORGETOWN

The northern part of Georgetown County makes up a small portion of the Grand Strand. Murrells Inlet is the most northern community in the county, south of Horry County’s Garden City Beach. Georgetown County includes nearly 822 square miles, the eighth largest county in the state. Its population makes up slightly more than one percent of the state’s total (60,703).

Georgetown, the county seat, was formerly known as George Town until 1798. The city was named for King George II of England. It is the third oldest city in South Carolina and was laid out in 1729. Located approximately 35 miles south of Myrtle Beach and 60 miles north of Charleston, Georgetown is rich in history. In the early 1800s the area was the rice-producing capital of America. Century-old plantation homes are still in use and some have been opened to visitors as tourist attractions. The city not only boasts a historic seaport, but also more than 60 buildings and sites listed on the National Register of Historic Places.

Similar to Horry County, Georgetown County adheres to a council-administrator form of government. There are seven districts in Georgetown County, and one council member is elected from each district. The council chairman is elected at large. The county sheriff is also elected. Elected county officials serve four-year terms.

For more information:

Georgetown County
 Chamber of Commerce
 531 Front Street
 Georgetown, SC 29440
 Phone: (843) 546-8436
 Fax: (843) 520-4876
www.visitgeorge.com

Sources: City of North Myrtle Beach; Georgetown County Chamber of Commerce

LOCAL COMMUNITIES

CONWAY

The city of Conway is located approximately 15 miles west of Myrtle Beach and was incorporated in 1898. The city operates under a council-administrator form of government and provides its citizens with a variety of municipal services.

The city of Conway Police and Fire Departments provide emergency services throughout the area. Assistance can be accessed by dialing 911.

GOVERNMENT

Number of council members, including the mayor 7
 Length of term (in years) 4
 Number of full-time police officers 52
 Number of full-time and volunteer firemen 50

For more information:

Conway Area Chamber of Commerce
 203 Main Street
 Conway, SC 29528
 Phone: (843) 248-2273
 Fax : (843) 248-0003
www.conwayscchamber.com

LORIS

In 1902 the town of Loris was incorporated and became a trading center for the agriculture, lumber and turpentine industries of upper Horry County. The town is located approximately 25 miles northwest of Myrtle Beach.

Loris has a mayor-council form of government and the city administrator runs the day-to-day operations. The town has a police department, volunteer fire department, rescue squad, hospital, extended care center and a fitness center. Horry County provides police protection to the area.

For more information:

Loris Chamber of Commerce
 Visitors & Convention Bureau Inc.
 4242 Main Street
 Loris, SC 29569
 Phone: (843) 756-6030 or (866) 664-6030

AYNOR

The town of Aynor is 30 miles west of Myrtle Beach and was incorporated in May 1913. As the town of Aynor began to develop, it inherited the name "The Little Golden Town." Today the town has 669 residents.

GOVERNMENT

Number of council members, including the mayor 5
 Length of term for council (in years) 4
 mayor 2
 Number of full-time police officers 5
 Number of part-time police officers 1
 Number of equipped police cars 4

The town has emergency medical teams available 24 hours a day with a well-trained staff to serve residents and visitors. Assistance can be accessed by dialing 911.

For more information:

Margaret Duvall
 Town of Aynor
 600 South Main Street
 Aynor, SC 29511
 Phone: (843) 358-6231

LITTLE RIVER

Little River was the first village established within Horry County. Indian Tribes called the stream Mineola, meaning "little river," and that became its name.

Horry County provides police protection to the area, and the village has a volunteer fire department with emergency medical teams available 24 hours a day.

For more information:

Little River Chamber of Commerce
 1180 Highway 17, P.O. Box 400
 Little River, SC 29566
 Phone:(843) 249-6604
 Fax: (843) 249-9788
www.littleriverchamber.org

GRAND STRAND HISTORY

The Myrtle Beach area is rich in culture and tradition. Continuous efforts are made to preserve and commemorate the past through museums, landmarks and tales of bygone days.

- ❖ Kings Highway began as an Indian trail long before Europeans settled along the Grand Strand. Later, this trail became the route from the northern states to Charleston and Savannah.
- ❖ The area's first inhabitants were the Waccamaw and Winyah Indians, who named the region Chicora, meaning "the land."
- ❖ Early attempts by European explorers to settle the Grand Strand were disastrous. Spaniard Lucas Vasques de Allyon founded the first colony in North America here in 1526, but the settlement was ravaged by disease and the inhabitants perished within a year.
- ❖ Before the Civil War, plantation owners turned Pawleys Island into one of the first summer resorts on the Atlantic coast. Historic beach cottages and other landmarks still stand.
- ❖ Until the 1900s, the beaches of Horry County were virtually uninhabited due to the county's geographical inaccessibility and poor economy.
- ❖ Near the turn of the century, the Burroughs & Collins Company, a timber/turpentine firm with extensive beachfront holdings, began developing the resort potential of the Strand. In 1901, the company built the beach's first hotel, the Seaside Inn. At that time, oceanfront lots sold for \$25 and buyers received an extra lot if they built a house valued at \$500 or more. The beach community was called New Town until the Horry Herald newspaper held a contest to name the area. Mrs. F.G. Burroughs, wife of the founder of Burroughs & Collins, won with the name Myrtle Beach, which she chose for the many wax myrtle trees growing wild along the shore.
- ❖ In the 1920s, a group of businessmen began building an upscale resort called Arcady at the north end of the community. Arcady featured the present Pine Lakes International Country Club (home of the Strand's first golf club and birthplace of Sports Illustrated) and the legendary Ocean Forest Hotel.
- ❖ In 1936, the Intracoastal Waterway was opened to pleasure boats and commercial shipping. During the 1940s, the Air Force Base was established and used for training and coastal patrols during World War II. The base was closed in 1993. The Myrtle Beach Pavilion was built in 1949, followed closely by the installation of the historic band organ and carousel at that site.
- ❖ Myrtle Beach was incorporated in 1938 and became a city in 1957.
- ❖ Hurricane Hazel demolished buildings and trees along the Strand in 1954, clearing the way for new hotels and homes. During the rebuilding phase of the 1960s, a golf boom began, with new courses being built each year. The number of golf courses along the Grand Strand now totals around 115.
- ❖ The Myrtle Beach Convention Center, which houses the S.C. Hall of Fame, opened in 1970.
- ❖ During the '70s, new construction in the area topped \$75 million, and the population tripled.
- ❖ In the 1970s and '80s, construction of attractions, homes, retail shops and other amenities increased steadily, paving the way for another boom in the early '90s. The Myrtle Beach Metropolitan Statistical Area is the 13th fastest growing area in the nation, according to U.S. Census Bureau statistics released in April 2001. The area grew 36.5 percent over the past decade.
- ❖ In October 2006, the Myrtle Beach Pavilion permanently closed after 58 years in business.
- ❖ In May 2010, Myrtle Beach completed and opened a 1.2 mile boardwalk and promenade.

RESEARCH SOURCES

Chapin Memorial Library

400 14th Ave. North
Myrtle Beach, SC 29577
(843) 918-1275

Coastal Carolina University Center for Economic and Community Development

P.O. Box 261954
Conway, SC 29528-6054
(843) 349-2851

Kimbel Library

106 James P Blanton Circle
Conway, SC 29526
(843) 349-2402

Georgetown County Economic Development Commission

716 Prince St.
Georgetown, SC 29440
(843) 545-3161

Grand Strand S.C.O.R.E., Chapter 318 (Service Corps Of Retired Executives)

P.O. Box 2468
Myrtle Beach, SC 29578
(843) 918-1079

Horry County Public Library

1008 5th Ave.
Conway, SC 29526
(843) 915-7323

Myrtle Beach City Hall

P.O. Box 2468
Myrtle Beach, SC 29578
(843) 918-1000

Myrtle Beach Convention Center

2101 N. Oak St.
Myrtle Beach, SC 29577
(843) 918-1225

Myrtle Beach Golf Holiday

3901 N. Kings Hwy. Ste. 22
Myrtle Beach, SC 29577
(843) 477-8822

Myrtle Beach Regional Economic Development Corporation

2431 Hwy. 501 East
Conway, SC 29526
(843) 347-4604 or
(800) 844-4983

Coastal Carolina University Higher Education Small Business Development Center Coastal Carolina University Wall School of Business

P.O. Box 261954
Conway, SC 29528-6054
(843) 349-4010

S.C. Department of Parks, Recreation & Tourism

1205 Pendleton St., Ste 103
Columbia, SC 29201
(803) 734-3514

S.C. State Budget and Control Board Office of Research, Statistics, Health and Demographics

1919 Blanding St.
Columbia, SC 29201
(803) 898-9940

Waccamaw Regional Council Of Government

1230 Highmarket St.
Georgetown, SC 29440
(843) 546-8430

Myrtle Beach International Airport

1100 JetPort Rd.
Myrtle Beach, SC 29577
(843) 448-1589

THE MYRTLE BEACH AREA CHAMBER OF COMMERCE
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