

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.

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MYRTLE BEACH AREA CHAMBER OF COMMERCE

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.

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.

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.



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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.

MYRTLE BEACH ACCOLADES

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 for every lifestyle.

Away.com

“Cheat Sheet of Best Beaches for 2012”

Away.com included Myrtle Beach in its list of just eight “best beaches” for 2012, calling out the Grand Strand for its “for the whole crew” appeal – citing the destination’s family-friendly offerings like the SkyWheel, the Boardwalk and WonderWorks. According to the website, Myrtle Beach is “a no-brainer for the active family on a domestic-trip budget in 2012.”

Where to Retire Magazine

“Where to Retire for 2012”

A magazine that assists people in retirement relocation decisions, says Myrtle Beach is one of the top “15 Low-Cost Towns” in the United States. The article ranked cities according to below average living costs, city appeal and amount of leisure activities for retirees along with others. The magazine lists Myrtle Beach as a top low-cost retirement destination.

TRIPADVISOR

“2012 TRIPADVISOR TRAVELERS’ CHOICE AWARDS”

TripAdvisor named Myrtle Beach as the #3 Best Beach in the United States, and also one of the Top 10 Best in the World. The popular travel website described Myrtle Beach as “distinguished by panoramic views of the Atlantic, calm waters and soft white sand” and “offers plenty of family attractions, making it perfect for beach-lovers with kids.”

US News & World Report

“Best Vacations”

US News & World Report honored Myrtle Beach in multiple categories, including #6 Best Family Beach Vacations, #6 Best Family Vacations in the U.S.A., #7 Best Affordable U.S. Vacations, and #9 Best Beaches U.S.A. Myrtle Beach was described as “one of the best East Coast family vacation destinations” and notes that “Southern hospitality is alive and well at Myrtle Beach”.

TRIPADVISOR

“2011 TRIPADVISOR TRAVELERS’ CHOICE AWARDS”

TripAdvisor named Myrtle Beach as one of the Top 25 Destinations in the United States. Myrtle Beach was described as “a family-friendly beach destination— which means in addition to great beaches, there’s plenty to do when the kids are sick of making sand castles. Amusement parks, water sports and golf courses are nearby. And family-friendly dining and hotels abound.”

Better Homes & Gardens Real Estate

“America’s Most Fun, Affordable Cities”

Real estate data company Better Homes & Gardens Real Estate selected Myrtle Beach as one of 25 areas in the United States with affordable living and the greatest number of bars and restaurants. One of numerous tourism destinations to make the list, Myrtle Beach is noted for its restaurants, dinner theaters, coffee houses, and nightlife.

Travel Ticker

“Top 5 Summer Travel Destinations of 2011”

Myrtle Beach was named one of the “Top 5 Summer Travel Destinations of 2011” in the “Where To Go Now & How Guide” by Travel Ticker, a leading U.S.-based travel portal. The list is based on seasonal trends, travel deals, weather, tourist traffic, entertainment, and culture. Myrtle Beach is described as a “great money-saving destination for families”.

Travel Channel

“Top 10 Vacation Spots”

Travel Channel listed Myrtle Beach, South Carolina, as one of the top 10 vacation spots. The site listed the destination as a town that “teems with summertime action along the Strand with beaches, amusement and water parks, restaurants and live entertainment and a host of hotels ready to pamper guests young and old.”

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	May & 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	57°	51°	4.02"
February	61°	52°	3.45"
March	68°	57°	4.27"
April	75°	62°	3.31"
May	82°	69°	3.20"
June	88°	77°	4.79"
July	91°	81°	5.93"
August	89°	83°	6.42"
September	84°	80°	6.84"
October	77°	73°	4.63"
November	69°	65°	3.26"
December	60°	55°	4.06"

DRIVING DISTANCES TO MYRTLE BEACH

Atlanta, GA	364 miles
Baton Rouge, LA	884 miles
Boston, MA	888 miles
Buffalo, NY	815 miles
Charleston, WV	438 miles
Charlotte, NC	171 miles
Chicago, IL	943 miles
Cincinnati, OH	642 miles
Columbia, SC	138 miles
Daytona Beach, FL	426 miles
Detroit, MI	838 miles
Greensboro, NC	210 miles
Indianapolis, IN	749 miles
Lexington, KY	563 miles
Memphis, TN	747 miles
Miami, FL	704 miles
Montreal, Que	1,040 miles
Mobile, AL	686 miles
Nashville, TN	593 miles
New Orleans, LA	826 miles
New York City, NY	685 miles
Orlando, FL	500 miles
Ottawa, Ont	1,010 miles
Philadelphia, PA	596 miles
Quebec, Que	1,197 miles
Raleigh, NC	193 miles
Savannah, GA	227 miles
St. Louis, MO	898 miles
Syracuse, NY	818 miles
Tampa, FL	553 miles
Virginia Beach, VA	367 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 41°F (in January 2011) and the highest was 88°F (in July 2011).

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 its 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 2011, approximately 1200 people completed the survey and 15% of them were first time visitors to the area. 92% were leisure vacationers to the area and 48% of them took a family vacation. While here, 92% went to the beach, 76% went shopping and 44% attended an amusement or attraction. Over 92% 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 June 2011 there was a change in what would impact travel plans in the next six months, with 58% stating time availability, 41% stating a decrease in disposable income and 28% stating the economy; the percentage of time availability has increased, and the other two have decreased when compared to the 2010 numbers. The tracker also measures awareness of Myrtle Beach advertising. In June 2011 awareness of Myrtle Beach indicated TV advertising was 57%, Internet ad was 23% and website was at 18%. By October 2011 those numbers were 57%, 28% and 13% 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 2010 the database contained over 454,000 records, and in 2011 it contained over 515,000 records. The following table shows a comparison of 2010 vs. 2011 visitation by the top 10 states and top five cities.

2010	2011
North Carolina Charlotte, Fayetteville, Raleigh, Greensboro, Albemarle	North Carolina Charlotte, Fayetteville, Raleigh, Greensboro, Winston Salem
South Carolina Florence, Columbia, Greenville, Charleston, Spartanburg	South Carolina Florence, Greenville, Columbia, Charleston, Alcolu
Virginia Roanoke, Richmond, Lynchburg, Hardy, Danville	Virginia Roanoke, Richmond, Lynchburg, Hardy, Pulaski
Ohio Cincinnati, Columbus, Dayton, Chillicothe, Cleveland	Georgia Atlanta, Augusta, Avondale Estates, Gainesville, Athens
Georgia Atlanta, Augusta, Avondale Estates, Gainesville, Athens	Ohio Columbus, Cincinnati, Chillicothe, Cleveland, Dayton
Pennsylvania Pittsburgh, Philadelphia, York, Washington, Abington	Pennsylvania Pittsburgh, Philadelphia, Washington, Johnstown, Greensburg
Tennessee Knoxville, Johnson City, Maryville, Kingsport, Alcoa	Tennessee Johnson City, Knoxville, Maryville, Alcoa, Kingsport
New York Brooklyn, New York, Buffalo, Rochester, Alcov	New York Brooklyn, New York, Buffalo, Rochester, Bronx
Maryland Baltimore, Waldorf, Frederick, Annapolis Junction, Silver Spring	Maryland Baltimore, Waldorf, Annapolis Junction, Frederick, Silver Spring
West Virginia Charleston, Huntington, Beckley, Bluefield, Alkol	West Virginia Charleston, Huntington, Alkol, Bluefield, Beckley

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)
2004	13.2
2005	13.8
2006	14.6
2007	15.2
2008	14.6
2009	13.7
2010	14.0
2011	14.5

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 2010, according to I-94 data at least 71,393 overseas travelers, excluding Canadians and Mexicans, indicated South Carolina was the first or primary destination on their US trip (calendar year 2009 was 66,555). Historical data indicates that two of South Carolina’s largest overseas visitor origin-countries are Germany and the UK. In calendar year 2010, according to I-94 data, at least 15,472 UK residents and 14,776 German residents visited South Carolina (calendar year 2009: 15,204 UK residents and 13,261 German residents).

Among South Carolina’s 848,500 annual Canadian visitors, Ontario (55%) is their primary origin with Quebec (37%) in second place. Vacationers account for 73% of these visitors. Nearly 53% of all Canadian visitors to South Carolina spend the night.

Based on the 2011 conversion study of those who inquired about visiting the Grand Strand, 33 percent of our visitors came from North Carolina. Another 28 percent traveled from New York, Pennsylvania, Ohio, Georgia and Virginia. The following are the 2011 top 10 states of visitation in order: North Carolina, , South Carolina, Virginia, Ohio, Pennsylvania, Georgia, New York, Maryland, Tennessee 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 2011, the chamber received nearly 3,000 inquiries from foreign countries and 98 percent of those inquiries were from Canada. Other international inquiries came from England, Germany, France and the United Kingdom.

The chamber 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 7,250,383 visits and 26,712,249 page views in 2011.

Traffic to the VisitMyrtleBeach.com website originated from all 50 states and 218 different countries. The top ten states for web traffic were: North Carolina, South Carolina, New York, Pennsylvania, Georgia, Ohio, Virginia, New Jersey, Illinois, and Tennessee.

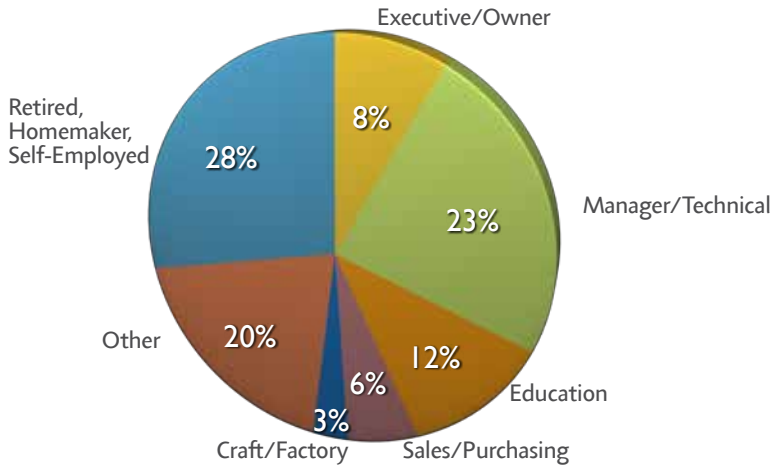
*Sources: D.K. Shifflet & Associates, Ltd.; S.C. Department of Parks, Recreation and Tourism
Equation Research: 2011 Economic Impact Study*

VISITOR PROFILE

Information about our visitors comes from various sources. The following aggregate statistics were gleaned from the 2011 In-Market Visitor Profile study conducted of visitors to the Grand Strand.

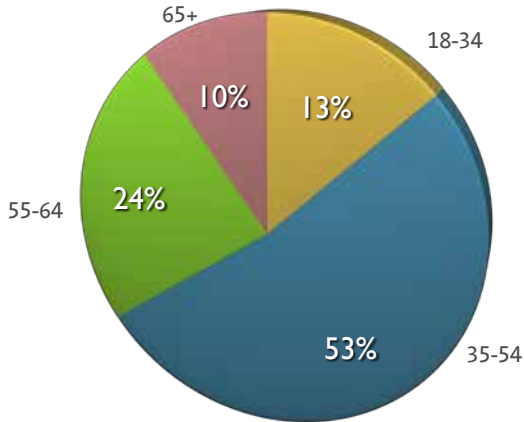
VISITOR OCCUPATION

Of the visiting population 72% work full-time, 14% are retired, 7% are homemakers and 7% are self-employed.



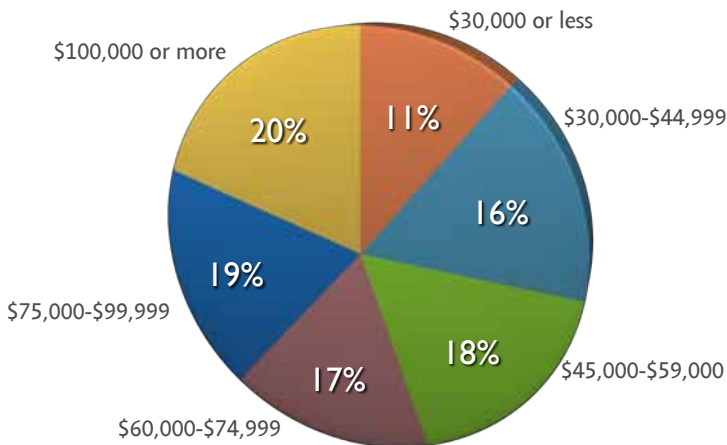
VISITOR AGE

The Grand Strand attracts a wide range of travelers. Approximately 90% 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 visitors had an average party size of five, consisting of 3 adults and 2 children.

TRAVEL PARTY TYPES

Families	64%
Couples	28%
Three Adults or more	4%
Single Adult	3%
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	19%
4 - 7 nights	68%
8 or more nights	13%

VISITOR ACTIVITIES

The Grand Strand is rich with activities and amusements for leisure and business travelers alike. In 2011, 90% of the leisure visitors enjoyed shopping. Additionally, 95% of overnight visitors enjoyed eating dinner at a restaurant, 91% went to the beach, and 13% played golf.

VISITOR CHARACTERISTICS

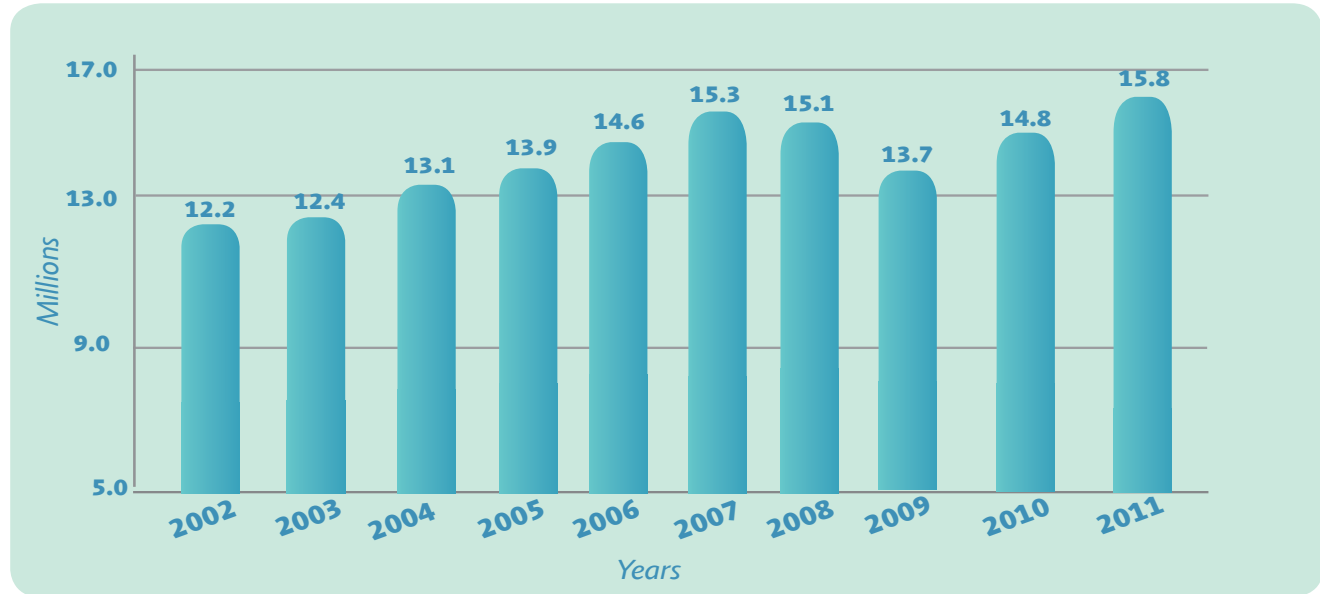
Grand Strand leisure travelers spent an average of \$104 per person per day, and group business travelers spent an average of \$217 per person per day. Furthermore, visitors typically used their own cars as their primary transportation (86%). Most Grand Strand visitors (50%) stayed in hotels, while 32% stayed in condos or villas.

Source: 2011 Myrtle Beach Area Chamber of Commerce In-Market Visitor Profile Study; 2011 Economic Impact Study by Equation Research

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.

2002-2011 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.

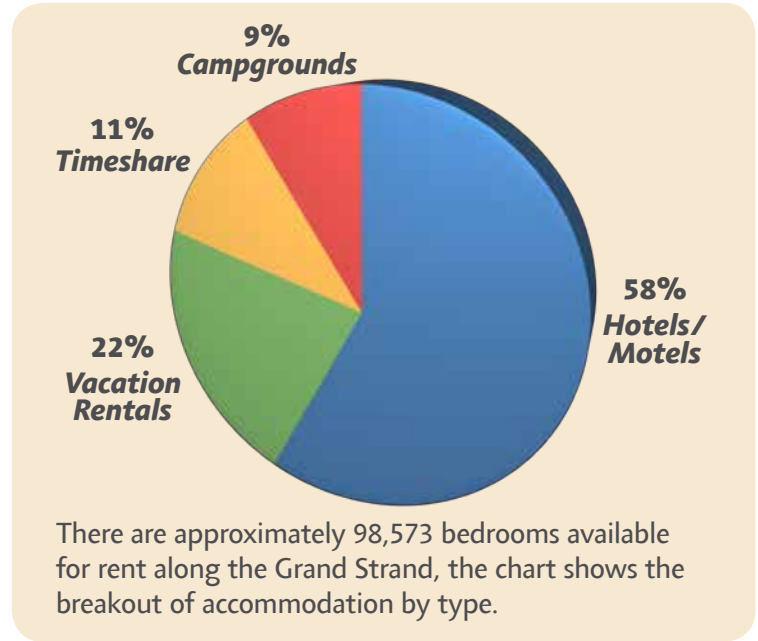
	2009		2010		2011	
	Occ. Rate	ADR	Occ. Rate	ADR	Occ. Rate	ADR
January	24.8	\$58.89	24.3	\$56.77	23.7	\$57.67
February	34.4	\$63.18	32.9	\$62.77	35.9	\$66.40
March	42.8	\$73.55	44.9	\$72.45	47.7	\$73.60
April	53.6	\$84.01	54.6	\$83.69	58.9	\$91.10
May	48.4	\$92.93	51.8	\$91.50	53.5	\$102.05
June	67.5	\$110.02	74.2	\$117.53	71.8	\$123.75
July	80.5	\$130.56	87.1	\$139.27	83.8	\$144.32
August	67.8	\$111.73	70.2	\$117.76	64.4	\$121.65
September	52.5	\$77.60	55.5	\$86.01	53.2	\$86.96
October	40.9	\$71.26	45.6	\$75.90	41.8	\$76.37
November	32.8	\$61.37	34.3	\$64.03	33.9	\$67.56
December	26.1	\$55.78	24.3	\$57.39	25.4	\$59.52
Yearly Average	47.0	\$82.61	50.3	\$95.50	49.6	\$99.26

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 goal is 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	2009		2010		2011	
	Occ Rate	ADR	Occ Rate	ADR	Occ Rate	ADR
January	22.1	\$48.96	21.4	\$46.31	19.3	\$52.58
February	34.3	\$54.94	29.6	\$54.26	32.2	\$55.64
March	40.3	\$66.78	44.9	\$69.84	45.1	\$68.70
April	52.3	\$86.82	54.2	\$85.48	58.1	\$86.99
May	43.3	\$96.57	47.4	\$90.29	50.9	\$100.14
June	70.6	\$121.51	77.4	\$121.07	73.6	\$129.45
July	84.5	\$140.78	91.5	\$147.28	88.0	\$162.14
August	76.8	\$116.58	76.1	\$120.79	73.3	\$125.97
September	55.6	\$80.96	59.8	\$85.73	59.2	\$86.22
October	42.2	\$64.64	43.6	\$71.18	45.1	\$69.99
November	30.9	\$53.87	31.6	\$57.68	31.7	\$57.82
December	22.1	\$47.56	19.7	\$53.11	22.8	\$53.33
Yearly Average	47.9	\$81.66	49.8	\$83.59	49.9	\$87.41

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, 2011 and ending August 31, 2011, and a comparison to the summer months beginning June 1, 2010 and ending August 31 2010.

Property Type	2011 Occupancy	2010 Occupancy	% Change	2011 ADR	2010 ADR	% Change
Hotels/ Condotels & Campsites	78.7%	81.7%	-3.0%	\$139.32	\$129.85	9.5%

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

Property Type	2011 Occupancy	2010 Occupancy	% Change	2011 ADR	2010 ADR	% Change
Vacation Rental Properties (7 day rental)	84.9%	85.8%	-0.9%	\$517.32	\$494.22	7.9%

*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.

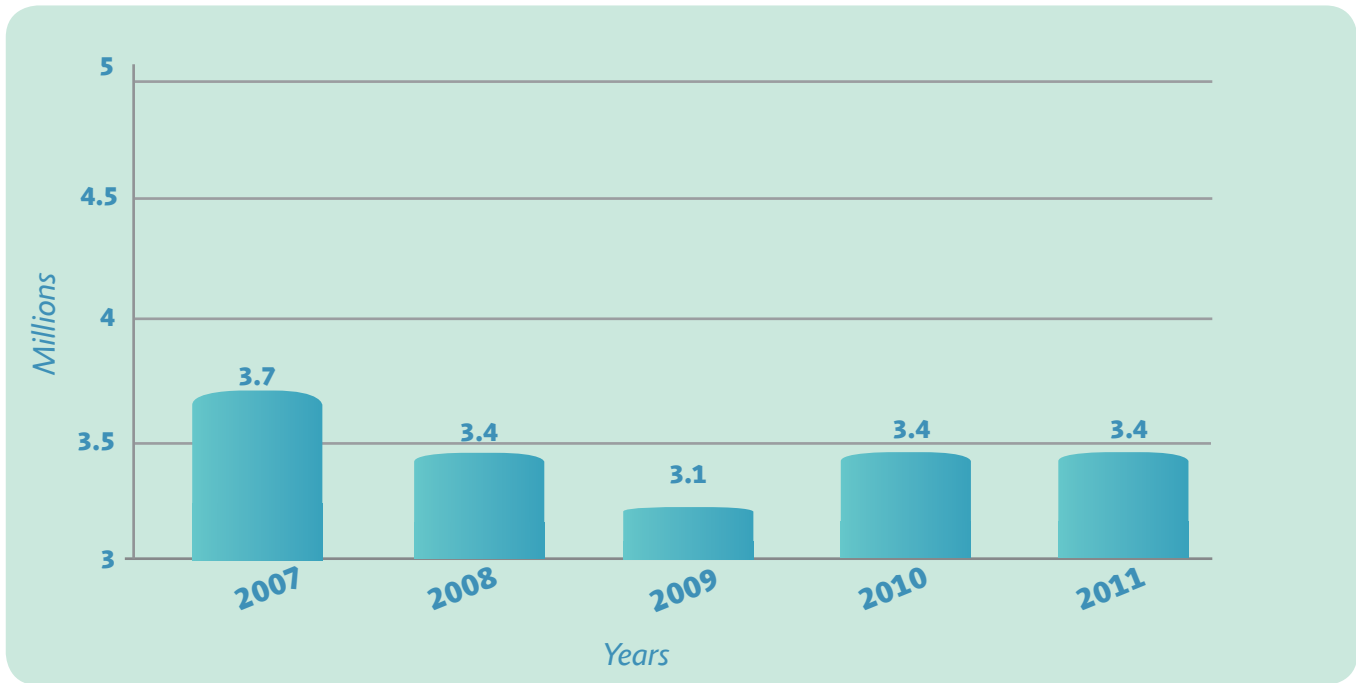
Source: Coastal Carolina University

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 2011, approximately 3.42 million total rounds of golf were played across the Grand Strand. (Rounds data reported via Grand Strand Tee Time Network on Myrtle Beach Golf Holiday member courses).

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 the 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 Masters 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, and currently managed by Ramp 66, 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
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
2010	869,032	867,106
2011	881,694	878,180

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. MYR is currently undergoing a \$118 million terminal capacity enhancement program that will expand the number of gates from 7 to 13, provide more efficient ticketing, baggage claim and security screening areas, in addition to a separate car rental facility and parking. The new terminal is expected to be complete in Spring 2013. MYR currently served by 6 airlines with non-stop service to over 25 destinations. For more information, please visit www.FlyMyrtleBeach.com.

In addition, Phase 1 construction is underway to develop the Myrtle Beach International Airport Technology, Commerce and Aeronautics Park ("ITAP") 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. The airport's existing tenants are comprised of companies specializing in the handling, servicing, modification and repair of aircraft. For more information, please visit: www.MBITAP.com

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

CONVENTION & VISITORS BUREAU GROUP SALES

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 (CVB) 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 10 employees and serves as a division within the Myrtle Beach Area Chamber of Commerce. The CVB Group Sales staff aids meeting planners and tour operators in locating sites for conventions, meetings and motorcoach tourism, reunions and sporting events. 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 651 leads were generated during 2012, creating 143,525 new room nights. The CVB staff also provided in-market services for 329 groups with a total of 63,204 attendees.

Business Travel

- Direct spending on business travel by domestic and international travelers, including expenditures on meetings, events and incentive programs (ME&I), totaled \$249 billion in 2011.
- ME&I travel accounted for \$99 billion of all business travel spending.
- 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 (Oxford Economics).
- U.S. residents logged 458 million person trips* for business purposes in 2011, with more than one-third (36%) for meetings and events.

* According to the U.S. Travel Association a Person trip for business travel is defined as one person on a trip away from home overnight in paid accommodations or on a day or overnight trip to places 50 miles or more [one-way] away from home.

Source: U. S. Travel Association

THREE-YEAR COMPARISON OF ECONOMIC INDICATORS (2008-2011)

GROSS RETAIL SALES

County	08-09 Fiscal Year	09-10 Fiscal Year	10-11 Fiscal Year
Horry County	\$ 7,966,317,109	\$ 7,849,340,610	\$ 8,498,665,503
Georgetown County	\$ 1,239,674,535	\$ 1,148,063,838	\$ 1,238,890,917
Total	\$10,330,643,242	\$ 8,997,404,448	\$ 9,737,556,420

GROSS RETAIL SALES

Year	Myrtle Beach	North Myrtle Beach	Surfside Beach	Horry County	Georgetown County
2009	\$2.31 billion	\$648 million	\$152 million	\$8.21 billion	\$1.31 billion
2010	\$1.91 billion	\$676 million	\$142 million	\$8.10 billion	\$1.21 billion
2011	\$1.94 billion	\$724 million	\$140 million	\$8.49 billion	\$1.26 billion

ACCOMMODATIONS TAX COLLECTIONS

County	08-09 Fiscal Year	09-10 Fiscal Year	10-11 Fiscal Year
Horry County	\$ 14,028,835	\$ 13,902,715	\$ 15,433,198
Georgetown County	\$ 1,339,356	\$ 1,336,714	\$ 1,415,549
Total	\$ 16,337,768	\$ 15,239,429	\$ 16,848,747

ADMISSIONS TAX COLLECTIONS

County	08-09 Fiscal Year	09-10 Fiscal Year	10-11 Fiscal Year
Horry County	\$ 9,066,868	\$ 8,680,904	\$ 8,700,723
Georgetown County	\$ 952,712	\$ 860,811	\$ 812,675
Total	\$ 10,962,181	\$ 9,541,715	\$ 9,513,398

UNEMPLOYMENT

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

County	2009	2010	2011
Horry County	130,177 (12.0%)	129,520 (12.2%)	129,085 (11.5%)
Georgetown County	30,200 (12.2%)	30,297 (12.2%)	29,880 (10.9%)

MYRTLE BEACH INTERNATIONAL AIRPORT

(number of passengers)

	2009	2010	2011
Departures	742,187	867,106	878,180
Arrivals	743,206	869,032	881,694

RESIDENTIAL CONSTRUCTION - NEW PERMITS

(additions and alterations not included)

Horry County	2009			2010			2011		
	Bldgs	Units	Value	Bldgs	Units	Value	Bldgs	Units	Value
Myrtle Beach	77	124	\$ 13,524,451	119	119	\$ 19,893,801	188	193	\$ 47,154,074
North Myrtle Beach	116	270	\$ 63,482,573	148	214	\$ 49,060,764	165	197	\$ 40,583,620
Surfside Beach	11	11	\$ 2,316,085	13	13	\$ 2,170,501	42	42	\$ 9,741,767
Total Horry County	1,476	1,711	\$252,250,247	1,400	1,508	\$224,298,934	1,491	1,776	\$265,400,982

Georgetown County	2009			2010			2011		
	Bldgs	Units	Value	Bldgs	Units	Value	Bldgs	Units	Value
Georgetown	3	3	\$ 272,500	0	0	\$ 0	0	0	\$ 0
Georgetown Unincorp.	127	129	\$30,571,756	140	140	\$29,695,801	149	149	\$35,484,308
Total Georgetown County	131	133	\$30,961,256	140	140	\$29,695,801	149	149	\$35,484,308

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: 2011-2012

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 2012. These include entertainment centers, restaurants, motels, golf courses, business and resort centers, and general services.

RESTAURANTS

In the winter of 2012, the historic **Peaches Corner** restaurant in downtown Myrtle Beach celebrated their 75th anniversary with a facelift which included a new facade and giant spinning peach that sits atop their Ocean Boulevard building. **Loco Gecko Beach Shack** opened on Ocean Boulevard in Myrtle Beach, and **Sweet Carolina's** opened at Broadway at the Beach in June 2012. **Banditos**, a new Mexican restaurant opened on the Boardwalk in Myrtle Beach towards the end of July. That trend continued in October with the opening of **Planet Wings** which is located across from Coastal Grand Mall, and **Eggs Up Grill**® located in Plantation Point Plaza. In November of 2012 **Angelo's Steak & Pasta** opened in its new location on the south end of Myrtle Beach, while **R&R Bar and Grill** opened in Angelo's former location.

ACCOMMODATIONS

The Grande Shores Oceanfront Resort completed a \$1million dollar renovation in February 2012, offering upgraded rooms, pool areas and lobby. In October of 2012 the **Springmaid Beach Resort** launched its status as Myrtle Beach's newest dog friendly resort, offering an affordable dog-friendly rate and designated dog-friendly rooms. **Cypress Camping Resort**, which has 101 pull through sites and cabins, opened in Socastee in June.

OTHER BUSINESSES

In October 2011 **Grand Strand Regional Medical Center** opened a 90,000 square foot Cardiac wing. **Froyoz Frozen Yogurt** opened in November 2011 at Broadway at the Beach, and **Plametto Bay Jewelz** opened a Murrells Inlet location in December. In February 2012, a **Goodwill** store opened in Carolina Forest. In the South Strand Commons, a **McDonalds** and the **Dollar Tree** opened in early 2012, and **PetSmart** opened in October. In downtown Myrtle Beach, **Adrenaline Adventures** zip line opened with an oceanfront view. **Frontier Communications** opened a call center in May, creating 110 new jobs in Myrtle Beach. In June **Helicopter Adventures** began offering tours from its Broadway at the Beach location, and in July Carmike Cinemas began offering its **BigD Theater** experience. In July **Target**, August **Marshalls**, and in September **Petco** all opened new stores in Saybrook Town Center off Hwy. 544. The **South Strand Recreation Center** opened in August off Holmestown Road. In October **Beach Bingo** opened in the Superblock area of downtown Myrtle Beach, and a drive-thru **Starbucks** opened in Queen's Harbour. A cluster of new shops opened in 2012 along the new Myrtle Beach Boardwalk, **New York Style Pizza**, **Sweet Frog's Yogurt**, a souvenir store and an Internet café.

ROADS

Construction began in 2011 and will continue for the next three years on the **Backgate Overpass Project**; upon completion the interchange at U.S. 17 Bypass and S.C. 707 will have a new overpass and interchange. January 2012 marked the official opening of the **Harrelson Boulevard extension** which connects U.S. 17 Bypass with Kings Highway in Myrtle Beach, running past the Myrtle Beach International Airport. In October, a two million dollar road construction project began on **3rd Ave. South** which will include new water and sewer lines, storm water drainage, curb and gutters, sidewalks, streets and new pavement. In March 2012, **Coast RTA** added a free shuttle service that brings riders to a series of stops from Ocean Boulevard to Broadway at the Beach to the Myrtle Beach Convention Center.

ON THE HORIZON

The **Olive Garden** will open a new restaurant on U.S. Highway 501 across from the Tanger Outlet Stores in the Spring of 2013. A new shopping center will be adjacent to the Coastal Grand Mall and will be home to three merchants that are new to the market. The new tenants, **Chipotle Mexican Grill**, **Aspen Dental**, and **Mattress Firm** are expected to open in the summer of 2013. **Carolina Bays Parkway Extension** from SC Route 544 to SC Route 707 will begin construction in the summer of 2013 with an expected completion date of summer 2016.

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 a recession, the housing market in Horry County seemed to come to a halt, but in 2011 the market has begun to slowly start moving.

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 (2010) has grown by 38 percent since 2000.

During 2011, the housing market in Horry County was impacted in much the same way as the rest of the nation with short sales and foreclosures driving the

market down, even though sales are increasing. The number of new single-family residential permits increased by seven percent from 2010. The number of multifamily permits decreased 17 percent from 2010, which equated to a 47 percent decrease from 2009 permits.

The dollar value of single-family construction permits in 2011 increased 29 percent from 2010, while the dollar value of multifamily permits increased approximately 37 percent in that same time period.

In 2011, 1,481 new residential building permits were issued in Horry County at a value of more than \$265 million. That was more than an eight percent increase from the 1,381 new residential building permits issued for the same time period in 2010, at a value of more than \$244 million.

RESIDENTIAL CONSTRUCTION PERMITS

Year	Single-Family Residences		Multifamily Residences			Total
	Bldgs.	Value	Bldgs.	Units	Value	
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
2010	1,388	\$205,112,076	12	120	\$19,186,858	\$224,298,934
2011	1,481	\$265,400,982	10	295	\$26,483,109	\$265,234,020

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 \$230,219 in 2010. This same report recorded the average annual price of a home increased to \$232,761 in 2011, an increase of one percent. The rental price of a housing unit has increased approximately two percent since 2005. The ACCRA cost of living report stated that the average rent for a two- bedroom apartment was \$625 in the fourth quarter of 2005 and in the fourth quarter of 2010 it was \$635.

Sources: U.S. Bureau of the Census: Manufacturing and Construction Division;
2011 Annual ACCRA Cost of Living Survey

LABOR INFORMATION

LARGEST NON-MANUFACTURING EMPLOYERS IN HORRY COUNTY

Employer	# of Employees	Phone Number
1. Horry County School District	5394	(843) 488-6900
2. Wal-Mart	2348	(843) 215-3688
3. Horry County Government	2024	(843) 205-5000
4. Grand Strand Regional Medical Center	1400	(843) 692-1000
5. Coastal Carolina University	1363	(843) 448-1481
6. Conway Hospital	1250	(843) 347-7111
7. Food Lion	919	Apply Online
8. McLeod Loris Seacoast	900	(843) 716-7000
9. Blue Cross/Blue Shield	826	(843) 650-6100
10. City of Myrtle Beach	825	(843) 918-1000
11. National Golf Management	770	(843) 282-8980
12. HTC	710	(843) 365-2151
13. Kingston Plantation	675	(843) 449-0006
14. Sands Oceanfront Resorts	600	(843) 449-7441
15. Myrtle Beach National	596	(843) 282-8980
16. Lowe's Building/Supply	569	(843) 626-1700
17. Wyndham Vacation Ownership	486	(843) 281-3300
18. Bi-Lo	463	(843) 626-7400
19. Ocean Lakes Family Campground	380	(843) 238-5636
20. Santee Cooper Electric	341	(843) 761-8000

Sources: Called businesses directly to verify employee numbers

LARGEST MANUFACTURING EMPLOYERS

HORRY COUNTY

Company Name and Number of Employees

1. Conbraco Industries Inc..... 320
(Conway: two divisions)
2. CHF Industries Inc..... 185
(Loris)
3. MetGlas, Inc 180
(Myrtle Beach)
4. Wolverine Brass 150
(Conway)
5. Builders FirstSource, Inc..... 120
(Conway)

GEORGETOWN COUNTY

Company Name and Number of Employees

1. International Paper Company..... 710
(Georgetown: three divisions)
2. Arcelormittal International 221
(Georgetown)
3. Three D Metal Works 188
(Andrews)
4. 3V corporated 178
(Georgetown)
5. Mitco MFG..... 125
(Andrews)

Sources: 2012 S.C. Industrial Directory;
ReferenceUSA.gov.com

LABOR INFORMATION

The majority of jobs in Horry County are related to the services necessary to support tourism business. Approximately 65 to 70 percent of Horry County’s employment is either directly or indirectly tourism-related. The U.S. Census Bureau estimated Horry County’s year-round population in 2011 at 276,340. The following chart shows the total number of employees in nonagricultural positions. Additionally, the chart reports the percentage of those employed in particular categories of business.

EMPLOYMENT BY INDUSTRY

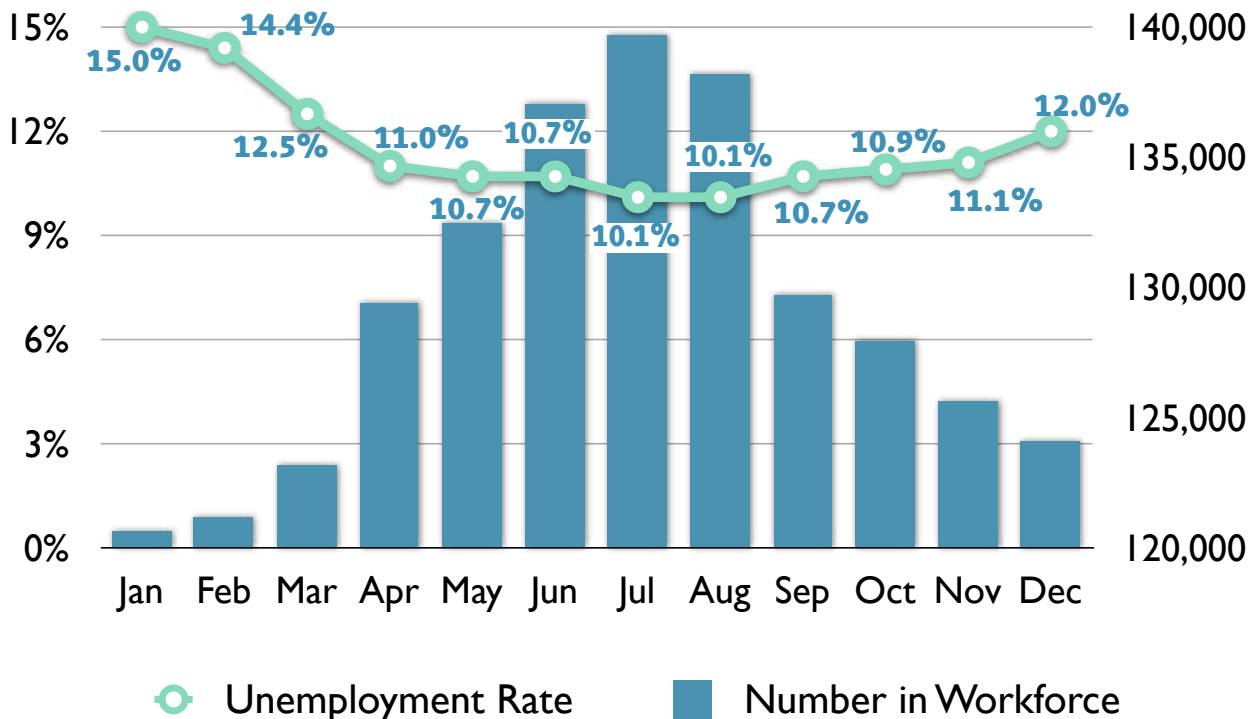
Average Monthly Employed	Manufacturing	Mining & Construction	Transportation & Public Utilities	Retail & Wholesale Trade	Finance, Insurance & Real Estate	Services	Government
129,085	3.7%	5.5%	2.8%	24.9%	7.7%	49.7%	5.8%

Note: Percentages may not total 100 due to rounding. This information comes from the 2011 annual 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. In spite of the continued economic downturn in 2011, the annual unemployment rate was 11.5 percent, compared to an annual rate of 11.9 percent in 2010.

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

2011 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)	229.5	152.0	447.0	126.6	124.6	134.6	150.2
Washington, DC	150.8	115.4	269.6	108.4	103.3	99.5	97.0
Hilton Head Island, SC	110.5	103.7	104.6	104.9	107.2	126.5	119.1
Miami, FL	108.1	108.5	113.9	100.6	112.4	106.8	103.9
Virginia Beach, VA	102.3	99.1	104.0	94.5	102.3	103.4	104.5
Richmond, VA	100.6	104.6	91.1	106.3	101.8	113.4	103.4
Asheville, NC	99.4	105.6	89.2	100.2	100.1	106.5	104.3
Charleston, SC	98.1	107.5	80.7	114.5	95.5	98.3	105.3
Wilmington, NC	95.6	105.4	82.2	102.9	96.9	94.3	100.8
Orlando, FL	96.0	100.4	77.6	110.5	97.8	93.9	105.4
Atlanta, GA	95.0	105.8	84.4	88.4	100.4	99.6	99.7
Myrtle Beach, SC	94.5	105.6	75.5	120.2	90.8	107.0	98.1
Augusta, GA	90.9	91.4	82.1	95.0	95.7	85.3	96.2
Raleigh, NC	90.9	104.3	72.0	103.2	94.8	95.4	96.1

AREA PRICES AS REPORTED IN THE COST OF LIVING INDEX

Average Apartment Rent	\$670 (two bedrooms, two baths, unfurnished, approx. 950 sq. ft., excluding utilities except water and sewer)
Average New Home Cost	\$219,450 (2,400 sq. ft. living area, conventionally built on site, three bedrooms, two baths, two-car garage)
Average Electric Bill	\$215.12 (based on 2400 sq. ft. living area)
Average Phone Charges	\$27.64 (private residence, not including long distance service)
Average Gasoline Price per Gallon	\$2.98 (regular unleaded gasoline)
Average Price of a Movie Ticket	\$8.15 (recent release, indoor theater, evening rates)

Source: ACCRA Cost of Living Index (data collected in July 2012)

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.mbredec.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 County 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 2011 census estimates Horry County’s population at 276,340 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 six percent of the state’s population.

HORRY COUNTY POPULATION

(U.S. Census Bureau)

1990	144,053
2000	196,629
2010	269,291
2015	294,600*
2020	319,900*
2025	342,530*
2030	371,700

* projection

Georgetown County includes nearly 815 square miles. In 2011 its population was estimated at 59,991. Its population makes up a bit more than one percent of the state’s total.

GEORGETOWN COUNTY POPULATION

(U.S. Census Bureau)

1990	46,302
2000	55,797
2010	60,158
2015	61,300*
2020	62,500*
2025	63,800*
2030	65,100*

* projection

NET MIGRATION

According to U.S. Census Bureau statistics released in April 2012, the Myrtle Beach Metropolitan Statistical Area, was one of the top 10 fastest growing metro areas in the United States. In the last decade, the county experienced a 37 percent growth in population.

RETIREES

Today, 31 percent 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 (2010) grew by 44 percent.

Similarly in Georgetown County the population of persons 65 and over (2010) grew 61 percent since 2000.

SMALLER COMMUNITIES

The Census Bureau only acquires population information on smaller communities every 10 years. Census figures shown below are the most recent figures available.

	2000	2010
Andrews	3,068	2,861
Atlantic Beach	351	334
Aynor	587	560
Briarcliffe Acres	470	457
Bucksport	1,117	867
Conway	11,788	17,103
Forestbrook	3,391	4,612
Garden City Beach	9,357	9,209
Georgetown	8,950	9,163
Little River	7,027	8,960
Loris	2,079	2,396
Murrells Inlet	5,519	7,547
Myrtle Beach	22,759	27,109
North Myrtle Beach	10,974	13,752
Pawleys Island	138	103
Red Hill	10,509	13,223
Socastee	14,295	19,952
Surfside Beach	4,425	3,837

Sources: U.S. Census Bureau

RESIDENT DEMOGRAPHIC INFORMATION

HOUSEHOLD DEMOGRAPHICS (2008-2010 ESTIMATES)

	Horry County	Georgetown County
TOTAL NUMBER OF HOUSEHOLDS	112,769	22,202
Family Households (Families)	74,051 (66%)	15,703 (71%)
With own children under 18 years	27,246 (24%)	4,402 (20%)
Married-couple family	54,894 (49%)	11,624 (52%)
With own children under 18 years	17,284 (15%)	2,585 (12%)
Male householder, no wife present, family	5,128 (5%)	815 (4%)
With own children under 18 years	2,487 (2%)	350 (2%)
Female householder, no husband present	14,029 (12%)	3,264 (15%)
With own children under 18 years	7,475 (7%)	1,467 (7%)
Non-Family Households	38,718 (34%)	6,499 (29%)
Householder living alone	28,920 (26%)	5,649 (25%)
Householder 65 years and older	10,891 (10%)	2,532 (11%)
Average Household Size	2.33	2.70
Average Family Size	2.78	3.26

RACIAL COMPOSITION (2008-2010 ESTIMATES)

County	Total Population	White	Black	Asian/American Indian	Other	Two or More Races	Hispanic or Latino
Georgetown	60,361	38,060	20,645	424	1,173	356	1,891
Horry	265,560	212,207	36,162	5,872	9,421	3,797	15,739

AGE COMPOSITION (2008-2010 ESTIMATES)

County	Total Population	Under 5	5 - 19	20 - 64	65 or older	Median Age
Georgetown	60,361	3,447	11,006	34,257	11,651	45.1
Horry	269,291	15,173	46,025	160,261	44,101	41.0

INCOME DEMOGRAPHICS (2008-2010 ESTIMATES)

County	Per Capita Personal Income	Median Family Income
Georgetown	\$48,487	\$52,937
Horry	\$44,339	\$50,712

EDUCATIONAL ATTAINMENT FOR PERSONS 25 YEARS AND OVER (2008-2010 ESTIMATES)

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	42,825	2,698	4,454	14,261	8,051	4,197	5,653	3,469
Horry	186,405	7,456	16,800	61,886	41,755	18,268	26,097	14,167

RESIDENTIAL POPULATION PROJECTION (2011)

County	2000	2010	2015	2020	2025	2030
Georgetown	55,797	60,158	61,300	62,500	63,800	65,100
Horry	196,629	269,291	294,600	319,900	345,800	371,700

Sources: U.S. Census Bureau Data

HEALTHCARE



Conway Medical Center

300 Singleton Ridge Road
Conway, SC 29526
347-7111

With the recent addition of its Patient Bed Tower, Conway Medical Center now offers 210 beds to help care for residents and visitors in the surrounding area. As one of the largest employers in Horry County, Conway Medical Center employs over 200 medical personnel with a variety of specialties to provide patients with services to aid with all of their medical needs.



Grand Strand Regional Medical Center

809 82nd Parkway
Myrtle Beach, SC 29572
692-1000

In 2011, this acute care hospital, with 269 beds, treated over 72,000 emergency department patients. Grand Strand Regional Medical Center offers the only cardiac surgery program in Horry and Georgetown counties and performed 389 surgeries in 2010. As a designated trauma center, this facility provides patients with expertise and excellent care from 270 physicians, over 1,200 staff members, and 200 volunteers.



McLeod Loris

3655 Mitchell St.
Loris, SC 29569
716-7000

As a part of the Loris Healthcare System, Loris Community Hospital, with 105 beds, works in conjunction with McLeod Seacoast to treat almost 40,000 emergency patients each year. Loris Community Hospital has over 120 physicians, with 28 specialties, available to help patients with a wide variety of medical issues.



McLeod Seacoast

4900 Highway 9 East
Little River, SC 29566
390-8100

McLeod Seacoast completed renovations in 2011, adding 50 beds and a new cafeteria to its facility, in order to better serve the almost 40,000 emergency patients who visit the McLeod Seacoast and McLeod Loris each year. McLeod Seacoast offers several services, including outpatient surgery, digital radiology and diagnostic imaging, physician, occupational and speech therapy, cardiac/pulmonary rehabilitation, and diabetes education and management.



Waccamaw Community Hospital

4070 Highway 17 Bypass
Murrells Inlet, SC 29576
652-1000

As a part of Georgetown Hospital System, Waccamaw Community Hospital is a 167 bed facility offering twenty-four hour emergency services, obstetrics, inpatient and outpatient surgery, and medical/surgical units. The Waccamaw Rehabilitation Center, a 43 bed rehabilitation facility operating within Waccamaw Community Hospital, offers therapy services to individuals recently released from inpatient care.

Sources: Individual Hospital Websites

EDUCATION

The Horry County School District (HCS) is a county-wide school system serving 270,000 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**.

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

Five schools received honors as **Palmetto Gold and Palmetto Silver** award winners for academic improvement on the Palmetto Achievement Challenge Test.

GROWTH AND DEVELOPMENT

In the last two decades, Horry County Schools has invested more than \$500 million in new and renovated facilities. Twenty-two new schools have been built, and two new attendance areas have been added.

Horry County Schools is the fastest growing and the 3rd largest overall among South Carolina's 85 school districts. One hundred percent of Horry County schools received Absolute ratings of Excellent, Good or Average, and 71 percent were rated Excellent or Good.

STATISTICS

Horry County School District is the third largest of the state's 85 school districts and has nearly 40,000 students.

Number of Schools:

Total.....	54
Primary/Elementary Schools	27
Middle Schools.....	10
High Schools	10
Career Centers/Academies.....	2
Alternative Schools	1
Charter Schools	4

QUICK FACTS

The ethnic distribution is 65 percent White, 20 percent Black, 8 percent Hispanic and 6 percent other.

Enrollment in the public schools (grades K-12) in 2012 was 38,464.

Horry County Schools gained four points and beat the national average in math on the 2012 SAT.

There were 2,162 high school graduates in 2012 with 75 percent attending a two or four year college.

The total number of full-time employees is 5,352, and the total number of classroom teachers is 2,545.

The average annual teacher's salary is \$51,624.

The salary range for a teacher with a bachelor's degree is \$35,305 to \$77,451.

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

	1990	2011
Less than Ninth Grade	9.4%	4.1%
High School Diploma	74.3%	75.0%
Bachelor's Degree	16.0%	17.8%

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 more than 9,000 students enrolled and offers baccalaureate degrees in 55 major fields of study and 50 undergraduate minors, as well as seven master’s degree programs in education, writing, coastal marine and wetland studies, and MBA.</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 10,037 students enrolled in regular curriculum programs. To better serve students and the community, HGTC provides classes and services on three campuses; which offer more than 70 associate degree diplomas and certificate programs.</p>
<p>Webster University 4589 Oleander Drive Myrtle Beach, SC 29577 (843) 492-6198 www.webster.edu</p>	<p>Webster University is an independent, comprehensive, non-denominational, 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 following programs are offered: Cosmetology, Esthetics Technology, Massage Therapy, Medical Assistant Training, Medical Billing & Coding, Medical Office Assistant and 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 licensing exam, appraisal, and home inspection. It now offers classes in real estate, home inspection, appraisal, and mortgage lending.</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 2011) showed Horry County’s population at 276,340 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 four 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 239 commissioned officers and 18 civilian employees for a total of 257. Approximately 293 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 319 paid firefighter/EMTs and firefighter/paramedics, with 181 volunteers in 38 fire stations to serve all of the unincorporated areas in Horry County.

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	319
Number of volunteer firefighters	181
Number of full-time county	
police officers	239
Number of equipped police cars	293

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

Surfside Beach is a small seaside community nestled in the heart of South Carolina’s Grand Strand area. It encompasses 2 miles of pristine beach, enjoys a temperate climate and is both an active residential community and a thriving vacation destination.

Proudly called the Family Beach, Surfside Beach strives to maintain a small-town, laid-back, child-friendly environment for its residents and guests. It is a quiet haven close to all area attractions. The Town-owned fishing pier, water-park, supermarkets, mini golf, and restaurants are all just a short walk or golf-cart ride away.

GOVERNMENT

Number of council members, including the mayor	7
Length of term (in years)	4
Number of full-time firefighters.....	7
Number of volunteer firefighters	26
Number of sworn town police officers	21

The Town of Surfside Beach ...

- Maintains a fully staffed Police Department dispatched by the town
- Maintains a full-time Court
- Provides enrichment activities, including special events and recreation
- Provides sports programs through both the recreation department and the Surfside Beach Youth Fellowship Association
- Offers complete commercial and residential sanitation services including recycling
- Has an emergency medical team available 24 hours a day stationed at the firehouse and dispatched by the county. Assistance is accessed by dialing 911.

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 became a city in 1957.

The city adheres to the council-manager form of government. A seven-member city council, which includes the mayor, establishes laws and sets 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 150 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.....	150
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 destination 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.

The City Hall, Public Safety, Aquatic & Fitness Center and other city buildings are located just off Highway 17 on Second Avenue South. The city’s recreational facilities and community center were recently renovated and are located just off Highway 17 along Possum Trot Road. In early 2014, the city will open a 142 acre sports complex and general recreation park west of the Intracoastal Waterway.

With its desirable oceanfront setting, the city is also fast becoming a focal point for those experimenting with alternative wind energy solutions.

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 41

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 560 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 0
 Number of equipped police cars 5

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, PO Box 66
 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.

Little River is unincorporated. Horry County provides police and fire protection to the area including 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)

605 10th Ave. N.
Myrtle Beach, SC 29577
(843) 918-1079

Horry County Memorial Library

1008 5th Ave.
Conway, SC 29526
(843) 248-1544

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 29578
(843) 918-1225

Myrtle Beach Golf Holiday

3901 N. Kings Hwy. Ste. 22-B
Myrtle Beach, SC 29577
(843) 477-8833

Myrtle Beach Regional Economic Development Corp.

2050 Hwy. 501 East, Building 900
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) 734-1700

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

1000 Assembly St., Rm. 425
Columbia, SC 29201
(803) 734-3798

Waccamaw Regional Council Of Governments

1230 Highmarket St.
Georgetown, SC 29440
(843) 546-8502

Myrtle Beach International Airport (MYR)

1100 Jetport Rd.
Myrtle Beach, SC 29577
(843) 448-1580

THE MYRTLE BEACH AREA CHAMBER OF COMMERCE
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