

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

MYRTLE BEACH AREA CHAMBER OF COMMERCE / CVB

Since 1938, the Myrtle Beach Area Chamber of Commerce (MBACC) has stood as the unified voice of the Grand Strand's business community by 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.

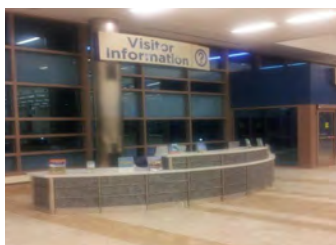
The MBACC Marketing Research Department provides qualitative and quantitative research that is used to promote the area as a vacation destination. The research summaries page in this publication contains information on some of the research conducted. For more information regarding current research and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

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

The Myrtle Beach area of South Carolina consistently 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 one of “Best Family Vacation Spots,” according to FlipKey, to its boardwalk being recognized as one of the “Best Boardwalks for Food Across the USA,” according to USA Today. 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

SAMANTHA BROWN BEST OF SAMANTHA BROWN, TRAVEL CHANNEL (2013)

Samantha Brown, well known for her travel programs on The Travel Channel ranked Myrtle Beach #1 on her list of Best Travel Spots on her show’s website. This list was out of five other locations and included places such as Los Angeles, Miami and Nantucket.

FLIPKEY BEST FAMILY VACATIONS (2013)

FlipKey, the vacation rental company of leading travel website TripAdvisor.com, ranked Myrtle Beach as one of the best family vacation spots.

USA TODAY BEST BOARDWALKS FOR FOOD ACROSS THE USA (2013)

USA Today chose the top 25 boardwalks around the country based on reflection of region, price, and quality of ingredients. Myrtle Beach ranked 12th on the list.

HIGHLIGHTS MAGAZINE TOP 10 AMERICAN PLACES KIDS WOULD MOST LIKE TO VISIT (2013)

To celebrate the re-launch of Which Way USA, its popular puzzle club that delivers a state-by-state adventure through the U.S., Highlights for Children polled kids to discover their most-desired vacation destinations. Myrtle Beach, SC, ranked no. 3 on the top 10 list.

FLIPKEY TOP EAST COAST BEACHES (2013)

FlipKey is the vacation rental company of leading travel website, TripAdvisor.com. Through traveler feedback and industry research, Myrtle Beach was recognized as one of the Top East Coast Beaches based on a variety of factors, including access to restaurants, attractions, lifestyle and of course scenery.

TRIP ADVISOR TOP 25 TRAVEL DESTINATIONS (2013)

Chosen by millions of travelers, Myrtle Beach was ranked one of the top 25 travel destinations by TripAdvisor.com.

HUFFINGTONPOST.COM BEST RESTAURANT CITIES (2013)

The Huffington Post ranked the Myrtle Beach/Florence market as number 6 of 15 restaurant crazy cities based on the number of restaurants per capita in the area. HuffPost Food used data from The NPD Group’s annual ReCount survey, which takes a yearly census of the number of restaurants in the country, to rank United States metropolitan areas by the number of restaurants per capita. The group sites the area having over 1700 restaurants and 24 restaurants per 10,000 restaurants.

STADIUM JOURNEY MAGAZINE 101 BEST STADIUM EXPERIENCES IN SPORTS (2013)

Stadium Journey Magazine ranked TicketReturn.com Field at Pelicans Ballpark 19th on its annual list of the 101 best stadium experiences in sports in 2013. The list ranked the Myrtle Beach Pelicans home ballpark among, and ahead of, some of the most famous venues in all of sports such as Wrigley Field and the Cowboys Stadium. The list also ranked the Pelicans as the third-best stadium experience in Minor League Baseball, and the best in the state of South Carolina.

BUDGET TRAVEL AMERICA’S MOST AWESOME BOARDWALKS (2013)

Budget Travel picked the Myrtle Beach Boardwalk as one of America’s Most Awesome Boardwalks. Nineteen boardwalks across the country were chosen, and Myrtle Beach’s 1.2-mile oceanfront staple is nestled alongside the Atlantic City Boardwalk in New Jersey, Coney Island in Brooklyn, N.Y., and the Venice Beach Boardwalk in California.

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 (1981-2010) 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	892 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	740 miles
Miami, FL	704 miles
Montreal, Que	1,040 miles
Mobile, AL	686 miles
Nashville, TN	585 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	891 miles
Syracuse, NY	818 miles
Tampa, FL	525 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

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 baseline 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 online and complete the survey. In 2012, over 1,200 people completed the survey and 14% of them were first time visitors to the area. 93% were leisure vacationers to the area and 49% of them took a family vacation. While here, 85% went to the beach, 73% went shopping and 39% attended an amusement or attraction. Over 94% drove to the Myrtle Beach area, and more than 98% of the visitors were either very satisfied or 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 2012, 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 38% stating rising fuel prices; the percentage of time availability has increased and the other two have decreased when compared to the 2011 numbers. The tracker also measures awareness of Myrtle Beach advertising. In June 2012, awareness of Myrtle Beach indicated TV advertising was 59%, Internet ad was 29% and an ad/article in a magazine was at 29%. In June 2011, those numbers were 53%, 28% and 35%, respectively.

MYRTLE BEACH ZIP CODE ANALYSIS

The Zip Code Analysis program consists of data provided to the Myrtle Beach Area Chamber/CVB by accommodation members. It 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 property's data. In 2011, the database contained over 515,000 records, and in 2012 it contained almost 1.2 million records. The following table shows a comparison of 2011 vs. 2012 visitation by the top 10 states and top five cities.

2011

North Carolina

Charlotte, Fayetteville, Raleigh, Greensboro, Winston Salem

South Carolina

Florence, Greenville, Columbia, Charleston, Alcolu

Virginia

Roanoke, Richmond, Lynchburg, Hardy, Pulaski

Georgia

Atlanta, Augusta, Avondale Estates, Gainesville, Athens

Ohio

Columbus, Cincinnati, Chillicothe, Cleveland, Dayton

Pennsylvania

Pittsburgh, Philadelphia, Washington, Johnstown, Greensburg

Tennessee

Johnson City, Knoxville, Maryville, Alcoa, Kingsport

New York

Brooklyn, New York, Buffalo, Rochester, Bronx

Maryland

Baltimore, Waldorf, Annapolis Junction, Frederick, Silver Spring

West Virginia

Charleston, Huntington, Alkol, Bluefield, Beckley

2012

North Carolina

Charlotte, Fayetteville, Raleigh, Greensboro, Albemarle

South Carolina

Florence, Columbia, Greenville, Charleston, Spartanburg

Virginia

Roanoke, Richmond, Lynchburg, Hardy, Danville

Ohio

Cincinnati, Columbus, Dayton, Chillicothe, Cleveland

Georgia

Atlanta, Augusta, Avondale Estates, Gainesville, Athens

Pennsylvania

Pittsburgh, Philadelphia, York, Washington, Abington

Tennessee

Knoxville, Johnson City, Maryville, Kingsport, Alcoa

New York

Brooklyn, New York, Buffalo, Rochester, Alcolve,

Maryland

Baltimore, Waldorf, Frederick, Annapolis Junction, Silver Spring

West Virginia

Charleston, Huntington, Beckley, Bluefield, Alkol

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)
2005	13.8
2006	14.6
2007	15.2
2008	14.6
2009	13.7
2010	14.0
2011	14.5
2012	15.2

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 program’s 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 2012, according to I-94 data, at least 75,576 overseas travelers, excluding Canadians and Mexicans, indicated South Carolina was the first or primary destination on their US trip (calendar year 2011 was 72,073). Historical data indicates that two of South Carolina’s largest overseas visitor origin-countries are Germany and the UK. In calendar year 2012, according to I-94 data, at least 15,472 UK residents and 14,469 German residents visited South Carolina (calendar year 2011: 15,206 UK residents and 14,261 German residents).

Among South Carolina’s 946,700 annual Canadian visitors, Ontario (52%) is their primary origin with Quebec (39%) in second place. Vacationers account for 72% of these visitors. Nearly 55% of all Canadian visitors to South Carolina spend the night.

Based on the 2012 conversion study of those who inquired about visiting the Grand Strand, 15% of our visitors came from North Carolina. Another 55% traveled from New York, Pennsylvania, Ohio, Virginia and West Virginia. The following are the 2012 top 10 states of visitation in order: North Carolina, Pennsylvania, Ohio, New York, Virginia, South Carolina, West Virginia, Tennessee, Michigan and Maryland.

ANNUAL NUMBER OF INQUIRIES

The leading origins of visitor inquiries have consistently been Ohio, Pennsylvania, North Carolina, New York and Virginia. In 2012, the chamber received nearly 1,300 inquiries from foreign countries and 98% 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 8,686,973 visits and 27,156,740 page views in 2012.

Traffic to the VisitMyrtleBeach.com website originated from all 50 states and 476 different countries. The top 10 states for web traffic were: North Carolina, South Carolina, New York, Ohio, Georgia, Pennsylvania, Virginia, California, Illinois, and Texas.

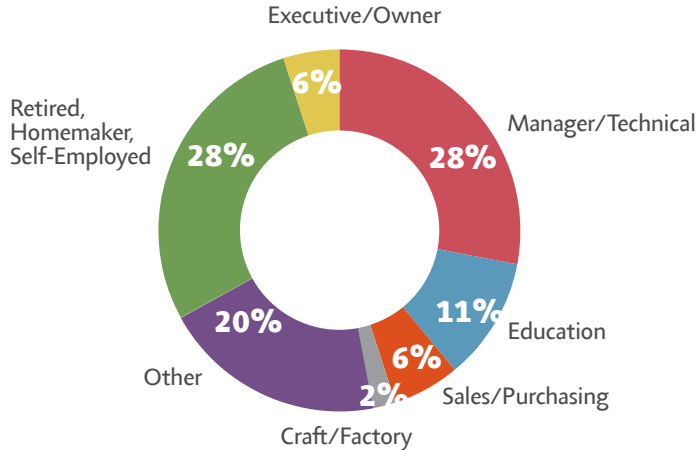
*Sources: D.K. Shifflet & Associates, Ltd.; S.C. Department of Parks, Recreation and Tourism;
Equation Research: 2012 Economic Impact Study*

VISITOR PROFILE

The Myrtle Beach Area Chamber of Commerce/CVB is continually gathering research information about the visitors to the area, which allows for targeted marketing of the consumer.

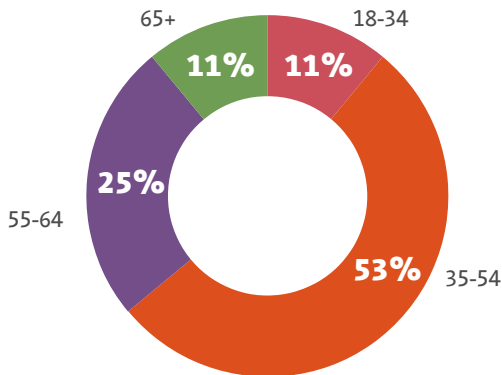
VISITOR OCCUPATION

Of the visiting population 74% work full-time, 15% are retired, 6% are homemakers and 6% are self-employed.



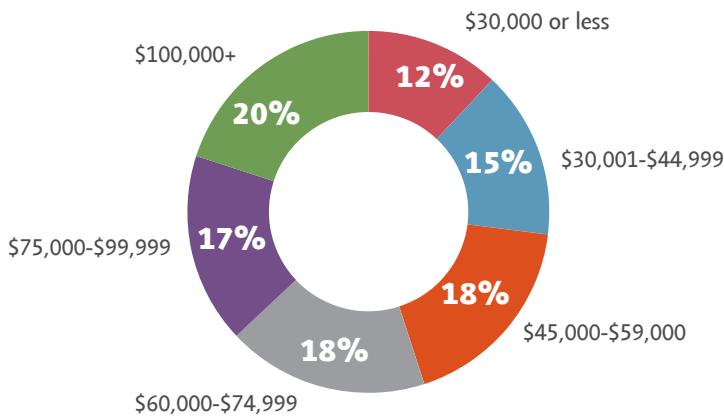
VISITOR AGE

The Grand Strand attracts a wide range of travelers. Approximately 89% 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 three adults and two children.

TRAVEL PARTY TYPES

Families	62%
Couples	29%
Three adults or more	4%
Single Adult	3%
Single Adult with Children	2%

VISITOR LENGTH OF STAY

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

NIGHTS SPENT IN THE AREA

1 - 3 nights	16%
4 - 7 nights	70%
8 or more nights	12%

VISITOR ACTIVITIES

The Grand Strand is rich with activities and amusements for leisure and business travelers alike. In 2012, 89% of the leisure visitors enjoyed shopping. Additionally, 94% of overnight visitors enjoyed eating dinner at a restaurant, 91% went to the beach, and 13% played golf.

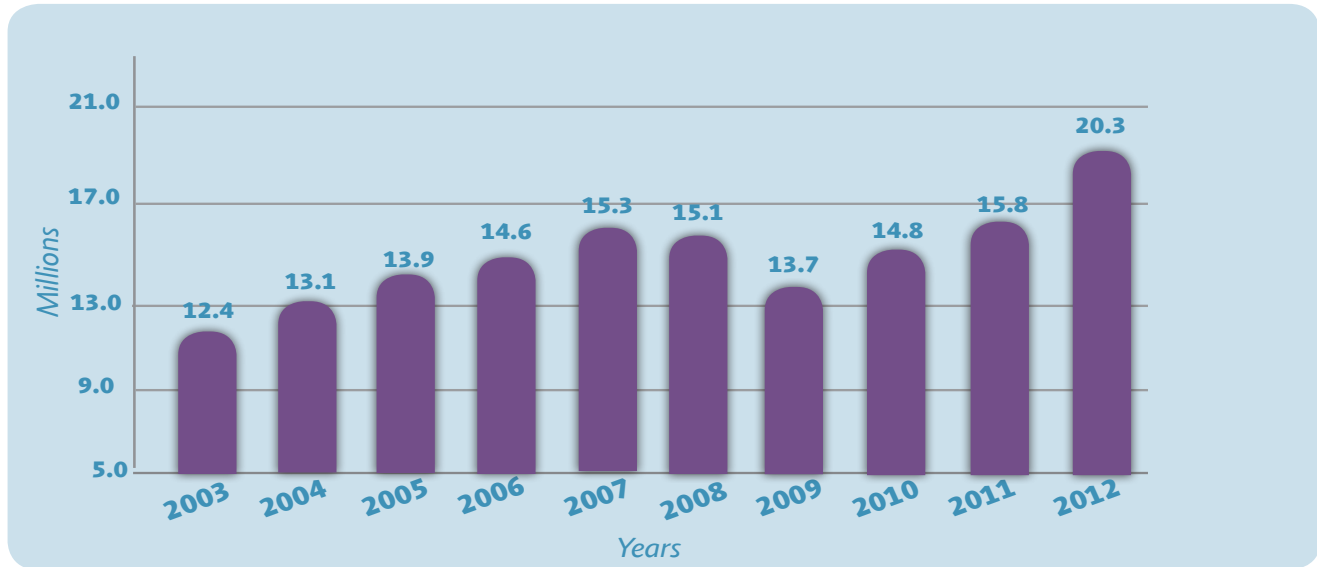
VISITOR CHARACTERISTICS

Grand Strand leisure travelers spent an average of \$121 per person per day, and group business travelers spent an average of \$262 per person per day. Furthermore, visitors typically used their own vehicle or rented a vehicle as their primary transportation (88%). Most Grand Strand visitors (51%) stayed in hotels, while 30% stayed in condos or villas.

Source: 2012 Myrtle Beach Area Chamber of Commerce In-Market Visitor Profile Study; 2012 Economic Impact Study by Equation Research

The S.C. Department of Revenue collects a 2% 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% accommodation collections.

2003-2012 ACCOMMODATIONS TAX COLLECTIONS



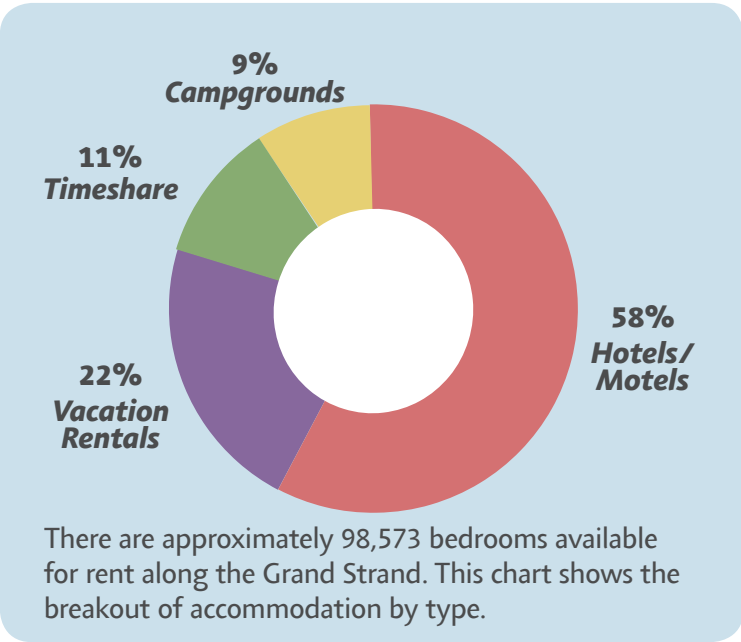
The following information shows a three-year trend of the monthly occupancy rate percentages (room nights occupied/room nights available) and the average daily room rate (ADR; total room revenue/room nights occupied). This information has been provided by the S.C. Department of Parks, Recreation and 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.

	2010		2011		2012	
	Occ. Rate	ADR	Occ. Rate	ADR	Occ. Rate	ADR
January	24.3	\$56.77	23.3	\$57.74	22.8	\$57.43
February	32.9	\$62.77	35.3	\$64.83	36.5	\$63.08
March	44.9	\$72.45	47.7	\$73.46	51.6	\$78.99
April	54.6	\$83.69	58.7	\$90.22	58.6	\$97.04
May	51.8	\$91.50	52.6	\$99.45	51.8	\$107.63
June	74.2	\$117.53	70.5	\$125.16	74.0	\$132.81
July	87.1	\$139.27	83.5	\$145.79	80.4	\$155.06
August	70.2	\$117.76	63.9	\$120.00	68.3	\$131.97
September	55.5	\$86.01	53.0	\$87.90	54.7	\$97.17
October	45.6	\$75.90	41.4	\$76.89	42.1	\$78.11
November	34.3	\$64.03	33.1	\$65.91	35.1	\$68.15
December	24.3	\$57.39	24.7	\$59.41	25.3	\$59.18
Yearly Average	50.3	\$95.50	49.0	\$88.90	50.1	\$93.89

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

The Clay Brittain Jr. Center for Resort Tourism at Coastal Carolina University began collecting occupancy, average daily room rates (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 week (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	2010		2011		2012	
	Occ Rate	ADR	Occ Rate	ADR	Occ Rate	ADR
January	21.4	\$46.31	20.0	\$50.63	20.9	\$49.51
February	29.6	\$54.26	33.6	\$54.65	34.5	\$55.99
March	44.9	\$69.84	46.2	\$68.29	52.1	\$74.78
April	54.2	\$85.48	59.6	\$87.64	60.2	\$95.65
May	47.4	\$90.29	52.0	\$100.63	52.5	\$105.87
June	77.4	\$121.07	74.6	\$131.33	78.8	\$138.54
July	91.5	\$147.28	88.1	\$160.38	85.5	\$164.77
August	76.1	\$120.79	73.3	\$125.97	74.7	\$133.40
September	59.8	\$85.73	59.2	\$86.22	60.2	\$87.77
October	43.6	\$71.18	45.1	\$69.99	44.2	\$68.22
November	31.6	\$57.68	31.7	\$58.11	32.3	\$58.11
December	19.7	\$53.11	20.0	\$50.63	20.6	\$52.74
Yearly Average	49.8	\$83.59	50.2	\$87.03	51.4	\$90.45

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, 2012 and ending August 31, 2012, and a comparison to the summer months beginning June 1, 2011 and ending August 31 2011.

Property Type	2012 Occupancy	2011 Occupancy	% Change	2012 ADR	2011 ADR	% Change
Hotels/ Condotels & Campsites	79.7%	78.7%	1.3%	\$145.67	\$139.32	4.6%

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

Property Type	2012 Occupancy	2011 Occupancy	% Change	2012 ADR	2011 ADR	% Change
Vacation Rental Properties (7 day rental)	84.1%	84.9%	-0.9%	\$558.35	\$517.32	7.9%

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

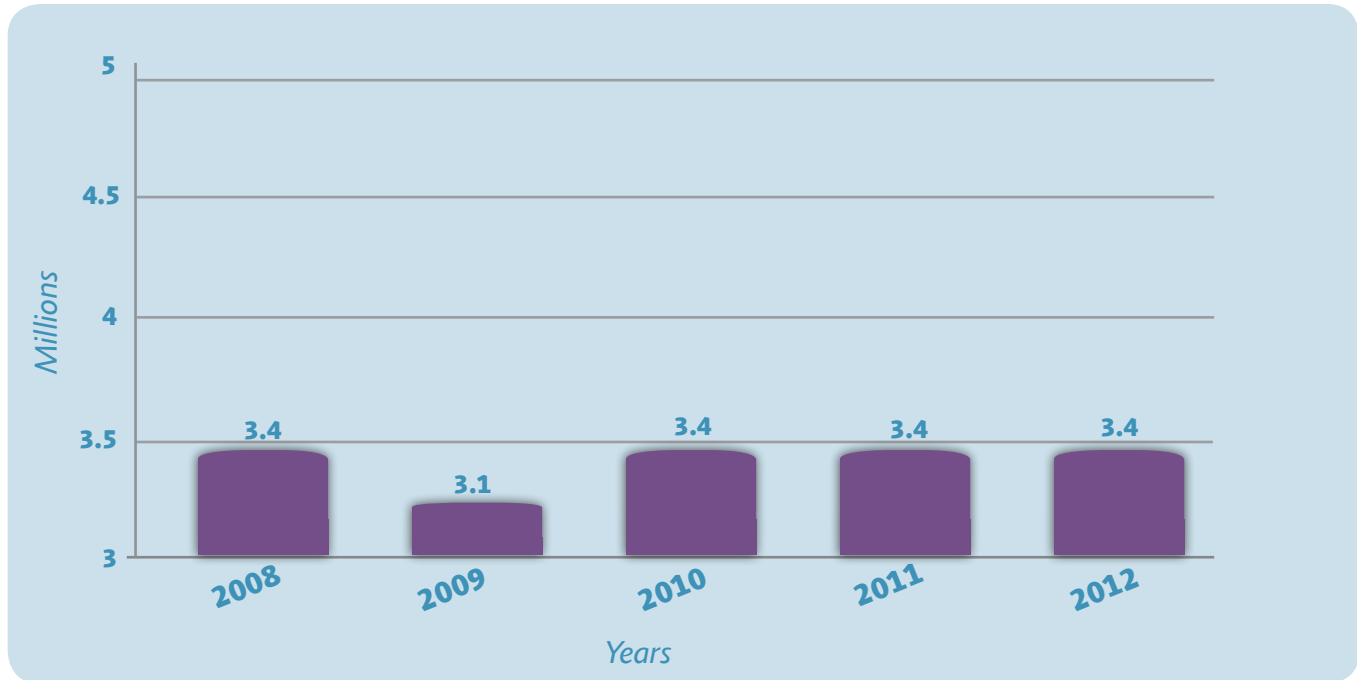
Note: The above analysis are based on sample estimates. Actual business performance results may vary greatly. Therefore, neither the above centers nor Coastal Carolina University warrant the use of the above data or analysis for specific business applications.

Source: Coastal Carolina University

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 2012, approximately 3.4 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 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 Myrtle Beach World Amateur Handicap Championship, a 72-hole event that attracts between 3,000 to 5,000 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.

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

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 (CRE)

Located within the city limits of North Myrtle Beach, South Carolina and formerly as known "Ramp 66." The airport serves private and corporate aircraft with parking, refueling, maintenance and 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 (HYW)

Located five miles west of the county seat of Conway, South Carolina, 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 (5J9)

Located two miles northeast of Loris, South Carolina, 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 (MYR)

Located approximately one mile from the Atlantic Ocean in Myrtle Beach, South Carolina, the Myrtle Beach International Airport (MYR) 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 recently completed a \$118 million terminal capacity enhancement program that expanded the number of gates, baggage claim and security screening areas, in addition to a separate car rental facility and parking. MYR is currently served by seven 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 comprise of companies specializing in the handling, servicing, modification and repair of aircraft. For more information, please visit: www.MBREDC.com

MYRTLE BEACH INTERNATIONAL AIRPORT COMMERCIAL PASSENGER TOTALS

Year	Arrivals	Departures
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
2012	742,097	740,457

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

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 that 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; 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 778 leads were generated during 2013, creating 150,876 new room nights. The CVB staff also provided in-market services for 309 groups with a total of 50,144 attendees.

BUSINESS TRAVEL

In 2012, business travel grew by nearly 5 percent. A new study, *The Role of Business Travel in the U.S. Economic Recovery*, provides clear evidence that business travel drives corporate revenues and delivers profits to the bottom line. Below are a few highlights from the study

- Nearly three-in-four (74%) frequent business travelers surveyed reported that in-person meetings with clients deliver a high impact on customer retention.
- Companies that invested the most on business travel during the Great Recession grew faster than those that cut back.
- For every U.S. dollar companies invested in business travel, Oxford Economics determined they realize \$9.50 in new revenue (Oxford Economics).
- More than three-quarters of survey respondents believe conferences and conventions provide a high impact on gaining industry insights (78%) and developing industry partnerships (76%).

Source: U. S. Travel Association; *Business Travel Fact Sheet*

In the last several years, the Myrtle Beach area has seen a large increase in sports tourism. Many of the tournaments have been held outside the Myrtle Beach area due to a lack of adequate facilities. However, in an effort to meet the needs of this ever growing industry, a number of new facilities have been developed.

GRAND PARK ATHLETIC COMPLEX

1011 Crabtree Lane
 Myrtle Beach, SC 29577
 (843) 918-2389
www.cityofmyrtlebeach.com



The Grand Park Athletic Complex features seven large multipurpose fields and two youth fields. All have synthetic FieldTurf, lights and are designed to accommodate a variety of sports, including baseball, softball, lacrosse, soccer and football. The complex also has a six-tunnel batting cage, plenty of free parking and three towers with restrooms and concessions. In 2012, the City of Myrtle Beach hosted 2,892 teams on its athletic fields. In all, those teams played 8,628 games during the calendar year.



MYRTLE BEACH SPORTS CENTER

The Sports Facilities Advisory
 600 Cleveland Street, STE. 910
 Clearwater, FL 33755
 (727) 474-3845

The Myrtle Beach Sports Center is a planned 100,000 square-foot indoor sports facility scheduled to be completed by February 2015 - just in time for the spring sports season. It will be located adjacent to the Myrtle Beach Convention Center. The facility will include space for eight basketball courts or 16 volleyball courts, a cafe, retail area, an entertainment zone and a 1500-seat telescopic bleacher system.

NORTH MYRTLE BEACH PARK AND SPORTS COMPLEX

150 Citizens Circle
 Little River, SC 29566
www.nmb.us



Opening in March 2014, the North Myrtle Beach Park and Sports Complex is a state-of-the-art sports tourism and recreational facility. The park contains a six-field baseball/softball complex and an eight-field soccer/lacrosse complex. Included in the complexes are amenities such as batting cages, warm-up areas, concessions and restrooms. Over 60 sports tourism events will be held at the park in 2014 including the IQA Quidditch World Cup and the Dixie Softball World Series.

THREE-YEAR COMPARISON OF ECONOMIC INDICATORS (2010-2012)

GROSS RETAIL SALES

County	09-10 Fiscal Year	10-11 Fiscal Year	11-12 Fiscal Year
Horry County	\$ 7,849,340,610	\$ 8,498,665,503	\$ 8,751,960,729
Georgetown County	\$ 1,148,063,838	\$ 1,238,890,917	\$ 1,336,222,278
Total	\$8,997,404,448	\$9,737,556,420	\$ 10,088,183,007

GROSS RETAIL SALES

Year	Myrtle Beach	North Myrtle Beach	Surfside Beach	Horry County	Georgetown County
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
2012	\$2.03 billion	\$764 million	\$148 million	\$9.01 billion	\$1.36 billion

ACCOMMODATIONS TAX COLLECTIONS

County	09-10 Fiscal Year	10-11 Fiscal Year	11-12 Fiscal Year
Horry County	\$ 13,902,715	\$ 15,433,198	\$ 18,334,210
Georgetown County	\$ 1,336,714	\$ 1,415,549	\$ 1,442,858
Total	\$ 15,239,429	\$ 16,848,747	\$ 19,777,068

ADMISSIONS TAX COLLECTIONS

County	09-10 Fiscal Year	10-11 Fiscal Year	11-12 Fiscal Year
Horry County	\$ 8,680,904	\$ 8,700,723	\$ 9,559,052
Georgetown County	\$ 860,811	\$ 812,675	\$ 792,617
Total	\$ 9,541,715	\$ 9,513,398	\$ 10,351,669

UNEMPLOYMENT

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

County	2010	2011	2012
Horry County	129,520 (12.2%)	129,085 (11.5%)	129,445 (10.2%)
Georgetown County	30,297 (12.2%)	29,880 (10.9%)	28,932 (9.8%)

MYRTLE BEACH INTERNATIONAL AIRPORT

(number of passengers)

	2010	2011	2012
Departures	867,106	878,180	740,457
Arrivals	869,032	881,694	742,097

RESIDENTIAL CONSTRUCTION - NEW PERMITS

(additions and alterations not included)

Horry County	2010			2011			2012		
	Bldgs	Units	Value	Bldgs	Units	Value	Bldgs	Units	Value
Myrtle Beach	119	119	\$19,893,801	188	193	\$ 47,154,074	281	324	\$ 82,862,024
North Myrtle Beach	148	214	\$49,060,764	165	197	\$ 40,583,620	232	243	\$ 52,772,286
Surfside Beach	13	13	\$ 2,170,501	42	42	\$ 9,741,767	35	35	\$ 8,213,102
Total Horry County	1,400	1,508	\$224,298,934	1491	1776	\$265,400,982	2075	2308	\$376,310,008

Georgetown County	2010			2011			2012		
	Bldgs	Units	Value	Bldgs	Units	Value	Bldgs	Units	Value
Georgetown	0	0	\$ 0	0	0	\$ 0	182	182	\$42,031,016
Georgetown Unincorp.	140	140	\$29,695,801	149	149	\$35,484,308	4	48	\$ 3,786,134
Total Georgetown County	140	140	\$29,695,801	149	149	\$35,484,308	186	230	\$45,817,150

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

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 2013. These include entertainment centers, restaurants, motels, golf courses, business and resort centers and general services.

RESTAURANTS

In November 2012, **Angelo's Steak & Pasta** opened in its new location on the south end of Myrtle Beach. In April 2013, **Cook Out** opened its first store off Hwy. 501 in Conway, **Sam Snead's Oak Grill and Tavern** opened in Carolina Forest and **Habaneros Mexican Restaurant** opened their second location in St. James Plaza. During June 2013, **Ocean 17 Mediterranean Restaurant** opened in Myrtle Beach and in August 2013, **Hammerhead Grill** opened at Shark Attack miniature golf. In September 2013, **Hungry Howie's** opened in Surfside Beach, and in November **Longhorn's** opened their second restaurant in North Myrtle Beach.

ACCOMMODATIONS

In October 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 2013. In July 2013, **Courtyard Myrtle Beach Broadway** completed an \$800,000 renovation with a newly refreshed lobby, restaurant and meeting area. Construction began on a **Hilton Myrtle Beach Resort** with 385 guest rooms Oct. 15, 2013 with a 20-month timetable setting a completion date around July 2015.

OTHER BUSINESSES

Helicopter Adventures began offering tours from its Broadway at the Beach location in June 2012, and in July 2012 Carmike Cinemas began offering its **BigD Theater** experience. In July 2012 **Target**, in August 2012 **Marshalls**, and in September 2012 **Petco** all opened new stores in Saybrook Town Center off Hwy. 544. The **South Strand Recreation Center** opened in August 2012 off Holmestown Road. In October 2012, **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. In March 2013, **Lowes Foods** opened on International Drive and **Shark Attack** miniature golf opened in Myrtle Beach. **Carolina Comedy Club** opened at Broadway At The Beach in April 2013, while openings in May 2013 included **I Love Sugar** in downtown Myrtle Beach, **Mattress Firm** at Coastal Grand Mall, **Warp Zone** at Myrtle Beach Mall, **CPG Family Medicine** in Aynor and **Myrtle Beach Jet Pack Adventures**. In June 2013, **Family Kingdom** added four new rides including a steel roller coaster and construction began on the area's first **Walmart Neighborhood Market** in Surfside Beach with a planned opening of early summer 2014. **The North Face** opened in August 2013 at the Tanger Outlets near U.S. 22, the **Fuzzy Peach Yogurt** opened at Inlet Square Mall and a **Goodwill Store** opened in Murrells Inlet. In September 2013, the **Ocean 18 Salon & Trim Spa** opened in Myrtle Beach, and the **Fresh Market** opened their first store along International Drive in November 2013.

ROADS

In June 2013, **Coast RTA** added a new shuttle service from the Myrtle Beach International Airport to hotels, businesses and the Myrtle Beach Sheraton Convention Center. Construction began in 2011 and will continue for the next three years on the **Backgate Overpass Project**; it is expected to be completed by August 2014. Widening S.C. 707, **Carolina Bays Parkway Extension**, from Enterprise Road to U.S. 17 Bypass at Murrells inlet will have a new overpass and interchange with a projected completion date of Spring 2017. The extension of S.C. 31 from S.C. 544 to S.C. 707 is also expected to be completed in Spring 2017.

ON THE HORIZON

Cook Out will open a second new restaurant on Kings Hwy. in Myrtle Beach in the Spring of 2014. The **Coastal North Town Center** is under construction in North Myrtle Beach and it will house the area's first **Publix** store. A completion date of late 2014 is expected. **Publix** is also planning on a second store in Pawleys Island in 2015. **McAlister's Deli** has begun construction on their 4th store in North Myrtle Beach and anticipate a June 2014 opening.

Source: The Sun News

The year 2012 was a turnaround year in terms of sales performance. All property classes (Single Family Residential, Condo, and Residential Lots) ended the year with double digit sales growth versus the 2011 performance.

During 2012, the single-family home prices reached 2004 sale levels, and 50% of sales were from cash buyers. The single-family housing market sales peaked in Horry County during May, and even though distressed sales continued to be part of those sales, they had decreased by 25% compared to 2011.

Over the years Horry County's population has been growing at a steady pace, and since 2002 it has grown 36%. According to the U.S. Census Bureau housing market, the estimated number of households in the county (2010) has grown by 38% since 2000.

The number of new single-family residential permits increased by 46% from 2010, and the number of multi-family permits by more than 200% from 2010.

The dollar value of single-family construction permits in 2012 increased 47% from 2011, while the dollar value of multi-family permits increased approximately 69% in that same time period.

In 2012, 2,029 new residential building permits were issued in Horry County at a value of more than \$351 million. That was a 37% increase from the 1,481 new residential building permits issued for the same time period in 2011, at a value of more than \$238 million.

RESIDENTIAL CONSTRUCTION PERMITS

Year	Single-Family Residences		Multifamily Residences			Total
	Bldgs.	Value	Bldgs.	Units	Value	
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	\$238,917,873	10	295	\$26,483,109	\$265,400,982
2012	2,029	\$351,863,907	46	279	\$44,832,612	\$396,696,519

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 \$232,761 in 2011. This same report recorded the average annual price of a home decreased to \$220,493 in 2012, a decrease of 5%. The rental price of a housing unit has decreased 1% since 2008. The ACCRA cost of living report stated that the average rent for a two-bedroom apartment was \$687 in the third quarter of 2008 and in the third quarter of 2013 it was \$680.

Sources: U.S. Bureau of the Census: Manufacturing and Construction Division;
2012 Market Trends Grand Strand Real Estate; 2013 C2ER July Cost of Living Survey; SiteTech Systems

LARGEST NON-MANUFACTURING EMPLOYERS IN HORRY COUNTY

Employer	# of Employees	Phone Number
1. Horry County School District	5473	(843) 488-6900
2. Wal-Mart	2262	(843) 215-3688
3. Horry County Government	2000	(843) 915-5230
4. Coastal Carolina University	1477	(843) 349-2036
5. Conway Medical Center	1398	(843) 347-7111
6. Grand Strand Regional Medical Center	1300	Apply Online
7. Blue Cross/Blue Shield	1200	(843) 650-6100
8. Food Lion	972	Apply Online
9. McLeod Loris Seacoast	928	(843) 777-2595
10. City of Myrtle Beach	850	(843) 918-1000
11. National Golf Management	787	(843) 282-8980
12. HTC	740	(843) 365-2151
13. Wyndham Vacation Ownership	655	(843) 281-3300
14. Kingston Plantation	550	(843) 449-0006
15. Bi-Lo	435	(843) 626-7400
16. Lowe's Building/Supply	421	(843) 626-1700
17. Sands Oceanfront Resorts	400	(843) 449-7441
18. Ocean Lakes Family Campground	380	Apply Online
19. Santee Cooper Electric	340	(843) 761-8000
20. Grand Strand Water & Sewer	302	(843) 282-8980

Sources: Called businesses directly to verify employee numbers

LARGEST MANUFACTURING EMPLOYERS HORRY COUNTY

Company Name and Number of Employees

1. Palmetto Corp..... 358
(Conway: two divisions)
2. Conbraco Industries Inc..... 320
(Conway: two divisions)
3. Builders FirstSource, Inc..... 290
(Conway & Loris)
4. MetGlas, Inc. 180
(Myrtle Beach)
5. Precision Southeast, Inc..... 160
(Myrtle Beach)

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: 2014 S.C. Industrial Directory

The majority of jobs in Horry County are related to the services necessary to support tourism business. Approximately 65 to 70% 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 2012 at 282,285. 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

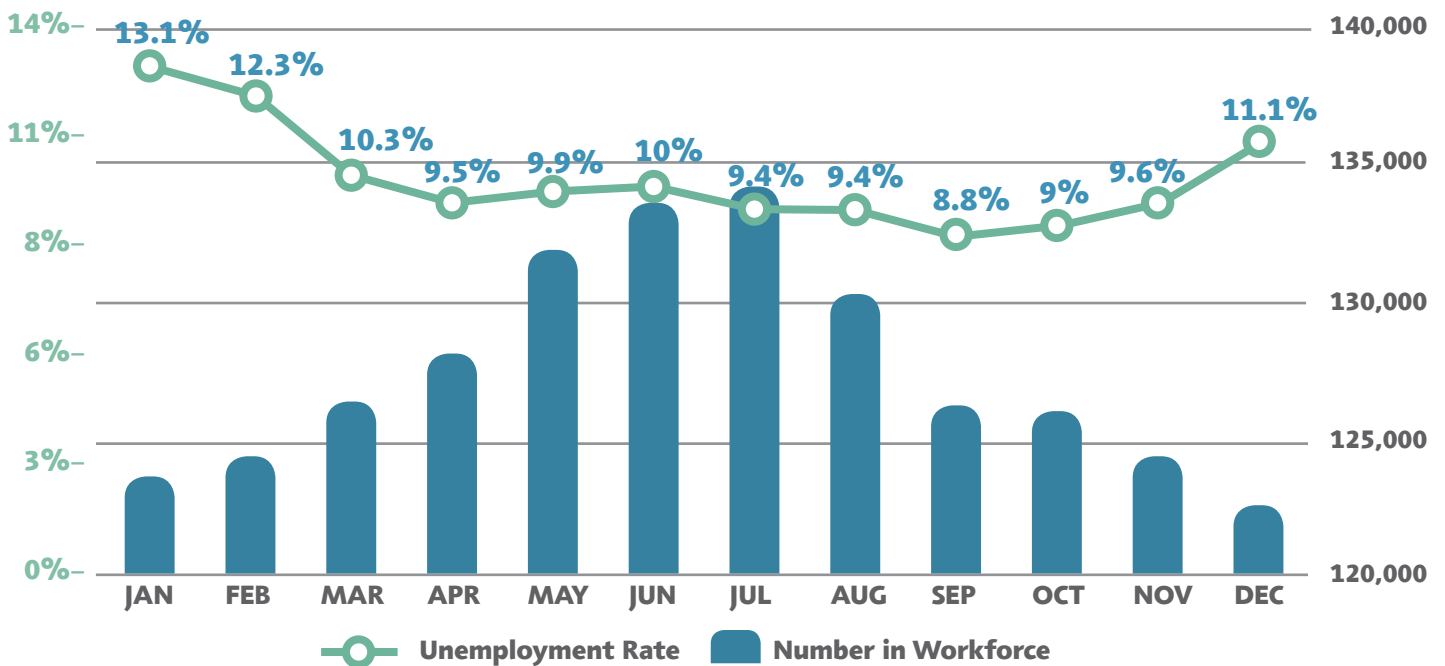
Average Monthly Employed	Manufacturing	Mining & Construction	Transportation & Public Utilities	Retail & Wholesale Trade	Finance, Insurance & Real Estate	Services	Government
129,085	2.6%	3.8%	1.9%	21.0%	5.9%	56.3%	7.8%

Note: Percentages may not total 100 due to averaging.

Over the years, Horry County has increased the number of employment opportunities and has seen a growth in population. In 2012, the annual average unemployment rate was 10.2%, compared to an annual average rate of 11.5% in 2011.

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

2012 HORRY COUNTY UNEMPLOYMENT



Sources: S.C. Employment Security Commission; Chmura JobsEQ

Every quarter the Council for Community and Economic Research compiles and publishes the ACCRA 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)	218.8	132.8	437.1	132.1	125.4	106.1	151.5
Washington, DC	140.9	110.9	246.3	106.0	107.1	100.2	95.0
Hilton Head, SC	107.4	106.5	107.8	104.2	101.5	106.6	110.8
Miami, FL	107.2	100.8	117.8	94.5	111.8	105.4	103.5
Asheville, NC	102.4	97.5	105.4	105.8	99.8	111.7	100.7
Richmond, VA	101.5	96.7	88.2	106.7	100.2	104.2	113.1
Virginia Beach, VA	99.9	93.2	92.6	108.0	98.6	102.7	106.4
Charleston, SC	99.6	104.8	87.2	113.6	96.5	107.5	103.3
Wilmington, NC	97.3	103.1	84.4	110.8	96.4	107.0	100.3
Atlanta, GA	95.5	97.5	85.7	93.1	100.8	102.2	100.8
Daytona Beach, FL	94.7	95.6	79.0	89.5	107.3	95.9	104.1
Myrtle Beach, SC	94.1	100.1	73.2	118.6	98.4	109.9	97.3
Raleigh, NC	92.6	102.0	75.5	106.1	96.0	98.7	96.5
Augusta, GA	86.8	83.3	75.3	97.4	88.6	87.2	93.7

AREA PRICES AS REPORTED IN THE COST OF LIVING INDEX

Average Apartment Rent	\$680 (two bedrooms, two baths, unfurnished, approx. 950 sq. ft., excluding utilities except water and sewer)
Average New Home Cost	\$220,493 (2,400 sq. ft. living area, conventionally built on site, three bedrooms, two baths, two-car garage)
Average Electric Bill	\$215.13 (based on 2400 sq. ft. living area)
Average Phone Charges	\$27.64 (private residence, not including long distance service)
Average Gasoline Price per Gallon	\$3.24 (regular unleaded gasoline)
Average Price of a Movie Ticket	\$8.25 (recent release, indoor theater, evening rates)

Source: ACCRA Cost of Living Index (data collected in July 2013)

NATIONAL EASTERN STRATEGIC ALLIANCE (NESA)

The National Eastern Strategic Alliance’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. It incorporates 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 expansion and relocation 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 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% 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

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 2012 census estimates Horry County's population at 282,285 for the 1,134 square miles of land area. Although Horry County is the largest county in land area in South Carolina, its population accounts for roughly 6% 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 2012 its population was estimated at 60,189. Its population makes up a bit more than 1% 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 10 years, the county has experienced a 34% growth in population.

RETIREES

Today, 26% 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 (2012) grew by 58%.

Similarly in Georgetown County the population of persons 65 and over (2012) grew 46% 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	2012
Andrews	3,068	2,831
Atlantic Beach	351	347
Aynor	587	600
Briarcliffe Acres	470	480
Bucksport	1,117	867
Conway	11,788	18,688
Forestbrook	3,391	4,612
Garden City Beach	9,357	9,209
Georgetown	8,950	9,092
Little River	7,027	8,960
Loris	2,079	2,465
Murrells Inlet	5,519	7,547
Myrtle Beach	22,759	28,292
North Myrtle Beach	10,974	14,472
Pawleys Island	138	103
Red Hill	10,509	13,223
Socastee	14,295	19,952
Surfside Beach	4,425	4,007

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

RESIDENT DEMOGRAPHIC INFORMATION

HOUSEHOLD DEMOGRAPHICS (2008-2012 ESTIMATES)

	Horry County	Georgetown County
TOTAL NUMBER OF HOUSEHOLDS	113,412	22,361
Family Households (Families)	73,654 (65%)	15,467 (69%)
With own children under 18 years	26,821 (24%)	4,574 (21%)
Married couple family	54,892 (48%)	11,621 (52%)
With own children under 18 years	16,772 (15%)	2,841 (13%)
Male householder, no wife present, family	4,927 (4%)	706 (3%)
With own children under 18 years	2,518 (2%)	324 (1%)
Female householder, no husband present	13,835 (12%)	3,140 (14%)
With own children under 18 years	7,531 (7%)	1,409 (6%)
Non-Family Households	39,758 (35%)	6,894 (31%)
Householder living alone	30,875 (27%)	5,981 (27%)
Householder 65 years and older	12,143 (11%)	2,917 (13%)
Average Household Size	2.37	2.67
Average Family Size	2.84	3.27

RACIAL COMPOSITION (2008 - 2012 ESTIMATES)

County	Total Population	White	Black	Asian/American Indian	Other	Two or More Races	Hispanic or Latino
Georgetown	60,285	38,223	20,450	493	1,013	328	1,844
Horry	270,943	216,017	36,729	6,342	9,509	4,573	16,739

AGE COMPOSITION (2008 - 2012 ESTIMATES)

County	Total Population	Under 5	5 - 19	20 - 64	65 or older	Median Age
Georgetown	60,285	3,299	10,990	33,796	12,200	45.6
Horry	270,943	15,400	46,124	162,675	46,744	41.4

INCOME DEMOGRAPHICS (2008 - 2012 ESTIMATES)

County	Per Capita Personal Income	Median Family Income
Georgetown	\$24,513	\$54,969
Horry	\$24,144	\$51,478

EDUCATIONAL ATTAINMENT FOR PERSONS 25 YEARS AND OVER (2008 - 2012)

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	43,048	2,457	4,114	14,318	8,430	3,888	5,961	3,880
Horry	190,585	7,728	16,417	62,890	43,219	17,989	28,407	13,935

RESIDENTIAL POPULATION PROJECTION (2012)

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; South Carolina Statistical Abstract



Conway Medical Center

300 Singleton Ridge Road, Conway, SC 29526
(843) 347-7111
www.conwaymedicalcenter.com

With the recent addition of its Patient Bed Tower, Conway Medical Center (CMC) now offers 210 beds to help care for residents and visitors in the surrounding area. As one of the largest employers in Horry County, CMC employs over 200 medical personnel with a variety of specialties to provide patients with services to aid with all of their medical needs. CMC also has Conway Physicians Group (CPG), a multi-specialty group of 18 physician offices affiliated with the hospital.



Grand Strand Regional Medical Center

809 82nd Parkway, Myrtle Beach, SC 29572
(843) 692-1000
www.grandstrandmed.com

In 2013, Grand Strand Regional Medical Center (GSRMC), a 269 bed facility, treated over 80,000 emergency department patients. GSRMC is a Level 2 trauma center and an accredited advanced primary stroke center. The hospital offers the only cardiac surgery program in Horry and Georgetown counties, with surgeons performing over 400 heart surgeries annually. GSRMC has 270+ physicians, over 1,400 staff members and 180 volunteers. South Strand Medical Center serves the southern end of Horry County with a 24 hour emergency department and radiology/laboratory services.



McLeod Loris

3655 Mitchell St., Loris, SC 29569
(843) 716-7000
www.mcleodhealth.org

McLeod Loris offers a wide range of high-quality services, including advanced digital radiology and diagnostic imaging, general, vascular and orthopedic surgery, cardiopulmonary rehabilitation, and 24/7 emergency department with dedicated rooms for gynecology, cardiac, orthopedics and traumas. McLeod Loris is a fully-accredited acute care facility with 105 licensed beds and a medical staff made up of more than 120 active and affiliate physicians.



McLeod Seacoast

4000 Highway 9 East, Little River, SC 29566
(843) 390-8100
www.mcleodhealth.org

McLeod Seacoast, located in the North Myrtle Beach area, is a 50-bed hospital offering a wide range of inpatient and outpatient high-quality services, including advanced digital radiology and diagnostic imaging, general, vascular and orthopedic surgery, cardiopulmonary rehabilitation and 24/7 emergency department with dedicated rooms for gynecology, cardiac, orthopedics and traumas.



Waccamaw Community Hospital

4070 Highway 17 Bypass, Murrells Inlet, SC 29576
(843) 652-1000
www.georgetownhospitalsystem.org

As a part of Georgetown Hospital System, Waccamaw Community Hospital (WCH) is a 167 bed facility offering 24-hour emergency services, obstetrics, inpatient and outpatient surgery, and medical/surgical units. A new surgery pavilion opened its doors to patients in Spring 2013. The 24,000-square-foot facility includes eight operating rooms, 14 recovery beds, 12 outpatient beds and two endoscopy rooms.

Sources: Individual Hospitals and Hospital Websites

Horry County Schools (HCS) is a county-wide school system serving more than 282,000 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 district encompasses 51 schools in nine attendance areas: Aynor, Carolina Forest, Conway, Green Sea Floyds, Loris, Myrtle Beach, North Myrtle Beach, Socastee, and St. James. Each area consists of a high school, elementary school and middle school.

RECENT HONORS

Eight schools have been named **National Blue Ribbon Schools of Excellence** by the U.S. Department of Education. Forestbrook Elementary School received the prestigious National Blue Ribbon Schools award for the third time, and is the only school in the nation to have multiple wins.

HCS have earned 42 Palmetto Gold and Palmetto Silver awards for having attained high levels of absolute performance, high rates of growth and substantial progress in closing achievement gaps between groups of students.

GROWTH AND DEVELOPMENT

In the last two decades, HCS 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.

The HCS is the fastest growing and the 3rd largest overall among South Carolina's 85 school districts. Ninety-eight percent of Horry County schools received Absolute ratings of Excellent, Good or Average and 77% were rated Excellent or Good.

STATISTICS

The HCS is the third largest of the state's 85 school districts and has over 39,000 students.

Number of Schools:

Primary/Elementary Schools	27
Middle Schools.....	11
High Schools	10
Career Centers/Academies.....	2
Alternative Schools	1
Charter Schools	4
Total.....	55

QUICK FACTS

The ethnic distribution is 65% White, 20% Black, 9% Hispanic and 7% other.

Enrollment in the public schools (grades K-12) in 2013 was 39,321.

The attendance rate was 96.2%

There were 2,226 high school graduates in 2013 with 76% attending a two or four year college.

The total number of full-time employees is 5,473, and the total number of classroom teachers is 2,571.

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	2012
Less than Ninth Grade	9.4%	4.7%
High School Diploma	74.3%	86.5%
Bachelor's Degree	16.0%	21.0%

For more information:

Horry County Schools
 1605 Horry Street, Conway, SC 29527
 Phone: (843) 488-6700 Fax: (843)488-6722
www.horrycountyschools.net

Sources: Horry County Schools

Coastal Carolina University

P.O. Box 261954
 Conway, SC 29528-6054
 (843) 448-1481
www.coastal.edu

Coastal Carolina has 9,400 students enrolled, offers baccalaureate degrees in 66 major fields of study, and will offer its first doctoral program in the fall of 2014. The university also offers seven master's degree programs in accountancy, business administration, marine and wetland studies, education and writing.

Horry-Georgetown Technical College

P.O. Box 261966
 Conway, SC 29528
 (843) 347-3186
www.hgtc.edu

Horry-Georgetown Technical College has between 8,000 and 10,000 students enrolled in regular curriculum programs. The comprehensive commuter college has three campuses and offers more than 80 associate degree diplomas and certificate programs.

Webster University

4589 Oleander Drive
 Myrtle Beach, SC 29577
 (843) 497-3677
www.webster.edu/southcarolina

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.

Miller-Motte Technical College

2451 Highway 501 East
 Conway, SC 29526
 (843) 591-1100
www.miller-motte.edu

Miller-Motte Technical College is a modern state-of-the-art facility in a closed campus environment. The following is a list of the program offerings: Cosmetology; Esthetics Technology; Massage Therapy; Medical Assisting; Medical Office; Assisting; and Medical Clinical Assistant.

Fortune Academy of Real Estate

951-B Shine Avenue
 Myrtle Beach, SC 29577
 (843) 839-1131
www.fortuneacademy.com

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. They now offer classes in real estate, home inspection, appraisal, and mortgage lending.

Carolina College of Cosmetology

1600 Elizabeth Street
 Coastal Center
 Conway, SC 29526
 (843) 248-2413
www.scbeautyschools.com

Carolina College of Cosmetology 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.

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 2012) showed Horry County’s population at 282,285 for the 1,134 square miles of land area. Although Horry County is the largest county in land area for the state of South Carolina, it accounts for only 4% 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 228 commissioned officers and 18 civilian employees for a total of 246. Approximately 286 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 183 volunteers in 39 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	183
Number of full-time county police officers	228
Number of equipped police cars	286

For more information:

Lisa H. Bourcier
 Horry County Public Information Officer
 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

TOWN OF SURFSIDE BEACH

Incorporated in 1964, the Town of Surfside Beach is located between Garden City and Myrtle Beach and offers 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 has approximately 3,800 full-time residents.

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	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 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.	179

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

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 new 167 acre sports 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 beach communities of Georgetown County make up the southernmost portion of the Grand Strand, beginning with the southern point of Garden City and Murrells Inlet. Georgetown County includes nearly 822 square miles, the eighth largest county in the state. Its population of 60,189 makes up slightly more than 1% of the state’s total population.

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. Centuries-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

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 Allyn 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 102.
- ❖ 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.
- ❖ In July 2013, the city of Myrtle Beach celebrated its 75th anniversary.

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

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

CoworkMYR

601 21st. Ave. North
Myrtle Beach, SC 29577
(843) 900-0270

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

Georgetown County Economic Development Commission

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

Horry County Memorial Library

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

Kimbel Library

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

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-B
Myrtle Beach, SC 29577
(843) 477-8833

Myrtle Beach International Airport (MYR)

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

Myrtle Beach Regional Economic Development Corp.

2050 Hwy. 501 East, Building 900
Conway, SC 29526
(843) 347-4604 or
(800) 844-4983

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

1200 Senate Street
Columbia, SC 29201
(803) 734-2320

Waccamaw Regional Council Of Governments

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

THE MYRTLE BEACH AREA CHAMBER OF COMMERCE
843.626.7444 • MyrtleBeachAreaChamber.com

