

# 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/CVB

Since 1938 the Myrtle Beach Area Chamber of Commerce/CVB (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](http://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](http://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 in every lifestyle category.

### 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 the #1 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”.

### 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.

### COASTAL LIVING MAGAZINE

#### *“Top Ten Public Gardens America”*

Brookgreen Gardens in Murrells Inlet, South Carolina was selected as one of the “Top Ten Public Gardens in America”

by Coastal Living Magazine. The Alabama-based magazine serves more than three million readers and is a leader in lifestyle information. Brookgreen Gardens is open to the public, and is located on US Highway 17 between Myrtle Beach and Pawleys Island.

### 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.”

### PINPOINT DEMOGRAPHICS

#### *“Top Ten List of 2011 Restaurants Per Capita”*

Myrtle Beach was named one of the top ten cities with the highest number of restaurants per capita. The survey was released by Pinpoint Demographics, a leading demographics research firm that provides the most current, accurate and cost-effective data population demographics, consumer spending, retails business and services businesses estimates.

### TRAVELZOO

#### *“2010 Travelzoo Award Winners”*

Travelzoo awarded the Myrtle Beach Area Convention and Visitor’s Bureau with the award for “Most Outstanding Achievement in Marketing Travel Deals for a Destination.” The Travelzoo Awards, or “The Tzoos,” celebrate the companies behind the best travel and entertainment deals of the year.

# CLIMATE & DISTANCES

## ANNUAL WEATHER STATISTICAL AVERAGES

Temperatures based on more than 30 years of data.

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

## AVERAGE TEMPERATURE HIGHS AND MONTHLY PRECIPITATION

Water and air temperatures based on 30 years (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	888 miles
Buffalo, NY	815 miles
Charleston, WV	434 miles
Charlotte, NC	171 miles
Chicago, IL	959 miles
Cincinnati, OH	638 miles
Columbia, SC	138 miles
Daytona Beach, FL	426 miles
Detroit, MI	838 miles
Indianapolis, IN	763 miles
Lexington, KY	563 miles
Memphis, TN	747 miles
Miami, FL	704 miles
Montreal, Que	1,049 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	370 miles
Washington, DC	450 miles

## OCEAN WATER TRIVIA

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

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

Source: South Carolina State Climate Office

# RESEARCH PROJECTS

In an effort to meet the business and leisure travelers’ needs, research projects and surveys are continuously being conducted at the Myrtle Beach Area Chamber of Commerce. The information obtained from these studies enable the chamber to target 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 on-line and complete the survey. In 2010, over 1100 people completed the survey and 17% of them were first time visitors to the area. Ninety-four percent were leisure vacationers to the area and 55% of them took a family vacation. While here, 93% went to the beach, 76% went shopping and 39% attended an amusement or attraction. Over 93% 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 2010 there was a change in what would impact travel plans, with 52% stating time availability, 43% stating a decrease in disposable income and 32% stating the economy; the percentage of these impacts have all decreased since 2009. The tracker also measures awareness of Myrtle Beach advertising. In the beginning of 2010 awareness of Myrtle Beach indicated TV advertising was 38%, Internet ad was 34% and the website was at 15%. By the end of the year those numbers were 50%, 29% and 23% 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, 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 property’s data. In 2009 the database contained over 520,000 records, and in 2010 it contained over 454,000 records. The following table shows a comparison of 2009 vs. 2010 visitation by the top ten states and top five cities.

### 2009

#### North Carolina

Charlotte, Raleigh, Fayetteville, Greensboro, Albemarle

#### South Carolina

Florence, Greenville, Columbia, Charleston, Spartanburg

#### Virginia

Richmond, Roanoke, Lynchburg, Hardy, Danville

#### Ohio

Columbus, Cincinnati, Chillicothe, Cleveland, Dayton

#### Pennsylvania

Pittsburgh, Philadelphia, Harrisburg, Greensburg, York

#### Georgia

Austell, Atlanta, Augusta, Gainesville, Alpharetta

#### New York

Brooklyn, Buffalo, Rochester, Alcoa, New York

#### Tennessee

Knoxville, Johnson City, Maryville, Alcoa, Kingsport

#### Maryland

Baltimore, Waldorf, Frederick, Annapolis Junction, Aberdeen

#### West Virginia

Charleston, Huntington, Parkersburg, Beckley, Alkol

### 2010

#### 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, Alcoa

#### Maryland

Baltimore, Waldorf, Frederick, Annapolis Junction, Silver Spring

#### West Virginia

Charleston, Huntington, Beckley, Bluefield, Alkol

# TOURIST POPULATION

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

Year	Estimated Number of Visitors (in millions)
2003	12.8
2004	13.2
2005	13.8
2006	14.6
2007	15.2
2008	14.6
2009	13.7
<b>2010</b>	<b>14.0</b>

## 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 2010 conversion study of those who inquired about visiting the Grand Strand, 16 percent of our visitors came from North Carolina. Another 35 percent traveled from New York, Pennsylvania, Ohio, and Virginia. The following are the 2010 top 10 states of visitation in order: North Carolina, Ohio, New York, Pennsylvania, Virginia, South Carolina, Georgia, Tennessee, Kentucky, and Michigan.

## ANNUAL NUMBER OF INQUIRIES

The leading origins of visitor inquiries have consistently been Ohio, Pennsylvania, North Carolina, New York and Virginia. In 2010, the chamber received nearly 15,000 inquiries from foreign countries and approximately 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 5,476,603 visits and 23,792,786 page views in 2010.

Traffic to the VisitMyrtleBeach.com website originated from all 50 states and 203 different countries. The top ten states for web traffic were: North Carolina, South Carolina, New York, Pennsylvania, Georgia, Ohio, Virginia, Illinois, New Jersey, Tennessee and Maryland.

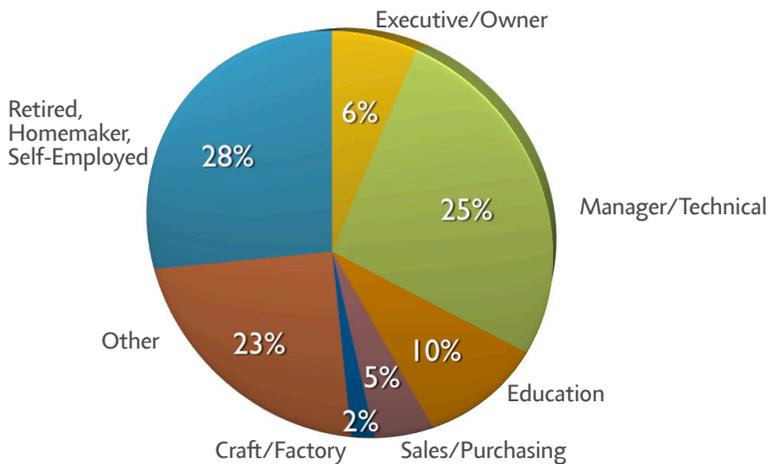
Sources: D.K. Shifflet & Associates, Ltd.; S.C. Department of Parks, Recreation and Tourism

# VISITOR PROFILE

Information about our visitors comes from various sources. The following aggregate statistics were gleaned from the 2010 In-Market Visitor Profile study conducted of visitors to the Grand Strand.

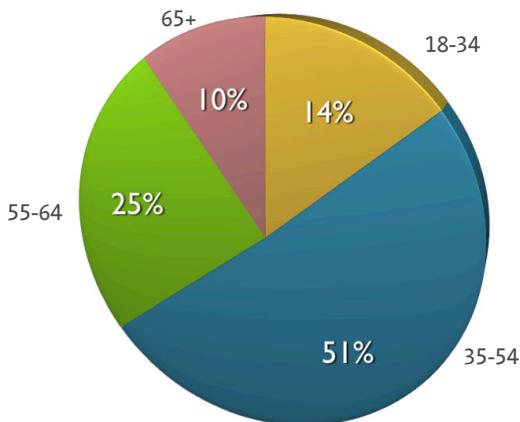
## VISITOR OCCUPATION

Of the visiting population 68% work full-time, 16% are retired, 8% are homemakers and 6% are self-employed.



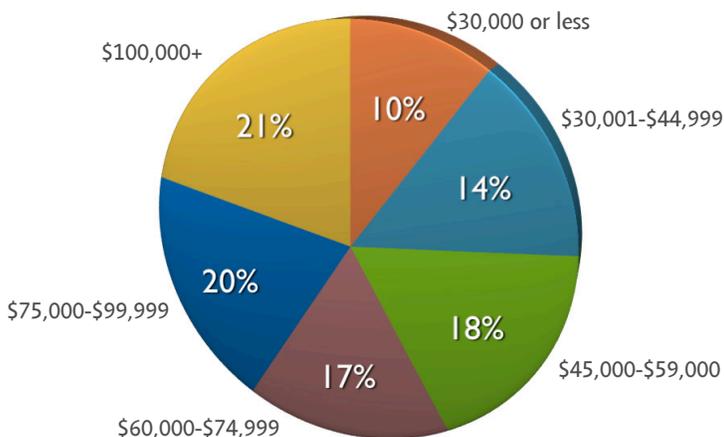
## VISITOR AGE

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	29%
Three adults or more	3%
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	17%
4 - 7 nights	64%
8 or more nights	19%

## VISITOR ACTIVITIES

The Grand Strand is rich with activities and amusements for leisure and business travelers alike. In 2010, 88% of the leisure visitors enjoyed shopping. Additionally, 93% of overnight visitors enjoyed eating dinner at a restaurant, 91% went to the beach, and 14% played golf.

## VISITOR CHARACTERISTICS

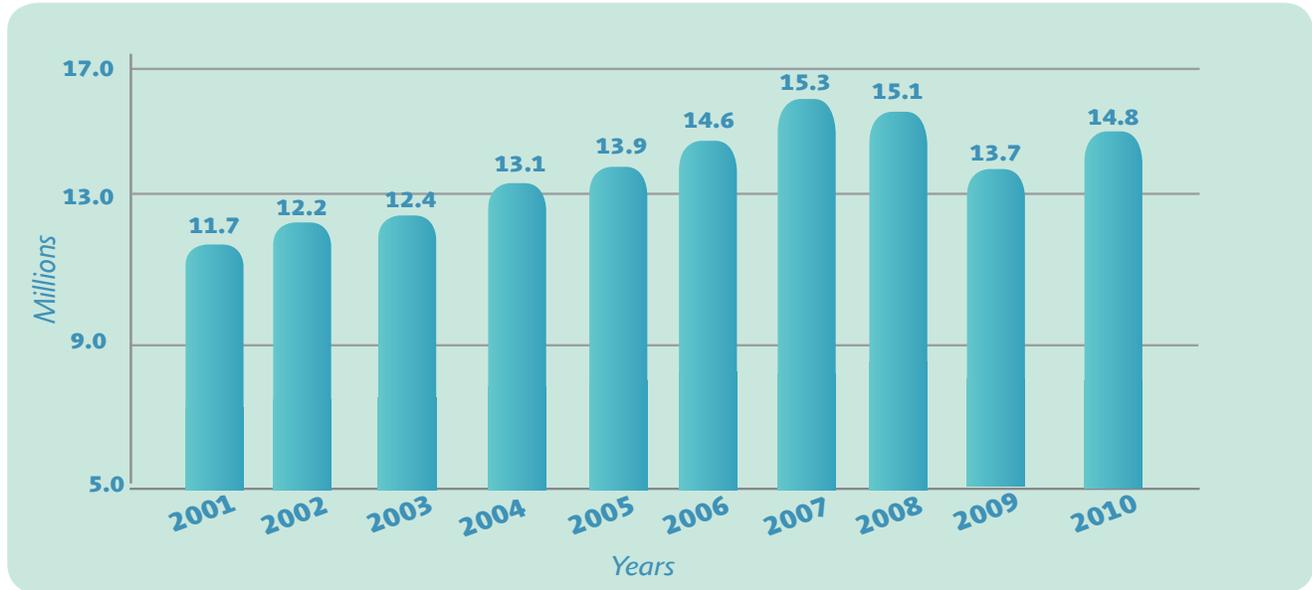
Grand Strand leisure travelers spent an average of \$121 per person per day, and group business travelers spent an average of \$190 per person per day. Furthermore, visitors typically used their own cars as their primary transportation (88%). Most Grand Strand visitors (49%) stayed in hotels, while 29% stayed in condos or villas.

Source: 2010 Myrtle Beach Area Chamber of Commerce In-Market Visitor Profile Study; 2010 Conversion 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.

**2001-2010 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](http://scprt.com).

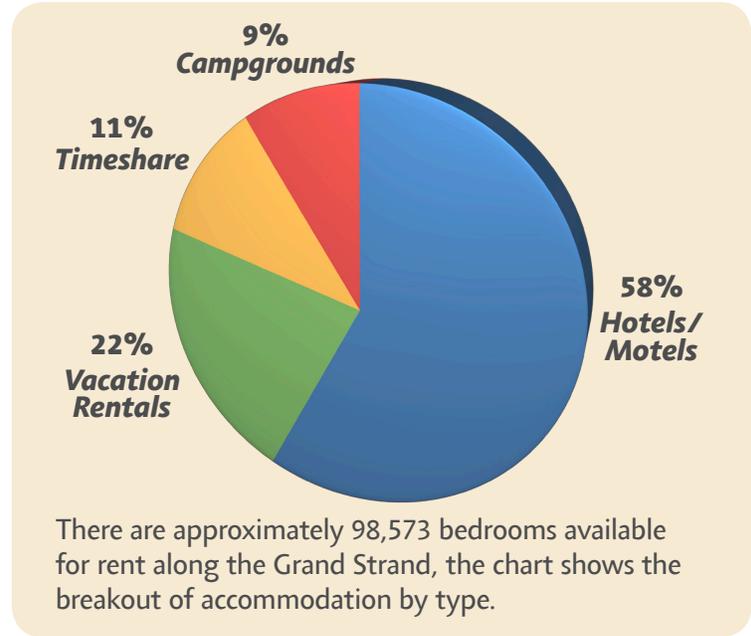
	2008		2009		2010	
	Occ. Rate	ADR	Occ. Rate	ADR	Occ. Rate	ADR
January	28.0	\$61.48	24.8	\$58.89	24.3	\$56.77
February	40.5	\$66.18	34.4	\$63.18	32.9	\$62.77
March	56.4	\$83.55	42.8	\$73.55	44.9	\$72.45
April	54.0	\$88.95	53.6	\$83.86	54.6	\$83.69
May	58.0	\$109.90	48.4	\$92.93	51.8	\$91.50
June	72.4	\$125.91	67.6	\$110.72	74.2	\$117.53
July	79.4	\$139.64	79.4	\$128.65	87.1	\$139.27
August	70.2	\$123.04	66.9	\$112.13	70.2	\$117.76
September	42.7	\$81.09	49.3	\$81.15	55.5	\$86.26
October	43.0	\$75.50	39.7	\$71.35	45.6	\$76.41
November	34.0	\$65.79	31.9	\$60.47	34.5	\$64.27
December	24.8	\$55.60	25.4	\$54.42	25.8	\$57.92
<b>Yearly Average</b>	<b>50.3</b>	<b>\$89.72</b>	<b>47.0</b>	<b>\$82.61</b>	<b>50.1</b>	<b>\$85.55</b>

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	2008		2009		2010	
	Occ Rate	ADR	Occ Rate	ADR	Occ Rate	ADR
January	26.6	\$56.33	22.1	\$48.96	21.7	\$46.57
February	40.1	\$58.25	34.3	\$54.94	29.8	\$54.24
March	52.6	\$80.05	40.3	\$66.78	44.9	\$69.84
April	47.4	\$102.16	52.3	\$86.82	54.2	\$85.48
May	51.9	\$117.68	43.3	\$96.57	48.4	\$91.40
June	73.4	\$150.56	70.6	\$121.51	77.4	\$121.07
July	81.6	\$165.74	84.5	\$140.78	91.5	\$147.28
August	72.5	\$129.84	76.8	\$116.58	76.1	\$120.79
September	46.5	\$85.63	55.6	\$80.96	59.8	\$85.73
October	43.6	\$76.48	42.2	\$64.64	43.9	\$72.18
November	35.3	\$65.79	30.9	\$53.87	31.6	\$57.68
December	22.2	\$52.90	22.1	\$47.56	18.6	\$52.80
Yearly Average	49.5	\$95.12	47.9	\$81.66	49.8	\$83.76

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, 2010 and ending August 31, 2010, and a comparison to the summer months beginning June 1, 2009 and ending August 31 2009.

Property Type	2010 Occupancy	2009 Occupancy	% Change	2010 ADR	2009 ADR	% Change
Hotels/ Condotels & Campsites	81.7%	76.3%	7.1%	\$129.86	\$125.72	3.3%

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

Property Type	2010 Occupancy	2009 Occupancy	% Change	2010 ADR	2009 ADR	% Change
Vacation Rental Properties (7 day rental)	83.2%	84.7%	-1.7%	\$485.27	\$471.24	2.9%

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

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

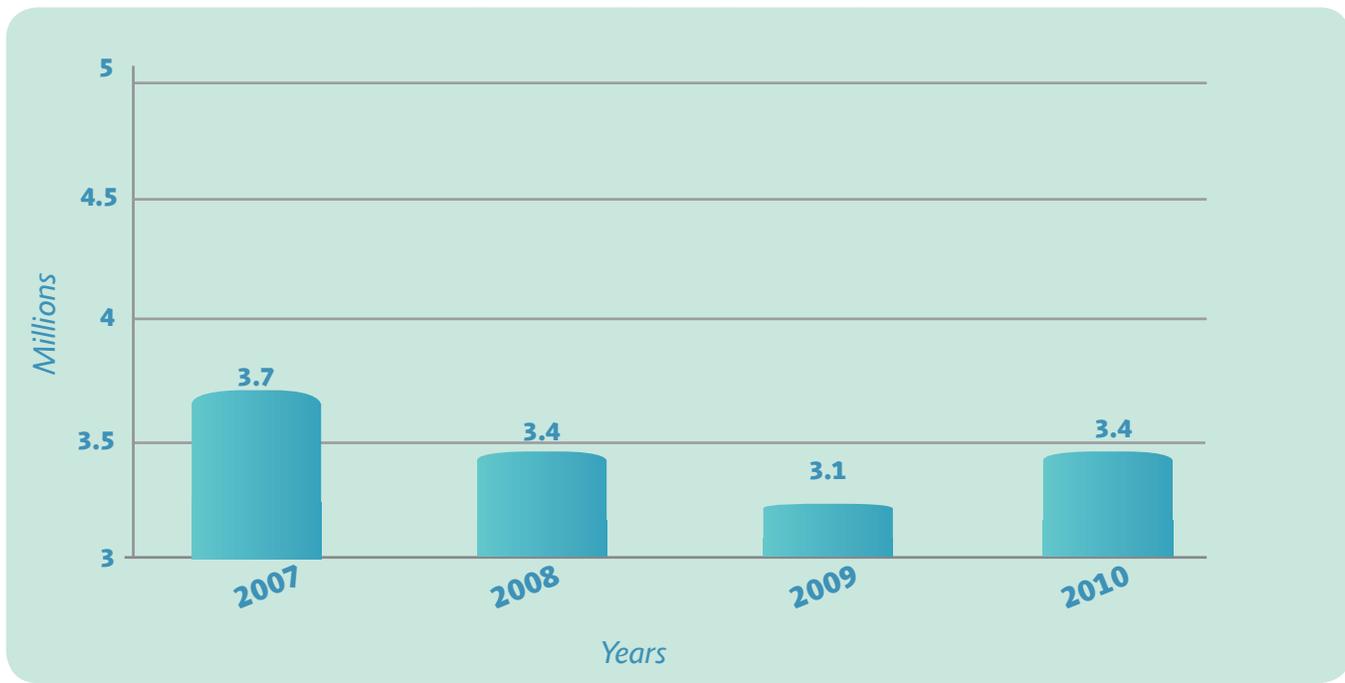
Source: Coastal Carolina University

# GOLF

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

In 2010, 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 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 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. For more information, please visit: [www.FlyMyrtleBeach.com](http://www.FlyMyrtleBeach.com).

## 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
2002	628,923	631,368
2003	666,545	668,951
2004	766,268	768,944
2005	781,088	785,321
2006	716,484	723,900
2007	839,450	844,373
2008	782,021	783,351
2009	743,206	742,187
2010	869,032	867,106

## MYRTLE BEACH INTERNATIONAL AIRPORT

Located approximately one mile from the Atlantic Ocean in Myrtle Beach, 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 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 completed in January 2013. MYR is currently served by 8 airlines with non-stop service to over 25 destinations.

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.MBITAP.com](http://www.MBITAP.com)

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

## CONVENTIONS & MEETINGS

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

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

Promoting the Myrtle Beach area as a group destination involves telemarketing, trade show promotion, sales events and activities, direct mailing and advertising placements. A total of 647 leads were generated during 2011, creating 124,200 new room nights. The CVB staff also provided in-market services for 312 groups with a total of 47,732 attendees.

In 2011, the Myrtle Beach Area Convention & Visitors Bureau contracted Coastal Carolina University to conduct a group business impact study. In the Myrtle Beach market, this group business generally comes from one of six sources: associations, corporations, government, sports organizations, motor coach, or SMERF – social, military, educational, religious and fraternal special markets.

Group business is a constituent of the accommodations industry. The estimated economic impact on the local economy includes:

- \$251 million in total output (sales)
- \$83.9 million in labor income
- 3,976 full and part-time jobs

These benefits impact the local community's public and private sectors. For example, each 100 employees directly servicing group business creates the need for an additional 21 employees from the local economy. Direct expenditures from two separate categories were analyzed in this study to determine the total economic impact. The direct expenditures break down as follows:

- Hotel Stay Expenditures Attributed to Group Business: \$49.4 million

*Source: Coastal Carolina University*

# THREE-YEAR COMPARISON OF ECONOMIC INDICATORS (2007-2010)

## GROSS RETAIL SALES

County	07-08 Fiscal Year	08-09 Fiscal Year	09-10 Fiscal Year
Horry County	\$ 8,979,392,175	\$ 7,966,317,109	\$ 7,849,340,610
Georgetown County	\$ 1,351,251,067	\$ 1,239,674,535	\$ 1,148,063,838
<b>Total</b>	<b>\$10,523,905,001</b>	<b>\$10,330,643,242</b>	<b>\$ 8,997,404,448</b>

## GROSS RETAIL SALES

Year	Myrtle Beach	North Myrtle Beach	Surfside Beach	Horry County	Georgetown County
2008	\$2.43 billion	\$707 million	\$157 million	\$9.10 billion	\$1.34 billion
2009	\$2.31 billion	\$648 million	\$152 million	\$8.21 billion	\$1.31 billion
2010	\$1.91 billion	\$676 million	\$142 million	\$8.10 billion	\$1.21 billion

## ACCOMMODATIONS TAX COLLECTIONS

County	07-08 Fiscal Year	08-09 Fiscal Year	09-10 Fiscal Year
Horry County	\$ 15,437,568	\$ 14,028,835	\$ 13,902,715
Georgetown County	\$ 1,398,777	\$ 1,339,356	\$ 1,336,714
<b>Total</b>	<b>\$ 15,581,798</b>	<b>\$ 16,337,768</b>	<b>\$ 15,239,429</b>

## ADMISSIONS TAX COLLECTIONS

County	07-08 Fiscal Year	08-09 Fiscal Year	09-10 Fiscal Year
Horry County	\$ 9,905,591	\$ 9,066,868	\$ 8,680,904
Georgetown County	\$ 1,056,590	\$ 952,712	\$ 860,811
<b>Total</b>	<b>\$ 10,477,647</b>	<b>\$ 10,962,181</b>	<b>\$ 9,541,715</b>

## UNEMPLOYMENT

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

County	2008	2009	2010
Horry County	122,061 (7.2%)	114,922 (12.2%)	131,995 (11.9%)
Georgetown County	28,113 (7.6%)	27,210 (12.3%)	30,376 (12.3%)

## MYRTLE BEACH INTERNATIONAL AIRPORT

(number of passengers)

	2008	2009	2010
Departures	783,351	742,187	867,106
Arrivals	782,021	743,206	869,032

## RESIDENTIAL CONSTRUCTION - NEW PERMITS

(additions and alterations not included)

Horry County	2008			2009			2010		
	Bldgs	Units	Value	Bldgs	Units	Value	Bldgs	Units	Value
Myrtle Beach	79	588	\$133,417,444	77	124	\$ 13,524,451	119	119	\$ 19,893,801
North Myrtle Beach	150	562	\$129,361,077	116	270	\$ 63,482,573	148	214	\$ 49,060,764
Surfside Beach	16	16	\$4,331,078	11	11	\$ 2,316,085	13	13	\$ 2,170,501
<b>Total Horry County</b>	<b>1,920</b>	<b>2,997</b>	<b>\$519,904,760</b>	<b>1476</b>	<b>1711</b>	<b>\$252,250,247</b>	<b>1400</b>	<b>1508</b>	<b>\$224,298,934</b>

Georgetown County	2008			2009			2010		
	Bldgs	Units	Value	Bldgs	Units	Value	Bldgs	Units	Value
Georgetown	8	8	\$1,166,000	3	3	\$ 272,500	0	0	\$ 0
Georgetown Unincorp.	229	229	\$58,621,721	127	129	\$30,571,756	140	140	\$29,695,801
<b>Total Georgetown County</b>	<b>239</b>	<b>239</b>	<b>\$59,957,721</b>	<b>131</b>	<b>133</b>	<b>\$30,961,256</b>	<b>140</b>	<b>140</b>	<b>\$29,695,801</b>

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: 2010-2011

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 2011. These include entertainment centers, restaurants, motels, golf courses, business and resort centers and general services.

### RESTAURANTS

In 2010, Broadway at the Beach premiered several new restaurants, including **Wet Willies, Sharkey's Bar and Grill, Pizza Hut Express, State Fair, Mason's at the Beach, and Baja Bistro**. That trend continued in 2011 with the opening of additional restaurants throughout Broadway at the Beach, including **Good Time Charley's, Carlos'n Charlie's, Capriz, and Titled Kilt**. In September of 2011 the Grand Strand also welcomed numerous restaurants, including **Deli One** in Myrtle Beach, **Mulligan's** in Little River, **Rocco's New York Deli and Café** in Longs, **Mancuso's Italian Restaurant** in Conway, and **Sweet Violet Bakery** at Ebb and Flow Art Co-op in Murrells Inlet.

### ACCOMMODATIONS

**The Inlet Sports Lodge** welcomed its first members in Murrells Inlet in September of 2010, offering such amenities as a 17 foot Triton for each member, membership to several area golf courses and parks, and a pool complete with a waterfall. In May of 2011, the **Aqua Beach Inn** opened in Myrtle Beach, offering a central location within walking distance to many Myrtle Beach attractions.

### OTHER BUSINESSES

In 2010, the 1.2 mile **Myrtle Beach Boardwalk** opened, spanning from 2<sup>nd</sup> Avenue Pier to the 14<sup>th</sup> Avenue Pier. The **2<sup>nd</sup> Avenue Pier** completed its renovations in June of 2010, the same month that the **Soar and Explore** ropes course and zip line premiered at Broadway at the Beach. At the same time, **The Family Fun Park** opened at Myrtle Beach Mall, complete with a carousel and Ferris wheel. **The Fun Warehouse** opened in October of 2010, offering adults and children the chance to play laser tag, go roller skating, and enjoy an arcade with inflatables. Stores that opened in 2010 at Myrtle Beach Mall include **Belk, Cool Shades, Countertops and More Home Design Center, Grant's Furniture and Interiors, Reflection Jewelry, Southern Peanuts, Timeless Memories, and Tulips**. During that time, Broadway at the Beach also opened **Sanibel Sunglass Company, Sports Fanatics, Vintage House, Euphoria, Xcell Wireless Technologies and Accessories, Tervis Tumbler, and Zhedo Fashions**. The Myrtle Beach area welcomed **The Book Warehouse, Dollar General, A. C. Moore, Thrifty Car Sales, The Diet Center, Myrtle Beach Recycling, Inc., Sober Scooter and a new Walmart** in 2010. In 2011, several attractions opened in Myrtle Beach, including **Wonderworks**, an interactive museum for adults and children, the **Myrtle Beach SkyWheel**, a 72 foot Ferris Wheel on Ocean Boulevard, and **Pirates Voyage**, a new dining attraction resulting from renovations of the former Dixie Stampedede. **Legends in Concert** moved to a new location near Broadway at the Beach in March of 2011 and **Greg Norman Champions Golf Academy** opened its doors in the spring of 2011. In 2011, renovations at the Murrells Inlet Square Mall finished and **Frank Entertainment** premiered its combination 12 screen movie theater, bowling alley, and arcade. **The Fresh Market** opened in Pawleys Island in June of 2011 while **Hometown Hardware** opened in Myrtle Beach at the same time. **Bank of America** opened a new location on Pine Island Road in Myrtle Beach in 2011. **Destination King**, an event and meeting planner, opened a site in Myrtle Beach in May of 2011. **Seacoast Medical Center** completed renovations in 2011 and expanded to include 52 additional beds.

### ON THE HORIZON

**Pittsburgh Institute of Aeronautics** is set to open its Myrtle Beach Campus in January of 2012, to partner with Horry Georgetown Tech's aviation program and offer an associate's degree program. **Radical Ropes** is planning to open in 2012 to provide Myrtle Beach with a five-acre high ropes course and extreme zip lines. **Peaches Corner**, a downtown Myrtle Beach institution since 1937, is undergoing major renovations during the offseason and will unveil a new but "old-school Myrtle Beach" look when the project is completed in early 2012.

*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.

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 (2009) has grown by 35 percent since 2000.

During 2010, the housing market in Horry County was impacted in much the same way as the rest

of the nation; the number of new single-family residential permits decreased by five percent from 2009. The number of multifamily permits decreased 58 percent from 2009, which equated to a 77 percent decrease from 2008 permits.

The dollar value of single-family construction permits in 2010 decreased two percent from 2009, while the dollar value of multifamily permits decreased approximately 11 percent in that same time period.

In 2010, 1,400 new residential building permits were issued in Horry County at a value of more than \$224 million. That was a five percent decrease from the 1,476 new residential building permits issued for the same time period in 2009, at a value of more than \$252 million.

## RESIDENTIAL CONSTRUCTION PERMITS

Year	Single-Family Residences		Multifamily Residences			Total
	Bldgs.	Value	Bldgs.	Units	Value	
2000	1,907	\$221,025,428	176	2,585	\$185,456,703	\$406,482,131
2001	2,030	\$235,294,480	149	2,238	\$169,840,608	\$405,135,088
2002	2,432	\$308,263,395	114	1,585	\$178,009,874	\$486,273,269
2003	3,363	\$446,663,759	113	1,767	\$177,879,155	\$624,542,914
2004	4,253	\$582,130,732	220	2,815	\$274,627,300	\$856,758,032
2005	6,471	\$936,513,534	345	5,357	\$685,307,577	\$1,621,821,111
2006	6,452	\$961,143,644	210	3,851	\$520,111,473	\$1,481,255,117
2007	3,813	\$606,313,278	91	1,455	\$203,679,539	\$809,992,817
2008	1,867	\$291,655,836	52	1,128	\$227,984,954	\$519,904,760
2009	1,457	\$209,682,370	19	254	\$42,567,877	\$252,250,247
2010	1,388	\$205,112,076	12	120	\$19,186,858	\$224,298,934

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 \$239,900 in 2005. This same report recorded the average annual price of a home decreased to \$230,219 in 2010, a decrease of four percent. The rental price of a housing unit has increased one 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 \$632.

Sources: U.S. Bureau of the Census: Manufacturing and Construction Division

# LABOR INFORMATION

## LARGEST NON-MANUFACTURING EMPLOYERS IN HORRY COUNTY

Employer	# of Employees	Phone Number
1. Horry County School District	5400	(843) 488-6900
2. Wal-Mart	2276	(843) 215-3688
3. Horry County Government	2076	(843) 205-5000
4. Coastal Carolina University	1382	(843) 448-1481
5. Conway Hospital	1325	(843) 347-7111
6. Grand Strand Regional Medical Center	1134	(843) 692-1000
7. Food Lion	929	Apply Online
8. Blue Cross/ Blue Shield	900	(843) 650-6100
9. Loris Health Care System	900	(843) 716-7000
10. Myrtle Beach National	829	(843) 282-8980
11. City of Myrtle Beach	828	(843) 918-1000
12. HTC Communications	719	(843) 365-2151
13. Burroughs & Chapin Company	675	(843) 448-5123
14. Wyndham Vacation Ownership	589	(843) 281-3300
15. Lowe's Building/Supply	585	(843) 626-1700
16. Santee Cooper Electric	576	(843)761-8000
17. Kingston Plantation	500	(843) 449-0006
18. Sands Oceanfront Resorts	500	(843) 449-7441
19. Bi-Lo	461	(843) 626-7400
20. Ocean Lakes Family Campground	457	(843) 238-5636

## 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. Wolverine Brass..... 150  
(Conway)
4. Precision Southeast, Inc. .... 120  
(Myrtle Beach)
5. New South..... 105  
(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: 2011 S.C. Industrial Directory; ReferenceUSA.gov.com

Sources: Called businesses directly to verify employee numbers

# LABOR INFORMATION

The majority of jobs in Horry County are related to the services necessary to support tourism business. Approximately 65 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 2010 at 269,291. 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

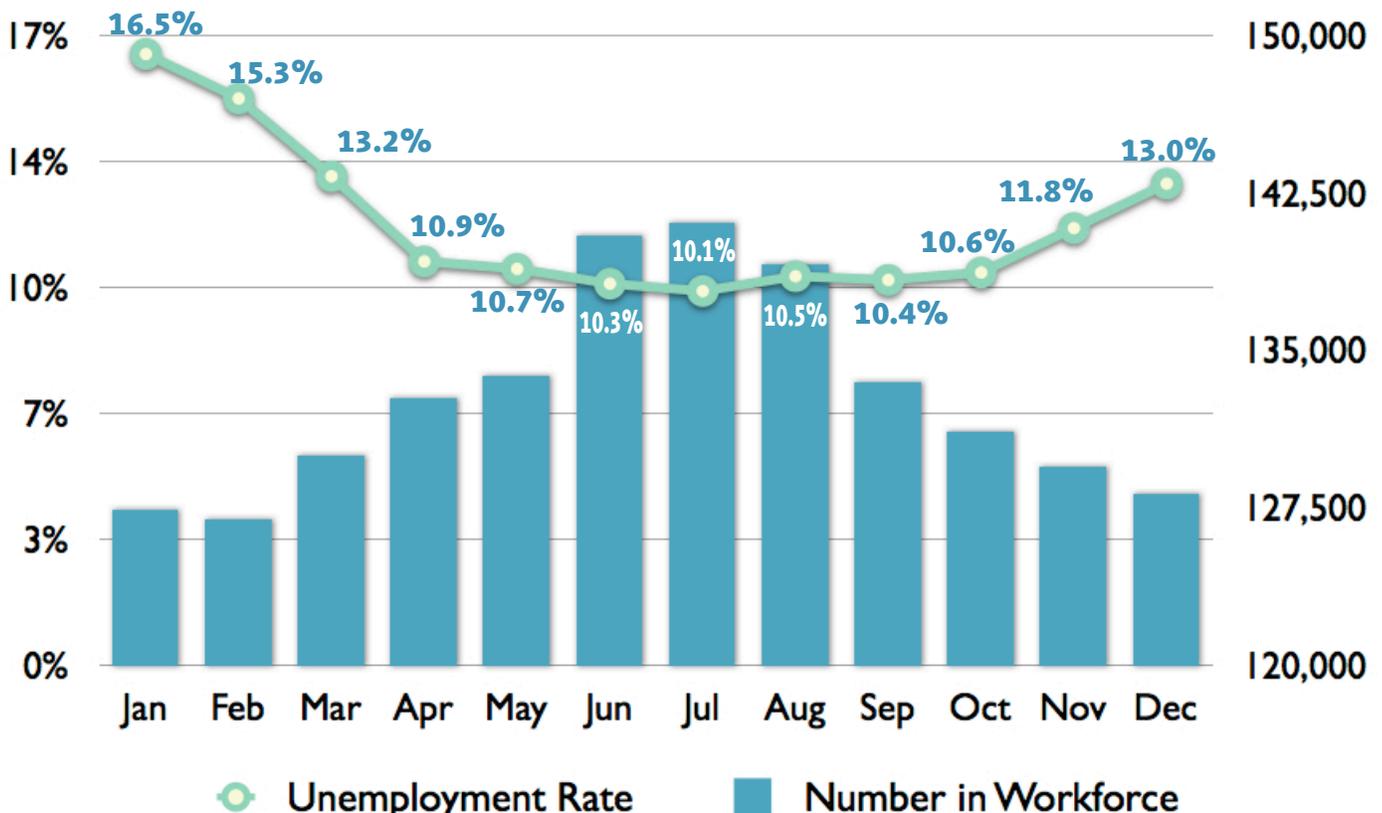
Average Monthly Employed	Manufacturing	Mining & Construction	Transportation & Public Utilities	Retail & Wholesale Trade	Finance, Insurance & Real Estate	Services	Government
116,231	2.9%	5.0%	1.8%	20.2%	6.6%	58.9%	4.7%

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

Over the years, Horry County has increased the number of employment opportunities and has seen a growth in population. In spite of the continued economic downturn in 2010, the annual average unemployment rate was 11.9 percent, compared to an annual average rate of 11.8 percent in 2009.

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

## 2010 HORRY COUNTY UNEMPLOYMENT



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

## 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)	220.8	143.2	416.0	141.2	122.1	124.6	145.5
Washington, DC	144.4	112.4	239.7	105.5	106.4	101.8	102.0
Hilton Head, SC	112.7	104.3	117.3	105.1	102.6	112.6	117.5
Miami, FL	104.6	104.1	106.5	96.0	108.1	103.7	105.0
Virginia Beach, VA	104.5	100.1	112.0	110.3	99.8	102.8	99.4
Charleston, SC	101.1	109.1	88.2	112.7	101.1	113.6	104.2
Wilmington, NC	99.8	110.4	92.5	111.3	104.7	105.8	97.4
Asheville, NC	99.7	102.0	96.7	111.9	97.5	100.3	96.8
Richmond, VA	98.1	102.4	94.1	106.4	102.1	113.0	94.3
Atlanta, GA	97.5	102.3	86.4	94.2	105.1	104.6	103.1
Orlando, FL	96.9	98.2	77.9	108.3	97.7	94.6	103.1
Agugsta, GA	95.7	107.7	94.1	106.4	102.1	113.0	94.3
<b>Myrtle Beach, SC</b>	<b>95.0</b>	<b>109.2</b>	<b>80.1</b>	<b>111.9</b>	<b>92.9</b>	<b>94.0</b>	<b>98.1</b>
Raleigh, NC	92.4	102.7	81.4	104.3	94.2	97.1	93.1

### AREA PRICES AS REPORTED IN THE COST OF LIVING INDEX

Average Apartment Rent	\$632 (two bedrooms, two baths, unfurnished, approx. 950 sq. ft., excluding utilities except water and sewer)
Average New Home Cost	\$235,394 (2,400 sq. ft. living area, conventionally built on site, three bedrooms, two baths, two-car garage)
Average Electric Bill	\$205.85 (based on 2400 sq. ft. living area)
Average Phone Charges	\$27.64 (private residence, not including long distance service)
Average Gasoline Price per Gallon	\$3.54 (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 2011)

# 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](http://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.mbredec.org](http://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 Count Economic Development Commission**  
 716 Prince St.  
 Georgetown, SC 29440  
 (843) 545-3161  
[www.seegeorgetown.com](http://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](http://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 2010 census estimates Horry County's population at 269,291 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 six percent of the state's population.

## HORRY COUNTY POPULATION

(U.S. Census Bureau)

1990	144,053
2000	196,629
2005	228,578
2010	265,360*
2015	291,080*
2020	316,810*
2025	342,530*

\* projection

Georgetown County includes nearly 815 square miles. In 2010 its population was estimated at 60,158. Its population makes up a bit more than one percent of the states total.

## GEORGETOWN COUNTY POPULATION

(U.S. Census Bureau)

1990	46,302
2000	55,797
2005	59,534
2010	62,610*
2015	66,130*
2020	69,650*
2025	73,180*

\* projection

## NET MIGRATION

According to U.S. Census Bureau statistics released in July 2009, the Myrtle Beach Metropolitan Statistical Area, or Horry County, was one of the top 100 fastest growing counties in the United States. In the last nine years, the county experienced a 34 percent growth in population.

## RETIREES

Today, 30 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 (2009) grew by 42 percent.

Similarly in Georgetown County the population of persons 65 and over (2009) grew 23 percent since 2000.

## SMALLER COMMUNITIES

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

	2000	2010
Andrews	3,068	2,971
Atlantic Beach	351	412
Aynor	587	669
Briarcliffe Acres	470	554
Bucksport	1,117	1,117
Conway	11,788	17,103
Forestbrook	3,391	3,391
Garden City Beach	9,357	9,209
Georgetown	8,950	9,163
Little River	7,027	8,960
Loris	2,079	2,378
Murrells Inlet	5,519	7,547
Myrtle Beach	22,759	27,109
North Myrtle Beach	10,974	13,752
Pawleys Island	138	140
Red Hill	10,509	13,223
Socastee	14,295	19,952
Surfside Beach	4,425	4,838

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

# RESIDENT DEMOGRAPHIC INFORMATION

## HOUSEHOLD DEMOGRAPHICS (2005-2009 ESTIMATES)

	Horry County	Georgetown County
TOTAL NUMBER OF HOUSEHOLDS	106,733	22,092
<b>Family Households (Families)</b>	<b>68,809 (65%)</b>	<b>15,434 (70%)</b>
With own children under 18 years	25,876 (24%)	5,362 (24%)
Married-couple family	51,203 (48%)	11,735 (53%)
With own children under 18 years	16,612 (15%)	3,542 (16%)
Male householder, no wife present, family	4,558 (4%)	760 (3%)
With own children under 18 years	2,327 (2%)	336 (2%)
Female householder, no husband present	13,048 (12%)	2,939 (13%)
With own children under 18 years	7,937 (7%)	1,484 (7%)
<b>Non-Family Households</b>	<b>37,924 (36%)</b>	<b>6,658 (30%)</b>
Householder living alone	29,109 (27%)	5,614 (25%)
Householder 65 years and older	10,115 (10%)	2,489 (13%)
<b>Average Household Size</b>	<b>2.31</b>	<b>2.71</b>
<b>Average Family Size</b>	<b>2.78</b>	<b>3.27</b>

## RACIAL COMPOSITION (2005-2009 ESTIMATES)

County	Total Population	White	Black	Asian/American Indian	Other	Two or More Races	Hispanic or Latino
Georgetown	60,235	38,215	20,372	396	754	1,227	1,708
Horry	248,601	200,135	35,355	3,926	6,797	2,388	11,125

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

## AGE COMPOSITION (2005-2009 ESTIMATES)

County	Total Population	Under 5	5 – 19	20 – 64	65 or older	Median Age
Georgetown	60,235	3,650	11,400	34,896	10,289	43.1
Horry	248,601	15,363	41,573	149,712	41,953	41.0

## INCOME DEMOGRAPHICS

County	Per Capita Personal Income (2008)	Median Family Income (2009 estimate)
Georgetown	\$36,707	\$53,000
Horry	\$29,383	\$52,400

## EDUCATIONAL ATTAINMENT FOR PERSONS 25 YEARS AND OVER (2005-2009)

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	41,877	2,432	4,612	13,605	8,088	3,909	5,980	3,251
Horry	176,465	7,156	16,800	61,010	37,259	17,256	24,716	12,268

## RESIDENTIAL POPULATION PROJECTION (2009)

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

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

## HEALTHCARE



### Conway Medical Center

300 Singleton Ridge Road  
Conway, SC 29526  
(843) 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  
(843) 692-1000

In 2010, this acute care hospital, with 219 beds, treated over 69,000 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 250 physicians, over 1,200 staff members, and 200 volunteers.



### Loris Community Hospital

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

As a part of the Loris Healthcare System, Loris Community Hospital, with 105 beds, works in conjunction with Seacoast Medical Center 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.



### Seacoast Medical Center

4900 Highway 9 East  
Little River, SC 29566  
(843) 390-8100

Seacoast Medical Center completed renovations in 2011, adding 52 beds and a new cafeteria to its facility, in order to better serve the almost 40,000 emergency patients who visit the Seacoast Medical Center and Loris Community Hospital each year. Seacoast Medical Center 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  
(843) 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 245,000 people along the Atlantic coastline of northeastern South Carolina. A 12-member board of education, elected from single-member districts govern the school district, with the chairman being elected at large. The superintendent is appointed by the board.

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

## RECENT HONORS

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

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

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

Horry County School District is the fastest growing and the 3rd largest overall among South Carolina's 85 school districts. Ninety-Eight percent of Horry County schools received Absolute ratings of Excellent, Good or Average compared to 84 percent statewide.

## STATISTICS

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

Number of Schools:	
Total.....	51
Primary/Elementary Schools .....	26
Middle Schools.....	11
High Schools .....	10
Career Centers/Academies.....	2
Alternative Schools .....	1
Charter Schools .....	2

## QUICK FACTS

The ethnic distribution is 70 percent White, 21 percent Black, 7 percent Hispanic and 1 percent other.

Enrollment in the public schools (grades K-12) in 2010 was 37,421.

The district serves academically gifted students beginning in 3rd grade. The Scholars' Academy is available for the highest achieving students in grades 9-12 on the campus of Coastal Carolina University and offers college level and accelerated programs of study.

There were 2,126 high school graduates in 2010 with 73 percent attending a two or four year college.

The total number of full-time employees is 5,295, and the total number of classroom teachers is 2,479.

The salary range for a teacher with a bachelor's degree is \$34,270 to \$58,798. The average salary is \$52,479

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

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

### For more information:

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

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

# ADULT EDUCATION

<p><b>Coastal Carolina University</b>  P.O. Box 261954  Conway, SC 29528-6054  (843) 448-1481  <a href="http://www.coastal.edu">www.coastal.edu</a></p>	<p>Coastal Carolina has 9,063 students enrolled and offers baccalaureate degrees in 55 major fields of study and 40 undergraduate minors, as well as seven master’s degree programs in education, writing, coastal marine wetland studies, and MBA, seven cooperative degree programs with other South Carolina universities and ten international exchange programs.</p>
<p><b>Horry-Georgetown Technical College</b>  P.O. Box 261966  Conway, SC 29528  (843) 347-3186  <a href="http://www.hgtc.edu">www.hgtc.edu</a></p>	<p>Horry-Georgetown Technical College has over 10,037 students enrolled in regular curriculum programs. The comprehensive commuter college has three campuses and offers more than 70 associate degree diplomas and certificate programs.</p>
<p><b>Webster University</b>  4589 Oleander Drive  Myrtle Beach, SC 29577  (843) 497-3677  <a href="http://www.webster.edu/southcarolina">www.webster.edu/southcarolina</a></p>	<p>Webster University is an independent, comprehensive, multi-campus, international university with graduate programs at its Myrtle Beach campus. Weeknight and weekend classes are available for the working adult.</p>
<p><b>Miller-Motte Technical College</b>  2451 Highway 501 East  Conway, SC 29526  (843) 591-1100  <a href="http://www.miller-motte.edu">www.miller-motte.edu</a></p>	<p>Miller-Motte Technical College is a modern state of the art facility in a closed campus environment. The facility has administrative offices, computer and medical labs, classrooms, a learning resource center, bookstore and student lounge. The following is a list of the program offerings; Cosmetology, Esthetics Technology, Massage Therapy, Medical Assisting, Medical Office, Assisting, and Medical Clinical Assistant.</p>
<p><b>Fortune Academy of Real Estate</b>  951-B Shine Avenue  Myrtle Beach, SC 29577  (843) 839-1131  <a href="http://www.fortuneacademy.com">www.fortuneacademy.com</a></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. They now offer classes in real estate, home inspection, appraisal, and mortgage lending.</p>
<p><b>Carolina College of Cosmetology</b>  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 2010) showed Horry County’s population at 269,291 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 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 233 commissioned officers and 19 civilian employees for a total of 252. Approximately 279 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 .....	233
Number of equipped police cars .....	279

### 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](http://www.horrycounty.org)

Source: Horry County Public Information Office

# LOCAL COMMUNITIES

## TOWN OF SURFSIDE BEACH

Incorporated in 1964, the Town of Surfside Beach is located 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](http://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](http://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 new 142 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](http://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](http://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 ..... 48  
 Number of full-time and volunteer firemen ..... 39  
 (33 full time/6 volunteers)

**For more information:**

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

## LORIS

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

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

**For more information:**

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

## AYNOR

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

### GOVERNMENT

Number of council members, including the mayor ..... 5  
 Length of term for council (in years) ..... 4  
 mayor ..... 2  
 Number of full-time police officers ..... 5  
 Number of part-time police officers ..... 1  
 Number of equipped police cars ..... 6

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

**For more information:**

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

## LITTLE RIVER

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

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

**For more information:**

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

Sources: Conway Chamber of Commerce; Loris Chamber of Commerce; Town of Aynor; Little River Chamber of Commerce

## 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 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.

## 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) 915-7323

### **Myrtle Beach City Hall**

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

### **Myrtle Beach Convention Center**

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

### **Myrtle Beach Golf Holiday**

3901 N. Kings Hwy. Ste. 22-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**

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

### **Waccamaw Regional Council Of Governments**

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

### **Myrtle Beach International Airport**

1250 Airdome Ave.  
Myrtle Beach, SC 29577  
(843) 448-1580

THE MYRTLE BEACH AREA CHAMBER OF COMMERCE  
843.626.7444 • [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com)