

MBDA Board Meeting

December 9, 2021

# Myrtle Beach Downtown Development Framework

JLP+D

PLAN + PROCESS

# Agenda



Why Downtowns Matter



An Action Plan for Downtown Myrtle Beach



# Why Downtowns Matter



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Why should everyone care about the future of  
Downtown Myrtle Beach?

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# Value of Healthy Downtowns

Healthy downtowns **drive city economies,**

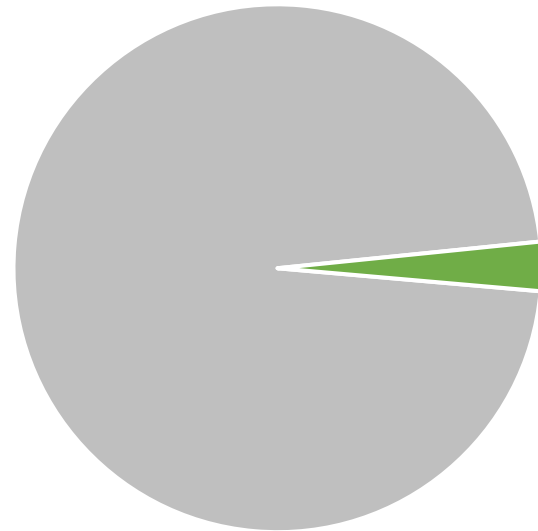
They make an **outsized contribution to tax revenue,**

They help a city **better compete for talent & resources,**

And they are **central to a city's identity, image & brand**

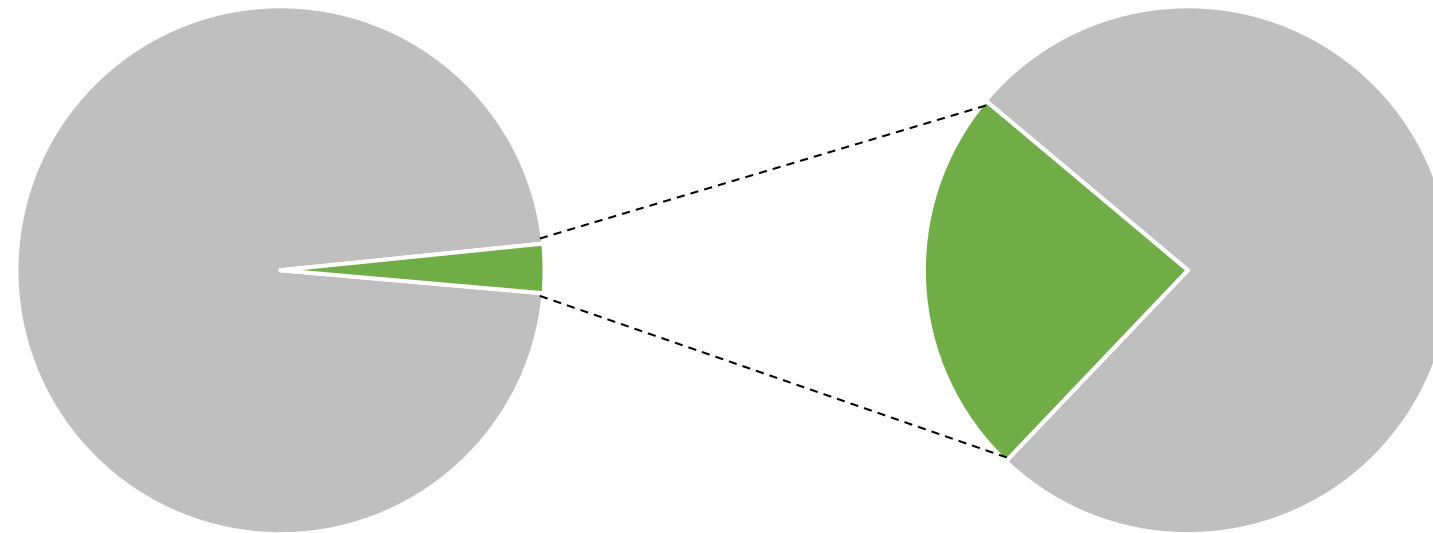


# Drive City Economies



On 3% of city land,  
they contribute...

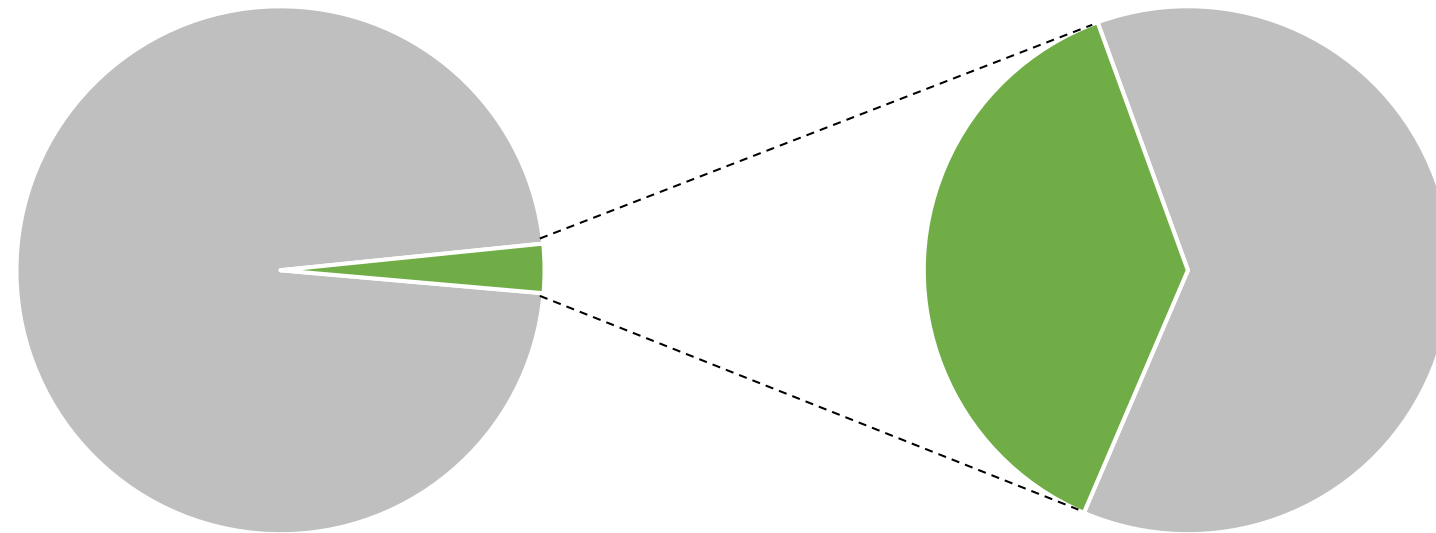
# Drive City Economies



On 3% of city land,  
they contribute...

24% of total  
employment

# Drive City Economies

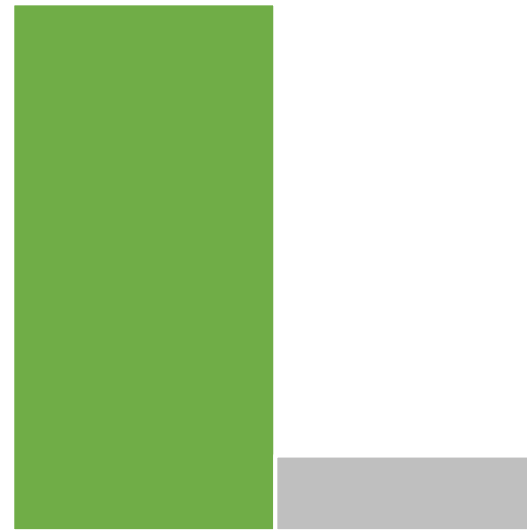


On 3% of city land,  
they contribute...

38% of all  
office space

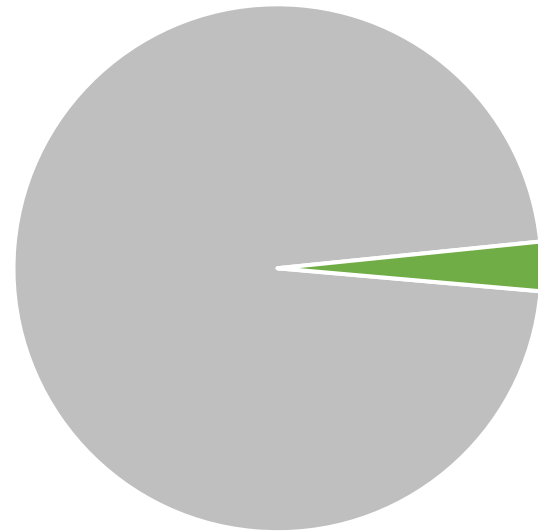


# Drive City Economies



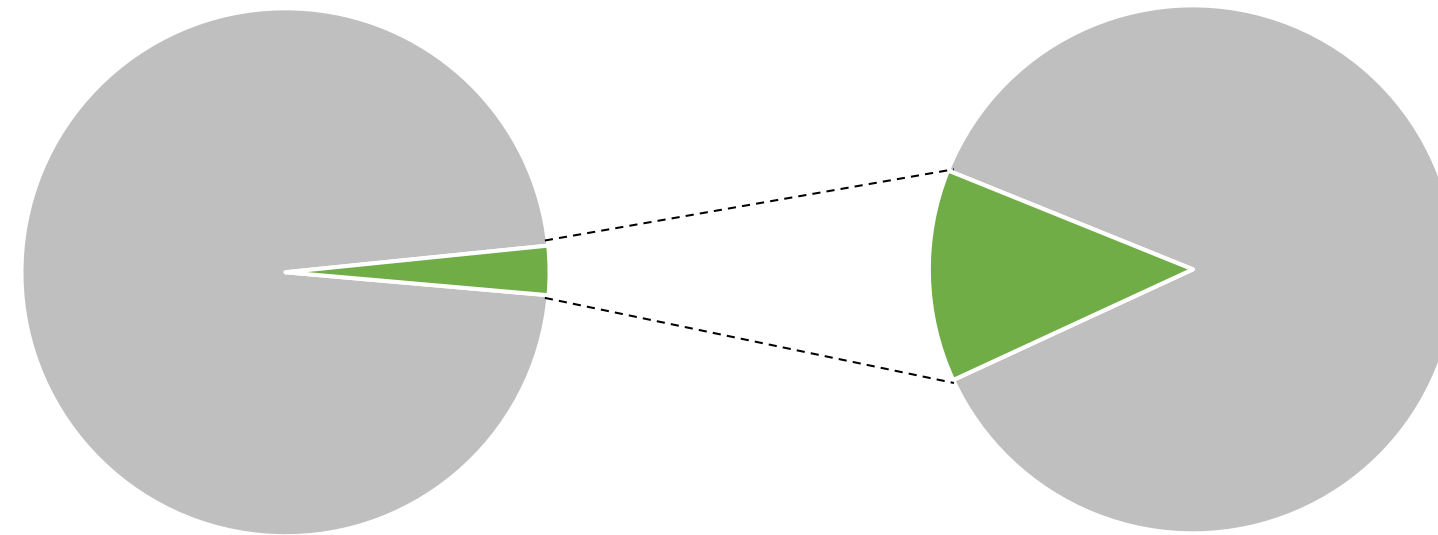
...and they have 7x  
the retail sales  
(per square mile)

# Outsized Contribution to Tax Revenues



On 3% of city land,  
they generate...

# Outsized Contribution to Tax Revenues

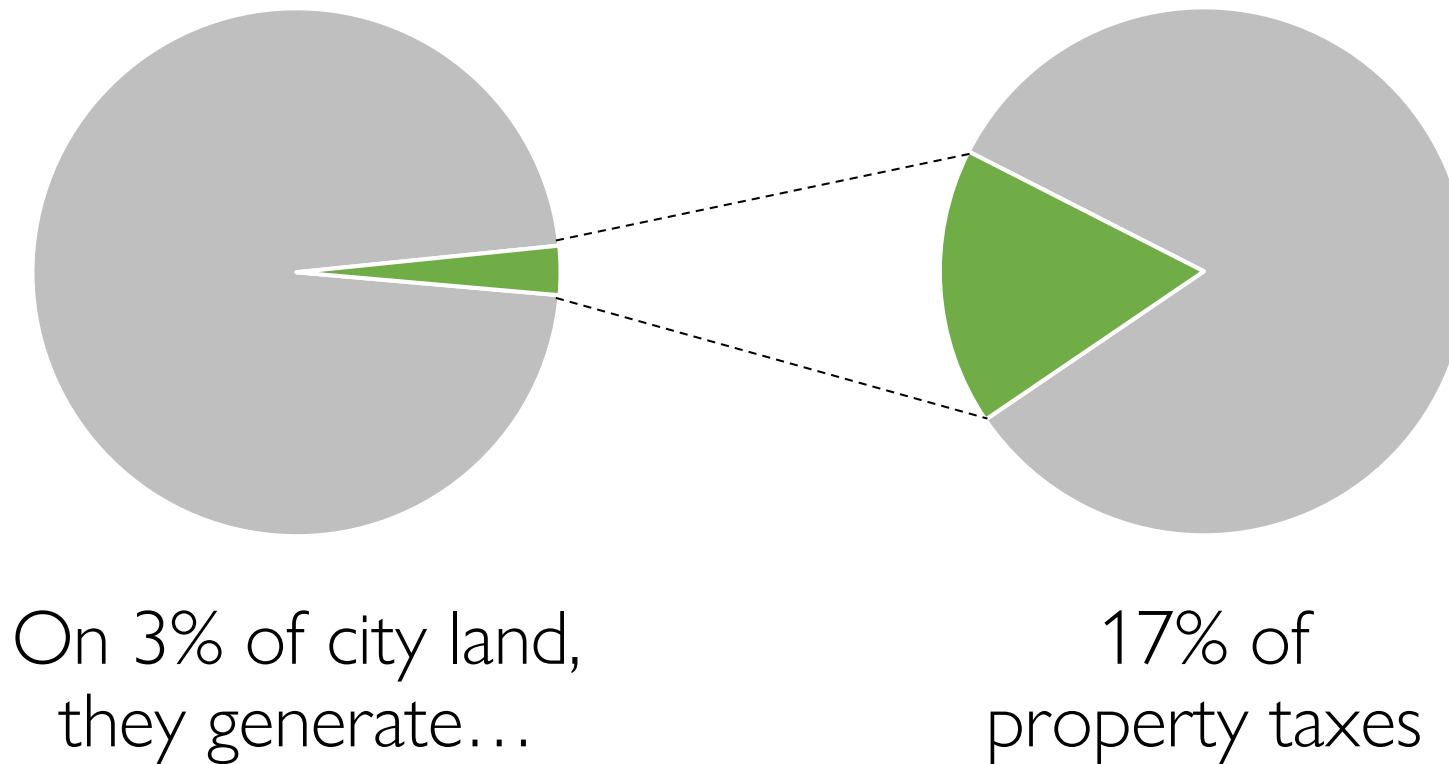


On 3% of city land,  
they generate...

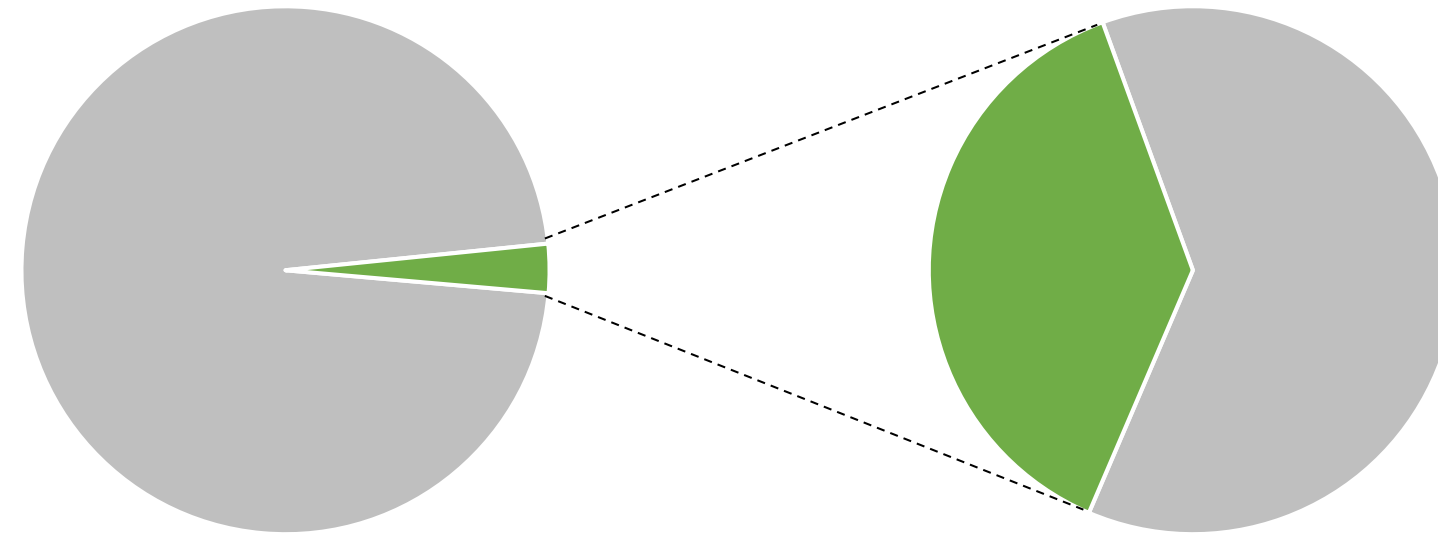
13% of  
sales taxes



# Outsized Contribution to Tax Revenues



# Outsized Contribution to Tax Revenues



On 3% of city land,  
they generate...

and 38% of  
hotel taxes

# Better Compete for Talent & Resources

Downtowns are younger

46% of residents are Millennials (age 18-34) versus 23% nationally

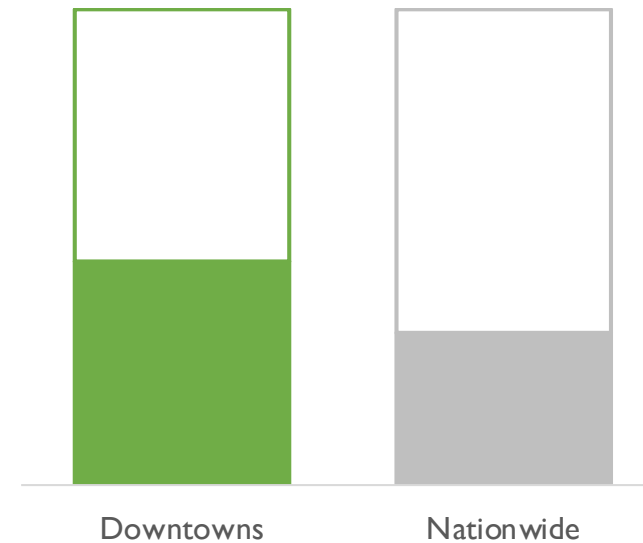




# Better Compete for Talent & Resources

And better educated

47% of residents have a Bachelor's degree versus 32% nationally



# Central to a City's Identity, Image & Brand

When visitors think of Myrtle Beach, they think of the heart of downtown, as families have for generations



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**Capital follows talent.**

**Talent follows place.**

**Place needs investment.**

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# Healthy Downtowns & Place Management

Healthy downtowns require a governing entity dedicated to “place management”. These entities (when properly resourced and authorized) are proven to be effective at:

- Cultivating downtowns that generates economic value and tax revenue
- Addressing public safety and other social issues affecting downtown
- Advancing the implementation and execution of plans and projects

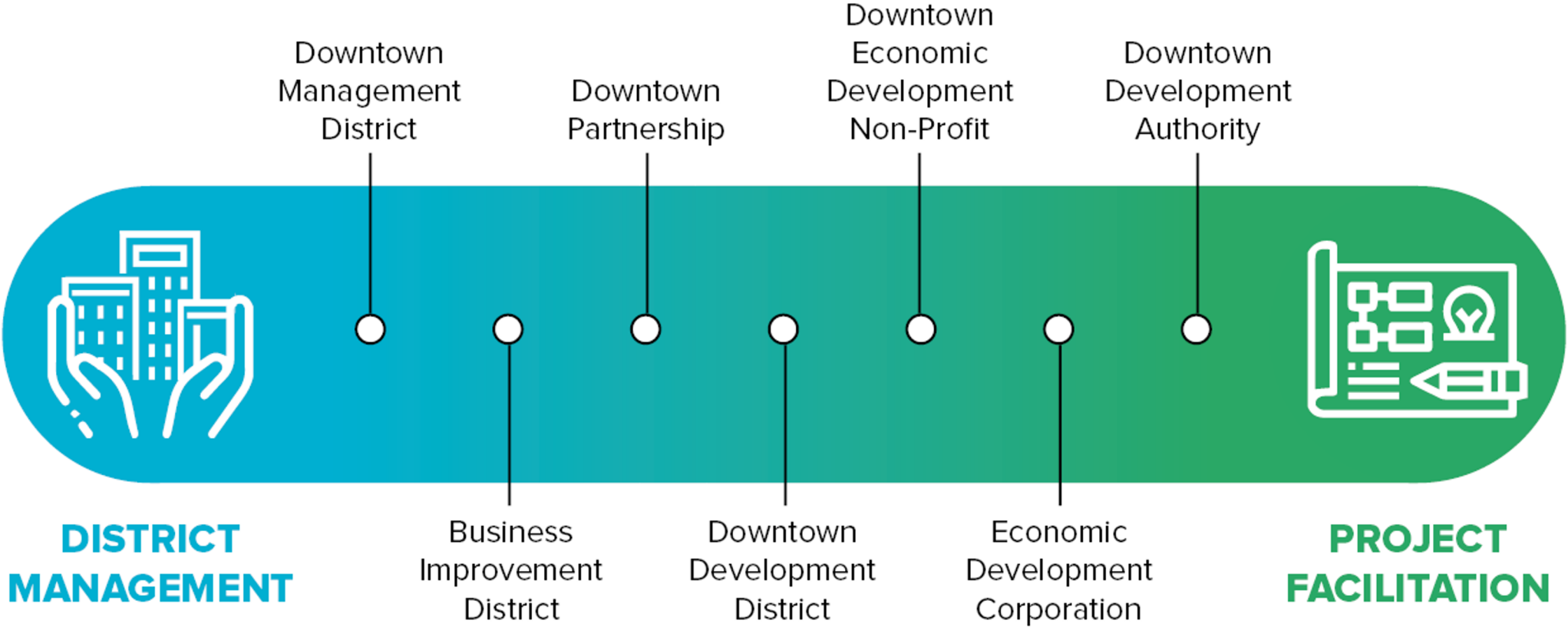
# Value of Networked Governance

The revitalization of downtowns and neighborhood districts requires special attention beyond what local governments alone can provide

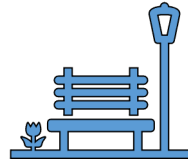
**“Networked” governance models empower the private sector to lead efforts to enhance the value-generating capacity of a given place**

*As of 2019, more than 2,500 cities across North America have utilized networked governance models to great effect*

# Models for Networked Governance



# Governance Focus Areas for Myrtle Beach



## Downtown District Management

- Create a clean, safe and welcoming downtown environment
- Improve and activate the public realm
- Translate the momentum from these efforts into a compelling narrative



## Advancing Development & Revitalization

- Address private sector feedback
- Craft stakeholder recruitment materials
- Structure project-specific partnerships and build a base of support

# Myrtle Beach Downtown Alliance Structure

## Board

**21 members total**

**Fourteen downtown property owners, business owners, and community leaders**

**Four government appointees**

- 3 City of Myrtle Beach
- 1 Horry County

**Three NGO representatives**

## Staff

**Four full-time staff**

- President/CEO
- Marketing & Comms Director
- Events & Operations Manager
- Administrative Assistant

**Ambassador team**

(incorporating the Gold Caps pilot into Place Management Organization operations)

## Funding

**Municipal Improvement District (MID)** to fund management and activities

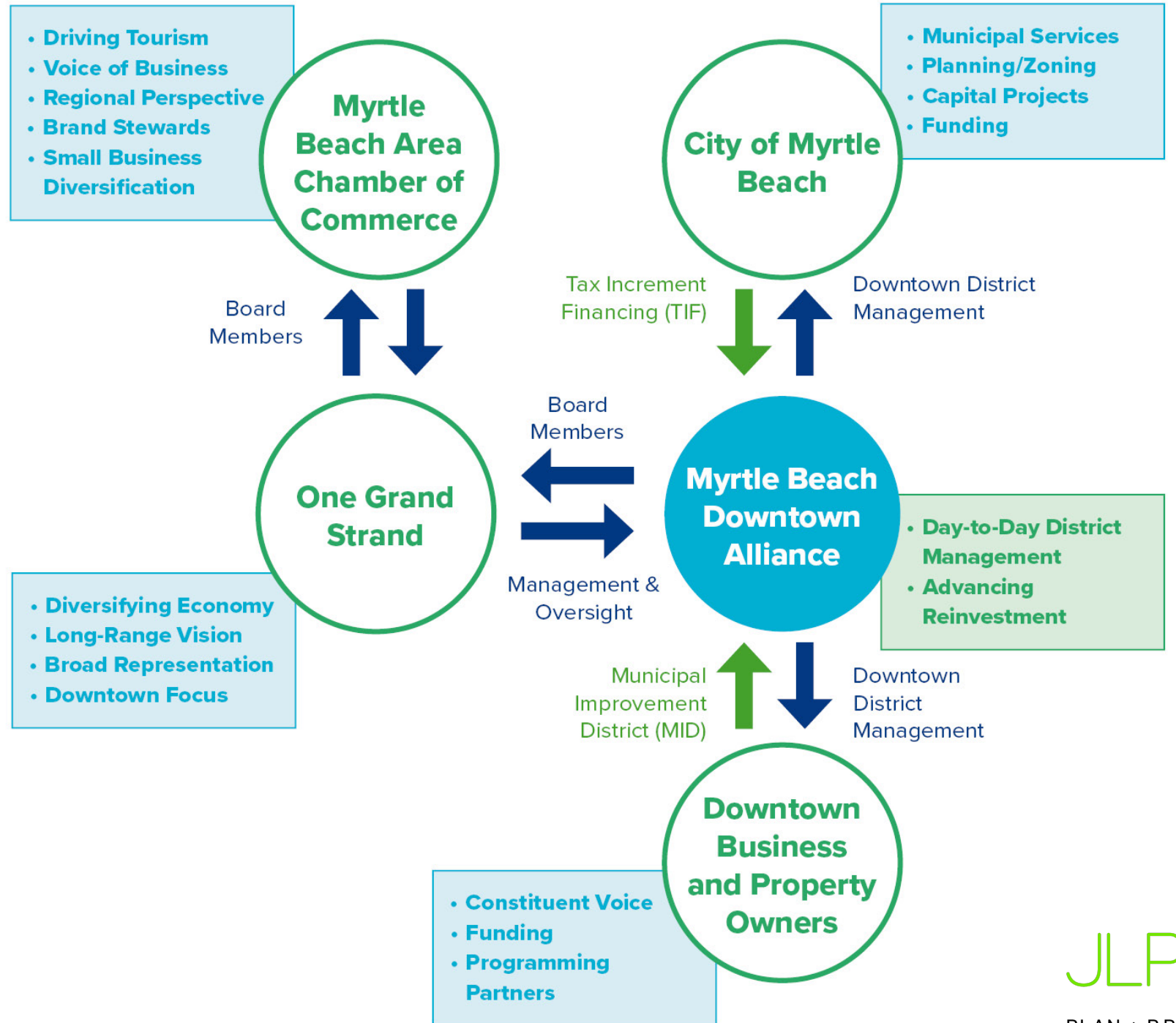
**Tax Increment Financing (TIF)** for capital improvements

**Supplemental funds**

- Public or philanthropic contributions
- Corporate sponsorships
- Earned income through program services



# Proposed Stakeholder Relationships



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Exploring a possible vision for the future of  
Downtown Myrtle Beach.

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Withers Swash Greenway

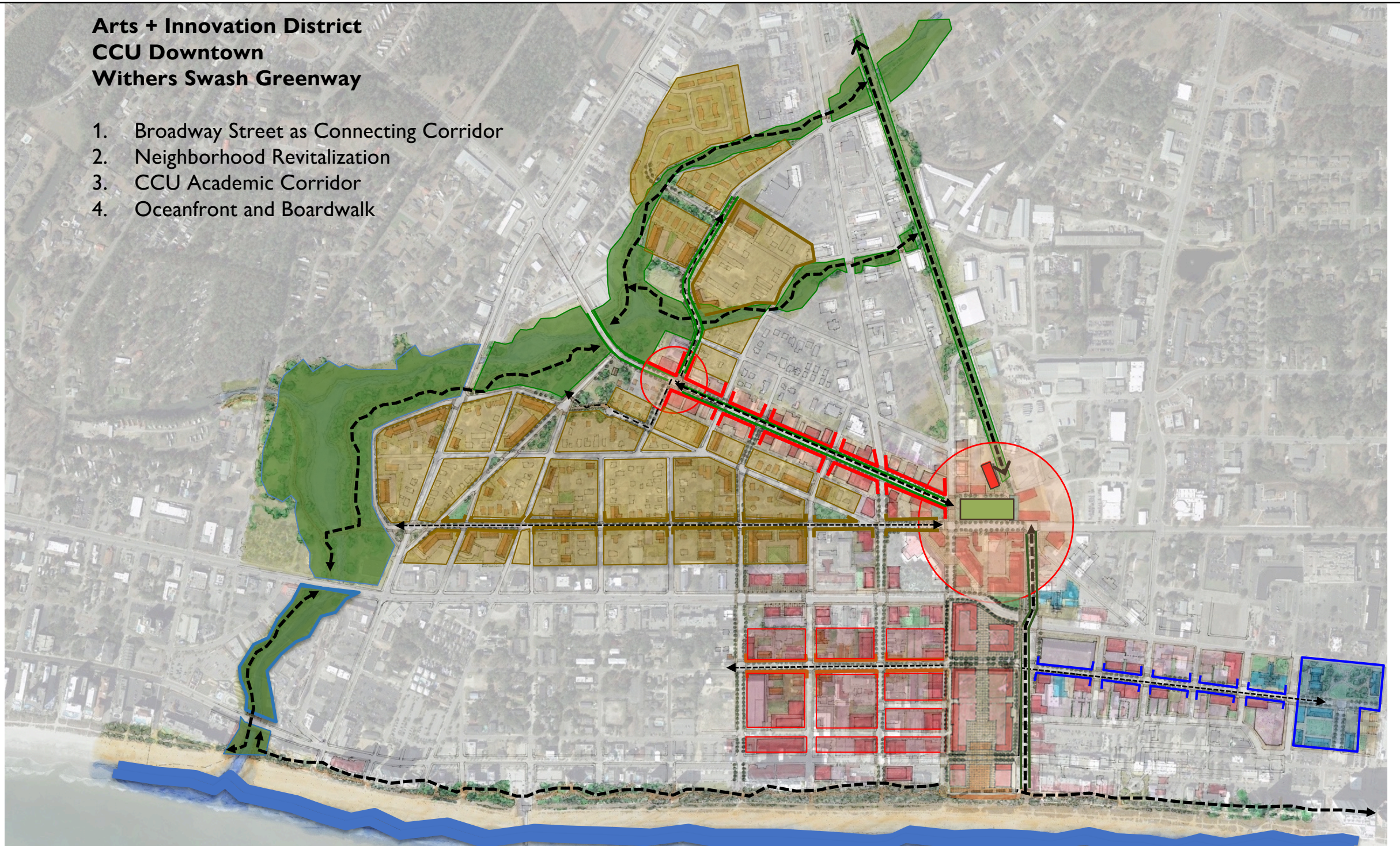
Arts + Innovation District

CCU Downtown



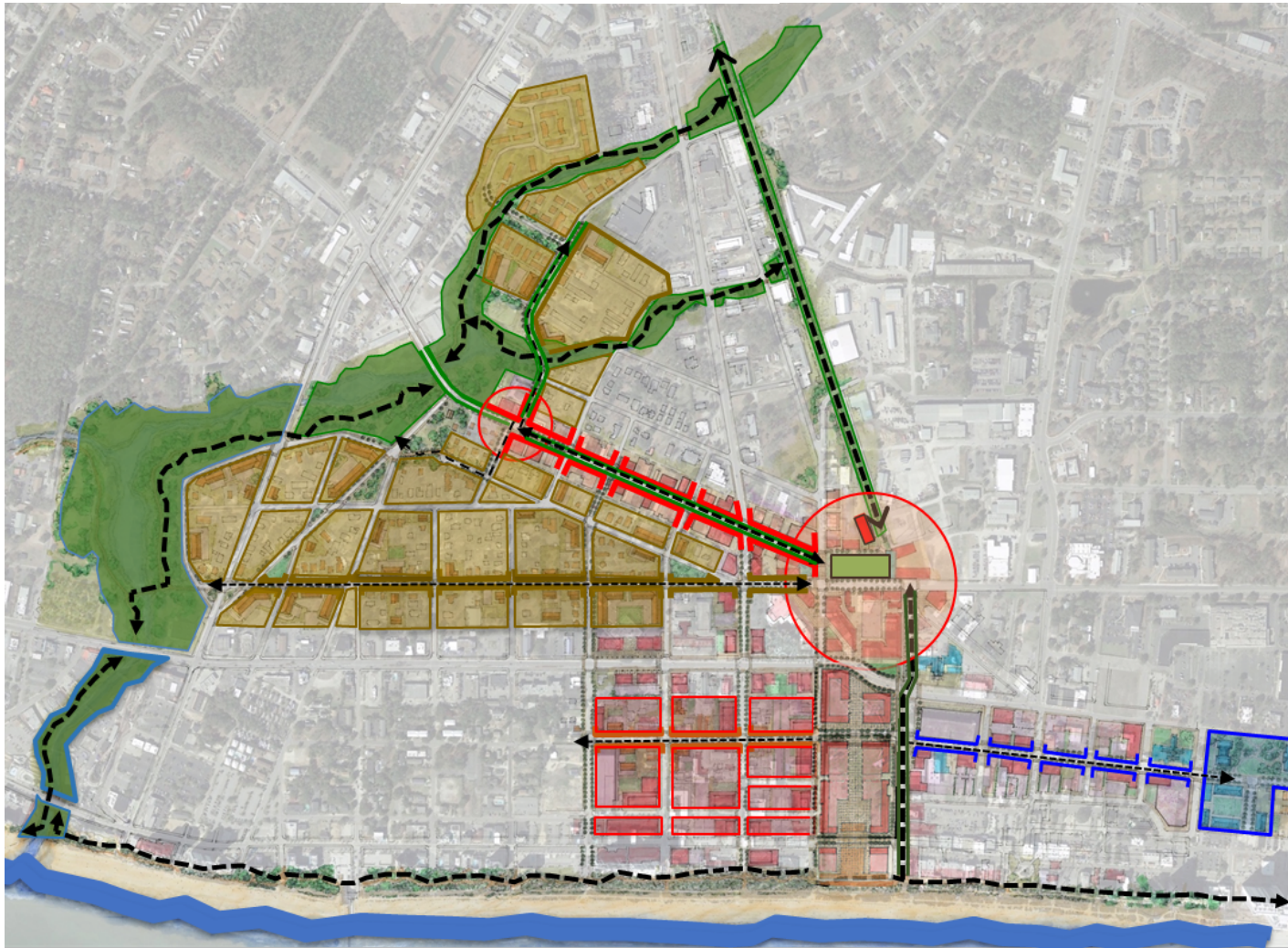
**Arts + Innovation District  
CCU Downtown  
Withers Swash Greenway**

1. Broadway Street as Connecting Corridor
2. Neighborhood Revitalization
3. CCU Academic Corridor
4. Oceanfront and Boardwalk





# Rebuilding the Center City

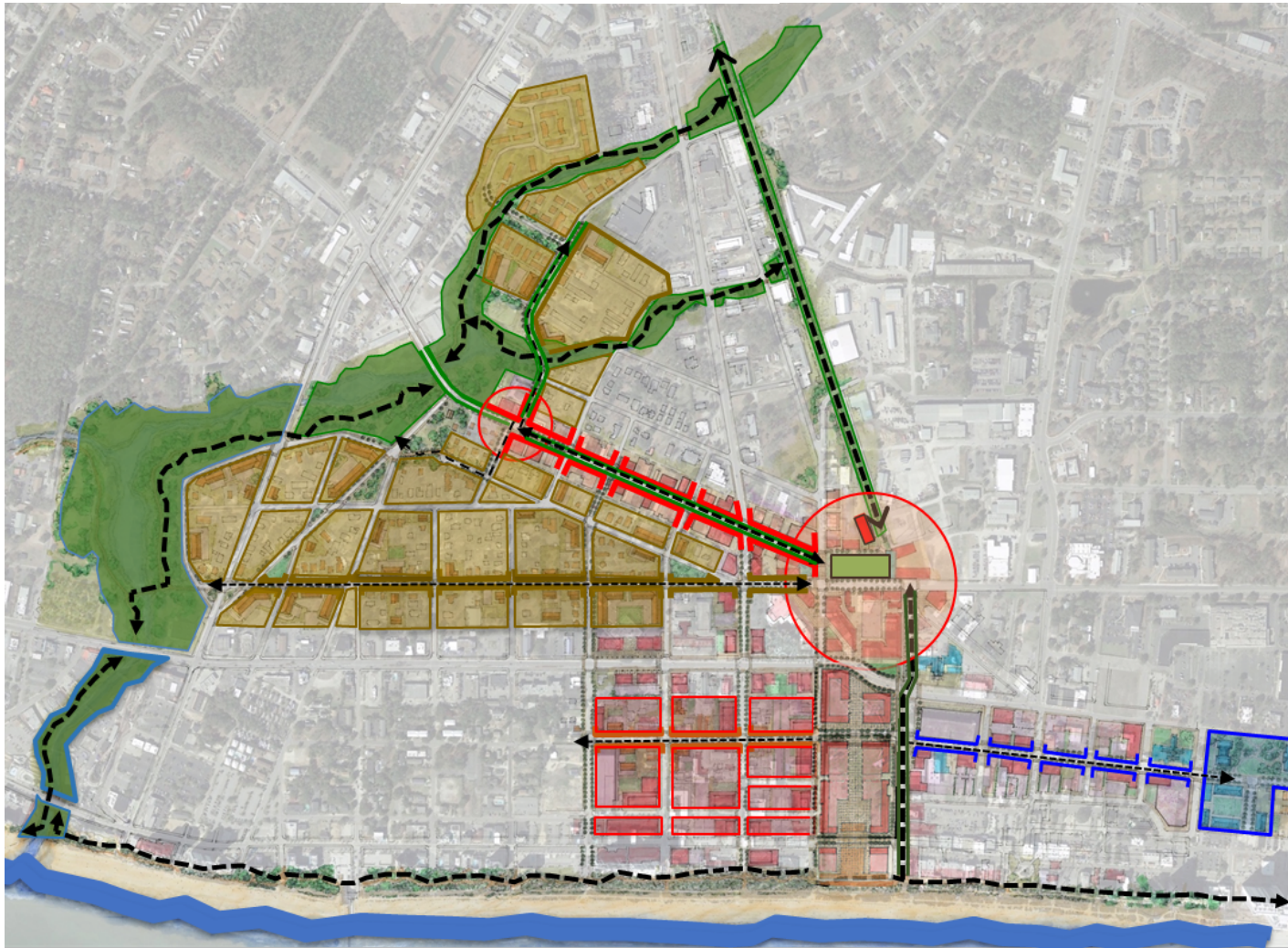


All of these parallel efforts create substantial opportunities at Myrtle Beach's most consequential redevelopment site along its central waterfront

This is a generational opportunity not just for recovery and achieving equity, but to create something of enduring value at your most central city location



# Investing in the Future of Myrtle Beach



The Downtown Development Framework is an opportunity for transformational change

Over the next 15 years, it represents:

- **\$1.4 billion** in economic output
- **2.9 million square feet** of mixed-use development
- Over **8,200 construction jobs**
- Over **3,600 permanent jobs** downtown



Thank you

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