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**MYRTLE BEACH
DOWNTOWN ALLIANCE**

July 2024 Newsletter

Shining a Light on Myrtle Beach's Future: Award-Winning Designer to Brighten Downtown

Myrtle Beach Downtown Alliance understands that lighting plays a key role in this beach community where "after dark" activities are an important driver of the social and economic draw of the community.

Primary aims such as walkability, safety, and visibility are crucial for a downtown community. Myrtle Beach Downtown Alliance has contracted **Leni Schwendinger**, a professional Urban Lighting designer and an expert in light planning with more than 20 years of experience, to connect three key areas of the downtown: The Arts & Innovation District, the beach and the proposed Public Art Corridor.

Lighting plays a significant role in the sense of safety and enjoyment that supports the new and continued evening offerings. Leni's exploration of light has evolved into a profound understanding of the medium, which informs her unique approach across a variety of genres, including infrastructure, landmarks and the ever-changing urban



environment and inclusive of community engagement practice. Her work weaves the dramatic and playful possibilities of light onto the fabric of urban life, sparking an expansion of social interaction and activity in public gathering places.

Leni is an internationally in-demand speaker and considered a pioneer and authority on urban lighting and infrastructure. She is the recipient of numerous professional awards and global media coverage. She directs International Nighttime Design Initiative that include a Smart Lighting Guidance for New York State and developing innovative pilots with think-tank, New Urban Mobility.

Around the world, people have joined Leni in the NightSeeing™ Navigate Your Luminous City program. These "LightWalks" include Myrtle Beach, SC (October 2022), New York City, Seattle and Portland, USA; London, UK; Bogota, CO; Prague, CZ; and, Sydney, AU to name a few metropolitan locations.

To learn more about **Leni Schwendinger**, visit her website at www.lslp.net.



On June 10-11, Leni Schwendinger and staff conducted "lightwalks" in the greater downtown area, which also included parks and neighborhoods. MBDA staff Jason Greene and Tonya Gore also participated in the "lightwalks."

Myrtle Beach Downtown Alliance Celebrates Clean Beaches Week with Beach Cleanup on July 3



July 1-7 is celebrated as Clean Beaches Week, an entire week to celebrate our beautiful beaches, including Myrtle Beach, and ensure they stay clean, safe, and lovely for generations to come.

Clean Beaches Week combines the spirit of Earth Day with the fun of Independence Day and pumps up the fun for an entire week. Clean Beaches Week is a way to educate beach-goers on proper beach behavior before the big day.

Clean Beaches Week is a way to educate beach-goers on proper beach behavior before the big day. In honor of Clean Beaches Week, the Myrtle Beach Downtown Alliance has scheduled a beach clean up for 8 AM - 10 AM, Wednesday, July 3 at Second Avenue Pier.

Date: Wednesday, July 3

Time: 8-10 AM

Location: 2nd Avenue Pier, 110 South Ocean Blvd, Myrtle Beach, SC.

What to Bring: Your enthusiasm for a clean beach!

Host Provides: All necessary cleanup supplies, including gloves, trash pickers and bags, courtesy of *Keep Myrtle Beach Beautiful*.

Volunteers are welcomed!

For more information, or to volunteer, click [here](#) for the events page and volunteer form. Volunteers will be asked to complete a form and sign an event waiver.

Special Fireworks Display on July 4!



Join us on Thursday, July 4th, from 9 to 9:30 PM for a breathtaking fireworks show that will explode over the Atlantic Ocean.

Prime Viewing Locations:

2nd Avenue Pier: Grab a spot on the iconic Myrtle Beach Boardwalk near the 2nd Avenue Pier for a front-row seat to the fireworks extravaganza.

Beachfront Hotels & Condos: Many beachfront hotels and condos offer spectacular views of the fireworks. Check with your accommodations for viewing areas or special events.

The Entire Boardwalk: Find your favorite spot along the beach or boardwalk between the 2nd Avenue Pier and the 14th Avenue Pier to enjoy the panoramic display.

Tips for a Fantastic Fourth:

- Arrive early to secure your preferred viewing spot. Parking fills up quickly on holidays.
- Bring a beach chair or blanket for comfortable seating on the beach.
- Pack snacks and refreshments to enjoy the show.
- Don't forget your festive red, white, and blue attire!

Weekly Wednesday Night Fireworks will resume on Wednesday, July 10 and continue weekly through August 28. The weekly Fireworks Show is 9-9:30 PM and is proudly sponsored by Oceanfront Merchants Association and the Myrtle Beach Downtown Alliance.

Celebrate America's birthday with a night to remember!

Celebrate Art in Downtown on July 5

Continue your July 4th celebration by attending the First Friday Artwalk on **Friday, July 5.**



**First Friday
ArtWalk
Friday, July 5
5-8 PM**

Stroll through downtown and explore a vibrant collection of art exhibits at participating galleries, theaters, shops, and businesses. This free event is perfect for everyone – whether you're a seasoned art collector or simply looking for a fun and unique way to experience downtown.

What should you expect?

Diverse artwork: Discover a wide range of artistic styles and mediums, from paintings and sculptures to photography and installations.

Lively atmosphere: Enjoy the sights and sounds of downtown as you walk from venue to venue.

Meet the artists: Get a chance to chat with the talented creators behind the art on display.

Support local businesses: Many participating locations will be offering special discounts or promotions.

Enjoy unrehearsed laughs: Carolina Improv offers Free First Friday Improv shows at 7 PM (Doors open at 6:30 PM).

Make a night of it! Grab a bite to eat at one of our many restaurants or enjoy live music at a local bar or cafe after the art walk.

Don't miss out on this exciting opportunity to immerse yourself in the local art scene!

For more information and a list of participating locations, visit our website or view the map below.

SPRING 2024

FIRST FRIDAY ARTWALK

#MBARTWALKS



ART VENUES

1 Local Artists - 716 8th Ave N	7 Le Manna Bread - 507 9th Ave N	13 Good Vibes - 405 Broadway St
2 Carolina Improv - 703 8th Ave N	8 The Tasting Room - 505 9th Ave N Unit A	14 The Tavrne - 531 Broadway St
3 Long Bay Theater - 704 8th Ave N	9 Grand Strand Brewing Co - 819 N Kings Hwy	15 Kaleidoscope - 519 Broadway St
4 William H. Miller Studios - 702 8th Ave N	10 Winna's Kitchen - 819 Main St	16 Dos Carnales Restaurant - 403 Broadway St
5 Fresh Brewed Coffee House - 933 Broadway St	11 Sun City Cafe - 802 Main St	17 El Rey Del Taco - 405 Broadway St
6 Lucid Coast Candle Bar - 512 9th Ave N	12 El Primo - 740 Main St	

MURALS

1 Grand Strand Law	4 Mount Atlantis	4 MB Downtown Development Office
2 MB Downtown Alliance	5 Homestyle Restaurant	5 Grand Strand Brewery
3 Good Vibes Surf Shop	6 Beach Bike Shop	6 Botega 7 Disco Centro



**MYRTLE BEACH
DOWNTOWN ALLIANCE**

522 Broadway St, Suite A • www.mbdowntown.org

Start Your Day with a Cup of Community! Enjoy Coffee with the MBDA and Bean Dreaming on July 19!

We are brewing up some excitement for our next Coffee with the Community event! Mark your calendars for **Friday, July 19th, from 8:00 AM to Noon.**



Date: Friday, July 19

Time: 8 AM to Noon

Location: 522 Broadway Street
Myrtle Beach

This month, we're delighted to welcome SOS Bean Dreaming Mobile Coffee Truck to serve up delicious hot and iced coffee beverages. Regular coffee and iced coffee will be complimentary for all attendees, courtesy of MBDA. This is a drop-in format to chat with MBDA staff, fellow residents and local businesses.

Looking for something a little more exotic? SOS Bean Dreaming will also offer a variety of specialty coffee selections available for purchase. So come ready to savor a cup of joe and connect with your fellow community members.

An SOS-care initiative, the Bean Dreaming mobile coffee truck trains adults with intellectual disabilities and Autism to become coffee baristas in an innovative and inclusive approach to vocational training and employment.

Coffee with the Community is a fantastic opportunity to:

- Meet your neighbors and fellow downtown supporters.
- Mingle with local business owners and representatives.
- Learn about upcoming events and initiatives in the downtown area.
- Share your ideas and feedback with the MBDA.

Join MBDA for a morning of conversation, caffeine, and community spirit!

Dolly Lama Myrtle Beach Opening Soon in Downtown

Calling all ice cream lovers! We're thrilled to announce that Dolly Llama, Myrtle Beach's sweetest new destination, is opening its doors this July!

Prepare to be udderly delighted by our famous made-to-order ice cream rolls. Pick your favorite flavors, watch them flash-frozen on a sub-zero pan, and enjoy a truly unique and delicious treat.

We'll keep you posted on the exact opening date, but mark your calendars for July and get ready to experience the Dolly Llama magic!

The restaurant is located at 505 Ninth Avenue North, Myrtle Beach. Click the photo to visit its Facebook page.



505 Ninth Avenue North
Myrtle Beach

Business Spotlight: Tell Us Your Story



The Myrtle Beach Downtown Alliance is searching for legacy business owners, mom and pop businesses who've been around for years, as well as those who've opened their doors in the last 5 years.

Regardless of your business, we'd like to speak with you and learn more. Then, perhaps, share your story with our social media followers and downtown advocates.

For this project, we're focusing on brick and mortar businesses located in the area between 12th Avenue South to 21st Avenue North from Ocean Boulevard to Robert Grissom Parkway.

To nominate your business or another business in downtown Myrtle Beach, please email us at info@mbdowntown.org.

MBDA Seeking Volunteers to Fuel Community Events

The MBDA is calling all helping hands! We're seeking enthusiastic volunteers to join our team and support a variety of exciting events and projects.

Lend your talents to:

First Friday Artwalk: Be part of this vibrant celebration of local art!

Nights at Nance: Help with the spring and fall concert series.

D3 (Discover Downtown Dining): Contribute your skills to this planning these events in downtown.

Administrative and Planning Tasks: Assist with behind-the-scenes work that keeps things running smoothly.

No matter your area of expertise, there's a way you can make a difference.

By volunteering with the MBDA, you'll gain valuable experience, connect with your community, and be part of something special.

Interested? Contact us today at info@mbdowntown.org or click [here](#) to complete the MBDA volunteer application form.

VOLUNTEER



Nights at Nance

**FALL
LINEUP!!!**

LIVE MUSIC • FOOD VENDORS • BEER

SEPT 14 The 100 Grand Band

SEPT 26 Julio and the Saltines

OCT 10 Southern Kind Band

OCT 24 Tru Sol Band

SPONSORED BY
MYRTLE BEACH DOWNTOWN ALLIANCE ARTS & INNOVATION MYRTLE BEACH

KNOW ANYONE IMPACTED BY ADDICTION?

Please take 10-15 minutes to complete this survey!

Horry County Government, the City of Myrtle Beach, the City of Conway, and the City of North Myrtle Beach are seeking community input to develop a regional action plan to address the impacts of the opioid epidemic in Horry County.

There are three surveys available below. One is for community members (English and Spanish versions) and the other is for Opioid Service Providers.

The goal of the multi-jurisdictional effort is to decrease opioid overdoses in all parts of incorporated and unincorporated Horry County. The survey is to understand what prevention and treatment services are available, what services

are needed and what barriers exist to accessing those services. Your input would be greatly appreciated.

A link to the survey can be found below. Please click on your preferred link.

[English](#)

[Español](#)

[Opioid Service Providers](#)

The survey takes less than 15 minutes and will be available through **July 8**. Participants can remain anonymous.

An MBDA Shoutout to our Summer Interns!

We'd like to take a moment to recognize three outstanding interns who've been making a big impact on our downtown branding and wayfinding project!

Julia Clyde, Kristi Hughes and Mackenzie Farrell are all talented students from Horry Georgetown Technical College (HGTC) who joined our team this May for a three-month internship focused on branding and wayfinding for our downtown district.

Their combined expertise and creative energy have been instrumental in shaping the overall visual identity and navigation system for downtown.

"We're incredibly grateful for their dedication, enthusiasm, and the fresh perspective they've brought to the project. As their internship wraps up in July, we know they'll leave a lasting mark on the future of downtown Myrtle Beach," states Jason Greene, Chief Executive Officer, MBDA.

Please join us in thanking Julia, Kristi and Mackenzie for their outstanding contributions!



MBDA Interns (L-R): Kristi Hughes, Julia Clyde, and Mackenzie Farrell pose at the Train Depot on a recent walk through downtown Myrtle Beach.

June 2024 Events

First Friday Artwalk - June 7



Tunes from Carolina Country Music Festival serenaded attendees at June's First Friday Artwalk held on June 7. Crowds strolled through the downtown to take in art, live performances and more. Pictures above show Billy Boots at William H Miller Art Gallery and local artists who participated in Kaleidoscope Artisan Collective's *Art from the B Side Showcase* on June 7.

Juneteenth Parade - June 15

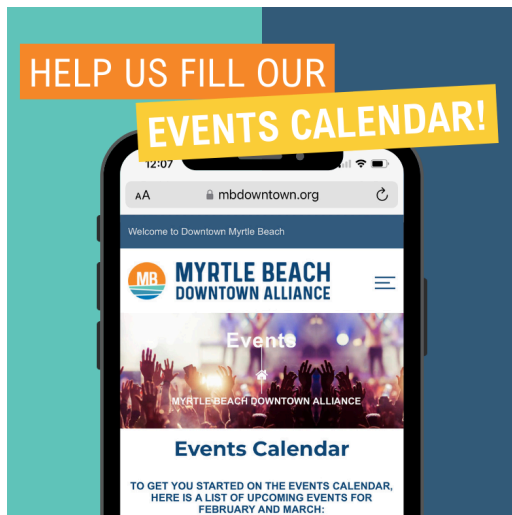


On Saturday, June 15, MBDA and the Gold Caps participated in the Juneteenth Parade, sponsored by Neighborhood Services. The celebration continued with a festival, which included music, food vendors, and comedy, at Charlie's Place.

Gold Cap Interviewed by Visit Myrtle Beach



Gold Cap Supervisor Mike Snow was interviewed by Visit Myrtle Beach in late June. His "day in the life" interview will be featured on Visit Myrtle Beach's TikTok in July.



Upcoming Events in July

- July 1-7, **Clean Beaches Week**
- July 3 - **Beach Cleanup**, Second Avenue Pier, 101 S Ocean Blvd, Myrtle Beach
- July 4 - **Independence Day**
Salute from the Shore - 1 PM
Special Fireworks Display - 9 PM along Boardwalk
- July 10 - **Fireworks** - 9 PM along MB Boardwalk
- July 17 - **Fireworks** - 9 PM along MB Boardwalk
- July 18 - **Night of Knowledge**, hosted by City of Myrtle Beach, TBD
- July 19 - **Coffee with the Community**, 8 AM - Noon, 522 Broadway Street, Myrtle Beach
- July 24 - **Fireworks** - 9 PM along MB Boardwalk
- July 31 - **Fireworks** - 9 PM along MB Boardwalk



Increase your visibility!

**Create a listing in our
business directory.**



**MYRTLE BEACH
DOWNTOWN ALLIANCE**

{{Disclaimer}}

Myrtle Beach Downtown Alliance
522 Broadway Street
Myrtle Beach, SC 29577
United States

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