MBDA Monthly Report — Full Detail

July 2026 | Reporting period: June 2026

Each month, the Myrtle Beach Downtown Alliance publishes a detailed look at the work happening across downtown — from the Gold Cap Ambassadors keeping public spaces safe and clean, to the block-by-block revitalization process, to how MBDA is funded and where that funding goes. This report covers June 2026. Short on time? Start with “Gold Caps in Action” and “Block-by-Block Revitalization.”

A Gold Cap Ambassador vehicle collecting trash along Ocean Blvd.

Gold Cap Ambassadors — By the Numbers

Comparing June 2026 to June 2025 and June 2024:

Metric	Jun 2024	Jun 2025	Jun 2026
Business Contacts	179	298	596
Power-Washing Spots Cleaned	7	21	57
Panhandling Incidents	32	1	0
Ordinance Violations Addressed	52	46	30
Restroom Requests Assisted	468	306	644
Trash Collected (bags)	464	477	658
Litter Collected (buckets)	569	836	1,035
Weed Abatement (block faces)	75	95	86

Gold Caps in Action

Numbers tell part of the story; the incidents ambassadors respond to tell the rest. In June, ambassadors were the first point of contact for 21 logged incidents downtown, falling into five broad categories:

- Homelessness and crisis outreach coordinated with police, EMS, or shelter partners — 5 incidents

- Ordinance and public-safety issues flagged or de-escalated (illegal camping, unpermitted vending/performing, a boardwalk altercation, a suspicious package, horses loose in the roadway) — 8 incidents
- Infrastructure issues routed to Public Works (closed restrooms, a non-functioning dumpster compactor) — 4 incidents
- Lost-and-found / reunification — 3 incidents
- Medical emergency support — 1 incident

Two examples, shared without names or identifying details:

- An ambassador located a young child who had wandered from his family along the beach and safely reunited them within minutes — no search or police report was ever needed.
- When a woman using a wheelchair grew anxious about an approaching storm, ambassadors coordinated with the Police Department and an outreach partner to get her medical attention and a path off the street.

A Gold Cap Ambassador showing hospitality to a downtown visitor.

This is why the Gold Cap program exists: ambassadors absorb a meaningful share of the day-to-day calls for service downtown — calls that would otherwise go to police, EMS, or 911 dispatch — while also keeping the corridor clean and welcoming.

Maintenance Requests — How the Process Works

MBDA staff and ambassadors act as extra eyes and ears downtown. When they spot an issue — graffiti, a broken light, an overgrown planting bed — they submit a request to the appropriate City department. From that point, prioritization and repair timelines are the City's responsibility, not MBDA's.

In June, ambassadors and staff submitted approximately 50 maintenance requests:

Category	Share of Requests	Status Note
Graffiti removal	~30%	Largest category; several requests took 1–11 days to resolve
Landscaping / weed abatement	~20%	Mostly resolved within 1–3 days
Lighting outages	~15%	Highest share still open at report date
Power washing	~10%	Resolved within 1–3 days on average
Other (trash, restrooms, fountains, furniture/fixtures)	~15%	Includes recurring restroom closures and one extended compactor outage at 9th Ave N & Withers Dr
Animal-related / miscellaneous	~10%	Resolved quickly once reported

Just over half of June's requests remained open as of this report. Figures are approximate and should be treated as directional rather than exact.

The dumpster was filled within 48 hours.

Block-by-Block Revitalization

Block 1 — 9th Ave N to 16th Ave N (Community Input Complete)

Five meetings were held with 18 oceanfront business owners: November 5, 11, 20, and 25, 2025, and December 3, 2025. Input was gathered through Mentimeter live polling, verbal input, and written notes across five focus areas — Ocean Blvd, Boardwalk, Parks, Parking Lots, and East/West Roads — each split into Physical vs. Programmatic and Short-Term (1–3 years) vs. Long-Term (4–10 years) categories.

In total, roughly 180–190 individual input items (concerns and ideas) were captured, ranging from physical improvements (string lighting, boardwalk extension, sidewalk and bike-lane upgrades, pavilion site development) to programmatic priorities (a police substation, farmers market, holiday markets, safety and cleanliness initiatives, branding and wayfinding). A separate exercise tracked the area's Current vs. Future Perception — moving the image from “crime scene / run-down / spring break” toward “coastal charm, Nashville-esque, welcoming, family-friendly.”

Results so far include a complete MBDA presentation deck documenting all findings by focus area and a perception-shift framework. Sidewalk repair requests generated through this process have been completed at Plyler Park, the SW and NW corners of Mr. Joe White Ave and Ocean Blvd, and the crosswalks outside the Skywheel and Gay Dolphin; overhead lighting is installed along Ocean Blvd. This remains an ongoing project — additional repairs will continue to be completed as they're identified.

Block 2 — Carver St (Community Input Complete)

Five meetings were held with 60+ participants: March 26 (Sandy Grove), March 30 (Mt. Olive), April 2 (Sandy Grove), April 6 (Mt. Olive), and April 16, 2025 (Sandy Grove listening session). Over 110 input items were collected and sorted into Physical vs. Programmatic responses across ten categories: Core Infrastructure, Clean & Safe, Streetscape Enhancements, Event & Performance Infrastructure, Cultural & Historical Identity, Public Art & Wayfinding Systems, Connectivity, Physical Space, Short-Term Priorities, and Long-Term Vision.

Results so far include a polished community presentation deck, a full 10-year implementation timeline (Phase One: 2026–28, Phase Two: 2029–31, Phase Three: 2032–35), an Excel Gantt tracker mapping all 110+ items to that timeline (color-coded by category), and an interactive Gantt visualization for internal review. A champion follow-up meeting was held July 9. Lighting outage requests have been submitted to Santee Cooper and are pending repair in the BTW, Carrie Mae, and Harlem neighborhoods. A permanent stage for Charlie's Place has been included in the City’s CIP and the next step is conceptual design.

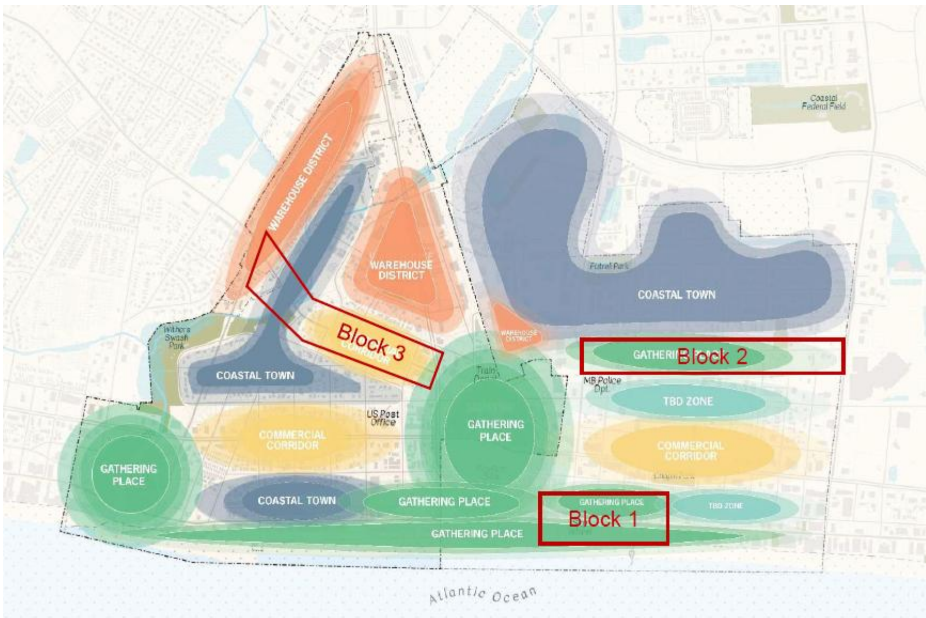
Block 3 — Broadway St, Hwy 501 to 3rd Ave South (First Meeting Held)

Seven community champions gathered on July 10, following the same Physical/Programmatic and Short-Term/Long-Term structure used in Blocks 1 and 2. Attendance figures, input items, and outputs will be added to this report as they are compiled.

Block 4 — 8th Ave N Ocean Blvd to 3rd Ave South / Flagg St (Not Yet Started)

Currently in the champion-recruitment stage; no meetings scheduled yet.

The community input collected through this process also gives us a documented record to support future project-specific funding requests.



MBDA Activity Map — Block program locations and character zones

Redevelopment Activity

This section uses character-zone names in place of real neighborhood identifiers, and project code names in place of real project names, to protect active landowner and developer relationships while they're being built. Council and Board members who want full, named detail may request it under a signed NDA.

21	3	~36	1 of 4
Developer touchpoints this month (3 unique developers)	Active discussions	Acres under consideration (not contiguous)	Zones with active interest

Character Zone	Active Projects	Acreage	Status
Coastal Town	0	0	Inactive
Commercial Corridor	0	0	Inactive
Gathering Place	3	~36	Active
Warehouse District	0	0	Inactive

Developer engagement this month totaled 21 touchpoints across 3 unique developers: 2 site visits, 17 calls, and 2 emails. Estimated economic impact ranges for individual projects are still being finalized and will be added to this report once available.

Financial Detail — July

Revenue Source	Amount	Cadence
Accommodations Tax (A-Tax)	$250,000	Annual (as reported)

Revenue Source	Amount	Cadence
Municipal Improvement District (MID)	$198,250	Quarterly
Hospitality Tax (H-Tax)	$171,011	Quarterly
Private Donations	$87,500	Quarterly
In-Kind (Pier Staging, Fireworks)	$7,692	July

The A-Tax figure reflects an annual distribution, not a July amount; the other lines reflect quarterly or monthly distributions. These figures are not summed into a single “total revenue” line because the cadences differ.

July Expenses	Amount
Hot Summer Nights / Plyler Park entertainment (July)	$48,560
Wednesday Fireworks — 2nd Ave Pier	$32,200
Independence Day Fireworks	$35,800
Block by Block (Gold Cap Ambassadors)	$73,306
Marketing / Advertising	$14,649
Office / Warehouse / Utilities	$6,295
Management / Overhead	$45,782
Total	$256,592