

MBDA Monthly Update: Full Detail Report

September 2026 | Reporting period: August 2026

The complete record behind the September audience reports.

Short on time? Start here.

- Clean and Safe Ambassadors logged 2,716 hours over 376 shifts, made 3,162 direct contacts, and cleared 668 bags of trash, 732 buckets of litter, 59 graffiti spots, and 287 block faces of weeds.
- Service intensity rose sharply against August 2025: special-project hours went from 6 to 60.5, biohazard removals from 9 to 30, graffiti removals from 39 to 59, encampment clean-ups from 4 to 7.
- Ambassadors completed 108 maintenance requests and logged 10 incidents; police were contacted for 9 of them and EMS responded to 1.
- Block 3 (Broadway St) community input is complete: five sessions, 30 unique attendees, 208 input items across 12 focus categories. Findings were briefed to City Managers on August 27 and City Directors on September 10.
- Redevelopment: 82 parcels in active discussion across roughly 30.8 acres, up from 70 parcels, with 16 developer and 20 landowner touchpoints.
- August expenses were \$164,930.87, of which the Clean and Safe Ambassador contract was \$73,306.00. August revenue reflects the monthly donor pledge of \$29,166.67 plus \$6,250.00 in in-kind support; quarterly and annual receipts are recorded in the months they arrive.

Clean and Safe Ambassador Program

MBDA's clean-and-safe and hospitality program, operated under contract with Block by Block and tracked in the SMART system. August 2026 against August 2025:

Metric	Aug 2025	Aug 2026	Change
Business Contacts	not stated	390	see note
Hospitality Contacts	not stated	2,772	see note
Restroom Requests	not stated	661	see note
Power Washing (spots removed)	14	17	+21%
Graffiti Removed	39	59	+51%
Bills / Stickers Removed	24	21	-13%
Trash (bags)	485	668	+38%
Litter (buckets)	694	732	+5%
Weed Abatement (block faces)	251	287	+14%
Biohazard Removal	9	30	+233%
Encampment-area clean-ups	4	7	+75%
Special Projects (hours)	6	60.5	+908%
Brute Hours	309	338	+9%
Ordinance Violations	not stated	22	not stated
Panhandling	not stated	0	not stated
Safety Escorts	not stated	0	not stated
Shopping Carts Returned	not stated	28	not stated

Metric	Aug 2025	Aug 2026	Change
Outreach Contacts	not stated	154	not stated
Outreach Service Referrals	not stated	7	not stated
Feedback Cards Distributed	not stated	31	not stated
Cigarette Urns	not stated	2	not stated
Billy Goat (hours)	not stated	1	not stated
Collateral Distributed	not stated	0	not stated

August 2026 figures come from the SMART system CSV export for August 1 to 31. August 2025 figures are shown only where the August operations report states them; where it gives a percentage change without publishing the 2025 figure, the 2025 cell reads “not stated,” the change cell reads “see note,” and the change appears in the notes below.

- Cleaning and maintenance volume rose in every category but one: special projects, biohazard removal, graffiti removal, power washing, and weed abatement all increased year over year, several of them steeply.
- Collection volume is up: trash bags 485 to 668, litter buckets 694 to 732.
- The operations report states that business contacts roughly doubled, hospitality contacts fell 13%, and restroom requests rose 138% against August 2025. It does not publish the 2025 figures behind those three changes.
- Among the cleaning and maintenance categories, bills and stickers removed was the only one to decline, from 24 to 21.
- Two lines to watch: hospitality contacts down for the second consecutive month, and restroom assistance at 661, the single largest specific request type.



SMART system heat map of all logged Clean and Safe Ambassador activity in August 2026.

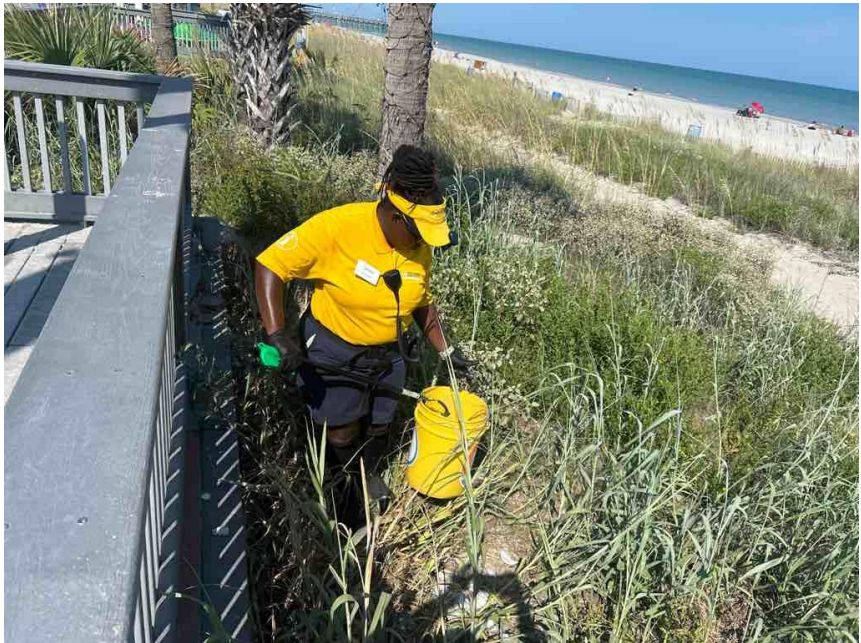
Staffing and capacity

Ambassadors logged 2,716 hours across 376 shifts in August. Banked hours closed the month at 746, a drawdown of 572 hours. There are 18.1 full-time-equivalent ambassadors on payroll.

The City's mandated change in how ambassadors handle trash, together with the restriction on using City compactors, consumes about 3.2 crew-hours per day across the team. Against the roughly 88 crew-hours the team logged per day in August, that is about 3.7% of the hours logged, or about 99 hours over the month. Trash volume rose 38% year over year to 668 bags in the same month. The operations report notes

that the new handling protocol produces more bags for the same waste, so the year-over-year comparison is not like for like.

August training covered giving clear descriptions when reporting an incident, and a safety talk on engaging with people living unsheltered downtown.



An ambassador working the dune line at a beach access.

Special projects: 60.5 hours

Special projects are work performed outside routine daily operations. August recorded 121 thirty-minute units, or 60.5 hours, against 6 hours in August 2025.

Special project	Approx. hours	Notes
Tree-grate maintenance	14.5	Remove, clean, and weed; the largest recurring special project
Dune-related work	12	8 hours on the core dunes, 4 hours between 14th and 16th Avenues North
Storm-drain cleaning	9	Clearing drains
Foam Party setup	3	Event support
Art Walk support	3	Event support
Other	19	Beach-access maintenance, sand and debris removal, mowing, weed trimming, traffic direction, and smaller operational needs

Twenty-eight shopping carts were returned in August. The operations report puts the value returned to stakeholders at an estimated \$4,200; it does not state the basis for that figure.

Incident Response

Ambassadors log an incident when a situation goes beyond routine maintenance or hospitality. There were 10 in August. Records can involve people in medical or mental-health crisis, or homelessness, so everything below is anonymized: no names, no identifying descriptions, no photographs.

Response	Incidents
Police contacted	9 of 10

Response	Incidents
EMS responded (arriving alongside police)	1
Resolved on scene without emergency services	1

The nature of August's incidents leaned toward public disturbances, suspicious circumstances, and drug-related ordinance violations. Ambassadors recorded 22 ordinance violations during the month. Police involvement covered wellness checks, securing evidence, and addressing public intoxication and fighting.

- **Medical emergency.** An unresponsive individual was found on the boardwalk. Ambassadors called for help, EMS arrived alongside police, and the person was transported by ambulance. This was the month's only EMS response.
- **Evidence and scene security.** A large amount of blood was found on a sidewalk; ambassadors reported it rather than clearing it, and police locked the area down as a crime scene. Separately, a bullet was found on a downtown business patio and turned over to police.
- **Staff safety.** An ambassador was followed by a man carrying a pocket knife. The incident was reported to police.
- **Public disturbance.** A physical altercation broke up before officers arrived; the participants fled the scene. Other entries document groups engaging in drug use.
- **Traffic.** A minor collision between a golf cart and a car. The drivers resolved it themselves, the only August incident that required no call to emergency services.

Situations involving people in crisis are logged and referred, not narrated here. Ambassadors made 154 outreach contacts and 7 service referrals in August. Panhandling incidents and safety escorts were both recorded at zero for the month.



Ambassadors cleaning a sidewalk at a downtown crosswalk. Biohazard removals rose from 9 in August 2025 to 30 in August 2026.

Maintenance Requests Submitted to the City

Ambassadors log a maintenance request through the SMART system when they find something needing repair, and refer it to the City or a City vendor when the item belongs to them. This reflects MBDA's monitoring role, we flag issues as we encounter them, while prioritization and repair timelines remain the City's responsibility.

Ambassadors completed 108 maintenance requests in August. A further set was referred to the City or a City vendor; of those, 2 were completed and 8 remained pending at month's end. The operations report

does not state the total number referred. Cleaning work during the month included 30 biohazard removals and 7 encampment-area clean-ups.

The SMART system export that supports a category-level breakdown of maintenance requests was not issued this cycle. Counts above come from the August operations report and are approximate.



Left: an ambassador power-washing a boardwalk bench. Right: an ambassador spot-cleaning a boardwalk bench.

Block-by-Block Revitalization

The program works one block at a time. MBDA recruits volunteer community champions, holds a listening session, then runs a series of public community input meetings where residents and business owners say what the block needs. The record becomes the block's priority list and is what MBDA carries to City staff and into the capital improvement conversation. Champion meetings are internal coordination with the block's volunteer champions and are tracked separately from the public input sessions.

Block 3: Broadway St, Hwy 501 to 3rd Ave S (Community Input Complete)

Boundary: Hwy 501 to 3rd Ave S; Alder St to Maple St. Five sessions were held at Gallery 320 between July 29 and August 10.

Date	Meeting type	Time	Attendees	Input items
July 29, 2026	Listening session	12:00 PM to 2:00 PM	12	23
July 30, 2026	Public community input	5:30 PM to 7:30 PM	6	26
August 5, 2026	Public community input	2:00 PM to 4:00 PM	8	33
August 6, 2026	Public community input	5:30 PM to 7:30 PM	3	39
August 10, 2026	Public community input	10:00 AM to 12:00 PM	5	3
Total	Five sessions		34 sign-ins (30 unique)	124

The listening session was an early-stage meeting with block business owners and stakeholders to gather initial input and build buy-in. The four public community input meetings were open to all residents and stakeholders. Separately, a champion coordination meeting was held on July 10 at 10:00 AM with the block's volunteer business champions; five of the nine designated Block 3 champions attended. That meeting is internal planning and is not counted among the five engagement sessions.

Input came in four ways: sticky-note boards organized by topic, a Mentimeter live survey, open verbal discussion, and written comment forms. One hundred twenty-four items were captured on the boards and comment forms across the five sessions. Combined with the Mentimeter survey, which ran July 29 through

August 10 and cannot be attributed to a single meeting, the total reaches 208 items across 12 focus categories.

Focus category	Items	Focus category	Items
Streetscape enhancements	28	Event & performance infrastructure	16
Short-term priorities	28	Physical space	16
Public art & wayfinding systems	27	Beautification & programming	12
Cultural & historical identity	21	Urban green space & park transformation	9
Clean & safe	19	Connectivity	9
Long-term priorities	18	Core infrastructure	5

Consolidated themes, ranked by frequency

The 208 items were consolidated so each unique concern appears once, with its frequency of mention across all sources. That produced 32 recurring themes and 10 standalone concerns, accounting for 150 of the 208 items. The remainder were near-duplicate phrasings already folded into the themed counts, or fragments too brief to carry independent meaning.

Theme	Mentions	Theme	Mentions
Homelessness & public bench use	14	Community engagement & partnerships	4
Street lighting (general)	13	Business incentives & storefronts	4
Historic storytelling & cultural markers	9	Readerboard / downtown signage	3
Trash, litter & general cleanliness	6	Tourist wayfinding, maps & brochures	3
New public art & murals	6	Increased police / ambassador presence	3
Sidewalks missing or in need of repair	5	Power infrastructure for events	3
Old Pavilion site revitalization	5	Foot traffic & corridor connectivity	3
Events: festivals, music & block parties	5	Funding commitment for beautification	3
Public restrooms	4	Safety perception & positive coverage	3
Drainage issues	4	Short-term rentals vs. full-time residents	3
Speeding & traffic safety on Broadway	4	Benches & seating (physical additions)	3
Grocery store & everyday retail	4	Ambassador vs. cleaning crew uniforms	2
Withers Swash Park activation	4	Trolley / shuttle transportation	2
Green space expansion	4	Walking trails & sport fields	2
Sidewalk cafes & outdoor dining	4	Historic & beautification designations	2
Extending the focus area geography	4	Support for the downtown vision	2

- Homelessness and public bench use leads the record at 14 mentions, arriving from both directions: calls for enforcement, such as no sleeping on benches, and calls for social services, often within the same session.

- Street lighting is second at 13 mentions. The asks are specific: uniform coverage the full length of Broadway, soft or decorative fixtures rather than standard gooseneck, burned-out fixtures replaced, and in several comments colorful lighting similar to Ocean Blvd.
- Historic storytelling and cultural markers is third at 9 mentions, centered on Broadway's role as Myrtle Beach's original Main Street, the corridor's international community, and local business history.
- Ten standalone concerns were raised once each. Among them: gentrification and African American residents losing property and historic value; the Old Coastal Glass building appearing unsafe; the lack of a nighttime economy; augmented-reality public art; and vacant space clean-up.
- Two ambassador-specific asks surfaced independently at separate sessions: distinct uniforms for ambassadors and cleaning crews so visitors know who to approach, and more visible ambassador presence for newcomers.

The consolidation is a qualitative synthesis, not an automated word count. Compound notes raising more than one idea were split across themes; near-duplicate phrasings of the same concern were merged.

Status and next steps

No physical improvements have been completed on Block 3 to date. The block is in the community input and planning phase. All identified action items are tracked in the Block 3 Revitalization Gantt Chart, with proposed timelines ranging from Short Term (Years 1 to 3) to Long Term (Years 4 to 10).

Findings were presented to City of Myrtle Beach staff in two briefings at the MBDA office: a City Managers briefing on August 27, 2026 from 3:30 to 4:30 PM, attended by the City Manager, an Assistant City Manager, the Director of Community Engagement, and the Director of Economic Development; and a City Directors briefing on September 10, 2026 from 10:00 to 11:00 AM, attended by the Director of Parks, Recreation and Sports Tourism, the Director of Public Works, the Director of Capital Projects, and an Assistant City Manager. These were staff briefings, not community input sessions, and are tracked separately from the five community engagement sessions. Implementation is expected to begin following them.

Supporting documents: the Block 3 Broadway St Physical/Programmatic Presentation, the Block 3 Broadway St Revitalization Gantt Chart, and the Block 3 Broadway St Mentimeter Survey Results.

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

Redevelopment Activity

Downtown redevelopment happens through months of relationship-building before any public announcement. Activity is referenced by character zone, and individual projects by internal code name, until the parties involved are ready to be public. That is a condition of the conversations happening at all: a landowner weighing a sale and a developer assembling a site both lose leverage the moment the interest becomes public.

82	~30.8	16	20
Parcels in active discussion (9 unique owners)	Acres under consideration (not contiguous)	Developer touchpoints in August (7 unique developers)	Landowner touchpoints in August (8 unique landowners)

The footprint under discussion widened in August while contact volume settled. Parcels in active discussion rose from 70 to 82, held by nine owners across roughly 30.8 non-contiguous acres. Developer touchpoints came down from 36 to 16, spread across seven unique development groups, the same number of groups as in July, and MBDA logged 20 separate landowner touchpoints with eight landowners. The pattern is fewer, longer conversations with a wider set of properties in play.

Separately from redevelopment, 25 business licenses were issued in the downtown area over the 60 days ending September 2, 10 of them inside the MID boundary. That count comes from City business license data cross-referenced against the MID boundary and has not been de-duplicated against MBDA's business list; two of the licenses belong to a single business (one for food, one for alcohol).

Projects move through a defined progression, Early Engagement, Site Study, Active Negotiation, and Agreement Pending, and are tracked at two scales: individual-parcel deals (Tier 1) and larger multi-parcel catalytic assemblages (Tier 2). Landowner, developer, and project-level detail remains confidential while those relationships are being built. Economic impact ranges are not yet available.

A character-zone breakdown of August activity was not provided this cycle.

Financial Detail: August

August is Month 2 of FY2027.

Revenue Source	Amount	Cadence
Designated individual donation (Clean and Safe Ambassadors)	\$29,166.67	Monthly
In-kind support, 2nd Avenue Pier fireworks	\$6,250.00	In-kind, one-time

Revenue arrives on annual, quarterly, and monthly schedules. August reflects the monthly donor pledge plus in-kind support; the quarterly MID assessment and the annual distributions recorded in July are not monthly lines and do not recur here. Because the cadences differ, these figures are not summed into a single total revenue line. The in-kind figure is non-cash and is shown separately for the same reason.

August Expenses	Amount
Block by Block (Clean and Safe Ambassadors)	\$73,306.00
Advertising & Marketing	\$43,980.00
Wages & Employee Expenses	\$34,844.06
Facilities	\$6,895.64
Business Insurance	\$2,109.00
Computer Hardware / Software	\$1,475.36
Professional / Customer Service Fees	\$1,225.00
Project / Property Activation	\$715.00
Office Expense	\$380.81
Total	\$164,930.87

Block by Block, the Clean and Safe Ambassador contract, was the largest expense line at \$73,306.00, followed by advertising and marketing at \$43,980.00 and wages and employee expenses at \$34,844.06. Those three account for 92% of the month's total. The remaining six categories total \$12,800.81.

In August the Clean and Safe Ambassadors delivered 3,162 direct contacts, 668 bags of trash, 732 buckets of litter, 59 graffiti removals, 17 power-washed spots, and 287 block faces of weed abatement.

Contact

For anything happening on the ground right now, an ambassador request, graffiti, a lighting or code issue, call the Clean and Safe Ambassador hotline at 843-780-1445.

For questions about this report, email info@mbdowntown.org.