

City of Myrtle Beach South Carolina

2007 Community and Regional Profile

Office of Budget & Evaluation



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Myrtle Beach Area Maps

City of Myrtle Beach



Regional Map



Grand Strand Vicinity



City and Regional Economic and Demographic Information

The city of Myrtle Beach is on the forefront of business and economic development in one of the fastest growing regions of the nation. The U.S. Census estimated in 2006 that there are more than 238,493 people living in the Myrtle Beach-Conway-North Myrtle Beach Metropolitan Statistical Area (MSA). When the adjacent coastal counties are considered in addition to the MSA, the population of the Grand Strand area is estimated at about 450,000 people.

Horry County Incorporated Places

City	Population (est.2005)
Myrtle Beach	26,593
North Myrtle Beach	14,096
Conway	13,442
Surfside Beach	4,772
Loris	2,305
Aynor	587
Briarcliff Acres	507
Atlantic Beach	373

**Latest U.S. Census estimates for cities was taken in 2005*

Selected Incorporated Places Within 45 Minutes Driving Time

City	Population (est.2005)
Georgetown, SC	8,941
Tabor City, NC	2,629
Sunset Beach, NC	2,176
Shallotte, NC	1,588
Carolina Shores, NC	1,621
Calabash, NC	772
Pawley's Island, SC	144

2005 Horry County Estimated Demographics

2005 Population:	224,487
White:	81%
Black or African-American	14.9%
American Indian	0.3%
Asian/Pacific Islander	1%
Hispanic/Latino (of all races)	3%
Median Age	38.8
Average Household Size	2.26
Average Family Size	2.79
High School Graduate	86.7%
Bachelors or Higher Degree	20.2%
Mean Travel to Work Time	20.7min
Median Household Income	\$38,789
Median Family Income	\$45,646
Per Capita Income	\$21,856
Families Below Poverty Line	11.1%
Individuals Below Poverty Line	15.7%

**Source U.S. Census, Mid-Decade Review*

Key Growth Factors and Statistics

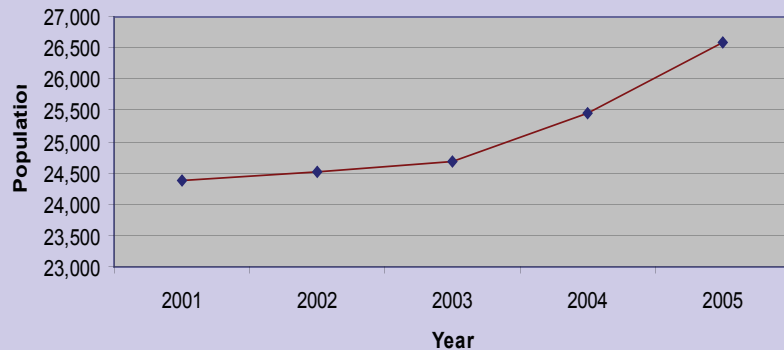
- ✓ Large migration of retirees from the Northeast United States and Eastern Canada drawn to the local amenities, climate and relatively low cost of living
- ✓ Large-scale residential developments such as Grande Dunes, Market Common and Withers Preserve within the City, as well as the booming Carolina Forest area just beyond the city limits.
- ✓ Strong demand for workers in the service, construction, finance and health care industries to accommodate population growth.
- ✓ Growing tourism and second-homeowners drawn to the increasing supply of hotel rooms and condominiums both within the City and in outlying areas.

Annual Population Growth Trends 2001-2006

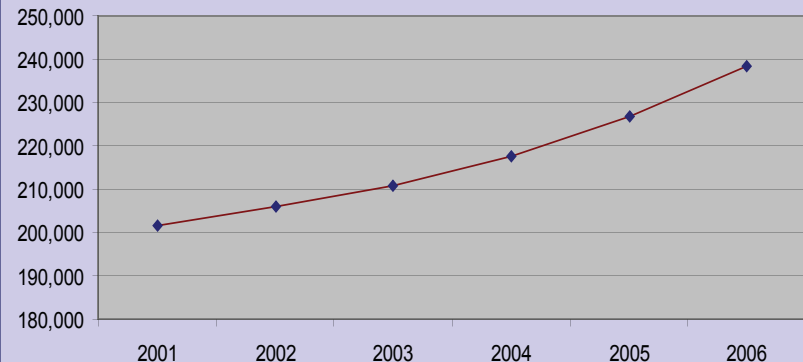
	2001	2002	2003	2004	2005	2006	%change
City of Myrtle Beach	24,389	24,514	24,677	25,459	26,593	n/a	1.6%
Horry County	201,607	205,932	210,676	217,411	227,500	238,493	2.5%
Myrtle Beach MSA	201,638	205,991	210,916	217,635	226,992	238,493	2.5%
South Carolina	4,060,728	4,101,122	4,142,356	4,194,694	4,246,933	4,321,249	1%

**Source: U.S. Census Bureau Estimates*

City Population Growth 2001-2005



Myrtle Beach MSA Population Growth 2001-2006



Local Employers

Horry County Top 10 Employers

Company/Organization	Type of Business	Number of Employees
Horry County School District	Education	4,441
Burroughs and Chapin Company	Real Estate Developer/Manager	2,400
Wal-Mart	Retail Sales	2,105
AVX Corporation	Electronics Research and Manufacturing	1,555
Horry County, South Carolina	County Government	1,500
Conway Hospital	Hospital	1,100
Coastal Carolina University	Education	1,033
Grand Strand Regional Medical Center	Hospital	950
Myrtle Beach National	Golf Courses/Hotels	1,000
Blue Cross/Blue Shield	Health Insurer	1,000

Horry County 10 Largest Industrial Employers

Name	Type of Business	Number of Employees
AVX Corporation	Electronic Components	1,555
Conbraco Industries, Inc.	Steel Products and Components	792
The Sun News (McClatchy Corporation)	Newspapers, Commercial Job Printing	267
CHF Industries, Inc.	Comforters	187
Pepsi Co., Inc.	Soft Drinks	184
Wolverine Brass, Inc.	Brass plumbing fittings	175
New South Lumber Companies, Inc.	Pine Lumber	159
Honeywell	Amorphous metal	140
Palmetto Paving Corp.	Paving mixtures and asphalts	109
APAC Carolina-Myrtle Beach	Asphalt	100

*Source:: South Carolina Industrial Index

Wage and Labor Statistics

Horry County Non-Farm Wage and Salary Type 2002-2005

Industry Type	2005	2004	2003	2002
Goods Producing	16,600	15,300	14,300	13,700
Education and Health Services	7,403	7,420	7,233	6,641
Trade, Transportation & Utilities	25,100	24,300	23,200	22,000
Leisure & Hospitality	37,900	37,700	37,000	35,400
Total Government	13200	12,000	12,600	11,700
TOTAL(1)	127,600	125,000	116,700	111,600

*Source: South Carolina Employment Security Commission

Horry County Unemployment Rates 2002-2005

year	unemployed	labor force	unemployment rate
2005	6,730	121,670	5.5
2004	6,694	118,119	5.7
2003	6,255	112,794	5.5
2002	5,481	106,741	5.1

*Source: U.S. Bureau of Labor Statistics

Average Unemployment Rates 2002-2005

Year	City	County	State	United States
2005	5.6%	5.5%	6.8%	5.1%
2004	5.7	5.7	6.8	5.4
2003	5.9	5.6	7.1	5.7
2002	4.9	5.7	6.0	6.0

*Source: U.S. Bureau of Labor Statistics most data

Hospitality Industry



Myrtle Beach Hilton, Kingston Plantation.

The Grand Strand is one of the largest tourism destinations in the United States. According to a poll conducted by Yahoo! Travel, Myrtle Beach was rated the “Worlds Greatest Beach” for 2007. The American Automobile Association (AAA) estimates that Myrtle Beach and the Grand Strand is the third most popular vacation destination by car in the United States. According to the South Carolina Employment Security Commission, the Hospitality industry accounted for over 37,900 permanent jobs in Horry County for 2005. The county leads all counties of the State in visitor spending, lodging rentals, employment and tax revenues resulting from travel and tourism.

Occupancy and Room Changes

Over the past few years, large-scale lodging and condominium developments have been constructed all over the Grand Strand, with an emphasis on projects along Ocean Blvd. within the City. These projects have increased the number of hotel rooms county-wide since 2002. Occupancy rates have remained steady as the

Chamber of Commerce, the Myrtle Beach Convention Center and Myrtle Beach Golf Holiday have worked to increase travel, golf and conferences in the Grand Strand during the slower fall, winter and early spring seasons.

City of Myrtle Beach Hotel Occupancy Statistics, July each year

	2006	2005	2004	2003
Percent Units Occupied	87.77%	91.53%	90.13%	77.35%
Average Daily Rate	\$176.25	\$162.07	\$147.48	\$129.26
Average number of guests per unit	3.11	2.82	2.84	1.68

Largest Hotels in the City and Immediate Vicinity

Name of Hotel	Number of Rooms
Kingston Plantation	950
Sea Mist Resort Hotel	832
Ocean Dunes/Sand Dunes Resort	760
Caravelle Resort Hotels	635
Landmark Resort Hotel	570

Education



Horry-Georgetown Technical College in Conway.

Institutions of Higher Learning

Coastal Carolina University (“Coastal Carolina”), located ten miles west of the City, offers 39 baccalaureate degree programs and 36 undergraduate minors, as well as three master’s degree programs. More than 8,049 students from 44 states and 32 countries are enrolled at Coastal Carolina. Coastal Carolina is fully accredited by the Southern Association of Colleges and Schools.

Horry-Georgetown Technical College (the “College”) is a comprehensive commuter college with three campus locations which serve more than 5,000 students. The College offers 80 associate degrees, diplomas and certificates in the areas of Arts and Science, as well as a varied technical and business curriculum whose credits are transferable to baccalaureate degree programs at many major colleges and universities. The continuing education curriculum at the College enrolls more than 10,000 people each year and maintains an intensive on-site industrial training program which serves 12 to 50 businesses and industries annually. The College is one of 16 technical colleges and technical education centers making up the South Carolina Technical Education System and is fully accredited by the Commission on Colleges of the Southern Association of Colleges and Schools.

At its Myrtle Beach extension campus, Webster University of

St. Louis, Missouri (“Webster”), offers programs of study leading to the Master of Arts degree with various areas of emphasis targeting professional students. Enrollment at the Myrtle Beach campus exceeds 400 students. Webster is accredited at the undergraduate and graduate levels by the North Central Association of Colleges and Schools and maintains membership in the American Assembly of Collegiate Schools of Business.

Public Education

The City is part of the Horry County School District, which is the third largest of 85 school districts in the State. The School District’s 47 schools consist of 25 primary/elementary schools, ten middle schools, ten high schools, two career centers and one alternative school. Fourteen private schools are located within the County. Of the District’s 2,501 classroom teachers, 91% have earned post-graduate degrees or education. Average daily attendance in Fall of 2006 was 96%, and 76% of the 2006 graduates are attending college.

Horry County Public Schools Enrollment

Year	Pre-K	K-8	9-12	Total
2002-03	n/a	19,854	8,147	28,454
2003-04	n/a	20,721	8,420	29,141
2004-05	n/a	22,330	9,522	31,852
2005-06	1,246	22,376	9,218	32,840
2006-07	1,400	24,281	10,461	36,142

**Source: Horry County School District annual statistics.*