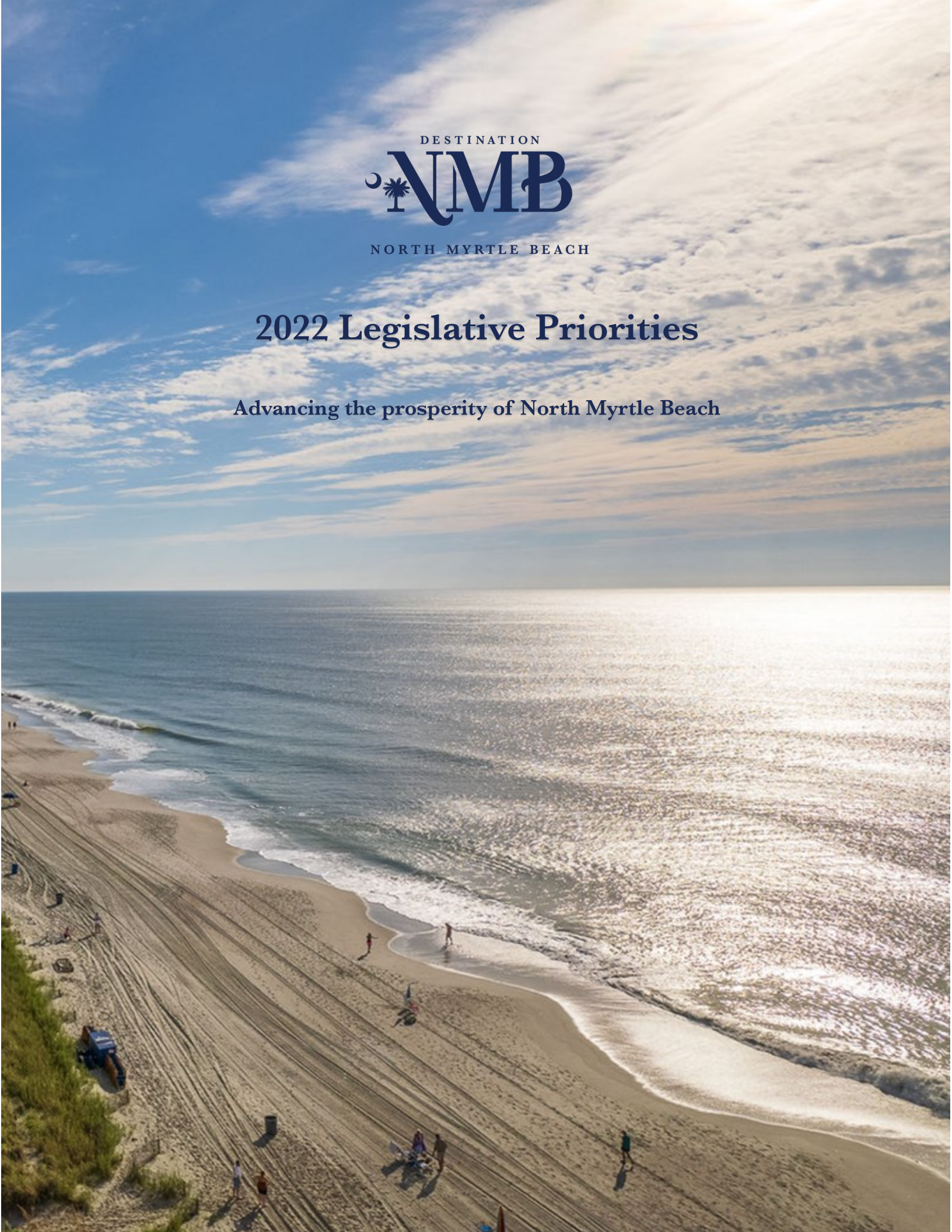




# 2022 Legislative Priorities

Advancing the prosperity of North Myrtle Beach





January 2022

To the stakeholders of Destination North Myrtle Beach,

Our legislative priorities for 2022 have a consistent theme from the prior year for continued support for tourism, infrastructure, workforce development, education, economic development, and the use of funds for COVID-19 relief and recovery.

The highest priority remains to seek legislation considered in Columbia that is tourism and business friendly followed closely by support for the funding and construction of I-73.

Destination North Myrtle Beach supports important infrastructure from interstate and state highways to the development of a new state park. We feel the roadways are very important for commerce, economic development, and access for visitors traveling to North Myrtle Beach. Additionally, Interstate 73 and other state highway extensions will provide critical evacuation routes from the Grand Strand in times of emergency. There are other infrastructure upgrades such as Deep-Water Outfalls and stormwater management that remain a high priority.

Workforce development continues to be a matter of concern statewide. Destination NMB supports programs, plans, and policies which will help business owners recruit, train, and retain strong workforce with high paying quality jobs.

In conjunction with the North Myrtle Beach City Council, we will strive to align our priorities and include support for legislation that supports businesses and contributes to the quality of life and environs for residents.

Destination North Myrtle Beach will work with the state legislature, our business partners, and stakeholders, and city leaders to ensure North Myrtle Beach continues to be a business and tourism friendly family destination.

Respectfully,

Cheryl Y. Kilday, CDME

President/CEO, Destination North Myrtle Beach

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# 2022 Destination North Myrtle Beach Legislative Priorities

**Our mission is to advance the prosperity of North Myrtle Beach**

**Destination North Myrtle Beach develops public policy and takes positions on local, state, and federal issues and legislation impacting area business. Our investor/partner-driven advocacy efforts are helping to ensure full economic prosperity and quality of life for the area.**

**Destination North Myrtle Beach will:**

## **Tourism**

**Advocate for “Tourism Friendly” Legislation** which will help increase tourism in North Myrtle Beach and along the Grand Strand.

**Advocate for the Legislature** to enact checks and balances on VRBO and Airbnb class of businesses to ensure these types of rentals are accountable for their operations and proper tax accountability.

**Advocate for the Review and Oversight** of the accommodations tax allocations each year to ensure they are spent as intended – on tourism promotion.

**Advocate for a New State Park Along the Little River Neck Road.** Destination NMB is supportive of the development of a new state park along Little River Neck Road. The new park will have a positive impact on tourism and travel to the community and increase visitor spending within the entire state of South Carolina. The surplus and funds from the American Rescue Plan Act of 2021 (ARPA) that specifically state tourism and recreation as priorities makes this a particularly timely priority.

**Advocate for the enforcement of the South Carolina Real Estate Commission rules and regulations, Sec. 27-50-250 (b),** related to the sale of an existing vacation rental property by maintaining pre-existing rental agreements of the sold property.

## **Infrastructure**

**Support the Construction of Interstate 73.** Respondents to the Destination North Myrtle Beach Legislative Priorities Survey strongly support the construction of Interstate 73 and believe its construction will boost economic development along the Grand Strand. In partnership with other Chambers of Commerce of the Grand Strand, Destination North Myrtle Beach will continue to advocate and support the construction of Interstate 73 as being a prime route for visitors to reach our areas, important for economic development, as well as an important evacuation route during an emergency.

**Support Efforts to Extend South Carolina 31 to the North Carolina Border** which will help the City of North Myrtle Beach with traffic flow along Highway 17 in the city. By supporting the extension of Hwy 31, we are ensuring visitors to our area will have a less congested route into the North Strand.

**Support Efforts to Extend South Carolina 9 to Interstate 95** which will serve the area as an important evacuation route when needed. Additionally, extending SC 9 to Interstate 95 will support economic development to Horry County and provide another direct access point to an Interstate.

**Support Efforts to Widen SC 90.** As growth and development continues along this corridor, it remains a vital passage for residents and visitors in and out of North Myrtle Beach. Efforts to develop the roadway into a wider route will enable traffic to have easier access to the western portion of the city and can assist in accessing areas for future development.



# 2022 Destination North Myrtle Beach Legislative Priorities

**Advocate Support for Horry County to Implement a Strategic 20-year Infrastructure Plan.** Strong support from local survey responses encourages the development of a plan that would address infrastructure needs where areas of growth is developing and replace and repair existing infrastructure where needed.

**Support the City of North Myrtle Beach's Effort in Recovery of RIDE II funds.** Some of the taxes that were collected by Horry County from RIDE II were generated within the City of North Myrtle Beach. Support will be given if the city's government seeks to request those funds to be used for city road maintenance.

**Encourage and Advocate for Horry County Council** to establish the guidelines and priorities for RIDE IV.

**Support Efforts for Additional Routes from Coast RTA.** After a 14-year hiatus, Coast RTA re-introduced a route into North Myrtle Beach from Myrtle Beach, marking the first time since 2006 the city had bus service. Additional routes to other areas within the county, specifically west of North Myrtle Beach, will enable employees who currently have transportation difficulties the ability to reach their workplaces.

**Advocate for Continued Funding for Deepwater Outfalls.** Deepwater Outfalls are extremely important to help reduce the bacteria levels in the ocean waters along the North Myrtle Beach shoreline. These projects extend the outfalls from the shoreline to 100+/- yards offshore to deeper water. Continued construction of the outfalls will decrease the number of swim advisories the City of North Myrtle Beach experiences each year.

**Support the Responsible Management of Natural Resources** to protect area neighborhoods and help prevent flooding through mitigation technologies.

## COVID-19 Recovery and Relief

**Advocate for Recovery and Relief from COVID-19 Impacts.** This is an effort to support small businesses and tourism-based municipalities to ensure that our community emerges from the COVID-19 environment strong. Access to necessary grants and initiatives will continue to enable small businesses and our city to recover fiscally.

**Support Public Health Initiatives and Response.** Support will continue to be given for local, state, and federal businesses and agencies that continue to encourage the practice of testing, vaccines, and public health measures that help to ensure the well-being of the community and helping to control the spread of COVID-19.

**Support Local Uses from the American Rescue Plan Act of 2021 Funding.** Efforts to use ARPA funds should continue to be sought during the recovery from COVID-19. Infrastructure support is one consideration for use of the funds, however, as communities seek additional ways to recover other priorities within communities also may need to be addressed with funding sought to provide services.

**Support Healthcare Initiatives** on the local, state, and federal levels to aid essential workers with the necessary means and tools that will be required to help keep their employees and our communities safe.

## Workforce Development

**Support the Development of a Strong, Trained Workforce** which continues to be a statewide issue in South Carolina. This Includes trade and skilled labor training. With a well prepared, trained workforce, South Carolina can continue to attract five-star companies and corporations to our state to establish and continue to run their operations.

**Advocate for and Support the Expansion of a Statewide Rural Broadband System** that is essential to provide education and job training opportunities to potential members of the workforce living in rural areas of the state.



## 2022 Destination North Myrtle Beach Legislative Priorities

**Support the Continued Efforts for Education Reform in South Carolina** which will help ensure the state has a work-ready workforce moving forward.

**Advocate for and Support Efforts and Legislation for Workforce Housing.** To assist with the needs of today's workforce, the availability of affordable housing continues to be a hinderance to area workers. Continued support will be given for state-sponsored tax credits and rental housing legislation efforts.

### Economic Development

**Support Efforts and Policies that are Used to Advance Economic Development and Entrepreneurship** within the region. This includes continued low taxes and regulations along with efforts to maintain necessary resources in available utilities and employee training needs.

**Support Efforts to Lessen and Minimize Regulations** on businesses.

**Oppose the Exploration for Oil and Gas** off the coast of South Carolina.

**Advocate for the Expansion of Wind Power** opportunities in the state.

**Support the Use of Funds Generated from a Local-Option 1-Cent Sales Tax** that benefits area school districts' capital projects.

**Advocate for Local Businesses to Use the State's Apprenticeship Carolina Program** and earn a tax credit for hiring a student and support workforce.

**Support Efforts by Area Officials and Santee Cooper** in the installation of electric charging station opportunities for use by motorists who use electric vehicles.

### Other Legislation and Issues to Watch:

Based on comments taken from Destination NMB's 2022 Legislative Priorities Survey, here are other items of concern Destination NMB will be tracking:

**Supporting the Sale of Spirits (liquor) on Sundays** in authorized retail stores.

**Advocating for Statewide Workers Compensation Reform.**

**Supporting Statewide Education Reform.**

**Advocating and Supporting Funding for a Women's Shelter** in Horry County.

**Advocating the School Start Date** be no earlier than the 3rd week in August.

**Supporting Efforts to Preserve Open Spaces** within the City of North Myrtle Beach.

**Support the Retention of Tree Ordinances** including trees on private property.

**Monitor Development Plan Requirements.**

**Support Regulations on Squatted Trucks.**