



NORTH MYRTLE BEACH

2023 Legislative Priorities





January 2023

Dear Partners,

Destination North Myrtle Beach has prepared legislative priorities for 2023. Our advocacy program includes participation with key organizations affecting business and tourism legislation and support at the local, regional, state, and national levels. We actively contribute to policy discussions as well as through sign-on letters and other legislative means through SC Chamber of Commerce, the US Chamber of Commerce, and US Travel.

Advocacy is a grass roots effort based upon listening, collaborating, and putting a voice to the issues that are important to our local businesses.

The development of the legislative priorities was an inclusive process with interactions, meetings, and discussions with industry sectors, legislators, lobbyists, business leaders, elected officials, and our own Public Policy Committee.

These priorities are intended to serve as an overview and conversation starter. We know that during the legislative session new legislation and initiatives will arise and may be added to our priorities. As a Partner, we invite you to join us for regular conversations and briefings about the South Carolina Legislative Session.

The broad categories that are important to our community remain tourism, economic development, infrastructure, workforce development, and diversity, equity, and inclusion.

Destination North Myrtle Beach will continue working with advocacy partners, elected officials, and our community to advance policies that support a thriving business community and ensure that North Myrtle Beach remains a tourism friendly family destination.

A handwritten signature in black ink that reads "Cheryl Y. Kilday".

Cheryl Y. Kilday, CDME

President/CEO, Destination North Myrtle Beach

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Our mission is to advance the prosperity of North Myrtle Beach

Destination North Myrtle Beach works with its board of directors, public policy committee and lobbyist to advance positions on local, state, and federal issues along with legislation impacting area businesses. 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 Fairness in the Short-term Rental Industry to enact checks and balances on VRBO and Airbnb class of businesses to ensure these types of rentals are licensed and accountable for their operations and proper tax accountability.

Advocate for the Legislature to require short-term rental owners to obtain a South Carolina issued short-term rental permit and providing a method for self-managed owners to do business in South Carolina.

Advocate for the Legislature to ensure compliance with SC licensing law to include a provision that each short-term rental permitted to operate within the state has a licensed agent representing the property with consequences for not complying and not remitting local taxes.

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

Advocating the School Start Date be no earlier than the 3rd week in August. Businesses and the city government depend on students for summer employment through the busy visitor season and starting school earlier would be a hardship to many small businesses.

Advocate for a New State Park on Waites Island Along 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.

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.

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 for funding for Beach Renourishment and Dune Recovery.

Support Efforts to Lessen and Minimize Regulations on businesses.

- Oppose the proportional insurance share on liquor liability negatively impacting small businesses ability to secure liability insurance.
- Support insurance reforms that support small businesses.
- Support the sales of beer, wine, and cocktails through carry-out and delivery services from restaurants.

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

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 for and support the construction of Interstate 73 as being a prime route for visitors to reach our areas, important for economic development and access to the Dillion Inland Port and ports in Charleston and Wilmington, NC., 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 within 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. A completed SC 31 also will allow easier access for economic development efforts to ports in Charleston and Wilmington, NC.

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.

Encourage and Advocate for Horry County Council to continue with priorities for paving and road improvements for RIDE IV.

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

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 Efforts for Additional Routes and Extended Hours 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 within North Myrtle Beach and to other areas within the county, specifically west of NMB, 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.

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 State Funding for Transit Needs for workers who need transportation services via van pools or public transit from other parts of the county to routes established within city limits.

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

Diversity, Equity & Inclusion

Advocate for DEI Initiatives that will continue to offer opportunities to all.

Support Efforts to Ensure Access to Vital Records for returning citizens re-entering the workforce.

Advocate for Policies that Allow South Carolina to be a State for all types of businesses and employers to feel welcome to do business here.

Other Legislation and Issues to Watch:

Based on comments from Destination NMB's 2023 Legislative Priorities Survey, here are other items of concern Destination NMB will be tracking:

Supporting the sale of spirits (liquor) with extended hours in authorized retail stores.

Advocating for Statewide Workers Compensation Reform.

Monitor development plan requirements.