



NORTH MYRTLE BEACH

2024 Legislative Priorities





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January 2024

Dear Partners,

As we enter the legislative process in 2024, we bring forward the momentum from progress made in 2023. We are excited, energetic, and ready to represent the businesses and community as the voice of business for North Myrtle Beach!

Advocacy is a crucial program for us and our partners; we work closely with businesses to align our legislative priorities with their needs while also monitoring the landscape for potential impacts. Our legislative priorities are developed by a committee and approved by our board of directors after surveys, meetings, and many conversations with business leaders, public and elected officials. Our partnerships through industry expertise allow us to connect key policy discussions and decisions being considered at the local, state, and federal levels. We follow guidance from the South Carolina Chamber of Commerce, the US Chamber of Commerce, US Travel Association, Destinations International, as well as regionally with the Myrtle Beach Area Chamber of Commerce and others

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

I urge you to join Destination North Myrtle Beach as we continue working with our advocacy partners, elected officials, and our community to advance policies that support a thriving business community and ensure that North Myrtle Beach remains a favorite tourism family-friendly destination and great community to call home.

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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Destination North Myrtle Beach works with its board of directors and public policy committee 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

Advocate for fairness in the short-term rental industry to enact checks and balances on VRBO and Airbnb class of businesses

Support homeowner rights allowing short-term rentals, unless restricted in areas governed by Home Owner Associations, while advocating for the collection of all appropriate taxes

Advocate for the local municipality to require short-term rental owners to provide a local contact and to obtain a South Carolina issued short-term rental permit

Advocate for the review and oversight of the accommodations tax allocations each year to ensure they are spent as intended

Advocating the school start date be no earlier than the 3rd week in August

Advocate for a new state park on Waites Island along Little River Neck Road

Advocate for the enforcement of the South Carolina Real Estate Commission rules and regulations

Economic Development

Support efforts and policies that are used to advance economic development and entrepreneurship

Advocate for legislation to clarify the policy of the General Assembly to have a “modified joint and several liability” system

Support efforts to lessen and minimize regulations on businesses

Advocate for and support efforts and legislation for attainable workforce housing

Advocate for the expansion of capabilities for natural gas

Support efforts for funding for beach renourishment and dune recovery

Advocate for the expansion of wind power opportunities in the state

Advocate for local businesses to use the state’s Apprenticeship Carolina Program

Support efforts by area officials and Santee Cooper in the installation of electric charging station opportunities

Infrastructure

Support the construction of Interstate 73

Support efforts to extend South Carolina 31 to the North Carolina border

Support efforts to extend South Carolina 9 to Interstate 95

Support efforts to improve SC 90

Encourage and advocate for Horry County Council to continue with priorities for paving, road improvements and to incorporate Coast RTA funding with RIDE IV projects

Advocate for continued funding for deepwater outfalls

Support the responsible management of natural resources to protect area neighborhoods

Workforce Development

Support the development of a strong, trained workforce

Advocate for state funding for transit van pool needs for workers

Support the continued efforts for education reform in South Carolina

Inclusion

Support efforts to ensure access to vital records for returning citizens re-entering the workforce

Advocate for policies that allows South Carolina to be a state for all types of businesses and employers to feel welcome to do business here