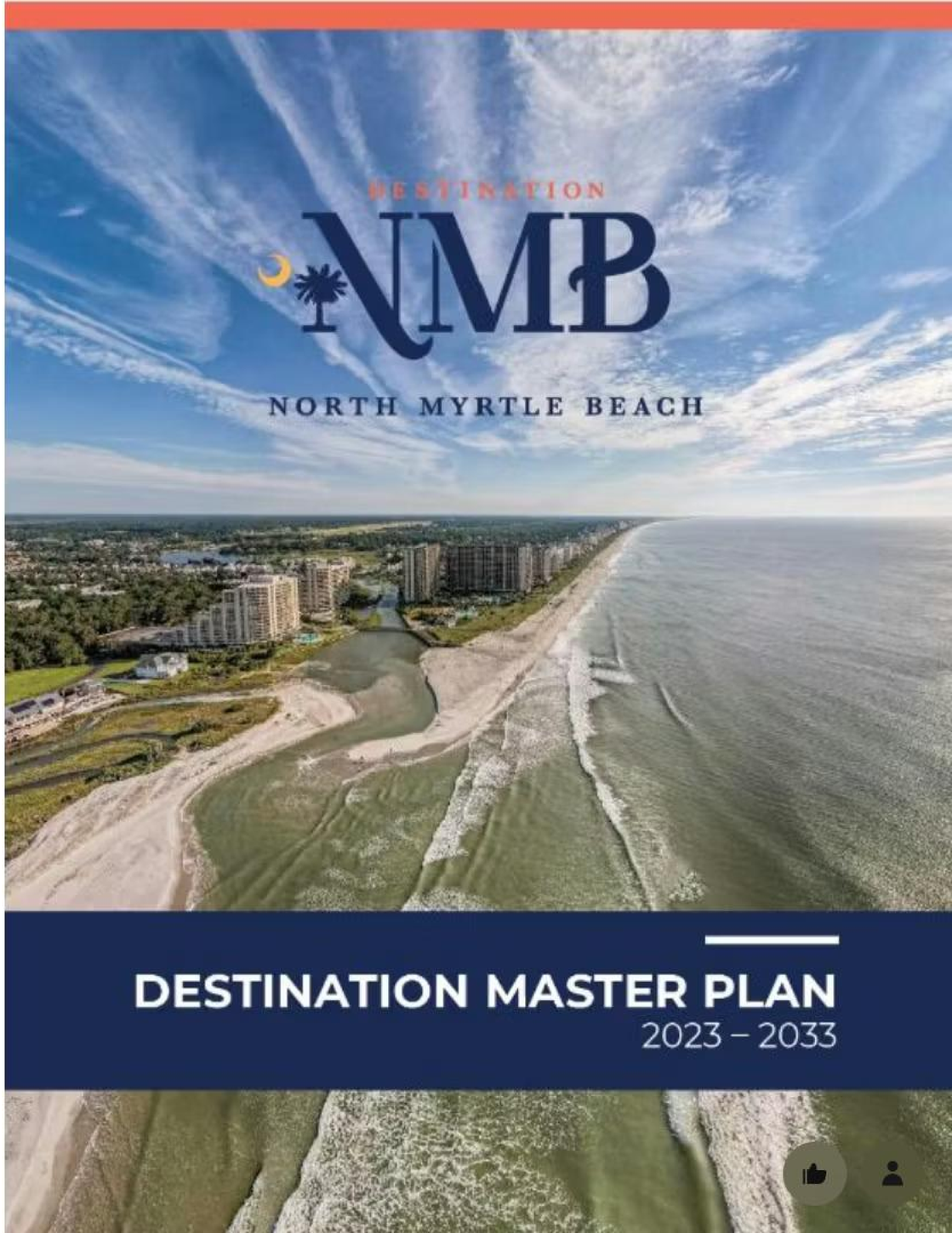
DESTINATION NMB

NORTH MYRTLE BEACH

Three Years In...

CLARITY OF PLACE

A LONGWOODS COMPANY



Introduction

- Purpose of the Destination Master Plan
- Level of Community Involvement
- Emphasis on Research & Data

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Destination Master Plan Revisited – Key Findings

#1 Beaches and waterways are essential elements of the North Myrtle Beach experience and critical to development opportunities.

#2 North Myrtle Beach should further develop its arts, culture and historical offerings.

#3 Environmental stewardship and conservation experiences represent a significant development and enhancement opportunity.

#4 North Myrtle Beach is becoming known as a premier sport tournament destination and there is room to grow this market.

#5 There is an opportunity to enhance the sense of place in North Myrtle Beach, with murals, walkability and events.

#6 North Myrtle Beach should differentiate and celebrate its unique neighborhoods

#7 Connectivity, access and wayfinding need to be enhanced.

#8 Collaboration and active participation amongst stakeholders is high and residents support tourism.

#9 Collaboration with Myrtle Beach and the greater Grand Strand should be prioritized.

#10 Funding for destination development must be further explored.

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Destination Master Plan Revisited – Strategic Observations

GUIDING PRINCIPLES

QUALITY OF THE LOCAL ECONOMY

Balancing the long-term vibrancy and sustainability of the economy.

VISITOR EXPERIENCE

Providing excellent visitor experiences that highlight what differentiates North Myrtle Beach.

RESIDENT QUALITY OF LIFE

Protecting and enhancing the quality of life by mitigating the impacts of tourism while sustaining a thriving economy.

SUSTAINABILITY

Implementing sustainability initiatives to secure the environment for the future and dispersing visitors throughout the year and the destination.

STRATEGIC RECOMMENDATIONS FOR NORTH MYRTLE BEACH

1. Develop year-round experiences, cultural and event offerings.
2. Improve accessibility and connectivity.
3. Ensure economic and environmental sustainability.
4. Expand placemaking in neighborhoods.

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Plan Overview

- Key Points of the Plan
- Surprises from the Planning Process
- Common ground for the community

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Destination Master Plan Revisited – Recommendations

1. Develop year-round experiences, cultural and event offerings

SUPPORT QUALITY OF LOCAL ECONOMY	ENHANCE THE VISITOR EXPERIENCE	ENRICH RESIDENT QUALITY OF LIFE	CONTRIBUTE TO ENVIRONMENTAL SUSTAINABILITY
a. Attract a major year-round attraction that will advance the NMB brand and family-focused reputation. b. Advocate for sports tourism and the development of appropriate year-round facilitie.s c. Ensure NMB is a tournament-friendly city with the amenities, experiences and support needed to accommodate visiting teams and their families. d. Deliberately pursue retail and dining opportunities that will drive spending by visitor and residents.	a. Attract or develop events that will drive overnight visitation and complement existing annual events. b. Pursue agreement on beach ordinances to allow for ease of use, access and major event approval. c. Develop a NMB-specific experiential hospitality training program and certification.	a. Develop a permanent, year-round performing arts venue. b. Develop a strategic alliance with performing and visual arts and culture companies and groups in Myrtle Beach to consistently offer performances in NMB.	a. Require sustainability strategies for all event organizers.

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Destination Master Plan Revisited – Recommendations

2. Improve accessibility and connectivity

SUPPORT QUALITY OF LOCAL ECONOMY	ENHANCE THE VISITOR EXPERIENCE	ENRICH RESIDENT QUALITY OF LIFE	CONTRIBUTE TO ENVIRONMENTAL SUSTAINABILITY
a. Advocate for vacation rentals to be incorporated into all zoning & redevelopment. b. Consider grants or incentives for tourism and hospitality-related business owners to support workforce, and support workforce housing and transportation.	a. Incorporate an accessibility program for hospitality industry to assess, improve and welcome visitors of all abilities. b. Develop a visitor-centric transportation system to move people around the area and reduce cars on the roads / in parking lots. c. Add places to sit.	a. Advocate for the completion of connected road networks including I 73, and HWYs 9, 31 and 74. b. Create a trail connecting all NMB neighborhoods highlighted by local art.	a. Develop trail networks with connectivity to and between neighborhoods for recreational walking, cycling and e-bikes. b. Build network of EV charging stations.

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Destination Master Plan Revisited – Recommendations

3. Ensure economic and environmental sustainability

SUPPORT QUALITY OF LOCAL ECONOMY	ENHANCE THE VISITOR EXPERIENCE	ENRICH RESIDENT QUALITY OF LIFE	CONTRIBUTE TO ENVIRONMENTAL SUSTAINABILITY
a. Recruit businesses and employers that match desired population demographics. b. Adopt a deliberate strategy to welcome diverse business owners and employees, being welcoming of all races, religions, orientations, ages, and abilities. c. Develop reliable understanding of economic impact potential and fiscal impacts.	a. Advocate for a State Park on Waites Island. b. Partner with existing organizations to develop experiences for visitors to learn and participate in sustainability initiatives (Sea Turtle Patrol, DNR, Parks & Rec, etc).	a. Develop a new resident-focused tourism education / exploration program. b. Develop a consistent approach to communicating the value of tourism to residents. c. Form a resident advisory council. d. Ensure medical options are sufficient for new residents, aging population and potentially for medically-motivated travel.	a. Join the national Leave No Trace program to align with best practices in travel related to sustainability standards. b. Complete a destination sustainability assessment and address opportunities.

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Destination Master Plan Revisited – Recommendations

4. Expand placemaking in neighborhoods

SUPPORT QUALITY OF LOCAL ECONOMY	ENHANCE THE VISITOR EXPERIENCE	ENRICH RESIDENT QUALITY OF LIFE	CONTRIBUTE TO ENVIRONMENTAL SUSTAINABILITY
a. Involve local business owners in workshopping options for streetscape design and event participation. b. Create a sense of arrival to NMB.	a. Showcase the history of the region in gathering spaces and on signage in neighborhoods (Shag, Gullah, family traditions, etc). b. Expand sidewalks for outdoor dining, close streets for weekly markets, rotating late night hours, incorporate lighting or illumination shows for a safe, welcoming atmosphere.	a. Develop a public art program that is authentically NMB, aligned with the brand promise and showcases each neighborhood, it's history and culture. b. Incorporate playgrounds and green spaces in new neighborhood developments.	a. Add sufficient and visually appealing recycling and trash receptacles in neighborhoods and on beaches. b. Incorporate "adopt-a-park" programs for maintenance.

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Implementation

- Primary successes from the plan

- Remaining priorities
  - Short-range needs
  - Longer term needs

- Focus on Implementation

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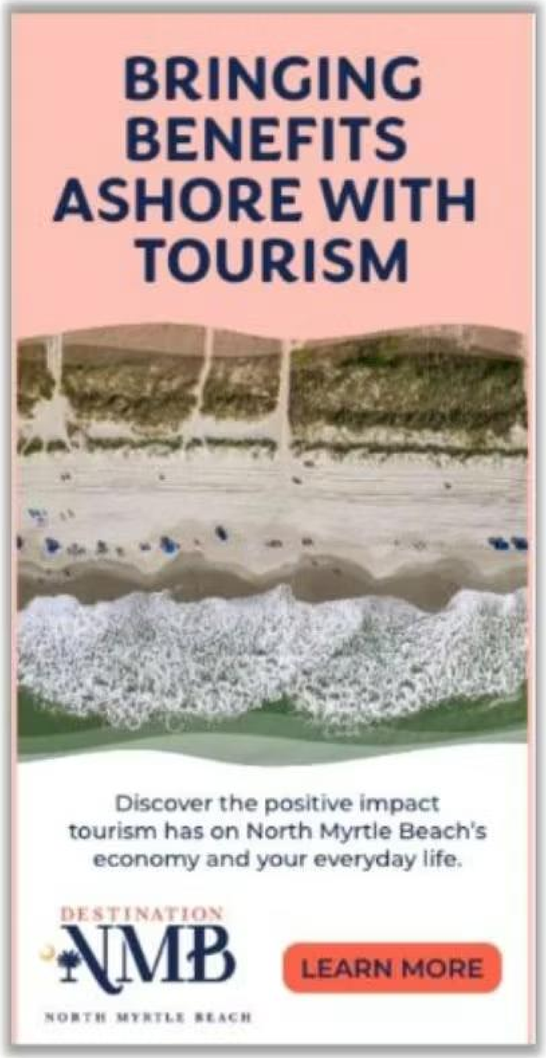
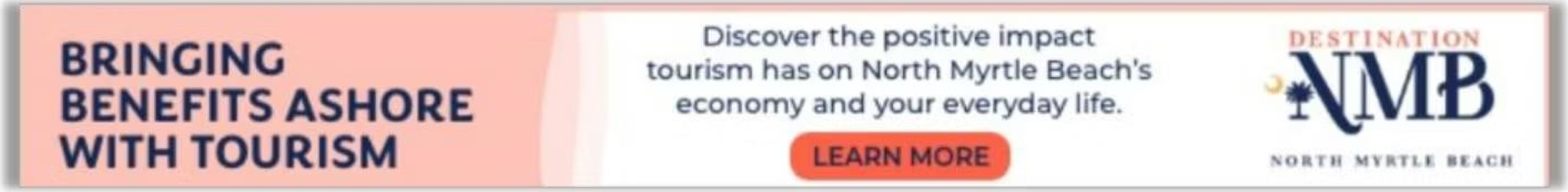
Community Awareness Campaign





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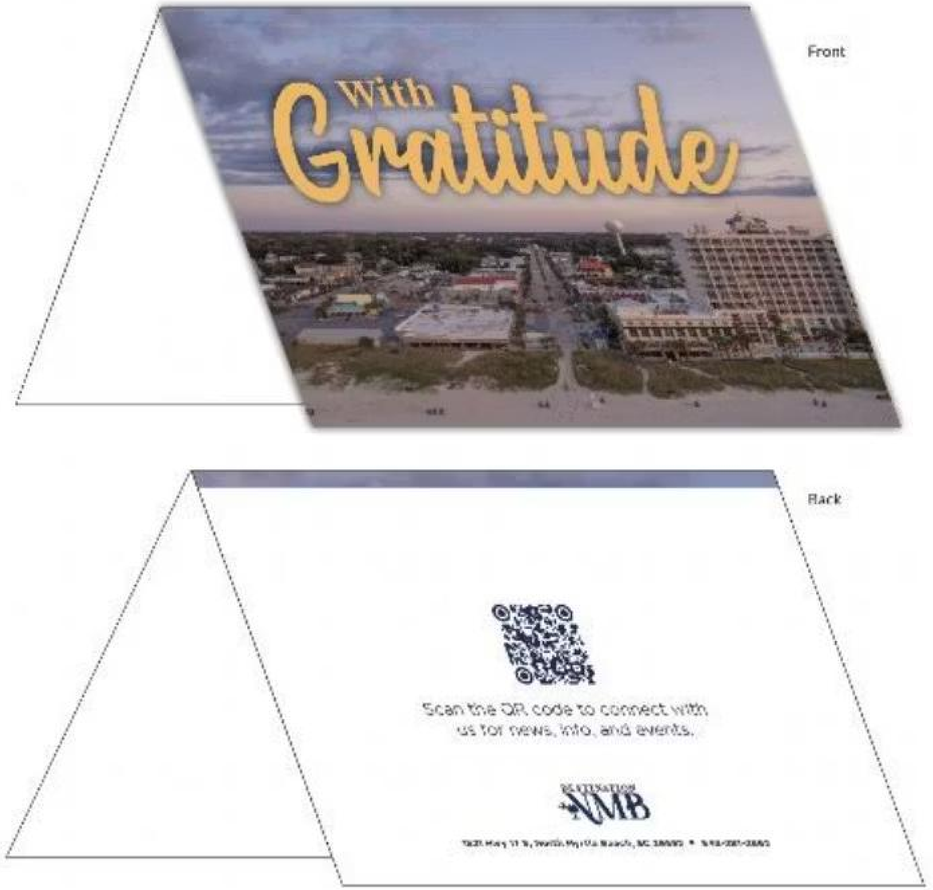

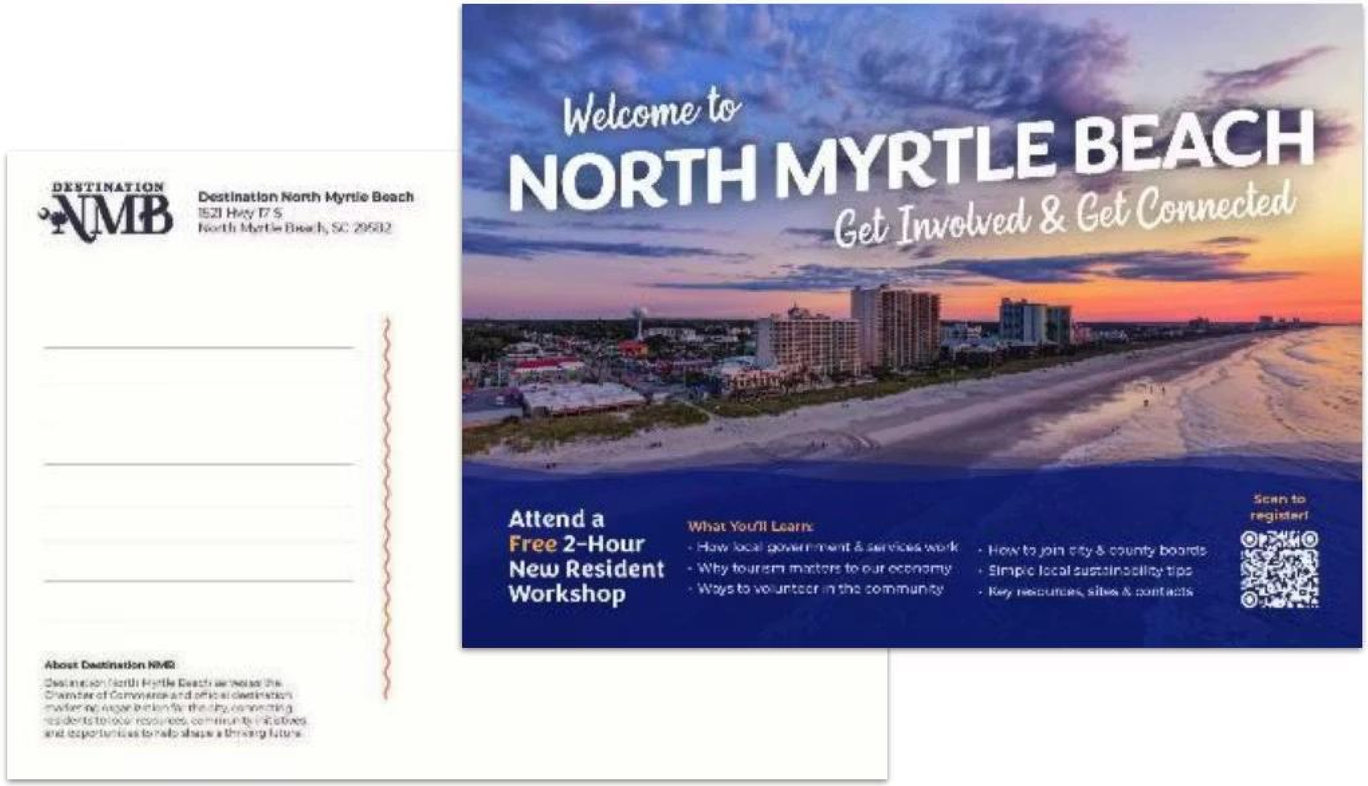

Community Awareness Videos

Visitor Video

Community Video

As a resident, what are the most important implementation priorities for the next 3-5 years?

Infrastructure- roads

Parking but not making it over crowded

Arts, Culture and heritage

Bringing more of the younger generation, more jobs/businesses to support young people wanting to move here

Like mentioned, a place similar to a convention center for North Myrtle!

Jobs and healthcare that attract young families

Green spaces. Better traffic patterns and more infrastructure to support growth.

Culture Attractions
Large scale convention space

As a resident, what are the most important implementation priorities for the next 3-5 years?

Nature Preservation

Balancing the importance of business and tourism with resident quality of life.

Continuing to make residents feel valued in the off season with things coming to the area.

I think adding in more places to shop for groceries to off set the influx of people moving in

More focus on overall infrastructure- the more residents, the bigger need. This is an overall area challenge.

Exspansion of bicycle paths thru out the city

More of an advocate for the small businesses - the other 45% in non tourist spending. How do we ensure locals are spending locally? How are we marketing locally to gain more involvement from residents

Natural resource protection, water quality, local discounts to entice locals to support businesses but keep profits year round and be able to keep local staff employed

As a resident, what are the most important implementation priorities for the next 3-5 years?

Attract younger people

More places for larger markets. Like how Charleston has 2nd Sunday

Water issues during hurricane season

From a business or organizational perspective, what are the most important implementation priorities for the next 3-5 years?

Workforce

Jobs/workforce

Keeping tourist coming to want to have that want to move here so our business can continue to grow and expand

Similar to my last response, a great hub for business owners to host big events

Community involvement and financial literacy

Workforce

Knowing about what events are happening so if we want to become vendors or sponsors we have the chance

Managing resident sentiment re: tourism

From a business or organizational perspective, what are the most important implementation priorities for the next 3-5 years?

Reputation, crime and cleanliness

More clear access to potential partner organizations or advertising sales leads (business looking to target tourists)

Beach renourishment

More jobs for younger generation to come

We are on the right track. Infrastructure- jobs- green spaces.

Job fairs/more events to bring businesses to NMB

Improving pay rates to match cost of living increases

The Vision for North Myrtle Beach

The shared vision for North Myrtle Beach is an aspiration for the year 2033.

IN 2033, NORTH MYRTLE BEACH WILL BE...

A year-round family destination known for our collection of distinct neighborhoods and leadership in the care and protection of our beaches and natural areas.

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Vision

- Right path for North Myrtle Beach
- Commitment of Destination North Myrtle Beach
- Help needed for implementation

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Thank You

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