



## THRIVING MYRTLE BEACH

Advance a competitive, predictable business climate that protects the visitor economy, supports employers and improves affordability for residents.

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## BUILD THE BACKBONE

Invest in transportation and utility capacity to keep pace with growth, improve reliability and strengthen resilience for residents employers, and visitors.

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## PROTECT THE COAST

Protect the beaches and waterways that power the local economy through resiliency projects, clean water, improved access and risk reduction.

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## QUALITY OF LIFE

Grow a community where families and workers can thrive by expanding access to healthcare, childcare, attainable housing and strong education outcomes.

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## ONE VOICE

Align partners behind a disciplined list of shovel-ready priorities and pursue state and federal funding for transformational wins across the region.

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For more information, contact

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## THRIVING MYRTLE BEACH



- Improve insurance availability and affordability through market-stabilizing, risk-based reforms across property & casualty insurance-including homeowners, auto and commercial liability-to expand coverage options and moderate premiums. (H.4299, H.3849)
- Maintain clear, enforceable short-term rental rules that ensure tax fairness and neighborhood protections. (S.442, H.3861)
- Promote smart regulatory reforms that cut red tape and speed up permitting to support small-business growth. (H.302)
- Strengthen public safety by maintaining the A-Tax proviso (\$2,086,511 in 2024), supporting the Myrtle Beach Police Department, and coordinating targeted recruitment marketing to attract and retain new officers.

## BUILD THE BACKBONE



- Advance congestion relief and major connectivity projects, including pursuing State Infrastructure Bank (SIB) funding where eligible. (H.4031)
- Support modernized transportation funding and permitting at SCDOT. (S.831, H.5071)
- Accelerate investment in stormwater and drainage improvements that reduce flooding and protect critical corridors.
- Strengthen electric reliability and expand capacity to reduce outages, improve peak-season performance and keep energy costs affordable. (H.3309, H.4692, S.878)
- Support I-73 as a priority interstate connection to expand market access and strengthen the Grand Strand's long-term economic prospects.

## PROTECT THE COAST



- Advance coastal resilience and water-quality projects that reduce pollution and flooding impacts, including stormwater outfalls.
- Sustain long-term beach renourishment and sand management plans that protect property, tourism and resilience. (S.298, H.3911)
- Prioritize dredging and inlet management to support navigation, drainage and shoreline stability.
- Advocate for sustained state park funding, including South Carolina's most visited parks-Myrtle Beach State Park and Huntington Beach State Park-to protect access and the natural assets visitors expect.
- Strengthen water-quality transparency (e.g. "Check My Beach") and oppose offshore drilling that threatens the coast's economy, environment and brand.

## QUALITY OF LIFE



- Expand healthcare access and workforce capacity by supporting policies that improve provider recruitment, retention and practice readiness. (S.376, S.377)
- Increase childcare affordability and availability to support workforce participation and family stability. (S.47, S.770)
- Expand attainable homeownership by scaling long-term affordability tools, including the Horry County Community Land Trust model. (H.3750, H.3737)
- Strengthen education outcomes and workforce-aligned pathways (CTE, credentials, apprenticeships) tied to employer demand and regional growth industries. (H.3197)
- Invest in quality-of-place assets that retain talent and improve everyday life-parks, safe public spaces, community amenities and infrastructure that make neighborhoods more livable and family-friendly.

## ONE VOICE



- Secure investment to reconstruct the Myrtle Beach International Airport runway and expand long-term capacity to support growth.
- Support continued investment in MBREDC and NESAs to help diversify the local economy and strengthen year-round job growth.
- Maintain a unified state and federal "asks list" tied to project readiness, match strategy and measurable outcomes.
- Support higher-ed and workforce investments (e.g., HGTC and CCU) aligned with employer needs, rapid credentialing and regional talent retention.