



## Whaling Wall gets touch-up

It's been 25 years since the international artist Wyland painted one of his famous Whaling Walls on the side of the Myrtle Beach Convention Center.

Now, local artist Tommy Simpson is giving the giant painting a fresh look. Simpson is touching up the original artwork and adding just a hint more color. When the refresh is complete, the sunrise will be a bit brighter and the sea floor will have a few new plants.

Our Whaling Wall is number 49 in a series of 100 murals that Wyland painted around the world. School groups gathered to watch him work, and Simpson has had a few watchers, too. Sherwin Williams is donating the special paint required for the project.



## TD Bank provides \$20,000 grant

Myrtle Beach received \$20,000 this year from TD Bank's Green Streets grant program. The funds were designated for improvements at Myrtle's Market, including new grass, trees and sidewalks. Above, Mayor Brenda Bethune receives a presentation check from TD Bank staff members during a ceremonial "sod laying" event.

## Ready for hurricane season?



Myrtle Beach's recent brushes with a couple of Category 1 storms should remind everyone that hurricane season runs through November 30.

Know your zone and be prepared to act if a storm threatens. Have important papers ready, prepare an emergency kit and know where you'll go if an evacuation is needed.

<https://www.facebook.com/myrtlebeachcitygovernment>

## 2018 Activities and Events

**Myrtle Beach Boardwalk Bonanza**  
4:00 to 9:00 p.m., Wednesday-Thursday  
July and August  
Burroughs & Chapin Pavilion Place

**Myrtle Beach Jazz Festival**  
Friday-Sunday, September 28-30  
Charlie's Place, Carver Street

**South Carolina's Largest Garage Sale**  
7:00 a.m. to 2:00 p.m., Saturday, October 6  
Convention Center and Sport Center

**Myrtle Beach Seafood Festival**  
Friday-Sunday, October 5-7  
Valor Memorial Garden

**Myrtle's Market (Farmers' Market)**  
9:00 a.m. to 3:00 p.m.  
Wednesday, Friday and Saturday  
Through October, corner of Oak Street  
and Mr. Joe White Avenue



Sign up now for Myrtle Beach's weekly email for news and events. The **Friday Fax** provides upcoming meetings and agendas. Send your address to [info@cityofmyrtlebeach.com](mailto:info@cityofmyrtlebeach.com). Be sure to like and visit our Facebook page: [www.facebook.com/myrtlebeachcitygovernment](http://www.facebook.com/myrtlebeachcitygovernment).

## PROGRESS REPORT Summer 2018

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# PROGRESS

## REPORT



## Goddess of the Sea at home in Plyler Park

Myrtle Beach's first major piece of public art, the Goddess of the Sea, was installed this spring in Plyler Park, with a dramatic view of the ocean. The sculpture was a dozen years in the making.

The Goddess of the Sea was commissioned by Buz Plyler, owner of the Gay Dolphin Gift Cove. The Myrtle Beach Public Art Initiative then helped fund the project through private and public donors, including the City of Myrtle Beach and the Downtown Redevelopment Corporation.

The Goddess of the Sea was created by Kristen Visbal, perhaps best known for her Fearless Girl statue, which stared down the Wall Street bull.

The Public Art Initiative officially presented the deed for the sculpture to the city during Sun Fun Festival ceremonies June 1. Officials also dedicated a new stage and other Plyler Park improvements.



## Myrtle Beach earns readiness recognition from the NWS

The City of Myrtle Beach has been recertified by the National Weather Service as both a StormReady and a TsunamiReady city. The recertifications are good for three years, until May 2021, and represent the weather service's recognition of the highest level of commitment to public safety and preparedness.

The city first earned a StormReady designation 12 years ago. The threat of a tsunami is very low along the South Carolina coast, but Myrtle Beach also earned Tsunami-Ready status nine years ago.

These designations recognize the city staff's readiness should such emergencies occur.



## Recreation center renamed for General Robert H. Reed



General Bob Reed

What was the Base Recreation Center on Gabreski Lane is now named in honor of the retired four-star general who helped the city preserve the history of the Myrtle Beach Air Force Base and transform it into today's Market Common area.

The late Robert H. "Bob" Reed served as commander of the 354th Tactical Fighter Wing at the Myrtle Beach Air Force Base in the 1950s and 1960s. He logged 6,100 hours

flying various aircraft, including the F-4 Phantom in Vietnam.

His service ultimately took him to the Pentagon, where he was Air Force assistant vice chief of staff. He ended his Air Force career in Mons, Belgium, as chief of staff for Supreme Headquarters Allied Powers Europe (SHAPE).

General Reed retired to Myrtle Beach in the 1980s and served on the Air Base Redevelopment Authority. His flight uniform and other memorabilia are on display in the recreation center's Air Force Base history museum.



## Decorations brighten the Boulevard

The business community is working with the city and the Downtown Redevelopment Corporation to create a more active and inviting atmosphere on Ocean Boulevard. After all, we want to make a good first impression for our millions of oceanfront visitors.



Hanging flower baskets are part of the effort. The Parks Division installed 92 flower baskets on 46 poles, from Ninth Avenue North to 21st Avenue North. The project was funded by the Downtown Redevelopment Corporation. The baskets include varieties of petunia, calibrachoa, verbena, bacopa and sweet potato vine.

Also new are sidewalk decals which send a festive message. The decals are part of a plan envisioned by restaurateur Larry Bond and others. A new traffic configuration that matches the rest of the Boulevard, including bicycle lanes, also is in place.

Expect more activity on public spaces, too. Along with the highly successful Beach Music and Food Truck Festivals, look for more summertime entertainment. The Boardwalk Bonanza, featuring food trucks and fun, will fill the Burroughs & Chapin Pavilion Place, Wednesday and Thursday evenings this summer.



## Skate park getting new concrete pipes, ramps

Construction is underway this summer to transform the Matt Hughes Skate Park, adjacent to Pepper Geddings Recreation Center, into a modern skateboarding facility.

A contractor is replacing outdated equipment with a new concrete, street-style skate park. The city provided up to \$100,000 for the work, while local individuals and groups contributed another \$25,000 toward the makeover.

The park opened in 1998. It was renamed later that year for Matt Hughes, a young skateboarder who died after hitting his head while skating in North Myrtle Beach.

## Grand Strand beach renourishment to begin in August



The US Army Corps of Engineers has awarded a \$34.8 million contract for beach renourishment along the Grand Strand. The project includes sand replacement on eight miles of Myrtle Beach, four miles of Surfside and Garden City Beaches and two miles of North Myrtle Beach. Myrtle Beach's cost will be approximately \$500,000.

Details on the starting location and direction in which the project will move have not been finalized. Renourishment will be finished no later than December 15. The contractor works 24 hours a day, seven days a week, completing up to 500 feet per day.

## Remote-control devices add speediness to water safety

The City of Myrtle Beach has deployed four new remote-controlled "lifeguards" that can quickly reach a swimmer in trouble, even in heavy surf. The city purchased the devices, shown here, with \$60,000 in financial support from the Myrtle Beach Area Chamber of Commerce.

Called EMILY, this new water rescue device can jump through waves at up to 30 miles an hour to quickly reach a struggling swimmer. Each can tow in one person with ease, or keep as many as four people afloat until more help arrives.

The red-and-yellow floatation devices will supplement existing lifeguards, who are ready to keep our swimmers and beachgoers safe during the summer season.

The Myrtle Beach Fire Department also has EMS crews on the beach every day to provide rescue and EMS services. The city has added additional EMS crews to the beach each of the past three years.



## Attention, developers: incentives available!

Myrtle Beach offers a two percent development incentive for certain projects and locations, with a goal of attracting targeted industries and bringing redevelopment to selected areas of the city.

To diversify the economy and create more jobs, City Council has identified medical providers, technology companies and "experiential retail" as target industries. A second incentive is available for new projects based on location within the city. The idea is to encourage redevelopment where it's most needed.

For example, the developer of a hotel nearing completion on Ocean Boulevard at Sixth Avenue



North (pictured here) applied for and received the redevelopment incentive. The new hotel is in the South Mixed Use District, one of the older parts

of the city, and represents a significant investment. When a developer applies for an incentive, city staff and Council review the proposal. City Council then either approves or denies the application.

If approved, the developer can receive a voucher for up to two percent of the project's construction cost – not including any land cost – but only after the project is finished. The maximum incentive is \$1,000,000, which would require a project to have a construction value of at least \$50,000,000.

Once a certificate of occupancy is issued for the completed project, the developer can use the voucher during the next five years to recover costs already paid, such as building permit fees, tap fees and impact fees.

Other reimbursable costs could include business license fees and water and sewer fees, up to the maximum incentive value. However, the incentive cannot be used for property taxes, accommodations taxes, hospitality fees or other payments.

Who pays for the incentive? The development itself. Taxpayers don't contribute anything to the two percent incentive. In fact, all property taxes flow as usual under these incentive programs. Instead, the developer is allowed to recover certain expenses that were paid, but only upon completion of an eligible project.

From the city's viewpoint, the development incentive benefits everyone. The city gets either a targeted industry – and new jobs – or a desired redevelopment project – and new jobs – which may not have otherwise occurred. In turn, the developer can recover a small part of the cost to build the new project.



## 30<sup>th</sup> Garage Sale expands to new space in Sports Center

For its 30th year, South Carolina's Largest Garage Sale will nearly double in size. Instead of occurring just in and around the Myrtle Beach Convention Center exhibit hall, the big sale also will occupy the adjacent Myrtle Beach Sports Center. In all, that's roughly 200,000 square feet of bargain hunting.

"People start calling about the Garage Sale in January," said Convention Center General Manager Paul Edwards. "We do this as a fun, community event, so we have to find a date when the Convention Center isn't booked with paying customers."

This year's sale is set for Saturday, October 6, from 7:00 a.m. to 2:00 p.m. Thousands of people enjoy searching among hundreds of vendors for that perfect cast-off or collectible.

Registration for vendor spaces will occur later this summer. Keep an eye on the city's website and Facebook page for details. Of course, admission to the sale is free. Parking is just \$5.00 per car for the event.



## Parade Grand Marshal visits with local youth

Deshauna Barber, Grand Marshal for the 2018 Military Appreciation Days Parade, spent time in May talking with local youth. Barber is a captain in the US Army Reserves and the 2016 Miss USA. She spoke with students about their goals and encouraged them to follow their dreams. During the breakfast meeting, Barber shared that her success at age 28 is due to lots of hard work.

## Smile for the camera!

Did you know that Myrtle Beach has 800 security cameras in place along Ocean Boulevard, at major intersections, at public parks and throughout the city?



Combined with license plate readers at the city's entrances and exits, the security cameras provide real-time information about activities. They have been extremely helpful in quickly identifying and apprehending lawbreakers.