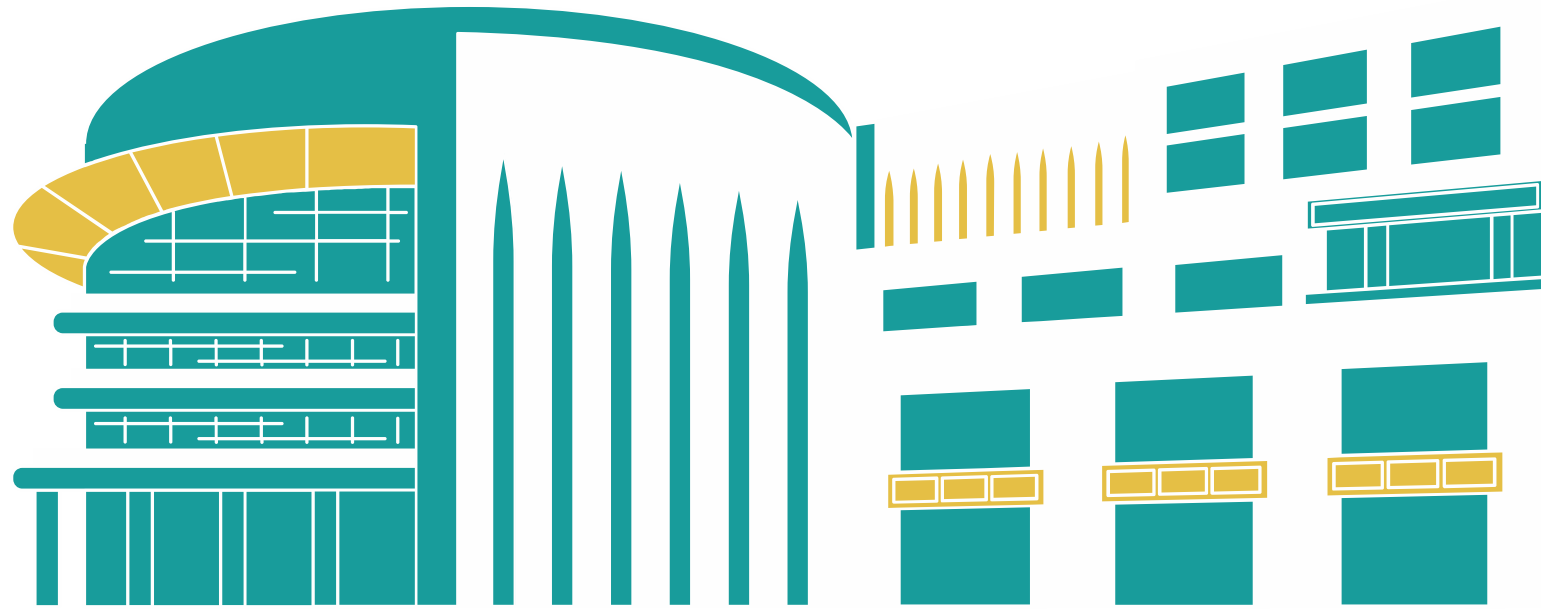


SMART CITIES BRIEFING

OUR LIVING LAB

CITY COUNCIL MEETING | AUGUST 22, 2023



PRESENTERS:

HOWARD W. WALDIE IV, MPA | CHIEF INNOVATION OFFICER

DRAYTON ARNOLD, MPA, MSCJ | ASSISTANT TO THE CITY MANAGER



BRIEFING PURPOSE

To provide an update on the progress of the Smart Cities Initiative, i.e., *The Digital Triangle*, as well as the proposed Living Lab and corresponding EDA Grant Application.

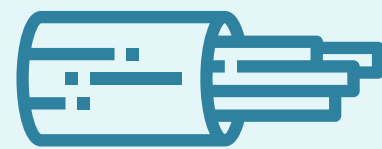
RECAP: WHAT IS THE DIGITAL TRIANGLE?



THE TRIANGLE



**The Arts &
Innovation
District and
Our Living Lab**

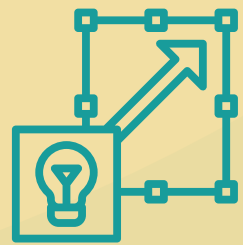


**ITAP &
The Subsea
Cables**

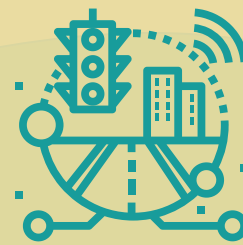


**Regional
Strength in
Higher Ed. &
Opportunity**

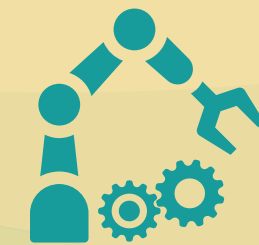
OUR ECOSYSTEM



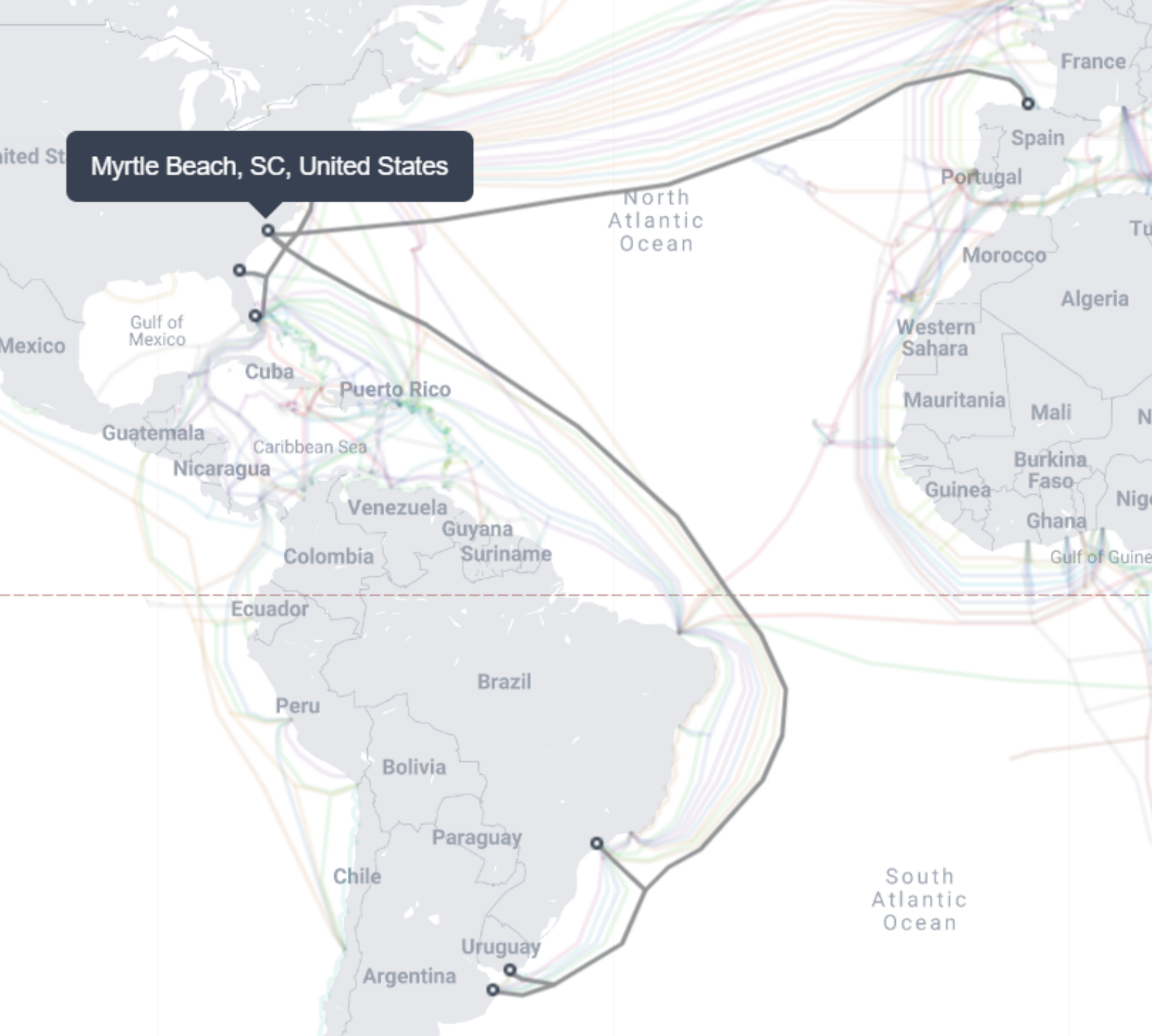
**Community
Technology &
Scalable Startup
Strategy**



**City of Myrtle
Beach's
Smart City
Strategy**



**Horry County's
Economic
Development
Strategy**



THE CATALYSTS

Google's Firmina subsea cable (with 12 fiber pairs) **will run from Myrtle Beach to** Las Toninas, **Argentina**, with additional landings in Praia Grande, **Brazil**, and Punta del Este, **Uruguay**.

Meta's Anjana subsea cable (with 24 fiber pairs) was announced in May, and **will connect Myrtle Beach to Spain** in 2024.

This subsea cable initiated the launch of a new cable landing station by DC Blox in the ITAP, where Firmina and Anjana will connect. **The DC Blox landing station can support up to five subsea cables** and offers up colocation space.

OUR INITIAL STEPS



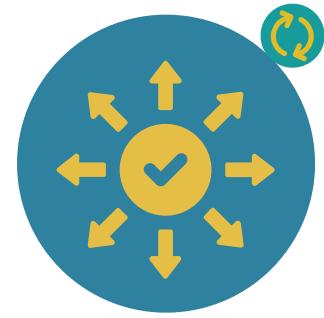
Launch Internal
Smart Cities
Council



Complete Site Visit
to Peachtree
Corners, GA



Engagement &
Road Map
Development



Strategy Deployment
with Community
Partners

Since February 2023



SMART CITIES COUNCIL LAUNCHED

9 Departments



10 Companies



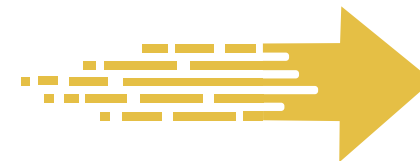
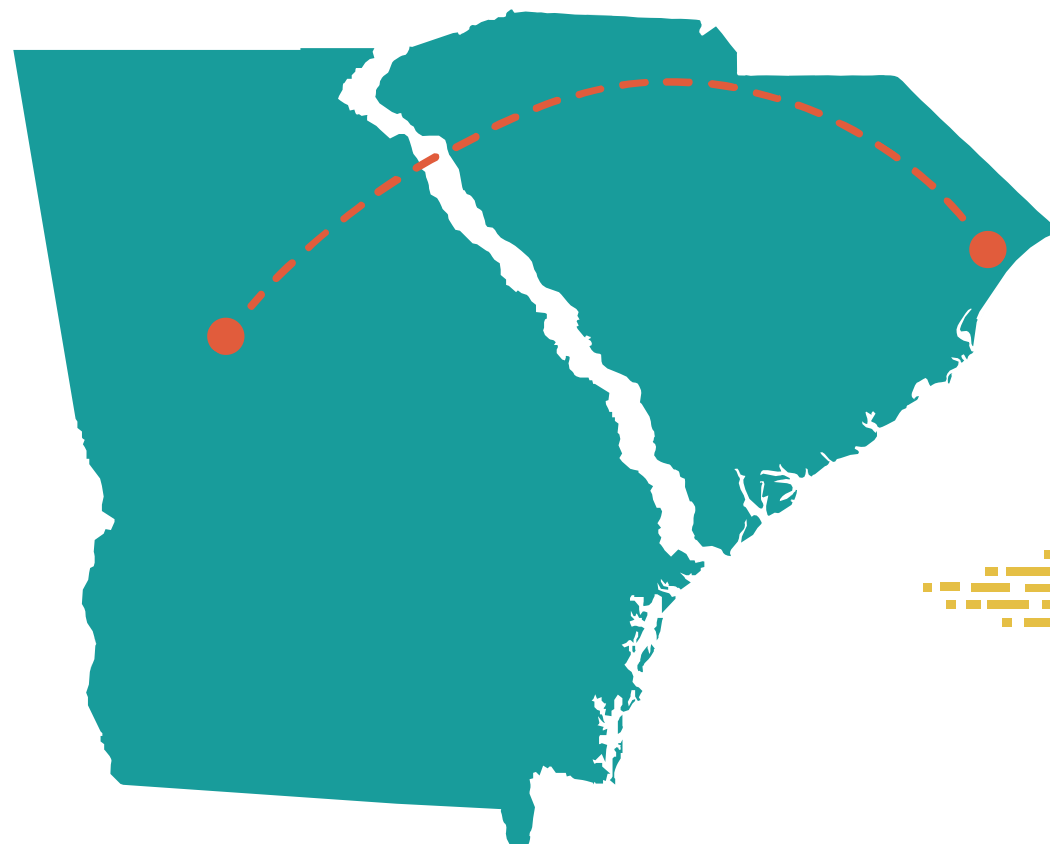
13 Members



2 Proof of Concepts

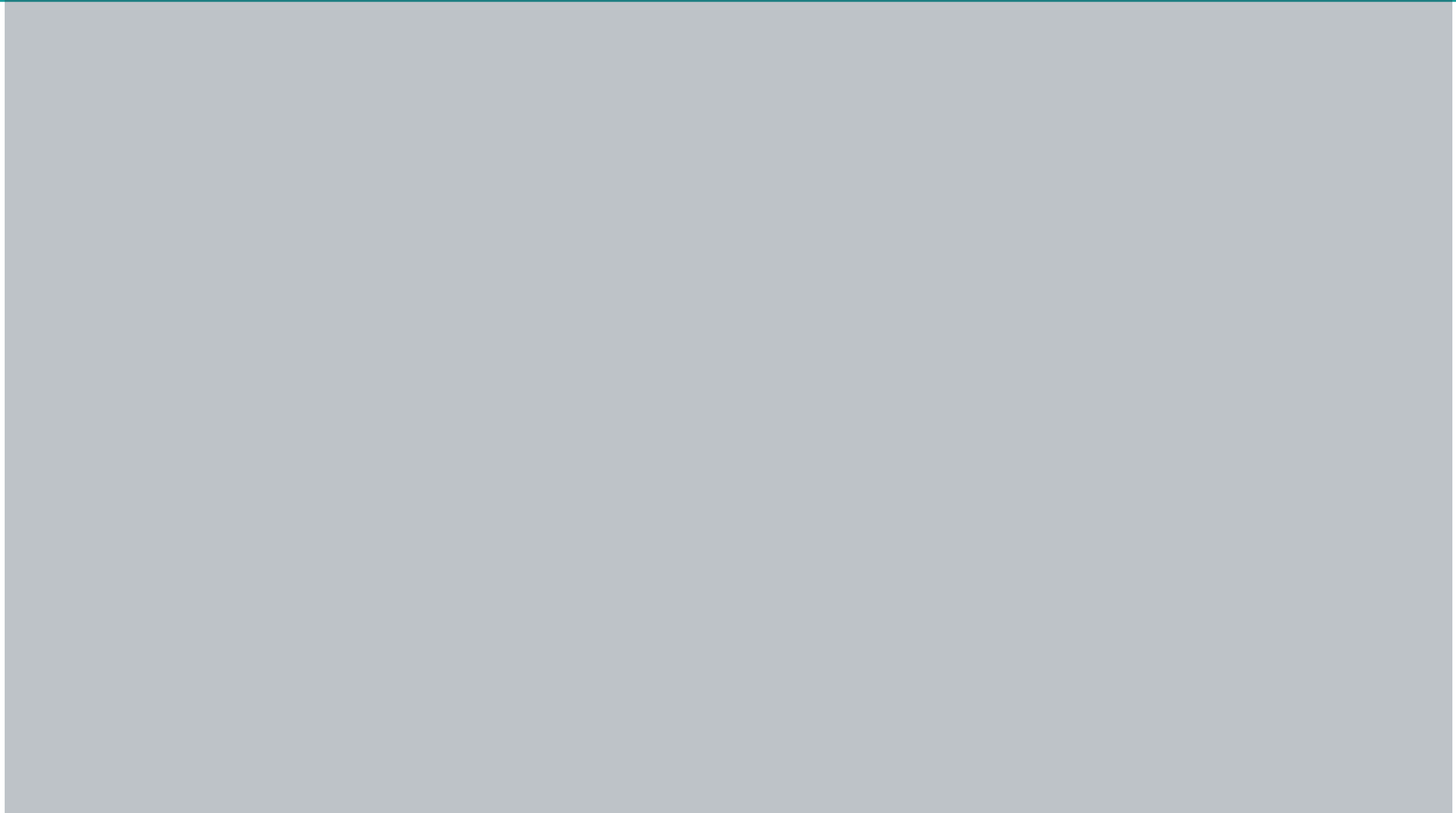


PEACHTREE CORNERS SITE VISIT



- Completed in May 2023
- Small Group for Cost Savings
- Focused on the *Curiosity Lab*
 - Best Practices
 - Utilization & Programming
 - Assets & Layout
 - Interviews
 - Nearby Assets

A LIVING LAB LOOKS LIKE



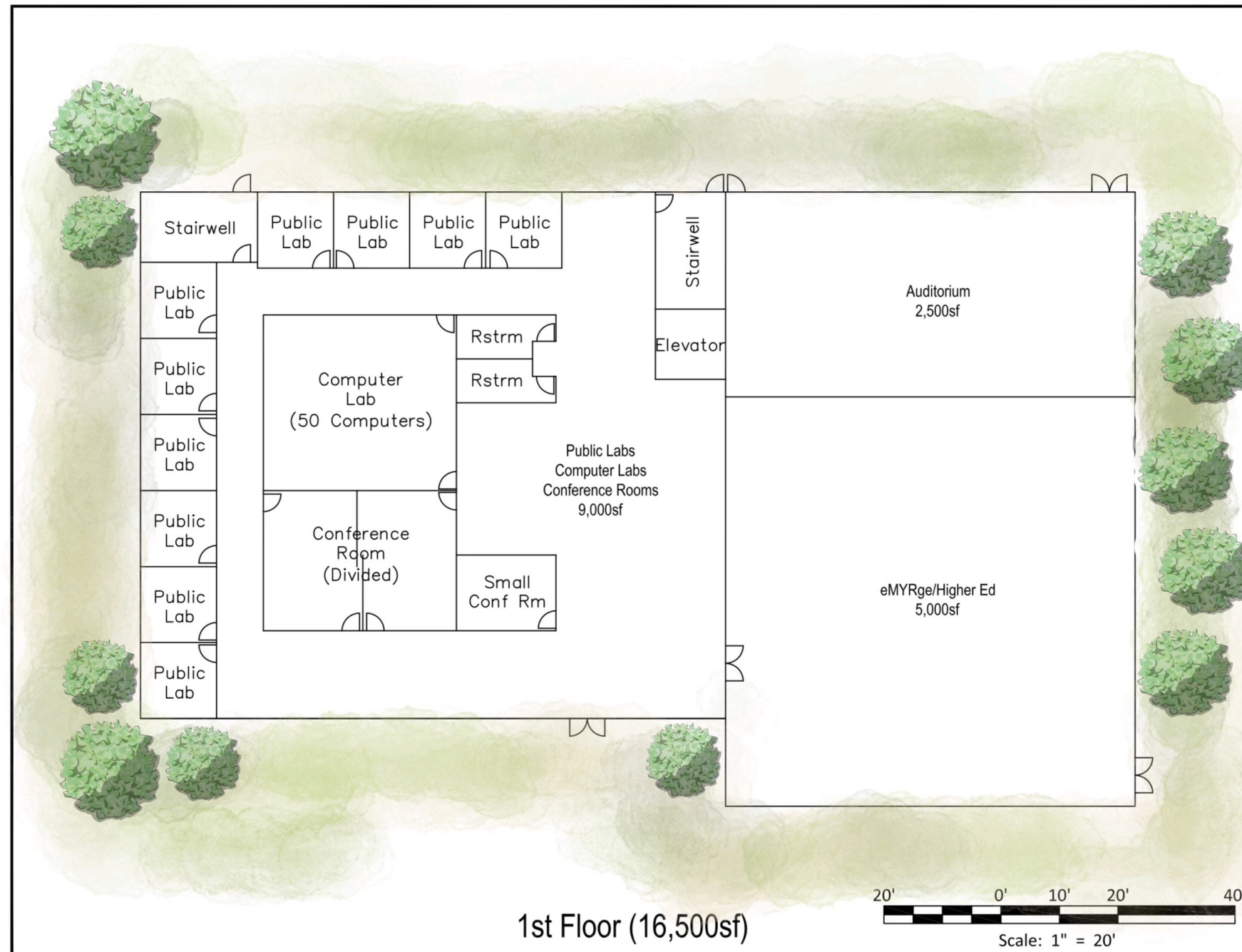
OUR LIVING LAB



PURPOSE OF OUR LIVING LAB

Myrtle Beach's Living Lab is the place where companies (existing or start-ups, large or small), students and faculty from colleges and universities, or Horry County Schools, and other individuals from across Horry County, conduct research, build and prototype new technology (especially, but not limited to, Smart Cities Tech), test that technology, and launch in the global market – all in Myrtle Beach and our region.

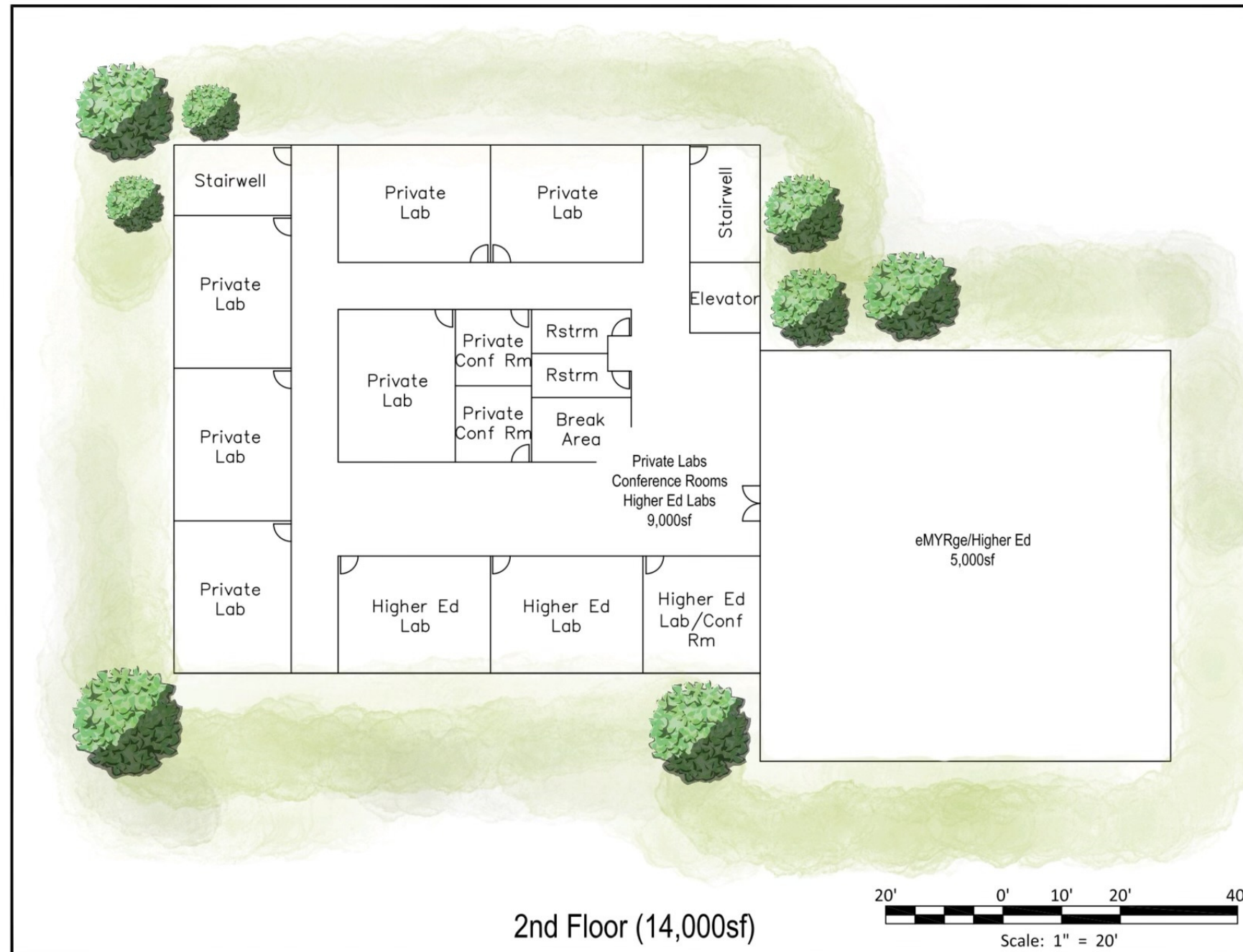
PROPOSED LAYOUT



The 1st Floor - 16,500 sq.ft.

- 10 **Public Labs** (4 Overflow)
- 50 Seat **Computer Lab**
- **Conference Room** Space
- 2,500 sq.ft. **Auditorium**
- Public/Digital **Art**
- minimum of 5,000 sq.ft. for **Higher Education and eMYRge**

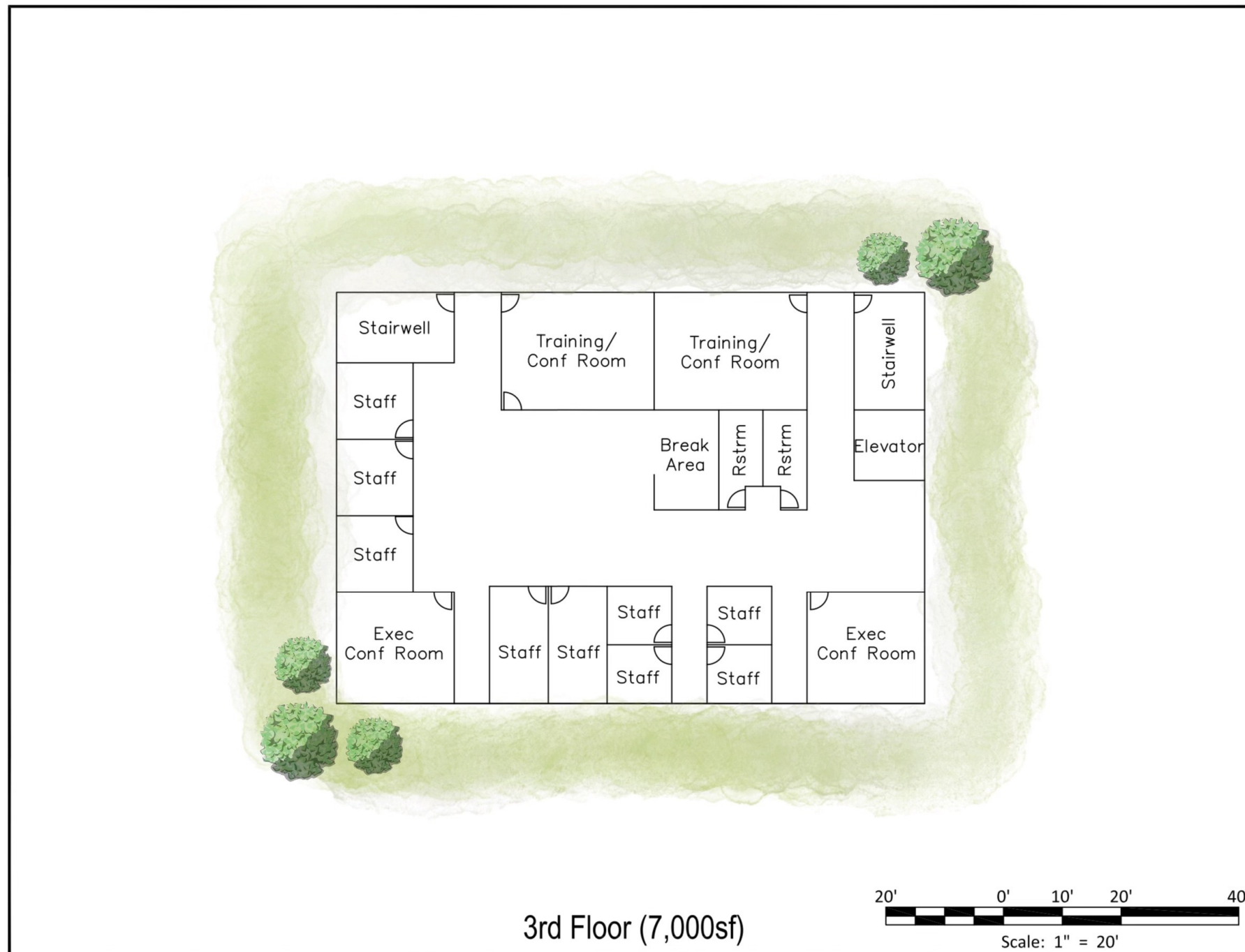
PROPOSED LAYOUT



The 2nd Floor - 14,000 sq.ft.

- Secured Access
- 6 Private Labs
- 3 Higher Education Labs
- Conference Room Space
- Breakroom
- minimum of 5,000 sq.ft. for Higher Education and eMYRge

PROPOSED LAYOUT



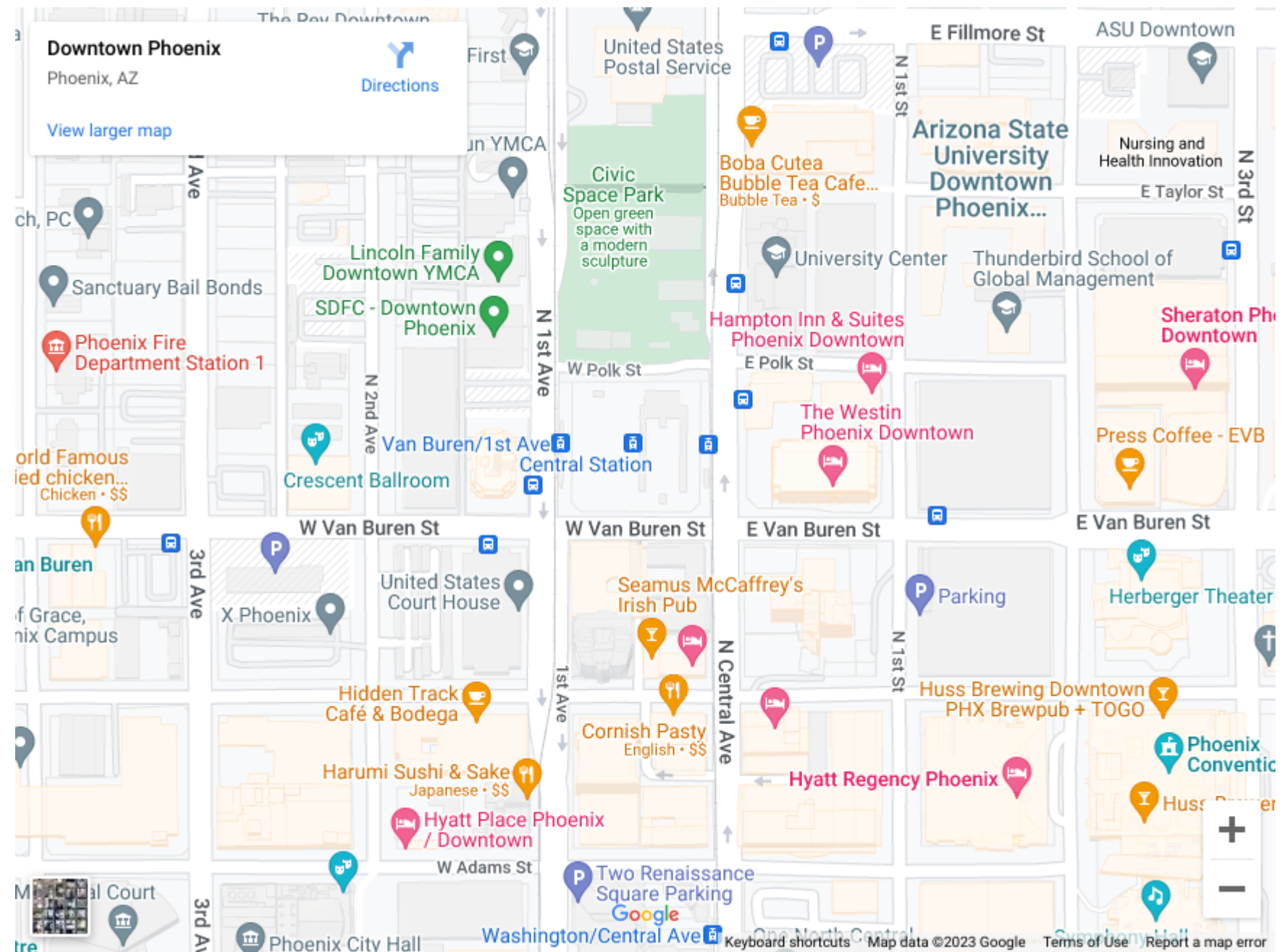
The 3rd Floor - 7,000 sq.ft.

- **Secured Access**
- **Staff Offices**
 - Innovation
 - DDO/Economic Dev.
 - Information Technology
- **2 Training Rooms**
- **2 Executive Conference Rooms**
- **Rooftop Garden/Terrace**
- **Adaptable for immediate expansion**

PROPOSED LOCATION



DOWNTOWN PHOENIX EXAMPLE

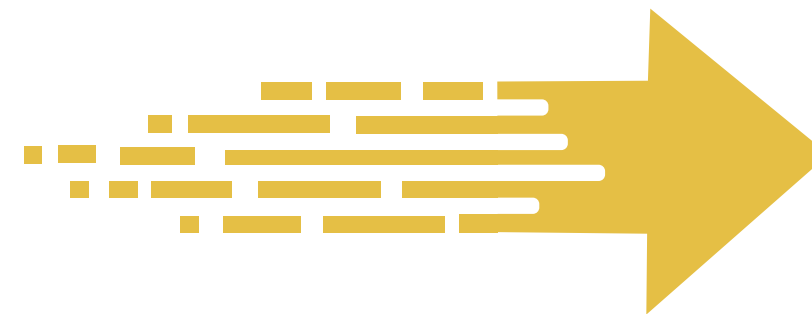


THE EDA GRANT



ABOUT THE GRANT

- **Economic Development Agency Disaster Supplemental Funding** or Economic Development Agency Economic Adjustment Assistance
- **\$160,000,000 available throughout the Atlanta Region** (North Carolina, South Carolina, Georgia, Kentucky, Tennessee, Alabama, Mississippi, and Florida)
- NOFO was released in April 2023
- No deadline - **first come, first served**
- **80/20 match** requirement



INVESTMENT PRIORITIES

1. Equity
2. Recovery & Resiliency
3. Workforce Development
4. Manufacturing
5. Tech-Based Economic Development
6. Environmentally Sustainable Development
7. Exports & Foreign Direct Investment



MISSION STATEMENT

"Myrtle Beach – The Digital Triangle addresses the limited local well-paying job market and diversifies the Grand Strand's tech-based economy by constructing a living lab to support regional growth that attracts the workforce and assists in developing technology ecosystems through partnerships that place equity and access at the forefront of programming."

LETTERS OF SUPPORT



No.	Description	Units	Cost	Amount
	Hard Cost -	-	-	
1	Sitework: Water, Sewer, Stormwater, Pparking lot,			
2	Landscaping	LS		\$ 1,210,000.00
3	1st Floor Construction	9,000sf	350	\$ 3,150,000.00
4	1st Floor eMyrge/Higher Education	5,000sf	350	\$ 1,750,000.00
5	1st Floor Auditorium	2,500sf	350	\$ 875,000.00
6	2nd Floor Private Lab/Higher Education	9,000sf	350	\$ 3,150,000.00
7	2nd Floor eMyrge/Higher Education	5,000sf	350	\$ 1,750,000.00
8	3rd Floor Staff Offices, Training Center	7000sf	350	\$ 2,450,000.00
9	IT Systems	LS		\$ 250,000.00
10				
11				
12				
13				
14				
	<i>Hard Cost Total:</i>	-	-	\$14,585,000.00
	Soft Cost -	-	-	
15	Planning Services	LS		\$ 10,000.00
17	Geo-Tech Report & Design	LS		\$ 8,700.00
18	Civil Engineering Services	LS		\$ 95,000.00
19	Architectural Services 7.5%	LS		\$ 1,110,375.00
20				
	<i>Soft Cost Total:</i>	-	-	\$ 1,224,075.00
	Additional Cost -	-	-	
21				
22				
23	Contingency	10.00%		\$ 1,580,908.00
24	Inflationary Rate (2024)	-	-	5.0%
	Total Project Cost	-		\$18,259,482.15

BUDGET

Estimated Cost: ~\$18.26M

EDA Grant App Ask: \$12M

Remaining: ~\$6.26M

- Via CIP Programming & Significant Opportunities for Public-Private Partnerships



NEXT STEPS



EDA Grant
Motion to
Council



Grant
Submittal

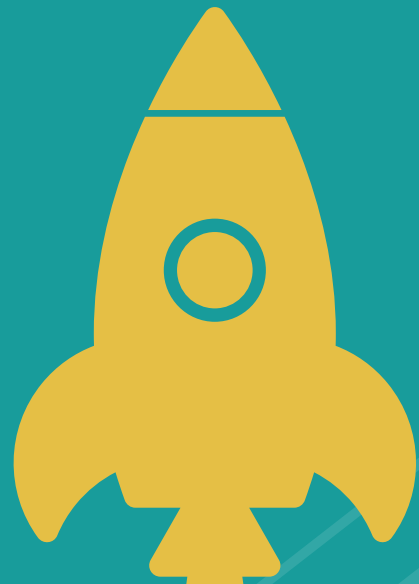


Formalize
Higher Education
Partnership



P3s & Letters of
Funding
Commitment

Next 3 Months

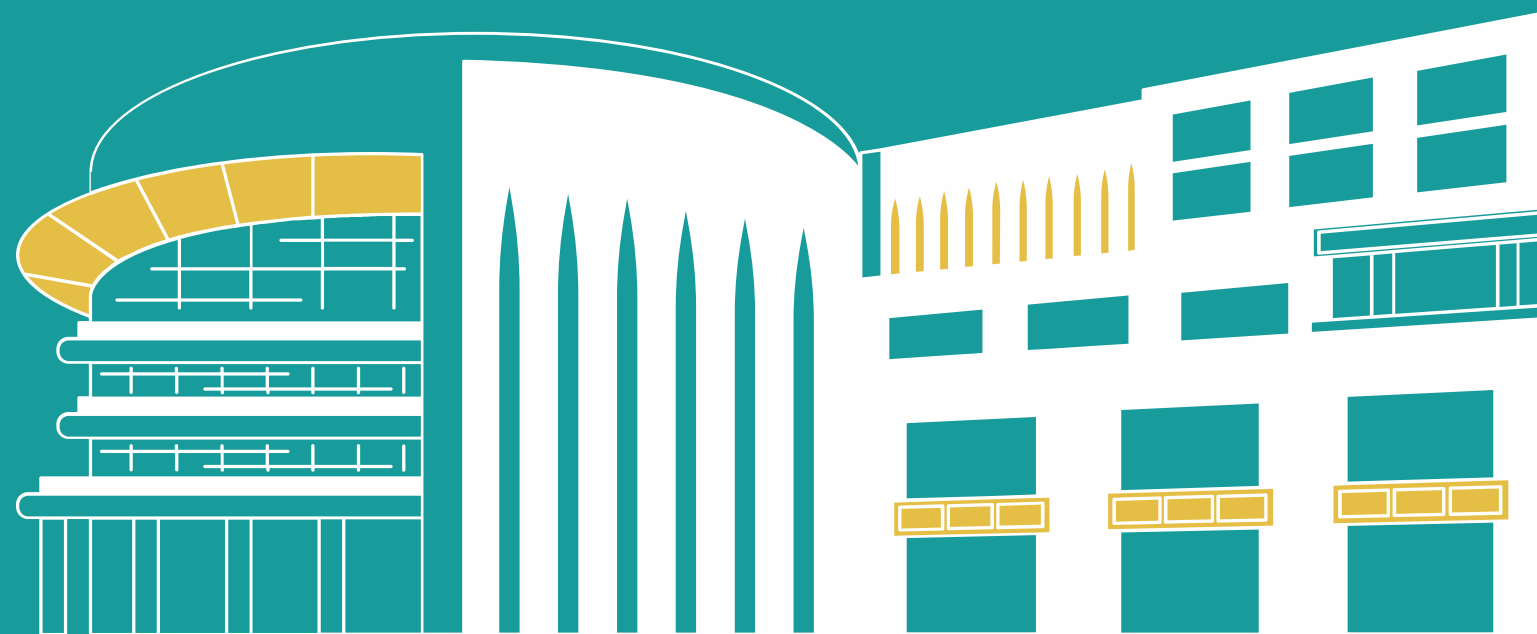


Myrtle Beach and **the region at large**, it's not just a community for a lifetime, **it's a community for today, and the future generations to come.** This vision helps ensure that reality. **Are you on board?**

LETTERS OF SUPPORT



QUESTIONS & DISCUSSION



SMART CITIES BRIEFING | OUR LIVING LAB | 08.22.2023

