



Class XLII
Downtown Redevelopment Project
Art Mural



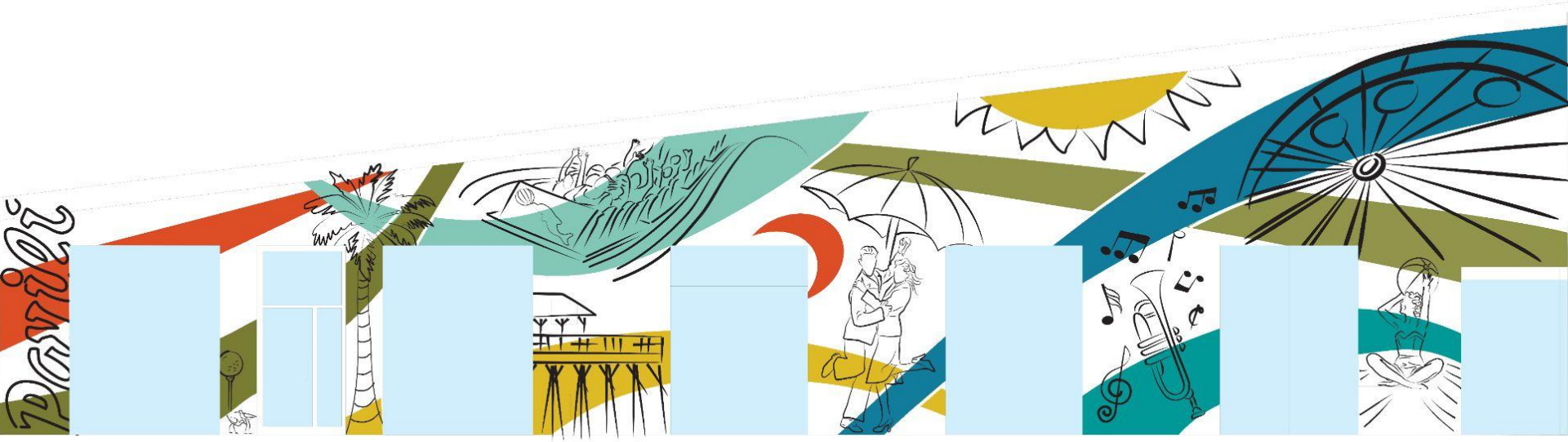
What is Leadership Grand Strand?



Leadership Grand Strand (LGS) is a program sponsored by the *Myrtle Beach Area Chamber of Commerce* to develop a corps of informed, committed, and qualified individuals capable of providing dynamic leadership for the Grand Strand area.

One objective of LGS is to ensure participants involve themselves in greater roles in our community through volunteerism in service and civic organizations. This year's LGS class has chosen to volunteer a combined total of 360 hours with the City of Myrtle Beach in the Arts & Innovation District and is seeking approval to paint a mural in Nance Plaza. The group hopes the mural will serve as an attraction for tourists in the area and will become one of the varied types of public artworks on display in the Arts & Innovation District. Mural art provides the LGS group a chance to lend true expression to what the beach and our community is about from a visual standpoint.

The Mural will honor Myrtle Beach history



Thoughtfully curated and respectfully submitted by Kathy Strauss, Stacey Lyon and Tommy Davis

Mural Location:

503 9th Avenue North
Myrtle Beach

Project work to begin on April 1, 2022 and will be completed by April 30, 2022

Scope of Work:

Wall primed with white paint by owner before mural project begins

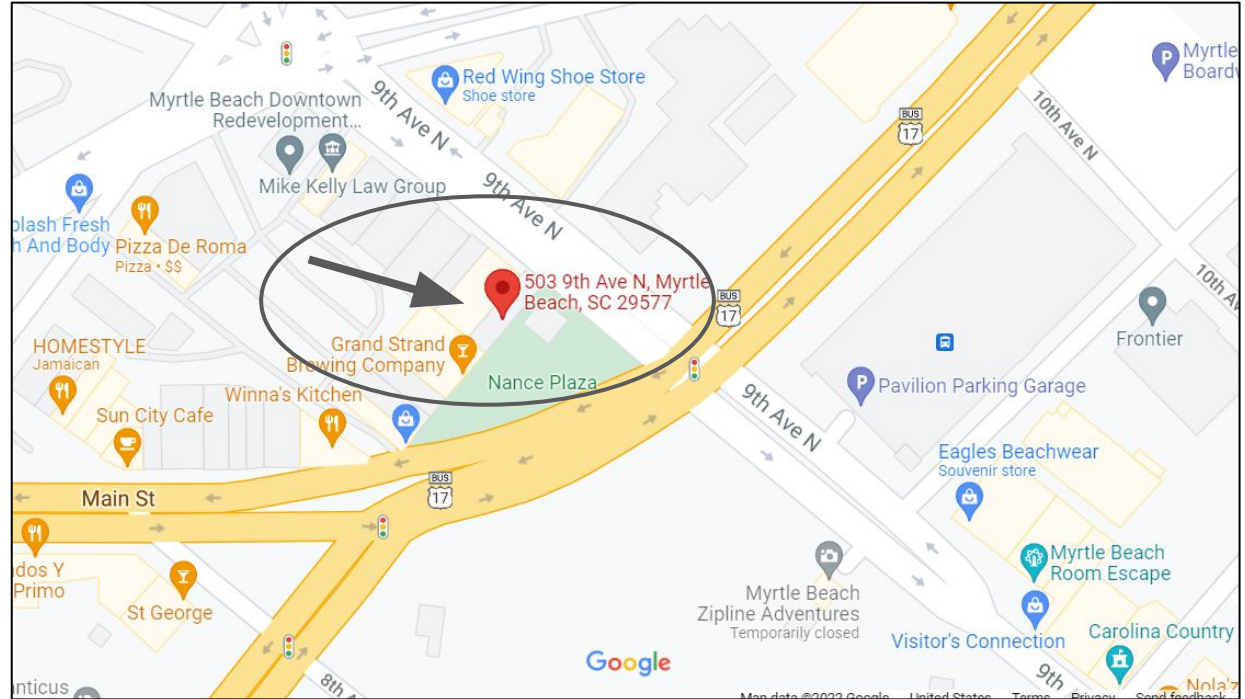
New windows to be installed by owner restoring building to its original appearance

Professional artists to block mural artwork onto wall

LGS will hand paint with rollers and paint brushes

Exterior paint

Plaque attached to wall



MURAL LOCATION

Side of building facing Nance Plaza. Proposed mural wall location.



Street view of 503 9th Avenue North
Owner Thomas Davis
Current tenant, Jack Thompson Studios

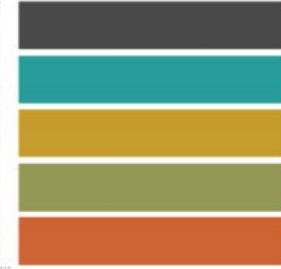


Mural Color Palette selected using CMYK colors in new Arts & Innovation District logo



ARTS & INNOVATION
MYRTLE BEACH

PRIMARY BRAND COLORS



CMYK: 66 59 58 40 | RGB: 73 73 73 | Hex: 494949

CMYK: 83 0 1 39 | RGB: 27 156 155 | Hex: 1B9C9B

CMYK: 0 21 78 23 | RGB: 197 156 44 | Hex: C59C2C

CMYK: 3 0 43 40 | RGB: 147 152 86 | Hex: 939856

CMYK: 0 52 60 20 | RGB: 205 99 81 | Hex: CD6351

SECONDARY BRAND COLORS



CMYK: 0 0 0 100 | RGB: 0 0 0 | Hex: 000000

CMYK: 33 0 8 21 | RGB: 135 201 184 | Hex: 87C9B8

CMYK: 71 19 0 37 | RGB: 47 129 160 | Hex: 2F81A0

CMYK: 0 16 83 13 | RGB: 223 188 38 | Hex: DF8C26

CMYK: 2 0 58 49 | RGB: 126 129 54 | Hex: 7E8136

CMYK: 0 61 75 13 | RGB: 221 86 55 | Hex: DD5637

Pavilion
sign font



State flag
palm tree



Swamp Fox wooden
roller coaster with Gay
Dolphin on front car



Chamber Branding
Campaign



Sky Wheel



Over 100 golf courses
in Myrtle Beach /
Sandpiper Bird



Springmaid Pier



Shag Dancers under
a beach umbrella



Charlie's Place



Woman holding
beach ball





Class XLII 2021 - 2022

DOWNTOWN REDEVELOPMENT PROJECT

Andrew Altman
Lauren Balogh
Brent Barker
Kristen Bitzegaio
Terrence Butler
Sophia Calhoun
Aaron Clay
Kaitlin Cook
Michelle Dzurenda
Edsol Edge
Alfreda Funnye
Keli Herring

Nicole Hyman
Brandy Johnson
Stacey Lyon
Siiri Makela
August Mize
Joe Scaturro
Betsey Smithdeal
Kathy Strauss
Tony Troiani
Denielle Van Dyke
Cedric White
Caroline Yahnis

Plaque:

20"x 24" Acrylic plaque

Attached with concrete anchors