



**MYRTLE BEACH**  
**DOWNTOWN ALLIANCE**

# City Council Update

JANUARY 7, 2025

# Downtown End State

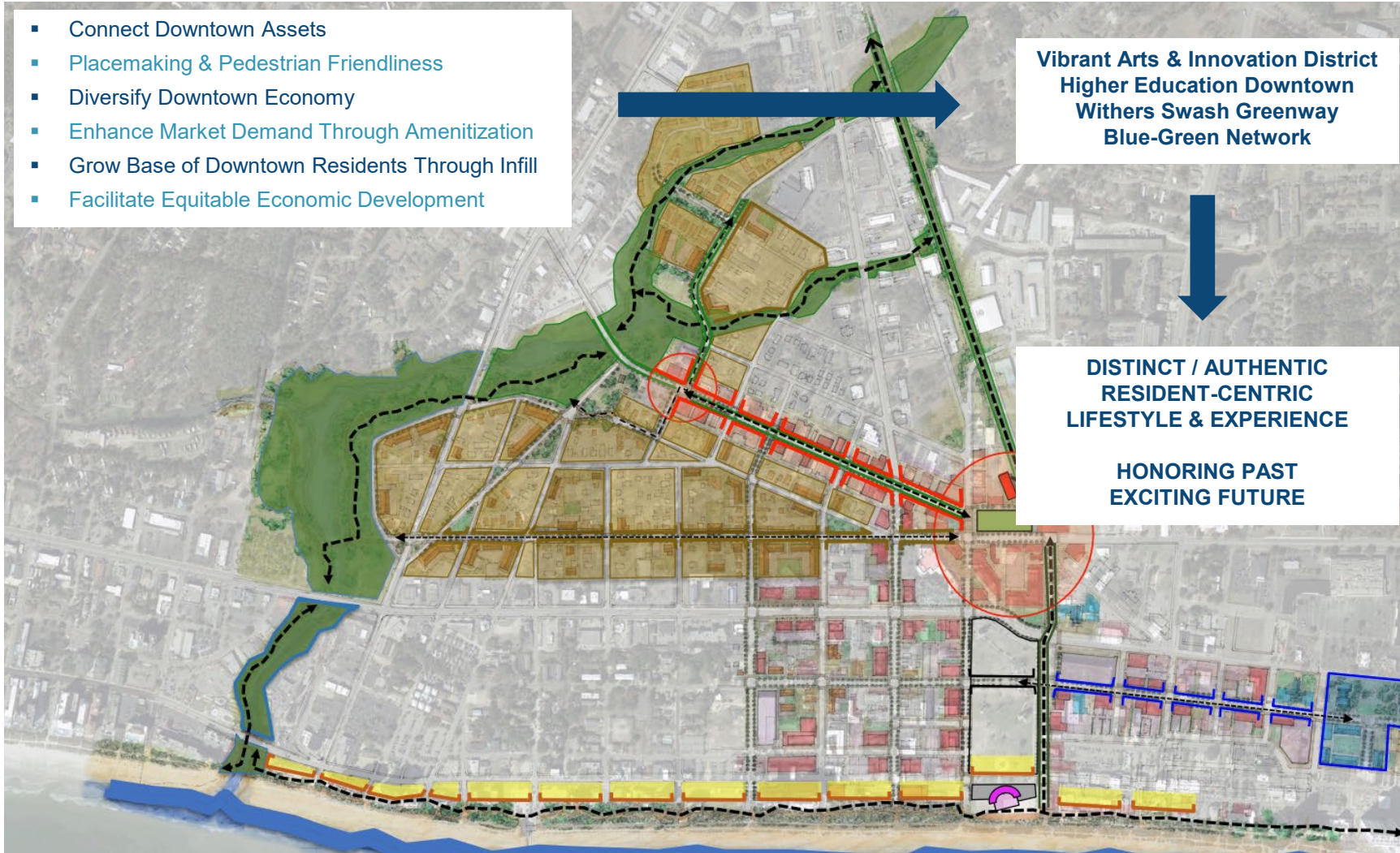
welcome  
connected  
safe

- Connect Downtown Assets
- Placemaking & Pedestrian Friendliness
- Diversify Downtown Economy
- Enhance Market Demand Through Amenitization
- Grow Base of Downtown Residents Through Infill
- Facilitate Equitable Economic Development

Vibrant Arts & Innovation District  
Higher Education Downtown  
Withers Swash Greenway  
Blue-Green Network

**DISTINCT / AUTHENTIC  
RESIDENT-CENTRIC  
LIFESTYLE & EXPERIENCE**

**HONORING PAST  
EXCITING FUTURE**



# What it Means

## Downtown is...

- A Vibrant Community
- A Gathering Place
- Somewhere That Everyone Feels Welcome, Connected, and Safe

## Here, People Feel a Sense of ...

- Belonging
- Place
- Authenticity
- Enrichment



## This is a Place Where We ...

- Embrace our Heritage
- Celebrate our Diversity
- Look Toward a Brighter Future





# ORGANIZATIONAL ROLES RECAP



# Organizational Role

- MOU States:
  - Maintain the Downtown area's public realm via a team of ambassadors who **provide "clean and safe" services** (removing litter and graffiti, maintaining the landscape and streetscape, serving as community safety resources).
  - Organize **events and programming** that seek to create continuous opportunities for residents, workers, students, and visitors to spend time and engage with the Downtown area (with a focus on vacant or underutilized spaces).
  - Shape the momentum generated by the MBDA's activities into **compelling narratives that broaden the base of public and political support** for the Downtown area and compel individuals and businesses to visit, invest, patronize, support, and reside in the Downtown area

# Organizational Role

- Role (Augmented)
  - Articulate and Sell Vision (Clear and Compelling)
  - Keepers of Best Practices (How It Get's Done)
  - **DRIVE QUALITY PRODUCT AND CUSTOMER SERVICE**
    - Deliberate Planning / Coordination / Collaboration
    - Elevated Experiences

**Public  
Support**



**Public  
Engagement**

**Political  
Support**

Planning & Advocacy  
Events / Activities  
Promotion & Marketing  
Clean & Safe Initiatives  
Public Speaking (Selling Vision)



# MAIN OPERATIONAL TASKS



# Increase Vibrancy (Live/Work/Play)

→ Create Reason to Come Downtown (Rediscover)

→ Increase Foot Traffic

→ Increase Business Activity

- **Short Term Implementation**

- Destination Marketing for Visiting Residents / Visitors to Rediscover
- Thematically-Coordinated Events (Elevate Experience)

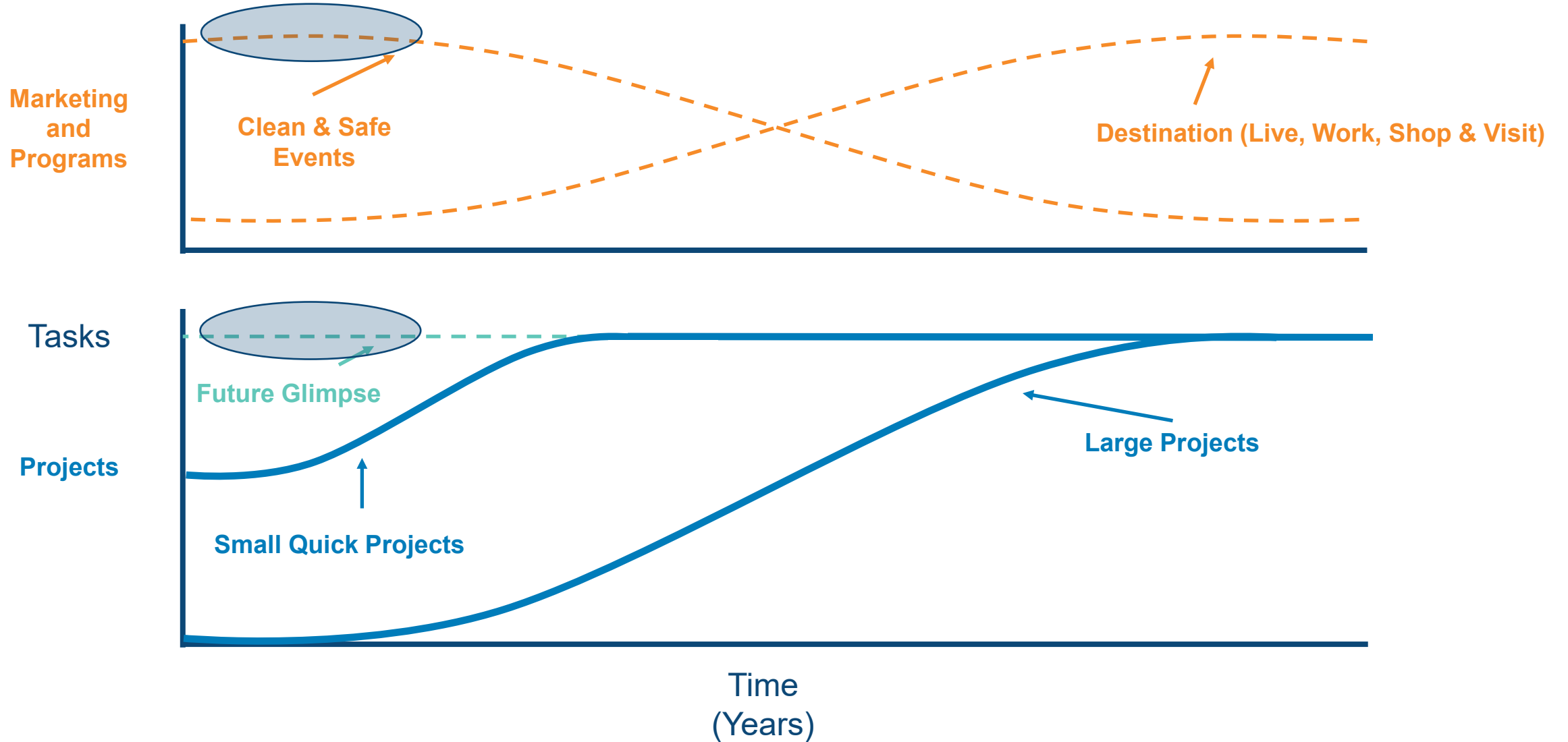
- **Near Term Implementation**

- Increase “Vibrancy” Score (Paired w/ Economic Development Strategy)

- **Long Term Implementation**

- Increase Permanent Residential Base (Sustainability)

# Organizational Tasks (Typical)





# STRATEGIC CONTEXT



Relationships

Groups

Common Objectives

Strategic Goals

Downtown Vision

Build & Maintain

Alignment

Define Milestones  
Unify Effort

Elevated  
Experiences

All Stakeholders  
(Experience Contributors)

Government

Developers  
Investors  
Landowners

Arts/Culinary  
Partners

Education  
Health  
Partners

Businesses

Residents

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Resident-Centric

Visitor-Centric  
(Episodic)

Lifestyle-Centric



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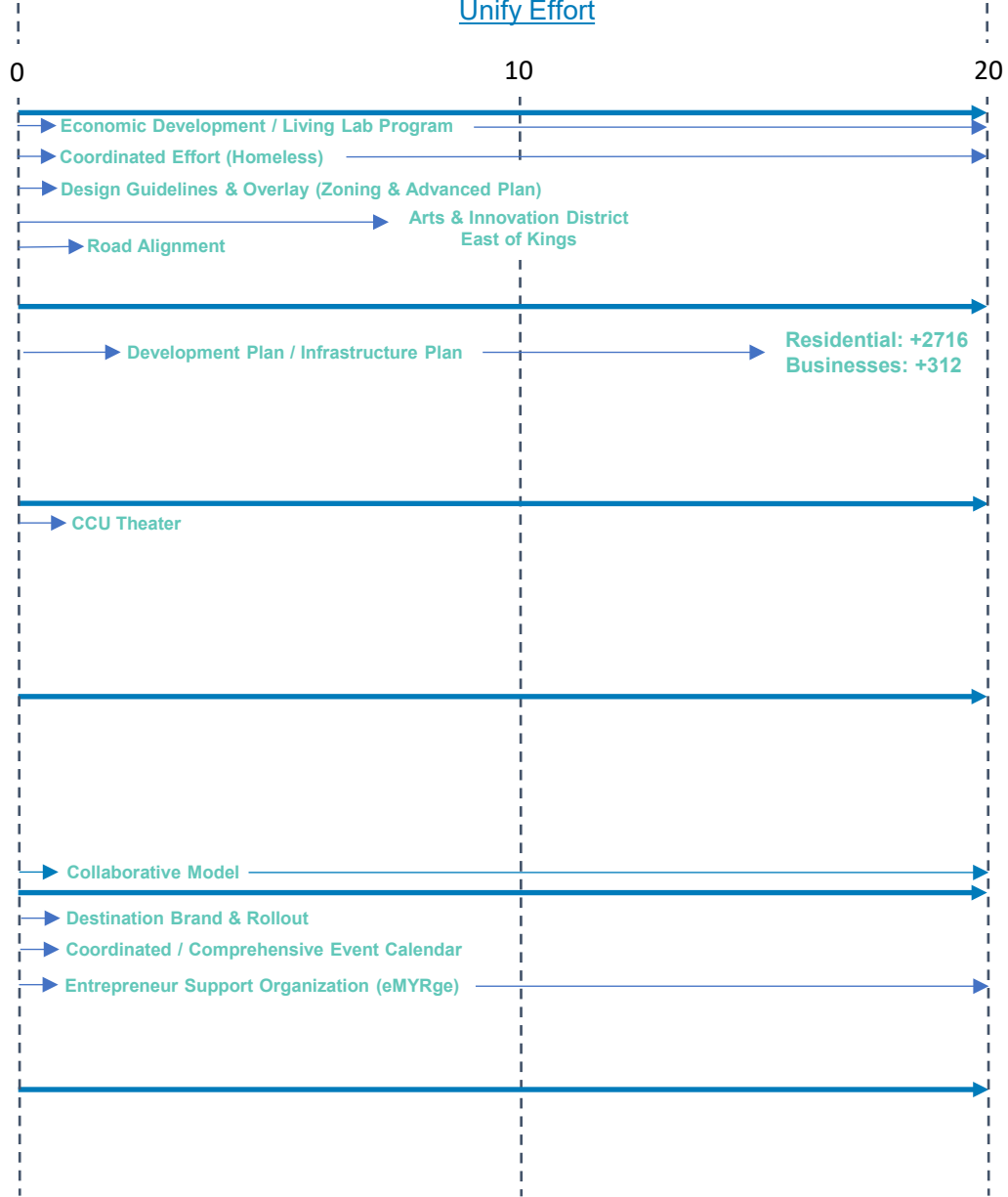
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(Episodic)

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# CURRENT ACTIVITIES





# DESIGN GUIDELINES & OVERLAY



# Design Guidelines & Overlay

## OPERATIONAL PURPOSES:

### SENSE OF PLACE

Create a sense of place that is distinct and authentic

### DEVELOPMENT

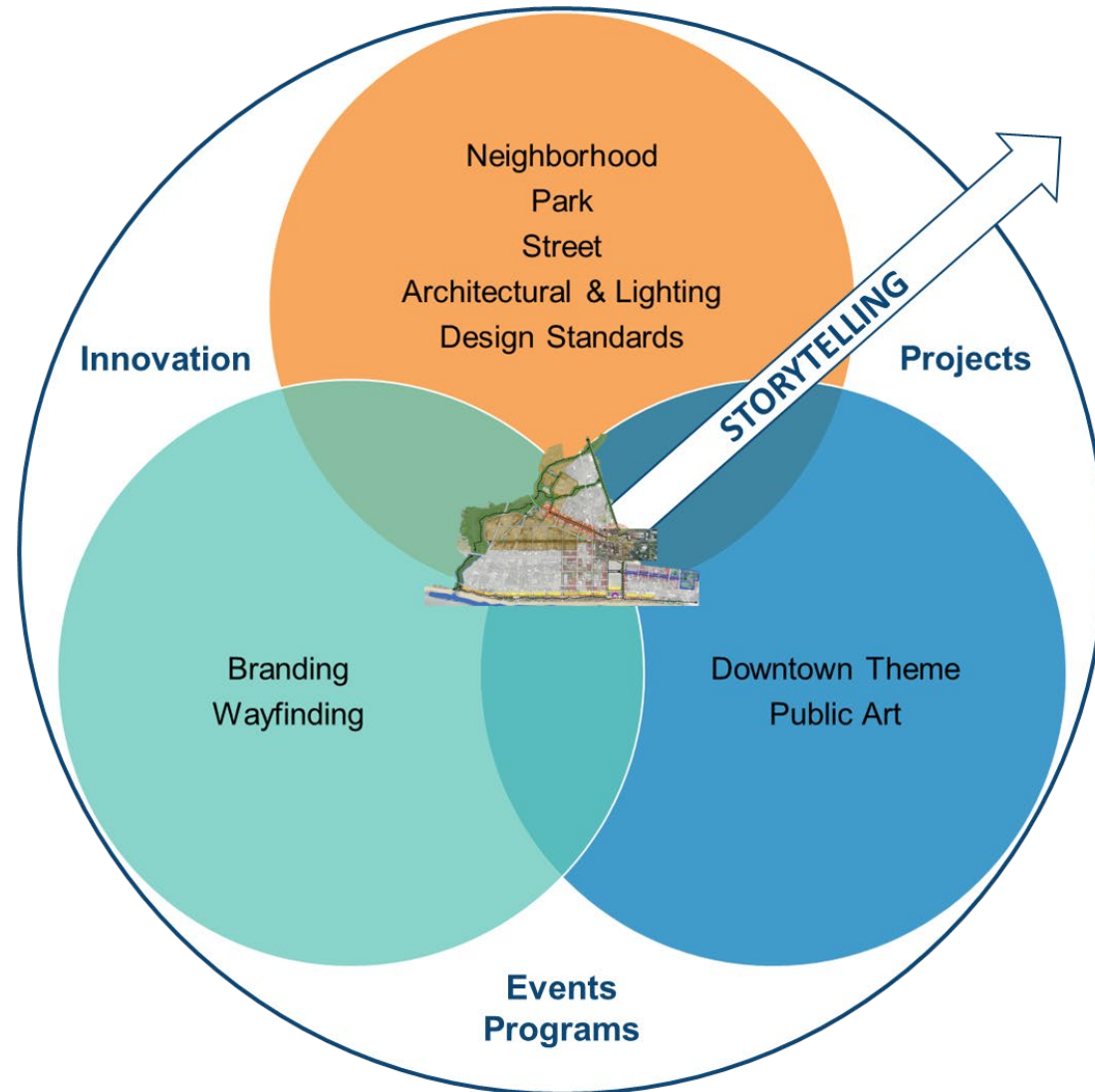
Economic Development  
Residential  
Commercial

### REVITALIZATION

Residential  
Commercial

### RISK MITIGATION

Detail work adds additional level of risk mitigation





Richer Colors for "Modern Classic" Feel



\* *Myrtle Beach*

*Palmer Script*

**Futura Black**

Futura Medium

\* **Myrtle Beach**

Neuzeit Grotesk

\* **Helvetica Bold**

Helvetica Regular



**THEME**

Power of Sunrise

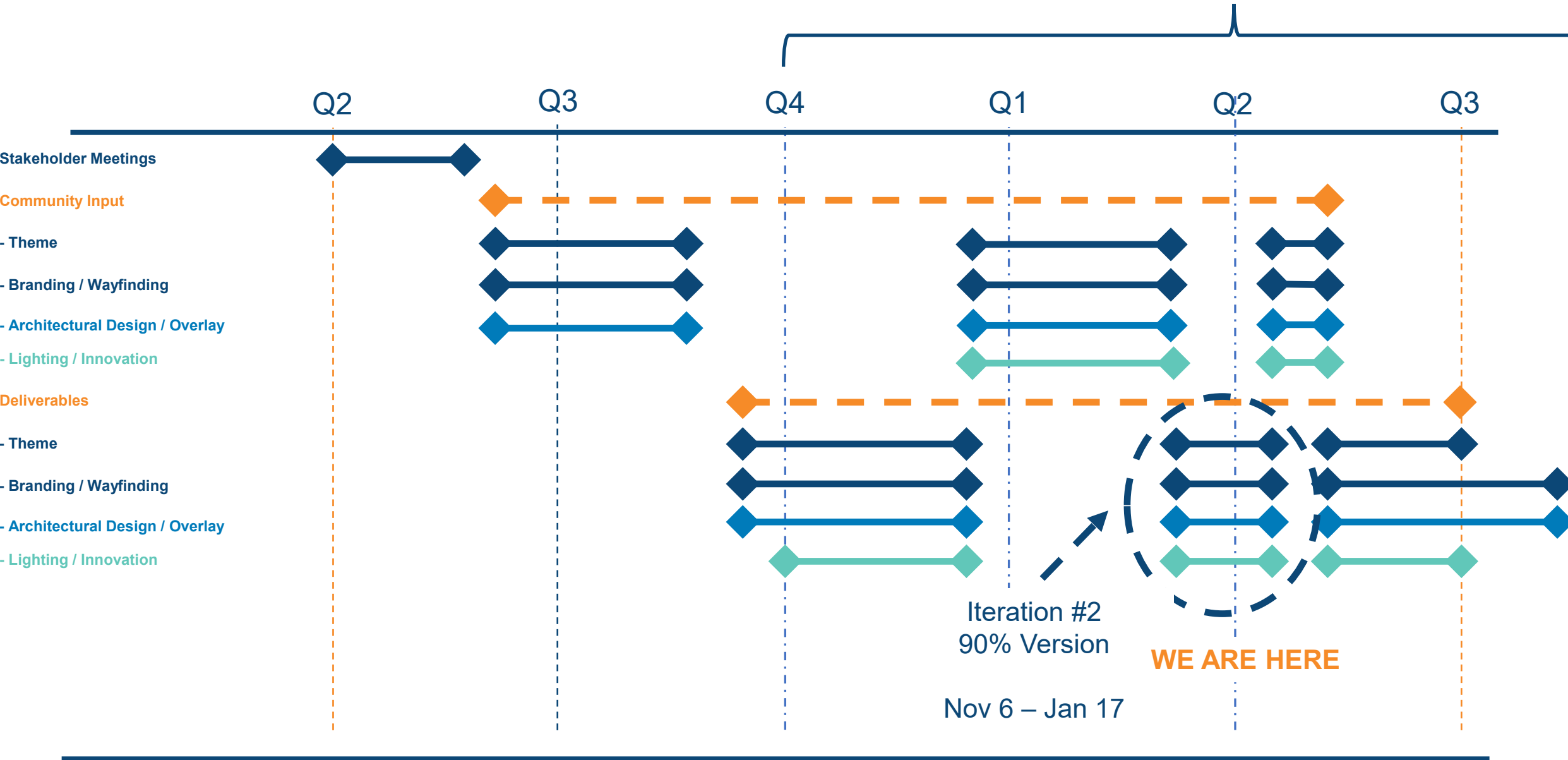
Throughout our placemaking efforts we will look to incorporate elements of the sunrise to symbolize the following to residents & visitors:

- Hope
- Optimism
- Reflection
- Renewal
- Transformation
- Resilience
- Harmony
- Balance



# Specific Design & Overlays – Expected Timeline

FY 2025



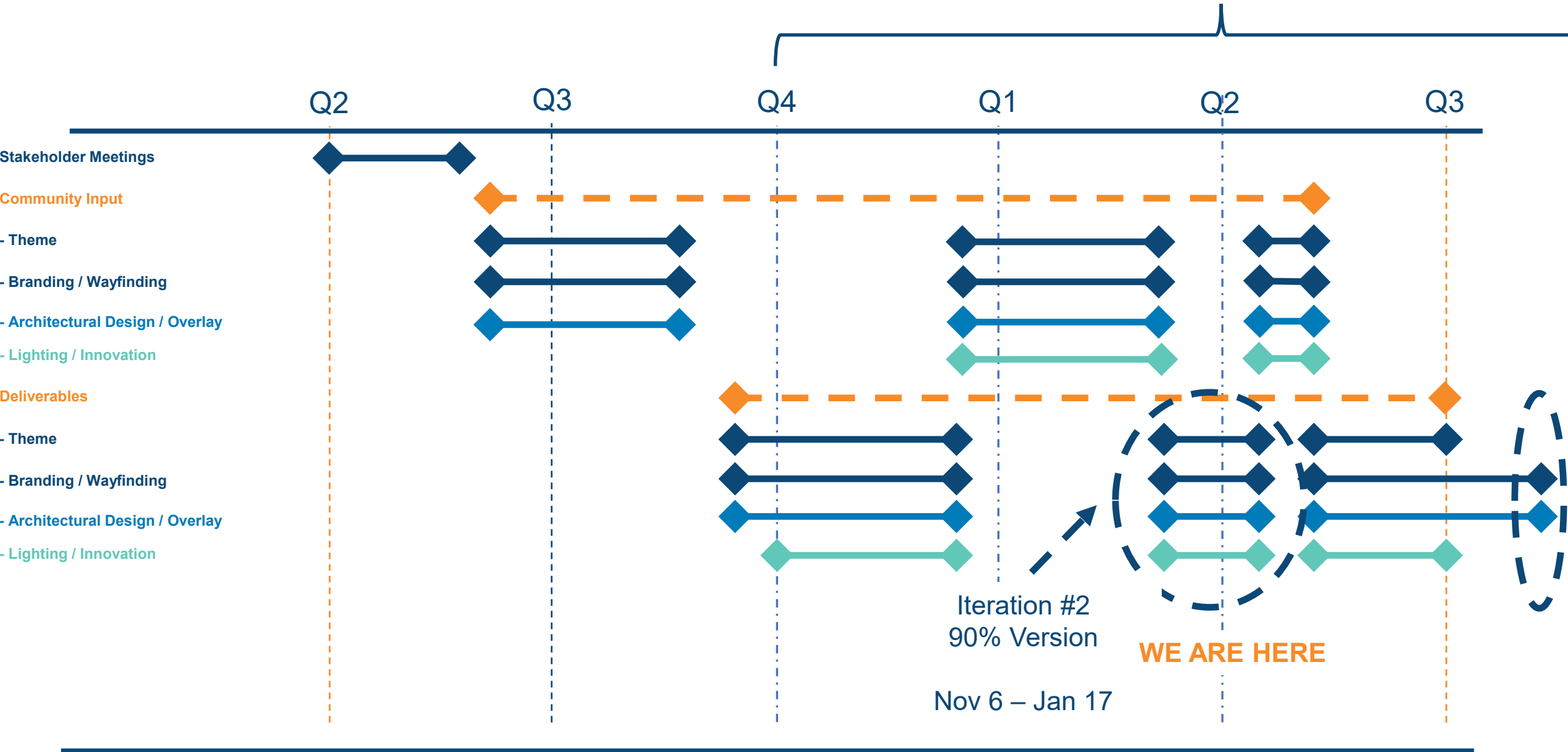
Time (Quarters)

Iteration #2  
90% Version  
Nov 6 – Jan 17

WE ARE HERE

# Specific Design & Overlays – Expected Timeline

FY 2025



Time (Quarters)

# Branding & Wayfinding

- Focus
  - Coordination w/ City's Public Information Office (City Branding Effort)
  - Currently on Selection Committee (Meeting January 10<sup>th</sup>)
  - Working Committee
- Extend Due Date (Depending on Timeline of Selected Firm)

# Overlay + Advanced Plan

- Focus
  - Downtown Character (Macro Level)
  - Heavy Landowner / Building Owner Engagement
  - Highest and Best Use (Macro & Parcel Level)
- Extend Due Date to June / July



# COLLABORATIVE MODEL



# Collaborative Model

- Common Value = Increase Foot Traffic → Increase Business Activity
  - **Short Term Implementation**
    - Destination Marketing for Visiting Residents / Visitors to Rediscover
    - Thematically-Coordinated Events (Elevated Experience)
  - **Near Term Implementation**
    - Increase “Vibrancy” Score (Paired w/ Economic Development Strategy)
  - **Long Term Implementation**
    - Increase Permanent Residential Base (Sustainability)
- **Method: Businesses**
  - Participate in Collaborative Marketing / Advertising Program
  - Participate as an Extension (Sponsor) of Theme / Events

# Collaborative Model





# PROPOSED EXPANDED ACTIVITIES



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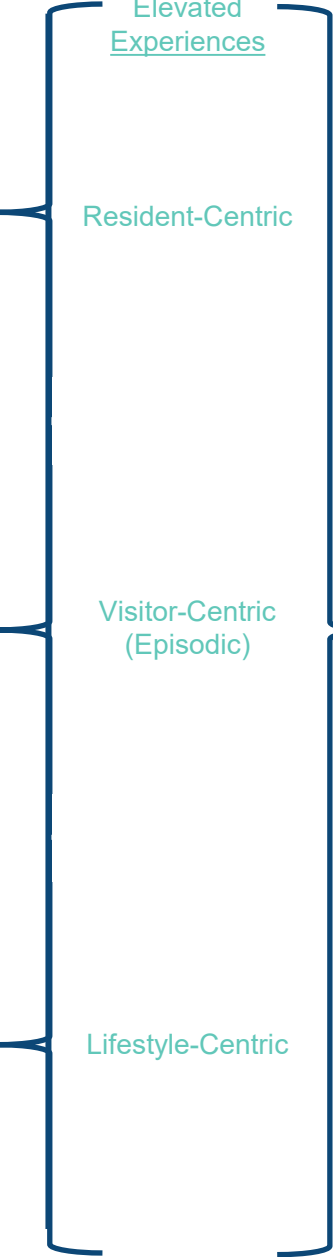
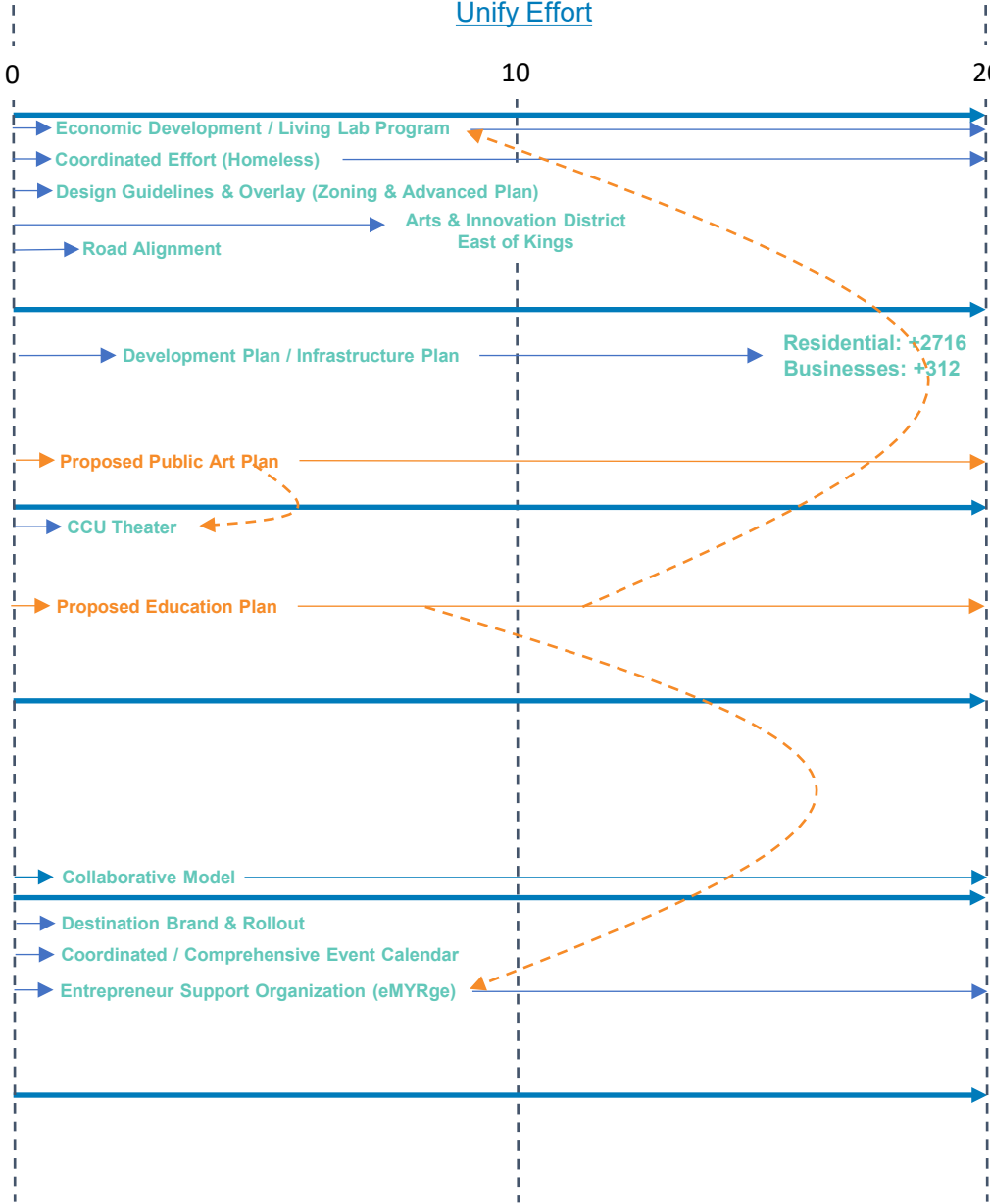
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# PUBLIC ART STRATEGY



# Proposed Public Art Strategy

- Focus

- Visual Arts
- Performing Arts
- Culinary Arts

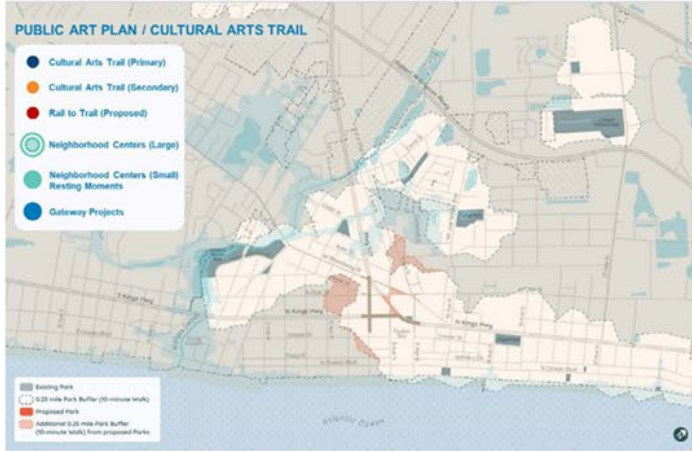


Strong Local Brands in Public Realm  
Culturally / Historically Significant (Diversity / Inclusivity)  
Work w/ Cultural Arts Committee

- The Downtown Fabric is the “Canvas”

- Buildings
- Streets
- Infrastructure
- Parks / Greenspaces
- Trails / Boardwalk

## Proposed Downtown Public Art Plan (Area)



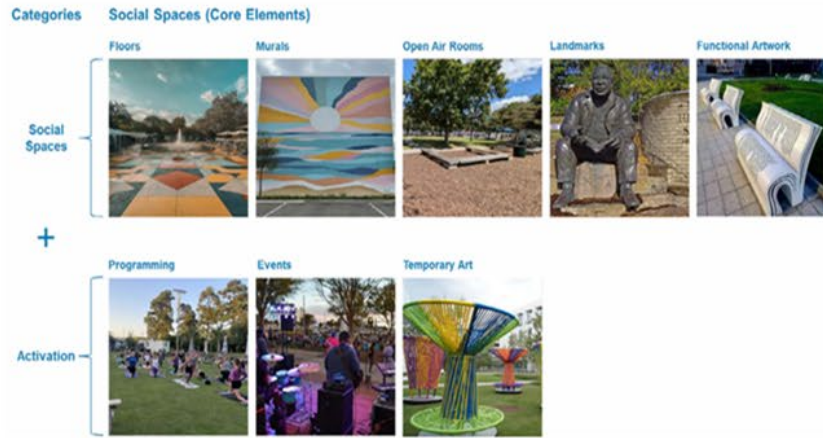
## Theme & Thematic Examples



## Primary Route - Location Types



## Public Art As Elements



## All Shapes and Sizes - Location Examples



Please see map on next board for possible placement

## Secondary Route - Location Types



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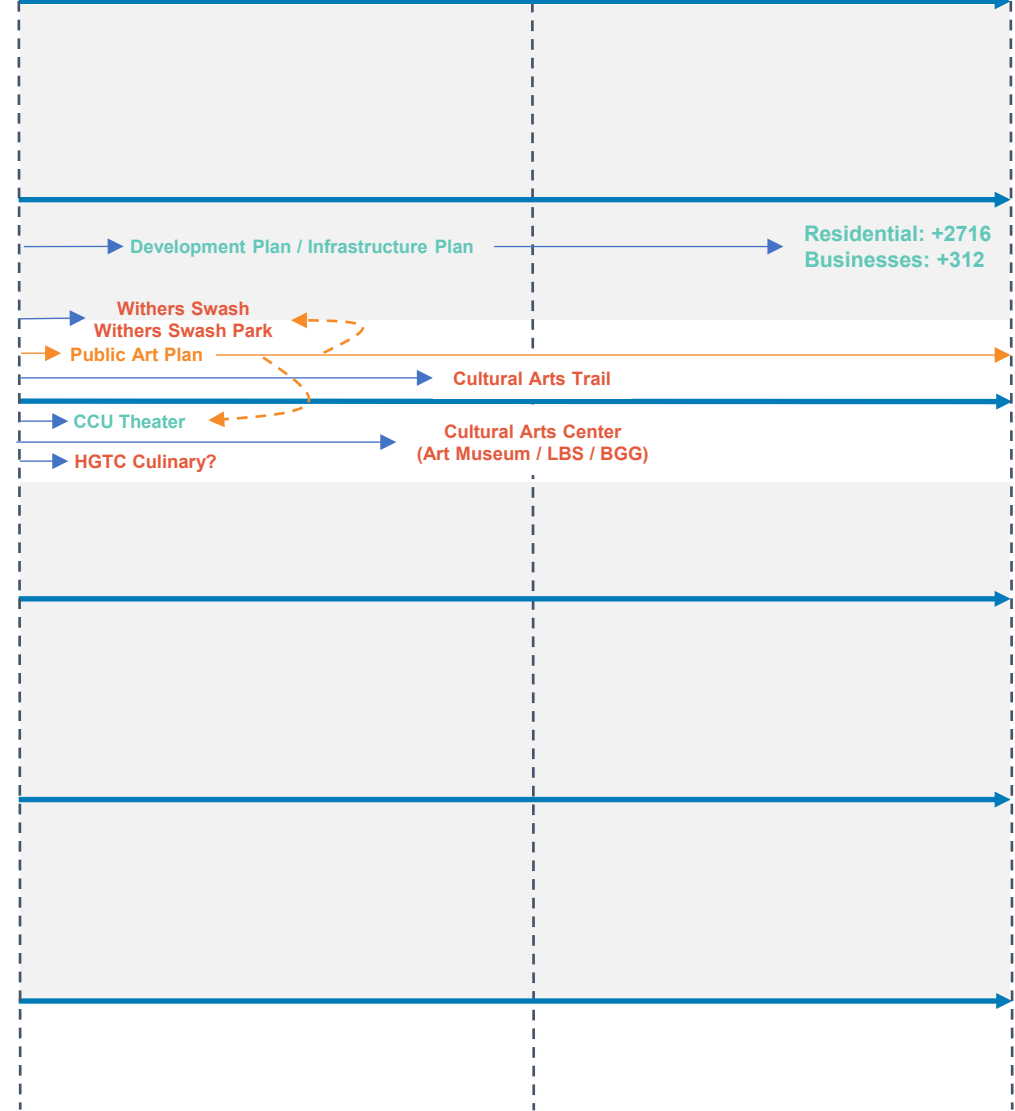
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10

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Development Plan / Infrastructure Plan

Residential: +2716  
Businesses: +312

Withers Swash  
Withers Swash Park

Public Art Plan

Cultural Arts Trail

CCU Theater

HGTC Culinary?

Cultural Arts Center  
(Art Museum / LBS / BGG)

Elevated Experiences

Resident-Centric

Visitor-Centric  
(Episodic)

Lifestyle-Centric





# INSTITUTIONAL PRESENCE



# Institutional Presence

- Focus

- Continuum of Education
- Pre-K through University-Level (Innovation)
- Workforce Development / Talent Recruitment



Strong Local Brands  
Exciting Programs  
Serve Underserved Community

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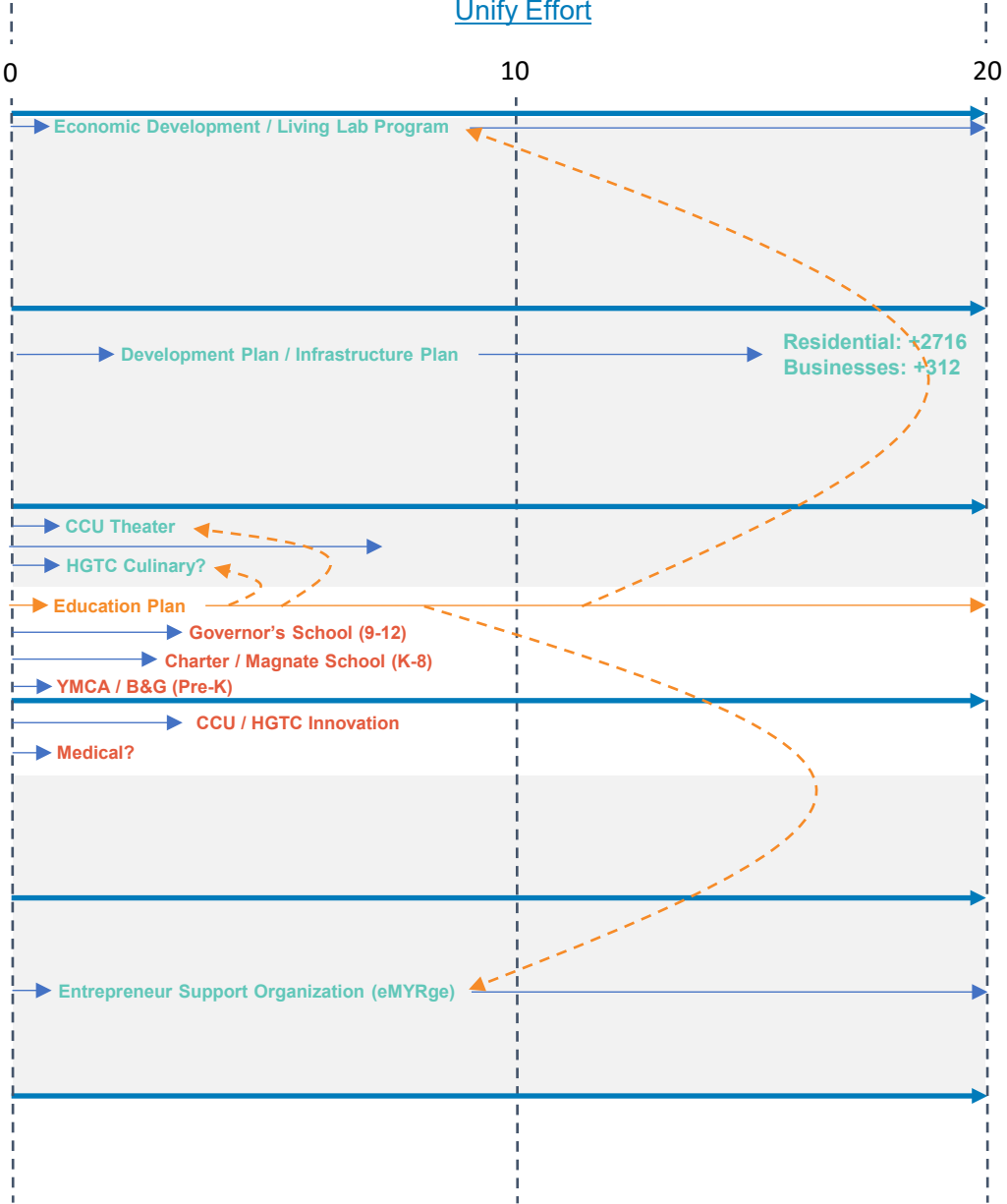
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- Government
- Developers  
Investors  
Landowners
- Arts/Culinary  
Partners
- Education  
Health  
Partners
- Businesses
- Residents



- Elevated Experiences
- Resident-Centric
- Visitor-Centric (Episodic)
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**QUESTIONS?**



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