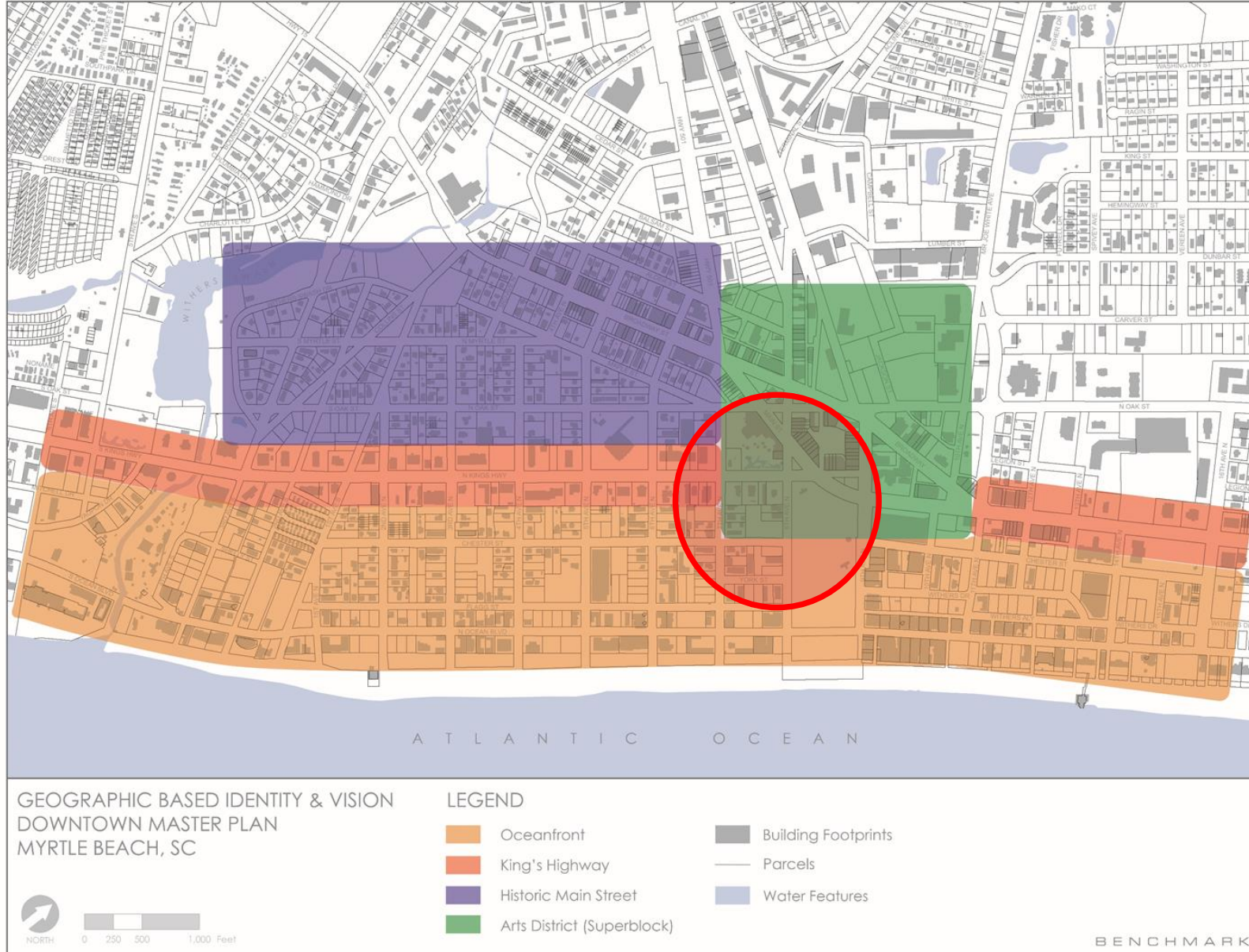


PROPERTY ACQUISITION OVERVIEW

CITY COUNCIL PRESENTATION – DECEMBER 14, 2021

DOWNTOWN MASTER PLAN



- The City of Myrtle Beach is committed to a safe, vibrant and family friendly downtown for both residents and visitors.
- The City began implementation of the new Downtown Master plan in 2019.
- We recognize that the City will be a leader in redevelopment efforts.
- No New Taxes. Existing revenue from this Tax Increment Financing District is being used to acquire the properties.

PROPERTIES OFFERED FOR SALE:

TMS:

1810703009

ADDRESS:

Bodo's German Rest. - 407 8TH Ave. N.

1810703010

Barnacle Bills - 405 8th Ave. N.

1810703011

Lot @ 8th Ave. N. and Chester

1810702002

Oasis Motel – 308 7th Ave. N.

1810702001

1810702004

1810701001

The Fountainbleau Inn - 701 Flagg Street

1810701002

18111030003

The Sea Palms – 313 7th Ave. N.

1811104001

The Sea Nymph – 601 N. Ocean Blvd

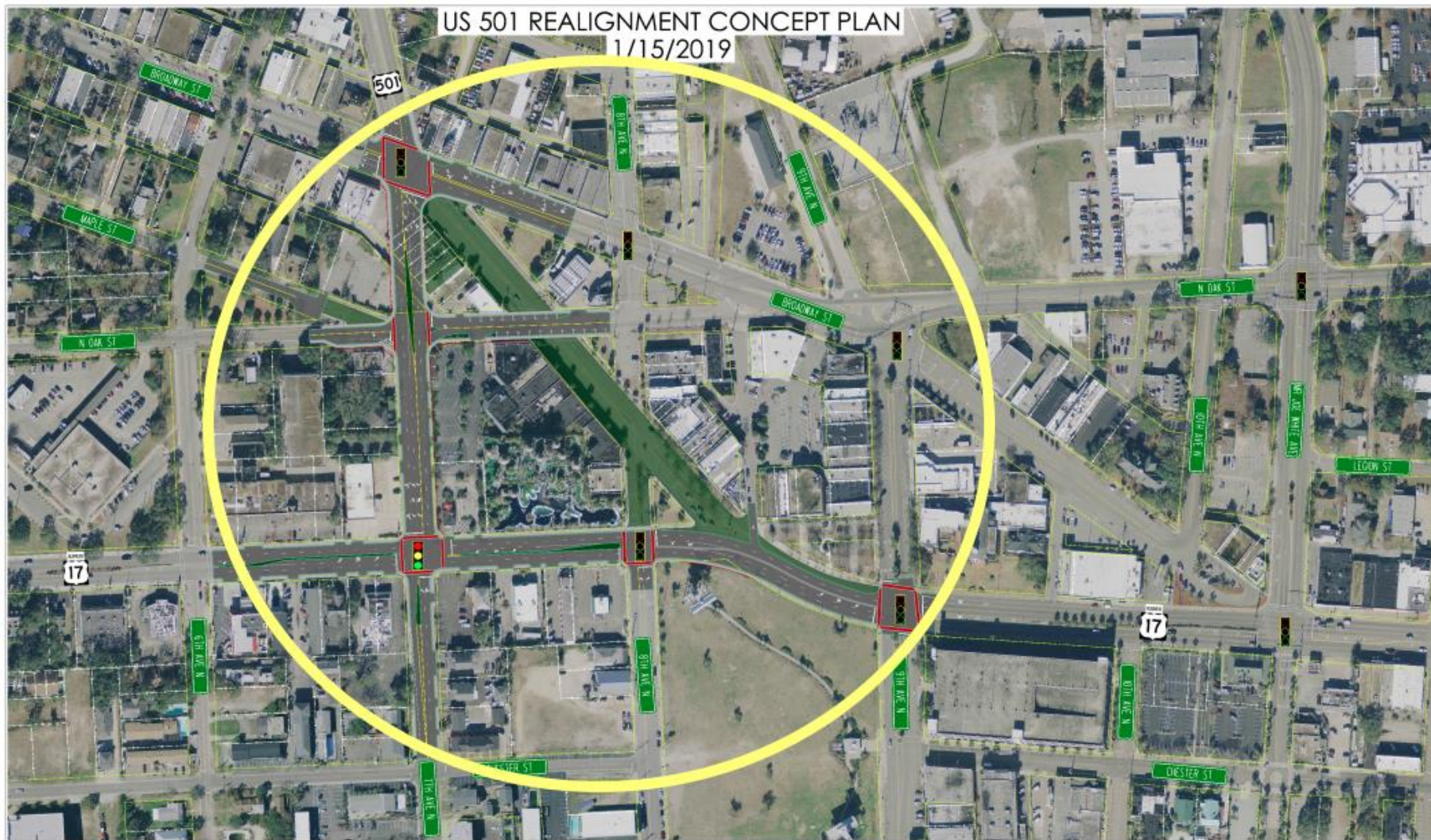


Downtown Projects










- **Theatre Project** – Estimated Cost - \$10M with a potential receipt of up to \$5M in Historic and Abandoned Building Tax Credits
- **9th Avenue N.** - Property Acquisition and Redevelopment – 95% complete – PRIVATE DEVELOPMENT OPPORTUNITIES
- **Library Project** – In design – PRIVATE DEVELOPMENT OPPORTUNITY
- **Children’s Museum** – In planning – PRIVATE DEVELOPMENT OPPORTUNITY
- **City Square Project** – Estimated Cost \$3.5M - PRIVATE DEVELOPMENT OPPORTUNITY
- **Art Museum** – In planning
- **Rails to Trails Project** – Estimated Cost - \$1M - \$2M
- **Infrastructure Projects** - to include water, sewer and roadway improvements:
 - Oak Street (6th Ave. N. to Mr. Joe White) - \$4.5M
 - 8th Ave. N. (Kings Hwy. to Broadway Street) - \$1.4M
 - 9th Ave. N. (Kings Hwy. to Oak Street) - \$1.3M

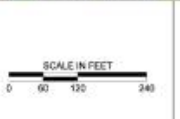


US 501 REALIGNMENT CONCEPT PLAN
1/15/2019



LEGEND

 PAVEMENT	 EXISTING RIGHT OF WAY LINE	 STAMPED ASPHALT CROSSWALK
 SIDEWALK	 EXISTING PROPERTY LINE	 EXISTING TRAFFIC SIGNAL
 GREEN SPACE	 PROPOSED RIGHT OF WAY LINE	 PROPOSED TRAFFIC SIGNAL



- The City has invested approximately \$5M over the last couple of years to acquire, redevelop and repurpose buildings in the new Arts & Innovations District.
- The City and our private development partners will invest significant funds in the next 5 to 10 years on a new Library, Theater, City Square, Art Museum, and Children's Museum.
- The City's commitment has to be seen and believed. These properties are at the center of the redevelopment plans and they are a drain on our Police Department's resources.

Calls for Service for Myrtle Beach Police Department				
		2019	2020	2021 -YTD
Fountain Bleau		245	257	254
Oasis/Sea Palms		256	219	246
Sea Nymph		93	106	153
Totals		594	582	653

Types of calls in 2021 include but are not limited to:

- * Assault
- * Criminal Domestic Violence
- * Deceased Person
- * Fights
- * Larceny
- * Missing Person
- * Narcotics
- * Overdose
- * Sexually Related Crime
- * Shooting
- * Trespassing
- * Weapons Discharge

The Fountainbleau has had 43 different types of calls for service in 2021

These particular properties have been a drain on Law Enforcement and have been a deterrent for other private investment in this area.

The following section was referenced in the 2019 Downtown Master Plan. While a number of things were accomplished from the 1998 Pavilion Area Master Plan we still struggle with the number of poorly maintained properties in this area.

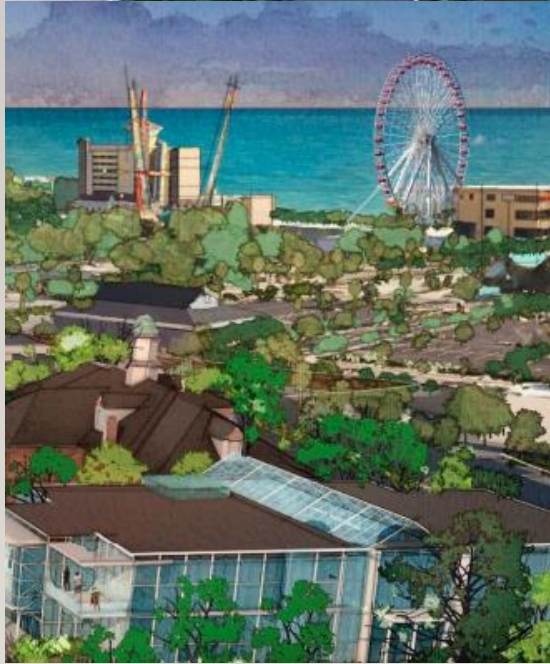
“The 1998 plan contained an executive summary quote that is applicable today. The quote stated, “The City of Myrtle Beach and local property owners are concerned about the decline in the number of families visiting the downtown. Families are being replaced by a younger crowd and the retail and entertainment market is responding to this market. A general decline in the types and sameness of the merchandise being offered, a lack of variety in eating establishments, growing numbers of body piercing shops, low quality motel accommodations and generally poor maintenance all add to the perception that the area is changing for the worse.”





Time line

- 1. Close on properties before the end of December.*
- 2. Secure the buildings immediately.*
- 3. Start demolition process immediately.
(Asbestos assessment, etc.)*
- 4. Demolition to begin in early Spring.*
- 5. Immediately begin to recruit development partner
for redevelopment.*



Summary:

- The acquisition is in alignment with the 2019 Downtown Master Plan.
- These parcels are especially critical due to their location between the Pavilion Site and the re-aligned Hwy. 50 I
- Crime and calls for service in this area and to these properties has been significant. 653 calls for service so far this year.

We are moving beyond pretty pictures in a plan to creating real change! Myrtle Beach's best days are still ahead!

“The 1998 plan, contained an executive summary quote that is applicable today. The quote stated, “The City of Myrtle Beach and local property owners are concerned about the decline in the number of families visiting the downtown. Families are being replaced by a younger crowd and the retail and entertainment market is responding to this market. A general decline in the types and sameness of the merchandise being offered, a lack of variety in eating establishments, growing numbers of body piercing shops, low quality motel accommodations and generally poor maintenance all add to the perception that the area is changing for the worse.”