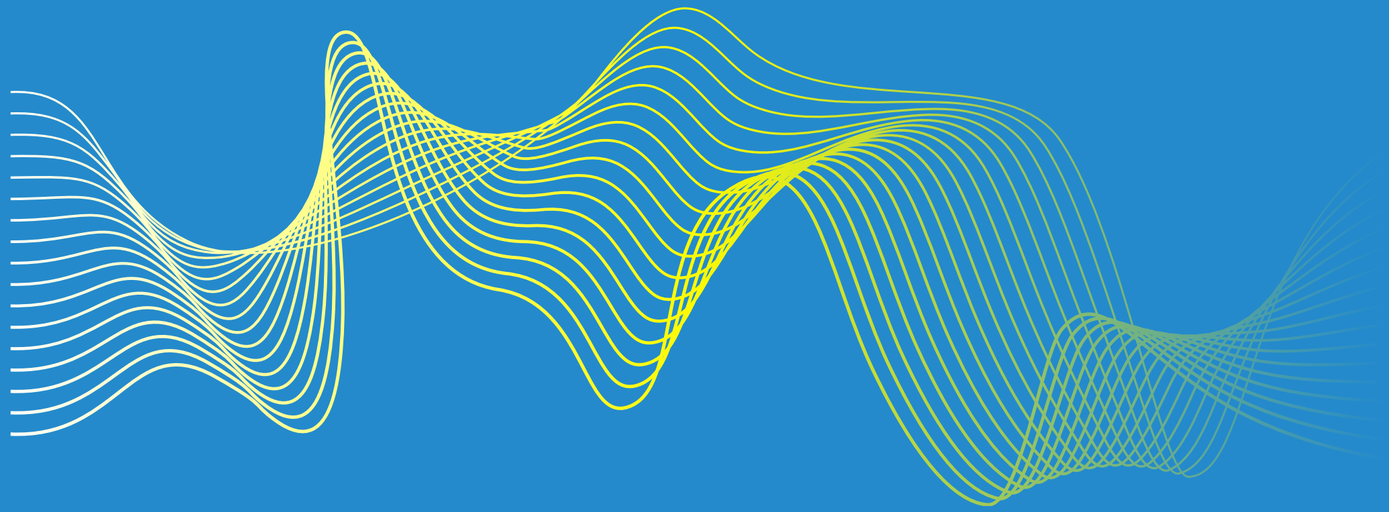
MAKING MYRTLE BEACH

THE DIGITAL TRIANGLE

CITY COUNCIL WORKSHOP BRIEFING - 1.31.2023



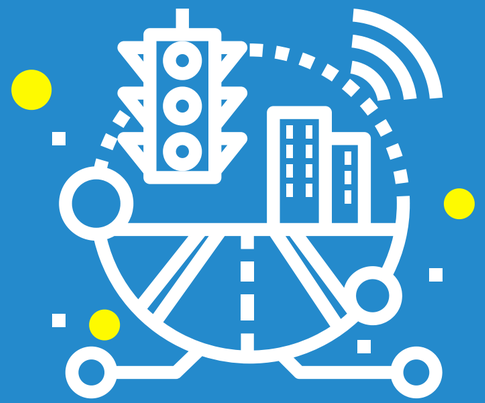
PRESENTER:
HOWARD W. WALDIE IV, MPA, CHIEF INNOVATION OFFICER

Our Smart City Strategy

BRIEFING PURPOSE

To provide an overview and definition of a "Smart City," present the high level draft of Myrtle Beach's proposed interdisciplinary Smart City Strategy (*The Digital Triangle*), and acquire approval to proceed with strategy deployment.

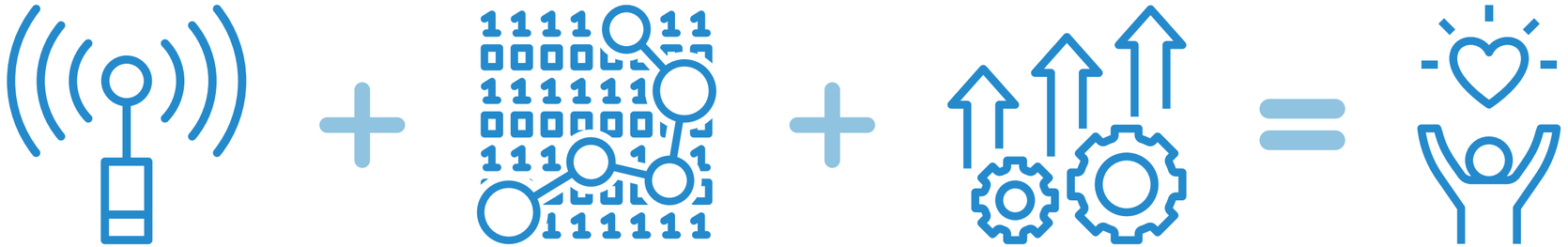
WHAT IS A SMART CITY?



THE DEFINITION

A smart city, "is a city in which a suite of sensors (typically hundreds or thousands) is deployed to collect electronic data, from and about people and infrastructure, so as to improve efficiency and quality of life."

-National Geographic Resource Library (Smart Cities)



SMART WASTE & RECYCLING BINS

Raleigh, NC

Photo Credit: Leo Suarez/Raleigh Public Record

SOLAR POWERED MICRO-GRID

Columbus, OH

Photo Credit: Doral Chenoweth/The Columbus Dispatch

ACOUSTIC GUN FIRE DETECTION SYSTEMS

Newport News, VA & Virginia Beach, VA

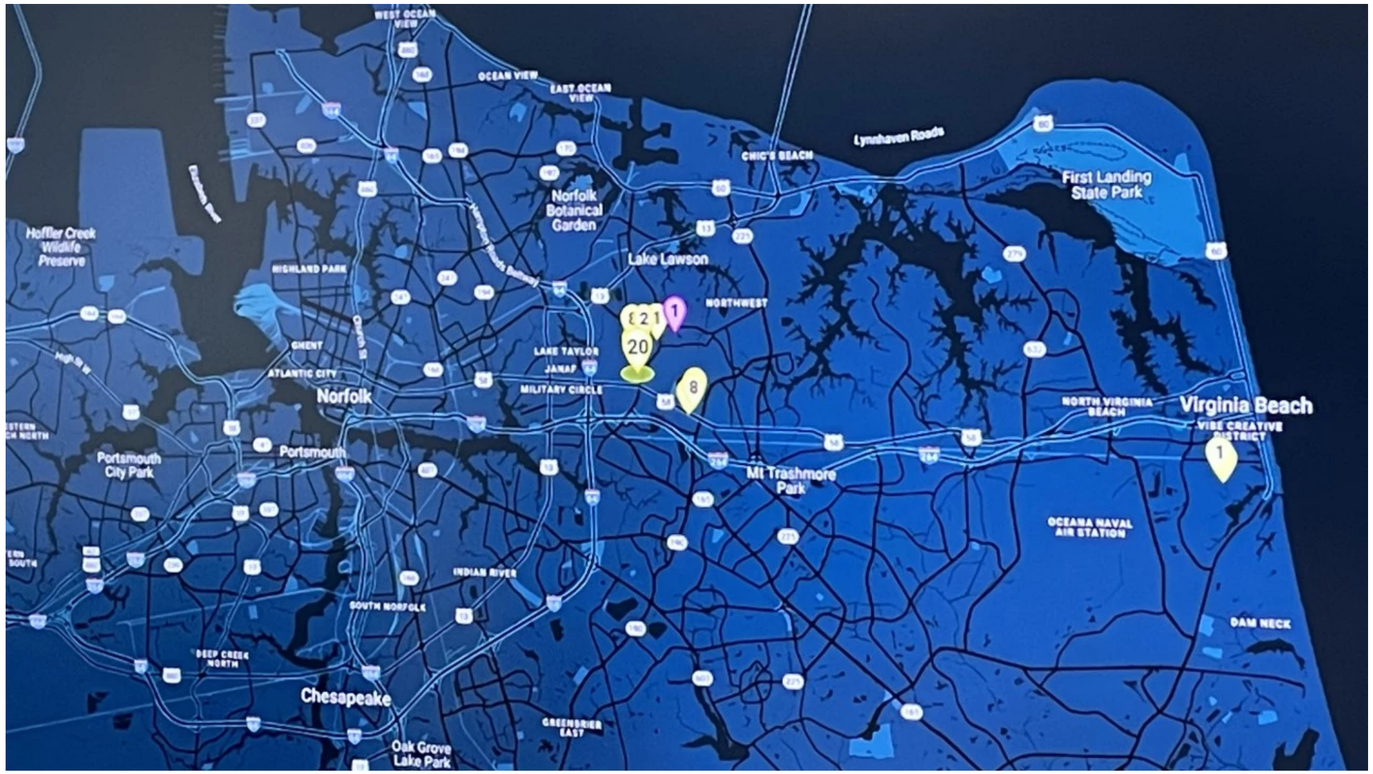


Photo Credit: News 3, WTKR Hampton Roads/Northeast NC

SMART POLES

Los Angeles, CA

Photo Credit: LA Bureau of Street Lighting

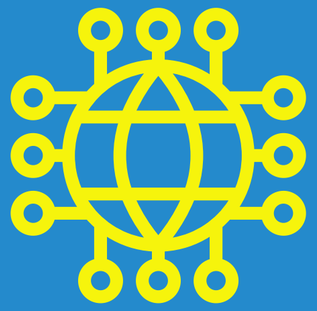
AUGMENTED REALITY (AR) BASED TOURISM

Athens, Greece

Photo Credit: athens the city is a museum, athens.withgoogle.com

WHY NOW?

According to the Organisation for Economic Co-Operation & Development (OECD), a global intergovernmental organization of 36 Countries with a mission to advance economic prosperity and world trade:

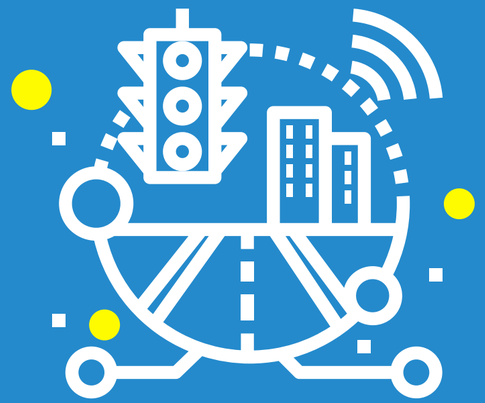


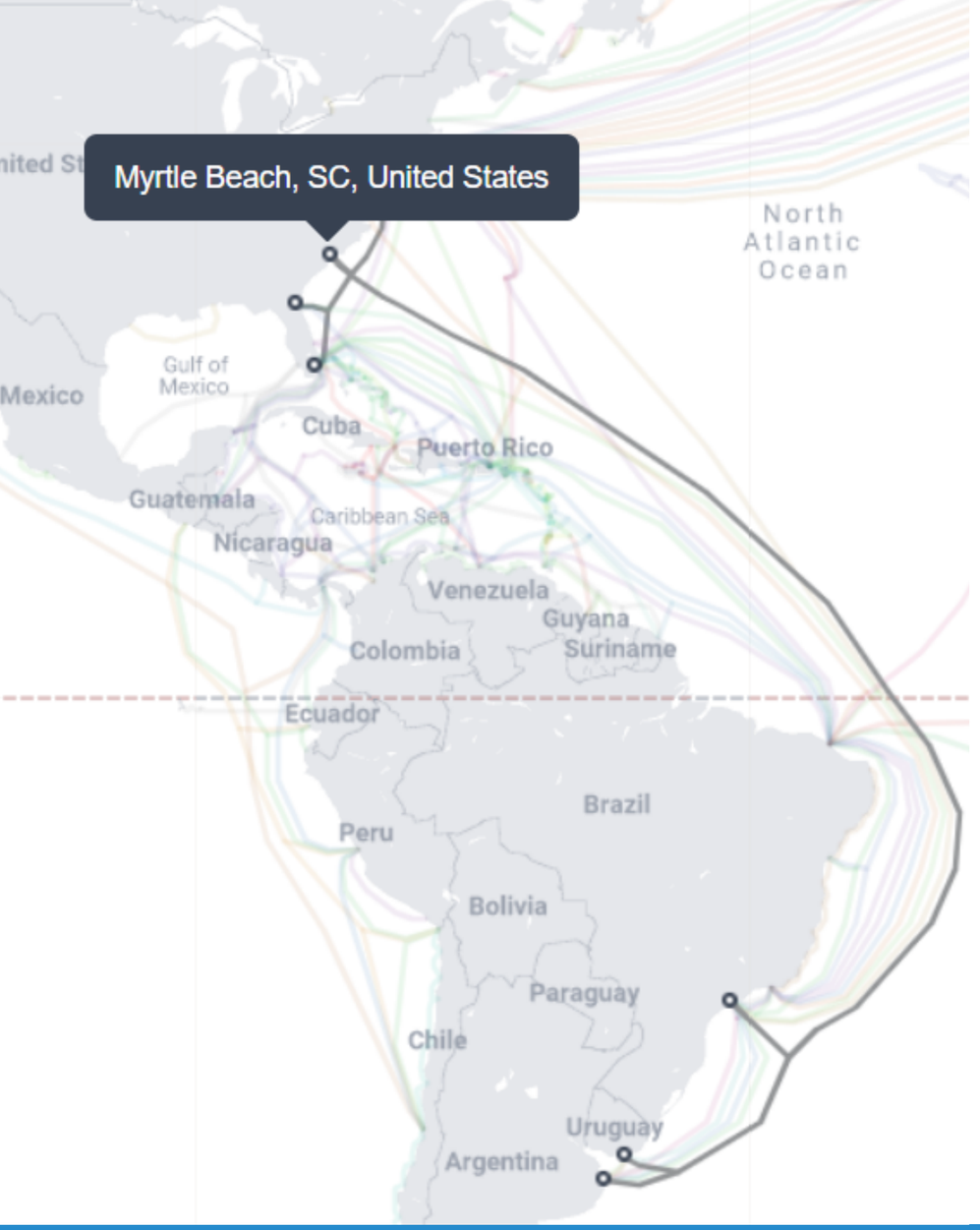
Digitalization changes how we live, work, [play], communicate, and move around.

The 4th Industrial Revolution demands new coalitions between cities and the private sector to shape better policies and robust outcomes.

The global smart city market was estimated to grow from 312 Billion to 758 Billion between 2015 and 2020.

WHAT ABOUT US?





THE CATALYST

Google's Firmina subsea cable - an open subsea cable that **will run from Myrtle Beach to** Las Toninas, **Argentina**, with additional landings in Praia Grande, Brazil, and Punta del Este, Uruguay. The cable has 12 fiber pairs that can operate at 15 terabits per second - 240 terabits in total.

-Submarine Cable Networks

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

-DC BLOX

ITAP

International Technology & Aerospace Park

An attractable location with world class assets for large tech companies

- **+/- 400 Acres**
- **A lot of Due Diligence already completed**
- **In a Foreign Trade Zone**
- **200 Acres with direct access to runway at MYR International Airport**
  - One of the longest runways on the East Coast at more than 9,500 ft. in length
- **DC Blox Landing Station & Data Center**
  - Capable of colocation
  - Can host up to five subsea cables
  - Dark Fiber to Atlanta

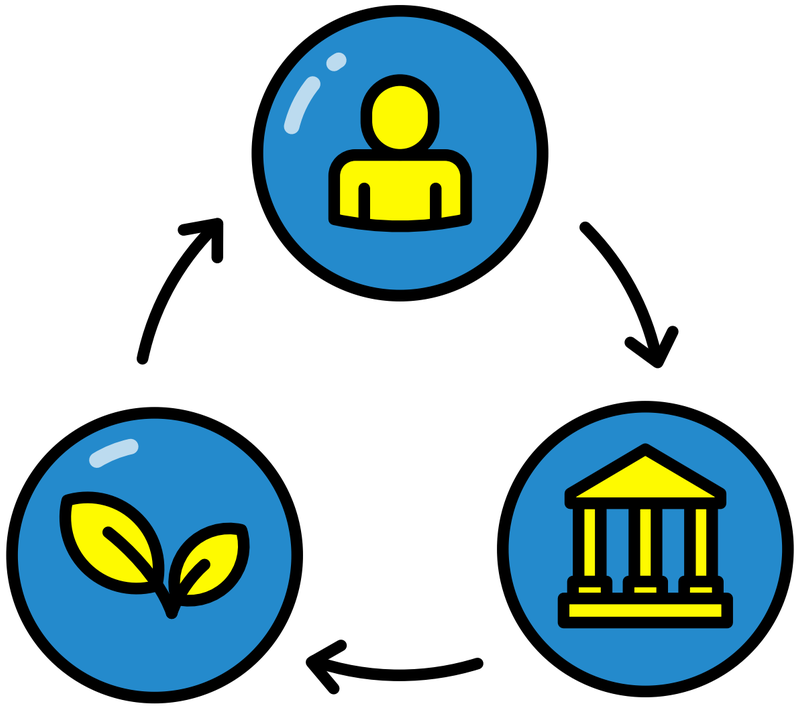
DOWNTOWN MYRTLE BEACH + THE A&I DISTRICT

Myrtle Beach's Arts & Innovation District

The growing heart of our digital economy, with potential for living labs and higher education partnerships.

- **+/- 100 Properties in Total**
- **HTC Aspire Hub + eMYRge**
- **Strong Utilities & Infrastructure**
- **Launch a Living Lab**
  - Pilot Smart Cities Technology
  - Grow Local GDP
  - Solve Community Challenges
- **Partner & Develop with Higher Educational Institutions**
  - Satellite Campuses, Off-Campus Programs & Internships, etc.
  - A Governor's School of Innovation

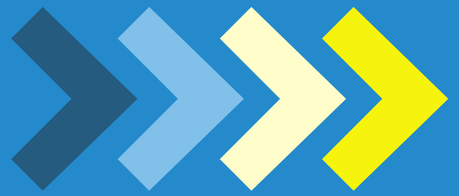
OUR COMMUNITY OF OPPORTUNITY



Lean in on environmental, social, and governance bottom lines.

- **Secure Talent Pipelines & Workforce Development**
- **Alternative to Traditional Manufacturing**
  - Less Need for Physical Space
  - Increase Connectivity to the Global Market
  - Advancement towards a Diversified Economy
- **Imagine**
  - Our kids and grandkids staying here or moving back
  - Companies leading the charge on social and environmental innovations with our community
    - Sponsorships of neighborhood walks
    - Investments in the Local Housing Market
    - Increasing affordable access to world class infrastructure and a varied, unsubsidized, inventory of future energies

POTENTIAL NEXT STEPS



BECOMING THE DIGITAL TRIANGLE

Phase I

Launch Internal Smart Cities Council

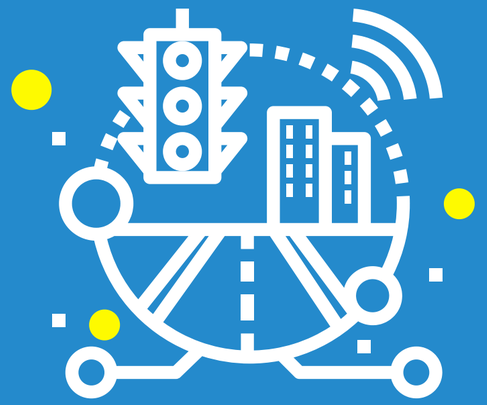
Complete Site Visit to Peachtree Corners, GA

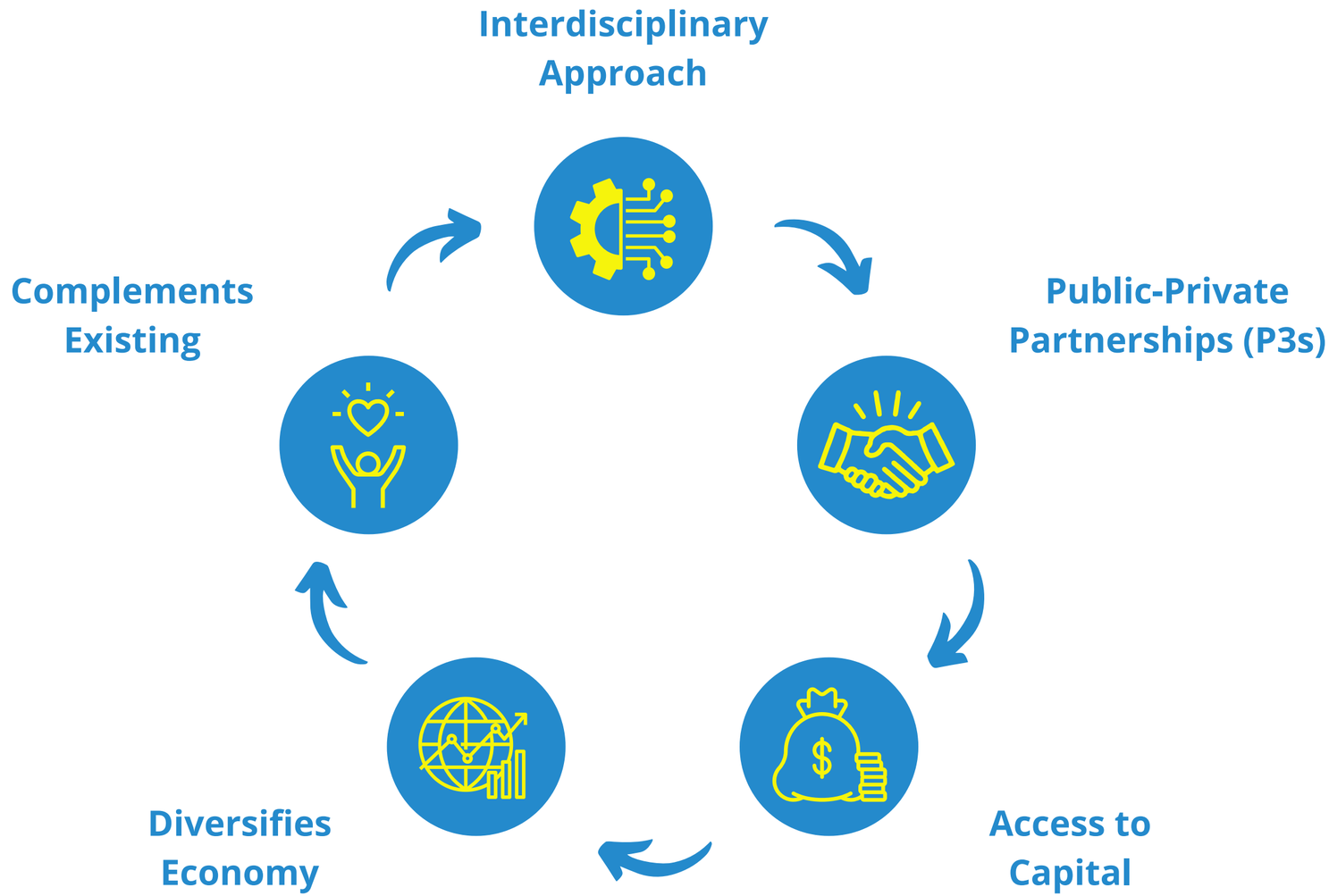
Public Input & Road Map Development

Strategy Deployment with Community Partners

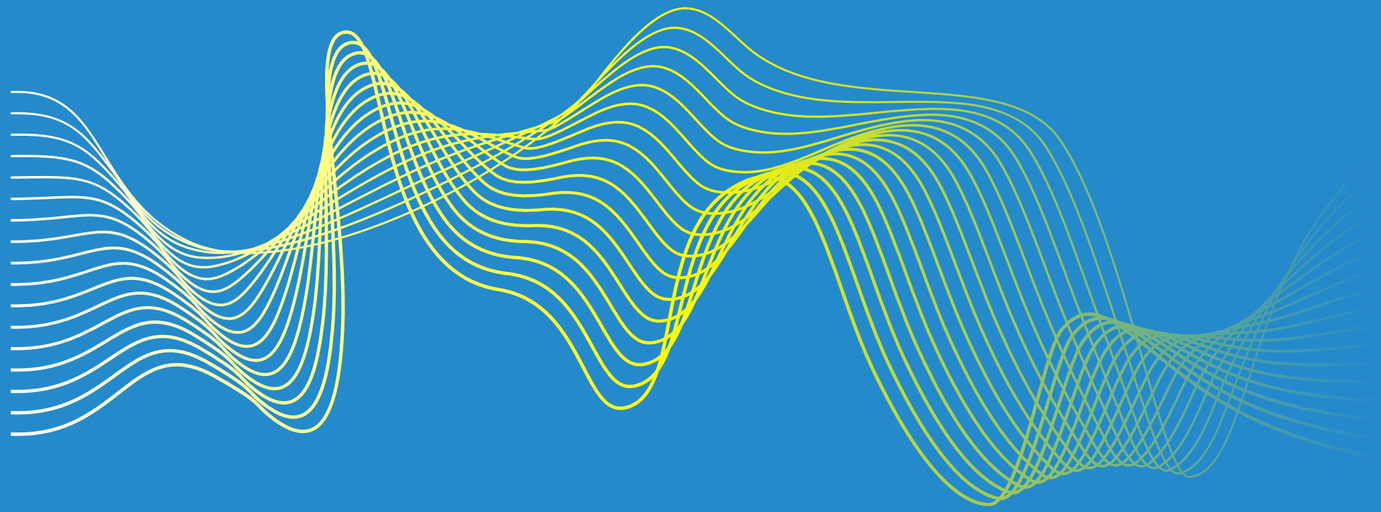
Next 6 Months

WRAP-UP




Interdisciplinary Approach
Public-Private Partnerships (P3s)
Access to Capital
Diversifies Economy
Complements Existing

QUESTIONS & DISCUSSION



CITY COUNCIL BRIEFING | THE DIGITAL TRIANGLE | 01.31.2023

CURRENT SMART CITIES RANKINGS (US)

ProptechOS Smart City Index

The 10 US cities best prepared for a 'smart city' future

Based on 11 metrics, divided into three categories (tech infrastructure, green infrastructure, tech jobs market) equally weighted with a score out of 100, and combined towards one total score out of 100

City	Technology infrastructure	Green infrastructure	Tech job market	Score (out of 100)
Austin, TX	88	92	47	75.4
Los Angeles, CA	88	90	45	74.5
Seattle, WA	81	80	59	73.3
San Francisco, CA	75	84	60	72.9
Atlanta, GA	68	92	58	72.5
Washington D.C.	79	71	63	70.9
Dallas, TX	81	80	48	69.6
New York City, NY	88	73	47	69.3
San Jose, CA	78	76	54	69.2
Portland, OR	81	82	44	69.2

KEY SUCCESS INDICATORS

ProptechOS Smart City Index

Tech-Driven Job Market & Pipeline

Green Infrastructure & Energies

Tech Infrastructure & Connectivity