

Technology Advisory Group Update

June 2022

Agenda

- eMYRge Update
- Technology Advisory Group Update



Grand Opening – February 17, 2022



Aspirin Event – June 14, 2022



Other Highlights

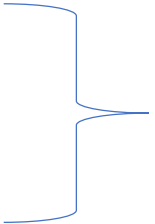
- Summer Workshops – 7 confirmed
- Monthly Recurring Income = \$2,800 / month
 - 3 PODS and 1 Office Rented
- TechStars Startup Weekend – September 16-18
 - 54 Hour Marathon to Create Scalable Companies from Scratch

Technology Advisory Group

Center on Rural Innovation

- City has been accepted into a program to help develop strategies
- City has been awarded a grant for \$25,000 South Carolina DOC
- **Program begins in September 2022**

Where Do We Go From Here?

- eMYRge will be continuing the progress of Ecosystem Building
- CORI will help the City of Myrtle Beach eMYRge develop strategies:
 - Accessing Capital
 - Developing Workforce
 - Creating Access to Digital Jobs

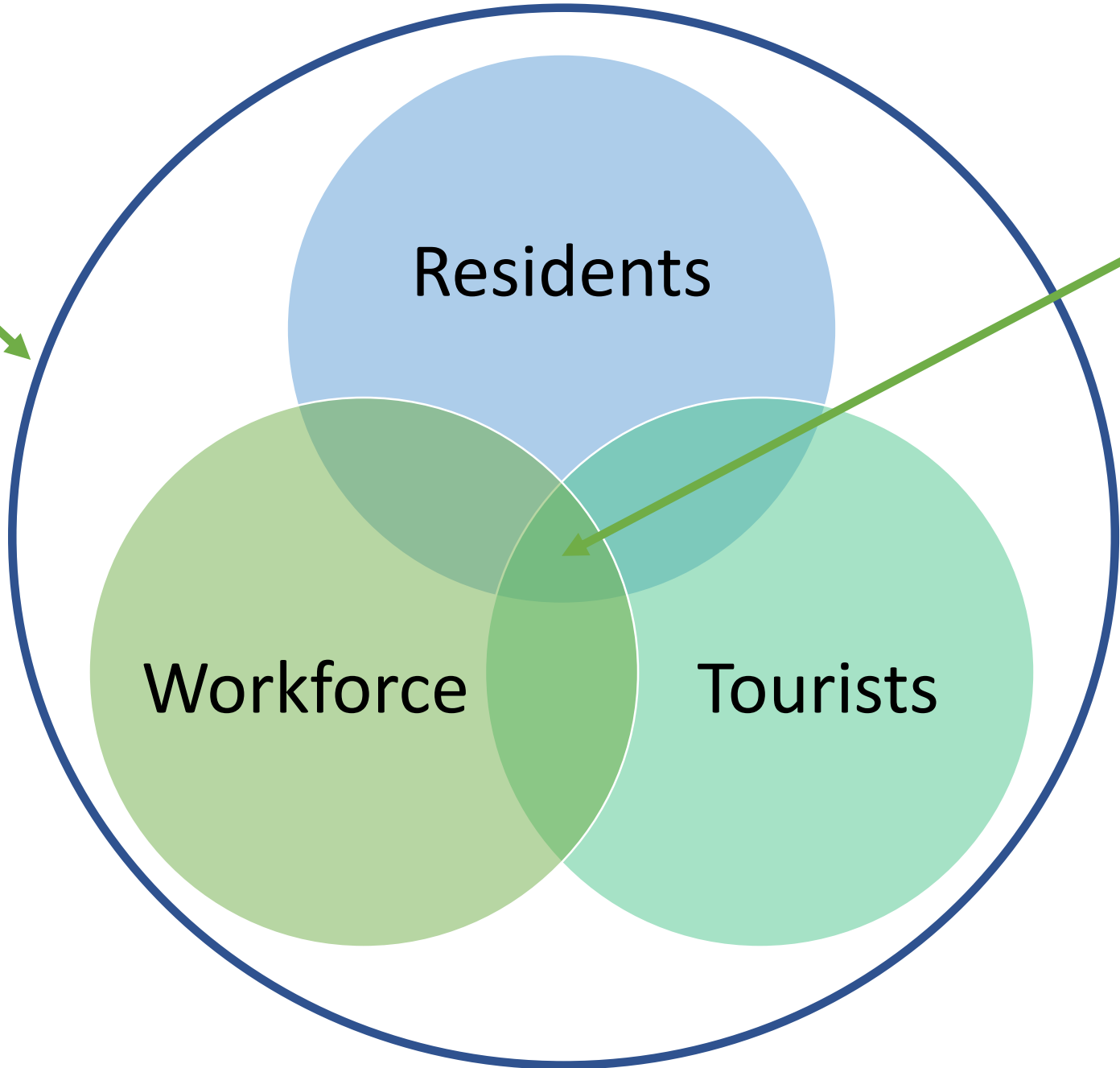
Prepare for Possible EDA Grant
- TAG has shifted gears....and IS focused on innovation and digital experience

What is the Digital Experience?

- Myrtle Beach is in the business of creating experiences for people
- The Digital Experience is how people interact with the digital infrastructure in current form and future form

**Digital
Experience**

**Digital
Infrastructure**



Residents

Workforce

Tourists

How Do We Set The Stage for Success?

- Data Repository / Enhanced Public Interaction
 - Why: Data-Driven Innovation and Operational Efficiency
 - Recommendation: Implement a 311 System
- Arts & Innovation District
 - Why: Let's Live Up to The District Name
 - Recommendation: Turn It Into A Living Laboratory / Open Invitation to Innovators
- Niche Technology Sector Economic Development
 - Why: Take Advantage of Opportunities
 - Federal HUBZone / SBIR
 - Smart City Incubators and Accelerators (Willing Partner)
 - Access to Licensed Electromagnetic Spectrum and Broadband Fiber
 - Recommendation: Government / Commercial Technology - Internet of Things (IoT)

Questions?

Resident Persona

- Homeowner gets a push notification when a new local business opens near their neighborhood. They can view their water bill, their trash schedule, and upcoming events all in one place.
- City data - Public Works, Police, and Information Services all retrieve user information that helps them project future infrastructure needs, improve public safety, measure success of events, and measurably increase civic engagement. They cut operating expenses by automating many homeowner and resident services.

Workforce Persona

- New Business Owner has an encouraging and convenient digital interaction with the city when applying for their first business license in MB. It leaves them feeling confident that this is a supportive community.
- City data - Business Licensing office creates an automated license renewal pipeline and significantly cuts down on operational expenses or attrition of license renewals

Tourist Persona

- Visitor uses their app to see the Myrtle Beach their grandparents visited and learns the history of the land. Digital wayfinding in the narrative tells them where to go next.
- City data - digital Tourism interactions helps City leverage more infrastructure funding

Where do we start?

- Small enough to be effective and visible, but scalable to grow and add new pieces
 - Centered around collecting continuous and actionable data
 - Ensuring we have the infrastructure and cybersecurity posture to do it
- We'll work up a plan and where to start in the next 6 months