BROADWAY
AT THE BEACH

THE MOST VISITED TOURIST ATTRACTION *in South Carolina*

ABOUT BROADWAY AT THE BEACH

Broadway at the Beach is South Carolina's number one tourist destination, attracting more than 13 million visitors annually. Broadway is set on 350 acres in the heart of Myrtle Beach and features world-class shopping, dining, attractions and entertainment in a series of magical, interconnected villages, surrounding the 23-acre Lake Broadway.

Day or night, Broadway at the Beach is a must-see shopping, dining and entertainment destination for visitors of all ages. The center is one of Myrtle Beach's most energized experiences, joining together a distinguished collection of specialty shops featuring national and local brands, more than 20 restaurants and eateries, the area's most popular attractions, world-class entertainment and hotels.

On the heels of celebrating its 20th anniversary in 2015, Broadway at the Beach embarked on its largest, most comprehensive reinvestment plan to date, ensuring it continues to be a vibrant destination for residents and visitors to shop, dine, and be entertained for years to come.

780,000
Square Feet

13 MILLION
Annual Visitors

WITHIN A DAY'S DRIVE OF MOST EASTERN U.S. CITIES

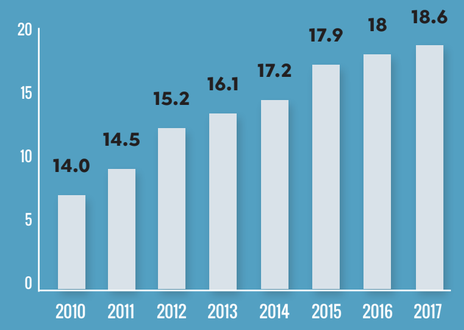
ATLANTA	364 miles	INDIANAPOLIS	749 miles
BOSTON	888 miles	NASHVILLE	593 miles
CHARLOTTE	171 miles	NEW YORK	685 miles
CHICAGO	943 miles	PHILADELPHIA	596 miles
CINCINNATI	642 miles	RALEIGH	193 miles
COLUMBIA	138 miles	ST. LOUIS	898 miles
DETROIT	838 miles	WASHINGTON	450 miles

Source: Myrtle Beach Chamber

Myrtle Beach's ease of access, 100,000 rental units, temperate climate and 60 miles of beachfront attracts a growing number of residents and tourists.

MARKET HIGHLIGHTS

ANNUAL VISITORS (IN MILLIONS)



Source: Myrtle Beach Chamber

REASONS TO VISIT THE GRAND STRAND

ONE OF THE MOST POPULAR FAMILY BEACH DESTINATIONS ON THE EAST COAST

- **TripAdvisor** TOP 25 Travel Destination and TOP 10 Beach in the World
- **US News & World Report** TOP 10 Best Family Beach Vacations
- **Travel Channel** TOP 10 Vacation Spots

WORLD-CLASS GOLF

- 90 golf courses host more than 3 million golf rounds per yea

SPORTS TOURISM

- Numerous outdoor sports complexes
- 100,000 Sq. Ft. indoor sports facility
- The Ripken Experience

TOP 10 FASTEST-GROWING METROPOLITAN AREAS 2016 – 2017

METROPOLITAN AREA	POPULATION 2016	POPULATION 2017	% CHANGE	2016 RANK	2017 RANK
St. George, UT	159,237	165,662	4.0%	9	1
Myrtle Beach-Conway-North Myrtle Beach, SC	447,793	474,165	3.7%	2	2
Greeley, CO	294,243	304,633	3.5%	4	3
Bend-Redmond, OR	180,675	186,875	3.4%	3	4
Couer d'Alene, ID	153,144	157,637	2.9%	15	5
Lakeland-Winter Haven, FL	667,018	686,483	2.9%	10	6
Boise City, ID	690,810	709,845	2.8%	17	7
Provo-Orem, UT	601,478	617,675	2.7%	7	8
Austin-Round Rock, TX	2,060,558	2,115,827	2.7%	8	9
The Villages, FL	122,121	125,165	2.5%	1	10

Myrtle Beach is the 2nd fastest growing metro area in the U.S. according to the U.S. Census Bureau

A+ LOCATION

HIGH VISIBILITY

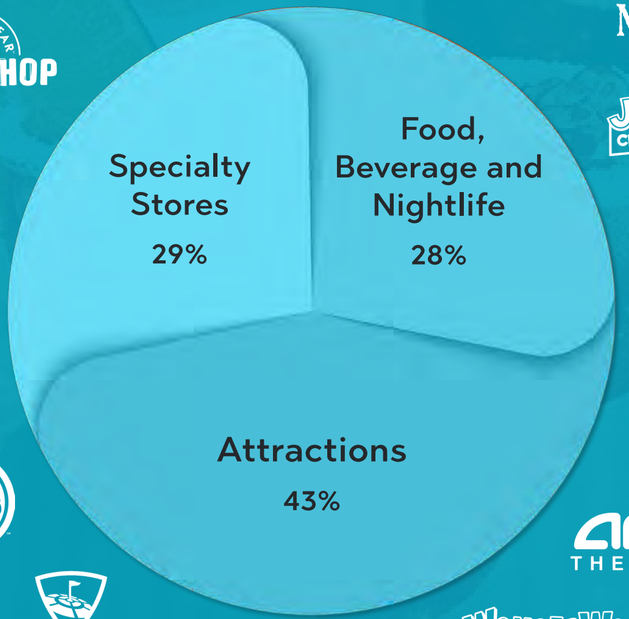
- Located on US Highway 17 Bypass, which is the major corridor through the Myrtle Beach area. Connecting Myrtle Beach to Wilmington, NC to the north and Charleston, SC to the south.
- Robust traffic counts:
  - Hwy 17 44,300 AADT
  - Grissom Pkwy 18,200 AADT
  - 21st Ave 17,200 AADT
  - 29th Ave 7,400 AADT

DYNAMIC TRADE AREA

- Located within 2 miles of other major shopping centers.
- Close proximity to the largest concentration of hotels along the Grand Strand.

MERCHANDISING MIX

Merchandising Mix by Category (a)

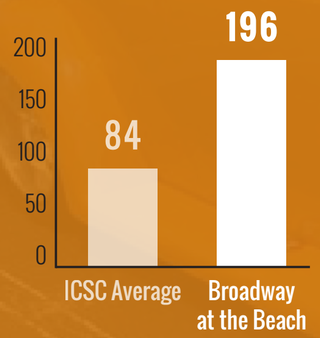


Broadway at the Beach appeals to a broad demographic, produces attractive shopping behaviors and generates strong sales per square foot.

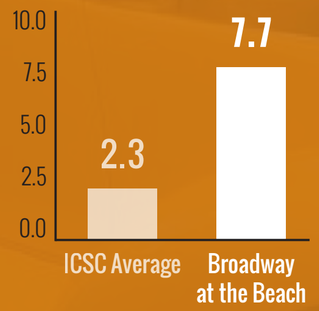
(a) Percentage of total square footage

CONSUMER BEHAVIOR

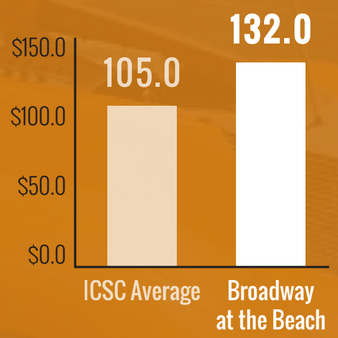
Average Duration of Visit (in minutes)



Average Number of Stores Entered



Average Expenditure



CUSTOMERS ARE STAYING LONGER → **VISITING MORE STORES** → **& SPENDING MORE THAN ICSC AVERAGES**

"Maintaining high traffic using a variety of visit motivations ultimately assures strong retail sales performance because patrons exposed to retail goods tend to make purchases regardless of the motivation that initially brought them to the site."

H. Blount Hunter | Retail & Real Estate Research

2017-2019 LEASING MOMENTUM

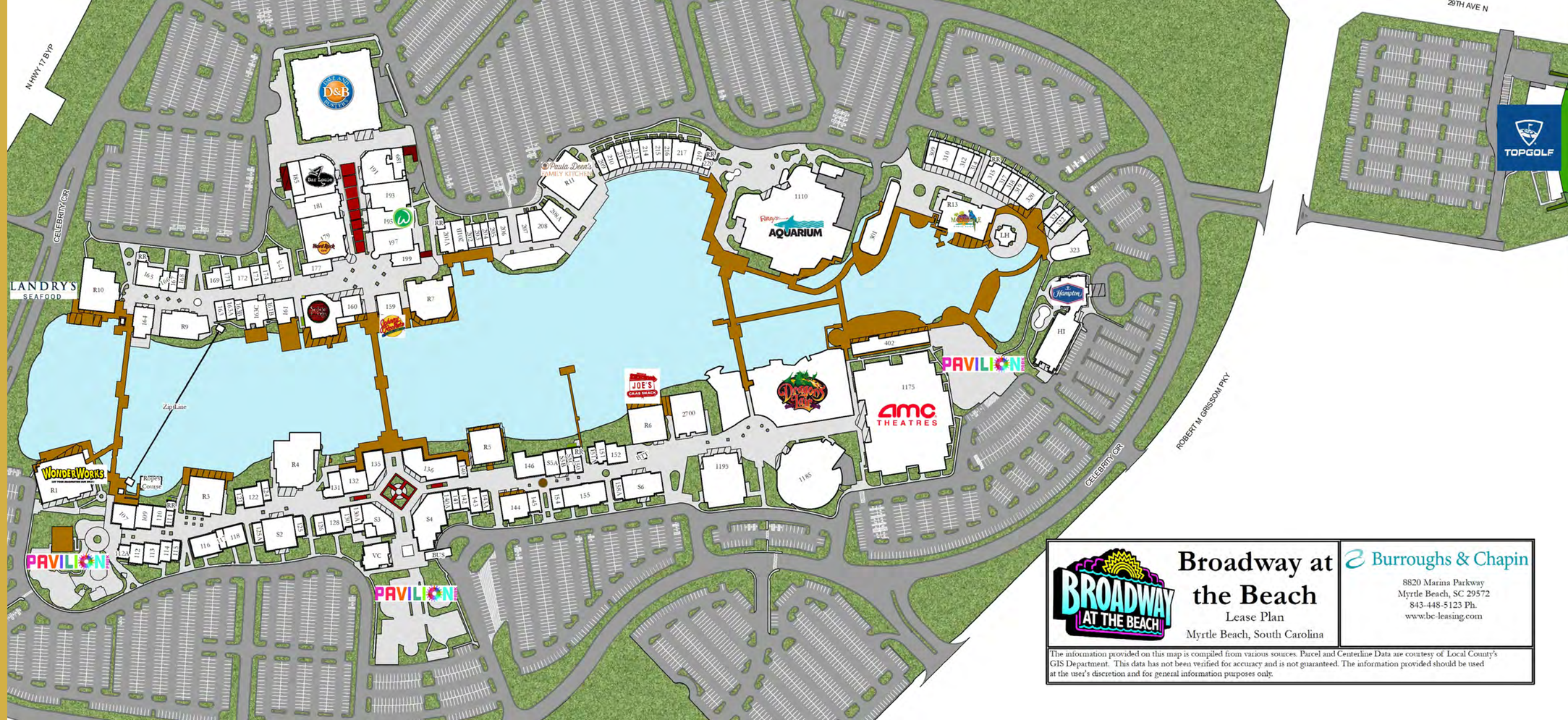
MOMENTUM OF NATIONAL BRANDS

- **DAVE & BUSTER'S**
- **WAHLBURGERS**
- **HARD ROCK CAFE**
- **THE SIMPSONS IN 4D**
- **TOPGOLF**

UNIQUE OFFERINGS

- **PAULA DEEN'S FAMILY KITCHEN**
  Only 1 of 2 locations under brand

PROPERTY SITE PLAN



Broadway at the Beach
Lease Plan
Myrtle Beach, South Carolina

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Myrtle Beach, SC 29572
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www.bc-leasing.com

The information provided on this map is compiled from various sources. Parcel and Centerline Data are courtesy of Local County's GIS Department. This data has not been verified for accuracy and is not guaranteed. The information provided should be used at the user's discretion and for general information purposes only.

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AMERICAN TAP HOUSE
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