





# 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 25th anniversary in 2020, 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.

**616,000**  
Square Feet

**#1 MOST VISITED  
SHOPPING CENTER**  
in South Carolina

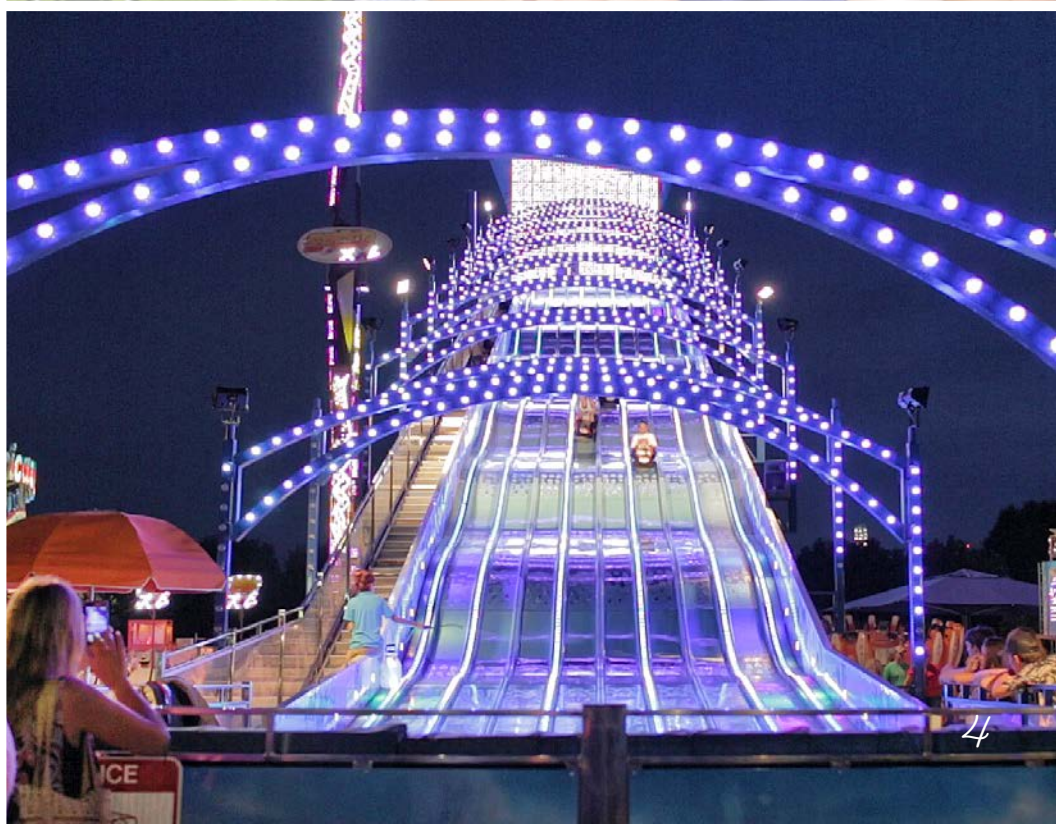
Source: Placer.ai

**13 MILLION**  
Annual Visitors













Myrtle Beach, SC

### 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

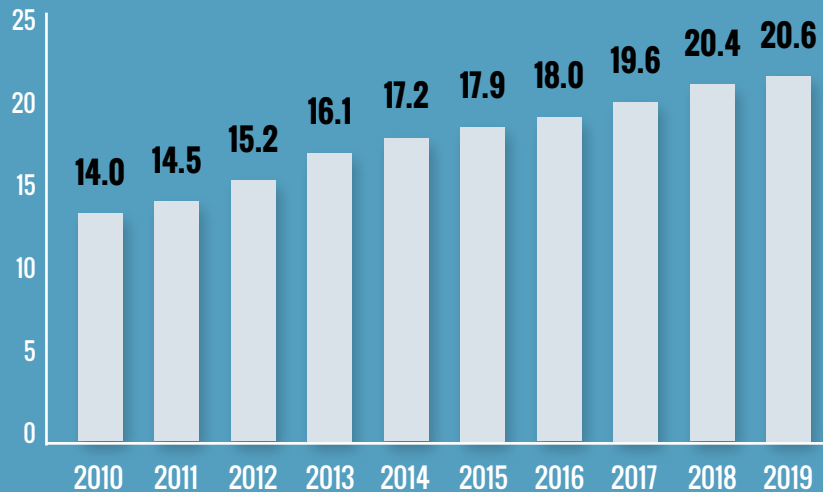
Source: Myrtle Beach Chamber

**Myrtle Beach's ease of access, 150,000 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 Beach in the World
- **US News & World Report** TOP 10 Best Family Beach Vacations
- **Travel Channel** TOP 10 Vacation Spots

### WORLD-CLASS GOLF

- 86 golf courses host more than 2.7 million golf rounds per year

### SPORTS TOURISM

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

## % POPULATION GROWTH FROM 2010 - 2019

METROPOLITAN STATISTICAL AREA	POPULATION ESTIMATES			% GROWTH	RANK
	APRIL 1, 2010	JULY 1, 2018	JULY 1, 2019		
The Villages, FL	93,420	128,719	132,420	41.7%	1
<b>Myrtle Beach-Conway-N. Myrtle Beach, SC-NC</b>	<b>376,575</b>	<b>480,985</b>	<b>496,901</b>	<b>32%</b>	<b>2</b>
Austin-Round Rock-Georgetown, TX	1,716,323	2,165,497	2,227,083	29.8%	3
Midland, TX	141,671	178,186	182,603	28.9%	4
St. George, UT	138,115	171,567	177,556	28.6%	5
Greeley, CO	252,827	314,815	324,492	28.3%	6
Bend, OR	157,728	191,905	197,692	25.3%	7
Cape Coral-Fort Myers, FL	618,755	754,470	770,577	24.5%	8
Provo-Orem, UT	526,885	633,149	648,252	23.0%	9
Raleigh-Cary, NC	1,130,493	1,361,590	1,390,785	23.0%	10

**Myrtle Beach is the 2nd fastest growing metro area in the U.S. by percent of population growth from 2010-2019 according to the U.S. Census Bureau**





# A+ LOCATION

## HIGH VISIBILITY

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- 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 61,540 AADT
  - Grissom Pkwy 19,700 AADT
  - 21<sup>st</sup> Ave 23,462 AADT
  - 29<sup>th</sup> Ave 13,156 AADT

## DYNAMIC TRADE AREA

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





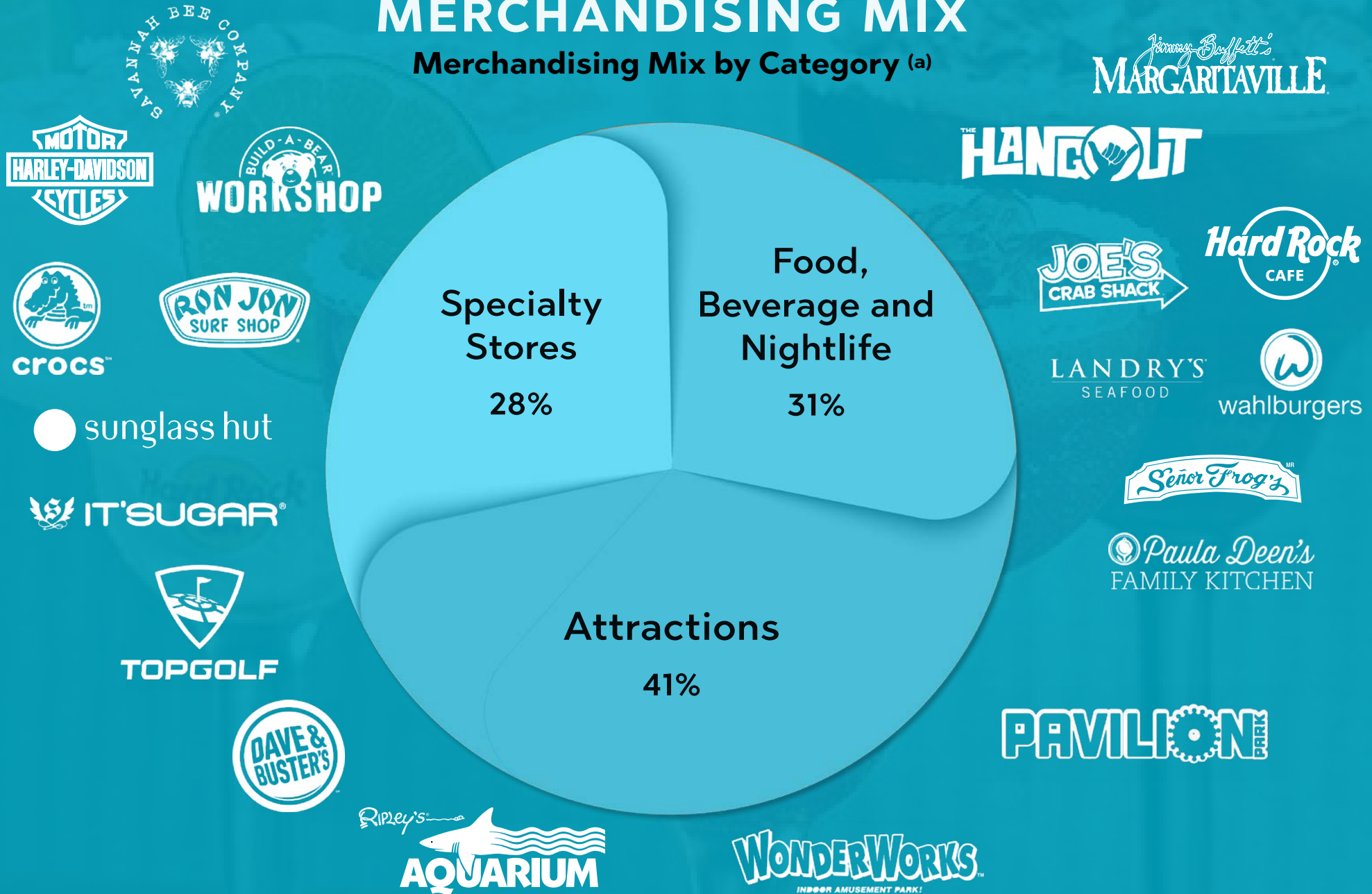






# MERCHANDISING MIX

Merchandising Mix by Category (a)



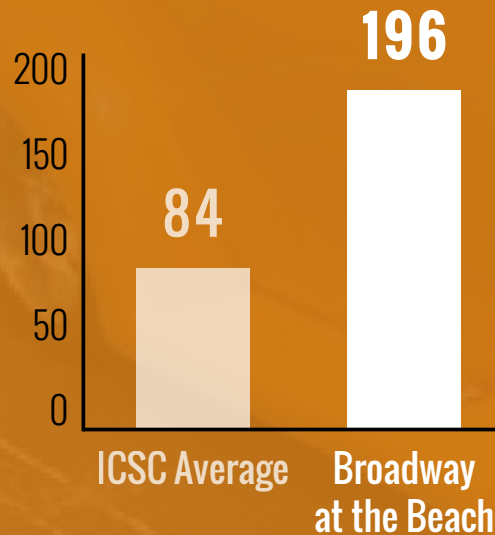
**Broadway at the Beach appeals to a broad demographic, produces attractive shopping behaviors and generates strong sales per square foot.**

(a) Percentage of total square footage

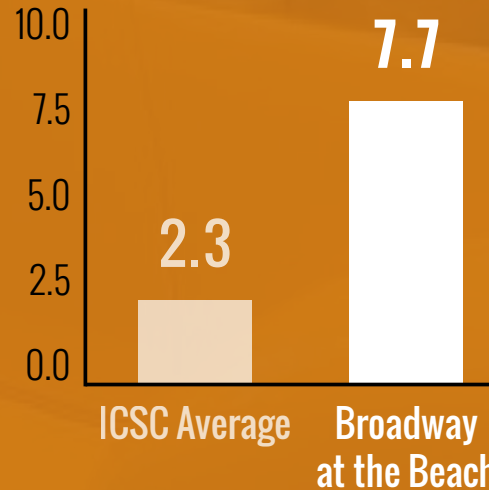


# CONSUMER BEHAVIOR

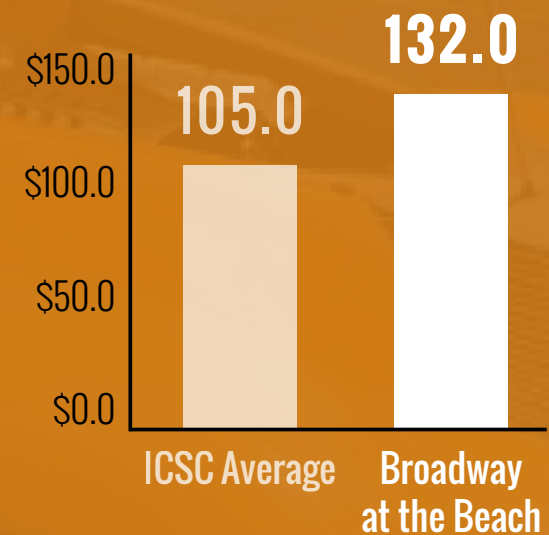
Average Duration of Visit  
(in minutes)



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*











# LEASING MOMENTUM

## MOMENTUM OF NATIONAL BRANDS

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- PRO FOOTBALL HALL OF FAME
- THE HANGOUT
- STARBUCKS

## UNIQUE OFFERINGS

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- **PAULA DEEN'S FAMILY KITCHEN**  
Only 1 of 2 locations under brand
- DAVE & BUSTER'S
- TOP GOLF
- QUIET STORM SURF SHOP
- THE SIMPSONS IN 4D











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AMERICAN  
TAP HOUSE

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**BROADWAY**  
AT THE BEACH

AMERICAN TAP HOUSE  
CRAFT BEER & MUSIC  
LUNCH  
Dinner  
Happy Hour

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