



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





Myrtle Beach, SC

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

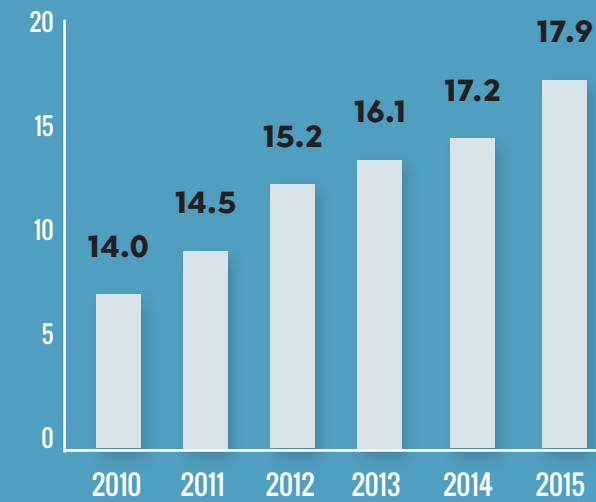
ATLANTA	364 miles	INDIANAPOLIS	749 miles
BOSTON	888 miles	NASHVILLE	593 miles
CHARLOTTE	171 miles	NEW YORK	685 miles
CHICAGO	943 miles	PHILADELPHIA	596 miles
CINCINNATI	642 miles	RALEIGH	193 miles
COLUMBIA	138 miles	ST. LOUIS	898 miles
DETROIT	838 miles	WASHINGTON	450 miles

Source: Myrtle Beach Chamber

Myrtle Beach's ease of access, 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 MYRTLE BEACH

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

- 101 golf courses host more than 3 million golf rounds per year

SPORTS TOURISM

- Outdoor sports complexes
- 100,000 sq. ft. indoor sports facility
- The Ripken Experience

% POPULATION GROWTH FROM 2010 TO 2016

METROPOLITAN STATISTICAL AREA	POPULATION ESTIMATES		GAGR	RANK
	2010	2016		
The Villages, FL	94,280	123,996	4.7%	1
Austin - Round Rock, TX	1,727,656	2,056,405	2.9%	2
Midland, TX	141,791	168,288	2.9%	3
Myrtle Beach - Conway - North Myrtle Beach	378,584	449,295	2.9%	4
Cape Coral - Fort Myers, FL	620,590	722,336	2.6%	5
Greeley, CO	254,164	294,932	2.5%	6
St. George, UT	138,443	160,245	2.5%	7
Bend - Redmond, OR	157,839	181,307	2.3%	8
Odessa, TX	137,083	157,462	2.3%	9
Raleigh, TX	1,137,392	1,302,946	2.3%	10
Bismarck, ND	115,392	131,635	2.2%	11
Orlando - Kissimmee - Sanford, FL	2,139,507	2,441,257	2.2%	12
Charleston - North Charleston, SC	667,501	761,155	2.2%	13
Houston - The Woodlands - Sugar Land, TX	5,948,174	6,772,470	2.2%	14
Daphne - Fairhope - Foley, AL	183,199	208,563	2.2%	15

Myrtle Beach has been the fourth fastest growing MSA in the country from 2010 to 2016

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

DYNAMIC TRADE AREA

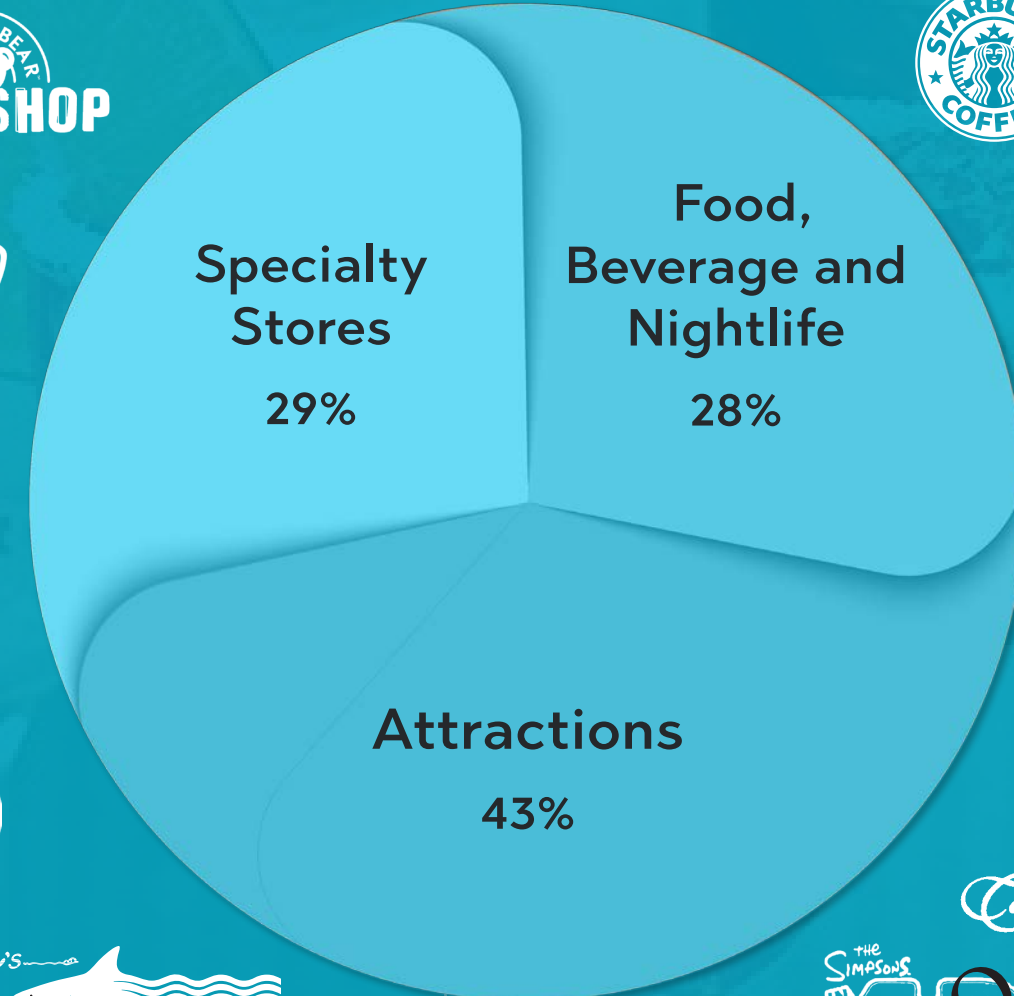
- Located within 2 miles of other major shopping centers.
- Close proximity to the largest concentration of hotels along the Grand Strand





MERCHANDISING MIX

Merchandising Mix by Category (a)

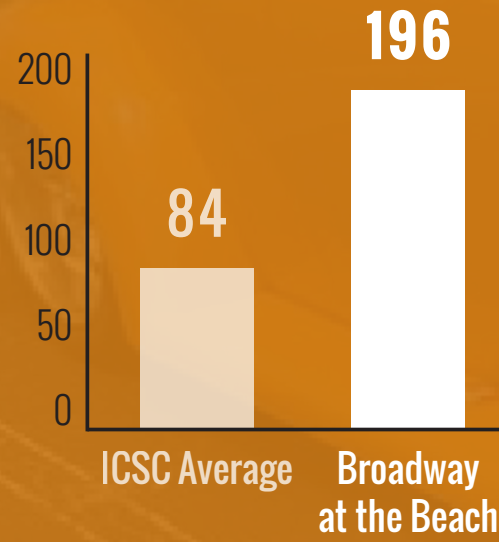


Broadway at the Beach appeals to a broad demographic, produces attractive shopping behaviors and generates strong sales per square foot.

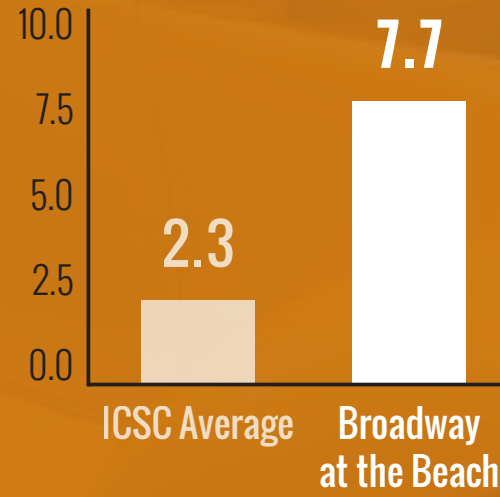
(a) Percentage of total square footage

CONSUMER BEHAVIOR

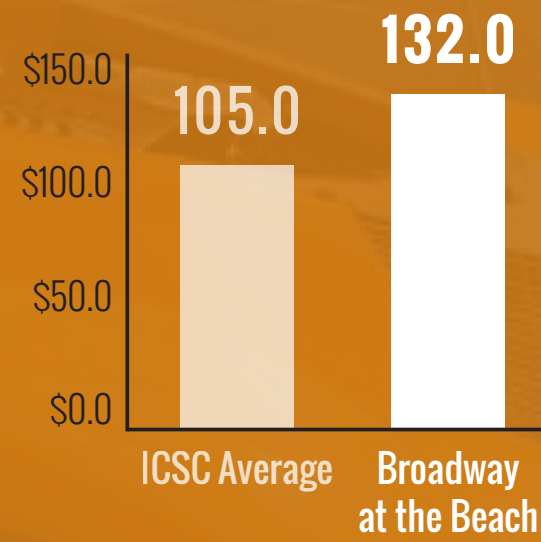
Average Duration of Visit
(in minutes)



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





2017-2018 LEASING MOMENTUM

MOMENTUM OF NATIONAL BRANDS

- DAVE & BUSTERS
- WAHLBURGERS
- HARD ROCK CAFE

WORLD CLASS ATTRACTIONS

- THE SIMPSONS IN 4D

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

- Legend**
- Temporary Lease
 - Available

Burroughs & Chapin

8820 Marina Parkway
Myrtle Beach, SC 29572
843-448-5123 Ph.
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

AMERICAN TAP HOUSE

BROADWAY
AT THE BEACH

AMERICAN TAP HOUSE
CRAFT BEER & COCKTAILS
Lunch Menu
11am - 3pm, \$10.99
Tap House, OH

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