



Grand Strand's PREMIER SHOPPING, DINING & ENTERTAINMENT DESTINATION

Barefoot Landing is the most popular shopping, dining and entertainment destination in North Myrtle Beach, SC. Ideally situated on the Intracoastal Waterway and featuring a 27 acre lake, this unique lifestyle center combines breathtaking scenery with an outstanding offering of local, regional and national merchants.

CENTER HIGHLIGHTS

- Located on the high traffic corridor of Highway 17
- Restaurant Anchors: Lucy Buffett's LuLu's, Greg Norman Australian Grille, Flying Fish Public Market & Grill, Crooked Hammock, Landshark, Blueberry's Grill
- Retail Anchors: Monkee's, Chico's, Ron Jon Surf Shop, Tara Grinna, The Mole Hole
- Public boat dock that accommodates approximately 45 boats

PROPERTY OVERVIEW

GLA: 244,380 Sq. Ft.

ACCESS: 4 points of vehicular ingress and egress

ACRES: 65

PARKING SPACES: 2,377 (10 Spaces/1,000 Sq. Ft.)

7 MILLION
Annual Visitors

122 MINUTES
Average Dwell Time





North Myrtle Beach, SC

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

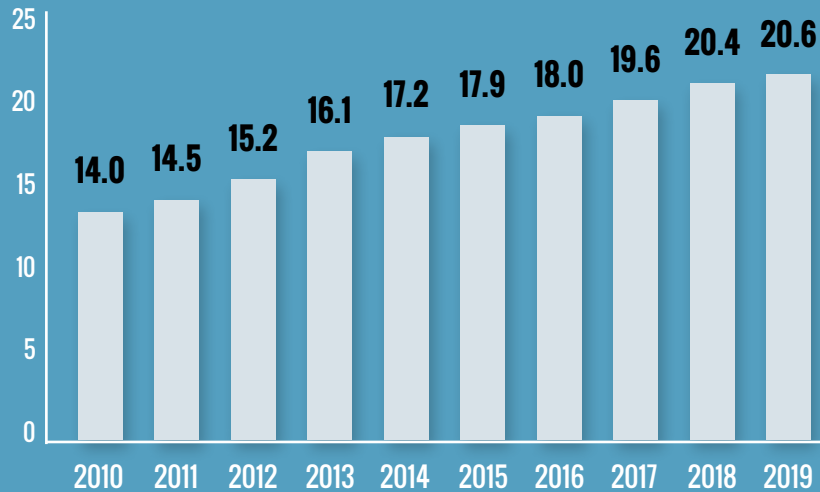
ATLANTA	364 miles	INDIANAPOLIS	749 miles
BOSTON	888 miles	NASHVILLE	593 miles
CHARLOTTE	171 miles	NEW YORK	685 miles
CHICAGO	943 miles	PHILADELPHIA	596 miles
CINCINNATI	642 miles	RALEIGH	193 miles
COLUMBIA	138 miles	ST. LOUIS	898 miles
DETROIT	838 miles	WASHINGTON	450 miles

Source: Myrtle Beach Chamber

Grand Strand'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
Myrtle Beach-Conway-N. Myrtle Beach, SC-NC	376,575	480,985	496,901	32%	2
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

BAREFOOT RESORT

3,000+ Residential Units
4 Championship Golf Courses
**126 slip marina accommodating
boats from 18'-130' in length**

**BAREFOOT
LANDING**
ON THE WATERWAY

WINDY HILL

\$300K – \$2.5M+
Median: \$466K

BRIARCLIFFE ACRES

\$300K – \$3M+
Median: \$618K

100,000+
ACCOMMODATION UNITS

Within 30-Minute Drive

LOCATION OVERVIEW

A+ LOCATION

- **GREAT VISIBILITY**
Situated on US Highway 17, the major corridor connecting Myrtle Beach to Wilmington, NC and Charleston, SC, offering unparalleled exposure to the 60,000 cars that travel this highway daily
- **AFFLUENT SUBMARKET**
Surrounded by affluent neighborhoods in North Myrtle Beach and located at entrance to Barefoot Resort and its 3,000+ residential units and 4 golf courses
- **ROBUST TOURISM**
Close proximity to a large concentration of accommodation units
- **WATERWAY FRONTAGE**
Over 3,000 feet of frontage along the Intracoastal Waterway and a boat dock that accommodates over 45 boats

MERCHANDISING MIX

Restaurant Tenant
Sales per square
foot: \$595



chico's



Dining
33%

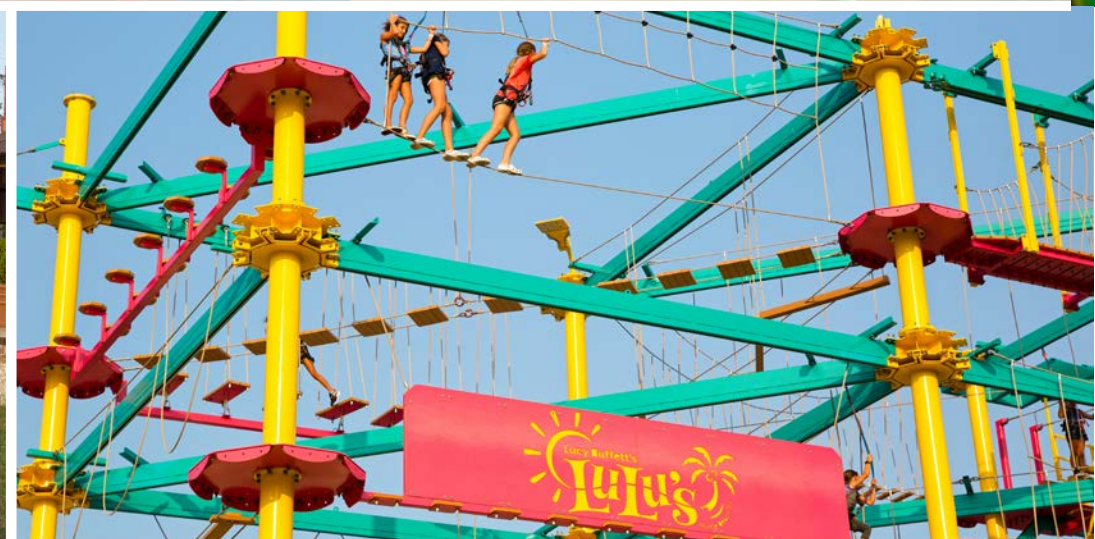
Shopping
49%

Entertainment
18%



Retail Tenant Sales
per square foot: \$415





DEMOGRAPHICS

TRADE AREA STATISTICS

Population: 148,406

Households: 64,397

Average HH Income: \$52,213

BAREFOOT LANDING'S ANNUAL VISITATION

*Total Visitors: **6.8 million***

Visitors/SF: 30

A STRONG CUSTOMER BASE

- 43% of Barefoot Landing visitors have HH income **>\$75k**
- 24% have HH income >\$100k
- Average tourist HH income: \$83k

EXTENDED DWELL TIME

- Average duration of visit: **122 minutes** (ICSC average: 84 minutes)
- Customers enter an average of 7 stores

GRAND STRAND TOURIST PROFILE

Total Annual Tourists: 20.6 million

Average HH income: \$70,800

Percent of HH income less than 75k: 37%

STRONG CONVERSION RATES

>70% of customers who enter stores make a purchase at the property

\$76 average retail spend per customer, who makes a purchase

Percent of HH income less than 75k: 37%

DEVELOPER VISION

A NEW CHAPTER

In 2017, Burroughs & Chapin embarked on a \$40+ Million redevelopment of Barefoot Landing including re-imagined storefronts incorporating the design elements inspired by great coastal towns along the eastern seaboard and the development of a walkable restaurant district – to be known as Dockside Village – along the Intracoastal Waterway featuring outstanding culinary offerings, inviting common areas, waterfront dining and attractive architecture.

LEASING MOMENTUM

Barefoot Landing welcomed the following new offerings in 2021:

Crooked Hammock Brewery
Landshark Bar & Grill
Monkee's of Myrtle Beach



PROPERTY SITE PLAN



CONTACT

Leasing

PATRICK WALSH

pat.walsh@bccompany.com
(843) 848-4455

Leasing

JASON ROSENBERGER

jason.rosenberger@bccompany.com
(843) 848-4454

Specialty Leasing

SHERRY LEONARD

sherry.leonard@bccompany.com
(843) 913-9323

