

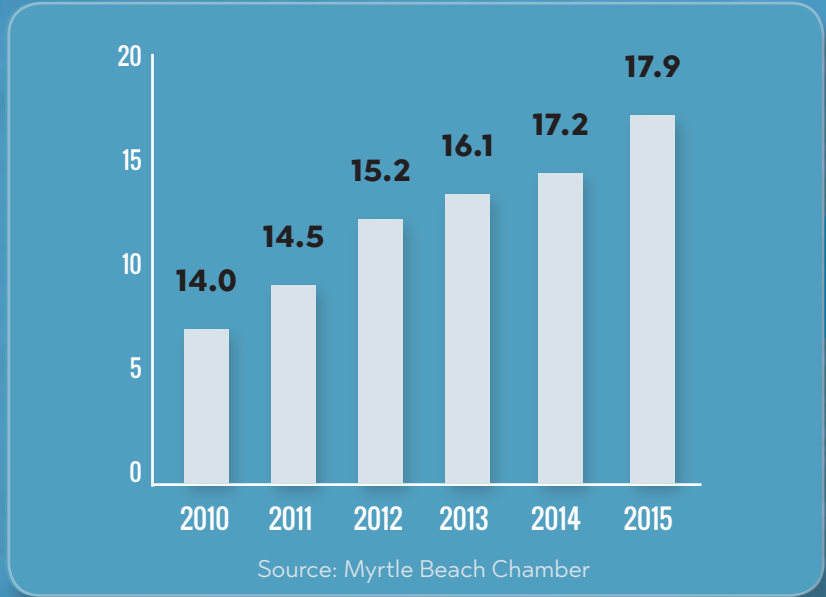


BAREFOOT  
LANDING  
ON THE WATERWAY



# MARKET HIGHLIGHTS

## ANNUAL VISITORS (IN MILLIONS)



## 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

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

|                   |           |                     |           |
|-------------------|-----------|---------------------|-----------|
| <b>ATLANTA</b>    | 364 miles | <b>INDIANAPOLIS</b> | 749 miles |
| <b>BOSTON</b>     | 888 miles | <b>NASHVILLE</b>    | 593 miles |
| <b>CHARLOTTE</b>  | 171 miles | <b>NEW YORK</b>     | 685 miles |
| <b>CHICAGO</b>    | 943 miles | <b>PHILADELPHIA</b> | 596 miles |
| <b>CINCINNATI</b> | 642 miles | <b>RALEIGH</b>      | 193 miles |
| <b>COLUMBIA</b>   | 138 miles | <b>ST. LOUIS</b>    | 898 miles |
| <b>DETROIT</b>    | 838 miles | <b>WASHINGTON</b>   | 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.**

## % 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        |
| <b>Myrtle Beach - Conway - North Myrtle Beach</b> | <b>378,584</b>       | <b>449,295</b> | <b>2.9%</b> | <b>4</b> |
| 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**

# MARKET HIGHLIGHTS

## MYRTLE BEACH RESTAURANT DEMAND

| TRADE AREA      | 2014 SUPPLY (RETAIL SALES) | DEMAND-RESIDENT (EXPENDITURES) | DEMAND-VISITOR (EXPENDITURES) | EXCESS DEMAND VS. SUPPLY |
|-----------------|----------------------------|--------------------------------|-------------------------------|--------------------------|
| Full-Service    | \$656,527,069              | \$242,165,452                  | \$486,400,000                 | \$72,078,383             |
| Limited Service | \$385,131,592              | \$218,993,112                  | \$265,882,353                 | \$99,743,873             |
| Drinking Places | \$56,201,195               | \$21,937,985                   | \$45,208,780                  | \$10,945,550             |

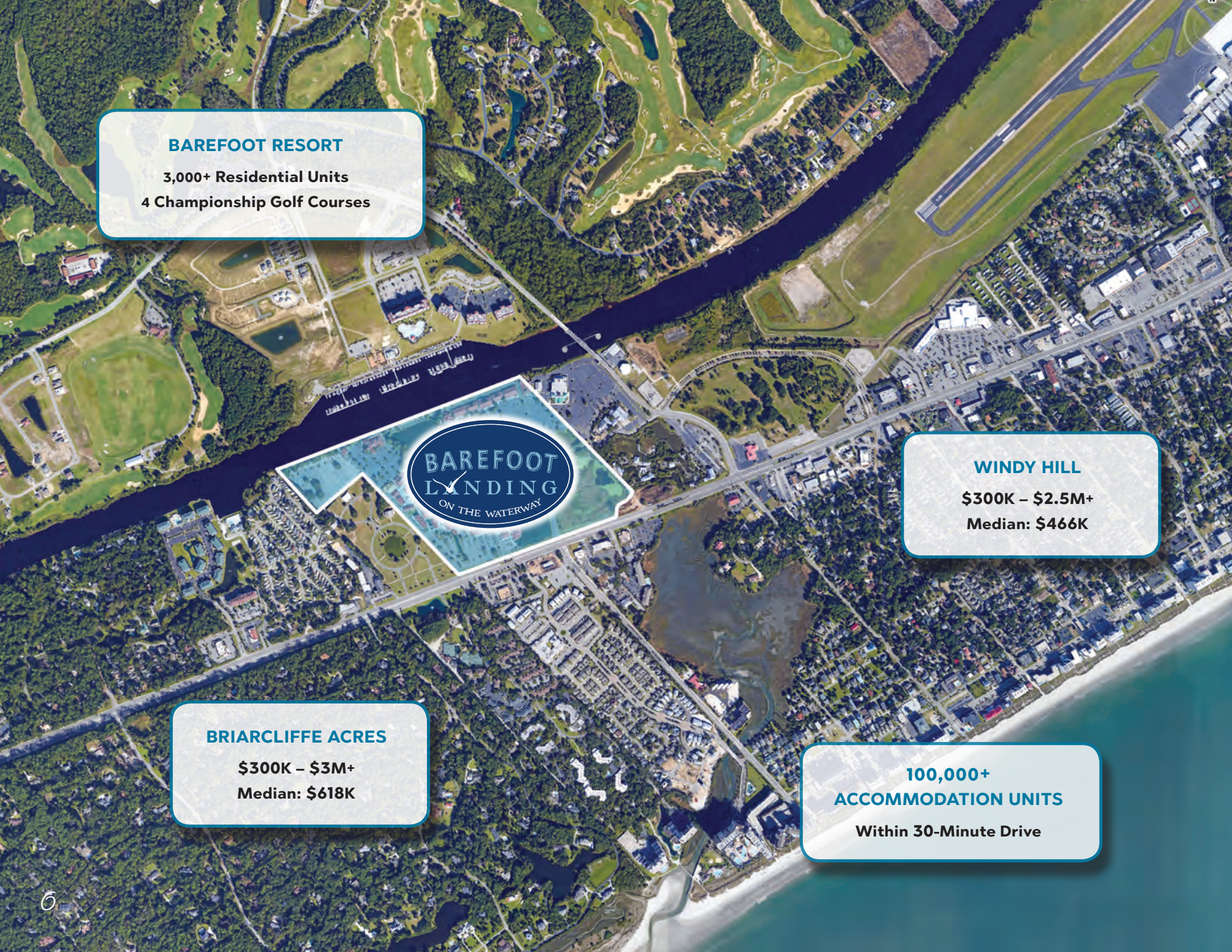
Sources: Nielsen, US Travel Association, Myrtle Beach Chamber, Fessell International Data

**“It (Myrtle Beach) is the 10<sup>th</sup> best market to open a restaurant in the U.S. (out of 1,000 key markets surveyed).”**

**RANDY HIATT**  
FOUNDER

**FESSELL  
INTERNATIONAL**  
HOSPITALITY CONSULTANTS





# 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 that roadway daily
- **AFFLUENT SUBMARKET**  
Surrounded by affluent neighborhoods in North Myrtle Beach (doorstep 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

### BAREFOOT RESORT

3,000+ Residential Units  
4 Championship Golf Courses



### WINDY HILL

\$300K – \$2.5M+  
Median: \$466K

### BRIARCLIFFE ACRES

\$300K – \$3M+  
Median: \$618K

100,000+  
ACCOMMODATION UNITS

Within 30-Minute Drive

# UNIQUE SHOPPING, DINING & ENTERTAINMENT

*Set along the breathtaking Intracoastal Waterway*

Barefoot Landing is the most popular shopping, dining and entertainment destination in North Myrtle Beach. 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: Greg Norman's Australian Grille, Flying Fish Public Market & Grill, Joe's Crab Shack
- Retail Anchors: White House/Black Market, Chico's, Ron Jon Surf Shop, Christmas Mouse, The Mole Hole
- Located less than one mile west of the Atlantic Ocean

## 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.)

**6 MILLION**  
Annual Visitors

**122 MINUTES**  
Average Dwell Time





# DOCKSIDE VILLAGE

*Coming 2018*

## DEVELOPER VISION

Burroughs & Chapin has announced a major transformation of Barefoot Landing, starting with the development of a walkable restaurant district — to be known as Docksides Village — located along the Intracoastal Waterway. Docksides Village will feature a collection of outstanding culinary offerings, inviting common areas, waterfront dining and attractive architecture designed to bring to life the personality and character of the Carolina coast.

## LEASING MOMENTUM

Lucy Buffett's LuLu's announces its third location at the Docksides Village. Combining a great dining experience and a fun, family-friendly atmosphere, LuLu's will be one of the most appealing entertainment destinations in Myrtle Beach. In addition to the full-service 400-seat restaurant and outdoor dining areas, LuLu's will feature live music nightly, a large sandy beach, a ropes climbing course, arcade and other activities throughout the approximately 20,000 square foot destination. LuLu's will also be home to the soon-to-be world famous "LuLu's Shag Beach Bar."





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WILMINGTON  
WASHOP  
BRITLE BEACH