



South Carolina's **MOST VISITED** ATTRACTION

Broadway at the Beach is South Carolina's number one tourist destination, attracting more than 12 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.



620,000
Square Feet



**#1 Most Visited
Shopping Center**
in South Carolina

Source: Placer.ai



12 Million
Annual Visitors







Myrtle Beach

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

The Grand Strand's ease of access, 180,000 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/year**

Sports Tourism

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

% POPULATION GROWTH FROM 2012-2022

METROPOLITAN STATISTICAL AREA	POPULATION		% CHANGE	RANK
	2012	2022		
The Villages, FL	93,420	129,752	38.9%	1
Austin-Round Rock-Georgetown, TX	1,716,323	2,283,371	33%	2
St. George, UT	138,115	180,279	30.5%	3
Greeley, CO	252,827	328,981	30.1%	4
Myrtle Beach-Conway-N. Myrtle Beach, SC	376,722	487,722	29.5%	5
Provo-Orem, UT	526,810	671,185	27.4%	6
Daphne-Fairhope-Foley, AL	182,265	231,767	27.2%	7
Bend, OR	157,733	198,253	25.7%	8
Orlando-Kissimmee-Sanford, FL	2,134,411	2,673,376	25.3%	9
Raleigh-Cary, NC	1,130,490	1,412,982	25.1%	10

Myrtle Beach is the 5th fastest growing metro area in the U.S. by percent of population growth from 2012-2022 according to the U.S. Census Bureau

ANNUAL VISITATION TO BROADWAY

TENANTS AT BROADWAY RANK AS SOME OF THE MOST PRODUCTIVE IN THE INDUSTRY

- **Ripley's Aquarium**
Ranked 10 out of 1,845 similar attractions across the country (Top 1%)
- **Joe's Crab Shack**
Ranked 5 out of 37 other Joe's locations (Top 11% of the chain)
- **Jimmy Buffett's Margaritaville**
Ranks 148 of 45,551 restaurants across the country (Top 1%) and 3 out of 843 restaurants in South Carolina (Top 1%)
- **Dave & Buster's**
Ranked 21 out of 84 other Dave & Buster's locations (Top 25% of the chain)
- **Wahlburgers**
Ranked 2 out of other 11 Wahlburgers' locations (Top 10%)

(a) Data from Placerai, a location analytics firm

DESTINATION	LOCATION	ANNUAL VISITS (MILLION)
Disney Springs	Lake Buena Vista, FL	31.6
Magic Kingdom Park	Lake Buena Vista, FL	14.4
Pier Park	Panama City Beach, FL	12.2
Westfield World Trade Center	New York, NY	11.6
Broadway at the Beach	Myrtle Beach, SC	11.5
Universal Studios	Orlando, FL	11.4
The Battery	Atlanta, GA	10.6
Amaerican at Brand	Glendale, CA	9.3
SouthPark Mall	Charlotte, NC	8.3
North Hills	Raleigh, NC	8.2
Avalon	Alpharetta, GA	7.6
The Grove	Los Angeles, CA	7.5
Lenox Square Mall	Atlanta, GA	6.5

**Broadway's
11.5 million
annual visits
over the trailing
twelve-month
period places it
among the top
destinations in
the country.**





A+ LOCATION

GREAT 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 27,000 AADT
- 21st Ave 23,462 AADT
- 29th Ave 19,400 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.





SEABOARD COMMONS
420,000 SF

CONVENTION CENTER

501 COMMONS
625,000 SF

COASTAL GRAND MALL
1,093,200 SF

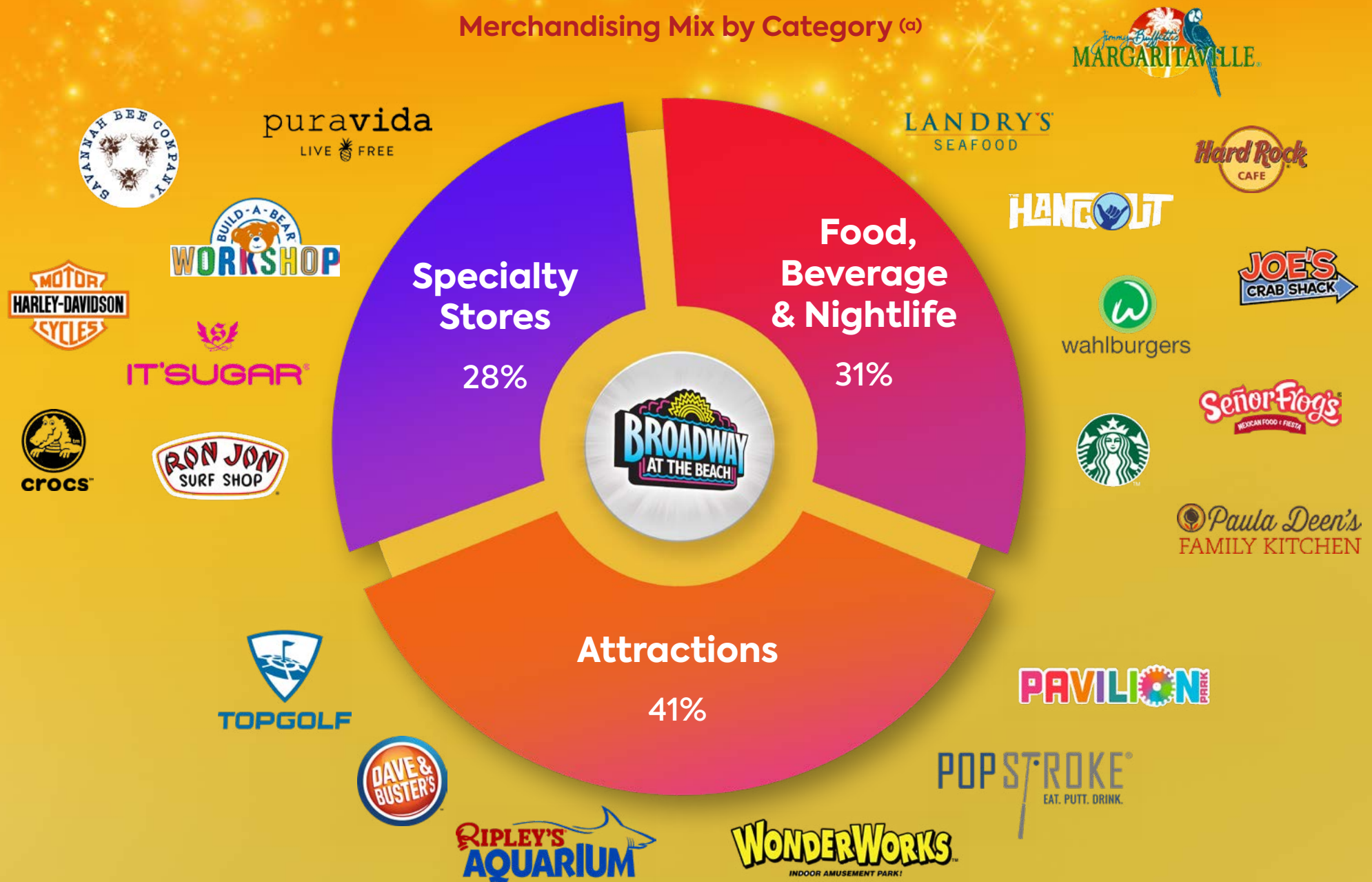
HOTEL DISTRICT
100,000+ ROOMS
WITHIN A
30 MINUTE DRIVE

ATLANTIC OCEAN



MERCHANDISING MIX

Merchandising Mix by Category (a)

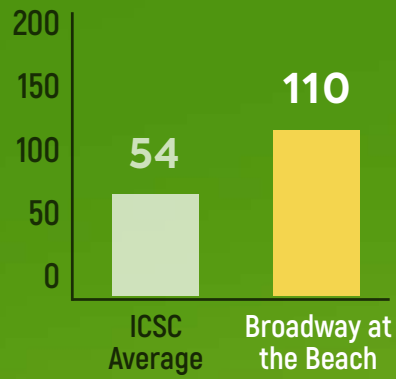


Broadway at the Beach appeals to a broad demographic, produces attractive shopping behaviors and generates strong sales per square foot.

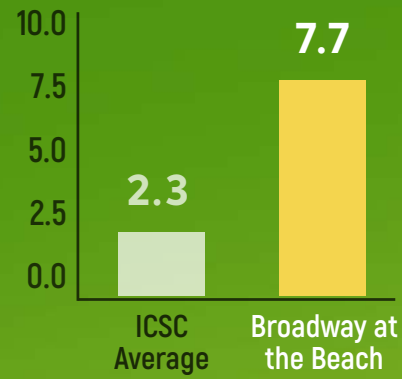
(a) Percentage of total square feet

CONSUMER BEHAVIOR

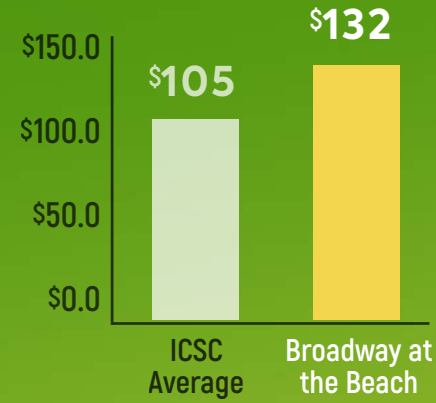
Average Duration of Visit
(in minutes)



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

puravida
LIVE  FREE



UNIQUE OFFERINGS

POPSTROKE®
EAT. PUTT. DRINK.



 Paula Deen's
FAMILY KITCHEN



WonderWorks™
INDOOR AMUSEMENT PARK!





PROPERTY SITE PLAN





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