

GRAND STRAND'S

# *Premier Shopping, Dining & Entertainment Destination*



*North Myrtle Beach, S.C.*



# Barefoot Landing is the most popular shopping, dining and entertainment destination in North Myrtle Beach, SC

## Center Highlights

- **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.
- **Located on the high traffic corridor of Highway 17**
- **Restaurant Anchors:** Lucy Buffett's LuLu's, Greg Norman Australian Grille, Taco Mundo, Flying Fish Public Market & Grill, Crooked Hammock Brewery, Landshark, Blueberry's Grill
- **Retail Anchors:** Monkee's, Chico's, Ron Jon Surf Shop, Tara Grinna, Liam John / Johnnie-O
- **Public boat dock** accommodates approximately 45 boats
- **Located less than one mile from the Atlantic Ocean**

## Property Overview

**GLA:** 244,000 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

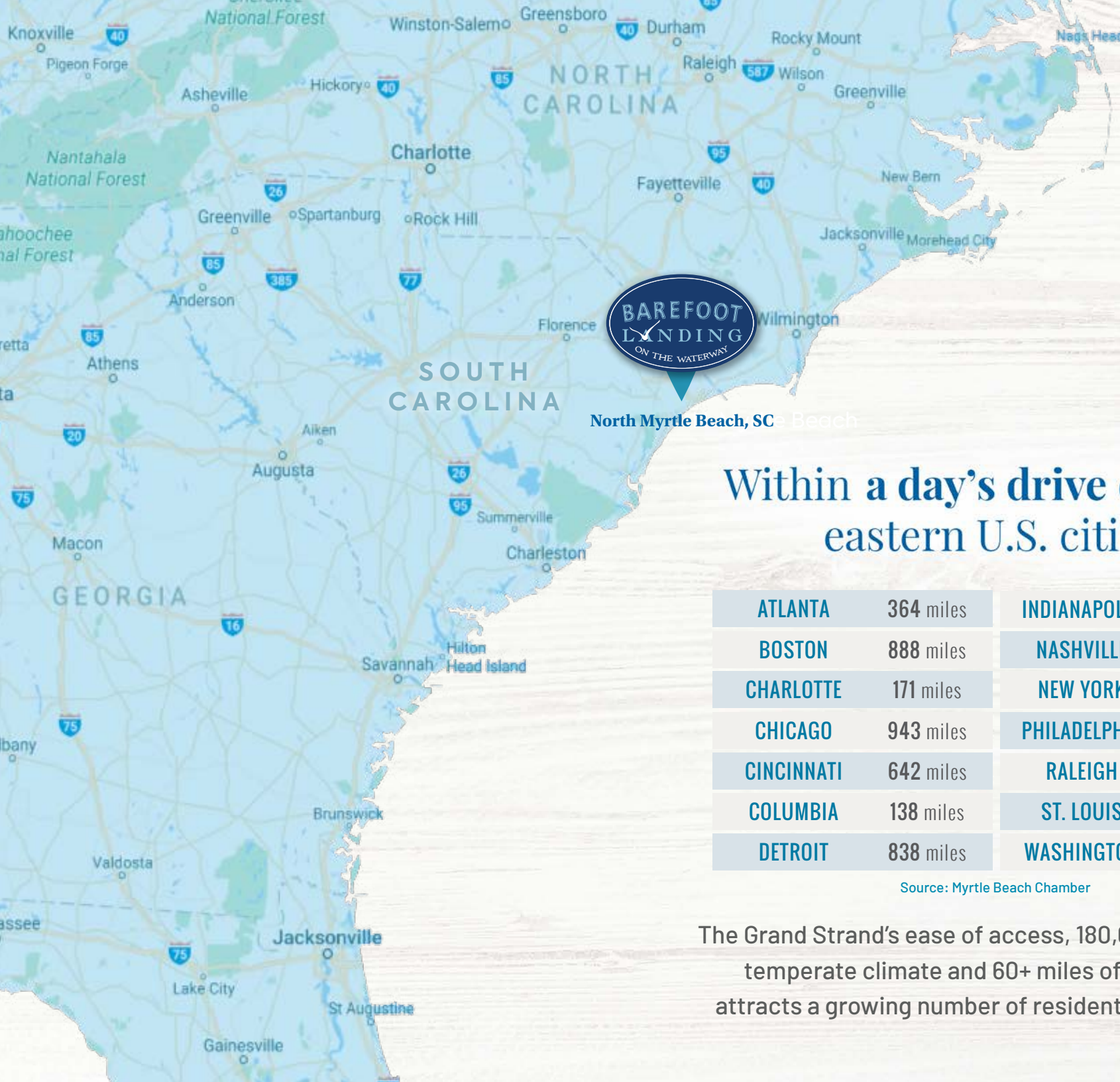


**122 MINUTES**  
Average  
Dwell Time









North Myrtle Beach, SC

## Within a day's drive of most eastern U.S. cities

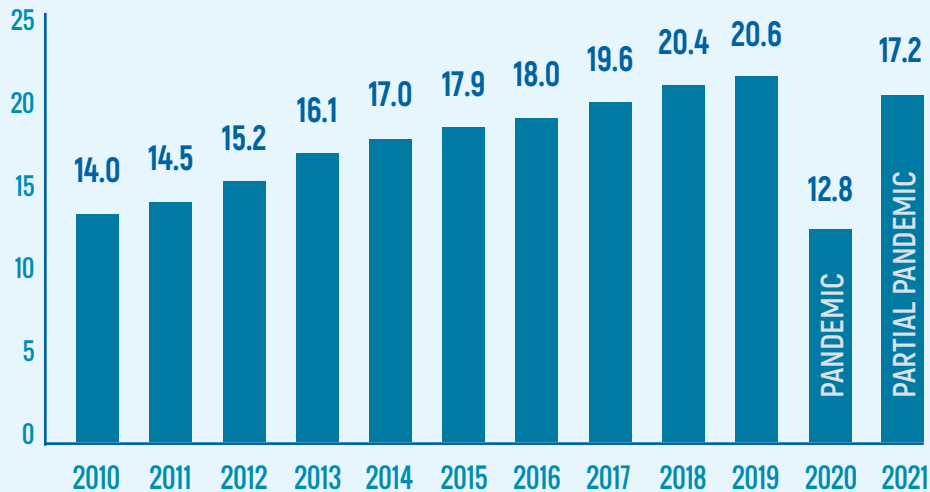
|            |           |              |           |
|------------|-----------|--------------|-----------|
| ATLANTA    | 364 miles | INDIANAPOLIS | 749 miles |
| BOSTON     | 888 miles | NASHVILLE    | 593 miles |
| CHARLOTTE  | 171 miles | NEW YORK     | 685 miles |
| CHICAGO    | 943 miles | PHILADELPHIA | 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

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        |
| <b>Myrtle Beach - Conway - N. Myrtle Beach, SC</b> | <b>376,722</b> | <b>487,722</b> | <b>29.5%</b> | <b>5</b> |
| 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 % of population growth from 2012-2022 according to the U.S. Census Bureau.**



## BAREFOOT RESORT

5,000+ 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: \$800K

100,000+  
ACCOMMODATION UNITS

Within 30-Minute Drive



# A+ LOCATION OVERVIEW

## *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 the 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

TARA  GRINNA



LIAM JOHN



chico's



francesca's  
COLLECTIONS



Monkee's

TACOMUNDO  
KITCHEN Y CANTINA

 **Crooked  
HAMMOCK**  
BREWERY

  
**BLUEBERRY'S**  
Grill

  
**LANDSHARK**  
Bar & Grill  
CLAYTON SQUARE, N.Y.C.

  
**Lucy Buffett's  
Lulu's**  
Fun • Food • Music

  
**FLYING  
FISH**  
Public Market & Grill

  
GREG **NORMAN**



**ALABAMA**  
THEATRE

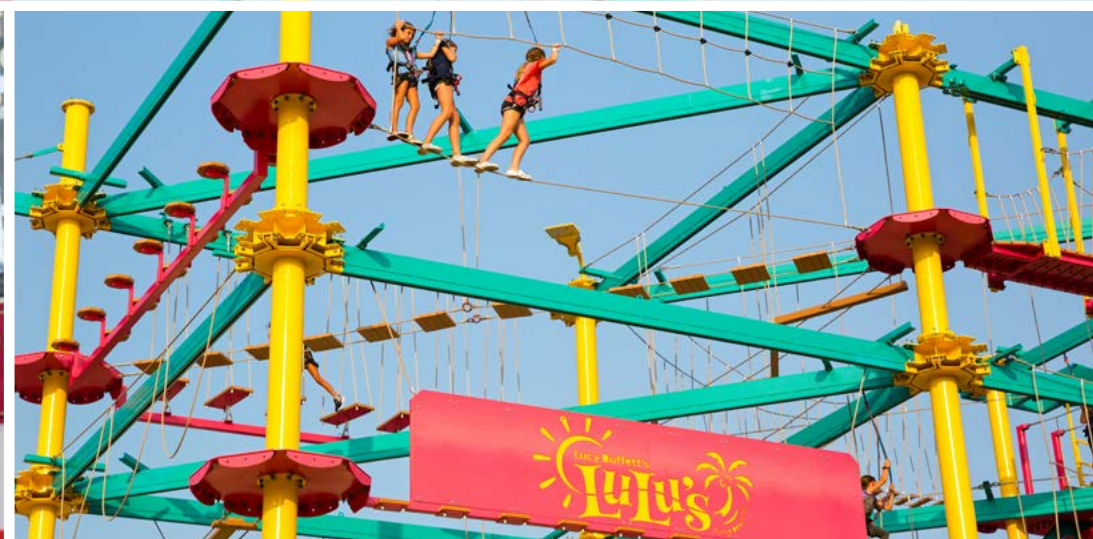
**ALLIGATOR**  
Adventure













# DEMOGRAPHICS



## Trade Area *Statistics*

Population: **190,061**

Households: **81,857**

Average HH Income: **\$71,024**



## A *Strong* Customer Base

43% of Barefoot Landing visitors  
have HH income **>\$75k**

27% have HH income **>\$100k**

Average visitor HH income: **\$81k**



## *Grand Strand* Tourist Profile

Total Annual Tourists: **20.6 million**

Average HH income: **\$70,800**



## *Barefoot Landing's* Annual Visitation

Total Visitors: **7 million**

Visitors/SF: **30**



## *Extended* Dwell Time

Average duration of visit: **87 minutes**  
(ICSC average: **54 minutes**)

**Customers enter an average of 7 stores**



## *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



# 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

Liam John / Johnnie-O • Build-A-Bear • Landshark Bar & Grill







# PROPERTY SITE PLAN





# CONTACT

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