

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:** Big Chill Island House, 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, Tara Grinna, Chico's, Ron Jon Surf Shop, Quiet Storm
- **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.)



**5 MILLION**  
**Annual Visitors**

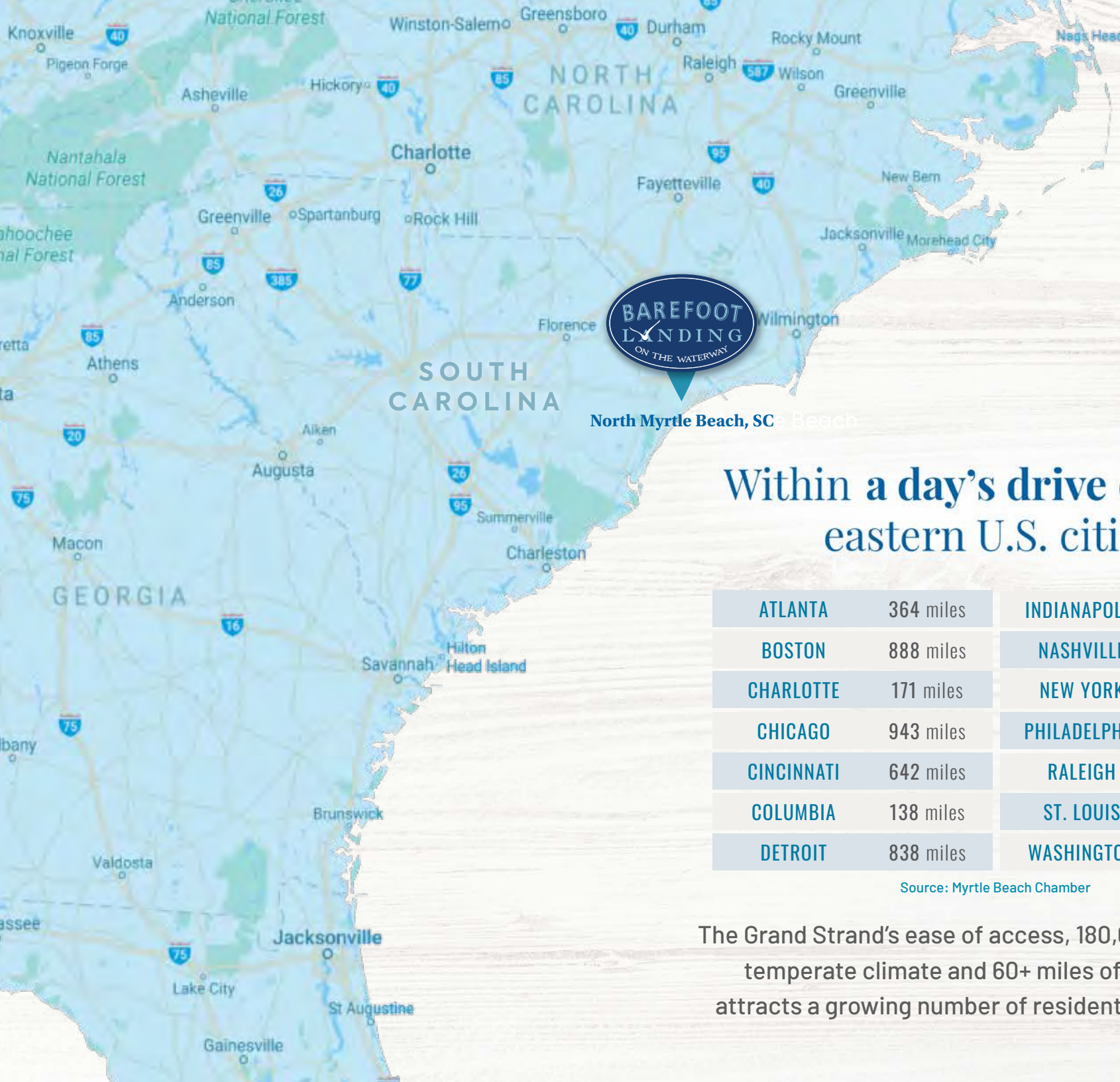


**122 MINUTES**  
**Average**  
**Dwell Time**









North Myrtle Beach, SC

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

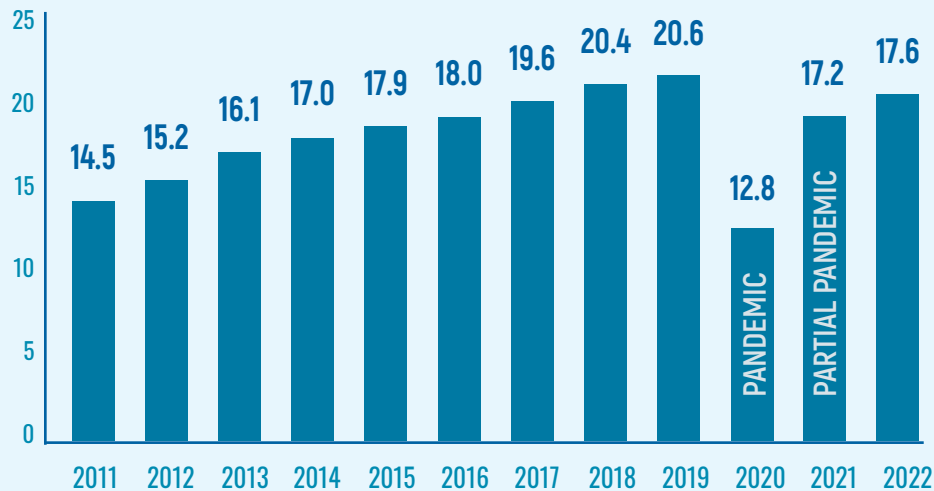
ATLANTA	364 miles	INDIANAPOLIS	749 miles
BOSTON	888 miles	NASHVILLE	593 miles
CHARLOTTE	171 miles	NEW YORK	685 miles
CHICAGO	943 miles	PHILADELPHIA	596 miles
CINCINNATI	642 miles	RALEIGH	193 miles
COLUMBIA	138 miles	ST. LOUIS	898 miles
DETROIT	838 miles	WASHINGTON	450 miles

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 #1 fastest growing metro area in the United States for the past three years in a row 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



## 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

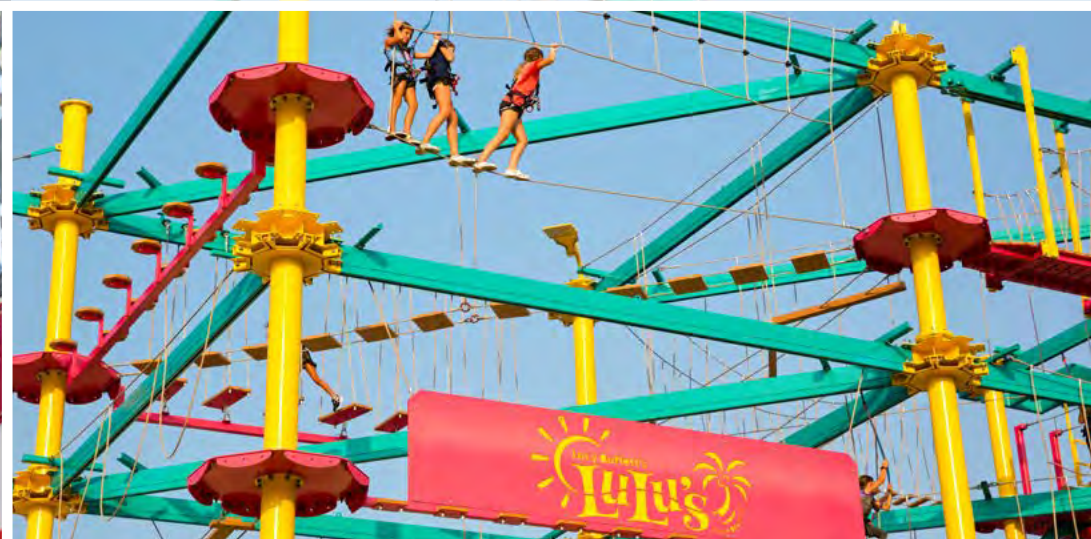
# MERCHANDISING MIX













# DEMOGRAPHICS



## Trade Area *Statistics*

Population: **190,061**

Households: **81,857**

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



## A *Strong* Customer Base

51% of Barefoot Landing visitors  
have HH income **>\$75k**

38% have HH income **>\$100k**

Average visitor HH income: **\$106k**



## *Grand Strand* Tourist Profile

Total Annual Tourists: **18 million**

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



## *Barefoot Landing's* Annual Visitation

Total Visitors: **5 million**

Visitors/SF: **20**



## *Extended* Dwell Time

Average duration of visit: **85 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.







# PROPERTY SITE PLAN





# CONTACT

---

## *Leasing*

**JASON ROSENBERGER**

jason.rosenberger@bccompany.com

(843) 848-4454

## *Specialty Leasing*

**SHERRY LEONARD**

sherry.leonard@bccompany.com

(843) 913-9323



