



South Carolina's **MOST VISITED** ATTRACTION

Broadway at the Beach is South Carolina's number one tourist destination, attracting more than 10 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



10 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 2013-2023

METROPOLITAN STATISTICAL AREA	POPULATION		% CHANGE	RANK
	2013	2023		
The Villages, FL	109,557	147,514	34.6%	1
St. George, UT	147,800	196,068	32.7%	2
Austin-Round Rock, TX	1,883,051	2,241,123	28.6%	3
Myrtle Beach-Conway-N. Myrtle Beach, SC	404,951	511,784	26.4%	4
Lakeland-Winter Haven, FL	623,009	779,848	25.2%	5
Boise, ID	650,288	795,268	22.3%	6
Cape Coral-Fort Myers, FL	661,115	806,325	22.0%	7
Bend-Redmond, OR	166,622	202,590	21.6%	8
Raleigh, NC	1,214,516	1,472,727	21.3%	9
Nashville-Davidson-Murfreesboro-Franklin, TN	1,757,912	2,118,511	20.5%	10

Myrtle Beach is the Top 3 fastest growing metro area by % growth in the United States for the past four years in a row according to the U.S. Census Bureau

ANNUAL VISITATION TO BROADWAY

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

- **Build-A-Bear Workshop**
Top 5 out of 350+ locations worldwide
- **Joe's Crab Shack**
Ranked #2 out of 25 locations worldwide (Top 10% in chain)
- **The Hangout**
Ranked 235 out of 141,055 restaurants nationwide (Top 1%) & 1 out of 2,522 restaurants in SC.
- **Jimmy Buffett's Margaritaville**
Ranks #1,452 out of 141,055 restaurants nationwide (Top 2%) and #23 out of 2,522 restaurants in SC (Top 1%)
- **Ripley's Aquarium**
Ranked #43 out of 19,523 attractions nationwide (Top 1%)
- **Popstroke**
Top 1/3 of all locations

DESTINATION	LOCATION	ANNUAL VISITS (MILLION)
Westfield World Trade Center	New York, NY	19.5
Disney Springs	Lake Buena Vista, FL	17.7
Magic Kingdom Park	Lake Buena Vista, FL	13.2
Broadway Nashville	Nashville, TN	11.3
Pier Park	Panama City Beach, FL	9.9
Broadway at the Beach	Myrtle Beach, SC	9.6
Universal Studios	Orlando, FL	9.6
North Hills	Raleigh, NC	8.6
Americana at Brand	Glendale, CA	8.2
The Grove	Los Angeles, CA	7.9
Icon Park	Orlando, FL	4.2
South Park Mall	Charlotte, NC	4.0
The Island	Pigeon Forge, TN	4.0
Dollywood	Pigeon Forge, TN	3.7

**Broadway's
10 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

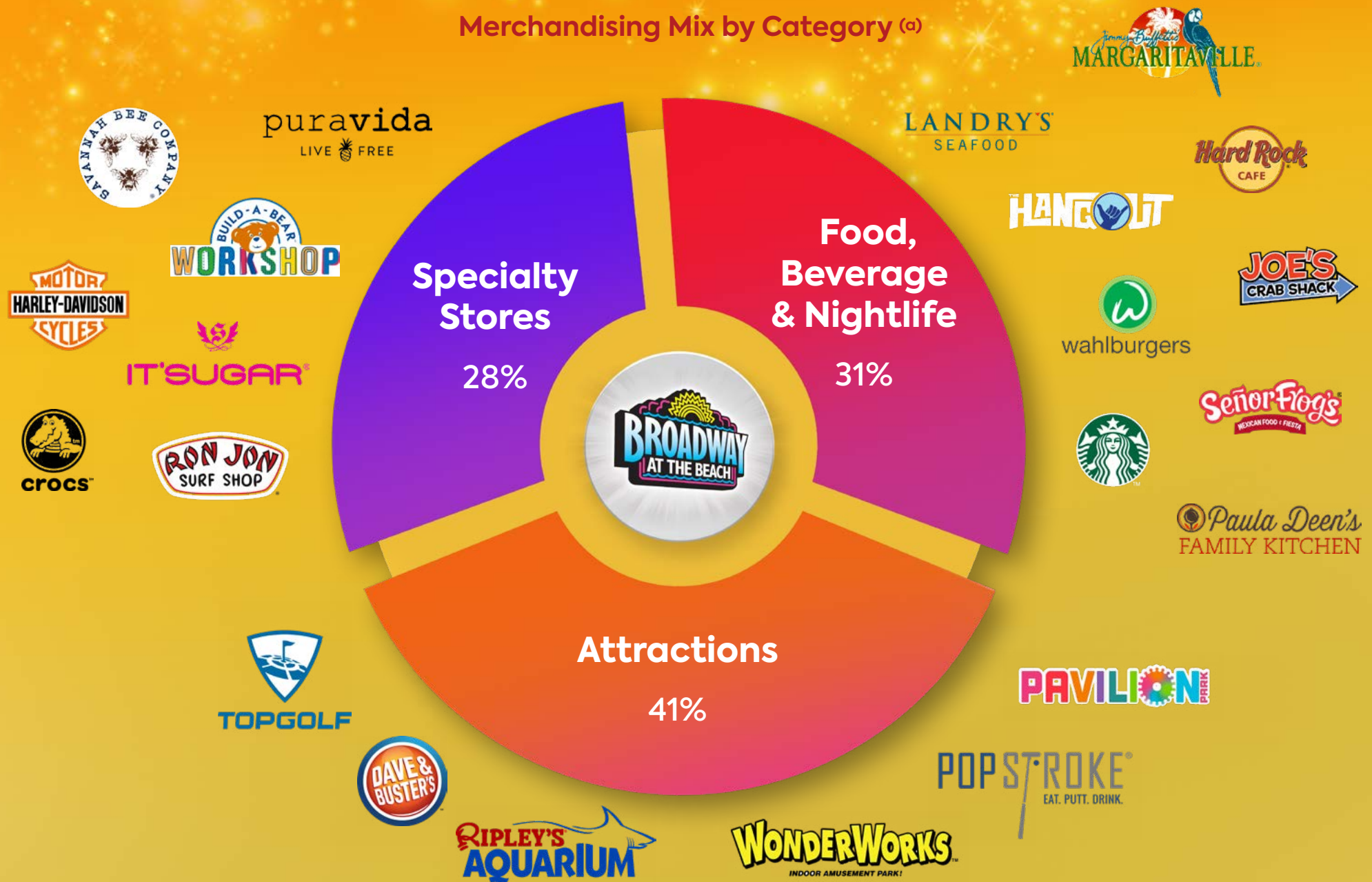
HOTEL DISTRICT
100,000+ ROOMS
WITHIN A
30 MINUTE DRIVE

ATLANTIC OCEAN



MERCHANDISING MIX

Merchandising Mix by Category (a)

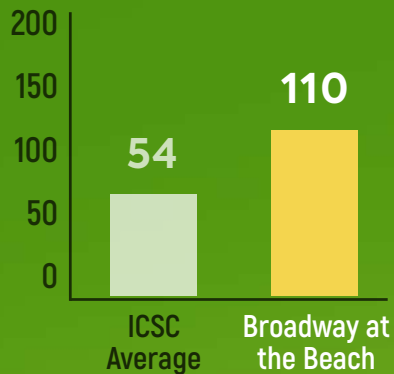


Broadway at the Beach appeals to a broad demographic, produces attractive shopping behaviors and generates strong sales per square foot.

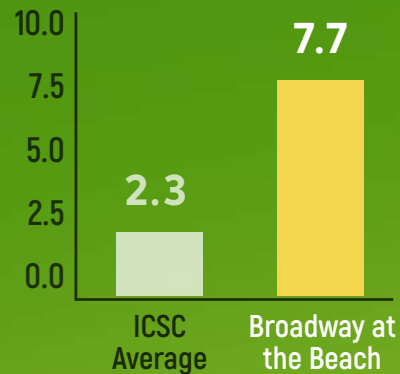
(a) Percentage of total square feet

CONSUMER BEHAVIOR

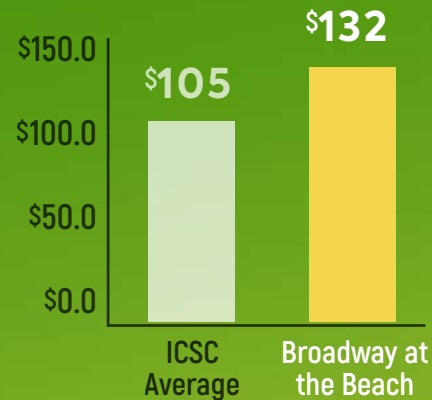
Average Duration of Visit
(in minutes)



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



UNIQUE OFFERINGS





PROPERTY SITE PLAN





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