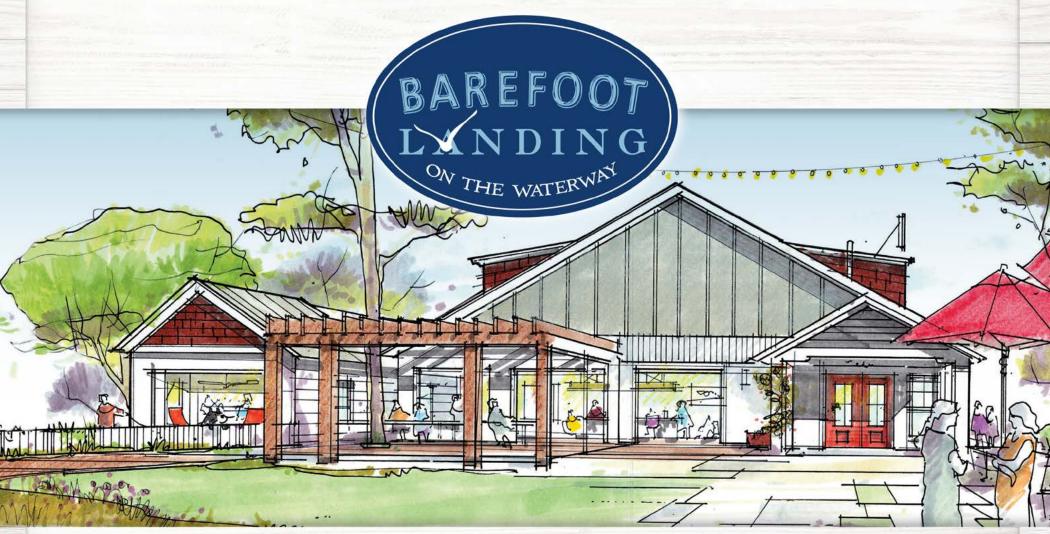
# Restaurant Opportunity with Large Outdoor Area



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 over 62 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.)



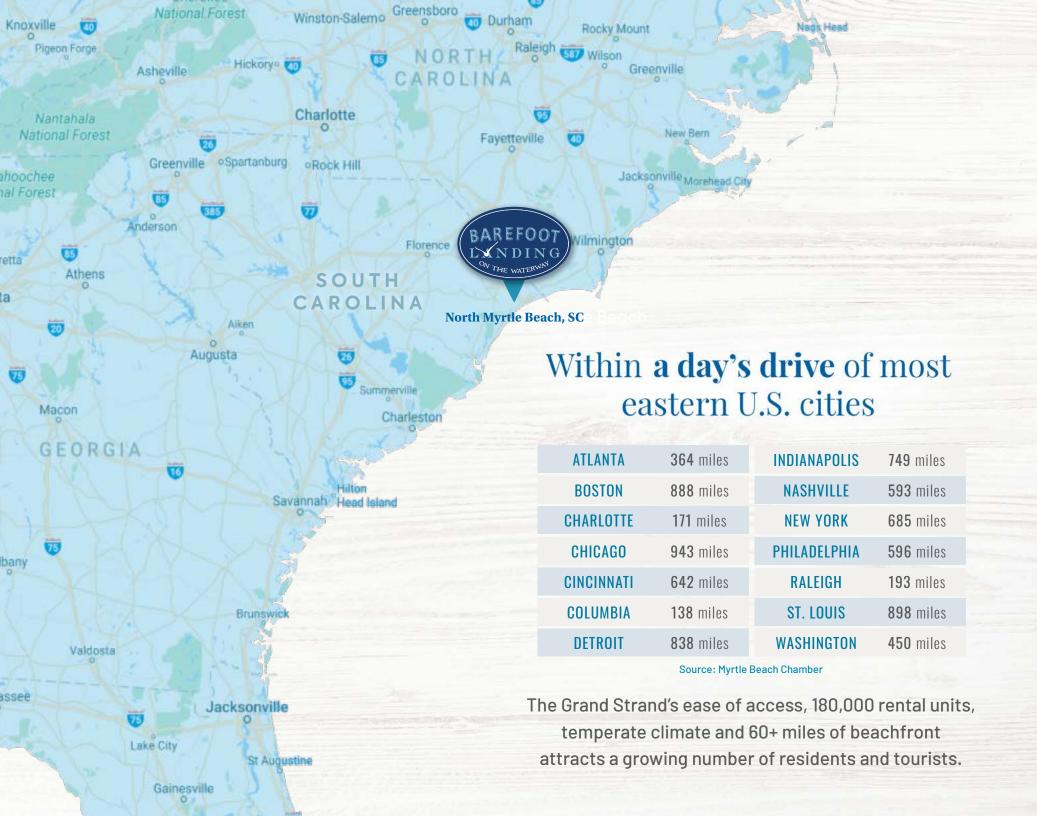




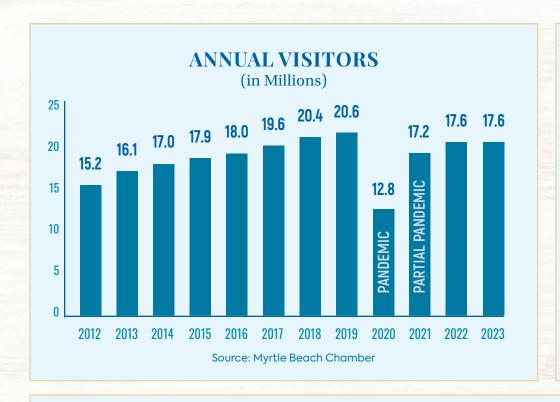








#### MARKET HIGHLIGHTS



#### 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

|  | POP       | POPULATION |          |      |
|--|-----------|------------|----------|------|
| METROPOLITAN STATISTICAL AREA                  | 2012      | 2022       | % CHANGE | RANK |
| 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 | 2,421,123  | 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    |
| Boide, 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 has ranked in 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.



# A+ LOCATION OVERVIEW

## *Highly* Accessible

- 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
- Proximity to highways 22 & 31

# 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
- Barefoot Landing visitors have a higher household income than the average
   Myrtle Beach visitor

#### Waterway Frontage

 Over 3,000 feet of frontage highlight the pedestrian promenade along the Intracoastal Waterway and a boat dock that accommodates over 62 boats

# **MERCHANDISING MIX**



















Shopping 49%

Dining 33%











Entertainment





18%





Monkee's

















### **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 throughout the property 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



# **OPPORTUNITY DETAILS**

4,060 SF Main Restaurant Building
1,450 SF Ancillary Building/Bar
6.000+/- SF Outdoor Area



Site Plan

# **CONCEPTUAL DRAWINGS**



**Bridge Perspective** 



Parking Lot Perspective

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