

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 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.)

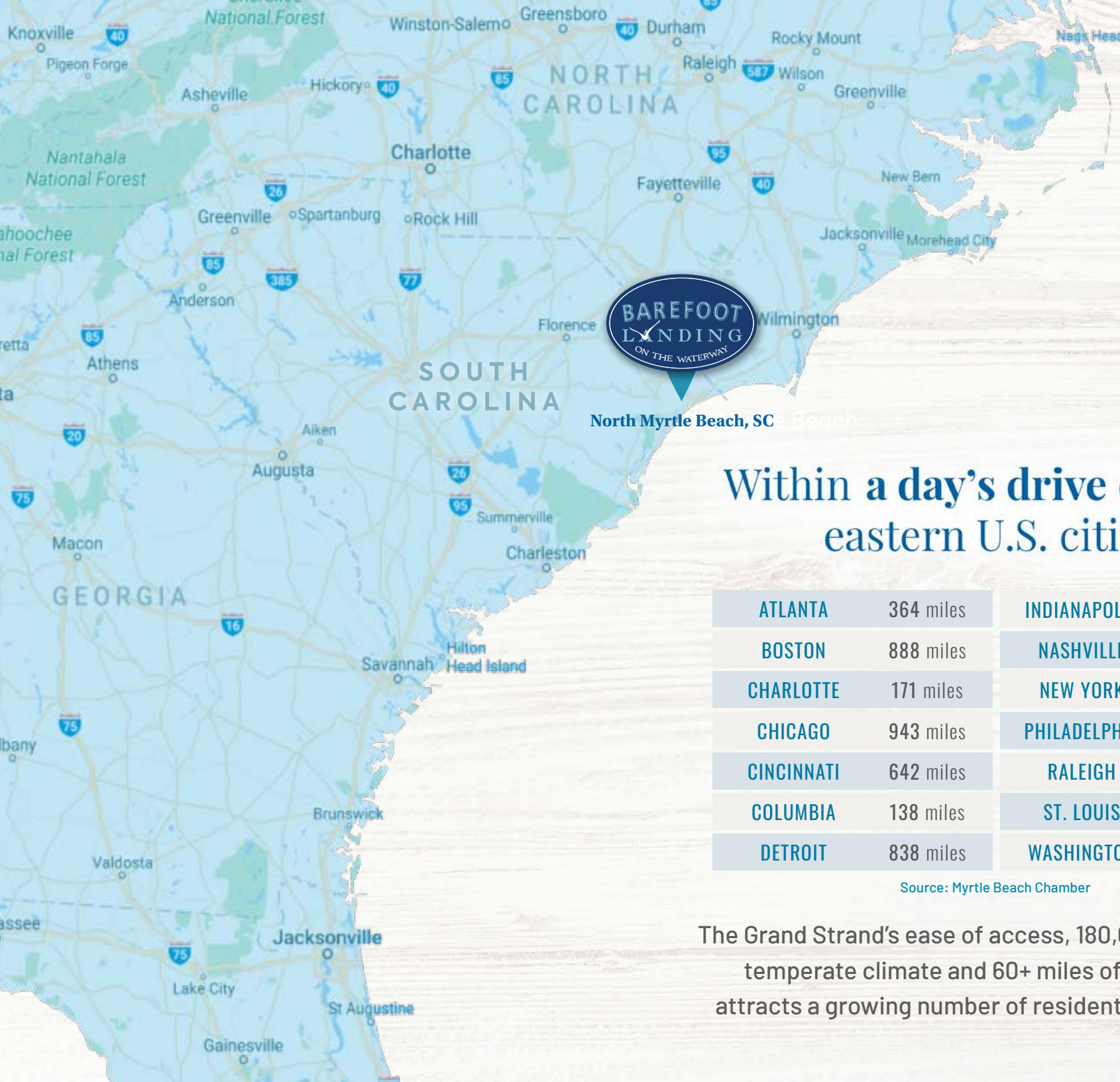


5 MILLION
Annual Visitors



85 MINUTES
Average
Dwell Time





North Myrtle Beach, SC

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

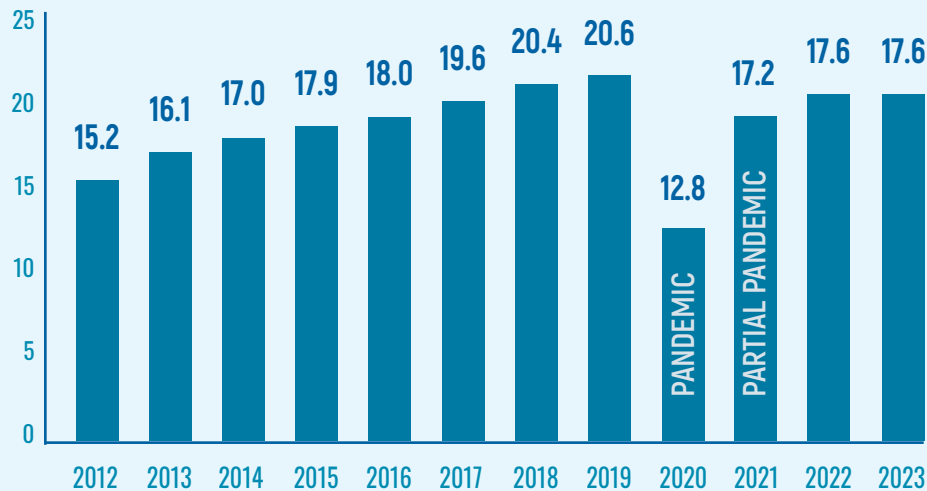
ATLANTA	364 miles	INDIANAPOLIS	749 miles
BOSTON	888 miles	NASHVILLE	593 miles
CHARLOTTE	171 miles	NEW YORK	685 miles
CHICAGO	943 miles	PHILADELPHIA	596 miles
CINCINNATI	642 miles	RALEIGH	193 miles
COLUMBIA	138 miles	ST. LOUIS	898 miles
DETROIT	838 miles	WASHINGTON	450 miles

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 2013-2023

METROPOLITAN STATISTICAL AREA	POPULATION		% CHANGE	RANK
	2012	2022		
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.

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

\$700K - \$3M+
Median: \$1.3M

100,000+
ACCOMMODATION UNITS

Within 30-Minute Drive

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
- Close 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

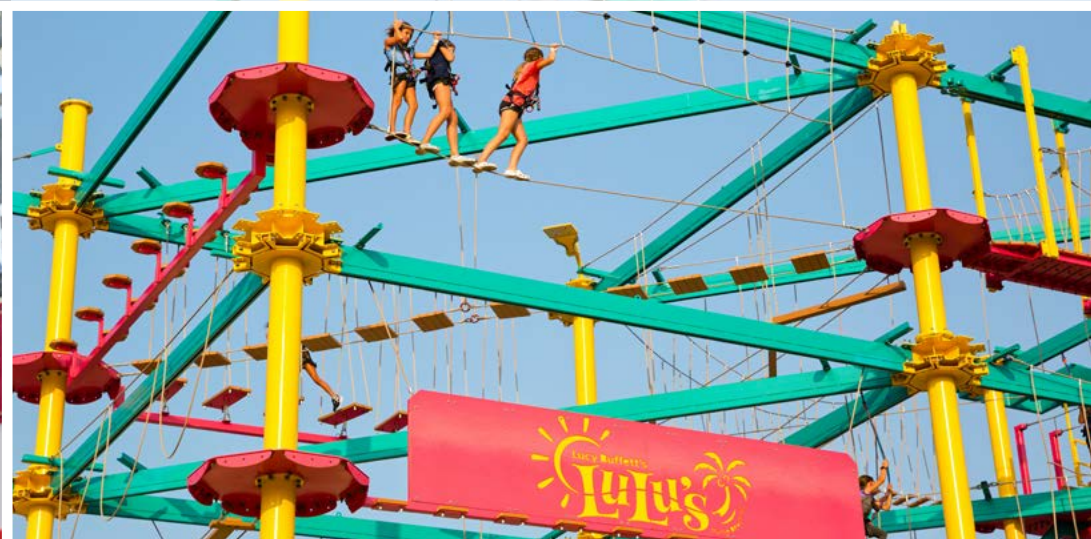
Waterway Frontage

- 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







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: **93 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



CONTACT

Leasing

APRIL MARTIN

april.martin@bccompany.com

(843) 848-4463

Leasing

JASON ROSENBERGER

jason.rosenberger@bccompany.com

(843) 848-4454

Specialty Leasing

SHERRY LEONARD

sherry.leonard@bccompany.com

(843) 913-9323

