

# UNBEATABLE SOUTH GRAND STRAND LOCATION, SERVING SOUTH HORRY COUNTY AND GEORGETOWN COUNTY

Inlet Square provides merchants a strategic retail location on the south side of the Myrtle Beach market, known as the South Grand Strand, located in south Horry County. The “Grand Strand” itself is the 60 miles of beachfront running on the south from Pawleys Island to North Myrtle Beach.

Inlet Square sits within the intersection of the southern confluence of Highway 17 Business and Highway 17 Bypass, the two heaviest traveled north-south commercial roads in the Myrtle Beach market. Major retailers recently locating to the important and growing region to the south include Wal-Mart Supercenter, Kohl’s, and Home Depot.

Inlet Square is the only regional shopping destination in the South Grand Strand. This includes the 30-mile stretch of Route 17 to the south of Inlet Square through the affluent regions of Pawleys Island and Litchfield Beach to the city of Georgetown, the center of Georgetown County. After Georgetown, the next regional shopping destination is in Charleston, another 60 miles to the south. Inlet Square is unlikely to have any new regional competition to its south, as Georgetown County has adopted a policy of slow growth that discourages “big box” retail development.

UNBEATABLE SOUTH GRAND STRAND LOCATION



Belk  
 Books-A-Million  
 JCPenney  
 K-mart (Sears)  
 Regal Cinemas 12  
 SteinMart

### Coastal Grand Mall

Belk  
 Books-A-Million  
 Dillard's  
 Sears  
 Cinemark 14  
 Bed Bath & Beyond

### Colonial Mall

Belk  
 Books-A-Million  
 JCPenney  
 Bass Pro Shop  
 Cinemark 10

## A STRONG AND GROWING POPULATION

Viewed as one of the prime vacation destinations on the East Coast, many former tourists and retiring baby boomers are now calling Myrtle Beach home. The region's temperate climate, beautiful ocean-side setting, outdoor recreation, moderate cost-of-living, affordable housing, job growth, and comfortable way of life (did we mention golf?) are creating a population explosion.



### Residential Communities Under Development 2005

|                           | # of Units |                        | # of Units |
|---------------------------|------------|------------------------|------------|
| 1. Lawson's Landing       | 174        | 10. Oak Hampton        | 125        |
| 2. Market Commons         | 1,797      | 11. Wynbrooke          | 325        |
| 3. New Lennar Development | 1,700      | 12. Park West          | 278        |
| 4. The Gates              | 250        | 13. Laurel Bay         | 97         |
| 5. Wooded Acres           | 36         | 14. Creek Harbour      | 111        |
| 6. Collins Glen           | 123        | 15. The Seasons        | 452        |
| 7. Foxchase               | 86         | 16. LinksBrook         | 314        |
| 8. Pebble Creek           | 223        | 17. Wachesaw Palms     | 16         |
| 9. Coldstream Cove        | 120        | 18. Charles Towne Bays | 14         |

- Myrtle Beach is **one of the fastest growing markets** in the country, according to U.S. Housing Markets.
- Myrtle Beach's population **grew by more than 36.5%** between 1990 and 2000, making it the 13th fastest-growing area in the United States.
- Between 2002 and 2003, residential construction permits **grew by over 30%** in Myrtle Beach.
- In 2005, building **permits were issued for more than 10,000 new residential units** in Georgetown and Horry Counties.
- Inlet Square is the closest regional shopping destination to the Pawleys Island/Litchfield Beach communities, which have an **average household income of \$93,841**.
- In the primary trade area, the **average household income is \$57,558**.
- This region offers a well-distributed population of all age groups, with 44% ages 34 and younger; 40% between 35 and 64; and 15% at 65-plus years.

## KEY DEMOGRAPHICS



**Population Density**  
One Dot = 100 Persons

- Population of 293,897 permanent residents in 2005
- Daytime population of 136,240 employees
- 13.7 million annual tourists
- 48% of the population attended college
- 53% of workers have white collar jobs
- 39,704 households with children
- Total retail expenditures in the trade area in 2005 were \$2.9 billion dollars