



Partnership Grand Strand Bulletin
MARCH, 2024
Series 2, Issue 3

Director Update

Thanks to all who attended our February Town Hall!

We heard updated presentations for the City of Myrtle Beach Economic Development and Smart City team as well as MBDA and WCCOG.



These reports were informative and well received. Attendees were most excited about our collaborations with CCU, HCS, and HGTC, as well as the progress on downtown revitalization.

If you were not able to attend, the meeting was recorded. It will be placed on our YouTube channel for you to review. We will send you the link as soon as it is published.

We encourage you to watch the video as there was a great deal of new information shared.

PILLAR UPDATE - PROSPERITY

Mark Shaaber, Entrepreneur Retention Manager

Small Business Surveys

Partnership Grand Strand has engaged with over 150 businesses over the last 7 months through speaking engagements and one on one interviews. About half of these businesses took the time to complete a survey designed to solicit feedback on the business climate on the Grand Strand.



The businesses we interviewed primarily offered various commercial and residential services to the local community and ranged from being in business for under 1 year to over 20 years.

These small businesses report that business is good and growing on the Grand Strand fueled by the influx of new residents as well as interest in the region beyond the typical "shoulder" seasons and

summer.

Common challenges include finding qualified employees, digital marketing, childcare, and traffic/transportation.

Community Leadership, however, does not rest on their laurels when it comes to attracting new industries to the region as well as providing traditional small businesses with an enhanced and supported business experience.



Partnership Grand Strand is making progress as we advocate for streamlined small business research tools as well as small business incubation and acceleration programs tailored to reflect the cultural diversity of the region. We are also seeking to partner with local municipalities to explore ways in which we can work together to streamline administrative processes and combine forces to develop consistent mutually supportive programming across the region.

PILLAR UPDATE - TALENT

BJ Beaver, Workforce Talent Manager

Mid-level Management Training

YOUNG PROFESSIONAL TOOLBOX SERIES

MID-LEVEL MANAGEMENT FOR YOUNG PROFESSIONALS

Four-Part Series • \$25/person

March 13, April 3, April 24, May 15
9-10 a.m. • Chamber Boardroom

Facilitated by: Brittany Donnell Parks
bd parks COACHING AND CONSULTING

GSYP Register at GrandStrandYoungProfessionals.com
GRAND STRAND

If you are seeking avenues for enhancing the professional growth of your staff, we encourage you to explore our Mid-level Management training program, co-hosted by PGS and the Grand Strand Young Professional Network.

This comprehensive workshop offers invaluable insights into identifying one's management style, adeptly supervising upwards, effectively overseeing subordinates, and seamlessly coordinating across various departments.

This four-part series will be held at the Chamber on March 13, April 3, April 24 and May 15 from 9:00 to 10:00am. The cost is \$25 for GSYF members, and \$35 for non-members.

Join us and equip your team with the skills needed to thrive in dynamic organizational environments. For details and to register, [click here](#)

HCS Student Job Fair

Secure your spot now for the upcoming Horry County School Student Job Fair!

Mark your calendars for April 20th from 10:00am to 1:00pm at Myrtle Beach High School. Seize this opportunity to assemble your summer team.

Don't miss out on connecting with talented student candidates eager to contribute to your workforce.



Employer registration is \$25 per booth (all proceeds will go to the high school with the highest student attendance).

Space is limited... [Register today!](#)

Introducing the Hiring Event Calendar

In collaboration with SC Works and other community partners, this calendar will be your go-to resource for staying in the loop with upcoming job fairs, and career workshops. Whether you're a recruiter seeking top talent or a job seeker exploring new opportunities, this calendar has you covered. Say goodbye to missed opportunities and hello to success with the Hiring Event Calendar!

Stay tuned... coming soon!



PLACE

Public Input Meetings

The MBDA wants to hear what you think about their current plans for downtown. Please try to attend one of these public input sessions listed below. Together we can build a better plan!

MBDA To Host Public Input Meetings

In March, the MBDA will host a series of public input meetings designed to engage community businesses, residents, and stakeholders in shaping the future of downtown Myrtle Beach.

"As part of our ongoing commitment to fostering a collaborative and inclusive planning process, the MBDA is inviting residents, business owners, and stakeholders to share valuable insights and ideas for our downtown," states Jason Greene, Chief Executive Officer, MBDA.

The public input meetings will cover a range of topics including

- Street Level and Architectural Design
- Branding and Wayfinding Signage
- Downtown Theme and Public Art Placement
- Green Spaces

To ensure accessibility and accommodate various schedules, the meetings will be held at different times and locations throughout the downtown area. During the meetings, the public is encouraged to share ideas, feedback, and suggestions that will help shape the future of the downtown community.

MBDA Public Input Meeting details:

Thursday, March 21

1-3 PM – The Myrtle Beach Wedding Venue, 514 Broadway Street

5-7 PM - First Baptist Church (Gymnasium), 500 4th Avenue North

Monday, March 25

9-11 AM – The Myrtle Beach Wedding Venue, 514 Broadway Street

5-7 PM – Mary C. Canty Recreation Center, 971 Canal Street



WEBSITE UPDATE

The PGS website continues to take shape. We are pleased to announce that our Investors page is closer to completion. In addition to a link to your company website, we have added an Investor Profile feature. Now, when you go on [this page](#), click on the top part of the logo to go to the company web site. When you click on "PROFILE" below the logo, you will be taken to the Investor's profile. Here is an example:

Testimonial

“Coastal Carolina University and our trajectory are inextricably tied to the success of our surrounding community. This is the fastest growing area in the country and our goal is to produce graduates ready for the jobs of today and tomorrow all along the Grand Strand. This partnership is key to the overall growth of our area which will inevitably lead to an increased quality of life for all our citizens.”

Michael T. Benson, President and Professor of History

About Us

Coastal Carolina University is a comprehensive, public liberal arts institution in Conway, South Carolina. More than 10,500 students from across the country and the world interact with a world-class faculty, enjoy a nationally competitive NCAA I athletic program, an inspiring cultural calendar, and a tradition of community interaction that is fueled by more than 145 student clubs and organizations.

The University offers over 100 undergraduate and over 30 graduate-level (doctoral, educational specialist, masters) major fields of study including specialized concentrations across seven academic colleges. Currently, the University offers the Ph.D. in two areas: marine science and education sciences. CCU boasts a growing array of internship, research, and international opportunities for students, as well as numerous online programs through Coastal Online.

Impact on the Grand Strand economy

Coastal Carolina University has over 1500 employees with an estimated annual economic impact of \$600 million on our local economy.

We have already received several of your completed profile questionnaires, with a brief description of your business, impact on the community, and your comments pertaining to your support of PGS.

If you have not submitted your profile, we invite you to do so now!

[Click here](#) to fill out the form online, or [download the form](#) and send your responses to marianne.joy@partnershipgrandstrand.com.

Thank you!

INVESTOR SPOTLIGHT



R Stewart Miller, Jr., Counsel

Burr & Forman's continued alliance with Partnership Grand Strand is a testament to our commitment to advancing the well-being of our communities. Through our collaboration with other business leaders in the region, we are working towards a brighter future for everyone in Horry and Georgetown counties. Together, we believe in the power of collective action to drive positive change and improve the quality of life for all.

For more than a century, Burr & Forman's experienced legal team has served clients at the intersection of business and government. With 350 attorneys and 20 offices across Alabama, Delaware, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee, Burr & Forman draws from a diverse range of industry experience and practice knowledge to help clients address their legal needs and achieve their goals.

Our firm's century-strong success is credited to our lawyers' forward-thinking approach to crafting innovative solutions for the challenging situations encountered by our clients. The firm's growth through

the years is directly correlated to the success of our clients.

Our Myrtle Beach office has a variety of attorneys with different skillsets and areas of expertise. Our team works closely with clients throughout the Grand Strand community involved in various industries, each with unique legal challenges.

We invest our time and talents in our Clients, Colleagues, and Communities. They define the way we operate.

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OUR TOP INVESTORS

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