



Partnership Grand Strand Bulletin
APRIL, 2024
Series 2, Issue 4

Director Update

Here's hoping you had a wonderful Easter!

In case you missed it...

Our February Town Hall video is now available on our PGS YouTube Channel. If you missed the meeting, you might find the video very informative.

Watch it on our [YouTube channel](#).



Thank You to our newest investor!

We are always interested in exploring new partnerships and want to send a big “shout out” to our newest investor, [Bank of America](#). Their support of PGS will fuel our internship partnership with Coastal Carolina University and we could not be more excited to have them join our PGS family.



PGS Annual Report Publication



We are also developing our first annual report publication.

This will serve as a quick summary of all the programming we created in 2023.

It will be available in late April for all to share.

Sub-Committee News

PGS is expanding the role of our sub-committees and would like to invite you (as an investor in PGS) to become part of one of our pillar sub-committees. Our mission is to represent the interests of the business community as best we can.



We can only do that when we have the opportunity to hear from you.

Please select a pillar sub-committee that interests you and reach out to the appropriate team member listed below:

Workforce: BJ Beaver bj.beaver@partnershipgrandstrand.com
Prosperity: Mark Shaaber mark.shaaber@partnershipgrandstrand.com
Policy: Peggy Masterson peggy.masterson@partnershipgrandstrand.com

Once we understand what you are interested in focusing on, we will be making some decisions about the size and membership within each of our sub-committees.



You will be contacted by one of us to discuss your interest and to allow us to explain the project work currently underway on the respective sub-committee.

We welcome (and need) your involvement and the best way to get involved is via these working sub-committees!

Staffing Update

As many of you may know, James Toy (who led our Public Policy pillar) has recently left Partnership Grand Strand to pursue another opportunity closer to his family in Florida. We wanted you to know that we will be maintaining our role in educating, monitoring and advocating on public policy, but we will be doing so by partnering with the MBACC policy lead, Jimmy Gray. Jimmy will lead our PGS Policy sub-committee and we will not be replacing James on the PGS team.

PILLAR UPDATE - PROSPERITY

Mark Shaaber, Entrepreneur Retention Manager

Small Businesses give their voice to Partnership Grand Strand

On March 21, Partnership Grand Strand conducted a series of three 90-minute focus groups attended by 10 to 12 businesses per session.

In total, 32 businesses shared their perspectives on the many challenges and opportunities in doing business on the Grand Strand!



These Focus groups marked the culmination of eight months of preparation which included conducting small business interviews, collecting survey data, and speaking to small business groups. In all, more than 150 businesses actively participated in the process.

Many topics were discussed, and several good ideas came from a wide variety of traditional small businesses representing the Grand Strand, including minority owned businesses and businesses located in the future Arts and Innovation district region of the City of Myrtle Beach.

PGS is working diligently to compile a report that gathers the results and offers these perspectives to community leadership for consideration. The primary takeaways are that our small businesses are truly the life blood of our local economy; they care deeply about the future of the region; and they have asked us to continue to improve our two-way education and communication efforts!

Thank you to all who participated and to all who will participate in the future!

PILLAR UPDATE - TALENT

BJ Beaver, Workforce Talent Manager

HCS Summer Hiring Event

Calling all employers in Horry County! Get ready to meet the bright young minds of tomorrow at the **Horry County Schools Summer Hiring Event**. Set for **April 20th, from 10am to 1pm** at **Myrtle Beach High School**, this event is your **golden opportunity** to tap into a talent pool brimming with enthusiastic high school students. These students are not just looking for summer jobs; they are eager to gain real-world experience and make meaningful contributions to your business.



Don't miss out on the chance to add fresh perspectives and youthful energy to your team.

Register now and play a pivotal role in shaping the future of our workforce.

2nd Chance Employment Month

April is recognized as Second Chance Employment Month, a time to raise awareness about the importance of reintegrating individuals with past criminal records into the workforce. This month serves as a reminder that everyone deserves the opportunity to rebuild their lives and contribute positively to society.



Employers are encouraged to consider the potential and skills of all candidates, including those who are seeking a second chance to prove their commitment and value in the workplace. By fostering an inclusive hiring process, businesses can play a crucial role in reducing recidivism, enhancing public safety, and strengthening communities. In support of Second Chance Employment Month SC Works and the SC Department of Mental Health are hosting a Second Chance Career and Resource Fair April 25th from 9am-1pm in Conway. If your business is interested in participating, please contact Jared Denz at JDenz@dew.sc.gov.

ACCE- Association of Chamber of Commerce Executives



The Association of Chamber of Commerce Executives (ACCE) has chosen Partnership Grand Strand (PGS), a nonprofit foundation associated with the Myrtle Beach Area Chamber of Commerce, as one of ten organizations to join the Equitable Credential Attainment Cohort.

This national program aims to bolster collaborations between chambers of commerce, community colleges, and local entities to increase the number of diverse adult learners earning industry-recognized credentials or degrees. With funding from the Lumina Foundation, PGS will collaborate with Horry-Georgetown Technical College (HGTC) and Palmetto Goodwill to participate in the cohort, focusing on enhancing credential and degree attainment in the Grand Strand region.

PLACE

MBDA Public Input Meetings

The Myrtle Beach Downtown Alliance 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.

These meetings are designed to engage community businesses, residents, and stakeholders in shaping the future of downtown Myrtle Beach. The two additional meeting dates are April 30 and May 2.

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

During the meetings, the public is encouraged to share ideas, feedback, and suggestions that will help shape the future of the downtown community.

The next meeting will be held on:
Tuesday, April 30, 3-7 PM
Crabtree Memorial Gym - Meeting Room
1004 Crabtree Lane, Myrtle Beach

For more information, [click here](#)

WEBSITE UPDATE

We have been populating the PGS website with our investors' business profiles, and we invite you to add yours!

If you would like to add your company info to the website, [click here](#) to fill out the form online, or [download the form](#) and send your responses to marianne.joy@partnershipgrandstrand.com.

Thank you!



To view the current web page, [click here](#). The logo links to your website, and "PROFILE" will link to your responses.

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