



Partnership Grand Strand Bulletin
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Series 2, Issue 5

PGS Sub-Committee Update

Last month, we announced that PGS is expanding the roles of our pillar sub-committees and we have invited investors to participate in these sub-committees so that we can represent the interests of the business community as best we can.

We are pleased to announce that the number of committee members is growing, and we welcome our newest members:

SMALL BUSINESS (PROSPERITY) SUB-COMMITTEE



Kelly Tyler
Bank of America



Randy Davies
Destination North Myrtle Beach



Wayne Gray
Synovus Financial



Joe Reinhard
Carolina Limo

WORKFORCE SUB-COMMITTEE



Cecilia Evans
Bank of America



Melissa Bilka
Brittain Resorts



Jackie Snyder
HGTC

To join one of the committees, please select the pillar that interests you and reach out to the appropriate team member listed below:

Workforce BJ Beaver bj.beaver@partnershipgrandstrand.com

Small Business/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!



PGS Partners with CCU's CoBE institute

PGS has recently forged an exciting partnership with talented students from Coastal Carolina University who are part of the esteemed **Coastal Business Engagement Institute**, affectionately known as the CoBE Institute. This institute acts as a vital bridge between theoretical business principles and real-world application by pairing adept students with genuine business consulting projects.

During this collaboration, the CoBE Institute provided consultancy services to two local enterprises, Get Floored and Wired LLC, offering comprehensive insights into marketing strategies, branding initiatives, positioning recommendations, and human resources tools. Each recommendation was meticulously crafted based on robust market data and tailored to suit the unique needs of the businesses, ensuring practicality and effectiveness.

"There's so much I could say about the CoBe program!" said Jessica White, owner of Get Floored. *"The students worked hard to get to know our company and values, and provided valuable tools for marketing and branding to be used by our company indefinitely."*

"The quality of work and the presentation were commercial quality," added Mark Shaaber, PGS Entrepreneur Retention Manager.

If you believe your business could benefit from this invaluable consultation experience and wish to collaborate with these talented students, we invite you to contact BJ Beaver at bj.beaver@partnershipgrandstrand.

RISE Internship Program is Underway!

May marks the beginning of our inaugural RISE Internship Program.

We are excited to welcome 20 summer interns and look forward to learning about their experience when we conclude the program in July.



HCS Student Summer Hiring Event

On April 20th, PGS and local partners warmly received more than 100 eager Horry County students seeking summer employment. Beyond just summer prospects, students seized the chance to engage with notable companies such as *Conway National Bank* and *Vines Plumbing and Restoration*, delving into discussions about future post-high school opportunities.

Feedback from participating businesses echoed unanimous praise:

"This event exceeded all expectations, fostering meaningful exchanges between students and companies. It provided ample time for understanding each other's needs and aspirations. Truly an excellent event!"

Broadway Street Update



The PGS Board of Directors approved funding to support a lighting design project for the Broadway Street area of downtown Myrtle Beach. This project is slated to start this summer and plans should be available for review in early Fall 2024.

The MBDA is working in close collaboration with the City Innovation team to be sure all project work is fully integrated.

INVESTOR CORNER



Summer on the Grand Strand is heating up... and we wish our investors success in the coming months. Do you have something newsworthy to talk about? We invite you to share your achievements with us. Let us know!

Send submissions to marianne.joy@partnershipgrandstrand.com

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FOUNDER LEVEL

BRITAIN
RESORTS & HOTELS

DIAMOND LEVEL



GOLD LEVEL



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