



PARTNERSHIP

# GRAND STRAND

## PGS NEWSLETTER

### **An Update from Your Director, Peggy Masterson**

Here's hoping you had a wonderful 4th of July! It's hard to believe summer has already hit the half-way mark!

Since our last newsletter, your Partnership Grand Strand team has designed and implemented a Youth Employment Skills event, a 2nd Chance Employers educational event, achieved full support from Dr. Rick Maxey, Horry County School Superintendent, for an Industry Awareness Program for high schoolers, assumed the stewardship role for the I-73,74 &75 Corridor Association, established a connection with the SC Retailers Association, collaborated with the Myrtle Beach Downtown Alliance on the details surrounding their Broadway Revitalization Project, and conducted another focus group (this time with young professionals in the Grand Strand).

Our new website is under construction and should be up and running in early August. We're excited to launch this enhanced site as it will be the home of multiple workplace, policy and small business resources.

***These are just a few of the most recent strides taken by PGS. We are hoping to see you at our first Town Hall Meeting on 7/19/23 so we can share many more details surrounding our initiatives.***

**PLEASE NOTE: Our location for  
this meeting has changed.**

**It will be held at the**

**Myrtle Beach Area Chamber of Commerce - Boardroom**



**In case you missed it, here is a preview of Episode 1 - The Story of the Grand Strand:**



**We are also super excited to announce that we have a new addition to our team in Mark Shaaber. Mark is an experienced business owner, entrepreneur and technology leader who will be leading our Prosperity Pillar initiatives.**

Mark started on Monday, 7/10/23 and will jump right in on the important work of Business Retention Interviews. He will also be managing the strategic partnership with the HTC Aspire Hub/ eMYRge.

## **PILLAR UPDATE - PROSPERITY**

### **PGS WELCOMES**

***Mark Shaaber, Entrepreneur Retention Manager***

Mark Shaaber was raised in Berks County, Pennsylvania. He is a career Army officer who spent 12 years in business and three years as a corporate executive following his military service. The Majority of Mark's career was spent in Northern Virginia where he became an active member of the Prince William County community, served on the Chamber Board, engaged heavily in the community leadership program, and helped lead several small non-profit organizations. Mark first became a



member of the Myrtle Beach community in 2017 and now wishes to fully engage to help make Myrtle beach all it can be!

Mark can be reached at 843-916-7294 or [mark.shaaber@visitmyrtlebeach.com](mailto:mark.shaaber@visitmyrtlebeach.com)

## PILLAR UPDATE - TALENT

*BJ Beaver, Workforce Talent Manager*

### Be Something Amazing!

Do you know of a high school Junior or Senior who may be interested in a career in health care, but not sure where to begin? PGS, in collaboration with Tidelands Health, Conway Medical Center, McLeod Health, and Grand Strand Medical Center, is excited to announce the *Be Something Amazing* health care event. ***This exclusive event will allow Juniors and Seniors the opportunity to explore a career in health by giving them direct access to providers in the various health care positions.*** Our health care community recognizes the importance of educating students about the great career possibilities in health care. Please stay tuned for more information about this upcoming program.

### Overcoming Employment Barriers

On June 21, PGS welcomed representatives from the SC Department of Workforce, and Waccamaw Council of Governments in the MBACC boardroom to ***educate our partners on how to employ job-seekers who may face employment barriers.***

The representatives also welcomed the community to use their facility in Conway for interview space and job fairs.

Discover  
the multiple South Carolina  
**EMPLOYER INCENTIVES**

COME LEARN HOW TO  
GET PAID FOR HIRING....

Veterans      2ND CHANCE      Disabled Employees  
Reformed Employees

And Offering Internships & OTJ Training

Join us on  
June 21st from 12:30 - 1:30pm  
Register Below

SC WORKS      WACCAMAW COUNCIL OF GOVERNMENTS

Below are the topics covered during the session:

- **Work Opportunity Tax Credit-** Available to employers for hiring individuals with barriers to employment.
- **Federal Bonding-** For high-risk individuals with background or credit issues. Federal Bonding will provide security for up to 6 months at no charge to the Employer.
- **Paid work experience/internships-** A planned, structured learning experience that takes place in a workplace for a limited period. It is designed to provide hands-on experience for individuals who are lacking skills within a certain industry.
- **On-The-Job-Training-** This is designed to fulfill the needs of local employers by allowing them to train new hires while they are working and learning job skills. Employers make all the hiring decisions, tailor the training, and can be reimbursed 50% or more of the trainee's hourly wages.

To get further connected with our local employment agencies, please contact Jared Denz at [Jdenz@dew.sc.gov](mailto:Jdenz@dew.sc.gov) or Rusty Gaskins at [rgaskins@wrcog.org](mailto:rgaskins@wrcog.org)

## PILLAR UPDATE - PLACE

### Insider Event Series

Partnership Grand Strand is excited to kick off our **Insiders Event Series on Tuesday, July 25th** at the eMYRge / HTC Aspire HUB. The "Insider Series" is the first of many **exclusive access** networking opportunities. These are **open to all investors and targeted young professionals**. If you want to be "In The Know", be sure to attend a PGS Insiders Event!

Every event will give you a chance to hear from a key professional who is an expert in the topic selected. This event will focus on Downtown Myrtle Beach, so your guest speakers will be the Downtown Alliance team.

**INSIDERS EVENT SERIES**

Gain **INSIDER** Access to Downtown Myrtle Beach with

**PARTNERSHIP GRAND STRAND**

**MB MYRTLE BEACH DOWNTOWN ALLIANCE**

**July 25, 5:30 - 7 p.m.**

eMYRge HTC Aspire HUB, 509 9th Ave. N., Myrtle Beach

**GS YP**

Have questions about the future and current state of downtown Myrtle Beach? **Join Partnership Grand Strand with the Myrtle Beach Downtown Alliance for an insider's look** at eMYRge Aspire HUB and have your questions answered.

Attendees will also have the opportunity to go on a tour of the downtown area.  
Refreshments will be available.

[Register Online](#)

# PILLAR UPDATE - INFRASTRUCTURE

*James Toy, Public Policy Manager*

## Transportation Tax

As you may already know, Horry County Council's is considering ***replacing the Capital Projects Tax, known locally as the RIDE Program, with the Transportation Tax.***

For your convenience, Partnership Grand Strand has created an infographic that compares and contrasts the Capital Projects Tax and the Transportation tax:

# Transportation Tax vs. Capital Projects Tax

## What are the differences?

The Transportation Tax and Capital Projects Tax are both local option Sales and Use taxes, but there are some key differences between them. One difference is the length of time for which they are collected. The Capital Projects Tax has a collection period of up to seven years, while the Transportation Tax can be collected for up to 25 years. This means that the amount of revenue collected by each tax will vary significantly. The Capital Projects Tax is projected to collect \$925 million over seven years, while the Transportation Tax is estimated to generate \$4 billion over 25 years.

Another difference between the two taxes is the approval process. The Capital Projects Tax requires a list of infrastructure projects to be approved by an advisory committee, a sales tax commission, and Horry County Council before it can be presented to voters on the general election ballot. The Transportation Tax, on the other hand, only needs approval from Horry County Council before it can be put to a vote.

## Transportation Tax

*The transportation tax is a 1% local sales and use tax used to fund transportation projects. These projects can include road construction and maintenance, bridge repair and replacement, and public transportation.*

### History

Horry County has not yet implemented a Transportation Tax, but other counties, such as Charleston and Dorchester, have used this tax to meet their growing infrastructure needs.

### Revenue Estimate

\$4 billion over 25 years

### Approval Process

- Horry County Council
- Voters

## Capital Projects Tax

*The Capital Projects Sales Tax is a 1% local sales and use tax used to fund specific capital projects, such as roads, bridges, recreation facilities, and water and sewer projects.*

### History

In Horry County, the Capital Projects Tax has been used exclusively to fund infrastructure projects as part of the RIDE Program. Voters first approved the tax in 2006.

### Revenue Estimate

\$925 million over 7 years

### Approval Process

- Advisory Committee
- Sales Tax Commission
- Horry County Council
- Voters



Pursuant to the Capital Projects Sales Tax Act, Horry County Council is actively progressing with the **establishment of a six-member sales tax commission**. This commission will consist of three appointees from the municipalities with the highest population, namely Myrtle Beach, North Myrtle Beach, and Conway, alongside three additional representatives directly appointed by the county council. Importantly, irrespective of the Horry County Council's decision to adopt the Transportation Tax, **the list of recommended road projects put forward by the sales tax commission is highly likely to be included on the general election ballot in 2024.**

## Senator Graham Meets with Grand Strand Business Leaders

On Monday, June 19, Senator Lindsey Graham of South Carolina paid a visit to the Myrtle Beach Area Chamber of Commerce, engaging in a dialogue with leaders of the Grand Strand business community. During this gathering, Senator Graham tackled concerns raised by representatives from the business community, including

the pressing issues of workforce participation and infrastructure. Notably, he emphasized ***the necessity of an interstate connector to Myrtle Beach, recognizing its pivotal role in propelling the region's growth and prosperity.*** During an onsite interview with ABC15 News, Senator Graham said the following on the matter: 'Infrastructure, infrastructure, infrastructure, more roads, trying to get I-73, make it a reality.' Watch Senator Graham's full interview with ABC15 News [here](#).

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## Governor McMaster Establishes Energy Focused Working Group

On Friday, June 9, Governor Henry McMaster issued Executive Order 2023-18, establishing the PowerSC Energy Resources and Economic Development Interagency Working Group. According to the executive order, PowerSC will be comprised of the following entities:

- Office of the Governor
- Office of Regulatory Staff
- Environmental Affairs Administration
- South Carolina Department of Health and Environmental Control
- Division of Land, Water, and Conservation, South Carolina Department of Natural Resources
- South Carolina Department of Transportation
- South Carolina Department of Employment and Workforce
- South Carolina Office of Resilience
- South Carolina Department of Labor, Licensing and Regulation
- South Carolina Department of Commerce

PowerSC will assist with developing an updated state energy plan, facilitate coordination between utility providers, and assess opportunities for additional nuclear power production and natural gas pipeline or generation capacity. As South Carolina's population continues to increase at an unprecedented rate, particularly in Horry County, which stands out as the Palmetto State's fastest-growing region, ***the need to bolster the resilience of our energy grid has never been more important.***

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## The Economic Benefits of an Interstate Connector

In 2022, the Myrtle Beach Area Chamber of Commerce partnered with Chmura Economics & Analytics to conduct a ***comprehensive economic impact study on Interstate 73. The study found that the interstate would bring significant economic benefits to both the Grand Strand and the State of South Carolina.***

As part of our commitment to promoting infrastructure development in our region, Partnership Grand Strand has created a series of infographics that distill the findings of the study into easily digestible visuals.

Our first infographic highlights four key advantages:



Our second infographic focuses on Inland Port Dillon. The port has had a significant economic impact on the northeastern region of South Carolina and beyond. The port **offers direct rail access to the Port of Charleston, improving transportation efficiency for businesses involved in importing and exporting goods.**

The construction of I-73 is crucial for the development and future growth of Inland Port Dillon. The interstate will provide a direct connection between the

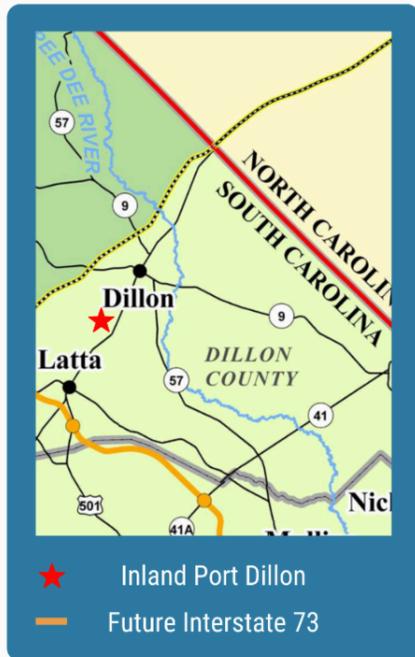
port and major interstates, making it easier for businesses to transport goods to and from the port.

The economic impact of Inland Port Dillon and Interstate 73 is closely linked. The port will generate economic activity that will benefit the entire region, and the interstate will help to facilitate that activity.



## Inland Port Dillon and Interstate 73

Inland Port Dillon, located near the future intersection of I-95 and I-73, has had a significant economic impact since its establishment in 2018. The construction of I-73 near Inland Port Dillon brings enhanced connectivity, improved supply chain efficiency, and increased business attraction to the region.



By 2040, Inland Port Dillon is projected to have an annual economic impact of \$825.3 million, supporting 3,462 jobs.



Interstate 73 can increase Inland Port Dillon's capacity for cargo and boost its role in regional trade.



## INVESTOR SPOTLIGHT



## Steve Mays, President

Finding employees is a particularly acute challenge for Founders Group International (FGI). We have 21 golf courses that require everything from landscapers to executive chefs and everything in between. While the challenge to fully staff each property is ongoing, FGI is working with local resources to solve the problem in the short and long term.

We have enjoyed success working with Partnership Grand Strand to attend hiring events for second chance candidates. FGI has also prioritized working with Amanda Van Natta, a Work-Based Learning Specialist with Horry County Schools, providing access to high schools to discuss opportunities with students in search of a fulfilling career path upon graduation.

Apprenticeship South Carolina has also proven to be a valuable partner, setting up training and growth opportunities. Nine people enrolled in our first apprenticeship initiative and when they complete the educational and on-the-job training portions of the program, they will be in position to ascend through the ranks of the company (we have three programs currently running with plans to launch four more!). We have also committed to in-house management training, helping cultivate our next generation of leadership.

Myrtle Beach is a community full of people from all walks of life looking for an opportunity, and FGI is working diligently to provide them a path to prosperity while living and working along the Grand Strand.

### **Steve Mays**

#### **President**

Founders Group International

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[www.FoundersGolf.com](http://www.FoundersGolf.com)

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