



Partnership Grand Strand Bulletin Series 1, Issue 5

An Update from Your Director, Peggy Masterson

Hello and Happy Fall!

As you will see, we are shifting the publication of our newsletter to monthly vs. every other month. Our intention is to keep our updates briefer and more frequent. We hope you like the new approach!

Our website is now up and running! We will continue to enrich its content and resource tools, but for now we are housing all our informational articles in the "News" tab. Our team is publishing an article of interest each week that ties back to their respective pillars. If you haven't visited the news on our site, I think you'll find some interesting reading. We are tracking ideas and insights from around the US and globe, condensing them to bitesize information nuggets that are easy to digest. It is our goal to learn all we can from others in an effort to be on the leading edge of innovation-oriented thinking.

PGS is also publishing on LinkedIn these days. Please [follow us](#) there as well.



Wanted - Your Business Profile

If you have not done so already, please answer just four short questions to [add to your profile on the PGS website](#). Please submit your responses as soon as possible. Thank you!

[Complete your profile](#)

PILLAR UPDATE - PROSPERITY

Mark Shaaber, Entrepreneur Retention Manager

Techstars Startup Weekend



Techstars Startup Weekend is a creative and collaborative three-day educational event where anyone can develop and pitch new startup ideas. It is about pitching, business model creation, prototyping, designing, and market validation, in a friendly and supportive team environment. All in just 54 hours.

The next Tech Stars Weekend will take place November 3-5 at the HTC Aspire HUB. [Click here](#) for more information.

PGS Entrepreneurial Impact



PGS connected AIM with eMYRge, the technology incubator located in the City of Myrtle Beach, and a few other members of the growing technology community. AIM has subsequently participated in the eMYRge Start Up Now program and was selected to participate in the Tech Stars Program!

PGS Business Interviews Continue

Since early August, Partnership Grand Strand has conducted over 40 business interviews and engaged in four business community speaking engagements, resulting in contact with over 100 businesses.

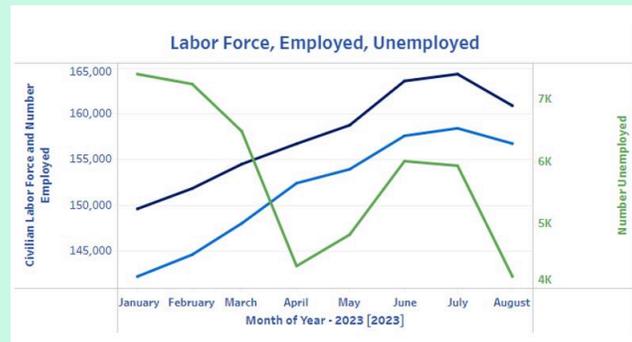
PILLAR UPDATE - TALENT

BJ Beaver, Workforce Talent Manager

Workforce Update

Horry County is trending in the right direction for unemployment and labor force participation. During the month of August, Horry County saw a **low unemployment rate of 2.6%**.

This can be attributed to the increase in labor force participation, with over 156,000 residents currently working in the county. Employers may still be feeling shortages in their workforce, despite the lower unemployment rate because the number of new jobs being created, at a rate of roughly 7%, is outpacing the decline in unemployment.



Source: (n.d.). South Carolina Department of Employment and Workforce. <https://dew.sc.gov/>

Myrtle Beach Community Hiring Event

Partnership Grand Strand is looking for businesses/employers who are interested in participating in a community hiring event.

This event will take place in the heart of Myrtle Beach at Fresh Brew Coffee House on Oct. 27 from 1-3 p.m.



Job seekers at this event are expected to be people seeking entry level or lower skilled positions. If you are interested in participating, email BJ Beaver at bj.beaver@partnershipgrandstrand.com

Creating Tomorrow's Workforce Forum

On Sept. 28, PGS presented the Creating Tomorrow's Workforce Forum. The topic of our forum was ***Bridging the Gap Between Education and Employment***.



Over 40 businesses/community members attended to hear best practices on how to engage with students from Horry County schools, Horry Georgetown Technical College, and Coastal Carolina University to grow their workforce.

All three institutions shared a similar narrative about the opportunities that businesses can take advantage of to get a competitive advantage on recruiting talent.

Topics such as internships, apprenticeships, guest speaking, and classroom visits we covered during the session.

[Click here to learn more about the speakers.](#)

PILLAR UPDATE - INFRASTRUCTURE

James Toy, Public Policy Manager

Coast RTA Celebrates 40th Anniversary

Coast RTA celebrated forty years of service at their Conway office on Wednesday, September 27, with a small gathering of employees, board members, and community leaders. During a presentation, General Manager Brian Piascik discussed plans for a new \$52 million transportation facility off Robert Grissom Parkway, as part of the organization's vision for the future of local transit.



[Read More](#)

Insiders Event Series: The Future of The Beach

On Sept. 19, Partnership Grand Strand and Grand Strand Young Professionals held the second Insiders Event Series, titled The Future of the Beach. The event featured special guest Brian Tucker, Assistant City Manager for

UPCOMING EVENTS

PGS Insiders Series: DC Blox Tour

Missed our last Insiders Event? Don't worry, we have another one coming up soon!

On Oct. 19 we will be touring DC BLOX's facility, a state-of-the-art data center and connectivity hub located in Myrtle Beach. This is a unique opportunity to learn more about the latest data center technology and how it is powering the digital economy.



Space is limited, so be sure to register today!

REGISTER

INVESTOR SPOTLIGHT



Bob Barenberg, Managing Director

Kingston Resorts' alignment with Partnership Grand Strand crosses over many different aspects of our business; and our continued commitment to our community, our team members and our guests aligns perfectly with the four pillars of PGS. With a \$65M re-investment into our facilities, Kingston Resorts commitment to the continued success and growth of the resort is evident, and through our partnership with PGS, we are also reinvesting in our community to continue its growth and success into the future.

With over 850 team members, workforce development is a significant focus for Kingston Resorts. We are thrilled to partner with PGS to develop local talent, attract new talent and provide thoughtful and accessible housing alternatives to allow for the Myrtle Beach workforce to thrive in the environment where they work and live.

The goals of PGS perfectly align with Kingston's in the areas of infrastructure - to include roads and public transit that will become more important as our population continues to grow, reducing our carbon footprint to the betterment of the entire Grand Strand and providing a more accessible and inclusive environment for all.

Kingston Resort stands as a testament to the values and principles upheld by Partnership Grand Strand. We're more than just a resort; we serve as an advocate for community development and a melting pot for talent. At Kingston, accountability, kindness, collaboration, and commitment to our community aren't just words – they define our ethos.

SAVE THE DATE
FOR THE NEXT TOWN HALL MEETING!

FEB. 21, 2024



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