



## Partnership Grand Strand Bulletin NOVEMBER, 2023 Series 1, Issue 6

### An Update from Your Director, Peggy Masterson



Here we are in November already! Hard to believe. PGS has had two major workforce initiatives kick off over the last 2 weeks, Career Readiness Showcase (in partnership with HCS) and Start Something Amazing (healthcare focused). In addition, we have recently submitted a **Stimulate SC grant proposal** for an innovative technology idea we are creating for the Grand Strand.

Also, we continue to build out our comprehensive cost of living analysis of Horry County and sister communities. We plan to complete the analysis sometime in November and will be happy to share the details.

Much of our work to date has been focused on delivering quality programming that serves to create sustainable communication pipelines and experiential learning for both our employers and students. We also have a bigger picture role that we are playing in the Grand Strand, which includes acting as the “convener” of key stakeholders.



With that said, PGS has been working behind the scenes for over two months with the MBREDC, MBDA, City of Myrtle Beach and the MBACC to develop a cohesive marketing message that will unite all of our efforts under one marketing message. We believe this work will pay great dividends as all entities that are working to power the prosperity in the area begin to rally around a singular set of messaging. More details to follow on this, but we are very close to demonstrating the outcome of this “bigger picture” initiative.

## PILLAR UPDATE - PROSPERITY

*Mark Shaaber, Entrepreneur Retention Manager*

### Small and Entrepreneurial Business Retention and Expansion (BR&E)



PGS met with the Myrtle Beach Regional Economic Development Corporation (MBREDC) to ensure that the BR&E programs managed by each organization are differentiated and complementary. As a result, both organizations have a clear path forward. The MBREDC is focusing BR&E efforts on businesses in key industries with usually at least 35 employees (there are a few exceptions).

PGS is focusing on small or entrepreneurial start-ups. We will exchange information and support each mission by passing on referrals when appropriate. PGS looks forward to a productive and mutually supportive relationship with the MBREDC

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## Small Business Guide



PGS is working with SCORE and a few entrepreneurs in the Tech industry to determine how to create a small business resource that leverages Artificial Intelligence. There will be much more to report as formal collaboration is scheduled but this idea is leveraging similar work that has already been done.

## PILLAR UPDATE - TALENT

*BJ Beaver, Workforce Talent Manager*

### Coastal Rise Internship Program Update



Applications for the Coastal Rise Internship Program have closed as of Oct. 30. The next step in launching this program is for the PGS Workforce Subcommittee to vote on which local businesses will receive a grant. The grant opportunity is designed to remove barriers that might prevent small organizations and PGS targeted industries.

Businesses applying for the grant were required to provide the following information:

- Identify business sector.
- Submit a job description for the internship requested.
- Must have the potential to hire an intern.
- Must clearly outline the need for the intern and how having an intern would benefit their business.

## PILLAR UPDATE - INFRASTRUCTURE

*James Toy, Public Policy Manager*

### DC BLOX Opens Cable Landing Station in Myrtle Beach

On Oct.10, DC BLOX, a leading provider of data center and network services, celebrated the grand opening of its new cable landing station in Myrtle Beach.



The \$31.5 million, 125,000-square-foot facility is located at the International Technology and Aerospace Park and has the capacity to host up to five subsea cables. The new cable landing station is a significant investment in the future of Myrtle Beach and South Carolina. It will help to attract new businesses, create jobs, and boost the state's economy.

[Click here](#) for details.

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### Horry County Council Considers Increase to Impact Fees

Horry County Council is considering a significant increase to impact fees, which developers pay to offset the cost of new infrastructure and services. The proposed increase would raise the impact fee for a new single-family

home from \$1,236 to \$5,653, and the impact fee for retail space from \$1,797 per 1,000 square feet to \$10,140 per 1,000 square feet. [Click here](#) for more details on impact fees.

## Early Voting Underway in Horry County



Early voting for municipal elections in Horry County is now underway and runs through Friday, November 3rd. Voters can cast their ballots at the Horry County Voters Registration and Elections office, located at 1515 Fourth Avenue in Conway. The office is open Monday through Friday from 8:00am to 5:00pm.

## WILL YOU BE FEATURED IN OUR NEXT INVESTOR SPOTLIGHT?

We have featured some of our investor businesses in past issues of the PGS newsletter. We are now publishing the newsletter monthly instead of every other month, so more opportunities have opened up to feature YOUR business in an upcoming issue.

If you are interested in this opportunity, please contact Marianne Joy at 8843-916-7213 or [marianne.joy@partnershipgrandstrand.com](mailto:marianne.joy@partnershipgrandstrand.com). We will publish them on a first come, first served basis.

## SAVE THE DATE



## FOR THE NEXT TOWN HALL MEETING!

**FEB. 21, 2024**

## AND THE WINNER IS...

On October 25, PGS participated in the MBACC Nonprofit Expo at WonderWorks.

Congratulations to Rachel and Jon Mendolia of Rise N Shine Linen Services, who won our candy corn guessing game. They are the lucky winners of a \$25 Starbucks gift card.





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Partnership Grand Strand | 1200 N Oak St | Myrtle Beach, SC 29577 US

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