

OPPORTUNITY PROFILE:

**PRESIDENT & CEO**

MYRTLE BEACH DOWNTOWN ALLIANCE



**EXECUTIVE SUMMARY**

The Myrtle Beach Downtown Alliance (MBDA) is seeking an entrepreneurial President & Chief Executive Officer (CEO) to lead the startup of a premier placemaking organization. The President & CEO must be a visible, action-oriented leader and skilled relationship builder with experience in public realm management, events and programs, marketing and promotion, retail, housing, and development. The President & CEO will convene and lead diverse stakeholders to guide the future of this rapidly growing and diverse destination. Myrtle Beach is recognized nationally as one of the top tourist destinations in the country, featuring world-class oceanfront beaches and attractions.



**MYRTLE BEACH DOWNTOWN OVERVIEW**

Downtown Myrtle Beach is a two square mile collection of commercial corridors, oceanfront resorts and amusements, and diverse upland neighborhoods that serves as the heart of and front door to the 60-mile Grand Strand. A beloved family vacation destination for generations, the Myrtle Beach area hosts approximately 20 million visitors annually — many of which either stay in or at least pass-through downtown. Myrtle Beach was the second fastest growing metro area in the country in 2018, helping contribute to the approximately \$400 million worth of new residential construction the city witnessed the following year. However, much of this expansion has taken place on Myrtle Beach’s suburban periphery, leading to a degree of divestment and distress downtown that was exacerbated by the pandemic.

As a partner in downtown revitalization, the City of Myrtle Beach is preserving and revitalizing its downtown district and has initiated a master planning process to determine a clear path for the revitalization of downtown. With extensive community and stakeholder input, a **Master Plan** was created in 2018, and in 2020 an **Advanced Plan** was developed.

*Click here to view and download PDFs of both "Plans".*



**WHEN YOU SEE THIS ICON, 'CLICK' TO LEARN MORE.**

Throughout this document, you'll find links to informative websites and documents.



## OVERVIEW, continued...

Within walking distance of the ocean, Historic Downtown Myrtle Beach includes a collection of twenty-four historic commercial buildings centrally located in Myrtle Beach's original commercial core. Of the twenty-four buildings within the district, eighteen (18) contribute to the historic and architectural character of the district. The buildings within the district are diverse in their architectural styles and range from the late-1920s to the late-1960s, reflecting the changing styles of a growing city. Some of the early styles include Mission Revival, Art Deco, and Depression Modern commercial buildings, while mid-century changes and additions reflect more eye-catching designs.

Also included in Downtown is Broadway Street, the original main street for downtown Myrtle Beach which features many unique stores and shops. Downtown also includes historic black neighborhoods like Booker T. Washington and Harlem.

The proposed development of Downtown features a new Arts and Innovation District. The intent of the Arts and Innovation District is to create a sustainable and walkable mixed-use urban environment that will serve as the hub of artistic, cultural, and civic life in the traditional core of downtown Myrtle Beach. As a year-round destination for both residents and visitors, the district's primary uses are supported by a wide range of businesses that help maintain a vibrant atmosphere. Building design will be in harmony with the character of the area and establishes a continuity of pedestrian-oriented frontages between adjacent buildings. This is further supported by pedestrian and bike-oriented urban designs, the active use of outdoor space for dining and entertainment, encouraging the development of upper-story residences in mixed-use buildings, and the incorporation of both active and passive public spaces throughout the district. Coastal Carolina University has committed to developing performance venues in the Arts and Innovation District to augment the ongoing performance space being developed and funded by the City. In addition, a new micro-brewery, Grand Strand Brewing, is situated in the Arts and Innovation District along with newly renovated offices for Mashburn Construction.

STOREFRONT UPDATE RENDERING



CURRENT STATE OF BROADWAY STREET



GRAND STRAND BREWING CO.

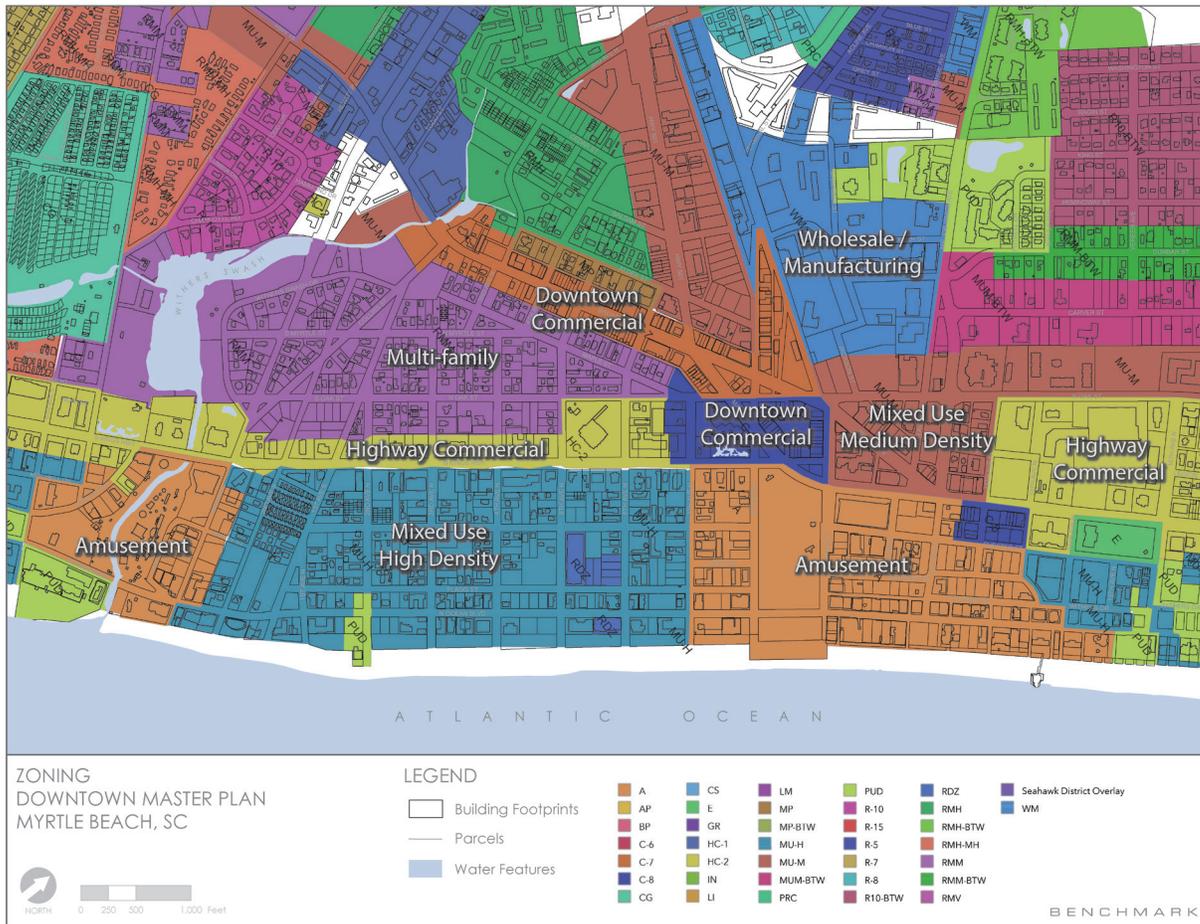


"EMERGE" CO-WORKING SPACE (LOBBY)



Action Plan for Downtown  
Dec. 2020

# ZONING & DEVELOPMENT MAPS



## ORGANIZATIONAL OVERVIEW

The newly created **Myrtle Beach Downtown Alliance (MBDA)** is a 501(c)3 place management organization created to drive the creation of a vibrant downtown. The partnership is committed to strengthening both the public and private sector's commitment to, and collaboration around, revitalizing downtown and diversifying the City's economy. The partnership is advancing tens of millions of dollars of new investment to improve the public realm, enhance connectivity, resolve infrastructure challenges, and concentrate academic and cultural anchors in the district. The partnership has pledged to fully fund the Myrtle Beach Downtown Alliance's \$1.2 million budget and has secured a top-notch board of directors, chaired by the former president of the regional university (Coastal Carolina University).

### The MBDA's objectives include the following:

- **Economically Competitive** – Bolster Downtown Myrtle Beach's ability to compete for talent and investment by improving the overall experience of downtown for a wide audience, with a focus on investments in the public realm and expanding the presence of anchor institutions. Create a business-friendly environment that promotes development as well as a diverse mix of uses and economic activities.
- **Vibrant** – Create a buzzing atmosphere in Downtown Myrtle Beach year-round and day and night via unique, high-quality experiential offerings (programs, events, restaurant, and retail) that provide residents and visitors alike with continuous opportunities to spend time in and engage with downtown in an authentic way that celebrates local culture and history.
- **Connected** – Ensure that Downtown Myrtle Beach is friendly to pedestrians of all ages and abilities by promoting the adoption of complete streets, the widening of sidewalks, and broader human-scale design measures. Establish non-car routes between key assets and amenities in the area.
- **Inclusive** – Foster a Downtown Myrtle Beach that is welcoming to residents, workers, and visitors from all walks of life in its design and programming. Advance equity and inclusion by working with other non-governmental organizations to empower locals to participate in these new economic opportunities brought about downtown and encouraging the creation of greater housing choices at all price points. Engage a diverse and representative array of groups and individuals when advancing revitalization efforts.

## CIVIC IMPROVEMENT RENDERINGS



Myrtle Beach ranked  
“#1 Fastest Growing City”

U.S. News & World Report  
2020-2021

# MBDA'S RESPONSIBILITIES

## Business & Investor Recruitment:

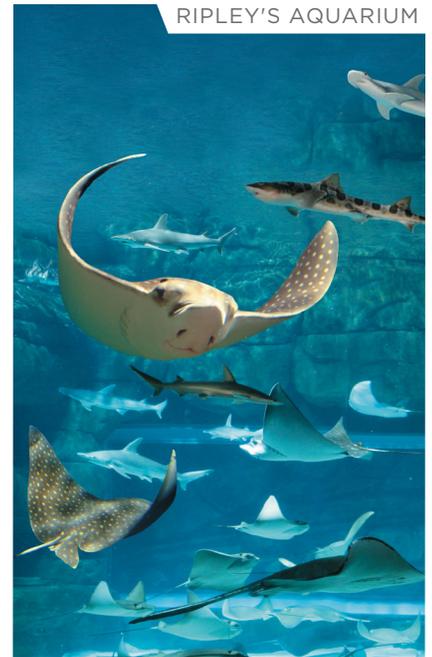
The MBDA will collect, analyze, and report data and insights on Downtown Myrtle Beach's economic conditions, publishing a regular "State of Downtown" report that highlights progress and equips potential stakeholders with the information they need. The MBDA will also assist the City's economic development team in fielding inquiries from investors, developers, and business owners who are interested in Downtown Myrtle Beach as well as proactively encourage popular local and regional businesses to relocate or open a second location downtown in some capacity. The MBDA will also establish relationships with local foundations and philanthropies to help advance initiatives.

## Public Realm Maintenance:

The MBDA will oversee the provision of "clean and safe" services delivered by the team of downtown ambassadors. These tasks will include conducting trash, graffiti, and weed removal, cleaning restrooms and other shared infrastructure downtown, serving as eyes and ears for law enforcement downtown, and providing assistance to downtown visitors (directions, answering questions, etc.) The MBDA will set and support the achievement of quantitative targets for the team's activities as well as incorporate feedback from downtown stakeholders as to how the team can improve.

## Events & Programming:

The MBDA will activate and program the downtown area by putting on both regular concert series, markets, art walks and other tours and seasonal events (festivals, restaurant weeks, holiday fairs). Additionally, the MBDA can host or help organize professionally oriented networking and seminar sessions for downtown entrepreneurs. Moreover, the organization will also work with stakeholders to develop and execute their programming ideas.



## MBDA ROLE MATRIX

	Advocacy	Business Recruitment	Economic Data	Development Facilitation	Infrastructure Projects	Marketing & Communications	Events & Programs	Public Realm Management	Operational Funding	Capital Financing
Downtown Entity	Support	Support	Lead	Support	Support	Support	Lead	Lead		Support
Local Government				Lead					Support	Lead
Non-Governmental Organizations	Lead	Lead			Lead					
Private Sector			Support	Lead				Lead		



# MBDA'S RESPONSIBILITIES, continued...

## Marketing & Communications:

The MBDA will install and maintain wayfinding and decor (street banners, kiosks, etc.) as well as spearhead local marketing campaigns (such as “Shop Downtown Myrtle Beach”), coordinating with entities like MBACC on branding. The MBDA will also generate positive press for and highlight the progress of Downtown Myrtle Beach through public and media relations. Lastly, the organization will maintain an active website (with a business directory), social media presence, and regular e-newsletters that highlight programs, businesses, and development activities that will generate greater public interest and increase the relevance of downtown in the daily lives of locals and visitors.

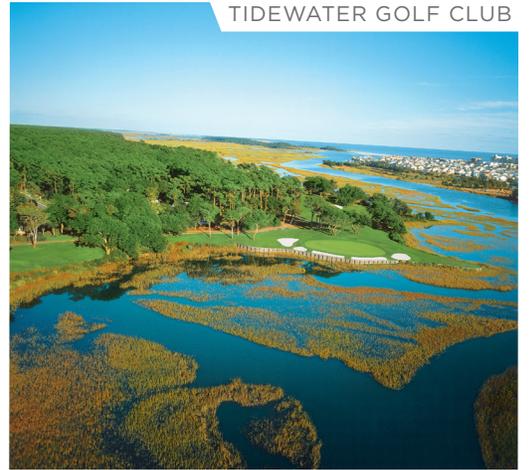
## Planning & Development:

The MBDA will work with the City’s economic development team to build its capacity to help potential developers navigate the site selection, entitlement, and permitting processes for potential projects. The MBDA will also liaise between downtown stakeholders and city government, reporting on what policies, projects, and programs will benefit the area most. Additionally, the organization will assist the City in conducting community and stakeholder engagement related to potential projects or planning exercises downtown. Note: The MBDA should be an advocate for downtown businesses, property owners and stakeholders in working with both the City of Myrtle Beach and Horry County.

## Special Projects:

The MBDA will work with civic and cultural organizations (Chapin Museum, etc.) to identify public art projects for the downtown district as well as facilitate their installation and maintenance. The MBDA will also identify strategic locations for the addition of landscaping (planters, street trees) and street furniture (seating, tables), assigning the ambassador team to tend to them. The MBDA will also work with the owners of vacant parcels and properties within the downtown district to develop and deploy “tactical urbanist” interventions (pop-ups or other temporary events and installations).

TIDEWATER GOLF CLUB



NORTH MB HORSEBACK RIDING



BROADWAY AT THE BEACH



MYRTLE BEACH SPORTS CENTER



THE CAROLINA OPRY

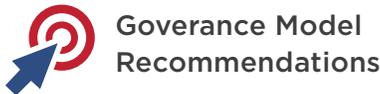
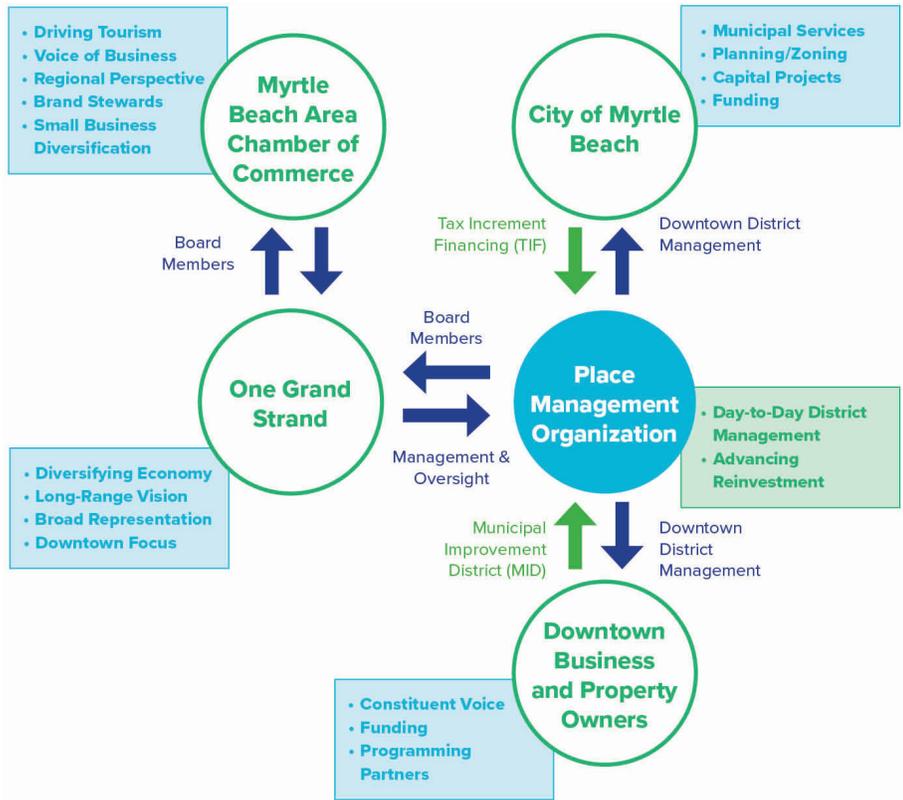


# MANAGEMENT & GOVERNANCE STRUCTURE

The MBDA's responsibilities and tasks, designed to advance the organization's overarching objectives, will be carried out by a core staff of four. This includes a dynamic Chief Executive Officer, Marketing & Communications Director, Events & Operations Manager, and an Administrative Assistant. A team of ambassadors will also be a part of the organization, working primarily under the direction of the Events & Operations Manager. An 18-member Board of Directors will provide support and guidance to the staff, primarily serving as overseers, advocates and thought partners. The board will consist of four representatives from local government (three from the City of Myrtle Beach and one from Horry County), three representatives from civic or other non-governmental organizations, and eleven local business or property owners. This structure is specifically intended to establish a structure for enhanced coordination, collaboration, and alignment between a diverse set of stakeholders.



## GOVERNANCE MODEL \*



\* Place Management Organization (PMO) = Myrtle Beach Downtown Alliance (MBDA) (new name)

## DEMOGRAPHICS

### Population:\*

- According to current U.S. census estimates, 36,459 people reside in Myrtle Beach and the annual growth rate has approximated 2.48% per year. Growth since 2010 is 34.49%.
- The City's racial makeup is approximately 77% White, 15% Black, and 8% other.
- The City's median population age is 45.2. There are 26,092 adults in Myrtle Beach of which 7,020 are seniors.
- Average household income in the city is \$70,369.
- Rate of home ownership is 56.5%.

### Educational Attainment:\*

- Graduate degree 9.7%, Bachelor degree 19.05%, Associates degree 10.19%, Some College 20.92%, High School Graduate 28.5%, and less than high school 11.64%.

### Economy:

- The economy of Myrtle Beach revolves around the tourism industry. However, healthcare, education, technology, and manufacturing are growing areas of the economy.

### Government:

- The City of Myrtle Beach has a council-manager form of government. The Mayor sits as a Council member-at-large and presides over City Council meetings. The City Manager is responsible for the administration and the day-to-day operation of municipal services and city departments. Myrtle Beach is in Horry County, South Carolina.

### Education:

- Primary education is provided by the Horry County School System. It is the 3rd largest school system in the state and is ranked as one of the premier public school districts in South Carolina. The largest university in the Myrtle Beach area is Coastal Carolina University located in Conway, a state-supported liberal arts university. The university is a national sea-grant institution and owns part of Waties Island, a 1,105-acre barrier island which serves as a natural laboratory. Horry-Georgetown Technical College, also located in Conway provides educational programs in Arts and Science, Culinary Arts, Criminal Justice, Golf & Sports Management, Phlebotomy, and Teacher Education. Both the University and the Technical College maintain campuses in Myrtle Beach.

### HEALTHCARE:

- The Grand Strand Medical Center (GSMC) is a 369-bed acute care hospital and Level 1 Adult Trauma Center known for its programs in cardiology, heart surgery, and stroke treatment. GSMC is a teaching hospital and hosts rotating medical students from the University of South Carolina and other medical institutions throughout the state.

### TRANSPORTATION:

- Myrtle Beach is serviced by the Myrtle Beach International Airport. It is located on the site of the former Myrtle Beach Air Force Base.

KAYAKING



PAWLEYS ISLAND



DOLPHIN TOURS



PENGUIN TUNNEL



**Myrtle Beach ranked "#2 Most Affordable Ocean-area for Homes"**

Realtor.com  
June 2021

*\*Source:  
World Population Review  
(worldpopulationreview.com)*

# ORGANIZATIONAL OVERVIEW, SKILLS AND EXPERTISE

## PRESIDENT & CEO

Myrtle Beach Downtown Alliance

### OVERVIEW:

The Myrtle Beach Downtown Alliance (MBDA) is seeking an entrepreneurial President & Chief Executive Officer (CEO) to lead the startup of a premier placemaking organization. The President & CEO must be a visible, action-oriented leader and skilled relationship builder with experience in public realm management, events and programs, marketing and promotion, retail, housing, and development. The President & CEO will convene and lead diverse stakeholders to guide the future of this rapidly growing and prestigious destination. Myrtle Beach is recognized nationally as one of the top tourist destinations, and growing beach community.

The CEO will work with the MBDA Board to implement the mission and roles of the organization with a focus on excellence. The CEO will be a strong advocate and champion for the MBDA with the proven ability to energize and focus public-private sector leadership and resources to enhance a strong growth agenda. The CEO will encourage innovative thinking, while serving as a collaborative “servant leader” to influence and guide transformation.

The CEO will serve as the source for “urban best practices” relative to placemaking, clean and safe, space activation, connectivity, marketing and promotion, business development, and overall quality of life. The CEO will have experience encompassing sound business management and will coordinate the staff, ambassadors, and volunteers to assure financial accountability and performance. The CEO reports to Board of Directors through the Chairman of the Board.



### POSITION SUMMARY

The CEO will be responsible for managing the day-to-day business and management of the organization and its staff, creating annual budgets, and formulating strategic initiatives (projects, programs, and other interventions) to enable Downtown Myrtle Beach to thrive and better compete for businesses, talent, and investment. As the “face” of downtown, the CEO will foster relationships with key community partners, including the City, Chamber of Commerce, and other key public, private, and non-governmental stakeholders. He or she will also be the point person on advocating for downtown interests in front of the City Council and other key decision makers at the city, county, and state level.



## POSITION ENVIRONMENT: Downtown Myrtle Beach, South Carolina

Downtown Myrtle Beach is a two square mile collection of commercial corridors, oceanfront resorts and amusements, and diverse upland neighborhoods that serves as the heart of and front door to the 60-mile Grand Strand. A beloved family vacation destination for generations, the Myrtle Beach area hosts approximately 20 million visitors annually (many of which either stay in or at least pass-through downtown). Myrtle Beach was the second fastest growing metro area in the country in 2018, helping contribute to the approximately \$400 million worth of new residential construction the city witnessed the following year. However, much of this expansion has come on Myrtle Beach's suburban periphery, leading to a degree of divestment and distress downtown that was exacerbated by the pandemic.

Recognizing the potential benefits a vibrant downtown could bring about, public, and private leaders within the city have strengthened their commitment to and collaboration around revitalizing downtown and diversifying its economy. The public-private partnership is advancing tens of millions of dollars of new investment to improve the public realm, enhance connectivity, resolve infrastructure challenges, and concentrate academic and cultural anchors in the district. The partnership has pledged to fully fund the newly reconstituted Myrtle Beach Down-town Alliance's \$1.2 million budget and have recruited a board of directors, chaired by the former president of the regional university (Coastal Carolina University).

## ORGANIZATIONAL OBJECTIVES

- **Economically Competitive:** Bolster Downtown Myrtle Beach's ability to compete for talent and investment by improving the overall experience of downtown for a wide audience, with a focus on investments in the public realm and expanding the presence of anchor institutions. Create a business-friendly environment that promotes development as well as a diverse mix of uses and economic activities.
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- **Connected:** Ensure that Downtown Myrtle Beach is friendly to pedestrians of all ages and abilities by promoting the adoption of complete streets, the widening of sidewalks, and broader human-scale design measures. Establish non-car routes between key assets and amenities in the area.
- **Inclusive:** Foster a Downtown Myrtle Beach that is welcoming to residents, workers, and visitors from all walks of life in its design and programming. Advance equity and inclusion by working with other non-governmental organizations to empower locals to participate in these new economic opportunities brought about downtown and encouraging the creation of greater housing choices at all price points. Engage a diverse and representative array of groups and individuals when advancing revitalization efforts.



*Grand Park Athletic Complex*

## ESSENTIAL TASKS & RESPONSIBILITIES

### LEADERSHIP & PLANNING

- Provide leadership in the development and implementation of a district management and improvement plan, complete with measurable objectives and goals consistent with the organization's mission statement.
- Serve as the organization's chief spokesperson and primary advocate representing the organization with media, government agencies, associations, and other public and pri-vate stakeholders.
- Facilitate consistent, informative communication and effective outreach to the organization's Board of Directors, property and business owners, government agencies and other constituents. Create awareness and build consensus for the District's activities, programs, and services.
- Stay abreast of developments in the downtown revitalization and place management industry, researching and introducing new ideas to enhance the organization's impact.

### BUSINESS & ECONOMIC DEVELOPMENT

- Spearhead economic vitality efforts including business and investor recruitment, support for existing office and retail businesses seeking to expand, and formulating and supporting the execution of strategic, economic development-oriented initiatives.
- Oversee the preparation and distribution of monthly, quarterly, and or annual reports and newsletters analyzing the progress of organization projects, programs, and operations as well as quantitative metrics on the improvement of economic and market conditions downtown.
- Build strong relationships with both small businesses and major stakeholders, engaging them in downtown priorities. Liaise between downtown stakeholders and city government, reporting on what kinds of policy interventions, projects, and programs stand to benefit the area most.
- Advocate for broader public policies that serve the interests of downtown on issues including but not limited to development, transportation, and small business support.

### PUBLIC REALM ENHANCEMENT

- Provide leadership to ensure the achievement of all goals and objectives related to the provision of clean and safe services by the ambassador team.
- Provide experienced and credible "eyes that see" to identify and resolve issues in the downtown area including knowledge and use of best practices. Establish and raise standards.
- Oversee the implementation and operation of special projects including public art, pop-up activations of vacant spaces, and seating and planters. Work with staff to proactively develop and execute new special project ideas.
- Support city staff in identifying capital and infrastructural needs for downtown and assist them in overseeing the implementation of projects.
- Monitor the effectiveness of all programs and services related to the public realm and oversee the development and implementation of tracking and reporting systems.

### ADMINISTRATION AND MANAGEMENT

- Recruit, manage and motivate a highly productive and professional staff to provide excellent results for constituents, community partners and key sponsors.
- Oversee the creation, organization, and implementation of administrative, management, and financial systems which maximize the organization's operating efficiency and accountability.
- Oversee the development and execution of constituent services and programs by the staff and ambassadors.
- Research, negotiate, monitor, and manage all contracts on behalf of the organization.



*Myrtle Beach State Park Students*

## DESIRED QUALIFICATIONS

### DEGREE & EXPERIENCE

- Bachelor's degree in a related field, including but not limited to business, public administration, urban planning, and economics (Master's degree preferred).
- Three to five years of experience in a leadership role at a downtown or district management organization. Comparable experience in nonprofits, municipal government or related private sector functions may be considered as well.

### URBAN AND ECONOMIC DEVELOPMENT

- Strong economic development credentials with both private and public sector real estate and finance. Experience collaborating with local and regional economic development organizations.
- Experience in orchestrating deals with prospective investors, developers, and business owners.
- Knowledge of and experience in economic analysis, proposal and presentation preparation, and project decision justification.
- Demonstrated experience creating active programming that is attractive to downtown residents as well as visitors.
- Expertise in crafting public/private partnerships.
- Knowledge of downtown and community central core development issues to include: community building, neighborhood engagement, transportation-oriented development, housing development, and open space/public realm integration.

### FINANCIAL MANAGEMENT

- Considerable knowledge concerning the principles of public administration and finance.
- Strong understanding of municipal finance, public incentive programs and capital investment budgeting.
- Ability to develop and control operating budgets. Skilled in budget preparation and fiscal management.
- Demonstrated ability to understand and interpret financial statements.

### COMMUNICATION & EXTERNAL RELATIONS

- Experience as a Downtown Advocate. Proven track record of marshalling resources and managing complex partnerships to focus on downtown issues, projects, and initiatives.
- Must be experienced in organizational development and have demonstrated the ability to win the trust of and maintain working relationships with diverse stakeholders, constituencies, and public and private collaborative organizations.
- Experience in public speaking and representing organizations before senior business executives, business prospects, elected officials and other public servants.
- Experience selling concepts and generating the excitement necessary to propel successful accomplishments.
- Ability to articulate the downtown's vision as a center of commerce, culture & entertainment.

### ORGANIZATIONAL AND PERSONNEL MANAGEMENT

- Ability to work closely and effectively with a board of directors and its executive committee and officers.
- Proven ability managing downtown clean and safe, public safety, parking, hospitality, social service outreach, landscaping (beautification) and technology integration.
- Ability to supervise, manage, coordinate, and evaluate the work of both a professional and administrative staff.
- Ability to develop long-term plans and programs and to evaluate work accomplishments.
- Working knowledge of City codes, regulations, organizational guidelines, and the ability to identify and promote improvements and best practices.
- Demonstrated highest level of honesty, integrity, and commitment to transparency.
- Must be viewed as an "Honest Broker" by all stakeholders and partners.



top to bottom...  
Ocean Lakes Family Campground  
Myrtle Waves Water Park  
Boardwalk at the Beach Ferris Wheel

Graphic Design by Lauren DiColli Hooke



**EXECUTIVE  
SEARCH  
CONSULTANTS**

*Integrity  
Knowledge  
Service*

## SALARY & BENEFITS

Salary and benefits are commensurate with experience and skills.

## APPLICATIONS

Electronic applications should be sent to:

**David Smith, [dpsmith@hrsinc.com](mailto:dpsmith@hrsinc.com)**

*Please reference the subject line:  
MBDA – President & CEO*

### **APPLICATION DEADLINE:**

Open Until Filled

### **The Myrtle Beach Downtown Alliance Search Team:**

- **David P. Smith**  
President, HRS Inc.  
[dpsmith@hrsinc.com](mailto:dpsmith@hrsinc.com)
- **David N. Ginsburg**  
HRS Partner  
[davidginsburgcincy@gmail.com](mailto:davidginsburgcincy@gmail.com)
- **Weida Tucker**  
Knowledge Partner  
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### **ACKNOWLEDGMENTS:**

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