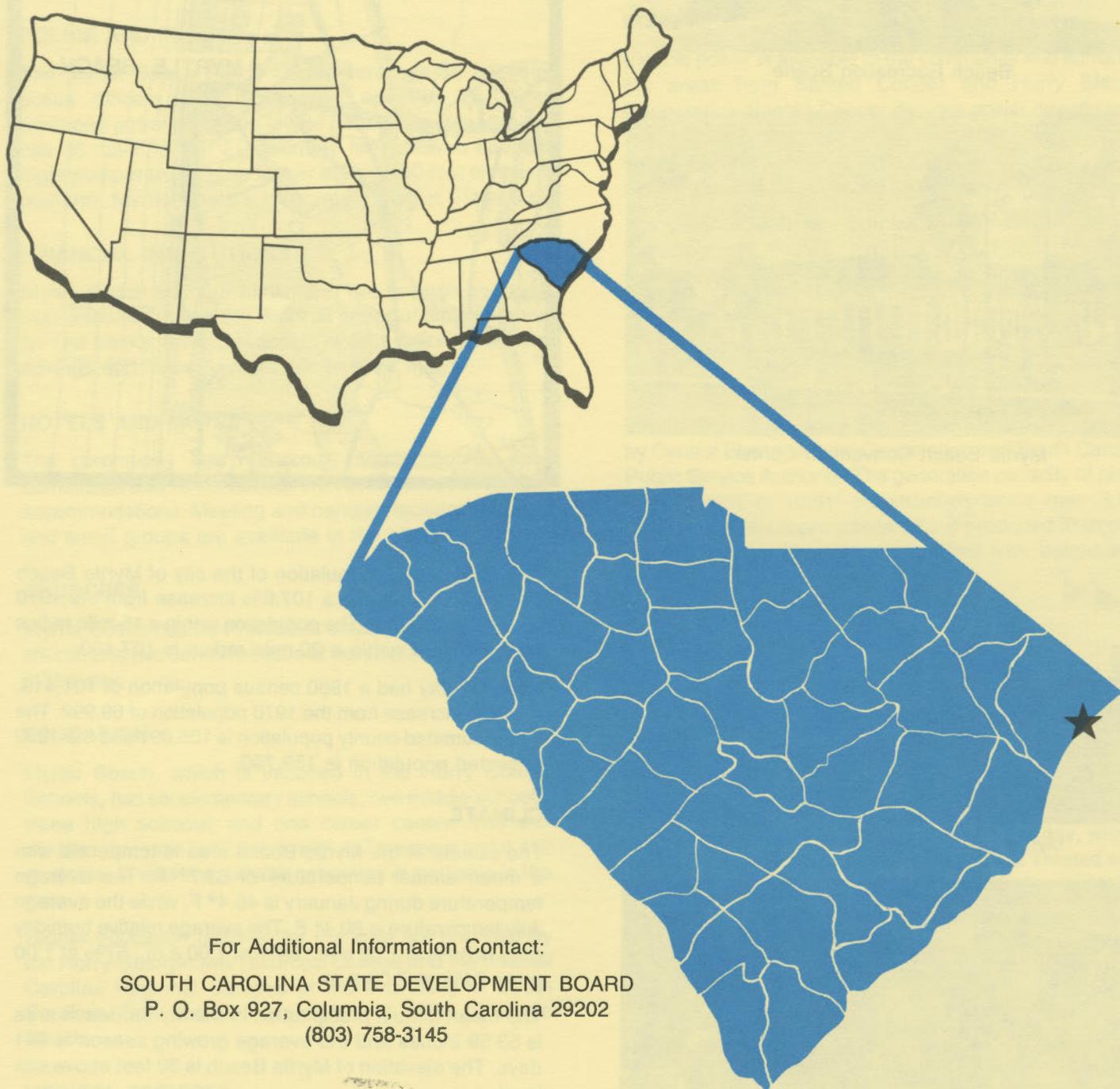


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MYRTLE BEACH

south carolina



For Additional Information Contact:
SOUTH CAROLINA STATE DEVELOPMENT BOARD
P. O. Box 927, Columbia, South Carolina 29202
(803) 758-3145

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STATE DOCUMENTS



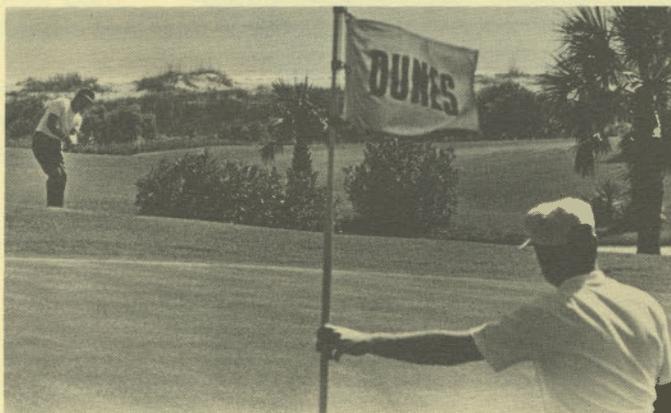
Beach Recreation Scene



Myrtle Beach Convention Center



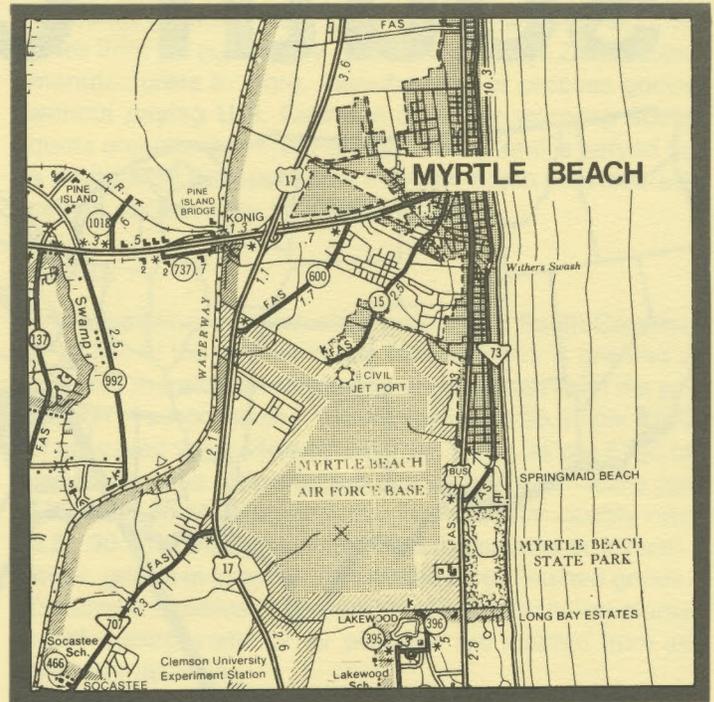
Myrtle Beach Chamber of Commerce



Dunes Golf Course

LOCATION

As depicted on the cover, Myrtle Beach is in the north-eastern section of the state in Horry County. Charleston, South Carolina's busiest port, is 94 miles south. Columbia is 141 miles west and Greenville is 242 miles northwest. Myrtle Beach is 355 miles east of Atlanta; 660 miles south of New York; and 2,878 miles east of San Francisco.



POPULATION

The 1980 census population of the city of Myrtle Beach was 18,758. This was a 107.6% increase from the 1970 population of 9,035. The population within a 15-mile radius is 61,677 and within a 30-mile radius is 107,480.

Horry County had a 1980 census population of 101,419, a 44.9% increase from the 1970 population of 69,992. The 1983 estimated county population is 105,691 and the 1990 projected population is 139,700.

CLIMATE

The climate in the Myrtle Beach area is temperate with a mean annual temperature of 63.7° F. The average temperature during January is 46.4° F, while the average July temperature is 80.4° F. The average relative humidity daily is 84% at 1:00 a.m.; 84% at 7:00 a.m.; 57% at 1:00 p.m.; 74% at 7:00 p.m.

The mean annual precipitation in the Myrtle Beach area is 53.59 inches and the average growing season is 241 days. The elevation of Myrtle Beach is 30 feet above sea level.

COMMUNICATIONS

The daily *Sun News* and the weekly *Myrtle Beach News* are published in the city. Four radio stations have broadcast facilities in the community. Television reception is available from seven stations representing the three ma-

tor networks and ETV. Cable television service is available. The General Telephone Company of the Southeast provides the telephone service.

GOVERNMENT

The community has a council-manager form of municipal government. The six city council members and the mayor are elected for four-year terms. Horry County is governed locally by a council-administrator form of government. The 12 council members are elected every two years.

POLICE AND FIRE

The Myrtle Beach Police Department has 58 full-time police officers. The department operates 25 radio equipped patrol cars. The Myrtle Beach Fire Department has 35 full-time and 21 volunteer firemen who operate eight pumper trucks, one tanker and one 90-foot elevated platform. Myrtle Beach's insurance rating is Class 5.

FINANCIAL INSTITUTIONS

Myrtle Beach has four banks and two savings and loan associations to serve the financial needs of the community. The banks have total assets of \$6.1 billion, while the savings and loans have assets of \$521 million.

HOTELS AND MOTELS

The community has numerous motels, hotels, condominiums and rental houses with over 45,000 overnight accommodations. Meeting and banquet facilities for large and small groups are available in the city.

CHURCHES

Myrtle Beach has 30 Protestant churches. One Catholic church and two Jewish houses of worship are also located in the city.

EDUCATION

Myrtle Beach, which is included in the Horry County Schools, has six elementary schools; two middle schools; three high schools; and one career center. The student/teacher ratio is 17.8 to 1, with 457 teachers and 8,112 students. In addition, private schooling is available in the area.

Higher education facilities for the area are provided by the Horry-Georgetown Technical College and the Coastal Carolina Regional Campus of the University of South Carolina. Both facilities are within 14 miles of Myrtle Beach.

MEDICAL SERVICES

Medical services for the community are provided by the 134-bed Grand Strand General Hospital. The 160-bed Conway Hospital is located in the county seat, 15 miles from Myrtle Beach. The community has 59 privately-practicing medical doctors and 21 privately-practicing dentists.

RECREATION AND CIVIC FACILITIES

Myrtle Beach, South Carolina's Grand Strand resort center, offers year-round recreational opportunities. Boating, fishing and water sports areas are provided by the Intracoastal Waterway and inland lakes. The city has a convention center, 36 championship golf courses, numerous marinas, recreation centers, seaside pavilions, fishing piers, tennis courts, amusement parks, movie theaters and boardwalks.

POWER

Electric power is available to the community and surrounding areas from Santee Cooper and Horry Electric Cooperative. Santee Cooper delivers power directly to industrial customers and to 15 electric cooperatives. Industrial customers with over 750 KW demand can be served directly off those transmission lines.

The utility currently relies on a mix of generation sources, including coal, nuclear, hydro, and oil. Future plans call for a heavy reliance on coal-fired generating stations. Construction of new generating stations will increase capacity to over 3,000 megawatts by the mid-1980's.

Inter-tie connections are maintained with four major power suppliers. Additional connections are planned.

Electric power for Horry Electric Cooperative is supplied by Central Electric Power Cooperative and South Carolina Public Service Authority. The generation capacity of plants in operation or under construction totals over 3,000 megawatts with approximately 73% produced from coal. Inter-tie connections are maintained with neighboring power supplies.

FUEL

Natural gas is supplied by Carolina Pipeline Company.

WATER

The community obtains its municipal water supply from deep wells. The system is capable of supplying water at a maximum rate of 10.2 million gallons per day, with an average daily demand of 8.5 million gallons. Treated water storage consists of 3.9 million gallons in elevated tanks.

Analysis of water supplied in the community:

Total solids	860 mg/L
Alkalinity	610 mg/L
Calcium	3 mg/L
Hardness	11 mg/L
Iron	0.1 mg/L
pH	8.5

SEWER

Myrtle Beach uses oxidation ponds to dispose of the community's wastewater. The system is capable of treating at a maximum rate of 10 million gallons per day and is currently averaging 10 million gallons per day.

LABOR

Because labor information may change in this area, a current labor availability report prepared and kept up to date by the S. C. State Development Board will be furnished to prospective manufacturers at their request. The comprehensive report will include sources of recruitable labor, labor force characteristics, work force skill levels, earnings data and other pertinent information. The S. C. State Board for Technical and Comprehensive Education has the resources to recruit and train workers in accordance with a company's entry criteria. This training is at little or no cost to the employer. A lead-time schedule is developed to coordinate recruiting, testing, selecting, and training. This assures that persons will be able to move from training to their respective jobs at the time the plant is ready for initial production.

TRANSPORTATION

Myrtle Beach is served by one interstate highway, I-95 (55 miles away), two United States highways, and three South Carolina highways. The community is served by the Seaboard System Railroad. Myrtle Beach has 37 authorized motor carriers to serve the community.

Freight Delivery Times:

To:	By Rail:	By Truck:
Atlanta	3 days	1 day
Boston	6 days	4 days
Chicago	6 days	3 days
Houston	9 days	3 days
New York	4 days	3 days
St. Louis	6 days	2 days
San Francisco	12 days	5 days

Myrtle Beach commercial air service is provided by Piedmont, Bankair and Atlantis with joint use of the Myrtle Beach Air Force runways. This airport is near the city. General aviation uses the North Myrtle Beach airport at Crescent Beach, nine miles north of Myrtle Beach. The

MAJOR EMPLOYERS

Name
AVX Corp.
Electro Mechanical Corp.
Sun Publishing Co., Inc.
Waccamaw Clay Products Co.
Waccamaw Pottery

North Myrtle Beach airport has a 5,996-foot paved and lighted runway. Services available at the airport are flight instruction, charter, rental, air taxi, 80, 100LL and Jet A fuel, RBn, minor airframe repairs, storage and weather information, Unicom and Vortac.

FOREIGN TRADE ZONE

A Foreign Trade Zone is located in Summerville, South Carolina, 25 miles from the Port of Charleston and 69 miles from the community. The Foreign Trade Zone allows manufacturers to store, manufacture, or process goods without paying U.S. Customs duties or worrying about quota compliance. This Foreign Trade Zone is served by a multimode transportation network which provides excellent accessibility to market areas.

TAXES

The assessment on industrial property in South Carolina is 10.5% of the market value. New industry is granted a five-year moratorium on general county taxes (with the exception of school taxes). The city tax rate is \$5.50 per \$100 of assessed value. The county rate is \$12.34 per \$100 of assessed value. The effective city tax rate (tax liability per \$100 of market value) is \$.58. The effective county rate is \$1.30. The state has no tax on a manufacturer's inventories, goods-in-process, raw materials or finished goods. Treatment facilities or equipment of manufacturing plants which control water or air pollution are exempt from all property taxation.

INDUSTRIAL SITES

Industrial sites are available in Myrtle Beach with a wide range of geographic and topographic features. In all probability, a site that will meet the needs of most industries' requirements has been identified, catalogued, and entered into the State Development Board's Computerized Site Selection System. Detailed site information is available and will be furnished upon request.

Product or Service	Employees
Ceramic capacitors	1,300
Electronic & mechanical component assembly	112
Newspapers	147
Brick	73
Pottery	175

