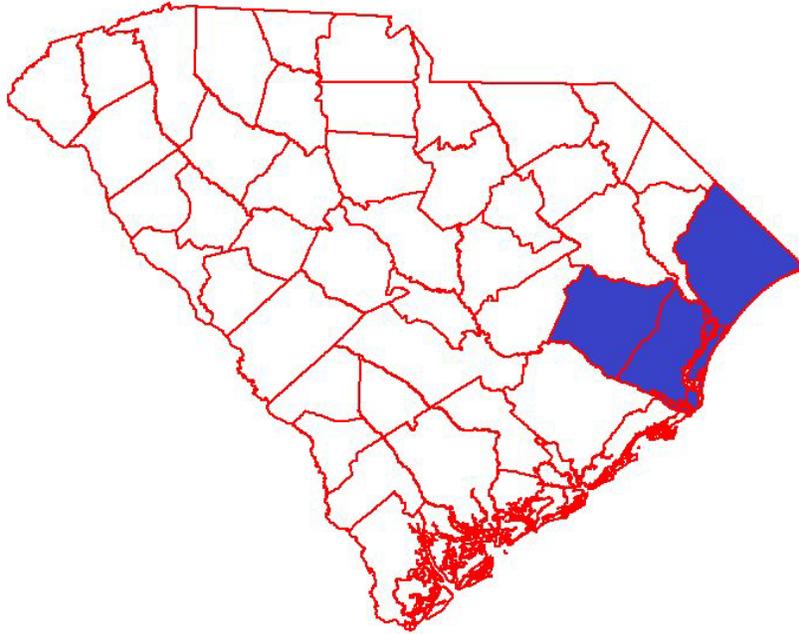


**WACCAMAW REGIONAL ECONOMIC DEVELOPMENT DISTRICT
2012 - 2017**

**COMPREHENSIVE ECONOMIC
DEVELOPMENT STRATEGY**



Prepared by:

WACCAMAW REGIONAL COUNCIL OF GOVERNMENTS



**AS RECOMMENDED BY THE WRCOG BOARD OF DIRECTORS
NOVEMBER 12, 2012**





Comprehensive Economic Development Strategy for the Waccamaw Region

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Comprehensive Economic Development Strategy for the Waccamaw Region



Chapter I
Introduction

Georgetown County • Horry County • Williamsburg County

INTRODUCTION

PLAN OVERVIEW

A Comprehensive Economic Development Strategy (CEDS) is designed to guide regional economic growth. This planning process and subsequent report provide strategies for job creation, promote diversified economies, and aim to increase the quality of life experienced by area residents. In addition, CEDS promotes collaboration and coordination between the various individuals and groups, both public and private, engaged in economic development.

The development and adoption of a CEDS is a requirement to qualify for Economic Development Administration (EDA) assistance in public works, economic adjustment, and other planning programs. Additionally, an adopted CEDS is a prerequisite for the EDA's designation of an area as an Economic Development District.

CEDS has been an integral part of economic development planning in the Waccamaw Region for the last three decades. Starting in the 1980's, the Waccamaw Regional Council of Governments (WRCOG) has facilitated, through its Board of Directors and the CEDS Strategy Committee, the annual review and five year CEDS rewrite. The *Comprehensive Economic Development Strategy for the Waccamaw Region, 2012-2017* replaces the region's 2007 CEDS. This plan is designed not only to meet federal CEDS requirements but also to provide meaningful guidance to policy makers in economic development decisions affecting the region over the next several years.

PLANNING PROCESS PARTICIPANTS

The development of this plan involved several stakeholders and participants including WRCOG, the CEDS Strategy Committee, and regional partners:

WRCOG

Created in 1969, the Waccamaw Regional Council of Governments is one of South Carolina's ten regional planning agencies known as COGs. WRCOG serves Georgetown, Horry, and Williamsburg counties, including the counties' sixteen municipalities. A twenty-five member Board of Directors oversees the agency's budget, appoints an executive director, and serves as the agency's policy making body. The board is appointed by the legislative delegations from the three counties and includes a mixture of public and private sector residents. A list of the WRCOG's Board of Directors can be found in the appendices.

As part of its core mission, WRCOG provides in-depth assistance to local governments and serves as the technical planning staff for numerous planning and zoning commissions, assists in securing and administering grant funds for local projects and services, and coordinates varied social services geared toward the elderly and



economically disadvantaged. Through its workforce development program, WRCOG maintains, in coordination with the SC Department of Employment and Workforce, the area’s three Ready SC centers.

The Waccamaw Region was designated as an Economic Development District (EDD) by the United States Department of Commerce’s Economic Development Administration (EDA) in 1970. For the past forty years, WRCOG has partnered with EDA as the Regional EDD promoting economic development in the region. Through its community and economic development department, WRCOG assists in the administration of programs and activities related to the area’s Economic Development District designation. A major part of this responsibility is to provide staff support in the periodic update or rewrite of the CEDS.

CEDS Strategy Committee

The CEDS Strategy Committee is responsible for developing and updating the economic development planning and implementation process for WRCOG. Below is a list of the CEDS Strategy Committee members, their occupation, and the county each represents:

Jean Dozier	Real Estate	Horry County
James Frazier	Council Member	Horry County
W. G. Hucks Jr.	Auto Sales	Horry County
Yancey McGill	Real Estate	Williamsburg County
Leslie McIver	Real Estate	Horry County
Stanley Pasley	Supervisor	Williamsburg County
Murray Vernon	Higher Education	Georgetown County
Peggy Wayne	Councilwoman	Georgetown County

Partnerships

WRCOG and the CEDS Strategy Committee recognize the necessity of building partnerships with local, regional, and state entities in order to foster economic development planning efforts both locally and regionally. Partners include the South Carolina Department of Commerce, Myrtle Beach Regional Economic Development Corporation, Williamsburg County Development Board, Georgetown County Economic Development Commission, North Eastern Strategic Alliance (NESAs), Waccamaw Region Workforce Investment Board (WIB), South Carolina Department of Employment and Workforce, Georgetown County Water and Sewer District, Santee Electric Co-Op, Horry Electric Co-Op, Santee Cooper, Williamsburg County Technical College, Horry-Georgetown Technical College, Ready SC, Grand Strand Area Transportation Study, Grand Strand Water and Sewer Authority, North Myrtle Beach Water and Sewer, Williamsburg County Water and Sewer Authority, the three school districts in the region, Coastal Carolina University and all local Chambers of Commerce.

THE PLANNING PROCESS

The process used to develop the *Comprehensive Economic Development Strategy for the Waccamaw Region, 2012-2017* can best be described as an ongoing and continuous effort. Following the development of the region's 2007 plan, annual reviews and updates were performed in accordance with federal guidance. These annual reviews ensured that relevant base data and analysis were collected and performed well in advance of the 2012 CEDS rewrite. This updated data and analysis were periodically reported to the CEDS Strategy Committee, which serves as a standing committee under the auspices of WRCOG's Board of Directors.

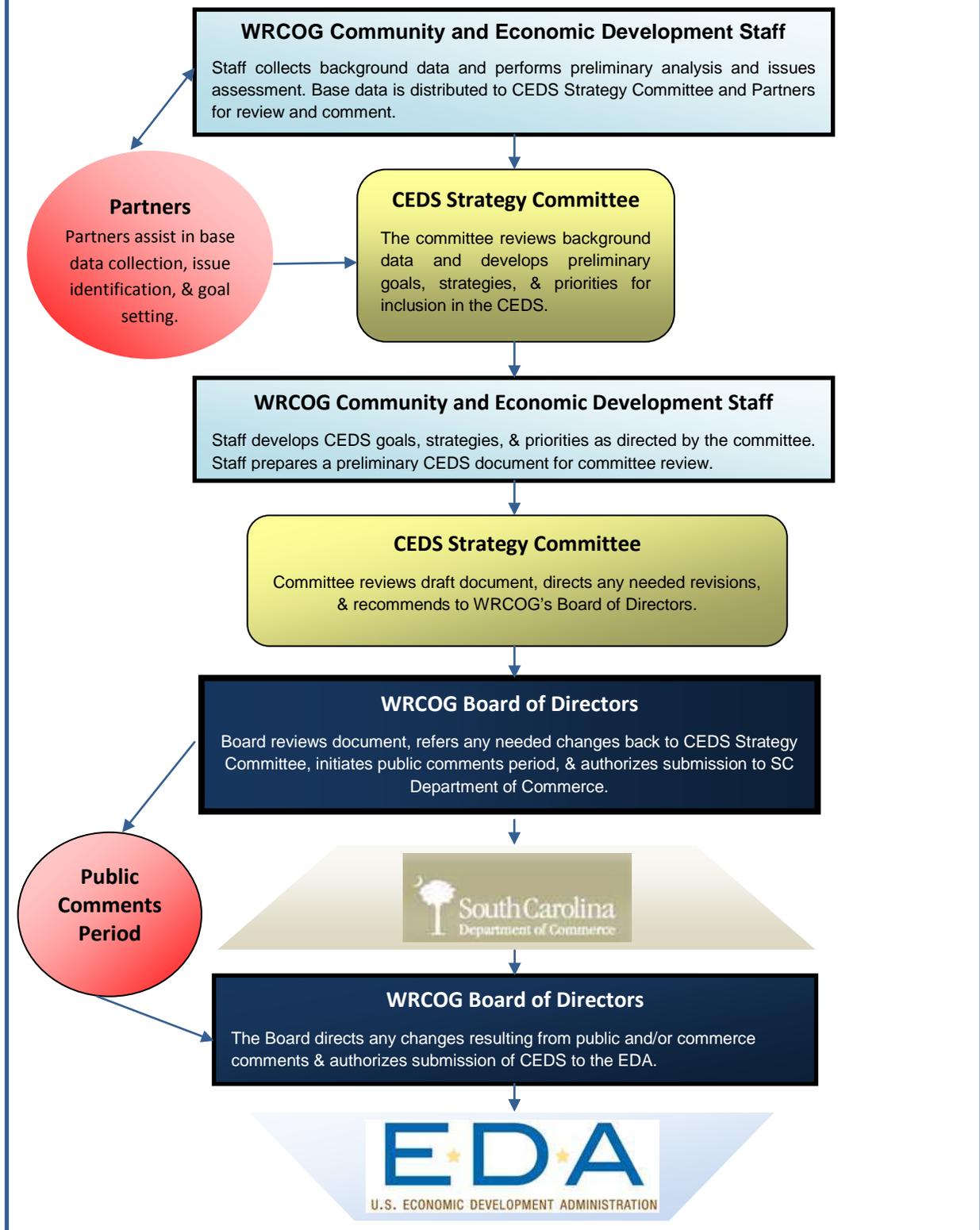


Citizen and stakeholder meetings are an essential component of the planning process.

Figure 1 illustrates the process used in this plan's development. An important part of this activity included the involvement of public and private representatives as well as affording a meaningful opportunity for citizen comment. The CEDs Strategy Committee completed their work on the updated plan on September 10 2012. The Board of Directors took the plan under advisement at their September meeting and commenced an advertised thirty-day public comment period (see Appendix A). At the November 12, 2012 meeting, WRCOG's Board of Directors approved the CEDS and authorized its submission to the US Department of Commerce's Economic Development Administration.



Figure 1
Process Used in the Development of the CEDS



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Comprehensive Economic Development Strategy for the Waccamaw Region



Chapter II
Background & Trends

Georgetown County • Horry County • Williamsburg County

BACKGROUND

REGIONAL OVERVIEW

The Waccamaw Region is located in the northeastern coastal area of the state of South Carolina and includes Georgetown, Horry, and Williamsburg counties. The region consists of approximately 2,901 square miles and is bound to the north by the North Carolina state line; the Atlantic Ocean to the east; the Santee River which borders Berkeley and Charleston counties to the south; and Clarendon, Florence, Marion, and Dillon counties to the west. Myrtle Beach, in Horry County is the most populous incorporated area in the region and the 13th largest in the state; while the city of Conway is ranked second in the region and 29th in the state. Both are located approximately 125 miles from Columbia, the state capital, and 338 miles to the northeast of Atlanta, Georgia.

The Myrtle Beach Metropolitan Statistical Area (MSA) is one of ten MSA's in the state. The MSA includes all of Horry County, which contains 1,255 square miles and has a density of 215 people per square mile. In terms of land mass, Horry County is the largest county in the state. Williamsburg, by contrast, is very rural. With 937 square miles, Williamsburg County has a density of only thirty-seven people per square mile.

POPULATION CHARACTERISTICS

Total Population

In 2010, the population of the three county region was 363,872. This represented an increase of twenty-six percent over the year 2000 population total of 289,643 residents. Horry County saw an increase in its population of 72,662, while Georgetown County grew by 4,361 residents. Williamsburg County experienced a decrease of 2,794 residents, falling from a population of 37,217 (2000) to 34,423 (2010). *Figure 2* provides a comparison of population growth over the past forty years:

Figure 2
Population by County, Region, and State
1970-2010

County or Area	Decennial Census (Year)					40-Year % Change
	1970	1980	1990	2000	2010	
Georgetown	33,500	42,461	46,302	55,797	60,158	79.6
Horry	69,992	101,419	144,053	196,629	269,291	284.7
Williamsburg	34,243	38,226	36,815	37,217	34,423	.5
Waccamaw Region	137,735	182,106	227,170	289,643	363,872	164.2
South Carolina	2,590,713	3,122,814	3,486,703	4,012,012	4,625,364	78.5

Source: United States Census Bureau, STF-1 datum, 1970-2010.

Since 1970, the region's population has grown at a rate approximately twice that of the state. Horry County experienced a growth rate of 284.7% over this time period. Likewise, Georgetown County grew at a rate that exceeded the state average. By



contrast, Williamsburg County’s growth was minimal, with a marked decline witnessed over the last decade.

The area includes sixteen municipalities. Population change within the area’s cities and towns are provided in *Figure 3*:

Figure 3
Population Change for Regional Municipalities
1990-2010

City/Town	Decennial Census (Year)			20-Year Growth Rate %
	1990	2000	2010	
Andrews	3,050	3,068	2,861	-6.2
Atlantic Beach	446	351	334	-25.1
Aynor	470	587	560	19.1
Briarcliff Acres	552	470	457	-17.2
Conway	9,819	11,788	17,103	74.2
Georgetown	9,517	8,950	9,163	-3.7
Greeleyville	464	452	438	-5.6
Hemingway	829	573	459	-44.6
Kingstree	3,858	3,496	3,328	-13.7
Lane	523	585	508	-2.9
Loris	2,067	2,079	2,396	15.9
Myrtle Beach	24,848	22,759	27,109	9.1
North Myrtle Beach	8,636	10,974	13,752	59.2
Pawleys Island	176	138	103	-41.5
Stuckey	311	263	245	-21.2
Surfside Beach	3,845	4,425	3,837	-2

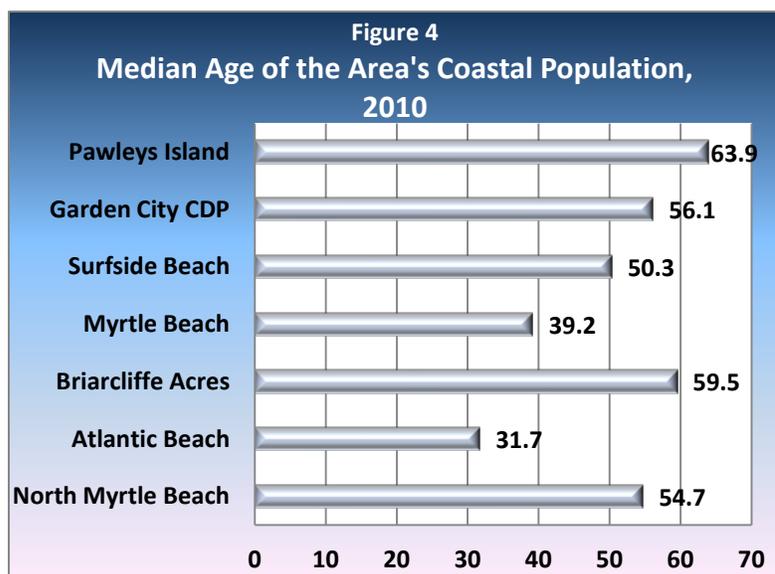
Source: United States Census Bureau, STF-1 datum, 1970-2010.

Eleven of the region’s municipalities lost population between 1990 and 2010, including all of Williamsburg and Georgetown counties’ incorporated places.

Age and Gender

In 2010, females constituted the majority of area residents outnumbering males by approximately 10,000. The percentage of the respective genders has remained fairly stable in the region and is comparable to the state average.

The age of area residents has increased, reflective of trends at both the state and national level. The increase in median



Chapter II. Background & Trends

age is more pronounced in the coastal counties of Horry and Georgetown. In 2010, the median ages for these counties were 41.1 and 45.4 years, exceeding both the state (37.9) and national (37.2) averages. As illustrated in *Figure 4*, this higher median age can be attributed, in part, to the influence of retirees, many of whom reside in the area's beachfront communities.

Educational Attainment

The region's educational attainment has shown improvement since the 2000 Census based on estimates from the American Community Survey (2006-2010). The region as a whole fared better than the state in the percentage of residents with a high school diploma. Of the three counties, Williamsburg County's rate was the lowest at just over seventy eight percent of the population having a high school degree or greater; however it should be noted that Williamsburg County witnessed the biggest improvement, rising from 65.6% in 2000.

The percentage of persons with a four year college degree or advanced degree was below both the state and national averages. *Figure 5* provides a comparison of rates among the three counties as compared to the state and nation.

Figure 5
Percentage of Population by Educational Attainment

	Georgetown County	Horry County	Williamsburg County	South Carolina	United States
Less than High School Graduate	16.6%	13.1%	21.7%	17.0%	14.9%
High School Graduate (or equivalency)	32.5%	34.2%	45.7%	31.2%	29.0%
Some College or Associate Degree	29.1%	30.8%	21.3%	27.8%	28.1%
Bachelors Degree	13.7%	14.2%	6.2%	15.5%	17.6%
Graduate or Professional Degree	8.1%	7.6%	5.1%	8.4%	10.3%

Source: American Community Survey, 2006-2010. Note: Percentages are for the population 25 years and older.

Median Incomes and Poverty

Median household and per capita income vary significantly across the region. Historically, income rates for Georgetown and Horry County have been at or just slightly below the state's average, while Williamsburg has historically recorded incomes far below the regional and state average. The most recent American Community Survey data reported that median household and per capita incomes for Williamsburg County were approximately one-half the national average. *Figure 6* provides a comparison of median household incomes for the region's three counties.

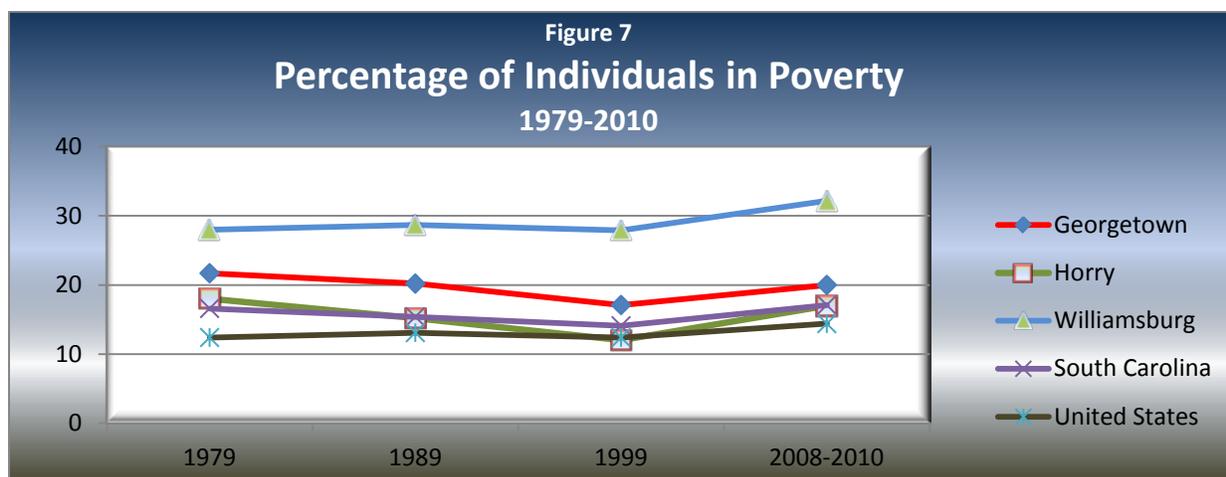


Poverty results in a lack of basic necessities such as health care, good nutrition, education, and essential public services. These needs are different from, but related to, economic development needs. The American Community Survey (2008-2010) estimates that 18.9 percent of the region’s population lived in poverty. This is compared to 17.1 percent for the state of South Carolina and 14.4 percent for the nation for the same period. Of the population in the region living in poverty, Horry County had the lowest percentage (17.0 percent) and Williamsburg County had the highest percentage (32.2 percent). Williamsburg County is one of twelve counties in South Carolina that is designated a “Persistent Poverty County” by the Economic Research Service. This means that poverty rates surpassed twenty percent in each of the last four censuses.

Figure 6
Median Household Income

	1999	2010
Georgetown County	35,312	42,666
Horry County	36,470	43,142
Williamsburg County	24,214	24,191
South Carolina	37,082	43,939
United States	41,994	51,914

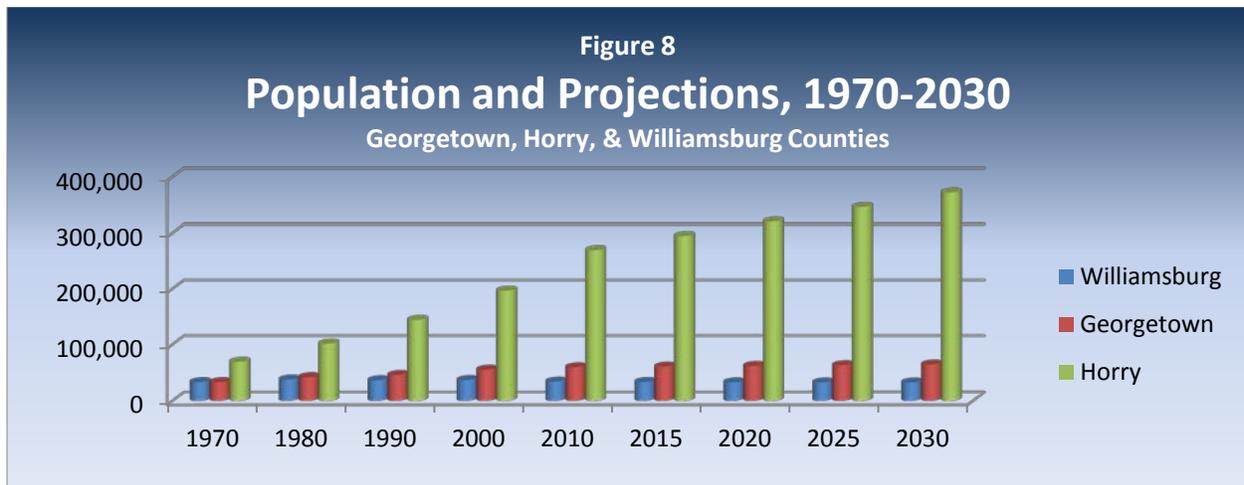
Source: US Census Bureau. Note: 2010 data is from the 2006-2010 ACS. Dollars are adjusted to 2010.



Source: US Census Bureau

Population Projections

The South Carolina Budget and Control Board periodically issues population projections for the state’s counties. Figure 8 illustrates the latest projections for the region’s three counties. Within twenty years, it is projected that the region’s population will grow to 469,700 with the majority of this growth occurring in Horry County. The projected regional growth rate of twenty-nine percent over the next twenty years far exceeds the projected growth for the state (17.9%). It is also projected that the rural, far inland portions of the region (western Georgetown and Williamsburg Counties) will continue to show no to declining population growth. *Figure 8* provides population projections to the year 2030:



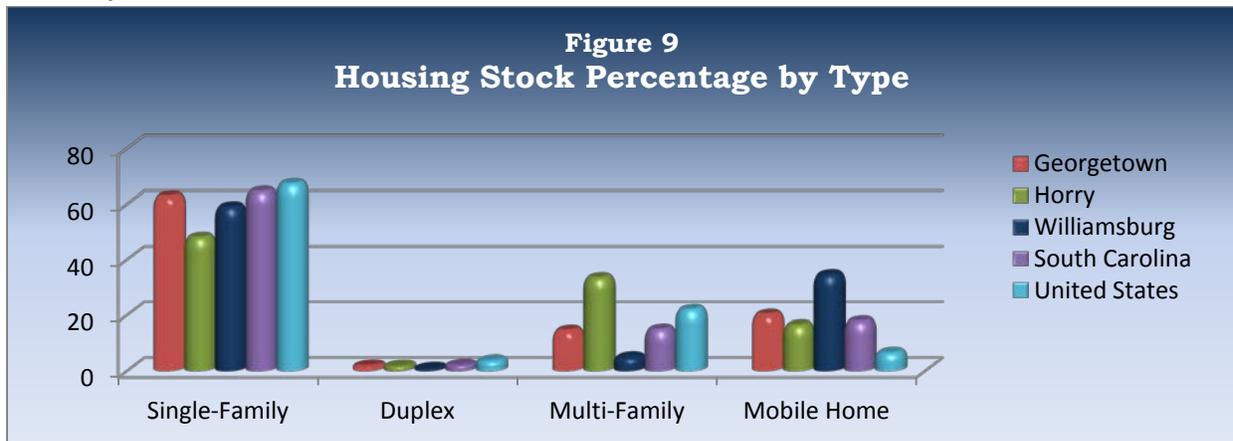
Source: South Carolina Budget and Control Board, 2012.

HOUSING

In 2010, the region had 235,023 housing units. This represented an increase of 41.6% from the total reported in the 2000 Census (165,919) and an eighty-nine percent increase from the 1990 Census (124,359). The growth of the region’s housing stock has substantially outpaced population. Not surprisingly, much of the increase can be attributed to coastal housing construction which accelerated during the late 1990’s and moderated with the financial crisis of 2008.

As a result, the area’s housing stock is relatively new with approximately fifty percent constructed after 1990. By county, Horry leads in new construction (52%), while Williamsburg County’s post 1990 construction percentage was a more modest, twenty-two percent. The percentage of the region’s newer housing stock is well above percentages at the state (38.6%) and national (26.9%) level.

Housing, by type, varies significantly across the region. *Figure 9* illustrates this diversity.



Source: American Community Survey, 2006-2010.



Median home values for the region's coastal counties have risen over the past few decades at a rate higher than the state average. The American Community Survey (2006-2010) estimated that the median value of a home in Horry County was \$170,100. In Georgetown County the median value was \$174,700. This level was well above the state average of \$134,100 but was slightly lower than the national average of \$188,400. Home values in Williamsburg County remain low. Per the ACS, the estimated median home value was \$67,200.

Between 2006 and 2010, it was estimated that the region contained 42,059 occupied rental housing units. By percentage of overall occupied housing stock, this total was slightly less than thirty percent, which was lower than percentages at the state and national level. Williamsburg County had the highest rental percentage (34%) and Georgetown County the lowest (25.7%). Estimated median gross rents ranged from \$477 in Williamsburg County to \$788 in Horry County.

In 1990, the last year of data availability, approximately 77.4 percent of the housing stock in the region was served by public water and sixty seven percent served by public sewer. It is estimated that only four tenths of one percent (.4%) of the units in the region lacked complete plumbing according to 2006-2010 ACS data.

NATURAL ENVIRONMENT

Topography and Coverage

The topography in the Waccamaw Region is generally level to gently sloping. The elevations range from sea level to just over 100 feet above in the northern part of Horry County. The generally flat topography is intersected by meandering streams covered by extensive flood plains and numerous swamps.

The region is 39.5 percent forest, 13.2 percent scrub, 17.6 percent non-forested wetland/marshland, 11.9 percent agriculture/grassland, 10.6 percent water and the remaining 7.2 percent is covered with built urban areas and barren disturbed land.



Marsh along Winyah Bay in Georgetown County

Chapter II. Background & Trends

Soils

The region is composed of four basic types of soils: tidal swamp, marsh soils, and sand dunes; Atlantic Coast Flatwoods soils; poorly drained coastal soils; and riverine alluvial and swamp soils. The soils have developed from nearly level beds of unconsolidated sands, silts and clays, and soft limestone. Erosion has been none to slight. The soils have loamy sand or sandy loam surface textures, and sandy loam to sandy clay subsoils.

Water Resources

The entire region is in the Pee Dee River Basin, with the exception of the extreme southern portions of Georgetown and Williamsburg counties which are in the Santee River Basin. Drainage in the basin is southeastward from sections of North Carolina and the eastern portion of South Carolina. Principal drainage within the region is provided by several meandering streams which traverse or border the three counties: the Waccamaw, Great Pee Dee, Little Pee Dee, Black, Lumber, Sampit, and Santee rivers, their tributaries, and the Intracoastal Waterway.



The Black River in Williamsburg County



Chapter II. Background & Trends

Ground water in the region is present in a water-table aquifer. There are also three artesian aquifers: the Pee Dee, Black Creek, and Tuscaloosa. The bedrock rock below the Tuscaloosa aquifer is impermeable for all practical purposes.

Waters in the Tuscaloosa, Pee Dee, and Black Creek aquifers under non-pumping conditions move very slowly, only a few feet per year. They move, more or less, in a horizontal direction from their recharge areas in the northwest toward their discharge areas along the coast.

Wetlands

Wetlands are those areas that are inundated or saturated by surface or ground water at a frequency and duration sufficient to support, and under normal circumstances do support, a prevalence of vegetation typically adapted for life in saturated soils. Wetlands total almost one-half million acres or twenty-two percent of the region's land cover. These wetlands consist of forested wetlands which include swampland and non-forested wetlands such as the area's marshland.

There are 534,185 acres of critical areas that fall under the protection of the Coastal Zone Management Act of South Carolina. Regulations governing development in these areas have been in effect since September, 1977.

Climate

The region lies completely within the Atlantic Coastal Plain. The region is noted for its mild humid maritime subtropical climate which creates mild winters, pleasant autumn months, and hot humid summers. The mild climate and the coastal location make the area popular for tourism and retirement.



Fourteen million tourists visit Grand Strand beaches annually

Chapter II. Background & Trends

The mean annual temperature is 63.1 degrees Fahrenheit with an average of forty-five days when the low temperatures is less than 32 degrees Fahrenheit and eighty days when the high temperatures are greater than 90 degrees Fahrenheit. Mean annual precipitation is 49.73 inches, with 48.5 percent occurring from June through September. November is the driest month of the year.

REGIONAL INFRASTRUCTURE & COMMUNITY FACILITIES

Infrastructure is a key component to economic growth and the well being of an area. The Waccamaw Region is no exception. Due to the lack of private investment, funding for infrastructure in the region is heavily dependent upon federal, state, and local government assistance. Private investment has historically been slow because of the region's rural, agrarian past. However, with the reduction in federal funding, private investment is becoming more and more important as a tool for fostering economic growth and development.

Major Roads and Highways

The region is traversed by several significant state highways, (South Carolina Highways 9, 22, 31, 41, 51, 90, 261, 319, 410, 512, 513, 527, 544, 707, and 905) and seven federal highways (U.S. Highways 17, 52, 76, 378, 501, 521, and 701). There is no interstate access in the region. Interstate 95 is accessible by traveling west on U.S. 521 and west on U.S. 501. Map Exhibits 1A and 1B illustrate the region's major highways and provide traffic counts.

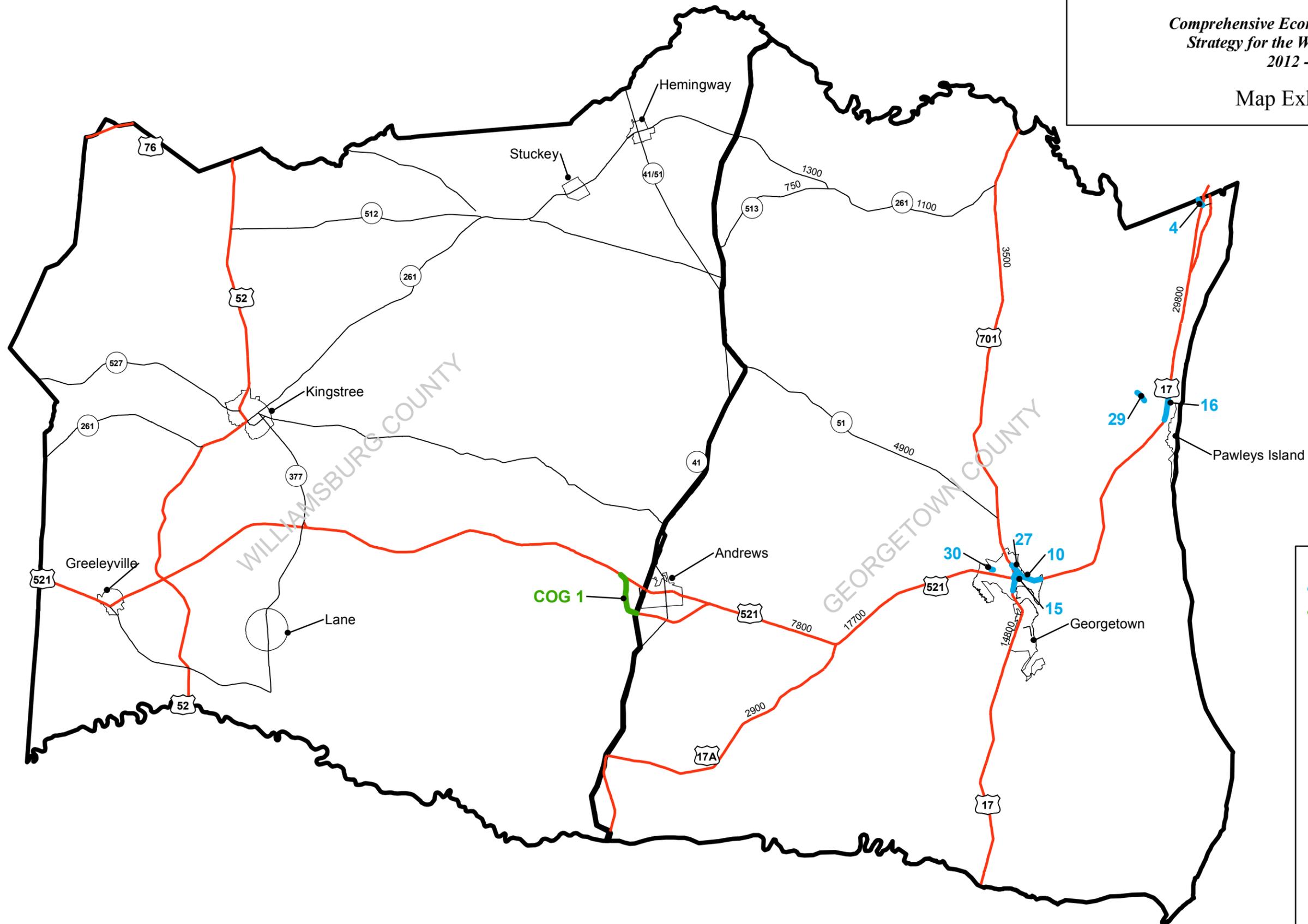
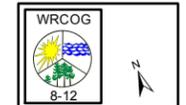
The Grand Stand Area Transportation Study (GSATS) Policy Committee is the Metropolitan Planning Organization (MPO) for the Myrtle Beach Urbanized area. WRCOG and the South Carolina Department of Transportation (SCDOT) Planning Section are designated as the MPO staff. WRCOG provides transportation planning staff through federal funding for Horry and Georgetown counties. WRCOG has partnered with SCDOT in creating a Rural Long Range Transportation Plan to identify and prioritize the state highway needs. WRCOG serves as the Rural Planning Organization (RPO) for Georgetown, Horry, and Williamsburg counties.

WRCOG staff works with local, state, and federal officials to identify existing and future transportation needs for the region. Rapid residential development, especially in the Georgetown and Myrtle Beach areas, has caused congestion within the existing transportation systems. The capacity of the region's existing roads and highways continues to be of concern in light of the present as well as the anticipated increase in residential development and the tourism industry. As the region continues to grow, existing congestion along the coastal areas will be exacerbated, in particular during the tourist season (June through August). New roads and improvements to existing roads will be needed in and near the urban centers as well as along connectors

Funded Transportation Improvements

*Comprehensive Economic Development
Strategy for the Waccamaw Region
2012 - 2017*

Map Exhibit 2A



Legend

- GSATS (Urban)
- WRCOG (Rural)

Roadways

- State Highway
- Federal Highway

Project Rank

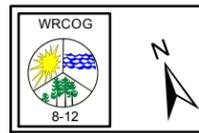
- COG 1: Andrews Bypass Phase II
- 4: SC-707 Widening
- 9: US 17 @ US 701 & US 521 Whitetopping
- 10: City Of Georgetown Signal System
- 15: US 17 & 521 Drainage Project
- 16: US 17 Median Consolidation
- 27: Black River Road Widening
- 29: Waccamaw Elementary Bike Path
- 30: Georgetown Middle Sidewalk

DISCLAIMER: This map is a graphic representation of data obtained from various sources. All efforts have been made to warrant the accuracy of this map. However, WRCOG disclaims all responsibility and liability for the use of this map.

Funded Transportation Improvements

*Comprehensive Economic Development
Strategy for the Waccamaw Region
2012 - 2017*

Map Exhibit 2B



Legend

— GSATS (Urban)

Roadways

— State Highway

— Federal Highway

Project Rank

2: Carolina Bays Parkway Phase III- SC 544 to SC 707

3: Glens Bay Road Widening and Interchange

4: SC-707 Widening

5: 3rd Ave S Widening

11: US 17 Widening (2nd Ave North to Sea Mt. Highway)

14: US 501 North Widening

17: SC 65 Widening

18: Atlantic Beach Connection at 2nd Ave.

19: Kings Highway Improvements

22: US 501 South Widening

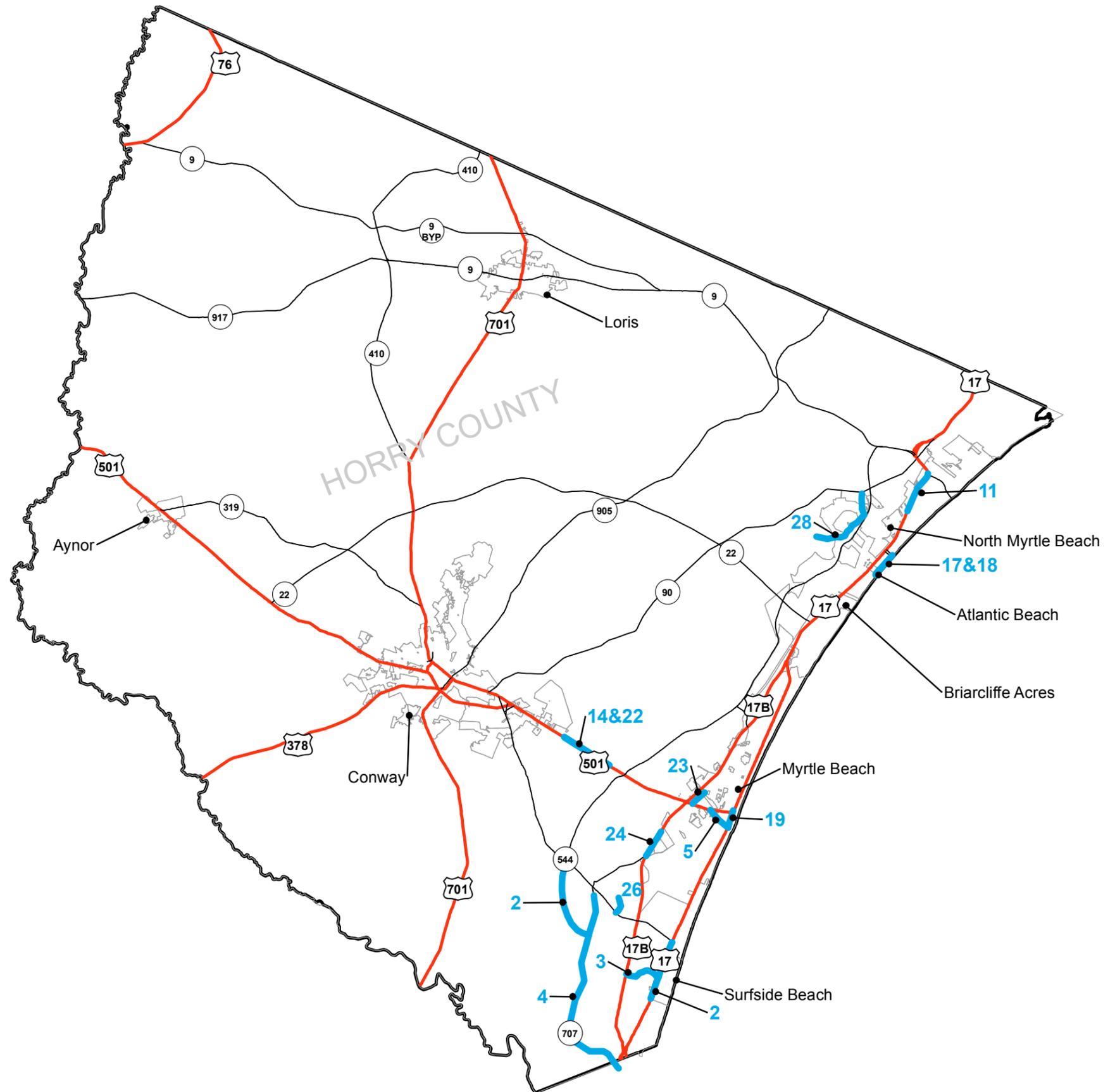
23: Seaboard Street Widening

24: US 17 Bypass Widening

25: Surfside Frontage Roads

26: Palmetto Point Extension to SC 544

28: West of the Waterway Parkway



DISCLAIMER: This map is a graphic representation of data obtained from various sources. All efforts have been made to warrant the accuracy of this map. However, WRCOG disclaims all responsibility and liability for the use of this map.



between urban centers. Funded transportation improvements within the region's urban area are illustrated on Map Exhibit 2. Long-range transportation projects and needs within the region are illustrated on Map Exhibit 3.

Alternate Transportations Systems

The region's alternate transportation systems include:

- *Rail.* The region's passenger rail services are provided by Amtrak. Two Amtrak trains, the Palmetto and the Silver Meteor, make stops in Kingstree (Williamsburg County). The Silver Meteor services a route from Miami, Florida to Boston Massachusetts, while the Palmetto services a route from Savannah, Georgia to Boston. In 2008, thirteen thousand passengers boarded or disembarked from the Kingstree station making it the 5th largest passenger depot in the state. Full-service Amtrak stations are also located just outside the region in Charleston and Florence.

Regional and interstate freight service is provided by the CSX railroad. The railroad maintains three lines in the Waccamaw Region with rail access in the City of Georgetown, Town of Andrews, Town of Hemingway, and Town of Kingstree. A short-line carrier, the Carolina Southern Railroad Company, provides freight service in Horry County.

- *Waterways and Ports.* Water is the one of the region's greatest resources. The Intracoastal Waterway is accessible in Horry County and the eastern side of Georgetown County. This waterway is a tourist paradise and has residential development along its corridor. Despite its accessibility in the two counties, the Intracoastal Waterway has limitation to industrial development.

The Sampit, Black, and Pee Dee rivers snake through Georgetown County and provide recreation, but have little potential for industrial development due to the high cost and demand for residential development. All three rivers empty into the Winyah Bay which provides a direct link to the Atlantic Ocean. The Black River has been granted a scenic river designation making it undesirable for industrial development along its corridor in Williamsburg County.

The ocean access of the Sampit River is the catalyst for the Port of Georgetown. By way of the Sampit River, Georgetown and the surrounding areas gain port access with only the added cost of land transportation to either Charleston, South Carolina or Wilmington, North Carolina. The South Carolina Ports Authority owns and maintains the Port of Georgetown. As the state's only dedicated breakbulk cargo port, the facility provides approximately thirty acres of open storage, over 130,000 square feet of sheltered storage, and offers direct access to a CSX rail-transfer terminal.

Chapter II. Background & Trends

Siltation of the Winyah Bay and Sampit River's shipping channel threatens the long term viability of the Port of Georgetown. The US Army Corp of Engineers estimates that the dredging of the shipping channel will cost just over thirty three million dollars. Efforts are underway, led by Georgetown County, the City of Georgetown, and the legislative delegation, to secure funding for this needed improvement.

- *Bus Services.* In Horry and Georgetown counties, the Coast Regional Transportation Authority (Coast RTA) provides bus and shuttle service. Coast RTA maintains thirteen fixed routes extending from Conway to Myrtle Beach and from North Myrtle Beach through the City of Georgetown to Andrews. Coast RTA also provides passenger service along Ocean Boulevard and to Coastal Carolina University. Paratransit service is available through subscription and by demand response.

The Williamsburg County Transit System provides bus service through Williamsburg County via nine fixed routes. Each route extends through Georgetown and into Horry County, terminating in Myrtle Beach. This service's primary function is to transports inland workers to the Grand Strand. The transit system also provides demand response service from Williamsburg County to Florence, Manning, Georgetown, and Charleston.

Greyhound is the region's primary commercial bus service, with two southbound and two northbound trips traversing the region daily. Trips originate from Georgetown and Myrtle Beach.

- *Airports.* The Myrtle Beach International Airport (MYR) services the air transport needs of the region and is the area's only commercial airport. Formerly part of the Myrtle Beach Air Force Base, the airport opened to commercial aviation in 1976 and was designated an international airport in 1995. Customs and immigration services are available to receive international visitors and packages. MYR is owned by Horry County and is undergoing a \$120 million terminal expansion slated for completion in 2013.

Several general aviation airports are located within the region. Georgetown County is served by the Georgetown County Airport which can accommodate private planes with a runway length of 5,000 feet. The Town of Andrews has a non-commercial airport that can accommodate recreational and small commercial aircraft. Horry County has the Grand Strand Airport in North Myrtle Beach, the Conway-Horry County Airport that serves private and corporate aircraft with parking, and the Twin City-Loris Airport that serves as an unattended public-use airport. Williamsburg County is served by an airport, located outside of Kingstree, which has a runway that is 5,000 feet in length and 75 feet wide.



- *Motor Freight.* In addition to UPS and Federal Express, there are at least thirty-five motor freight carriers operating in the region. There are also numerous local independent carriers that supply the region's paper, lumber, and steel mills.

Water and Sewer

Water and sewer services are in high demand in the region and, because of its rural make up, these projects are expensive to provide and operate. Funding for projects remains a priority as federal and state funds to provide these services become less available. In some cases, the lack of existing water and sewer services or the inadequate capacity of existing systems creates a barrier to economic development because it limits where an industry can locate in the region despite an abundance of available land.

The region is served by fourteen potable water and thirteen wastewater treatment providers; they include municipal, rural, and private providers. Potable water and sanitary sewer remains inaccessible to many in the more rural areas.

The region's population that is not served by public potable water and sewer systems must rely on well water, or purchase bottled water, and use septic systems for sewage disposal. Septic systems often malfunction due to the region's physiographical limitations. Also, failing or malfunctioning septic systems present the danger of contaminating the water resources that are so important to the economic health and well being of the region.

The State of South Carolina Department of Health and Environmental Control (DHEC) issues a list of "Environmentally Distressed Communities" for water and sewer needs. Of the ninety three communities statewide, the region has thirty-two on the sewer needs list. Seventeen are in Williamsburg County. Of the fifty-eight communities statewide, there are twenty-three communities in the Waccamaw Region in need of public water. Fifteen of these communities are in Williamsburg County.

Energy Distribution

Electric power is provided by five utility companies: City of Georgetown Electric Utility serving the city; Horry Electric Cooperative serving parts of Horry County; Progress Energy serving parts of Williamsburg and Georgetown counties; Santee Cooper serving parts of Georgetown and Horry counties; and Santee Electric Cooperative serving parts of Georgetown, Horry, and Williamsburg counties.

SCANA Corporation and its subsidiaries provide natural gas to the region. SCANA's Carolina Gas Transmission Corporation is an interstate gas transport company that provides gas delivery directly to industrial customers.

Chapter II. Background & Trends

Solid Waste

Solid waste services are provided to the region by municipal and private collectors. Disposal is provided by Georgetown County, Williamsburg County, and the Horry County Solid Waste Authority.

Communications

The region has one daily newspaper, one tri-weekly newspaper, and eight weekly newspapers. Landline telephone service is provided by Frontier Communications, Horry Telephone Cooperative in Horry and Georgetown counties, and Farmers Telephone Cooperative in Williamsburg County. There are fifteen radio stations and three television stations in the region. Fiber optics, switching digital, and cable services are also available in the region.

Industrial Parks

The Waccamaw Region has seven certified industrial parks. These parks include the Coastal Technology Park (Georgetown), the Georgetown County Business Center (Andrews), the Myrtle Beach International Technology and Aerospace Park (Myrtle Beach), the Cool Spring Business Park (Aynor), the Williamsburg Cooperative Commerce Centre South (Kingstree), the Epps Industrial Site #2 (Kingstree), and the Williamsburg Cooperative Commerce Centre (Kingstree). Combined these parks contain just over fifteen hundred acres.

Post-Secondary Educational Facilities

The region has three public post-secondary educational institutions: Coastal Carolina University, Horry-Georgetown Technical College, and Williamsburg Technical College:

- Coastal Carolina University (CCU) is located in Conway on a 630 acre campus adjacent to US 501. CCU enrolls over eight thousand undergraduate students and offers baccalaureate degrees in fifty five areas of study. The university's graduate school offers seven master's degree programs.
- Horry Georgetown Technical College (HGTC) has campuses in Conway, Myrtle Beach, and Georgetown. HGTC enrolls between 7,750 and 9,500 curriculum credit students each semester. The college's continuing education programs enroll between eight and ten thousand students each year. HGTC offers more than seventy associate degree, diploma, and certificate programs of study.
- Williamsburg Technical College (WTC) is located in Kingstree on a forty one acre campus. WTC offers a variety of programs including six associate degrees, three diploma, and nineteen certificate programs. The college enrolls approximately seven hundred full and part-time students.



Medical Facilities

The area is served by several medical centers. These include:

- *Conway Medical Center.* The Conway Medical Center (CMC) is a 210-bed facility, providing services from over two hundred physicians and a staff of over 1,400. CMC provides critical care, laboratory, diagnostic, endoscopy, heart, pediatric, surgical, long-term care, and rehabilitative services. CMC opened in the 1950's and recently underwent an expansion with the construction of a new patient bed tower.
- *Georgetown Hospital System.* The Georgetown Hospital System consists of two primary facilities: The Waccamaw Community Hospital (WCH) and the Georgetown Memorial Hospital (GMH). Opened in 2002, WCH is a 167 bed facility and offers 24-hour emergency services, obstetrics, and inpatient and outpatient surgery. GMH has served the region since 1950. This 131 bed acute care facility provides 24-hour emergency services, intensive care and step down units, OB Gyn and related services, a laboratory and surgical unit. The hospital was recently renovated to modernize and improve patient-care areas.
- *Grand Strand Medical Center.* The Grand Strand Medical Center (GSMC) is a 259 bed acute care hospital with a complement of over 270 physicians and 1,200 staff members. The center is a designated trauma center and is the only area medical center that performs cardiac surgery. GSMC's main campus is located in Myrtle Beach. GSMC provides seven off-site facilities that specialize in fields ranging from aging and senior services to women's health.
- *Lighthouse Care Center of Conway.* The Lighthouse Care Center of Conway (LCCC) is a 112-bed facility that provides mental health services. LCCC provides three levels of care and offers six programs, treating adolescents through older adults.
- *McLeod Health.* McLeod Health operates two facilities in the region: McLeod Loris and McLeod Seacoast. McLeod Loris provides residents with inpatient and out-patient general medical, surgical, and twenty-four hour emergency care. The facility is licensed for 105 beds. The hospital has over 120 physicians under twenty-eight specialties and employees approximated one thousand. McLeod Seacoast, located in North Myrtle Beach, provides both inpatient and outpatient services and is licensed for fifty beds.
- *Williamsburg County Memorial Hospital.* Located in Kingstree, the Williamsburg County Memorial Hospital provides area residents with inpatient and out-patient general medical, surgical, and twenty-four hour emergency care. The sixty-thousand square foot hospital facility operates under a critical access designation and provides twenty-five inpatient beds. The hospital employs 187 persons and is affiliated with eleven local, private practices.

SUMMARY OF AREA CHARACTERISTICS AND SIGNIFICANT TRENDS

The preceding sections provide an overview of the region's characteristics and background data on the area's geography, population, natural environment, transportation, and infrastructure. A review of this data reveals the following trends within the Waccamaw Region:

- ❖ The Waccamaw Region has experienced tremendous population growth, exceeding state and national rates. This growth is projected to continue through the year 2030, with the estimated regional population approaching one-half million within the next twenty years.
- ❖ Regional growth has not been evenly distributed. The region's rural areas, Williamsburg County and western Georgetown County, have seen stable to declining populations. Population growth has not been centered in the area's municipalities, as most municipalities have also witnessed stable to declining populations.
- ❖ The population of the Waccamaw Region is aging. The region's median age exceeds the state and national average. The aging of the population is attributable to national demographic trends but is amplified by the relocation of retirees to the area.
- ❖ Education levels are improving in the region with Georgetown and Horry counties approaching parity with state and national averages. Williamsburg County remains below regional, state, and national averages.
- ❖ Household incomes continue to rise, with Georgetown and Horry counties at or near the state average. Household incomes in Williamsburg remain low with poverty rates exceeding thirty percent of households.
- ❖ The rate of growth in the region's housing stock has surpassed the rate of population growth. As a result, the region's housing stock is relatively new. The region provides a diversity of housing by type and value.
- ❖ The area's natural resources, including favorable climate, beaches, and scenic beauty, are conducive to continued population and economic growth.
- ❖ The area's infrastructure is generally conducive to economic development. The area is served by several major highways, a port, an international airport, and has rail service. Public post-secondary institutions are located in all three of the region's counties. The area is served by several medical facilities and clinics.
- ❖ The lack of interstate access provides an impediment to economic development.

Comprehensive Economic Development Strategy for the Waccamaw Region



Chapter III
The Regional Economy

Georgetown County • Horry County • Williamsburg County

STATE OF THE REGIONAL ECONOMY

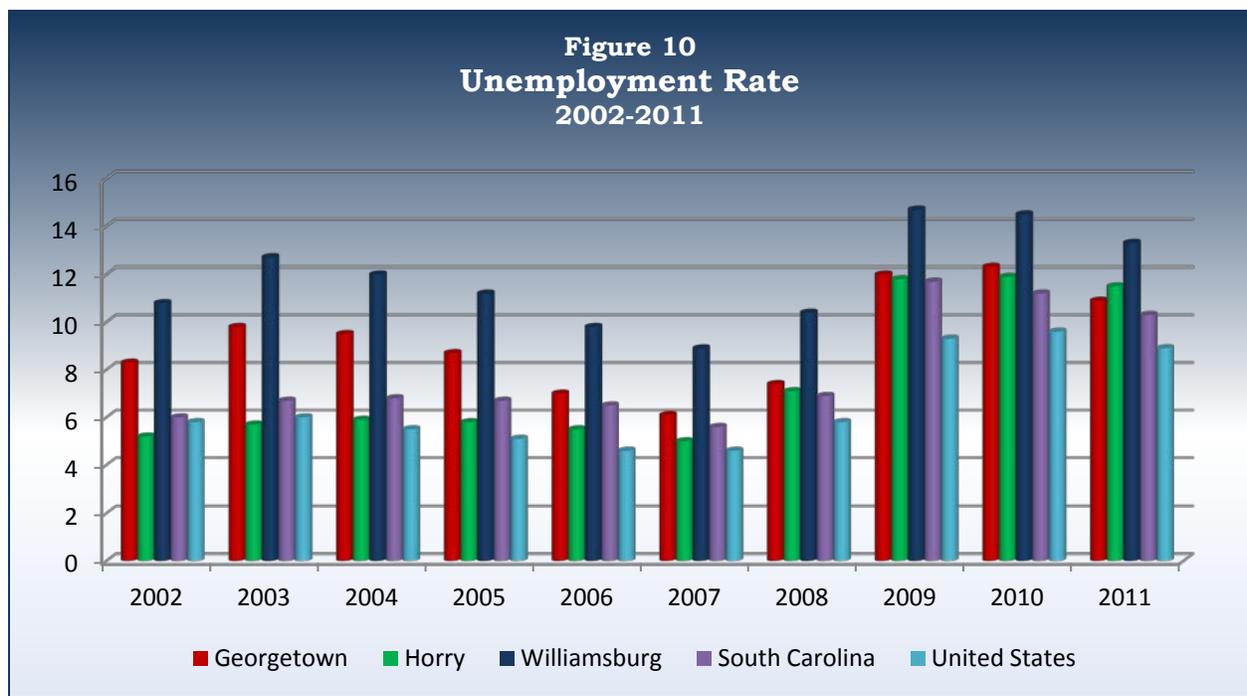
The Waccamaw Region can be described as having two economies: that of the Grand Strand, which includes Horry County and parts of Georgetown County and that of the rural inland which includes western Georgetown County and all of Williamsburg County. This section provides an overview of regional economic conditions. Later sections of this chapter will discuss the historical and recent economic dynamics of the individual counties.

Workforce

The US Census Bureau's American Community Survey (2006-2010) (ACS) estimated that the region's civilian labor force consisted of 172,689 residents. The region's labor force participation rate was 60.2%. This was lower than rates at the state (62.9%) and national (65%) level. By county, Horry had the highest percentage of labor force participation (63%) and Williamsburg had the lowest (48.4%).

Unemployment

Until 2008, the unemployment rate for the region had decreased each year after 2003. In 2009, each county in the region, the state, and the nation experienced the largest increase in unemployment since the 1980's. Georgetown and Horry counties experienced double digit unemployment for the first time since 2000. Williamsburg County's rate approached fifteen percent.



Source: South Carolina Department of Employment and Workforce



Since 2010, unemployment rates have moderated, albeit slightly. Many economists predict that the above average rates will persist into the middle of this decade. *Figure 10* illustrates unemployment rates from 2002 to 2011.

The down turn in the economy has been felt in all parts of the region. The Grand Strand benefits tremendously from the tourism industry. Recent tourism initiatives and the continued ability of the area to attract visitors have lessened the impact of the recent recession. The rural areas of all three counties lack a tourism base and the benefit of regional tourism is less pronounced.

Large Regional Employers & Sectors of Employment

The region’s largest employers have traditionally been the respective school districts, county governments, and the area’s hospital systems. In 2011, the largest single regional employer was the Horry County School System, which employed 5,400. Other large public employers included Horry County Government (2,076), Coastal Carolina University (1,382), the Georgetown County School System (1,450), and Georgetown County Government (582). The area’s hospitals include the Georgetown Hospital System (1,600), Conway Hospital (1,325), Grand Strand Regional Medical Center (1,134), and McLeod Health, formerly Loris Health Care System (900). *Figure 11* provides a listing of the region’s largest industrial and manufacturing employers.

**Figure 11
Largest Regional Industrial and Manufacturing Employers**

Employer	Number of Employees	County
International Paper	710	Georgetown
Conbraco Industries	320	Horry
Martek Biosciences Corp.	240	Williamsburg
Arcelormittal International	221	Georgetown
Tupperware USA, Inc.	211	Williamsburg
Three D Metal Works	188	Georgetown
CHF Industries	185	Horry
3V Corp.	178	Georgetown
Wolverine Brass	150	Horry
Mitco Manufacturing	125	Georgetown
Precision Southeast, Inc.	120	Horry
New South	105	Horry

Sources: Myrtle Beach Chamber of Commerce Statistical Abstract, 2012 and the Williamsburg County Economic Development Board.

The ACS (2006-2010) provides information on the distribution of the region’s labor force in various industries. *Figure 12* provides a comparison of the industries employing regional residents. *Figure 12* also includes a location quotient (LQ) for each employment sector, denoting industries or employment sectors of regional significance (i.e. LQ greater than 1).

As illustrated in *Figure 12*, industrial sectors which have a greater prevalence in the region include: arts, entertainment, and recreation, and accommodation and food services; construction; and retail trade.

Figure 12
Labor Force- Industrial Sector Breakdown
 Comparison of the Waccamaw Region, South Carolina, and the United States
 2006-2010 American Community Survey

Type of Industry	Waccamaw Region			South Carolina			United States	
	Persons Employed	% of Labor Force	LQ	Persons Employed	% of Labor Force	LQ	Persons Employed	% of Labor Force
<i>Agriculture, forestry, fishing and hunting, and mining</i>	1,673	1.1%	.58	20,615	1.0%	.53	2,634,188	1.9%
<i>Construction</i>	16,296	10.4%	1.46	161,576	8.1%	1.14	10,115,885	7.1%
<i>Manufacturing</i>	9,130	5.8%	.53	280,960	14.0%	1.27	15,581,149	11.0%
<i>Wholesale Trade</i>	3,170	2.0%	.65	57,999	2.9%	.94	4,344,743	3.1%
<i>Retail Trade</i>	22,568	14.4%	1.25	241,018	12.0%	1.04	16,293,522	11.5%
<i>Transportation and warehousing, and utilities</i>	5,856	3.7%	.73	97,304	4.9%	.96	7,183,907	5.1%
<i>Information</i>	2,710	1.7%	.71	35,860	1.8%	.75	3,368,676	2.4%
<i>Finance and Insurance, and real estate and rental and leasing</i>	11,858	7.6%	1.09	122,650	6.1%	.87	9,931,900	7.0%
<i>Professional, scientific, and management, and administrative and waste management services</i>	14,371	9.2%	.88	180,775	9.0%	.87	14,772,322	10.4%
<i>Educational services, and health care and social assistance</i>	27,228	17.4%	.79	417,392	20.8%	.94	31,277,542	22.1%
<i>Arts, entertainment, and recreation, and accommodation and food services</i>	27,716	17.7%	1.99	191,768	9.6%	1.08	12,566,228	8.9%
<i>Other services, except public administration</i>	7,242	4.6%	.94	97,153	4.9%	1.00	6,899,223	4.9%
<i>Public Administration</i>	6,486	4.1%	.85	97,219	4.9%	1.02	6,864,046	4.8%

Source: US Census Bureau, American Community Survey (2006-2010). **Note:** (LQ) is an abbreviation for Location Quotient.

Average Wage per Job

The Waccamaw Region continues to fall behind the state in terms of the average wage per job; however this gap has narrowed over the past decade. Williamsburg County residents earned 82.2 percent of the state’s average wage per job in 2000, but earned 85.7 percent in 2010. This narrowing was more pronounced in Horry and Georgetown counties, with Georgetown County achieving near parity with the state average. *Figure*



13 provides the average wage rates for the region’s counties as compared with national and state averages.

Figure 13
Comparison of Average Wage per Job
Years 2000 and 2010

	2000	2000		2010	2010	
		% National Average	% State Average		% National Average	% State Average
Georgetown	24,566	70.1	87.1	37,340	79.4	96.2
Horry	23,743	67.7	84.2	36,119	76.8	93.0
Williamsburg	23,188	66.1	82.2	33,252	70.7	85.7
South Carolina	28,207	80.5		38,821	82.5	
United States	35,054		124.8	47,046		121.2

Sources: US Bureau of Economic Analysis

ECONOMIC PROFILES OF REGIONAL COUNTIES

Georgetown County

Prior to World War II, agriculture was Georgetown County’s major employer. After the war, manufacturing began to replace agriculture as the county’s primary economic activity. Since the mid-1980’s wholesale and retail trade have increased significantly. This trend is likely to continue. Traditionally, the non-manufacturing sector of the economy usually exceeds the manufacturing sector by a ratio of 3:1.



The economic structure of Georgetown County experienced a transition in the late 1990’s with the emergence of the recreation-tourist industry and the Waccamaw Neck portion of the county becoming a retirement destination. Employment in the service industry increased 30.3 percent between 1995 and 2005. During the same period, there was a 61 percent increase in the wholesale/retail industry. This compares with only a 2.9 percent increase in the manufacturing sector.

Much of the tourism dollars generated in Georgetown County occurs in the Waccamaw Division (the Waccamaw Neck) of the county. Two thousand nine hundred residents from Georgetown County were employed in the tourism industry based on figures from the South Carolina Parks, Recreation, and Tourism’s report, *The Economic Impact of Travel on South Carolina Counties, 2010*. This same report found that Georgetown County ranked 8th in the state for tourism expenditures with \$258 million added to the local economy.

Industry and the state’s port remain important to Georgetown’s economy. Two of the area’s largest and oldest industries are International Paper and Arcelormittal International (formerly Georgetown Steel.) In recent years, Arcelormittal has experienced periodic shutdowns attributable to the global steel market; however as of

Chapter III. The Regional Economy

this writing is operational. Georgetown County has attempted, with some success, to attract additional industries to the county and has developed two industrial parks.

In the western, rural areas of Georgetown County, agriculture remains an important component of the economy. In 2007, the total value of agricultural products sold exceeded twenty three million dollars and the county ranked 16th (out of 46) in the production of crops. Also, the forestry industry has a tremendous presence in rural areas of the county, creating jobs directly and indirectly.

Within recent years, Georgetown County has experienced a drop in the number of businesses interested in the county and expansions of existing businesses. In many cases this has been due to the lack of financing. Economic activities and major announcements occurring within the last five years include:

- MetalTech Systems will invest approximately \$4 million dollars and create sixty new jobs as a result of the investment.
- Turnstyle Enterprises will locate its new manufacturing facility in the Pawley's Island area of Georgetown County. The \$800,000 investment is expected to bring thirty seven new jobs to the area. Turnstyle Enterprises designs and sells gate systems for residential and commercial use.
- Horry-Georgetown Technical College has started a program to train individuals in the construction trades in anticipation of an upturn in the housing market.
- Coast Clothing has located its distribution, sales, and marketing offices in Pawley's Island. This \$500,000 investment is expected to create twelve jobs in the next three years.
- Low County Paving, a division of Low Country Block LLC, has delayed their five million dollar investment to move to the Highway 521 Industrial Park near Andrews until the economy improves. They will create twenty new jobs the first year of operation.
- South Strand Contractors delayed expansion of their distribution operation but plan to continue with the construction of a new facility once the economy and housing market improve. This \$1.5 million investment will create twenty new jobs.
- Water and sewer providers continue to plan and expand service to underserved and unserved areas of the county. The Georgetown County Water and Sewer District continues to implement its water master plan. This plan addresses the common water needs of rural and western Georgetown County by creating a consolidated water system that will be more effective and cost efficient. The Pleasant Hill Water Project is complete, the construction of the surface water plant on Highway 51 is under construction, and the Plantersville Sewer Project is expected to be completed in mid 2013.
- Renewed World Energies (RWE) announced a \$29.3 million investment that will generate 60 new jobs. RWE is a leader in developing renewable fuel



technologies for industries and consumers. The company is expecting to have operations at full capacity by mid to late 2010.

- Trinity Iron Works is a growing provider of pre-engineered metal buildings and a structural steel manufacturer. The company will invest \$500,000 and expects to generate 15 new jobs.
- The Port of Georgetown has entered into a new twenty year contract that will bring business to the port while supporting local manufacturing and maritime jobs. Georgetown is a vital part of the state port system, and the Ports Authority is dedicated to keeping it a viable port facility for the region. The Ports Authority continues to seek the funds to dredge the harbor, currently estimated at \$33.5 million. The Georgetown port handles primarily non-containerized cargo.
- Carolina Pacific announced it would open its wood briquette manufacturing operation in an empty warehouse at the Port of Georgetown. That company's product uses sawdust and other wood by-products, along with a special grass, to make briquettes. Those are shipped to customers in Europe where they are burned to power turbines that generate electricity. The company will invest \$2,000,000 and create fifteen jobs.
- SafeRack LLC announced a \$9 million expansion that is expected to create fifty-eight new jobs. SafeRack LLC a maker of loading racks, platforms, and fall protection equipment.

Horry County

Horry County's economy has traditionally been divided between agriculture in the western portion of the county and tourism in the areas adjacent to the beach, with scattered light manufacturing. In the last forty years, tourism has outgrown other segments of the county's economy. The Myrtle Beach area has been consistently highly ranked as a premier vacation destination. In 2011, US News and World Report Ranked #6 Best Family Vacations in the US, #6 Best Family Beach Vacation in the US, #7 Best Affordable US Destination, and #9 Best Beaches USA.



Based on reports from the South Carolina Department of Employment and Workforce sixty-five to seventy percent of Horry County's employment is tourism related. In 2010, Horry County led all South Carolina counties in travel expenditures, payroll income, and jobs directly generated by domestic travels. Travel expenditures reached nearly \$3.1 billion and accounted for over thirty six thousand jobs for regional residents.

According to a study by Dr. Donald L. Shunk "The Economic Impact of Tourism on the Grand Strand", dated May 2010, the economic impacts of visitor spending have grown in importance during the recession as spending in leisure and hospitality sectors has experienced a smaller decline than overall spending. The strength of Grand Strand's tourism industry prevented a more pronounced decline in the local economy during the recession of 2008 and 2009.

Chapter III. The Regional Economy

Agriculture remains an important segment of economy especially in the county's western areas. The latest Census of Agriculture (2007) identified 914 farms in the county with an average size of 179 acres. Horry County ranked 4th in the state (out of 46) in the value of crops and led the state in the production of tobacco. The total value of agricultural products sold exceeded \$65 million.

Economic activities and major announcements occurring within the last five years include:

- Coastal Biodeisel opened a 28,000-square-foot facility in Conway and will produce about four million gallons of biodiesel annually. The company invested \$4.5 million and will create twelve to fifteen jobs this year and about fifty within five years.
- Metglas, Inc., a subsidiary of Hitachi Metals America, Ltd., expanded its operations, invested \$17 million, and created twenty-five new jobs in Conway.
- Wal-Mart opened a new supercenter in the former Waccamaw Pottery Building which created 350 full and part-time jobs.
- Grand Stand Water and Sewer Authority completed phase one of a \$7.5 million expansion of the J. Lambert Schwartz Wastewater Treatment Facility.
- Carolina Food Services of Loris, an independent food distributor, purchased a 35,000 square-foot speculative building constructed by Santee Cooper and located in the Loris Commerce Center. The company invested \$2.8 million and expects to create twenty-five jobs within the company's first year of business.
- Nava Instruments, LLC, will design and manufacture Thermoanalytic Analyzers, high-tech laboratory instruments used to analyze the content, moisture, and ash of a variety of products. In addition, it designs and manufactures hardness testers which are used to define the case depth of heat-treated metals. The company constructed a 20,000 square foot facility, invested \$1.6 million, and is expected to create thirteen jobs.
- Ocean 10 Studios, Inc. will open a new production facility in Myrtle Beach which will be a satellite production house for its Baltimore location. The 27,000 square foot facility will be used primarily for filming Ocean 10 Studios' productions. The company invested \$2.8 million and expects to create fifteen new jobs.
- Concrete Designs, Inc. announced plans to expand its pipe manufacturing facility in the Surfside Beach area which will result in the creation of fifty new jobs and a capital investment of \$6 million.
- Wal-Mart opened its Garden City location creating approximately 400 jobs; this is the seventh location in Horry County.
- GSWSA has received approval for the construction and design of the Highway 19 Extension III Rural Water Project and the Adrian Highway V Rural Water Project.



Chapter III. The Regional Economy

- Coastal Biodeisel Group Inc. announced plans for a new facility in Horry County; the \$4.5 million investment is expected to generate fifty new jobs.
- Myrtle Beach Recycling Inc. announced it will locate a new \$5 million investment in Horry County focusing on paper recycling services; this investment is expected to create fifteen new jobs.
- Coca-Cola Bottling Co. Consolidated announced it will locate its new facility in Horry County. The \$4 million investment is expected to create ten new jobs and relocate forty employees to the facility. The facility will be used for both warehousing and distribution.
- Frontier Communications, a provider of telephone, television and internet services, expanded its services in Horry County, creating 110 new jobs.
- AvCraft Technical Services announced expansion plans in Horry County. The company will invest \$1 million and is expected to create 150 new jobs.
- Grand Strand Water and Sewer Authority's Rural Water and Sewer Program continues to extend water and sewer lines into rural communities throughout Horry County. In 2011, capital investments were made for the Vereen Wastewater Treatment Plant upgrade and construction of a Bucksport composting facility to eliminate the need to landfill sludge or treat sludge in lagoons.

Williamsburg County

Williamsburg County's agriculture industry continues to be a vital component of the county's economy despite recent declines. In 1996, the county ranked 3rd in the state for cash receipts from crops. In 2007, the county had dropped to 19th, despite maintaining the same acreage. Part of this trend may be attributable to the decline of tobacco as the county's premier cash crop.



The cash receipts from agriculture are still significant, but the number of people in Williamsburg County that rely on agriculture for their income has dwindled since World War II. The number of farms has declined, the size of farms has increased, and the mechanization of agriculture has required less manpower to plant, sustain, and harvest crops. In 1980, 1,261 persons or 9.2 percent of the total persons employed in the county derived their income from agriculture. By 1990, only 911 persons were employed in agriculture. More recently, the American Community Survey (2006-2010) estimated that only 253 persons were employed in the agricultural sector. This represented only 2.2% of the county's workforce.

Nonagricultural employment patterns have also changed. Manufacturing employment sustained 37.7 percent of the workforce in 1979. Although manufacturing remains a large employment section, ACS estimates (2006-2010) indicate manufacturing employment has declined to 1,860 employees or 16.1% of the workforce. The sectors comprising the largest percentage of Williamsburg County's workforce, per the ACS estimates, were: educational services, and health care and social assistance (24.1%); manufacturing (16.1%); and retail trade (10.7%).

Chapter III. The Regional Economy

Despite concerns over the lack of infrastructure, Williamsburg County is emerging as a major player in the state for attracting new industries. Many companies are taking a second look at Williamsburg County because of its economic development efforts of establishing industrial parks and providing economic incentives.

Economic activities and major announcements occurring within the last five years include:

- Sykes Enterprises Incorporated, a business process outsourcing company in the customer contact management solutions arena, decided to locate into an existing facility that was vacated in early 2008. The company plans to hire 400 employees when in full operation.
- The Williamsburg County Water and Sewer Authority completed the Nesmith Phase II Water Project, the Sandridge/Kingstree East Bridge Water Project, and the St. Mark Water Project. The three projects, totaling more than \$1.49 million, serve rural communities.
- Williamsburg Recycling manufactures specialized organic compost and fertilizer produced from landfill-bound waste. The company's end product will be commercially viable, quality plant food and soil enhancer that offers better efficiencies than chemical fertilizer on the market today. The company invested \$2.5 million and will create thirty new jobs.
- Palmetto Synthetics LLC will expand its facility in Williamsburg County by investing \$7 million and creating seventy-five new jobs. The expansion will include a 30,000 square foot addition to the company's facility, as well as a new production line.
- Bamboosa announced that the company will expand its operations in Williamsburg County by investing \$.5 million and creating thirty-one new jobs. The company manufactures and sells clothing made from bamboo fibers blended with organic cotton.
- The Town of Lane is on line with the town's first public sewer system connecting the town to the South Williamsburg Wastewater Regional Treatment Plant, thus creating economic development opportunities. In addition, the Town of Greeleyville has been funded to connect the town to the South Williamsburg Wastewater Treatment Plant.
- Williamsburg County Water and Sewer Authority announced that a letter of condition from USDA has been awarded to the county for the South Williamsburg County Water Project. Once the county complies with those conditions and completes the project design, USDA anticipates funding the project.
- Williamsburg was awarded CDBG funding for the Morris Corner-Nesmith, which is complete, and the Indiantown//St. Mark/Stuckey Phase II water projects.
- The Truss Company announced that they will locate a new facility in Williamsburg County. The \$1.25 million investment is expected to bring fifty



new jobs to the county. The Truss Company Inc. will manufacture engineered wood roof and floor trusses at their facility in Salters S.C.

- Project Agriculture, located in Andrews, created sixty-five new jobs and invested \$9 million.
- Willoglen invested \$3 million and created approximately 100 jobs.
- Williamsburg County has increased the available space at the Williamsburg Cooperative Commerce Center-South by an additional eighty acres.

REGIONAL ECONOMIC CLUSTERS

Economic clusters are defined as groups of businesses or institutions that have some similarity in industry type, method of operations, technology, or supply chain. Businesses or institutions which fall within a cluster may, in some cases, be competitors within the same industry or directly compete for the same raw and finished materials. The clustering of similar or complementary business can be beneficial to the local economy in that they tend to promote a workforce with a compatible skill set, promote focused workforce training programs, and reduce infrastructure expenditures by concentrating needed improvements to smaller geographic areas. Economic clusters can also promote collaboration in production fields leading to greater innovation and efficiency.

Within the Waccamaw Region, several economic clusters were identified. These clusters include those which are prominent and longstanding, as well as those which are emerging. Regional clusters include:

Hospitality and Retail

The hospitality and retail sector is considered the largest cluster in the region. Myrtle Beach is a favorite vacation destination for domestic and foreign visitors. Approximately 32.1 percent of the labor force is engaged in employment that is associated with the tourism industry such as retail trade, entertainment, recreation, accommodation, and food service.

Healthcare -Health Science

The Waccamaw Region has become a favorite destination for retirees from all over the world. As the population continues to age, the demand for healthcare and health science firms to provide therapeutic services, diagnostic services, health informatics, support services, and biotechnology research and development will only increase.

The region has six hospital systems: Conway Medical Center, Georgetown Hospital System, Grand Strand Medical Center, Lighthouse Care Center of Conway, McLeod Health, and Williamsburg County Memorial Hospital. Collectively these health care facilities employ approximately 5,109, ranging from highly skilled doctors to administrative assistants.

Chapter III. The Regional Economy

Manufacturing

As noted in Figure 12, manufacturing accounts for 5.8 percent of the area's labor force; however, as the global economy changes many companies are seeing the advantages of locating or expanding manufacturing facilities within the region. There is a ready labor force, there are numerous locations in the region for manufacturing, and local incentives are available. The ports of Georgetown, Charleston, and Wilmington are just a short distance from any location in the region. In addition, rail and trucking are available.

The fact that only 5.8 percent of the labor force is engaged in manufacturing is an indication that the workforce is not being utilized to its full capacity. The region is ideal for manufacturing with industrial locations throughout the three counties and a workforce to fill the various manufacturing positions.

Transportation, Warehousing, and Logistics

Transportation and warehousing employ 3.7 percent of the region's labor force. Transportation, warehousing, and logistic are not as labor intensive as some other industries. The region is ideally located for the movement of people, materials and goods by road, air, rail, and water. There are opportunities for growth with the dredging of Georgetown's port, which will increase the need for warehousing and other means of transportation such as trucking and rail.

There are many small trucking firms which include owner operators, especially suppliers of forestry products for the International Paper Mill and other industries. The rail systems are a vital part of the movement of goods and people in the region. The Town of Kingstree is a frequent stop for AMTRAK, the Carolina Southern Railroad provides rail service to industries in Horry County such as Santee Cooper, and CSX provides service to much of the rest of the region.

Agriculture and Forestry

The Waccamaw Region has historically been rural and is well known for its tobacco production. The three counties have perennially ranked in the top 20 for the total value of agriculture products, with Horry and Williamsburg counties consistently in the top 10. The decline in the tobacco industry has forced farmers in the region to either become creative in finding other cash crops or leave the business. Those that remain have found ways to increase the productivity of their lands and explore new industrial uses for their products. New uses and applications for agricultural products present the opportunity for agriculture to evolve and remain viable within the region.

Agriculture and forestry account for 1.1 percent of the labor force. International Paper, the area's largest employer, is engaged in the harvesting of forestry products and producing paper. The numerous other support businesses to this process continue to grow as suppliers, including transportation firms which are needed as production increases.



ISSUE ASSESSMENT

Infrastructure

Infrastructure is considered the most important issue facing the region. Civic leaders, citizens, developers and prospective industries identified roads, bridges, water, sewer, and Georgetown's port as priorities for infrastructure improvements. The region is faced with many perils when it comes to roads. Traffic during the summer months exceeds the capacity of coastal roads, presenting unacceptable delays for locals and visitor alike as congestion reaches critical mass. In addition, the hurricane season makes evacuation from the beaches almost impossible. The lack of direct access to interstate highways only adds to the already congested transportation system and severely limits the area's competitiveness for future economic development.

In many areas, there are still residents with failing septic systems and shallow wells. Both of these situations can be and are a health hazard in many of the region's communities. Upgrades and expansion of existing systems will also be necessary in some areas to provide water and sewer to businesses wanting to locate within the region. There are industrial parks within the region that lack access to essential public infrastructure.

Chapter VI of this plan identifies several road and other infrastructure projects needed to increase the economic viability of the Waccamaw Region. Planned and needed roadway projects are also illustrated on Map Exhibits 2A, 2B, 3A, and 3B.

Connecting the Region

A major issue facing the region is the lack of an interstate highway and the connectivity of the region to external markets. This plan identifies three important projects necessary to optimize the region's competitiveness:



Interstate 73 is a planned federal highway which will extend from Sault Ste. Marie, Michigan to Myrtle Beach.

The South Carolina portion of the highway will intersect with I-95 just south of Dillon. This highway will provide the area with direct interstate access thus reducing congestion, encouraging tourism and economic development, and providing enhanced hurricane evacuation for the residents of the region's northern coast.



US 521 is the southern portion of the region's major east to west connector,

linking the Port of Georgetown with I-95. Presently, this road is a four lane section from Georgetown to County Line Road in Andrews. Long range plans for this road include completion of the bypass around Andrews with eventual widening from Andrews to I-95.



The Southern Evacuation Life Line (SELL) is a twenty eight mile highway which would connect US 17 at Surfside

Beach with US 378 and US 501. Given the lack of western routes with bridges crossing over the Waccamaw River, a principal benefit for this project would be hurricane evacuation. The project would also have an obvious economic development benefit in that it would provide a primary east-west connector for the center of the region.

Chapter III. The Regional Economy

Workforce

It has been and continues to be a concern that the workforce in the region is not capable of attracting and retaining the industries the area needs. According to studies by the National Association of Manufacturers and the Manufacturing Institute, there is a shortage of skilled labor due to changing demographics such as the retirement of the baby boomers, technical advances demanding higher skills, and increased global competition. This is compounded by the regional education systems not producing students that are prepared to compete in today's global workplace.

The Technical School System along with CATT is responding to this challenge. The State of South Carolina Department of Commerce recognizes that something must be done and responded by supporting workforce centers with CDBG funding. Horry-Georgetown Technical College partnered with Georgetown County, CATT, American Gypsum, SC Department of Commerce, and WRCOG to construct a workforce center to train the employees of American Gypsum. The facility, located on the Georgetown campus of Horry-Georgetown Technical College, will be available for other industries to train their workforces.

Comprehensive Economic Development Strategy for the Waccamaw Region



Chapter IV
Opportunities &
Constraints

Georgetown County • Horry County • Williamsburg County

STRENGTHS, WEAKNESSES, OPPORTUNITIES, & THREATS (SWOT)

SWOT analysis is an important planning and economic development tool. This tool requires a review of existing factors and trends, a consideration of likely and possible future consequences, and a review of policy choices that can promote or abate both desired and undesired outcomes. SWOT analysis is considered a first step toward developing achievable goals and objectives.

For the purposes of this plan, the individual components of a SWOT analysis are defined as follows:

Strengths are attributes of the region that are helpful in achieving economic development.

Weaknesses include anything that is harmful, restricts, or limits economic development in the region.

Opportunities are external conditions or circumstances that are helpful in achieving economic development in the region.

Threats are external conditions, circumstances, or events that adversely impact economic development in the region.

The CEDS Strategy Committee reviewed existing economic trends and regional conditions. From this review, regional strengths, weaknesses, opportunities, and threats were identified. Findings are categorized by regional infrastructure; economic development; tourism, leisure, and recreation; education and workforce development; quality of life and human resources; environmental and natural resources; and government and finance:



REGIONAL INFRASTRUCTURE

Transportation

Strengths

- The roadway network is sufficient to support industry and growth in the southeastern portion of the region.
- The rail system is adequate to meet industrial needs.
- The Myrtle Beach International Airport can provide adequate air transportation along with the Georgetown County Airport and the Williamsburg County Airport.
- There are numerous trucking services in the area.
- There is proximity to port access through Georgetown and Charleston, South Carolina and Wilmington, North Carolina.
- There are bargeable sites in the vicinity of Georgetown's port.
- The region has access to U.S. highways with direct routes to Interstates 95 and 20.

Weaknesses

- There are no interstate highways located in the region.
- The region lacks industrial sites near four lane highways.
- The region lacks rail service in proximity to industrial sites.
- There are insufficient funds to address problems as they arise.
- Rail systems are often overlooked as a means of transportation in the region.

Opportunities

- Support the development of interstate highways, specifically I-73 and I-74.
- Improve and develop all transportation modes within the region including highways, railroads, airports, etc.
- Support the continued improvement and development of the Port of Georgetown.

Threats

- Failure to upgrade and repair roads and bridges.
- Failure to secure funding for Interstate-73.
- Environmental lobbying.

Chapter IV. Opportunities & Constraints

Natural Gas

Strengths

- Natural gas is available in some of the industrial parks in the region and the incorporated areas.

Weaknesses

- The lack of natural gas in the rural communities is a barrier to economic development.

Opportunities

- Support efforts that would extend natural gas lines into or near industrial sites.

Threats

- The lack of existing natural gas infrastructure.

Water

Strengths

- There is an abundance of water in the region.
- The water supply is adequate at most of the industrial sites.
- All municipalities in the region have a public water system.

Weaknesses

- The region's rural areas lack services.
- Existing water lines lack fire hydrants.
- There is a lack of funding to extend services to unserved or under-served areas.
- Many lines are inadequately sized for future expansion.
- There is a lack of service planning for a mega-industry.

Opportunities

- Encourage water and sewer providers to expand utilities to areas of the region that need economic development, particularly those areas with low family income and/or high unemployment.
- Encourage municipalities within the region to expand utilities to potential economic development areas within their jurisdiction. Use state and federal infrastructure development funds to supplement this endeavor.

Threats

- The lack of water infrastructure and upgrades.
- Inadequate fire protection in rural areas.
- The continued declines in state and federal funding to initiate upgrades and extend water lines.



Sewer

Strengths

- Wastewater treatment is available in many areas including some of the rural communities of Horry and Georgetown counties.
- There has been a move to the regional concept of wastewater treatment.
- Many of the industrial parks have sewer infrastructure in place.

Weaknesses

- Williamsburg County only has four small wastewater treatment facilities serving mostly incorporated areas. Economic development is restricted to these areas or is forced to use private septic systems.
- The lack of public sewer forces businesses to use septic systems, which in turn restricts the type of businesses that can locate in an area.
- There is a capacity issue in Williamsburg County.
- Securing funding for expansions and the addition of infrastructure is a challenge.

Opportunities

- Encourage water and sewer providers to expand utilities to areas of the region that need economic development, particular those areas of low family income and/or high unemployment.
- Encourage municipalities to expand utilities to potential economic development areas within their jurisdiction. Use state and federal infrastructure development funds to supplement this endeavor.

Threats

- The continued declines in state and federal funding to initiate upgrades and extend sewer.

ECONOMIC DEVELOPMENT

Strengths

- The region has its own port in the City of Georgetown which is only fourteen miles away from open seas. In addition, the Port of Charleston (the fourth busiest container port on the eastern seaboard) is within an hour's driving distance.
- The region is an excellent location for some markets and suppliers such as wood products and chemical manufacturing, among others.
- Low-cost, reliable energy is available.
- Trainable workforce and good prevailing wages for the region.
- Affordable cost of living.
- Coastal Carolina University, Horry-Georgetown Technical College, Williamsburg Technical College, and Webster University.
- Numerous trucking services.
- Development of industrial park sites throughout the region.
- Amenities to foster tourism.
- Natural beauty, an unspoiled environment, and coastal recreation.
- Low taxes and business incentives, including corporate income tax credits and job tax credits.

Weaknesses

- Active environmental lobby and no growth attitude by some.
- Lack of local programs to provide small businesses with export assistance.
- Lack of regional exposure.
- Low educational attainment.
- Georgetown has a union town perception.
- Air quality issues in some areas.
- Georgetown airport's lack of ILS capability.
- Lack of direct regional interstate access and a lack of four lane roads.

Opportunities

- Use EDA Title IX Loan Funds to assist eligible economic development projects in the region.
- Encourage the use of EDA funds and other funds to assist in the development of the agricultural industry.
- Use EDA funds and other funds to help restore the economy of an area that has been damaged by natural disasters such as hurricanes, floods, tornadoes, fires, etc.
- Continue to promote and market designated industrial development sites in the region.

Threats

- Resistance to new industries.
- Environmental lobbying and the union perception of the region.



TOURISM, LEISURE, AND RECREATION

Strengths

- Over fifty miles of beaches.
- A moderate climate and a variety of tourism related activities each year.
- Two state parks.
- Numerous recreational opportunities.
- The region is becoming one of the nation's favorite relocation and retirement spots.
- Economic benefit from the service industry.
- Good parks and recreation departments.

Weaknesses

- Many of the service industry jobs are seasonal, low paying, and lack benefits.
- Lack of additional recreational facilities in the rural areas.
- Lack of funding for future recreational projects.
- Lack of funding for museums and cultural centers.
- Lack of planning for future growth.

Opportunities

- Maximize tourism potential through joint cooperation of local governments.
- Publicize other recreational activities in the region.
- Utilize Sunday alcohol sale as a marketing tool.
- Utilize funding from penny sales tax to supplement recreational offerings.

Threats

- The growth of alternative tourism venues outside the region.

EDUCATION AND WORKFORCE DEVELOPMENT

Strengths

- Good work ethics throughout the region.
- Proximity of educational institutions.
- Night classes and outreach programs.
- Skilled training opportunities.
- Ready SC available for manufacturing.
- Collaboration between high schools, technical colleges, Coastal Carolina University, Webster University, and South Carolina Department of Employment and Workforce.

Weaknesses

- Low high school graduation rates.
- Lack of comprehensive training in many high schools.
- Lack of parent and student understanding of career opportunities.

Opportunities

- Make every effort to support the development and expansion of the technical colleges and help seek necessary funding to improve the region's educational facilities.
- Expand existing tech-prep programs.

Threats

- Lack of new programs to keep students in school.



QUALITY OF LIFE/HUMAN RESOURCES

Strengths

- Healthcare facilities are available throughout the region.
- Police and public safety services are continuously expanding their capabilities.
- Fire protection is available in the rural areas with excellent volunteer stations.
- The 911 system is operational throughout the region with county-wide dispatchers.

Weaknesses

- Duplication of services such as fire.
- Lack of coordination between agencies.

Opportunities

- Develop stronger relationships with local representatives in planning for future growth and needs.

Threats

- Future reductions in federal spending in economic and community development.
- An aging population and insufficient regional infrastructure, such as public transportation.

ENVIRONMENTAL AND NATURAL RESOURCES

Strengths

- The region is distinguished with its beaches, abundance of fresh water, marshes, forest, and farm land.
- The climate is excellent for year-round recreational activities.
- The natural beauty of the region enhances the quality of life.
- There are two power generating plants in the region.
- There is an adequate supply of water.
- There are natural resources to support region-wide expansion of existing industry such as timber, gravel, sand, etc.

Weaknesses

- The scenic river status of the Black River limits development.
- Environmental lobby in the region.
- Lack of zoning in Williamsburg County.
- The competition for the use of farm and forest land for urban development.
- The competition for the use of surface water.

Opportunities

- Encourage water and sewer providers to expand utilities to areas of the region that need economic development, in particular those areas of low family income and/or high unemployment.
- Encourage municipalities within the region to expand utilities to potential economic development areas within their jurisdiction. Use state and federal infrastructure development funds to supplement this endeavor.

Threats

- Resistance to region-wide land use and infrastructure planning.



GOVERNMENT AND FINANCE

Strengths

- Citizen's desire for good and effective government.
- Commitment to work with local government.
- Ability to secure and use federal assistance.

Weaknesses

- Lack of joint projects with the counties, towns, and cities.
- Turf wars and ownership.

Opportunities

- Develop a unified legislative agenda.

Threats

- Budgetary shortfalls resulting from reduced tax collections and the tepid recovery.
- Future reductions in federal spending and/or sequestration.

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Comprehensive Economic Development Strategy for the Waccamaw Region



Chapter V
Vision, Goals, &
Strategies

Georgetown County • Horry County • Williamsburg County

PURPOSE

An important part of a comprehensive economic development strategy is defining an overarching vision for the region. From this vision, goals and implementation strategies are developed to guide future decision making. The Waccamaw Region's *Comprehensive Economic Development Strategy, 2007* contained an overarching vision statement and a series of regional goals and implementation strategies.

The Waccamaw Regional Council of Governments' economic and community development staff, working through the CEDS Strategy Committee and WRCOG Board of Directors, reviewed each vision statement and goal in preparation for the 2012 CEDS rewrite. Upon review, it was determined that many of the goals and accompanying development strategies were still pertinent. In addition to new goals and implementation strategies developed as part of this plan's rewrite, this chapter retains many of the goals found in the 2007 CEDS.

REGIONAL VISION STATEMENT

To provide for the sustainable development of the region, local officials and the public should ensure that:

- ★ The unique natural environment and historic heritage of the region is preserved;
- ★ A stable diversified economy with a viable balance between the industrial, agricultural, and service sectors is achieved;
- ★ The pattern of land uses will achieve the highest degree of health, safety, efficiency, and well being for all segments of the region;
- ★ The developing areas of the region receive essential utilities and community services that can adequately support future industrial, commercial, and residential growth; and
- ★ A wide range of employment opportunities are available to meet the needs of all the region's citizens.

REGIONAL GOALS AND STRATEGIES

I. TRANSPORTATION AND INFRASTRUCTURE

GOAL 1.1: *Develop a transportation system that fosters growth in designated areas and enhances economic development while maximizing the resources the region has to offer. Cultivate partnerships among the different entities that provide transportation planning and funding, including FHWA, SCDOT, GSATS, Waccamaw RPO, WRCOG, and the counties' CTCs, to secure benefits for the region.*



Strategies:

- ✓ Establish priorities based on safety, traffic needs, and economic development potential.
- ✓ Support the region's Rural Planning Organization (RPO).
- ✓ Coordinate economic development with transportation planning.
- ✓ Develop a long range plan to upgrade and construct new rural roads and bridges.
- ✓ Seek funding from all funding sources, local, state, and federal, to support the I-73 project.
- ✓ Support the planned projects and new projects that would connect the region to the rest of the country including, but not limited to, support for the construction of the Andrew's Bypass (Phase II) and the widening of US 521.
- ✓ Provide increased support for the Port of Georgetown and promote its long-term viability by helping to secure funding to dredge the shipping channel.
- ✓ Obtain community-wide support for improvements to the Georgetown County Airport to obtain ILS capability, and support plans for continued improvement to the Myrtle Beach International Airport.
- ✓ Promote and support the rail system and the provision of additional spurs, as needed, to promote economic development.
- ✓ Encourage the development of regional transit facilities/services.

GOAL 1.2: *Water infrastructure in the region must be maintained, upgraded, and expanded to provide potable water and fire protection to all citizens, as well as provide the capacity to accommodate present and future economic development needs.*

Strategies:

- ✓ Seek funding for new water systems, upgrades, and expansions.
- ✓ Continue to encourage and support regionalization and the consolidation of water systems.
- ✓ Encourage maintenance and repair in a timely manner.
- ✓ Encourage cooperation between system operators.

GOAL 1.3: *The region's wastewater treatment infrastructure must be maintained, upgraded, and expanded to serve the region's citizens and accommodate present and future economic development.*

Strategies:

- ✓ Seek funding in the form of grants and low-interest loans to provide affordable waste water collection.
- ✓ Continue to encourage regionalization.
- ✓ Review population projections and industry needs periodically for potential capacity restructuring and/or redevelopment.

GOAL 1.4: *Encourage the expansion of natural gas systems in the region while maintaining and improving existing systems.*

Strategies:

- ✓ Seek local, state, and federal funding to subsidize system expansions.

GOAL 1.5: *Encourage the enhancement of hazardous and solid waste management, refuse collection, and disposal services provided by local governments and private contractors in an effort to meet existing and future industrial and economic development needs.*

Strategies:

- ✓ Seek funding for implementing and updating each county's solid waste management plan.
- ✓ Continue to encourage composting, recycling, reduction, and reuse of solid waste as an alternative to land filling.
- ✓ Encourage the reduction in solid waste going into landfills.
- ✓ Continue to explore Howard LLC's new composting process.
- ✓ Support the state's anti-litter campaign.

II. ECONOMIC DEVELOPMENT

GOAL 2.1: *Encourage commercial and industrial growth which will provide the region's population with economic opportunities and enhance the quality of life for both businesses and residents.*

Strategies:

- ✓ Explore recruiting industry clusters.
- ✓ Be proactive in preserving prime industrial and prime agriculture land by designating areas for economic development activities.
- ✓ Continue to identify potential industrial sites and buildings throughout the region.
- ✓ Continue to develop speculative building in the region's industrial parks.
- ✓ Promote and expand the Revolving Loan Fund (RLF) program for rural small businesses and industries.
- ✓ Recruit environmentally friendly industries that provide a good mix of job skills. Develop plans for agriculture centers.
- ✓ Identify available venture capital needs.
- ✓ Provide the necessary infrastructure to support growth and economic development.
- ✓ Become proactive about the union perception.
- ✓ Form a telecommunications task force of local citizens to pursue state of the art communication services throughout the region.
- ✓ Promote the area's top quality work and living environments.



- ✓ Secure private sector funding to assist in economic development programs.
- ✓ Prevail upon the Chambers of Commerce to step up and undertake an entrepreneurial development program and small business assistance effort in conjunction with the EDC.
- ✓ Regularly update identified economic development goals to ensure continuity of programs.
- ✓ Support economic diversification through recruitment efforts that target industries offering higher wages.
- ✓ Encourage the clustering of business and industry by identifying and developing sites for corporate activities. Research and develop industrial parks, in partnership with private landowners and developers.
- ✓ Develop a forum for businesses to discuss local trends, threats, and opportunities.
- ✓ Continue efforts to recruit international companies that are either expanding or seeking a presence in the United States.
- ✓ Encourage the development and expansion of regional economic development partnerships.

III. TOURISM, LEISURE, AND RECREATION

GOAL 3.1: *Develop and improve recreational facilities, community parks, recreation centers, cultural and art centers, and biking and walking trails that are accessible to residents of all ages and physical conditions. Recreational and cultural activities enhance the quality of life and promote economic development opportunities in a region.*

Strategies:

- ✓ Improve recreational opportunities for all citizens.
- ✓ Coordinate special events and festivals throughout the region to avoid conflicting schedules.
- ✓ Upgrade cultural, sports, and entertainment infrastructure.
- ✓ Identify tourist attractions, not only in the cities and towns but also within rural areas and smaller communities.
- ✓ With the region becoming a retirement destination, provide recreational and cultural activities to fit the needs of the elderly.
- ✓ Provide local protection for historic sites that the South Carolina Department of History and Archives may not list on their registry.
- ✓ Develop plans for conferences at civic center locations other than the beach.

IV. EDUCATION AND WORKFORCE DEVELOPMENT

GOAL 4.1: *Develop an education system with highly skilled educators and promote curriculums with linkage between industry and educational institutions. Provide adequate educational facilities for the region's growing student population.*

Strategies:

- ✓ Continue to seek funding for K-12 school systems.
- ✓ Establish a periodic meeting to discuss projections of future educational facilities.
- ✓ Promote and develop partnerships between industry and education.

V. QUALITY OF LIFE/HUMAN RESOURCES

GOAL 5.1: *Develop a regional environment that protects the health, safety, and welfare of its citizens by enhancing the effectiveness of law enforcement and other public protection systems.*

Strategies:

- ✓ Evaluate current technical systems for usability.
- ✓ Ensure adequate resources are available for law enforcement agencies.
- ✓ Increase citizen involvement in their communities through crime prevention and neighborhood watch programs.
- ✓ Provide the area's public safety services, i.e. E911, Police Department, Fire/Rescue, Sheriff's Office, Detention Center, and the Judicial System, with comprehensive integrated technology solutions.
- ✓ Obtain more funding for training of local law enforcement officials and increase training at all staff levels.

VI. ENVIRONMENTAL AND NATURAL RESOURCES

GOAL 6.1: *The protection of the Waccamaw Region's beaches, marshes, rivers, wetlands, and other natural resources are paramount in maintaining the area's scenic beauty and quality of life. Economic development initiatives should consider their impact on the area's natural resources.*

Strategies:

- ✓ Support the area's 208 Water Quality initiatives and encourage continued collaboration between public and private interests in ensuring the quality of the region's waters is maintained.
- ✓ Encourage the consideration of environmental sensitive areas in the preparation of local comprehensive plans and zoning.
- ✓ Protect the area's floodplains and floodways from encroachment.
- ✓ Support beachfront management initiatives and the efforts of the US Army Corps of Engineers in beach renourishment.
- ✓ Consider natural constraints in the placement of industrial parks and infrastructure.
- ✓ Encourage mitigation where warranted.



VII. GOVERNMENT AND FINANCE

GOAL 7.1: *Encourage and improve cooperation between local governments to foster greater efficiency in the management of personnel, finances, programs, and services.*

Strategies:

- ✓ Improve communication between local governments.
- ✓ Encourage more public hearing notification to gain greater citizen participation in the decision making process.
- ✓ Continue to recognize the importance of planning for all communities, including but not limited to land use, transportation, infrastructure, environment, and training.
- ✓ Develop regional planning activities and initiatives that guide future growth and economic development efforts.

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Comprehensive Economic Development Strategy for the Waccamaw Region



Chapter VI
Implementation &
Evaluation

Georgetown County • Horry County • Williamsburg County

PRIORITY REGIONAL PROJECTS

Listed below are the priority economic development programs and projects for the region and member counties. These projects have been reviewed by the CEDS Strategy Committee and correspond with the economic development goals outlined in Chapter V. Many of the projects identified in the 2007 CEDS remain unrealized and, as such, are retained by this plan’s update.

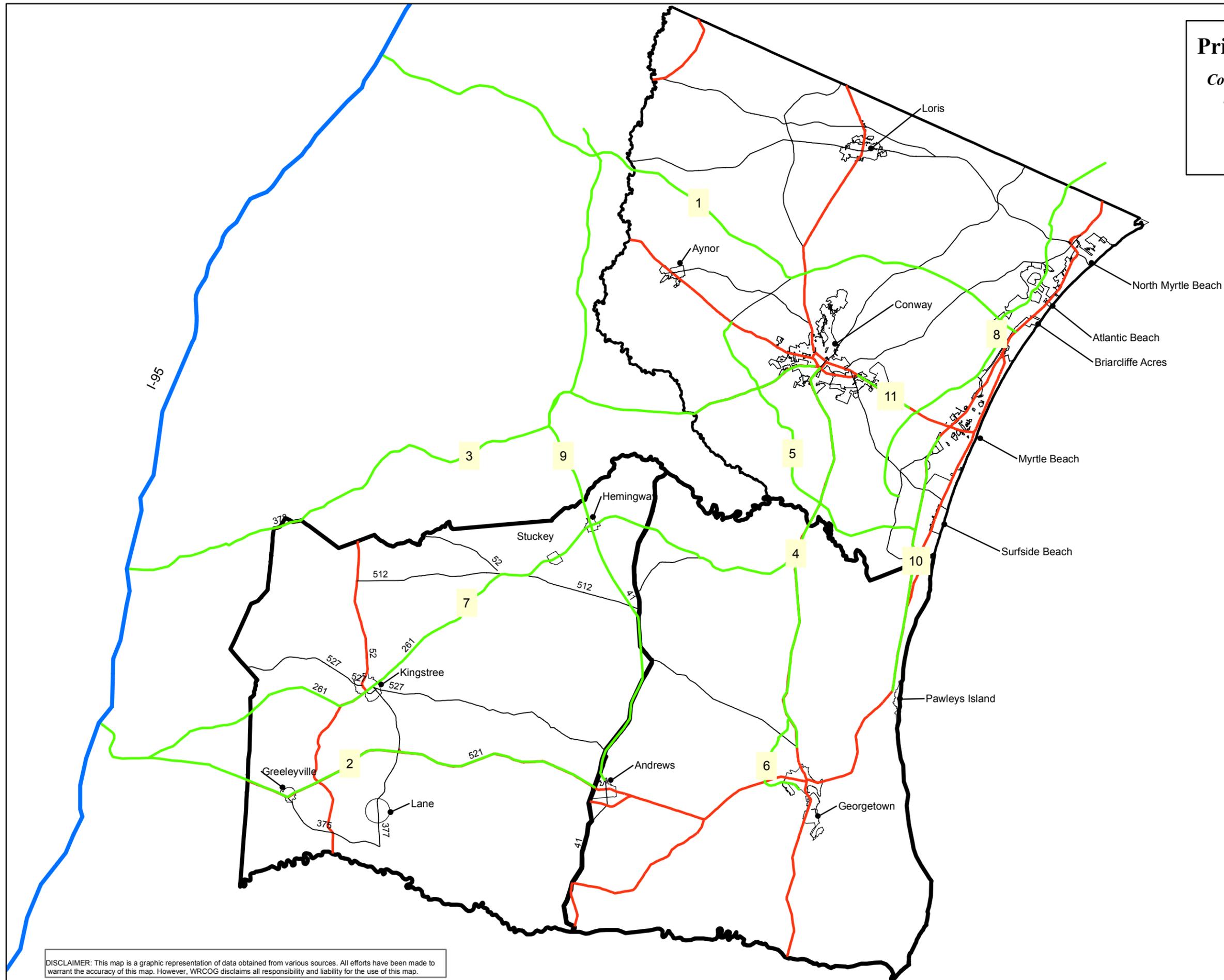
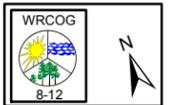
For each priority program or project, a timeframe is provided which identifies the most likely scenario for achieving implementation: **Short-term** projects are those in which funding could exist for implementation within a one to two-year period; **Medium-term** projects includes those with an implementation outlook of two to five years; and, **Long-term** projects are those with a time horizon of five years or greater:

PROJECTS	COST	FUNDING SOURCE	RESPONSIBLE ENTITY	TIME FRAME
I-73	\$1.5 to 2.0 billion	US, SC, Local	SCDOT	Long-term
US 521: 4 lane from Andrews to Interstate 95	\$275 million	US, SC, Local	SCDOT	Long-term
US-378: 4-lane from Conway to Interstate 95	\$275 million	US, SC, Local	SCDOT	Long-term
US 701: 4 lane from SC-51 to Conway	\$187 million	US, SC, Local	SCDOT	Long-term
US 701: Connector/SELL	\$300 to 600 million	US, SC, Local	SCDOT	Long-term
US 701/521: Georgetown bypass	\$90 million	US, SC, Local, Private	SCDOT	Long-term
Coast RTA: Multi Modal Facility and Signage	\$20 million	US, SC, Local	SCDOT	Medium-term
SC-261: 4 lane from Yauhannah to Manning	\$315 million	US, SC, Local	SCDOT	Long-term
Carolina Bays Parkway/I-74	\$95 to 641 million	US, SC	SCDOT & NCDOT	Medium/Long term
SC-41: 4 lane from Mullins to Andrews	\$325 million	US, SC, Local	SCDOT	Long-term
Port of Georgetown: Dredging	\$33.5 million	US, SC, Local	State Port Authority	Medium term
US 17: Improvements	\$150 million	US, SC, Local	SCDOT	Medium/Long term
US 501: Widening & Improvements	\$160 million	US, SC, Local	SCDOT	Medium/Long term

Priority Regional Projects

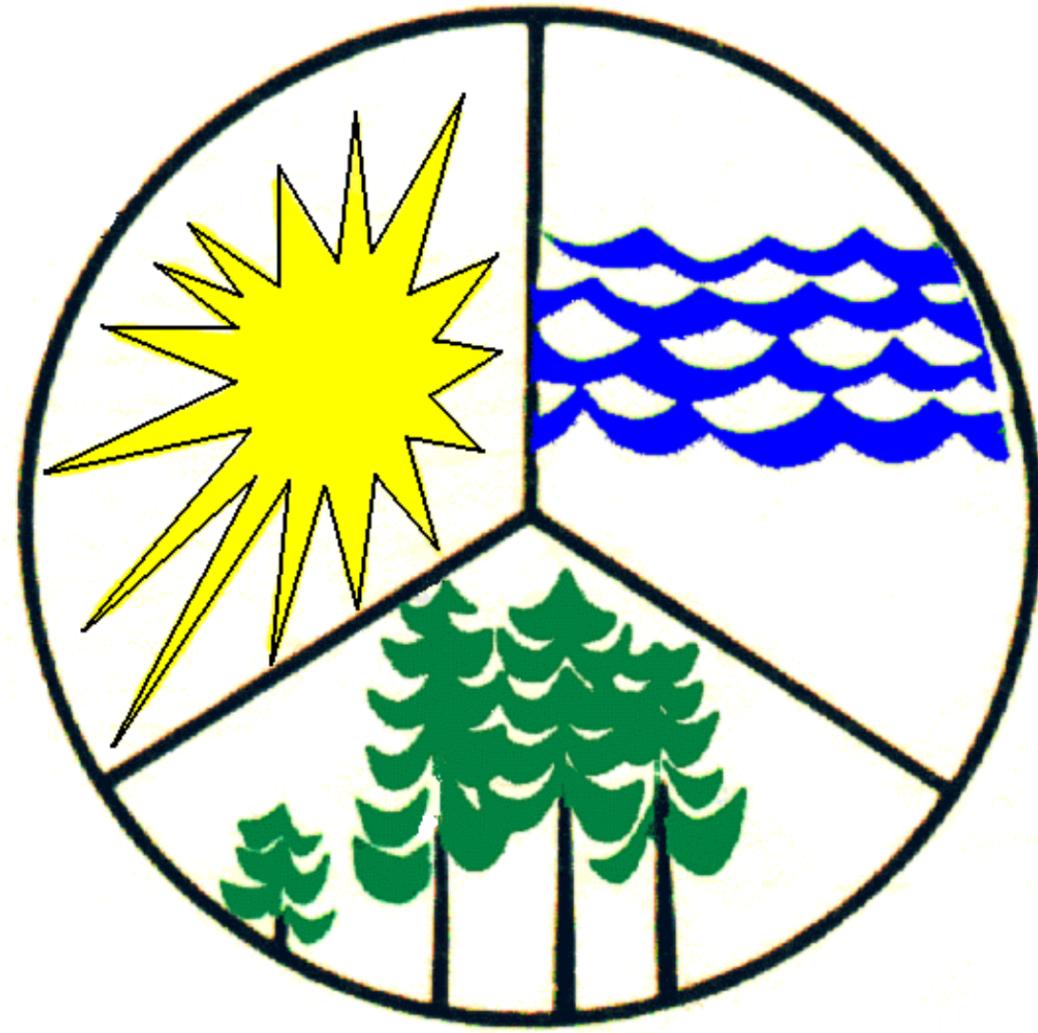
*Comprehensive Economic Development
Strategy for the Waccamaw Region
2012 - 2017*

Map Exhibit 3



- Legend**
- I-95
 - Projects**
 - 1. I-73
 - 2. US 521: 4 lane from Andrews to I 95
 - 3. US 378: 4 lane from Conway to I 95
 - 4. US 701: 4 lane from SC 51 to Conway
 - 5. US 701: Connector/ SELL
 - 6. US 701/ 521: Georgetown Bypass
 - 7. SC 261: 4 lane from Yauhannah to Mannng
 - 8. I-74
 - 9. SC41: 4 lane from Mullins to Andrews
 - 10. US 17: Improvements
 - 11. US 501: Widening and Improvements

DISCLAIMER: This map is a graphic representation of data obtained from various sources. All efforts have been made to warrant the accuracy of this map. However, WRCOG disclaims all responsibility and liability for the use of this map.





PRIORITY LOCAL PROJECTS

The following tables provide a listing of county specific programs and projects as identified by the individual counties and reviewed by the CEDS Strategy Committee.

Georgetown County

Table 15 Priority Georgetown County Projects					
PROJECTS	COST	FUNDING SOURCE	RESPONSIBLE ENTITY	PERFORMANCE	TIME FRAME
<i>Seek funding to expand water to rural areas</i>	n/a	GCWSD, USDA, CDBG, Local	GCWSD, Georgetown County		Long-term
<i>Plantersville Sewer Project</i>	3.5 million	GCWSD, USDA, CDBG, Local	GCWSD, Georgetown County		Short-term
<i>Establish 17 S Industrial Park</i>	n/a	Local	Georgetown County		Medium-term
<i>International Paper Capital Investment Expansion</i>	\$200 Million	Private	International Paper Company		Complete
<i>Small Business Program</i>	n/a	Local/State EDA	Georgetown County		Medium-term
<i>Shutter Shop Mfg. Expansion</i>	\$2.5 million	Private	Shutter Shop	20 jobs	Medium-term
<i>Sid Harvey Industries Inc. Relocation</i>	n/a	Private	Sid Harvey	100 jobs	Medium-term
<i>Renewed World Energies</i>	\$30 million	Private	RWE	60 jobs	Medium-term
<i>Trinity Iron Works</i>	\$.5 million	Private	Trinity Iron Works	15 jobs	Medium-term
<i>MetalTech Systems</i>	\$4 million	Private	MetalTech Systems	60 jobs	Medium-term
<i>521 Industrial Park Spec Blg.</i>	n/a	Local	Georgetown County		Complete
<i>Low Country Pavers</i>	\$5 million	Private	Low Country Pavers	20 jobs	Medium/Short-term

Chapter VI. Implementation and Evaluation

**Table 15 (continued)
Priority Georgetown County Projects**

PROJECTS	COST	FUNDING SOURCE	RESPONSIBLE ENTITY	PERFORMANCE	TIME FRAME
<i>Turnstyle Enterprises</i>	\$.8 million	Private	Turnstyle Enterprises	37 jobs	Medium/Short-term
<i>Coast Apparel</i>	\$.5 million	Private	Coast Apparel	12 jobs	Short-term
<i>Carolina Pacific</i>	\$1 million	Private	Carolina Pacific	10-12 jobs	Medium/short-term
<i>Renewed World Energies</i>	\$29.3 million	Private	Renewed World Energies	60 jobs	Short-term
<i>US 17 & Front St</i>	\$48,000	US, SC	SCDOT		Short-term
<i>US 17 & US 521 Drainage Project</i>	\$18 million	US, SC	SCDOT		Near complete
<i>Kings River Rd, & Hagley/Tyson</i>	\$170,000	US, SC	SCDOT/CDBG/LOCAL		Medium-term
<i>SafeRack LLC</i>	\$9 million	Private	SafeRack LLC	58 jobs	Complete
<i>Carolina Pacific</i>	\$2 million	Private	Carolina Pacific	15 jobs	Short term

Horry County

**Table 16
Priority Horry County Projects**

PROJECTS	COST	FUNDING SOURCE	RESPONSIBLE ENTITY	PERFORMANCE	TIME FRAME
<i>Expand Water and Sewer systems</i>	\$7.5 million	USDA, CDBG, Local	Horry County, GSWS, BWS, NMB W&S		Long-term
<i>Airport Expansion 14 gate terminal</i>	\$130 million		Horry County/City of Myrtle Beach		Short-term
<i>Technical Center</i>	\$14.5 million		Horry County		Medium-term



Chapter VI. Implementation & Evaluation

**Table 16 (continued)
Priority Horry County Projects**

PROJECTS	COST	FUNDING SOURCE	RESPONSIBLE ENTITY	PERFORMANCE	TIME FRAME
<i>Dock Hardware & Marine Fabrication</i>	n/a	Private	Dock Hardware	20 jobs	Medium-term
<i>Coastal Carolina College Sports Arena</i>	\$48 Million	Coastal Carolina College, SC	Coastal Carolina University, State		Complete
<i>Concrete Designs</i>	\$6 million	Private	Concrete Designs	50 jobs	Short-term
<i>Metglas, Inc.</i>	\$17 million	Private	Metglas, Inc.	25 jobs	Short term
<i>US 17 & Mineola Ave</i>	\$156,000	US, SC	SCDOT		Short-term
<i>Hwy 15 & 17th Ave S</i>	\$520,000	US, SC	SCDOT		Short-term
<i>US 17 Bypass & Indigo Club Dr.</i>	\$550,000	US, SC	SCDOT		Short-term
<i>AvCraft Technical Services</i>	\$1 million	Private	AvCraft	150 jobs	Short term
<i>Frontier Communications</i>		Private	Frontier Communications	110 jobs	Short term
<i>Coca-Cola Bottling Co.</i>	\$4 million	Private	Coca Cola Bottling Co.	10 jobs	Short-term

Williamsburg County

**Table 17
Priority Williamsburg County Projects**

PROJECTS	COST	FUNDING SOURCE	RESPONSIBLE ENTITY	PERFORMANCE	TIME FRAME
<i>South Williamsburg Water Project</i>		USDA, CDBG, Local	Williamsburg County		Medium-term

Chapter VI. Implementation and Evaluation

**Table 17 (continued)
Priority Williamsburg County Projects**

PROJECTS	COST	FUNDING SOURCE	RESPONSIBLE ENTITY	PERFORMANCE	TIME FRAME
<i>Continue to provide sewer expansion</i>		USDA, CDBG Local, EDA	Williamsburg County		Long-term
<i>Sykes Enterprises Inc.</i>		Private	Sykes Enterprises Inc.	400 jobs	Complete
<i>Palmetto Synthetics LLC</i>	\$3 million	Private	Palmetto Synthetics LLC	25 jobs	Complete
<i>Palmetto Synthetics LLC</i>	\$7 million	Private	Palmetto Synthetics LLC	75 jobs	Medium-term
<i>Bamboosa</i>	\$5 million	Private	Bamboosa	31 jobs	Medium-term
<i>Continue to expand County water system</i>		USDA, CDBG Local, EDA	Williamsburg County		Long-term
<i>The Truss Company</i>	\$1.25 million	Private	The Truss Company	50 jobs	Medium-term
<i>ProjeArc Tec</i>	\$7 million	Local, State, Private	Arc Tec	35 jobs	Medium-term
<i>Willoglen</i>	\$3 million	Private	Willoglen	100 jobs	Medium term
<i>Project Wave</i>	\$3.5 million	Private	Company	45 jobs	Short term
<i>Develop the Tri-Area Business Center</i>		Local	Williamsburg County		Medium-Term
<i>Williamsburg Regional Airport Hanger Project</i>		Local	Williamsburg County		Complete
<i>Andrews Connector Water Project</i>		USDA,CDBG, Local	Williamsburg County		Long-term



RELATIONSHIP TO LOCAL PLANS

Title 6, Chapter 29 of the South Carolina Code of Laws requires the comprehensive plans for local communities to incorporate an economic development element and priority investment element. These elements identify priority projects needed to, among others, foster economic development. Many of the region's nineteen units of local government have adopted comprehensive plans which identify economic development and infrastructure projects. In addition, a few communities, such as Horry and Georgetown counties, have adopted capital improvement plans (CIP) which likewise provide project listings.

The comprehensive plans and available CIPs from the various jurisdictions were reviewed in preparation for this CEDS. The listing provided in Table 14 is intended to identify projects of regional significance. Where not in conflict with this plan, initiatives at the county or municipality level should consider, in addition to projects listed in Tables 15, 16, and 17, those identified by each jurisdiction's comprehensive plan and CIP.

EVALUATION

The evaluation portion of this plan will be an ongoing planning process which will be the responsibility of the economic development organization staff under the guidance of the CEDS Strategy Committee. This section will look at the economic activities that were accomplished during each year as compared to those proposed under the CEDS program.

Key economic development representatives from each county will be asked for an assessment of their county's accomplishments in regards to those proposed in the strategies and implementation portions of the CEDS document. WRCOG staff and, most importantly, the CEDS Strategy Committee will annually review the economic development activities of each county in terms of jobs created, unemployment rate, private and public investment, and other relevant factors to determine the level of performance in regards to this plan.

The CEDS Strategy Committee will review both the long-term and short-term goals and objectives of the plan and may expand or delete portions as necessary. This will be a direct result of a change in the economy, availability of public and private funds, policy changes within each county or the region, and other relevant changes. Short-term goals and objectives should change annually whereas long-term goals should change less often. This will be the responsibility of the committee with the assistance of other economic development districts, consultants, and university centers.

Standards for evaluating each project will include the Economic Development Administration's investment policy guidelines:

Chapter VI. Implementation and Evaluation

- Is the project market-based?
- Is the project proactive in nature and scope?
- Does the project look beyond the immediate economic horizon, anticipate economic changes, and diversify the local and regional economy?
- Does the project maximize the attraction of private sector investment?
- Does the project have a high rate of success?
- Does it have a diversity of funds?
- Does it have high degree of local political support?
- Is sufficient leadership in place?
- Does the project result in higher-skill, higher-wage jobs?
- Does the project promote self-sufficiency and provide resources for safe, attractive communities?

Comprehensive Economic Development Strategy for the Waccamaw Region



Chapter VII
Appendices

Georgetown County • Horry County • Williamsburg County

APPENDIX A

REFERENCE

Georgetown County School District

Georgetown County

Georgetown County Economic Development Alliance

Horry County School District

Myrtle Beach Regional Economic Development Corporation

South Carolina Office of Research and Statistics

South Carolina Department of Commerce

South Carolina Employment Security Commission

The Grand Strand Economic Forecast 2006 - 2007

U.S. Census Bureau

U.S. Department of Labor

Williamsburg County Economic Development Board

Williamsburg County School District

Myrtle Beach Economic Outlook Board



APPENDIX B

WACCAMAW REGIONAL COUNCIL OF GOVERNMENTS Board of Directors 2012

KEY	NAME	TITLE	COUNTY	TERM EXPIRATION
*	Carl Anderson		G	02-12-13
*	Vacant		H	Co-terminus
	Jean Dozier		H	06-30-13
*	Dick Elliott		H	02-20-13
*	James Frazier		H	11-18-13
*	Charlie Fulton		W	05-14-11
*	Rodney Giles		G	06-16-12
#	W. G. Hucks, Jr.		H	06-30-12
*	Harry Huggins		W	08-01-12
	James W. Kirby	Vice-Chair	W	01-01-12
#*	Yancey McGill		W	01-13-15
#	Leslie Mclver		H	06-30-12
	Andy McKnight		W	08-11-14
*	Vida Miller	Chairwoman	G	CT 12-16-14
*	Johnny Morant		G	CT 10-11-11
*	Ray Cleary		H	CT 03-25-13
*	W. Paul Prince		H	CT 06-30-13
*	Paul D. Price, Jr.		H	02-20-13
*	John Rhodes		H	CT 05-21-12
	Murray Vernon		G	03-01-13
*	Randal Wallace	Secretary	H	CT 03-1-13
*	Peggy Wayne	Treasurer	G	CT 11-14-13
*	Jean Timbs		H	02-20-13

Key: # = Executive Committee * = Elected Official

County Legend: **G** = Georgetown County; **H** = Horry County; and **W** = Williamsburg County

APPENDIX C

SOUTH CAROLINA LETTER OF CONCURRENCE



APPENDIX D

STRATEGY COMMITTEE MEETING MINUTES AUGUST 13, 2012 appendix

	<p>WACCAMAW REGIONAL COUNCIL OF GOVERNMENTS</p> <p>1230 HIGHMARKET STREET, GEORGETOWN, SOUTH CAROLINA 29440</p>	<p>PHONE (843) 546-8502 FAX (843) 527-2302 WEB ADDRESS wrcog.org</p>
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AGENDA

CEDS Committee Meeting

August 13, 2012

1. Introduction:

2. Discussion Topics:
 - Vision for the next five years
 - Goals and strategies for the next five years
 - Action Plan

3. Committee Meetings

4. Other Business

5. Adjournment



WACCAMAW REGIONAL
COUNCIL OF GOVERNMENTS

1230 HIGHMARKET STREET, GEORGETOWN, SOUTH CAROLINA 29440

PHONE (843) 546-8502
FAX (843) 527-2302
WEB ADDRESS wrcog.org

The Waccamaw Regional Council of Governments (WRCOG) Comprehensive Economic Development Strategy (CEDS) Strategy Committee Meeting Minutes:

August 13, 2012

The Comprehensive Economic Development strategy (CEDS) Strategy Meeting of the Waccamaw Regional Council of Governments (WRCOG) convened at 6:10 p.m. on August 13, 2013 in the small conference room of the WRCOG 1230 Highmarket Street office, Georgetown, South Carolina, 29440.

PRESIDING

Committee member Jean Dozier

WRCOG STAFF

Tomas Langley

GUEST

Paul Prince

Jean Timbs

I. CALL TO ORDER AND INTRODUCTIONS

Mrs. Dozier called the meeting to order at 6:10 p.m. She had everyone introduce themselves.

II. DISCUSSION TOPICS

INFORMATION ABOUT THE CEDS PROGRAM

Tomas Langley discussed the development of the Comprehensive Economic Development Strategy (CEDS) for the WRCOG District, and, how the U.S. Economic Development Administration funding works. He went on to describe the role of the Strategy Committee, the District's partners, and the importance of the program to the Waccamaw Region, which is the Waccamaw Regional Economic Development District.



GOALS AND STRATEGIES FOR THE NEXT FIVE YEARS

Mr. Langley referred to the 2011 CEDS Update and discussions with other agencies, economic development partners, political leaders, industry leaders, small business owners and educators in determining the goals and strategies of the district for the next five years.

ACTION PLAN

Mrs. Dozier agreed that the preliminary findings and plan by the staff and economic development partners will provide a good road map for the district as the nation recove from the 2008 recession and moves into a new economic era.

III. COMMITTEE MEETINGS

The staff informed everyone that future quarterly meetings will be scheduled for evaluation and changes, if necessary, to the CEDS document.

IV. OTHER BUSINESS

No new business

V. ADJOURN

The meeting adjourned at 6:55 p.m.

APPENDIX E

COMMENT PERIOD NEWS PAPER ADS

Wednesday, September 5, 2012, Georgetown Times, Georgetown, S.C.

... in Mommyhood

... kids, ages 3, 6, 7 and 10. One of her many talents is ...
... of laundry with little feet in her face. She is mar-
... Teach My People in Pawleys Island.

... over something ... know what it is

...ver and I were in the ... of the bathroom, I showed
...om and he said he ... her the bidet, again still
... to ... thinking it was just a boy
... potty.

... enalties.

ward Jones
ING SENSE OF INVESTING

Y
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Half
price
bottles
of wine

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Week

Ipock-a-Lips

Shell shocked on a beach vacation

I just got back from a Labor Day vacation at the beach with my sister, Nancy, and some friends. I often spend this particular holiday at the beach and there's a good reason for this. It's still warm enough for bathing suits and "laying out" in the sun, but it's also slightly cooler weather for relaxing outside after dark with a glass of wine. ...

dered? The first full day there I walked an hour and came back empty-handed. I remember a time in Pawleys Island when I found dozens of baby's ear shells in one after-noon. ...

I'll find a shallow bowl to arrange the pebbles "just and place a large pillar can in the middle - or perhaps five votive candles (always arrange things in odd numbers, the decorators tell me). Come to find out, the color of the rocks was a amazing. Some were white as snow, some were cry-



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PUBLIC NOTICE

2012-2017 Waccamaw Region Comprehensive Economic Development Strategy

The Waccamaw Regional Council of Governments (WRCOG) is the project administrator for the Waccamaw Regional Comprehensive Economic Development Strategy (CEDS). The CEDS is a document that is designed to bring together the public and private sectors in the creation of an economy. WRCOG has prepared an initial draft document available for review and comments from September 5, 2012 through October 5, 2012. The document will be available for review at the WRCOG offices at: 1230 Highmarket Street, Georgetown, SC 29554 from 9 a.m. to 5 p.m. Monday through Friday. If you have any questions or concerns please contact Tomas Langley or Tom Britton at 843-546-8502.

NOTICE OF PUBLIC HEARING

The Georgetown County Planning Commission will hold a public hearing at 5:30 p.m. on September 20, 2012. The hearing will be held at the Waccamaw High School Auditorium located at 2412 Kings River Road in Pawleys Island. The purpose of the hearing will be to receive public input on the following:

- A request from SVB PIP, LLC as agent for Thomas and Marilyn Lino, Jesse and Susan McClary, Long and Long, LLC and Bank of America Real Estate to amend the Pawleys Plaza Planned Development located on the north corner of Petigru Drive and US Highway 17 in Pawleys Island. The proposed amendment will increase the acreage of the PD by 5.32 acres for a total of 17.77 acres. In addition, the proposal allows for total redevelopment of the PD which will include an increase in the commercial square footage and the extension of Richardson Lane to serve residential lots. TMS Numbers 04-0161-008-01-00, 04-0161-008-00-00, 04-0161-009-01-00, 04-0161-007-00-00 and 04-0157-006-00-00. Case Number AMPD 8-12-8227.
- A request to rezone approximately 2.67 acres located on the northwest side of Highway 17 Business and Sunnyside Avenue (Hwy 707) in Murrells Inlet from the Live Oak Village Planned Development (PD) to General Commercial (GC) (its previous zoning designation.) TMS Numbers 41-0104-019-01-00, 41-0104-019-01-01 and 41-0104-019-01-02. Case Number REZ 8-12-8184.
- A request from Thomas P. Gressette to rename "Affinity Lane" located off of Ocean Highway just north of New Castle Lane in Pawleys Island. The proposed name is "Surprise Lane". TMS Number 04-0145-004-02-00. Case Number STRT 8-12-8233.

Comments or questions may be directed to:
Georgetown County Planning Commission (843) 545-3158 office
PO Drawer 421270 (843) 545-3299 fax
Georgetown, SC 29442 cargent@tccounty.org

MISSISSIPPI

Address _____

City _____

State _____

Phone(H) _____



By: September 5, 2012 - THE NEWS

Community News

Zion Floyd, Ethel Floyd, Betty Jean Dingers, Brenda Padgett

Green City" may soon be named "Green City"

soon be the growing realm of green. That's automotive jobs may want to consider relocating to Michigan or Ohio, or these other states...

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New approaches to job creation

PUBLIC NOTICE 2012-2017 Waccamaw Regional Comprehensive Economic Development Strategy

The Waccamaw Regional Council of Governments (WRCOG) is the project administrator for the Waccamaw Regional Comprehensive Economic Development Strategy (CEDS). The CEDS is a document that is designed to bring together the public and private sectors...

S.C. FARM BUREAU MARKETING ASSOCIATION WILLIAMSBURG GRAIN AND FEED

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RESOLUTION

Whereas, the Waccamaw Regional Council of Government’s Board of Directors and the CEDS Committee have reviewed the Comprehensive Economic Development Strategy for the five year period beginning October 2012; and

Whereas, the WRCOG Board and the CEDS Committee have determined that the CEDS is consistent with and supportive of the area’s current Economic Development strategy.

Now, Therefore, BE IT RESOLVED AND ORDERED BY THE BOARD OF DIRECTORS OF THE WACCAMAW REGIONAL COUNCIL OF GOVERNMENTS:

That the Board of Directors supports the COG’s submission of the document entitled “The Waccamaw Regional Economic Development District’s 2012 – 2017 Comprehensive Economic Development Strategy,” a copy of which is attached to this resolution, to the United States Economic Development Administration.

Attested by:



Vida Miller, Chairman,

WRCOG

11/12/12

Date



Sarah Smith, Executive Director,

WRCOG

11/12/12

Date

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CEDS 2012 - 2017

