GRAND STRAND FAST FACTS

$11.8B
Gross Annual Sales for Horry County
Source: SC Department of Revenue

$7.0B*
Total Tourism Economic Impact
* Based on CCU study for 2015

53.3%
Average Occupancy in 2018
Source: CCU

BY THE NUMBERS
88 - Golf Courses
34 - Mini-Golf Courses
1,800 - Restaurants
7 - Live Theaters
300 - Outlet Stores

2018 GROSS ANNUAL SALES FOR HORRY COUNTY SPECIFIC TOURISM INDUSTRY SECTORS

$120.1M
LODGING

$1.45B
RETAIL STORES

$586.9M
GAS STATIONS

$1.55B
RESTAURANTS

$1.19B
SUPERMARKETS

$191.8M
AMUSEMENTS

$43.6M
GOLF/COUNTRY CLUBS
Source: SC Department of Revenue

TOP 10
2018 DMAS BY VISA CREDIT CARD SPEND RANKED

1. Charlotte-Gastonia-Rock Hill, NC-SC
2. Washington-Baltimore, DC-MD-VA-WV
3. Wilmington, NC
5. Greensboro--Winston-Salem--High Point, NC
6. Raleigh-Durham-Chapel Hill, NC
7. Greenville-Spartanburg-Anderson, SC
8. Columbia, SC
9. Charleston-North Charleston, SC
10. Florence, SC

* Based on CCU study for 2015
Source: SC Department of Revenue
MILLAGE RATE COMPARISON

<table>
<thead>
<tr>
<th>City</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbia</td>
<td>110</td>
</tr>
<tr>
<td>Spartanburg</td>
<td>82.5</td>
</tr>
<tr>
<td>Rock Hill</td>
<td>55</td>
</tr>
<tr>
<td>Greenville</td>
<td>27.5</td>
</tr>
<tr>
<td>Charleston</td>
<td>0</td>
</tr>
</tbody>
</table>

Source: City of Myrtle Beach/DK Shifflet

AVG. UNEMPLOYMENT
Seasonally Adjusted

4.37%
2018

Source: Chmura Economics and Analytics

COST OF LIVING

<table>
<thead>
<tr>
<th>Composite Index</th>
<th>Grocery Items</th>
<th>Housing Cost</th>
<th>Utilities</th>
<th>Transportation</th>
<th>Health Care</th>
<th>Miscellaneous</th>
</tr>
</thead>
<tbody>
<tr>
<td>94.1</td>
<td>100.7</td>
<td>73.9</td>
<td>118.5</td>
<td>96.0</td>
<td>104.3</td>
<td>97.8</td>
</tr>
</tbody>
</table>

Source: ACCRA Cost of Living Index

AVERAGE NEW HOME COSTS
$156,250
Source: CCAR 2018

CONSTRUCTION PERMITS

| Year | Single-Family Residences | | Multifamily Residences | |
|------|--------------------------| | -----------------------| |
|      | Bldgs. | Value | Bldgs. | Units | Value | Total |
| 2018 | 3,721  | $665,119,682 | 41 | 506 | $43,540,859 | $708,660,541 |

Source: U.S. Census Bureau

ECONOMIC DEVELOPMENT

<table>
<thead>
<tr>
<th>Source</th>
<th>Information</th>
</tr>
</thead>
</table>
| City of Myrtle Beach/DK Shifflet | Business Licenses Issued vs. Total MB Visitors Growth
| Chmura Economics and Analytics | Average Unemployment
| TourismWorksForUs.com | Cost of Living
| Chumra Economics and Analytics | Average New Home Costs
| HCS/HGTC/CCU | Average New Home Costs
| Horry County Government | Construction Permits
| ACCRA Cost of Living Index | Average New Home Costs
| CCAR 2018 | Average New Home Costs

EDUCATION

<table>
<thead>
<tr>
<th>Source</th>
<th>Information</th>
</tr>
</thead>
</table>
| Horry County Schools | Students: 44,184
| Horry County Schools | Schools: 58
| Horry-Georgetown Technical College | Students: 6,788
| Horry-Georgetown Technical College | Programs: Over 65
| CCU | Undergrad: 9,917
| CCU | Grad Students: 724
| CCU | Total Students: 10,641

EMPLOYMENT

<table>
<thead>
<tr>
<th>Source</th>
<th>Information</th>
</tr>
</thead>
</table>
| City of Myrtle Beach/DK Shifflet | Employment - All Industries: 141,044
| Chmura Economics and Analytics | Accommodations and Food Service: 32,083
| TourismWorksForUs.com | Retail Trade: 24,418
| HCS/HGTC/CCU | Health Care and Social Assistance: 14,110
| ACCRA Cost of Living Index | Average Annual Wages - All Occupations: $33,542
| CCAR 2018 | Average Annual Wages - Management of Companies and Enterprises: $67,064
| Source: HCS/HGTC/CCU | Average Annual Wages - Accommodations and Food Service: $19,931

Source: City of Myrtle Beach/DK Shifflet

Source: Chmura Economics and Analytics