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

**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

**2018 GROSS ANNUAL SALES**
FOR HORRY COUNTY SPECIFIC TOURISM INDUSTRY SECTORS

**$1.058B**
Lodging
Source: State A-Tax revenues

**$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
### RIDE II: $425.3M
### RIDE III: $592M

### Millage Rate Comparison

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

### Average Millage Rates

- **Columbia**: 110
- **Spartanburg**: 82.5
- **Rock Hill**: 55
- **Greenville**: 27.5
- **Charleston**: 0
- **Myrtle Beach**: 0

### Cost of Living

<table>
<thead>
<tr>
<th>Category</th>
<th>Average 2018 Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Composite Index</td>
<td>94.1</td>
</tr>
<tr>
<td>Grocery Items</td>
<td>100.7</td>
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<tr>
<td>Housing Cost</td>
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<tr>
<td>Utilities</td>
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<tr>
<td>Transportation</td>
<td>96.0</td>
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<tr>
<td>Health Care</td>
<td>104.3</td>
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<tr>
<td>Miscellaneous</td>
<td>97.8</td>
</tr>
</tbody>
</table>

Source: ACCRA Cost of Living Index

### Average New Home Costs

- **$156,250**

Source: CCAR 2018

### Employment

- **Total Horry County Employment - All Industries**: 141,044
- **Accommodations and Food Service**: 32,083
- **Retail Trade**: 24,418
- **Health Care and Social Assistance**: 14,110
- **Average Annual Wages - All Occupations**: $33,542
- **Average Annual Wages - Management of Companies and Enterprises**: $67,064
- **Average Annual Wages - Accommodations and Food Service**: $19,931

Source: TourismWorksForUs.com

### Education

- **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**: Over 65
- **CCU - Undergrad**: 9,917
- **CCU - Grad Students**: 724
- **CCU - Total Students**: 10,641

Source: HCS/HGTC/CCU

### Average Unemployment

- **4.37% in 2018**

Source: Chmura Economics and Analytics

### Business Licenses Issued vs. Total MB Visitors

- **Business Licenses**: 10, 8, 6, 4, 2, 0
- **MB Visitors Growth**: 2015, 2016, 2017

Source: City of Myrtle Beach/DK Shifflet

### Average New Home Costs

- **Single-Family Residences**
  - Year 2018: 3,721
  - Value: $665,119,682

- **Multifamily Residences**
  - Year 2018: 41
  - Units: 506
  - Value: $43,540,859
  - Total: $708,660,541

Source: U.S. Census Bureau