

EXECUTIVE COMMITTEE

John Laymon
The Jackson Companies
Chairman

Honorable Carl Schwartzkopf
Horry County Council
Vice-Chairman

Brant Branham
E.F. Hucks & Associates

Michael Brown
Santee Cooper

Dr. David DeCenzo
Coastal Carolina University

M. E. "Buzz" Freeman, Jr.
Conway National Bank

Jenny F. Shealy, esq.
Nelson Mullins Riley & Scarborough LLP

Dodd Smith
Metglas, Inc.

Jimmy Yahnis
Chris Yahnis Coastal

PRESIDENT & CEO

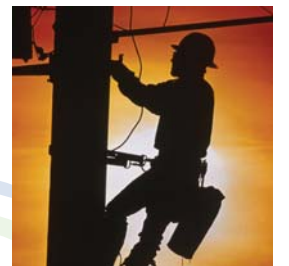
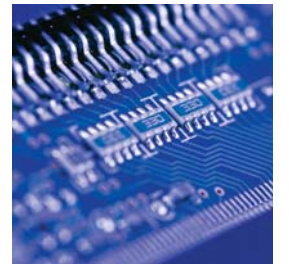
Hugh Owens



L-R (back row) Jenny F. Shealy, Brant Branham, M. E. "Buzz" Freeman, Jr., Michael Brown, Jimmy Yahnis (front row) Dodd Smith, John Laymon, Carl Schwartzkopf

For more information about membership,
please contact Lauren Morris, Investor Relations Director,
Myrtle Beach Regional Economic Development Corporation
at 843-347-4604.

Visit us at
www.myrtlebeachdevelopment.com



Waves of Opportunity

**LETTER
FROM THE
PRESIDENT**

Dear Business Leader:

The Myrtle Beach Regional Economic Development Corporation is dedicated to meeting the needs of today's industry and creating a competitive and diversified business climate in Horry County. As President and CEO, I am excited to be part of a team with essentially a two-fold mission:

1. To attract new industry and high wage jobs by marketing Horry County worldwide as a top location for business.
2. To work with local companies to assist them with expansion plans and other business concerns.

Horry County's business-friendly environment, strong educational institutions, and high quality of life are just a few of the reasons why I know Horry County can successfully compete for jobs and our targeted industries. Our program of work for 2007 – 2011 is in place and we have set lofty, but attainable, goals for the next five years that reflect our high confidence level. By 2011 the Myrtle Beach Regional EDC will:

- Facilitate the creation of 1,500 new jobs within Horry County;
- Facilitate \$300 million in capital investments;
- Conduct business recruitment missions in major metropolitan centers;
- Facilitate the development of at least two additional industrial parks specifically designed to attract our targeted industry sectors.

We are already meeting with successes. The arrival of El Sol Mexican Restaurant Supply and Team Metal Finishings, as well as the 150 job expansion of Builders First Source, are just the beginning. However, the fact is that Horry County is facing ever-increasing competition from other regions and countries to attract business and workforce. That is why the Myrtle Beach Regional EDC has kicked-off a major funding initiative to increase our budget to \$800,000 annually for 2007 – 2011. This will enable us to ensure economic diversity and prosperity that will continue to enhance our infrastructure, revenues, and enviable quality of life.

We need the resources of the regional business community to help achieve greatness. Please join us as we continue to create "waves of opportunity."

Sincerely,



Fitzhugh S. "Hugh" Owens



ORGANIZATION OVERVIEW

Beyond the beauty of palmetto trees, sandy beaches, and award winning golf courses lies a vibrant business community. Superior schools, a modern infrastructure and a dynamic economy make Horry County home to many thriving businesses. Keeping Horry County one of the top 100 fastest growing counties in the nation and the second fastest growing MSA in the Carolinas requires dedication, professionalism, and an enterprising spirit coupled with the efforts of the regional business community.

The Myrtle Beach Regional Economic Development Corporation is leading the charge to move this region to the next level of business development. Bolstered by new leadership and a dynamic staff, the Myrtle Beach Regional EDC is focused on:

- New business recruitment
- Retaining and expanding existing industry
- Economic diversification
- International marketing

"The Myrtle Beach Regional EDC's efforts are vitally important to Horry County because it is the only organization solely committed to new industry recruitment and economic diversification."

*– Egerton Burroughs, Chairman
Burroughs & Chapin*

CAMPAIGN LEADERSHIP

RECENT ACTIVITY & ACCOMPLISHMENTS

CAMPAIGN CO-CHAIRS



J. Egerton Burroughs
Burroughs and Chapin



Billy Alford
A & I Fire and Water Restoration



Dennis Wade
The Jackson Company

CAMPAIGN ADVISORY COMMITTEE



Neyle Wilson
Horry-Georgetown Tech



Zack Dusenbury
Santee Cooper



Tony Cox
Burroughs & Chapin



Pat Howle
Horry Electric



Henrietta Golding
McNair Law Firm



Ernie Elliott
Electric Service of South Carolina



Shaw Dargan
Dargan Construction



David Morrow
Crescent Bank



Peggy Graham



Frankie Blanton
Blanton Building Supplies



Craig Coleman
BB&T



Fred Richardson
Grand Strand Water & Sewer



Governor Robert McNair

1. Secured Hugh Owens as President & CEO in November 2005

2. Active business project activity increased by 300% in 2006

December 2006:
24 active business projects

- Projects Involve:
 - Manufacturing
 - Distribution
 - Headquarters

3. Two major events were hosted:

- Industry Appreciation Day (Retention & Expansion)
- Japanese Familiarization Tour (Marketing & Recruitment)

4. Staff attended Targeted Industry Sector Conferences:

- Fort Lauderdale Boat Show
- NIAA Aviation Show
- SEUS Japan Conference

5. 54 Existing Industry calls were made

6. Progress on Product Development was made:

- Property database accuracy has been significantly improved
- Began process of developing new spec building
- Began process of developing new industrial parks

7. Received Horry County funding commitment

8. EDC is fully staffed

- Hugh Owens, President & CEO
- Jim Papadea, Business Development
- Lauren Morris, Investor Relations
- Joy P. Henderson, Business and Research Services
- Debrah Sturm, Office Manager
- Laura DeGregoria, Administrative Assistant

9. 2006 Announcements:

Company	Jobs Created	Capital Investment
Builder's First Source	150	\$5 million
Team Metal Finishings	15	\$1.5 million
El Sol Mexican Food Supply	50	\$4 million
Total	215	\$10.5 million

10. Long term goals have been set for 2007 – 2011 funding cycle:

- Facilitate the creation of 1,500 new jobs
- Facilitate the creation of at least \$300 million in capital investment
- Facilitate the creation of two new industrial parks

“The Myrtle Beach Regional EDC is a great ally of Metglas. They are definitely looking out for existing industry.”

– Dodd Smith, Vice President of Global Operations, Metglas, Inc.

“For our area to grow and prosper, we need to attract new industry and higher-paying jobs. A pro-active economic development agency is key to that.”

– Brad Dean, President, Myrtle Beach Area Chamber of Commerce

PLAN OF ACTION and GOALS

New Business Recruitment (\$280,000)

- Recruit within our targeted industry sectors: Information Technology, Leisure Industries, Office Businesses, Plastic Products, Aviation, Marine Industry, Automotive, Advanced Manufacturing
- Expand product mix of sites and buildings
- Conduct recruitment missions in key regions around the country focusing on target industry sectors

Target markets include:
Detroit - Chicago - Atlanta - Germany - Japan

- Continue membership in a lead generation organization
- Maintain and enhance a commercial/industrial real estate database on the MBREDC website

Advertising & Marketing (\$305,000)

- Develop all new marketing materials
- Step-up international marketing of Horry County in Europe and Asia
- Attend Economic Development & Site Locator Conferences
- Strengthen relationship with the Northeast Strategic Alliance (NESAs)
- Host site locator events within Horry County
- Market to business executives that own second homes in Myrtle Beach and vacation in the area
- Purchase advertising space with targeted trade journals and other media outlets

“The Myrtle Beach Regional EDC’s multifaceted pro-active approach to promoting and diversifying the economy of Horry County has made the corporation one of NESAs’s key partners.”

– Jeff McKay, Executive Director
Northeast Strategic Alliance (NESAs)

Business Retention & Expansion (\$115,000)

- Conduct business visitations with existing industry
- Identify companies that compliment existing industry for future recruitment efforts
- Manage a detailed database on existing companies
- Make existing businesses aware of resources and grants available

GOALS FOR 2007

- Announce new projects totaling \$60 million in capital investments
- Create 300 new jobs

FIVE YEAR GOALS

- Facilitate the creation of \$300 million in capital investments
- Facilitate the creation of 1,500 new jobs
- Facilitate the development of two new industrial parks

PROPOSED BUDGET

BREAKDOWN

