



## June 2024 Newsletter

### Myrtle Beach Downtown Alliance CEO Jason Greene Celebrates First Year

On May 8, Jason Greene celebrated his first anniversary as Chief Executive Officer (CEO) with Myrtle Beach Downtown Alliance. We asked Jason to share a recap of his first year and forecast of plans for downtown Myrtle Beach.

“Over the past year, we have made significant strides in enhancing our internal operations and expanding our network of institutional relationships. By developing a flexible operational model, we are now better equipped to collaborate with both current and future partners. A key achievement was the creation of a long-term strategic plan focused on three core experiences: residential, scenic and episodic, and lifestyle. This plan aims to cater to diverse community needs and ensure a dynamic, inclusive, and engaging environment for all.

To shape this vision, we engaged in numerous stakeholder and community input meetings, gathering valuable insights and fostering a sense of shared ownership in our developmental goals. These discussions have been instrumental in guiding our initiatives and ensuring they resonate with community aspirations. Concurrently, we initiated work on comprehensive design guidelines for our downtown area, encompassing various elements such as



thematic options and public art, architecture, lighting, and neighborhood and district identities. Our focus also includes park and street improvements, storytelling, branding, wayfinding, and the integration of smart city technology. These guidelines are intended to create a cohesive and vibrant downtown that is both functional and visually appealing.

Looking ahead to the next year, our emphasis will be on continuing to transform downtown into a premier destination for both residents and visitors. We will build on the foundations laid this year, further refining our design guidelines and beginning implementation. Our goal is to create an inviting, dynamic, and inclusive downtown environment that offers a unique blend of residential comfort, scenic and episodic excitement, and lifestyle amenities. By maintaining a strong focus on community input and smart development, we are committed to making downtown a thriving hub of activity and a model of urban excellence.”



## Get Ready to Tap Your Boots: First Friday ArtWalk Goes Country on June 7!



**First Friday  
ArtWalk  
Friday, June 7  
5-8 PM**

Yeehaw, art lovers! Get ready to dust off your cowboy boots, don your cowboy hats and join us for a toe-tapping good time at this month's First Friday ArtWalk. In celebration of all things country, we're bringing a bit of Nashville charm right here to downtown.

Picture this: the streets adorned with vibrant artwork, the sound of live country music filling the air (special thanks to CCMF), and the aroma of delicious food tempting your taste buds. It's an evening you won't want to miss!

As you stroll through our bustling streets, you'll have the chance to explore the latest exhibitions at our local galleries (William H Miller Studios & Fine Art and Kaleidoscope Artisan Collective) and participating First Friday ArtWalk venues downtown, all showcasing a diverse array of local artistic talents.

And what's a country-themed event without some down-home cooking? Our downtown restaurants will be serving up all your favorites from savory BBQ to street tacos to island fare to Asian fusion to sweet treats that'll satisfy even the most discerning foodie.

But wait, there's more! The CCMF has lined up a stellar lineup of country music performers to serenade you Friday night as you stroll through the ArtWalk venues. Imagine hearing the sounds of Diamond Rio, War & Treaty or Carrie Underwood as you do-si-do through the Arts & Innovation District.

Whether you're a seasoned art collector or just looking for a fun night out, the First Friday Art Walk with a country twist promises an unforgettable experience for all. So mark your calendars, download

the map (below) of participating locations and join us as we two-step our way through downtown Myrtle Beach's vibrant scene.

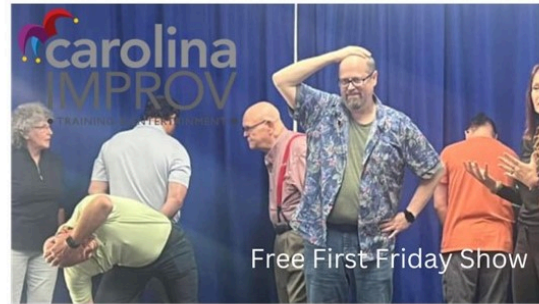
We'll see you there, partner! 🤖



Remember the days of A-side and B-side vinyls? Well, Kaleidoscope Artisan Collective is flipping the record to the B Side and inviting you to a ONE NIGHT art sale on Friday, June 7 from 4-8 PM.

Artists will be going through their archives and pulling out some of their work that may be a #1 hit for you.

Kaleidoscope Artisan Collective is located at 519 Broadway Street, Myrtle Beach.



Watch Myrtle Beach's own "*Whose Line Is It Anyway?*" for FREE on Friday, June 7. The Carolina Improv Company continues it's series of Free First Friday Improv shows.

Doors open at 6:30 pm, show starts at 7:00 pm, and lasts approximately one hour (more if you laugh a lot). Seating is limited.

Carolina Improv is located at 704 8th Avenue North, Myrtle Beach.

# SPRING 2024

# FIRST FRIDAY ARTWALK



## ART VENUES

- |  |  |   |
|--|--|---|
| <b>1</b> Local Artists - 716 8th Ave N               | <b>7</b> Le Manna Bread - 507 9th Ave N            | <b>13</b> Good Vibes - 405 Broadway St              |
| <b>2</b> Carolina Improv - 703 8th Ave N             | <b>8</b> The Tasting Room - 505 9th Ave N Unit A   | <b>14</b> The Tavrne - 531 Broadway St              |
| <b>3</b> Long Bay Theater - 704 8th Ave N            | <b>9</b> Grand Strand Brewing Co - 819 N Kings Hwy | <b>15</b> Kaleidoscope - 519 Broadway St            |
| <b>4</b> William H. Miller Studios - 702 8th Ave N   | <b>10</b> Winna's Kitchen - 819 Main St            | <b>16</b> Dos Carnales Restaurant - 403 Broadway St |
| <b>5</b> Fresh Brewed Coffee House - 933 Broadway St | <b>11</b> Sun City Cafe - 802 Main St              | <b>17</b> El Rey Del Taco - 405 Broadway St         |
| <b>6</b> Lucid Coast Candle Bar - 512 9th Ave N      | <b>12</b> El Primo - 740 Main St                   |   |

## MURALS

- |                               |                               |   |
|-------------------------------|-------------------------------|---|
| <b>1</b> Grand Strand Law     | <b>4</b> Mount Atlantis       | <b>4</b> MB Downtown Development Office |
| <b>2</b> MB Downtown Alliance | <b>5</b> Homestyle Restaurant | <b>5</b> Grand Strand Brewery           |
| <b>3</b> Good Vibes Surf Shop | <b>6</b> Beach Bike Shop      | <b>6</b> Botega <b>7</b> Disco Centro   |



522 Broadway St, Suite A • [www.mbdowntown.org](http://www.mbdowntown.org)

## Island Vibes Cafe & Coffeehouse Opens Its Doors in Downtown Myrtle Beach!



On Thursday, May 23, Island Vibes Cafe & Coffeehouse held its ribbon cutting and official grand opening. The cafe serves Guatemalan and Ethiopian sourced coffee and Island inspired dishes such as hand pies, jerk chicken, rasta pasta, juices and sweet treats.

The restaurant is located at 533 Broadway Street. Click the photo to visit its Facebook page.

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## Business Spotlight: Tell Us Your Story

The Myrtle Beach Downtown Alliance is searching for legacy business owners, mom and pop businesses who've been around for years, as well as those who've opened their doors in the last 5 years.

Regardless of your business, we'd like to speak with you and learn more. Then, perhaps, share your story with our social media followers and downtown advocates.

For this project, we're focusing on brick and mortar businesses located in the area between 12th Avenue South to 21st Avenue North from Ocean Boulevard to Robert Grissom Parkway.

To nominate your business or another business in downtown Myrtle Beach, please email us at [info@mbdowntown.org](mailto:info@mbdowntown.org).



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## The Atlantic Ocean is Ablaze With Color Every Wednesday Night!



Scheduled through August 28, the firework shows light up the sky over the Atlantic Ocean each Wednesday night at 9 PM during the summer season, weather pending. On Thursday, July 4, there will be a special fireworks show at 9 PM celebrating Independence Day.

**Q. Where’s the best place to view fireworks over the Atlantic Ocean?**

*A. Any place along the Myrtle Beach Boardwalk, the 1.2 mile walkway from the 14th Avenue Pier to the 2nd Avenue Pier, is a great place to watch the weekly fireworks shows.*

**Join MBDA for**  
**Coffee with the Community**

**Friday, June 21**  
**8 AM - 12 PM**

*Let's chat about Downtown!!!*



**MYRTLE BEACH DOWNTOWN ALLIANCE** 522 Broadway St



**Increase your visibility!**

Create a listing in our business directory.

**MYRTLE BEACH DOWNTOWN ALLIANCE**



# FALL LINEUP!!!

LIVE MUSIC • FOOD VENDORS • BEER

|      |           |                        |
|------|-----------|------------------------|
| SEPT | <b>14</b> | The 100 Grand Band     |
| SEPT | <b>26</b> | Julio and the Saltines |
| OCT  | <b>10</b> | Southern Kind Band     |
| OCT  | <b>24</b> | Tru Sol Band           |

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## Hurricane Season Begins June 1

### 2024 Hurricane Evacuation Zones Updated for Myrtle Beach

As we gear up for the 2024 hurricane season, residents in Myrtle Beach are preparing for potential storms with a renewed focus on safety and preparedness. One significant change this year is the update to Myrtle Beach's hurricane zones, aimed at enhancing evacuation procedures and ensuring the safety of everyone in the area.

In recent years, there has been an increase in the unpredictability and intensity of hurricanes, underscoring the importance of proactive measures. The adjustment of hurricane zones is a proactive step taken by South Carolina Emergency Management Department (SCEMD), Horry County Emergency Management and City of Myrtle Beach Emergency Management to better align evacuation routes and procedures with the evolving risk landscape.

So, what exactly are these changes?

**Understanding the Updates:**

Myrtle Beach's hurricane zones are revised based on updated flood maps, storm surge projections, and other relevant data. These revisions are aimed at accurately identifying areas most susceptible to the impacts of hurricanes, including storm surge, flooding, and high winds.

By delineating these zones more precisely, authorities can tailor evacuation orders and safety guidelines to better suit the needs of specific communities. As a resident, knowing the hurricane zone for home and work are crucial for understanding the level of risk and the necessary steps to take in the event of an approaching storm.

**Navigating Evacuation Routes:**

With the updated hurricane zones comes a renewed emphasis on evacuation routes. The updated evacuation routes were selected to ensure the smooth flow of traffic and the safety of evacuees.

It's essential for everyone in Myrtle Beach to familiarize themselves with the evacuation routes corresponding to their respective hurricane zones. Whether evacuating by car or public transportation, knowing the most efficient routes can make all the difference in ensuring a timely and safe evacuation.

**Finding Your Zone:**

The City of Myrtle Beach, Horry County and the South Carolina Emergency Management Department provide interactive tools on their official websites that enable residents and visitors to input their address and instantly discover their designated hurricane zone. This user-friendly tool is invaluable for planning and preparedness, allowing individuals to take proactive measures well in advance of any impending storms.

Access interactive hurricane zone maps and other valuable resources related to hurricane preparedness by clicking the following links:

[SCEMD](#)

[Horry County](#)

[City of Myrtle Beach](#)

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## May 2024 Events

### Community Input Meeting - May 2

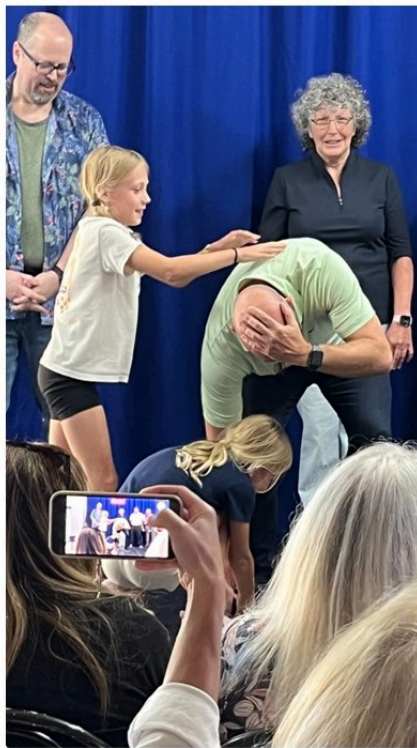




A Community Input Meeting was held May 2 at Ocean View Baptist Church. The Myrtle Beach Downtown Alliance sought input from local stakeholders of residents, business owners and local leaders. This fall, the Myrtle Beach Downtown Alliance will host a series of community input meetings sharing the results with residents.

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## First Friday ArtWalk - May 3

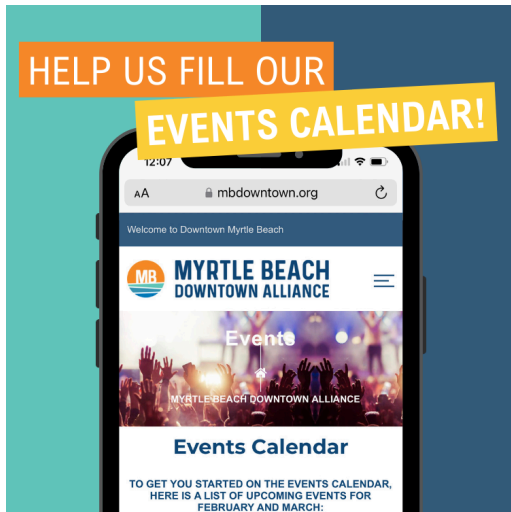


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## Coffee with the Community - May 17



On Friday, May 17, the Myrtle Beach Downtown Alliance held its monthly Coffee with the Community event. Several residents and stakeholders attended the drop-in. A few made new friends and connections. During the meeting, MBDA staff answers questions residents may have about downtown, share updates and information about upcoming events. Mark your calendars for the next Coffee with the Community on Friday, June 21. The event is 8 AM - Noon at 522 A Broadway Street, Myrtle Beach.



## Upcoming Events in June

- June 1 - Grand Strand Pride Month Kick-Off Party @ Nance Plaza, 3-9 PM
- June 6-9 - CCMF *Ticketed event.*
- June 7 - First Friday ArtWalk, 5-8 PM
- June 15 - Juneteenth Parade, 10 AM
- June 15 - Juneteenth Celebration @ Charlie's Place, 12-7 PM

{{Disclaimer}}

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