

Largest Premium Space AVAILABLE in North Myrtle Beach - 19,000 sf

LOCATION, LOCATION, LOCATION – 300' Direct Hwy 17 Frontage



2301 Hwy 17 S.

North Myrtle Beach, SC 29582

Presented by Smith Investment Holdings LLC

Bobby Smith, Managing Member

Jonathan Smith, Managing Member

Greetings!

It is with great pleasure for our family (Smith Investment Holdings LLC) to present this future development opportunity to your company. This commercial building sits on a 1.75 acre corner lot with 4 parking lot egresses to main roads and 300 feet of Highway 17 direct frontage in the heart of the rapid growing City of North Myrtle Beach, SC.

Our family would love to discuss this opportunity as we see a terrific fit to further expand your successful operation on the “Grand Strand” in this largest, most premium space available in all of North Myrtle Beach! North Myrtle Beach and Myrtle Beach represent a unique market, currently attracting 17.2+ million visitors annually. Please allow us to share the details and history of this property.

Property Details:

Address	2301 Highway 17 S North Myrtle Beach, SC 29582
Gross Leasable Space	29,440 sf on 1.75 acres
Lease Space Available	Approximately 19,000 sf
Highway 17 Direct Frontage	300'
Traffic Counts	39,400 (SC Dot 2023)
Parking Spaces	106
Property Type	Retail
Property Subtype	Freestanding
Year Built	1993
Renovated	2015 \$1.5M cash renovation
Subdivided	2019 into 2 leasable spaces 19,000sf and 10,440 sf
Current Tenants	19,000 sf - Badcock Home Furniture & More 10,440 sf - The Wholesale Flooring Company (2019 NMB Small Business of the Year)

JACE management system which optimizes top energy efficiency for HVAC and lighting, alarm systems, interior lighting, upgrades floors, restrooms, warehouse space, etc. Upgraded power transformer and LED exterior lighting.

LOCATION, LOCATION, LOCATION!!!!!! Right in the heart of North Myrtle Beach surrounded by businesses, hotels, tourists and residents! 39,400 Traffic Count! 300' Direct Hwy 17 Frontage!

This property is next door to the multi-tenant Majestic Business Center and directly across from Authur Blank's 80,000 sf PGA Tour Superstore, servicing "tens" if not "hundreds" of thousands of customers annually.

Property History:

1989 - Our family relocated from Richmond VA (former Circuit City career) to found, own & operate Golf Dimensions (golf specialty retail stores). Started operation in 6,000 sf lease space 4 blocks south of current property.

1993 - Growth fueled the purchase/design building of 2301 Hwy 17 South property, initially 24,000 sf to relocate our Golf Dimensions operation

1995 - Continued growth necessitated further property expansion to it's current & max capacity of 29,440 sf

1993 - April 2014 - Golf Dimensions revenues more than \$200M – 60% generated at this NMB location with the other 40% from our storefronts on Hwy 501 (1998 – 2014) and Callaway Performance Center at Barefoot Resorts (2010 – 2014)

April 2014 - Sold our retail operation to Golfsmith International, at such time the largest "golf specialty retailer" in USA. Buyout included 15 yr. lease & additional 15 yr. lease option

Spring 2015 - Golfsmith completed \$1.5M cash renovation to property, many of the features mentioned above under "Property Details"

2018 - Private Equity firm who owned Golfsmith initiated strategic Chapter 11 attempting to appease prospective buyers (part of PE 5yr plan to flip investment). Deal fell apart resulting in Dick's Sporting Goods purchasing assets and liquidating the GolfSmith stores as Dick's also owns Golf Galaxy, eliminating lots of competition.

2019 - Family subdivided our NMB property (\$250k project) to enhance leasing opportunities

We're confident this space can be adapted to fit your requirements and profitably increase your market share in the North Myrtle Beach marketplace. Our location is turnkey and can be ready for occupancy in 30 days or less! We are not aware of any turnkey spaces of this size available and yes, we're biased, strongly believing ours' is the nicest with the bonus of Location, Location, Location!!! Including 300' Direct Highway 17 Frontage!!! 39,400 Traffic Count!!!

This location will also allow reaching numerous other nearby communities and customers including across the nearby SC/NC State line to the north.

YES! North Myrtle Beach, like Myrtle Beach, “HAS IT ALL!” – Beaches, Accommodations, Food & Drink, Golf Courses and Things to DO!

Highlights from “We Are The Beach 2022 Annual Report”:

- \$32 million accommodation tax revenues
- 17.2 million visitors spending estimated \$10.8 billion, two thirds repeat
- Not just any beach, it’s the Grand Strand – 60 miles of Sandy Beach, 1 destination, 14 unique beach communities, 60 miles of bringing people together
- 159,000 room units available, more than Las Vegas
- 2,000 Restaurants
- 1,000+ Attractions
- 425 Hotels & Resorts
- 90+ Golf Courses, known as “Golf Capital of the World”, 2.4 million rounds played, \$111.6 million total golf revenue
- #1 Airport in U.S., awarded “Top Small-Midsize Airport” by TSA,
- Top 10 Origin & Spending Markets include many which currently have Total Wines & More stores in home market, Brand Loyalty
- 2.4 billion Visit Myrtle Beach Campaign Impressions, 15.2 million Visit Myrtle Beach Campaign Engagements
- \$15.8 billion Gross Sales for Horry County: \$9.9 billion retail sales, \$2.1 billion restaurants, \$1.6 billion lodging, \$1.3 billion supermarkets, \$825 million gas stations, \$312 million amusements, \$53 million golf & country clubs
- \$132.7 million Tax Revenue for Horry County: \$32.26 million accommodations, \$44 million tourism development fees, \$56.5 million hospitality tax – this engine will keep rocking!
- Does not include business that will come from next door Briarcliffe Acres, Little River, Longs Loris and just north of the SC/NC state line including Calabash, Carolina Shores, Sunset Beach, Ocean Isle Beach, Holden Beach, Shallotte, Whiteville, Tabor City, etc. • 60+ cities & towns within 30-mile radius of property location

Highlights of Attractions, Accommodations & Things to Do from explorenorthmyrtlebeach.com, tripadvisor.com, visitmyrtlebeach.com & vacationsmadeeasy.com:

- Carolina Country Music Festival
- Carolina Opry
- Pirates Voyage Dinner & Show
- Legends in Concert
- Medieval Times Dinner & Tournament
- Alabama Theater
- Tiger Woods backed PopStroke
- Myrtle Beach Pelicans
- PGA Tour Myrtle Beach Classic at Dunes Club, new 2024 PGA event sponsored by Visit Myrtle Beach
- 90+ Golf Courses & 30+ Mini Golf Courses
- Topgolf
- Vacation Rentals include Resorts, Hotels, Motels, Campgrounds, RV, Condo/Home rentals both short-term & long-term
- Shopping, dining & more – Barefoot Landing, Broadway at the Beach, Skywheel MB (187'), Tanger Outlets, The Market Common, Duplin Winery, Myrtle Waves Water Park, Broadway Grand Prix, Fishing Piers, Ripley's Believe It or Not!, Wonderworks, House of Blues, Alligator Adventure, Intracoastal Waterway for boating, jet skis, kayak, fishing, etc, 160 acre NMB Park & Sports Complex, Great Christmas Light Show, NMB Aquatic & Fitness Center plus numerous other fitness/spa facilities, 600+ Fine Art Events, NMB Sounds of Summer Concert Series, Shark Wake Park, Nightlife, Live Entertainment, Events and SO MUCH MORE!!!!
- Property within short driving distance of all!

Population and Demographic Data: Re: World Population Review

	North Myrtle Beach	Myrtle Beach
2024 Population	20,894	41,279
Land Area	21.4 sq mi	23.6 sq mi
Density	976.1/sq mi	1749.1/sq mi
Growth since 2020	10.55%	14.76%
Median Age Total	60.2	47
Median Age Male	60.1	44.9
Median Age Female	60.5	49.3
Rate of Home Ownership	84%	60.6%
Average Family Size	2.6	2.84 Average
Household Size	2.11	2.22
Average Earnings Total	\$37,094	\$33,175
Average earnings Male	\$39,932	\$34,828
Average Earnings Female	\$35,173	\$27,392
Language - English	91.17%	86.4%
Language – Spanish	86.4%	9.03%
Overall Poverty Rate	6.97%	15.28%
Median Household Income	\$69,792	\$50,558
Median Family Income	\$89,418	\$66,880
Median Married Family Income	\$102,299	\$82,877
Median Non Family Income	\$47,485	\$31,423
Marriage Rate	55.7%	47.5%
Labor Force Participation	49.3%	60.3%
Employment Rate	46.2%	57.7%
Unemployment Rate	6.4%	4.2%
High School Graduate +	94.58%	91.76%

24/7 Wall From Steet Published by Samuel Stebbins September 28, 2023:

According to data from the U.S. Census Bureau’s Population Estimates Program, people are flocking to the Myrtle Beach-Conway-North Myrtle Beach metro area in South Carolina. Between July 1, 2021 and June 30, 2022, the number of people who moved to the area outnumbered those who moved out by about 18,100.

The 4.9% annual population growth due to net migration alone – not including births and deaths – ranks as the second largest increase of all 387 metropolitan areas in the United States.

All data used in this story was aggregated from the county level to the metropolitan level using metropolitan statistical area definitions for July 2023 from the Census Bureau.

World Population Review projections for North Myrtle Beach Metro Area by year:

	Population	Growth Rate
2024	586,845	4.32%
2025	612,185	4.14%
2026	637,525	3.97%
2027	662,865	3.82%
2028	688,205	3.68%
2029	713,545	3.55%

From Census Reporter:

Myrtle Beach – Conway – North Myrtle Beach, SC – NC Metro Area:

2022 Population 536,165

1,983.4 square miles

270.3 people per square mile

50.9 Median Age

\$64,741 Household Income

10.9% Persons below poverty line

24.5 minutes Mean travel time to work

231,614 Number of households, 2.3 persons per

57% Married

315,439 Number of housing units

\$299,300 Median value of owner-occupied housing units

12.5% Moved since previous year

93.2% High school grad or higher

94.6% Native-born population

IN CONCLUSION!

We hope you agree with the need to further expand your growing company in North Myrtle Beach and further hope our North Myrtle Beach property will get consideration. Again, this is a proven location with 300' Direct Highway 17 Frontage – right in the heart of NMB with very close proximity to residential & tourist accommodations. This location will also reach numerous cities and communities surrounding North Myrtle Beach including across the nearby NC State Line.

Our Family is looking for the right long-term partner! We believe we can offer a WIN-WIN relationship for both parties. We do not require any broker assistance or unnecessary expenses and are prepared to proceed at the wishes of your team to negotiate a fair agreement to generate a long-term profitable return for your company!

We're open and flexible to discuss a deal structure for rates and terms, as you know what's best to serve your business interests. We're also willing to provide First (1st) Right of Refusal for the additional 10,440 sf tenant space if the opportunity presents to become available.

Just to clarify, the current lease term with the present tenant & owner of this Badcock Home Furniture location is scheduled to expire soon. Based on Conn's HomePlus (Badcock owner) recently announcing closing of all stores in US, our current tenant has chosen not to exercise his lease option. Our property lease is not with Badcock and our property is not affected by Conn's bankruptcy proceedings. Our tenant has indicated his willingness to vacate quickly once a new tenant is secured, moving any remaining inventory to one of his other locations.

Please advise if any additional information is requested and thank you for consideration of this proposal.

PROPERTY PHOTOS & DRONE VIDEO FOOTAGE TAKEN FEBRUARY 2024:

Google Drive with Photos:

https://drive.google.com/drive/folders/1I8C-5d5mwTIX2TTwQhUW_EKEL5-IBjuD?usp=sharing

Google Drive Exterior Video:

<https://drive.google.com/file/d/1KziMBScjGzj8s0kn4hXCFwSWkrIW8u3c/view?usp=sharing>

Google Drive Exterior/Interior Video:

<https://drive.google.com/file/d/1TCXqDGc1Ev-lsHYb-rAriogue4uUaeT9/view?usp=sharing>

360 Walkthrough Links:

<https://my.matterport.com/show/?m=4Zimjwx8wtk&brand=0>

Kind regards,



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