



CITY OF MYRTLE BEACH

REQUEST FOR QUALIFICATIONS ARTS & INNOVATION DISTRICT

The City of Myrtle Beach will not be responsible for any errors, omissions, or misrepresentations regarding any plans or solicitation documents that are obtained from any source other than the City of Myrtle Beach. It is the Contractor's sole responsibility to verify the authenticity of all documents associated with this project. The Contractor will be liable for any losses, damages, costs, and/or expenses incurred by operating from plans or documents that are not obtained directly from the City of Myrtle Beach.

ISSUE DATE

**SEPTEMBER 22,
2025**

RFQ 26-R0002

EXECUTIVE SUMMARY

The City of Myrtle Beach, South Carolina (“the City”) is inviting interested and qualified parties to respond to this solicitation for the redevelopment of City-owned properties within the Arts and Innovation District (“the District”) in Downtown Myrtle Beach.

The Arts & Innovation District is centrally located in the heart of Myrtle Beach, just blocks from the Atlantic Ocean, serving as the natural terminus of Highway 501 and a focal point where the region’s primary thoroughfare meets the City’s oceanfront core. The District is within walking distance of many of Myrtle Beach’s most iconic attractions, such as Ocean Boulevard merchant shops, Myrtle Beach Boardwalk, Ripley’s Believe It or Not! and the Myrtle Beach Sky Wheel.

The City of Myrtle Beach is confident that its ongoing infrastructure improvements, culture and innovation investments, and thoughtful community input will position the Arts and Innovation District as the central development node in Myrtle Beach. Our primary goal is to create a neighborhood where locals can live, work, and play - while immersing visitors in the true spirit of Myrtle Beach.

To that end, the City of Myrtle Beach is seeking a highly qualified development partner experienced in transformative mixed-use development and organizing creative financing structures, with a portfolio confirming the firm’s ability to bring transformative projects from concept to completion to respond to this Request for Qualifications for the redevelopment of sites within the Arts & Innovation District.



CITY GOALS & OBJECTIVES



WALKABLE URBAN ENVIRONMENT

INNOVATIVE & ARTISTIC USES

DEVELOPMENT ORIENTED TOWARD LOCAL RESIDENTS

ACTIVATION OF PUBLIC AMENITIES & GREENSPACE

The City desires a residential and mixed-use focus with 18-hour activation of ground floor uses. The site's development should be primarily focused on local community needs – not just tourists. The development should maximize the City's return on investment (ROI) in new infrastructure, streetscapes and amenities. The City envisions this redevelopment as the next step in a broader transformation of the Arts & Innovation District, whereby the development on-site establishes a precedent for excellence in design, programming, and tenancing that will set the standard for future projects.

REQUEST



The City of Myrtle Beach welcomes all business proposals and partnerships that further the City's goals and ensure the development achieves its full potential. The City of Myrtle Beach will selectively pursue responses from firms that offer ample experience and a transformative vision for the sites that align with the City's objectives. Through this Request for Qualifications, the City of Myrtle Beach is looking to establish a partnership or partnerships, whereby it can finalize master planning and redevelop these parcels in the Arts & Innovation District.

PROJECT STATEMENT

Please outline which sites you are interested in pursuing in addition to your proposed vision for each site. This may include any of the potential anchors outlined on Page 10.

QUALIFICATIONS

Please provide an overview of your company, other groups who are part of your team, and key team members who you expect to be part of the team that executes on this project. Please outline the anticipated roles and responsibilities of each member of the team.

PAST SUCCESS

Please provide examples or case studies of past projects, including but not limited to mixed-use development, public-private partnerships, and placemaking from your portfolio, detailing financial structures, key stakeholders, and team members involved.

RFQ SELECTION SCHEDULE

09.22.25
RFQ RELEASE

10.06.25
10:00 AM LOCAL TIME
WRITTEN QUESTIONS
DEADLINE

10.09.25
QUESTIONS ANSWERED

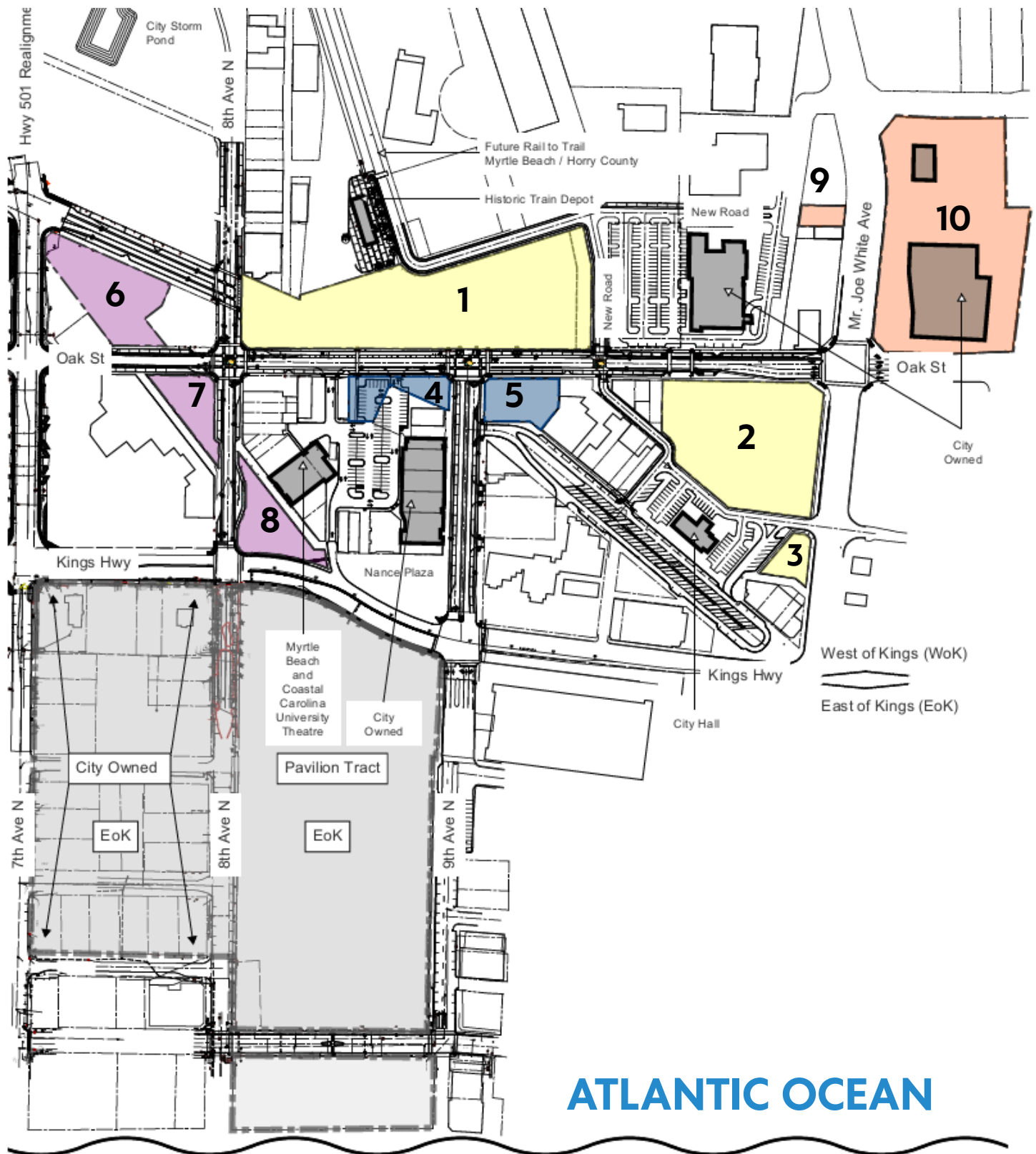
10.30.25
2:00 PM LOCAL TIME
RESPONSE DEADLINE

10.31.25 - 11.14.25
EVALUATION PERIOD

11.17.25 - 11.18.25
INTERVIEWS (IF REQUESTED)

**TBA PENDING SUCCESSFUL
NEGOTIATION**
NOTICE OF AWARD

DEVELOPMENT SITE



ATLANTIC OCEAN

6.25 ACRES ±
AVAILABLE Q1 2026

1: 3.73 ac. ±
2: 2.33 ac. ±
3: 0.19 ac. ±

.78 ACRES ±
AVAILABLE Q4 2026

4: 0.36 ac. ±
5: 0.42 ac. ±

1.91 ACRES ±
POST HWY 501

6: 0.98 ac. ±
7: 0.40 ac. ±
8: 0.53 ac. ±

4.21 ACRES ±
AVAILABLE Q1 2030

9: 0.12 ac. ±
10: 4.09 ac. ±

ADJACENT KEY SITES

ATLANTIC OCEAN

Just a 6-minute walk from the District, the Atlantic Ocean draws millions each year with its warm weather, soft white sand, and gentle waves.

FORMER PAVILION SITE/CITY-OWNED PARCELS

Directly adjacent to the District, the former Pavilion site hosts major events like the Carolina Country Music Festival, World's Strongest Man, and Sun Fun Festival. The City is working with Burroughs & Chapin (owner) to catalyze development across this public/private 25+ acre site.

MYRTLE BEACH BOARDWALK

This 1.25-mile long oceanfront boardwalk and promenade stretches across downtown Myrtle Beach from 1st Avenue South to 16th Avenue North. The heart of the boardwalk is just a 5-minute walk from the District.

CITY GOVERNMENT FACILITIES (not pictured)

City Hall, the Annex, City Services, City Council Chambers, and the Law Enforcement Center are located in or near the District. The City of Myrtle Beach employs over 1,000 people.

MYRTLE BEACH CONVENTION CENTER

At 250,000 square feet, the Myrtle Beach Convention Center is one of the largest facilities of its kind on the East Coast. It accommodates everything from trade shows and conventions to concerts and sporting events, drawing over 800,000 attendees each year. Located just 1.2 miles from the District.

JOHN T. RHODES MYRTLE BEACH SPORTS CENTER

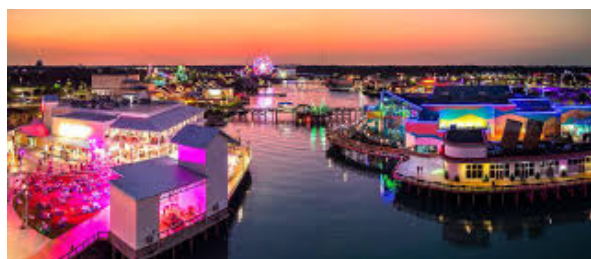
Located beside the Convention Center, this premier 100,000-square-foot indoor venue includes 8 basketball courts, 16 volleyball courts, pickleball courts, and flexible multipurpose spaces. The center welcomes more than 400,000 sports visitors annually for tournaments and competitions.

BROADWAY AT THE BEACH

Broadway at the Beach ranks as the state's most-visited shopping, dining, and entertainment complex. Over 9 million annual visitors make their way to this 350-acre center, which features 150 + specialty stores, 20 + restaurants, and a wide array of attractions. Broadway at the Beach is located just 1.8 miles from the District.

MYRTLE BEACH INTERNATIONAL AIRPORT (MYR)

MYR serves as the primary airport for entire Grand Strand. In 2024, it handled a record-breaking 3.8 million passengers—a nearly 14% increase over the previous year. The airport offers nonstop service to more than 50 U.S. destinations, including major hubs such as Chicago, Charlotte, Atlanta, Baltimore, and New York. To accommodate this growth, MYR is undergoing a terminal expansion scheduled for completion in late 2025.



LIFE IS BETTER AT THE BEACH



What you may know...

#8

50 BEST
BEACH
TOWNS IN
THE SOUTH

Southern Living

#2

10 BEST
BEACHES IN
AMERICA

HGTV

**TOP
10**

COOLEST
SMALL CITIES IN
THE U.S.

thrillist

#2

TOP TEN SUMMER
DESTINATIONS
FOR U.S.
TRAVELERS

Tripadvisor

What you may not know...

**BEST
USNews
RANKINGS**

#1

**FASTEST GROWING
PLACES IN THE U.S.**
2021 • 2022 • 2023

11%

POPULATION
GROWTH
2020-2023

Placer.ai

#3

10 BEST
SMALL
AIRPORTS

**10 USA TODAY
10Best**

#1

BEST EAST COAST
BEACH TOWNS
TO LIVE

stacker

#2

BEST PLACES TO
LIVE IN SOUTH
CAROLINA

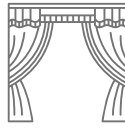
Forbes

NEW INFRASTRUCTURE



\$7M

**COMMERCIAL
REHABILITATION**



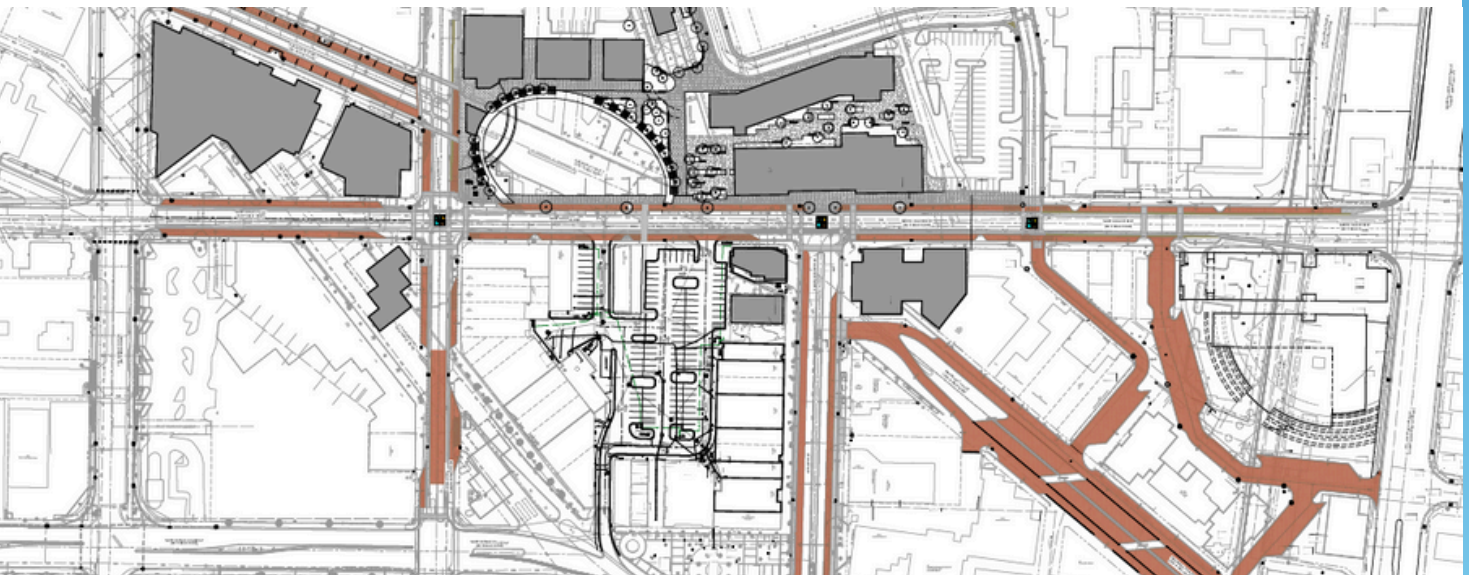
\$23M

**BROADWAY THEATER
RENOVATIONS**



\$18M

**STORMWATER
UPGRADES**



The City of Myrtle Beach has dedicated significant time and resources to transform the Arts and Innovation District from concept into reality. Since launching the initial planning phase six years ago, the City has invested \$97 million in critical infrastructure projects, the Broadway Theater, and property acquisition within the District. Additionally, the State of South Carolina has contributed \$15 million in infrastructure funding, underscoring its belief in the project's catalytic potential.



\$35M

**PROPERTY
ACQUISITION**



\$14M

**STREETSCAPE
IMPROVEMENTS**



\$15M

**2023/2024
STATE FUNDING**

EVOLUTION OF DOWNTOWN



2017

SCDOT HWY 501 RE-ALIGNMENT

Under Horry County's RIDE-3 transportation initiative, the City, County, and State have teamed up on a \$13 million redesign and realignment of SC Highway 501 - the gateway into downtown Myrtle Beach and the oceanfront.



2018

HISTORIC BROADWAY THEATER

Myrtle Beach City Council has approved the design of a new, state-of-the-art 300-seat theater in the heart of downtown.



2019

DOWNTOWN MASTER PLAN

The Master Plan outlines a coordinated series of public and private investments aimed at revitalizing the downtown core and establishing the future Arts & Innovation District.



ART ZONING DISTRICT

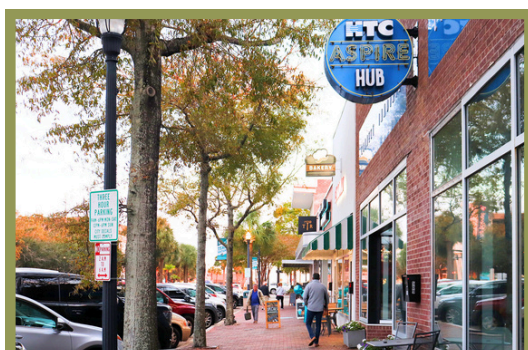
The newly adopted Arts & Innovation (ART) zoning district removes setbacks, density caps, parking minimums, and open-space requirements; raises maximum building heights to 80 feet; all intended to promote mixed uses within each building.



2020

9TH AVE. PARCEL REHAB

To accelerate district revitalization, the City has restored historic properties along 9th Avenue N., redesigned the rear parking lot with pervious pavers and underground stormwater retention, and renovated Nance Plaza.



EVOLUTION OF DOWNTOWN



2021

MYRTLE BEACH DOWNTOWN ALLIANCE ESTABLISHED

The Myrtle Beach Downtown Alliance (MBDA) is a nonprofit, publicly and privately funded place management organization created to drive revitalization efforts in Downtown.



2022

MUNICIPAL IMPROVEMENT DISTRICT

City Council approved the creation of a Municipal Improvement District (MID), a dedicated tax district whose revenues fund a portion of the Myrtle Beach Downtown Alliance's programs and services.



2024

THEATER AGREEMENT WITH CCU

City Council finalized an agreement with Coastal Carolina University to manage and program the Historic Broadway Theater, and construction on the theater began that same year.



INFRASTRUCTURE IMPROVEMENTS

To support higher-density development, City Council has approved approximately \$32 million in infrastructure upgrades - enhancing sewer, stormwater, water, and electric capacities within the District.



2025

CITY-WIDE ZONING REWRITE

City Council approved allocation of \$500,000 to fund a comprehensive city-wide zoning rewrite, which may include new architectural and design guidelines for downtown.

POTENTIAL ANCHORS



Throughout the planning of the Arts & Innovation District, several anchor uses have been proposed, including the uses listed below - now part of the City's 5-Year Capital Improvement Plan. While not every anchor will necessarily be built within the District, these uses closely support its vision. We welcome your feedback on whether you are interested in including any of these anchor uses as part of a development plan.

CHILDREN'S MUSEUM

The Children's Museum of South Carolina, now EdVenture Myrtle Beach, was the first children's museum in the State. Throughout its history, it has operated as a storefront museum model in several locations. The current facility is about 7,000 square feet, but the museum's proposal suggests potential for up to 30,000 square feet of programmed space in the Arts & Innovation District.

COMMUNITY LIBRARY

Chapin Memorial Library, named after financier and philanthropist Simeon B. Chapin, has been a cornerstone of Myrtle Beach since its opening on June 1, 1949. Located at Kings Highway and 14th Avenue North, it is the only city-owned library in South Carolina and has undergone four expansions over the years. As we plan for a new location in the District, the vision is not simply to recreate a traditional library, but to embrace modern best practices - transforming it into a vibrant hub for learning, creativity, digital access, civic engagement, and community gathering. Libraries across the country are evolving into dynamic third spaces, and this new facility is expected to follow that path.

COMMUNITY PARK

Planned at the heart of the District, the new Community Park is more than green space—it is a symbolic and literal reclaiming of downtown for the local community. Situated where Broadway Street meets Oak Street, the park redefines the terminus of Broadway and creates a new anchor for pedestrian movement. Much like a town square, it will serve as a civic commons—a central gathering place that links neighborhoods via new trails and tree-lined pathways while offering a welcoming space for residents and visitors alike.

LIVING LAB

The Living Lab is envisioned as a cutting-edge space where entrepreneurs, students, faculty, and companies from across Horry County can collaborate, experiment, and innovate. With a focus on research, prototyping, and product development, the facility aims to bridge local talent with global opportunity, supporting technology commercialization and new business creation.

Other interested anchors include:

- A relocated Franklin G. Burroughs-Simeon B. Chapin Art Museum
- A Governor's School for Entrepreneurship and Innovation; originally proposed by Governor McMaster

OUR COMMITMENT TO THE ARTS



The City has invested over \$20 million in the revitalization of three historic parcels along 8th Avenue North - now being combined into one larger, 300-seat venue that includes the original Historic Broadway Theater. Once complete, the theater will be operated by Coastal Carolina University, whose Theatre Department will manage and program the space. Through this partnership, the site will host a range of public performances, concerts, and regional talent, helping to anchor the District's arts identity.

Based on a comprehensive feasibility study, the theater is expected to be active more than 300 days per year, attracting an estimated 30,000 visitors annually. Construction is underway, with completion anticipated in the third quarter of 2026. Once open, the Historic Broadway Theater will serve as a cultural centerpiece for the District and a year-round destination for the performing arts.



OUR COMMITMENT TO INNOVATION



The HTC Aspire Hub, located in the heart of Myrtle Beach's Arts & Innovation District exists to foster innovation, support scalable businesses, and grow a thriving entrepreneurial ecosystem. The District serves as an ecosystem to foster and grow regional entrepreneurial talent while also attracting outside investment and talent from Smart City GovTech businesses around the globe. The HTC Aspire Hub is ground zero for these collaboration efforts.



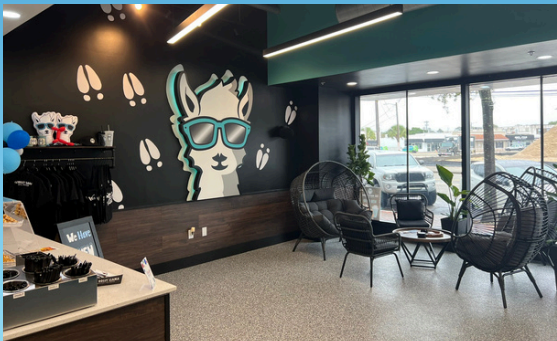
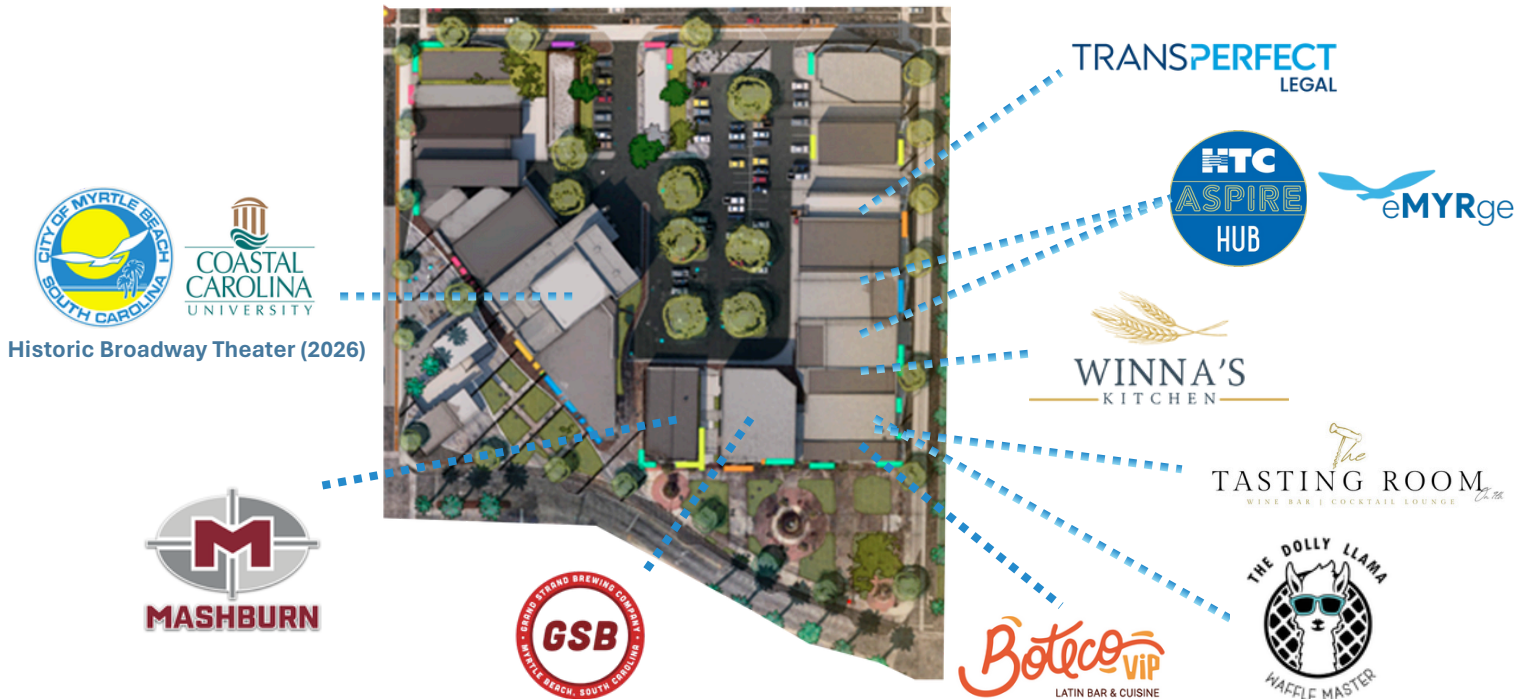
The HTC Aspire Hub offers coworking spaces, meeting rooms, and the resources innovation/tech entrepreneurs need to bring their ideas to life. eMYRge, the organization behind the HTC Aspire Hub, operates to drive economic growth and innovation in the region. Through event programming such as Aspirin Events, Tech Talk Tuesdays, Entrepreneurial Accelerator sessions, and Angel Network workshops; the HTC Aspire Hub is comprised of local innovators and entrepreneurs. Through private and public funding, The HTC Aspire Hub will be expanding from their current footprint of 5,000 Sq ft to 10,000 Sq ft. This expansion is now under construction.



In 2024, City Council adopted the Living Lab Program. The Living Lab is a public-private partnership for technology discovery and innovation in GovTech adoption, essentially providing The City of Myrtle Beach as a test bed to pilot innovative GovTech solutions. Since it's inception, the Living Lab Program has engaged with 33 companies, 9 of which have launched product testing. The City has contracted with an architectural firm to explore options for a physical location.

COMMERCIAL REHABILITATION

The City acquired and rehabilitated several key parcels in the heart of the District, leveraging historic and abandoned building tax credits to support the investment. These efforts have attracted a mix of small businesses - primarily food and beverage tenants - building out high-quality spaces. The targeted block now experiences steady activity day and night, becoming a draw for both residents and visitors.



SUBMISSION REQUIREMENTS

PROJECT STATEMENT

- What are your initial reactions to the sites and project goals/objectives?
- Which site(s) are you interested in?
- What is your initial hypothesis on the ideal land uses, product types, and scale at the sites that you are interested in pursuing?
- What role do you anticipate your company playing in the redevelopment of the Arts & Innovation District?

QUALIFICATIONS & COMPANY OVERVIEW

- Overview, history, and contact details of your company and any other groups part of the responding team, including any ties to Myrtle Beach or the Carolinas
- Resumes of key team members, including any partners or consultants you anticipate being part of the team, recognizing that these may change over time
- Team structure and roles, if multiple entities are included

FINANCIAL CAPABILITIES

- Preferred financial structure(s)
- General description of financial strategy used for projects presented in this qualifications packet
- Respondents shall disclose any material debarments, suspensions, bankruptcies, tax liabilities, or loan defaults on real estate development projects of any of the bidding team's entities or affiliates listed above. Respondents shall also disclose any legal claims history within the last five years which would inhibit the ability of it or its team members to execute on the proposed agreement. Final disclosure and verification will be required prior to completing partnering agreement.

PAST PROJECT EXPERIENCE

Provide a description of past experience on select similar projects; in particular any past experience with mixed-use development and/or public-private partnerships.

- Name, Location, and Overview
- Budget
- Completion Timeline
- Key Stakeholders, Including Public Entities
- Project Approach and Structure
- Key Partnerships

Please provide active reference contact information for public entities who you worked with in the above examples. Reference information must include point of contact, phone number, and e-mail address. Outdated contact information may be considered as a negative reference.

SCORING RUBRIC & TIMELINE

CATEGORY	POTENTIAL POINTS	SCORE
PROJECT STATEMENT <ul style="list-style-type: none"> Address all four bullet points in sufficient detail 	10 Points	
QUALIFICATIONS AND COMPANY OVERVIEW <ul style="list-style-type: none"> Include personnel information, including the role they played on previous projects and their anticipated role for this project 	25 Points	
FINANCIAL CAPABILITIES <ul style="list-style-type: none"> Include general description of financial strategy used for projects presented in this qualifications packet 	25 Points	
PAST PROJECT EXPERIENCE <ul style="list-style-type: none"> Include mixed-use development in the public sector and any similar work in the private sector 	40 Points	
TOTAL SCORE	100 Points	

Submittal Documents

All responses are to be submitted as one document in pdf format. There is no page limit to your submission, but please do not submit common marketing brochures, boilerplate or redundant text.

Qualifications must be submitted via <https://airfq.cmbapps.com>. Submissions must be received no later than 2:00PM (local time) on Thursday, October 30, 2025. Official time of receipt will be marked by the time the submission is received, and not by the time that it is sent.

Submissions will not be opened prior to the due date. The City of Myrtle Beach will not be responsible for any expenses incurred in preparing and submitting this RFQ. The City of Myrtle Beach will not be responsible for any transmission/delivery failures or internet outages.

Questions

Questions about the response format, selection process, sites, project background or any other issues must be submitted by Monday, October 6, 2025 at 10:00AM (local time) via the project webpage. All official responses will be shared on the City website and project webpage here:

Website – <https://airfq.cmbapps.com>

No non-written submitted questions or otherwise will be answered.

TIMELINE



Response Deadline

RFQ responses shall be due no later than October 30, 2025 at 2:00 PM local time.

Submissions received after this deadline will NOT be considered.

→ RFQ RELEASE DATE
SEPT 22, 2025

→ WRITTEN QUESTIONS DEADLINE
10:00AM LOCAL TIME
OCT 06, 2025

→ QUESTIONS ANSWERED
NO LATER THAN
OCT 09, 2025

→ RESPONSE DEADLINE
2:00PM LOCAL TIME
OCT 30, 2025

→ EVALUATION PERIOD
OCT 31 - NOV 14, 2025

→ INTERVIEWS (IF REQUESTED)
NOV 17 - 18, 2025

→ NOTIFICATION OF AWARD
TBA
PENDING SUCCESSFUL NEGOTIATIONS

DISCLAIMERS

From the date of issue until time of award, no contact with City of Myrtle Beach personnel, officer, elected official, or selection team member related to this solicitation is permitted. All communications/requests for clarification are to be directed to Ann Sowers, Procurement Manager <ASowers@cityofmyrtlebeach.com>. Any communication with any person listed above other than the Procurement Manager may be just cause for disqualification.

All material submitted as part of this RFQ shall become the sole and exclusive property of the City of Myrtle Beach and in the public domain. **However, as per the South Carolina State Procurement Code, Section 11-35-410, commercial/financial/price information and design concepts, methods, procedures, and recommendations can be held privileged and confidential, provided that the Developer clearly marks that information as such. This includes biographical data on key employees. It will be the Developer's responsibility to label information as proprietary. Failure to clearly identify information as privileged, confidential, and/or proprietary may be cause for public disclosure.** The Developer shall not copyright, or cause to be copyrighted, any portion of any of said documents submitted to the City as a result of this solicitation.

The City of Myrtle Beach Procurement Division operates in strict compliance with federal and state laws, local laws and regulations, internal policies and professional procurement principles. To uphold its responsibility and accountability in the expenditure of public funds, the office maintains a competitive bidding process in accordance with the city's Purchasing Code, from Chapter 2, Article VI, of the Complete Code of City Ordinances.



EXISTING PLANS & STUDIES

DOWNTOWN MASTER PLAN

ARTS AND INNOVATION DISTRICT ADVANCED PLAN

ART ZONING DISTRICT - ORDINANCE

MYRTLE BEACH RAILS TO TRAILS CONCEPT

ART DISTRICT BIKE LANE IMPROVEMENTS

MYRTLE BEACH BIKEWAY NETWORK MAP

BIKE AND PEDESTRIAN MASTER PLAN

ARTS AND INNOVATION DISTRICT VISION BOOK

US 501 REALIGNMENT AERIAL

ARTS AND INNOVATION DISTRICT UTILITY ENGINEERING

DOWNTOWN MYRTLE BEACH ENVIRONMENTAL IMPACT STUDY