SAYEBROOK
TOWN CENTER

A PLANNED COMMUNITY

THE SOUTH STRAND | MYRTLE BEACH, SOUTH CAROLINA



RETAIL OPPORTUNITY

NOW PRE-LEASING NEW PHASE & OUTPARCELS FOR LEASE

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MYRTLE BEACH MSA FACTS

HIGHLIGHTS

- 18.2 million visitors (2024)
- 60 miles of beaches
- 90 golf courses
- 425 hotels
- 2,000+ restaurants
- Home of Coastal Carolina University

"Seafood Capital of South Carolina"

"Seaside Golf Capital of the World"

"Camping Capital of the World"

#1 U.S. Beach Destination for Summer Travel & #3 Overall U.S. City to Visit
TripAdvisor's 2025 Summer Travel

#1 Fastest-Growing place in the United States Based on Population Migration
U.S News & World Report

Best Family Beach — Consistently recognized as one of America's best family beaches
Travel Channel, U.S. News & World Report and Parents.com

ECONOMY & EMPLOYMENT

The Myrtle Beach economy is largely fueled by tourism with leisure and hospitality and trade, transportation and utilities being among the greatest employment sectors. The Myrtle Beach–North Myrtle Beach–Conway MSA employed a total of 155,891 non-agricultural employees in December 2024. The Leisure and Hospitality sector reported 40,100 jobs and the Trade, Transportation and Utilities sector employed 44,200 workers during the same period.

TOURISM

According to the Myrtle Beach Area Tourism Economic Indicators report 2024 Myrtle Beach has over 18.2 million visitors annually drawn by over 60 miles of beaches, 90+ golf courses (known as the "Golf Capital of the World") 2,000 restaurants and 425 hotels and resorts.

RETAIL SALES

A thriving tourism industry contributes significantly to maintaining high gross retail sales across the region. In 2024, Horry County's gross retail sales totaled $16.6 billion, while Myrtle Beach saw $13.2 billion in direct visitor spending.

EDUCATION

Coastal Carolina University is the area's major university. The 11,881 (Fall 2025) enrolled students have the option to choose from Bachelors degrees in 30 major fields and 30 Masters degree programs. The University offers a Ph.D. in marine science: coastal and marine systems science, and a Ph.D. in education. According to the U.S. News and World Report College Rankings for 2025, CCU was ranked #7 for Best Undergraduate Teaching for Regional Universities in the South.

Horry-Georgetown Technical College has three campuses in the area, including Myrtle Beach, Conway and Georgetown, and offers more than 70 associate degree diplomas and certificate programs.

MYRTLE BEACH, CONWAY, NORTH MYRTLE BEACH, SC – MSA FAST FACTS

POPULATION

2010	2025	2030
269,315	401,568	460,014

HOUSEHOLDS

2010	2025	2030
112,234	175,128	203,424

RETAIL SALES

Apparel & Services
2025 - $343,552,261
2030 - $449,106,882

Food
2025 - $1,703,248,529
2030 - $2,226,652,236

Entertainment
2025 - $618,086,382
2030 - $808,354,259

MAJOR EMPLOYERS

Horry County Schools · Coastal Carolina University · Horry County · City of Myrtle Beach South Carolina · CMC · Grand Strand Medical Center · McLeod Seacoast · Food Lion · HTC · Walmart

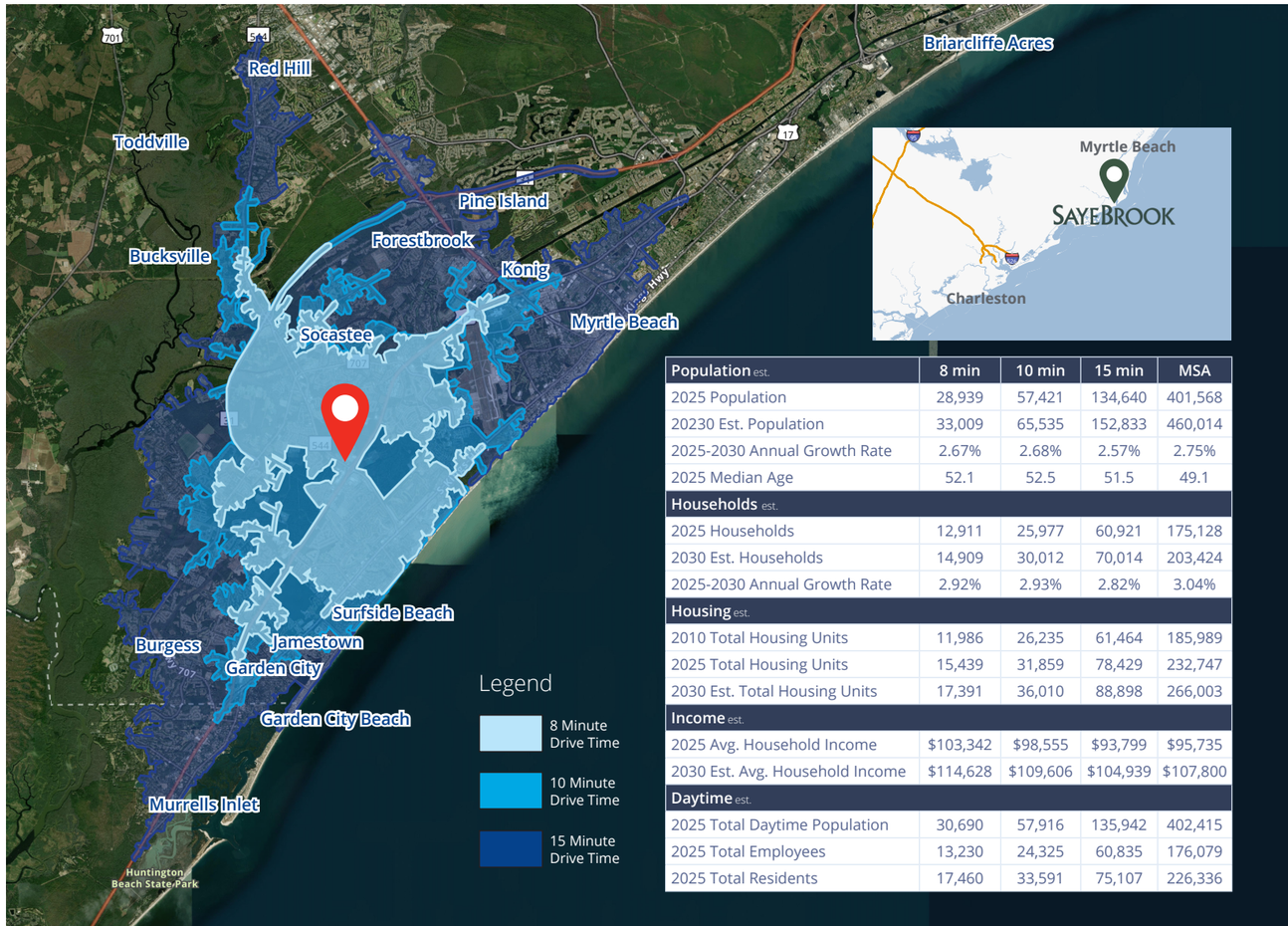
HIGHER EDUCATION

Coastal Carolina University · Horry Georgetown Technical College



AREA OVERVIEW

Myrtle Beach is a major tourist destination nationally known for its wide beaches and its large selection of golf courses, seafood restaurants and excellent shopping opportunities. Myrtle Beach is situated along a 60-mile stretch of gorgeous, sandy beaches known as the Grand Strand. Its central location between other tourist destinations, such as Charleston, SC and Wilmington, NC, make it the ideal vacation spot on the Atlantic Coast. The Myrtle Beach area has consistently been ranked as one of the top tourist destinations in the country, attracting over 18.2 million visitors per year. Approximately 63% of the visitors to Myrtle Beach are repeat visitors to the area. The majority of these visitors stay in the South Strand area with close proximity to SayeBrook Town Center.



Population est.	8 min	10 min	15 min	MSA
2025 Population	28,939	57,421	134,640	401,568
20230 Est. Population	33,009	65,535	152,833	460,014
2025-2030 Annual Growth Rate	2.67%	2.68%	2.57%	2.75%
2025 Median Age	52.1	52.5	51.5	49.1
Households est.				
2025 Households	12,911	25,977	60,921	175,128
2030 Est. Households	14,909	30,012	70,014	203,424
2025-2030 Annual Growth Rate	2.92%	2.93%	2.82%	3.04%
Housing est.				
2010 Total Housing Units	11,986	26,235	61,464	185,989
2025 Total Housing Units	15,439	31,859	78,429	232,747
2030 Est. Total Housing Units	17,391	36,010	88,898	266,003
Income est.				
2025 Avg. Household Income	$103,342	$98,555	$93,799	$95,735
2030 Est. Avg. Household Income	$114,628	$109,606	$104,939	$107,800
Daytime est.				
2025 Total Daytime Population	30,690	57,916	135,942	402,415
2025 Total Employees	13,230	24,325	60,835	176,079
2025 Total Residents	17,460	33,591	75,107	226,336

SOUTH STRAND RETAIL MAP



SAYEBROOK TOWN CENTER

SayeBrook Town Center is a welcome addition to a multitude of existing commercial developments located in the heart of Myrtle Beach's South Strand at the intersection of Highway 17 Bypass and Highway 544. The center has excellent visibility from both highways.

Major retailers at this intersection include: Target, Marshalls, Petco, Kirkland's, Ulta, PetSmart, Walmart Super Center, Lowe's, Kohl's, Ross, Office Depot, Hamrick's, Lowes Foods and Trader Joe's.



SAYEBROOK

COMMUNITY MASTER PLAN

A Planned Community

The SayeBrook project is the new residential and commercial center for the South Strand of Myrtle Beach. Located in the most dense and fastest growing area of the Grand Strand, the center offers the best of destination necessity retail, with Target and Trader Joe's as the main anchor. Junior anchors also include Marshalls and Petco. The SayeBrook Main Street Shops are the gateway to the planned 2,000 unit neo-traditional style SayeBrook Residential Community located on over 740 acres of land. A hybrid lifestyle center, the Town Center brings new customers, as well as repeat visitors, from all of the South Strand for decades to come. Features which set SayeBrook apart from other commercial centers include excellent visibility and access, ample parking, and a beautiful Lowcountry village architectural style.

SayeBrook Town Center Retailers

target
TRADER JOE'S
RACK ROOM SHOES
PETCO Where the pets go
ULTA BEAUTY
Marshalls
Spectrum
CHASE
GEICO
MOE'S southwest grill
at&t
THE JOINT ...the chiropractic place
ME Massage Envy
coccadotts cake shop
WHICH WICH? SUPERIOR SANDWICHES
BURGERFI NATURAL BURGERS • FRIES • DOGS • CUSTARD • CRAFT BEERS • WINE
KIRKLAND'S Home Decor, Gifts & More
crumbl cookies
FIREHOUSE SUBS
real hot yoga
BOWLED Healthy Food Company
CLUB PILATES





SayeBrook Middle School



SayeBrook Residential Phase 2



SayeBrook Residential Phase 1



Selene at SayeBrook
325 unit luxury apartment homes

NOW PRE-LEASING

New Phase

Est. completion Q1 2027 | Conceptual rendering





CHARACTER

SAYEBROOK TOWN CENTER

- Neighborhood market village - within a short walk, golf cart or bicycle ride of every home
- Pedestrian friendly promenades with comfortable outdoor places
- Influenced by the beauty and practicality of traditional Lowcountry Architecture
- Thoughtfully interpreted with a fresh, casual sense of style, and comfort for today's coastal lifestyle

SAYEBROOK

TOWN CENTER OVERVIEW



SAYEBROOK

PROPERTY PHOTOS















SAYEBROOK

COMMUNITY











SAYEBROOK

WEST SHOPS OVERVIEW



SHOP SPACE

Current Tenants

Franklin Financial, T-Mobile, Professional Rehabilitation, Pure Compounding, European Wax Center and Nails, Spa and Beyond

SAYEBROOK TOWN CENTER

TARGET · Marshalls · at&t · The Joint Chiropractic · real hot yoga · ULTA BEAUTY · PETCO Where the pets go · BURGERFI · RACK ROOM SHOES · KIRKLAND'S Home Décor, Gifts & More · FIREHOUSE SUBS · ME Massage Envy · crumbl cookies · Spectrum · WHICH WICH · eccedolls · Yoga · CLUB PILATES



NEW PHASE
Now Pre-Leasing

FIREHOUSE SUBS · GEICO · Spectrum

1st Franklin Financial
Serving Our Neighbors Since 1941

Nails, Spa and Beyond

T-Mobile

PURE Compounding

EUROPEAN WAX CENTER

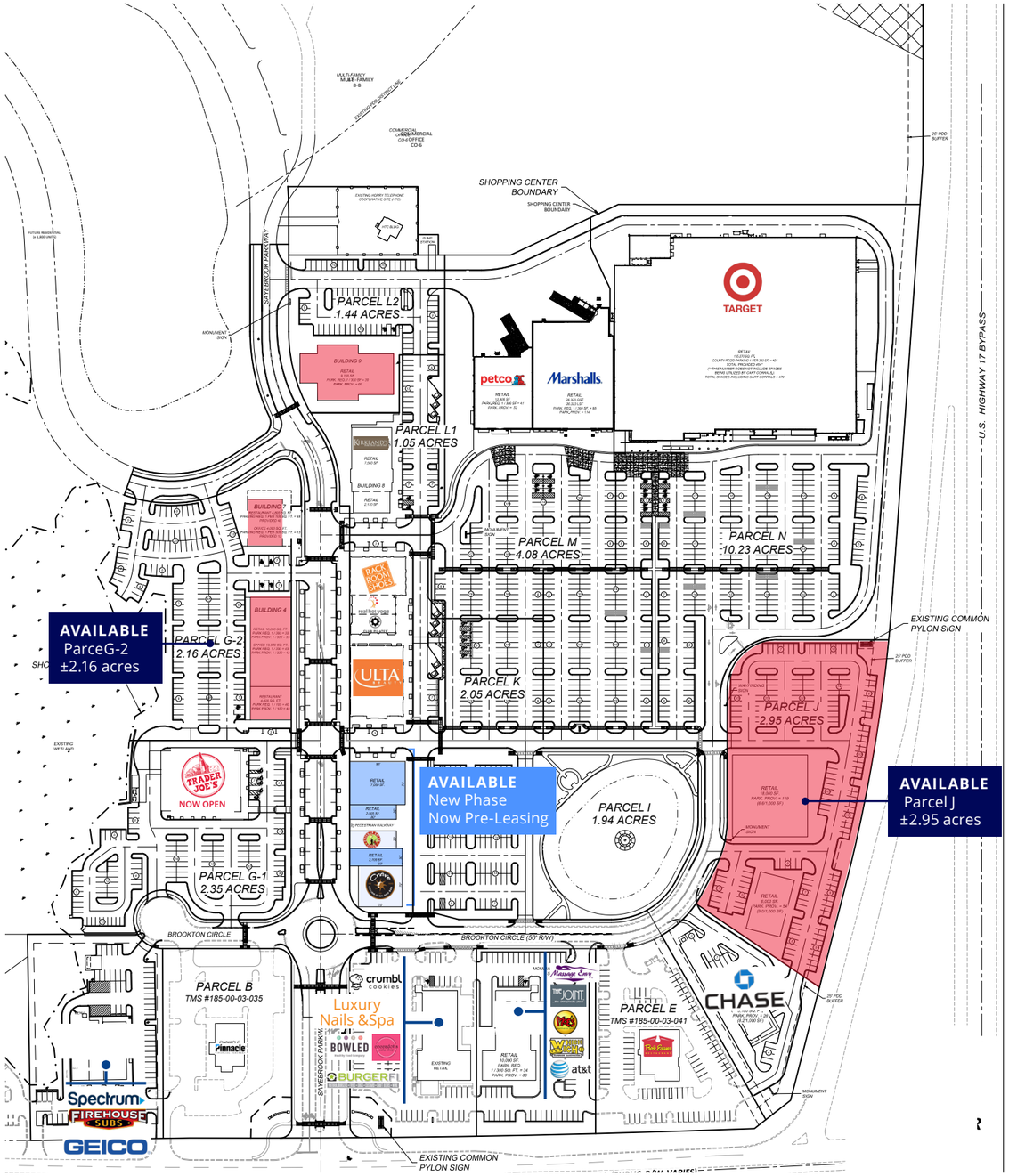
Professional Rehabilitation

Franklin Financial

Hwy 544 ±30,500 VPD

SAYEBROOK

SITE PLAN





SAYEBROOK TOWN CENTER



New phase | Parcel H under construction

Future development

Existing Retailers

target
PETCO Where the pets go
RACK ROOM SHOES
ULTA BEAUTY
TRADER JOE'S
Marshalls
CHASE
GEICO
Spectrum
MOE'S southwest grill
at&t
WHICH WICH? SUPERIOR SANDWICHES
THE JOINT ...the chiropractic place
ME Massage Envy
coccadotts cake shop
BURGERFI NATURAL BURGERS • FRIES • DOGS • CUSTARD • CRAFT BEERS • WINE
crumbl cookies
BOWLED Healthy Food Company
FIREHOUSE SUBS
CLUB PILATES
real hot yoga
KIRKLAND'S Home Décor, Gifts & More



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