RESOLUTION R2026-24

CITY OF MYRTLE BEACH
COUNTY OF HORRY
STATE OF SOUTH CAROLINA

AUTHORIZING THE EXECUTION OF A MEMORANDUM OF UNDERSTANDING BETWEEN THE CITY OF MYRTLE BEACH AND THE GREATER MYRTLE BEACH COLLABORATIVE TO JOINTLY ADVOCATE FOR LEGISLATIVE CHANGES TO SOUTH CAROLINA TOURISM DEVELOPMENT FEE STATUTES TO INCREASE MUNICIPAL REVENUE DISTRIBUTIONS FOR INVESTMENT IN TOURISM-RELATED CAPITAL PROJECTS AND PROPERTY TAX CREDITS

WHEREAS, the City of Myrtle Beach ("City") recognizes that continued investment in tourism-related infrastructure, facilities, amenities and in tourism-related marketing and advertising is essential to maintaining and enhancing the City's competitiveness as a tourist destination and to continuing South Carolina's economic growth; and

WHEREAS, the City further recognizes that tourism-related capital projects, including improvements to existing tourism facilities and amenities and the development of new tourism offerings, will expand visitor experiences, attract additional visitors, encourage longer stays, and generate increased economic activity throughout the community; and

WHEREAS, the City seeks to ensure that the revenues generated through the Tourism Development Fee ("TDF"), provided for in the Local Option Tourism Development Fee Act, S.C. Code Ann. 4-10-910 et seq., are allocated in a manner that appropriately benefits the municipality and its residents not only through increased investment in tourism-related capital projects but also through increased funding for property tax credits on owner-occupied residential property in recognition of the City's growing full-time resident population and the payments made by City residents on year-round purchases; and

WHEREAS, the Greater Myrtle Beach Collaborative (the "Collaborative") shares the City's interest in strengthening the local tourism economy and promoting investment in capital improvements that enhance the City's brand and image as a preeminent tourist destination; and

WHEREAS, the City and the Collaborative desire to establish a cooperative working relationship through a Memorandum of Understanding ("MOU") to coordinate their efforts and jointly advocate to members of the local legislative delegation and the South Carolina General Assembly for select amendments to TDF legislation; and

WHEREAS, the City finds that a revised distribution of TDF collections, as outlined below,

and that collaboration with the Collaborative on these legislative objectives is in the public interest and is consistent with the City's goals of promoting economic development, supporting tourism, enhancing municipal services and infrastructure, and improving the overall quality of life and economic well-being of the community.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of Myrtle Beach, South Carolina, in council duly assembled, as follows:

The foregoing recitals are hereby adopted and incorporated into this Resolution. City Council finds that joint advocacy with the Collaborative for amendments to TDF legislation serves a legitimate public purpose by increasing investment in tourism-related capital projects and funding for the property tax credit on owner-occupied residential property while also recognizing the benefits of continued investment in out-of-state advertising and tourism promotion.

City Council hereby approves the MOU between the City and the Collaborative, substantially in the form attached hereto, establishing a framework for cooperation and coordinated advocacy concerning proposed legislative changes to TDF legislation.

The City and the Collaborative shall jointly advocate for legislative amendments that would:

A. Change the distribution percentages of TDF collections such that at least sixty percent (60%) of the collections would be designated for tourism advertisement and promotion directed at non-South Carolina residents and up to forty percent (40%) would be retained by the participating municipality to be used in the following manner:

    i. Up to one-half of TDF collections retained by the municipality shall be used for property tax credits on owner-occupied residential property. The balance of TDF collections retained by the municipality shall be invested in tourism-related capital projects.

B. Allow counties with Accommodations Tax revenues of at least fourteen million dollars annually to implement the Tourism Development Fee in unincorporated parts of the county.

The City and the Collaborative are authorized to coordinate legislative communications, participate in meetings with members of the South Carolina General Assembly and other appropriate state officials, develop and present supporting information and proposals, and engage in other lawful advocacy activities consistent with the MOU and applicable law.

The Mayor, or the Mayor's designee, is hereby authorized to execute the MOU on behalf of the City, in substantially the form approved by this Resolution, subject to any nonmaterial revisions deemed necessary and approved by the City Attorney. Any material modification to the MOU shall be submitted to City Council for further consideration and

approval, unless otherwise authorized by law.

City officials are authorized to take such further lawful actions as may be reasonably necessary to implement the purposes of this Resolution and the MOU, including coordinating with the Collaborative regarding legislative proposals, supporting materials, and communications with state legislators.

This Resolution shall take effect immediately upon its adoption by this body.

IT IS SO RESOLVED.

SIGNED, SEALED and DATED on this ___ day of November 2026.

ATTEST:

_____
MARK KRUEA, MAYOR

_____
JENNIFER ADKINS, CITY CLERK

Memorandum of Understanding between City of Myrtle Beach and the Greater Myrtle Beach Collaborative relating to its shared interests in seeking certain changes to the Tourism Development Fee legislation.

The City of Myrtle Beach and the Greater Myrtle Beach Collaborative desire to work collaboratively to improve, promote and advance the City's brand and to expand the tourism economy through a revised version of the Tourism Development Fee (TDF) provided for in the Local Option Tourism Development Fee Act, S.C. Code Ann. § 4-10-910 et seq.

The City of Myrtle Beach and the Greater Myrtle Beach Collaborative recognize and agree that:

Continued investment in tourism-related marketing and advertising is essential to the City's continued success and growth of the tourist economy;

Investment in tourism-related infrastructure, facilities, and amenities is essential to maintaining and enhancing the City's competitiveness as a preeminent tourist destination and to continuing economic growth;

Investment in tourism-related capital projects, thereby offering new and/or improved amenities and offerings, promotes increased tourism and complements the tourism advertising and promotion initiatives directed at non-South Carolina residents;

The City's growing full-time resident population and the TDF payments made year round by City residents warrant an increase in funding for the property tax credits on owner-occupied residential property; and

A revised distribution of TDF collections, as outlined below, is in the public interest and is consistent with the parties' common goals of promoting economic development, supporting tourism, and improving the brand and image of the City as well as the overall quality of life and economic well-being of the community.

The City of Myrtle Beach and the Greater Myrtle Beach Collaborative desire to establish a cooperative working relationship through this Memorandum of Understanding to coordinate their efforts and jointly advocate to members of the local legislative delegation and to the South Carolina General Assembly for select amendments to the TDF legislation that would accomplish the following:

A. Change the distribution percentages of the TDF collections such that at least sixty percent (60%) of the collections would be designated for tourism advertisement and promotion directed at non-South Carolina residents and up to forty percent (40%)

would be retained by the participating municipality to be used in the following manner:

i. Up to one-half of the TDF collections retained by the municipality shall be used for property tax credits on owner-occupied residential property. The balance of TDF collections retained by the municipality shall be invested in tourism-related capital projects.

B. Allow counties with annual Accommodations Tax revenues of at least fourteen million dollars to implement the Tourism Development Fee in unincorporated parts of the county.

To achieve the objectives of this MOU, the City of Myrtle Beach and the Greater Myrtle Beach Collaborative agree to coordinate legislative communications, participate in meetings with members of the local delegation and the South Carolina General Assembly and other appropriate state officials, develop and present supporting information and proposals, and engage in other lawful advocacy activities consistent with the MOU and applicable law.

City of Myrtle Beach	Greater Myrtle Beach Collaborative
By: _____	By: _____
Name: _____	Name: _____
Title: _____	Title: _____
Date: _____	Date: _____