TOURISM DEVELOPMENT FEE

City of Myrtle Beach
Council Workshop
Ted C. Collins Law Enforcement Center
September 1, 2026

Tourism Development Fee
FY11 – FY26 with FY27 Estimates

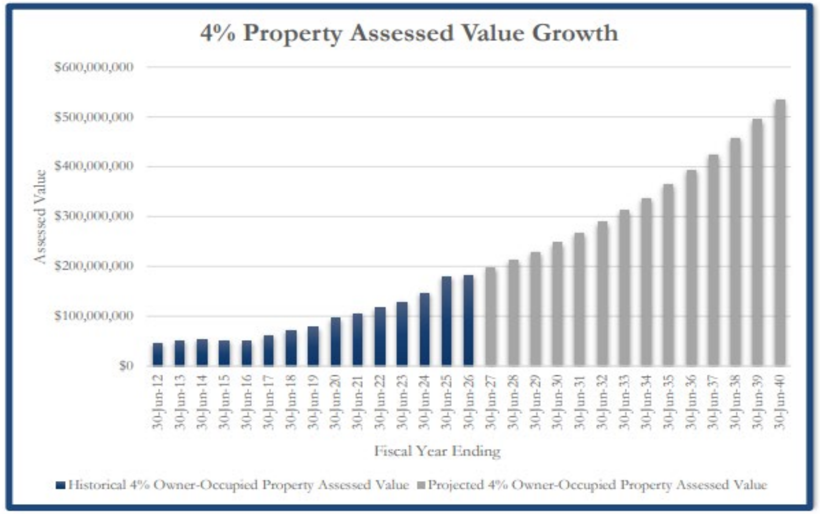
Fiscal Year	TDF Revenue	Interest	20% City Share	80% Share*	Tax Credit	Balance
2011	$20,588,693	$89,871	$4,117,739	$17,476,457	$2,790,655	$1,327,084
2012	23,671,463	100,370	4,734,293	18,863,074	2,672,871	2,061,422
2013	23,678,054	86,745	4,735,611	18,866,145	2,924,525	1,811,086
2014	23,468,770	58,819	4,693,754	18,681,668	3,075,019	1,618,735
2015	25,131,632	55,310	5,026,326	19,999,454	3,329,726	1,696,600
2016	26,831,343	60,253	5,366,269	21,798,187	3,297,306	2,068,963
2017	28,444,791	72,012	5,688,958	22,702,365	3,934,686	1,754,272
2018	28,763,094	92,873	5,752,619	23,070,827	4,569,232	1,183,387
2019	29,784,693	109,015	5,956,939	23,833,984	4,968,538	988,400
2020	28,846,467	116,318	5,769,293	23,159,267	6,003,004	(233,710)
2021	32,805,208	103,010	6,561,042	26,322,448	6,249,362	311,679
2022	41,857,714	98,168	8,371,543	33,562,153	6,969,543	1,402,000
2023	44,831,979	190,698	8,966,396	35,982,859	7,680,843	1,285,553
2024	45,103,548	283,830	9,020,710	36,009,393	8,761,517	259,193
2025	44,301,208	282,783	8,860,242	35,421,345	9,911,409	(1,051,167)
2026	44,079,930	317,508	8,815,986	35,260,717	10,274,964	(1,458,978)
2027	43,683,800	250,000	8,786,760	35,147,040	8,786,760	-

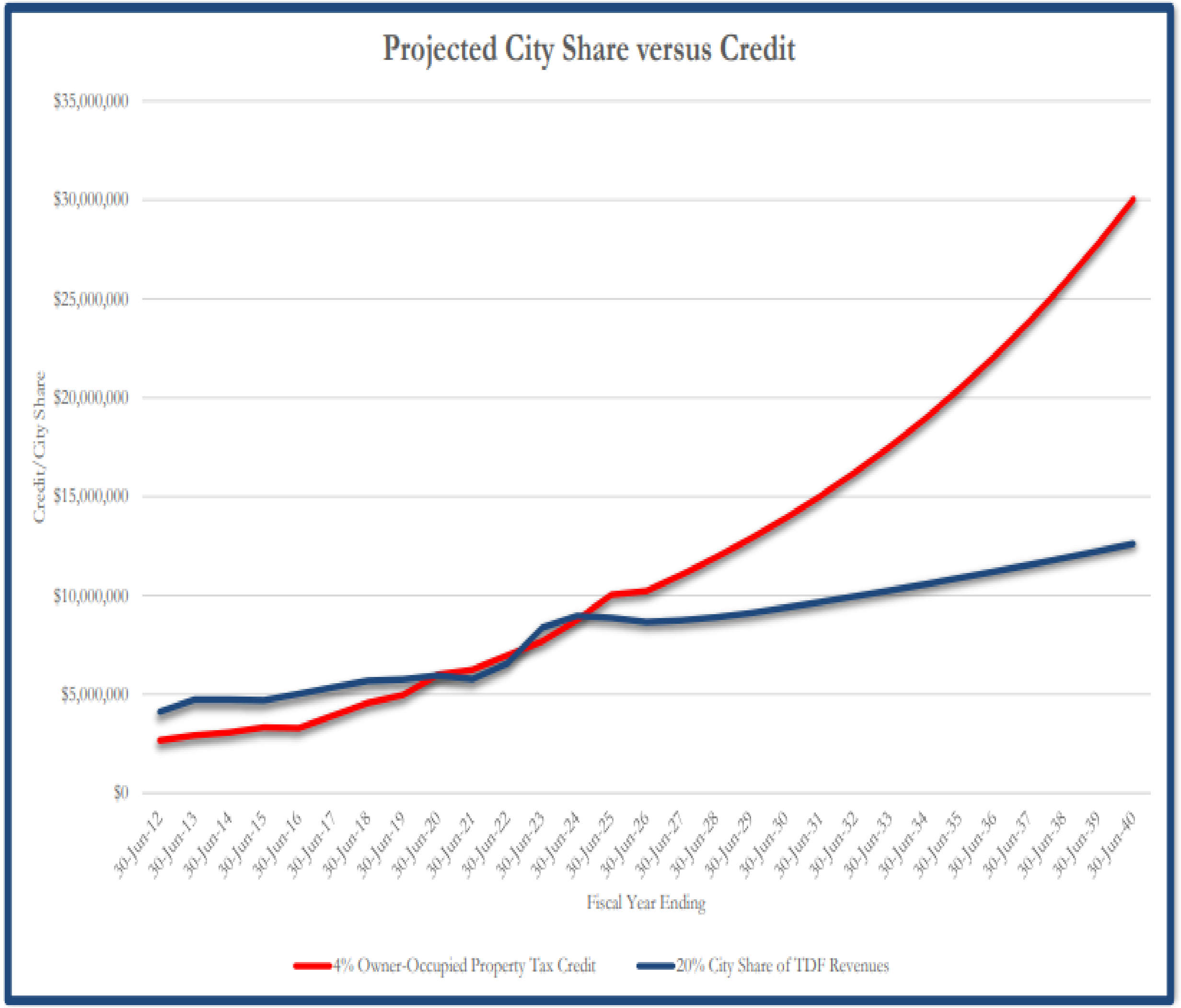
Municap Tourism Development Fee vs. 4% Property Tax Credit FY2011 – 2026 (estimate)

Fiscal Year Ending	TDF Revenue	TDF Revenue Growth	20% City Share	4% Property Tax Credit	Ratio of 4% Property Credit to 20% City Share of Revenue
30-Jun-11	$20,588,693	-	$4,117,739	$2,790,655	67.77%
30-Jun-12	$23,671,463	14.97%	$4,734,293	$2,672,871	56.46%
30-Jun-13	$23,678,054	0.03%	$4,735,611	$2,924,525	61.76%
30-Jun-14	$23,468,770	-0.88%	$4,693,754	$3,075,019	65.51%
30-Jun-15	$25,131,632	7.09%	$5,026,326	$3,329,726	66.25%
30-Jun-16	$26,831,343	6.76%	$5,366,269	$3,297,306	61.45%
30-Jun-17	$28,444,791	6.01%	$5,688,958	$3,934,686	69.16%
30-Jun-18	$28,763,094	1.12%	$5,752,619	$4,569,232	79.43%
30-Jun-19	$29,784,693	3.55%	$5,956,939	$4,968,538	83.41%
30-Jun-20	$28,846,467	-3.15%	$5,769,293	$6,003,004	104.05%
30-Jun-21	$32,805,208	13.72%	$6,561,042	$6,249,362	95.25%
30-Jun-22	$41,857,714	27.59%	$8,371,543	$6,969,543	83.25%
30-Jun-23	$44,831,979	7.11%	$8,966,396	$7,680,843	85.66%
30-Jun-24	$44,819,718	-0.03%	$8,963,944	$8,761,517	97.74%
30-Jun-25	$44,301,208	-1.16%	$8,860,242	$10,041,081	113.33%
30-Jun-26	$43,250,000	-2.37%	$8,650,000	$10,446,358	120.77%
CAGR		**5.07%**			

MuniCap, Inc. 6-Feb-26

Fiscal Year	Credit %	Milllage	Mills Paid	Mill Credit
2012	88.50%	66.1	7.60	58.50
2013	88.50%	66.1	7.60	58.50
2014	88.50%	66.1	7.60	58.50
2015	89.80%	74.5	7.60	66.90
2016	89.80%	74.5	7.60	66.90
2017	82.58%	77.5	13.50	64.00
2018	82.58%	77.5	13.50	64.00
2019	79.88%	80.5	16.20	64.30
2020	79.85%	78.9	15.00	63.00
2021	76.05%	78.9	18.90	60.00
2022	76.05%	78.9	18.90	60.00
2023	67.49%	88.9	28.90	60.00
2024	67.49%	88.9	28.90	60.00
2025	67.51%	83.4	27.10	56.30
2026	67.45%	83.4	27.10	56.30
2027	53.40%	83.4	38.90	44.50





[7]Assumes current credit percentage and assumed growth in 4% Property assessed value.

Fiscal Year Ending	Growth Factor[b]	Total Real Property Assessed Value	Total Annual Growth
30-Jun-25	100%	$712,542,000	-
30-Jun-26	106%	$755,294,520	6.00%
30-Jun-27	112%	$800,612,191	6.00%
30-Jun-28	119%	$848,648,923	6.00%
30-Jun-29	126%	$899,567,858	6.00%
30-Jun-30	134%	$953,541,930	6.00%
30-Jun-31	142%	$1,010,754,445	6.00%
30-Jun-32	150%	$1,071,399,712	6.00%
30-Jun-33	159%	$1,135,683,695	6.00%
30-Jun-34	169%	$1,203,824,716	6.00%
30-Jun-35	179%	$1,276,054,199	6.00%
30-Jun-36	190%	$1,352,617,451	6.00%
30-Jun-37	201%	$1,433,774,498	6.00%
30-Jun-38	213%	$1,519,800,968	6.00%
30-Jun-39	226%	$1,610,989,026	6.00%
30-Jun-40	240%	$1,707,648,368	6.00%

MuniCap, Inc. *6-Feb-26*

Fiscal Year Ending	Growth Factor[a]	Total TDF Revenues[b]	20% City Share[c]	Total Annual Growth
30-Jun-25	100.00%	$44,301,208.36	$8,860,241.67	-
30-Jun-26	97.63%	$43,250,000.00	$8,650,000.00	-2.37%
30-Jun-27	98.61%	$43,683,782.42	$8,736,756.48	1.00%
30-Jun-28	100.33%	$44,448,248.61	$8,889,649.72	1.75%
30-Jun-29	102.84%	$45,559,454.83	$9,111,890.97	2.50%
30-Jun-30	105.93%	$46,926,238.47	$9,385,247.69	3.00%
30-Jun-31	109.10%	$48,334,025.63	$9,666,805.13	3.00%
30-Jun-32	112.38%	$49,784,046.39	$9,956,809.28	3.00%
30-Jun-33	115.75%	$51,277,567.79	$10,255,513.56	3.00%
30-Jun-34	119.22%	$52,815,894.82	$10,563,178.96	3.00%
30-Jun-35	122.80%	$54,400,371.66	$10,880,074.33	3.00%
30-Jun-36	126.48%	$56,032,382.81	$11,206,476.56	3.00%
30-Jun-37	130.27%	$57,713,354.30	$11,542,670.86	3.00%
30-Jun-38	134.18%	$59,444,754.93	$11,888,950.99	3.00%
30-Jun-39	138.21%	$61,228,097.58	$12,245,619.52	3.00%
30-Jun-40	142.35%	$63,064,940.50	$12,612,988.10	3.00%

MuniCap, Inc. *6-Feb-26*

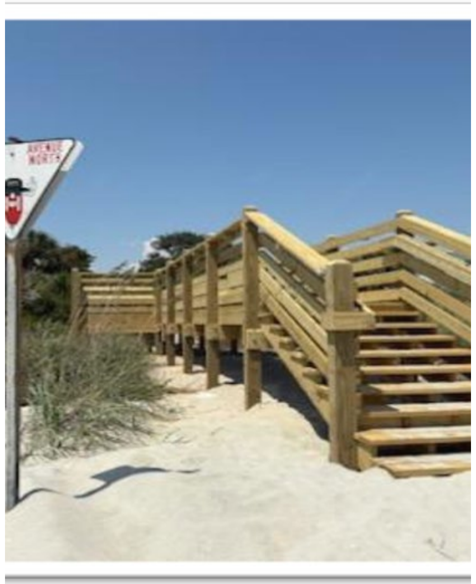
Tourism Revenues

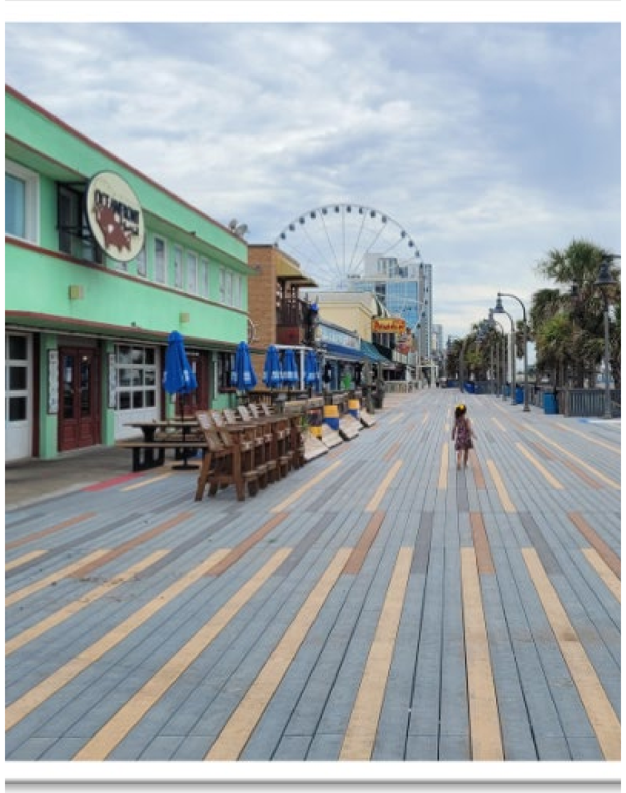
- From FY22 through FY26 80% of the Tourism Development Fee has funded $33 to $36 million annually for the MB Area Chamber of Commerce

- City tourism revenue collections from FY22 to FY26 (Hospitality & Accommodations Taxes) of $56 to $61 million annually are allocated for tourism driven operating and capital costs.

Tourism Related Improvement Projects

- Boardwalk Renovation – Plyler Park to 16th Avenue North
- Tennis Center
- Sports Center Improvements
- Youth Fields (Field 12) @ Grand Park
- Doug Shaw Track & Field Enhancements
- Ocean Boulevard Resurfacing
- MB Convention Center Restrooms, HVAC & Parking Lot
- Baseball Stadium Renovations
- Downtown Redevelopment Projects
- Incentive and Vacant Building grants





Challenges

- Growth in 4% Households exceeding TDF Growth
- Growing need for investment in tourism infrastructure - existing and new
- Dependence on Myrtle Beach tax revenue to fund advertising for the entire Grand Strand area
- Current climate against earmarks
- Identifying other revenue sources to support the tourism economy in Myrtle Beach