

April 2022 Newsletter



2022 Economic Growth and Real Estate Summit

This year's Economic Growth and Real Estate Summit was held March 18 at the Marina Inn at Grande Dunes. The speaker line-up included: Morris Ellison, Partner at Womble Bond Dickinson; Kirk Lovell, managing director of air services consulting at Mead & Hunt; and Robert F. Salvino, Ph.D., CCU economist. This year's Growth Summit included the 2022 South Carolina Real Estate Awards and the South Carolina Hall of Fame Induction ceremony. We were fortunate to have S.C. Representative Tim McGinnis as the master of ceremonies.

This year's Growth Summit sponsors were: Appraisal Institute, Valbridge Property Advisors, Famous Toastery Carolina Forest, Horry Georgetown Home Builders Association, KingOne Properties International, E.F. Hucks and Associates, Rivertown Property Inspections, Santee Cooper, Burroughs & Chapin, Coastal Carolina Association of Realtors, City of Myrtle Beach, Coastal Carolina National Bank, CoStar Group, Conway National Bank, Long Bay Valuation, Myrtle Beach Regional Economic Development Corporation, Inspire Coastal Grand, The Jackson Companies, Venture Engineering, Waccamaw Regional Council of Governments, Carolina Cool, Century 21 Boling & Associates, Conway Chamber of Commerce, Corning Credit Union, Myrtle Beach Area Chamber of Commerce, Tony and Carrie Grant Fund, and The Litchfield Company.

2022 Growth Summit Host

Tim McGinnis, South Carolina State Representative,
businessman



Rep. Tim McGinnis is a businessman and leader in the Grand Strand community. He is the owner of Famous Toastery in Carolina Forest and represents South Carolina State House District 56, which covers parts of the Conway, Carolina Forest, Socastee, and Longs communities. Previously, Rep. McGinnis served as a journalist and television news anchor in the Myrtle Beach, S.C.; Peoria, Ill.; Savannah, Ga.; and Augusta, Ga., markets. He is married with two kids.

E-commerce's Impact on Small Businesses in the Age of COVID-19

Morris Ellison, J.D., partner, Womble Bond Dickinson



Morris Ellison's broad-based practice includes commercial real estate transactions, economic development, commercial litigation, and counseling of entrepreneurs, as well as startup and mature knowledge-based companies. Ellison represents local, national, and international investors, lenders, and real estate developers in the development, financing, and disposition of commercial properties and other assets. Recently, he has been particularly involved with mobility companies, counseling clients on how the "Mobility Revolution" impacts their businesses.

Ellison has been awarded the CRE® (Counselor of Real Estate) credential by The Counselors of Real Estate®, an elite group of professionals who are recognized thought leaders of real estate. A prolific author and speaker on topics such as mobility, ecommerce, property tax issues, and receiverships, Ellison is a fellow in both the American College of Real Estate Lawyers and the American College of Mortgage Attorneys. He is the South Carolina member of the American Property Tax Counsel and is also a panelist for the CPR Panels of Distinguished Neutrals, a select group of preeminent lawyers, former judges, public officials, and academics who serve as mediators and arbitrators.

[Click here to watch Ellison's presentation.](#)

The Economic Impact of Aviation in the Southeast

**Kirk Lovell, managing director of air services consulting,
Mead & Hunt**



Kirk Lovell is managing director of air service consulting at Mead & Hunt. He began his aviation career more than 20 years ago. He enjoys working with large, medium, and small hub airports to develop strategies for growing their business.

Lovell has worked on exciting projects around the world, including the privatization of VIP lounges at airports across the Kingdom of Saudi Arabia, concession planning for the Kunming Changshui International Airport in the People's Republic of China, the general aviation plan for the North Texas Super Bowl Host Committee, and various projects at the Myrtle Beach International Airport.

Lovell is a proud graduate of Indiana University and resides in Pawleys Island, S.C. He is married to Anna and is the proud father of Sam, Piper, Zoe, and Gage.

[Click here to watch Lovell's presentation.](#)

2022 Economic Outlook

**Robert F. Salvino, Ph.D., economist, Coastal Carolina
University**



Robert Salvino is the director of the Grant Center for Real Estate and Economics and the Ammons Family Endowed Professor of Free Enterprise within Coastal Carolina University's E. Craig Wall Sr. College of Business Administration. His research has been published in the Review of Law and Economics, Applied Economics, Journal of Entrepreneurship and Public Policy, and other journals and books. His most recent research considers economic policies and rules and their effects on behavior and economic outcomes. Salvino provides economic analysis for various industries, nonprofit organizations, and government agencies, and speaks regularly for many organizations across the region. His teaching interests include urban economics, real estate, and the economics of entrepreneurship. He developed and continues work to expand the real estate program at Coastal Carolina University.

Prior to his academic career, Salvino worked in Columbus, Ohio, as a geologist for a civil engineering firm and as a large loss property claims adjuster for Nationwide Insurance.

He earned a Ph.D. and a Master of Arts, both in economics, from Georgia State University in 2007 and 2004, respectively. He completed his undergraduate degree in geology at Marshall University in 1997.

[Click here to watch Salvino's presentation.](#)

2022 South Carolina Real Estate Award Winners

Residential

Recognizes a community development corporation (CDC) or developer that made a demonstrable and measurable impact on the quality of life in the community it serves by enhancing quality of life through preservation and/or creation of housing, commercial corridor development, engaging residents, and executing effective and innovative approaches to neighborhood revitalization.

2022 Winner - Inspire Coastal Grand



Inspire Coastal Grand is a Liberty Senior Living property that serves to enhance the retirement experience for prospective residents of the Grand Strand. The community's website describes the property as an extraordinary apartment community, offering luxury with chef-inspired kitchens enhanced by granite countertops, vinyl wood flooring, stainless steel sinks and appliances, oversized closets, and spacious balconies. The residents of the community are offered daily activities, trips around the Grand Strand, a state-of-the-art gym, a beautiful pool, a walking trail, community garden, concierge services, spacious conference rooms, and dozens of other amenities. Inspire Coastal Grand is truly an extraordinary community. They do a fantastic job at utilizing their resources.

Resort, Tourism, and Restaurants

Recognizes a project, such as a development or tourism-focused property, which measurably improved the area for the visiting public and enhanced the architectural environment of the tourism landscape while delivering value via food, drink, and/or any other experience-based attraction. The property must showcase innovation, creativity, or originality in design or concept.

2022 Winner - Tidal Creek Brewhouse



Years ago, owners Dara and Adrian planted roots along a tidal creek on Daniel Island, S.C. Every day, they relished in all aspects of living on the water – from kayaking and relaxing by the firepit to braving the occasional hurricane that blows through. It was during one of these storms and hearing, “Please evacuate if you live along a tidal creek!” over and over again that the name “Tidal Creek Brewhouse” was born! So, what’s a good brand name without an iconic symbol? Enter the fiddler crab! If there’s any wildlife to be seen on a tidal creek, it’s definitely the fiddler crab. Dara and Adrian’s yard is teeming with hundreds of them – which provide hours of entertainment for Argus, their curious Doberman – and so it became the perfect symbol for Tidal Creek Brewhouse.

Tidal Creek opened right in the heart of the COVID pandemic, not exactly an ideal time to be opening a brewhouse. The company adapted to the times and made its impact! They embodied the saying, “The Greater Grand Strand is Open” by encouraging visitors and locals alike to stay safe during the pandemic, but also emphasized the importance of community. At one point, they were offering a free beer to anyone who got the COVID vaccination shot. They’ve really embraced the Grand Strand and want it to be positively promoted in the regional community.

The brewhouse offers activities daily, either in the brewhouse or in their beautiful park next door. This is an absolutely fantastic addition to the Grand Strand.

Commercial

Recognizes the development and successful implementation of an ongoing, sustained project or initiative that promotes and/or is integral to comprehensive community and/or economic development. Business parks, office complexes, and single-purpose facilities are just a few examples.

2022 Winner - Magnolia Row



Magnolia Row is a mixed-use commercial development consisting of restaurants, retail space, office space, and residential units. Located beneath the live oaks at North Kings Highway and 44th Avenue North in Myrtle Beach, The Shoppes at Magnolia Row is Myrtle Beach's premier, specialty shopping and dining center that pays homage to the historical details of downtown Charleston. It truly does enhance the northern part of Myrtle Beach.

Government, Public, and Nonprofit

Recognizes a project leveraging local artistic talent, private and public assets, and/or other community resources to transform a property into a safe, attractive, and inviting neighborhood environment for the purpose of facilitating connection within the community.

2022 Winner - Nance Plaza



Nance Plaza, located at the intersection of Ninth Avenue North and Kings Highway, was named for Daniel Wayne Nance and Mary Ellen Todd Nance in recognition of their significant contribution to Myrtle Beach's early civic, business, and religious growth. A master builder, Daniel Wayne Nance was responsible for many downtown buildings near the modern-day location of the plaza, as well as historic homes built along North Ocean Boulevard. The late Mr. Nance moved to Myrtle Beach from Shallotte, N.C., at the age of 16. The year was 1909, and he traveled on an ox-driven cart! The late Mrs. Nance's family owned a large farm and fishery near Withers Swash. The couple raised 10 children while building and operating guest-boarding facilities. Mr. Nance served as a commissioner for "Dogwood Neck Township," which was part of modern-day Myrtle Beach. He also petitioned at the state capital, alongside 13 other individuals, for the town's name change to "Myrtle Beach." The plaza features brick pathways and an animated, lighted water fountain centerpiece. Currently, it is the focus of the "arts and innovation district," part of the wider efforts of downtown redevelopment. The plaza has received considerable attention in the past few years with the openings of Grand Strand Brewery and the HTC Aspire Hub.

Recognizes one outstanding property in the state of South Carolina. Recipient must demonstrate excellent use of land, building design, amenities, and a demonstrated impact on the Palmetto State.

2022 Winner - Morrison Yard



Morrison Yard is a mixed-use development conveniently located on the Upper Peninsula in Charleston, S.C. Rising confidently at the base of the Ravenel Bridge, Morrison Yard serves as the anchor point of downtown Charleston's surrounding communities. This is the new city center, offering easy access for commuters from all directions while honoring the style and history of an iconic destination and surrounding neighborhoods. Morrison Yard raises the bar for office space in Charleston.

[Click here to watch the 2022 South Carolina Real Estate Awards Ceremony.](#)

2022 South Carolina Real Estate Hall of Fame Induction Ceremony

Larry W. Paul

2022 Inductee



Paul was known for his company, L. W. Paul Construction Company. He is the namesake of the Horry County Museum's L. W. Paul Living History Farm.

A lifelong South Carolinian from Horry County, Paul was instrumental in the growth of the Grand Strand during the 1970s and 1980s. Starting with a vision for single-family homes, his vision helped jump-start the area's growth. He was a founder of the Horry Georgetown Home Builders Association, an organization that has now over 500 members.

In community endeavors, he purchased a building in downtown Conway to assist with Theatre of the Republic's operations. He was involved in the Nature Conservancy, Conway Chamber of Commerce, the Pauley Swamp Primitive Baptist Church, Waccamaw Wildlife Refuge, Horry County Museum, and the Larry Paul Trail on Sandy Island. Paul had a heart for Horry County.

[Click here to watch the 2022 SC Real Estate Hall of Fame Induction Ceremony.](#)

2022

ECONOMIC GROWTH AND REAL ESTATE SUMMIT



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