



SOUTH BRUNSWICK ISLANDS COMMUNITY INFORMATION

Brunswick County, North Carolina is strategically located in the Myrtle Beach MSA between lively Myrtle Beach, South Carolina and historic Wilmington, North Carolina, offering a broad variety of resources and amenities and livability that appeals to people of all ages, tastes and stages of life and career.

Brunswick County has experienced explosive growth over past 15 years, with residential growth coming in at the highest it's been since the housing market crash in 2007. Much of the rapid population growth has been in the South Brunswick Islands, which consists of Calabash, Carolina Shores, Sunset Beach, Ocean Isle Beach, Shallotte and Holden Beach. The outstanding and affordable quality of place has long been a draw for tourists, from the major metro areas within North Carolina as well as states to our north. Many of these tourists become second homeowners and eventually relocate to the area as retirees as evidenced by the percentage growth rate in ages 60 and over which eclipses the growth rate in all other age categories. Ample land and still-reasonable construction costs fuel growth in the region's diverse housing stock, which offers residential options tailored to fit any preference and budget. Several new homes communities that sat dormant for the past 10 years are now under new ownership with construction underway.

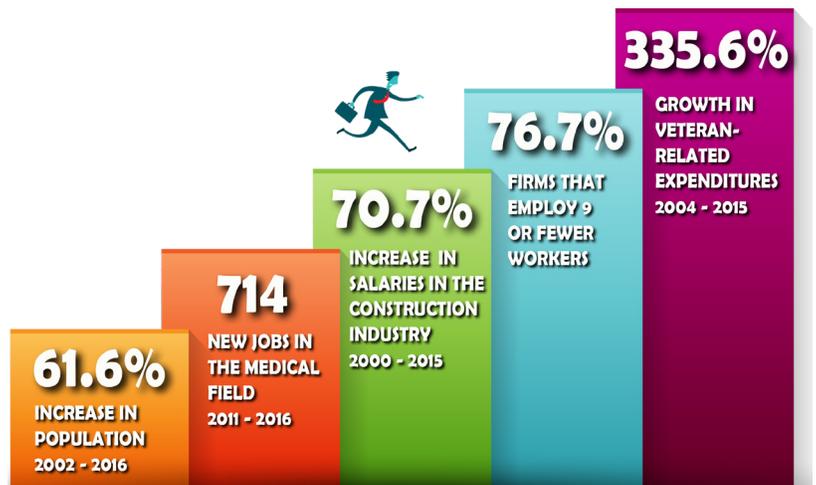
Brunswick County reported Year-Round Population Growth of 61.6% over the last 15 years and is part of the second fastest-growing MSA in the United States

South Brunswick Islands communities rank #1, 2, 3, 4, & 5 of the wealthiest zip codes in the three-county Wilmington Region

Sunset Beach is ranked number 4 on National Geographic's "21 Best Beaches in the World"

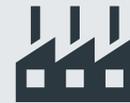
Ocean Isle Beach was voted 'The South's Best Tiny Town' by Southern Living Magazine

Golf Advisor declared Brunswick County one of the undiscovered gems of the Grand Strand and truly North Carolina's "Golf Coast."





MORE THAN 50% OF THE NEARLY 50,000 HOMES IN THE SOUTH BRUNSWICK ISLANDS ARE EITHER SECOND HOMES OR RENTAL PROPERTIES



\$175 PP

Rental Household Count during the extended Golf & Beach Season average 5.2 Persons Per Unit with Average Stay of 6.3 Days and Daily Spending of \$175 Per Person



↑ \$34 MM

Brunswick County Tourism posted Visitor Spending in Brunswick County equaled \$633 Million in 2019, an Increase of 5.76% or \$34 Million over the Previous Year

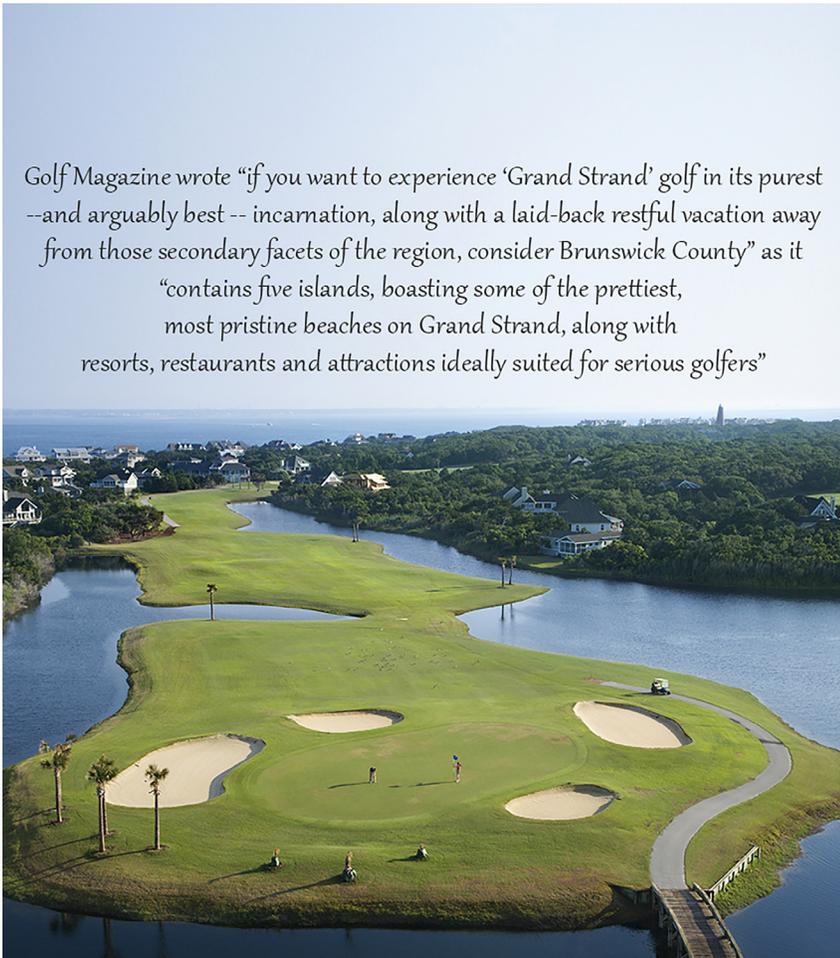


↑ 30%

Summer Holiday Seating Capacity at the Myrtle Beach International Airport increased by more than 30% in 2017 and is on track to set a new deplanement record for 2018 with nonstop service to/ from 49 markets

According to an annual study commissioned by Visit North Carolina, domestic visitors spent a record \$26.8 billion statewide in 2019, an increase of 6.9% from 2018. Visitor expenditures directly supported more than 236,000 jobs and generated more than \$6.6 billion in payroll income across North Carolina. Brunswick County accounted for nearly \$126 million in payroll income and \$67 million in state and local tax receipts, a savings of \$474 per resident.

Golf Magazine wrote "if you want to experience 'Grand Strand' golf in its purest --and arguably best-- incarnation, along with a laid-back restful vacation away from those secondary facets of the region, consider Brunswick County" as it "contains five islands, boasting some of the prettiest, most pristine beaches on Grand Strand, along with resorts, restaurants and attractions ideally suited for serious golfers"



THE TRUE STORY

The challenge facing the South Brunswick Islands is the disconnect between the positive story we have to tell and the data relied upon by the businesses that we would like to attract, both to provide the services needed and desired by the year-round residents and vacationers to the area. The census data shows that 55% of the households in the South Brunswick Islands have Social Security income and 38% Retirement income, however, communities in the South Brunswick Islands rank #1, 2, 3, 4, & 5 of the wealthiest zip codes in the three-county Wilmington Region. The census shows 50% of the homes in our community are vacant, while in reality 50% of the homes are second homes and year-round vacation homes for high net worth individuals. The Town of Shallotte, the center of commerce for the South Brunswick Islands, boasts a population of only 4,287 yet is able to support a Lowe's Home Improvement, Home Depot, Walmart, Office Depot, Belk, Chili's and now the Coastal Walk Marketplace featuring national retailers that wouldn't have previously considered a location with similar demographics..

