Shaw Research & Consulting
Real Estate Analysis & Market Feasibility Services

A RENTAL HOUSING MARKET FEASIBILITY ANALYSIS FOR

MYRTLE BEACH, SOUTH CAROLINA

(Horry County)

Bay Pointe III Apartments

Nance Street, west of Mr. Joe White Avenue
Myrtle Beach, South Carolina 29577

June 5, 2020

Prepared for:

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CERTIFICATE OF ACCURACY AND RELIABILITY

I hereby attest that this market study has been completed by an independent third-party market consultant with no fees received contingent upon the funding of this proposal. Furthermore, information contained within the following report obtained through other sources is considered to be trustworthy and reliable. As such, Shaw Research and Consulting does not guarantee the data nor assume any liability for any errors in fact, analysis, or judgment resulting from the use of this data.

Steven R. Shaw
SHAW RESEARCH & CONSULTING, LLC

Date: June 5, 2020

INTRODUCTION

Shaw Research & Consulting, LLC has prepared the following rental housing study to examine and analyze the Myrtle Beach area as it pertains to the market feasibility of Bay Pointe III Apartments, a 70-unit affordable rental housing development targeting low-income family households. Bay Pointe III represents the proposed third phase to the existing Bay Pointe I and II development, a 106-unit tax credit development originally constructed in 2009 and 2011. The subject proposal is to be located within the central portion of the city at the eastern end of Nance Street near the southeast corner of Mister Joe White Avenue (aka 10th Avenue) and Robert Grissom Parkway. As such, the subject property is situated adjacent to the east of Bay Pointe Apartments within a predominantly residential area of the city, less than one mile from a wide variety of retail, medical, employment, and recreational locales.

The purpose of this report is to analyze the market feasibility of the subject proposal based on the project specifications and site location presented in the following section. Findings and conclusions will be based through an analytic evaluation of demographic trends, recent economic patterns, existing rental housing conditions, detailed fieldwork and site visit, and a demand forecast for rental housing within the Bay Pointe market area. All fieldwork and community data collection was conducted on May 25, 2020 by Steven Shaw. A phone survey of existing rental developments identified within the PMA, as well as site visits to those properties deemed most comparable to the subject, was also reviewed to further measure the potential market depth for the subject proposal.

This study assumes Low Income Housing Tax Credits (LIHTC) will be utilized in the development of the subject rental facility, along with the associated rent and income restrictions obtained from the South Carolina State Housing Finance and Development Authority (SCSHFDA). As a result, the proposed Bay Pointe III Apartments will feature a total of 70 units restricted to households at 30 percent, 50 percent, and 60 percent of the area median income (AMI) – including 14 units using HOME guidelines. Furthermore, there are no unrestricted (market rate) or project-based rental assistance (PBRA) units proposed within the subject development.

EXECUTIVE SUMMARY

The following analysis is based on information collected during the nationwide COVID-19 pandemic. As of the publication date of this report, it appears that after a period of stabilizing trends, the number of new cases of the coronavirus has begun to increase once again (late May/early June) and are now at the highest levels (as of June 4, 2020) for the State of South Carolina as a whole. Considering the statewide stay-in-place mandate was lifted in early May, the long-term economic impact cannot be fully determined at this time. While unemployment rates will likely increase dramatically for April and May (when released), government stimulus programs over the near future will be paramount to help mitigate the economic severity and long-term impact of the pandemic. As such, since the state has eased most "home or work" orders and travel restrictions, it is assumed that the economy will begin to improve throughout the remainder of 2020 and return to normalcy over time, with relatively stable economic conditions by the time of market entry.

Based on the information collected and presented within this report, sufficient evidence has been introduced for the successful introduction and absorption of the Bay Pointe III, as described in the following project description, within the Myrtle Beach market area. As such, the following summary highlights the key findings and conclusions reached from this information:

1) The subject proposal is a 70-unit general occupancy rental development targeting low-income family households, and represents the third phase to a highly successful existing LIHTC rental property. The facility will consist of a mix of two and three-bedroom units restricted to households between 30 percent and 60 percent of AMI.

2) Demand estimates for the proposed development show sufficient statistical support for the introduction and absorption of additional rental units within the Bay Pointe PMA. Capture rates are presented in Exhibit S-2 (following the executive summary), and are clearly reflective of strong market depth and the continued need for affordable rental housing locally.

3) Although the COVID-19 pandemic has negatively impacted occupancy rates within a number of market rate properties, the local rental market appears to be stable at the current time. As such, an overall occupancy rate of 94.5 percent was calculated among 21 properties included in a recent survey of family rental developments identified and contacted within the PMA.

4) The affordable rental market within Myrtle Beach remains extremely strong at the current time. Considering the five tax credit developments within the PMA, a combined occupancy rate of 99.4 percent was calculated with each reporting a waiting list – most of which were quite extensive. As such, Bay Pointe I/II currently has 30 names on a wait list, while other tax credit developments have somewhat more extensive lists – including

Monticello Park (100+ names), The Highlands at Socastee (250+ names), and Carolina Oaks Village (three to four years).

5) In addition, the two most recent family LIHTC developments were rapidly absorbed – The Highlands at Socastee was fully leased in just one month of opening (in 2018), while Carolina Oaks Village was leased in four months (in 2016) - clearly demonstrating strong rental conditions and the likely pent-up demand for affordable rental housing locally.

6) Based on U.S. Census figures and ESRI forecasts, demographic patterns throughout the Myrtle Beach area have been extremely positive since 2000. As such, the overall population within the Bay Pointe PMA is estimated to have increased by 28 percent between 2010 and 2019, representing a gain of nearly 15,725 additional residents during this time. Furthermore, future projections indicate these gains will continue, with an additional increase of 12 percent (almost 8,850 persons) anticipated over the next five years (between 2019 and 2024).

7) The location of the subject property can also be considered a positive factor. As such, the site is situated just east of Mr. Joe White Avenue, providing relatively convenient access to several retail/commercial concentrations as well as the beach and coastal areas. In addition, many of the area's retail, education, medical, and employment centers are just a short drive away.

8) The proposal represents a modern product with numerous amenities and features at an affordable rent level. As such, the proposed rental rates within the subject are properly positioned and quite competitive in relation to other local LIHTC properties, and can be considered achievable and appropriate for the Myrtle Beach rental market.

9) Considering the subject's proposed unit mix, income targeting, rental rates, and competitive unit sizes and development features, the introduction of Bay Pointe III Apartments should prove successful. Based on positive demographic patterns and continued strong occupancy levels within local tax credit properties (along with long waiting lists), additional affordable units should be readily absorbed within the local rental market. Further considering the rapid absorption of the two most recent LIHTC properties developed within the Myrtle Beach area, evidence presented within the market study suggests a normal absorption period (conservatively estimated between four and six months) should be anticipated based on project characteristics as proposed. Furthermore, the development of the subject proposal will not have any adverse effect on any other existing rental property or those under development – either affordable or market rate.

2020 EXHIBIT S-2 SCSHFDA PRIMARY MARKET AREA ANALYSIS SUMMARY:

Development Name:	**BAY POINTE III APTS**	Total # Units:	70
Location:	Nance Street, Myrtle Beach, South Carolina SC	# LIHTC Units:	70
PMA Boundary:	3 miles to the Northwest; 7 mile to the Northeast; 1 mile to the Southeast; and 6 miles to the Southwest		
Development Type:	XX Family ____ Older Persons	Farthest Boundary Distance to Subject:	7 Miles

RENTAL HOUSING STOCK (found on page 51)

Type	# Properties	Total Units	Vacant Units	Average Occupancy
All Rental Housing	21	3,464	192	94.5%
Market-Rate Housing	13	2,806	188	93.3%
Assisted/Subsidized Housing not to include LIHTC	3	196	1	99.5%
LIHTC (All that are stabilized)*	**5**	**462**	**3**	**99.4%**
Stabilized Comps**	5	462	3	99.4%
Non-stabilized Comps	0	0	0	NA

*Stabilized occupancy of at least 93% (Excludes projects still in initial lease up).

**Comps are those comparable to the subject and those that compete at nearly the same rent levels and tenant profile, such as age, family and income.

Subject Development					HUD Area FMR			Highest Unadjusted Comp Rent	
# Units	# Bedrooms	Baths	Average Size (SF)	Proposed Tenant Rent	Per Unit	Per SF	Advantage	Per Unit	Per SF
2	2 BR	2.0	1,115	**$375**	$997	$0.94	62.4%	$1,450	$1.58
15	2 BR	2.0	1,115	**$500**	$997	$0.94	49.8%	$1,450	$1.58
17	2 BR	2.0	1,115	**$630**	$997	$0.94	36.8%	$1,450	$1.58
3	3 BR	2.0	1,292	**$500**	$1,288	$1.01	61.2%	$1,494	$1.29
15	3 BR	2.0	1,292	**$560**	$1,288	$1.01	56.5%	$1,494	$1.29
18	3 BR	2.0	1,292	**$710**	$1,288	$1.01	44.9%	$1,494	$1.29
Gross Potential Rent Monthly*				**$41,640**	**$80,266**		**48.12%**		

*Market Advantage is calculated using the following formula: (Gross Adjusted Market Rent (minus) Gross Proposed Tenant Rent) (divided by) Gross Adjusted Market Rent. The calculation should be expressed as a percentage and rounded to two decimal points. The Rent Calculation Excel Worksheet must be provided with the Exhibit S-2 form.

DEMOGRAPHIC DATA (found on page 36)

	2010		2019		2022	
Renter Households	11,538	48.2%	14,665	47.7%	15,747	47.7%
Income-Qualified Renter HHs (LIHTC)	3,734	32.4%	4,746	32.4%	5,096	32.4%
Income-Qualified Renter HHs (MR)	0	0.0%	0	0.0%	0	0.0%

TARGETED INCOME-QUALIFIED RENTER HOUSEHOLD DEMAND (found on page 46)

Type of Demand	50%	60%	Market Rate	30% AMI	Other:_____	Overall
Renter Household Growth	165	195	0	219		350
Existing Households (Overburd + Substand)	887	1,048	0	1,179		1,887
Homeowner Conversion (Seniors)	--	--	--	--		--
Other:	--	--	--	--		--
Less Comparable/Competitive Supply	0	0	0	0		0
Net Income-Qualified Renter HHs	**1,052**	**1,243**	**0**	**1,398**	**0**	**2,237**

CAPTURE RATES (found on page 48)

Targeted Population	50%	60%	Market Rate	30% AMI	Other:_____	Overall
Capture Rate	2.9%	2.8%	--	0.4%		3.1%

ABSORPTION RATE (found on page 50)

Absorption Period: 4 to 6 months

2020 S-2 RENT CALCULATION WORKSHEET

	# Units	Bedroom Type	Proposed Tenant Paid Rent	Net Proposed Tenant Rent	Gross HUD FMR	Gross HUD FMR Total	Tax Credit Gross Rent Advantage
30%	2	2 BR	$375	$750	$997	$1,994	
50%	15	2 BR	$500	$7,500	$997	$14,955	
60%	17	2 BR	$630	$10,710	$997	$16,949	
30%	3	3 BR	$500	$1,500	$1,288	$3,864	
50%	15	3 BR	$560	$8,400	$1,288	$19,320	
60%	18	3 BR	$710	$12,780	$1,288	$23,184	
	Totals	**70**		**$41,640**		**$80,266**	**48.12%**

A. PROJECT DESCRIPTION

According to project information supplied by the sponsor of the subject proposal, the analysis presented within this report is based on the following development configuration and assumptions:

Project Name:	**BAY POINTE III APTS**
Project Address:	**Nance Street**
Project City:	**Myrtle Beach, South Carolina**
County:	**Horry County**
Total Units:	**70**
Occupancy Type:	**Family**
Construction Type:	**New Construction**

Targeting/Mix	Number of Units	Unit Type	Number of Baths	Avg. Square Feet	Contract Rent	Utility Allow.	Gross Rent	Max. Allow. Rent*	HOME Units
Two-Bedroom Units	**34**								
30% of Area Median Income	2	Apt	2.0	1,115	**$375**	$155	$530	$533	2
50% of Area Median Income	15	Apt	2.0	1,115	**$500**	$155	$655	$655	4
60% of Area Median Income	17	Apt	2.0	1,115	**$630**	$155	$785	$786	0
Three-Bedroom Units	**36**								
30% of Area Median Income	3	Apt	2.0	1,292	**$500**	$195	$695	$699	3
50% of Area Median Income	15	Apt	2.0	1,292	**$560**	$195	$755	$756	5
60% of Area Median Income	18	Apt	2.0	1,292	**$710**	$195	$905	$908	0

*__Maximum Allowable Rents and Income Limits__ are based on *2020 Income & Rent Limits* (effective 4/1/2020) for LIHTC units, and *2019 HTF Rent and Income Limits* for HOME units, obtained from SCSHFDA website (www.schousing.com).

Project Description:

Development Location....................................Myrtle Beach, South Carolina
Construction Type...New construction
Occupancy Type ....Family
Target Income Group.......................................100% LIHTC (30%, 50%, and 60% AMI)
Special Population Group ....N/A
Number of Units by Unit Type ....See previous page
Unit Sizes...See previous page
Rents and Utility Information ....See previous page
Proposed Rental Assistance (PBRA)...............None

Project Size:

Total Development Size...................................70 units
Number of Affordable Units............................70 units
Number of HOME Units..................................14 units
Number of Market Rate Units..........................0 units
Number of PBRA Units...................................0 units
Number of Employee Units ....0 units

Development Characteristics:

Number of Total Units.....................................70 units
Number of Garden Apartments........................70 units
Number of Townhouses...................................0 units
Number of Residential Buildings.....................3 *(maximum three story)*
Number of Community Buildings 0
Exterior Construction.......................................Minimum 60% Brick

Additional Assumptions:

Heat Source: Electric heat pump
Market Entry: Scheduled for March 2022

PROPOSED AMENITIES					
UNIT AMENITIES					
X	Ceiling Fan	X	Garbage Disposal	X	Self-Cleaning Oven
	Coat Closet		Individual Entry	X	Walk-In Closet
X	Dishwasher	X	Microwave	X	Range Queen Fire Suppression
X	Exterior Storage	X	Mini-Blinds	X	Pantry/Linen Closet
X	Frost-Free Refrigerator	X	Sunroom		Other: __________________
DEVELOPMENT AMENITIES					
	Sports Court	X	Computer/Business Center	X	Picnic Area
X	Playground		Elevator		Swimming Pool
	Clubhouse	X	Exercise Room	X	Other: Gazebo
X	Multi-Purpose Room	X	On-Site Management		Other: __________________
AIR CONDITIONING TYPE					
X	Central A/C		Through-Wall A/C		Through-Wall Sleeve
LAUNDRY TYPE					
X	Coin-Operated Laundry	X	In-Unit Hook-Up		In-Unit Washer/Dryer
PARKING TYPE					
X	Surface Lot		Garage (attached): $________		Other: __________________
	Carport: $________		Garage (detached): $________		
SECURITY TYPE					
	Security Intercom		Security Gate	X	Lighting
X	Security Camera System		Other: __________________		
UTILITIES INCLUDED IN RENT					
	Electricity		Heat	X	Trash Removal
	Gas		Water/Sewer		Other: __________________

B. SITE DESCRIPTION

1. Site Visit Date

All fieldwork and community data collection was conducted on May 25, 2020 by Steven Shaw.

2. Site Neighborhood and Overview

The subject property is located within the central portion of Myrtle Beach at the northeast end of Nance Street, just east of Mr. Joe White Avenue (aka 10th Avenue) and south of Robert Grissom Parkway. Overall characteristics of the immediate neighborhood are combination of residential and retail/commercial usages, along with scattered undeveloped wooded property. Bay Pointe II is adjacent to the southwest of the of the subject property, a single-family residential neighborhood can be found directly to the southeast, and undeveloped wooded property is adjacent to the northeast and northwest. In addition, a mixture of commercial and residential properties (multi-family and single-family) can be found along Mr. Joe White Avenue, which provides convenient access to more densely populated retail areas to the northwest, as well as beach areas to the southeast. Furthermore, most nearby structures (residential, commercial, or otherwise) throughout the immediate neighborhood are in generally good condition (although some scattered buildings can be considered fair condition).

The subject property consists of approximately 4.97 acres of undeveloped and densely wooded property situated within census tract 506 of Horry County. Further, the property is currently zoned as RMH-BTW (Residential Multifamily High Density – Booker T. Washington overlay), which allows for the development of multi-family units. Based on an overall review of the site, current usages and zoning of surrounding properties (as well as throughout the immediate neighborhood) should not impede or negatively affect the marketability or long-term viability of the subject proposal. As such, adjacent land usage is as follows:

Northwest: Undeveloped, wooded property
Northeast: Undeveloped, wooded property
Southwest: Multi-family *(Bay Pointe II – in good condition)*
Southeast: Single-family homes *(in good condition)*

Access to the site will be from Nance Street to the west (which is also the entrance to Bay Pointe I and II, and dead-ends at the site), representing a lightly-traveled two-lane surface street providing access to Mr. Joe White Avenue to the west. Mr. Joe White Avenue is a moderately-traveled four-lane roadway providing a direct route to coastal beach areas (roughly one mile to the southeast) and nearby retail concentrations (approximately ¾ mile north along Seaboard Street). As such, the subject's location will provide favorable visibility (phase I fronts Mr. Joe White Avenue, while phase II and the subject property are further from the roadway) and a generally positive curb appeal with no significant visible traffic congestion and most nearby properties (commercial, residential, or otherwise) in good condition. Furthermore, the site's proximity and relatively convenient access to much of the area's retail, medical, recreational, and employment locales should be viewed as a positive factor, and suitable for multi-family housing.

3. Nearby Retail

While there are only limited retail opportunities within walking distance of the site, numerous retail areas are located just a short drive away. As such, the nearest significant concentration can be found less than one-mile northwest of the subject property near the southeast corner of Mr. Joe White Avenue and U.S. 17 – offering a Sam's Club, Target, Dollar Tree, Lowes Home Improvement Warehouse, and numerous other opportunities. Perhaps one of the largest retail areas in Myrtle Beach is the Coastal Grand Mall, situated less than two miles to the west, with various other retail outlets just east of the mall (such as Walmart, Best Buy, Costco, and Home Depot among others). In addition, several grocery stores and pharmacies can be found within 1½ miles of the site – including Food Lion (¾ mile away), Walmart Supercenter (less than 1½ miles away), and CVS Pharmacy (¾ mile). Several other retail centers are situated throughout the immediate area as well, with additional concentrations found along Kings Highway and U.S. 501.

4. Medical Offices and Hospitals

Numerous medical services and physician offices can be found throughout the immediate area. The nearest full-service hospital to the subject property is the Grand Strand Regional Medical Center (approximately 5¾ miles northeast), while the South Strand Medical Center is situated roughly 6½ miles southwest of the site offering various physician practices and outpatient services. In addition to medical offices found near each medical center, additional physician and specialty offices can be found scattered throughout the area – the closest to the site include the Little River Medical Clinic (situated less than ½ mile away in the Alliance Apartments complex, and caters to homeless and low-income persons) and Doctors Care/Strand Medical Center and Urgent Care (one mile to the northeast along 21st Avenue).

5. Other PMA Services

Additional services of note within the immediate area include a library, YMCA, and several parks and recreation facilities. The nearest recreation center is the Mary C. Canty Recreation Center (situated less than ½ mile west of the site), offering activities and services for all ages, with a gymnasium, weight room, swimming pool, game rooms, playground, banquet hall with kitchen, youth sports, and after-school programs. It should also be noted that the popular Broadway at the Beach entertainment complex is roughly one-mile northeast of the site along Robert Grissom Parkway, offering numerous specialty shops, dining, and attractions for all ages.

The subject property is within the Horry County School District, with several schools within two miles from the site – including Myrtle Beach Early Childhood School, Myrtle Beach Primary School, Myrtle Beach Elementary School, Myrtle Beach Middle School, and Myrtle Beach High School

Fixed-route bus/transit services are offered locally through the Coast Regional Transportation Authority (Coast RTA), consisting of regularly scheduled routes servicing Horry and Georgetown Counties seven days a week. However, while the subject property is not situated on a specified bus route, the RTA Myrtle Beach Transfer Center is approximately ½ mile southeast of the site at the southwest intersection of Mr. Joe White Avenue and Oak Street.

The following identifies pertinent locations and features within the Bay Pointe market area, and can be found on the following map by the number next to the corresponding description. Please note that this list is not all-inclusive and only represents those locations closest to the subject property. Further, all distances are estimated.

Retail

1. Grocery – Walmart Supercenter w/ pharmacy.....................................1.4 miles west
2. Grocery – Food Lion..0.8 miles southwest
3. Grocery – Piggly Wiggly ....2.0 miles southeast
4. Pharmacy – CVS/Pharmacy...1.1 miles north
5. Pharmacy – Walgreens ....1.6 miles southwest
6. Convenience – Express Convenience Store..0.2 miles south
7. Convenience – Family Dollar ....0.8 miles southeast
8. Convenience – Dollar Tree ....1.0 mile north
9. Convenience – Dollar General...0.9 miles west
10. Other – Coastal Grand Mall...2.0 miles west
    (w/ Anchor stores of Belk, JC Penney, Sears, Dillards, and Dick's Sporting Goods,)

Medical

11. Hospital – Grand Strand Medical Center..5.7 miles northeast
12. Medical Clinic – Little River Medical Center Health Access ....0.4 miles south
13. Medical Clinic – Doctors Care – Strand ....1.0 mile northeast
14. Medical Clinic – CVS MinuteClinic...2.6 miles northeast
15. Urgent Care – Beach Family and Urgent Care ....1.9 miles east

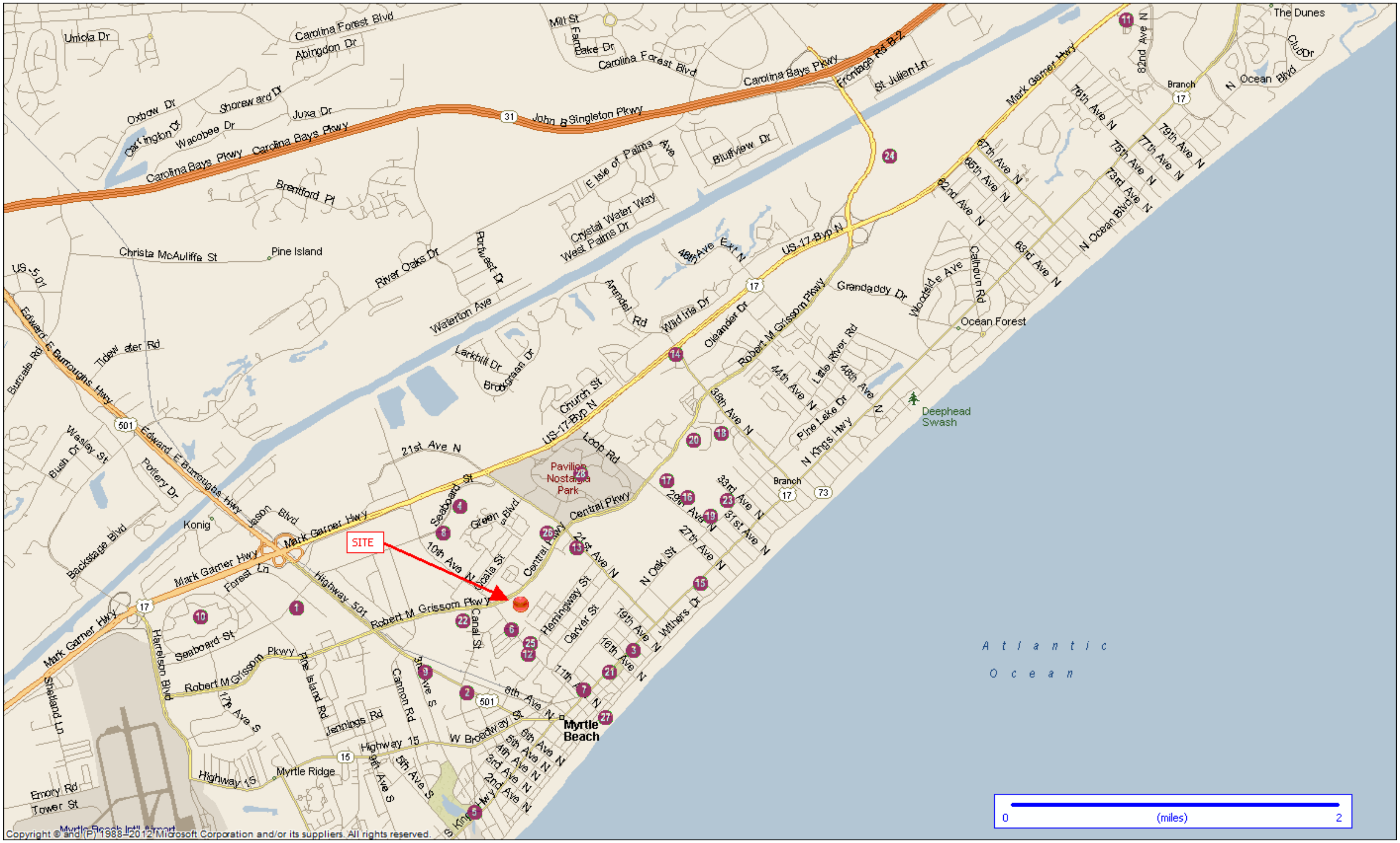
Education

16. School – Myrtle Beach Early Childhood School ....1.8 miles northeast
17. School – Myrtle Beach Primary School..1.6 miles northeast
18. School – Myrtle Beach Elementary School ....2.2 miles northeast
19. School – Myrtle Beach Middle School...2.1 miles northeast
20. School – Myrtle Beach High School ....1.9 miles northeast

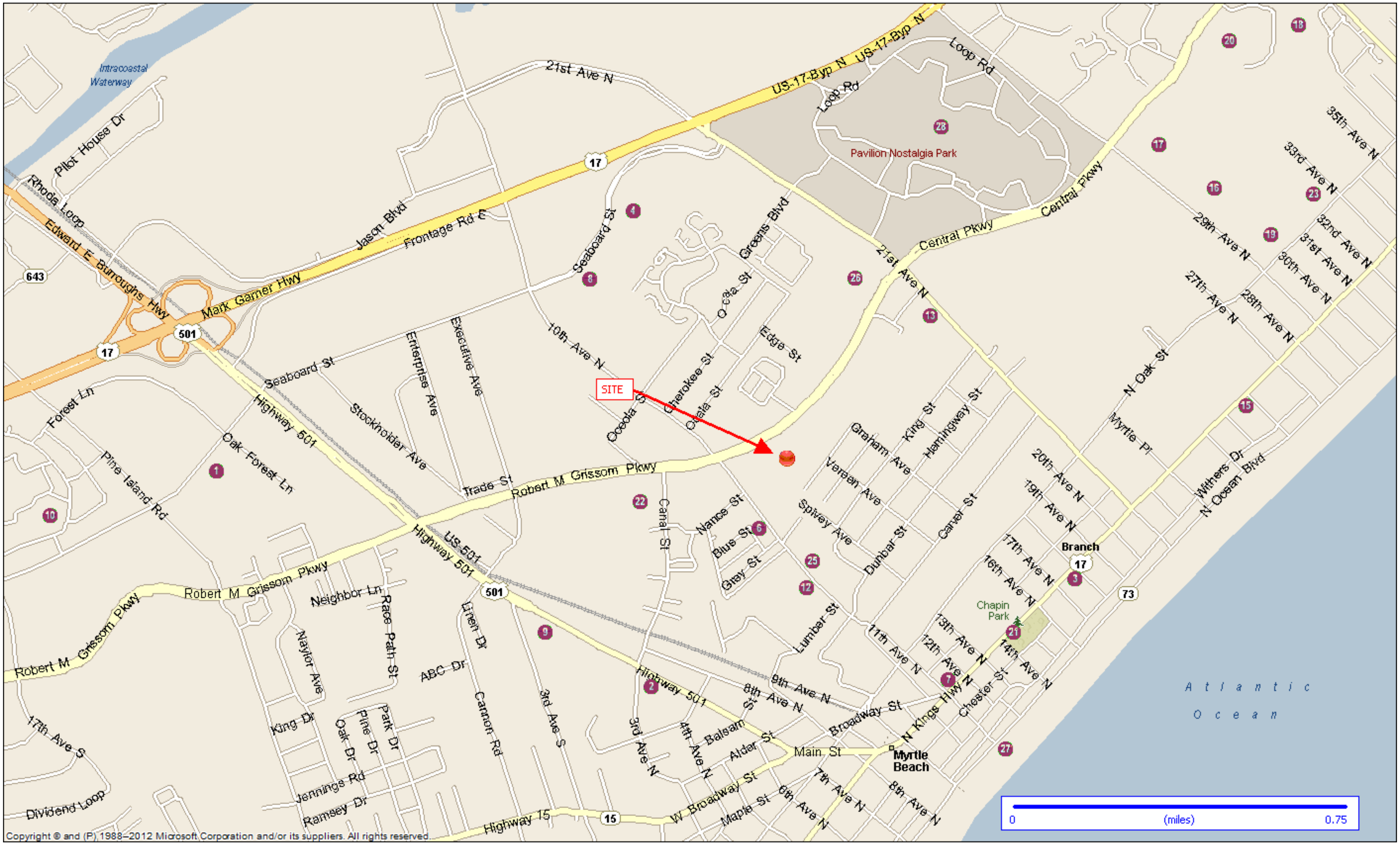
Recreation/Other

21. Library – Chapin Memorial Library ....1.0 mile southeast
22. Recreation Center – Mary C Canty Recreation Center.........................0.4 miles west
23. Recreation Center – Pepper Geddings Recreation Center ....2.2 miles east
24. Recreation Center – YMCA of Coastal Carolina ....4.5 miles northeast
25. Park – Futrell Park ....0.3 miles south
26. Other – TicketReturn.com Field ....0.7 miles northeast
27. Other – Plyler Park/SkyWheel...1.0 mile south
28. Other – Broadway at the Beach Entertainment District........................1.1 miles northeast

Map 1: Local Features/Amenities – Myrtle Beach Area



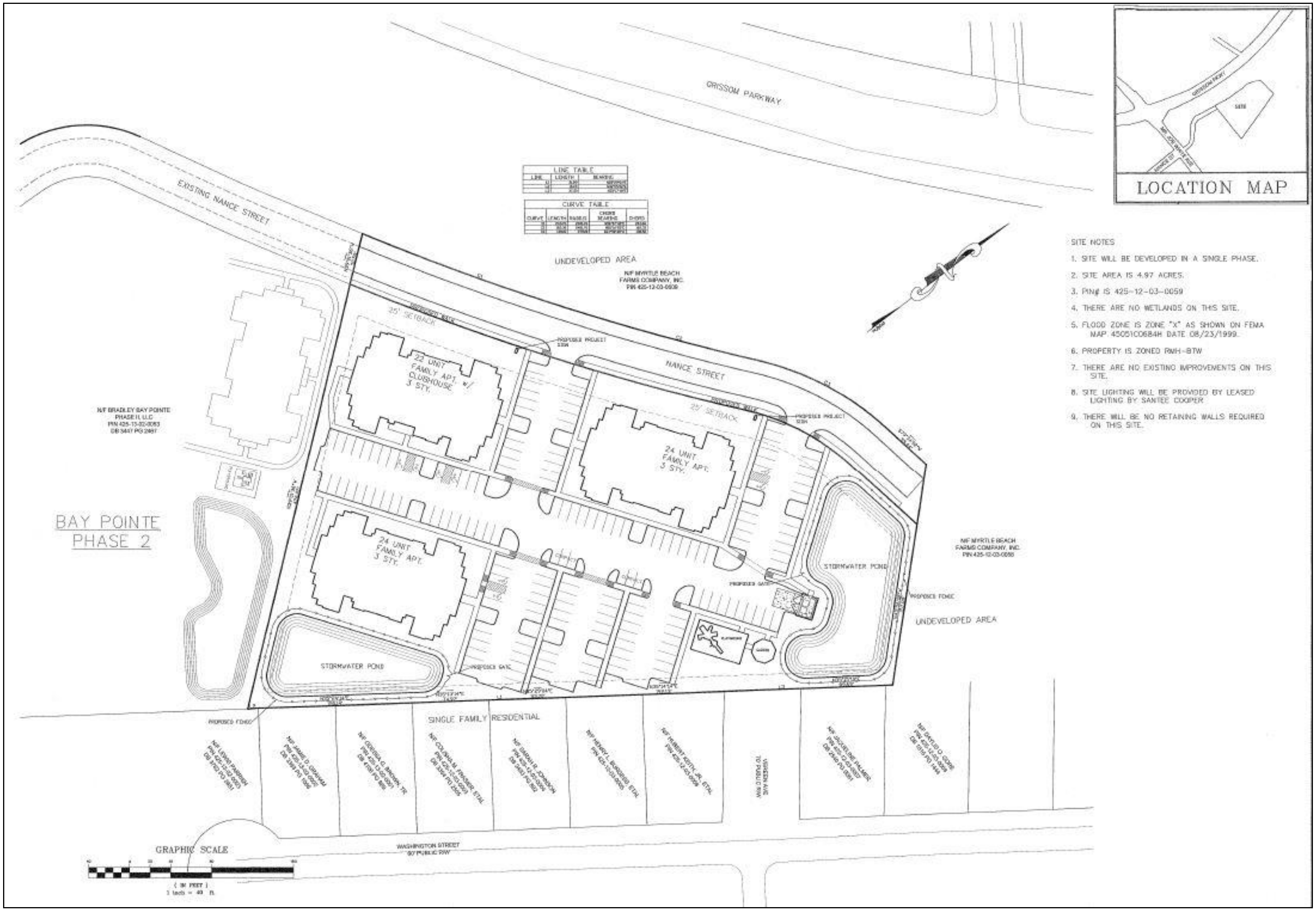
Map 2: Local Features/Amenities – Close View



Map 3: Site Location – City of Myrtle Beach

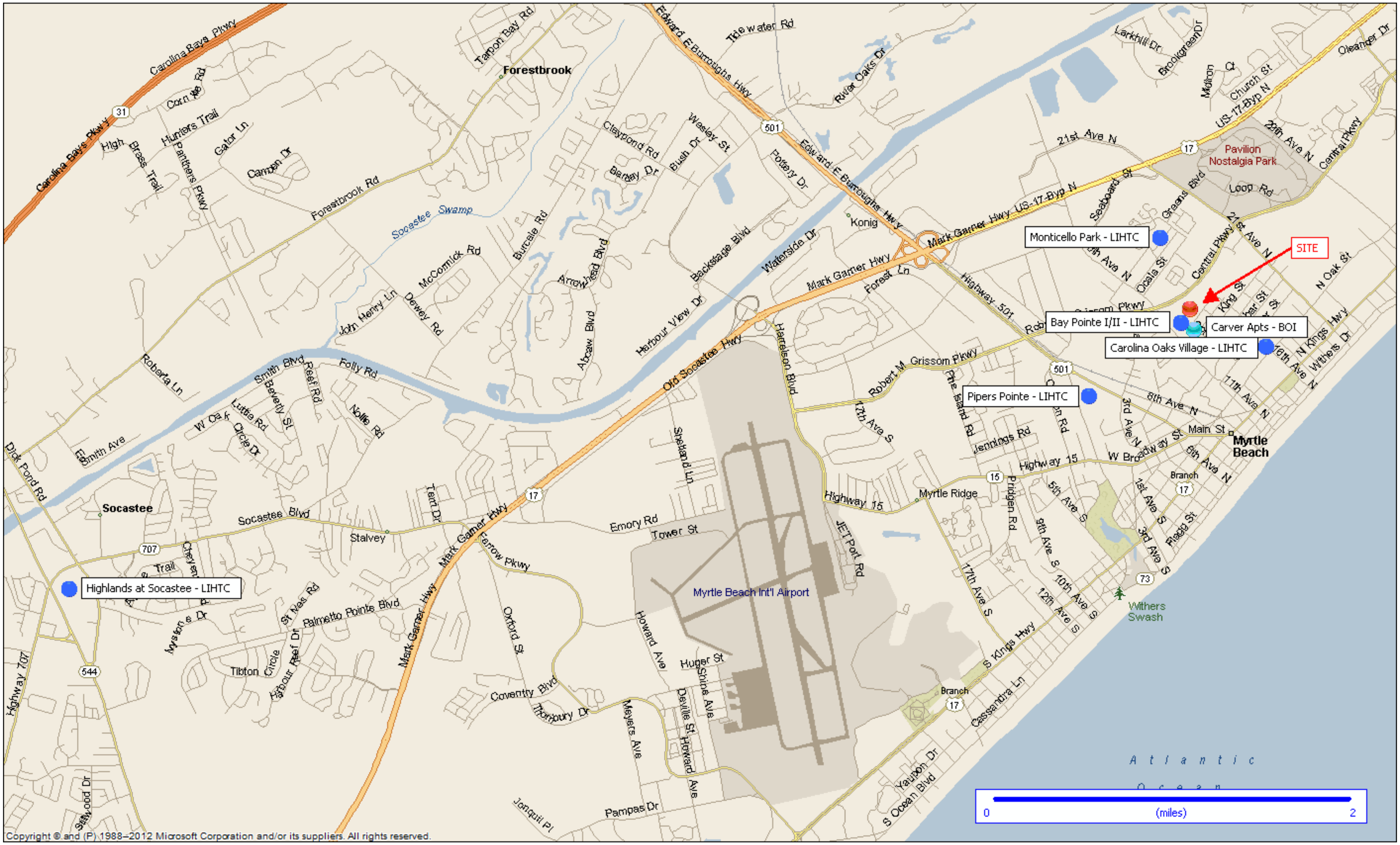
NOTE: Shaded area is city of Myrtle Beach

Map 4: Site Plan – Bay Pointe III Apartments – Myrtle Beach, SC



Map 5: Site Location - Aerial Photo

Map 6: Affordable Rental Housing – Bay Pointe PMA

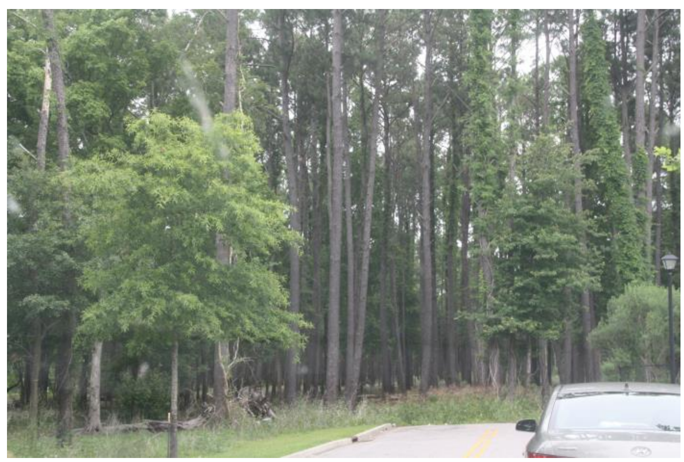


Site/Neighborhood Photos

SITE – Bay Pointe III Apartments
Nance Street, Myrtle Beach, SC
Facing northeast from Bay Pointe II

SITE – Bay Pointe III Apartments
Nance Street, Myrtle Beach, SC
Facing northeast from interior of property

SITE – Bay Pointe III Apartments
Nance Street, Myrtle Beach, SC
Facing southeast from interior of property
Bay Pointe II is to the right



SITE – Bay Pointe III Apartments
Nance Street, Myrtle Beach, SC
Facing northeast from end of Nance Street
Bay Pointe II is to the right

SOUTHWEST – Bay Pointe II adjacent to southwest of subject property
Facing southeast from Nance Street
Site is wooded property to left of building

NORTHWEST – Undeveloped wooded property adjacent to northwest of site
Facing north from end of Nance Street
Site is to the right

SOUTHEAST – Single-family homes adjacent to southeast of site
Facing northwest from Washington Street
Site is wooded property behind homes

SOUTHEAST – Single-family home adjacent to southeast of site
Facing northwest from Washington Street
Site is wooded property behind home

STREET – Facing southwest from end of Nance Street
Bay Pointe I/II is on the left
Photo is facing away from site

STREET – Facing northeast along Robert Grissom Parkway
Site is just beyond wooded property on right

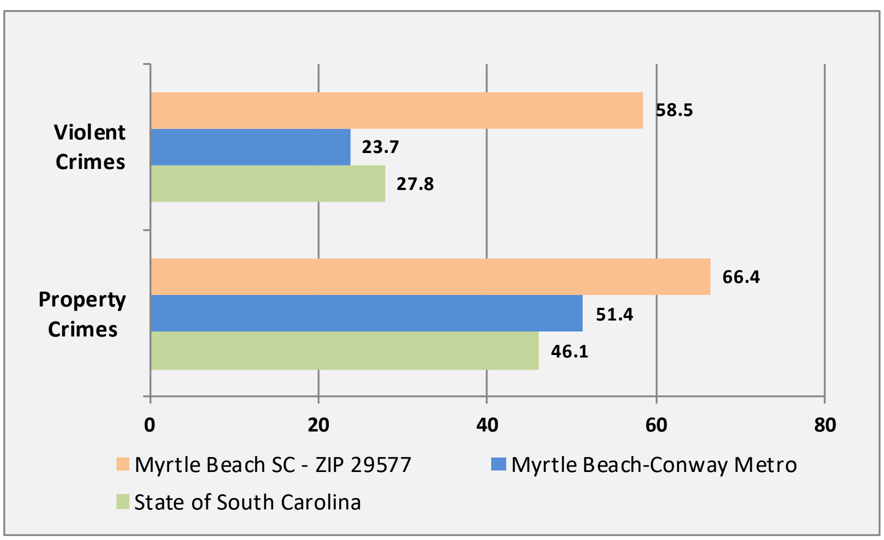
STREET – Facing southeast along Mr. Joe White Ave.
Nance Street/Bay Pointe I is on left
Photo taken just south of Robert Grissom Parkway

6. Crime Assessment

Based on crime information by zip code, the crime rates for the Myrtle Beach metro area are notably above state levels. As such, on a scale from one (indicating low crime) to 100 (high crime), the area in which the subject property is situated (zip code 29577) had a violent crime (murder, non-negligent manslaughter, rape, robbery, and aggravated assault) score of 58.5, while the property crime (burglary, larceny-theft, motor vehicle theft, and arson) score was 66.4. Although well above the state average, these elevated crime statistics can largely be attributed to its location within a tourist destination with a relatively large number of transients working in Myrtle Beach during the summer tourism season. In addition, a relatively large number of young adults (visiting for spring break and the like) is also a contributing factor to the skewed numbers when compared to regional and state averages.

Although first hand observations from a recent site visit did not indicate a significant crime risk at the subject property or surrounding neighborhood, the elevated crime statistics for the immediate area need to be taken into consideration. As such, extra security precautions should be deemed as a necessary measure to provide a safe environment for residents of the subject property (such as extra lighting, surveillance cameras, and/or secured intercoms). Considering information gathered during the site visit, there does not appear to be any noticeable security concerns within the immediate neighborhood surrounding the site.

Table 1: Crime Risk Index



7. Road/Infrastructure Improvements

Based on the site visit and evaluation of the local market area, no significant road work and/or infrastructure improvements were observed near the site that would have any impact (positive or negative) on the marketability or absorption of the subject proposal.

8. Overall Site Conclusions

Overall, the majority of necessary services are situated within a relatively short distance of the site, with a grocery, pharmacy, medical offices, park, and other various services all located within the immediate area (many of which are less than 1½ miles away). Furthermore, the subject property is located along a well-traveled roadway, offering relatively convenient access to other prominent thoroughfares and numerous retail centers located throughout the area. Based on a site visit conducted May 25, 2020, overall site characteristics can be viewed as mostly positive, with no significant visible nuances that can have a potentially negative effect on the marketability or absorption of the subject proposal. The subject property's location provides a generally positive curb appeal, with no visible traffic congestion and most nearby properties (residential, commercial, or otherwise) in good condition.

C. PRIMARY MARKET AREA DELINEATION

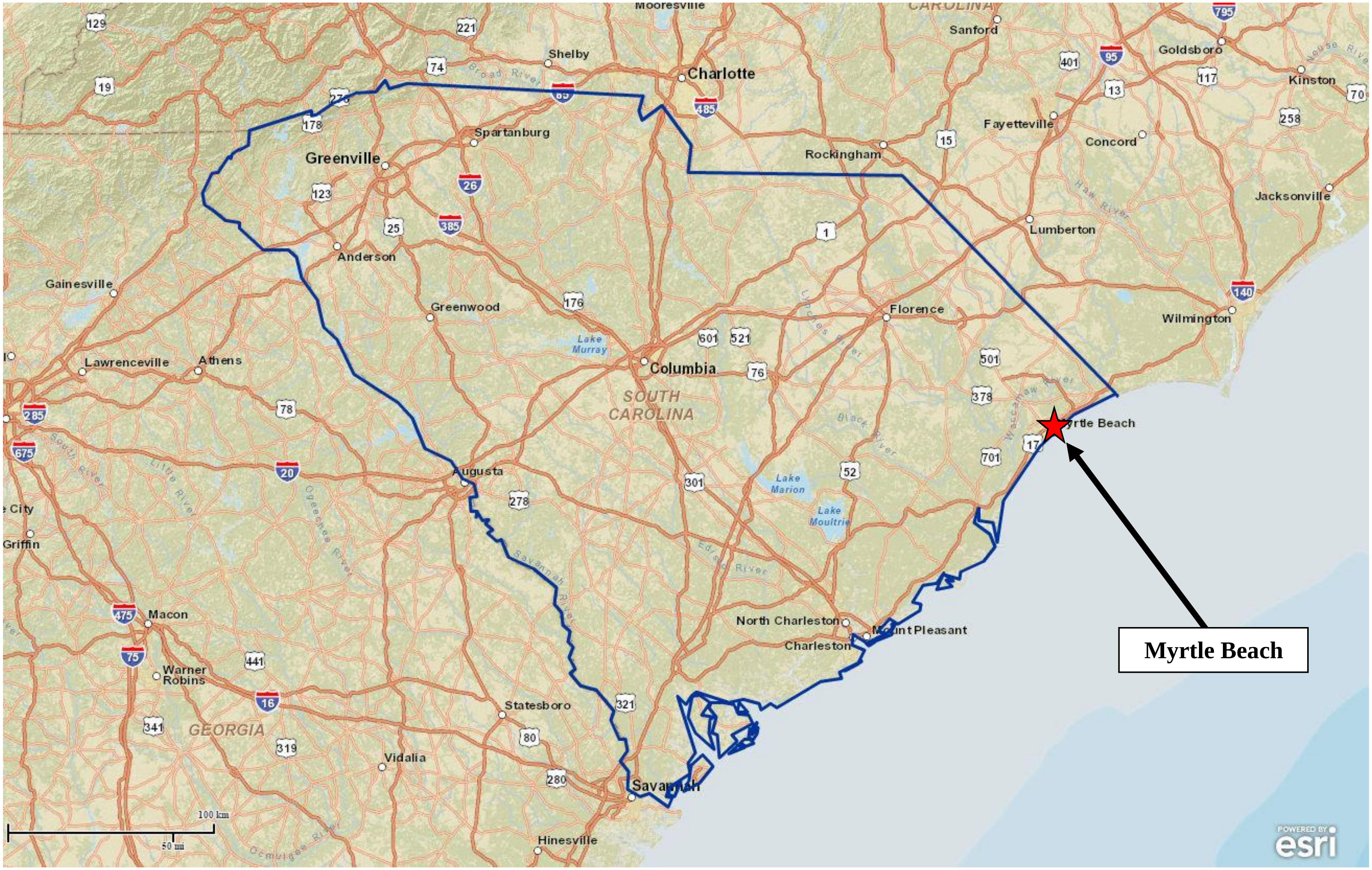
The Primary Market Area (PMA) is defined as the geographic area from which the subject property (either proposed or existing) is expected to draw the *majority* of its residents. For the purpose of this report, the Bay Pointe PMA consists of the city of Myrtle Beach and the immediate surrounding area. More specifically, the PMA is comprised of 15 census tracts within coastal Horry County and reaches approximately three miles to the north of the site, 6½ miles to the west, seven miles to the east, and roughly one mile to the south. As such, the aforementioned primary market area delineation can be considered as a realistic indication of the potential draw of the subject proposal based on a positive site location within a predominantly residential area adjacent to two previous successful phases, as well as Myrtle Beach being a popular tourist destination and the primary economic center of the county and region. Additionally, the site is located near several of the area's key roadways – providing relatively convenient transportation throughout Myrtle Beach and the coastal region.

Factors such as socio-economic conditions and patterns, local roadway infrastructure, commuting patterns, physical boundaries, school boundaries, and personal experience were utilized when defining the primary market area. The PMA is comprised of the following census tracts *(all within Horry County)*:

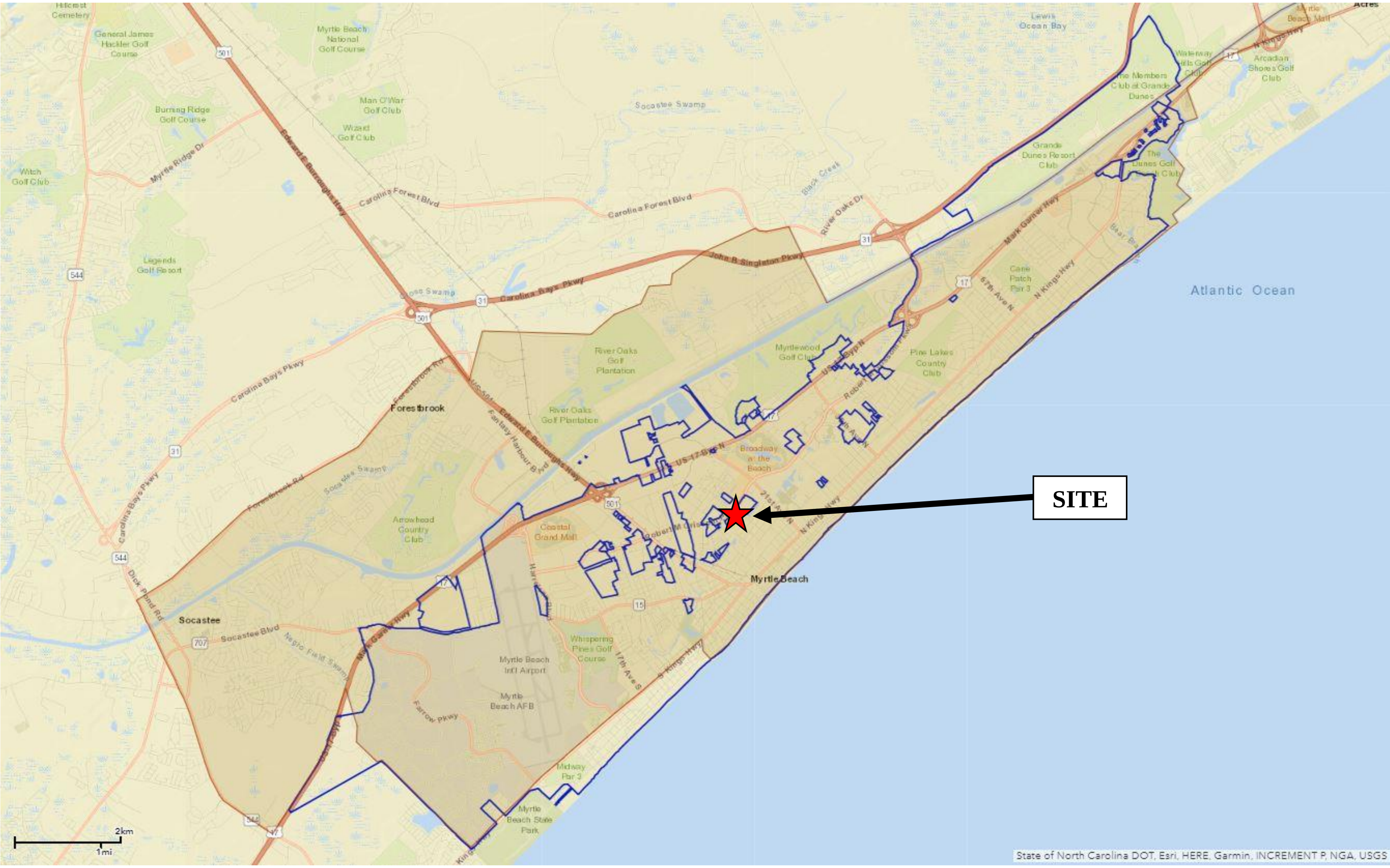
- Tract 501.02
- Tract 503.03
- Tract 504.01
- Tract 504.02
- Tract 505.00
- Tract 506.00*
- Tract 507.00
- Tract 509.00
- Tract 510.00
- Tract 515.01
- Tract 515.02
- Tract 515.03
- Tract 602.04
- Tract 602.08
- Tract 9801

* Site is located in Census Tract 506.00

Map 7: State of South Carolina



Map 8: Bay Pointe PMA



NOTE: Shaded area is PMA; Blue outline is city of Myrtle Beach

Map 9: Primary Market Area – Census Tracts

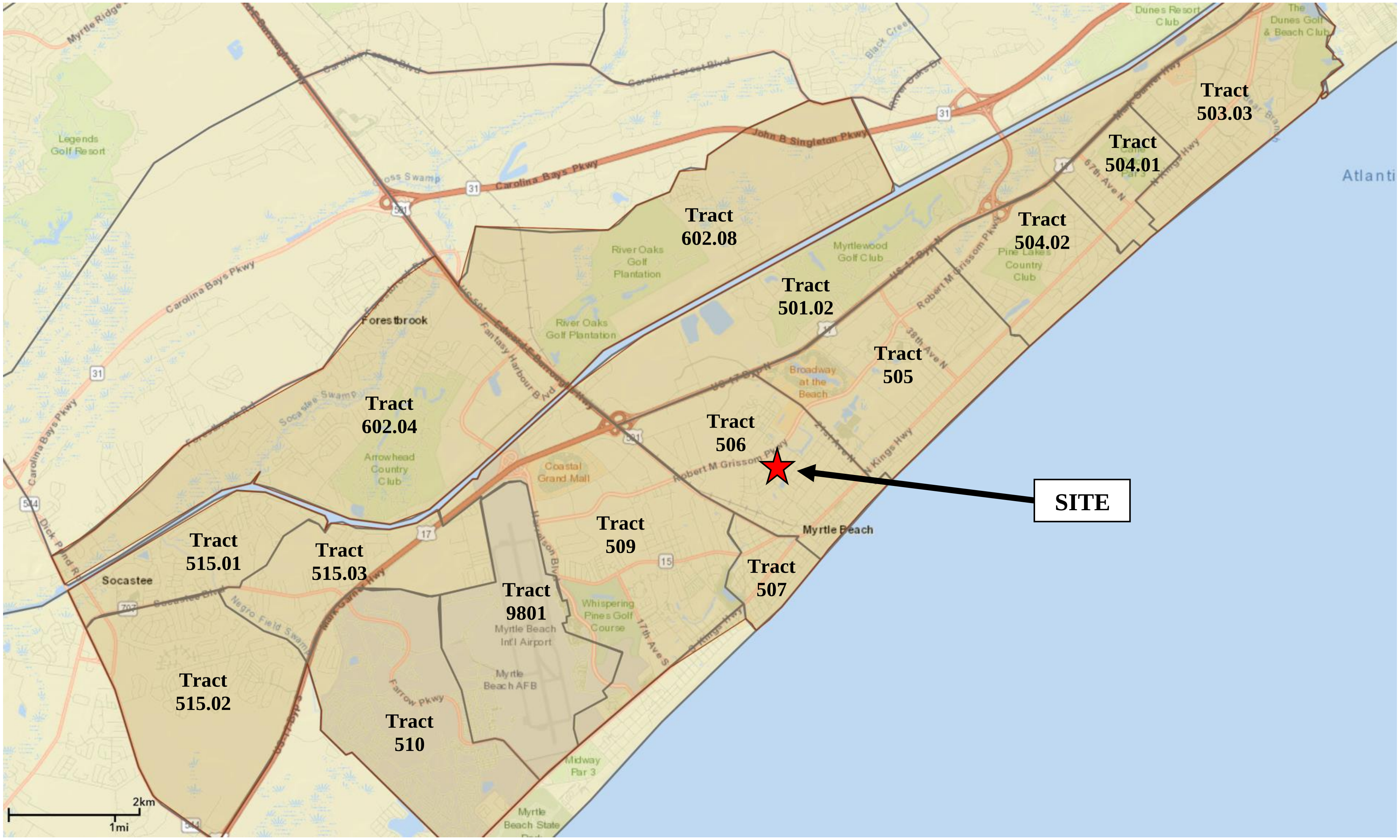


Table 2: Race Distribution (2010)

Census Tract 506 - Horry County, SC

	Number	Percent
Total Population (all races)	**4,600**	**100.0%**
White*	1,697	36.9%
Black or African American*	2,137	46.5%
American Indian/Alaska Native*	51	1.1%
Asian*	206	4.5%
Native Hawaiian/Pacific Islander*	47	1.0%
Other Race*	730	15.9%

*NOTE: Race figures are "alone or in combination" - which allows persons to report their racial makeup as more than one race. As such, the sum of individual races may add up to more than the total population.

SOURCE: U.S. Census - 2010 - Table QT-P6

D. MARKET AREA ECONOMY

1. Employment by Industry

According to information from the South Carolina Department of Employment and Workforce, the largest individual employment industry within Horry County in 2018 was accommodation/food services (at approximately 25 percent of all jobs), followed by persons employed in retail trade (18 percent), and health care/social assistance (ten percent). Based on a comparison of employment by industry from 2013, nearly every industry experienced a net gain in jobs over the past five years. Accommodation/food services, health care/social assistance, and retail trade exhibited the largest growth between 2013 and 2018 (each increasing by more than 3,000 new jobs), while construction and administrative/waste services both increased by more than 2,500 jobs. In contrast, the only industries experiencing declines during this time include utilities, information, and management (each decreasing by less than 110 jobs).

Table 3: Employment by Industry – Horry County

	Annual 2018		Annual 2013		Change (2013-2018)	
Industry	Number Employed	Percent	Number Employed	Percent	Number Employed	Percent
Total, All Industries	**131,325**	**100.0%**	**111,838**	**100.0%**	**19,487**	**17%**
Agriculture, forestry, fishing and hunting	203	**0.2%**	146	**0.1%**	**57**	**39%**
Mining	70	**0.1%**	38	**0.0%**	**32**	**84%**
Utilities	592	**0.5%**	697	**0.6%**	**(105)**	**(15%)**
Construction	7,608	**5.8%**	4,813	**4.3%**	**2,795**	**58%**
Manufacturing	3,359	**2.6%**	3,201	**2.9%**	**158**	**5%**
Wholesale trade	2,468	**1.9%**	2,070	**1.9%**	**398**	**19%**
Retail trade	24,019	**18.3%**	20,985	**18.8%**	**3,034**	**14%**
Transportation and warehousing	2,384	**1.8%**	1,631	**1.5%**	**753**	**46%**
Information	1,847	**1.4%**	1,893	**1.7%**	**(46)**	**(2%)**
Finance and insurance	2,925	**2.2%**	2,408	**2.2%**	**517**	**21%**
Real estate and rental and leasing	4,450	**3.4%**	4,277	**3.8%**	**173**	**4%**
Professional and technical services	3,703	**2.8%**	3,167	**2.8%**	**536**	**17%**
Management of companies and enterprises	546	**0.4%**	567	**0.5%**	**(21)**	**(4%)**
Administrative and waste services	7,904	**6.0%**	5,331	**4.8%**	**2,573**	**48%**
Educational services	9,236	**7.0%**	8,711	**7.8%**	**525**	**6%**
Health care and social assistance	13,594	**10.4%**	10,407	**9.3%**	**3,187**	**31%**
Arts, entertainment, and recreation	4,992	**3.8%**	4,927	**4.4%**	**65**	**1%**
Accommodation and food services	32,180	**24.5%**	28,835	**25.8%**	**3,345**	**12%**
Other services, exc. public administration	3,127	**2.4%**	2,622	**2.3%**	**505**	**19%**
Public administration	6,113	**4.7%**	5,114	**4.6%**	**999**	**20%**

* - Data Not Available

Source: South Carolina Department of Employment & Workforce - Horry County

2. Commuting Patterns

Based on place of employment (using American Community Survey data), 95 percent of PMA residents are employed within Horry County, while just six percent work outside of the county – most of which commute to neighboring Georgetown County for employment.

Further, an overwhelming majority of workers throughout Horry County traveled alone to their place of employment, whether it was within the county or commuting outside of the area. According to ACS data, approximately 81 percent of workers within the PMA drove alone to their place of employment, while ten percent carpooled in some manner. A relatively small number (roughly five percent) utilized public transportation, walked, or used some other means to get to work.

Table 4: Place of Work/ Means of Transportation (2018)

EMPLOYMENT BY PLACE OF WORK						
	City of Myrtle Beach		Bay Pointe PMA		Horry County	
Total	**13,946**	**100.0%**	**29,493**	**100.0%**	**135,714**	**100.0%**
Worked in State of Residence	13,717	98.4%	29,053	98.5%	131,725	97.1%
Worked in County of Residence	13,359	95.8%	27,863	94.5%	123,972	91.3%
Worked Outside County of Residence	358	2.6%	1,190	4.0%	7,753	5.7%
Worked Outside State of Residence	229	1.6%	440	1.5%	3,989	2.9%

MEANS OF TRANSPORTATION TO WORK						
	City of Myrtle Beach		Bay Pointe PMA		Horry County	
Total	**13,946**	**100.0%**	**29,493**	**100.0%**	**132,367**	**100.0%**
Drove Alone - Car, Truck, or Van	10,953	78.5%	23,967	81.3%	110,305	83.3%
Carpooled - Car, Truck, or Van	1,691	12.1%	2,939	10.0%	11,719	8.9%
Public Transportation	59	0.4%	77	0.3%	395	0.3%
Walked	517	3.7%	632	2.1%	2,439	1.8%
Other Means	354	2.5%	652	2.2%	2,039	1.5%
Worked at Home	372	2.7%	1,226	4.2%	5,470	4.1%

Source: U.S. Census Bureau; American Community Survey

Table 5: Employment Commuting Patterns (2010)

Top Places Residents Are Commuting TO	Number	Top Places Residents Are Commuting FROM	Number
Georgetown County, SC	3,672	**Georgetown County, SC**	4,440
Marion County, SC	876	**Columbus County, NC**	2,303
Brunswick County, NC	874	**Brunswick County, NC**	2,180
Florence County, SC	539	**Marion County, SC**	1,831
Columbus County, NC	470	**Florence County, SC**	561
Charleston County, SC	263	**Williamsburg County, SC**	302

Source: U.S. Census Bureau - 2010

3. Largest Employers

Below is a chart depicting the 20 largest employers within Horry County, according to information obtained through the South Carolina Department of Employment and Workforce:

Horry County Top Employers *(Listed Alphabetically)*	
City of Myrtle Beach	City of North Myrtle Beach
Coastal Carolina University	Conway Hospital, Inc.
Embassy Suites Management LLC	Food Lion LLC
Gore & Associates Management Co.	Grand Strand Regional Medical Center
Hilton Grand Vacations Company LLC	Horry County Council
Horry County Dept. of Education	Horry-Georgetown Technical College
Horry Telephone Cooperative Inc.	Loris Community Hospital District
Lowes Home Centers Inc.	Palmetto Corp. of Conway
Southeast Restaurants Corporation	Wal-Mart Associates Inc.
Wal-Mart Associates Inc.	Wyndham Vacation Ownership Inc.

Source: SC Department of Employment & Workforce – 2019 Q3

4. Employment and Unemployment Trends

The following analysis is based on information collected during the nationwide COVID-19 pandemic. As of the publication date of this report, it appears that after a period of stabilizing trends, the number of new cases of the coronavirus has begun to increase once again (late May/early June) and are now at the highest levels (as of June 4, 2020) for the State of South Carolina as a whole. Considering the statewide stay-in-place mandate was lifted in early May, the long-term economic impact cannot be fully determined at this time. While unemployment rates will likely increase dramatically for April and May (when released), government stimulus programs over the near future will be paramount to help mitigate the economic severity and long-term impact of the pandemic. As such, since the state has eased most “home or work” orders and travel restrictions, it is assumed that the economy will begin to improve throughout the remainder of 2020 and return to normalcy over time, with relatively stable economic conditions by the time of market entry.

Prior to the recent COVID-19 pandemic, the overall economy throughout Horry County has demonstrated notable improvement in recent years, with employment increases (and subsequent unemployment rate declines) in each of the last nine years. As such, Horry County recorded an overall gain of approximately 18,850 jobs between 2015 and 2019, representing an increase of 15 percent (an average annual increase of 3.7 percent). In addition, the annual unemployment rate for 2019 was calculated at 3.5 percent, which was an improvement from 4.2 percent for 2018 and representing the county’s lowest rate since at least 2005 – in comparison, the state unemployment rate was 2.8 percent for 2019. More recently, the county’s March 2020 unemployment rate was 3.9 percent, remaining slightly above the state unemployment rate of 3.0 percent.

Table 6: Historical Employment Trends

	Horry County				Employment Annual Change			Unemployment Rate		
Year	Labor Force	Number Employed	Annual Change	Percent Change	Horry County	South Carolina	United States	Horry County	South Carolina	United States
2005	121,360	114,386	--	--	--	--	--	5.7%	6.7%	5.1%
2006	128,200	121,128	6,742	5.9%	5.9%	2.3%	1.9%	5.5%	6.4%	4.6%
2007	130,268	123,740	2,612	2.2%	2.2%	1.6%	1.1%	5.0%	5.7%	4.6%
2008	130,715	121,473	(2,267)	-1.8%	-1.8%	-0.5%	-0.5%	7.1%	6.8%	5.8%
2009	130,286	115,067	(6,406)	-5.3%	-5.3%	-4.3%	-3.8%	11.7%	11.2%	9.3%
2010	130,946	114,859	(208)	-0.2%	-0.2%	0.2%	-0.6%	12.3%	11.2%	9.6%
2011	132,344	116,578	1,719	1.5%	1.5%	1.6%	0.6%	11.9%	10.6%	8.9%
2012	132,681	118,938	2,360	2.0%	2.0%	2.0%	1.9%	10.4%	9.2%	8.1%
2013	133,026	121,559	2,621	2.2%	2.2%	1.9%	1.0%	8.6%	7.6%	7.4%
2014	134,303	124,415	2,856	2.3%	2.3%	2.7%	1.7%	7.4%	6.5%	6.2%
2015	137,395	127,595	3,180	2.6%	2.6%	2.8%	1.7%	7.1%	6.0%	5.3%
2016	139,212	131,442	3,847	3.0%	3.0%	2.1%	1.7%	5.6%	5.0%	4.9%
2017	143,389	136,283	4,841	3.7%	3.7%	1.4%	1.6%	5.0%	4.3%	4.4%
2018	145,798	139,690	3,407	2.5%	2.5%	2.1%	1.6%	4.2%	3.5%	3.9%
2019	151,767	146,453	6,763	4.8%	4.8%	2.2%	1.1%	3.5%	2.8%	3.7%
Mar-2019*	149,253	142,847	---	---	---	---	---	4.3%	3.4%	3.9%
Mar-2020*	149,161	143,409	562	0.4%	0.4%	1.8%	-0.8%	3.9%	3.0%	4.5%

Horry County				South Carolina		
	Number	Percent	Ann. Avg.		Percent	Ann. Avg.
Change (2005-2010):	**473**	**0.4%**	**0.1%**	Change (2005-2010):	**-0.7%**	**-0.1%**
Change (2010-2015):	**12,736**	**11.1%**	**2.2%**	Change (2010-2015):	**11.6%**	**2.3%**
Change (2015-Present):	**15,814**	**12.4%**	**2.5%**	Change (2015-Present):	**9.1%**	**1.8%**

*Monthly data not seasonally adjusted

Figure 1: Employment Growth

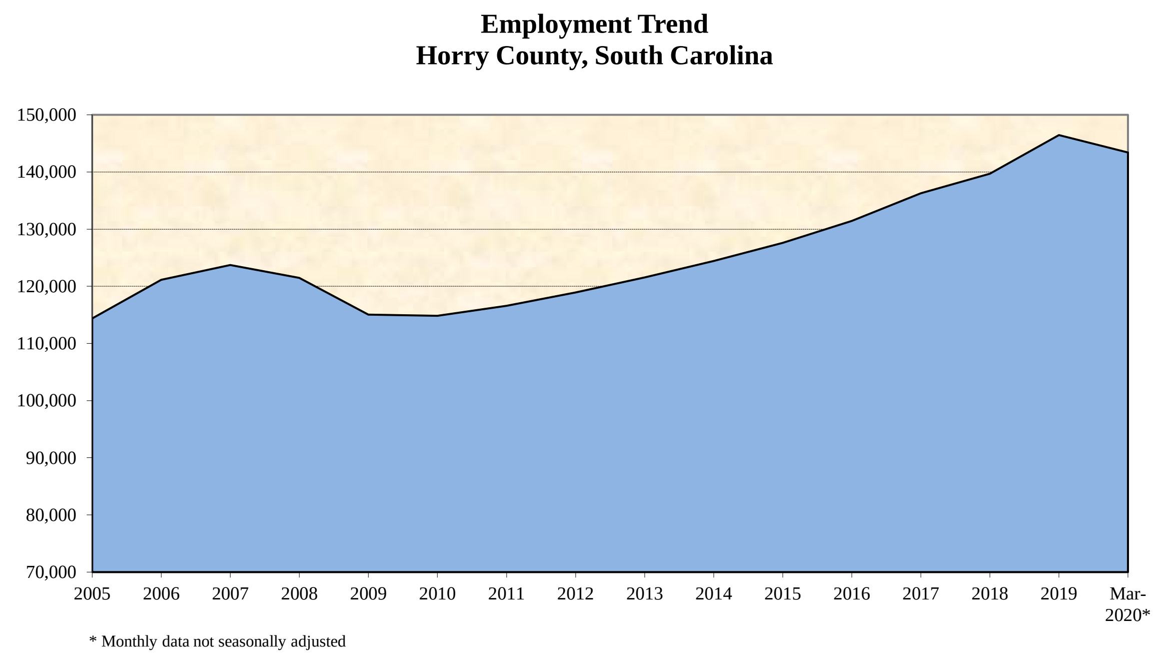
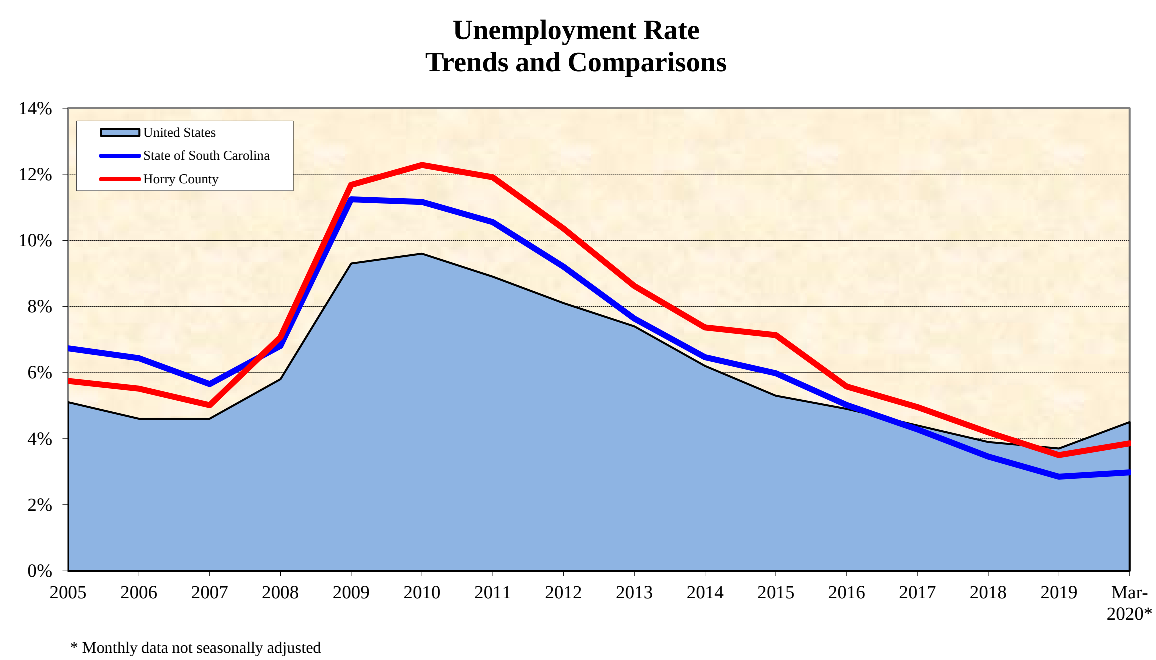
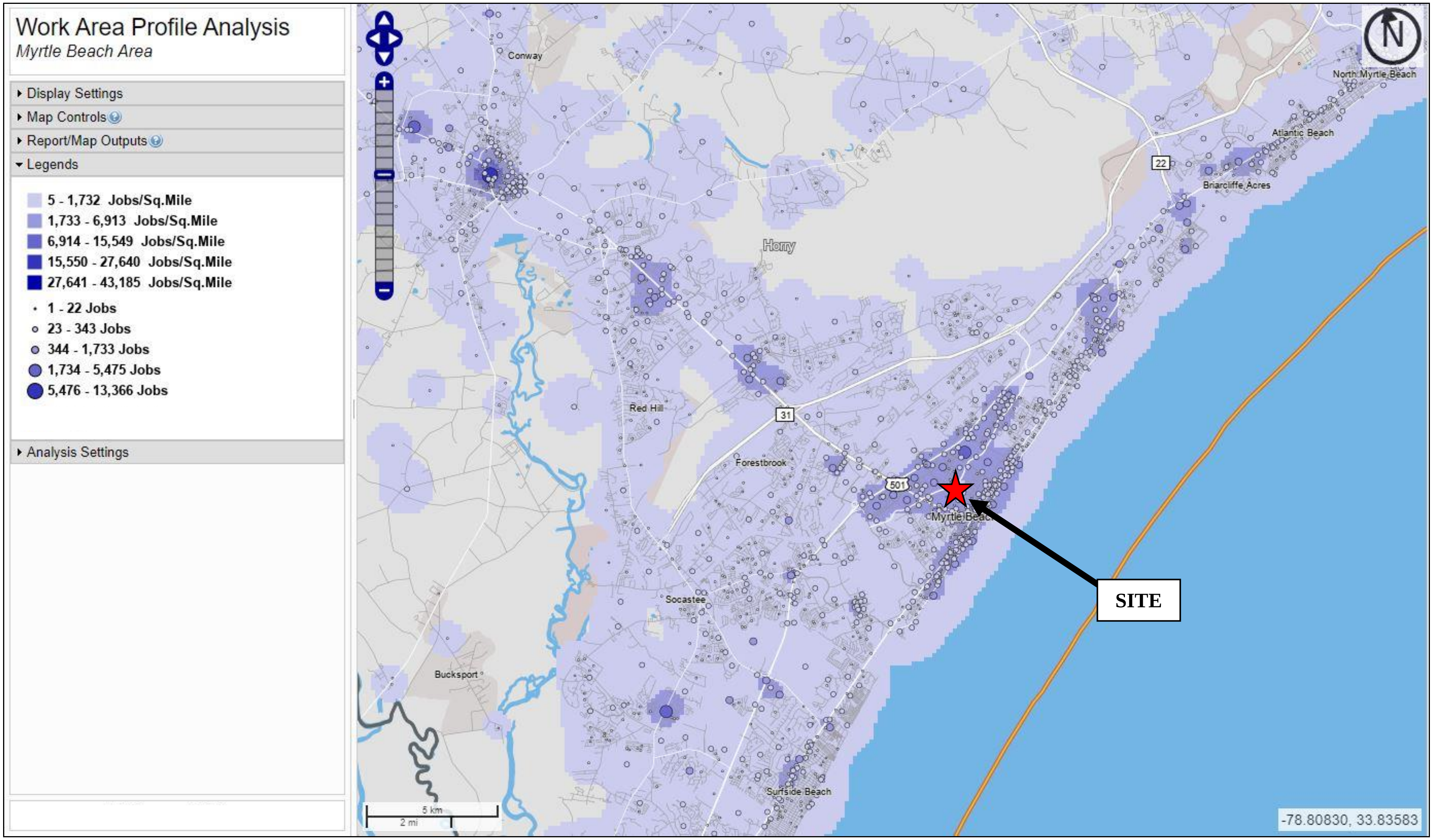


Figure 2: Historical Unemployment Rate



Map 10: Employment Concentrations – Myrtle Beach Area



E. COMMUNITY DEMOGRAPHIC DATA

1. Population Trends

Based on U.S. Census data and ESRI forecasts, much of Horry County has experienced extremely positive demographic gains since 2000. Overall, the PMA had an estimated population of 71,041 persons in 2019, representing an increase of 28 percent from 2010 (a gain of nearly 15,725 persons). Additionally, Myrtle Beach proper increased by a somewhat greater 35 percent during this time, while Horry County increased by 29 percent between 2010 and 2019.

Future projections indicate continued steady growth with an estimated increase of 12 percent anticipated within the PMA between 2019 and 2024 (approximately 8,850 additional persons), and a 14 percent gain for Myrtle Beach. In comparison, the overall population within Horry County as a whole is expected to increase by a similar 13 during this time frame.

Table 7: Population Trends (2000 to 2024)

	2000	2010	2019	2022	2024
City of Myrtle Beach	24,079	27,109	36,480	39,425	41,389
Bay Pointe PMA	40,533	55,319	71,041	76,343	79,877
Horry County	196,660	269,291	348,003	374,678	392,462

	2000-2010 Change	2010-2019 Change	2019-2022 Change	2019-2024 Change
City of Myrtle Beach	12.6%	34.6%	8.1%	13.5%
Bay Pointe PMA	36.5%	28.4%	7.5%	12.4%
Horry County	36.9%	29.2%	7.7%	12.8%

	2000-2010 Ann. Change	2010-2019 Ann. Change	2019-2022 Ann. Change	2019-2024 Ann. Change
City of Myrtle Beach	1.2%	3.4%	2.6%	2.6%
Bay Pointe PMA	3.2%	2.8%	2.4%	2.4%
Horry County	3.2%	2.9%	2.5%	2.4%

Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC

The largest population group for the PMA in 2010 consisted of persons between the ages of 20 and 44 years, accounting for 39 percent of all persons. In comparison, this age group also represented the largest cohort within both the city and county as well. Older persons between the ages of 45 and 64 years also accounted for a relatively large portion of the population in each area – consisting of 26 percent of the total population in the PMA, and representing a similar proportion of the overall city and county populations.

When reviewing distribution patterns between 2000 and 2024, the aging of the population is clearly evident within all three areas analyzed. The proportion of persons under the age of 45 has declined slightly since 2000, and is expected to decrease further through 2024. In contrast, the fastest growing portion of the population base is the older age segments. Within the PMA, persons 55 years and over, which represented 22 percent of the population in 2000, is expected to increase to account for 30 percent of all persons by 2024 – clearly demonstrating the aging of the baby boom generation.

Although decreasing somewhat, the steady percentage of population below the age of 45 seen throughout Myrtle Beach and the PMA (at 58 percent and 61 percent of all persons in 2024, respectively) signifies positive trends for the subject proposal by continuing to provide a solid base of potential tenants for the subject development.

Table 8: Age Distribution (2000 to 2024)

	City of Myrtle Beach				Bay Pointe PMA				Horry County			
	2010 Number	2000 Percent	2010 Percent	2024 Percent	2010 Number	2000 Percent	2010 Percent	2024 Percent	2010 Number	2000 Percent	2010 Percent	2024 Percent
Under 20 years	**5,626**	20.2%	20.8%	20.2%	**12,226**	22.0%	22.1%	21.5%	**61,889**	23.9%	23.0%	21.4%
20 to 24 years	**2,071**	8.8%	7.6%	6.8%	**4,704**	8.6%	8.5%	7.0%	**18,432**	6.8%	6.8%	5.8%
25 to 34 years	**4,362**	17.7%	16.1%	14.5%	**9,426**	18.0%	17.0%	15.3%	**33,834**	14.2%	12.6%	11.6%
35 to 44 years	**3,629**	15.9%	13.4%	13.4%	**7,261**	16.2%	13.1%	14.0%	**33,463**	15.1%	12.4%	12.3%
45 to 54 years	**3,937**	13.1%	14.5%	12.0%	**7,558**	13.4%	13.7%	11.7%	**37,077**	13.7%	13.8%	11.6%
55 to 64 years	**3,384**	9.4%	12.5%	12.6%	**6,683**	9.1%	12.1%	11.9%	**38,526**	11.3%	14.3%	13.6%
65 to 74 years	**2,293**	8.3%	8.5%	11.2%	**4,369**	7.3%	7.9%	10.4%	**28,382**	9.4%	10.5%	13.5%
75 to 84 years	**1,291**	5.4%	4.8%	6.7%	**2,201**	4.4%	4.0%	6.0%	**13,675**	4.6%	5.1%	7.9%
85 years and older	**516**	1.3%	1.9%	2.6%	**891**	1.1%	1.6%	2.1%	**4,013**	1.0%	1.5%	2.2%
Under 20 years	**5,626**	20.2%	20.8%	20.2%	**12,226**	22.0%	22.1%	21.5%	**61,889**	23.9%	23.0%	21.4%
20 to 44 years	**10,062**	42.4%	37.1%	34.7%	**21,391**	42.7%	38.7%	36.3%	**85,729**	36.1%	31.8%	29.7%
45 to 64 years	**7,321**	22.5%	27.0%	24.6%	**14,241**	22.5%	25.7%	23.6%	**75,603**	25.0%	28.1%	25.2%
65 years and older	**4,100**	15.0%	15.1%	20.5%	**7,461**	12.9%	13.5%	18.5%	**46,070**	15.0%	17.1%	23.6%
55 years and older	**7,484**	24.4%	27.6%	33.1%	**14,144**	22.0%	25.6%	30.4%	**84,596**	26.3%	31.4%	37.3%
75 years and older	**1,807**	6.7%	6.7%	9.3%	**3,092**	5.5%	5.6%	8.1%	**17,688**	5.6%	6.6%	10.1%
Non-Elderly (<65)	**23,009**	85.0%	84.9%	79.5%	**47,858**	87.1%	86.5%	81.5%	**223,221**	85.0%	82.9%	76.4%
Elderly (65+)	**4,100**	15.0%	15.1%	20.5%	**7,461**	12.9%	13.5%	18.5%	**46,070**	15.0%	17.1%	23.6%

Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC

2. Household Trends

Similar to population patterns, the Myrtle Beach area has also experienced relatively strong household creation since 2000. As such, occupied households within the PMA numbered 30,718 units in 2019, representing an increase of 28 percent from 2010 (a gain of nearly 6,775 households). ESRI forecasts for 2024 indicate this number will continue to increase, with a forecasted growth rate of 12 percent (almost 3,825 additional households) anticipated over the next five years. In comparison, the number of households grew at a similar rate within Myrtle Beach and Horry County between 2010 and 2019 (between 29 and 34 percent), demonstrating quite strong demographic patterns throughout the region.

Table 9: Household Trends (2000 to 2024)

	2000	2010	2019	2022	2024
City of Myrtle Beach	11,049	12,113	16,225	17,532	18,404
Bay Pointe PMA	17,817	23,949	30,718	33,012	34,541
Horry County	81,813	112,225	144,188	155,329	162,757

	2000-2010 Change	2010-2019 Change	2019-2022 Change	2019-2024 Change
City of Myrtle Beach	9.6%	33.9%	8.1%	13.4%
Bay Pointe PMA	34.4%	28.3%	7.5%	12.4%
Horry County	37.2%	28.5%	7.7%	12.9%

Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC

Table 10: Average Household Size (2000 to 2024)

	2000	2010	2019	2022	2024
City of Myrtle Beach	2.16	2.22	2.23	2.23	2.24
Bay Pointe PMA	2.25	2.29	2.30	2.30	2.30
Horry County	2.37	2.37	2.38	2.38	2.38

	2000-2010 Change	2010-2019 Change	2019-2022 Change	2019-2024 Change
City of Myrtle Beach	2.5%	0.6%	0.1%	0.1%
Bay Pointe PMA	1.9%	0.3%	0.0%	0.1%
Horry County	0.0%	0.2%	0.0%	0.1%

Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC

Renter-occupied households throughout the market area have also exhibited notably strong gains, increasing at rates slightly greater than overall household creation. According to U.S. Census figures and ESRI estimates, a total of 14,665 renter-occupied households are estimated within the PMA for 2019, representing an increase of 27 percent from 2010 figures (a gain of approximately 3,125 additional rental units). In addition, a projected increase of 12 percent (roughly 1,800 additional rental units) is forecast for the PMA between 2019 and 2024.

Overall, a relatively large ratio of renter households exists throughout Myrtle Beach and the Bay Pointe market area. For the PMA, the renter household percentage was calculated at 48 percent in 2019, slightly lower than the city ratio (50 percent), but notably larger than the county's renter representation (31 percent). Furthermore, it should also be noted that renter propensities within the PMA have increased since 2000, increasing approximately six percentage points between 2000 and 2019.

Table 11: Renter Household Trends (2000 to 2024)

	2000	2010	2019	2022	2024
City of Myrtle Beach	5,283	6,210	8,048	8,710	9,152
Bay Pointe PMA	7,464	11,538	14,665	15,747	16,469
Horry County	22,090	35,228	45,073	48,159	50,217

	2000-2010 Change	2010-2019 Change	2019-2022 Change	2019-2024 Change
City of Myrtle Beach	17.5%	29.6%	8.2%	13.7%
Bay Pointe PMA	54.6%	27.1%	7.4%	12.3%
Horry County	59.5%	27.9%	6.8%	11.4%

	% Renter 2000	% Renter 2010	% Renter 2019	% Renter 2022	% Renter 2024
City of Myrtle Beach	47.8%	51.3%	49.6%	49.7%	49.7%
Bay Pointe PMA	41.9%	48.2%	47.7%	47.7%	47.7%
Horry County	27.0%	31.4%	31.3%	31.0%	30.9%

Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC

Similar to overall households, renter sizes for the PMA were similar to those reported for Myrtle Beach itself, on average, but somewhat smaller than averages calculated for Horry County as a whole. As such, average renter sizes increased substantially within the PMA over the past decade – from 2.18 persons per unit in 2000 to 2.41 persons per unit in 2010. Despite the increase in average size, the majority of units locally contained just one or two persons (65 percent), with three persons occupying 16 percent of units, and 19 percent of units consisting of four or more persons.

Table 12: Rental Units by Size (2010)

	One Person	Two Persons	Three Persons	Four Persons	5 or More Persons	Median Persons Per Rental Unit 2000	Median Persons Per Rental Unit 2010
City of Myrtle Beach	2,289	1,802	913	643	563	2.17	2.33
Bay Pointe PMA	4,022	3,445	1,849	1,193	1,029	2.18	2.41
Horry County	10,943	10,271	6,184	4,340	3,490	2.33	2.47
	1 Person Percent	**2 Person Percent**	**3 Person Percent**	**4 Person Percent**	**5+ Person Percent**		**Median Change**
City of Myrtle Beach	36.9%	29.0%	14.7%	10.4%	9.1%		7.4%
Bay Pointe PMA	34.9%	29.9%	16.0%	10.3%	8.9%		10.6%
Horry County	31.1%	29.2%	17.6%	12.3%	9.9%		6.0%

Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC

3. Household Income Trends

Income levels throughout the Myrtle Beach area have experienced only marginal gains over the past decade. Overall, much of the county recorded annual gains of less than one percent since 2000. As such, the median household income for 2019 was estimated at $41,338 for the PMA, which was five percent greater than that estimated for the city, but ten percent below the county (at $39,317 and $45,899, respectively). Furthermore, the PMA figure represents an increase of just two percent from 2010 (an average annual increase of 0.2 percent), while the county increased at a somewhat greater 0.7 percent annually.

According to ESRI data, the rate of income growth is forecast to improve notably over the next five years. As such, it is projected that the median income within the PMA will increase by 2.9 percent annually between 2019 and 2024.

Table 13: Median Household Incomes (1999 to 2024)

	1999	2010	2019	2022	2024
City of Myrtle Beach	**$34,950**	**$37,669**	**$39,317**	**$42,772**	**$45,076**
Bay Pointe PMA	**$36,889**	**$40,494**	**$41,338**	**$44,945**	**$47,349**
Horry County	**$36,215**	**$43,142**	**$45,899**	**$49,323**	**$51,605**

	1999-2010 Change	2010-2019 Change	2019-2022 Change	2019-2024 Change
City of Myrtle Beach	7.8%	4.4%	8.8%	14.6%
Bay Pointe PMA	9.8%	2.1%	8.7%	14.5%
Horry County	19.1%	6.4%	7.5%	12.4%

	1999-2010 Ann. Change	2010-2019 Ann. Change	2019-2022 Ann. Change	2019-2024 Ann. Change
City of Myrtle Beach	0.7%	0.5%	2.9%	2.9%
Bay Pointe PMA	0.9%	0.2%	2.9%	2.9%
Horry County	1.7%	0.7%	2.5%	2.5%

Source: U.S. Census American FactFinder; ESRI Business Analyst; Shaw Research & Consulting, LLC

According to the U.S. Census Bureau, approximately 42 percent of all households within the Bay Pointe PMA had an annual income of less than $35,000 in 2019 – the portion of the population with the greatest need for affordable housing options. In comparison, a similar 46 percent of city households also had incomes within this range, while 37 percent of county households had incomes less than $35,000. As such, with nearly one-half of all households within the city and market area earning less than $35,000 per year, additional affordable housing options will likely be well received.

Table 14: Overall Household Income Distribution (2019)

Income Range	City of Myrtle Beach		Bay Pointe PMA		Horry County	
	Number	Percent	Number	Percent	Number	Percent
Less than $10,000	1,173	8.8%	1,914	7.2%	8,706	7.0%
$10,000 to $14,999	996	7.5%	1,730	6.5%	7,139	5.7%
$15,000 to $19,999	1,219	9.1%	1,915	7.2%	7,562	6.0%
$20,000 to $24,999	725	5.4%	1,566	5.9%	7,300	5.8%
$25,000 to $29,999	1,178	8.8%	2,137	8.1%	7,959	6.4%
$30,000 to $34,999	861	6.5%	1,934	7.3%	7,864	6.3%
$35,000 to $39,999	681	5.1%	1,384	5.2%	7,032	5.6%
$40,000 to $44,999	672	5.0%	1,497	5.7%	6,985	5.6%
$45,000 to $49,999	438	3.3%	1,330	5.0%	6,732	5.4%
$50,000 to $59,999	1,059	7.9%	2,260	8.5%	11,060	8.8%
$60,000 to $74,999	1,223	9.2%	2,836	10.7%	14,129	11.3%
$75,000 to $99,999	1,018	7.6%	2,335	8.8%	14,366	11.5%
$100,000 to $124,999	712	5.3%	1,485	5.6%	7,821	6.2%
$125,000 to $149,999	363	2.7%	685	2.6%	3,691	2.9%
$150,000 to $199,999	416	3.1%	631	2.4%	3,802	3.0%
$200,000 and Over	602	4.5%	853	3.2%	3,020	2.4%
TOTAL	**13,336**	**100.0%**	**26,492**	**100.0%**	**125,168**	**100.0%**
Less than $34,999	6,152	46.1%	11,196	42.3%	46,530	37.2%
$35,000 to $49,999	1,791	13.4%	4,211	15.9%	20,749	16.6%
$50,000 to $74,999	2,282	17.1%	5,096	19.2%	25,189	20.1%
$75,000 to $99,999	1,018	7.6%	2,335	8.8%	14,366	11.5%
$100,000 and Over	2,093	15.7%	3,654	13.8%	18,334	14.6%

Source: American Community Survey

Based on the proposed income targeting and rent levels, the key income range for the subject proposal is $18,171 to $37,740 (in current dollars). Utilizing Census information available on household income by tenure, dollar values were inflated to current dollars using the Consumer Price Index calculator from the Bureau of Labor Statistic's website. Based on this data, the targeted income range accounts for a moderate number of low-income households throughout the area. As such, roughly 22 percent of the PMA's owner-occupied household number, and 32 percent of the renter-occupied household figure are within the income-qualified range. Considering the relative density of the PMA, this equates to more than 8,900 potential income-qualified households for the proposed development, including almost 5,100 income-qualified renter households.

Table 15: Household Income by Tenure – PMA (2022)

Income Range	Number of 2022 Households			Percent of 2022 Households		
	Total	**Owner**	**Renter**	**Total**	**Owner**	**Renter**
Less than $5,000	**1,398**	533	865	**4.2%**	3.1%	5.5%
$5,001 - $9,999	**1,020**	258	762	**3.0%**	1.5%	4.8%
$10,000 - $14,999	**2,185**	720	1,466	**6.5%**	4.2%	9.3%
$15,000 - $19,999	**2,419**	796	1,623	**7.2%**	4.6%	10.3%
$20,000 - $24,999	**1,965**	834	1,131	**5.9%**	4.8%	7.2%
$25,000 - $34,999	**5,100**	2,277	2,824	**15.4%**	13.2%	17.9%
$35,000 - $49,999	**5,281**	2,278	3,004	**15.9%**	13.2%	19.1%
$50,000 - $74,999	**6,318**	3,763	2,555	**19.2%**	21.8%	16.2%
$75,000 or More	**7,324**	5,806	1,519	**22.6%**	33.6%	9.6%
Total	**33,012**	**17,264**	**15,747**	**100.0%**	**100.0%**	**100.0%**

Source: U.S. Census of Population and Housing; BLS CPI Calculator; Shaw Research & Consulting

The most recent American Community Survey shows that approximately 45 percent of all renter households within the PMA are rent-overburdened; that is, they pay more than 35 percent of their incomes on rent and other housing expenses. As such, this data demonstrates that the need for affordable housing is quite apparent in the PMA, and the income-targeting plan proposed for the subject would clearly help to alleviate this issue.

Table 16: Renter Overburdened Households (2019)

Gross Rent as a % of Household Income	City of Myrtle Beach		Bay Pointe PMA		Horry County	
	Number	Percent	Number	Percent	Number	Percent
Total Rental Units	**6,462**	**100.0%**	**12,174**	**100.0%**	**37,682**	**100.0%**
Less than 10.0 Percent	173	2.8%	313	2.7%	937	2.8%
10.0 to 14.9 Percent	514	8.3%	875	7.5%	2,506	7.4%
15.0 to 19.9 Percent	557	9.0%	1,262	10.8%	4,430	13.1%
20.0 to 24.9 Percent	760	12.3%	1,655	14.2%	4,524	13.3%
25.0 to 29.9 Percent	859	13.9%	1,462	12.6%	3,849	11.4%
30.0 to 34.9 Percent	461	7.5%	896	7.7%	2,883	8.5%
35.0 to 39.9 Percent	382	6.2%	731	6.3%	2,383	7.0%
40.0 to 49.9 Percent	584	9.5%	1,128	9.7%	3,357	9.9%
50 Percent or More	1,878	30.4%	3,313	28.5%	9,034	26.6%
Not Computed	294	--	539	--	3,779	--
35 Percent or More	2,844	46.1%	5,172	44.5%	14,774	43.6%
40 Percent or More	2,462	39.9%	4,441	38.2%	12,391	36.5%

Source: U.S. Census Bureau; American Community Survey

F. DEMAND ANALYSIS

1. Demand for Tax Credit Rental Units

Demand calculations for each targeted income level of the subject proposal are illustrated in the following tables. Utilizing SCSHFDA guidelines, demand estimates will be measured from three key sources: household growth, substandard housing, and rent-overburdened households. All demand sources will be income-qualified, based on the targeting plan of the subject proposal and current LIHTC and HOME income restrictions as published by SCSHFDA. Demand estimates will be calculated for units designated at each income level targeted in the subject proposal – in this case, at 30 percent, 50 percent, and 60 percent of AMI. As such, calculations will be based on the starting rental rate, a 35 percent rent-to-income ratio, and a maximum income of $37,740 (the 5-person income limit at 60 percent AMI for Horry County). The resulting overall income-eligibility range (expressed in current-year dollars) for each targeted income level is as follows:

	Minimum	Maximum
30 percent of AMI	$18,171	$30,170
50 percent of AMI	$22,457	$31,450
60 percent of AMI	$26,914	$37,740
Overall	**$18,171**	**$37,740**

By applying the income-qualified range and 2022 household forecasts to the current-year household income distribution by tenure (adjusted from 2010 data based on the Labor Statistics' Consumer Price Index), the number of income-qualified households can be calculated. As a result, 32 percent of all renter households within the PMA are estimated to fall within the stated LIHTC qualified income range. More specifically, 20 percent of all renter households are income-qualified for units at 30 percent of AMI, roughly 15 percent are qualified at 50 percent AMI, and 18 percent of renters are income-eligible for units restricted at 60 percent of AMI. In addition, it should also be noted that only larger renter households (those with three persons or more) were utilized within the demand calculations for three-bedroom units.

Based on U.S. Census data and projections from ESRI, approximately 1,082 additional renter households are anticipated within the PMA between 2019 and 2022. By applying the income-qualified percentage to the overall eligible figure, a demand for 350 tax credit rental units can be calculated as a result of new rental household growth.

Using U.S. Census data on substandard rental housing, it is estimated that approximately six percent of all renter households within the PMA could be considered substandard, either by overcrowding (a greater than 1-to-1 ratio of persons to rooms) or incomplete plumbing facilities (a unit that lacks at least a sink, bathtub, or toilet). Applying this figure, along with the renter propensity and income-qualified percentage, to the number of households currently present in 2010 (the base year utilized within the demand calculations), the tax credit demand resulting from substandard units is calculated at 227 units within the PMA.

And lastly, potential demand for the subject proposal may also arise from those households experiencing rent-overburden, defined by households paying greater than 35 percent of monthly income for rent. Excluding owner-occupied units, an estimate of market potential for the subject proposal based on American Housing Survey data on rent-overburdened households paying more than 35 percent of monthly income for rent is calculated. Using information contained within the AHS, the percentage of renter households within this overburdened range is reported at approximately 45 percent. Applying this rate to the number of renter households yields a total demand of 1,660 additional units as a result of rent overburden.

Comparable LIHTC units currently in process need to be deducted from the sources of demand listed previously – this includes units placed in service in 2019, those which received a tax credit allocation in 2019, and those units currently under construction. Because no tax credit units have been allocated or entered to the market during this time, no adjustments are necessary. As such, combining all above factors results in an overall demand of 2,237 LIHTC units for 2022.

Calculations by individual bedroom size are also provided utilizing the same methodology. As such, it is clear that sufficient demand exists for the project and each unit type proposed. Therefore, an additional rental housing option for low-income households should receive a positive response due to the extremely positive demographic growth and demand forecasts for the Myrtle Beach area, as well as strong occupancy levels within existing local affordable rental developments.

Table 17: Demand Calculation – by Income Targeting

2010 Total Occupied Households	**23,949**
2010 Owner-Occupied Households	**12,411**
2010 Renter-Occupied Households	**11,538**

	Income Targeting			
	30% AMI	**50% AMI**	**60% AMI**	**Total LIHTC**
QUALIFIED-INCOME RANGE				
Minimum Annual Income	$18,171	$22,457	$26,914	**$18,171**
Maximum Annual Income	$30,170	$31,450	$37,740	**$37,740**
DEMAND FROM NEW HOUSEHOLD GROWTH				
Renter Household Growth, 2019-2022	1,082	1,082	1,082	**1,082**
Percent Income Qualified Renter Households	20.2%	15.2%	18.0%	**32.4%**
Total Demand From New Households	**219**	**165**	**195**	**350**
DEMAND FROM EXISTING HOUSEHOLDS				
Percent of Renters in Substandard Housing	6.1%	6.1%	6.1%	**6.1%**
Percent Income Qualified Renter Households	20.2%	15.2%	18.0%	**32.4%**
Total Demand From Substandard Renter HHs	**142**	**107**	**126**	**227**
Percent of Renters Rent-Overburdened	44.5%	44.5%	44.5%	**44.5%**
Percent Income Qualified Renter Households	20.2%	15.2%	18.0%	**32.4%**
Total Demand From Overburdened Renter HHs	**1,037**	**780**	**922**	**1,660**
Total Demand From Existing Households	**1,179**	**887**	**1,048**	**1,887**
TOTAL DEMAND	**1,398**	**1,052**	**1,243**	**2,237**
LESS: Total Comparable Activity Since 2019	0	0	0	**0**
TOTAL NET DEMAND	**1,398**	**1,052**	**1,243**	**2,237**
PROPOSED NUMBER OF UNITS	**5**	**30**	**35**	**70**
CAPTURE RATE	**0.4%**	**2.9%**	**2.8%**	**3.1%**

Note: Totals may not sum due to rounding

Table 18: Demand Calculation – by Bedroom Size

2010 Total Occupied Households	**23,949**
2010 Owner-Occupied Households	**12,411**
2010 Renter-Occupied Households	**11,538**

	Two-Bedroom Units				Three-Bedroom Units			
	30% AMI	**50% AMI**	**60% AMI**	**Total LIHTC**	**30% AMI**	**50% AMI**	**60% AMI**	**Total LIHTC**
QUALIFIED-INCOME RANGE								
Minimum Annual Income	$18,171	$22,457	$26,914	**$18,171**	$23,829	$25,886	$31,029	**$23,829**
Maximum Annual Income	$21,330	$26,200	$31,440	**$31,440**	$30,170	$31,450	$37,740	**$37,740**
DEMAND FROM NEW HOUSEHOLD GROWTH								
Renter Household Growth, 2019-2022	1,082	1,082	1,082	**1,082**	1,082	1,082	1,082	**1,082**
Percent Income Qualified Renter Households	6%	6%	8%	**22%**	11%	10%	11%	**23%**
Percentage of large renter households (3+ persons)	--	--	--	**--**	35%	35%	35%	**35%**
Total Demand From New Households	**61**	**63**	**88**	**244**	**42**	**38**	**41**	**88**
DEMAND FROM EXISTING HOUSEHOLDS								
Percent of Renters in Substandard Housing	6.1%	6.1%	6.1%	**6.1%**	6.1%	6.1%	6.1%	**6.1%**
Percent Income Qualified Renter Households	6%	6%	8%	**22%**	11%	10%	11%	**23%**
Percentage of large renter households (3+ persons)	--	--	--	**--**	35%	35%	35%	**35%**
Total Demand From Substandard Renter HHs	**40**	**41**	**57**	**158**	**27**	**25**	**26**	**57**
Percent of Renters Rent-Overburdened	44.5%	44.5%	44.5%	**44.5%**	44.5%	44.5%	44.5%	**44.5%**
Percent Income Qualified Renter Households	6%	6%	8%	**22%**	11%	10%	11%	**23%**
	--	--	--	**--**	35%	35%	35%	**35%**
Total Demand From Overburdened Renter HHs	**291**	**298**	**416**	**1,154**	**198**	**181**	**192**	**418**
Total Demand From Existing Households	**331**	**338**	**473**	**1,311**	**225**	**205**	**218**	**475**
TOTAL DEMAND	**393**	**401**	**561**	**1,555**	**267**	**243**	**259**	**563**
LESS: Total Comparable Activity Since 2019	0	0	0	**0**	0	0	0	**0**
TOTAL NET DEMAND	**393**	**401**	**561**	**1,555**	**267**	**243**	**259**	**563**
PROPOSED NUMBER OF UNITS	2	15	17	**34**	3	15	18	**36**
CAPTURE RATE	**0.5%**	**3.7%**	**3.0%**	**2.2%**	**1.1%**	**6.2%**	**7.0%**	**6.4%**

Note: Totals may not sum due to rounding

2. Capture and Absorption Rates

Utilizing information from the demand forecast calculations, capture rates provide an indication of the percentage of annual income-qualified demand necessary for the successful absorption of the subject property. An overall capture rate of 3.1 percent was determined based on the demand calculation (including renter household growth, substandard and/or overburdened units among existing renter households, utilizing larger renter households, and excluding any comparable activity since 2019), providing an indication of the overall general market depth for the subject proposal. More specifically, the capture rate for units restricted at 30 percent AMI was calculated at 0.4 percent, 50 percent AMI units was at 2.9 percent, and the 60 percent AMI capture rate was at 2.8 percent. As such, these capture rates provide a strong indication of adequate market depth and the need for affordable rental options locally, and are well within acceptable industry thresholds and should be considered a positive factor.

Taking into consideration the overall occupancy rates for affordable developments throughout the Bay Pointe PMA, and also factoring in extremely long waiting lists at several LIHTC properties (Bay Pointe I/II has 30 names, Monticello Park has more than 100 names, the Highlands at Socastee has more than 250 names, and Carolina Oaks in maintaining a three to four year wait list), the overall absorption period to reach 93 percent occupancy is estimated at four to six months. This is a relatively conservative estimate as compared to the absorption periods of the areas two most recent LIHTC developments – The Highlands at Socastee was fully leased in just one month of opening in 2018, while Carolina Oaks was leased in four months in 2016). This determination also takes into consideration a market entry in mid-2022; a minimum of 20 percent of units pre-leased; and assumes all units will enter the market at approximately the same time. Based on this information, no market-related concerns are present.

G. SUPPLY/COMPARABLE RENTAL ANALYSIS

1. Bay Pointe PMA Rental Market Characteristics

As part of the rental analysis for the Myrtle Beach area, a survey of existing rental projects within the Myrtle Beach primary market area was recently completed by Shaw Research and Consulting. As such, a total of 21 apartment properties were identified and questioned for information such as current rental rates, amenities, and vacancy levels. Results from the survey provide an indication of overall market conditions throughout the area, and are discussed below and illustrated on the following pages.

Considering the developments responding to our survey, a total of 3,464 units were reported, with the majority of units containing two bedrooms. Among the properties providing a specific unit breakdown, 34 percent of all units had one bedroom, 47 percent had two bedrooms, and 17 percent of units contained three bedrooms. There were only limited studio/efficiency and four-bedroom units reported in the survey. The average age of the rental properties was 13 years old (an average build/rehab date of 2007), with seven properties built or rehabbed since 2010 – including three tax credit developments. In addition, a total of eight facilities reported to have some sort of income eligibility requirements – with five tax credit developments and three subsidized projects. It should also be noted that Carolina Cove is now market rate, recently opting out of the LIHTC program, and subsequently reducing the availability of affordable housing locally.

Overall conditions for the Myrtle Beach rental market appear to be relatively positive at the current time, although restrictions caused by the COVID-19 pandemic has appeared to impact market rate developments somewhat. Several market rate properties reported an occupancy rate of 91 percent occupancy or lower, largely due to the inability to show units and travel/social constraints due to the virus. Among the properties included in the survey, the overall occupancy rate was calculated at 94.5 percent – with 14 of the 21 developments at 97 percent occupancy or better. When breaking down occupancy rates by financing type, market rate developments averaged 93.3 percent occupancy, tax credit properties were a combined 99.4 percent occupied, and subsidized projects were 99.5 percent occupied – clearly reflective of extremely strong conditions for affordable rental options.

2. Comparable Rental Market Characteristics

Considering the subject property will be developed utilizing tax credits, Shaw Research has identified four tax credit facilities within the PMA as being most comparable. According to survey results, the combined occupancy rate for these developments was calculated at 99.3 percent with each reporting a waiting list – most of which were quite extensive. Detailed results on rent levels and unit sizes are also illustrated in the tables on the following pages - the average LIHTC rent for a one-bedroom unit was calculated at $507 per month with an average size of 800 square feet – the resulting average rent per square foot ratio is $0.63. Further, the average tax credit rent for a two-bedroom unit was $609 with an average size of 1,049 square feet (an average rent per square foot ratio of $0.58), while three-bedroom units averaged $694 and 1,248 square feet ($0.56 per square foot).

In comparison to other tax credit properties and taking into account utilities (the subject will not include water/sewer, whereas some LIHTC projects do), the subject proposal's rental rates are quite competitive – averaging three to four percent lower than the competitive 60 percent AMI average. Furthermore, the subject's rent-per-square foot ratios are also extremely competitive, and in most cases superior, to other local LIHTC developments. As such, the proposed rental rates and unit sizes are competitive with other tax credit properties, and are properly positioned within the Myrtle Beach marketplace.

The overall strength of the Myrtle Beach affordable rental market can be seen in extremely long waiting lists at most area LIHTC properties. As such, while Bay Pointe I/II currently has 30 names on a wait list, other tax credit developments have somewhat more extensive lists – including Monticello Park (100+ names), The Highlands at Socastee (250+ names), and Carolina Oaks Village (three to four years). In addition, the two most recent family LIHTC developments were rapidly absorbed – The Highlands at Socastee was fully leased in just one month, while Carolina Oaks Village was leased in four months – clearly demonstrating strong rental conditions and likely pent-up demand for affordable rental housing locally.

From a market standpoint, it is evident that sufficient demand is present for the development of additional affordable tax credit units targeting low-income family households. However, based on prevailing rental rates and income levels, the rent structure is crucial for the long-term viability of any new rental development. As such, considering unit sizes, amenity levels, and rent-per-square foot ratios, the proposed rental rates within the subject are appropriate and achievable for the local rental market, and should be considered a positive factor.

3. Comparable Pipeline Units

According to SCSHFDA information and local government officials, there are no comparable LIHTC rental development either under construction or proposed within the Myrtle Beach market area at the current time. The most recent family allocation was The Highlands at Socastee, which received an allocation in 2016 and opened in 2018. According to the property manager, the facility was leased in approximately one month of opening and presently has more than 250 names on a waiting list.

4. Impact on Existing Tax Credit Properties

Based on the extremely strong occupancy rates among LIHTC developments included in the survey (at 99.4 percent overall, and 99.3 percent within the competitive set), coupled with the long waiting lists at most tax credit properties and the rapid absorption of the most recent family tax credit project (The Highlands at Socastee), the construction of the proposal will not have any adverse impact on existing rental properties – either affordable or market rate. Considering future demographic growth anticipated for the PMA, as well as the positive characteristics of the immediate area, affordable housing will undoubtedly continue to be in demand locally.

5. Competitive Environment

According to Zillow.com, the current median home value (May 2020) within Myrtle Beach is $167,958, which in an increase of 2.1 percent over the past year. However, asking prices for single-family listings have decreased over the past couple of months, and is anticipated to fall approximately 2.2 percent over the next year. Considering current economic conditions throughout the state and region, home-ownership (especially those homes needing monetary improvement) is not a viable alternative to a large percentage of households in the PMA, especially among the target market for the subject development who have generally lower incomes and a greater likelihood of having credit issues and/or require some level of assistance for housing expenses. As such, the subject will have limited competition with home-ownership options.

Table 19: Rental Housing Survey - Overall

Project Name	Year Built/ Rehab	Total Units	Studio/ Eff.	1 BR	2 BR	3 BR	4 BR	Heat Incl.	W/S Incl.	Elect. Incl.	Occup. Rate	Type	Location
Alliance Inn Apts	2004	54	0	11	33	10	0	Yes	Yes	Yes	**100%**	Open	Myrtle Beach
Alta Surf Apts	2007	216	0	96	120	0	0	No	No	No	**97%**	Open	Myrtle Beach
Autumn Chase	2000	64	0	48	16	0	0	No	No	No	**95%**	Open	Myrtle Beach
Bay Pointe Apts I/II	2011	106	0	0	56	50	0	No	Yes	No	**100%**	Open	Myrtle Beach
Carolina Breeze TH	2017	288	0	NA	NA	NA	0	No	No	No	**98%**	Open	Myrtle Beach
Carolina Cove of Myrtle Beach	2000	72	0	0	56	16	0	No	Yes	No	**100%**	Open	Myrtle Beach
Carolina Oaks Village	2016	48	0	0	24	24	0	No	Yes	No	**98%**	Open	Myrtle Beach
Carver Apts	2005	32	0	0	16	16	0	No	Yes	No	**97%**	Open	Myrtle Beach
Claypond Commons	2001	188	28	149	11	0	0	No	Yes	No	**100%**	Open	Myrtle Beach
Flintlake Apt Homes	1997	272	0	NA	NA	NA	0	No	No	No	**91%**	Open	Myrtle Beach
Latitude at the Commons	2009	288	0	138	138	12	0	No	No	No	**89%**	Open	Myrtle Beach
Monticello Park I/II/III	2008	192	0	16	108	68	0	No	No	No	**100%**	Open	Myrtle Beach
Patriots Way Apts	2011	71	0	0	71	0	0	No	Yes	No	**100%**	Open	Myrtle Beach
Pipers Pointe Apts	2006	72	0	0	36	36	0	No	No	No	**97%**	Open	Myrtle Beach
Plantation Apts	2006	110	0	54	20	28	8	No	Yes	No	**100%**	Mixed	Myrtle Beach
River Landing Apts	2007	340	0	NA	NA	NA	0	No	No	No	**96%**	Open	Myrtle Beach
Seaside Grove Apts	2002	312	0	NA	NA	NA	0	No	No	No	**88%**	Open	Myrtle Beach
The Highlands at Socastee	2018	44	0	0	20	24	0	No	Yes	No	**100%**	Open	Myrtle Beach
The Lively at Carolina Forest	2017	305	NA	NA	NA	NA	0	No	No	No	**91%**	Open	Myrtle Beach
The Veranda at Market Commons	2016	288	0	NA	NA	NA	0	No	Yes	No	**88%**	Open	Myrtle Beach
Waterway Crossing Apts	1985	102	0	51	51	0	0	No	No	No	**97%**	Open	Myrtle Beach
Totals and Averages	**2007**	**3,464**	**28**	**563**	**776**	**284**	**8**				**94.5%**		
Unit Distribution			**2%**	**34%**	**47%**	**17%**	**0%**						
SUBJECT PROJECT													
BAY POINTE III APTS	**2022**	**70**	**0**	**0**	**34**	**36**	**0**	**No**	**No**	**No**		**Open**	**Myrtle Beach**

Note: Shaded Properties are LIHTC

Table 20: Rental Housing Summary- Overall

Project Name	Year Built/ Rehab	Total Units	Studio/ Eff.	1 BR	2 BR	3 BR	4 BR	Heat Incl.	W/S Incl.	Elect. Incl.	Occup. Rate	Type	Location
Totals and Averages	2007	3,464	28	563	776	284	8				94.5%		
Unit Distribution			2%	34%	47%	17%	0%						
SUBJECT PROJECT													
BAY POINTE III APTS	2022	70	0	0	34	36	0	No	No	No		Open	Myrtle Beach

SUMMARY

	Number of Dev.	Year Built/ Rehab	Total Units	Studio/ Eff.	1BR	2BR	3BR	4BR	Average Occup.
Total Developments	21	2007	3,464	28	563	776	284	8	94.5%
Market Rate Only	13	2005	2,806	28	482	463	28	0	93.3%
LIHTC Only	5	2012	462	0	16	244	202	0	99.4%
Subsidized Only	3	2005	196	0	65	69	54	8	99.5%

Table 21: Rent Range for 1 & 2 Bedrooms - Overall

Project Name	Program	PBRA Units	1BR Rent LOW	1BR Rent HIGH	1BR Square Feet LOW	1BR Square Feet HIGH	Rent per Square Foot Range		2BR Rent LOW	2BR Rent HIGH	2BR Square Feet LOW	2BR Square Feet HIGH	Rent per Square Foot Range	
Alliance Inn Apts	LIHTC/BOI	54			676						930			
Alta Surf Apts	Market	0	$970	$1,005	761	833	$1.16	$1.32	$1,115	$1,185	1,064	1,140	$0.98	$1.11
Autumn Chase	Market	0	$845		750		$1.13	$1.13	$975		1,100		$0.89	$0.89
Bay Pointe Apts I/II	LIHTC	0							$587	$725	1,100		$0.53	$0.66
Carolina Breeze TH	Market	0	$775		572		$1.35	$1.35	$850	$1,000	860	1,100	$0.77	$1.16
Carolina Cove of Myrtle Beach	Market	0							$850		979		$0.87	$0.87
Carolina Oaks Village	LIHTC	0							$528	$650	925		$0.57	$0.70
Carver Apts	BOI-HUD	32												
Claypond Commons	Market	0	$845		600		$1.41	$1.41	$1,010		890		$1.13	$1.13
Flintlake Apt Homes	Market	0	$965		810		$1.19	$1.19	$1,062	$1,138	1,086	1,145	$0.93	$1.05
Latitude at the Commons	Market	0	$965	$995	780	816	$1.18	$1.28	$1,195	$1,260	1,060	1,096	$1.09	$1.19
Monticello Park I/II/III	LIHTC/Mrkt	0	$448	$565	800		$0.56	$0.71	$528	$745	1,049		$0.50	$0.71
Patriots Way Apts	Market	0							$935		960		$0.97	$0.97
Pipers Pointe Apts	LIHTC	0							$513	$669	1,122		$0.46	$0.60
Plantation Apts	LIHTC/BOI	110			625						876			
River Landing Apts	Market	0	$805	$915	685	771	$1.04	$1.34	$980	$1,040	950	1,035	$0.95	$1.09
Seaside Grove Apts	Market	0	$890		787		$1.13	$1.13	$1,065		989		$1.08	$1.08
The Highlands at Socastee	LIHTC	0							$460	$525	1,000		$0.46	$0.53
The Lively at Carolina Forest	Market	0	$1,005	$1,330	615	1,078	$0.93	$2.16	$1,173	$1,450	919	1,257	$0.93	$1.58
The Veranda at Market Commons	Market	0	$999		652	865	$1.15	$1.53	$1,250		1,060	1,158	$1.08	$1.18
Waterway Crossing Apts	Market	0	$819		850		$0.96	$0.96	$1,020		1,270		$0.80	$0.80
Totals and Averages		**196**		**$891**		**754**		**$1.18**		**$913**		**1,041**		**$0.88**
SUBJECT PROPERTY														
BAY POINTE III APTS	**LIHTC**	**0**		**NA**		**NA**		**NA**	**$375**	**$630**	**1,115**	**1,115**	**$0.34**	**$0.57**
SUMMARY														
Overall				**$891**		**754**		**$1.18**		**$913**		**1,041**		**$0.88**
Market Rate Only				**$942**		**764**		**$1.23**		**$1,065**		**1,056**		**$1.01**
LIHTC Only				**$507**		**800**		**$0.63**		**$585**		**1,039**		**$0.56**
Subsidized Only				**NA**		**651**		**NA**		**NA**		**903**		**NA**

Note: Shaded Properties are LIHTC

Table 22: Rent Range for 3 & 4 Bedrooms - Overall

Project Name	Program	3BR Rent LOW	3BR Rent HIGH	3BR Square Feet LOW	3BR Square Feet HIGH	Rent per Square Foot Range		4BR Rent LOW	4BR Rent HIGH	4BR Square Feet LOW	4BR Square Feet HIGH	Rent per Square Foot Range	
Alliance Inn Apts	LIHTC/BOI			1,220									
Alta Surf Apts	Market												
Autumn Chase	Market												
Bay Pointe Apts I/II	LIHTC	$673	$832	1,300		$0.52	$0.64						
Carolina Breeze TH	Market	$1,200		931		$1.29	$1.29						
Carolina Cove of Myrtle Beach	Market	$950		1,166		$0.81	$0.81						
Carolina Oaks Village	LIHTC	$599	$738	1,125		$0.53	$0.66						
Carver Apts	BOI-HUD												
Claypond Commons	Market												
Flintlake Apt Homes	Market	$1,391		1,508		$0.92	$0.92						
Latitude at the Commons	Market	$1,365		1,260		$1.08	$1.08						
Monticello Park I/II/III	LIHTC/Mrkt	$600	$845	1,268		$0.47	$0.67						
Patriots Way Apts	Market												
Pipers Pointe Apts	LIHTC	$583	$763	1,300		$0.45	$0.59						
Plantation Apts	LIHTC/BOI			1,095						1,256			
River Landing Apts	Market	$1,195	$1,425	1,456		$0.82	$0.98						
Seaside Grove Apts	Market	$1,240		1,229		$1.01	$1.01						
The Highlands at Socastee	LIHTC	$525	$575	1,200		$0.44	$0.48						
The Lively at Carolina Forest	Market	$1,489	$1,494	1,264		$1.18	$1.18						
The Veranda at Market Commons	Market	$1,399		1,273	1,376	$1.02	$1.10						
Waterway Crossing Apts	Market												
Totals and Averages			**$994**		**1,248**		**$0.80**		**NA**		**1,256**		**NA**
SUBJECT PROPERTY													
BAY POINTE III APTS	**LIHTC**	**$500**	**$710**	**1,292**	**1,292**	**$0.39**	**$0.55**		**NA**		**NA**		**NA**
SUMMARY													
Overall			**$994**		**1,248**		**$0.80**		**NA**		**1,256**		**NA**
Market Rate Only			**$1,272**		**1,274**		**$1.00**		**NA**		**NA**		**NA**
LIHTC Only			**$665**		**1,239**		**$0.54**		**NA**		**NA**		**NA**
Subsidized Only			**NA**		**1,158**		**NA**		**NA**		**1,256**		**NA**

Note: Shaded Properties are LIHTC

Table 23a: Project Amenities - Overall

Project Name	Heat Type	Central Air	Wall A/C	Garbage Disposal	Dish Washer	Microwave	Ceiling Fan	Walk-in Closet	Mini Blinds	Patio/ Balcony	Club/ Comm. Room	Computer Center	Exercise Room
Alliance Inn Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No	No
Alta Surf Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Autumn Chase	ELE	Yes	No	No	Yes	Yes	Yes	Yes	Yes	No	No	No	No
Bay Pointe Apts I/II	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Carolina Breeze TH	ELE	Yes	No	Yes	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes
Carolina Cove of Myrtle Beach	ELE	Yes	No	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	No	Yes
Carolina Oaks Village	ELE	Yes	No	No	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Yes
Carver Apts	Gas	Yes	No	No	No	No	No	No	Yes	No	No	No	No
Claypond Commons	ELE	Yes	No	No	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Flintlake Apt Homes	ELE	Yes	No	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes	No	Yes
Latitude at the Commons	ELE	Yes	No	Yes	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Monticello Park I/II/III	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No
Patriots Way Apts	ELE	Yes	No	No	Yes	No	Yes	Yes	Yes	Yes	No	No	No
Pipers Pointe Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Plantation Apts	ELE	Yes	No	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
River Landing Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes
Seaside Grove Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
The Highlands at Socastee	ELE	Yes	No	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
The Lively at Carolina Forest	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
The Veranda at Market Commons	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Waterway Crossing Apts	ELE	Yes	No	Yes	Yes	No	No	No	Yes	No	No	No	No
Totals and Averages	--	**100%**	**0%**	**71%**	**90%**	**71%**	**76%**	**71%**	**100%**	**62%**	**81%**	**57%**	**57%**
SUBJECT PROJECT													
BAY POINTE III APTS	**ELE**	**Yes**	**No**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**
SUMMARY													
Overall	--	**100%**	**0%**	**71%**	**90%**	**71%**	**76%**	**71%**	**100%**	**62%**	**81%**	**57%**	**57%**
Market Rate Only	--	**100%**	**0%**	**77%**	**100%**	**62%**	**69%**	**77%**	**100%**	**85%**	**77%**	**54%**	**77%**
LIHTC Only	--	**100%**	**0%**	**60%**	**100%**	**100%**	**100%**	**80%**	**100%**	**20%**	**100%**	**80%**	**40%**
Subsidized Only	--	**100%**	**0%**	**67%**	**33%**	**67%**	**67%**	**33%**	**100%**	**33%**	**67%**	**33%**	**0%**

Note: Shaded Properties are LIHTC

Table 23b: Project Amenities - Overall

Project Name	Pool	Playground	Gazebo	Elevator	Exterior Storage	On-Site Mgt	Security Gate	Security Intercom	Coin Op Laundry	Laundry Hookup	In-unit Laundry	Carport	Garage
Alliance Inn Apts	No	Yes	No	No	No	Yes	No	Yes	Yes	No	No	No	No
Alta Surf Apts	Yes	No	Yes	No	Yes	Yes	No	No	Yes	Yes	No	No	Yes
Autumn Chase	No	No	No	No	No	Yes	No	No	No	Yes	No	No	No
Bay Pointe Apts I/II	No	Yes	Yes	No	No	Yes	No	No	Yes	Yes	No	No	No
Carolina Breeze TH	Yes	Yes	No	No	No	Yes	No	No	Yes	Yes	No	No	No
Carolina Cove of Myrtle Beach	Yes	Yes	No	No	No	Yes	No	No	Yes	Yes	No	No	No
Carolina Oaks Village	No	No	No	No	No	Yes	No	No	Yes	Yes	No	No	No
Carver Apts	No	Yes	No	No	No	Yes	No	No	No	Yes	No	No	No
Claypond Commons	Yes	Yes	No	No	Yes	Yes	No	Yes	Yes	Yes	No	No	Yes
Flintlake Apt Homes	Yes	No	No	No	Yes	Yes	No	No	No	Yes	No	No	Yes
Latitude at the Commons	Yes	No	Yes	Yes	No	Yes	Yes	No	No	No	Yes	No	Yes
Monticello Park I/II/III	No	Yes	Yes	No	No	Yes	No	No	Yes	Yes	No	No	No
Patriots Way Apts	Yes	No	No	No	No	Yes	No	No	No	Yes	No	No	No
Pipers Pointe Apts	No	Yes	Yes	No	No	Yes	No	No	Yes	Yes	No	No	No
Plantation Apts	No	Yes	Yes	No	No	Yes	No	NO	Yes	No	No	No	No
River Landing Apts	Yes	Yes	No	No	Yes	Yes	No	No	Yes	Yes	No	No	Yes
Seaside Grove Apts	Yes	Yes	Yes	No	Yes	Yes	No	No	Yes	Yes	No	No	Yes
The Highlands at Socastee	No	Yes	Yes	No	Yes	Yes	No	Yes	Yes	No	No	No	No
The Lively at Carolina Forest	Yes	No	Yes	Yes	No	Yes	No	No	No	No	Yes	No	Yes
The Veranda at Market Commons	Yes	No	Yes	No	Yes	Yes	No	Yes	No	No	Yes	No	Yes
Waterway Crossing Apts	Yes	No	No	No	No	Yes	No	No	No	Yes	No	No	No
Totals and Averages	**57%**	**57%**	**48%**	**10%**	**33%**	**100%**	**5%**	**19%**	**62%**	**71%**	**14%**	**0%**	**38%**
SUBJECT PROJECT													
BAY POINTE III APTS	**No**	**Yes**	**Yes**	**No**	**Yes**	**Yes**	**No**	**No**	**Yes**	**Yes**	**No**	**No**	**No**
SUMMARY													
Overall	**57%**	**57%**	**48%**	**10%**	**33%**	**100%**	**5%**	**19%**	**62%**	**71%**	**14%**	**0%**	**38%**
Market Rate Only	**92%**	**38%**	**38%**	**15%**	**46%**	**100%**	**8%**	**15%**	**46%**	**77%**	**23%**	**0%**	**62%**
LIHTC Only	**0%**	**80%**	**80%**	**0%**	**20%**	**100%**	**0%**	**20%**	**100%**	**80%**	**0%**	**0%**	**0%**
Subsidized Only	**0%**	**100%**	**33%**	**0%**	**0%**	**100%**	**0%**	**33%**	**67%**	**33%**	**0%**	**0%**	**0%**

Note: Shaded Properties are LIHTC

Table 24: Other Information - Overall

Project Name	Address	City	Telephone Number	Contact	On-Site Mgt	Waiting List	Concessions / Other	Survey Date
Alliance Inn Apts	1075 Mr Joe White Ave	Myrtle Beach	(843) 448-7447	Nancy	Yes	Long	Transitional Housing	14-Apr-20
Alta Surf Apts	101 Breakers Dr	Myrtle Beach	(843) 903-0403	Shannon	Yes	No	2 Months free	14-Apr-20
Autumn Chase	3675 Claypond Rd	Myrtle Beach	(843) 742-5165	Jessica	Yes	No	None	14-Apr-20
Bay Pointe Apts I/II	1400 Mister Joe White Avenue	Myrtle Beach	(843) 443-9382	Jessica	Yes	30 Names	None	5-May-20
Carolina Breeze TH	100 Cedar Street	Myrtle Beach	(843) 626-2866	Samantha	Yes	No	$250 off 1st month	14-Apr-20
Carolina Cove of Myrtle Beach	830 Carolina Cove Drive	Myrtle Beach	(843) 445-7899	Diane	Yes	4 Names	Formerly LIHTC	15-Apr-20
Carolina Oaks Village	1302 Scarlett Ln	Myrtle Beach	(843) 712-2028	Heather	Yes	3-4 Years	4 Month absorption in 2016	4-May-20
Carver Apts	1008 Carver Street	Myrtle Beach	(843) 916-0263	Randy	Yes	39 Names	None	14-Apr-20
Claypond Commons	101 Rexford Ct	Myrtle Beach	(843) 903-5770	Kelly	Yes	No	None	20-Apr-20
Flintlake Apt Homes	650 W Flintlake Ct	Myrtle Beach	(843) 236-5735	Bailey	Yes	No	1 Month free	20-Apr-20
Latitude at the Commons	2222 Crow Lane	Myrtle Beach	(843) 232-1000	Ashley	Yes	No	1 Month free	14-Apr-20
Monticello Park I/II/III	1300 Osceola Street	Myrtle Beach	(843) 946-0051	Angie	Yes	100+ Names	None	15-Apr-20
Patriots Way Apts	1500 Coastal Lane	Myrtle Beach	(843) 448-0027	Larry	Yes	3 Names	None	14-Apr-20
Pipers Pointe Apts	1310 3rd Avenue South	Myrtle Beach	(843) 448-0400	Joanne	Yes	5 Names	None	13-May-20
Plantation Apts	200 Rittenhouse Rd	Myrtle Beach	(843) 790-6822	Tiffany	Yes	1-2 Years	None	15-Apr-20
River Landing Apts	200 River Landing Blvd	Myrtle Beach	(843) 903-3434	Kim	Yes	No	None	14-Apr-20
Seaside Grove Apts	101 Augusta Plantation Dr	Myrtle Beach	(843) 236-9292	Christy	Yes	No	2 Months free	14-Apr-20
The Highlands at Socastee	100 Vaught Place	Myrtle Beach	(843) 215-0222	Ryn	Yes	250+ Names	1 Month absorption in 2018	15-Apr-20
The Lively at Carolina Forest	107 Village Center Blvd	Myrtle Beach	(843) 236-0100	Rhett	Yes	No	None	14-Apr-20
The Veranda at Market Commons	2501 Hammock St	Myrtle Beach	(843) 353-4954	Savanah	Yes	No	2 Months free / New mgt	15-Apr-20
Waterway Crossing Apts	685 Burcate Road	Myrtle Beach	(843) 236-5775	Sheri	Yes	No	None	14-Apr-20

Note: Shaded Properties are LIHTC

Table 25: Rental Housing Survey – Comparable

Project Name	Year Built/ Rehab	Total Units	Studio/ Eff.	1 BR	2 BR	3 BR	4 BR	Heat Incl.	W/S Incl.	Elect. Incl.	Occup. Rate	Type	Location
Bay Pointe Apts I/II	2011	106	0	0	56	50	0	No	Yes	No	**100%**	Open	Myrtle Beach
Carolina Oaks Village	2016	48	0	0	24	24	0	No	Yes	No	**98%**	Open	Myrtle Beach
Monticello Park I/II/III	2008	192	0	16	108	68	0	No	No	No	**100%**	Open	Myrtle Beach
Pipers Pointe Apts	2006	72	0	0	36	36	0	No	No	No	**97%**	Open	Myrtle Beach
Totals and Averages	**2010**	**418**	**0**	**16**	**224**	**178**	**0**				**99.3%**		
Unit Distribution			**0%**	**4%**	**54%**	**43%**	**0%**						
SUBJECT PROJECT													
BAY POINTE III APTS	**2022**	**70**	**0**	**0**	**34**	**36**	**0**	**No**	**No**	**No**		**Open**	**Myrtle Beach**

Table 26: Rent Range for 1 & 2 Bedrooms – Comparable

Project Name	Program	PBRA Units	1BR Rent		1BR Square Feet		Rent per Square Foot Range		2BR Rent		2BR Square Feet		Rent per Square Foot Range	
			LOW	HIGH	LOW	HIGH			LOW	HIGH	LOW	HIGH		
Bay Pointe Apts I/II	LIHTC	0							$587	$725	1,100		$0.53	$0.66
Carolina Oaks Village	LIHTC	0							$528	$650	925		$0.57	$0.70
Monticello Park I/II/III	LIHTC/Mrkt	0	$448	$565	800		$0.56	$0.71	$528	$669	1,049		$0.50	$0.64
Pipers Pointe Apts	LIHTC	0							$513	$669	1,122		$0.46	$0.60
Totals and Averages		**0**		**$507**		**800**		**$0.63**		**$609**		**1,049**		**$0.58**
SUBJECT PROPERTY														
BAY POINTE III APTS	**LIHTC**	**0**		**NA**		**NA**		**NA**	**$375**	**$630**	**1,115**	**1,115**	**$0.34**	**$0.57**

Table 27: Rent Range for 3 & 4 Bedrooms – Comparable

Project Name	Program	3BR Rent		3BR Square Feet		Rent per Square Foot Range		4BR Rent		4BR Square Feet		Rent per Square Foot Range	
		LOW	HIGH	LOW	HIGH			LOW	HIGH	LOW	HIGH		
Bay Pointe Apts I/II	LIHTC	$673	$832	1,300		$0.52	$0.64						
Carolina Oaks Village	LIHTC	$599	$738	1,125		$0.53	$0.66						
Monticello Park I/II/III	LIHTC/Mrkt	$600	$763	1,268		$0.47	$0.60						
Pipers Pointe Apts	LIHTC	$583	$763	1,300		$0.45	$0.59						
Totals and Averages			**$694**		**1,248**		**$0.56**		**NA**		**NA**		**NA**
SUBJECT PROPERTY													
BAY POINTE III APTS	**LIHTC**	**$500**	**$710**	**1,292**	**1,292**	**$0.39**	**$0.55**		**NA**		**NA**		**NA**

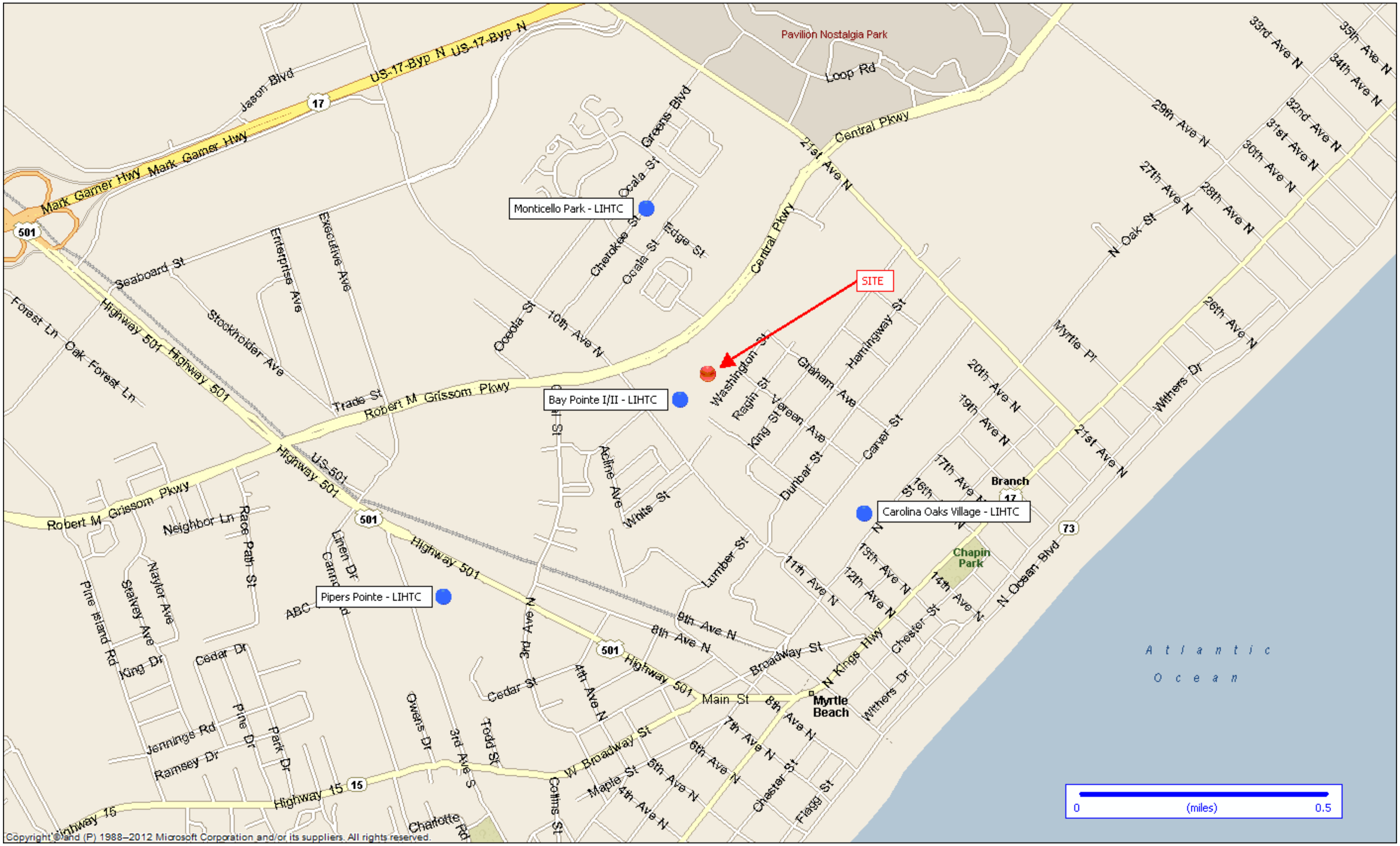
Table 28a: Project Amenities – Comparable

Project Name	Heat Type	Central Air	Wall A/C	Garbage Disposal	Dish Washer	Microwave	Ceiling Fan	Walk-in Closet	Mini Blinds	Patio/ Balcony	Club/ Comm. Room	Computer Center	Exercise Room
Bay Pointe Apts I/II	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Carolina Oaks Village	ELE	Yes	No	No	Yes	Yes	Yes	No	Yes	No	Yes	Yes	Yes
Monticello Park I/II/III	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	No	No
Pipers Pointe Apts	ELE	Yes	No	Yes	Yes	Yes	Yes	Yes	Yes	No	Yes	Yes	No
Totals and Averages	--	**100%**	**0%**	**75%**	**100%**	**100%**	**100%**	**75%**	**100%**	**0%**	**100%**	**75%**	**25%**
SUBJECT PROJECT													
BAY POINTE III APTS	**ELE**	**Yes**	**No**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**	**Yes**

Table 28b: Project Amenities – Comparable

Project Name	Pool	Playground	Gazebo	Elevator	Exterior Storage	On-Site Mgt	Security Gate	Security Intercom	Coin Op Laundry	Laundry Hookup	In-unit Laundry	Carport	Garage
Bay Pointe Apts I/II	No	Yes	Yes	No	No	Yes	No	No	Yes	Yes	No	No	No
Carolina Oaks Village	No	No	No	No	No	Yes	No	No	Yes	Yes	No	No	No
Monticello Park I/II/III	No	Yes	Yes	No	No	Yes	No	No	Yes	Yes	No	No	No
Pipers Pointe Apts	No	Yes	Yes	No	No	Yes	No	No	Yes	Yes	No	No	No
Totals and Averages	**0%**	**75%**	**75%**	**0%**	**0%**	**100%**	**0%**	**0%**	**100%**	**100%**	**0%**	**0%**	**0%**
SUBJECT PROJECT													
BAY POINTE III APTS	**No**	**Yes**	**Yes**	**No**	**Yes**	**Yes**	**No**	**No**	**Yes**	**Yes**	**No**	**No**	**No**

Map 11: Comparable LIHTC Rental Developments – Myrtle Beach, SC



COMPARABLE PROJECT INFORMATION

Project Name:	**Bay Pointe Apts I/II**
Address:	1400 Mister Joe White Avenue
City:	Myrtle Beach
State:	SC
Zip Code:	29577
Phone Number:	(843) 443-9382
Contact Name:	Jessica
Contact Date:	05/05/20
Current Occup:	100.0%

DEVELOPMENT CHARACTERISTICS

Total Units:	106	**Year Built:**	2011
Project Type:	Open	**Floors:**	2
Program:	LIHTC	**Accept Vouchers:**	Yes
PBRA Units*:	0	**Voucher #:**	10

* Including Section 8, Rental Assistance, and any other Project-Based Subsidy

UNIT CONFIGURATION/RENTAL RATES

BR	Bath	Target	Type	# Units	Square Feet Low	Square Feet High	Contract Rent Low	Contract Rent High	Vacant	Occup. Rate	Wait List
TOTAL 2-BEDROOM UNITS				**56**					**0**	**100.0%**	
2	2.0	50	Apt	28	1,100		$587		0	100.0%	Yes
2	2.0	60	Apt	28	1,100		$725		0	100.0%	Yes
TOTAL 3-BEDROOM UNITS				**50**					**0**	**100.0%**	
3	2.0	50	Apt	25	1,300		$673		0	100.0%	Yes
3	2.0	60	Apt	25	1,300		$832		0	100.0%	Yes
TOTAL DEVELOPMENT				**106**					**0**	**100.0%**	**30 Names**

AMENITIES

Unit Amenities		Development Amenities		Laundry Type		
X	- Central A/C	X	- Clubhouse	X	- Coin-Operated Laundry	
	- Wall A/C Unit	X	- Community Room	X	- In-Unit Hook-Up	
X	- Garbage Disposal	X	- Computer Center		- In-Unit Washer/Dryer	
X	- Dishwasher		- Exercise/Fitness Room			
X	- Microwave	X	- Community Kitchen		**Parking Type**	
X	- Ceiling Fan		- Swimming Pool	X	- Surface Lot	
X	- Walk-In Closet	X	- Playground		- Carport	$0
X	- Mini-Blinds	X	- Gazebo		- Garage (att)	$0
	- Draperies		- Elevator		- Garage (det)	$0
	- Patio/Balcony		- Storage			
	- Basement		- Sports Courts		**Utilities Included**	
	- Fireplace	X	- On-Site Management		- Heat	ELE
	- High-Speed Internet		- Security - Access Gate		- Electricity	
			- Security - Intercom	X	- Trash Removal	
				X	- Water/Sewer	

COMPARABLE PROJECT INFORMATION

Project Name: **Carolina Oaks Village**
Address: 1302 Scarlett Ln
City: Myrtle Beach
State: SC **Zip Code:** 29577

Phone Number: (843) 712-2028
Contact Name: Heather
Contact Date: 05/04/20
Current Occup: 97.9%

DEVELOPMENT CHARACTERISTICS

Total Units:	48	**Year Built:**	2016
Project Type:	Open	**Floors:**	2
Program:	LIHTC	**Accept Vouchers:**	Yes
PBRA Units*:	0	**Voucher #:**	20

* Including Section 8, Rental Assistance, and any other Project-Based Subsidy

UNIT CONFIGURATION/RENTAL RATES

BR	Bath	Target	Type	# Units	Square Feet Low	Square Feet High	Contract Rent Low	Contract Rent High	Vacant	Occup. Rate	Wait List
TOTAL 2-BEDROOM UNITS				**24**					**0**	**100.0%**	
2	2.0	HOME	Apt	7	925		$528		0	100.0%	Yes
2	2.0	50	Apt	1	925		$528		0	100.0%	Yes
2	2.0	60	Apt	16	925		$650		0	100.0%	Yes
TOTAL 3-BEDROOM UNITS				**24**					**1**	**95.8%**	
3	2.0	HOME	Apt	3	1,125		$599		1	66.7%	Yes
3	2.0	50	Apt	1	1,125		$599		0	100.0%	Yes
3	2.0	60	Apt	20	1,125		$738		0	100.0%	Yes
TOTAL DEVELOPMENT				**48**					**1**	**97.9%**	**3-4 Years**

AMENITIES

Unit Amenities

X	- Central A/C
	- Wall A/C Unit
	- Garbage Disposal
X	- Dishwasher
X	- Microwave
X	- Ceiling Fan
	- Walk-In Closet
X	- Mini-Blinds
	- Draperies
	- Patio/Balcony
	- Basement
	- Fireplace
X	- High-Speed Internet

Development Amenities

X	- Clubhouse
	- Community Room
X	- Computer Center
X	- Exercise/Fitness Room
	- Community Kitchen
	- Swimming Pool
	- Playground
	- Gazebo
	- Elevator
	- Storage
	- Sports Courts
X	- On-Site Management
	- Security - Access Gate
	- Security - Intercom

Laundry Type

X	- Coin-Operated Laundry
X	- In-Unit Hook-Up
	- In-Unit Washer/Dryer

Parking Type

X	- Surface Lot	
	- Carport	$0
	- Garage (att)	$0
	- Garage (det)	$0

Utilities Included

	- Heat	ELE
	- Electricity	
X	- Trash Removal	
X	- Water/Sewer	

COMPARABLE PROJECT INFORMATION

Project Name:	**Monticello Park I/II/III**		
Address:	1300 Osceola Street		
City:	Myrtle Beach		
State:	SC	**Zip Code:**	29577
Phone Number:	(843) 946-0051		
Contact Name:	Angie		
Contact Date:	04/15/20		
Current Occup:	100.0%		

DEVELOPMENT CHARACTERISTICS

Total Units:	192	**Year Built:**	2003-08
Project Type:	Open	**Floors:**	2 and 3
Program:	LIHTC/Mrkt	**Accept Vouchers:**	Yes
PBRA Units*:	0	**Voucher #:**	N/A

* Including Section 8, Rental Assistance, and any other Project-Based Subsidy

UNIT CONFIGURATION/RENTAL RATES

BR	Bath	Target	Type	# Units	Square Feet Low	Square Feet High	Contract Rent Low	Contract Rent High	Vacant	Occup. Rate	Wait List
TOTAL 1-BEDROOM UNITS				**16**					**0**	**100.0%**	
1	1.0	50	Apt	8	800		$448		0	100.0%	Yes
1	1.0	60	Apt	8	800		$565		0	100.0%	Yes
TOTAL 2-BEDROOM UNITS				**108**					**0**	**100.0%**	
2	2.0	50	Apt	50	1,049		$528		0	100.0%	Yes
2	2.0	60	Apt	50	1,049		$669		0	100.0%	Yes
2	2.0	Mrkt	Apt	8	1,049		$745		0	100.0%	Yes
TOTAL 3-BEDROOM UNITS				**68**					**0**	**100.0%**	
3	2.0	50	Apt	32	1,268		$600		0	100.0%	Yes
3	2.0	60	Apt	32	1,268		$763		0	100.0%	Yes
3	2.0	Mrkt	Apt	4	1,268		$845		0	100.0%	Yes
TOTAL DEVELOPMENT				**192**					**0**	**100.0%**	**100+ Names**

AMENITIES

Unit Amenities

X	- Central A/C
	- Wall A/C Unit
X	- Garbage Disposal
X	- Dishwasher
X	- Microwave
X	- Ceiling Fan
X	- Walk-In Closet
X	- Mini-Blinds
	- Draperies
	- Patio/Balcony
	- Basement
	- Fireplace
	- High-Speed Internet

Development Amenities

	- Clubhouse
X	- Community Room
	- Computer Center
	- Exercise/Fitness Room
	- Community Kitchen
	- Swimming Pool
X	- Playground
X	- Gazebo
	- Elevator
	- Storage
	- Sports Courts
X	- On-Site Management
	- Security - Access Gate
	- Security - Intercom

Laundry Type

X	- Coin-Operated Laundry
X	- In-Unit Hook-Up
	- In-Unit Washer/Dryer

Parking Type

X	- Surface Lot	
	- Carport	$0
	- Garage (att)	$0
	- Garage (det)	$0

Utilities Included

	- Heat	ELE
	- Electricity	
X	- Trash Removal	
	- Water/Sewer	

COMPARABLE PROJECT INFORMATION

Project Name: **Pipers Pointe Apts**
Address: 1310 3rd Avenue South
City: Myrtle Beach
State: SC **Zip Code:** 29577

Phone Number: (843) 448-0400
Contact Name: Joanne
Contact Date: 05/13/20
Current Occup: 97.2%

DEVELOPMENT CHARACTERISTICS

Total Units:	72	**Year Built:**	2006
Project Type:	Open	**Floors:**	3
Program:	LIHTC	**Accept Vouchers:**	Yes
PBRA Units*:	0	**Voucher #:**	25

* Including Section 8, Rental Assistance, and any other Project-Based Subsidy

UNIT CONFIGURATION/RENTAL RATES

BR	Bath	Target	Type	# Units	Square Feet Low	Square Feet High	Contract Rent Low	Contract Rent High	Vacant	Occup. Rate	Wait List
TOTAL 2-BEDROOM UNITS				**36**					**2**	**94.4%**	
2	2.0	50	Apt	21	1,122		$513		0	100.0%	Yes
2	2.0	60	Apt	15	1,122		$669		2	86.7%	Yes
TOTAL 3-BEDROOM UNITS				**36**					**0**	**100.0%**	
3	2.0	50	Apt	21	1,300		$583		0	100.0%	Yes
3	2.0	60	Apt	15	1,300		$763		0	100.0%	Yes
TOTAL DEVELOPMENT				**72**					**2**	**97.2%**	**5 Names**

AMENITIES

Unit Amenities		Development Amenities		Laundry Type	
X	- Central A/C	X	- Clubhouse	X	- Coin-Operated Laundry
	- Wall A/C Unit		- Community Room	X	- In-Unit Hook-Up
X	- Garbage Disposal	X	- Computer Center		- In-Unit Washer/Dryer
X	- Dishwasher		- Exercise/Fitness Room		
X	- Microwave		- Community Kitchen		**Parking Type**
X	- Ceiling Fan		- Swimming Pool	X	- Surface Lot
X	- Walk-In Closet	X	- Playground		- Carport $0
X	- Mini-Blinds	X	- Gazebo		- Garage (att) $0
	- Draperies		- Elevator		- Garage (det) $0
	- Patio/Balcony		- Storage		
	- Basement		- Sports Courts		**Utilities Included**
	- Fireplace	X	- On-Site Management		- Heat ELE
	- High-Speed Internet		- Security - Access Gate		- Electricity
			- Security - Intercom	X	- Trash Removal
					- Water/Sewer

COMPARABLE PROJECT INFORMATION

Project Name: The Highlands at Socastee
Address: 100 Vaught Place
City: Myrtle Beach
State: SC **Zip Code:** 29588

Phone Number: (843) 215-0222
Contact Name: Ryn
Contact Date: 04/15/20
Current Occup: 100.0%

DEVELOPMENT CHARACTERISTICS

Total Units:	44	**Year Built:**	2018
Project Type:	Open	**Floors:**	2 and 3
Program:	LIHTC	**Accept Vouchers:**	Yes
PBRA Units*:	0	**Voucher #:**	5

* Including Section 8, Rental Assistance, and any other Project-Based Subsidy

UNIT CONFIGURATION/RENTAL RATES

BR	Bath	Target	Type	# Units	Square Feet Low	Square Feet High	Contract Rent Low	Contract Rent High	Vacant	Occup. Rate	Wait List
TOTAL 2-BEDROOM UNITS				**20**					**0**	**100.0%**	
2	2.0	50	Apt	5	1,000		$460		0	100.0%	Yes
2	2.0	60	Apt	15	1,000		$525		0	100.0%	Yes
TOTAL 3-BEDROOM UNITS				**24**					**0**	**100.0%**	
3	2.0	50	Apt	4	1,200		$525		0	100.0%	Yes
3	2.0	60	Apt	20	1,200		$575		0	100.0%	Yes
TOTAL DEVELOPMENT				**44**					**0**	**100.0%**	**250+ Names**

AMENITIES

Unit Amenities

X	- Central A/C
	- Wall A/C Unit
	- Garbage Disposal
X	- Dishwasher
X	- Microwave
X	- Ceiling Fan
X	- Walk-In Closet
X	- Mini-Blinds
	- Draperies
X	- Patio/Balcony
	- Basement
	- Fireplace
	- High-Speed Internet

Development Amenities

X	- Clubhouse
X	- Community Room
X	- Computer Center
X	- Exercise/Fitness Room
X	- Community Kitchen
	- Swimming Pool
X	- Playground
X	- Gazebo
	- Elevator
X	- Storage
	- Sports Courts
X	- On-Site Management
	- Security - Access Gate
X	- Security - Intercom

Laundry Type

X	- Coin-Operated Laundry
	- In-Unit Hook-Up
	- In-Unit Washer/Dryer

Parking Type

X	- Surface Lot	
	- Carport	$0
	- Garage (att)	$0
	- Garage (det)	$0

Utilities Included

	- Heat	ELE
	- Electricity	
X	- Trash Removal	
X	- Water/Sewer	

6. Market Rent Calculations

Estimated market rental rates for each unit type have been calculated based on existing rental developments within the primary market area. Modifications to the base rent of these properties were made based on variances to the subject proposal in age, unit sizes, unit and development amenities, location, and utilities included in the rent. Further, comparable rents were adjusted based on whether or not concessions are currently being offered, if necessary. While the estimated achievable market rent is a speculative figure (due to other factors not part of the calculation, including location of unit within structure, quality of amenities, and overall fit and finish), the calculations provide an idea of competitiveness within the local marketplace.

Five properties were selected to determine the estimated market rate, based largely on construction date, location, and building type – these projects include Carolina Breeze, Latitude at the Commons, Patriots Way, The Lively at Carolina Forest, and The Veranda at Market Commons. Using the Rent Comparability Grid on the following pages, the following is a summary of the estimated market rents by bedroom size along with the subject property's corresponding market advantage:

	Proposed Net Rent	Estimated Market Rent	Market Advantage
Two-Bedroom Units			
30% AMI	$375	$987	**62%**
50% AMI	$500	$987	**49%**
60% AMI	$630	$987	**36%**
Three-Bedroom Units			
30% AMI	$500	$1,181	**58%**
50% AMI	$560	$1,181	**53%**
60% AMI	$710	$1,181	**40%**

Rent Comparability Grid

Subject Property		***Comp #1***		***Comp #2***		***Comp #3***		***Comp #4***		***Comp #5***	
Project Name		Carolina Breeze TH		River Landing Apts		Patriots Way Apts		The Lively at Carolina Forest		The Veranda at Market Commons	
Project City	**Subject**	Myrtle Beach		Myrtle Beach		Myrtle Beach		Myrtle Beach		Myrtle Beach	
Date Surveyed	**Data**	4/14/20		4/14/20		4/14/20		4/14/20		4/15/20	
A. Design, Location, Condition		**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**
Structure Type	**Apt**	TH	($50)	Apt		Apt		Apt		Apt	
Yr. Built/Yr. Renovated	**2022**	2017	$4	2007	$11	2011	$8	2017	$4	2016	$5
Concessions			($50)								($150)
B. Unit Amenities		**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**
Central A/C	**Yes**	Yes		Yes		Yes		Yes		Yes	
Garbage Disposal	**Yes**	Yes		Yes		No	$5	Yes		Yes	
Dishwasher	**Yes**	Yes		Yes		Yes		Yes		Yes	
Microwave	**Yes**	No	$5	Yes		No	$5	Yes		Yes	
Walk-In Closet	**Yes**	Yes		Yes		Yes		Yes		Yes	
Mini-Blinds	**Yes**	Yes		Yes		Yes		Yes		Yes	
Patio/Balcony	**Yes**	Yes		Yes		Yes		Yes		Yes	
Basement	**No**	No		No		No		No		No	
C. Site Amenities		**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**
Elevator	**No**	No		No		No		Yes	($5)	No	
Club/Community Room	**Yes**	Yes		Yes		No	$5	Yes		Yes	
Computer Center	**Yes**	Yes		No	$3	No	$3	Yes		Yes	
Exercise Room	**Yes**	Yes		Yes		No	$5	Yes		Yes	
Swimming Pool	**No**	Yes	($10)	Yes	($10)	Yes	($10)	Yes	($10)	Yes	($10)
Playground	**Yes**	Yes		Yes		No	$5	No	$5	No	$5
Sports Courts	**No**	No		Yes	($3)	No		No		No	
On-Site Management	**Yes**	Yes		Yes		Yes		Yes		Yes	
Security (intercom/gate)	**No**	No		No		No		No		Yes	($5)
Extra Storage	**Yes**	No	$5	Yes		No	$5	No	$5	Yes	
D. Other Amenities		**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**
Coin-Operated Laundry	**Yes**	Yes		Yes		No	$5	No	$5	No	$5
In-Unit Hook-Up	**Yes**	Yes		Yes		Yes		No	$10	No	$10
In-Unit Washer/Dryer	**No**	No		No		No		Yes	($20)	Yes	($20)
Carport	**No**	No		No		No		No		No	
Garage	**No**	No		Yes	($15)	No		Yes	($15)	Yes	($15)
Other Adjustments	**No**	No		Yes	($25)	No		Yes	($75)	Yes	($75)
E. Utilities Included		**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**
Heat	**No**	No		No		No		No		No	
Electric	**No**	No		No		No		No		No	
Trash Removal	**Yes**	No	XX	Yes		Yes		No	XX	Yes	
Water/Sewer	**No**	No		No		Yes	XX	No		Yes	XX
Heat Type	**ELE**	ELE		ELE		ELE		ELE		ELE	
Utility Adjustments											
Two-Bedroom Units			$22				$54		$22		$54
Three-Bedroom Units			$22				$72		$22		$72

Subject Property		***Comp #1***		***Comp #2***		***Comp #3***		***Comp #4***		***Comp #5***	
Project Name		Carolina Breeze TH		River Landing Apts		Patriots Way Apts		The Lively at Carolina Forest		The Veranda at Market Commons	
Project City	**Subject**	Myrtle Beach		Myrtle Beach		Myrtle Beach		Myrtle Beach		Myrtle Beach	
Date Surveyed	**Data**	4/14/2020		4/14/2020		4/14/2020		4/14/2020		4/15/2020	
F. Average Unit Sizes		**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**
Two-Bedroom Units	**1,115**	980	$20	993	$18	960	$23	1,088	$4	1,109	$1
Three-Bedroom Units	**1,292**	931	$54	1,456	($25)			1,264	$4	1,325	($5)
G. Number of Bathrooms		**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**	**Data**	**$ Adj**
Two-Bedroom Units	**2.0**	1.5	$15	2.0	$0	2.0	$0	2.0	$0	2.0	$0
Three-Bedroom Units	**2.0**	1.5	$15	2.0	$0			2.0	$0	2.0	$0
G. Total Adjustments Recap											
Two-Bedroom Units			($39)		($20)		$114		($70)		($196)
Three-Bedroom Units			($5)		($63)				($70)		($183)

		Comp #1		***Comp #2***		***Comp #3***		***Comp #4***		***Comp #5***	
Project Name		Carolina Breeze TH		River Landing Apts		Patriots Way Apts		The Lively at Carolina Forest		The Veranda at Market Commons	
Project City	**Subject**	Myrtle Beach		Myrtle Beach		Myrtle Beach		Myrtle Beach		Myrtle Beach	
Date Surveyed	**Data**	4/14/2020		4/14/2020		4/14/2020		4/14/2020		4/15/2020	
H. Rent/Adjustment Summary		**Unadj. Rent**	**Adjusted Rent**	**Unadj. Rent**	**Adjusted Rent**	**Unadj. Rent**	**Adjusted Rent**	**Unadj. Rent**	**Adjusted Rent**	**Unadj. Rent**	**Adjusted Rent**
Market Rate Units											
Two-Bedroom Units	**$987**	$925	$886	$980	$960	$935	$1,049	$1,173	$1,103	$1,250	$1,054
Three-Bedroom Units	**$1,181**	$1,200	$1,195	$1,195	$1,132			$1,489	$1,419	$1,399	$1,216

H. INTERVIEWS

Throughout the course of performing this analysis of the Myrtle Beach rental market, many individuals were contacted. Based on discussions with local government officials, no directly comparable multi-family activity was reported within the PMA at this time. However, the following proposed developments were noted:

1. **The Retreat at Coastal Grand** – 391 Seaboard Street
   Senior – Market Rate – 194 units
   Framing state – Tentatively 2021 completion date

2. **The Landings at Grande Dunes** – Highway 17 Bypass/67th Avenue North
   Senior – Market Rate – 264 units
   Proposed – No other information

3. **Grissom Tract Multifamily** – Marina Parkway
   Family – Market Rate – 9 buildings, NA units
   Proposed – Under review

Additional information was collected during property visits and informal interviews with leasing agents and resident managers throughout the Myrtle Beach market as part of our survey of existing rental housing to collect more specific data. The results of these interviews are presented within the supply section of the market study. Based on these interviews, it appears that market rate properties have been impacted by the COVID-19 pandemic at a much greater level than affordable developments. As such, the majority of market rate projects reported some level of specials/concessions (ranging from $250 off of the first month, to two-months free rent), while all affordable properties reported high occupancy levels and waiting lists.

I. CONCLUSIONS/RECOMMENDATIONS

Based on the information collected and reported within this study, sufficient evidence has been presented for the successful introduction and absorption of Bay Pointe III, as proposed, within the Myrtle Beach PMA. Factors supporting the introduction of a newly constructed rental alternative targeted for low-income households include the following:

1. The subject proposal represents the third phase to a highly successful existing LIHTC rental property. As such, Bay Pointe I/II is presently 100 percent occupied, with approximately 30 persons on a waiting list;
2. Demographic patterns have been extremely strong for the PMA since 2010 – with the overall population estimated to have increased by 28 percent between 2010 and 2019, representing nearly 15,725 additional persons;
3. Overall, occupancy levels remain relatively positive throughout the market area, with an overall occupancy rate of 94.5 percent calculated among 21 properties surveyed. While the current COVID-19 pandemic has impacted numerous market rate properties (currently at 93.3 percent occupancy with many reporting rent concessions), affordable developments remain quite strong;
4. Of the five tax credit properties included within the survey, a combined occupancy rate of 99.4 percent was calculated. In addition, each facility reported a waiting list, most of which were quite extensive – providing perhaps the strongest evidence of the need for affordable housing locally;
5. The location of the subject property can also be considered a positive factor. As such, the site is situated just east of Mr. Joe White Avenue, providing relatively convenient access to several retail/commercial concentrations as well as the beach and coastal areas;
6. The proposal represents a modern product with numerous amenities and features at an affordable rental level. As such, coupled with the larger than average unit sizes, the proposed rents within the subject are extremely competitive in relation to other local LIHTC properties, and can be considered a positive factor;
7. Based on the strong demographic growth and income targeting structure of the proposal, demand calculations demonstrate strong market depth for the development of Bay Pointe III. Further considering the proposal represents an additional phase to a highly successful LIHTC facility, the absorption period for the subject proposal is estimated at approximately four to six months.

As such, the proposed facility should maintain at least a 93 percent occupancy rate into the foreseeable future with no long-term adverse effects on existing local rental facilities – either affordable or market rate. Assuming the subject proposal is developed as described within this analysis, Shaw Research and Consulting can provide a positive recommendation for the proposed development with no reservations or conditions.

J. SIGNED STATEMENT REQUIREMENTS

I affirm that I have made a physical inspection of the market and surrounding area and that information obtained in the field has been used to determine the need and demand for LIHTC units. I understand that any misrepresentation of this statement may result in the denial of further participation in the South Carolina State Housing Finance & Development Authority's programs. I also affirm that I have no financial interest in the project or current business relationship with the ownership entity and my compensation is not contingent on this project being funded. This report was written according to the SCSHFDA's market study requirements. The information included is accurate and can be relied upon by SCSHFDA to present a true assessment of the low-income housing rental market.

Steven R. Shaw
SHAW RESEARCH AND CONSULTING, LLC

Date: June 5, 2020

K. SOURCES

Apartment Listings – www.socialserve.com

Apartment Listings – Yahoo! Local – local.yahoo.com

Apartment Listings – The Real Yellow Pages – www.yellowpages.com

Community Profile – Horry County – SC Department of Employment & Workforce

CPI Inflation Calculator – Bureau of Labor Statistics – U.S. Department of Labor

Crime Data – Sperling's Best Places – www.bestplaces.net/crime/

Demographic Data – 2000/2010 Census Data – U.S. Census Bureau

Demographic Data – 5-Year Estimates – American Community Survey – U.S. Census Bureau

Demographic Data – 2019/2024 Forecasts – ESRI Business Analyst Online

Income & Rent Limits – South Carolina State Housing Finance & Development Authority

Interviews with community planning officials

Interviews with managers and leasing specialists at local rental developments

Maps – Microsoft Streets and Trips

Maps – Google Maps – www.google.com/maps

Single-Family Home Sales – www.realtor.com

South Carolina Industry Data – SC Works Online Services

South Carolina Labor Market Information – SC Works Online Services

South Carolina LIHTC Allocations – SC State Housing Finance & Development Authority

L. RESUME

STEVEN R. SHAW
SHAW RESEARCH & CONSULTING, LLC

Mr. Shaw is a principal at Shaw Research and Consulting, LLC. With over twenty-nine years of experience in market research, he has assisted a broad range of clients with the development of various types of housing alternatives throughout the United States, including multi-family rental properties, single-family rental developments, for-sale condominiums, and senior housing options. Clients include developers, federal and state government agencies, non-profit organizations, and financial institutions. Areas of expertise include market study preparation, pre-feasibility analysis, strategic targeting and market identification, customized survey and focus group research, and demographic and economic analysis. Since 2000, Mr. Shaw has reviewed and analyzed housing conditions in nearly 400 markets across 24 states.

Previous to forming Shaw Research in January 2007, he most recently served as partner and Director of Market Research at Community Research Services (2004-2006). In addition, Mr. Shaw also was a partner for Community Research Group (1999-2004), and worked as a market consultant at Community Targeting Associates (1997-1999). Each of these firms provided the same types of services as Shaw Research and Consulting.

Additional market research experience includes serving as manager of automotive analysis for J.D. Power and Associates (1992-1997), a global automotive market research firm based in Troy, Michigan. While serving in this capacity, Mr. Shaw was responsible for identifying market trends and analyzing the automotive sector through proprietary and syndicated analytic reports. During his five-year tenure at J.D. Power, Mr. Shaw developed a strong background in quantitative and qualitative research measurement techniques through the use of mail and phone surveys, focus group interviews, and demographic and psychographic analysis. Previous to J.D. Power, Mr. Shaw was employed as a Senior Market Research Analyst with Target Market Systems (the market research branch of First Centrum Corporation) in East Lansing, Michigan (1990-1992). At TMS, his activities consisted largely of market study preparation for housing projects financed through RHS and MSHDA programs. Other key duties included the strategic targeting and identification of new areas for multi-family and single-family housing development throughout the Midwest.

A 1990 graduate of Michigan State University, Mr. Shaw earned a Bachelor of Arts degree in Marketing with an emphasis in Market Research, while also earning an additional major in Psychology.