



— POSITION AVAILABLE —

Deadline Extended - Looking for a Few More Great Candidates

## CITY MANAGER

*Apply ASAP but no later than April 18, 2025*

Against the backdrop of the Atlantic Ocean, North Myrtle Beach encapsulates the picturesque combination of Southern charm and oceanfront living. The City and 13 other connected cities make up South Carolina's famed Grand Strand, a 60-mile stretch of beaches along the Atlantic. As one of the northernmost neighborhoods, North Myrtle Beach sets itself apart as a beautiful city filled with possibility and vision. Though the City has a longstanding, centuries-old tradition of being a seasonal retreat, this place is not simply a vacation spot, it is a way of life, and has the feel of the promised land. North Myrtle Beach is brimming with numerous recreational opportunities for everyone in the family!

USA Today has listed North Myrtle Beach as #2 for the "10 Best Beaches in South Carolina" (2024). Considering the region's nine-mile-long coast, anyone would be remiss to not take advantage of North Myrtle Beach's oceanic opportunity. The Barefoot Queen Riverboat is a great way to enjoy the water through the company's daytime and dinner cruises, and Voyager Fishing Charters provides dolphin adventure cruises. Those who prefer more hands-on immersion can enjoy a day of surfing, fishing along Cherry Grove Fishing Pier, boating, offshore and deep-sea fishing, and walking along the beach to collect seashells.





Land lovers have plenty of alternatives, as well. One fun spot is Alligator Adventure, a 15-acre self-guided reptile zoo with a wetland habitat exhibiting over 800 alligators. The zoo is also home to more than 230 other species, such as snakes, macaws, owls, turtles, spotted hyenas, and lemurs. Tee-time is another favorite interest in the City, falling in line with South Carolina's reputation as a top U.S. golfing destination. Popular locations are Tidewater Golf Club, Barefoot Resort and Golf, and Surf Golf and Beach Club.

Additionally, North Myrtle Beach maintains 13 parks and preserves, amounting to over 300 acres of natural areas. One gem is Heritage Shores Nature Preserve, one of the City's most unique parks. It is found on an island extending into the Cherry Grove Marsh. Completed in 2007, the preserve contains seven acres of walking paths on elevated boardwalks and observation decks designed to protect the area's native state. Another is Central Park, a 20-acre expanse with two playgrounds, five batting cages, three picnic shelters, and 17 assorted courts and fields. The City also features a state-of-the-art, 162-acre Park and Sports Complex featuring an amphitheater, a 10-acre meadow, a 25-acre lake, dog parks, 2.5 mile trails, and playgrounds. Currently, the City is adding 96 acres to the Sports Complex, which will house 11 more playing fields.

No visit is complete without venturing to the City's most beautiful park, McLean Park. Within its ten acres, McLean Park provides various park amenities like playgrounds, picnic shelters, and tennis courts. However, the park's treasures are its beloved meditation garden and its gazebo overlooking the two-acre lake.

To promote healthy living, the City also provides programs and amenities for active individuals and families. Throughout the year, there are numerous youth athletics, such as baseball, basketball, flag football, soccer, and softball. Adult sports include pickleball and co-ed softball, as well as other fitness groups like Zumba and Jazzercise. At the Aquatics & Fitness Center, members can enjoy an eight-lane lap pool, therapy pool, a 20-foot indoor waterslide, water and fitness classes, weight rooms, and children's mini camps.

Indeed, residents and visitors alike seldom have reason to be bored. Other enjoyable activities include a fun shopping spree,

exploring the North Myrtle Beach Area Historical Museum, and having dinner at one of the area's many seafood restaurants. The City also hosts several events and festivities throughout the year, such as the City's Fourth of July fireworks display located at Cherry Grove Pier, weekly concerts by the beach on Main Street, the summer's weekly Farmers Market, and the Intracoastal Christmas Regatta the Saturday after Thanksgiving. On the second Friday from June through October, families gather for Movies at McLean.

Known as the birthplace to the Shag (the "swing dance of the South"), North Myrtle Beach has built a solid reputation as a lively arts and entertainment district. On Main Street is the Greg Rowles Legacy Theatre, recognized for its live music shows and performances held throughout the year. North Myrtle Beach is home to the Alabama Theatre, located in Barefoot Landing, a family-friendly venue renowned for its electric shows combining music, technology, comedy, and dance choreography. Open since 1993, the theatre's current smash hits are ICONIC and The South's Grandest Christmas Show, as well as its weekly Guest Artist Concert Series. For those seeking to indulge both their physical and musical tastebuds, House of Blues and Duplin Winery are popular venues.

The area is a great community for families, retirees, vacationers, and working professionals. Horry County Schools oversees the public school district, and schools are rated well. One notable school is Ocean Drive Elementary, ranked #52 out of 675 South Carolina public elementary schools (Niche, 2025). Cost of living is also comparable to national averages. Crime rates overall are lower than state and national averages. Due to City Police Department efforts, residents typically report feeling safe, especially in neighborhoods outside the tourist-heavy zones.

Those seeking higher education can find a few institutions within 80 miles of North Myrtle Beach. Nearby in Conway is Coastal Carolina University (25 miles west), which serves as a major source of education and community involvement for the region, as well as Horry Georgetown Technical College (15 miles southwest). In Wilmington, North Carolina, the Cape Fear Community College and University of North Carolina-Wilmington campuses are 60 miles northeast. Other large campuses include the University of South Carolina in Columbia

(153 miles west), South Carolina State University in Orangeburg (156 miles west), and College of Charleston (111 miles southwest).

Housing is relatively affordable, from condominiums and townhouses to multi- and single-family homes. As reported by Realtor.com, the median listing home price in January 2025 has experienced a year-over-year 1.4% increase. As of February 2025, the median home listing price was \$398,000, with a median sold home price of \$375,000. In general, North Myrtle Beach housing costs are more affordable than in larger cities along the East Coast.

Prices are highly dependent on location. In one neighborhood, a three-bedroom, two-bathroom single-family house with approximately 1,700 square feet may be \$525,000. Alternatively, a beachside home with slightly less square footage may be \$780,000. With several oceanfront properties being built to accommodate multiple vacationers, large homes may cost significantly more. For instance, a 2,200 square foot home with at least five bedrooms and three bathrooms may cost as low as \$765,000 or as much as \$2 million.

North Myrtle Beach residents love rooting for a variety of sports teams. College football is a special favorite, with teams like University of South Carolina's Gamecocks and Clemson University's Tigers easily drawing large crowds at home games. Minor league favorites include the South Carolina Stingrays and Greenville Swamp Rabbits (ECHL), and the nearby Myrtle Beach Pelicans (MiLB). Although South Carolina is not home to any major league professional franchises, some North Carolina professional teams represent both Carolinas: Charlotte Hornets (NBA), Carolina Hurricanes (NHL), and Carolina Panthers (NFL).

Though it is hard to imagine someone wanting to leave North Myrtle Beach, some occasions warrant a brief excursion. For instance, Myrtle Beach (15 miles southwest) offers Broadway on the Beach, additional golf courses, and the annual favorite Sun Fun Festival in the spring, and the Carolina Country Music Fest in the summer. In May, Little River (seven miles north) hosts its Annual World-Famous Blue Crab Festival – one of the largest festivals in the Southeast.

In addition, North Myrtle Beach hopes to better emphasize residents' connection with different aspects of both North and South Carolina. As such, the City's Parks and Recreation Department has created a few new programs to encourage that connection. One program is "ArtVentures," a quarterly daytrip to different areas in the Carolinas where attendees can enjoy various workshops about different art practices, craftsmanship, and art history. Another is "Daycations with North Myrtle Beach," where registered participants can travel to new cities, festivals, and attractions throughout the Carolinas once a month. These and other connectivity initiatives have earned the department the South Carolina Recreation and Parks Association 2024 Program Excellence Award.

Traveling to and from North Myrtle Beach is quite easy. Major roadways through the City are South Carolina Routes 9, 22, and 31, as well as U.S. Route 17. The nearest airport is Myrtle Beach International (23 miles southwest), a facility rated #1 for "10 Best Small Airports" in America (USA Today 10Best, 2024) with 10 different airlines and over 50 nonstop destinations. Other options include Wilmington International (61 miles northeast), Florence Regional (79 miles west), and Charleston International (126 miles southwest). For those who enjoy cruises, Port of Charleston (112 miles southwest in Charleston) is a departure point for major cruise lines like American and Silversea. In North Carolina are Port of Wilmington (59 miles northeast) and Port of Morehead City (156 miles northeast), both of which offer small ship cruises.

Bursting with opportunity, North Myrtle Beach is a great place to live, work, and raise a family. People here have a strong sense of community and respect for this beautiful environment. If you are interested in becoming the City Manager of North Myrtle Beach, please apply!

## HISTORY

Originally inhabited by Waccamaw and Winyah tribes, the place later known as North Myrtle Beach was frequently used as a summer retreat. Native tribes called the land "Mineola," translated as "Little River."

By the 1740s, native tribes vacated the area as Europeans and Africans began settling the land. Prominent families at the time included the Bellamys, Nixons, Vereens, and Bessants. Rice plantations briefly arose, though plantation culture was limited due to the area’s dense forests. In 1737, William Gause obtained a grant to 250 acres of land near Windy Hill Beach, furthering the region’s increasing use of timber and naval stores. Fishing and logging industries quickly surfaced in response.

After the American Revolution, the area became known as “Little River.” The year 1801 marked the formation of Horry County, named after the Revolutionary War hero Peter Horry. Due to the nature of water separating the region from the rest of the County, the beaches were mostly uninhabited. As time went on, farmers from western parts of Horry County traversed to Little River to enjoy time fishing, camping behind dunes, and relaxing on the beach. By the 1940s, the growth of the automobile industry (and consequently an increase of paved road and bridges) led to an influx of visitors to the area.

Though Little River continued to thrive and grow, Hurricane Hazel brought much of that to a halt in 1954 when it destroyed multiple dwellings and businesses. Several property owners were overwhelmed with trying to rebuild. They instead sold their land at bargain prices, thus enabling accelerated development of a greater oceanfront community. In 1968, the individual towns of Cherry Grove, Ocean Drive, Crescent, and Windy Hill were consolidated to create North Myrtle Beach.

## DEMOGRAPHICS

As a tourist-heavy city, North Myrtle Beach’s population can swell significantly during tourist season. The area sees a large number of seasonal residents, including retirees and second-home owners, especially from nearby states.

According to Niche.com, North Myrtle Beach ranks #6 out of 189 for “Best Places to Retire in South Carolina” (2024). While retirees are a significant portion of the population, there are also plenty of young families, professionals, and seasonal workers in the area due to the City’s beach-town appeal and proximity to larger cities like Myrtle Beach.

See Table I for North Myrtle Beach’s demographic profile.

Table 1: North Myrtle Beach Demographics

Distribution by Race		Distribution by Age	
White	90.5%	0 to 15	8.4%
Black	2.2%	15 to 25	5.0%
Asian	0.8%	25 to 45	13.2%
Native American	0.4%	45 to 65	34.6%
Some Other / Two or More Races	6.1%	65 to 85	36.0%
Total	100.0%	Over 85	2.8%
Hispanic (all races)	4.3%	Population 19,343	

Educational Achievements (25 & Over) and Other Statistics	
High School or Higher	93.6%
Bachelor’s Degree or Higher	39.4%
Median Age—North Myrtle Beach	60.8
Median Age—U.S.	38.9
Median Household Income—North Myrtle Beach	\$72,111
Median Household Income—U.S.	\$74,580
Poverty Rate	6.1%

Source: U.S. Census Bureau

## CLIMATE

North Myrtle Beach experiences a subtropical climate. Summers are hot and humid. Average high temperatures range within the 80s, though daytime temperatures may reach slightly above 90° F in July and August. Winters are relatively mild. Average low temperatures sit above freezing, though average daytime temperatures are generally in the 50s and 60s. Spring (March–May) and fall (September–November) are the most comfortable and pleasant months of the year.

The area receives an abundance of precipitation. Average annual rainfall is 52 inches, which mostly occurs June through September. Snowfall may occur, accumulating to a yearly average of 1.1 inches. Hurricane season is June through November, and communities along the Atlantic Ocean must prepare for these



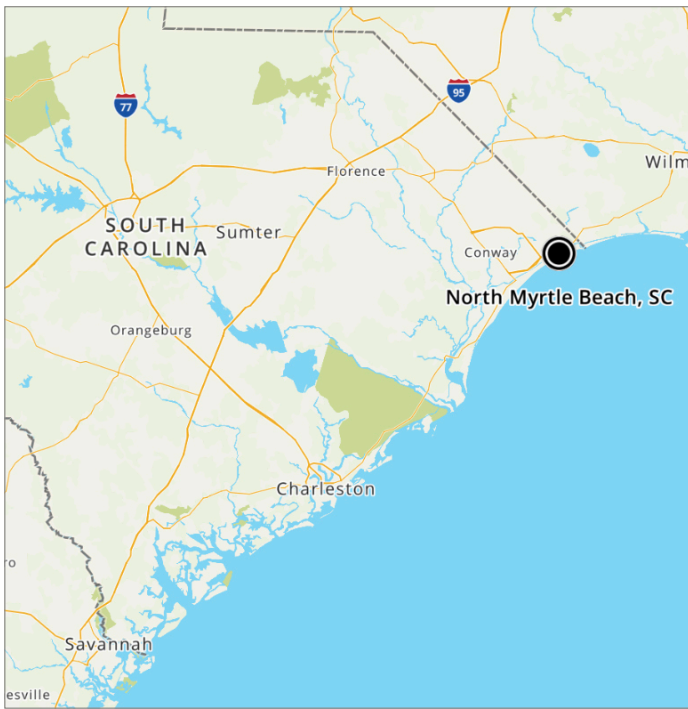


Figure 1: Location of North Myrtle Beach, SC

natural disasters. North Myrtle Beach is no exception, the City strives to remain vigilant and organized for any emergency.

## GEOGRAPHY

The City of North Myrtle Beach is located in Horry County and is part of the Myrtle Beach-Conway-North Myrtle Beach, South Carolina Metropolitan Statistical Area. As a coastal city in the State’s eastmost corner, North Myrtle Beach sits almost directly below the South Carolina-North Carolina border. The City consists of 22.31 square miles, comprised of 21.74 square miles of land and 0.57 square miles of water. Average elevation is 7 feet above sea level, as is expected of a city located directly west of the Atlantic Ocean. Major nearby cities include Myrtle Beach just 15 miles southwest, Conway 26 miles west, and Wilmington (North Carolina) 61 miles northeast. See Figure 1.

## COMMERCE

North Myrtle Beach is predominantly centered around tourism.

## THE GOVERNMENT

North Myrtle Beach is governed by a Council-Manager form of government. The City Council is comprised of the Mayor and six Councilmembers. All are elected at-large, though Councilmembers have additional requirements. Four Councilmembers are required to be residents of specific wards (Crescent Beach, Ocean Drive, Cherry Grove, and Windy Hill), with one Councilmember residing in each ward. The other two seats are for Councilmembers at-large. Members of the City Council may serve an unlimited number of four-year terms.

Elections are staggered, to be held during odd-numbered years. November 2025 being the next election year, which will be held for the Mayor’s, one Ocean Drive resident, one Windy Hill resident, and one at-large member seats. City Council is presently made of members with a vast range of experience. The Mayor has served on the Council since 2001. Five

Table 2: Principal Employers, North Myrtle Beach, SC

Employer	Industry	Employees
City of North Myrtle Beach	Government	697
Wyndham Sales & Marketing	Hospitality	641
Wal-Mart	Retail	413
Boulineau’s, Inc.	Food Retail	240
Lowes	Home Improvement Retail	196
House of Blues	Entertainment	182
Baywatch Resort	Hospitality	156
Publix	Food Retail	150
Kroger	Food Retail	149
Avista Resort	Hospitality	143

Source: North Myrtle Beach, SC 2022 CAFR

councilmembers have served at least two full terms, with the longest serving member beginning in 2004. The two remaining Councilmembers began their first term in 2021.

The Mayor and Councilmembers all have the best interests of the City at heart, get along well, respect one another, and hold the staff in high regard. Their questions are thoughtful, and while they may disagree on an issue, they are never disagreeable. The Council appoints the City Manager, City Attorney, and City Judge. These individuals serve at the pleasure of the Council. At the Council's discretion, the City Manager may serve a definite term and may be removed with a simple majority vote of Councilmembers.

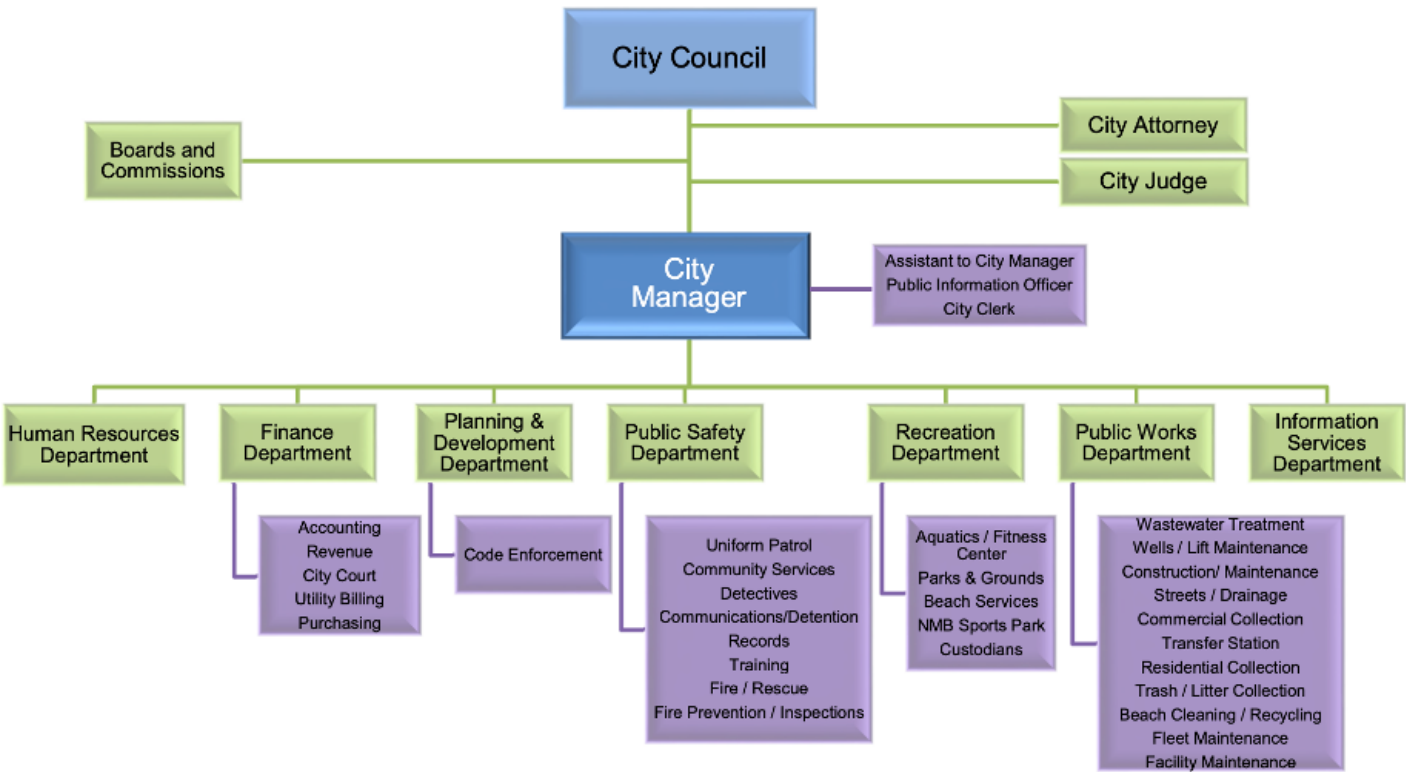
The City maintains 9 departments, namely City Administration including Legal, Finance, Human Resources, Information Services, Parks and Recreation, Planning and Development, Public Safety which house Fire and Police, and Public Works. The Manager oversees all departments, except for the City Judge,

the City Attorney, and their respective assistants. (See Figure ## for the organizational chart.) Twelve individuals directly report to the City Manager: Assistant to City Manager/City Clerk, Jr. Public Information Officer, Public Works Director, Finance Director, Human Resources Director, Information Services Director, Planning and Development Director, Parks and Recreation Director, Police Chief, Fire Chief, Risk Manager, and Purchasing Agent.

For fiscal year 2025, the City has a total budget of \$207.8 million and a general fund budget of \$12.95 million. Approximately 500 full-time employees serve the City, as well as a combined total of approximately 400 part-time and seasonal employees. The City's Human Resources Department oversees employment policies and practices, including labor. City employees do not engage in collective bargaining processes or have union representation.

North Myrtle Beach provides a full range of services, including police and fire protection; the construction and maintenance of

FIGURE 2: NORTH MYRTLE BEACH ORGANIZATIONAL CHART







streets, drainage, and other infrastructure; and recreational activities, and cultural events. Water, sewer, and solid waste are provided by the government through enterprise funds. Other services (such as various janitorial, landscaping, construction, and engineering services) are provided through third-party contractors.

## THE CHALLENGES AND OPPORTUNITIES

One of the greatest challenges facing North Myrtle Beach, can also be perceived as a great opportunity – population growth. The City is part of Horry County, the largest county in South Carolina, with a population of almost 400,000 residents. This kind of growth presents two challenges:

The first challenge is even though the City is growing at an exponential rate, residents want the area to maintain its charm and small-town feel. In fact, many residents choose to live in North Myrtle Beach, and have done so for many years, due to its quaint ambiance. That being said, the City is planning on building upwards of 8,000 housing units in the coming years. This kind of request will require a delicate balance that only a practiced City Manager will be able to facilitate.

The second challenge is balancing cultures. North Myrtle Beach is a diverse community, not only ethnically, but also regionally. The City is comprised of residents who have lived in North Myrtle Beach for 30+ years, professionals who expect innovative upgrades, second-home residents who only reside in the area part-time (this includes Snowbirds), and newcomers who relocate and bring their regional characteristics with them. Again, only an adept Manager can steady these differing points of view and navigate the community accordingly.



In a related issue, the next City Manager will need to determine if the City will annex more land in the future. In years past, the City annexed property to facilitate growth and introduce more housing opportunities. Currently, there are no plans to annex; however, there are contrasting conclusions regarding how to proceed forward. The question will need to be asked, “Are we holding the line with population size, or are we going to continue to grow?”

The third challenge is keeping up with the City’s infrastructure needs. It can be a daily struggle to keep up with the need to construct and maintain parks, roads, water systems, and a turn bridge. In many cases, City offices are running out of space, new fire stations and upgrades to the Fire and Police facilities are needed, and many buildings need to be improved. Even though the financial situation of the City is sound, strategies will need to be actualized to satisfy infrastructure demands. Working with City staff, as well as other governmental and private entities, to determine new solutions for the complex problems associated with significant growth will be a challenging opportunity for the new City Manager.

As a profound opportunity, the U.S. Army Corps of Engineers Charleston District has awarded a contract to renourish 26 miles of beaches along the Grand Strand, following impacts from Hurricanes Ian and Debby, which caused severe erosion. This project will help reduce the risk to life and infrastructure beyond the dunes and along the coastline during future storms.

There are shared issues that exist in the City that North Myrtle Beach cannot resolve by itself. These shared issues will require assistance from other communities, the county, the state, and the federal government. These varied partnerships are essential to make meaningful progress and can’t be emphasized enough. A successful Manager must be able to adeptly navigate these relationships when it comes to appropriations and other external funding opportunities. Examples of such issues include homelessness, traffic, the opioid industry, tourism, storm resilience, and economic development.

## THE IDEAL CANDIDATE

The City Council is seeking an achievement-oriented leader and manager. They want someone to work with them as a partner

and trusted advisor while understanding he/she works for the elected officials and takes direction from them. The individual will be someone who will be honest and tell them what they need to hear. The next City Manager will know how to look past the politics, and move forward with the Council’s vision. The next Manager should encourage and support the Council in a strategic planning process to create new long-term goals for the community.

The best candidate will be comfortable in their own skin, exude professionalism, and inspire confidence. The next Manager will need to be able to balance competing points of view, find common interests, and bring people to consensus. He/she will ensure all the officials have the same information at the same time and will focus on satisfying the needs of the Council. In other words, everyone will be fully informed (including happenings in the community), and there will be no surprises.

The ideal candidate will be approachable, receptive, open-minded, and transparent as well as organized, intelligent, friendly, dynamic, cheerfully persistent, extremely positive and very proactive. The individual will have a “can do” attitude and be a visionary - yet practical. The best candidate will think strategically and be able to look over the horizon to anticipate problems and fix them before they become issues. He/she will not be comfortable sitting behind a desk and giving instructions. Rather, the Manager will be in the community and participate in activities, talking to people, listening and learning. A sense of humor will be important, as will a calm bedside manner.

Ideally, the selected individual will create a culture of positivity, set goals, and rely on subordinates to do their jobs competently. Staff is excellent, and the next City Manager will recognize them for their extraordinary abilities. The Manager will be a mentor and encourage staff development. He/she will recognize that diverse opinions and spirited discussions lead to better decisions and programs. Building teams and promoting teamwork will be important. Good judgment in hiring will be critical.

Customer service, along with communication, and integrity will be core values for the Manager. North Myrtle Beach expects the Manager to be someone who leads by example and encourages the staff to find ways to get to “yes.” Customers are not always

right, but their needs and concerns should be addressed promptly. They should be treated fairly, and an honest effort should be made to solve their problems. If a solution is not possible, an explanation of why should be given.

The City is seeking someone who is a critical thinker who is always asking if there is a better way to conduct business and address problems. Analytical skills, as well as a knowledge of how to develop relationships is a must. In a very real sense, the City is a corporation and should be run as such.

The next Manager will have strong skills in management, budgeting and finance, and economic and land development. A track record of success in intergovernmental relations will be important as the City frequently interacts with other nearby local governments.

The position requires a minimum of a bachelor's degree in public administration, business administration, or other public related fields from an accredited college or university. The ideal candidate must have a minimum of 5-10 years of progressive senior management experience as a City Manager, Assistant City Manager, or Department Head. A master's degree in business, public administration, or related field is preferred. Finally, while North Myrtle Beach has its challenges, it is a true treasure and wants a manager that is committed to remaining in this position for the long term.

## COMPENSATION

The salary range is \$200,000 to \$250,000. The actual salary will depend on qualifications and experience. Benefits are excellent. The City Manager will be eligible to be a part of the Mission Square Retirement Corporation 401(a) Plan, 457 Plan, and IRA Plan.

## THE MOST RECENT CITY MANAGER

The previous City Manager served in this role for fourteen years before being released from their contract in September 2024.

## RESIDENCY

The City Manager must reside full-time within the City within 6 months of hire date.

## HOW TO APPLY

E-mail your cover letter and resume to [Recruit43@cb-asso.com](mailto:Recruit43@cb-asso.com) by April 18th. Please apply ASAP as resumes will be screened as they arrive. Questions should be directed to Scott Krim at (801) 628-8364.

## INTERNAL CANDIDATES

An internal candidate has applied for the position. The City Council is committed to a level playing field, and the best person will be selected for the position, whether internal or external.

## CONFIDENTIALITY

No candidate's name will be released without receiving prior permission from the candidate. In South Carolina, the process can be conducted with total confidentiality until the municipality selects three or fewer finalists.

## THE PROCESS

Applications will be screened between April 5th and May 18th. Finalists will be selected on May 19th. A reception and interviews will be held on June 5th and 6th. A selection will be made shortly thereafter.

## OTHER IMPORTANT INFORMATION

The City of North Myrtle Beach is an Equal Opportunity Employer. It strongly encourages women, minorities, and veterans to apply. As per South Carolina law, honorably discharged veterans will be given preference for appointment and employment.

## ADDITIONAL INFORMATION

For additional information about the City, visit:

[www.nmb.us/](http://www.nmb.us/)

[www.myrtlebeachareachamber.com/](http://www.myrtlebeachareachamber.com/)

[www.explorenorthmyrtlebeach.com/](http://www.explorenorthmyrtlebeach.com/)

## CITY BUDGET

<https://www.nmb.us/DocumentCenter/View/4732/FY-25-budget-document>

Comprehensive Annual Financial Plan

<https://www.nmb.us/DocumentCenter/View/3705/NMB-CAFR-FY2022>

Comprehensive Plan (2018)

<https://www.nmb.us/DocumentCenter/View/97/Full-2018-Comprehensive-Plan-PDF?bidId=>

