



Myrtle Beach Regional Economic Development Corporation Accelerates Job Creation Initiative

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The Myrtle Beach Regional Economic Development Corporation (MBREDC) has begun an aggressive initiative to assess its organizational structure, develop target markets and accelerate job creation. The initiative follows the recent appointment of a new broad-based board of directors. Doug Wendel, former CEO of Burroughs and Chapin Company, and Chairman of the MBREDC said, "The board has been augmented by business and political leaders that are focused on achieving tangible results including the location and expansion of new and existing businesses in Horry County. Job creation is our priority and we want to leverage the region's site location assets to achieve this result."

Strategic Development Group, Inc., nationally recognized experts in economic development and site selection, has been selected to evaluate strengths of the region and develop recommendations for an organizational structure and business targets. The firm has conducted similar studies in Tennessee and Missouri and has advised numerous southern Governors on economic development issues and conducted site location work for corporate clients including BP Chemical, Bridgestone and BMW. Michael Philpot, Director of the West Tennessee Industrial Development Association said "Strategic Development Group conducted detailed planning and business targeting studies for Western Tennessee which has been a critical component of the region's economic development success during recent years. We have been delighted with the result of this work."

Mark Williams, President of Strategic Development will direct the study for MBREDC. Williams served as Chief Development Officer for the South Carolina Department of Commerce during the late 1990's, directing the state's US and foreign recruiting activities. He has been named a "Top 10 Site Consultant" by *Southern Business & Development* magazine.

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