

CHAPTER 3: CULTURAL RESOURCES



INTRODUCTION

From shag dancing to folk art, Horry County celebrates its culture in a variety of ways. The County is fortunate to be steeped in history and culture. Managing cultural resources means preserving history and heritage, public art, music, and physical spaces devoted to cultural activities, such as churches, museums, libraries and art galleries. Planning for the future of cultural resources is of the utmost importance because preserving the individual character and significance of each of these places and practices contributes to the overall community essence of the County.

The Cultural Resources chapter catalogs and analyzes various cultural resources including facilities, special events, festivals, and cultural groups. As the population continues to grow, it will become necessary to protect and promote the irreplaceable heritage of Horry County and its people, as well as sustaining and enhancing the functions provided by the various cultural facilities and organizations that exist.

HISTORY AND HISTORIC PRESERVATION

While several Indigenous peoples inhabited this area centuries before European settlers, Horry County's relative isolation geographically from inland South Carolina has greatly influenced its development and settlement. Isolation for Horry County's early population was exacerbated by the border of the County to the south and west by the Little Pee Dee River, the east by the Atlantic Ocean, and bisection by the Waccamaw River. In addition to this, it is dominated by natural wetlands and swampy conditions. None-the-less, several Native American tribes and European settlements established themselves, and with innovations in agriculture, technology and industry Horry County began to grow in population.

AMERICAN INDIANS

Historically, Horry County's original inhabitants were several small American Indian tribes including the Pee Dees, Chicora, Sirans, Cape Fears, and Waccamaws. It is estimated that in the early 1600s there were approximately 30 individual tribes existing in South Carolina (SCIWAY, 2018). While very little remains of these tribes, many of the geographic and natural resources retain American Indian names, paying homage to the Indigenous roots of the region.

Two tribes remain and actively work to preserve American Indian culture in Horry County. **The Waccamaw Indian People** were the first tribe recognized by the state of South Carolina in 2005. In February 2018, their estimated membership was roughly 450 (SouthStrandNews, 2018). Early settlement maps date the Waccamaw Indian People back to the early Dimery Settlement which was located in what is now the Dog Bluff area. They were skilled in animal domestication and often had deer, ducks, geese, and chickens. In communal and private gardens, the Waccamaw farmed and harvested corn, pumpkins, kidney and lima beans, squash, melons, and tobacco (Waccamaw Indian People of Conway, 2018). In 2004, the tribe received roughly 20 acres of their ancestral homeland near the Dimery Settlement and established the Waccamaw Tribal Grounds.

The Chicora Indian Tribe, while not recognized by the State of South Carolina, is one of the oldest tribes that reside in Horry County. Originally located closer to the Horry and Georgetown County lines, the Chicora were known for their river, saltwater marsh, and sea fishing. The Chicora now identify the Hickory Grove area as the Chicora Tribal Grounds where they hold monthly meetings (Chicora Indian People of South Carolina, 2018).



Annual Cultural Arts Festival and Pauwau
Source: <https://discoversouthcarolina.com/products/27974>

American Indian Cultural Events

Both the Chicora Indian Tribe and the Waccamaw Indian People participate in the **Annual Cultural Arts Festival and Pauwau** held annually in the fall. This gathering features food vendors, local crafts, handcrafted clothing, and traditional dancing.

EUROPEAN SETTLEMENT

Horry County's geographic isolation, diverse natural resources, and landscapes made it a unique place for many who settled here. From second sons of English noblemen to pirates, fishermen, fur traders, to loggers and farmers, the beauty and wealth of the land has attracted people ever since its exploration and has spurred the development of settlements throughout the territory.

Early European settlement in the 1600s was limited by the natural swampy conditions and Little Pee Dee River boundary (*Horry County Historic Resources Survey*, 2007). By the early 1700s, European settlement began to concentrate in the Little River area due in part to its location along the King's Highway. It was not until the 1730s, when land grants became available, that widely distributed settling began.

Townships in South Carolina started in 1730 when surveyors employed by England's King George II laid out eleven townships. At that time, the Kings Town Township encompassed much of what is now the City of Conway. In 1769, the Kings Town Township became part of the Georgetown District, where in 1785 it would become known as Kingston County. It was not until 1801 that the Horry District was founded in honor of Peter Horry, a lieutenant colonel in the Revolutionary War, a brigadier general in the S.C. Militia, and later the area's representation to the South Carolina State House.

In the 1820s, Henry Buck of Bucksport, Maine moved to the area to start a timber industry utilizing the area's significant cypress, pine, and hardwood forests. Establishing three mills, one in Bucksport and two in Bucksville, Buck contributed to Horry County's status as one of the five greatest timber-producing districts in South Carolina and Bucksville becoming the third largest port in South Carolina. In April 1875, the largest wooden ship, the Henrietta, built in South Carolina was built at Bucksville, also known as Middle Mill, bringing further fame to the area.



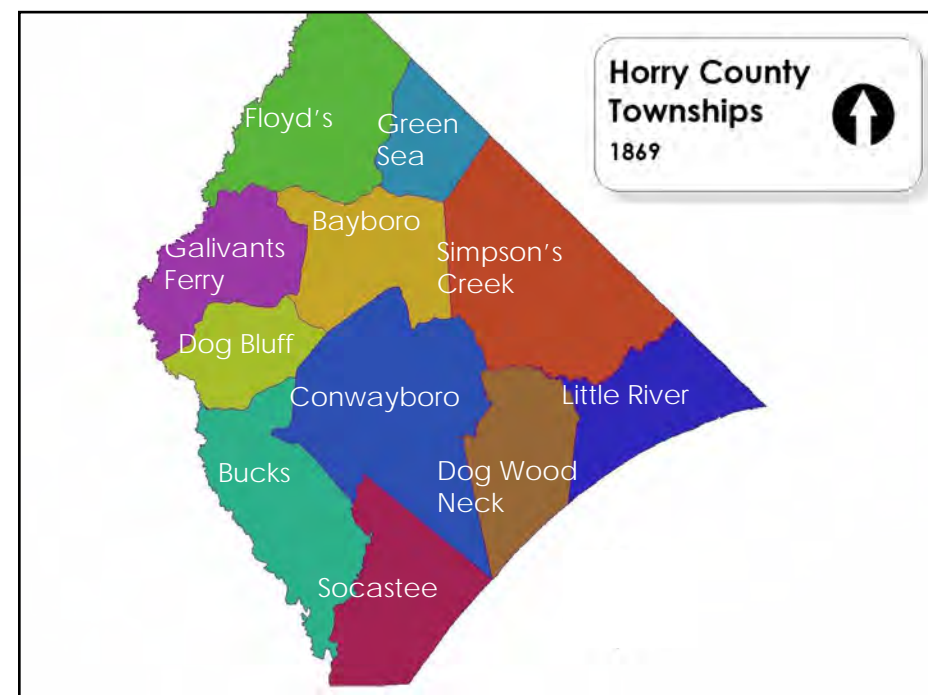
The Henrietta, built in Bucksville, spent 19 years on the Pacific Ocean before being destroyed in a typhoon near Japan in 1894.

Source: Horry County Museum

THE INDEPENDENT REPUBLIC

In 1852, Horry County's became known as the "Independent Republic" stemming from its physical, economic, and political isolation before the Civil War. This isolation likely saved it from the battles and destruction that befell Charleston and Columbia (South Strand News, 2018). However, salt was an important commodity and the County had salt works locations in Myrtle Beach, Murrells Inlet, and Little River. All were destroyed by Union Soldiers, which was a blow to the Confederate cause. Horry County also supplied turpentine, pitch, naval stores, and meat (Ted Gragg, 2018).

In 1868, Horry District was renamed Horry County. In 1869, by order of the South Carolina General Assembly, Horry County was divided into ten townships. Within each of these townships, other communities formed, many preceding the 1869 township creations. Many of these community, township and place names remain on modern day maps. And many Horry County citizens still identify their communities and hometowns by these cultural namesakes.



Although the County was spared from severe destruction, the post-Civil War years were nonetheless difficult. Due to outbreaks of diseases and generally ailing economy the economic situation was depressed.



Train Service on Main Street in Conway
Source: Horry County Museum

The economic turmoil led to the closure of most of the naval shipyards along the Waccamaw River, and had a negative effect on local employment and income. This was somewhat compensated by the growing popularity and suitability of planting tobacco along with the arrival of the railroad into Conway in 1887 and to the beach in 1901, which provided welcomed relief.



Historic Tobacco Barn; Drying Tobacco
Source: Horry County Museum



GULLAH GEECHEE CULTURE

Many early European settlements in the South were built using slave labor. Horry County's relative isolation from the rest of South Carolina during the Civil War era meant that by 1810 the population was only roughly 4,300, of whom approximately 32% were enslaved individuals. This is in stark contrast to the nearly 80% enslaved population in the rice plantation counties of Charleston and Georgetown (*Horry County Historic Resource Survey, 2007*). While Horry County did not have a relatively large enslaved population, there was none-the-less a rich African culture that resonates today. The Gullah culture is a synthesis of African cultures that grew and adapted through the pre- and post- Civil War eras. Mostly of West African decent, the Gullah people developed a creole culture with elements of African languages, cultures and community life. This culture is unique to Southern coastal states because it developed in relative isolation when compared to African cultures in the Northern and inland areas.

EMERGENCE OF A BEACH COMMUNITY

A short time after the commencement of railroad transportation, the first hotel named "Seaside Inn" opened. That event marked the start of the Grand Strand's growing popularity as a vacation destination, spurring tourist-orientated development all along the seashore.



The Early "Seaside Inn"
Source: Horry County Museum

The growing importance of the automobile as a means of transportation led to increased highway construction, improving accessibility. The opening of the Atlantic Intracoastal Waterway, which originally was planned to enhance homeland security from the sea, indirectly contributed to the growing attractiveness of the area as a vacation destination. The transformation from an agricultural based economy to a tourist driven destination is largely attributed to the advent of personal transportation and accessibility to the area.

MYRTLE BEACH AIR FORCE BASE

In 1940, the Army Air Corps took over the *Harrelson Municipal Airport* to use as a training facility for pilots. A short time later, the United States Department of War acquired 6,700 acres, including the airport, to establish the *Myrtle Beach General Bombing and Gunnery Range*. Barracks, a hospital, offices, and other facilities totaling 114 buildings accompanied the base. The site remained active until it was returned to the City of Myrtle Beach in 1947.

The Myrtle Beach Air Force Base was activated in 1956, when many of the original Range buildings were torn down and modernized. Units from the base participated in the Cold War, the Berlin Crisis, the Cuban Missile Crisis and Operation Desert Storm. The base was closed in 1993 following the National Defense Authorization Act in 1991.

HISTORY MUSEUMS

In an effort to educate the public about Horry County history and preserve historic structures, a handful of public and private entities have established museums dedicated to Horry County's unique history.

The Horry County Museum was established in 1979 to preserve the materials and objects relating to the history, pre-history and natural history of the County. The museum serves over 31,000 visitors each year through permanent exhibits, special events and a myriad of educational programs for school children. The museum relocated from a 6,500 sq ft facility to the historic Burroughs School at 805 Main Street in Conway, in November of 2013. The new location contains 28,000 sq ft and allows for additional permanent exhibits. The site also includes a 600-seat auditorium which hosts educational programs geared to larger audiences, and provides the community with an additional gathering place for cultural and social events.



The Burroughs School Building, now The Horry County Museum
Source: The Horry County Museum

The South Carolina Hall of Fame, dedicated in 1973, was created by the State Legislature to recognize and honor past and present South Carolinians who have made a substantial impact on the State's progress and heritage. Nominations are taken from the State's ten districts. Each district nominates one contemporary and one deceased nominee. Recipients have a variety of backgrounds from artists

to athletes; preservationists to statesmen and educators to scientists. **The Myrtle Beach Convention Center** is home to the Hall of Fame. A full list on inductees is provided at <http://www.theofficialschalloffame.com/>



The South Carolina Hall of Fame
Source: <http://www.theofficialschalloffame.com/>

The North Myrtle Beach Museum opened on April 7th, 2013 in the former North Myrtle Beach Library building. The Museum features both a long-term gallery highlighting various aspects of the region's history and a changing gallery offering short-term exhibits of regional interest. The exhibits in the museum showcase the North Myrtle Beach area's history including early beginnings, natural history, beach culture, shag dance, and leisure activities.

The Historic Myrtle Beach Colored School Museum and Education Center tells the story of the Myrtle Beach Colored School, a 1932 four-room segregated school that served African-American students in Myrtle Beach for over 20 years. The museum holds artifacts from the school and period, as well as a reference library of African American history. The building also houses adult education programs and continuing education classes.

The Gullah Geechee Cultural Heritage Corridor runs from Wilmington, North Carolina to Jacksonville, Florida. It was created to recognize the important contributions made to American culture and history by Gullah Geechee African Americans. It was also designated in an effort to help local and state governments as well as public and private entities, interpret Gullah Geechee folklore, arts, crafts and music.

The Myrtle Beach Air Force Base Museums are a series of indoor and outdoor museums of the former Myrtle Beach Air Force Base. 163 signs throughout the Market Commons district give the history of the former base from 1939-1993. Planes are on display at Warbird Park that once flew out of the base. The museum exhibits with Myrtle Beach Air Force Base memorabilia at the Base Recreation Center, Crabtree Gym and the Wall of Service which honor the men and women, civilian and military, that once served at the Air Force Base.



Warbird Park
Source: <http://www.warbirdpark.com/>

HISTORIC PRESERVATION

The Board of Architectural Review and Historic Preservation is empowered with the task of preserving the local buildings, communities, and places of Horry County. These irreplaceable assets are protected by the creation of a list of designated individual properties, sites, landmarks, and historic preservation districts. Currently, there are 260 properties, four trees and one garden on Horry County's Historical Register along with two historic districts. However, according to the 2007 Historical Survey there are over 2,600 properties that have the potential to be designated as historic. By protecting these properties, the County seeks to safeguard its cultural and social connections, promote the use and conservation of our resources, encourage a general harmony of style, improve property values and strengthen the local economy. Research, in general, has shown that a historic designation is connected with higher property values. For more information please see **Horry County's Historic Preservation Plan**.

EVENTS

There are many events in unincorporated Horry County and the incorporated areas that are historically significant. The diversity of events speaks to the diversity of heritages and cultures in the County. The **Horry County Museums Quilt Gala** in Conway and Annual **Pauwau** in Aynor both help celebrate unique cultural crafts. The events that emphasize the history and spirit of Horry County's people are important.

The Horry County Gullah Geechee Heritage Committee orchestrates an annual **Gullah Geechee Heritage Film Festival**. This festival highlights an eclectic selection of national and international short films. It also helps to promote the annual **Gullah Geechee Heritage Festival**, a three-day celebration of Gullah Geechee culture featuring round table and panel discussions, a traditional marketplace, festivities with chil-



dren’s games and vendors, and a Gospel Explosion and worship service.

One historical event that takes place is the **Galivants Ferry Stump Speaking**. This event is home to a Democratic political rally held every two years since 1876. Numerous important candidates have stumped in Galivants Ferry including Former Vice-President Joe Biden. The site of the Stump is included in the Galivants Ferry National Register Historic District and is vitally important to cultural heritage.



Galivants Ferry Stump Speaking
Source: Dr. Ryan

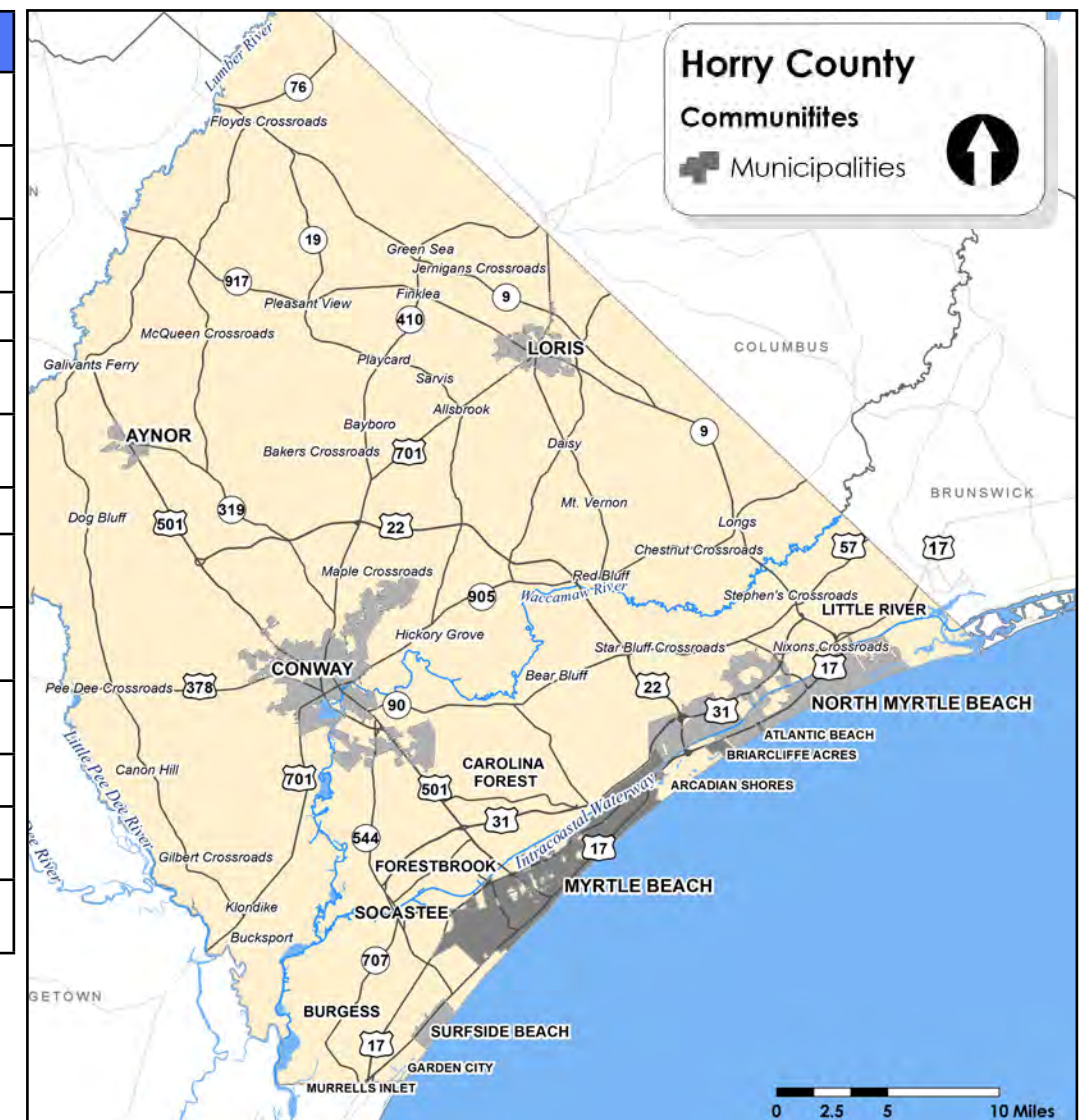
In addition, communities throughout Horry County host numerous veteran related festivities including events on Memorial Day, Independence Day, and Veterans Day.

HISTORY AND HISTORIC PRESERVATION FINDINGS

Since the mid-1900s, the importance of the tourist industry in Horry County has grown substantially to become the main revenue generator and land use converter. Over the years, the tourist industry has spread geographically all across the County, resulting in commercial growth along the beach front and suburban residential growth.

As development and population increases, Horry County will need to make a conscious effort to preserve its history and cultural diversity. Educating locals and newcomers about the County’s history and cultural offerings is a critical part of historic and cultural preservation. This can be achieved by preserving the historic name-sakes of the unique communities and sites throughout the County.

Festival/ Event	Location	Time of Year
Horry County Museum Quilt Gala	Conway	February-March
Socastee Heritage Festival	Socastee	April
Galivants Ferry Stump Political Rally	Galivants Ferry	April
Conway Riverfest	Conway	June/July
Horry County Museum Tobacco Heritage Festival	Conway	August
Gullah Geechee Heritage Festival	Little River	August
Sons of Italy Italian Fest	Myrtle Beach	September
Irish/Italian/International Festival	North Myrtle Beach	October
Farm Harvest Day	L.W. Paul Living Farm	October
Conway Ghost Walk: Tales of the Low-Country	Conway	October
Gullah Geechee Film Festival	Little River	October
Syrup Day	L.W. Paul Living Farm	November
Annual Cultural Arts Festival and Pauwau	Aynor	November



Horry County Communities, many based on historic place names and townships

RURAL CULTURE

In Horry County, rural areas account for far more land mass than the suburban and urban areas. They also contain a vastly different traditional and cultural aesthetic. Many rural communities have a culture based primarily on farming and other agricultural related activities. Events such as the Aynor Harvest Hoe-Down and the Loris Bog-Off personify this culture. Numerous family farms have been in the same families for more than 100 years, qualifying them for South Carolina Century Farm status, a state recognition program.

AGRICULTURE

For decades, **Road-side Markets** have greeted tourists as they've entered the County and bid them farewell as they left. Much like the Sweetgrass Basket makers in Charleston County, the stands that line Highways 9, 17 and 501 are a part of the beach experience for nearly all tourists that arrive by automobile. This beach experience is an important mainstay of the rural cultural heritage.



1940s Horry County Roadside Market
Source: The Horry County Museum

Trends in agriculture and forestry have altered the built cultural landscape in the rural areas perhaps more than anywhere else. The naval stores industry involved the cutting and draining of pine sap from long-leaf pines. After the ship building industry, which relied on these naval stores waned, so did the timber industry.

The County was at one time one of the largest producers of lumber in the South. The boom in the lumber industry all but eliminated the long leaf pine from the County. These former forests were converted to tobacco fields. Horry County was one of the largest producers of tobacco in the South and continues to lead South Carolina in tobacco production. As the tobacco industry has waned, new crops like soybeans, peanuts, and wheat have taken its place. Even cotton has seen a resurgence in recent years.



Horry County Tobacco Barns
Source: Horry County Board of Architectural Review and Historic Preservation

Each successive trend has left its mark on both the built and cultural landscape. Tobacco barns still dot farms throughout Horry County, however many of these are falling into disrepair and neglect. Each of these industries required full

participation from every family member involved in farming operations. This participation fostered deep traditions within families including music, food, religion, and work ethic. As populations that have historically participated in agriculture age, the continuance of farming in Horry County is threatened.

Century Farms

The goal of this state-wide program is to honor pioneer farms in South Carolina. Families who have owned and farmed the same land for at least 100 years are eligible for this designation. This program was opened up to Horry County in 1976, and by 2017 eighteen farms have been designated as Century Farms. This means that the County has the fourth highest number of Century Farms in South Carolina. This number continues to grow as more farms within the County continue to achieve this designation. By recognizing the value of agricultural lands in Horry County, we are also preserving our agricultural heritage.

Agritourism

Agritourism is a growing activity in Horry County and nationally. The County recognized this and passed an Agritourism Ordinance in 2016. This Ordinance was written to allow agritourism activities such as you-pick, farm-to-table, special events, etc... on working farms. Agritourism is an accessory use on agricultural land that is designed to diversify the income stream on farming operations, and to support the primary use of agriculture. This is a temporary use on the property, but typically lasts longer than the time periods allowed by current special events permits in Horry County.



The permit is designed to encourage the growth of agritourism while assisting in the preservation of the rich agricultural traditions that exist in the County. By exempting farms from the commercial requirements of landscaping, parking lots, and permanent restroom facilities, it reduces the initial financial risk for the owners and operators wanting to create agritourism activities on their farm for the first time.

Rural Tourism

Freewoods Farm is located in the Burgess Community and plays tribute to African American farming immediately following the end of the Civil War. Freewoods is a 40-acre living farm museum replicating life on small southern family farms owned and/or operated by African Americans between 1865 – 1900. Freewoods Farm provides educational and tourism opportunities for locals and visitors to the area.



Freewoods Farm, making lime
Source: <http://freewoodsfarm.com/NewFiles/PFTLT.html>

The **LW Paul Living History Farm** is a 17 acre, Horry County Museum facility that educates future generations about traditional farming life in the first half of the twentieth century. Visitors to the Farm have the opportunity to sample the everyday life of an Horry County farm family living during this era and to participate in activities that would have been commonplace. Plowing with mules, making lye soap, grinding grits, blacksmithing, curing meat, preserving vegetables, milking cows, and harvesting crops are only a few hands on activities the Farm has to offer. Events at the Farm change seasonally.



LW Paul Living History Farm
Source: Horry County Museum

Not only can citizens and visitors visit the living farms and agritourism destination, they can also take **The Art + Ag Tour of Horry County**. This is a free, self-guided tour of designated farms highlighting farmer’s markets and local artisans. The SC Ag + Art Tour began in 2012, and Horry County became involved in 2017.

NATURE: WILDLIFE, HUNTING AND FISHING

Horry County is home to a large population who appreciates the natural amenities that have led to unique recreational opportunities. This “nature culture” depends heavily on the preservation of open natural spaces, clean and accessible waterways, conservation areas, and wildlife management areas for wildlife viewing, boating, swimming, hunting, fishing. Many rural residents also enjoy equestrian activities, the use of ATVs, and dirt bikes. Such rural amusement activities are essential to providing recreation and entertainment in the rural parts of the County.

Horry County has a variety of scenic locations in which to enjoy nature and view wildlife. The **Little Pee Dee River** is designated as a Scenic River and is an ideal location to view wildlife by water. The **Waccamaw River** is another waterway in which to view birds, alligators, beavers, and other wildlife. Even though advisories warn about consumption of fish from these waterways, locals enjoy these waters for swimming and fishing at local boat landings and via private access areas. Further to the south, the **Waccamaw National Wildlife Refuge** has a number of locations in which to view threatened bird species, like the Swallow-Tailed Kite and Bald Eagle. **Vereen Memorial Gardens** also provides a great viewing area of tidal marshes in Little River, and of course, the **beach** provides a great location to view a variety of migratory birds. **Waties Island** provides an exclusive wildlife viewing location. While not publicly accessible by car, its beach can be reached by boat.

Hunting is a common sporting activity in rural areas of the County. In 2016, just over 2,800 hunting and sportsman licenses were issued, in addition to over 3,000 combination hunting and fishing licenses (SCDNR). This does not include stand-alone fishing licenses. The hunting of deer, duck,

doves, alligator and bear all require supplemental licenses. Hunting of migratory birds and waterfowl are by far the most popular types of hunting in Horry County. Big game licenses, mainly for deer, are also popular. Hunting typically occurs on private land, in addition to wildlife management areas. While hunting is popular, there are only three outdoor shooting ranges in all of Horry County. Residents in rural communities have expressed concerns over growth and the impact on their ability to safely hunt.

CHICKEN BOG

Food in the south, and particularly in Horry County, is ingrained in culture. From chicken bog to shrimp and grits, a lot of cultural gatherings begin with food. Although the rice industry was much larger in neighboring Georgetown County, it was still prevalent throughout Horry County during the 1800s and early 1900s. As such, rice replaced bread in the diets of many Horry County citizens during these times. Rice was often served with every meal. Of course, this gave rise to a variety of creative ways to serve rice dishes.



Chicken Bog
Source: <http://www.visitmyrtlebeach.com>

Today, the most popular rice dish is an Horry County spin of what is called pileau in other areas, **Chicken Bog**. It is a staple in many Horry County citizens' diet today and can be found in many restaurants.

Agriculture has always been a major part of the culture of Horry County. The local farming industry once provided the majority of food for the population. As such, locally grown produce like peanuts, potatoes, and other typical crops became part of the food culture. Collard Greens are grown in the colder seasons and supplement the diets of many citizens today.

RURAL CULTURAL EVENTS

In addition to the many events that are held annually at the Freewoods and LW Paul Living History Farms, are the Loris Bog-Off and Aynor Harvest Hoe-Down Festivals. Both annual events celebrate the unique rural culture that many long time residents love.

The **Loris Bog-Off Festival** began in 1980 and is a cooking contest surrounding chicken bog. The many recipes presented each year build on the traditional flavors that families have passed down for generations. The festival also includes music, a car show, vendors and fireworks. The **Aynor Harvest Hoe-Down Festival**, which began in 1979, is an annual event that celebrates the autumn harvest complete with arts, crafts, food, music, dancing and a parade.

RURAL CULTURE FINDINGS

As the emerging suburban areas continue to develop and grow both in population and amenities, it will become increasingly important for the rural district to maintain and preserve the characteristics that make each rural community unique.

Through programs like Century Farms and incentives for Agritourism, Horry County is preserving and recognizing the value of agricultural lands while also preserving our agricultural heritage.

Rural culture depends heavily on the preservation of open natural spaces, clean and accessible waterways, conservation, and wildlife management areas, as well as the preservation of agrarian ways of life. As environmental concerns rise over development in the urban and suburban areas of the County, extra efforts to protect the rural culture amenities will be needed. Encouraging the development and establishment of recognizable community characteristics (or sense of place) in rural areas will also become increasingly important.

Festival/ Event	Location	Time of Year
River Celebration	Conway	January
Waccamaw Conference	Conway	February
Loris Bog-Off Festival	Loris	October
Horry County Fair	Carolina Forest	April
Grand Strand Fishing Rodeo	Myrtle Beach	April- October
Aynor Harvest Hoe-Down Festival	Aynor	September



BEACH CULTURE

Inarguably, **the Beach** is the greatest cultural attraction offered in the County. The Grand Strand of Horry County contains more than 30 miles of sandy beach front coastline. The tourism centered development of eastern Horry County has spawned its own beach culture, including the birth of beach music and shag dancing. The almost 18 million annual visitors to the County's beaches have created a cultural climate that allows for unique commercially driven and family oriented attractions. Tourists spend hundreds of millions of dollars on entertainment and recreation in the Grand Strand. Influencing the reputation of the area are the countless world-class golf courses with their upscale lodging and residential communities. A mild climate and diverse natural resources offer a multitude of opportunities for many outdoor activities as well as shopping, dining, and other leisure activities.

ATTRACTIONS

The following cultural attractions represent just a few of the offerings throughout the beach. **Ripley's Aquarium** is an 85,000 square foot aquarium facility located in the Broadway at the Beach complex in Myrtle Beach. The goal of Ripley's is to foster environmental education, conservation and research while providing fun entertainment for visitors of all ages.

The **Myrtle Beach Pavilion** is a locally significant historical property that has been located and relocated, built and rebuilt, used and reused by tourists and residents over generations. Originally constructed as an open-air wooden building beside the Seaside Inn in 1908, the site evolved to eventually be the Myrtle Beach Pavilion Amusement Park where a permanent carnival resided from the 1930s until 2006. Having been a historical landmark and destination for Beach goers for over 70 years, a historical marker stands on the edge of

what is now the 1.2 mile **Myrtle Beach Boardwalk and Promenade**. While no longer located in its original location, this park is survived by a handful of smaller amusement park facilities that continue to thrill beach-goers annually. One park, located at **Broadway at the Beach** carries the Pavilion name-sake.



The Myrtle Beach Pavilion
Source: Myrtle Beach Remembered

The **OD Pavilion**, originally opened in 1926, is located on the beach front in North Myrtle Beach, houses the **Shag Hall of Fame** and one of the last open air pavilions on the East Coast dedicated to beach music. The OD Pavilion is also home to a free, ticket driven amusement park of the same name, which claims to be the Grand Strand's newest amusement park.

Like the rural road-side markets, **Beach Stores** have been a staple of the tourist oriented attractions for decades. More than 50 beach stores of all varieties dot the coastline selling hermit crabs, t-shirts and beach toys. Each year, newer, bigger and brighter stores are built to attract the tourism market.



The SkyWheel
Source: <http://skywheel.com/myrtle-beach-media/skywheel-photos/>

The SkyWheel is a 187-foot tall ferris wheel located on the Boardwalk in Myrtle Beach. When it opened in May 2011, it was the second-tallest ferris wheel in North America.

GOLF

Golf is a long-standing recreational activity in the Grand Strand. There are roughly 30 golf courses located throughout the County, including the only publicly owned course, Whispering Pines Golf Club, owned by the City of Myrtle Beach. The Myrtle Beach Chamber of Commerce reported that in 2016 only roughly 12% of visitors to the Myrtle Beach area participated in golf related activities. Due in part to the economic downturn in the early 21st century, the development of golf communities has slowed. It is important to note that golf is typically conceived as an upper-middle class sport. This is because not only does golfing require substantial amounts of time, but also money. The 2013 National Golf Foundation Survey concluded that on average recreational golfers spend between \$1200 and \$2000 annually on golf equipment (National Golf Foundation, 2013). In addition, golfers spend roughly \$4000 annually on golf travel.

According to the 2014 Bureau of Labor Statistics Time Use Survey, American men spend roughly 30 minutes on weekends and holidays participating in sporting activities. Women spend even less, averaging roughly 15 minutes (Bureau of Labor Statistics, 2014). Considering an average 18 holes of golf can take upwards of four hours, the disparity is obvious. Retirees spend more time in sport and leisure activities, and the 2013 National Golf Foundation Survey showed that roughly 38% of those that golf were born before 1965 (National Golf Foundation, 2013).



Whispering Pines Golf Club
Source: <http://www.northmyrtlebeachgolf.com/>

Miniature Golf did not originate in Horry County, but some would argue that it was perfected here. Not only are there numerous courses from Little River to Garden City, the Masters' of mini-golf takes place at the self-professed "World's Toughest Mini-Golf" course in North Myrtle Beach, the Hawaiian Rumble.

Golf Events

Golf represents not only a leisure sport, but a method of fundraising and charity. One might go as far as to call golf a contributor in the "culture of giving". One such event that raises funds annually is the **Horry County Police Golf Classic**. This event raises money on behalf of the Police Department for various charitable activities, such as scholarships and the Back-to-School Backpack Program which provides backpacks and school supplies to local students in need.

Another such event is the annual **Horry County Golf Outing** which raises funds for the **Horry County Special Olympic Games**. These games are held at Pelican's Field and support over 400 athletes in track and field events.

Not only do departments in Horry County government raise funds via golf tournaments, many private and charter schools also utilize the County's golf courses in this manner. Another popular charity event is **Monday After The Masters**. This event is the top Celebrity Pro-Am in the country and is hosted by Hootie & The Blowfish annually in April at Barefoot Resort. Monday After The Masters charity contributions focus on education issues in South Carolina and has raised over \$3M during its lifetime.

MOTOR SPORTS

In addition to a culture focused on the beach and golf, there is a growing number of citizens and visitors that come to Horry County for its evolving motor sports culture. Seeking the pleasant weather and hospitable tourist amenities, motorcyclists gather three times annually. Also becoming increasingly popular are ATVs and dirt bikes. These recreational activities are not only popular with visitors to the County, but residents are also increasingly involved in long-term riding and building of motor sport activities.

Motor sports includes, but is not limited to; motorcycles, ATVs, dirt bikes, racing, monster trucks, remote controlled cars, motorized boats, and jet skis. Private developers are not the only entities addressing this increasing demand. Motor sports have become so popular that Horry County Parks and Recreation has begun to address the need by incorporating a remote control car racing track at the **Socastee Recreation Park**. In addition, Horry County Schools has chartered the **Palmetto Academy of Learning Motorsports**, a public charter high school that focuses on motor sports, collision technology, and graphics with an emphasis on hands-on experience working with race cars, welding, and bodywork.

Motor Sports Events

There are a number of annual events that take place each year featuring unique motor sports themes. Three **bike rallies** are held each year along the Grand Strand. A Spring and Fall **Harley Davidson Bike Week** is centralized in Murrells Inlet and North Myrtle Beach. The Harley Davidson event dates as far back as the 1940s. This event features memorial rides for service members and product shows where riders can see the latest and greatest bike customization options.



Harley Davidson Bike Week event in North Myrtle Beach
Source: <http://www.gotomyrtlebeach.com/>

In the 1960s, a group of African American bikers in Atlantic Beach started their own rally known as **Atlantic Beach Memorial Day BikeFest**. This event has changed names through successive years but continues to be held during the Memorial Day holiday. At its peak, BikeFest attracted as many as 350,000 bikers.

The Wheels of Yesteryear Museum opened on September 30th, 2009 in front of the Myrtle Beach Speedway on Highway 501. This privately owned museum showcases one of the Southeast's most impressive collections of vintage American-made automobiles.

Horry County is also fortunate to have the **Myrtle Beach Speedway** which hosts many annual and bi-annual events such as **Monster Trucks Beach Devastation**, a popular event featuring Monster Truck racing and destruction. The Speedway is also home to weekly **NASCAR Whelen All-American Series** races during the Spring and Summer, and also the **NOPI Nationals** in March and July.

CAMPING

Camping is becoming a popular vacation and retirement choice across the country. It is a long standing way for families to vacation frugally with a focus on family time. Similarly, many retirees seek ways to extend their incomes. This has led to an increase in camping and demand for long term Recreational Vehicle (RV) facilities. Camping has developed into a community culture focused on simplicity. Not only is camping culture increasingly popular among tourists to the area, but also with residents. Visitors and citizens of the County frequently utilize the many private and public camping and RV facilities along the Grand Strand. Many of these facilities utilize popular tourist areas for beach-front camp sites along with easy access to the amenities and excitement of the beach areas. Private campgrounds plan special and thematic events, some centered around holidays, to encourage everyone to utilize their facilities for long weekends and week long vacations.

There are numerous campgrounds in Horry County that cater to visitors with RVs. Such campgrounds are prevalent near Surfside Beach and off of Kings Road. There are nearly 9,000 campsites available in the County, making up a total of 9% of the vacation accommodations in the Grand Strand (Horry County, 2017).



Ocean Lakes Family Campground
Source: <https://www.oceanlakes.com/>

SEAFOOD

Local **seafood** is a mainstay in the diets of residents and tourists who visit the many seafood restaurants. Local blue crabs, shrimp, oysters, and fish can be found in specialty markets and restaurants throughout the Grand Strand. Fishing, crabbing and shrimping are also popular ways to catch local seafood without the necessity of purchasing it. While seafood is a mainstay, the fishing industry is small and mainly located in Little River. It is necessary to protect area water quality and marine life to help preserve the fishing industry's vitality. Currently, this small fishing fleet is competing for dock space and has limited capability to expand due to the lack of dock access and competition for tourism related watersports, tours, casino boats and charter fishing.



Locally Caught Blue Crab at the Blue Crab Festival in Little River
Source: MyrtleBeachOnline.com

BEACH CULTURE EVENTS

Beach culture events are popular with visitors and locals. Some beach culture events focus on the unique seafoods that coastal South Carolina has to offer. **The Blue Crab Festival** was first held along the waterfront of Little River in 1981. The festival celebrates the blue crab which can be found in the waters of the Little River community. The festival includes food, music, vendors and activities.

The **Shrimp Festival** is another event held in Little River annually. Many events center around utilizing the exceptional weather and the commercial facilities that the urban beach district of the County has to offer. For example, **Myrtle Beach's Hot Summer Nights** takes place on the **Myrtle Beach Boardwalk** and features music and family friendly activities that encourage attendees to visit Boardwalk amenities.

Beach Boogie, the BBQ Festival and numerous shag contests held throughout the year celebrate the unique history of dancing in the County.

Other events utilize the urban infrastructure to encourage health and athletics. The **Myrtle Beach Marathon** uses both City and County locations for family fun, 5k, 10k, 1/2 marathon, marathon, and relay runs. Athletic tournaments and competitions occur year round.



Myrtle Beach Marathon
Source: mb-vacationrentals.com

BEACH CULTURE FINDINGS

The beach culture offers a wide variety of facilities with amenities that are frequented by both tourists and locals. Tourism not only helps support Horry County economically, but culturally. The urban beach area not only contains a large portion of the cultural facilities, but also a substantial portion of the events. While many of these events and venues are well advertised by private entities, publicly sponsored events rely heavily on word-of-mouth and social media.

Looking into the future, Horry County will need to continue to support beach culture events being held in the incorporated and unincorporated areas. It will also need to ensure that the character of the beach communities is not lost through incompatible development or threatened by rising land costs.

Another important factor in the County's ability to maintain and enhance beach culture and the economy is the threat of hurricanes and other tropical events. The ability of the County to rebuild and continue to provide services to both residents and tourists quickly after a storm is essential.

Festival/ Event	Location	Time of Year
Red Hatters Beach party Weekend	Myrtle Beach	January
Society of Stranders Mid-Winter Break	North Myrtle Beach	January
Myrtle Beach Marathon	Myrtle Beach	February
Run to the Sun Car Show	Myrtle Beach	March
Society of Stranders Spring Safari	North Myrtle Beach	April

Festival/ Event	Location	Time of Year
Monday After The Masters	North Myrtle Beach	April
Harley Davidson Bike Week	Varies	May / October
Atlantic Bike Week	Varies	May
Mayfest on Main	North Myrtle Beach	May
Little River Crab Festival	Little River	May
Native Sons Salt Games	Myrtle Beach	June
Alive After Five	Conway	June- November
Myrtle Beach Hot Summer Nights	Myrtle Beach	June- September
Horry County Police Golf Classic	Varies	June
Horry County Special Olympics Golf Tournament	Varies	June
Monster Truck Devastation	Carolina Forest	Summer
NASCAR All-American Series	Carolina Forest	Weekly Summer
NOPI Nationals	Carolina Forest	March / July
Movies after Dark	Myrtle Beach	June- July
Beach Boogie and BBQ Festival	Myrtle Beach	August
SC's Largest Garage Sale	Myrtle Beach	September
Long Board Classic	Myrtle Beach	September
Society of Stranders Fall Migration	North Myrtle Beach	September
Surfside Beach Annual Family Festival	Surfside	October
Endless Summer Festival	North Myrtle Beach	October
Little River Shrimp Festival	Little River	October
Conway Fall Festival	Conway	October



ARTS CULTURE

The arts are an integral parts of the County’s vitality. Not only can the arts enrich residents daily lives by providing a deeper understanding, tolerance and respect for diversity, but it can also serve as a grounding force in community identity. The 2017 National Citizens Survey identified that roughly 45% of participants felt positively about the County’s openness and acceptance of diversity. This number was down from 51% in 2015 (National Citizens Survey, 2017 and 2015). Openness and acceptance towards people of diverse backgrounds ranked lowest in District 7 (27% positive) and District 4 (36% positive), and highest in District 10 (56% positive) and Districts 11 and 3 (both at 55% positive). Providing the opportunity to experience and cultivate an appreciation for the arts is a County aspiration.

The Arts include, but are not limited to, literature arts - including poetry, prose, and drama; the performing arts - including music, dance, and theatre; and the visual arts - including drawing, painting, photography, and sculpting. The Culinary Arts can also be included in this broad arts culture category. The majority of more typical arts culture opportunities are located nearer to the beach and urban areas and are centered around the Coastal Carolina University campus.

Coastal Carolina University (CCU) plays a pivotal role in the arts, in addition to producing an array of sporting events, lecture series, and classroom opportunities. CCU faculty and staff create opportunities for their students to produce and experience cultural arts. In turn, the community benefits from student performances, art shows, theater productions and special cultural events on campus. CCU offers an extremely diverse schedule of public cultural events that showcase the creative efforts of their students and present world-class performances and exhibits by professional artists. As Coastal



Coastal Carolina University
Source: Unknown

Carolina University's student body and acclaim grow, so will their cultural offerings.

CCU also houses the 750-seat **Wheelwright Auditorium**. Built in 1981, with funding from mostly private sources, the theater and music departments of Coastal Carolina use the building throughout the year for student productions and performances. In addition, Wheelwright hosts many University and community events, and houses events from the Long Bay Symphony. The performing arts are also supported privately by groups such as The Carolina Master Chorale, the Atlantic Stage, and at Horry County Schools.

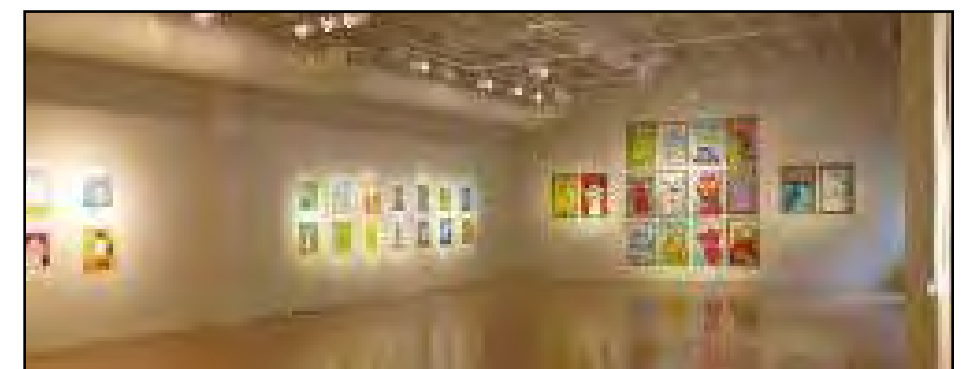
The Franklin G. Burroughs-Simeon B. Chapin Art Museum opened its doors in 1997 as a contemporary art museum emphasizing the works of living artists. Housed in the Springmaid Villa, the museum provides a full array of educational opportunities in the visual arts such as classes for children and adults, gallery talks, and other activities. Because of Springmaid Villa's historical significance, efforts to preserve the home led to the creation of the art museum. The home was built in 1924 and was used as a vacation home until 1975. Af-

ter changing ownership the house was left abandoned until 1984 when it was moved to its current location at the former Springmaid Resort Beach (currently called the Double Tree Hilton Resort). Those who sought to preserve the house envisioned a place in the Myrtle Beach area where the visual arts could be explored and showcased.



The Franklin G. Burroughs Museum
Source: <http://myrtlebeachartmuseum.org/myrtle-beach-art-museum/>

The Rebecca Bryan Art Gallery is located in the Thomas W. and Robin W. Edwards Humanities and Fine Arts Building at Coastal Carolina University, the Rebecca Randall Bryan Art Gallery is a public center for the visual arts. The gallery opened in 2001 and holds 6-8 exhibits each year. The exhibits are open to the public and the gallery is committed to its mission of researching, exhibiting and interpreting objects, activities and documents for the purpose of study, education and enjoyment.



The Rebecca Bryan Art Gallery
Source: Unknown

The Theatre of the Republic (TOR) is a non-profit, non-professional theatre group with a proud history of providing high-quality, affordable theatre to a wide variety of audiences. Founded in 1969, Theatre of the Republic was designated the "Official Theatre of Horry County" by special state legislation in 1975. In 1999, TOR completely restored and moved into the Main Street Theatre. It is now an anchor of the historic district of Conway.



Theatre of the Republic
Source: www.theatreoftherepublic.com/

The Long Bay Symphony offers diverse and comprehensive programming to the eastern Carolinas region through various entertainment and education opportunities. The Symphony and its education programs serve a diverse audience including minority populations and the disabled.

There are many private groups that promote the arts within Horry County. Among these are the Waccamaw Arts & Crafts Guild, The Round-Table Art Group, Palmetto Studios Arts Alliance, Myrtle Beach Cultural Arts Advisory Committee, CREATE! Conway, and The Conway Cultural Development Corporation. Many local schools also participate in performing and visual arts programs.



The Long Bay Symphony
Source: Unknown

There are numerous additional venues with music and theater related events including:

- House of Blues
- Legends in Concert
- Carolina Opry
- Alabama Theater
- Medieval Times
- Pirates Voyage
- Crocodile Rocks Dueling Pianos
- Carolina Improv
- GTS Theatre

ARTS CULTURE EVENTS

Some of the most popular arts culture events revolve around music. **The Carolina County Music Fest** is a three day long annual event that features some of the most popular County Music stars and attracts thousands of tourists each year. **The South Carolina State Bluegrass Festival** takes place in November annually at the Myrtle Beach Convention Center and highlights the top names in Bluegrass music.



Carolina County Music Fest
Source: <https://carolinacountrymusicfest.com/galleries/photos/ccmf-2017-friday/>

Many other art culture events revolve around visual arts such as **The Annual Art in the Park** which is a multi-week event, typically held in October, featuring photographs, paintings, jewelry, ceramics, and other pieces of fine art at Chapin Park in downtown Myrtle Beach.



The Annual Art in the Park
Source: <https://allevents.in/myrtle%20beach/5th-annual-art-in-com-mon-spring-festival/1882963175350283>



Perhaps the most popular arts culture events revolve around the Culinary Arts. **Rivertown Wine Around** and the **Conway Chocolate Walk** are two such events which feature local vendors serving rich delicacies and beverages to residents and tourists alike.



Charlie's Place
Source: <http://myrtlebeachjazzfest.com/portfolio/>

Crossroads Event Productions / The Myrtle Beach Jazz Festival is considered a top priority event to help preserve the history of Carver Street. Influential R&B and jazz icons such as Little Richard, Otis Redding, Billie Holiday and Ray Charles have performed there. The man responsible for bringing these artists to Carver St. was legendary Black club owner, Charlie Fitzgerald (second from the right, in the photo). Mr. Fitzgerald owned and operated Charlie's Place, a supper club, that was a staple on Carver St. in the 1930s, '40s and '50s on the "Chitlin Circuit". The "Chitlin Circuit" was a string of performance venues that were deemed safe for Blacks, especially in the south, to perform during segregation.

ARTS CULTURE FINDINGS

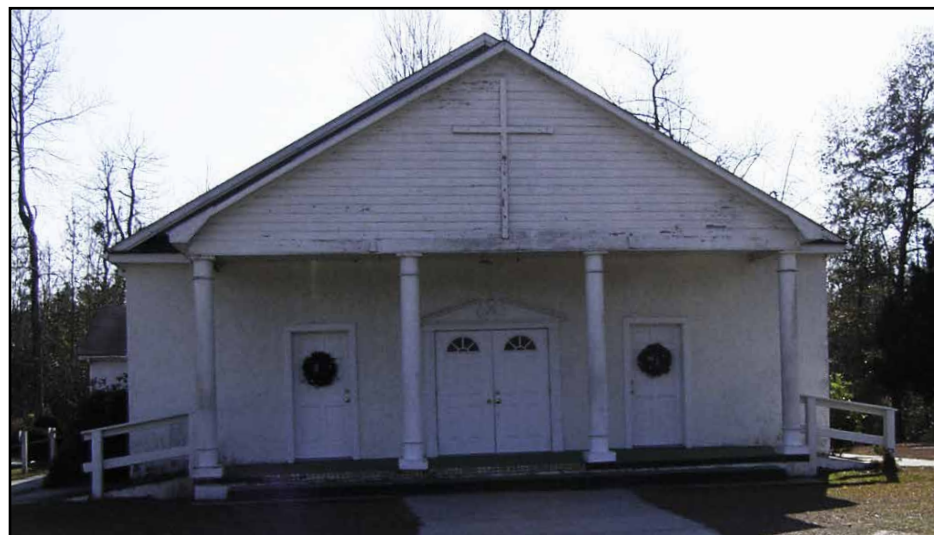
Creating opportunities for local artists by promoting art in public places and hosting art culture events, such as film festivals, music and dance events, and culinary arts festivals, will further strengthen Horry County's art culture identity. Not only will this strengthen openness and acceptance of diversity within the County, it will help provide a deeper understanding, tolerance and respect for diversity and can also serve as a grounding force in community identity. Creating arts districts in neighborhoods with large anchoring venues or a group of smaller complementary arts or entertainment facilities could generate spin-off activities, such as guided tours, restaurants and gift shops - all of which are popular economic drivers in Horry County's tourism industry. This could also help bring about revitalization, enhanced sense of place, and identity in these areas.

Festival/ Event	Location	Time of Year
Conway Chocolate Walk	Conway	February
Arts in the Park	Myrtle Beach	April- October
Myrtle Beach Jazz Festival	Myrtle Beach	September
S.C. State Bluegrass Festival	Myrtle Beach	October
Waccamaw Arts and Craft Guild Art Show	Myrtle Beach	May & October
Music on Main	North Myrtle Beach	May- September
Bluegrass on the Waccamaw	Conway	May
Rivertown Music & Craft Beer Festival	Conway	May
Rivertown Wine Around	Conway	June
Carolina County Music Fest	Myrtle Beach	June
Rivertown Dine Around	Conway	September
Live Oak Art Festival	Conway	October
Broadway's Annual Arts and Fall Festival	Myrtle Beach	October
Taste of the Town	Myrtle Beach	October
Wine Festival	Myrtle Beach	October
Carolina Beach Music Awards	Myrtle Beach	November
South Carolina State Blue-grass Festival	Myrtle Beach	November

FAITH-BASED CULTURE

Religious organizations have a long history in Horry County. With approximately 400 **churches** representing a variety of denominations as well as multiple **synagogues**, **temples** and **mosques**, community faith-based cultures add to the quality of life in Horry County. Church life in the County is not limited to Sunday morning worship services. A variety of church related activities take place during the week and over the summer while children are out of school as well. Recreational outings for youth groups and adults are common in Horry County churches and help to unite both the congregation and the community. Several churches also offer nursery, Parents Morning Off, day-care, and educational programs.

Local cemeteries have also helped to record the history, religion and culture of the County. With approximately 350 cemeteries listed in Horry County's Historical database, many contain burial sites hundreds of years old. Although not a complete list because it is an ongoing project, the cemeteries are listed along with locations and graves on Horry County's webpage.



High Hill Baptist Church
Source: Horry County Board of Architectural Review and Historic Preservation

FAITH-BASED CULTURE EVENTS

Many faith-based cultural programs encourage a "culture of giving" asking members to give both their time and money to help special populations within the community. **Beach Church** located just outside of Myrtle Beach carries on a monthly program called **Beach Buddies Parent's Night Out** which serves families of children with special needs. Church volunteers plan and organize an evening of special activities centered around a theme for children with special needs while their parents spend the evening out.

Similarly, **Christ United Methodist Church** holds a **Homeless Outreach** once monthly. This outreach program provides lunch and necessity items such as hygiene bags, blankets, clothing, shoes, and grocery items to upwards of 50-100 homeless. Other churches participate in similar activities monthly.

Many local stay-at-home-moms find a sense of community via **Mothers of Preschoolers (MOPS)** programs in Myrtle and North Myrtle Beach which are sponsored by area churches. MOPS is an international program which facilitates meetings for mothers of children of kindergarten age and younger. Many churches also hold fall pumpkin festivals, along with Christmas and Easter events. There are also a variety of other holiday events including: Valentines Day, Saint Patrick's Day, Halloween, Thanksgiving, and News Years.

FAITH-BASED CULTURE FINDINGS

Horry County's 2017 National Community Survey found that 60% of Horry County residents participate in religious or spiritual activities. This is a higher percentage than the national average. Similarly, 71% of respondents reflected positively on the opportunities to participate in religious or spiritual events and activities (National Citizens Survey, 2017).

Looking into the future, Horry County can utilize the participation of its citizens in religious and spiritual events and activities to engage residents in other events and cultural experiences.

Festival/ Event	Location	Time of Year
Gathering of the Green	Conway	March
St. Patrick's Day Parade and Festival	Myrtle Beach	March
Cleanup Before the Palms	North Myrtle Beach	Before Easter
McClean Park Easter Egg Hunt	North Myrtle Beach	Easter
Easter Egg Hunt & Children's Festival	Surfside Beach	Easter
Gospel Festival	North Myrtle Beach	October
Myrtle Beach Greek Festival	Myrtle Beach	September
St. Nicholas BBQ Fest	Conway	October
Oktoberfest	Myrtle Beach	October
Dickens Christmas Show and Festival	Myrtle Beach	November
The Snowball Drop	Conway	November
Holiday Open House	Conway	November
Broadway's Tree Lighting and Parade	Myrtle Beach	December
Intracoastal Christmas Regatta	Myrtle Beach	December
Surfside Beach Tree Lighting and Parade	Surfside	December
Rivertown Christmas	Conway	December
North Myrtle Beach Christmas Parade and Tree Lighting	North Myrtle Beach	December
Light up the Night	North Myrtle Beach	December
Ripley's Festival of Trees	Myrtle Beach	December
The Great Christmas Light Show	North Myrtle Beach	December
Holidays on the Boardwalk	Myrtle Beach	December



CONCLUSIONS

Cultural heritage can provide an automatic sense of unity and belonging within a group. It allows us to better understand previous generations and the history of where we come from. Culture can be exemplified in a place where people experience some aspect of life, whether it is enjoying a play or musical event, taking in a game of golf or visiting a museum. Several of the cultural facilities in our County are tied to history, embedding further the desire the community has to preserve our heritage. Horry County contains a wide variety of facilities that encourage cultural participation, but improvements can and should be made.

Managing cultural resources means preserving the local history and heritage, public art, music, and physical spaces devoted to cultural activities. This includes churches, museums, libraries and art galleries. The Knight Foundation published a study, *Soul of the Community*, in 2010 identifying the key elements that create community attachment in the larger area around Myrtle Beach. It found that social offerings were a key driver in community attachment. The study concluded that this attachment through a unique **sense of place** could be strengthened by enhanced aesthetics, improved offering of cultural learning events, and festivals that would encourage a greater feeling of community openness to diversity.

While some areas of Horry County have a strong sense of place due to their historic significance, many communities lack a significant and unique sense of place. Strengthening the sense of place in communities by creating unique characteristics and significance will aide the County in attracting and retaining transplanted residents.

Both the Burgess and Carolina Forest communities have identified that residents want a **distinct identity**. Some of this

identity can be achieved via more community beautification and branding, developing and amending regulations to enhance district community, the creation of community or area plans that encourage the preservation of community identity, and the enhanced education of residents about the County's unique history and communities.

As the population continues to grow sustaining and improving the functions provided by the various cultural facilities and organizations will be important. Promoting the diversity of character and working to enhance the uniqueness of each community is vital. Increasing participation in existing events, creating additional cultural offerings, and expanding historic preservation will further tie residents to their communities.

Looking into the future, Horry County can enhance cultural offerings by better advertising events. This can be achieved via social media, public broadcast, utilization of news media, and continued persistence. Planning for the future of cultural resources is critical because preserving the individual character and significance of each of these places and practices contributes to the overall community essence of the County.