

# Horry County, South Carolina

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## *Community Resources and Services Study Report*



*Conducted and presented BY*

*Jacob Welch*

*National Affairs Community Advocate*

*The Office of Jacob Welch*



THE OFFICE OF JACOB WELCH  
ACT TO CHANGE. EMPOWER LIVES.

***Horry County S.C. County Council Members:***



***Name: Johnny Gardner***  
***Position: Chairman***  
***Address: P.O. Box 1236 Conway, SC 29528***  
***Term Expires: 12/31/2026***  
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***Name: Jenna L. Dukes***  
***Position: Representative (District 1)***  
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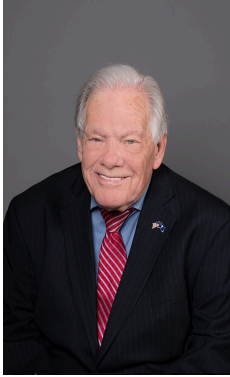
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***Name: Dennis Disabato***  
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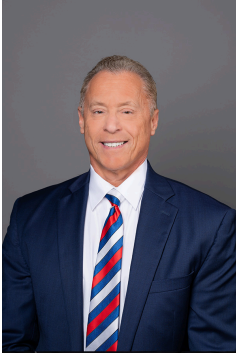
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**Name:** Michael "Mash" Masciarelli  
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**Name:** Danny Hardee  
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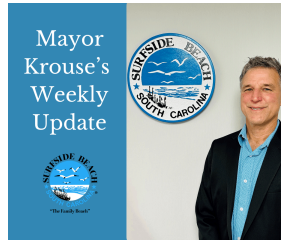
**Name:** AL Allen  
**Position:** Representative (District 11)  
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## Horry County South Carolina City Head and Town Leadership



City Of Myrtle Beach  
**Mayor: Mark Kruea**



Town Of Surfside Beach  
**Mayor: Robert Krouse**



City of Conway  
**Mayor: Barbara Jo Blain-Bellamy**



City Of Loris  
**Mayor: Michael E. Suggs**



Town Of Atlantic Beach  
**Mayor: Jake Evans**



City of North Myrtle Beach  
**Mayor: Marilyn Hatley**



Town Of Aynor  
**Mayor: John K. Gardner**

### *Key Unincorporated Areas (CDPs/Communities)*

1. Little river
2. Carolina Forest
3. Garden City
4. Red Hill
5. Socastee
6. Forestbook
7. Bucksport

## *The Office Of Jacob Welch*

Established in 2021, the Office of Jacob Welch is not an official government office or agency. It functions as a public forum, offering information on active local, state, and national government and community affairs, as well as legislative and advocacy initiatives I undertake through proposal legislative writing, communications and advocacy.

This platform also facilitates national communication, enabling a deeper understanding of public and community needs across the nation, and allowing for accurate communication of reforms based on public input received by this office, to Local, State and Federal Representatives and Leadership.

This independent and impartial Study was performed for educational purposes, with the objective of facilitating effective communication regarding the necessity of enhanced community awareness to address the deficiency of supportive community outreach services and resources, as well as the need for accessible reform. This report addresses the following areas:

1. Housing affordability and insurability
2. Year around diverse Employment Opportunities
3. Yearly Minimum wage increase
4. Overall diverse population growth and areas of Crime
5. Homelessness
6. Social Welfare programs
7. Veteran Supportive Services and resources
8. Education Supportive Services

Sincerely,

***Jacob J. Welch***

*The Office Of Jacob Welch*

National Community Affairs Advocate-(NCAA)

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*Act to Change, Empower Lives.*



THE OFFICE OF JACOB WELCH  
ACT TO CHANGE. EMPOWER LIVES.

**My background:** I possess a proven ability to rapidly acquire new skills and consistently maintain a customer-centric approach. Furthermore, I am adaptable in unforeseen circumstances, and I actively employ strong listening and detail-oriented skills.

My professional background consistently demonstrates proficiency in applying empathetic problem-solving methodologies across diverse contexts. My experience engaging with vulnerable populations, specifically veterans at the Department of Veterans Affairs National Call Center for Homeless Veterans and contracted local veteran shelters with the VA, residents within senior assisted living facilities, and students in public special education schools, necessitated the application of a diverse skill set. This included active listening, adept problem-solving, thorough documentation, effective written communication, meticulous attention to detail, and adherence to State/Federal mandatory reporting requirements.

My background in documentation, policy revision, administration, government relations, and community mental health outreach, spanning both private and public sectors, has provided me with a comprehensive skill set. I applied these skills at a Respite Crisis Center, where I further developed my expertise in suicide prevention and acute behavioral health crisis intervention. My ongoing professional development in mental health includes advanced training to augment my knowledge in crisis intervention. My supplementary training and certifications encompass public administration and policy management, mental health therapy, behavioral health and suicide prevention, Florida-certified CNA hours, CPR, First Aid, AED, and government international relations.

My acquired skills have facilitated my involvement in community engagement, specifically as a volunteer National Community Affairs Advocate (NCCA) for the past nine years. In this capacity, I have demonstrated proficiency in legislative proposal writing and diverse communication methods, encompassing oral, written, and electronic formats. I possess comprehensive research capabilities, public speaking expertise, and a proven ability to advocate for community-driven change across all levels of government.

My comprehensive background, encompassing my work history, skills, education, and knowledge. Additionally, my diverse experiences through action advocacy and effective communication has equipped me to effectively engage and build rapport with a wide array of individuals professionally.

***Quotes I live by:*** “All we Have to decide is what to do with the time that is given to us” - Lord of the Rings. “ If you suffer defeat today, You must find a way to claim victory tomorrow” - Medici Tv Show

**HOUSING:**

The Area Median Income (AMI) represents the estimated median income, adjusted for household size, within a metropolitan area (or county in non-metropolitan regions). The Department of Housing and Urban Development (HUD) annually updates the AMI, which serves as the foundational criterion for eligibility in the majority of housing assistance programs. For rental communities with income restrictions that receive subsidies such as Low-Income Housing Tax Credits and other governmental support, the income threshold typically ranges from 50% to 60% of the AMI. The subsequent table presents the AMI data for Horry County.

**Horry County Community Development**

CDBG Income Limits								
Household Income Limit	1 Person	2 Person	3 Person	4 Person	5 Person	6 Person	7 Person	8 Person
<i>Horry County</i>								
Extremely Low Income (30%)	\$18,250	\$20,850	\$23,450	\$26,050	\$28,150	\$30,250	\$32,350	\$34,400
Low Income (50%)	\$30,400	\$34,700	\$39,100	\$43,400	\$46,900	\$50,350	\$53,850	\$57,300
Moderate Income (80%)	\$48,650	\$55,600	\$62,550	\$69,450	\$75,050	\$80,600	\$86,150	\$91,700

Source: 2025 Adjusted CDBG Income Limits, HUD (effective 6/1/2025)

The Area Median Income (AMI) for Horry County, South Carolina, for 2025 is set by the Department of Housing and Urban Development (HUD) at \$87,200 for the purposes of certain housing assistance programs. This figure is used to determine eligibility for various federal and local programs, such as those related to housing assistance

**2025 Housing types and percentages that county residents live in:**



**Single Family Homes**  
Make up the vast majority of Residents, with more than 64% Of the Population living in this housing type.



**Multi-Family Dwellings**  
(Condos, Townhomes, Apartments)  
These Units house approximately 17.9% of the population, especially in resort and urban areas



**Mobile manufactured homes**  
This represents another 17.9% of the Horry County population occupying these types of housing, usually found in rural areas.

## Cost Of Living Within Horry County S.C.

**Single Family Homes:** The majority of residents, exceeding 64% of the population, reside in this type of housing.

As of late 2025, the median sold price for a single-family home in Horry County is approximately \$330,000.00, with the average sale price across the entire county being around \$479,740.00. However, it is important to note that the average price can vary significantly depending on the specific city or neighborhood within the county.

**Home Prices By area: (Median Listing Price)** Pricing exhibits variability between inland regions and coastal communities. Typically, coastal and resort areas command elevated price points.:

### *Most affordable areas:*

- Myrtle Beach **\$289,900.00 (General Area)**
- Conway - **\$309,900.00**
- Loris - **\$317,500.00**

### *More Expensive Areas:*

- Ocean Drive/Cherry Grove - **\$415,000.00**
- North Myrtle Beach - **\$400,000.00**
- Carolina Forest - **\$382,500.00**
- Surfside Beach - **\$365,000.00**

**Market Rate/Trent:** In 2025, the Horry County housing market experienced a period of price stabilization and a modest shift towards a more balanced market, contrasting with the rapid appreciation observed in prior years. Single-family home sales within Horry County, as reported across the Multiple Listing Service (MLS), demonstrated a 12.3% increase when comparing October 2024 to October 2025 sales data. This information was detailed in the November 2025 Myrtle Beach Housing Market overview, which highlighted this growth relative to the preceding month. This surge translates to 537 homes sold, an increase from 478 during the corresponding period last year.

**Multi-Family Dwellings:** (Condos, Townhomes, Apartments) These Units house approximately 17.9% of the population, especially in resort and urban areas.

**Apartments:** The average cost for a two-bedroom apartment in Horry County, S.C., begins at approximately \$1,630. Specific coastal areas such as Myrtle Beach and North Myrtle Beach typically command slightly higher rates, while inland locations like Conway offer more affordable options. Actual costs are subject to significant variation based on the specific apartment, precise location, available amenities, and the age of the listing.

## Average Costs by Area:

Presented below are the projected average monthly rental rates for two-bedroom apartments in key areas of Horry County, effective late 2025..

- Myrtle Beach: Around \$1,573.00 to 1,752.00 per month
- North Myrtle Beach: Around \$1600.00 per month
- Conway: Around: \$1,250.00 to 1,325.00 per month
- Little River: Around \$1,279.00 per month
- Longs: Around \$1,400.00 to \$1,949.00 per month/pending on the specific community

Specific Apartment Complex Examples (2-Bedroom): Pricing at particular communities frequently incorporates various amenities, which may result in rates exceeding the average rental cost..

- **Cape Landing (Myrtle Beach):**
  - Starts at \$1360.00(+) per month
- **The Grand at Carolina Forest (Conway):**
  - Starts at \$1399.00(+) per month
- **Seaglass Cottages (North Myrtle Beach):**
  - Starts at \$1,765.00(+) per month
- **The Callins Apartments Homes: (Myrtle Beach):**
  - Starts at \$1,449.00(+) per month

The pricing for these contemporary developments typically ranges from \$1,300.00 to over \$2,000.00, contingent upon the number of bathrooms and the total square footage. Utility expenses are generally billed separately to the tenant..

**Condos:** The projected average monthly rental cost for a two-bedroom condominium in Horry County, S.C., for 2025 is estimated to range from approximately \$1,691.00 to over \$1,900.00. The predominant rental price segment within the county is observed to be between \$1,501.00 and \$2,000.00 per month.

The pricing structure is subject to considerable variation, contingent upon factors such as the specific urban center, geographical positioning, the age of the infrastructure, and the range of amenities provided (e.g., oceanfront versus inland properties, and the inclusion of utility services).

- Inland regions, specifically Conway and Socastee, typically offer more competitive rental rates. A two-bedroom condominium in these areas generally ranges from approximately \$1,300.00 to \$1,500.00 per month.
- Urban/Coastal areas (Myrtle Beach, North Myrtle Beach): These areas often have higher average rent, closer to \$1,600.00 to \$1,800.00(+) per month.

Area	Average Monthly Cost
Horry County (Overall)	~\$1,691
Myrtle Beach (City Average)	~\$1,550 - \$1,791
North Myrtle Beach	~\$1,600
Conway	~\$1,250 - \$1,325
Little River	~\$1,199+ (for certain units)

**Utilities:** The majority of rental agreements stipulate that tenants are responsible for utility costs, such as electricity and internet, in addition to their monthly rent. For a two-bedroom condominium, apartment, or similar unit, these monthly utility expenses typically range from \$180.00 to \$220.00, augmenting the total housing cost..

**Mobile Manufactured Homes:** This accounts for an additional 17.9% of the Horry County population residing in these housing types, which are typically located in rural areas.

The monthly cost of living in a mobile or manufactured home within Horry County, S.C., is subject to variation, primarily contingent on whether the dwelling is rented in its entirety or if the home is owned while the lot is leased, with the latter being the more prevalent arrangement.

**Owning a Home and Renting A Lot (Typical Scenario):**

- For individuals who own a manufactured home situated within a community and incur monthly lot rent, the aggregate monthly expenses, encompassing lot rent, utilities, and insurance, are projected to range from \$700.00 to \$1,300.00 or more by late 2025.
- The primary recurring expenditure is rent, which typically falls within the range of \$400 to \$600 per month within the Horry County area. This may encompass certain utilities, such as water and waste removal.
- Utilities Utility expenses, encompassing electricity, gas, and internet services, can introduce an additional average cost ranging from \$200.00 to \$300.00 per month.
- Insurance and Maintenance: Additionally, a modest monthly allocation for insurance, approximately \$50.00, and an annual provision for maintenance, equivalent to 1-2% of the property's value, are also recommended.necessary.

The average monthly cost for a new mobile home in the United States is \$1,350.73, while the average monthly rent for a pre-owned mobile home is \$1,224.60, according to housing listings published on MHVillage. These rental rates are often comparable to, or slightly less than, the cost of renting a standard apartment in the same county..

### **Break Down by population of individuals who could own or live in the following Homes within Horry County South Carolina.**

- **Retirees (65+)**
  - This demographic represents the most rapidly expanding segment of the population and predominantly comprises individuals who own and reside in single-family homes. Additionally, a significant portion of this group maintains ownership and part-time residency in vacation single-family homes. Numerous communities, such as Del Webb, are specifically developed as 55+ single-family home communities to cater to this particular demographic..
  
- **Middle Aged Adults (30-64)**
  - This substantial demographic, comprising over 44% of the state's 30-64 age bracket, is a primary driver of demand for single-family residences, as they prioritize space for their families, stability, and investment opportunities.
  
- **Younger Adults (Under 40)**
  - Younger professionals may encounter challenges in acquiring single-family residences due to escalating prices and constrained inventory, frequently leading to their exclusion from preferred property types. This demographic segment is more inclined to reside in multi-family units, such as apartments, or to utilize mobile homes as an affordable housing alternative..

In 2025, the Horry County housing market continues to demonstrate robust demand and sustained new construction, notwithstanding a stabilization in price appreciation relative to the accelerated growth observed in prior years..

- **New Construction:** In 2024, the County approved more than 7,300 new private residential units, representing an increase from the previous year. A substantial portion of this growth was concentrated in single-family residences and new condominium/townhome communities within master-planned developments, specifically in areas like Carolina Forest and Longs..

- **Building Codes:** The updated residential building codes, effective in 2025, prioritize energy efficiency, resilience against wind and flood events, and sustainable practices, which are anticipated to impact future construction methodologies and associated expenses.
- **Affordability:** The elevated demand relative to the available supply is a contributing factor to the appreciation of home values and underscores the continuous necessity for diverse affordable housing solutions to accommodate the expanding demographic of residents relocating to Horry County, S.C.

## **Understanding Housing Affordability Based on Residents Earnings And Employment Opportunities.**

The primary employment sectors within Horry County, South Carolina, are detailed below..

- **Retail trade:**
  - This sector serves as a significant employer, offering numerous job opportunities across general retail establishments, prominent supermarkets such as Walmart and Food Lion, and a variety of specialty shops situated along the grand stand.
- **Accommodations and food service:**
  - As a premier global tourist destination, attracting millions of visitors annually, the hospitality sector, encompassing hotels, resorts, and restaurants, offers a substantial number of employment opportunities. However, it is important to note that these positions frequently feature compensation packages that are below the average wage..
- **Healthcare and Social Assistance:**
  - This sector is experiencing rapid growth, driven by the county's expanding elderly demographic. Key employers in this area include Conway Medical Center, McLeod Loris Seacoast, and Grand Strand Regional Medical Center.
- **Education and Government:**
  - Horry County School District stands as the foremost employer within the county, with county and city governments and Coastal Carolina University following closely, collectively offering a diverse array of administrative, instructional, and support positions.

### **Earning Brake down per each sector:**

**Retail trade:** In 2025, the average hourly wage for individuals employed in the retail trade sector within the Myrtle Beach area of Horry County is projected to be approximately \$14.20. This translates to an estimated average annual salary of \$29,527.00.

Salaries vary depending on the specific role:

- Retail Sales Associate: The average base hourly compensation ranges from \$12.88 to \$15.00. This translates to a pre-tax monthly income of \$2,600.00 and an annual pre-tax earning of \$31,200.
- Retail Assistant Manager: The average base hourly compensation is approximately \$18.18, resulting in an average pre-tax monthly income of \$3,150.00 and an annual pre-tax earning of \$37,805.
- Senior Retail Sales Associate: The average hourly base pay is approximately \$19.22, resulting in a pre-tax monthly income of \$3,331.75 and an annual pre-tax earning of \$39,981.00.
- 

**The predominant range for retail salaries within the county typically falls between \$27,400 and \$31,500 per annum.**

Retail Salary in Myrtle Beach, SC: Hourly Rate (Dec, 2025)

In 2025, the average compensation for individuals employed within the accommodation and food services sector in Conway, SC is projected to be approximately \$14.51 per hour, equating to an average annual salary of around \$30,180.00. Compensation within this sector is highly dependent on gratuities and specific job roles, as illustrated in the 2025 data table:

- **Food Service Workers (General):** In Conway, the average hourly wage is \$14.51, resulting in a pre-tax monthly income of \$2,515.00 and an annual pre-tax earning of \$30,181.00.
- **Servers/Waitstaff:** Servers typically average \$17.70 per hour, excluding an additional \$100.00 in daily tips. This results in a monthly pre-tax income of \$3,068 and an annual pre-tax income of \$36,816.00.
- **Cooks:** In Conway, S.C., the average hourly wage for a cook is approximately \$13.96. This translates to an average monthly income of \$2,419.73 and an average annual income of \$29,036.76, both figures being pre-tax.
- **Fast Food Attendants:** These positions typically fall within the lower quartile of the compensation spectrum, with an average hourly rate ranging from \$12.13 to \$15.00. At an hourly rate of \$15.00, an average employee could anticipate earning approximately \$2,600.00 monthly before taxes, culminating in an annual pre-tax income of \$31,200.00.
- **Hotel Housekeepers:** In Conway, hotel housekeepers earn an average hourly wage of \$14.49, resulting in an average monthly income of \$2,511.60 before taxes. This translates to an average annual income of \$30,139.20 before taxes.
- **Management Positions:** Within this sector, there are notably higher compensation packages, exemplified by the role of a restaurant manager, which commands an average annual salary of

approximately \$41,657. This translates to a pre-tax monthly income of \$3,471.41, equating to an hourly wage of \$20.03.

As of 2025, the per capita income for an individual adult under 60 years of age in Horry County, S.C., is projected to be approximately \$37,000 annually.

The median income for single adults exhibits considerable variation across different age demographics.

- For households under 25 years old: The median household income in Horry County is approximately \$ 44,627 per year.
- For households 25 to 44 years old: The median household income in Horry County is approximately \$ 70,184.00 per year.
- For households 45 to 65 years old: The median household income in Horry County is approximately \$ 70,184.00 per year.

## **Population Statistics For Horry County S.C.**

The projected population for Horry County, S.C. in 2025 is 428,408 residents. This figure indicates substantial growth, positioning Horry County as one of the most rapidly expanding counties in South Carolina..

Recent Population Growth:

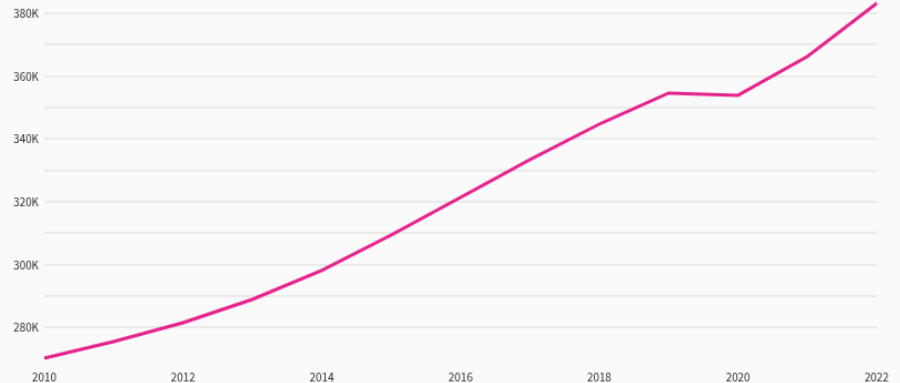
- 2024 - estimated number of residents: **413,391**
- 2023 - estimated number of residents: **351,029**
- 2022 - estimated number of residents: **390,000**
- 2021 -estimated number of residents: **366,164**
- 2020 -estimated number of residents: **351,029**
- 2019 -estimated number of residents: **354,418**
- 2018 -estimated number of residents: **344,680**
- 2017 -estimated number of residents: **333,246**
- 2016 -estimated number of residents: **321,542**
- 2015 -estimated number of residents: **309,350**
- 2014 -estimated number of residents: **298,042**
- 2013 -estimated number of residents: **289,005**
- 2012 -estimated number of residents: **281,441**
- 2011- estimated number of residents: **272,545**
- 2010 -estimated number of residents: **270,295**

Horry County has experienced a population growth exceeding 58% since the 2010 census. Officials within Horry County have acknowledged the challenges associated with this rapid population expansion, anticipating an estimated increase of up to 600,000 residents over the next decade..

## How many people live in Horry County?

Horry County's population **grew 41.7%** from the **270,295** people who lived there in **2010**. For comparison, the population in the US **grew 7.7%** and the population in South Carolina **grew 14%** during that period.

Population in Horry County



Source: [Census Bureau](#)

In 2022, the predominant racial or ethnic demographic in Horry County was the White (Non-Hispanic) group, comprising a population of 297,597 individuals. This demographic also experienced the most substantial growth between 2010 and 2022, with an increase of 88,305 individuals, rising from 209,292 in 2010 to 297,597 in 2022.)

Between 2010 and 2025, Horry County experienced a significant demographic shift towards an older population, primarily driven by a substantial influx of retirees and a concurrent decrease in the birth rate. This trend is clearly reflected in the notable increase in the median age, indicating a transformation of the county's demographic profile to one characterized by an aging populace.

- As of recent data, (2022 -2023 estimates) individuals between the ages of 0 and 9 years old represent approximately **9%** of the total population, within Horry county.
- individuals between the ages of 10 and 19 make up **11%** within Horry County S.C.
- Individuals Between 20 and 29 years make up **9%** of the Horry county population
- Individuals between 30 years and 39 make up **11%** of the Horry County population

### Age

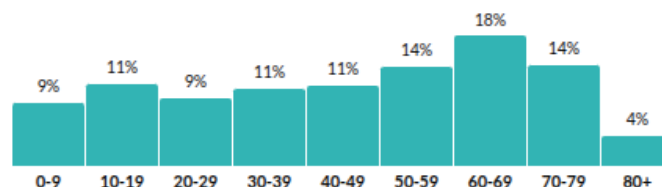
**49.3**

### Median age

about 25 percent higher than the figure in South Carolina: 40.5

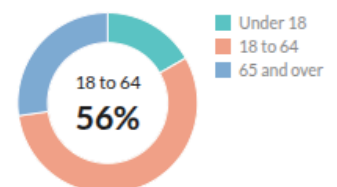
about 25 percent higher than the figure in United States: 39.2

Population by age range

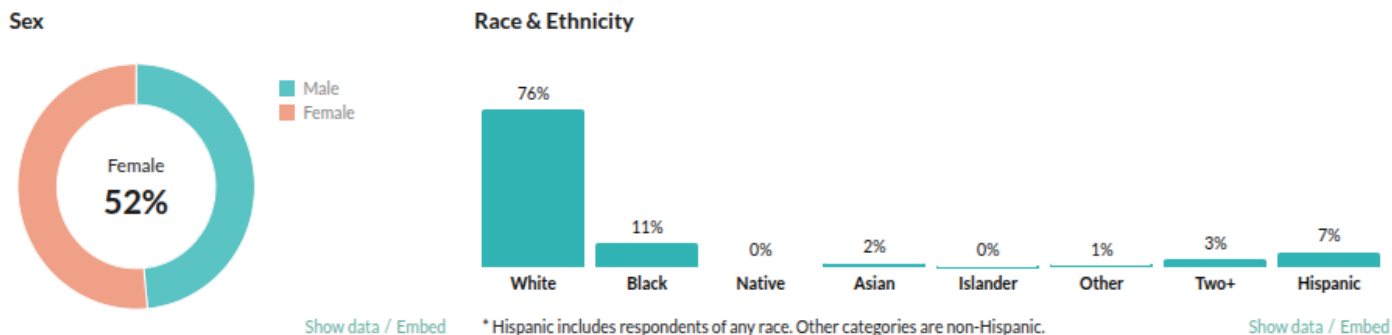


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Population by age category



Show data / Embed



## Education, degree percentages and Graduation rates

Recent Graduation Rates:

Year ( Graduating Class):	Horry County Schools Rate:	South Carolina State Rate:
2025	89.6%	63.7%
2024	86.3%	85.4%
2023	82.1%	83.8%
2022	83.1%	83.8%

Based on 2025 data and recent five-year estimates, 91.4% of individuals aged 25 and older in Horry County, SC, possess a High School Diploma or higher, encompassing GEDs, college degrees, and postgraduate degrees. This statistic represents the most current five-year aggregate data available from sources such as the U.S. Census Bureau.

The on-time high school graduation rate for the 2025 graduating class within the Horry County Schools district was 89.6%, specifically reflecting students who completed high school within four years of entering ninth grade. Educational attainment levels for individuals aged 25 and older in Horry County are generally categorized using resources from the Federal Reserve Bank of St. Louis's economic data site or the SC School Report Cards website.

- No degree: Approximately 9%
- High School (Only): Approximately 29%
- Some collage, No degree: 33%
- Bachelor's degree or Higher: 26.6%

## **Education Services Offered within Horry County S.C.**

Horry County provides extensive educational opportunities, encompassing both public and private K-12 institutions, as well as comprehensive technical and university-level higher education. The Horry County Schools (HCS) district, the third-largest in South Carolina, serves over 47,000 students across 58 schools and programs, including elementary, middle, and high schools.

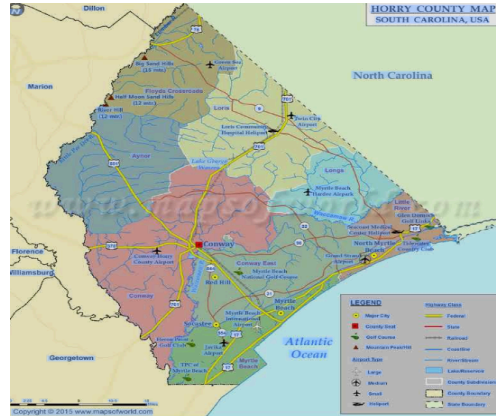
**Public School Options:** The district offers a wide array of program selections for high school students, encompassing:

- **Specialized Academies:** The Academy for the Arts, Science & Technology (AAST) and the Academy for Technology & Academics provide specialized programs in disciplines such as health science, pre-engineering, culinary arts, and information technology.
- **Advanced Programs:** Students have the opportunity to engage in Advanced Placement (AP), International Baccalaureate (IB), and dual-credit programs, facilitated by collaborations with local higher education institutions.
- **Virtual Learning:** The HCS Virtual School Program provides adaptable learning solutions for students in seventh grade and above.
- **Charter Schools:** Within the county, several charter schools are operational, including Atlantic Collegiate Academy and Bridgewater Academy.
- **Private Schools:** A diverse range of private and religiously-affiliated institutions provide K-12 educational services, exemplified by Conway Christian School, Holy Trinity Catholic School, and Calvary Christian School.
- **Higher Education:** Horry County features two prominent institutions of higher education:
  - **Coastal Carolina University (CCU):** Situated in Conway, Coastal Carolina University (CCU) operates as a public liberal arts institution, providing 36 distinct bachelor's degree programs, a variety of master's programs within the field of education, and collaborative degree opportunities.
  - **Horry-Georgetown Technical College (HGTC):** Horry-Georgetown Technical College (HGTC) is a two-year institution with campuses located in Conway, Myrtle Beach, and Georgetown. HGTC provides over 80 associate degree, diploma, and certificate programs, designed to facilitate rapid entry into the workforce or seamless transfer to a four-year institution. Our programs are concentrated in high-demand sectors such as nursing, business, information technology, and advanced welding.

## **Adult and Continuing Education**

- **Horry County Adult Education:** This center offers a comprehensive range of adult services, encompassing GED preparation courses, English as a Second Language (ESL) instruction, and career and college transition support. Additionally, they provide community-based classes in areas such as computer literacy, arts and crafts, and CPR certification.

- **Workforce Development:** Initiatives such as "Train to Work MB," a collaborative effort between the City of Myrtle Beach and HGTC, provide specialized training for key local industries, including hospitality, healthcare (CNA), and construction trades.



## Understanding the need for services and resources to combat Mental Health

In Horry County, South Carolina, a considerable segment of the population has reported a need for mental health assistance, and local data indicates a significant disparity between the demand for care and the availability of resources.

**Specific Data points for the county Include: [United Way of Horry County](#) [top-performing U.S. counties](#) [Horry County Crisis Intervention](#)**

- **Self - Reported Need:** A community assessment conducted by the United Way of Horry County revealed that 54% of respondents required assistance within the preceding year.
- **Frequent Disasters:** Approximately 15% of adults within the county report experiencing 14 or more days of mental health challenges per month, a figure marginally exceeding the state average.
- **Professional Shortage:** The county currently maintains a mental health provider-to-resident ratio of 1:380, which contrasts with leading U.S. counties that typically achieve a ratio closer to 1:280.
- **Youth Impact:** Officials within the local school system have observed that certain counselors are managing caseloads that are double the recommended student-to-counselor ratio, particularly concerning the number of children seeking assistance.
- **Acute Intervention:** During 2025, the Horry County Crisis Intervention Team engaged with more than 2,700 individuals, facilitating their access to essential services.

**Overview: 2024 Year in Review: South Carolina Mental Health Statistics Mental Health in South Carolina - NAMI National Alliance on Mental Illness (NAMI)**

Across South Carolina, approximately 23% of adults experience mental health illness each year; however, over half of these individuals do not receive treatment, primarily due to cost constraints or a lack of available providers. While an exact official percentage of residents experiencing unemployment specifically due to mental health conditions in Horry County is not available, both local and state data indicate a notable correlation between mental health challenges and employment instability.

- **Job Loss and retention:** State-level trends in South Carolina indicate that 25% of employees (one in four) have contemplated resigning from their positions due to mental health concerns, with 7% having already departed for these reasons.
- **High risk for the Unemployed:** National data from the National Alliance on Mental Illness (NAMI) indicates that individuals currently receiving public mental health services experience an unemployment rate of approximately 80%.
- **The economic landscape:** of Horry County is predominantly shaped by the service and tourism sectors, which are characterized by lower-wage employment and considerable work-related stress, thereby impacting residents' capacity for employment, livelihood, and educational pursuits.
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### **Understanding Homelessness:**

Homelessness advocates and outreach coordinators have identified a significant demographic shift within the unhoused population, particularly in the Myrtle Beach area, with a discernible trend towards southern municipalities.

Michael Warren, HUD Outreach Coordinator for the Eastern Carolina Housing Organization (ECHO), has observed a growing trend of individuals typically found in the Myrtle Beach area now residing in the southern strand, particularly in Surfside, Garden City, and Murrells Inlet.

The migration patterns observed may be attributed to the extensive deforestation and urban development initiatives within Myrtle Beach, compelling unsheltered individuals to relocate. Local residents have expressed concerns, noting a rise in reported sightings of homeless encampments and individuals seeking shelter beneath bridges.

**State Wide growth:** From 2023 to 2025 Homeless Management Information System (HMIS)

Statewide Homeless Management Information System (HMIS) data presents a comprehensive profile of individuals experiencing homelessness within the region.

**Gender:** Men - 60% Women: 39%

**Race:** African American/Black: 55% and 37% White/Caucasian

**Age:** 19% are children under the age 18 years old.

From 2023 to 2024, South Carolina experienced a 13.3% increase in its homelessness rate. This rise is attributed to several factors, including stagnant wages, a more than 20% average increase in the cost of basic necessities since 2020, and a significant shortage of affordable housing. These combined issues have led to a reported increase in housing insecurity among school-aged children in South Carolina, with a 13% rise observed in 2023 compared to 2022.

**Horry county:** New Directions of Horry County

Homelessness in Myrtle Beach and the surrounding Horry County areas has experienced substantial increases over the past two years, reaching unprecedented levels in certain service sectors. While the city reported over 1,000 unhoused individuals in 2022, recent data indicates double-digit percentage increases in subsequent years. By late 2024 into 2025, local estimates from agencies such as the Eastern Carolina Housing Organization (ECHO) suggest the number of individuals experiencing homelessness has risen to over 1,500.

New Directions of Horry County, a nonprofit organization, achieved a record-breaking year in 2024, providing shelter to over 1,400 individuals, including an unprecedented number of families. This surge is primarily attributed to the significant disparity between hourly wage increases and the escalating cost of living, coupled with a notable deficiency in mental health and supportive resources.

**Homeless Shelters:** Horry County is currently facing a substantial deficit in shelter capacity. We presently have 30 beds allocated for women and 55 for families, while the average monthly demand from women seeking shelter consistently surpasses 100 individuals. During periods of high demand or adverse weather conditions, male shelter accommodations frequently reach full occupancy, often requiring the establishment of waiting lists or the redirection of individuals to the Eastern Carolina Housing Organization (ECHO) for overflow assistance.

Males constitute the majority of the unsheltered population; current regional data indicates that approximately 60% of individuals experiencing homelessness in Grand Strand areas are adult men. Beds designated for veterans are frequently reserved through the VA's Grant and Per Diem program, which can expedite housing solutions for eligible male veterans.

### **Shelter Bed Distribution in Horry County South Carolina:**

Based on data provided by New Directions of Horry County, the leading shelter provider in the region, the allocation of emergency beds is detailed as follows: 'A Horry County need': Leaders to discuss a proposed emergency

- **Men Shelters:** Offers 118 beds, this represents the largest single block of emergency housing in the county,
- **Women Shelters:** Offers 30 beds
- **Family Shelters:** Offer 55 Beds (For parents with children)
- **Veteran Shelters:** offers 70 to 80 beds (with 2 program shelters and a tiny low income home community program) Programs | ECHO - Eastern Carolina Housing Organization

## Understanding Crime:

Horry County's crime rates have exhibited varied patterns between 2023 and 2025. Although statewide violent crime has seen a four-year consecutive decline, local data suggests that Horry County, S.C., continues to be a highly active area for law enforcement operations. Recent Crime Statistics: [Horry County solicitor's office clears nearly 40 murder cases in ...](#)

- **Total Arrests Trend:** In 2024, Horry County, S.C. experienced a 2.2% increase in total arrests compared to the preceding year.
- **Crime Rate Index:** Horry County's total crime rate stands at approximately 6,573 per 100,000 individuals, a figure that surpasses both the South Carolina state average of 6,158 and the national average of 3,906.
- **Violent Crime Specifics (2024) [15th Circuit Solicitor's Office](#)**
  - **Muder:** There was a slight increase in arrests, from 15 in 2023 to 16 in 2024, and 40 murder cases in 2025. Additionally, 40 more murder cases are pending at the beginning of 2026.
  - **Aggressive Assault:** There was a marginal decrease in arrests from 469 to 460 during the corresponding period.
- **Projected growth in 2025:** As of mid-2025, the Horry County Police Department has indicated that it is on track to exceed prior benchmarks in traffic stops, felony cases, and drug seizures.

## Neighborhood Specifics:

Crime within the county is predominantly concentrated in areas with high tourist traffic. Myrtle Beach, in particular, reports a substantial crime rate of approximately 68 incidents per 1,000 residents, primarily attributed to property crimes such as larceny and theft occurring in these tourist-dense locations. ([tourist-heavy zones](#))

**Property VS. Personal:** Property crime rates in Horry County exceed the state average by 55%, and violent crime rates are approximately 6% above the state average.

**Relative Safety:** In South Carolina, several adjacent counties, specifically Dillon, Marlboro, and Marion, currently exhibit higher violent crime rates compared to Horry County. [Annual crime report shows where Grand Strand, Pee Dee ...](#)

## Urbanization Of Rural Crime:

With a population increase exceeding 13% since 2020, crime patterns are undergoing a shift. [As Horry population explodes, so does crime and traffic](#) [Horry Co. crime rates on track to surpass previous years, stats ...](#)

**Gangs and Growth;** Historically, rural areas such as Longs, Loris, and Little River are experiencing an increase in violent crime and gang-related activities as urbanization expands westward.

**Resources allocation:** Residents in these areas are subject to heightened police presence, including search warrants and traffic stops, as units focus on specific local gangs.

Given the recent surge in criminal activities within the region, resident safety has become a paramount concern. A July 2025 survey revealed that nearly half of the respondents identified crime as the most significant issue confronting the area, frequently attributing this to "unregulated" tourist conduct and excessive development. In response to these challenges, residents are increasingly engaging in local defense initiatives and preventative measures.

- **Neighborhood Watch:** Myrtle Beach currently operates 32 active programs where residents collaborate directly with law enforcement to report suspicious activities.
- **Citizens Police Academy:** The [Horry County Police Department](#) offers a 10-week course for community members to learn law enforcement practices and help reduce the fear of crime. [Citizens - Horry County SC.Gov](#)

### **Social Welfare Programs:**

A recent community needs assessment conducted by the United Way of Horry County indicates that 54% of residents reported a need for assistance, particularly concerning mental health and financial stability. However, these individuals encountered significant barriers to accessing services, including non-existent options, unavailability, prolonged waiting lists, or a lack of awareness regarding available resources.

1. **Mental Health Crisis:** Residents have identified the scarcity of mental health services and resources as the primary impediment to fostering a healthy community. Despite the existence of various clinics, the provider-to-resident ratio stands at 380 to 1, leading to a widespread perception that effective support is largely unavailable.
2. **Housing Supportive Services and Resources:** Based on the [Section 8/HCV waiting list](#) is frequently closed and has a 3 to 5 year wait, A significant number of low-income residents have indicated a complete absence of viable housing options, homelessness assistance programs, welfare initiatives, outreach support services, or community resources.
3. **The Awareness GAP:** Local agencies have identified that despite the availability of social welfare programs such as SNAP (Supplemental Nutrition Assistance Program), a significant proportion of residents (approximately one in three) reported a lack of awareness regarding access points for assistance or perceived the application process as a significant barrier to entry.
4. **Transportation Supportive Services:** Despite the existence of programs, the limited public transportation infrastructure in Horry County leads many residents to perceive services as inaccessible, as they are physically unattainable without personal vehicle ownership.

**Bridging the Gap:** To address this challenge, the United Way's HELP line and 2-1-1 service were established to link residents with numerous smaller non-profit organizations. However, residents frequently report significant dissatisfaction, primarily due to the provision of outdated information, referrals that do not lead to

viable solutions, or the unavailability of support stemming from funding limitations or extensive annual waiting lists when seeking assistance.

### **Understanding Veteran Services and Resources:**

Veterans residing in Horry County express a significant degree of "mixed sentiment." While numerous individuals commend the efforts of specific local clinics and non-profit organizations, there is a pervasive perception that the broader systemic infrastructure, particularly concerning housing and mental health services, is inadequate to address current demand.

**Housing insufficiency:** Local veterans have publicly expressed concerns regarding the adequacy of housing assistance, programs, and resources available to address the needs of those residing in temporary accommodations such as tents or extended-stay motels.

**Credit Barriers:** Even when housing is available, some veterans have reported being denied access due to insufficient credit, often attributed to the limited opportunity to establish credit during their active service.

**Mental Health Delays:** A study conducted among Veterans in rural South Carolina revealed that 365 participants identified delayed access to appointments as a significant impediment.

**Financial concerns:** Approximately 28% of veterans surveyed recently identified financial concerns as their primary issue, with a significant number reporting living paycheck to paycheck.

**Unsheltered Veteran Mental health:** Within our local community, approximately 70% of homeless veterans are contending with unaddressed mental health conditions or substance abuse issues.

**Local Veteran Services and Resource Rating:** Local satisfaction for routine care stands at a commendable 83%, however, for urgent care requirements, the satisfaction rate experiences a notable decrease to 68%.

In a broader **2024 Veteran Survey Report** Veterans frequently identify mental health services as a critical concern, citing frustrations with extended wait times and insufficient real-time care. Concurrently, national and regional assessments consistently rank housing as the most significant unmet need for vulnerable veterans, with up to 79.4% of individuals in comparable low-income healthcare environments identifying this as a substantial gap. Veterans within the region have identified specific deficiencies in service provision: Nationally, 57% of Veteran Medical Centers anticipate shortages of psychological professionals in 2025. Locally, veterans cite bureaucratic inefficiencies and a lack of immediate access as primary obstacles to care. A significant local impediment identified is the difficulty in securing landlords willing to accept Housing Choice Vouchers, even for eligible veterans.

### **Local Resources Distribution: 2025**

**Horry County Homeless Volume:** Within the statewide homeless tracking system, approximately 17.7% of adult participants identify as veterans.

**Housing Efforts:** The Ralph H. Johnson VA, serving the grand strand region, successfully secured permanent housing for 276 veterans in 2025. However, state agencies report that a significant majority of severely cost-burdened veterans continue to lack access to rental assistance due to budgetary constraints.

## Horry County, South Carolina

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### *Community Resources and Services Study Report*



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