

Orchestrating Responsible Growth

by Devin Parks, *Director of Economic Development, Conway Chamber of Commerce*

At the time of the last article written for Building Industry Synergy, we had just launched our brand new Economic Development website for Conway, SC, www.ConwaySCNOW.com. We expected our website to experience local and regional success, but we never expected our web traffic to surpass some of the most well established Economic Development initiatives in the entire country.



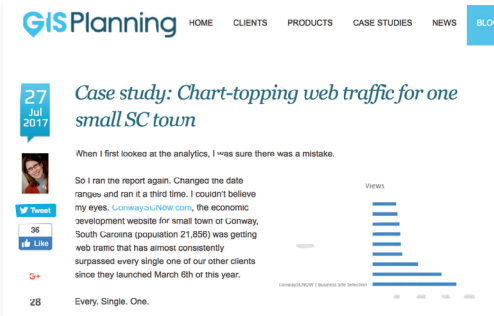
In a case study conducted by GIS Planning in July of this year, ConwaySCNOW consistently experienced higher web traffic than any of their other clients. These clients

they come. We ask that anyone interested in keeping up with new business announcements to follow our Facebook page, Conway, SC NOW.

early 2018, and will provide 50-60 jobs to be filled locally. Mike Siniscalchi states, "810 Conway will offer bocce, ping-pong, darts, shuffleboard, skee ball, basketball, air hockey and board games in addition to bowling and billiards." 810 Conway will be located on the corner of Hwy 501 and Allied Drive.



For further information call the Conway Chamber @ (843) 248-2273, visit www.ConwaySCChamber.com or www.ConwaySCNow.com.



Local Recruitment

Due to the limited number of family entertainment venues within city limits, the vast majority of Conway resident's dollars were being spent outside of city limits. With this in mind, approximately 9 months ago we reached out to Mike Siniscalchi, the owner of 710 Bowling in North Myrtle Beach. Mike was shopping several locations in North and South

Carolina for his second location.



Conway, however was not one of the locations on his radar. We were able to show Mike why Conway would be a sustainably profitable second location. As a result, we are excited to announce the arrival of "810 Conway". This \$4,000,000 investment is expected to open in

include 22 statewide Economic Development organizations and the majority of the 100 largest metro areas in the United States. Over 130 national retailers spanning over 30 industries have used our website to research Conway, SC. With the website fully operational, we have shifted our focus towards actively targeting and recruiting businesses that will not only succeed, but thrive in serving Conway's demographic.

National Recruitment

Our national recruitment began with developing a prospect list based on over 2,000 unique demographic and analytical data points. The list is comprised of 73 national retail chains spanning over 14 retail segments. To date, we have corresponded with over 17 retail chains that have expressed interest in the Conway market. Several of these companies



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Carolinas Coastal Construction Group

Building a Reputation for High Standards in Customer Service with an Uncompromising Commitment to Quality in Commercial and Residential Projects



by Susan Roush

Providing an up to date get away was the goal with this recent condo up-fit. The kitchen remodel job in 2017 completed by CCCG included installing new custom cabinetry, quartz countertops, a custom feature wall (far left) and ceramic tile flooring.



PHOTO © CHUCK GEE

Carolinas Coastal Construction Group (CCCG) brought a lifetime of construction experience to the Grand Strand area when they opened here in April 2016. Their areas of expertise include property maintenance, remodeling / renovation, and new home construction. The decision to open a construction company in Myrtle Beach evolved from the purchase of a condominium in 2015 that they took to the studs to renovate. Chris Mezzanotte, President, John Youngerman, Vice President and owner, along with Bonnie Benedum, Vice President and owner, quickly realized there was room for a construction company here that has the commitment and the subcontractors to do the same quality work they were doing in the Charlotte, NC area and yet be locally competitive. John said that their areas of concentration are twofold: Multi-unit HOA / property management repairs, and kitchen, bath and total house renovations.

PHOTO © CHUCK GEE



The living room area in the remodeled condo provides ocean front views. The high impact glass sliding door allows visitors to take advantage of the view while enjoying the benefits the impact glass provides such as reduced sounds from the outside providing a very relaxing stay.

Speaking to the value of renovation Chris offered some perspective. The same year that they remodeled their condo, Myrtle Beach was among the top 25 destinations in the US. In 2016, *Good Morning America* had a segment on Vacation Rentals by Owner (VRBO) that used Myrtle Beach as an example of how well VRBO was doing in the rental market. Chris said, "I have a feeling for that to continue, [rental] condos have to be refitted." Chris also suggested that for the value of existing condos to go up they need to be renovated to current standards – and that property managers and consumer

PHOTO © CHUCK GEE



The piers throughout the Grand Strand are popular fishing areas. A local property management company asked CCCG to complete the repairs to many pier boards and construct pier benches for its residents to use on their private pier.



PHOTO © CHUCK GEE



In addition to the pier boards and bench replacements, CCCG also constructed a new pier gate and sea wall-cap.

demographics will help drive the change. In CCCG's own experience, the condo they redid is booked 45 weeks a year, and could be booked 52 weeks if they did not reserve 5 to 7 weeks for personal use. By contrast, an unaltered condo in the same building is lucky to get 30 weeks, forfeiting 5 months' worth of potential rental income. CCCG is prepared to help property owners bridge that gap. Primary residences benefit from remodeling, particularly in kitchen and baths, both for resale value, livability, and the enjoyment of one's home.

Chris said, "One of the things that differentiates us is that his company in Charlotte employees 32 full time



Vinyl fencing's long life span makes it a popular choice for pool areas. CCCG was asked to replace an older wooden fence and decking boards with new vinyl fencing and treated decking boards making this pool area a great place to enjoy the summer in North Myrtle Beach.

staff, and at any given time we have 150 subcontractors. If John has jobs lined up in Myrtle Beach on Friday

to start on Monday, I can send a sub crew down. We're able to adjust what we need for manpower until we get to the point that we employee 15-16 people here." Another difference is that CCCG lives their motto, "To do what we say we are going to when we say we are going to do it." This is incredibly important to property managers, homeowners, and realtors trying to shepherd the close of a sale by addressing inspection issues.

Renee Corn, Association Manager for Waccamaw Management came to know about CCCG through a monthly managers' meeting. She said, "We are always looking for a good general contractor for maintenance on our properties." Some of the more significant jobs that CCCG has done include reroofing on a three-story condo building, and the repair and replacement of newel posts on walkways at a condo complex that were found unsafe in an engineering study. They have rectified water intrusion issues and replaced and finished drywall due to other water damage. CCCG has done all manner of siding, trim, soffit and fascia work. Renee continued, "I have one property with a board that is very involved with repairs. CCCG has worked really well with them; any issues that we have are addressed

PHOTO © CHUCK GEE



J.P. Pollio (crew leader) applies a water tight membrane to an exterior carpet replacement project in the Carolina Forest area. The membrane installation is applied much like a roof coating in multiple coats and thickens as it dries to provide a rubber like membrane.

immediately. It's been a real pleasure to work with them. They're very responsive, very dependable, and the communication is always great." Getting timely job quotes is also important for property managers. Renee said, "Down here in the South not everybody is eager or quick to give you a quote or a proposal. CCCG has always been very timely in getting me a price for a job." Renee is so confident in the product CCCG delivers that she recommends them to fellow managers, and she would not hesitate to recommend them to property owners for renovation and remodeling projects.

Mark Gilman, customer service representative and property inspector for Benchmark/CAMS Association Management Company, has similar praise for CCCG. Upon meeting them Mark recalled, "They were very professional, friendly, and we were comfortable with them." Subsequently, Mark observed, "Everything they said they could do



PHOTO © CHUCK GEE

Luxury vinyl plank is an up and coming product being used in many new construction homes. The weathered oak look, along with new granite countertops and white custom cabinetry highlight the open floorplan of this spec home just completed by CCCG in Ashton Acres in Longs, SC.

was accurate, and the quality of their work is high – their standards are high. They do what they say they are going to do." Mark continued, "Property management is hectic as it is, so I can trust them, and they have a quick response time." CCCG

follows up on issues so Mark and other Benchmark/CAMS managers do not have to chase projects. Mark confirmed their excellent communication and added, "Their interior work is exceptional – all their work is, really."

With John's 40+ years' experience as a licensed general contractor in North and South Carolina (and a past HBA board member in Monroe, NC), and Chris's ownership of a commercial millwork and carpentry construction company in Charlotte, CCCG leadership has the credentials, connections, and skills to tackle a number of construction and renovation jobs. To this end, Office Manager Meaghan McGarrity is a primary point of contact for clients. John said, "She is



The guest bathroom at the Passarella residence was completed in early September of 2017, which included new vanity cabinetry, and a ceramic tile shower.

BEFORE

everything – she's running the guys – puts bids together for me; she's it."

Mary and Joe Passarella can testify to Meaghan's essential role in CCCG. The couple went to the February 2017 HGHBA Home Show where they met Meaghan at the company's exhibit. Mary was frustrated by contractors that did not show up or even return calls, and she asked Meaghan point blank, "Are you people reliable? If you say you're going to be somewhere, are you going to be there?" Meaghan assured them, and the Passarellas laid out what they wanted to achieve in two bathrooms. Work began on the bathroom used by Mary's elderly mother who needed accessibility. Mary said, "I'm not much of a decorator and Meaghan made it very easy for us – she helped us pick out things from soup to nuts. I really trusted her 110% and she did a very nice job." The first bathroom was completed within 2.5 weeks. Mary confirmed, "The bathroom is absolutely beautiful and very accessible for my mother. Right now the master bath looks fabulous, even though it is not complete." The master bathroom was gutted, including the walk-in-closet, so that Luxury Vinyl Plank flooring could be



PHOTO © CHUCK GEE

John Youngerman (left) & Meaghan McGarrity discussing a recent ceramic tile shower installation with homeowner, Joe Passarella (right) in his newly remodeled master bathroom.

installed throughout. Compared to former frustrations with contractors Mary said, "When you pick the phone up, you're going to get a phone call back; if they tell you they'll be here, they'll be here, and to us that means a lot." Mary added that the CCCG team was "very good with my mom" moving furniture around to accommodate her

mobility. They even played with the family dog, Zul, who loved the attention. Mary summed up, "I really appreciate this company and meeting them at the home show – they lived up to everything Meaghan said. If we redo our kitchen we will go with Carolinas Coastal Construction Group – we're that satisfied."

For further information regarding Carolinas Coastal Construction Group, call (843) 438-1688, email MeaghanM@CarolinaCoastalConstruct.com or visit www.CarolinasCoastalConstruct.com. ■



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carolinas coastal construction group



www.CarolinasCoastalConstruct.com

(843) 438-1688

MeaghanM@CarolinaCoastalConstruct.com

7050 Suite C, Highway 90 • Longs, SC 29568

