



Membership Application

To join the **AARP Network of Age-Friendly States and Communities** and the **World Health Organization Global Network of Age-Friendly Cities and Communities**

- If you have questions while completing this form, please email livable@aarp.org
- If you need additional space for answering the questions you may add an additional sheet of paper

Section 1: COMMUNITY DETAILS

APPLICATION SUBMISSION DATE: *March 5, 2020*

NAME OF THE COMMUNITY: Myrtle Beach

STATE: South Carolina

POPULATION SIZE: 27,190 (2010 U.S. Census)

PERCENTAGE OF RESIDENTS ABOVE THE AGE OF 60: 19.7% (2010 U.S. Census)

NAME AND TITLE OF THE ELECTED OFFICIAL SIGNING THE OFFICIAL COMMITMENT: Brenda Bethune,

Mayor **OFFICE ADDRESS OF THE SIGNER:** *P.O. Box 2468, Myrtle Beach, SC 29578-2468*

Section 2: COMMUNITY CONTACT for the AARP Network of Age-Friendly States and Communities

- The community contact is the local staff member or volunteer who is primarily responsible for carrying out the community-level work — it is not the responsible AARP staff member.

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

[Redacted]

Please describe the named person’s role in the city or community’s age-friendly initiative:

As the Neighborhood Services Director, Mrs. Goings works with all ages in the community. She offers a yearly course referred to as Beach 101 where residents of all ages are encouraged to participate in a six week course that includes speakers and services/programs for all City departments to give the residents an understanding of how the City operates and encourages their involvement in city programs and activities. In addition, Mrs. Goings and her staff attend monthly neighborhood meetings in 26 neighborhoods bringing information about the city and community updates. Neighborhood Services coordinates an annual Black History Month celebration that recognizes "unsung heroes" and their contribution to the community. The department brings a variety of programs and services to the community that is age-friendly and encourages people of all ages to become engaged and be an active member of the community. As the Public Information Officer, Mr. Kruea is responsible for keeping the community informed of services, programs, Council actions, etc. In addition to his daily duties he is the staff support to the Senior Advisory Committee and provides assistance in their duties and actions.

The person named above agrees to be subscribed to the [AARP Livable Communities Weekly e-Newsletter](#), which is one of the primary ways we share useful news and resources. To add additional subscribers, type their names and email addresses into below. Once this application is processed, a subscription confirmation message will be sent so the individual can confirm that they want to subscribe. To subscribe today, follow the link above or visit AARP.org/Livable-Subscribe.

Diane Moskow-McKenzie - dmckenzie@cityofmyrtlebeach.com
 Alfreda Funnye - afunnye@cityofmyrtlebeach.com

Section 3: COMMUNITY ACTIVITIES, ENGAGEMENTS and COLLABORATIONS

1) Please provide a brief summary of the community policies, programs and services that are targeted toward older people and how the community plans to become more age-friendly.

City Council appointed a Senior Advisory Committee on July 24, 1990. This nine-member committee provides advice to City Council on matters of concern to the senior population of the city including better communication and information. The City has a television channel with live Council meetings, website with on-line meetings and detailed information about the city government, programs and services. The Committee has sponsored an annual volunteer job fair for our senior population to introduce older adults to the work and civic engagement opportunities throughout the community. Our recreation centers and library have designed programs specifically for the older adult and many with an intergenerational component (book clubs, music, recreation, exercise/fitness/wellness, etc.). The City offers a "Choose to Loose" fitness/wellness program that encourages group activities in getting fit and staying in shape together. The City's outdoor spaces and buildings are all ADA compliant and encourage social participation. There is a bicycle riding program called the "Slow Roll" where older adults ride together in a group of 12 and visit several parks in the city learning about the history of the parks and the area. One of the most popular recreational activities is pickleball with league and tournament activity. The City has over 600 volunteers that work in different departments and programs including Police, Fire, Construction Services, Planning & Zoning, Neighborhood Services, Parks and Recreation and Public Works. Over 90% of the volunteers are over the age of 50. The volunteer programs not only offers social inclusion but encourages respect for older adults by all ages. The City has a Citizen's Police and Fire Academies for residents wanting to learn more about the day-to-day activities of these departments and it helps to recruit volunteers to assist with their programs in the community. Transportation alternatives (multi-use paths, bike lanes, sidewalks, public transit, etc), housing (affordable, assisted living, retirement villages, etc.), and health services (hospitals, emergency care, doctors offices, medical services, etc.) are conveniently located near large residential communities of older adults. The City gathers input from all ages in the community through a number of venues including town hall meetings, neighborhood association monthly meetings, social media including Facebook etc. The City is continually working to look at other avenues for gathering community input to improve the quality of life for all of its citizens.

2) How will the community engage and involve older people in the process of becoming a more age-friendly?

The Senior Advisory Committee, Neighborhood Services and the community at-large will work together to determine whether or not the needs of the older people are being met and how the City can work to improve services, programs, and issues of concern to all residents.

3) Briefly describe the mechanisms the community has or is planning to put in place to facilitate collaborative planning and implementation between different agencies and departments.

The City has volunteer boards, commissions and committees that serve in an advisory capacity to Council on making decisions about program and service needs in the community - some examples include: Friends of the Library (library services for all ages), Planning Commission and Community Appearance Board (works with developers on providing necessary residential and commercial developments in the city), Beach Advisory Committee (ensures beach access and management to provide a quality beach for all users), & the Bicycle and Pedestrian Committee (created a bicycle and pedestrian master plan and hosts events such as Walk with the Mayor, Bicycle with the Mayor, Cycloviva, etc.) These are just a few of the opportunities we currently have in place to help facilitate collaborative planning implementation between different agencies and departments. Many of the committee members are not only residents but business leaders in their respective fields.

Section 4: NETWORK MEMBERSHIP

- Your answers to the following questions will help us complete your membership in the global age-friendly network and better enable us to understand how to support the network.

4) How do you hope to contribute to the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

Successful civic engagement projects and programs designed for age-friendly communities can be shared with the network allowing us to learn how to improve upon as well as share our knowledge of what works and what does not.

5) What motivated your community to join the AARP Network of Age-Friendly States and Communities and the World Health Organization Global Network of Age-Friendly Communities?

Myrtle Beach is a small coastal community with an extremely mild climate and a beautiful 15 mile white sandy beach. In the past 15 years, Myrtle Beach has become a very popular retirement area as many families vacationed in Myrtle Beach for years and then decided to settle/retire here. As the older population grows the City wants to become proactive, not reactive, to the services and programs needed. The City looks forward to learning from other members of the network.

6) Provide a digital file or link of a logo or other image that represents your community and for which you have reprint rights. The image resolution should be at least 72 dpi. As an example of an image, here's ours:

Click here to add a link to where we can find your logo. Or, send a JPEG, PDF or PNG of your logo by email attachment to livable@aarp.org.

