

Sole Source
Written Determination

Agency Identification: **Horry-Georgetown Technical College** **SS- 0236**

Description of the agency need that this procurement fulfills: *(See instructions on last page for guidance)*

Billboard Advertising

Describe the Market Based on Research Performed: *(See instructions on last page for guidance)*

HGTC's Chief Marketing Officer and President are very familiar with billboard locations and placement, no additional research is necessary.

Sole Source Vendor Name: **Coastal Outdoor Advertising**

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the vendor named above per SC Code Ann § 11-35-1560 and SC Regulation 19-445.2105, Sole Source Procurement.

Description of supplies, construction, information technology, and/or services vendor will provide under the contract: *(See instructions on last page for guidance.)*

3 Billboard locations: 1) 0189B, Bulletin, 17Byp 501-17N, W/S US Highway 17 Bypass 0.09 miles N/O 76th Avenue North, NE/F, Regular, 1) 0311B, Digital, 501 HWY 31 to 501 Bypass, N/S US Highway 501 3.28 miles W/O Carolina Forest Boulevard N/S, S/F, Regular Daily Spot Count (900), 0297B, Digital, 17Byp Georgetown to 501, W/S US Highway 17 Bypass 0.47 miles S/O State Highway 544, NE/F, Regular Daily Spot Count (900)

Explain why the described solution is the only solution that meets the agency's need and how no other identified solutions were sufficient. *(See instructions on last page for guidance)*

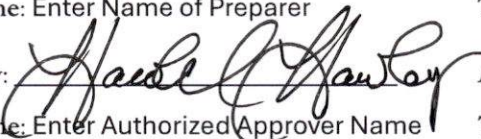
HGTC has a brand awareness and enrollment push for key programs. This will support that effort.

Note: Determination is not complete without required signatures and dates

Required Signatures:  6/18/26

Prepared by: _____ Date: ____/____/____

Printed Name: Enter Name of Preparer Title: Enter Title of Preparer

Approved by:  Approval Date: 6/18/2026

Printed Name: Enter Authorized Approver Name Title: Enter Authorized Approver Title

The last page contains instructions and is not required to be retained.



AFFIDAVIT

I certify that we will comply with Section 44-107-10, ET Seg., relating to the South Carolina Drug-Free Workplace Act to provide a drug-free workplace. (Note: this clause applies to any resultant contract of \$50,000.00 or more). The State of South Carolina has amended Title 44, Code of Laws of South Carolina, 1976, relating to health, by adding chapter 107, so as to enact the Drug-Free Workplace Act. (See, Act no. 593, 1990 Acts and Joint Resolutions.)

Vendor: ^{Burroughs & Chapin Company, Inc} Myrtle Beach Farms DBA Coastal Outdoor Advertising
7421 N Kings Hwy Myrtle Beach SC 29572
Street or P. O. Box City State Zip

Telephone: 843-692-2334 Fax _____

Printed Name: Daniel Diefenderfer Email daniel.diefenderfer@hcccompany.com

[Signature] Business Manager
Signature Title

Date: 6/16/26

F.E.I.N: 57-0131550 or S.S. # _____

**FAILURE TO FURNISH THIS AFFIDAVIT WILL RESULT IN THE DELAY OF
PAYMENT/CONTRACT**

THIS PAGE MUST BE SIGNED & RETURNED

Please return to: Horry Georgetown Technical College
PO Box 261966
Conway, SC 29528-6066
Attn: Dianna Cecala, Procurement Manager

Fax: 843/349-5270
Tel: 843/349-5207
Email: Dianna.cecala@hgtc.edu

OPEN TRADE REPRESENTATION

(S.C. Code Ann. §§ 11-35-5300)

The following representation, which is required by Section 11-35-5300(A), is a material inducement for the State to award a contract to you.

I, the official named below, certify I am duly authorized to execute this certification on behalf of the vendor identified below, and, as of the date of my signature, the vendor identified below is not currently engaged in the boycott of a person or an entity based in or doing business with a jurisdiction with whom South Carolina can enjoy open trade, as defined in SC Code Section 11-35-5300.

Vendor Name (Printed) Dunroughs & Chapin Company, Inc Myrtle Beach Farms BBA Coastal Outdoor Advertising	State Vendor No.
By (Authorized Signature) 	Date Executed 6/16/26
Printed Name and Title of Person Signing Daniel DiFenderfer	[Not used]



June 16th, 2026

To Whom It May Concern,

This letter is to verify that Coastal Outdoor Advertising is the only company that offers billboard services on boards number 311B (+33.79597/+79.00101), 297B (+33.64468/+78.98613) and 189B (+33.75526/-78.82688).

Thank you,

A handwritten signature in black ink that reads 'Deana Holbrook'.

Deana Holbrook



O: 843.692.2334



Inquiries:
Sarah.Jenkins@BCCompany.com



7421 N Kings Hwy
Myrtle Beach, SC 29572



P0046149

CONTRACT FOR OUTDOOR ADVERTISING

CONTRACTED BY:		ON BEHALF OF ADVERTISER:	
CUSTOMER #	7201	CUSTOMER #	
NAME	HGTC/Nursing	NAME	
ADDRESS	2050 Highway 501 E.	ADDRESS	
CITY/STATE/ZIP	Conway, SC 29526	CITY/STATE/ZIP	
CONTACT	Kelly Perritt	CONTACT	
EMAIL ADDRESS	accountspayable@hgtc.edu, kelly.perritt@hgtc.edu, antoinette.ford@hgtc.edu	EMAIL ADDRESS	
PHONE #	843-349-3658	PHONE #	
P.O.#			
ADVERTISER	HGTC/Nursing		

Qty	Product Description	Illum	Size	Term in 4-week Periods	Service Dates	Rate Per Period
1	1) 0189B, Bulletin, 17Byp 501-17N, W/S US Highway 17 Bypass 0.09 miles N/O 76th Avenue North, NE/F, Regular	Yes	10'6 x 36'0	13	07/01/2026 - 06/29/2027	2,510.00
Amount Per Period (Net)						\$2,510.00
Grand Total (Net)						\$32,630.00
Notes:						

Agency/Advertiser hereby contracts for the outdoor advertising services described above upon the terms set forth above AND ON PAGE 2 OF 2. Contracts transmitted to Coastal Outdoor Advertising via fax machines or e-mail are to be treated as original contracts and are subject to the terms and conditions on the second page. This contract must be signed by both Agency or Advertiser and Coastal Outdoor Advertising to be effective. This contract is non-cancelable by agency/advertiser.

Advertiser:	Agency:
Signature: _____	Signature: _____
Printed Name: _____ Date: _____	Printed Name: _____ Date: _____

Coastal Outdoor Advertising	Name:	Date:
Signature: _____		

FOR INTERNAL USE: (C)

Account Executive

Deana Holbrook
 7421 N. Kings Hwy Myrtle Beach, SC 29572
 CoastalOutdoorAdvertising.com
 Ph#: 843-913-2302

Mailing Address

Coastal Outdoor Advertising
 7421 N Kings Hwy
 Myrtle Beach, SC 29572
 Ph#: (843) 692-2334 Fax#: (843) 692-0160

R 0044636

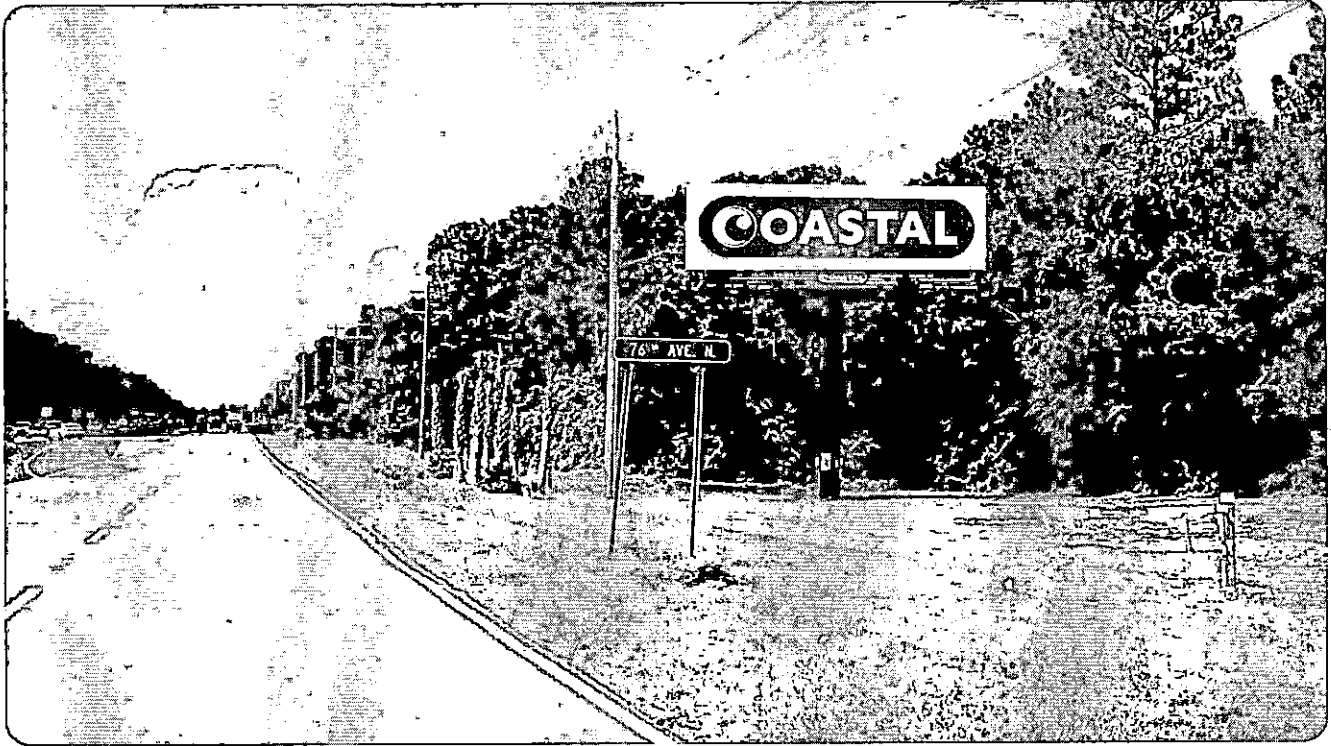


TERMS AND CONDITIONS

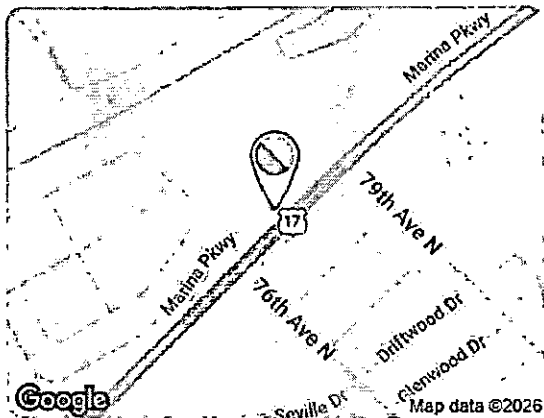
1. The term of this Contract will begin on the earlier of (i) the date of completion of installation, or (ii) no later than thirty (30) days from the date of this Contract. Unless otherwise expressly stated, the term of this Contract is thirteen (13) full periods (28 days). All rent will be payable on or before the first day of each period. Nothing contained in this Contract will be construed to give Advertiser any rights to continue to utilize any display after the date of termination of this Contract. In the event that Advertiser remains in possession of any display after the termination of this Contract, the term shall be extended on a period-to-period basis, and at the same rental rate as was required on the last period of the term.
2. As rent, Advertiser will pay to Coastal Outdoor Advertising (going forward will now be referred to as Owner), rent for the term of this Contract, payable in equal period installments. The deposit is to be paid upon the signing of this document. All rental payments are due and payable in advance on or before the first day of each period without demand. Advertiser agrees to pay and authorizes a late fee of one and one-half percent (1.5%) per period on any sum more than forty-five (45) days past due. The failure of Advertiser to pay any sums due under this Contract that are more than forty-five (45) days past due within ten (10) days following written notice from Owner to Advertiser at the address shown, will constitute a default by Advertiser. After such notice is given, no further notice will be required if Advertiser subsequently defaults in payment of any sum(s) due under this Contract. Should Advertiser fail to cure the default within the ten (10) day notice period, the Owner will have the right to terminate the balance of the term of this Contract, to accelerate the balance of the periodic payments due at the time of such default, and to take possession of the sign(s) and/or relet the sign(s) without having to obtain any court order or other process of law. Upon default by Advertiser and termination of the balance of the term of this Contract by Owner, the Advertiser will be deemed to have forfeited all rights under this Contract, and as LIQUIDATED DAMAGES will immediately pay Owner the balance of the rent due to Owner for the remainder of the term of this Contract, plus interest from the date of the default at the rate of twelve percent (12%) per annum. It is further specifically agreed between Advertiser and Owner that Owner will not be required to mitigate its damages by re-renting this sign, and Advertiser specifically waives all rights and defenses of mitigation in any civil action filed hereafter by Owner against Advertiser for the recovery of any balance of rent due pursuant to this Contract. In the event of default by Advertiser, the Advertiser, in addition to any rental due, will be liable for any and all reasonable attorneys' fees incurred by Owner in the collection and enforcement of this Contract. Owner's liability for any and all losses or damages to Advertiser from Owner's failure to perform any part of the services specified herein will in no event exceed the price of the display with respect to which losses or damages are claimed. Owner expressly disclaims all warranties, whether express or implied, including any implied warranty of merchantability or fitness for a particular purpose. In no event will Owner be responsible for incidental or consequential damages. All payments made under this Contract will be sent to the following address (unless Owner advises Advertiser otherwise in writing): Myrtle Beach Farms Company, Inc., Attn: Accounts Receivable, Post Office Box 7277, Myrtle Beach, SC 29572. Advertiser acknowledges and agrees that this Contract is not a lease and no statutes or regulations governing tenancies shall apply.
3. Advertiser agrees to hold Coastal Outdoor Advertising harmless from any and all claims or demands with regard to any use of this design or on account of any allegation that the use of any name, picture, or other material in this design is illegal, unauthorized, or damaging in any way to any person, business, organization, association, governmental body, or other entity. Replacement costs for a new display shall be at the advertiser's expense. This design and its components may not be used or reproduced in any way without prior written authorization from Coastal Outdoor Advertising. If design and/or components are requested for additional use for other mediums by advertiser, cost will be determined by Coastal Outdoor Advertising at its discretion. Unauthorized use will result in a minimum \$1000 creative usage fee per occurrence. Rounds of creative review shall not exceed three. If rounds of review exceed three, an additional fee of \$100 shall be rendered to the advertiser for each additional round of review.
4. Advertiser will have the responsibility of providing Owner with rough artwork within two weeks of the date this Contract is signed. Agency is responsible for providing Owner with finished artwork within thirty (30) days of the date this Contract is signed. Failure to do so will result in Owner beginning the term of this Contract and billing rent before the message is installed.
5. Owner will retain title to all vinyl, artwork, cutouts, extensions, illuminated letters, and electrical and mechanical equipment and all other personal property relative to the sign.
6. The sign will be lit from dusk to midnight unless noted in special provisions. Charges for additional lighting hours will depend on the number of additional hours requested. In the event the sign is totally without illumination for more than seventy-two (72) hours, Owner will reduce the rental amount due for each complete period without illumination by \$50.00 per period. This reduction will be prorated for periods of time less than one period.
7. In the event the sign is partially or totally destroyed during the term of this Contract, the Owner will not charge any rent during the period from such destruction until its repair. However, the contract period after its repair will automatically be extended so that the contract period excluding such repair period shall equal the originally contemplated term. In the event the sign is partially or totally destroyed, Owner has the option not to repair the sign and may declare this Contract ended and refund any unearned rental paid. If for any reason Owner is unable or unwilling to provide a display at the location(s) specified herein, Owner may either substitute location(s), with Advertiser's approval, or terminate this Contract.
8. All costs in the nature of ad valorem taxes and insurance incurred in connection with the placement of this sign will be paid by Owner.
9. It is specifically agreed to and understood between Owner and Advertiser that the location of the sign(s) and the advertisement provided herein is unique to Advertiser's business and has been designed by Owner and accepted by Advertiser for the specific and singular purpose of advertising and promoting the Advertiser's business enterprise.
10. This Contract is assignable only upon the express written approval of Owner. No such approval if given in one instance shall be considered approval of any subsequent assignment. Owner requires at least sixty (60) days written notice from advertiser of its desire to assign this Contract. All assignments are binding upon the heirs, successors, and assigns of both parties to this Contract.
11. The Owner will not be responsible for any failure or delay in the performance of its undertakings herein when they are due to fire, governmental restrictions, strikes, acts of God, or termination of the underlying land contract agreement prior to the expiration of the terms set forth in this Contract, or any other act or thing beyond the Owner's reasonable control.
12. This Contract will be construed and interpreted under the laws of the State of South Carolina.
13. The specifications signed by both parties are a part of this Contract. Owner will have the sole right to control the display, except with respect to the access to the property by approved vendors and installers. No employee or agent of Advertiser will have any rights of access to the property containing such display or to such display. Owner will maintain the display structures and grounds immediately surrounding such structure in a manner generally comparable to the manner other structures and the grounds immediately surrounding such structures are maintained by Owner in the same general geographic area.
14. The parties agree that if any of the terms or conditions of this Contract are determined to be void or unenforceable, the remainder of this Contract continues to be of full force and effect. This Contract embodies the entire agreement between the parties, and there are no collateral agreements not contained herein. This Contract may only be modified in writing signed by all parties hereto.
15. All official notices will be made in writing and mailed to the other party at the address below by Certified Mail, Return Receipt requested.
16. All creative services, production, installation, digital content, special embellishments and vinyl maintenance will be provided by Burroughs & Chapin TRS, Inc. All general maintenance and space rent will provided by Myrtle Beach Farms Company Inc., DBA Coastal Outdoor Advertising.

Initial Here _____

HGTC/Nursing

COASTAL OUTDOOR 0189B

W/S US Highway 17 Bypass 0.09 miles N/O 76th Avenue North, NE/F



Illuminated Bulletin

City: Myrtle Beach, SC 29572

Face ID: 0189B

Facing: Northeast (RR)

Latitude/Longitude: 33.7553/-78.8269

Bulletin Face Size: 10'6 x 36'0

Weekly Circulation 18+: 359,254

4-Week Circulation 18+: 1,437,016

\$2510.00 / 4 week Period (Rate is based on 13.00 4-week periods.)

Deana Holbrook | Account Rep

deana.holbrook@bccompany.com | 843-913-2302 | 843-222-7198 (cell)

7421 N. Kings Hwy Myrtle Beach, SC 29572 | CoastalOutdoorAdvertising.com

15402



D0046148

CONTRACT FOR OUTDOOR ADVERTISING

CONTRACTED BY:		ON BEHALF OF ADVERTISER:	
CUSTOMER #	3425 154297	CUSTOMER #	
NAME	HGTC	NAME	
ADDRESS	2050 Highway 501 E	ADDRESS	
CITY/STATE/ZIP	Conway, SC 29526	CITY/STATE/ZIP	
CONTACT	Kelly Perritt	CONTACT	
EMAIL ADDRESS	accountspayable@hgtc.edu, kelly.perritt@hgtc.edu, antoinette.ford@hgtc.edu	EMAIL ADDRESS	
PHONE #		PHONE #	
P.O.#			
ADVERTISER	HGTC		

Qty	Product Description	Illum	Size	Term	Service Dates	Rate Per Period
1	1) 0311B, Digital, 501 HWY 31 to 501 Bypass, N/S US Highway 501 3.28 miles W/O Carolina Forest Boulevard N/S, S/F, Regular, Daily spots: 900, 0.5 Slot	Yes	10'6 x 36'	13 4-Week Periods	07/01/2026 - 06/29/2027	950.00
1	2) 0311B, Digital, 501 HWY 31 to 501 Bypass, N/S US Highway 501 3.28 miles W/O Carolina Forest Boulevard N/S, S/F, Regular, Daily spots: 900, 0.5 Slot	Yes	10'6 x 36'	1 Day	06/30/2027 - 06/30/2027	34.00
Grand Total (Net)						\$12,384.00

Notes:

Agency/Advertiser hereby contracts for the outdoor advertising services described above upon the terms set forth above AND ON PAGE 2 OF 2. Contracts transmitted to Coastal Outdoor Advertising via fax machines or e-mail are to be treated as original contracts and are subject to the terms and conditions on the second page. This contract must be signed by both Agency or Advertiser and Coastal Outdoor Advertising to be effective. This contract is non-cancelable by agency/advertiser.

Advertiser:

Signature: _____

Printed Name: _____ Date: _____

Agency:

Signature: _____

Printed Name: _____ Date: _____

Coastal Outdoor Advertising

Signature: _____

Name: _____

Date: _____

FOR INTERNAL USE: (C)

Account Executive

Deana Holbrook
7421 N. Kings Hwy Myrtle Beach, SC 29572
CoastalOutdoorAdvertising.com
Ph#: 843-913-2302

Mailing Address

Coastal Outdoor Advertising
7421 N Kings Hwy
Myrtle Beach, SC 29572
Ph#: (843) 692-2334 Fax#: (843) 692-0160

R0044634



TERMS AND CONDITIONS

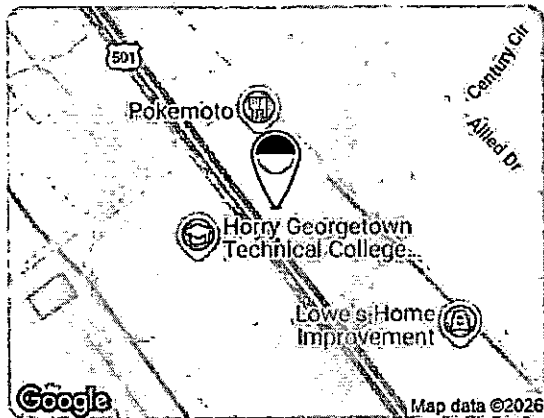
1. The term of this Contract will begin on the earlier of (i) the date of completion of installation, or (ii) no later than thirty (30) days from the date of this Contract. Unless otherwise expressly stated, the term of this Contract is thirteen (13) full periods (28 days). All rent will be payable on or before the first day of each period. Nothing contained in this Contract will be construed to give Advertiser any rights to continue to utilize any display after the date of termination of this Contract. In the event that Advertiser remains in possession of any display after the termination of this Contract, the term shall be extended on a period-to-period basis, and at the same rental rate as was required on the last period of the term.
2. As rent, Advertiser will pay to Coastal Outdoor Advertising (going forward will now be referred to as Owner), rent for the term of this Contract, payable in equal period installments. The deposit is to be paid upon the signing of this document. All rental payments are due and payable in advance on or before the first day of each period without demand. Advertiser agrees to pay and authorizes a late fee of one and one-half percent (1.5%) per period on any sum more than forty-five (45) days past due. The failure of Advertiser to pay any sums due under this Contract that are more than forty-five (45) days past due within ten (10) days following written notice from Owner to Advertiser at the address shown, will constitute a default by Advertiser. After such notice is given, no further notice will be required if Advertiser subsequently defaults in payment of any sum(s) due under this Contract. Should Advertiser fail to cure the default within the ten (10) day notice period, the Owner will have the right to terminate the balance of the term of this Contract, to accelerate the balance of the periodic payments due at the time of such default, and to take possession of the sign(s) and/or relet the sign(s) without having to obtain any court order or other process of law. Upon default by Advertiser and termination of the balance of the term of this Contract by Owner, the Advertiser will be deemed to have forfeited all rights under this Contract, and as LIQUIDATED DAMAGES will immediately pay Owner the balance of the rent due to Owner for the remainder of the term of this Contract, plus interest from the date of the default at the rate of twelve percent (12%) per annum. It is further specifically agreed between Advertiser and Owner that Owner will not be required to mitigate its damages by re-renting this sign, and Advertiser specifically waives all rights and defenses of mitigation in any civil action filed hereafter by Owner against Advertiser for the recovery of any balance of rent due pursuant to this Contract. In the event of default by Advertiser, the Advertiser, in addition to any rental due, will be liable for any and all reasonable attorneys' fees incurred by Owner in the collection and enforcement of this Contract. Owner's liability for any and all losses or damages to Advertiser from Owner's failure to perform any part of the services specified herein will in no event exceed the price of the display with respect to which losses or damages are claimed. Owner expressly disclaims all warranties, whether express or implied, including any implied warranty of merchantability or fitness for a particular purpose. In no event will Owner be responsible for incidental or consequential damages. All payments made under this Contract will be sent to the following address (unless Owner advises Advertiser otherwise in writing): Myrtle Beach Farms Company, Inc., Attn: Accounts Receivable, Post Office Box 7277, Myrtle Beach, SC 29572. Advertiser acknowledges and agrees that this Contract is not a lease and no statutes or regulations governing tenancies shall apply.
3. Advertiser agrees to hold Coastal Outdoor Advertising harmless from any and all claims or demands with regard to any use of this design or on account of any allegation that the use of any name, picture, or other material in this design is illegal, unauthorized, or damaging in any way to any person, business, organization, association, governmental body, or other entity. Replacement costs for a new display shall be at the advertiser's expense. This design and its components may not be used or reproduced in any way without prior written authorization from Coastal Outdoor Advertising. If design and/or components are requested for additional use for other mediums by advertiser, cost will be determined by Coastal Outdoor Advertising at its discretion. Unauthorized use will result in a minimum \$1000 creative usage fee per occurrence. Rounds of creative review shall not exceed three. If rounds of review exceed three, an additional fee of \$100 shall be rendered to the advertiser for each additional round of review.
4. Advertiser will have the responsibility of providing Owner with rough artwork within two weeks of the date this Contract is signed. Agency is responsible for providing Owner with finished artwork within thirty (30) days of the date this Contract is signed. Failure to do so will result in Owner beginning the term of this Contract and billing rent before the message is installed.
5. Owner will retain title to all vinyl, artwork, cutouts, extensions, illuminated letters, and electrical and mechanical equipment and all other personal property relative to the sign.
6. The sign will be lit from dusk to midnight unless noted in special provisions. Charges for additional lighting hours will depend on the number of additional hours requested. In the event the sign is totally without illumination for more than seventy-two (72) hours, Owner will reduce the rental amount due for each complete period without illumination by \$50.00 per period. This reduction will be prorated for periods of time less than one period.
7. In the event the sign is partially or totally destroyed during the term of this Contract, the Owner will not charge any rent during the period from such destruction until its repair. However, the contract period after its repair will automatically be extended so that the contract period excluding such repair period shall equal the originally contemplated term. In the event the sign is partially or totally destroyed, Owner has the option not to repair the sign and may declare this Contract ended and refund any unearned rental paid. If for any reason Owner is unable or unwilling to provide a display at the location(s) specified herein, Owner may either substitute location(s), with Advertiser's approval, or terminate this Contract.
8. All costs in the nature of ad valorem taxes and insurance incurred in connection with the placement of this sign will be paid by Owner.
9. It is specifically agreed to and understood between Owner and Advertiser that the location of the sign(s) and the advertisement provided herein is unique to Advertiser's business and has been designed by Owner and accepted by Advertiser for the specific and singular purpose of advertising and promoting the Advertiser's business enterprise.
10. This Contract is assignable only upon the express written approval of Owner. No such approval if given in one instance shall be considered approval of any subsequent assignment. Owner requires at least sixty (60) days written notice from advertiser of its desire to assign this Contract. All assignments are binding upon the heirs, successors, and assigns of both parties to this Contract.
11. The Owner will not be responsible for any failure or delay in the performance of its undertakings herein when they are due to fire, governmental restrictions, strikes, acts of God, or termination of the underlying land contract agreement prior to the expiration of the terms set forth in this Contract, or any other act or thing beyond the Owner's reasonable control.
12. This Contract will be construed and interpreted under the laws of the State of South Carolina.
13. The specifications signed by both parties are a part of this Contract. Owner will have the sole right to control the display, except with respect to the access to the property by approved vendors and installers. No employee or agent of Advertiser will have any rights of access to the property containing such display or to such display. Owner will maintain the display structures and grounds immediately surrounding such structure in a manner generally comparable to the manner other structures and the grounds immediately surrounding such structures are maintained by Owner in the same general geographic area.
14. The parties agree that if any of the terms or conditions of this Contract are determined to be void or unenforceable, the remainder of this Contract continues to be of full force and effect. This Contract embodies the entire agreement between the parties, and there are no collateral agreements not contained herein. This Contract may only be modified in writing signed by all parties hereto.
15. All official notices will be made in writing and mailed to the other party at the address below by Certified Mail, Return Receipt requested.
16. All creative services, production, installation, digital content, special embellishments and vinyl maintenance will be provided by Burroughs & Chapin TRS, Inc. All general maintenance and space rent will be provided by Myrtle Beach Farms Company Inc., DBA Coastal Outdoor Advertising.

Initial Here _____

HGTC

COASTAL OUTDOOR 0311B

N/S US Highway 501 3.28 miles W/O Carolina Forest Boulevard N/S, S/F

**Description**

Located on Hwy 501, target the higher education and medical corridor of Conway: Coastal Carolina University, Horry-Georgetown Technical College and Conway Medical Center, as well as Tanger Factory Outlet Center and other retailers nearby.

[Click to Watch Video](#)
[Click to Watch Drive-By](#)
[Click to View Map](#)
Illuminated Digital

City: Conway, SC 29526

Face ID: 0311B

Facing: South (RR)

Latitude/Longitude: 33.7960/-79.0010

Digital Face Size: 10'6 x 36'

Weekly Circulation 18+: 395,094

4-Week Circulation 18+: 1,580,376

\$950.00 / 4 week Period (Rate is based on 13.00 4-week periods.)

Deana Holbrook | Account Rep

deana.holbrook@bccompany.com | 843-913-2302 | 843-222-7198 (cell)

7421 N. Kings Hwy Myrtle Beach, SC 29572 | CoastalOutdoorAdvertising.com

15403



P0046151

CONTRACT FOR OUTDOOR ADVERTISING

CONTRACTED BY:		ON BEHALF OF ADVERTISER:	
CUSTOMER #	3425 154297	CUSTOMER #	
NAME	HGTC	NAME	
ADDRESS	2050 Highway 501 E	ADDRESS	
CITY/STATE/ZIP	Conway, SC 29526	CITY/STATE/ZIP	
CONTACT	Kelly Perritt	CONTACT	
EMAIL ADDRESS	accountspayable@hgtc.edu, kelly.perritt@hgtc.edu, antoinette.ford@hgtc.edu	EMAIL ADDRESS	
PHONE #		PHONE #	
P.O.#			
ADVERTISER	HGTC		

Qty	Product Description	Illum	Size	Term	Service Dates	Rate Per Period
1	1) 0297B, Digital, 17Byp Georgetown to 501, W/S US Highway 17 Bypass 0.47 miles S/O State Highway 544, NE/F, Regular, Daily spots: 900, 0.5 Slot	Yes	10'6 x 36'0	13 4-Week Periods	07/01/2026 - 06/29/2027	1,050.00
1	2) 0297B, Digital, 17Byp Georgetown to 501, W/S US Highway 17 Bypass 0.47 miles S/O State Highway 544, NE/F, Regular, Daily spots: 900, 0.5 Slot	Yes	10'6 x 36'0	1 Day	06/30/2027 - 06/30/2027	38.00
Grand Total (Net)						\$13,688.00

Notes:

Agency/Advertiser hereby contracts for the outdoor advertising services described above upon the terms set forth above AND ON PAGE 2 OF 2. Contracts transmitted to Coastal Outdoor Advertising via fax machines or e-mail are to be treated as original contracts and are subject to the terms and conditions on the second page. This contract must be signed by both Agency or Advertiser and Coastal Outdoor Advertising to be effective. This contract is non-cancelable by agency/advertiser.

Advertiser:

Signature: _____

Printed Name: _____ Date: _____

Agency:

Signature: _____

Printed Name: _____ Date: _____

Coastal Outdoor Advertising

Signature: _____

Name: _____

Date: _____

FOR INTERNAL USE: (C)

Account Executive

Deana Holbrook
7421 N. Kings Hwy Myrtle Beach, SC 29572
CoastalOutdoorAdvertising.com
Ph#: 843-913-2302

Mailing Address

Coastal Outdoor Advertising
7421 N Kings Hwy
Myrtle Beach, SC 29572
Ph#: (843) 692-2334 Fax#: (843) 692-0160

P0044635

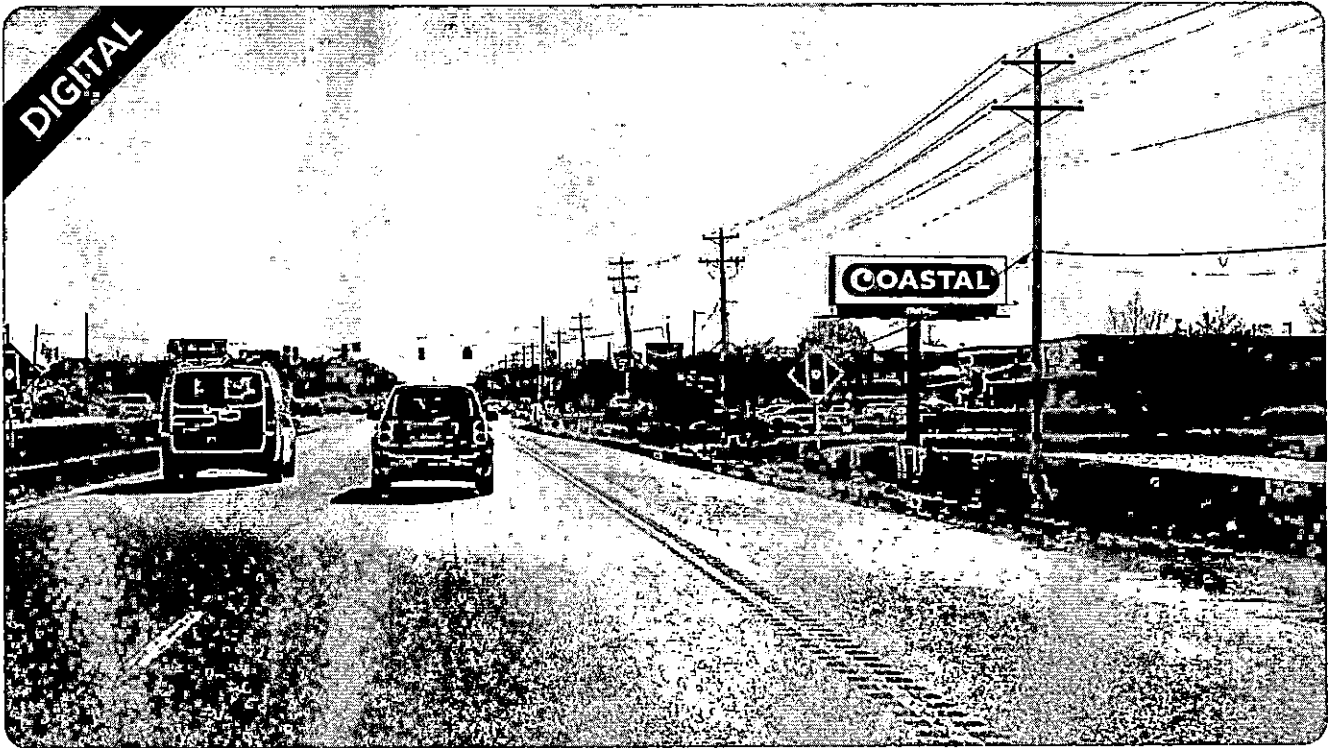
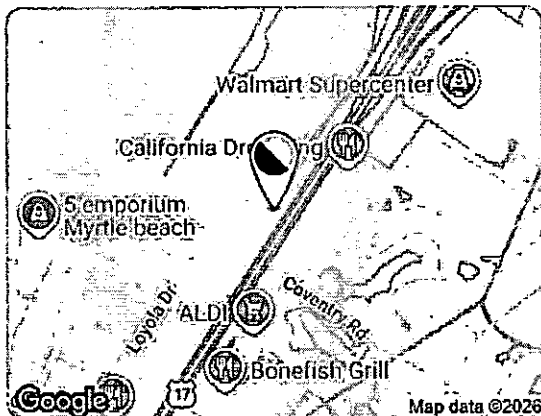


TERMS AND CONDITIONS

1. The term of this Contract will begin on the earlier of (i) the date of completion of installation, or (ii) no later than thirty (30) days from the date of this Contract. Unless otherwise expressly stated, the term of this Contract is thirteen (13) full periods (28 days). All rent will be payable on or before the first day of each period. Nothing contained in this Contract will be construed to give Advertiser any rights to continue to utilize any display after the date of termination of this Contract. In the event that Advertiser remains in possession of any display after the termination of this Contract, the term shall be extended on a period-to-period basis, and at the same rental rate as was required on the last period of the term.
2. As rent, Advertiser will pay to Coastal Outdoor Advertising (going forward will now be referred to as Owner), rent for the term of this Contract, payable in equal period installments. The deposit is to be paid upon the signing of this document. All rental payments are due and payable in advance on or before the first day of each period without demand. Advertiser agrees to pay and authorizes a late fee of one and one-half percent (1.5%) per period on any sum more than forty-five (45) days past due. The failure of Advertiser to pay any sums due under this Contract that are more than forty-five (45) days past due within ten (10) days following written notice from Owner to Advertiser at the address shown, will constitute a default by Advertiser. After such notice is given, no further notice will be required if Advertiser subsequently defaults in payment of any sum(s) due under this Contract. Should Advertiser fail to cure the default within the ten (10) day notice period, the Owner will have the right to terminate the balance of the term of this Contract, to accelerate the balance of the periodic payments due at the time of such default, and to take possession of the sign(s) and/or relet the sign(s) without having to obtain any court order or other process of law. Upon default by Advertiser and termination of the balance of the term of this Contract by Owner, the Advertiser will be deemed to have forfeited all rights under this Contract, and as LIQUIDATED DAMAGES will immediately pay Owner the balance of the rent due to Owner for the remainder of the term of this Contract, plus interest from the date of the default at the rate of twelve percent (12%) per annum. It is further specifically agreed between Advertiser and Owner that Owner will not be required to mitigate its damages by re-renting this sign, and Advertiser specifically waives all rights and defenses of mitigation in any civil action filed hereafter by Owner against Advertiser for the recovery of any balance of rent due pursuant to this Contract. In the event of default by Advertiser, the Advertiser, in addition to any rental due, will be liable for any and all reasonable attorneys' fees incurred by Owner in the collection and enforcement of this Contract. Owner's liability for any and all losses or damages to Advertiser from Owner's failure to perform any part of the services specified herein will in no event exceed the price of the display with respect to which losses or damages are claimed. Owner expressly disclaims all warranties, whether express or implied, including any implied warranty of merchantability or fitness for a particular purpose. In no event will Owner be responsible for incidental or consequential damages. All payments made under this Contract will be sent to the following address (unless Owner advises Advertiser otherwise in writing): Myrtle Beach Farms Company, Inc., Attn: Accounts Receivable, Post Office Box 7277, Myrtle Beach, SC 29572. Advertiser acknowledges and agrees that this Contract is not a lease and no statutes or regulations governing tenancies shall apply.
3. Advertiser agrees to hold Coastal Outdoor Advertising harmless from any and all claims or demands with regard to any use of this design or on account of any allegation that the use of any name, picture, or other material in this design is illegal, unauthorized, or damaging in any way to any person, business, organization, association, governmental body, or other entity. Replacement costs for a new display shall be at the advertiser's expense. This design and its components may not be used or reproduced in any way without prior written authorization from Coastal Outdoor Advertising. If design and/or components are requested for additional use for other mediums by advertiser, cost will be determined by Coastal Outdoor Advertising at its discretion. Unauthorized use will result in a minimum \$1000 creative usage fee per occurrence. Rounds of creative review shall not exceed three. If rounds of review exceed three, an additional fee of \$100 shall be rendered to the advertiser for each additional round of review.
4. Advertiser will have the responsibility of providing Owner with rough artwork within two weeks of the date this Contract is signed. Agency is responsible for providing Owner with finished artwork within thirty (30) days of the date this Contract is signed. Failure to do so will result in Owner beginning the term of this Contract and billing rent before the message is installed.
5. Owner will retain title to all vinyl, artwork, cutouts, extensions, illuminated letters, and electrical and mechanical equipment and all other personal property relative to the sign.
6. The sign will be lit from dusk to midnight unless noted in special provisions. Charges for additional lighting hours will depend on the number of additional hours requested. In the event the sign is totally without illumination for more than seventy-two (72) hours, Owner will reduce the rental amount due for each complete period without illumination by \$50.00 per period. This reduction will be prorated for periods of time less than one period.
7. In the event the sign is partially or totally destroyed during the term of this Contract, the Owner will not charge any rent during the period from such destruction until its repair. However, the contract period after its repair will automatically be extended so that the contract period excluding such repair period shall equal the originally contemplated term. In the event the sign is partially or totally destroyed, Owner has the option not to repair the sign and may declare this Contract ended and refund any unearned rental paid. If for any reason Owner is unable or unwilling to provide a display at the location(s) specified herein, Owner may either substitute location(s), with Advertiser's approval, or terminate this Contract.
8. All costs in the nature of ad valorem taxes and insurance incurred in connection with the placement of this sign will be paid by Owner.
9. It is specifically agreed to and understood between Owner and Advertiser that the location of the sign(s) and the advertisement provided herein is unique to Advertiser's business and has been designed by Owner and accepted by Advertiser for the specific and singular purpose of advertising and promoting the Advertiser's business enterprise.
10. This Contract is assignable only upon the express written approval of Owner. No such approval if given in one instance shall be considered approval of any subsequent assignment. Owner requires at least sixty (60) days written notice from advertiser of its desire to assign this Contract. All assignments are binding upon the heirs, successors, and assigns of both parties to this Contract.
11. The Owner will not be responsible for any failure or delay in the performance of its undertakings herein when they are due to fire, governmental restrictions, strikes, acts of God, or termination of the underlying land contract agreement prior to the expiration of the terms set forth in this Contract, or any other act or thing beyond the Owner's reasonable control.
12. This Contract will be construed and interpreted under the laws of the State of South Carolina.
13. The specifications signed by both parties are a part of this Contract. Owner will have the sole right to control the display, except with respect to the access to the property by approved vendors and installers. No employee or agent of Advertiser will have any rights of access to the property containing such display or to such display. Owner will maintain the display structures and grounds immediately surrounding such structure in a manner generally comparable to the manner other structures and the grounds immediately surrounding such structures are maintained by Owner in the same general geographic area.
14. The parties agree that if any of the terms or conditions of this Contract are determined to be void or unenforceable, the remainder of this Contract continues to be of full force and effect. This Contract embodies the entire agreement between the parties, and there are no collateral agreements not contained herein. This Contract may only be modified in writing signed by all parties hereto.
15. All official notices will be made in writing and mailed to the other party at the address below by Certified Mail, Return Receipt requested.
16. All creative services, production, installation, digital content, special embellishments and vinyl maintenance will be provided by Burroughs & Chapin TRS, Inc. All general maintenance and space rent will be provided by Myrtle Beach Farms Company Inc., DBA Coastal Outdoor Advertising.

Initial Here _____

HGTC

COASTAL OUTDOOR 0297B**W/S US Highway 17 Bypass 0.47 miles S/O State Highway 544, NE/F**

Description

This digital face is located on Hwy 17 Bypass south of Hwy 544. Engage consumers traveling south to Pawleys Island, Litchfield & Waccamaw Neck from the Grand Strand, big box retailers & The Market Common. Nearby destinations include Walmart, Lowe's, Target, Petco, Lowes Foods, Ocean Lakes, Pirate Land & Lakewood family camping resorts.

[Click to Watch Video](#)[Click to Watch Drive-By](#)[Click to View Map](#)

Illuminated Digital

City: Myrtle Beach, SC 29588

Face ID: 0297B

Facing: Northeast (RR)

Latitude/Longitude: 33.6447/-78.9861

Digital Face Size: 10'6 x 36'0

Weekly Circulation 18+: 537,915

4-Week Circulation 18+: 2,151,660

\$1050.00 / 4 week Period (Rate is based on 13.00 4-week periods.)

Deana Holbrook | Account Rep

deana.holbrook@bccompany.com | 843-913-2302 | 843-222-7198 (cell)

7421 N. Kings Hwy Myrtle Beach, SC 29572 | CoastalOutdoorAdvertising.com

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