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Murrells Inlet 2020: Building a Sustainable Future

Jessica Aponte

Georgetown RISE United Nations Youth Corps

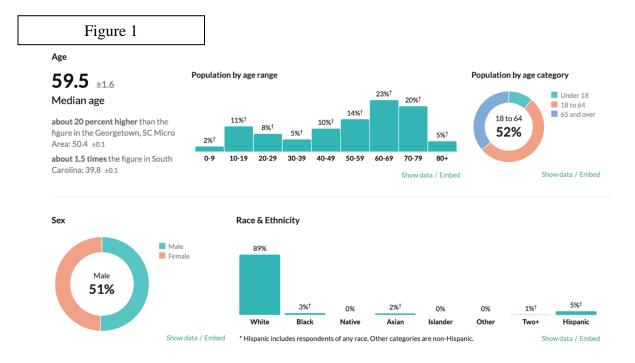
April 26, 2023

#### **Introduction and Thesis:**

The work of *Murrells Inlet 2020* aligns with the United Nations Sustainable Development Goals (SDGs) that we have been taking a closer look at in class. While there are 17 goals with focused themes on water, energy, climate, oceans, urbanization, transport, science, technology and more, many of them are relevant to the previous work of *Murrells Inlet 2020*, as well as their future. Throughout my internship as a Marketing and Events Intern, the focus of my role was on SDGs 11, 14, and 15. Goal 11 focuses on making cities and human settlements inclusive, safe resilient, and sustainable. Goal 14 focuses on conserving and sustainably using the oceans, seas, and marine resources for sustainable development. Goal 15 focuses on "protecting, restoring, and promoting sustainable use of terrestrial ecosystems, sustainably managing forests, combating desertification, and halting and reserving land degradation and halting biodiversity loss, (United Nations, 2023).

Murrells Inlet is a small coastal town located in Georgetown County, South Carolina. It is situated on a tidal creek that flows into the Atlantic Ocean, making it a popular destination for boating and fishing. The town is full of history, scenic beauty, and a laid-back lifestyle. It is a nature lovers paradise. Murrells Inlet is located just 10 miles south of the tourist area of Myrtle Beach. It is a place sought out by fisherman, naturalists, antique collectors, and art lovers. Murrells Inlet is also a place where golfers come to relax, families come to dine, and snowbirds come to retire. As shown in figure 1, the population of Murrells Inlet is approximately 9,000 people, with a median age of 59 years old. The community is primarily composed of retirees and second-home owners, although there are also some young families and working professionals.

The majority of race and ethnicity of the residents are Caucasian, with a small percentage of African American and Hispanic residents (Census Profile: Murrells Inlet, SC n.d.).



Murrells Inlet has a strong sense of community, with many local events and festivals throughout the year. The economy is based on tourism, with many restaurants, shops, and attractions for visitors. The town has a growing number of businesses and services, including healthcare facilities, real estate, and construction companies.

While Georgetown County is thriving, there are threats and risks to the county's natural resources. Some of these threats include groundwater contamination and decreased water quality, climate change causing rainfall to be more intense, deterioration of water resources, such as beach erosion, loss of the natural ability to replenish groundwater, and loss of wildlife, plant, and animal habitats, to name a few (Georgetown County, SC: Official Website, 2023).

Murrells Inlet 2020 is a nonprofit community revitalization organization that promotes the conservation of our natural environment while fostering local community and commerce.

They were established to preserve and protect the beauty of the inlet. Murrells Inlet 2020's

vision is to make Murrells Inlet a great place to live, work and visit through a combination of environmental awareness, infrastructure improvements, economic development, and community involvement.

As a Marketing and Events Intern at *Murrells Inlet 2020*, my responsibilities are to engage the community and bring awareness to support our events, such as the Golf Tournament, *Spring Tide Clean Up*, *Race for the Inlet*, and more. My tasks include managing our social media presence, speaking to the public and/or donors, getting volunteers, creating the weekly community newsletters and more. The work that I am doing supports the organization's efforts to unite the community in a fun and engaging way, to generate funds for the Inlet, all while simultaneously promoting sustainable practices and raising awareness about the SDGs. This report serves as an initial sustainability assessment for *Murrells Inlet 2020*, showcasing the community's contributions to creating a sustainable and resilient future that align with the SDGs and to address global challenges to achieve sustainable development for all.

#### **Literature Review**

### <u>SDG 11</u>

SDG 11 is to make cities and human settlements inclusive, safe, resilient, and sustainable. There are many efforts that *Murrells Inlet 2020* members are making to ensure that Murrells Inlet is a sustainable community. A *World Bank* (2023) report states sustainable cities and communities include four key dimensions: they are environmentally sustainable in terms of cleanliness and efficiency, they are resilient to social, economic, and natural shock, they are inclusive communities and bring all members of society together, and they are competitive that they can stay productive and generate jobs for members of the community. "Building inclusive,

resilient, competitive, and sustainable cities and communities is essential for achieving the SDGs by 2030" (World Bank, 2023).

Morse Park is an example of the efforts of *Murrells Inlet 2020*. Morse Park is Murrells Inlet's only waterfront park, located on the south end of Murrells Inlet next to the Jetty Walk and on the bike path. The Park runs through Murrells Inlet and connects to the Huntington Beach bike bridge. The Park needed beautification, improvements, and updates, which *Murrells Inlet 2020* saw as an opportunity. They planned to re-develop the park making it a place for families and the community to have creek front access, picnic areas, benches, a playground, and a bike stop. Their vision was an outdoor space for the community to enjoy, where residents can launch kayaks, boats, and walk. This project aligns SDG 11, target 11.7, "by 2030, provide universal access to safe, inclusive and accessible green and public spaces, for women and children, older persons and persons with disabilities" specifically, indicator 11.7.1, "average share of the built-up area of cities that is open space for public use for all by sex, age, and persons with disabilities" (United Nations, 2023).

With the support of *Murrells Inlet 2020's* sponsors, the new and improved park features updated park grounds including landscaping, a new walking path with pervious limestone to absorb water to decrease stormwater runoff into the inlet, two rain gardens that act as natural filtration systems, high-quality picnic tables and benches, a new playground, and gazebo with seating (Murrells Inlet 2020, nd).

### Global and Local Context

There are other organizations that have the same philosophy that all people should have access to the benefits of high-quality parks. These parks and recreation spaces have generated

neighborhood pride and given young and old a safe place to be physically active and enjoy community green space. *National Recreation and Park Association (NRPA)* is an organization that has a vision to build and revitalize parks and spaces for youth, families, and adults. *NRPA* launched a Parks Build Community Program to draw attention to the core functions that parks play in revitalizing a sustainable community. Since the launch of this program, Parks Build Community has provided safe and inclusive playgrounds to more than 40,000 people annually (as shown in figure 2), impacting the quality of life in communities for years to come (Parks Build Community, Park Revitalization n.d.).

Figure 2: National Recreation and Park Association



## **SDG 14**

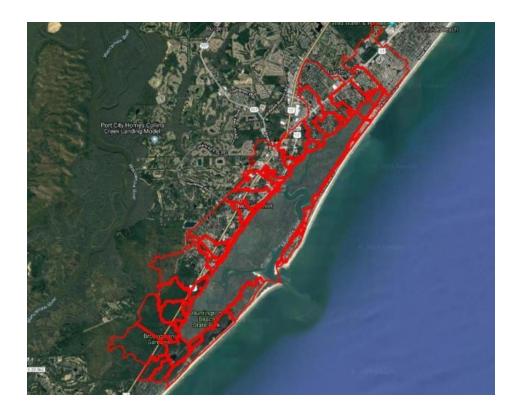
SDG 14 conserves the sustainable use of the oceans, seas, and marine resources. Healthy bodies of water are essential to human existence and life on Earth. Water covers 70% of the

planet and provides food, energy, and water. Pollution runoff causes wetland degradation, affects shellfish efficiency, and threatens water quality. *Murrells Inlet 2020* promotes the conservation of the natural environment, including water sources to ensure clean and safe water for the community. One of the ways this is done is through the Watershed Project. A watershed is the area of land that drains or sheds water into a specific receiving water body, such as a lake or river. As rainwater or melted snow runs downhill in the watershed, it collects and transports sediments and other materials and deposits them into the receiving waterbody. Watershed management helps control the pollution of water and other resources in the watershed by identifying the different kinds of pollution present in the watershed and how they are transported. All activities that occur in the watershed will affect the watershed's natural resources and water quality. New land development, runoff from developed areas, agricultural and household activities, such as gardening and septic use can all affect the quality of the resources within a watershed. Watershed plan makes recommendations to properly address these concerns and reduces pollution (WRCOG, 2023).

This watershed plan is "scientifically based and combines the economic, cultural, and environmental interests of the marsh, which is the single most important asset to the Murrells Inlet community. The plan promotes sound management strategies to sustain the value of the marsh for future generations of Murrells Inlet residents" (WRCOG, 2023).

The Watershed project is a collaborative effort between local, state, and federal agencies, as well as community groups and stakeholders, including *Murrells Inlet 2020*. The purpose is to improve the health and resilience of the Murrells Inlet watershed. The project includes the entire watershed; creeks, streams, and wetlands that drain into the Inlets estuary and ultimately the

Atlantic Ocean. The watershed is in the Long Bay region of South Carolina. The estuary contains high-salinity seawater, which creates an ideal habitat for shellfish. The estuary's high biological productivity supports the Murrells Inlet local economy, which is centered around tourism. An example of this is demonstrated in the figure below:



A primary species of concern in the watershed plan is the Eastern Oyster. "For more than 100 years, oysters have sustained oceanfront communities on all United States coasts," (One Earth, 2023). Murrells Inlet is no exception. According to the South Carolina Department of Health and Environmental Control's Shellfish Program, oysters are a part of the local heritage (One Earth, 2023). Murrells Inlet is widely recognized as the most economically important

shellfish producing area along South Carolina's northern coast. Besides being a food resource, oyster reefs are critical to the ecosystems. Oysters form reefs on shells, rock, piers, which provide habitats for other marine animals and plants. The reefs also affect water circulation and can help prevent erosion. Oysters have filtering capabilities which improve water quality and recycle nutrients. "Oyster harvesting is important to the maritime cultural identity of the Murrells Inlet community, therefore maintaining water quality that meets shellfish harvesting standards is a priority goal of this plan" (Coastal Carolina University, 2021).

A recent economic impact study completed by Coastal Carolina University, conservatively places the economic value of the Murrells Inlet waterfront marsh at \$720 million. The report attributes the marsh as bolstering several sectors of the local economy including retail sales, particularly restaurant establishments; real estate property values; boating; fishing; accommodations and other tourism activities. This economic activity generates substantial tax revenues for both Horry and Georgetown Counties (Murrells Inlet Watershed Plan – Waccamaw Regional Council of..., n.d.).

## Global and Local Context

Other locations in the United States have made efforts to restore the oyster population as well. Chesapeake Bay Trust is a non-profit organization in Maryland, like *Murrells Inlet 2020*. They are committed to ensure that local watersheds are healthy and safe, that the waters are fishable and swimmable, and that local communities benefit from these resources (One Earth, 2023). Other locations have considered seeding and growing shellfish to reduce nitrogen levels because they are faster, cheaper, and a more sustainable alternative to building sewers and wastewater treatment systems. For example, Harris Creek, on Maryland's eastern shore can now filter the entire volume of the creek in less than 10 days during the summer (One Earth, 2023).

SDG 14 ensures the sustainability of the oceans, seas, and marine resources. The global impact of water and sanitation issues are no different. Access to safe and clean water is essential

for human health, livelihood, and economic development and lack of access to these resources worldwide can lead to disease and other impacts.

Like the work of *Murrells Inlet 2020*, there are many watershed projects that are also focused on restoring oyster populations worldwide. There are several impacts that happen when shellfish are removed from the ecosystem. First, it can cause the loss of a natural process to keep the coastal waters clean and clear. This leads to a decline in water quality. Also, it affects the stock of fish, as they have less places to breed. All of this can lead to risk for the social and economic benefits within coastal communities. As a result of these impacts, the *Nature Conservancy of Australia* has made a commitment to build 60 reefs along communities who are in need, as shown in Figure 4. It is Australia's largest marine restoration initiative to bring back shellfish reef ecosystems for the benefit of people and nature (The Nature Conservancy Australia, 2020).

Figure 4: Australia's Marine Restoration



Achieving SDG 14, specifically target 14.1; "by 2025, prevent and significantly reduce marine pollution of all kinds, in particular from land-based activities including marine debris and nutrient pollution," is also an important step to sustain use of the oceans, seas, and marine resources for sustainable development. Life below water is critical for Murrells Inlet, "Oceans are our planet's life support as they provide water, food, and help regulate the weather" (United Nations, 2023).

#### **SDG 15**

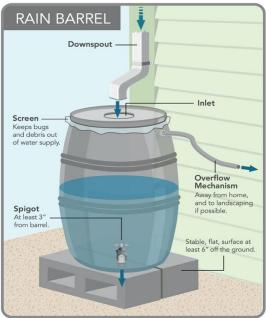
Conserving life on land is equally important. Pollution poses a huge threat to our planet and the lives of future generations. In support of saving the community, *Murrells Inlet 2020* organizes an annual community clean-up event, called *Spring Tide*. This event is in support of SDG 15; to protect, restore, and promote sustainable ecosystems, target 15.1; "ensure the

conservation, restoration, and sustainable use of terrestrial and inland freshwater ecosystems and their services, in forests, wetlands, mountains, and drylands" (United Nations, 2023). *Murrells Inlet 2020* will be celebrating its 31<sup>st</sup> year of bringing the community together to work towards one common goal of cleaning and improving their local environment. *Spring Tide* provides a range of benefits for both the community and the environment.

Another concern that Murrells Inlet has and is addressing is pet waste. Dog waste is also a cause of pollution in the community. It is a cause of pollution in creeks, rivers, and lakes. "Dog waste contains nitrogen and phosphorus, which can deplete oxygen that the fish and other water-based life need to survive, as well as encourage the growth of harmful algae. It is also considered a significant source of pathogens like fecal coliform, a disease-causing bacteria" (Maxwell and Bryant, 2017). "Pet waste is the second largest source of bacteria" (WRCOG, 2023). Fecal bacteria can be transported via rainfall and stormwater runoff. Pet waste should be easy to reduce. "Some of the management strategies are structural such as the installation of rain barrels and incorporating constructed wetlands and bioretention systems across the landscape. Other best practices are non-structural which may entail targeted public outreach, for example, efforts to improve pet waste disposal" (WRCOG, 2023). To address this problem and to educate the community, *Murrells Inlet 2020* has been adding pet waste stations around the community and making disposable bags available (as shown in figure 5). Proper pet waste disposal needs to be a priority in Murrells Inlet (Murrells Inlet 2020, n.d.).

Figure 5: Pet Waste Stations, Murrells Inlet, SC, 2023.





## Global and Local Context

Conserving the land is a global concern. There are several global organizations that support and promote initiatives focused on community clean ups and environmental stewardships, supporting SDG 15. *Keep America Beautiful* is a national nonprofit organization that inspires and educates people to improve their community. Their mission is to provide programs and resources to help people end littering, improve recycling, beautify public spaces, and to restore communities (Greenpeace USA, 2023). *Greenpeace* is an international environmental organization that focuses on promoting sustainable practices and protecting the environment. They have several initiatives focused on reducing pollution and promoting community cleanups (Greenpeace USA, 2023). Additionally, *Clean Up the World* is one of the largest community-based environmental programs in the world fighting waste and plastic pollution. *Clean Up the World* unites communities to address local environmental issues in 130 countries worldwide (Greenpeace USA, 2023).

By removing trash and debris from the environment, community cleanup can help reduce the negative impacts of pollution on local ecosystems. This can also reduce the harmful impact on local plants and wildlife. Community cleanup can also help raise awareness of the impact of pollution on the environment. In doing so, this can help promote a sense of responsibility to do the right thing for their surroundings. When community members work together to improve working their local environment, they create a cleaner, healthier, and more sustainable community for themselves for today and the future.

## **Empirical Evidence**

#### Methods

A survey was created by Coastal Carolina University students, which collected a purposive sample to Murrell's Inlet 2020's friends and family members about their perceptions of the community concerns and involvement. The survey was distributed in the community newsletter and was issued electronically to approximately 6,000 community members. As a result, 73 surveys were completed.

#### **Participants**

Participants (n = 73) ages ranged from under 18 to 65 and older with. Most participants were over the age of 65. 80% of the participants were residents of Murrells Inlet. 75% of the participants reported attending a Murrells Inlet 2020 community event, with an indication of the Oyster Roast and Spring Tide events reported as the most favorite.

## **Data Collection**

The survey consisted of three demographic questions (age, residency, and participation in community events). Multiple-choice questions were asked regarding participants knowledge of

watershed, rain gardens, rain barrels, and participants involvement in the cleanup day. An additional multiple-choice question was asked about what issues concern them most about the community/county. Participants were then asked three open-ended questions:

- 1. Do you feel that community clean-up events help the community/inlet and why?
- 2. What concerns them most about Murrells Inlet/Georgetown County?
- 3. Do you have any suggestions for *Murrells Inlet 2020* and the county to address these concerns?

#### Data Analysis

Most of the participants understood what a watershed, rain garden, and rain barrels were and their benefits. When asked if they have attended a past Murrells Inlet community clean-up day, only 45% responded yes. When asked if they will be attending this year's *Spring Tide* event, only 26% responded yes, despite the majority reporting that they feel the community events help the inlet. When responding to what concerns them most about Murrells Inlet/Georgetown, flooding is a main concern of the community, followed by water quality and pollution.

Since the 1970s, South Carolina Department of Environmental Control (SC DHEC) has performed routine water quality testing and found high levels of fecal bacteria throughout Murrells Inlet watershed. These fecal bacteria are an indicator of the presence of other harmful pathogens. "The primary goals of the plan are to identify the source of fecal pollution, to improve the water quality by reducing fecal pollution by 80% over a 20-year period, to continue to highlight the history and importance of oyster fishing in Murrells Inlet, and to increase public awareness about the sensitivity of the oyster beds and to promote ways to protect this resource" (Coastal Carolina University, 2021).

Georgetown County is made up of one (1) major watershed, the Greater Winyah Bay Watershed, and eight (8) sub watersheds that direct surface and groundwater towards a major water body (as shown figure 6). While a watershed study on the Waccamaw Neck area is underway, and Countywide watershed study is planned, a separate water quality study already took place in Murrells Inlet in 2014. This study focused on addressing point and nonpoint source pollutants and how they affect the ecosystem, especially the shellfish harvesting areas. It also covered the risks that are associated with the contamination of such resources (Georgetown County, SC: Official Website, 2023).

Figure 6: Sub watersheds of the Greater Winyah Bay Watershed

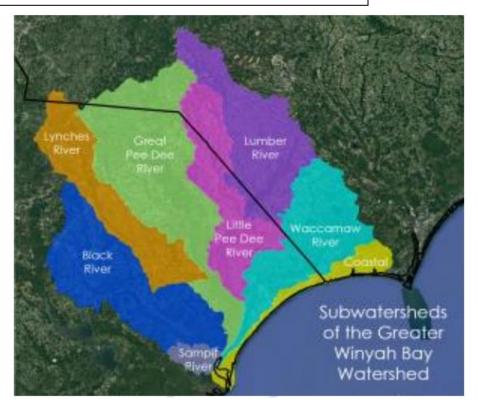
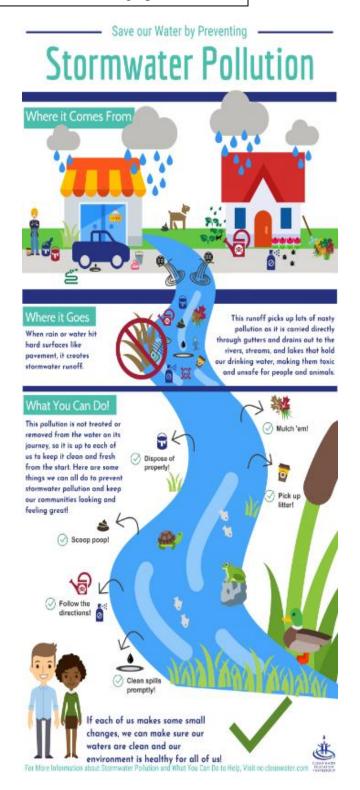
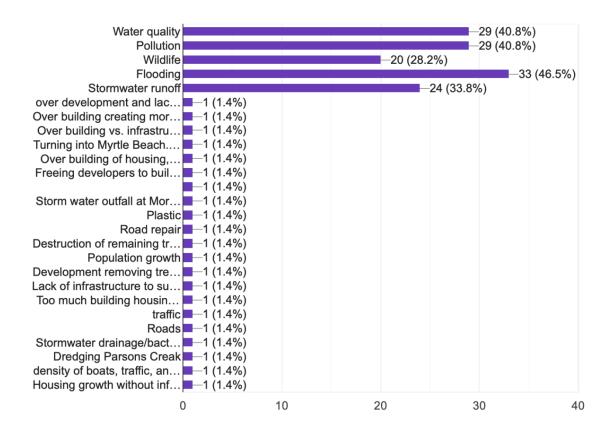


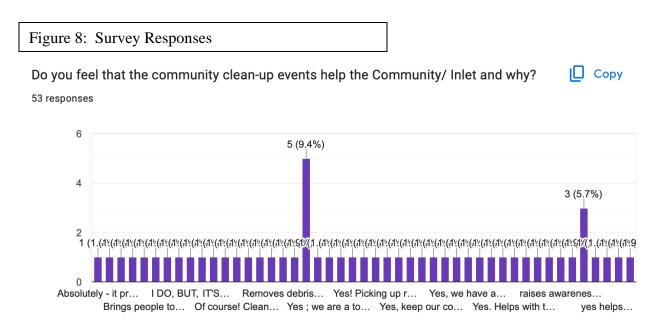
Figure 7: (Stormwater Pollution Infographic, 2017).





I decided to conduct my own survey, which was distrusted in several ways including in the Murrells Inlet 2020 weekly newsletters. This survey was sent out to around 6,000 individuals, which included individuals who attended previous events, volunteers, sponsors, and even just members of the community. My survey asked questions starting with the participants' demographics, whether or not they attend community clean ups, their knowledge of rain gardens, what they worry most about within their community, and so much more! My goal in the survey results was to discover the concerns of residents in Georgetown County. Out of the 73 responses to my survey, 33 people said their highest concern was flooding, 29 people said water quality and pollution, and 25 were most concerned about stormwater runoffs. As you see in the chart above, individuals are also concerned about over development and lack of infrastructure to support all the buildings, population growth, "turning into Myrtle Beach", development removing trees and displacing wildlife. The list just goes on! After getting these results back, I

wanted to know the solutions to address these concerns. Since water quality, pollution, flooding, and stormwater runoff were the biggest concerns, I decided to focus on the Murrells Inlet Watershed Plan as it speaks on all these issues. Based off of Murrells Inlet 2020s Spring Tide Community Clean-up Day, I wanted to get the communities opinions on of they actually feel it is helpful and makes an impact on Murrells Inlet. In figure 8 below, you can see some of the participants' responses.



I loved seeing the answers to this question, I saw everything from "yes creates unity and appreciation", "yes raises awareness about litter and significant issues threatening the health of the inlet", "yes we are a tourist town and travelers don't care where they throw their trash", "Builds community and respect for our area we live in". This is an example of Murrells Inlet 2020s' mission- to bring awareness to what needs to be done for the future of the Inlet and how to bring the community together.

#### **Conclusions and recommendations**

This paper highlights some of the great work that *Murrells Inlet 2020* and the local and state agencies are already doing to sustain the community. The goal is to protect and sustain the natural resources of the region, making the protection of these resources a top priority for the future of the county. "Clean water, productive habitats, and abundant wildlife are the Georgetown County's greatest assets" (Georgetown County, SC: Official Website, 2023).

Tourism, agriculture, and fisheries all depend on these resources. Continued work is essential for the protection and conservation of the natural resources that support and enhance the quality of life in Georgetown County. From the community's perspective in the research, the top concerns are flooding, water quality, and pollution, therefore, for Murrells Inlet to continue the path towards a sustainable future, it is imperative to adhere to the United Nations SDGs 11, 14, and 15.

This literature review expands on some of my own evidence and recent research and is an overview and starting point for further research. It is evident that there is a lot of data, specifically that the SDGs can be widely used and many of them can be inter-changed. While this is a good problem to have, it was hard to limit and prioritize the data, which presented a challenge. Another challenge was to find specific data for Murrells Inlet, which is why I decided to get evidence first-hand and conduct my own research, however the participation rate was low. In the future I recommend more time to conduct a survey and a better way to socialize the survey. A personal challenge for me was that I never wrote a big research paper like this, it was overwhelming.

There are many easy and inexpensive opportunities and recommendations for the future sustainability of Murrells Inlet. These include installing more rain gardens, initiating rain barrels as planned in the Watershed project, implementing a clean up after your pet campaign, add additional community clean-up days, and issuing stricter ordinances for waste, pollution, and littering. Another recommendation would be to get more involvement from the community, and to think of ways to involve the younger generation (such as students at Coastal Carolina University and local high schools).

Through this community engagement, the purpose is to bring awareness and educate the community and gain sponsorships to promote fundraising efforts. All these efforts ensure that the Murrells Inlet community is sustainable for the future. The findings from my research have provided me with a clear lens to realize the larger impact that *Murrells Inlet 2020* organization has on the community, and how natural resources will provide long-term stability and growth if they are safeguarded.

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