



## MYRTLE BEACH AREA CHAMBER OF COMMERCE MYRTLE BEACH AREA CONVENTION AND VISITORS BUREAU

### FAST FACTS

Founded in 1938, the Myrtle Beach Area Chamber of Commerce (MBACC) serves a dual role: to promote, protect and improve business and to promote the Myrtle Beach area as a tourism destination. The U.S. Chamber of Commerce has awarded the MBACC its five-star accreditation, one of only several chambers in South Carolina to earn this distinction. The MBACC serves the communities of Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach and Pawleys Island.

**YEAR FOUNDED** Chartered in 1938 as the Myrtle Beach Chamber of Commerce

**TYPE OF ORGANIZATION** Nonprofit 501(c)(6)

**NUMBER OF EMPLOYEES** 50

**WEB SITES** [www.MyrtleBeachAreaChamber.com](http://www.MyrtleBeachAreaChamber.com)  
[www.VisitMyrtleBeach.com](http://www.VisitMyrtleBeach.com)

**WELCOME CENTERS**

**Main Office**  
1200 N. Oak St., Myrtle Beach, SC 29577  
(843) 626-7444/(800) 356-3016

**Myrtle Beach International Airport**  
1100 Jetport Rd., Myrtle Beach, SC 29577  
(843) 626-7444/(800) 356-3016

**South Strand**  
3401 U.S. 17 Business S., Murrells Inlet, SC 29576  
(843) 651-1010/(800) 356-3016

**MISSION STATEMENT** To provide community leadership in the promotion of economic development, including tourism. Accordingly, the chamber will effectively involve itself in the governmental and political arena and in the coordinating of efforts to advance business development in order to improve the quality of life and to encourage unity in the region.

**DIVISIONS/  
MEDIA CONTACTS**

**Executive**  
Brad Dean, President and Chief Executive Officer

**Convention and Visitors Bureau**  
Danna Lilly, CMP, Director of Sales

**Festivals and Special Events**  
Amie Lee, Director of Festivals and Special Events

**Finance**  
Darren Gore, IOM, Chief Financial Officer

**Marketing**  
Scott Schult, Executive Vice President of Marketing

**Media Contacts**

Kimberly Miles, Public Relations Manager (contact for travel media, promoting Myrtle Beach as a destination through publicity)

**Membership Programs and Services**

Diana Greene, IOM, Executive Vice President of Membership Programs and Services

**BOARD OF DIRECTORS**

Chairman of the Board  
Franklin Daniels, Nexsen Pruet, LLC

Immediate Past Chairman  
Brant Branham, E.F. Hucks & Associates

**COMMITTEES**

**Advertising and Publicity Committee**

Chair  
Billy Huggins, WPDE

Vice Chair  
Nate Anderson, Divine Dining Group

**Business Ethics and Standards Committee**

Chair  
Frans Mustert, Oceana Resorts

**CVB Group Sales Committee**

Chair  
Bob Jewell, Brookgreen Gardens

**Finance Review Committee**

Chair  
Wayne Morris, The Printing Port

**Fulfillment Committee**

Chair  
Phil Vassar, Captain's Quarters Oceanfront Resort

Vice Chair  
Mark Lazarus, Wild Water & Wheels

**Legislative Policy Council**

Chair  
Buzz Freeman, Conway National Bank

Vice Chairs  
Jim Apple, Burroughs & Chapin Company  
Mike Hagg, HTC  
Debbie Harwell, Adobe Palm Communications  
Pete Pearce, Myrtle Beach National

**Marketing Council**

Chair  
Woody Crosby, Jordan Properties

Vice Chair  
TBD

**Membership Committee**

Chair  
Richard Singleton, Coldwell Banker Chicora Real Estate

Vice Chair  
Shannon Camp, The Jackson Companies

**North Strand Council**

Chair  
Bill McGonigal, Best Western Ocean Sands

**Small Business Council**

Chair  
Greg McCollum, M. Gregory McCollum, PA

**South Strand Council**

Chair  
John Springs, True Blue & Caledonia Golf Courses

Vice Chair  
Mil Servant, Surfside Realty

**Young Professionals Council**

Chair  
Jordan Watkins, Gilmore Entertainment

**METRICS (2009)**

**Convention and Visitors Bureau**

Groups serviced: 324 with 48,661 attendees  
Trade/consumer shows attended: 43  
Group leads provided to member businesses: 432  
Groups booked: 285 representing 100,893 room nights

**Marketing**

Unique user sessions/visitors to [www.VisitMyrtleBeach.com](http://www.VisitMyrtleBeach.com): 4,220,351  
Referrals to advertisers: 5,812,810

**Membership**

Total number of members: 2,560  
Visitors assisted (all three locations): 100,258  
Phone calls (tourism related): 127,004  
Vacation guide inquiries: 333,097