



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	43
WEBSITES	www.MyrtleBeachAreaChamber.com / 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 CONTACT	Executive Brad Dean, President and Chief Executive Officer Convention and Visitors Bureau Danna Lilly, CMP, Director of Sales Finance Jim Wright, Executive Vice President of Finance Marketing Scott Schult, Executive Vice President of Marketing Membership Programs and Services Diana Greene, IOM, Executive Vice President of Membership Programs and Services Media Contact Nora Hembree Battle, Media Communications Manager

BOARD OF DIRECTORS

Chairman of the Board
Richard Singleton, Coldwell Banker Chicora Real Estate

Immediate Past Chairman
Franklin Daniels, Nexsen Pruet, LLC

**COMMITTEES &
COUNCILS****Advertising and Publicity Committee**

Chair, Bob Jewell, Brookgreen Gardens

Business Ethics and Standards Committee

Chair, Frans Mustert, Oceana Resorts

CVB Group Sales Committee

Chair, Suzanne Hinde, Sheraton Myrtle Beach Convention Center Hotel

Finance Review Committee

Chair/Treasurer, Tommy Bouchette, BNC Bank

Fulfillment Committee

Chair, Phil Vassar, Captain's Quarters Resort & Hotel Blue Beachfront Resort

Legislative Policy Council

Chair, Mark Lazarus, Wild Water & Wheels

Marketing Council

Chair, Nate Anderson, Divine Dining Group

Membership Committee

Chair, Shannon Detzler, The Jackson Companies

North Strand Council

Chair, Bill McGonigal, Best Western Ocean Sands

Small Business Council

Chair, Greg McCollum, M. Gregory McCollum, P.A.

South Strand Council

Chair, John Springs, Caledonia & True Blue Golf Courses

Young Professionals Council

Chair, Jordan Watkins, Gilmore Entertainment

METRICS (2011)**Convention and Visitors Bureau**

Groups serviced: 315 representing 48,501 with a satisfaction rating of 4.89/5
Trade/consumer shows attended and sponsorships: 44
Group leads provided to member businesses: 675
Definite room nights: 131,965

Marketing

Unique user sessions/visitors to www.VisitMyrtleBeach.com: 7,250,385
Referrals to advertisers: 7,254,865

Membership

Total number of members: 2,377
Visitors assisted (all three locations): 97,769
Phone calls (tourism related): 30,001
Vacation guide inquiries: 33,881