



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 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

Nancy Gray, APR, Media Communications Manager (contact for news- or business-related topics including chamber festivals, special events, and activities)

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
Brant Branham, E. F. Hucks & Associates, Inc.

Immediate Past Chairman
Steve Chapman, Island Vista Resort

COMMITTEES & COUNCILS

Advertising and Publicity Committee

Chair
Bob Barenberg, Hilton Hotels

Vice Chairs
Nate Anderson, Divine Dining Group
Billy Huggins, WPDE NewsChannel 15

Business Ethics and Standards Committee

Chair
Frans Mustert, Oceana Resorts

Vice Chair
Debbie Harwell, Adobe Palm Communications

CVB Group Sales Committee

Chair
Charlie Bradshaw, Alabama Theatre

Finance Review Committee

Chair/Treasurer
Franklin Daniels, Nexsen Pruet, LLC

Fulfillment Committee

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

Vice Chair
Nate Anderson, Divine Dining Group

Legislative Policy Council

Chair
Buzz Freeman, Conway National Bank

Vice Chairs
Richard Singleton, Coldwell Banker Chicora
Greg McCollum, M. Greg McCollum, PA

Marketing Council

Chair
Ryan Swaim, Dunes Realty Vacation Rentals & Sales

Vice Chair
Woody Crosby, Jordan Properties

Membership Committee

Chair
Sara Boling, CENTURY 21 Boling & Associates, Inc.

Vice Chair
Wayne Morris, The Printing Port

North Strand Council

Chair
Bill McGonigal, Best Western Ocean Sands

Small Business Council

Chair
Wayne Morris, The Printing Port

Vice Chair
Julie Alford, A&I Fire & Water Restoration, Inc.

South Strand Council

Chair
Tommy Bouchette, South Carolina Bank and Trust

Vice Chair
Bob Jewell, Brookgreen Gardens

Young Professionals Council

Chair
Shannon Camp, The Jackson Companies

Vice 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: 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