

# Myrtle Beach Area Chamber of Commerce

## Public Funding Report For the Twelve Months Ending June 30, 2009

2008-09  
Actuals

### Public Revenues:

City of Myrtle Beach	\$2,533,727.62
Town of Surfside Beach	137,658.18
Horry County	997,655.17
State of S.C.	2,626,148.09

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**Total Public Revenues** \$6,295,189.06

### Public Funding Expenses:

Government Directed Expenses	\$198,290.00
Billboards	128,721.54
Market Research	120,106.68
Group/Convention Sales & Promo	294,029.15
Golf Marketing	833,019.38
E-mail Promotions	6,033.00
Publicity & Promotions	474,518.53
Regional Tourism	7,711.87
SCATR	5,097.58
Magazine Advertising	306,088.60
Newspaper Advertising	228,252.82
Radio Advertising	19,724.00
Television Advertising	1,548,808.60
Internet Advertising	2,287,370.17
International Advertising	78,072.19

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**Total Public Funding Expenses** \$6,535,844.11

**NET SURPLUS / (DEFICIT)** (\$240,655.05)

Note 1: stated on accrual basis.

Note 2: above financial numbers reflect revenue from public sources and does not include advertising and promotion supported by private funds of the MBACC and MB Golf Holiday.