

RESTAURANT BENEFIT OVERVIEW



Marketing Strategies

- Directory Listings & Category Link – MyrtleBeachAreaChamber.com, GrandStrandLiving.com, GrandStrandRestaurants.com. Online coupons which can be printed out at welcome centers for visitors.
- Travel PR – Opportunities to host visiting national/international travel media at your business which would result in free media coverage and exposure. We are always looking for top chefs to join us on out-of-market media visits to do chef demos on TV, radio interviews and speak on the area cuisine.
- Brochure Distribution – Place your brochures or menus in our official welcome centers. More than 20,000 visitors and locals stop at each of our three welcome centers each year.
- Member-To-Member Business Discounts and exclusive discounts with BlueCross Blue Shield of South Carolina and Office Depot.
- Small Business Advantage – Exclusive discounted rates to advertise with local media.



Educational Programs

- Business Series – Businesses learn what they need to know about sales, marketing, advertising, customer service, etc.
- Technology Series – Microsoft Office Suite training to Web base marketing to keep your business competitive in the fast-paced business world.
- Hospitality Series – From ServSafe training to mastering excellent customer service.
- HG Technical College Partnership Programs – Workshops and seminars from hiring, firing, effectively handling worker's comp claims, workplace violence and sales building classes. Members pay discounted or no registration.



Chamber Events

- Networking Opportunities – Business After Hours, Connections Marketplace, Chamber Access, Behind the Scenes
- Annual Membership Meeting – Educational presentations and speakers, the chamber's year in review, and business and individual award winners.
- I.C.E. Awards – Recognizes nominees and winners who have provided an Incredible Customer Experience.
- Expos – North Strand, Myrtle Beach and South Strand Leadership Forums; Restaurant & Business Expo



Resources

- Communications – *Grand Strander* monthly publication, *Grand Strander Express* weekly e-mail publication, *Member-to-Member e-mail blast*.
- Research – Information that will make your business more profitable. Including annual Myrtle Beach Area Statistical Abstract, Legislative Survey, etc.
- Ribbon Cuttings – FREE grand opening and ribbon cutting services.



Government Relations

- South Carolina Travel & Tourism Coalition, representation on Capital Hill, legislative alerts, and representation and coordination of grass roots lobbying efforts.

Partnership Opportunities – MB Area Hospitality Association & South Carolina Hospitality Association

- Publications – *Hospitality News* (monthly), *Hospitality Snapshot* (weekly e-mail newsletter), and dining specific e-newsletter to restaurant members to keep informed about industry issues and activities.
- MBAHA Membership Directory & Planner; inclusion of your business listing in directories on-line and print.
- Hospitality Insurance Program – receive great prices and industry specific coverage on workers' compensation, property & casualty, employment practices liability and employee benefits.
- Directory Listing – SCHospitality.org and MBHospitality.org with company name, phone, address, services, menu type and more.
- Industry Specific Programs - Green Clean & Safe Certification, food safety, etc.