



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

COMMITTEES**Advertising/Publicity Committee**

Chair
Ross Martin, Coral Beach Resort

Vice Chair
Woody Crosby, Jordan Properties

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

Business Ethics and Standards Committee

Chair
Frans Mustert, Oceana Resorts

Vice Chair
Debbie Harwell, Adobe Palm Communications

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

Convention Bureau Committee

Chair
Bob Barenberg, Hilton Hotels

Vice Chair
Charlie Bradshaw, Alabama Theatre

Finance Review Committee

Chair/Treasurer
Myers Rollins, Waccamaw Regional Transportation Authority

Vice Chair
David DuRant, Prestwick Country Club

Fulfillment Committee

Chair
Chris Shroff, Shroff Properties

Vice Chair
Jason Anderson, Anderson Properties

Vice Chair
Nate Anderson, Divine Dining Group

Vice Chair
Frans Mustert, Oceana Resorts

Legislative Policy Council

Chair
Franklin Daniels, Nexsen Pruet, LLC

Vice Chair
Buzz Freeman, Conway National Bank

Membership Committee

Chair
Tony Cox, Burroughs & Chapin Co., Inc.

Vice Chair
Debbie Harwell, Adobe Palm Communications

Vice Chair
Berkley White, Classic Homes

North Strand Council

Chair
Rick Elliott, Elliott Realty

Small Business Council

Chair
Steve Kahn, FSA – Full Steam Ahead, Inc.

Vice Chair
Wayne Morris, The Printing Port

South Strand Council

Chair
Elaine Carter, Wendy's/Palmetto Restaurant Group

Technology-Based Marketing Committee

Chair
Ryan Swaim, Dunes Realty Vacation Rentals and Sales

Vice Chair
Will McIntosh, Intellistrand

Young Professionals Council

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

METRICS (2008)

Convention and Visitors Bureau

Groups serviced: 382 with 74,808 attendees
Trade/consumer shows attended: 30
Group leads delivered to member businesses: 575
Groups booked: 365 representing 79,039 room nights

Marketing

Unique user sessions/visitors to www.VisitMyrtleBeach.com: 2,972,484
Referrals to advertisers: 4,584,758

Membership

Total number of members: 2,398
Visitors assisted (all three locations): 93,431
Phone calls (tourism related): 143,693
Vacation guide inquiries: 619,332