



October 11, 2023

Tonisha James  
Grants/Accounts Payable Analyst  
South Carolina Department of Parks, Recreation & Tourism  
1205 Pendleton Street, Room 517  
Columbia, SC 29201

Dear Tonisha:

Attached you'll find a copy of the documentation you requested to meet the guidelines for providing Destination Specific Grants (non-recurring) for the FY 2023-2024. Included with the application pages are all requested documents. If you should need anything further, please advise.

Sincerely,

*Mary L Mroz*

Mary Mroz  
Finance Reporting Manager  
Myrtle Beach Area Chamber of Commerce/CVB  
Myrtle Beach, SC 29577  
(843) 916-7262  
Mary.Mroz@VisitMyrtleBeach.com

## Basic Information for Your Organization

Your Organization	
Name	Myrtle Beach Area Chamber of Commerce
Address (Street or PO Box)	1200 N Oak Street
Address (City, State, Zip)	Myrtle Beach, SC 29577
SCEIS Vendor Number (Determines remittance)	17110
Organization website address	myrtlebeachareachamber.com visitmyrtlebeach.com
Organization type (nonprofit, local government, etc.)	Non Profit Organization

Organization Contact	
Name	Karen Riordan
Position	President and CEO
Telephone	843-916-7240
Email	<a href="mailto:Karen.Riordan@visitmyrtlebeach.com">Karen.Riordan@visitmyrtlebeach.com</a>

State Contribution	
Amount	\$5,520,000.00
Earmark Name	DSMG
Project Summary	Destination Tourism Marketing
State Agency Providing Contribution	SCPRT

Person Completing this Report	
Name	Mary Mroz
Position	Financial Reporting Manager

## Governing Board and Executive Officer - Nonprofit Organizations Only

For nonprofit organizations only, provide below the names of the individuals who serve on your organization's governing board and, if applicable, their board position. Please also provide the name and title of your organization's executive officer.

Members of Your Organization's Governing Board	
Name	Board Position, if applicable
Ryan Swaim	Chairman
Alex Husner	Past Chair
Michael Benson	Board Member
Sean Bailey	Board Member
Woody Bronson	Board Member
Kristin Call	You Professionals Committee Chair
Chad Carlson	Board Member
Tracy Connor	Advocacy Council Chair
Hatton Gravely	Non Profit Council Chair
John Rutenberg	Finance Committee Chair
Dr Jessica Greene	Diversity Equity and Inclusion Council Chair
Lori Heafner	Board Member
Mayur Jeram	Board Member
Mark Loos	Board Member
Ross Martin	Board Member
Patrick Norton	Marketing Council Chair
Bhumi Patel	Board Member
Alberto Semidei	Board Member
Todd Setzer	Board Member
Chris Schroff	Board Member
Jacob Smith	Board Member
Jay Smith	Board Member
Eileen Soisson	Community Engagement Council Chair
Heidi Vokou	Business Development Committee Chair

Your Organization's Executive Officer	
Name	Title
Karen Riordan	President and CEO

### Accounting of how the funds will be spent

Provide below an accounting of how the state funds will be spent\*. Total expenditures should equal the total appropriation received. Expenditure descriptions similar to those used in your organization's accounting records should be used to maximize comparability of this budget to your organization's accounting of actual expenditures. For any category exceeding 10% of the total state contribution, provide additional details or subcategories of expenditures.

\* Per Proviso 11-9-110, a contribution must not be made to an organization until it agrees in writing to allow the contribution to be audited by the State Auditor.

Description	Budget
Air Service Promotion	\$ 200,000.00
Creative/ Content Development	\$ 200,000.00
Digital Advertising/Search & Social Adv	\$ 3,520,000.00
Golf Promotion	\$ 800,000.00
General Consumer Promotions	\$ 300,000.00
Television Adv	\$ 500,000.00
<b>Grand Total</b>	<b>\$ 5,520,000.00</b>

*Insert additional lines if needed. Grand total should equal the state funds to be received.*

## Success Measures

List the success measures that will determine the effectiveness of the use of the state funds to be received. Success measures should be stated in a way that can be measured. At least one success measure is required, but if there are more success measures than lines provided, copy and paste the last line as needed to expand the list.

Measure	Description
1	Economic Impact to the State as reported in various tax collections included but not limited to Atax, Hosp Fee, TDF and Retail Sales
2	ROI per dollar invested in marketing and advertising promotions and campaigns- Goal of \$200/\$1
3	Visitation- occupancy rates- ADR, Rev Par and well as deplanements and group sales room nights booked
4	Other KPI's tracked include earned media Impression, website visitors, social media fans, partner bookings, content/campaigns impressions and views,
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15	

At least one success measure is required. If additional lines are needed, copy and paste Measure 15.

## Goals accomplished

List the goals to be accomplished with the state funds to be received. Goals should be stated in a way that can be measured. At least one goal is required, but if there are more goals than lines provided, copy and paste the last line as needed to expand the list.

Goal	Description
1	influencing measurable overnight visitation from our core audience segments to the 14 communities that make up the Myrtle Beach area.
2	Continue to improve the visitor experience on VisitMyrtleBeach.com and providing more relevant and useful information to consumers looking to take a trip
3	Increase investment in digital advertising to expand awareness and drive incremental demand through length of stay and number of trips to the area
4	Bolster year-round visitation and tourism revenues by increasing demand for family travel through new market penetration and deeper saturation of core target markets
5	Enhanced promotion to key target audiences to stimulate shoulder season travel (e.g. multi-generational, couples, culinary, events, live music, nature, RV/campground, girlfriend
6	Increase emphasis on high-value audiences, with a goal to encourage people to book earlier, stay longer, spend more in-market, and return more frequently
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15	

*If additional lines are needed, copy and paste Goal 15.*



**Statement of Non-Discrimination  
By Organizations Funded in the  
South Carolina General Appropriations Act**

To meet requirements of a provision of the South Carolina General Appropriations Act regarding your funding, please fill in the blanks below, sign and return to PRT with your other credentials. If desired, you may retype the statement on your own letterhead.

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**Statement of Non-Discrimination**

10/11/2023  
Date

Assurance is hereby given by the

Myrtle Beach Area Chamber of Commerce  
(Name of Organization)

that no person shall, upon the grounds of race, creed, color or national origin be excluded from participation in, be denied the benefit of or be otherwise subjected to discrimination under any program or activity for which this organization is responsible.

Signature Karen Renda

Title President and CEO



**SOUTH CAROLINA DEPARTMENT OF PARKS, RECREATION  
&  
TOURISM**

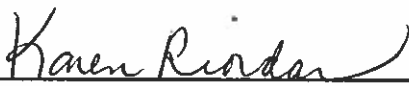
**PROCUREMENT CERTIFICATION FORM**

GRANTEE NAME: Myrtle Beach Area Chamber of Commerce  
PROJECT NAME: Destination Specific Grants

I hereby certify that all labor, materials and contracts acquired or performed in the accomplishment of the above named project will be accomplished in accordance with the named entity's established procurement guidelines. Any questions, concerns or grievances should be directed to this agency.

Karen Riordan  
PRINTED NAME

President and CEO  
TITLE

  
SIGNATURE

10/11/23  
DATE

**Myrtle Beach Area Chamber of Commerce**  
**Total MBACC Consolidated**  
**2023 Budget**

**Budget Approved by MBACC Board of Directors on 12/15/2022**

	<b>2023 Budget</b>
<b>Non Restricted Revenues</b>	
Chamber Dues	\$ 950,000
CVB Investment Revenue Dues	\$ 1,355,000
Ad Sales & Placement	\$ 7,500
Program & Event Revenue	\$ 323,965
Sponsorships	\$ 3,150,000
Other Revenue	\$ 2,492,808
<b>Total Non Restricted Revenues</b>	<b>\$ 8,279,273</b>
<b>DSMG Revenue</b>	<b>\$ 15,000,000</b>
<b>Restricted Revenues</b>	
Local Govt Revenue	\$ 39,088,969
State Govt Revenue	\$ 6,964,078
<b>Total Restricted Revenues</b>	<b>\$ 46,053,047</b>
<b>TOTAL REVENUES</b>	<b>\$ 69,332,320</b>
<b>Program Expenses</b>	
CVB Programs Restricted	\$ 73,525,388
CVB Programs Non Restricted	\$ 1,243,900
Chamber Member Programs & Services Non Restricted	\$ 315,000
<b>Total Program Expenses</b>	<b>\$ 75,084,288</b>
<b>Personnel Expenses</b>	<b>\$ 4,741,010</b>
<b>Operating Expenses</b>	<b>\$ 862,565</b>
<b>Facility Expenses</b>	<b>\$ 184,650</b>
<b>Fixed Expenses</b>	<b>\$ 310,900</b>
<b>TOTAL EXPENSES</b>	<b>\$ 81,183,413</b>
<b>INCREASE (DECREASE) IN NET ASSETS</b>	<b>\$ (11,851,093)</b>
<b>Non Restricted Revenues</b>	<b>\$ 8,279,273</b>
<b>Non Restricted Expenses</b>	<b>\$ 7,658,025</b>
<b>Non Restricted Variance</b>	<b>\$ 621,248</b>
<b>Restricted Revenues</b>	<b>\$ 61,053,047</b>
<b>Restricted Expenses</b>	<b>\$ 73,525,388</b>
<b>\$6.9M ARPA Grant and \$5.6M to Spend Down Restricted Balance</b>	<b>\$ (12,472,341)</b>
<b>Restricted Variance</b>	<b>\$ -</b>
<b>Capital Expenses Budget Requests</b>	<b>\$ 150,000</b>

South Carolina Secretary of State

# Business Entities Online

File, Search, and Retrieve Documents Electronically

## MYRTLE BEACH AREA CHAMBER OF COMMERCE THE

### Corporate Information

Entity Id: 00017110

Entity Type: Nonprofit

Status: Good Standing

Domestic/Foreign: Domestic

Incorporated State: South Carolina

### Important Dates

Effective Date: 09/11/1947

Expiration Date N/A

:

Term End Date: N/A

Dissolved Date: N/A

### Registered Agent

Agent: BRAD DEAN

Address: 1200 N OAK ST  
MYRTLE BEACH, South Carolina 29577

### Official Documents On File

Filing Type	Filing Date
Change of Agent or Office	09/19/2003
Amendment	07/22/1999
Amendment	08/24/1979
Incorporation	09/11/1947

### Former Names

Name	Filing Date

MYRTLE BEACH CHAMBER OF COMMERCE THE
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N/A
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For filing questions please contact us at **803-734-2158**

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**Myrtle Beach Area Chamber of Commerce**  
**Financial Statements and Additional Information**  
**Year Ended December 31, 2022**

**Myrtle Beach Area Chamber of Commerce  
Table of Contents  
December 31, 2022**

	<u>Page</u>
<b>Independent Auditors' Report</b>	<b>1</b>
<b>Financial Statements</b>	
Statement of Financial Position	3
Statement of Activities	4
Statement of Functional Expenses	5
Statement of Cash Flows	6
Notes to Financial Statements	7
<b>Additional Information</b>	
Schedule of Support, Revenues and Expenses - Budget and Actual	14



**SMITH  
SAPP**

Certified Public Accountants & Consultants

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Pawleys Island, SC 29585

Phone (843) 237-3453  
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www.sccpa.com

## **Independent Auditors' Report**

To the Board of Directors  
Myrtle Beach Area Chamber of Commerce  
Myrtle Beach, South Carolina

### **Opinion**

We have audited the accompanying financial statements of the Myrtle Beach Area Chamber of Commerce (a nonprofit organization), which comprise the statement of financial position as of December 31, 2022, the related statements of activities, functional expenses and cash flows for the year then ended, and the related notes to the financial statements.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Myrtle Beach Area Chamber of Commerce as of December 31, 2022, and the changes in its net assets and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America

### **Basis of Opinion**

We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Our responsibilities under those standards are further described in the Auditors' Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Myrtle Beach Area Chamber of Commerce and to meet our other ethical responsibilities in accordance with the relevant ethical requirements relating to our audit. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### **Responsibilities of Management for the Financial Statements**

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Myrtle Beach Area Chamber of Commerce's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.

### **Auditors' Responsibilities for the Audit of the Financial Statements**

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with generally accepted auditing standards will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements, including omissions, are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with generally accepted auditing standards, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances but not for the purpose of expressing an opinion on the effectiveness of the Myrtle Beach Area Chamber of Commerce's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Myrtle Beach Area Chamber of Commerce's ability to continue as a going concern for a reasonable period of time.


We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control related matters that we identified during the audit

#### **Report on Summarized Comparative Information**

We have previously audited the Myrtle Beach Area Chamber of Commerce's 2021 financial statements, and we expressed an unmodified audit opinion on those audited financial statements in our report dated March 23, 2022. In our opinion, the summarized comparative information presented herein as of and for the year ended December 31, 2021, is consistent, in all material respects, with the audited financial statements from which it has been derived.

#### **Additional Information**

Our audit was conducted for the purpose of forming an opinion on the financial statements as a whole. The schedule of support, revenues and expenses – budget to actual comparison is presented for purposes of additional analysis and is not a required part of the financial statements. Such information is the responsibility of management and was derived from and relates directly to the underlying accounting and other records used to prepare the financial statements. The information has been subjected to the auditing procedures applied in the audit of the financial statements and certain additional procedures, including comparing and reconciling such information directly to the underlying accounting and other records used to prepare the financial statements or to the financial statements themselves, and other additional procedures in accordance with auditing standards generally accepted in the United States of America. In our opinion, the information is fairly stated in all material respects in relation to the financial statements as a whole.



Smith Sapp Professional Association  
Certified Public Accountants

Myrtle Beach, South Carolina  
April 20, 2023



Certified Public Accountants & Consultants



**Myrtle Beach Area Chamber of Commerce**  
**Statement of Financial Position**  
**December 31, 2022**  
**With Comparative Amounts for December 31, 2021**

	<u>2022</u>	<u>2021</u>
<b>ASSETS</b>		
Cash and Cash Equivalents	\$ 37,385,760	\$ 36,226,606
Trade Receivables (Net)	448,620	2,396,825
Investments	8,028,644	
Prepaid Marketing	975,498	1,356,788
Prepaid Insurance	48,427	46,009
Property and Equipment (Net)	831,260	804,759
Intangible Assets (Net)	<u>872,500</u>	
<b>TOTAL ASSETS</b>	<b>\$ <u>48,590,709</u></b>	<b>\$ <u>40,830,987</u></b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Liabilities</b>		
Accounts Payable and Accrued Expenses	\$ 2,084,844	\$ 2,927,727
Refundable Advances		
Membership and Related Dues	1,670,504	1,910,578
Grants	<u>34,039,295</u>	<u>27,425,776</u>
Total Liabilities	<u>37,794,643</u>	<u>32,264,081</u>
<b>Net Assets</b>		
Without Contractual Restrictions	<u>10,796,066</u>	<u>8,566,906</u>
Total Net Assets	<u>10,796,066</u>	<u>8,566,906</u>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$ <u>48,590,709</u></b>	<b>\$ <u>40,830,987</u></b>

The accompanying notes are an integral part of the financial statements.

**Myrtle Beach Area Chamber of Commerce**  
**Statement of Activities**  
**Year Ended December 31, 2022**  
**With Comparative Totals for December 31, 2021**

	Without Contractual Restrictions	With Contractual Restrictions	Totals	
			2022	2021
<b>Support and Revenues</b>				
Public Support				
Local Governments	\$	\$ 29,387,186	\$ 29,387,186	\$ 24,158,613
Grants and Promotions		10,187,475	10,187,475	9,730,205
Destination Specific Matching Grants	15,000,000		15,000,000	15,000,000
Membership Dues	2,793,424		2,793,424	2,402,039
Volume Based Member Contributions	1,009,538		1,009,538	931,412
Programs and Events	332,374		332,374	236,885
Cooperative Advertising	2,089,718	209,428	2,299,146	
COVID Relief Grants		6,900,000	6,900,000	4,829,137
Other Revenue	627,504		627,504	1,862,229
Total Support and Revenues	<u>21,852,558</u>	<u>46,684,089</u>	<u>68,536,647</u>	<u>59,150,520</u>
<b>Net Assets Released From Restrictions</b>	<u>46,684,089</u>	<u>(46,684,089)</u>		
<b>Program Expenses</b>				
Tourism Development	62,336,300		62,336,300	55,949,466
Business Development	1,366,891		1,366,891	966,595
Advocacy	1,010,198		1,010,198	515,998
Community Development	390,532		390,532	246,218
Total Program Expenses	<u>65,103,921</u>		<u>65,103,921</u>	<u>57,678,277</u>
<b>Support Services</b>				
Administration and Operations	<u>1,203,566</u>		<u>1,203,566</u>	<u>1,358,309</u>
Total Expenses	<u>66,307,487</u>		<u>66,307,487</u>	<u>59,036,586</u>
<b>Increase in Net Assets</b>	2,229,160		2,229,160	113,934
<b>Net Assets - Beginning</b>	8,566,906		8,566,906	8,452,972
<b>Net Assets - Ending</b>	<u>\$ 10,796,066</u>	<u>\$</u>	<u>\$ 10,796,066</u>	<u>\$ 8,566,906</u>

The accompanying notes are an integral part of the financial statements.

**Myrtle Beach Area Chamber of Commerce**  
**Statement of Functional Expenses**  
**Year Ended December 31, 2022**  
**With Comparative Amounts for December 31, 2021**

	Tourism Development	Business Development	Advocacy	Community Development	Administration and Operations	Totals	
						2022	2021
Advertising and Promotions	\$ 57,416,737	\$	\$	\$	\$	\$ 57,416,737	\$ 51,125,758
Publications	759,098					759,098	495,029
Government - Designated Funds	25,159					25,159	251,296
Programs and Events	60,529	177,776	320,461	79,009	22,176	659,951	351,275
Convention and Group Sales	1,753,078					1,753,078	1,791,214
Member Services		82,122				82,122	17,373
Employee Compensation	1,964,207	929,681	641,913	230,724	724,712	4,491,237	4,008,557
Facility Expenses	221,980	75,470	13,318	13,318	119,864	443,950	418,245
Other Expenses	135,512	101,842	34,506	67,481	336,814	676,155	577,839
Total Expenses	<u>\$ 62,336,300</u>	<u>\$ 1,366,891</u>	<u>\$ 1,010,198</u>	<u>390,532</u>	<u>\$ 1,203,566</u>	<u>\$ 66,307,487</u>	<u>\$ 59,036,586</u>

The accompanying notes are an integral part of the financial statements.

**Myrtle Beach Area Chamber of Commerce**  
**Statement of Cash Flows**  
**Year Ended December 31, 2022**  
**With Comparative Amounts for December 31, 2021**

	<u>2022</u>	<u>2021</u>
<b>Cash Flows From Operating Activities</b>		
Increase in Net Assets	\$ 2,229,160	\$ 113,934
Adjustments to Reconcile Increase in Net Assets to Net Cash and Cash Equivalents Provided from Operating Activities		
Depreciation	150,761	131,957
Gain on Disposal of Assets		(16,000)
Unrealized Gain on Investments	(31,126)	
Decrease in Accounts Receivable	1,948,205	6,337,164
(Increase) Decrease in Prepaid Marketing	381,290	(353,128)
(Increase) in Prepaid Insurance	(2,418)	(2,712)
Increase (Decrease) in Accounts Payable and Accrued Expenses	(842,883)	2,413,500
Increase in Refundable Advances	6,373,445	11,156,097
<b>Net Cash and Cash Equivalents From Operating Activities</b>	<u>10,206,434</u>	<u>19,780,812</u>
<b>Cash Flows From Investing Activities</b>		
Purchases of Property and Equipment	(177,262)	(93,758)
Proceeds from Sale of Property and Equipment		16,000
Purchases of Intangible Assets	(872,500)	
Purchases of Investments	(7,997,518)	
<b>Net Cash and Cash Equivalents From Investing Activities</b>	<u>(9,047,280)</u>	<u>(77,758)</u>
<b>Net Increase in Cash and Cash Equivalents</b>	1,159,154	19,703,054
<b>Cash and Cash Equivalents - Beginning</b>	<u>36,226,606</u>	<u>16,523,552</u>
<b>Cash and Cash Equivalents - Ending</b>	<u>\$ 37,385,760</u>	<u>\$ 36,226,606</u>

The accompanying notes are an integral part of the financial statements.

**Myrtle Beach Area Chamber of Commerce**  
**Notes to Financial Statements**  
**December 31, 2022**

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**Note 1 – Summary of Significant Accounting Policies**

**Organization**

The Myrtle Beach Area Chamber of Commerce (the “Chamber”) is a nonprofit Chamber whose purpose is to provide community leadership in the promotion of economic development, including tourism. The Chamber receives revenue primarily through state and local government grants, contributions and membership dues. The Chamber operates under the following divisions: Finance, Administration, Group Sales, Marketing, Business Development, Legislative, and Executive.

**Basis of Presentation**

The accompanying financial statements are prepared on the accrual basis of accounting and are in conformity with generally accepted accounting principles within the United States (“US GAAP”). All material intercompany accounts and transactions have been eliminated in consolidation.

Certain prior year amounts have been reclassified to conform with current period presentation.

**Estimates**

The preparation of financial statements in conformity with US GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and the disclosure of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenue and expenses during the reporting period. Actual results could differ from those estimates.

**Grants**

The chamber receives grants from local governments, which management has determined to be non-exchange transactions as the local governments do not receive direct commensurate value in exchange for the resources provided. The grants can only be used for advertising and promotion of tourism to develop and increase tourist attendance through the generation of publicity for the Grand Strand area. Funds received through these grant programs are deferred upon receipt due to their spending restrictions and are recognized as grant revenues when the Chamber has utilized the funds for their specific purpose and satisfies the associated restrictions. Amounts deferred due to purpose restrictions and recorded as Refundable Advances – Grants were \$34,039,295 and \$27,425,776 at December 31, 2022 and 2021, respectively.

Contributions received and unconditional promises to give are measured at their fair values and are reported as an increase in net assets. All contributions are considered to be without contractual restrictions unless specifically restricted by the contributor. The Chamber reports gifts of cash and other assets as restricted support if they are received with contractual or other stipulations that limit the use of the assets, or if they are designated as support for future periods. When a restriction expires, that is, when a stipulated time restriction ends or the purpose restriction is accomplished, net assets with contractual restrictions are reclassified to net assets without restrictions and reported in the statement of activities as net assets released from restrictions. Contractually-restricted contributions whose restrictions are met in the same reporting period are reported first as net assets with contractual restrictions.

**Membership Dues**

Membership dues received pertaining to all membership categories are recognized as revenue ratably over the term of the membership period. Amounts not yet earned by the end of the fiscal year are reported as deferred income. The Chamber has reviewed membership dues as part of the adoption of Topic 606 and has determined the Chamber provides service to members equally over the membership term and thus requires no change to the accounting of this revenue. Amounts deferred due to the service not yet having been provided and recorded as Refundable Advances – Membership and Related Dues were \$1,670,504 and \$1,910,578 at December 31, 2022 and 2021, respectively.

**Myrtle Beach Area Chamber of Commerce**  
**Notes to Financial Statements**  
**December 31, 2022**

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**Net Assets**

Net assets, revenue and support are classified based on the existence or absence of contractually-imposed restrictions. Accordingly, net assets and changes therein are classified and reported as follows:

Net Assets With Contractual Restrictions - Net assets subject to contractual restrictions. Some contractual restrictions are temporary in nature, such as those that will be met by the expenditures of certain funds for qualifying expenditures or other events specified by the contract. Generally, the contracts governing these assets permit the Chamber to use all or part of the income earned on related investments for general or specific purposes.

Net Assets Without Contractual Restrictions - Net assets available for use in general operations and not subject to contractual restrictions.

**Expense Allocation**

The costs of providing program and other activities have been summarized on a functional basis in the statement of activities and in the statement of functional expenses. Accordingly, certain costs have been allocated among the program expenses and supporting services benefited on a reasonable basis that is consistently applied. The expenses that are allocated include the following:

	<u>Method Of Allocation</u>
Employee Compensation	Time and Effort
Facility Expenses	Usage Studies
Other Expenses	Usage Studies

**Cash and Cash Equivalents**

The Chamber considers all demand deposits, money market accounts and other highly liquid investments with original maturities of three months or less to be cash equivalents.

**Investments**

Investments in short-term instruments and fixed income securities are valued at the last sale price on the principal exchange; in the absence thereof, such securities are valued at the closing bid quotation for long positions and at the closing ask quotation for short positions.

Purchase and sale of short-term instruments and fixed income securities are reflected on a trade-date basis. Gains and losses on the sale of securities are based on the difference between the sale price and average historical cost basis, where such basis represents the cost of securities purchased. Interest income is recorded on an accrual basis.

**Concentration of Credit Risk**

The Chamber maintains bank accounts with various financial institutions which are all insured at December 31, 2022.

**Receivables**

Receivables consist primarily of support, taxes and amounts due in conjunction with the Chamber's programs, services and events. All amounts are due during the year ending December 31, 2022. The Chamber utilizes the allowance method to account for uncollectable accounts receivable. The Chamber's estimate is based on historical collection experience and a review of the current status of specific accounts. Concentrations of credit risk with regard to receivables are limited due to the large number of accounts and their dispersion across different industries. There is no allowance for uncollectable accounts as of December 31, 2022.

**Myrtle Beach Area Chamber of Commerce**  
**Notes to Financial Statements**  
**December 31, 2022**

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**Prepaid Expenses**

Prepaid expenses are recognized when payments have been made for products or services that will not be used in operations until the following year. For the year ending December 31, 2022, the prepaid expenses consist primarily of prepaid marketing and advertising.

**Property and Equipment**

All acquisitions of property and equipment in excess of \$5,000 and all expenditures for repairs, maintenance, renewals and betterments that materially prolong the useful lives of assets are capitalized. Property and equipment are carried at cost or, if donated, at the approximate fair value at the date of donation. Depreciation is computed using primarily the straight-line method over the estimated useful lives of the related assets which are as follows:

Land	N/A
Land Improvements	15 years
Buildings and Improvements	31 to 39 years
Furnishings, Fixtures and Equipment	3 to 8 years

**Intangible Assets**

Intangible Assets are stated on the basis of cost. Intangible assets are comprised of the Visit Myrtle Beach website. Amortization of the website is calculated using the straight-line method over 5 years.

**Income Taxes**

The Chamber is a nonprofit Chamber as described in Section 501(c)(6) of the United States Internal Revenue Code and is exempt from federal and state income taxes. As such, only unrelated business income is subject to income tax. The Chamber is not classified as a private foundation.

**Summarized Comparative Information**

The financial statements include prior-year summarized comparative information in total but not by net asset class. Such information does not include sufficient detail to constitute a presentation in conformity with generally accepted accounting principles. Accordingly, such information should be read in conjunction with the Chamber's consolidated financial statements for the year ended December 31, 2021, from which the summarized information was derived.

**Recent Issued Accounting Pronouncements**

In February 2016, the FASB issued ASU No. 2016-02, Leases (Topic 842), and has since issued amendments thereto, related to the accounting for leases (collectively referred to as "ASC 842"). During the year ending December 31, 2022, the Company adopted ASC 842, which did not have a material effect on the Chamber's financial statements.

**Note 2 – Liquidity and Availability of Financial Assets**

As part of the Organization's liquidity management, it has a policy to structure its financial assets to be available as its general expenditures come due. In addition, excess cash is invested in interest bearing cash sweep accounts. The following reflects the Chamber's financial assets as of the statement of financial position date, reduced by amounts not available for general use because of contractual restrictions or board designations within one year of the statement of financial position date.

**Myrtle Beach Area Chamber of Commerce**  
**Notes to Financial Statements**  
**December 31, 2022**

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Financial assets at December 31, 2022	
Cash and Cash Equivalents	\$ 37,385,760
Trade Receivables (Net)	448,620
Investments	<u>8,028,644</u>
Total Financial Assets at December 31, 2022	<u>\$ 45,863,024</u>

Less unavailable for general expenditures within one year, due to:

Board Designation without Contractual Restrictions	
Capital Projects	(150,000)
Leadership Grand Strand Alumni	(31,286)
Leadership Grand Strand	(35,914)
Leadership Grand Strand Scholarship Fund	<u>(5,838)</u>
Total Contractual Restrictions and Board Designations	<u>(223,038)</u>

Financial assets available to meet cash needs for general expenditures within twelve months	<u>\$ 45,639,986</u>
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**Note 3 – Board Designated Reserves**

The Board of Directors has designated the following net assets at December 31, 2022:

Net Assets Without Contractual Restrictions	
Operating Reserves	\$ 10,573,028
Capital Projects	150,000
Leadership Grand Strand Alumni	31,286
Leadership Grand Strand	35,914
Leadership Grand Strand Scholarship Fund	<u>5,838</u>
Total Net Assets Without Contractual Restrictions	<u>\$ 10,796,066</u>

**Note 4 – Property and Equipment (Net)**

Property and equipment consisted of the following at December 31, 2022:

Land and Improvements	\$ 276,766
Buildings and Improvements	2,093,624
Furnishings, Fixtures and Equipment	<u>578,687</u>
	2,949,077
Accumulated Depreciation	<u>(2,117,817)</u>
	<u>\$ 831,260</u>

Current year depreciation expense is \$150,761.

**Note 5 – Intangible Assets**

The Chamber's intangible assets are amortized on a straight line basis. During the year ended December 31, 2022, the gross carrying amount of the intangible asset(s) was \$872,500. There was no accumulated amortization for the year ended December 31, 2022.



**Note 6 – Investments**

The Chamber has U.S. treasury securities, which are stated at a fair market value of \$8,028,644 as of December 31, 2022. The total cost of the investment portfolio was \$7,997,518 as of December 31, 2022 and the unrealized gain for the year then ended was \$31,126.

In accordance with the authoritative guidance on fair value measurements and disclosures under US GAAP, the Chamber discloses the fair value of its investments in a hierarchy that prioritizes the inputs to valuation techniques used to measure fair value.

The hierarchy gives the highest priority to unadjusted quoted prices in active markets for those assets or liabilities (Level 1 measurements) and the lowest priority to unobservable inputs (Level 3 measurements). The three levels of the fair value hierarchy under the guidance are as follows:

- Level 1: Quoted market prices for identical instruments in active markets. Level 1 assets include cash, cash equivalents, bonds, and equity securities actively traded on recognized exchanges both domestic and foreign. These investments are freely tradeable and are valued based on quoted prices from active markets.
- Level 2: Quoted prices for similar assets or liabilities in active markets, quoted prices for identical or similar assets in markets that are not active, observable inputs other than quoted prices, inputs derived principally from or corroborated by observable market data by correlation or other means. Level assets primarily consist of funds that invest in exchange-traded equity, fixed income securities, and derivatives. The receipt of information regarding underlying holdings generally is less frequent than assets classified as Level 1. Valuations are based on quoted prices or other significant observable inputs.
- Level 3: Valuation models in which significant inputs are unobservable or where there is little, if any, market activity. An investment's level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. However, the determination of what constitutes "observable" requires significant judgement by the Chamber. The Chamber considers observable market data which is readily available, regularly distributed or updated, reliable and verifiable, not proprietary, and provided by multiple, independent sources that are actively involved in the relevant market. The categorization of an investment within the hierarchy is based upon the pricing transparency of the investment and does not necessarily correspond to the Chamber's perceived risk of that investment.

The asset's or liability's fair value measurement level within the fair value hierarchy is based on the lowest level of any input that is significant to the fair value measurement. Valuation techniques used need to maximize the use of observable inputs and minimize the use of unobservable inputs.

The Chamber's financial instruments as stated on the Statement of Financial Position are fixed income, government bonds valued at Level 2 of the fair value hierarchy.

As of December 31, 2022, the Chamber's investment in U.S. Treasury securities represented 74.4% of net assets. There are no restrictions for the investment return for the year ended December 31, 2022.

**Myrtle Beach Area Chamber of Commerce**  
**Notes to Financial Statements**  
**December 31, 2022**

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**Note 7 – Accounts Payable and Accrued Expenses**

Accounts payable and accrued expenses consisted of the following at December 31, 2022:

Trade Accounts Payable	\$ 1,278,802
Accrued Salaries and Wages	58,898
Accrued Marketing and Group Sales	646,560
Accrued Other Expenses	<u>100,584</u>
	<u>\$ 2,084,844</u>

**Note 8 – Refundable Advances – Government Grants**

At December 31, 2022, Refundable Advances – Grants consisted of the following:

Local Government Funds	
1% TDF	\$ 21,893,431
City of Myrtle Beach A-Tax	843,281
Horry County A-Tax	282,769
Town of Surfside Beach	209,244
City of Myrtle Beach A-Tax – 5%	134,103
Horry County A-Tax – 5%	211,503
Town of Surfside Beach – 5%	99,094
State Grants	
SC Proviso	9,895,616
PRT/SCATR	254,682
Other Restricted Funding	
Airport Investments	<u>215,572</u>
	<u>\$ 34,039,295</u>

During the year ended December 31, 2022, refundable advances from government grants were recognized by incurring expenses satisfying the purpose specified by the agencies or by satisfaction of the time restrictions by the agencies as follows:

Satisfaction of Project / Program Restrictions

Local Government Funds	
1% TDF	\$ 25,275,565
City of Myrtle Beach A-Tax	1,975,976
Horry County A-Tax	1,885,748
Town of Surfside Beach	199,737
City of Myrtle Beach A-Tax – 5%	10,000
Horry County A-Tax – 5%	40,000
Town of Surfside Beach – 5%	160
State Grants	
SC Proviso	16,794,173
PRT/SCATR	293,302
Other Restricted Funding	
Airport Investments	<u>209,428</u>
Total Refundable Advances – Government Grants Recognized	<u>\$ 46,684,089</u>

**Myrtle Beach Area Chamber of Commerce**  
**Notes to Financial Statements**  
**December 31, 2022**

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**Note 9 – Local Government Contingency Agreements**

The Chamber reserves approximately five percent of accommodations tax revenues received from the respective local governments. These amounts are to be used for future program (advertising and promotion of tourism) expenditures related to the specific funding locality. Activity within the local government contingency accounts during the year ended December 31, 2022, was as follows:

	Balance 12/31/21	Additions	Expenditures	Balance 12/31/22
City of Myrtle Beach, SC	\$ 33,300	\$ 110,803	\$ 10,000	\$ 134,103
Horry County, SC	148,253	103,250	40,000	211,503
Town of Surfside Beach, SC	83,695	15,559	160	99,094
	<u>\$ 265,248</u>	<u>\$ 229,612</u>	<u>\$ 50,160</u>	<u>\$ 444,700</u>

**Note 10 – Retirement Plan**

The Chamber has an Internal Revenue Code Section 401(k) plan for its eligible full-time employees who have been with the Chamber for twelve months. Employer contributions to the plan during the year ended December 31, 2022 were \$125,946, which represents a matching contribution of up to 5.0% of covered employees' salaries.

**Note 11 – Subsequent Events**

Management has evaluated subsequent events through April 20, 2023, the date the financial statements were available to be issued.

## **Additional Information**

**Myrtle Beach Area Chamber of Commerce**  
**Schedule of Support, Revenues and Expenses - Budget and Actual**  
**Year Ended December 31, 2022**

	<u>Budget</u>	<u>2022 Actual</u>	<u>Variance Positive (Negative)</u>
<b>Support and Revenues</b>			
Public Support			
Local Governments	\$ 36,325,697	\$ 29,387,186	\$ (6,938,511)
Grants and Promotions	6,937,774	10,187,475	3,249,701
Destination Specific Matching Grants	15,000,000	15,000,000	
Membership Dues	2,874,582	2,793,424	(81,158)
Volume Based Member Contributions	1,205,966	1,009,538	(196,428)
Programs and Events	272,167	332,374	60,207
Cooperative Advertising	2,300,000	2,299,146	
COVID Relief Grants		6,900,000	6,900,000
Other Revenue	285,500	627,504	342,004
<b>Total Support and Revenues</b>	<b>\$ 65,201,686</b>	<b>\$ 68,536,647</b>	<b>\$ 3,335,815</b>
<b>Expenses</b>			
Program Expenses			
Government - Designated Funds	\$ 440,000	\$ 25,159	\$ (414,841)
Advertising and Promotions	59,769,250	57,416,737	(2,352,513)
Publications	2,326,000	759,098	(1,566,902)
Programs and Events	598,650	659,951	61,301
Member Services	17,750	82,122	64,372
Convention and Group Sales	2,729,096	1,753,078	(976,018)
<b>Total Program Expenses</b>	<b>\$ 65,880,746</b>	<b>\$ 60,696,145</b>	<b>\$ (5,184,601)</b>
Personnel Expenses			
Salaries and Wages	\$ 3,700,016	\$ 3,513,993	\$ (186,023)
Contract Labor	16,450	19,996	3,546
Payroll Taxes	246,605	219,034	(27,571)
Benefits	791,760	738,214	(53,546)
<b>Total Personnel Expenses</b>	<b>\$ 4,754,831</b>	<b>\$ 4,491,237</b>	<b>\$ (263,594)</b>
Facility Expenses			
Utilities	\$ 32,000	\$ 28,360	\$ (3,640)
Facility Services	103,400	75,689	(27,711)
Lease and Rental Expenses	35,000	37,612	2,612
Insurance	81,825	75,639	(6,186)
Property Tax and Licenses	64,100	75,889	11,789
Depreciation	136,800	150,761	13,961
<b>Total Facility Expenses</b>	<b>\$ 453,125</b>	<b>\$ 443,950</b>	<b>\$ (9,175)</b>

**Myrtle Beach Area Chamber of Commerce**  
**Schedule of Support, Revenues and Expenses - Budget and Actual**  
**Year Ended December 31, 2022**

	<u>Budget</u>	<u>Actual</u>	<u>Variance Positive (Negative)</u>
<b>Expenses (continued)</b>			
Other Expenses			
Supplies and Equipment	\$ 50,690	\$ 57,959	\$ 7,269
Postage and Freight	15,890	8,895	(6,995)
Telecommunications	81,740	78,285	(3,455)
Travel and Entertainment	141,875	139,951	(1,924)
Dues and Subscriptions	20,820	24,242	3,422
Meetings and Conferences	41,250	34,638	(6,612)
Training and Development	44,880	24,290	(20,590)
Professional and Contractual Services	330,950	219,665	(111,285)
Other Operating Expenses	66,700	85,430	18,730
Bad Debt Expense		2,800	2,800
Total Operating Expenses	<u>\$ 794,795</u>	<u>\$ 676,155</u>	<u>\$ (118,640)</u>
Total Expenses	<u>\$ 71,883,497</u>	<u>\$ 66,307,487</u>	<u>\$ (5,576,010)</u>
 <b>Increase (Decrease) in Net Assets</b>	 <u><u>\$ (6,681,811)</u></u>	 <u><u>\$ 2,229,160</u></u>	 <u><u>\$ 8,910,971</u></u>