



State of South Carolina Contribution Expenditure Report

This form is designed to collect the quarterly and annual expenditure reports required by South Carolina in accordance with Proviso 117.21 of the appropriations act and Executive Order 2022-19. This form must be submitted to the state agency that is providing the contribution to the designation organization at the end of year quarter and by June 30, 2024.

Contribution Information

Amount	State Agency Providing the Contribution	Purpose
P280 - Department of Parks, Recreation, and Tourism	DSMG Non Recurring Funds--received FY23	

Organization Information

Entity Name	Myrtle Beach Area Chamber of Commerce
Address	1200 N Oak Street
City/State/Zip	Myrtle Beach, SC 29577
Website	visitmyrtlebeach.com
Tax ID#	57-0214572
Entity Type	Nonprofit Organization

Organization Contact Information

Name	Karen Riordan
Position/Title	President and CEO
Telephone	843-916-7240
Email	karen.riordan@visitmyrtlebeach.com

Reporting Period

Reporting Period	Quarter 3: January 1, 2024 - March 31, 2024
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Accounting of how the funds have been spent:

Description (Attach additional detail for subgrantees and affiliated nonprofits)	Budget	Expenditures				Total	Balance
		Quarter 1	Quarter 2	Quarter 3	Quarter 4		
Air Service Promotion	\$138,062.84	\$25,817.18	\$8,692.91	\$4,390.74		\$38,900.83	\$99,162.01
Creative Development and Research	\$86,425.25	\$60,791.75	\$36,982.28	\$47,474.54		\$145,248.57	-\$58,823.32
Destination Publicity	\$43,181.25	\$0.00	\$3,930.37	\$4,450.14		\$8,380.51	\$34,800.74
Digital Adv/Social and Search	\$2,118,092.13	\$513,007.11	\$151,581.07	\$145,855.66		\$810,443.84	\$1,307,648.29
General Consumer Promotions	\$200,000.00	\$1,438.13	\$12,343.33	\$57,361.47		\$71,142.93	\$128,857.07
Golf Promotion	\$768,627.16	\$0.00	\$0.00			\$0.00	\$768,627.16
Group Sales and Intenational	\$32,862.26	\$0.00	\$17,048.11	\$16,616.12		\$33,664.23	-\$801.97
Television	\$557,332.71	\$149,678.13	\$43,164.26	\$27,698.75		\$220,541.14	\$336,791.57
Outdoor/Print Integrated	\$45,612.66	\$15,075.00	\$5,196.53	\$3,672.64		\$23,944.17	\$21,668.49
Grand Total	\$3,990,196.25	\$765,807.30	\$278,938.86	\$307,520.06	\$0.00	\$1,352,266.22	\$2,637,930.03

Explanation of any unspent funds (to be provided only if unspent funds remain at the end of the fiscal year):

This is a carry over of funds received in Fall of 2022. We will continue to spend on out of market tourism advertising to drive visitation to the Grand Strand Area.

Expenditure Certification

The Organization certifies that the funds have been expended in accordance with the Plan provided to the Agency Providing the Distribution and for a public purpose.

Signature
Mary Mroz
Printed Name

Title
Financial Reporting Manager
28-Jun-24
Date