



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, 2025.

Contribution Information

Amount	State Agency Providing the Contribution	Purpose
P280 - Department of Parks, Recreation, and Tourism	DSMG Non Recurring Funds -received FY 23	

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	Matt Pivarnik
Position/Title	President and CEO
Telephone	843-916-7240
Email	Matt.Pivarnik@visitmyrtlebeach.com

Reporting Period

Reporting Period	Quarter 4: April 1, 2025 - June 30, 2025
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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	\$49,031.00	\$9,163.78	\$0.00	\$17,405.65	\$6,405.83	\$32,975.26	\$16,055.74
Creative Development and Research	\$125,000.65	\$40,754.77	\$10,539.44	\$22,477.89	\$22,767.27	\$96,539.37	\$28,461.28
Destination Publicity	\$11,500.00	\$9,271.54	\$3,154.21	\$7,287.35	\$2,403.35	\$22,116.45	-\$10,616.45
Digital Adv/Social and Search	\$1,016,246.06	\$235,884.00	\$111,675.95	\$219,083.36	\$201,488.67	\$768,131.98	\$248,114.08
General Consumer Promotions	\$52,000.00	\$29,256.84	\$0.00	\$35,063.56	\$17,859.41	\$82,179.81	-\$30,179.81
Golf Promotion	\$300,000.00	\$61,827.02	\$88,000.00	\$150,783.13	\$21,770.70	\$322,380.85	-\$22,380.85
Group Sales and International	\$35,000.00	\$14,374.00	\$0.00	\$14,427.52	\$24,551.73	\$53,353.25	-\$18,353.25
Television	\$150,000.00	\$149,707.40	\$186,278.23	\$0.00	\$23,241.57	\$359,227.20	-\$209,227.20
Outdoor/Print Integrated	\$55,000.32	\$22,041.37	\$7,980.86	\$0.00	\$26,851.64	\$56,873.87	-\$1,873.55
Grand Total	\$1,793,778.03	\$572,280.72	\$407,628.69	\$466,528.46	\$347,340.17	\$1,793,778.04	\$0.00

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

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

Financial Compliance Director
Title
6/25/2025
Date



The DSMG FY 2023 Nonrecurring grant was used over multiple years with the majority in the 2024 calendar year. Below are some highlights and results for that calendar year.

2024 marked a year of resilience, creativity and meaningful progress as the Myrtle Beach area welcomed millions and reinforced that The Beach is for everyBODY.

From record-breaking economic impact to national recognition for accessibility, the Myrtle Beach area continued to build positive momentum in 2024 as a thriving and welcoming place to live, work and play.

This according to new data revealed in the 2024 Annual Report by the Myrtle Beach Area Convention and Visitors Bureau (CVB) that showed visitor spending grew to \$13.2 billion, the addition of new events and air service, and bold storytelling reached audiences across the world.

Impact/Results

In 2024, The Beach welcomed 18.2 million visitors, with two-thirds returning guests. A clear sign of the destination's appeal and welcoming spirit.

What's more, visitor spending increased to \$13.2 billion, fueling the local economic engine that generated \$16.6 billion in gross retail sales across Horry County.

While broader economic challenges threatened to damper tourism, the CVB's strategic plans prevailed, allowing 2024 to produce tourism tax revenues that surpassed pre-pandemic benchmarks, underscoring the strength and resilience of the region's hospitality industry and community as a whole.

New Events, National Spotlight

The debut of the Myrtle Beach Classic, the region's first-ever PGA TOUR event, became a defining moment for the Grand Strand in 2024. Over 40,000 spectators came out for the four-day tournament, generating \$15.4 million in positive economic impact for the community. Along with the eight-hours of live coverage on the Golf Channel, media outlets across the globe spread the news about the tournament and the Golf Capital of the World.