



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 2025-24. 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, 2026.

Contribution Information

| Amount | State Agency Providing the Contribution | Purpose |
|----------------|---|---|
| \$5,520,000.00 | P280 - Department of Parks, Recreation, and Tourism | DSMG Non Recurring Funds - received FY 2024 |

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 | Stuart Butler |
| Position/Title | President -Visit Myrtle Beach |
| Telephone | 843-916-7298 |
| Email | Stuart.Butler@visitmyrtlebeach.com |

Reporting Period

| | |
|------------------|--|
| Reporting Period | Quarter 2: October 1, 2025 - December 30, 2025 |
|------------------|--|

Accounting of how the funds have been spent:

| Description <i>(Attach additional detail for subgrantees and affiliated nonprofits)</i> | Budget | Expenditures | | | | Total | Balance |
|--|-----------------------|---------------------|---------------------|---------------|---------------|-----------------------|-----------------------|
| | | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 | | |
| Air Service Promotion | \$179,146.16 | \$7,276.84 | \$6,381.48 | | | \$13,658.32 | \$165,487.84 |
| Creative Development and Research | \$73,536.28 | \$47,146.23 | \$138,673.25 | | | \$185,819.48 | -\$112,283.20 |
| Destination Publicity | \$47,499.82 | \$3,478.24 | \$0.00 | | | \$3,478.24 | \$44,021.58 |
| Digital Adv/Social and Search | \$1,474,809.64 | \$303,641.75 | \$222,768.77 | | | \$526,410.52 | \$948,399.12 |
| General Consumer Promotions | \$136,999.47 | \$18,512.77 | \$123,331.68 | | | \$141,844.45 | -\$4,844.98 |
| Golf Promotion | \$609,104.96 | \$0.00 | \$0.00 | | | \$0.00 | \$609,104.96 |
| Group Sales and International | \$92,583.76 | \$15,614.69 | \$1,043.26 | | | \$16,657.95 | \$75,925.81 |
| Television | \$140,060.69 | \$265,619.52 | \$201,228.43 | | | \$466,847.95 | -\$326,787.27 |
| Outdoor/Print Integrated | \$54,328.34 | \$39,385.20 | \$9,532.47 | | | \$48,917.67 | \$5,410.67 |
| Grand Total | \$2,808,069.12 | \$700,675.24 | \$702,959.34 | \$0.00 | \$0.00 | \$1,403,634.58 | \$1,404,434.54 |

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
3187106

Date