



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.

Amount	State Agency Providing the Contribution	Contribution Information	Purpose
		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

Description <i>(Attach additional detail for subgrantees and affiliated nonprofits)</i>	Budget	Accounting of how the funds have been spent:				Total	Balance
		Quarter 1	Quarter 2	Quarter 3	Quarter 4		
Air Service Promotion	\$179,146.16	\$7,276.84	\$7,439.35			\$14,716.19	\$164,429.97
Creative Development and Research	\$73,536.28	\$47,146.23	\$58,819.08			\$105,965.31	-\$32,429.03
Destination Publicity	\$47,499.82	\$3,478.24	\$12,064.40			\$15,542.64	\$31,957.18
Digital Adv/Social and Search	\$1,474,809.64	\$303,641.75	\$288,455.98			\$592,097.73	\$882,711.91
General Consumer Promotions	\$136,999.47	\$18,512.77	\$27,283.91			\$45,796.68	\$91,202.79
Golf Promotion	\$609,104.96		\$0.00			\$1,310.19	\$607,794.77
Group Sales and International	\$92,583.76	\$15,614.69	\$21,929.31			\$37,544.00	\$55,039.76
Television	\$140,060.69	\$265,619.52	\$15,326.05			\$280,945.57	-\$140,884.89
Outdoor/Print Integrated	\$54,328.34	\$39,385.20	\$16,955.66			\$56,340.86	-\$2,012.52
Grand Total	\$2,808,069.12	\$700,675.24	\$449,583.93	\$0.00	\$0.00	\$1,150,259.17	\$1,657,809.95

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

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
 Mary Mroz
 Printed Name

Financial Compliance Director
 Title 12/19/25
 Date

Expenditure Certification