



Contribution Information

Amount	State Agency Providing the Contribution	Purpose
	P280 - Department of Parks, Recreation, and Tourism	Destination Specific Grant for Tourism

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
SCEIS Number	17110
Entity Type	Nonprofit Organization

Organization Contact Information

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

Plan/Accounting of how these funds will be spent:

Description	Budget	Explanation
Digital and Broadcast advertising	\$6,900,000.00	out of state advertising to drivetourism visitors
Grand Total	\$6,900,000.00	

Please explain how these funds will be used to provide a public benefit:

The Myrtle Beach Area Chamber of Commerce generates billions of dollars annually in tourism-related expenditures within Horry County, South Carolina by implementing a global research-driven marketing strategy that drives the necessary economic impact for the areas number one industry, tourism. Funds are invested in expanding the reach to additional tourists in the high capacity markets as well as new markets. Digital and Television (CTV and traditional broadcast) are the 2 main mediums used to accomplish this in over 50 markets including non-stop airline markets. Several new campaigns and new branding were implemented in 2022 and we will expand and enhance these campaign in 2023 as stated in our DSMG Grant application. Further strategies and additional information can be found in detail in the 2022-2023 application.

Organization Certifications

DMAP, United States Chamber of Commerce Accreditation

Karen Rordin
Organization Signature

President and CEO
Title

Karen Riordan
Printed Name

11/10/22
Date

Certifications of State Agency Providing Contribution

- 1) State Agency certifies that the planned expenditure aligns with the Agency's mission and/or the purpose specified in the appropriations act of 2022.
- 2) State Agency certifies that the Organization has set forth a public purpose to be served through receipt of the expenditure.
- 3) State Agency certifies that it will make distributions directly to the organization.
- 4) State Agency certifies that it will provide the quarterly spending reports and accounting received from the organization to the Senate Finance Committee, House Ways and Means Committee, and the Executive Budget Office by June 30, 2023.
- 5) State Agency certifies that it will publish on their website any and all reports, accountings, forms, updates, communications, or other materials required by Proviso 117.21 of the appropriations act of 2022.
- 6) State Agency will certify to the Office of the Governor that it has complied with the requirements of Executive Order 2022-19 by June 30, 2023.

Dune Parikh
Agency Head Signature

11/11/2022

Date _____

Duane Parrish
Printed Name