

**State of South Carolina Request for Contribution Distribution**

This form is designed to collect the information required by South Carolina in accordance with Proviso 117.21 of the appropriations act of 2022 and Executive Order 2022-19. This form must be submitted to the state agency that is providing the contribution for the designated organization. The state agency providing the contribution should use this form to collect information from the designated organization. The information must be collected from the designated organization before the funds can be disbursed.

Contribution Information		
Amount	State Agency Providing the Contribution	Purpose
	P280 - Department of Parks, Recreation, and Tourism	SCATR

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
SCFIS 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@visitmyrtlebeach.com

Plan/Accounting of how these funds will be spent:		
Description	Budget	Explanation
Digital and Broadcast advertising	\$22,220.00	advertising/sponsorships to drive tourism visitors
Grand Total	\$22,220.00	

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

Through implementing a research-based global marketing strategy to influence tourism to Horry County, the Myrtle Beach Area Chamber of Commerce creates significant economic impact to South Carolina. Enhanced promotion to key target audiences to stimulate year-round travel (e.g. multi-generational, couples, culinary, events, live music, nature, RV/campground, girlfriend getaways, millennials, boomers, family golf, multi-cultural, fishing/boating) as well as regional event sponsorships such as Darlington Raceway, MB Pelicans and CCU sports broadcasts.

Organization Certifications

DMAP, United States Chamber of Commerce Accrediation

Karen Riordan
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.

Duane Parrish
Agency Head Signature

11/11/2022
Date

Duane Parrish
Printed Name