



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 of 2022 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, 2023.

Contribution Information

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

Purpose

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

Reporting Period

Reporting Period	Quarter 4: April 1, 2023 - June 30, 2023
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Accounting of how the funds have been spent:

Description	Budget	Expenditures				Total	Balance
		Quarter 1	Quarter 2	Quarter 3	Quarter 4		
Air Service Promotion	\$276,000.00		\$78,858.91	\$9,078.25	\$0.00	\$87,937.16	\$188,062.84
Creative Development and Research	\$207,000.00		\$75,466.01	\$45,108.74	\$0.00	\$120,574.75	\$86,425.25
Destination Publicity	\$69,000.00		\$10,189.93	\$15,628.81	\$0.00	\$25,818.75	\$43,181.25
Digital Adv/Social and Search	\$3,864,000.00		\$1,090,885.08	\$103,108.24	\$259,674.25	\$1,453,667.57	\$2,410,332.43
General Consumer Promotions	\$276,000.00		\$85,015.76	\$433,224.55	\$0.00	\$518,240.30	-\$242,240.30
Golf Promotion	\$1,242,000.00		\$353,873.73	\$9,139.75	\$10,359.36	\$373,372.84	\$868,627.16
Group Sales and Intenational	\$138,000.00		\$66,538.57	\$38,599.18	\$0.00	\$105,137.74	\$32,862.26
Television	\$759,000.00		\$171,467.56	\$30,199.73	\$0.00	\$201,667.29	\$557,332.71
Outdoor/Print Integrated	\$69,000.00		\$4,188.38	\$0.00	\$19,198.97	\$23,387.35	\$45,612.66
Grand Total	\$6,900,000.00	\$0.00	\$1,936,483.92	\$684,087.25	\$289,232.58	\$2,909,803.75	\$3,990,196.25

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

Any unspent funds will be continued to be used for out of market advertising campaigns to drive visitation the Grand Strand area over the time frame or until at a zero balance.

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

Financial Reporting Manager

Title

9/20/23

Date

Printed Name