



## 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 11.7.21 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		Purpose
Amount	State Agency Providing the Contribution	
	P280 - Department of Parks, Recreation, and 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
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 3: January 1, 2023 - March 31, 2023

Accounting of how the funds have been spent:						
Description	Budget	Expenditures				Balance
		Quarter 1	Quarter 2	Quarter 3	Quarter 4	
Air Service Promotion	\$276,000.00		\$78,858.91	\$9,078.25		\$187,937.16
Creative Development and Research	\$207,000.00		\$75,466.01	\$45,108.74		\$120,574.75
Destination Publicity	\$69,000.00		\$10,189.93	\$15,628.81		\$25,818.75
Digital Adv/Social and Search	\$3,864,000.00		\$1,090,885.08	\$103,108.24		\$1,193,993.32
General Consumer Promotions	\$276,000.00		\$85,015.76	\$433,224.55		\$518,240.30
Golf Promotion	\$1,242,000.00		\$353,873.73	\$9,139.75		\$363,013.48
Group Sales and Intenational	\$138,000.00		\$66,538.57	\$38,599.18		\$105,137.74
Television	\$759,000.00		\$171,467.56	\$30,199.73		\$201,667.29
Outdodor/Print Integrated	\$69,000.00		\$4,188.38	\$0.00		\$4,188.38
Grand Total	\$6,900,000.00	\$0.00	\$1,936,483.92	\$684,087.25	\$0.00	\$2,620,571.17
						\$4,279,428.83

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

We will be reporting approximately another \$600,000 in Q4 spending with a continuation of funds usage during 2023 calendar year. Our April - June financials will not be closed until next week sometime so that will be on the next report due Sept 30. The monies left over will continue to be used for out of market advertising campaigns to drive visitation the Grand Strand area.

### 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 \_\_\_\_\_ Title Financial Reporting Manager  
Mary Mroz 6/22/23  
Printed Name \_\_\_\_\_ Date