

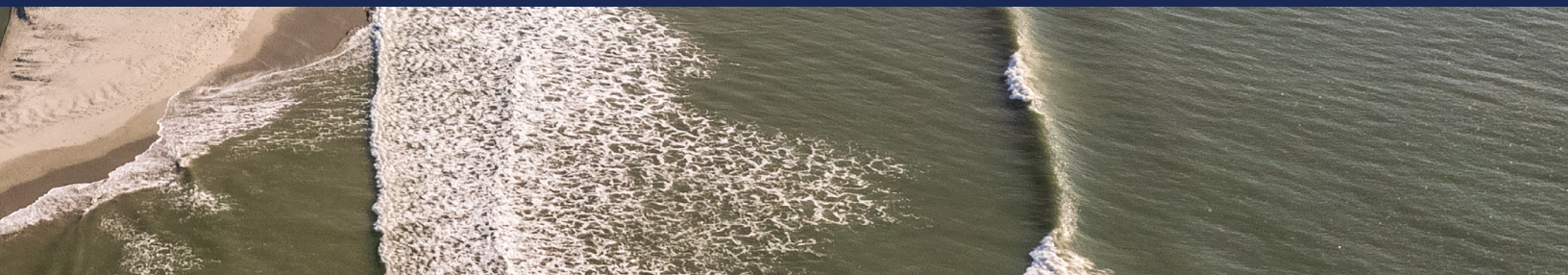


NORTH MYRTLE BEACH



# ANNUAL PROGRAM REPORT

FISCAL YEAR 2022







It has truly been an honor serving as board chair this year for Destination North Myrtle Beach.

I had the pleasure of being invited to the board some 7 years ago and over that time have watched the organization grow

and mature along with our destination. The depth of talent, strength of connections within and beyond our community's borders, and a sense of unique brand identity as a preferred vacation destination have never been stronger. And we've only just begun.

For now, this is a highlight summary for our fiscal year 2022 (July 1, 2021 – June 30, 2022). Framing the summary with the fiscal year puts a portion of the 12-month period in 2021 when we saw record breaking visitation. We were prepared for the possibility of an overall decline in 2022, but thankfully, in part due to the sustained, targeted, and forward-looking marketing efforts of Destination NMB, we continued to see program and partner success in 2022. And this is borne out in the numbers that follow with many key performance indicators well exceeding industry benchmarks.

As a dually accredited organization--5-Star Accreditation through the US Chamber of Commerce and as a Destination Marketing Accredited with Distinction through Destinations International--we strive to benchmark our performance with other similar organizations. Some of the new tools contracted during my tenure will provide insightful data that will ensure that our efforts in the future are rooted in solid data-driven decision making to keep us on course.

We sometimes refer to ourselves humbly, as small yet mighty. While these words are true, we have only 7 full-time employees and 1 part-time employee, we accomplished a lot during FY 2022 and those milestones are set out in this program report that follows.

The major transformative project of this past year has been the launching of the Destination Master Plan. This is a multi-year initiative that started in FY 2022 with

the selection of MMGY NextFactor to become our partners in designing a framework for destination marketing, destination development, and a sustainable visitor economy for our future. What makes this plan different is that the alignment with residents, second homeowners, business owners, marketing professionals, elected officials, and our board and team is the central organizing principle of the plan's success. The plan is nearing completion with the finalized action items to come soon. We are happy to have MMGY NextFactor here today to detail the strong work on this project thus far, and I am excited to continue on the board in the coming year as the immediate past chair to see the plan to action.

Thank you to our board and staff, and many of you, our partners for the combined, countless hours you all have contributed to completing surveys, attending focus groups, being available for interviews, calls, and discussions about various aspects of the plan. As I wrap up my year as board chair, the next steps of finalizing the master plan and then adopting action steps to support it will be a heavy lift for our small and mighty team. We will need to count on you, our partners, to help make the shared destination vision a reality.

Advancing the prosperity of North Myrtle Beach is our mission. How we fulfill our mission and purpose is a collaborative function that we engage in every day. As I pass the baton to our incoming board chair, renew your commitment to the mission and vision of Destination North Myrtle Beach. Celebrate with us as we provide the highlights and successes from last year and stick with it as we continue the momentum propelling us into the future.

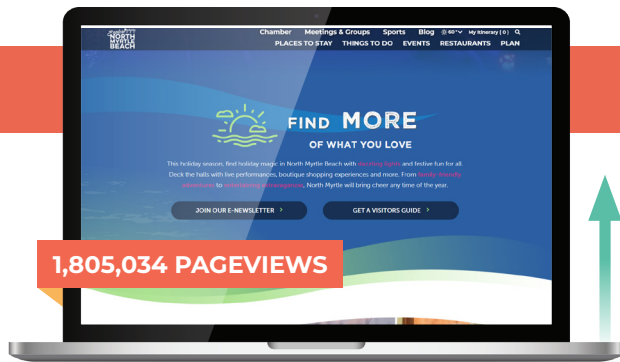
Warmest regards,

Brandon Cox

#### THANK YOU TO OUR PREMIER PARTNERS



# YEAR IN REVIEW



## WEBSITE PERFORMANCE



**7%**

INCREASE IN SESSION  
DURATION FROM  
PREVIOUS YEAR



**5%**

DECREASE IN  
BOUNCE RATE FROM  
PREVIOUS YEAR ▶

**54.94%**  
BOUNCE RATE

*better than  
industry  
benchmark  
of 60%*

FY 22  
FY 21

**42%**

INCREASE IN PAGE VIEWS  
FROM PREVIOUS YEAR

FY 22  
FY 21

**34%**

INCREASE IN SESSIONS  
FROM PREVIOUS YEAR

FY 22  
FY 21

**28%**

INCREASE IN USERS  
FROM PREVIOUS YEAR

## WEBSITE USER TRAFFIC BY LOCATION:



**2022**

- 1 North Carolina
- 2 South Carolina
- 3 Georgia
- 4 New York
- 5 Pennsylvania

- 6 Ohio
- 7 Virginia
- 8 Michigan
- 9 Tennessee
- 10 Illinois



## BUSINESS DEVELOPMENT



FY 20 +56

FY 21 +55

FY 22 +89

ENDING FY 22 WITH 627 PARTNERS

**38%**

INCREASE IN ATTENDANCE  
AND PARTICIPATION AT  
COMMITTEES & EVENTS  
FY 22 VS FY 21

## ADVERTISING CAMPAIGN

**262+**  
MILLION IMPRESSIONS\*

**570+**  
THOUSAND LANDING PAGE  
VIEWS

**2X**

THE INDUSTRY BENCHMARK  
FOR LANDING PAGE RATE  
.31% LANDING PAGE RATE

**2X**

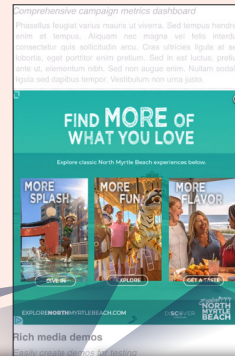
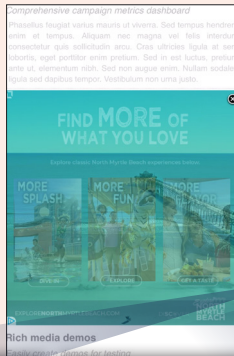
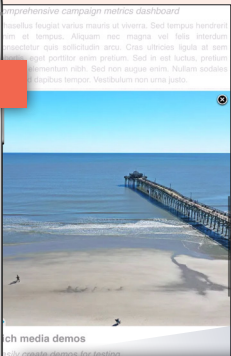
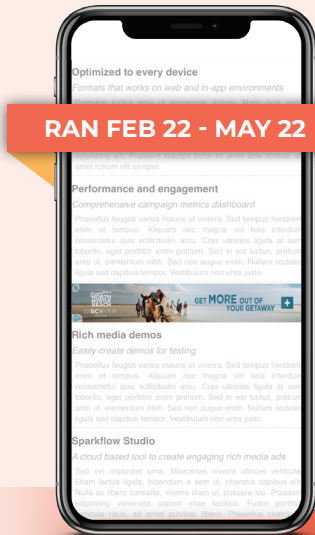
THE INDUSTRY BENCHMARK  
FOR ENGAGEMENT  
43% ENGAGEMENT RATE

PAID SEARCH PERFORMED BETTER  
THAN INDUSTRY BENCHMARK

NMB CPC = \$0.46 VS ZARTICO CPC = \$0.69

*\*Trip Advisor delivered 3-5X the normal impressions  
during the months of NOV 21 - FEB 22.*

# CAMPAIGN HIGHLIGHTS



## UNDERTONE

Impressions: **1,639,917**  
Interaction Rate: **0.31%**,  
above Industry Benchmark  
of 0.25%-0.30%  
Viewability: **69%**  
Interaction Time: **173,223s**  
**THAT'S 48 HOURS!**

Preview  
this ad by  
scanning the  
QR code!



## NATIVO

A native article with associated  
banner ads viewed on publisher's  
sites to boost visitation and drive  
awareness of North Myrtle Beach  
as a spring vacation destination.

Impressions: **2,176,606**

Avg. Time on Content: **1m5s**

2.17x Industry Benchmark

CTA Rate: **5.82%**

2.53x Industry Benchmark



**RAN JAN 22 - MAY 22**



## CONNECTEDTV

Impressions: **3,956,690**

Video Plays: **3,952,331**

Video Completions: **3,845,644**

Video Completion Rate: **97%!**

**Scan the QR code below to watch!**



## PINTEREST PROMOTED PINS

Impressions:  
**1,945,030**

CTR: **0.43%**  
above Industry  
Benchmark  
of 0.20%



**RAN FEB 22 - MAY 22**



# MEDIA PARTNERS

DISCOVER  
South Carolina



## META PAID SOCIAL + SEM EVERGREEN ADS

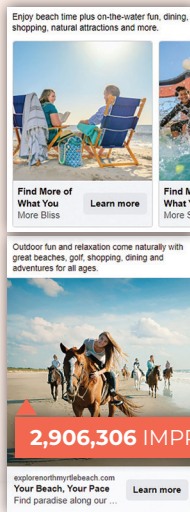
More evergreen social  
Impressions: 3,736,814

**12.67%**

OVERALL SEM CTR  
WELL ABOVE INDUSTRY  
BENCHMARK OF 4.7%

**15M+**

TOTAL SOCIAL & SEM  
IMPRESSIONS



**2,906,306 IMPRESSIONS ALONE!**

## META PAID SOCIAL + SEM SPECIAL EVENTS

### 1 MUSIC ON MAIN

Social Impressions:  
1,339,321

SEM Impressions:  
78,888 w/ 18.42% CTR

### 2 HOLIDAY

Social Impressions:  
984,388

SEM Impressions:  
57,443 w/ 26.25% CTR

### 3 SPRING

Social Impressions:  
1,261,010

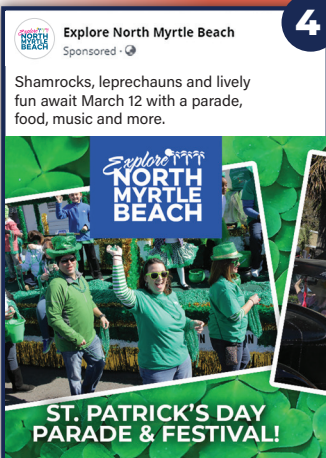
SEM Impressions:  
57,569 w/ 14.25% CTR

### 4 ST. PATRICK'S DAY

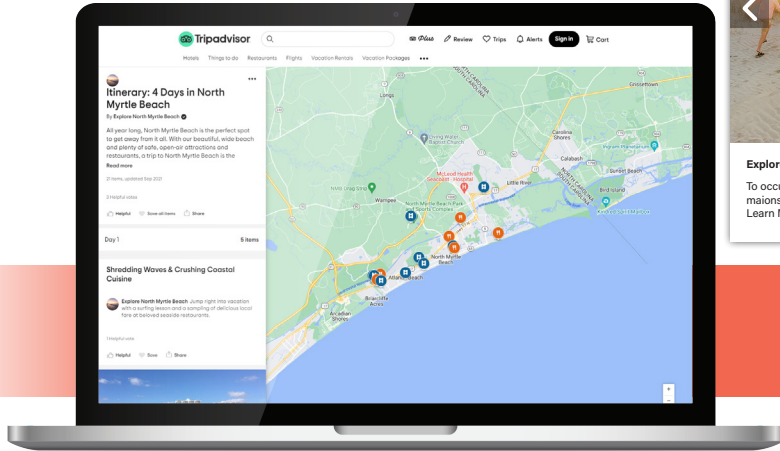
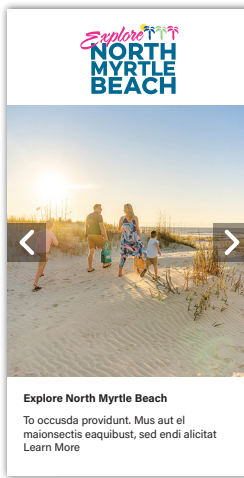
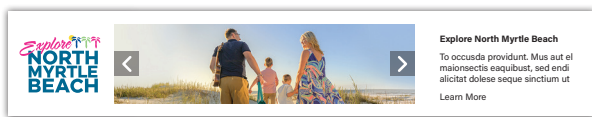
Social Impressions:  
1,292,748

SEM Impressions:  
19,384 w/ 14.41% CTR

**CTR results for all  
special events SEM is  
well above the Industry  
Benchmark of 4.7%**







## TRIP ADVISOR PAGE/CAROUSEL/ITINERARY

Total Impressions: **117,464,486**

Total Clicks to Site: **8,725**

Total Clicks To NMB Destination  
Sponsorship Page: **6,857**

Total Hours Content in View: **616,105**



## DESTINATION OPTIMIZATION PROGRAM



Explore NMB is now a **Level 7** Google Local Guide (previously Level 6) and continues to contribute to the completeness and quality of our community on the world's largest travel planning platform



**86%** of businesses have claimed their Google Business Profile – an improvement from 82%



NMB increased images to **813** in June 2022 from 664 in July 2021 and added **60 miles** of Google Street



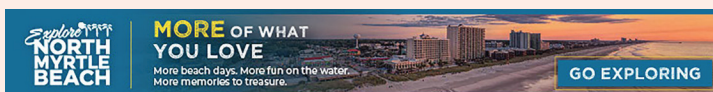
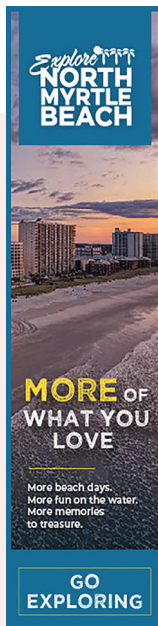
Digital marketing training opportunities were provided to local businesses through webinars, a Digital Marketing Acceleration Program and at the annual Marketing Summit



NMB images have been viewed **12.4 million** times by Google users to date (Jan 2022) – a **55% increase** in views since June 2022 and a **13x increase** since 2021



View our Google Local Guide Account by scanning the QR code!



## BASIS & SOJERN DISPLAY & NATIVE

Total Impressions: **117,242,080**

Display & Native  
Impressions: **116,153,940**

Engaged visitor rate: **46%**  
(above Industry Benchmark 20%)

Video Impressions: **1,088,140**  
Completions Rate: **69%**



## NEXSTAR CANADIAN WEATHER SPONSORSHIP

### MARKETS:

Buffalo, NY  
Lansing, MI  
Cleveland, OH

### EXECUTIONS:

:15 Video Pre-roll  
Display & Native Ads  
• News App  
• Weather App  
• Various Sites & eNews

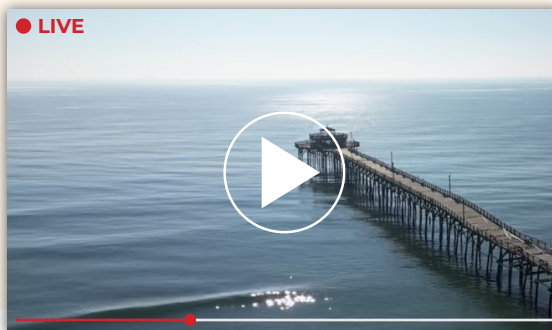
On Air Morning News  
Live NMB Cam on pier

*Impressions:* **2,683,733**

*Video Plays:* **318,719**



RAN NOV 21 - JAN 22



## SCPRT

*Total FB-Boosted Post Impressions:* **1,349,543**

*Total Taboola & YouTube Impressions:* **1,300,652**

*Total Clicks:* **12,108**

**110,736 IMPRESSIONS**



OCTOBER

**79,115 IMPRESSIONS**



NOVEMBER 2

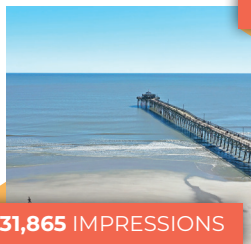
**248,468 IMPRESSIONS**

NOVEMBER 1



TABOOLA SPRING

**589,522 IMPRESSIONS**



**131,865 IMPRESSIONS**

JANUARY 1



JANUARY 2



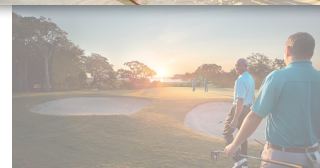
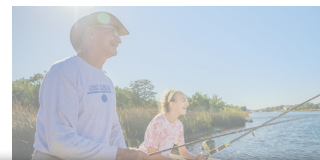
**93,164 IMPRESSIONS**

FEBRUARY 2

**96,673 IMPRESSIONS**



MARCH



TABOOLA FALL

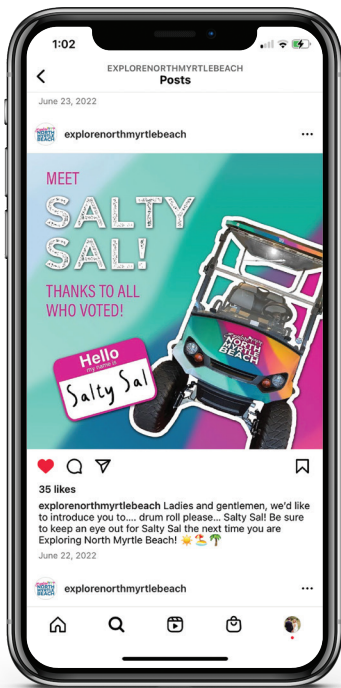


GOLF GETAWAY



YOUTUBE FALL





## SALTY SAL: THE MOBILE VISITOR CENTER

We wrapped our entire Mobile VIC golf cart, transforming it into a colorful, lively, upbeat, welcoming, fun experience that people can hear "from miles away" and want to be a part of.

We engaged our social audience to vote on the winning name: Salty Sal

## PRINTED ADS

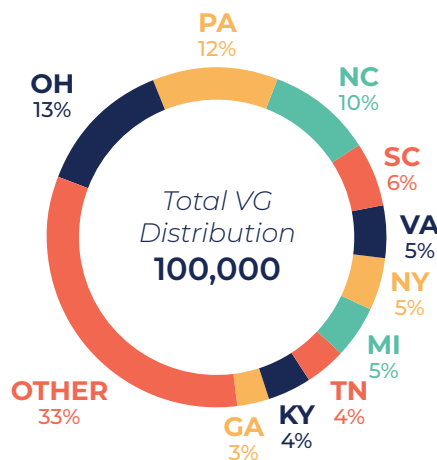
Included in:

- South Carolina Vacation Guide
- Southeast Tourism Guide
- Shag Ad in the local Shaggers Magazine



## VISITOR GUIDE & VG CONVERSION SOCIAL AD

Social Impressions on Conversion Ad: 1,251,298



View the 2022 North Myrtle Beach Visitor Guide by scanning the QR code!







# ADVOCACY

Serving as “the voice for business”, Destination North Myrtle Beach took an active role in advocacy efforts. Working with our local, regional, state, and national chamber organizations we stayed connected on important issues to businesses.

As part of local efforts, our board of directors and public policy committee members met with legislators and council members many times during the year. Our Legislative Priorities were discussed during a Legislative Breakfast. Local elected officials shared with our partners during the “State of...” monthly Business Builders Series. We also attended state chamber events including legislative forecasts and receptions.

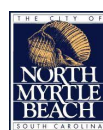
Our affiliations with Destinations International, US Chamber of Commerce, US Travel and the South Carolina Chamber enables us to have immediate knowledge of issues across the state and nation.



U.S. Chamber of Commerce



U.S. TRAVEL  
ASSOCIATION®



SOUTH CAROLINA  
CHAMBER OF COMMERCE

# BUSINESS DEVELOPMENT

Destination NMB provides programming and events to engage with the business community, connect business to business, implement the advocacy and tourism promotion initiatives, and serve the entire community inclusively.

The investors/partners have a voice in the priorities, content, and direction of the organization. The program summary provides a snapshot of the events and programs hosted during the year. For this report the list is inclusive of educational programming, organizational events, and advocacy.

- 9 Business After Hours
- 9 Business Builder Breakfasts
- 10 Ribbon Cuttings
- 3 Candidates Forum and Meet & Greet
- Energy Summit
- Marketing Summit
- Coffee & Conversation Sessions
- Business Awards Gala
- Annual Chair's Luncheon

**38%** INCREASE IN ATTENDANCE AND PARTICIPATION AT COMMITTEES & EVENTS



## Destination Master Plan

Destination NMB retained MMGY NextFactor to develop a Destination Master Plan. The project launched with a steering committee in the fall of 2021. During the fiscal year a resident survey was launched, interviews with community and business leaders began, and a town hall input sessions was convened. The project continued into the fiscal year 2023 and results will be reported upon when the report is completed.

**MOMENTUM**  
Destination North Myrtle Beach

**MMGY** NextFactor



# 2022 BOARD OF DIRECTORS

## EXECUTIVE COMMITTEE

**Brandon Cox**

**BOARD CHAIR**

Elliott Beach Rentals

**Morgan Jackson**

**DESTINATION MARKETING CHAIR**

Duplin Winery

**Cyndee Colborn**

**VICE CHAIR**

Seaside Vacations

**Corey Richardson**

**ECONOMIC DEVELOPMENT & PUBLIC POLICY CHAIR**

Carolina Property Specialist

**Monica Vehige**

**TREASURER**

McLeod Health

**Gretchen Floyd**

**BUSINESS DEVELOPMENT CHAIR**

Sandhills Bank

**Jim Powalie**

**IMMEDIATE PAST CHAIR**

Barefoot Landing & Broadway at the Beach

**Ben Clyburn**

**NMB CHAMBER FOUNDATION CHAIR**

Condo-World

**Cheryl Y. Kilday, CDME**

**SECRETARY**

Destination NMB

**Mendel Bell**

**MOMENTUM CHAIR**

Touch MedSpa

## BOARD MEMBERS

**Alexia Edge**

Ripley's Attractions  
Myrtle Beach

**Denise Ambuhl**

HTC

**Andy Thomas**

Thomas Beach  
Rentals

**Ed W. Prince, III**

Cherry Grove Pier

**Angela Seddinger**

Grand Strand  
Vacations

**Eric Rivenbark**

Coastal Carolina  
University

**Betsy Hinson**

Retreat Myrtle Beach

**Jim Eggen**

Avista Resort

**Beverly Race**

Greg Norman  
Australian Grille

**Jim Hanley**

Thoroughbreds  
Chophouse

**Dargan Ervin**

Tidelands Health

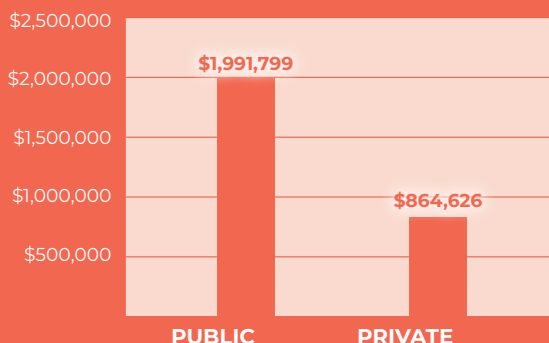
**Weston Parker**

Myrtle Beach Vacation  
Rentals . Com

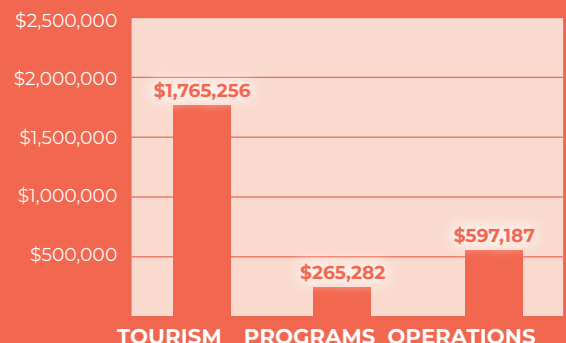
# FINANCIAL PREVIEW

The fiscal year 2022 audit has not been completed. The overall budget expenses were less than the revenues and the carryover funds into fiscal year 2023 will be utilized for tourism promotion.

## REVENUE



## EXPENSES





# FOUNDATION UPDATE

The Chamber Foundation actively supports Destination NMB and the community. Established to support and advance the general welfare and prosperity of the greater community, the Foundation exists so that the citizens of NMB and surrounding areas may prosper and lessen the burden of local and state governments.

Building North Myrtle Beach, now known as Momentum, was supported by the Chamber Foundation and enabled the organization to raise funds for economic development initiatives going beyond what the dues investments would cover. Additionally, the Chamber Foundation has supported programs that impact a community's quality of life, including economic, civic, cultural, scientific, and educational development through a community grants program.

## PROJECTS SUPPORTED BY COMMUNITY GRANTS

- **Homeownership Program**  
Habitat for Humanity of Horry County
- **Equipment Upgrades**  
First Tee Coastal Carolinas
- **Cage Enrichment**  
The Humane Society of North Myrtle Beach
- **North Strand Housing Shelter**  
Worldwide Ministries International
- **Community Awareness and Education**  
Coastal Samaritan Counseling Center
- **Camp United**  
United Way
- **Tiny Home Community**  
Veteran's Welcome Home Resource Center
- **Project management software**  
Gene's Dream Foundation
- **Teen Council**  
First Tee of Coastal Carolina
- **"Go Kit" Neonatal Kitten Care**  
The Humane Society of North Myrtle Beach
- **Josh the Baby Otter Program**  
Rotary Club of Little River
- **Crisis Center Beds**  
Sea Haven
- **Turkey Dinner Drive**  
North Strand Helping Hand

**\$17,550** IN GRANTS WERE  
AWARDED IN FY 22!

## FOUNDATION BOARD MEMBERS

**Ben Clyburn**  
FOUNDATION BOARD  
CHAIR  
Condo-World

**Cindy Colborn**  
TREASURER  
Seaside Vacations

**Cheryl Kilday**  
SECRETARY  
Destination NMB

**Jim Powalie**  
Barefoot Landing  
& Broadway at  
the Beach

**Robert Hucks**  
Coastal Carolina  
National Bank

**Theresa Koren**  
Oceana Resorts by  
Wyndham Vacation  
Rentals

**Eric Lewis**  
Carolina RV

**Veronika Rachel**  
First Citizens Bank

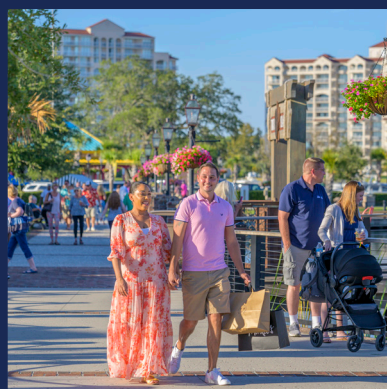
**Mark Lane**  
Sand Dollar Media





“How we fulfill our mission and purpose is a collaborative function that we engage in every day.

- BRANDON COX, 2022 BOARD CHAIR



*The mission of Destination NMB is to advance the prosperity of North Myrtle Beach.*

1521 HIGHWAY 17 SOUTH • NORTH MYRTLE BEACH • SOUTH CAROLINA • 29582