



NORTH MYRTLE BEACH

FISCAL YEAR 2023

PROGRAM REPORT





Dear Community Partners,

Serving as the board chair for Destination North Myrtle Beach provided an exciting perspective to engage in our community like never before. Fiscal year 2023 was a successful year programmaticaly for our organization and a year we will look back upon with pride.

The Team, including board members, professional staff, and committee members, took on some initiatives this year that improved our community. Here are a few highlights to recap the year:

- The board of directors rolled up their sleeves and concentrated on the implementation strategies for the destination master plan. Through broad community input, the consulting team from MMGY NextFactor teed up a great plan, and the board and staff focused on the who, what, and when for bringing the plan objectives to life.
- Advocacy and chamber programs enabled us to serve the community through legislative issues at the local and state levels. There were milestone successes from our convening and facilitating input on beach activities during a new ordinance development to working with elected officials to exploring ways to help create a better business environment by tackling insurance-related issues.
- The destination marketing committee accepted the challenge of measuring and tweaking the effectiveness of our tourism promotion messaging efforts. A study was commissioned to examine the destination brand positioning and make adjustments to improve the marketing reach and increase visitation. The good news was that few modifications were necessary, and the updates were adopted and implemented.
- The NMB Chamber Foundation Board of Trustees stepped up to engage in the destination master plan while expanding their fundraising initiatives to provide more funding for community grants.

Our organization is responsible for many programs that the business community requires. We hope this report will remind you of the extraordinary work being done on your behalf and that you may appreciate the successes we can claim in fiscal year 2023. Some of the work completed may go unnoticed without highlighting these achievements. Whether you attended a program, read our newsletter, or served on a committee, our job to make North Myrtle Beach a great place to do business, visit, and prosper continues.

Cheers,

A handwritten signature in black ink that reads "Monica A. Vehige".

Monica A. Vehige
2023 Board Chair

Monica A. Vehige is the Chief Executive Officer of McLeod Health Seacoast



Business Environment

One measure of our business development is through investor/partner investments and engagement.

We experienced a significant boost in member engagement, with a total attendance of 2,601 at various programs, meetings, and events. We modified our strategy for engagement and have customized our approach to enable partners to select their preferences that enabled us to deliver content that interested them. The early signs of success included a better open rate for communications, and the increase in overall program participation.

As a community resource, we provided programs, created connections, and brought opportunities for visibility to businesses. Here are some highlights from FY23:



**INVESTOR/PARTNER
RETENTION**

UP 6%
over last year



**ATTENDANCE AT
PROGRAMS**

UP 9.3%
from last year



**RIBBON
CUTTINGS**

UP 40%
over last year



**VOLUNTEER FAIR
ATTENDANCE**

UP 133%
after moving it to the J. Bryan
Floyd Community Center



BUSINESS AFTER HOURS

Showcasing a business while connecting with other business remained a popular activity with

**10 EVENTS
& 401 ATTENDEES**

ENHANCED PARTNERS

New partnerships were forged with enhanced partner investments and business participation at each level:

PREMIER PARTNERS



CHAIR'S CIRCLE



THOUGHT LEADERS



Popular programs during the year included the Annual Business Awards where excellence and recognition were celebrated, the Business Builder Breakfasts that included the State of Series, and the Energy Summit where we convened 34 industry experts to meet with businesses.



New Programming this year included the Economic Forecast that was in conjunction with the Marketing Outlook Summit. Speakers Miriam Arvizu, Financial Advisor for Merrill Lynch at Bank of America, and Yoav Wachsman, Professor of Economics at the Wall College of Business at CCU, provided an economic forecast.



Advocacy

Advocacy remained a cornerstone of our organizational mission, embodying our commitment to cultivating an environment that nurtures entrepreneurship, encourages innovation, and promotes sustainable development. Over the past year, our efforts have been marked by a series of community engagement initiatives, networking events, and strategic collaborations aimed at fostering open communication among businesses, residents, and governmental representatives.



Policy Collaboration included working with elected officials locally, regionally, and at the state level on **key issues** including:

- **SHORT TERM RENTALS**
- **INSURANCE LIABILITY**
- **WORKFORCE DEVELOPMENT**
- **LOCAL BEACH ORDINANCE**

Destination NMB served as the convener and facilitator where connections, work groups, and alignment was developed.

Destination Master Plan

After more than 14 months of collaboration with businesses, community leaders, and residents, the Destination NMB board of directors approved the destination master plan. Many would suggest that the easy part was adopting the plan. During fiscal year 2023, the board members delved deeper into the implementation strategies recommended by the consulting team from MMGY NextFactor.

Community Engagement was utilized to gather input for the destination master plan (DMP):

25 in-depth interviews were conducted	10 sector-specific focus groups with over 50 industry stakeholders were convened	2 resident surveys and town halls were completed
1 staff session was facilitated	148 DestinationNEXT community assessment surveys were completed	3,650 resident surveys completed



DestinationNext, a community assessment tool was used to develop the destination master plan. Four quadrants, similar to a S.W.O.T. analysis were used to measure the strength of the community and the support and alignment for the local tourism economy. Less than 40% of communities around the world that used this assessment tool were determined to be in the Trailblazer quadrant. North Myrtle Beach was assessed as a Trailblazer!

DESTINATION MASTER PLAN VISION

The vision for North Myrtle Beach is to be a year-round family destination known for our collection of distinct neighborhoods and leadership in the care and protection of our beaches and natural areas.

Guiding Principles for the destination master plan:

QUALITY OF THE LOCAL ECONOMY	VISITOR EXPERIENCE	RESIDENT QUALITY OF LIFE	SUSTAINABILITY
Balance the long-term vibrancy and sustainability	Provide excellent visitor experiences that highlight what differentiates NMB	Protect and enhance the quality of life by mitigating the impacts of tourism while sustaining a thriving economy	Implement sustainability principles to secure the environs for the future and disperse visitors throughout the year and the destination

THE FOUR STRATEGIC GOALS

DEVELOP YEAR-ROUND EXPERIENCES, CULTURAL, AND EVENT OFFERINGS
IMPROVE ACCESSIBILITY AND CONNECTIVITY
ENSURE ECONOMIC AND ENVIRONMENTAL SUSTAINABILITY
EXPAND PLACEMAKING IN NEIGHBORHOODS

The implementation plan includes new, expanded, and enhanced initiatives that will be addressed by a variety of organizations, municipal partners, and resident groups. The destination master plan was developed with broad and inclusive participation and is intended to be a guiding document for the community for the next 10 years.

Community Events & Parades

Community events were back with strong attendance in FY23 and we used the opportunities to engage with residents and visitors alike. We had booths that promoted our consumer brand Explore North Myrtle Beach, but also a Chamber table that catered to residents. For visitors, we provided visitors guides and local tips and recommendations, while at the Chamber table we promoted our Resident Surveys which helped us craft the Destination Master Plan.



SEASIDE Soirée

Business Awards Program

We hosted the Seaside Soirée Business Awards program at the Seaside Vista's newly opened Black Drum Brewery. The evening highlights included several business awards and a few individual awards. Harold Worley, Ocean Drive Resort was honored with the Senator Dick Elliott Excellence in Leadership Award. Read the list of honorees below:



SMALL BUSINESS OF THE YEAR

Roca Roja Cantina



MID-SIZE BUSINESS OF THE YEAR

Crooked Hammock Brewery



LARGE BUSINESS OF THE YEAR

Prince Resort



NEW BUSINESS OF THE YEAR

Dagwood's Deli & Sports Bar North Myrtle Beach



NON-PROFIT OF THE YEAR

Waccamaw Community Foundation



IMPACT AWARD FOR EXCELLENCE IN CUSTOMER SERVICE

DEWS



CATALYST AWARD FOR OUTSTANDING COMMUNITY SERVICE

Barefoot Landing



VALOR AWARD

City of North Myrtle Beach Fire Rescue Engineer Andy Hamer



VALOR AWARD

City of North Myrtle Beach Public Safety Officer Wesley Foushee

RISING STAR AWARD

Corey Richardson, Carolina Property Specialist

AMBASSADOR OF THE YEAR

Bailey Johnson, Monarch Roofing

SENATOR DICK ELLIOTT EXCELLENCE IN LEADERSHIP AWARD

Harold Worley, Ocean Drive Resort



DESTINATION NMB FACEBOOK

The Destination NMB Facebook page continued to be a source for us to promote area business and non-profits, share community news and advocacy announcements and engage with both partners and residents. **In FY23, the page had:**

375K+ Impressions
a **35% increase** over previous year

38K+ Engagements
a **92% increase** over previous year

1.5K+ New followers
a growth of **over 170%**

Tourism Promotion, Program Highlights and Market Intelligence

Differentiating North Myrtle Beach from other coastal communities was a primary focus for time and resources during fiscal year 2023. Overall marketing strategies generated program results that inspired people to travel to North Myrtle Beach. The destination marketing initiatives, supported through accommodations taxes, had more funds than in prior years and a portion of those funds were used for initiatives that did not require year over year investments. One such project was the completion of a brand study to learn how visitors viewed North Myrtle Beach. The brand study results were used to refresh the tourism promotion positioning and messaging. Measurement techniques with phone and credit card data were used to learn about advertising effectiveness.

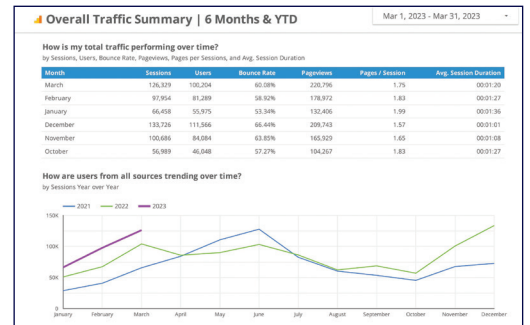
DIGITAL INFLUENCE REPORT

Destination North Myrtle Beach initiated a project to support small businesses in our community with our collective and individual digital influence, i.e., how our individual presence on platforms such as Google, Meta, Yelp and Tripadvisor help to raise the overall presence of North Myrtle Beach across the web. Online habits of the modern visitor/consumer continue to evolve, they routinely utilize a multitude of digital channels and platforms. The visitor/consumer has high expectations for digital competence which is why digital excellence is important.

More than 200 businesses were submitted for a digital review of their forward facing and publicly available, digital presence. They were provided report cards, workshops, and the opportunity to receive individual coaching to implement digital solutions to improve their business.

MARKET INTELLIGENCE

Market Intelligence expanded during the year and provided valuable insights to find more visitors and how to drive demand and visitor spending. The realization that competition was back, post COVID, and visitors could travel the world, motivated us to remain competitive, use resources wisely, and create demand for visitation to North Myrtle Beach.



MARKETING OUTLOOK SUMMIT 2023

MARKETING SUMMIT

The 2023 Marketing Outlook Summit was held in May with nearly 100 investors/partners in attendance. Marketing topics included an update on tourism in South Carolina from SCPRT Director Duane Parrish, plus informative sessions on Digital Influence, Research and Reporting, and the importance of short form video from our partners at Simpleview, Zartico and Miles Partnership. Keynote speaker Cathy Ritter spoke about tourism and sustainability in our community, and we were thrilled to introduce our refreshed Explore North Myrtle Beach logo and color palette to the crowd.

Visitor Spend

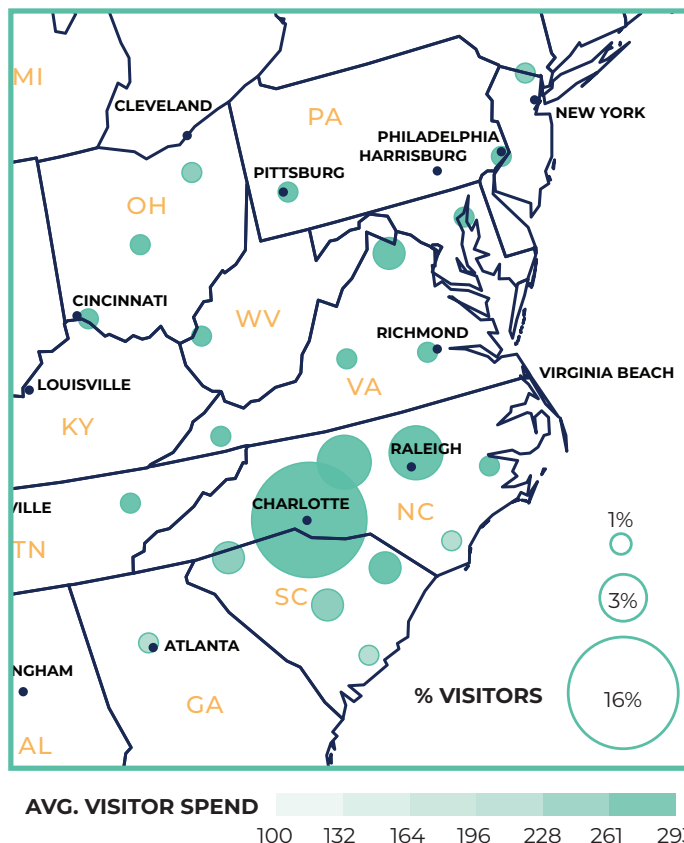
We used Zartico to learn the highest frequency spending data for both residents and visitors. This allowed us to see who is spending what within our destination.

We began subscribing to phone device and credit tracking through Zartico and the data has enabled us to define the typical traveler to North Myrtle Beach. This allowed us to understand the visitors from key points of origin and how their spending and behaviors may differ.

SNAPSHOT OF TYPICAL NORTH MYRTLE BEACH VISITOR

- 87%** are from Out-of-state; this map illustrates their point of origin
- 49%** of Cardholders are age 25 – 54
- 26%** of Cardholders earn more than \$100k
- 52%** of Cardholders have children in their household

TOP ORIGIN MARKETS IN-STATE & OUT-OF-STATE



Visitor Impact on Local Economy



96%

of money spent on accommodations was paid by visitors



85%

of total spending at attractions with an **average of \$110**



58%

of all restaurant receipts are paid by visitors with an **average of \$113**



14%

of all retail sales are purchases made by visitors with **\$139 average** spend



Destination NMB Advertising Attribution



For the first time, we were able to retain the services of a research firm, Adara, to track and measure the advertising attribution for Destination NMB. Adara is the largest data co-op or data partnership of travel loyalty and reward data on the planet. Using pixels in our digital advertising, we were then able to follow who visited North Myrtle Beach after consuming our advertising to measure their spending and learn more about their behaviors and how they may differ from other travelers to the area.

CAMPAIGN SUCCESS

JULY 1ST 2022 - AUGUST 31ST 2023

213,902,116
Individuals Reached by campaign

37.7%
Individuals were matched and used in this analysis

0.22%
Conversion Rate
Those who purchased within NMB across individuals matched

IN MARKET SPEND

JULY 1ST 2022 - AUGUST 31ST 2023

802,453
Travelers*

2,713,252
Total transactions

\$211.56
Spend per traveler

\$62.58
Spend per transaction

*Traveler is defined as an individual who traveled to the destination within the time period

ECONOMIC IMPACT

The data from Adara measures credit card spending by visitors living more than 50 miles from North Myrtle Beach who were marketed to with the campaign.

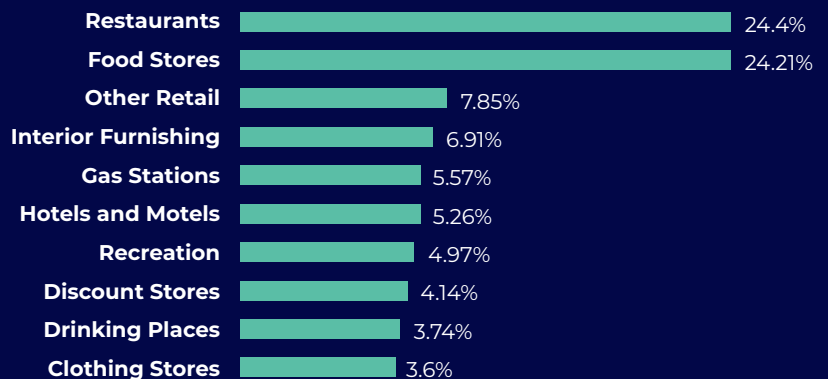
All reported data covers offline spending (spending done in the destination) so data from hotels and motels that were booked online is not included in the total credit card spend.

TOTAL DIRECT VISITOR SPENDING IN FISCAL YEAR 2023

\$170,384,514

MERCHANT CATEGORIES

This graph shows a breakdown of credit card spend by travelers at the destination by Merchant Category Codes (MCC), which are used by payment networks and card issuers. This chart includes the top 10 merchant categories.



PR Coverage

TELLING OUR STORIES

In mid-year FY 2023 we retained a public relations firm to launch a campaign to build awareness, earn media with experiential coverage of our community, and inspire people to visit North Myrtle Beach. The public relations programming generated early successes with media coverage that expanded the reach of our paid advertising.

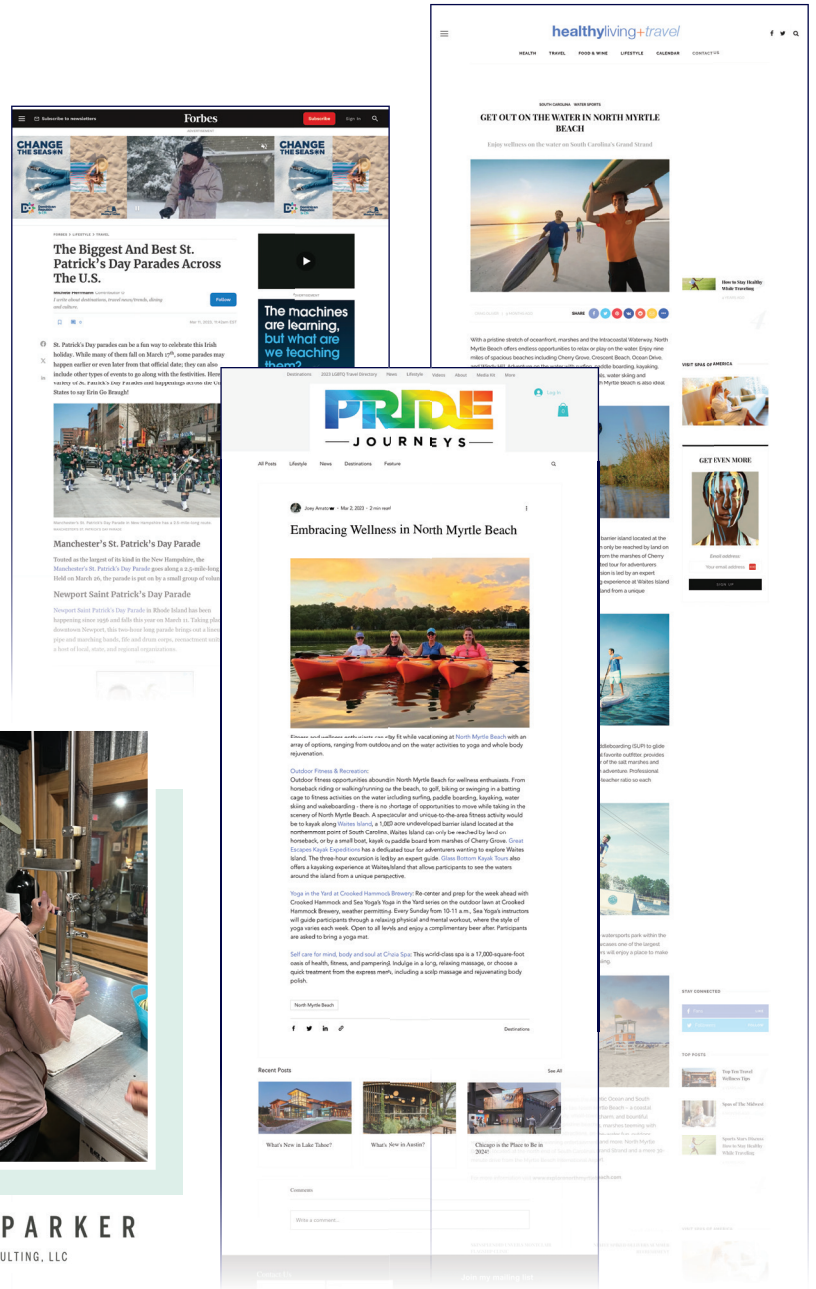
Between February 1st and June 30th, there were 24 media placements because of the public relations initiatives. FY 23, we had:

723,492,110 Impressions **\$6.7M** Publicity Value

We hosted journalists for experiential coverage which resulted in article placements in premiere publications.



IVIE PARKER
CONSULTING, LLC




Coverage Sampling:



North Myrtle Beach Means MORE


We developed a playful, high-performing digital campaign rooted in defining and differentiating the destination. The goal was to elevate awareness about North Myrtle Beach and get potential visitors engaged in its many appealing attributes.



 The destination's core audiences come from a combination of drive and fly markets:

Primary Markets: North Carolina, South Carolina, Ohio, Pennsylvania, & Michigan

Secondary Markets: New Jersey, Wisconsin, Kentucky, Tennessee, Georgia, Virginia, Illinois, & North Florida

 The average visitor to NMB is 48 years old, with females edging out males 54% to 46%. More than half of visitors are married, and 35% have children under 18 in the household. Over 30% of visitors are first-time visitors. Research shows that NMB's audience values include curiosity (exploring and learning new things), having fun and freedom.

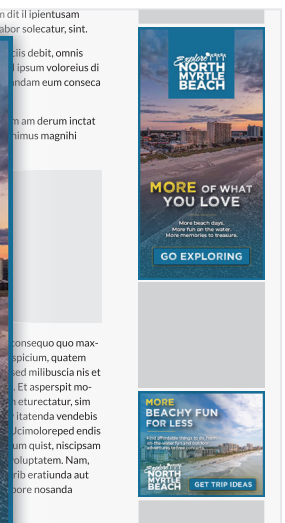
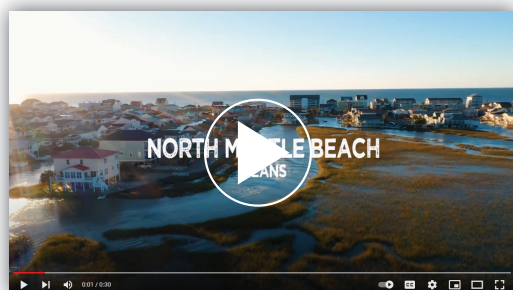
 Continuing with the conceptual framework of "North Myrtle Beach Means MORE ____" as a clear expression of the destination's enticing value proposition, the strategy remained to create a series of statements that literally fill in the blanks – quickly but powerfully explaining why NMB offers more. These themes allowed us to customize messaging to speak more directly to our target audiences.

Visually rich creative was developed for a variety of digital executions, featuring a mix of alluring landscape photos to inform and entice travelers as well as compelling hero shots to create emotional connections.

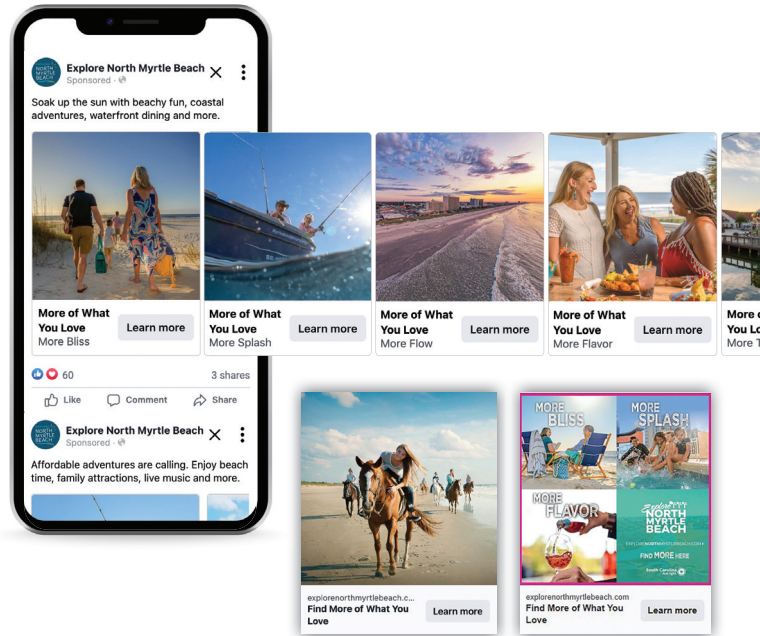


EVERGREEN + AFFORDABLE Programmatic Ads

With refreshed "evergreen" creative for the FY in July, we also included a new "affordable" creative messaging that began running in August.

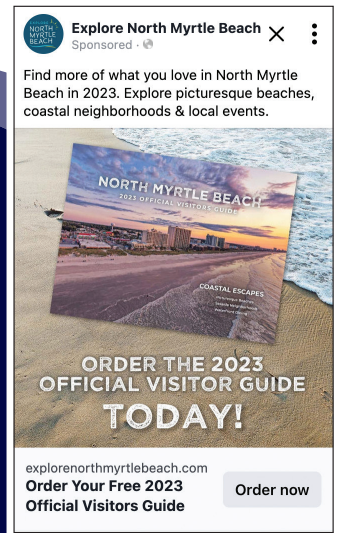
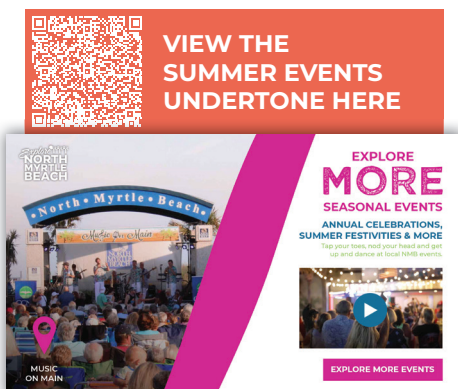


EVERGREEN + AFFORDABLE Meta Ads



Special Events

This FY, our Special Events Funding grew from \$50K to \$150K, allowing us to expand on our “More” creative and executions, focusing on Spring/St. Patrick’s, Summer/Music on Main, and Holiday.



VG CONVERSION ADS

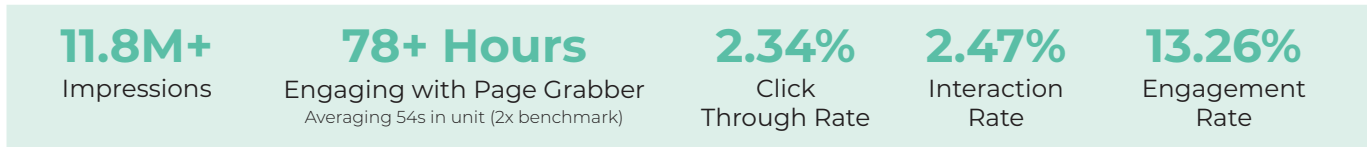
The Visitor Guide Conversion Ads for the FY promoted both the 2022 Official Visitor Guide (OVG) and switched to promote the 2023 OVG. For the FY months Jan - Jun 2023, the ad resulted in **9,108 Guide Orders** at only a **Cost per Guide Order of \$0.73**. This is extremely efficient as the average cost per guide order is closer to \$5.

Interactive Ad Experiences

Undertone.

Undertone creates memorable ad experiences with rich interactive capabilities, completely customizable based on brand goals. We built a custom page grabber, high-impact unit. Attention was captured by utilizing an awareness driving, click producing full screen ad unit that employs creative and encourages audiences to keep NMB top of mind as the vacation destination of choice.

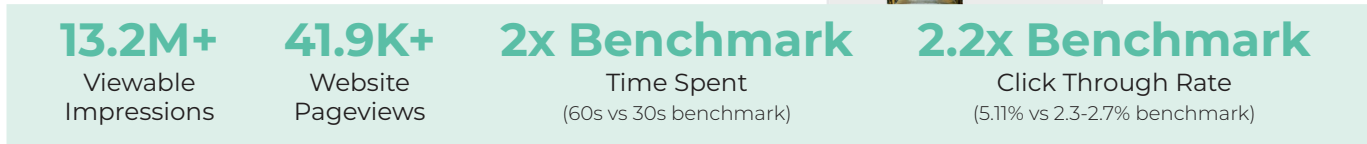
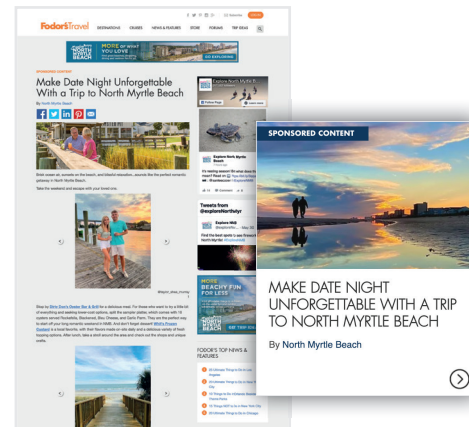
We outperformed both the standard and Undertone destination benchmarks by a wide margin. The campaign was in the top 1% of ALL ads measured by Undertone's System1 with 5-Star Elite performance (above destination average of 3 Stars).



Targeted Articles

Nativo

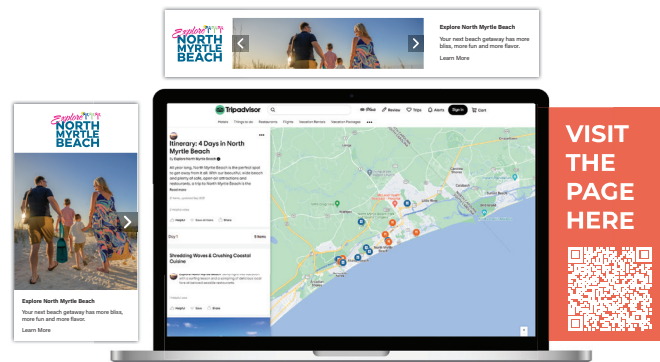
Nativo is the leading advertising technology platform for brand advertisers and publishers to distribute, optimize, and measure native advertising. We developed custom-produced articles including complementing banner ads. Nativo's proprietary Native Article format is the only format that delivers infeed and lives on-site of premium publisher environments — delivering a true editorial experience for NMB's audiences. The articles were strong performers and because of that also introduced 3 new articles that launched in March of FY.



Trip Itineraries

Tripadvisor





We created a Tripadvisor itinerary along with ads and the results indicated that ad exposed travelers clicked to book in North Myrtle Beach 40% more than unexposed travelers in the same target audiences.



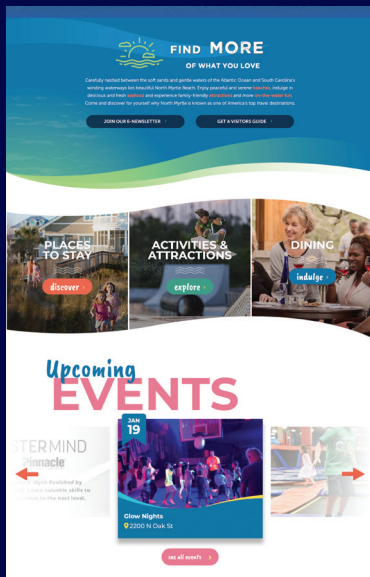
Year Over Year Paid Media Website Results

Prior to the new media campaign, impressions averaged 3 – 6 million per month and post-launching the new campaign from Mar – Jun, impressions averaged 10 – 16 million per month. Continuing the North Myrtle Beach Means MORE campaign in FY22, we increased our results and continued to perform above industry benchmarks.

As we evolved our North Myrtle Beach Means MORE campaign and continued to strategize a high-performing media plan, we also incorporated more research and additional reports to measure our economic impact. In FY23, we continued to increase our results and could definitively account for over \$170M in credit card spend with our media campaign.

				
FY 23 JUL 2022 - JUN 2023	118M+ Impressions* Up Year Over Year without FY22 Tripadvisor inflation	719K+ Landing Pageviews* Up 49.7% Year Over Year	33% Average Engaged Visitor Rate Above Industry Benchmark (20%)	0.61% Landing Page Rate* 6x Industry Benchmark (0.10%)
FY 22 JUL 2021 - JUN 2022	141M+ Impressions**	480K+ Landing Page Views* Up 51.8% YoY	43% Average Engaged Visitor Rate 2x Industry Benchmark (20%)	0.34% Landing Page Rate* 3x Industry Benchmark (0.10%)
FY 21 NOV 2020 - JUN 2021	72M+ Impressions	316K+ Landing Page Views	34% Engagement Rate Above Industry Benchmark (20%)	0.44% Landing Page Rate 4x Industry Benchmark (0.10%)

*New methodology to calculate results that uses more data points and accommodates Google Analytics 4 updates.
 **Tripadvisor delivered 5-10x the normal impressions from Nov 21 - Feb 22 due to buying on a CPC vs CPM.



Web Analytics

Our media success and effectiveness is evident through the volume of web traffic.

In addition to driving all our media campaign efforts to our website, we employed advanced SEO strategies, including keyword optimization and content development, to enhance the Explore North Myrtle Beach website visibility on search engines. This ensured that our content was not only engaging but also ranked higher, driving increased organic traffic and delivering measurable results for our online presence.



1.2M+
Sessions
a **38% increase** year over year

2.2M+
Pageviews
a **20% increase** year over year

970K+
Users
a **46% increase** year over year

EXPLORE NORTH MYRTLE BEACH

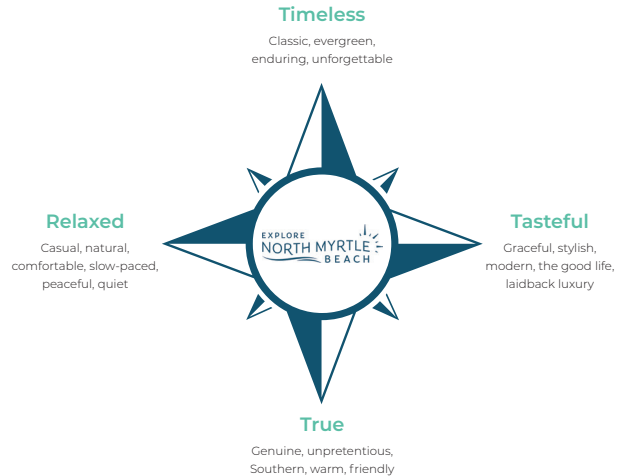
Brand Refresh

The Explore North Myrtle Beach brand is one of our most valuable assets. It is more than just a logo. It is the sum total of all the feelings, perceptions, and expectations a person has for our destination.

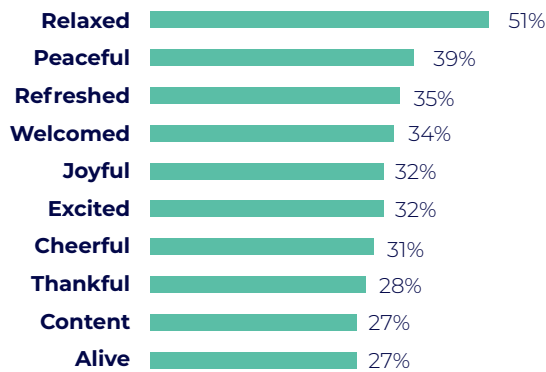
BRAND REFRESH PROCESS

We partnered with Destination Analysts, now Future Partners, to evaluate our brand and media marketing campaign. Research included a quantitative survey and two qualitative focus groups. The results indicated that the current brand and marketing campaign worked but required minor updates to refresh the brand and reflect research.

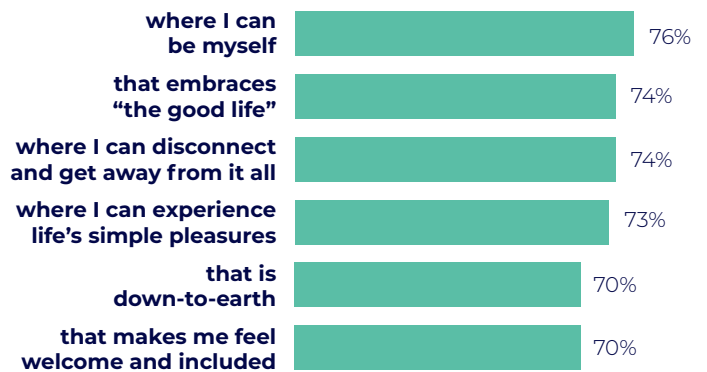
BRAND ATTRIBUTES



TOP FEELINGS FROM VISITORS AFTER A TRIP TO NORTH MYRTLE BEACH



NORTH MYRTLE BEACH IS A PLACE...



BRAND PILLARS

Time On The Water



Timeless Experiences



Local Flavor



Relaxed Pace



Cherished Heritage & Community



BRAND PROMISE

In North Myrtle Beach, fun and relaxing coastal experiences flow naturally.

BRAND POSITIONING STATEMENT

In North Myrtle Beach, fun and relaxing coastal experiences flow naturally. Whether enjoying pristine beaches, boating, outdoor adventures, family attractions, waterfront dining, eclectic shopping, or lively events, you can vacation how you want – savoring familiar favorites and making new discoveries along the way. Like a sunrise, the destination offers the tried-and-true and the new. These timeless, memorable experiences connect friends and families across generations with every visit.

APRIL 2023 PHOTOSHOOT

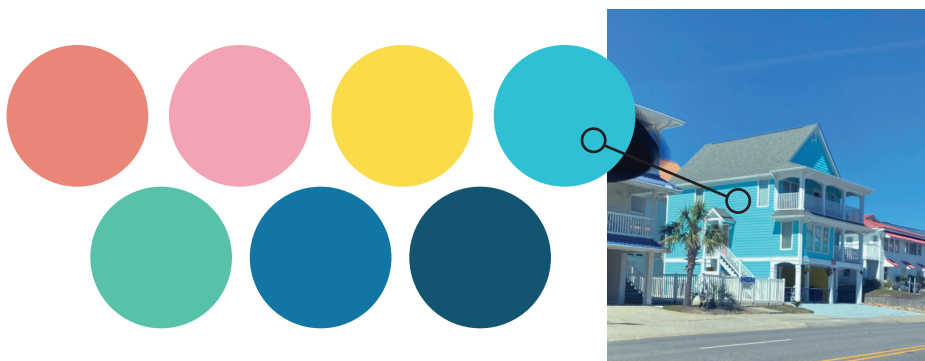
Our updated brand platform informed us of our selected photo shoot locations and focus. These behind-the-scenes photos give a taste of the hard work at play by both Miles and the NMB team on this photo shoot, all while having a blast!

These photos and many more are currently being used in a variety of print and digital executions.



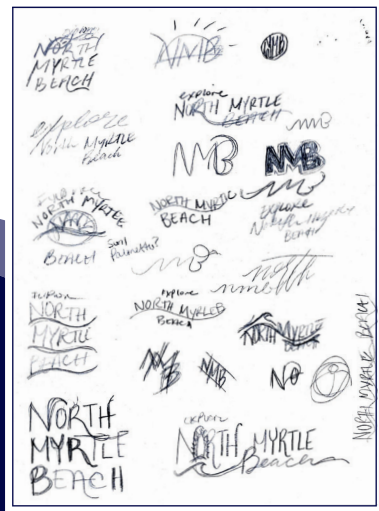
LOGO BREAKDOWN

This vibrant logo embodies the spirit of North Myrtle Beach with its fun and refreshing design. The sans-serif font, featuring wide kerning, imparts an open and inviting feel, while rounded letter forms add to the approachability. The slight wave in “North Myrtle” brings a sense of movement. Playfulness emerges as the “R”s extend below the baseline, and hidden waves in the “H” and “E” crossbars create a delightful surprise. The organic graphic element symbolizes fluidity and sophistication, evoking water movement or a gentle breeze. A balanced upper right graphic hints at both sunshine and a compass, subtly emphasizing the “North” in “North Myrtle Beach.” Together, these design elements craft a logo that captures the essence of the destination.



COLOR PALETTE UPDATES

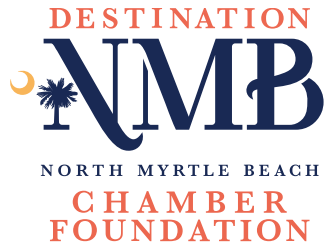
Feedback from user testing indicated that the previous brand colors were too bright and neon, reminding viewers of Florida cities like Miami. We developed an updated color identity that is softened, without losing the bright, beach colors. Many of these colors were pulled directly from the beach homes in the community, creating a palette that will resonate with visitors when they view the brand as well as while they are in the destination.



BEHIND THE LOGO

Creating a successful logo involves creativity, teamwork, feedback, and decisive choices. Beginning with ideation and research, our team explored similar logos, current design trends, and collaborated to generate diverse concepts. Our Miles team, after sketching and refining over 50+ logo ideas, gathered feedback to narrow these down to five strong options. We meticulously selected logos for user testing, ultimately leading to the adoption of the final logo.

This process exemplifies the crucial elements of creativity, collaboration, and strategic decision-making in crafting an effective logo for the Explore North Myrtle Beach brand.



NMB Chamber Foundation

The NMB Chamber Foundation was established to support the general welfare and prosperity of the greater North Myrtle Beach area. During fiscal year 2023, the foundation undertook a variety of programs to serve the community and support the development of the destination master plan.

The Board of Trustees were active in supporting Destination NMB in the destination master plan development and participated in community meetings, planning sessions, and the fundraising for specific destination master plan initiatives.



2023 Board of Trustees

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BOARD CHAIR

Sand Dollar Media

Veronika Rachel
VICE CHAIR

First Citizens Bank

Ben Clyburn
IMMEDIATE PAST CHAIR

Condo-World

Dave Genevro
Barefoot Resort & Golf

Jamesha Gore-Coggin
Jamesha Gore-Coggin
State Farm Insurance

Stephanie Chestnut
Bay Watch Resort
& Conference Center

Travis Buis
Clear Mortgage

Nakia Joe
The Pinnacle Financial Partners

Brandon Cox
Elliott Beach Rentals

Andy Thomas
TREASURER
Thomas Beach Vacations

Gretchen Floyd
The Citizens Bank

Cheryl Y. Kilday, CDME
SECRETARY
President & CEO,
Destination NMB



DESTINATION NORTH MYRTLE BEACH 2023 Board of Directors

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BOARD CHAIR

Monica Vehige
McLeod Health Seacoast

VICE CHAIR

Gretchen Floyd
The Citizens Bank

TREASURER

Andy Thomas
Thomas Beach Vacations

SECRETARY

Cheryl Y. Kilday
Destination North Myrtle Beach

IMMEDIATE PAST CHAIR

Brandon Cox
Elliot Beach Rentals, Inc

BOARD MEMBERS

AJ Gohil

East Coast Golf

Alexa Edge

Ripley's Attractions Myrtle Beach

Angela Seddinger

Grand Strand Vacations

Ben Clyburn

Condo-World

Betsy Hison

Retreat Myrtle Beach, Inc.

Beverly Race

Greg Norman Australian Grille

Corey Richardson

Carolina Property Specialist

Cyndee Colborn

Seaside Vacations

Denise Ambuhl

HTC

Eric Rivenbark

Coastal Carolina University

Jim Eggen

Avista Resort

Jim Hanley

Thoroughbreds Chophouse

Kim Kelley

Barefoot Landing

Mark Lane

Sand Dollar Media

Morgan Jackson

Duplin Winery

Weston Parker

Myrtle Beach
VacationRentals.com

Whitney Prince

Boardwalk Billys

Financial Review

The fiscal year 2023 audit is underway; here are the preliminary revenue and functional expenses for the year. The accommodations taxes were greater than budgeted and carryover funds will be used for tourism promotion. The public funds include allocations from the City of NMB for the restricted accommodations taxes, funds for event promotions from Horry County through the MBACC, and a grant from the SC Parks Recreation and Tourism (SCPRT). Private funds include dues, sponsorships, advertising sales, participation fees, and private contributions to the SMILE Cooperative to match the grant requirements from SCPRT.

REVENUES

Private Revenue	Public Revenue
\$804,316.58	\$3,329,416.57
Total Revenue	
\$4,133,733.15	

FUNCTIONAL EXPENSES

Marketing & Advertising	Members Services
\$2,624,190.94	\$217,622.63
Visitor Services	Administrative
\$344,000.25	\$405,258.11
Total Expenses	
\$3,591,071.93	

“ADVOCACY IS IN OUR DNA, WE WORKED DAILY TO REPRESENT THE BUSINESS COMMUNITY LOCALLY, WITHIN THE REGION, DIGITALLY IN CYBERSPACE, AND AT THE STATE AND FEDERAL LEVELS.”

-CHERYL Y. KILDAY, CDME
PRESIDENT & CEO, DESTINATION NMB

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

**1521 HIGHWAY 17 SOUTH
NORTH MYRTLE BEACH
SOUTH CAROLINA, 29582**

