



NORTH MYRTLE BEACH

FISCAL YEAR 2024

PROGRAM REPORT





Dear Community Leaders,

While reflecting on the last fiscal year, there were many high points during my tenure as board chair. It was an honor to serve the community through my board service at Destination North Myrtle Beach. The year ended on a high note as we continue to see organizational growth, an increase in engagement with our partners, and productive partnerships within the region.

Three critical reasons businesses should support Destination North Myrtle Beach are also the core program areas we concentrate on throughout the year. We focused on economic development including destination promotion, advocacy, and serving as a community resource. From these priorities came the following program highlights summarizing a few of our successes during the year.

- We brought **55 business leaders** together who completed a training session about the value proposition of Destination North Myrtle Beach. In a three-hour period, they contacted businesspeople they knew and invited them to join. 138 businesses said yes! One of the greatest results from that short campaign is the addition of 55 newly trained advocates.
- Although our economy has softened and we have heard that businesses have seen less visitor spending, the impact from our destination marketing has remained strong. Direct visitor spending from those consumers who engaged with our digital advertising spent **\$178 Million** during fiscal year 2024 which is \$8 Million more than the prior year.
- Our North Myrtle Beach Chamber Foundation expanded their fundraising muster, and wow! They have made a difference. They took on the Shop with a Hero Golf Tournament, added a Spaghetti Lunch, and increased their Turkey Dinner Drive and Hole-In-Fun Miniature Golf Tournament. They awarded **\$13,200 in community grants to 11 organizations** making a difference to the lives of many youth and people in need in our community.

Of course, I could go on and on. Instead, our team has provided the following pages where you can read more about the programs launched, the measures of success, and a snapshot of our achievements.

I would like to thank our board of directors for Destination North Myrtle Beach and the board of trustees for the NMB Chamber Foundation, who have given hundreds of pro-bono hours of service. The boards, committees, ambassadors, and professional staff have contributed to making North Myrtle Beach a great place to live, work, and visit. Our mission to advance the prosperity of North Myrtle Beach continues as we move into the next year.

All the best,

A handwritten signature in blue ink that reads "Gretchen Floyd".

Gretchen Floyd
2024 Board Chair



A Year in Review

Fiscal year 2024 was another strong year! Program results are highlighted here in a snapshot with reference to where you can read more in this report.

PG 8

VISITOR SPENDING

\$178 Million

up 8%

PG 2

ENGAGEMENT & ATTENDANCE

Up 25%

WITH 3,000+ PARTICIPANTS

NEW PARTNERS

Up 116%

WITH 175 NEW PARTNERS

PG 2

PG 6

61

DESTINATION NMB EVENTS

DESTINATION NMB

FACEBOOK

PG 10

6K+ FOLLOWERS

Up 8% from FY23

446K+ IMPRESSIONS

Up 19% from FY23

BUSINESS REFERRALS & LISTINGS VIEWS

212K+

PG 10

PG 9

\$42 Million

EARNED MEDIA VALUE

PG 10

1.5 Million

WEBSITE SESSIONS

up 29.4%

PG 2

PARTNER CAMPAIGN

119

PARTNERS IN 3 hours



Business Development

As the voice of business for North Myrtle Beach, we strive to provide programming to generate engagement and elevate the credibility of our shared values for prosperity in our community. Engagement is evaluated based on participation, responsiveness, and the level of sponsorship provided for programs and initiatives aimed at supporting local businesses. In FY24, increased engagement and support for Destination North Myrtle Beach is evident through the key highlights below.



13.7% Increase in attendance at Business After Hours

106.6% Increase in ribbon cuttings with 31 celebrated during FY24, over 15 in FY23

28 Programs with more than 1,000 participants

5 Lunch and Learn programs featuring our partners all generating an audience to learn about their business or non-profit organization

PARTNER ENGAGEMENT

Partner engagement continued to increase during FY24, growing by **20.5%** over the previous fiscal year. In FY24, there were more than **3,000** who attended programs such as the Breakfast Builder Programs, State of Series, Business After Hours, workshops, committee meetings, and other programming.



PARTNER INVOLVEMENT

55 local business leaders were trained on the unique benefits of Destination North Myrtle Beach. In a three-hour marathon session of personal contact and phone calls, **119 partners were added.**

ENGAGEMENT/ATTENDANCE

UP 20.5%

with over 3,000 participants

NEW PARTNERS

UP 116%

with 175 new partners

SPONSORSHIP & PRIVATE SECTOR SUPPORT

UP 7%

DISTINGUISHED & ENHANCED PARTNERS

UP 47%

RIBBON CUTTINGS

UP 106%

Destination North Myrtle Beach welcomed **175 NEW PARTNERS** in FY24 growing to **725 BUSINESSES STRONG!**

PREMIER PARTNERS



Advocacy

Advocacy is a key program area addressed literally every day through conversations, correspondence, market intelligence, gathering insights, and communication with policy makers.

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.

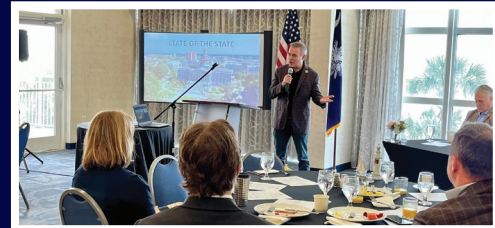
WAITES ISLAND TOURS

In conjunction with Coastal Carolina University, Gupta College of Science, Burroughs and Chapin Center for Maine and Wetland Studies, we coordinated a series of tours of Waites Island. Policy makers including elected officials at local, regional, state, and congressional levels were included along with business leaders to learn more about Waites Island. The tours were a prelude to future tours open to the general public to build awareness of the asset Waites Island is to our natural environment here in North Myrtle Beach.

Dr. Paul Gayes and others from CCU provided updates on what science projects they were conducting in our area. Then, a tour of their projects and the island were provided for participants to interact with students and the literal landscape/coastline.

Waites Island has been on the Destination NMB legislative priorities for several years, advocating its conservation and promoting the idea of Waites Island as a future South Carolina State Park. These tours and workshops helped to build awareness and an understanding of the value the undisturbed environment has on NMB and our area.

Destination NMB expanded advocacy program reach through the services of Lumin Strategies and a weekly video recapping the legislative session. These informative videos were distributed to stakeholders keeping them informed on the progress of legislation included in the 2024 Destination NMB Legislative Priorities.



COMMUNITY WORKSHOP

An open community workshop was held at J. Bryan Floyd Community Center in NMB to discuss insurance issues with community HOAs and business owners. More than **200 residents and business people** attended the event to hear from the SC Insurance Director, Michael Wise, and members of the state's Insurance Commission. As a result of the meeting, the SC House of Representatives appointed a committee in advance of the legislative session to consider the issues and seek solutions.

CHAIR'S CIRCLE



THOUGHT LEADERS

- Kroger**
- Sea Haven, Inc.**
- The Citizens Bank**
- Alabama Theatre**
- TNT Heating & Air Conditioning**

- Faux Paws**
- Isaac Stein Realty**
- Hampton Inn North Myrtle Beach**
- United Community Bank**
- Barefoot Landing**



IMPLEMENTATION

Destination Master Plan

The Destination Master Plan Implementation Initiatives were adopted during FY24 and the tasks assigned to Destination NMB have been integrated into our 2024 – 2025 strategic plan and annual business and marketing plans. The implementation plans include new, expanded, and enhanced initiatives that will be addressed by a variety of organizations, municipal partners, and resident groups.

ADVOCATE

There will be instances where Destination NMB will advocate for the advancement of strategic initiatives that will enhance the areas for the benefit of visitors and residents.

CONVENER

Destination NMB may be the conveners of groups and those in positions to advance initiatives.

LEADER

There will be instances where Destination NMB takes the lead as the organization to advance initiatives.

SUPPORT

Finally, Destination NMB will be the supporting or parenting organization on initiatives with other leading organizations.

ECONOMIC DEVELOPMENT

Economic Development remained a key focus and fundamental aspect of our organizational mission. Advocacy supported an environment where entrepreneurship was welcomed, innovation was stimulated, and sustainable development advanced.

The Economic Development Committee met with business developers, public officials, and regional partners such as the Myrtle Beach Regional Economic Development Corporation, Council of Governments, and the Department of Education and Workforce to support local development in North Myrtle Beach and advocate for changes that would minimize or eliminate barriers to businesses thriving.

The timeline was defined for the various initiatives and 0-3 years is considered short-term, and highlights for the progress in these areas include:

- Destination NMB continued to advocate for sports tourism and the expansion of the sports complex.
- Destination NMB actively worked with business and the city on the beach ordinance changes to advocate for business to continue to support weddings, surf clubs, and other activities on the beach.
- Leveraged the 40th Anniversary of the Carolina Shag as a position of our local history and culture. (see page 13 for more details)
- Maximized funding from Horry County to expand the promotion of events helping build attendance and visitation during non-peak season.
- Continued to advocate for fairness and a level playing field for vacation rentals.
- Worked with Coastal Carolina University representatives to build awareness of Waites Island and the potential for the development of a state park.
- Created an economic development committee to help address economic development related issues and participate regionally (through the MBREDC and PGS) to assist with community characteristics important to attracting workforce such as attainable housing, transportation, and education.
- Advocated for green space, playgrounds, and pocket parks in neighborhoods and developments.

Community Events & Parades

Our participation and support for local events continued with a great showing for the North Myrtle Beach Christmas Parade and our honoring of the Ambassador of the Year during the St. Patrick's Day Parade. Our booths during the St. Patrick's Day Festival and the Irish Italian International Festivals were busy greeting residents and visitors alike.



SHAG CELEBRATIONS

2024 marked the 40th Anniversary of the Shag being named the state dance of South Carolina. To celebrate, we worked with the City of North Myrtle Beach to host the "Celebrating the Shag" concert on Main Street. Representatives from Discover SC, Destination NMB and the City of NMB gave remarks prior to the concert, and Mayor Pro Tem J.O. Baldwin read a proclamation that named April 18, 2024 'Shag Day' in North Myrtle Beach. Professional shaggers gave the crowd a show and then the Band of Oz took the stage.

We commissioned a sand sculpture to celebrate the event which included an emblem designed for the 40th anniversary year. The sand sculpture drew the attention of local media and was the perfect place to take a photo during the SOS Spring Migration festivities. The emblem was also used on commemorative lapel pins given to the first 1,000 concert goers as well as other events throughout the year.

In May, we took the celebration on the road to Winston-Salem when we sponsored the Shag takeover of their minor league baseball team, the Dash. For one night, the team was renamed "The Shag" – complete with special uniforms, a performance by The Catalinas, dancing on the dugout, and fireworks that lit the sky after the game.

Celebrations continued throughout the year at the Junior SOS week, the SOS Fall Migration and through our continued media and PR efforts ([read more on page 9](#)).

ITALY TRIP

Building community through a resident and business program, **14 people** traveled to Italy. Most of them were strangers when they left on the shared journey. They returned as family and new advocates for the community of North Myrtle Beach.



FESTIVALS AND PARADES

Our organization is proud to participate in our community festivals and parades each year. In FY24, we hosted booths at both the Irish-Italian International Festival and the St. Patrick's Day Parade & Festival. These festivals allow us to connect with both residents and visitors. We distribute our Community Resource Guide to residents, and our Official Visitors Guide to our visitors. Our mobile visitor center, Salty Sal, is also on hand for photo ops and decked out in décor!

Not only do we participate in the NMB Christmas Parade, but we also have the pleasure of helping to coordinate the event. The 2023 parade had just over 100 entries that lit up Main Street with holiday lights and sounds. In the St. Patrick's Day Parade, we invite our Ambassador of the Year to join us on our float.

VOLUNTEER FAIR

The Volunteer Fair had more than **20 not-for-profits participate** and attracted **more than 250 residents** interested in getting involved and serving the community.



SEASIDE Soirée Annual Business Awards Program

The Seaside Soirée was a wonderful celebration of business excellence, where 13 businesses were recognized in a variety of categories. More than 50 nominations were submitted, making the selection process tough for the judges and a great honor to the finalists and award recipients. The full list of honorees are below.



SMALL BUSINESS OF THE YEAR

Philomena's Catering Co.



MID-SIZE BUSINESS OF THE YEAR

Greg Norman Australian Grille



LARGE BUSINESS OF THE YEAR

Bay Watch Resort & Conference Center



NEW BUSINESS OF THE YEAR

Cha House North Myrtle Beach



NON-PROFIT OF THE YEAR

North Myrtle Beach Woman's Club



IMPACT AWARD FOR EXCELLENCE IN CUSTOMER SERVICE

Hope Taylor & Company



CATALYST AWARD FOR OUTSTANDING COMMUNITY SERVICE

Sand Dollar Media

INDIVIDUAL AWARD WINNERS

RISING STAR AWARD

Lindsey Winner, United Community Bank

AMBASSADOR OF THE YEAR

Alexia Edge, Ripley's Attractions

SENATOR DICK ELLIOTT EXCELLENCE IN LEADERSHIP AWARD

LEADERSHIP AWARD

Society of Stranders

CATALYST AWARD FOR OUTSTANDING COMMUNITY SERVICE

Stephanie Chestnut

VALOR AWARD

North Myrtle Beach Police:

Officer Nicholas DeRitis and Officer Emerson Gross

North Myrtle Beach Fire Rescue:

Fire Rescue:

Joshua Andrews, NMB Fire Department

Tyler Gill,

NMB Police Department

Ryan Sigsworth,

NMB Rescue Squad



MARKETING OUTLOOK SUMMIT

The 2024 Marketing Outlook Summit was held in April at the Bay Watch Resort and Conference Center with over 100 investors/partners in attendance. The summit featured sessions that aimed to empower attendees with practical solutions and innovative approaches that could be integrated into their day-to-day marketing plans and efforts.



Our dynamic sessions covered cutting-edge topics such as AI integration, the latest in SEO & GA 4 analytics, as well as leveraging Tripadvisor for business growth. Our research partners with Adara were on hand to dive into the details of our results, and we hosted enlightening discussions at our communications media round table with local media.

Our Destination NMB team and Miles Partnership highlighted the year's accomplishments and looked ahead at what was on the horizon for our marketing efforts. It was an exciting year to celebrate our refreshed brand launch, campaign, and most importantly, impactful results.

This year's summit included a dance break, where participants learned some Shag moves to celebrate the 40th anniversary of the dance being named the state dance of South Carolina. Attendees also tapped into their creative sides by coloring puzzle pieces that came together to form a colorful mural comprised of all things NMB!



Visitor Spend



We continued to use Zartico to understand the destination's visitors, how they are spending, and where they are moving within the boundaries. This allowed us to see who spent what and where within our destination.

Since we subscribed to phone device and credit tracking through Zartico, the data 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 have differed.

SNAPSHOT OF TYPICAL NORTH MYRTLE BEACH VISITOR:

86% are from out-of-state

47% of cardholders are age 25 – 54

30% of cardholders have an average household income \$100K+

50% of cardholders have children in the household

VISITOR IMPACT ON LOCAL ECONOMY

96%

of money spent on accommodations was paid by visitors

79%

of total spending at attractions in the community with an **average of \$91**

55%

of total spending at restaurants is from visitors with an **average of \$115**

50%

of spending at retail in the community is by visitors with **\$137 average** spend

Advertising Attribution

We continued to retain the services of a research firm, Adara, to track and measure the advertising attribution. 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.



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 2024

\$178,806,198

CAMPAIGN SUCCESS • JULY 1ST 2023 - AUGUST 31ST 2024

315,750,000

Individuals Reached by the campaign

0.17%

Conversion Rate*

33.3%

Individuals were matched and used in this analysis

*Those who purchased within NMB across individuals matched

IN MARKET SPEND • JULY 1ST 2023 - AUGUST 31ST 2024

876,147

Travelers*

2,825,887

Total transactions

\$202.56

Spend per traveler

\$63.45

Spend per transaction

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

IVIE PARKER

consulting

Public Relations Coverage

In FY24, we continued our partnership with Ivie Parker Consulting to grow our public relations and earned media efforts. Throughout the year, we hosted 5 journalists to experience the destination firsthand so they could see for themselves what differentiates North Myrtle Beach from other coastal communities.

Our efforts resulted in 147 placements, including syndication, which had a reach of over 4.5 billion. North Myrtle Beach was featured in coveted publications like *Garden & Gun*, *Southern Living*, and *Travel + Leisure*, among others. Our publicity value came in at over **\$42 million dollars!**

We highlighted the 40th Anniversary of the Shag all year through interviews, press conferences, media hosting, and a celebratory event which resulted in 15 media placements with a reach of over **874.92 million!** Now that's something to Shag about!

We also hit the road. We attended the Travel South USA Global Week in Charleston, SC, where we made connections with journalists from around the world. In partnership with Discover SC, we organized professional Shag dancers to perform at the closing event, truly helping to put the Shag on the world's stage! Additionally, we sponsored the Winston-Salem Dash in their Shag takeover. During the game we hosted media while mascots and players danced on the dugouts and had special Shag uniforms.

Lastly, we championed an effort to earn our community not one, but TWO spots on the *USA Today* 10Best Beach in SC list. North Myrtle Beach took the 2nd place, while Cherry Grove came in at number 6. In addition to the titles, these rankings resulted in media coverage with a reach of over **605 million!**

USA TODAY 10Best May 29, 2024 UMY: 900,639
BEST BEACH IN SOUTH CAROLINA
USA TODAY 10BEST READERS' CHOICE 2024
#2-NORTH MYRTLE BEACH

No. 2: North Myrtle Beach - North Myrtle Beach, South Carolina
 North Myrtle Beach, renowned for its wide, sandy beach and family-friendly atmosphere, is a gem along the coast. With ample parking locations, access to the ocean, and clean and safe beach ensures a perfect day under the sun, sand, and surf.

Country Living **Aol** **House Beautiful** **GOOD HOUSEKEEPING** **yahoo!** **EDECOR** August 4, 2023 Reach: 94M+
40 of the Best Main Streets in America You Need to Visit ASAP
 Plan your next trip around these quaint, idyllic strips.
 BY DEAN D. BULLOCK AND BOBIE MARIE HALLAM, UPDATED APR 4, 2023

Main Street in North Myrtle Beach, South Carolina
 No trip to North Myrtle Beach would be complete without wandering Main Street and reliving that childhood vacation high on this nostalgia-imbued strip. Of course, you'll want to bring a blanket and holding up a sign in the ban shell for Music on the dog at Coconuts Tiki Bar know, a restorative dip in the ocean.

WHEREVERFAMILY May 8, 2024 UMY: 1,666
6 WAYS TO EXPLORE NORTH MYRTLE BEACH'S NATURAL BEAUTY
 Take the family to North Myrtle Beach this summer to enjoy its expansive beaches, flora and fauna, and marshes. Not sure where to start? Here are six ways to best enjoy this scenic destination.

Cherry Grove Salt Marsh Kayak Tour
 Paddle through winding marshways and inlet habitats to see herons, bottlenose dolphins and egrets. You can even opt for a tour deep into the wild swamps up Waccamaw River, part of the National Wildlife Refuge.



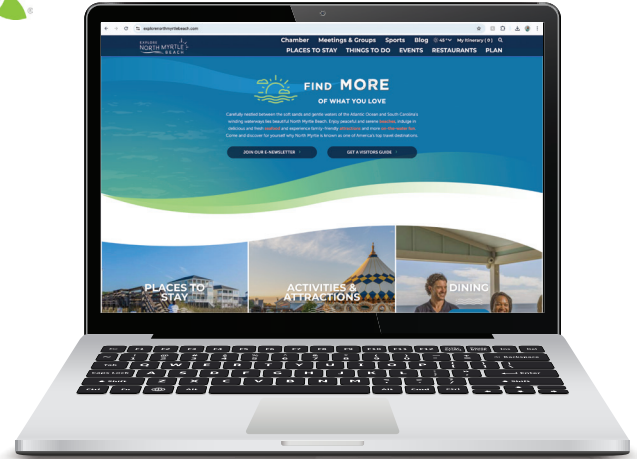
Coverage Sampling:



Website



The **ExploreNorthMyrtleBeach.com** website remains a cornerstone of our destination marketing strategy, offering visitors an engaging platform to explore accommodations, attractions, dining, events, and more—showcasing what differentiates North Myrtle Beach from other coastal communities. In FY24, our continued partnership with Simpleview played a key role in driving success. Simpleview's destination-focused platforms supported our website hosting, SEO, content creation, and marketing automation efforts. Together, with our targeted digital marketing and campaign efforts with Miles Partnership, we achieved significant performance milestones, demonstrating the effectiveness of our efforts to attract and engage visitors.



INCREASED TRAFFIC:

1.5M+ Sessions
a **29.4% increase** year over year

This growth underscores our successful digital marketing strategies, thoughtful content growth, and interest in our destination.

ENHANCED ENGAGEMENT:

1:15 Average time on site
a **25.6% increase** year over year

Visitors explored key sections such as accommodations, events, and dining.

CONVERSION SUCCESS

212K+
Partner Referrals
Calculated as views of partner listings

30K
Official Visitor Guide Orders
Stuffed and sent from the Destination NMB office



SEO AND ORGANIC GROWTH:

29%
Organic Search Traffic
showcasing the effectiveness of targeted SEO efforts, including keyword optimization and the creation of new, high-quality content.

ORGANIC BLOG PERFORMANCE:

54K
Sessions
a **131% increase** year over year

TOP PERFORMING PAGES:

Landing Pages

- "Things to Do"
- The Home Page
- "Events this Weekend"

Blog Pages

- Horseback Riding on the Beach
- 6 Best Places to Eat with a View
- Thanksgiving in NMB



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 FY24, the page had:

446K+
Impressions
Up 19% from FY23

6K+
New followers
Up 8% from FY23

Year Over Year Paid Media Website Results

Year-over-year, we continue to outperform with our strong North Myrtle Beach Means MORE campaign. With more expensive media in the market, our impressions were slightly lower than last FY, but yielded much higher results overall. Additionally, in FY24 we could definitively account for over \$178M in credit card spend with our media campaign (an increase from \$170M in FY23).

				
FY24 JUL 2023 - JUN 2024	102M+ Impressions	1M+ Landing Pageviews* Up 48.9% Year Over Year	27% Average Engaged Visitor Rate Above Industry Benchmark (20%)	1.04% Landing Page Rate* 10x Industry Benchmark (0.10%)
FY23 JUL 2022 - JUN 2023	118M+ Impressions**	719K+ Landing Page Views*	33% Average Engaged Visitor Rate	0.61% Landing Page Rate*
FY 22 JUL 2021 - JUN 2022	141M+ Impressions**	480K+ Landing Page Views*	43% Average Engaged Visitor Rate	0.34% Landing Page Rate*
FY 21 NOV 2020 - JUN 2021	72M+ Impressions	316K+ Landing Page Views	34% Engagement Rate	0.44% Landing Page Rate

*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.

Brand Campaign

The goal of the incremental brand budget was to amplify our refreshed brand through high impact, upper funnel channels to generate awareness of North Myrtle Beach and drive incremental site traffic alongside our always-on media campaign.

The brand campaign effectively met its goal. The remarkable results in a short time period generated substantial awareness, driving both brand visibility and audience engagement.

CREATIVE EXECUTIONS

- Undertone Page Grabber
- Vistar DOOH
- Connected TV (CTV)
- Performance Max SEM
- Social Videos
- Winston Salem Dash MiLB Sponsorship

JULY-SEPT 2023

11.1M+ Impressions	
128% YoY Increase in Site Traffic	111.1K+ Landing Page Views
1% Landing Page Rate* 10x Industry Benchmark (0.10%)	

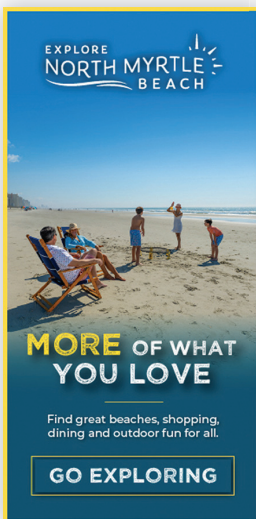
North Myrtle Beach Means MORE

We evolved our playful, high-performing digital campaign rooted in defining and differentiating the destination with a refreshed brand. The goal was to continue to elevate awareness about North Myrtle Beach and engage potential visitors in its many appealing attributes.



Evergreen, Affordable, & Winter Stay Creative

Our ads include a mix of “Evergreen” and “Affordable” messaging, and new this FY, the “Evergreen” changing to our “Winter Stay” messaging after in-season.



Always on Display



Always on Sojern



Always on Tripadvisor

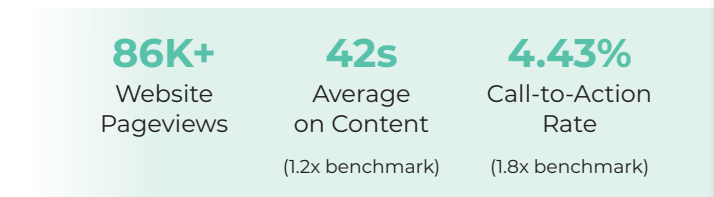
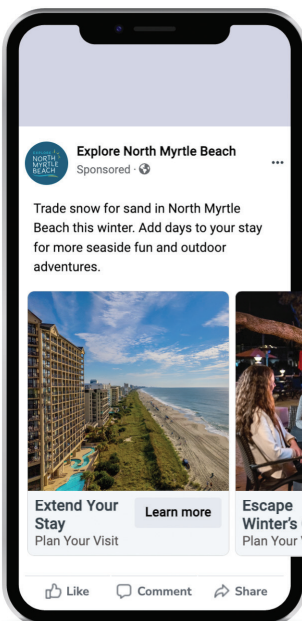


Affordable

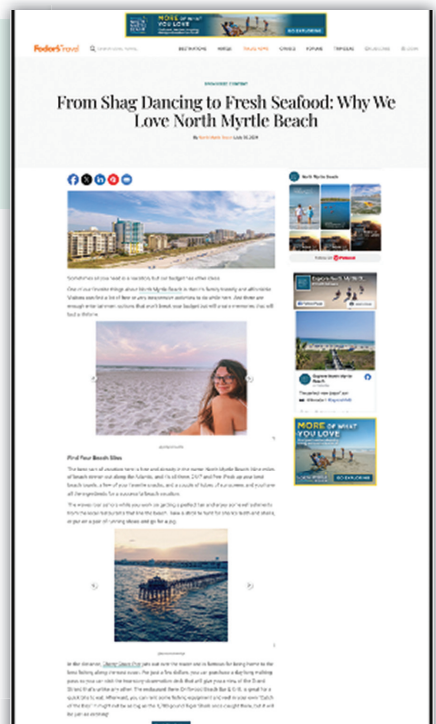


Winter Stay

Native



Winter Stay Social



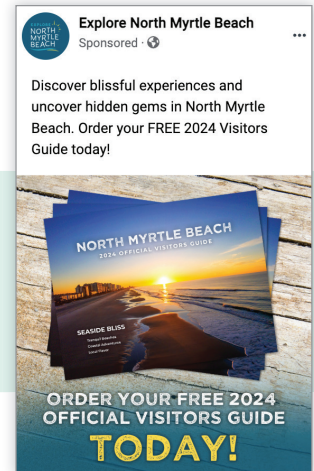
Undertone Ad Unit



13.55%
Engagement Rate
(above benchmark of 10-12%)

2.31%
Interaction Rate
(above benchmark of 1.5-2%)

1.86%
CTR
(within benchmark of 1-2%)



VG CONVERSION ADS

The Visitor Guide Conversion Ads for the FY promoted both the 2023 Official Visitor Guide (OVG) and switched to promote the 2024 OVG. For the FY months Jan - Jun 2024, the ad resulted in **11,861 Guide Orders** at only a **Cost per Guide Order of \$0.80**. This continues to perform efficiently as the average cost per guide order is closer to \$5.



Special Events

Throughout the year we integrate additional creative to support special events and seasonal messaging, allowing us to expand on our “More” creative and executions. Along with our annual Holiday, St. Patrick’s Day & Spring events, and Music on Main creative, we also included new creative to celebrate and promote the 40th Anniversary of Shag in North Myrtle Beach.



Special Events

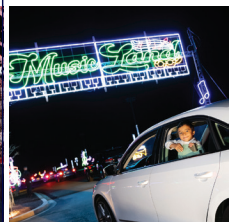
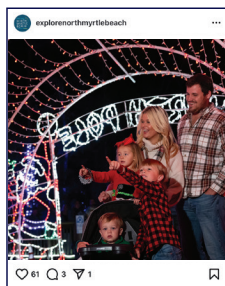


Shag

Holiday Undertone



Holiday



STORYTELLER PAGES

We promoted special events and the 40th Anniversary of the Shag through storyteller pages.

Preview the holiday storyteller page at

explore northmyrtlebeach.com/holiday

Preview the shag storyteller page at

explore northmyrtlebeach.com/shag



NMB Chamber Foundation

Founded to strengthen and expand the programs essential for economic development such as the Building North Myrtle Beach and Destination Master Plan initiatives, the Foundation also supports many community non-profits through a grants program. During fiscal year 2024, the Foundation Board of Trustees agreed to add more fundraising initiatives and expand their sphere of contributions.

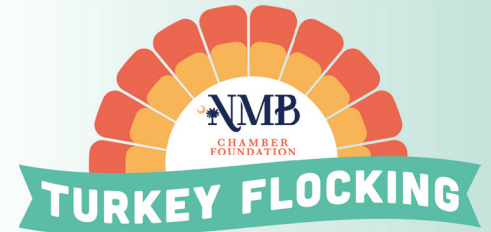
They began by re-launching a golf tournament organized by the Foundation board and volunteers. The proceeds supported the Shop with a Cop program as well as other youth focused initiatives in North Myrtle Beach. The tournament, now known as the Shop with a Hero golf tournament, was a huge success thanks in large part to the sponsors.

With success came the enthusiasm to expand fundraising initiatives with the addition of the Spaghetti Lunch and yet to be held Oyster Roast for the Coast. The new programs have raised the visibility of the NMB Chamber Foundation in the community, and the various programs saw more contributions and more grants awarded to help local causes.

The Foundation Board of Trustees continued to raise funds for community grants through the festive Hole-in-Fun Mini Golf Tournament and the Annual Turkey Dinner Drive. The enhancement of the team theme competition has turned the volume up on the fun at the mini-golf tournament with team participation on the rise. The Turkey Dinner Drive addition of “flockings” and donor boxes throughout North Myrtle Beach helped to serve the community with meals coordinated by North Strand Helping Hands.

Community contributions and Foundation Grants were awarded to the following charitable organizations for a combined total of \$13,200:

- **First Tee – Coastal Carolinas**
- **Gene’s Dream Foundation**
- **Humane Society of North Myrtle Beach**
- **North Myrtle Beach – Shop with a Cop**
- **North Myrtle Beach High School Robotics Team**
- **North Strand Helping Hand**
- **Rotary Club of Little River**
- **Sea Haven for Youth**
- **The Pilot Club of North Myrtle Beach**
- **Veteran’s Welcome Home and Resource Center**
- **VMI-North Strand Housing Shelter**



2024 Board of Trustees

Officers

BOARD CHAIR

Mark Lane
Sand Dollar Media

VICE CHAIR

Veronika Rachel
First Citizens Bank

SECRETARY

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

Stephanie Chestnut

Bay Watch Resort
& Conference Center

Jamesha Gore-Coggin

Jamesha Gore-Coggin
State Farm Insurance

Dave Genevro

Barefoot Resort & Golf

Fred Gordon

Tidewater Mortgage Services, Inc

Nakia Joe

The Pinnacle Financial Partners

Robin Pendergraft

Boulineau's IGA Food Plus

Mindy Vereen Jackson

Vereens Turf Products

Cindy Wilson

Genco, Inc

Lindsey Winner

United
Community Bank

Appointed

DESTINATION NMB BOARD CHAIR

Gretchen Floyd

The Citizens Bank

DESTINATION MASTER PLAN/MOMENTUM CHAIR

Brandon Cox

Elliott Beach Rentals, Inc

DESTINATION NMB TREASURER (DESIGNEE)

Beverly Race

Greg Norman Australian Grille



Financial Review

Destination North Myrtle Beach undergoes an audit each year, including the foundation accounts. This summary of the fiscal year represents the operating revenues and expenses. At the conclusion of each year, public funds that are received through the accommodation taxes are greater than what was budgeted or expected are then carried forward into the next year; the fourth quarter of each fiscal year is not received until after the conclusion of the fiscal year.

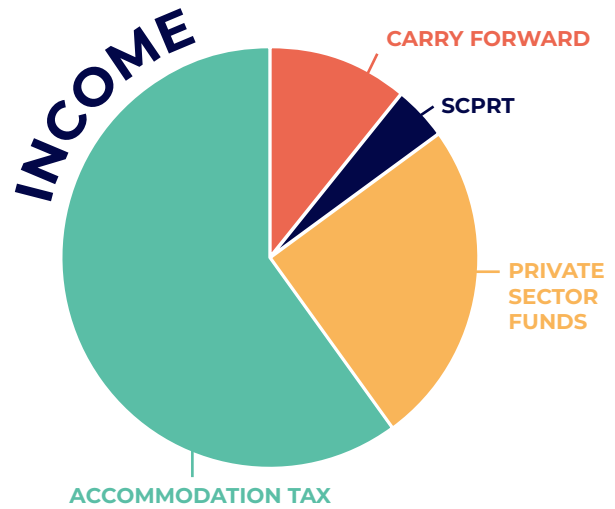
Here is a breakdown of the revenues and expenses and their funding sources:

Private Sector Funds include dues renewals, new investor/partners, participation fees, advertising and ticket sales, and sponsorship. There are funds received from a cooperative program called the SMILE Partners who contribute funds based upon room nights sold to provide the required match for a state grant we received (see more under Emerging Destination Grant).

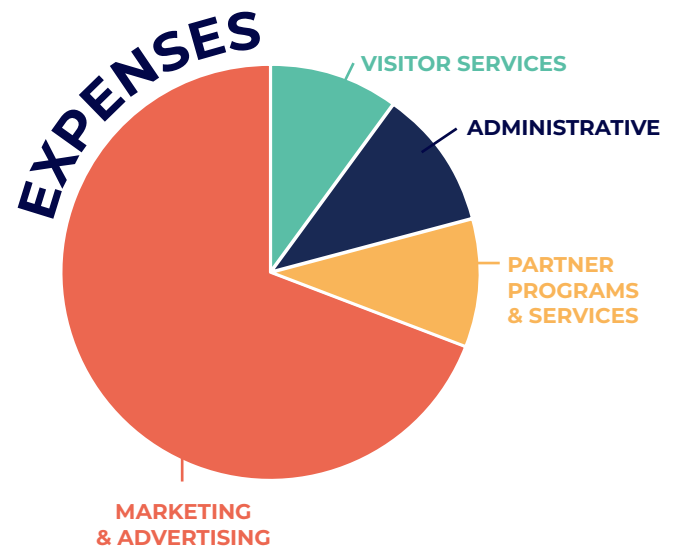
Public Funds include monies from the **A-Tax**; by state code, 30% of the Accommodation Taxes (A-Tax) must go to a designated non-profit responsible for tourism promotion. Destination NMB is the designee for the City of North Myrtle Beach. Horry County distributed a portion of their A-Tax to communities within Horry County to promote events and help drive non-peak travel.

The South Carolina Parks, Recreation and Tourism administers a grants program to destination organizations. Destination NMB applies for and receives funds from the **Emerging Destination Grants Program**. These funds are restricted to use for out of state advertising and promotion only. The SMILE Partners help us earn the opportunity to apply for these funds each year by providing the required private sector match.

In fiscal year FY24 there was an increase in private sector contributions, in large part from the growth in investor/partners and the support from the Distinguished Partners, which include the Premier Partners, Chair's Circle Partners, and Thought Leader Partners.



STATISTICS	
Private Sector Funds	Accommodation Tax
\$975,958.12	\$2,392,335.17
SCPRT	Carry Forward
\$150,000.00	\$447,861.00
Total Income	
\$3,966,154.29	



STATISTICS	
Marketing & Advertising	Visitor Services
\$2,287,490.24	\$322,525.59
Partner/Member Programs	Administrative
\$355,050.46	\$337,320.41
Total Expenses	
\$3,302,386.70	



DESTINATION NORTH MYRTLE BEACH 2024 Board of Directors

OFFICERS

BOARD CHAIR

Gretchen Floyd
The Citizens Bank

VICE CHAIR

Ben Clyburn
Condo-World

TREASURER

Andy Thomas
Thomas Beach Vacations

SECRETARY

Cheryl Y. Kilday
Destination North Myrtle Beach

IMMEDIATE PAST CHAIR

Monica Vehige
McLeod Health Seacoast

BOARD MEMBERS

AJ Gohil

East Coast Golf Management

Alexia Edge

Ripley's Attractions Myrtle Beach

Betsy Hinson

Retreat Myrtle Beach, Inc.

Beverly Race

Greg Norman Australian Grille

Cary McLeod

Seaside Vacations

Corey Richardson

RE/MAX Southern Shores

Denise Ambuhl

HTC

Eric Rivenbark

Coastal Carolina University

Holly Formanek

Hampton Inn Harbourgate

Jim Eggen

Avista Resort

Jim Hanley

Thoroughbreds Chophouse

Kim Kelley

Barefoot Landing

Matt Gibbons

City of North Myrtle Beach

Morgan Jackson

Duplin Winery

Tina Hunter

The Humane Society of NMB

Weston Parker

Myrtlebeachvacationrentals.com

Whitney Prince

Boardwalk Billy's

EX OFFICIO BOARD MEMBERS

DESTINATION MASTER PLAN

Brandon Cox

Elliott Beach Rentals

**NMB CHAMBER
FOUNDATION BOARD CHAIR**

Mark Lane

Sand Dollar Media

“ IN A WORD, **ENGAGEMENT** WAS A FOCUS FOR FISCAL YEAR 2024. THE ADJUSTMENTS IN OUR COMMUNICATIONS STRATEGY WITH OUR PARTNERS RESULTED IN A 21% INCREASE IN OVERALL ENGAGEMENT. ”

-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**

