



NORTH MYRTLE BEACH

Our mission is to advance prosperity of North Myrtle Beach

ANNUAL MEETING

01.21.21

AGENDA

- 1 CALL TO ORDER
- 2 MINUTES
- 3 FINANCE REPORT
- 4 2020 RECAP
- 5 PASSING OF THE GAVEL
- 6 LOOKING FORWARD

MINUTES

North Myrtle Beach Chamber of Commerce, CVB
Annual Meeting Minutes / Thursday, June 20, 2019

Welcome and Introductions

The members and guests present were greeted and introductions of the board members, elected officials, and distinguished guest The Honorable Lt. Governor Pamela Evette were made.

Invocation

The invocation was offered by Jonathan Fussell.

A Year in Review

Outgoing Board Chair, Ed Horton, presented the annual report on programs, finances, and accomplishments.

Ed Horton introduced Mendel Bell as the incoming Board Chair and they passed the gavel of leadership.

A Look Ahead

Incoming Board Chair, Mendel Bell, thanked the out-going board members Stuart Brown, Brent Groome, Matt Klugman, and Neil James. Mendel Bell then introduced the incoming board members Andy Thomas, Phil Pate, and Ed Prince, III.

Keynote Address

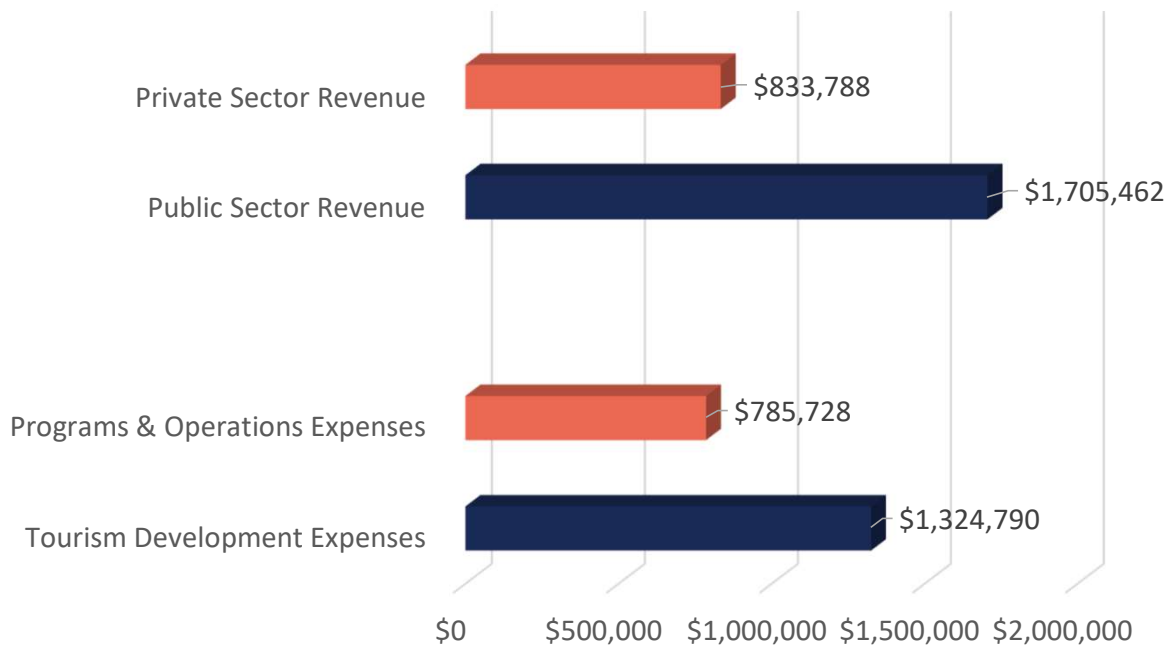
Cheryl Kilday introduced guest speaker The Honorable Lt. Governor Pamela Evette who spoke about economic development and the state of South Carolina's economic growth.

Closing Remarks

Cheryl Kilday thanked all the sponsors and everyone for attending and concluded the meeting.

FINANCE REPORT

FY 2020 Revenues & Expenses



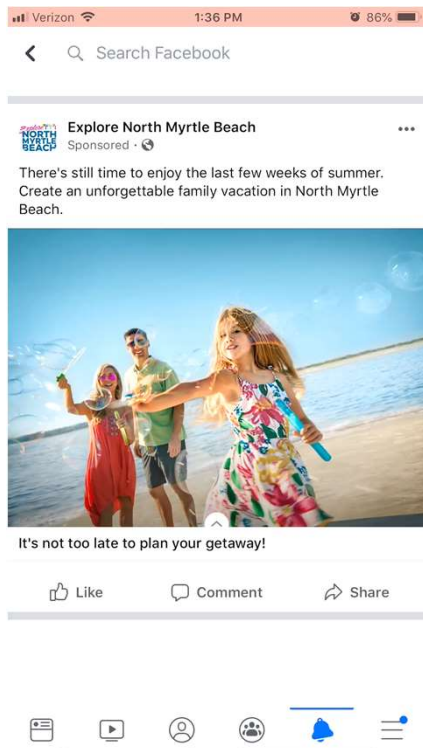
- We ended the year within our budget
- Our revenues were \$2.5 M
- Our expenses were \$2.1 M

BRIEF RECAP OF 2020

TWO ACCREDITATION STANDARDS WERE MET WITH EXCELLENCE



NEW YEAR, NEW APPROACH



ITINERARY: YOUR FAMILY'S LONG WEEKEND IN NORTH MYRTLE BEACH

Aug. 02, 2019

Searching for a last minute vacation for your family? Spend a long weekend in North Myrtle Beach. With nine miles of beautiful, quiet coastline, a gateway to South Carolina's Grand Strand will spend the vacation your craves with the convenience of family-friendly activities your kids (and teens) are looking for!

Have a few more days to spare? Read our blog full of ideas for five days of entertainment that will keep everyone asking, "What's next?"

Thursday - Day 1: Fuel Up For The Day

When you and your family first arrive in North Myrtle Beach, you'll notice that there's no shortage of places to eat. So why not start with breakfast? You'll have your work cut out for you as you choose between one of the many pancake houses and breakfast spots. If you can't decide, try *Horseshoe Restaurant*, a local family favorite that has been serving breakfast, lunch and dinner on Ocean Drive since 1948. *Horseshoe* was one of the first restaurants on the Grand Strand, and still gives off an authentic mom and pop feel. Some days, there's even a line around the corner. But don't worry, it moves quickly, and your family will have plates of steaming pancakes or delicious southern food in front of you in no time.

Explore From A Different Perspective

One of the most exciting things about North Myrtle Beach is the number of surprising experiences you can't find at most other beaches. For an excursion the whole family will talk about for years, book a *horseback tour*. At *Inlet Point Plantation* on *Wales Island*, your family is invited to saddle up and enjoy a private island beach ride, waterway trail ride or pony rides.



Saturday - Day 3:

Visit The Reptile Capital Of The World

Head back to *Barefoot Landing* and check out *Alligator Adventure*. The whole family will be in awe as they watch 15-foot alligators leap out of the water during the live feedings here. On a nice sunny day (so, pretty much every day in North Myrtle Beach!), you'll find a whole collection of alligators sunning themselves on the shores of the natural lake in the park. Try and spot *Utan*, a 20-foot gator, and look for a chance to meet the *Alligator Adventure* staff veterinarian—also known as the "Crocodile Doc."

Catch A Wave

Hang loose, baby! North Myrtle Beach is the perfect place to learn how to surf. *Kokopelli Surf Camp* offers group surf lessons for all ages on boards designed for beginners. All ages are welcome, and everyone is guaranteed to be riding waves after a lesson taught by professional surfers. The session will start off on the beach before moving into the ocean, just to make sure everyone is comfortable. The best thing about this experience? Lessons here won't break the bank, and your family will walk away with a new skill!



Surprise your family this fall.
FIND OUT HOW >



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FIND OUT HOW >



ITINERARY: 3 DAYS OF FALL FAMILY FUN IN NORTH MYRTLE BEACH

Aug. 19, 2019

In *North Myrtle Beach*, what you love about summer is even better in the fall. Take a break from the hustle and bustle of the back-to-school season and make memories with your family on a 3-day trip to the coast. With this itinerary, you won't even have to lift a finger—we've planned it all for you!

Day 1:

Take To The Beach

Start your vacation right by exploring the area's beautiful beaches. Pack a picnic or stop by *Boulineau's*, a local favorite for grab-and-go items you can stick in your cooler. The first floor of the store is where you'll find groceries and the upstairs is an expansive and convenient array of gifts, souvenirs and beach supplies. If you left something behind, don't fret: you are definitely going to find it here.



The beach offers plenty of activities for family members of all ages. Let the kids go swimming in the waves while the adults stroll alongside on the sandy shore. Since some of the Grand Strand's widest beaches are right here, this is a perfect spot to throw a Frisbee with the kids and enjoy games like Spikeball, volleyball or corn hole. Badminton, bocce ball and soccer are other favorites for some family-friendly competition.

Try your hand at more adventurous water activities like scuba diving and snorkeling at the *Jim Caudle Artificial Reef*. Or take some time to really bond with each other on a tandem parasailing flight with *Atlantic Watersports*. If heights aren't your thing, rent jet skis or a boat for a few hours (and keep your eyes peeled; you might spot a pod of dolphins!).

Pro tip: if you want a fun way to go from one activity to the next, you can rent bikes for the weekend—complete with all the accessories your family may need—from *The Bike Doctor and Sandal Land Surf Shop* in *Cherry Grove*.



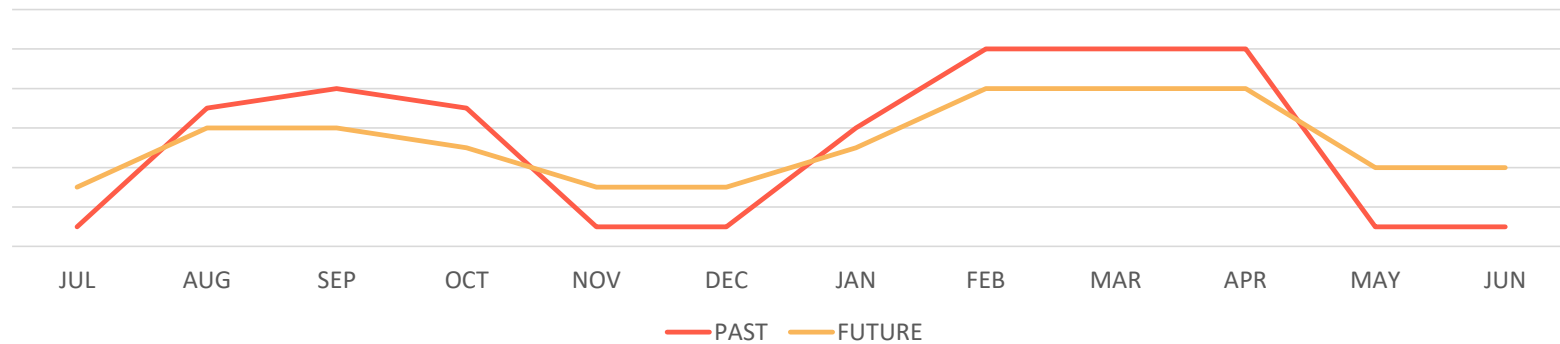
DESTINATION NORTH MYRTLE BEACH

DESTINATION
NMB

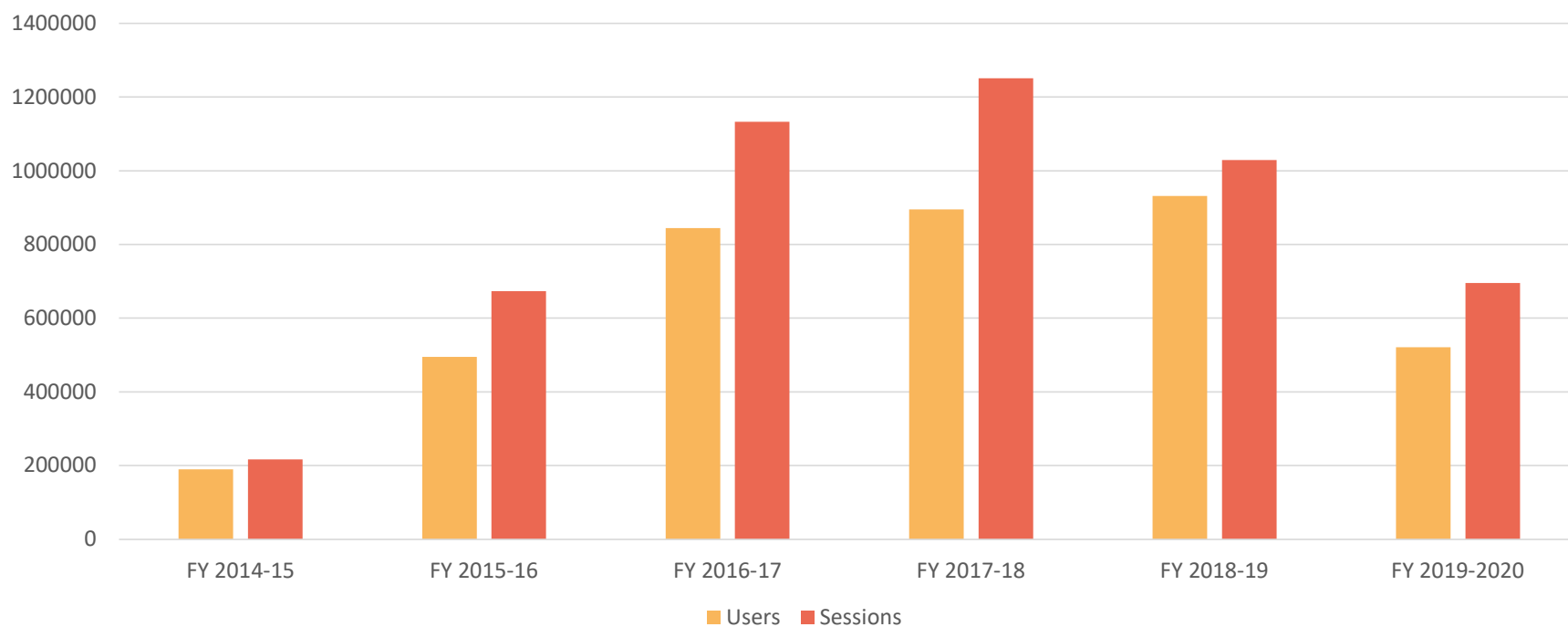
DISTRIBUTING SEASONAL MEDIA SPEND



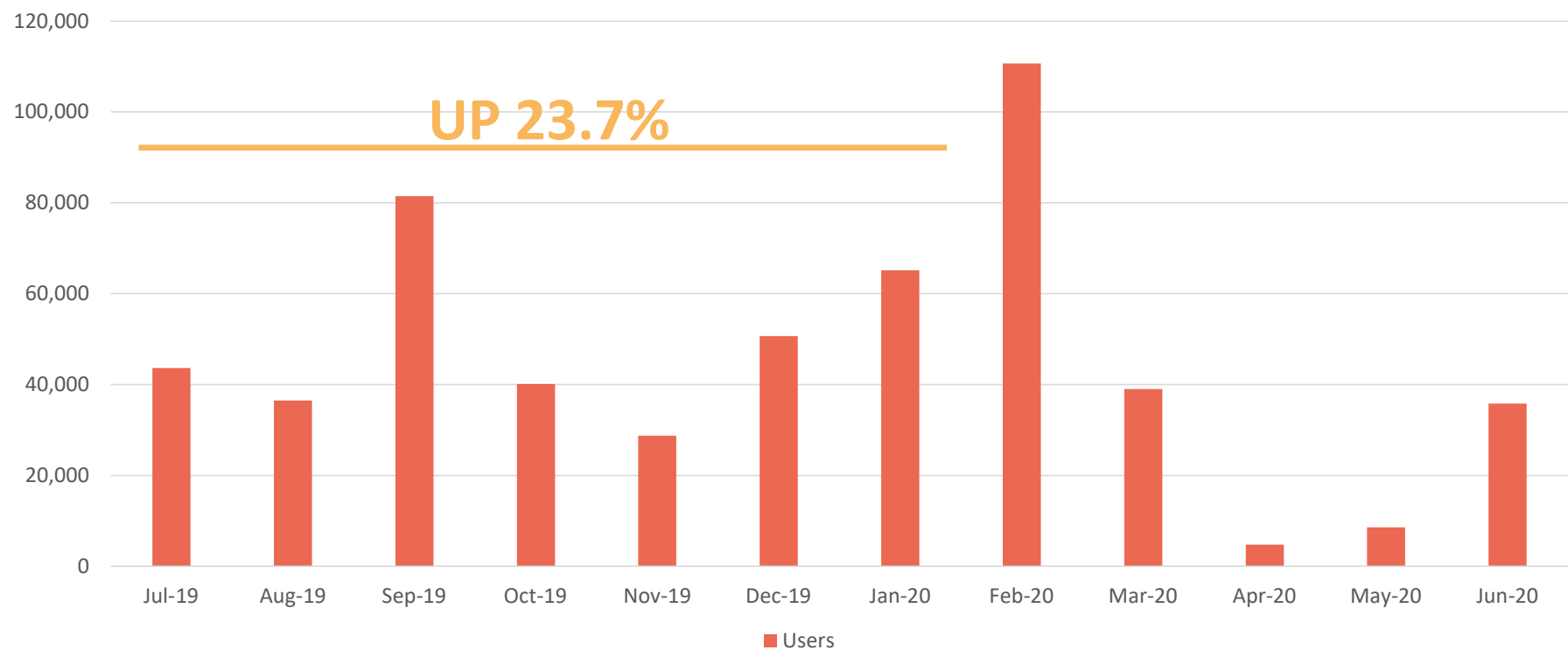
Planned Media Spend for FY 2019 - 2020



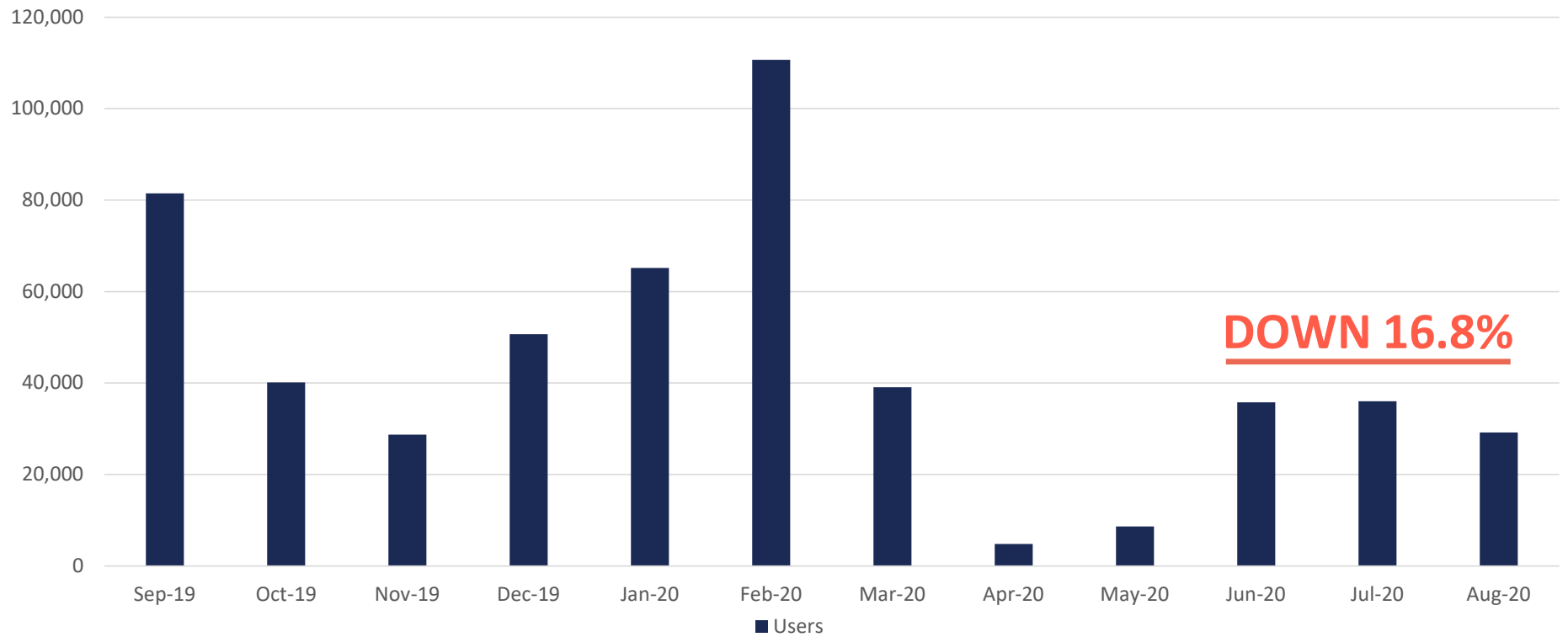
YEAR OVER YEAR METRICS



MONTH OVER MONTH METRICS



MONTH OVER MONTH METRICS



THE ROAD AHEAD

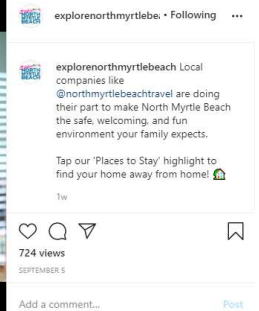
FALL TRIP IDEA: TAKE SCHOOL ON THE ROAD WITH A FIELD TRIP TO NORTH MYRTLE BEACH

Aug 14, 2020

With a new school year getting started and the calendar filling up, rewrite your vacation plans for a fall family trip. For those working remotely or with kiddos taking advantage of virtual learning programs, schedules may be more flexible than usual for this time of year. While it may be time to go back to school, it can still be time for a family trip, too!

In North Myrtle Beach, you can combine fun and learning. Surrounded by nature with an abundance of waterways, our area is basically one big science lesson waiting to happen. The history, art, and culture of the region make for endless learning opportunities. And North Myrtle Beach's long list of local attractions make the options for educational fun stretch as far as the eye can see. No matter where you choose to stay, you're just steps away from an opportunity to have some fun and keep the kids learning at the same time.

Check out some of our favorite ways to have a flexible, fun, and educational trip to our shores. Before you hit the road, check out our [Healthy Traveling](#) page to learn about how to explore North Myrtle Beach while staying safe. Don't forget to pack your secure face covering!

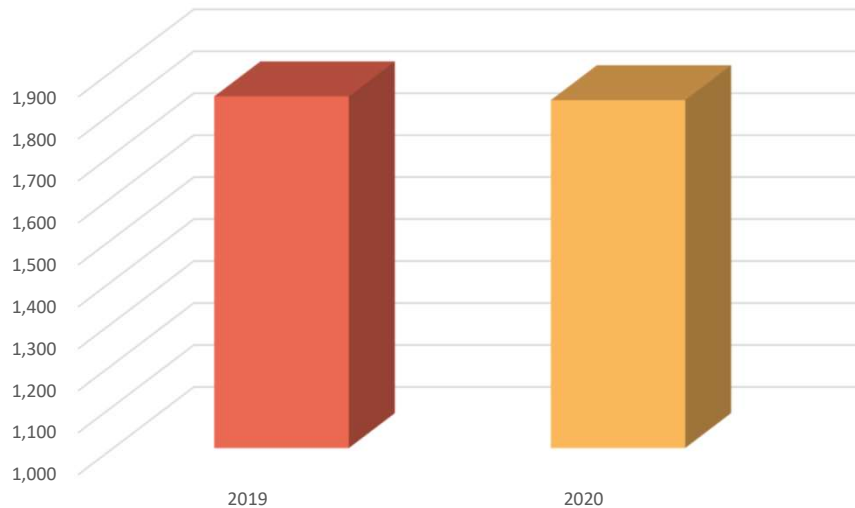


DESTINATION NORTH MYRTLE BEACH



INVESTORS/PARTNERS

Member Engagement/Attendance



We hosted:

- 11 Business Sector Meetings
- 8 Business After Hours
- 3 Lunch and Learns
- 25 Virtual Workshops
- Newsletter open rate is on par with industry standards



AWARDS AND RIBBON CUTTINGS



DESTINATION NORTH MYRTLE BEACH



PROGRAM HIGHLIGHTS

- U.S. Chamber COVID-19 Updates
- SBA Paycheck Protection Program, Unemployment Insurance and EIDL Loan
- HR Workshop- Returning to Work with New COVID19 Considerations.
- Updates on Tax Credits and CARES ACT with Tami Lee of Liberty Tax.
- Take a Hard Look at Things You Can Control Until the Economy Thrives Again with Gary Hayes of Scale Finance.
- Tech Talk and Cloud based Computing with Spartan Tec – Lunch & Learn
- Coastal Samaritan Counseling talks Virtual Therapy- Lunch & Learn
- Liability Insurance/Risk Management/Workers Compensation
- Legislative Update – Senator Hembree
- Financial Planning in times of Uncertainty



NEW NAME

NEW YEAR, NEW NAME, SAME MISSION!



- **Discovery Interview** – Initial meeting with partners and stakeholders to gather input on needs and expectations
- **Group Discussions** – Subsequent meetings with Board and committee members, partners, and stakeholders
- **Name Creation** – A sampling of words and potential names explored, evaluated, narrowed down, and selected with multiple groups within the organization
- **Logo Development** – A variety of logos explored, evaluated, narrowed down, selected, and refined with input from multiple industry stakeholders
- **Final Board Review** – Final selections made and approved
- **Collateral Development** – Full identity package created



THANK YOU!

- Monroe Baldwin, Myrtle Beach Tours
- Marcia Hanscome, Vacation Rentals of North Myrtle Beach
- Callie Wise, State Farm Insurance
- Ed Horton, Anderson Brothers Bank

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We appreciate your time, your talents, and the energy you brought to our organization!

Mendel Bell, Board Chair



2020 Board of Directors

Officers

Mendel Bell, Chair
Callie Wise, Vice Chair
Brandon Cox, Treasurer
Ed Horton, Past Chair
Cheryl Y. Kilday, CDME, President/Secretary

Committee Chairs

Ben Clyburn, BNMB
Brandon Cox, Destination Marketing
Ed Horton, Public Policy/Economic
Development
Jonathan Fussell, Investor/Partner

Board Members

Andy Thomas
Cyndee Colborn
Dargan Ervin
Ed W. Prince, III
Eric Rivenbark
Jenna Dukes
Jim Powalie
Marcia Hanscome
Monica Vehige
Monroe Baldwin

Business Affiliation

Touch MedSpa
State Farm Insurance
Elliott Beach Rentals
Anderson Brothers Bank
Destination North Myrtle Beach

Condo-World of the Grand Strand
Elliott Beach Rentals

Anderson Brothers Bank
Duplin Winery

Century 21 Thomas
Seaside Vacations
Tidelands Health
Cherry Grove Pier
Coastal Carolina University
Cherry Grove Drug
Broadway at the Beach
Vacation Rentals of North Myrtle Beach
McLeod Loris Seacoast
Myrtle Beach Tours

LOOKING FORWARD

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DESTINATION
NMB

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Committee Chairs

Callie Wise, MOMENTUM (BNMB)
Brandon Cox, Destination Marketing
Mendel Bell, Public Policy/Economic
Development
Jonathan Fussell, Investor/Partner

Board Members

Andy Thomas
Cyndee Colborn
Dargan Ervin
Ed W. Prince, III
Stephanie Chestnut
Jenna Dukes
Ben Clyburn
Beverly Race
Monica Vehige
Jim Eggen
Angela Seddinger
Jim Hanley

Business Affiliation

Barefoot Landing, Broadway at the Beach
Thomas Realty
Seaside Vacations
Touch MedSpa
Destination North Myrtle Beach

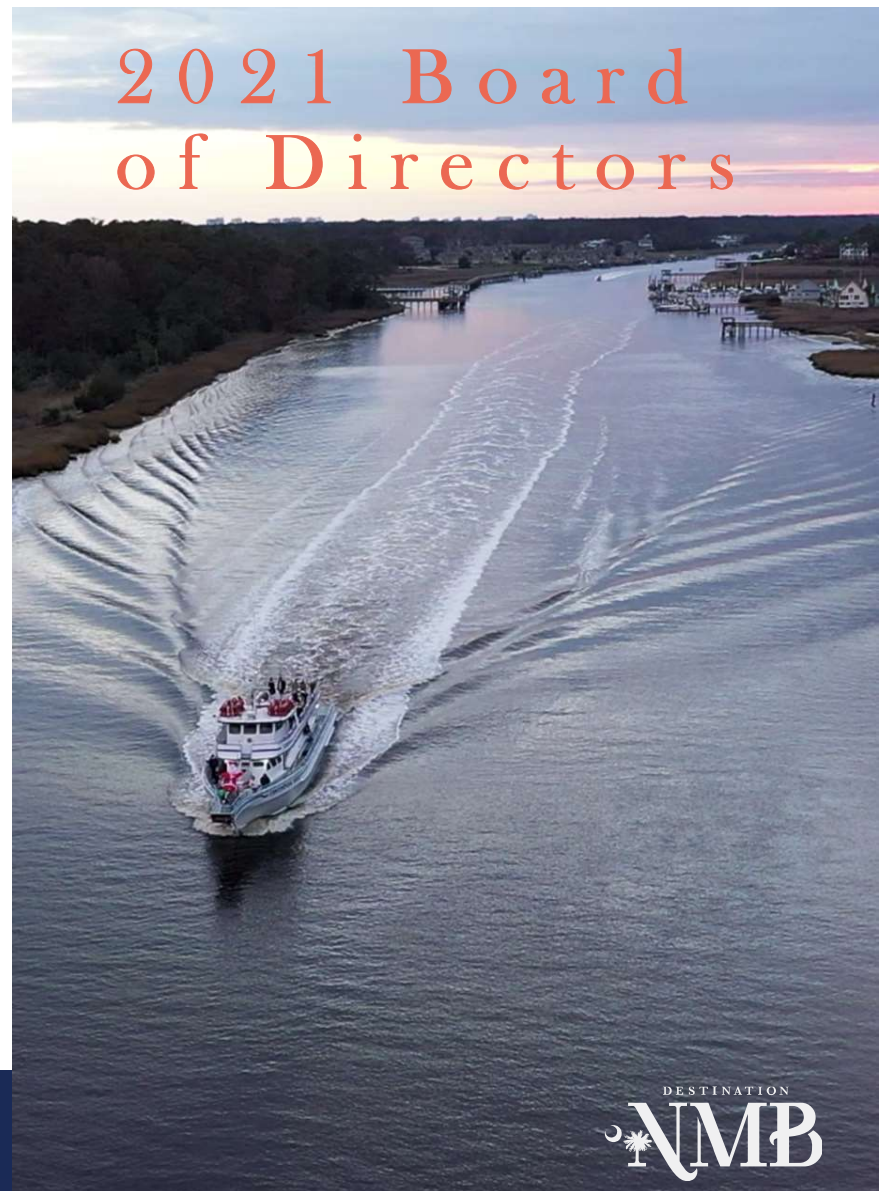
State Farm Insurance
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Century 21 Thomas
Seaside Vacations
Tidelands Health
Cherry Grove Pier
Bay Watch Resort & Conference Center
Cherry Grove Drug
Condo-World
Greg Norman Australian Grille
McLeod Loris Seacoast
Avista Resort
Grand Strand Vacations
Thoroughbreds Restaurant

DESTINATION NORTH MYRTLE BEACH

2021 Board of Directors



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THANK YOU



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