



NORTH MYRTLE BEACH

FISCAL YEAR 2025

PROGRAM REPORT





Dear Community Leaders,

As Board Chair of Destination North Myrtle Beach, I am proud to reflect on a year defined by momentum, collaboration, and measurable impact.

Fiscal Year 2025

demonstrated what is possible when business leaders, volunteers, and partners

align around a shared mission: to advance the prosperity of North Myrtle Beach.

This year, Destination NMB strengthened its role as a community convener and trusted resource. Engagement across meetings, programs, and events reached nearly 5,000 participants—an increase of more than 60 % over the prior year—reflecting both growing relevance and deeper partner involvement. The Board of Directors met regularly to provide strategic oversight and supported major events that celebrated leadership, innovation, and community pride.

A key accomplishment of FY25 was the expansion of our governance and advisory structure to ensure broader perspectives informed our work. Three new committees, the Economic Development Committee, the Sustainability Committee and the Resident Advisory Committee, were launched to deepen engagement with both the business community and residents. The Resident Advisory Committee strengthened alignment between community values and destination marketing and programming, offering thoughtful input on issues impacting quality of life and long-term planning.

Economic development remained a central focus as Destination NMB served as a community resource for market intelligence, advocacy, and regional collaboration. By working alongside workforce and economic development partners, we helped position North Myrtle Beach as an engaged and competitive contributor within the regional economy while continuing to support local business retention and growth.

Destination promotion continued to be a cornerstone of our work. Leveraging public and private investment, Destination NMB executed comprehensive marketing strategies that sustained visitor performance above industry benchmarks despite challenging travel trends. Partner education and collaboration were also prioritized through programs such as the Marketing Outlook Forum, equipping businesses with timely insights into marketing, technology, and accessibility.

Advocacy remained one of the organization's most visible and impactful roles. Destination NMB worked with local, state, and national partners to advance shared priorities related to energy policy, transportation funding, short-term rental regulations, and environmental stewardship—reinforcing our position as a trusted voice for business, residents, and visitors.

All the best,

A handwritten signature in black ink, appearing to read "Ben Clyburn". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Ben Clyburn, Board Chair
President, Condo-World Properties



Destination North Myrtle Beach has earned full re-accreditation through Destinations International in FY 25, joining an elite group of nearly 200 organizations worldwide recognized for meeting the highest industry performance standards through a rigorous peer review process. Paired with our 5-Star Accreditation from the U.S. Chamber of Commerce, this achievement places Destination NMB among a rare group of organizations globally that are dually accredited for excellence in both tourism and chamber leadership.

Where Leadership and Engagement Connect

We provided strategic programming to drive our mission to advance the prosperity of North Myrtle Beach.

In FY25 our committees, led by board members, concentrated on key areas to provide programming, activate businesses for advocacy needs, and aligned with the community's values.

EXECUTIVE/FINANCIAL

Develops strategies that ensure strong governance and long-term leadership. Oversees financial stability by reviewing reports and audits, while supporting sustainable funding for programs and marketing initiatives.

Chair: Whitney Prince

NOMINATIONS

Establishes a long-range nominating process to attract and recruit the "best and brightest" for board service. Oversees annual board performance, monitor conflicts of interest, and develop the slate for board member and officer elections.

Chair: Gretchen Floyd

PUBLIC POLICY & ADVOCACY

Prepares the legislative agenda and advocates for a positive, pro-business environment. Evaluates initiatives at all government levels, provides position insights, and brings experts together to discuss issues and opportunities.

Chair: Andy Thomas

DESTINATION MARKETING

Focuses on aligning tourism and economic development to enhance the destination experience and increase visitation to NMB. Evaluates and recommends marketing strategies, supports NMB as a sports and group destination, with half the members representing accommodations.

Chair: Morgan Jackson

BUSINESS DEVELOPMENT

Investor and partner representatives work to enhance the value of dues investments and support membership benefits and NMB's quality of life. Oversees investor recruitment, events and professional development programs, and ambassadors.

Chair: Corey Richardson

ECONOMIC DEVELOPMENT

Focuses on big-picture business development, addressing community needs like workforce, housing, and quality of life. Lead efforts to support economic development, business retention, and identify resources needed for Destination NMB.

Chair: Eric Rivenbark

SUSTAINABILITY

Considers, explores, and researches how Destination NMB may participate, lead, advocate, and serve to fulfill the objectives within the Destination Master Plan related to sustainability.

Chair: Whitney Prince

DESTINATION MASTER PLAN

Champions collaboration and implementation of the Destination Master Plan's long-term goals. Oversees annual short-term objectives, the Resident Advisory Committee, and funding initiatives.

Chair: Brandon Cox

The organization remained focused on its three priority pillars:

ECONOMIC DEVELOPMENT

Serve as a community resource with market intelligence and research demonstrating what businesses, residents, and visitors want and aligning the objectives with the community's values to contribute to a robust local and visitor economy and resident quality of life.

DESTINATION PROMOTION

Implement a comprehensive marketing plan to attract visitors throughout the year, increase visitor spending, and enhance the visitor experience through differentiating North Myrtle Beach from other coastal communities.

ADVOCACY

Advocate for a positive business environment supporting quality, preferred development that expands the local economy and cultivates strategic partnerships within the community to align with residents.

Destination Master Plan

Destination NMB served as a community resource by tracking, monitoring, and sharing market intelligence to support local businesses and identify opportunities to reduce or eliminate barriers in the business environment. The Economic Development Committee worked with the regional partners to align with workforce development, and helped to position North Myrtle Beach within the region as a partner in economic development initiatives.

Highlights of the fiscal year included new initiatives forged for the implementation of the **Destination Master Plan**, including the new Resident Advisory Committee. The 12-member committee was carefully designed, recruited, and appointed from more than 30 applicants, convening for their first meetings in FY25. This group provided valuable insights on issues such as short-term rentals, offshore drilling, and feedback on programs and resources developed by Destination NMB. By directly aligning the community's values with Destination NMB marketing and programming, the committee helped develop new programs to residents with the objective to increase the understanding of the local tourism economy and how it serves the resident quality of life.



Advocacy

Advocacy is a key function of Destination NMB. Over the year, we advocated on behalf of businesses, residents, and visitors, working with regional partners at the Myrtle Beach Area Chamber of Commerce, the South Carolina Chamber of Commerce, the US Chamber of Commerce, US Travel, and the South Carolina Travel and Tourism Alliance to advance shared priorities. The Public Policy and Advocacy Committee developed legislative priorities, presented them at the Legislative Breakfast, and engaged in activities in Columbia.

Advocacy topics and highlights included:

- Fall Energy Summit and support for energy legislation that passed
- Promotion of Ride IV via letters, ads, yard signs, and a community forum
- Short-term rental discussions at workshops and council meetings; efforts helped avoid new fees
- Creation and distribution of Advocacy at Work videos to partners
- Workshops and Waites Island tours with the Burroughs and Chapin Center for Marine and Wetlands Studies at Coastal Carolina University to raise awareness for a potential state park.



SUSTAINABILITY

What began as a fundraiser quickly grew into a major sustainability event that raised awareness about recycling oyster shells. The Destination NMB Board of Directors organized the oyster roast to support local business promotions, attracting over 1,000 attendees. Coastal Carolina University's marine sciences program joined to highlight the importance of oysters to our local marshes.

In partnership with the South Carolina Department of Natural Resources, the oyster shells were recycled and planted in the local marsh after the event.

Key highlights include:

- **Reef creation:** 300 shell bags, each containing ~½ bushel, totaling ~150 bushels
- **Location:** Bags were planted on the back side of Waites Island within Dunn Sound
- **Oyster recruitment:** Each bag expected to support ~450 juvenile oysters, totaling ~135,000 oysters
- **Environmental impact:** Reef could filter over 4 million gallons of water per day and provide habitat for 120+ species of finfish, crustaceans, and invertebrates
- **Additional benefit:** Shoreline protection from erosion



Destination Promotion

Destination Promotion remained a primary focus and utilized public funds from North Myrtle Beach and Horry County accommodations taxes and private sector funds that matched a grant from the South Carolina Parks Recreation and Tourism. These resources supported comprehensive, family-friendly marketing that attracted visitors year-round and highlighted what makes North Myrtle Beach unique among South Carolina's coastal communities.

The program demonstrated visitor spending and performance remained above industry benchmarks. Despite challenging travel trends, additional marketing efforts were launched in late FY25 to prevent potential declines into FY26.

The Destination Marketing Committee and staff hosted the Marketing Outlook Summit at The Baywatch Resort & Conference Center, featuring content experts from Miles Partnership, Simpleview (now Granicus), and others. Attendees gained practical insights on topics like accessibility, websites, and artificial intelligence to apply to their own businesses.



SEASIDE *Soirée* Annual Business Awards Program

The Seaside Soirée was a wonderful celebration of business excellence, where 7 businesses and several individuals 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 is below.



SMALL BUSINESS OF THE YEAR

MEDcare Urgent Care



MID-SIZE BUSINESS OF THE YEAR

Barefoot Landing



LARGE BUSINESS OF THE YEAR

RE/MAX Southern Shores



NEW BUSINESS OF THE YEAR

Crave Italian Oven and Bar



NON-PROFIT OF THE YEAR

Rotary of North Myrtle Beach



IMPACT AWARD FOR EXCELLENCE IN CUSTOMER SERVICE

Jamesha Gore-Coggin
State Farm



CATALYST AWARD FOR OUTSTANDING COMMUNITY SERVICE

Elliott Beach Rentals



INDIVIDUAL AWARD WINNERS

RISING STAR AWARD

Robert Beatty

AMBASSADOR OF THE YEAR

Aimee Lane

CATALYST AWARD FOR OUTSTANDING COMMUNITY SERVICE

Kim Kelley

SENATOR DICK ELLIOTT EXCELLENCE IN LEADERSHIP AWARD

Frank & Elizabeth Boulineau

VALOR AWARD

Jeffrey Gore

Nick Hughes

Trey Skidmore

Shannon Walker

Zach Walker

Partner Events & Programs

During the year, Destination NMB convened many meetings on topics to advance local business, inform partners on topics of interest, celebration milestones, and introduce networking opportunities and visibility for participants.

Highlights include:

<p>19 Ribbon Cuttings</p>	<p>10 Board of Director's Meetings for Destination NMB</p> <p>6+ Board of Trustee's Meetings for the NMB Chamber Foundation</p> <p>44+ Meetings and Events in addition to Business After Hours</p>	
<p>10 Business After Hours</p>	<p>60+ Committee Meetings</p>	
<p>154+ Meetings and Events</p>	<p>4,000+ Attendees</p>	<p>64% Increase in Participation</p>
<p>64% Growth in Community Engagement</p>	<p>3 New Committees Launched</p>	<p>6 New Distinguished Partners</p>
<p>102K+ Reached through Digital Communications</p>	<p>125% Destination NMB Social Media Visits up</p>	

SOCIAL MEDIA RESULTS

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.



DESTINATION NMB INSTAGRAM





25th Anniversary Legacy Celebration

Destination North Myrtle Beach celebrated its 25th anniversary as the local Chamber of Commerce in August 2024. Founded on August 13, 1999, to support a growing community, its mission has evolved from promoting economic, civic, and cultural development to advancing the prosperity of North Myrtle Beach.

During the anniversary celebration at the Greg Norman Australian Grille, Frank Boulineau of Boulineau's IGA and a founding board member reflected on the chamber's beginnings: "Celebrating our 25th anniversary reminds us of where we came from and the dedication, teamwork, and unwavering determination it took to get here."

"Many said we couldn't make it work," Boulineau continued. "We had tried twice before and failed, but this time failure was not an option. The business climate had changed, and the community was ready for its own chamber." He noted the board's dedication, calling on businesses that welcomed the effort, and praised the support of the Mayor and City Council, which helped the chamber reach over 500 members quickly. "On our anniversary, let's cherish the memories and look forward to making North Myrtle Beach even greater," he concluded.

The chamber's history mirrors North Myrtle Beach's growth from a small beach town to a popular tourist destination, fostering partnerships that strengthen the local economy and quality of life.

In 2020, the chamber rebranded as Destination North Myrtle Beach, unifying its tourism and chamber functions into a modern, distinct organization. Over the years, it has expanded programs and services in economic development, destination promotion, and advocacy, with signature events like the Business Builder Series, Marketing Outlook Summit, Annual Awards Program, Volunteer Fair, and the "State Of" Series.

The 25th Anniversary celebration highlighted the chamber's focus on community. It began with a small 15-member board that recruited local businesses to build influence. Many founding businesses remain active, and past chairs continue to advise as community needs evolve.

25-YEAR HIGHLIGHTS OF THE NMB CHAMBER:

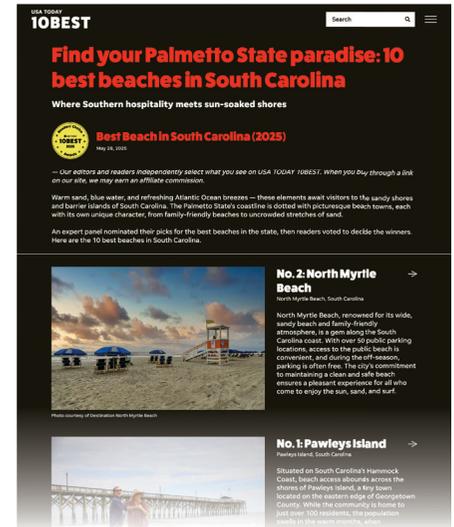
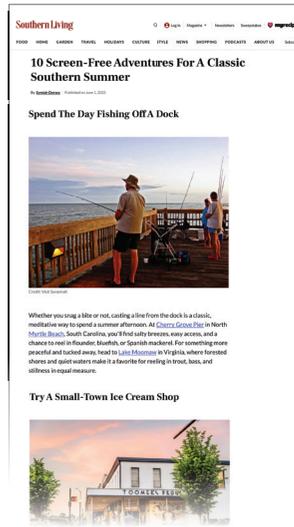
- **Building North Myrtle Beach & 2.0:** Programs that generated revenue to support economic development and branding initiatives.
- **Sports Tourism:** Partnered with the City of North Myrtle Beach to support the vision and development of the sports complex.
- **Chamber Foundation (2010):** Focused on social, cultural, and educational needs while supporting Building North Myrtle Beach 2.0 initiatives.
- **MOMENTUM:** The updated program continues to drive the implementation of the 10-year Destination Master Plan.

Celebrating our 25th anniversary reminds us of where we came from and the dedication, teamwork, and unwavering determination it took to get here.

Public Relations Coverage

IVIE PARKER
consulting

In FY25, we continued our partnership with Ivie Parker Consulting to keep North Myrtle Beach top-of-mind with key media and audiences. Through proactive pitching, targeted media outreach, and strategic opportunities, we generated year-round coverage across leading national and regional outlets while welcoming media on-site and engaging journalists at industry marketplaces. These efforts strengthened our storytelling, expanded awareness, and showcased the destination's signature experiences and milestones.



PR PLACEMENTS

209

including syndication

REACH

10.9+ BILLION

PUBLICITY VALUE

\$101+ MILLION

ExploreNorthMyrtleBeach.com FY25 Highlights



Steady growth in users and engaged sessions shows that organic search continues to attract high-intent travelers. Despite increasing competition, our content remains aligned with what visitors want, keeping them engaged.

1.35M+
Total Sessions

284,472
Organic users
(up 3% yoy)

362,628
Organic Sessions
(up 5% yoy)

267,224
Engaged Organic Sessions
(up 4% yoy)

74%
Engagement Rate

1:13
Average Engagement Time Per user
(up 2% yoy)

Blog content delivered

80K+
Organic Views

85%
Engagement Rate

Organic Search Leveraged

26M+
Impressions

Top Landing Pages
Events, Things To Do,
Attractions

102.76K
Newsletter & Email Alerts

43.3%
Open Rate
(industry benchmark is 40%)

NEW & EMERGING DISCOVERY: AI REFERRALS

Rising referrals from AI platforms like ChatGPT highlight North Myrtle Beach's early visibility in new discovery channels. By tracking AI-driven traffic, conversational query visibility, and engagement, we stay ahead of evolving search behaviors and continue optimizing for how travelers plan trips today and in the future.

Early momentum from AI platforms:

519 LLM Referrals
driven primarily by ChatGPT
(435 sessions)

Top AI-driven landing pages included Beach Parking, Events, the Home Page, and Affordable & Free Things To Do

Visitor Spend

We continued to use Zartico to understand the destination's visitors, how they were spending, and where they were moving within the boundaries.

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.

KEY INSIGHTS OF NORTH MYRTLE BEACH VISITORS:

- 86%** of Visitors are Out-of-State
- 50%** of Visitor Spend is towards Local Businesses
- 43%** of Visitors Spend and Stay in Accommodations
- 60%** of All Spend came from Visitors

VISITOR IMPACT ON LOCAL ECONOMY

<p>79%</p> <p>of total spending at attractions in the community with an average of \$77</p>	<p>51%</p> <p>of spending at retail in the community is by visitors with \$101 average spend</p>
<p>66%</p> <p>of total spending at restaurants is from visitors with an average of \$118</p>	<p>44.8%</p> <p>of spending at grocery in the community is by visitors</p>

Paid Media Results



With funding restricted to out-of-county and out-of-state audiences, we attract potential visitors to drive and fly in destination with our "North Myrtle Beach Means MORE" robust media campaign with the following objectives:

- Increase awareness for North Myrtle Beach as an ideal travel destination
- Drive traffic to the North Myrtle Beach website, using website content to drive engagement & consideration
- Drive visitation and overnight stays to North Myrtle Beach
- Drive conversions (i.e. visitor guide requests, eNews signups & partner referrals)

The high-performing media campaign continues to meet our objectives and exceed industry benchmarks.

FY25 PROGRAMMATIC DIGITAL RESULTS

- 81M+** Impressions
- 239K+** Landing Page Views
- 0.30%** Landing Rate (3x Benchmark of 0.10%)
- \$4.16** Cost Per Land (Under Benchmark of \$5)

FY25 SOCIAL RESULTS (META)

- 32M+** Impressions
- 381K+** Landing Page Views
- 1.16%** Landing Rate (Above Benchmark of 0.80%)
- \$0.38** Cost Per Land (Under Benchmark of \$1)

FY25 SOCIAL RESULTS (PINTEREST)

- 6.6M+** Impressions
- 41K+** Outbound Clicks
- 0.62%** Outbound Click Rate (Above Benchmark of 0.40%)
- \$1.02** Cost Per Land (Under Benchmark of \$2.05)

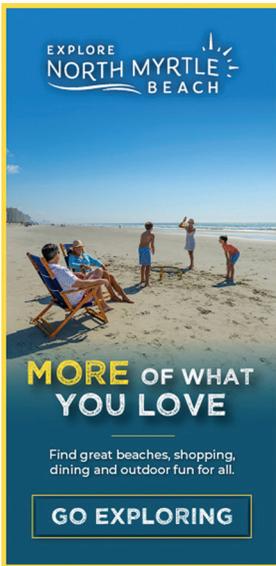
FY25 GOOGLE SEM RESULTS

- 2.2M+** Impressions
- 184K+** Clicks
- 10.03%** Click Through Rate (In Benchmark of 10%)
- \$0.35** Cost Per Click (Under Benchmark of \$1.92)

North Myrtle Beach Means MORE

Our ads included a mix of “Evergreen”, “Affordable” and winter seasonal creative with holiday and spring/summer creative to support special events.

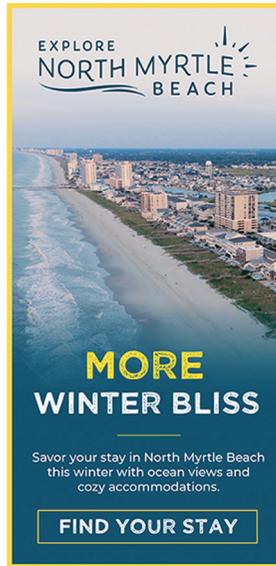
Evergreen



Affordable



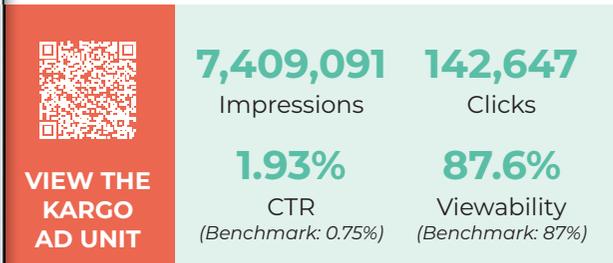
Winter Stay



Meta



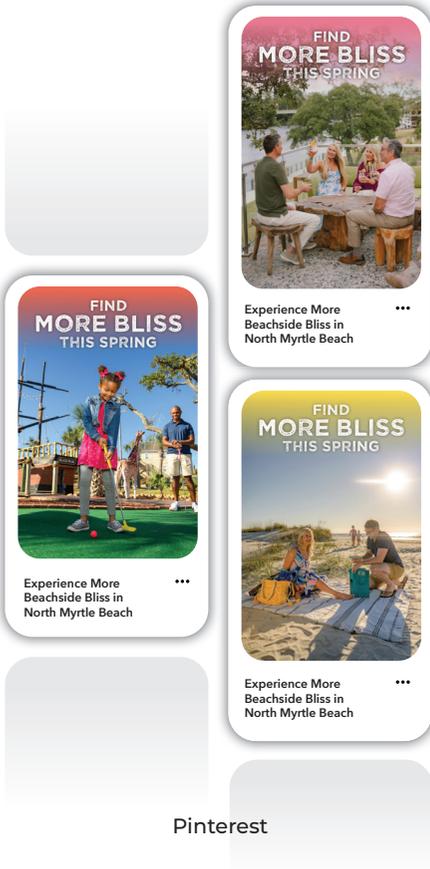
Kargo Ad Unit





OLYMPICS VIDEO
 Played on NBC/Peacock for the 2024 Summer Olympics

6.6M+ Impressions
2.31% CTR (Benchmark: 1%-2%)
2.79% Interaction Rate (Benchmark: 1.5%-2%)
86% Viewability (Benchmark: 70%)
15.11% Engagement Rate (Benchmark: 10%-12%)



Pinterest

Special Events Promotions

Our strategy emphasized promoting signature events, festivals, and seasonal celebrations through timely, event-specific messaging delivered across targeted digital channels.

Spring Events



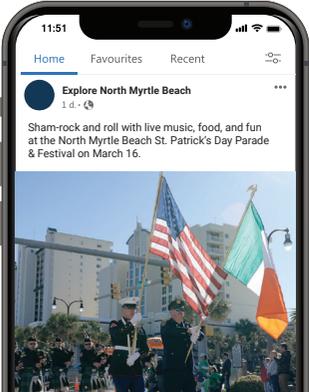
Music on Main



St. Patricks Day



Holiday



Financial Review

During Fiscal Year 2025, Destination North Myrtle Beach was funded through a combination of private sector investment, public tourism dollars, and state grant programs. Together, these resources supported destination marketing, events, and initiatives that advanced tourism and strengthened the local economy.

PRIVATE SECTOR FUNDING

Private sector funding included membership dues, new investor and partner contributions, sponsorships, advertising, ticket sales, and participation fees. These funds were unrestricted and supported organizational operations, marketing initiatives, events, and programs serving both visitors and the local business community.

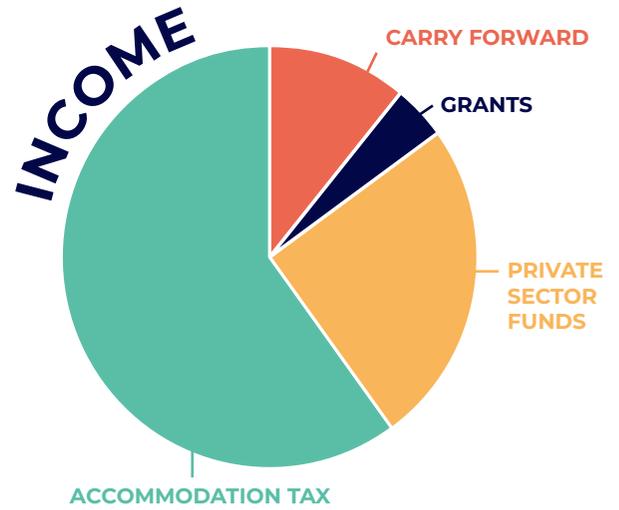
PUBLIC FUNDING

Public funding was received through Accommodation Tax (A-Tax) revenues from the City of North Myrtle Beach and Horry County. These restricted funds were used for tourism promotion, event marketing, and initiatives designed to encourage visitation during non-peak travel periods.

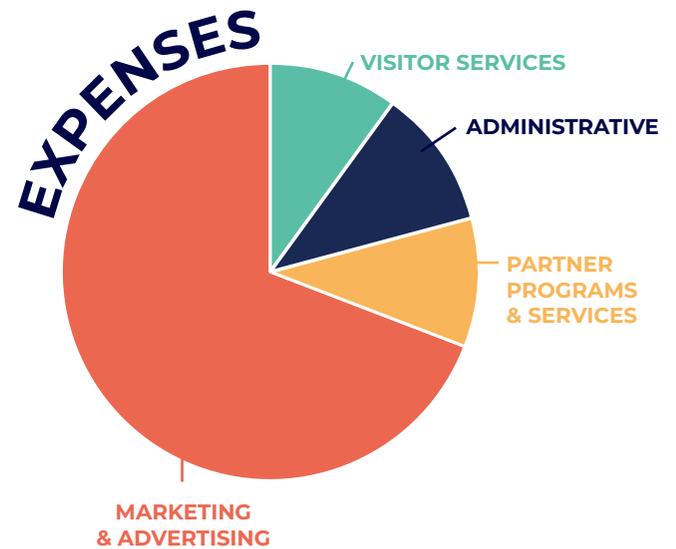
STATE GRANT AND COOPERATIVE FUNDING

Destination NMB also received funding through the South Carolina Emerging Destination Grant Program. Grant funds were restricted to out-of-state advertising and promotion. The required private-sector match was provided through the SMILE Partners program, a cooperative effort with lodging partners. Together, these restricted funds expanded Destination NMB's reach in targeted out-of-state markets.

These are preliminary financial results.



BREAKDOWN	
Private Sector Funds	Accommodation Tax
\$903,117	\$2,526,343
Grants	Carry Forward
\$200,000	\$664,559
Total Income	
\$4,294,019	



BREAKDOWN	
Marketing & Advertising	Visitor Services
\$2,744,163	\$331,170
Partner/Member Programs	Administrative
\$449,989	\$251,600
Total Expenses	
\$3,776,992	

Destination NMB private sector sponsorship revenues grew by 43%, the biggest growth was in the Distinguished Partner Sponsors



**DESTINATION NORTH MYRTLE BEACH
2025 Board of Directors**

OFFICERS

BOARD CHAIR

Ben Clyburn
Condo-World Resort Properties

VICE CHAIR

Whitney Prince
Boardwalk Billy's

TREASURER

Denise Ambuhl
HTC, Inc

SECRETARY

Cheryl Y. Kilday, CDME
Destination NMB

IMMEDIATE PAST CHAIR

Gretchen Floyd
The Citizens Bank

BOARD MEMBERS

AJ Gohil

East Coast Golf Management

Adam Gullidge

The Alabama Theatre

Andy Thomas

Thomas Beach Vacations

Beverly Race

Greg Norman Australian Grille

Cary McLeod

Seaside Vacations

Corey Richardson

RE/MAX Southern Shores

Holly Formanek

Hampton Inn Harbourgate

Eric Rivenbark

Coastal Carolina University

Jim Eggen

Avista Resort

Jim Hanley

Thoroughbreds Chophouse

Kelly Hughes

McLeod Health Seacoast

Kim Kelley

Barefoot Landing

Matt Gibbons

City of North Myrtle Beach

Monroe Baldwin

Myrtle Beach Tours

Morgan Jackson

Duplin Winery

Tina Hunter

The Humane Society of NMB

Weston Parker

MyrtleBeachVacationRentals.com

EX OFFICIO BOARD MEMBERS

Brandon Cox

Elliott Beach Rentals, Inc.

Mark Lane

Sand Dollar Media



NMB Chamber Foundation

FY25 RECAP

The NMB Chamber Foundation continued to make an impact on the lives of our community through a successful grants program and support for local initiatives. With five fundraising initiatives, the foundation board of trustees actively supported youth initiatives, the local food bank, and several local charities. Trustees, volunteers, and staff raised a total of **\$134,813 (130% of goal)**.

Highlights include:

- **Spaghetti Lunch:** First-year event raised \$7,000+, feeding nearly 800 people and supporting the community grants program.
- **Hole-In-Fun:** 26 teams competed for prizes and best team theme/costumes, raising nearly \$6K for community grants.
- **Turkey Dinner Drive:** Raised \$14,500+ and coordinated 156 “flockings” to provide holiday meals through North Strand Helping Hand.
- **Shop with a Hero Golf Tournament:** \$28K Supported local police and fire departments to help children shop for Christmas gifts, while also funding youth initiatives via the grants program.
- **Oyster Roast for the Coast:** Raised over \$40K for local business promotion and oyster shell recycling; once mature, the reef will filter 4+ million gallons of water daily.



DONATION ALLOCATIONS:

- | | |
|--|--|
| • North Strand Helping Hand | • The Compass Community |
| • The Pilot Club of NMB | • Hope’s Kitchen Mission |
| • First Tee of Coastal Carolinas | • The Humane Society of NMB |
| • Rotary Club of NMB | • Coastal Adaptive Sports (basketball) |
| • NMB Christian School | • Coastal Adaptive Sports (surfing) |
| • The Humane Society of NMB | • The Pilot Club of NMB |
| • Help 4 Kids | • McLeod Health Foundation |
| • Shop with a Cop Contribution to City of NMB Police | • Veteran’s Welcome Home & Resource Center |
| • NMB Rescue Squad | • Neighbor to Neighbor of SC |



New this year was a Good Neighbor Grants program that supported individuals and businesses struck by disaster.

NMB Chamber Foundation 2025 Board of Trustees

Officers

BOARD CHAIR

Mark Lane

Sand Dollar Media

VICE CHAIR

Stephanie Chestnut

Bay Watch Resort & Conference Center

SECRETARY

Cheryl Y. Kilday, CDME

Destination NMB

Ben Clyburn

Condo-World Resort Properties

Beverly Race

Greg Norman Australian Grille

Brandon Cox

Elliott Beach Rentals, Inc

Cindy Wilson

Genco, Inc

Fred Gordon

Tidewater Mortgage Services, Inc

Jamesha Gore-Coggin

State Farm Insurance

Lindsey Winner

United Community

Mellisa Wober

Coastal Carolina National Bank

Mindy Vereen Jackson

Vereen's Turf Products

Nakia Joe

Pinnacle Financial Partners

Robert Beatty

Anderson Brothers Bank

Travis Collins

Bubba Collins Insurance



“ AS WE CELEBRATED OUR 25TH ANNIVERSARY, WE RECALLED THAT IT STARTED WITH A 15 MEMBER BOARD THAT RECRUITED LOCAL BUSINESSES TO CREATE INFLUENCE FOR THE FUTURE OF NORTH MYRTLE BEACH. ”

-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**

