



**Membership Media Presentation**  
**Thursday, December 1, 2011**  
**Sheraton Myrtle Beach Convention**  
**Center Hotel**

# ACCURATE

*Myrtle Beach Area Chamber dues have grown consistently and are more than five times what has been reported.*





# ACCURATE

*The chamber's membership has grown significantly in recent years and continues to shows signs of further increase.*





# ACCURATE

*Local business contributions to the chamber are significantly more than the cost of staff salaries and overhead expenses.*





# ACCURATE

*The chamber is not reliant upon public funds, but the success of the chamber's tourism marketing plan is a direct result of increased public investment in our area's #1 industry.*





# ACCURATE

*The Myrtle Beach Area Chamber meets or exceeds all requirements related to the expenditure of public funds and public reporting.*



MYRTLE BEACH AREA CHAMBER OF COMMERCE



# **ACCURATE**

*The chamber did not provide funds to Coastal Uncorked. The chamber helped market Coastal Uncorked, along with dozens of other festivals and events in 2010.*





# ACCURATE

*Myrtle Beach Area Chamber of Commerce employees did not mislead or misreport information to the City of Myrtle Beach.*





# ACCURATE

*The chamber uses various metrics to determine the impact and success of marketing and public relations efforts, including several different industry standard measurements.*



MYRTLE BEACH AREA CHAMBER OF COMMERCE



# ACCURATE

*The Myrtle Beach Area Chamber of Commerce does not provide gifts to elected officials in expectation of favor, promises or commitments.*



# QUESTIONS?

