



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

# MISLEADING



*Myrtle Beach Area Chamber of Commerce membership dues in 2010 were \$871,761— a decline of 37 percent.*

# MISLEADING



*Myrtle Beach Area  
Chamber of Commerce  
membership has  
declined in recent years.*

# MISLEADING



*Chamber revenues are not sufficient enough to pay employees' salaries or cover overhead and operating expenses.*

# MISLEADING



*The Myrtle Beach Area Chamber of Commerce is increasingly “reliant” upon public funding.*

# MISLEADING



*The Myrtle Beach Area Chamber of Commerce uses public funding inappropriately.*

# MISLEADING



*The Myrtle Beach Area Chamber of Commerce gave \$300,000 of public funds to Coastal Uncorked Wine and Food Festival.*

# MISLEADING



*Chamber officials  
misreported information  
to the City of Myrtle  
Beach regarding event  
promotion.*

# MISLEADING



*The chamber's PR firm claims it reaches 10 billion individual consumers, and using ad equivalency value to help measure success of public relations efforts is wrongful or misleading .*

# MISLEADING



*The Myrtle Beach Area Chamber of Commerce supplies 'gifts' to elected officials expecting special treatment in return.*

# QUESTIONS?

