2020

LITTLE RIVER
CHAMBER OF COMMERCE
AND VISITORS CENTER
“Find Your Treasure in Little River”

Annual Report
What is a Chamber?
A chamber of commerce is a non-profit, membership organization whose goal is to further the interests of local businesses. Local businesses are members, and they elect a board of directors that volunteer their time to set policies, set strategic goals, and otherwise support the chamber & community.

How is the Little River Chamber different?
While our mission is to promote community improvement, tourism and commerce; We also take care of some basic needs in lieu of a local municipality.

Advocacy
The Little River Chamber works closely with the local government and elected leadership of Horry County. This close working relationship ensures that the business climate at the community level remains positive & supportive for quality sustainable growth and a thriving economy.

Membership Organization
» Represents 325+ businesses & organizations
» Hosts networking events, educational seminars, etc.
» National & local discounts for members
» Increases visibility, opportunities for exposure
» Advertising options via chamber outlets
» Credibility with chamber name & reputation

Tourism
» Digital marketing through owned accounts, like social media, email marketing, and blog
» Hosts 2 shoulder-season festival that provide a $4.25 million economic impact for the community
» Maintains highway medians & welcome signs
» Promotes Little River in SC Welcome Centers
As we complete our 15th year under this charter, we look back on a year of success. As the Little River community experiences unprecedented growth, the Little River Chamber made great strides with a move to our new location, changes to our team and growth of our chamber family and festivals. We increased our visibility and presence along Grand Strand through advertising via radio, billboards and monthly publications not only for the chamber, but also for our members. We have made a positive impact through our relationships with local and state legislative and law enforcement leadership. Our efforts have assisted with the riddance of nuisance businesses, increased safety at our festivals and on our local roadways and economic development.

I would like to thank our members and sponsors for supporting our mission, our organization and events, our board of directors, and our staff. You all, our team, share in these achievements.

We plan to build on the growth of the past year and look to the future for our members and our community with 2020 vision. Join us as we roar into the twenties! It is a ride you do not want to miss.

Jennifer Walters
President/CEO
Brandon Bellegarde
Board Chairman

2019 was a solid year. With only three staff members, several community volunteers, and a small but active board, the Little River Chamber of Commerce set and met goals that will leave a lasting and positive impact on Horry County.

Sounds a bit fluffy and way too political, right? Well, let’s get low. Here are a few of the highlights:

» The Little River Chamber of Commerce had been looking for new and better office space for more than four years. They’re now happily situated in their newly upfitted and spacious office, located at the Waterway Business Center in Little River.
» The Chamber met with local law enforcement and the County Solicitor to initiate the removal of 17 businesses engaging in illegal activity in Horry County.
» The Little River Chamber worked with the County Council to increase compensation of some of our public safety personnel.
» They worked with State Rep. William Bailey to resolve several safety issues along Hwy 17 in Little River. While this project has progressed, it hasn’t been completed yet. So, look for more safety improvements to come.
» The Chamber has worked with Horry County Planning and Zoning to stay ahead of the explosive growth in the Little River area.
» The Little River Chamber of Commerce hosted two successful festivals that generated around $4.25 million in economic impact on the Horry County area.

So, ya. 2019 was a solid year, but we plan on making 2020 even better.

Cheers,
Brandon
Brandon Bellegarde  
Greyphin Consulting

Sherri Crawford  
Chesapeake Homes/Bridgewater

Les Gore  
Retired

Tim Kettner  
Crab Catcher’s

Carrie King  
McLeod Seacoast Hospital
Jim McLean
Edward Jones

Heidi Mishoe
Capt. Juel’s Hurricane Restaurant

Matthew Towns
United Community Bank

Ryan Waters
Myrtle Beach Pelicans

Sherri Williams
Fit Body Boot Camp

Brittany Woodward
Carolina Trust Federal Credit Union
15 Year Members
Anderson Brothers Bank Longs
Atlantic Heating & Cooling, Inc
Calabash Fishing Fleet
Costco Wholesale
Ford’s Fuel and Propane
Horry Electric Cooperative
Humane Society of NMB
Little River Lions Club
Low Country Pipe & Cigar
McLeod Seacoast Hospital
Medieval Times Dinner & Tournament
Myrtle Beach Watersports
Myrtle Beach Yacht Club
Ripley’s Aquarium
Santee Cooper
Webbers Lawn Service

5 Year Members
105.9 Easy Radio
A.O. Hardee & Son, Inc
Atlantic Kitchens of Little River, Inc.
B & B Outdoors
Beach Scene Magazine
Boulineau Outdoor Media
Calabash Creamery
Casa Villa
Coastal Carolina National Bank (CCNB)
CresCom Bank
Current Transitions
Ductworks Heating & Cooling, Inc.
Duplin Winery
Friends of the Little River Library
Harbourgate Marina
iHeart Media
J & J Air
Lake Shore Motel
Leonard USA
Little River Welding & Hydraulics
LoVe Pet Clinic, Inc.
Mungo Homes
Myco’s Collision
Nail FX
North Strand News
Palmettoscapes Landscape Supply
Pirates’ Treasure House
Sleep Inn at Harbour View
Smart Relationship Marketing
The Landings Apartments/
Boyd Management
UPS Printing, Marketing, & Design
Willard’s Fireworks

10 Year Members
A & I Fire & Water Restoration
Bojangles - Little River
DJ Marino
North Strand Housing Shelter
Phillips, Currin & Company, CPA
Tiger Mart #117
Veterans Welcome Home & Resource Center

Note: This is not an inclusive list, only 2020 Anniversaries
Thank you to these members for giving 110%

105.9 Easy Radio
94.9 The Surf
A & G Computer Service
A & I Fire & Water Restoration
A Backyard Creation, LLC
A.O. Hardee & Son, Inc
AAA Blind & Shutter Factory
Aaron's Supply, Inc.
ADS Security
Agape Hospice of the Grand Strand
American Legion Post 186
Anderson Brothers Bank
Anderson Insurance, LLC
Anderson Oaks Assisted Living
Atlantic Heating & Cooling
Atlantic Kitchens of Little River, Inc.
Babb Custom Homes
Barefoot Landing
Bell & Bell Buick GMC Trucks
Big M Casino
Blanton Building Supplies of Little River, Inc.
Bloomingails Consignment
Bojangles (Bo Benton, Inc)
Bold & Beautiful Wigs for Cancer
Boulineau Outdoor Media
Boulineaus
Branch Banking & Trust (BB&T) LR Hwy 17
Brentwood Restaurant and Wine Bistro
Bridgewater
Bryant Accounting & Tax Service, Inc.
Bubba Collins Insurance, Inc
Calabash Creamery
Calabash Deli
Calabash Fishing Fleet
Capt Juel's Hurricane Restaurant
Carolina Opry/Gilmore

Entertainment
Carolina Trust FCU
Casa Villa
Coastal Carolina National Bank (CCNB)
Coastal Carolina University
Coastal Engravers, Inc.
Coastal Samaritan Counseling Center
Contract Exteriors
Conway National Bank
Crab Catcher's
CresCom Bank
Cricket Cove Marina
Duplin Winery
Eagle Nest Golf Course
East Coast Moving
Edward Jones /Jim McLean Financial Advisor
Elite Coastal Landscaping
Elliott Realty
Ford's Fuel and Propane
Franks Ice
Furniture & Mattresses/Sleep Cheap Warehouse
Getaway Boat Adventures
Globe Communications, LLC
Grand Strand Realty
Greg Hembree
Greyphin Consulting, LLC
Gymnastics & More, Inc.
Harbour View Golf/Tribal Island
Harbourgate Marina
Horry Electric Cooperative, Inc
Identity Promotions, LLC
J & J Air
J & K Home Furnishings
J&L Kayaking
Jake's Heating and Cooling
Jeff Linta Roofing and Construction
Jud Kuhn Chevrolet

Lake Shore Motel
Lee Funeral Home
Liberty Tax Service
Little River Medical Center
Little River United Methodist Church
Low Country Pipe & Cigar
Lower Cape Fear Hospice & Mercy Care
McKenzie Signature Lawns, Landscaping & Sweeping
McLeod Seacoast Hospital Mobile Communications America
Mungo Homes
My Obsession Cleaning, Inc.
Myrtle Beach Guide & Myrtle Beach Bucks
Myrtle Beach Watersports
Myrtle Beach Yacht Club
NMB Flea Market
NMB Times
NMB Heating & Air
North Strand Nissan
Ocean Isle Museum Foundation
Palmettoscapes Landscape Supply
Parsons Table
Pepsi Bottling Ventures
Phillips, Currin & Company, CPA, LLC
Platinum Home Mortgage
River Oaks Village
Roof Doctor
Sam Jones - Keller Williams Realty
Sandpiper Heating & Air Conditioning, Electrical
Santee Cooper
SEA Server
Seaside Furniture Gallery
Seaside Vacations
Signarama of Myrtle Beach

Sleep Inn at Harbour View
Smart Relationship Marketing
Songbyrd Entertainment
Southern Tide Media
Southwest Brunswick Branch Library
Sportsman's Choice Marine
Springer Press
State Farm Insurance-Wyman
Wise Insurance Agency, Inc.
Strand Termite and Pest Control
Sue Tanner (Keller Williams Realty)
Summit Place of North Myrtle Beach
Sunny Day Guide
Teen Angels
The Sun News
The Village at the Glens
Thomas Real Estate, Inc.
Tidelands Health
Tiger Mart #117
Tri-County Mechanical, Inc
Heating & AC
Twelve 33 Distillery
United Community Bank
United Way of Horry County
Veterans Welcome Home & Resource Center
VFW Post 10804
Waterway Animal Hospital
Webbers Lawn Service
Willard's Fireworks
World Famous Blue Crab Festival
Young Interiors, Inc.
Promoting Our Members in 2019

The chamber is working for you 24/7/365. We’re working so hard that we don’t always have time to tell you about each referral we make on your behalf. The below information is a total estimated count from 2019.

### Website
- **22,891** Website Visitors
- **9,168** Blog Post Reads
- **13,182** Directory Searches
- **24,596** Member Page Views
- **2,424** Clicks to Member Websites
- **22,258** Event Searches
- **3,420** Deal Searches
- **1,804** Job Searches
- **1,792** Press Release Views

### Email
- We have about **687** email subscribers and an average open rate of **30.15%** for eBlasts sent on behalf of chamber members.

### Social Media
- » We had an average of **340** views per Facebook post despite the new algorithm changes.
- » We started a new Facebook Group for potential & new Little River residents. It already has **255** Members, about **68%** of which are active.
- » We also have Twitter, Instagram, Pinterest, YouTube, and LinkedIn accounts on which we promote members.
- » Our new social media aggregator lets us share more with less staff time.

### Traditional
- We advertise in **4** monthly publications which resulted in **102** member businesses being mentioned and **110** community events listed.
- **79** Billboards Published
- **240** Walk-Ins Assisted
- **288** Phone Calls Referred
- **70** Maps & Relocation Guides Mailed

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**Make the most of your membership:** You can log into the chamber website day or night to update your business directory listing, promote deals, share events, list job openings, and add news releases. You should also drop off literature for our office to distribute, and meet with our staff about additional marketing opportunities. And of course, we recommend attending our networking events to build your relationships with potential and current customers through the year.
Thank You Sponsors

Million Economic Impact from Little River Festivals

$4.25
Having a booth & sponsoring our festivals is a great way to meet potential customers in a casual environment and introduce your brand to thousands of eyes.
2019 Highlights

The Little River Chamber of Commerce & Visitors Center had a very active 2019. January saw us move to our new location increasing our office space and visibility in the community.

We also increased our signage in Little River with 3 new billboards highlighting our new location. Many locals stopped by for the first time to visit stating that they didn’t know Little River had a chamber of commerce.

The board met with Captain Strickland, Horry County Police Captain, North Precinct, and Jimmy Richardson, Horry County Solicitor, we took several actions to benefit the Little River community.

The Chamber and its Board of Directors committed to support a comprehensive study to increase compensation and Public Safety personnel through a letter to County Council. This letter also supported expediting the construction of a new precinct in Carolina Forest to take the strain off of the North Precinct. The pay raise was voted in to the FY20 Horry County budget.

The chamber was successful in starting the investigation leading up to the closures of several “Day Spas” that housed illegal activity including/ and the eviction of a business in our own office.
complex. The chamber found a new professional business tenant for this space who is now a proud member of the Little River Chamber.

The Board also met with our new State Representative William Bailey and discussed safety issues along Hwy 17 and other roadways in Little River. Hwy 17 has now been re-surfaced throughout and future safety measures are scheduled for improvements in 2020. The intersection of Hwys 11 & 57 are also in progress for improvements among many other secondary roadways in Little River.

The Little River Chamber also worked with Horry County Planning and Zoning Department to better understand and stay ahead of the impending growth of the Little River community. President/CEO was selected to serve on the inaugural class of the Horry County Planning & Zoning Citizens Academy. The Little River Chamber worked with MBREDC for the expansion of a new UPS distribution center for the north strand. The new facility will create 50 new jobs to support the Little River community.

The chamber is charged to reinvest profits from our festivals back into the community and we fulfilled all of our commitments this year. Projects include sponsoring the Little River Farmer’s Market, charitable contributions to organizations that support our festivals.

We also increased our visibility throughout the Grand Strand by our presence in 3 monthly publications along the Grand Strand. You can now look for us in the North Strand News, North Myrtle Beach Times and Coastal Insider...
2020 Events

Jan. 23: Ambassador Interest Meeting
Jan. 24: Annual Dinner
Jan. 25: Carolina Country Music Awards
Jan. 29: Advance Care Planning Seminar

Feb. 5: Wake-Up Wednesday
Feb. 12: Business Owners Round Table
Feb. 18: Chamber Connections

Mar. 4: Wake-Up Wednesday
Mar. 10: Glen Sheppard Seminar
Mar. 17: Chamber Connections
Mar. 20: Chamber Cheers

April 1: Wake-Up Wednesday
April 14: Social Media Marketing
April 21: Chamber Connections

May 6: Wake-Up Wednesday
May 12: Women in Business Panel
May 16 & 17: World Famous Blue Crab Festival
May 19: Chamber Connections
June 3: Wake-Up Wednesday
June 9: Hurricane Preparedness with Ed Piotrowski
June 16: Chamber Connections
June 19: Chamber Cheers

July 1: Wake-Up Wednesday
July 21: Chamber Connections

Aug. 5: Wake-Up Wednesday
Aug. 11: Nonprofit Round Table
Aug. 18: Chamber Connections

Sept. 2: Wake-Up Wednesday
Sept. 8: Google My Business
Sept. 15: Chamber Connections
Sept. 18: Chamber Cheers

Oct. 7: Wake-Up Wednesday
Oct. 10 & 11: Little River ShrimpFest
Oct. 20: Chamber Connections

Nov. 4: Wake-Up Wednesday
Nov. 10: Cyber Security Seminar
Nov. 17: Chamber Connections

Dec. 1: Christmas Tree Lighting
Dec. 2: Wake-Up Wednesday

Click Here to Register
What to Look Forward to:

**Wake up Wednesdays**
Held the first Wednesday of the Month at 8 AM. This event provides an opportunity for members to network in an encouraging environment. Members who attend Wake up Wednesdays regularly stay visible with their colleagues and business peers, providing each other with numerous opportunities to refer business and grow strong, robust, professional relationships.

**Chamber Cheers**
This informal event will kick off with an interactive activity guaranteed to invoke some laughs. Meet Board Members, Ambassadors, and other Chamber members while enjoying light refreshments and beverages in a relaxed and casual environment.

**Chamber Connections**
Held the third Tuesday of the month at 5:30 - 7 PM or 7:30 - 9 AM. Formerly Business After Hours, this is our top requested monthly networking event.

**Educational Seminars & Round Tables**
Held semi-regularly on the second Tuesday of the month; Times to be announced. We have some great industry topics planned to interest a variety of fields.
“What motivated me to join the Little River Chamber of Commerce is they’re just wonderful and great people. They really help us get our name out there and help us out all around, so we couldn’t appreciate them any more.”

-Veronica Todd
Co-Owner/Operator
Little River Watersports

“I feel like an important part of our growth and success in the community is being involved with the Little River Chamber of Commerce. We’re involved in the Little River ShrimpFest, Blue Crab Festival, Business After Hours meetings, charitable events, etc. Doing your part as a member of the chamber has paid us back hand over fist.”

-Tim McElreath
Commercial Accounts Manager
J & J Air
Our Team

Jennifer Walters
President & CEO
843-249-6604 ext. 6
Jennifer@LittleRiverChamber.org
Jennifer Walters is the President & CEO. She represents Little River as a board member, Myrtle Beach Area Hospitality Association and as Ambassador for MBREDC. She is proud to volunteer with many local area organizations. Jennifer’s resume includes the American Cancer Society, USO, U.S. Army Eastman Kodak Company, and achieved her I.O.M. from the U.S. Chamber of Commerce.

Izzy West
Digital Strategist
843-249-6604 ext. 1
Izzy@LittleRiverChamber.org
Izzy is a dedicated marketing staff of one who continues to add to her skill set. Her main priorities at the chamber include the chamber websites, social media, email marketing, and in-house design needs. She works tirelessly on promoting our members in and out of the community, through means like billboard design, writing articles, and much more.

Heather Buell
Director of Membership & Events
843-249-6604 ext. 5
Heather@LittleRiverChamber.org
Heather may be new to us however, she is not new to the chamber industry. We look forward to implementing new and exciting things with her on board. She will be handling sponsorships/events and managing chamber membership as well as billing and bookkeeping. If you would like to sponsor one of our many events, or just have questions about your bill, please contact her.