Myrtle Beach Area
CHAMBER of COMMERCE

One voice for the Myrtle Beach area



ADVOCACY AGENDA 2027


COLLABORATE 2031
COUNTYWIDE STRATEGY
Help shape the future of Horry County.
Learn more about how you can get involved and help guide our next steps toward a brighter tomorrow!
SCAN QR CODE OR VISIT:
Collaborate2031.com

A MESSAGE FROM OUR PRESIDENT

The Myrtle Beach area continues to grow and evolve, bringing new opportunities for our businesses and our community. With that growth comes the need for a strong, consistent voice on the issues that will shape our region's future.

Advocacy is how the Myrtle Beach Area Chamber of Commerce helps provide that voice. We work to ensure the priorities of our members and our community are heard by decision-makers at the local, state, and federal levels.

Our Advocacy Agenda reflects the issues that matter most to the Grand Strand, from infrastructure and workforce development to economic growth and quality of life. These priorities guide our work and help us build stronger partnerships with the leaders who serve our region.

Together, we can help ensure the Myrtle Beach area remains a place where businesses, residents, and communities can thrive.

Sincerely,

Jimmy Gray
President
Myrtle Beach Area Chamber of Commerce

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Who leads this work, how to reach them, and four ways to be heard.

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Ten ranked priorities built from member and resident input.

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The local, state and federal leaders who represent our region.

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The three asks Horry County, its cities and business carry together.



HOW WE ADVOCATE

1 **We listen first.**
Member surveys, resident input and the working asks list from Horry County leaders and local municipalities set our agenda — not the other way around.

2 **We show up where decisions are made.**
From area council chambers to the S.C. statehouse in Columbia and Capitol Hill, we convene local business leaders and work with them to ensure their voice is heard.

3 **We speak with one voice.**
We ensure our message reflects with the county, local municipalities and our partner chambers so the Grand Strand asks for the same things, in the same words.

4 **We report back to members.**
Our team communicates regularly to ensure members hear what moved, what stalled and what is coming next. We make sure the agenda stays a working document, not just a wish list.

LEADERSHIP & STAFF



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Advocacy 101

You do not need a lobbyist to be heard. Here are four ways to reach the people who make decisions and how to make each one count.

Pick Up The Phone

WHEN TO DO IT
Call when a vote is close. Nothing else moves as fast in the last 48 hours before a committee.

WHAT TO SAY
Say who you are in one line: your business, street, & how many people you employ. Staff log constituents, not opinions.

Put it in Writing

WHEN TO DO IT
One page, one issue. Name the bill or line item in the first sentence and the ask in the last.

WHAT TO SAY
Write it yourself. A short note in your own words outperforms a form letter every time — offices can tell the difference.

Meet Them Face to Face

WHEN TO DO IT
Ask for the meeting. Local offices and district staff say yes more often than expected, and staff carry the message.

WHAT TO SAY
Better yet, host it here. A walk through your business in the off-season is worth three meetings in Columbia.

Amplify it Publicly

WHEN TO DO IT
Tag the office, keep it civil. Public posts set the temperature of a debate even when they do not change a vote.

WHAT TO SAY
Bring others with you. Five businesses on the same ask read as an industry; one reads as a complaint.



HAVE A CONCERN?

Let's Talk.

If a local, state or federal issue is affecting your business, email me directly. I'll help you navigate it and make sure your voice is heard.

Robert.Whitehurst@VisitMyrtleBeach.com

Our Top Ten Priorities

TOP PRIORITY

1. Insurance Affordability & Availability

Set financial-stability standards so carriers entering the coastal market are built to stay. Crack down on fraudulent roofing and storm claims, and continue the tort reform that moderates commercial auto and property premiums.

2. Funding for Infrastructure

Return a fair share of state revenue Horry County tourism generates, and secure state and federal dollars to match local investment in roads, stormwater and public safety.

3. Energy Capacity & Cost

Expand generation and transmission to keep pace with growth, harden reliability and hold down what employers pay for power.

4. Workforce Housing & Childcare

Expand state tools for attainable housing and grow childcare capacity so employees can afford to live here and stay on the job.

5. Permitting & Red Tape

Partner with Horry County and its municipalities to cut regulatory burden on small businesses: faster permits and inspections, clear appearance-board standards and simpler business licensing.

6. Liquor Liability

Lower premiums for bars and restaurants by expanding discounts for proven risk-reduction steps.

7. Tax Reform

Support tax relief for businesses and families, and require the state to fully reimburse any property tax credit or reduction it mandates so the county and its municipalities are held harmless.

8. Seasonal & Skilled Workforce

Make H-2B cap relief permanent, protect J-1 exchange programs, expand licensing reciprocity and build apprenticeships with HGTC and CCU.

9. Tourism Marketing & Product Development

Sustain SCPRT regional promotion funding and tourism grants, and back public-private investment in modern visitor attractions.

10. Healthcare Access

Strengthen the healthcare workforce to meet growing demand, including reducing state-level delays by streamlining licensing so new clinicians can see patients sooner.

HOW THE AGENDA WAS SHAPED

Membership Survey

The 2027 Advocacy Agenda Survey asked chamber members which issues most affect their ability to operate, hire and grow.

Resident Input

The Collaborate 2031 community input survey brought resident priorities into the conversation alongside business priorities.

Government Asks

The working asks list from Horry County and area cities, folded in so the region carries one aligned agenda.

Meet Our Delegation

These are the leaders who carry the Grand Strand's priorities to Washington and Columbia.

U.S. SENATE



Darline Graham
U.S. Senate



Tim Scott
U.S. Senate

U.S. HOUSE



Russell Fry
U.S. House, District 7

S.C. SENATE



Stephen Goldfinch
District 34



Greg Hembree
District 28



Luke Rankin
District 33



Ronnie Sabb
District 32



Kent Williams
District 30

S.C. HOUSE



Carl Anderson
District 103



Lucas Atkinson
District 57



William Bailey
District 104



Case Brittain
District 107



Heather Ammons Crawford
District 68



Val Guest
District 106



Kevin Hardee
District 105



Coach Hayes
District 55



Lee Hewitt
District 108



Jeff Johnson
District 58



Tim McGinnis
District 56



Carla Schuessler
District 61

REGIONAL PRIORITIES

One Voice for Horry County.

Horry County, its municipalities and the business community share these three priorities and carry them together to Columbia and Washington.

1 I-73

Secure state and federal funding for I-73 as a priority interstate connection.



2 Myrtle Beach International Airport

Invest in long-term capacity for MYR airport including runway, terminal, air service and staffing.



3 Drainage & Flooding

Fund the stormwater, outfall and flood projects that protect inland and coastal communities.

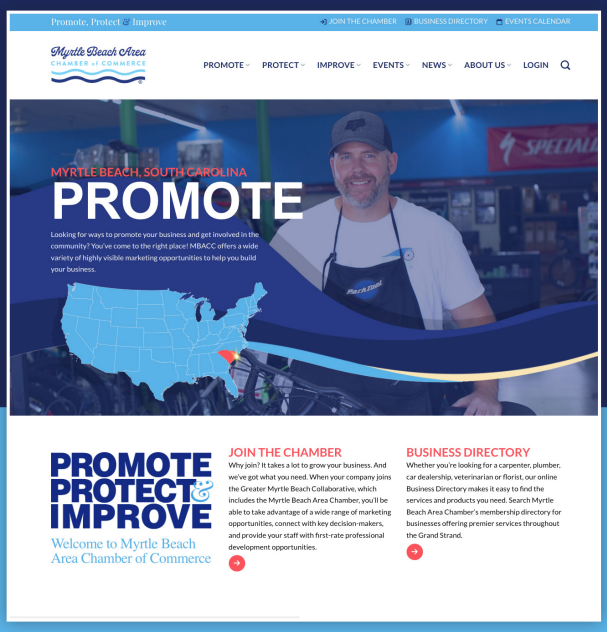


FOLLOW OUR PROGRESS

Stay in the loop.

Scan for the latest advocacy news, including updates on our shared regional priorities as they move through Columbia and Washington.

MyrtleBeachAreaChamber.com



SCAN FOR MORE ADVOCACY UPDATES OR VISIT MYRTLEBEACHAREACHAMBER.COM



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Myrtle Beach Area CHAMBER of COMMERCE

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