



# MB Chamber Membership

## An Effective Tool in Your Business Arsenal

by Sarah Stephens, *Communications Manager, Myrtle Beach Area Chamber of Commerce*

When you join the Myrtle Beach Area Chamber of Commerce (MBACC), you're putting your trust in an organization with decades of experience promoting, protecting and improving the business landscape of the Grand Strand. We do not take that trust lightly, and we work diligently year-round to ensure you find value in your investment.

Becoming a member of the chamber of commerce has several benefits for your company, especially if you own a small

business or have limited resources for training and marketing at your disposal. While there are many benefits to chamber membership, there are several that stand out as to why our nearly 2,800 investors renew their memberships annually.

convenient opportunity to make new connections and strengthen existing relationships.



### Making valuable connections

We host more than 400 events and programs designed to boost your business and improve our community annually. Whether you're looking for a casual social or a fast-moving gathering, MBACC offers some of the best networking events in the area, providing you a



### Building your client base

As a valued investor of MBACC, you get a tool chest of benefits to help you grow your

business. MBACC offers a wide variety of highly visible marketing opportunities to help you build brand awareness with the chamber investor network and beyond. No matter the size of your business, we provide affordable ways to increase your visibility with other businesses and leaders in the area. Whether through web advertising, sponsoring chamber events or free listings in the online business directory, MBACC offers powerful opportunities for recognition and publicity.



### Educational opportunities

As a business owner you likely have valuable insights to share that will benefit other investors. Your chamber membership affords you the opportunity to offer an educational seminar for our investors providing additional exposure for your company and the opportunity to find new leads. Your membership also gives you access to the hundreds of classes offered by our



investor network each year, for both you and your employees. These classes cover topics such as business taxes, marketing, human resources, financial wellness, self-care and much more.

### A collective voice for business

MBACC has an active Advocacy Council that represents the interests of the Grand Strand's business community. The council develops a legislative agenda communicating the chamber's positions and top priorities on state, local and federal issues affecting the area's citizens and business community. The council supports legislation that benefits businesses and, when necessary, opposes legislation that unnecessarily inhibits

businesses.

In addition to these benefits, a chamber membership adds instant credibility to your business in the eyes of many consumers, which is particularly helpful for small businesses just getting started. Our investors also enjoy our member-to-member discount program which encourages investors to buy from each other and save money in the process. MBACC provides timely communication regarding current events, offers many business planning tools, and helps improve your connection to your community. If your business is directly involved in the hospitality sector, we have additional options to help you gain exposure to the millions of people who visit the Grand Strand each year.

*MBACC serves businesses throughout the Grand Strand, including Myrtle Beach, North Myrtle Beach, Surfside Beach, Little River, Atlantic Beach, Garden City Beach, Loris, Conway, Aynor, Murrells Inlet, Litchfield Beach, Pawleys Island, Socastee and Carolina Forest. If you're ready to learn more about how a MBACC membership can benefit your business, or if you're an existing investor looking to get more involved, visit [MyrtleBeachAreaChamber.com](http://MyrtleBeachAreaChamber.com).*

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