



Benefits of Membership To Your Business

by Harley Shelley, *Director of Marketing, Conway Chamber of Commerce*

Over the past year, the significance of successful business to every community has become more evident than ever. We realize the true importance that we plan and work together for the economic health of our area. The Conway Chamber of Commerce works diligently to provide necessary resources to our local businesses and offer programs relevant to members' needs. Our divisions, from Marketing, Economic Development, Government Relations, Community & Special Events, Educational Programs and Membership work together to improve the overall quality of life in Conway.

As a membership-based organization, we strive to keep our business community thriving and well marketed. Our Marketing department has put together several programs that are a part of the member benefits including the Welcome Neighbor Program, Relocation Packets, Membership Mondays, weekly newsletters, networking seminars and so much more. Not only are we marketing our members, but Conway as whole. Marketing Conway gives us the chance to increase tourism in the area. Our Educational Programs division works with the Marketing division to provide leadership training and business seminars to our members.

Our goal as a Chamber is to assist business in all stages of development. The Economic Development and Government Relations divisions serve as the primary resource for business retention,

opportunities for business expansion, and recruitment of new business to the Conway area. With these two divisions working hand in hand they can provide the needed resources and information that a new or existing business may be seeking. After



completing the one stop shop website, www.ConwaySCNOW.com, we have been able to improve the recruitment process by keeping economic data that includes but is not limited to commercial listings, demographics and the business environment updated on a daily basis. Now that this information is put together in one website, we can dive deep into finding out just what the community wants and needs to improve our businesses and keep Conway dollars in Conway.

Our Community and Special Events



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department organizes community festivals and Chamber events to enhance our community spirit and increase tourism opportunities. The goal of these festivals and events is to promote the Conway community and create a positive economic impact for our businesses. Our largest event is our Independence Day festival, Riverfest, which attracts thousands of festival goers each year. The event features a Business Expo allowing vendors to set up to promote their company, provide demonstrations, and/or sell their products. The annual festival features hundreds of displays and promotional booths by local and regional vendors. Riverfest also creates an excellent opportunity to highlight all Conway has to offer to the local and visitor alike. While in town for the festival, residents and visitors are encouraged to



take advantage of everything Conway has to offer. From a stroll on the Riverwalk along the banks of the scenic Waccamaw River to the diverse shopping and dining

opportunities, Conway and our business community have something for everyone. Our Membership Services division

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focuses on the needs of our dynamic and growing membership by featuring advantageous products, programs and services which will enhance the business community we serve. Our mission statement reads: *The Conway Chamber of Commerce is committed to supporting our*

local businesses and enhancing the quality of life for all of our area's citizens. We will aggressively work towards positive economic growth, the promotion of tourism, the development of transportation, and excellence in education in Conway and throughout Horry County. We are the

Conway Chamber of Commerce, and our aim is to serve the greater Conway area business community in any and all capacities. Your success is our success! Visit www.ConwaySCChamber.com for further information. ■

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JANUARY / FEBRUARY ISSUE 2021

Distributed to show attendees @ the 2021 HGHBA February Home Show from BIS booth close to the front entrance to the show in the Myrtle Beach Convention Center.

- LOCAL BUILDING SUPPLY
 - ENCLOSURES / SUNROOMS
 - SCREEN ROOMS / AWNINGS
 - SITE WORK / BRICK / CONCRETE / PAVING
- Space Reservation: January 15 Material Close: January 22

MARCH / APRIL ISSUE 2021

- FLOOR COVERING
 - ENERGY EFFICIENCY ~
 - HVAC / Propane / Solar / Water Heaters
- Space Reservation: March 5 Material Close: March 12

MAY / JUNE ISSUE 2021

- PROPERTY MAINTENANCE
- Space Reservation: May 7 Material Close: May 14

JULY / AUGUST ISSUE 2021

- OUTDOOR LIVING SPACE ~
 - Landscaping / Irrigation / Pools & Spas / Hardscapes / Outdoor Kitchens / Lighting
 - EXTERIOR PRODUCTS ~
 - Roofing / Siding / Specialty Products
- Space Reservation: July 2 Material Close: July 9

SEPTEMBER / OCTOBER ISSUE 2021

- BATHROOM & KITCHEN DESIGN
 - MILLWORK ~
 - Doors / Windows / Specialty Products
- Space Reservation: August 13 Material Close: August 20

NOVEMBER / DECEMBER ISSUE 2021

- HOME AUTOMATION / SECURITY / ELEVATORS / ACCESSIBILITY EQUIPMENT
 - WINDOW COVERINGS & TREATMENT ~
 - Exterior & Interior / INTERIOR DESIGN
- Space Reservation: October 22 Material Close: October 29

Each issue is directly mailed to the target audience and posted online no later than 21 days from material close date



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