



VARIETY OF COLORS

SUNCOAST

BUILDING PRODUCTS & SERVICES INC.

FREE ESTIMATES

Recognized By Many Of Horry & Georgetown Counties' Building Contractors, Property Managers & Homeowners As The Premier Choice For Custom Seamless Gutters & Specialty Rain/Water Control Products

5" & 6" Seamless Gutters | Copper & Half Round Gutter
Pine/Leaf Protection and Gutter Guard Systems
Draining Installation | Gutter Cleaning | Maintenance | Repairs



SINCE 1999

1703 Park View Rd. • Conway • SC

www.SuncoastBuildingProducts.com

843-488-2249



Zeb Hill

Darryl Hill



OVER 30 YEARS EXPERIENCE
GUARANTEED BEST PRICE
LICENSED & INSURED
SC Specialty Contractor License #RBS35069



Visit Us In Booth 309 Feb. 19th-21st In MBCC

843-299-1274
12066 Highway 17 Bypass
Murrells Inlet, SC 29576



Outdoor Kitchens



Vanities



Kitchens

CONWAY CHAMBER OF COMMERCE



Conway Strong – Your Success Is Our Greatest Accomplishment – Shop Local

by Devin Parks, Director of Economic Development, Conway Chamber of Commerce

The Conway business community is no stranger to adversity. Over the past five years, they've weathered two thousand-year floods, the closing of the Main Street bridge for over six months and are now facing an unprecedented pandemic that has introduced one of the more uncertain economic climates this generation has ever seen. We know some market segments are thriving, but it is now more important than ever that we spotlight those businesses who are struggling despite their best efforts. For every drive-thru window you pass with cars wrapped around the restaurant, there are 10 businesses utilizing every resource at their disposal to ensure their employees receive a paycheck every week.

Here at the Conway Chamber of Commerce our mission remains the same. However, the means to that end have changed drastically over the past year. This year has been a reactive one. The days where in-person business meetings and constant talks of future development and progress seem like distant memories. Our focus has shifted towards taking care of the businesses that have taken care of us for so many years. Whether it be assistance with the Payment Protection Program, unemployment filings, Minority and Small Business applications or just weeding through all

of the overwhelming and sometimes misleading information we come across on social media. As the local small business community fares, so does its Chamber of Commerce. So please remember now more than ever, **Shop Local!**

Although my work primarily focuses on the Conway area, if you are a small business in Horry County, you're one of us. If you are unaware of the relief packages your business may qualify for, give me a call and let me help. If I don't have the answer we will work together and figure it out. As so many local businesses have already

shown us throughout our recent trials, there's prudence in resiliency. With each other's help and support, this too shall pass. On that note, let's take a moment to move in to 2021 on a positive note by reflecting on some of the silver linings the cloud that is 2020 sent our way.



Let's begin with the amazing holiday season we just experienced in Conway. Driving over the Main Street bridge at night was truly a spectacular sight. Christmas lights wrapping trees as far as the eye could see, paired perfectly with CCU flags lining the streets and even



Chanticleers painted on the sidewalks! I applaud the City of Conway and all of their efforts to bring some holiday cheer during such difficult times. We certainly had our reservations in holding the Conway Christmas Parade, but as always our community's support exceeded our wildest expectations. Personally, it meant so much to us to see



all of you. I now know for sure that you can still tell when someone is smiling even if they have a mask on!

I think we can all agree, no Horry County 2020 silver lining story had a more positive impact on our community's moral and economic health than the Cinderella story that is our Chanticleer football team. From an economic development standpoint, Coastal's bowl loss is irrelevant. This was without a doubt the greatest football season in Chanticleer history. Let me throw a few stats your way. Just 30 seconds of coverage on ESPN's



College Gameday equates to roughly \$50,000 in advertisement dollars. Nationwide, over 2 million viewers tuned in to watch the BYU game. Now let's pretend we have never heard of Conway, let alone the Grand Strand. This scenario holds true for over 40% of that audience. These viewers were introduced to a football team that was setting records on a weekly basis and having an absolute blast doing so.

Viewers tuned in to segments focusing on the quality of life we enjoy here in Horry County. They saw our beautiful beaches, our quiet scenic blackwaters of the Waccamaw River and college town painted with teal as far as the eye could see. Make no mistake, fun is contagious. People gravitate towards it; they want to work around it and raise their families in it. Conway, South Carolina, population of 27,000 people, reached the homes of hundreds of thousands of residents around the nation for the first time ever and they loved what they saw. So, I ask you, what

price tag would you place on this type of exposure?

So, as we (gratefully) move into this new year, let's not forget the tangibles that make our community such a special place to shop, play and live in. Let's make a conscience effort to stop in and shop our local businesses that have been a

staple in our community for so long. Let's focus on the positives we did see in 2020 and celebrate the insight we've gained during such trying times. Our sincerest thanks go out to our Chamber members. Our motto holds true in 2021 as it always has.. YOUR success is our greatest accomplishment!

For further information call (843) 248-2273 or email DevinParks@ConwaySCNow.com. ■