



NORTH MYRTLE BEACH
CHAMBER OF COMMERCE
Convention & Visitors Bureau

POSITION OVERVIEW

**North Myrtle Beach Chamber of Commerce
Convention & Visitors Bureau**

President and Chief Executive Officer



NORTH MYRTLE
BEACH



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ABOUT NORTH MYRTLE BEACH, SC

In 1968, four small beach towns - Windy Hill Beach, Crescent Beach, Ocean Drive Beach and Cherry Grove Beach - located on the northern edge of the Grand Strand, joined forces to form the City of North Myrtle Beach, South Carolina. Their shared goal was to provide unmatched services to its residents and tourists; create a unique, safe beach community; and offer a place with superb recreation and vacation facilities. This goal has not only been met but surpassed with the growing number of tourists who visit North Myrtle Beach each year and the increasing number of residents who are relocating to the North Myrtle Beach area. The City of North Myrtle Beach is now home to more than 15,000 permanent residents; with many others calling North Myrtle Beach home during vacations and weekend trips throughout the year.

The City of North Myrtle Beach is the birthplace of the Shag, the official South Carolina State Dance. The Ocean Drive section of North Myrtle Beach, referred to as "OD" by local residents, is the host of two, weeklong "migrations" of shaggers in April and September of every year. Sponsored by the Society of Stranders (SOS), the events bring thousands of devotees of this unique dance to North Myrtle Beach's Main Street to shag, party and visit with old friends. The Shag dance originated in North Myrtle Beach and is a cross between the jitterbug and swing dancing, combining fancy footwork and smooth moves.

North Myrtle Beach's Main Street is a great place to shop at unique boutiques, eat at local, family-owned restaurants, or walk on the wide sandy beaches for which North Myrtle Beach is famous. The Ocean Drive section is located in the heart of North Myrtle Beach. At Ocean Drive, you will find the North Myrtle Beach post office, Horry County Library (North Myrtle Beach Branch), and the City of North Myrtle Beach municipal complex and many national retailers and restaurants.

The Cherry Grove section of North Myrtle Beach offers some of the best surf fishing opportunities on the Grand Strand. Several marinas in Cherry Grove offer charter boats and deep sea fishing in the Gulf Stream of the Atlantic Ocean. If you want a personalized fishing tour, you can rent a boat for the day and fish the Intracoastal Waterway and the creeks and rivers accessible from it.



VISITORS GUIDE

The North Myrtle Beach Chamber of Commerce, CVB Visitors Guide is the "official" Visitors Guide of North Myrtle Beach. Inside you will find the best beach vacation rentals, restaurants, shopping, and fun things to do in North Myrtle Beach; where you can be yourself and "Just Coast".

Click [here](#) to request the Visitors Guide

RELOCATION GUIDE

The North Myrtle Beach Chamber of Commerce, CVB Relocation Guide includes a business directory, church directory, demographics, maps, school information, real estate, attorneys, banks, healthcare, insurance, and all of the information you need to relocate to the North Myrtle Beach area. This Guide is beneficial for chamber members looking to make a strong impact among those looking to live, work or retire in the North Myrtle Beach area.

Click [here](#) to request the Relocation Guide

PARKS AND RECREATION

The Parks and Recreation maintains 11 parks and over 240 beach accesses. Through parks and open spaces, the city provides opportunities for recreation while preserving the environment. The community recreation center and local parks provide a safe environment for affordable programs and community events. Individuals and families are able to enjoy active lifestyles promoting health, fitness, social interaction and overall wellbeing.

Through special events and upscale sports facilities, the City of North Myrtle Beach Parks and Recreation department increases tourism and promotes the local economy. The city's annual calendar of events and festivals is full of distinctive celebrations offering live music, family fun entertainment and great social settings.

Click [here](#) for more information.

ABOUT NORTH MYRTLE BEACH CHAMBER OF COMMERCE CONVENTION & VISITORS BUREAU

Purpose

The North Myrtle Beach Chamber of Commerce, CVB is organized to advance the general welfare and prosperity of the North Myrtle Beach Area so that its citizens and all areas of its business community shall prosper. All necessary means of promotion shall be provided, and particular attention and emphasis shall be given to the economic, civic, commercial, cultural, industrial and educational interests of the area.

Vision Statement

"The vision of the North Myrtle Beach Chamber of Commerce is to transform the organization into one of the preeminent chambers of commerce in America."

Mission Statement

"The mission of the North Myrtle Beach Chamber of Commerce is to advance the prosperity of North Myrtle Beach." The chamber has enjoyed unprecedented growth throughout the last eighteen years of operation, due mainly to the dedicated employees and board of directors who spend countless hours behind the scenes helping to build the local economy, improve the quality of life for visitors and residents, and provide vital services for chamber members.

The North Myrtle Beach Chamber of Commerce, CVB is a place where area businesses and residents come together under the common bond of prosperity and development of the North Myrtle Beach area.



Our board of directors has adopted the following five strategic areas of focus:

- Grow the North Myrtle Beach Visitor and Destination Market;
- Diversify the North Myrtle Beach economy;
- Serve as a voice of business;
- Focus on our members;
- Communicate our story.

For more information on the North Myrtle Beach Chamber of Commerce, CVB click [here](#).

POSITION SUMMARY

PURPOSE

The President and Chief Executive Officer is ultimately responsible for the total operations of the organization providing leadership and direction to both the elected officers, board of directors, and employed associates.

PRIMARY RESPONSIBILITIES

The President / CEO is the chief executive / administrative officer of the organization. Duties are subject to the direction of the Executive Committee and Board of Directors. The President manages the property, business affairs, and staff associates of the chamber. The President is accountable to the Board of Directors for the development and coordination of the Annual Business Plan (Program of Work), organizational structure, and policies and procedures adopted by the board. The scope of work also includes volunteer / leadership development, motivation, all income and expenditures, maintaining and growing membership, employment, training and development of staff, as well as the initiating of the Strategic Planning Process to include short and long-term goals.

I. Planning

The President will work collaboratively with the officers, directors, and members, to develop:

- a. Annual Business Plan with long and short-term objectives.
- b. Annual Budget to achieve these objectives.
- c. Overall responsibility to include the continued direction of private sector solicitation and fundraising, and the ongoing effort in the building of the Chamber's foundation.
- d. Direct brand/destination development and enhancement.
- e. Overall responsibility to include the continued direction of private sector solicitation and fundraising, and the ongoing effort in the building of the Chamber's foundation.

2. Policy

The Chamber President will develop, monitor, and evaluate:

- a. Organizational structure to accomplish the objectives.
- b. Appropriate financial, legal, and operational policies and procedures to support effectiveness.
- c. Direction and guidance to key stakeholders including the Board of Directors, volunteers, and professional staff regarding the organization's purpose, vision, mission, and policy positions.

3. Financial Management

The Chamber President will:

- a. Supervise the preparation and maintenance of all records, reports, and legal documents
- b. Present an annual budget recommendation that adequately funds the identified needs.
- c. Supervise all investments and expenditures against the approved budget.
- d. Cause a monthly financial statement to be presented to the board for approval.
- e. Cause the preparation and presentation of a year-end report (Audit) on the organizations' finances and activities (Annual Report).

In addressing these responsibilities regarding finance, the President shall work collaboratively with the Chief Financial Officer and the Treasurer and Finance Committee of the organization.

4. Professional Staff Development

The President is responsible for the employment, development, training, and supervision of all staff associates including responsibility for:

- a. Efficient performance of duties.
- b. Annual performance reviews and evaluations for all staff.
- c. Defining the job descriptions for all personnel.
- d. Creation of working conditions conducive to maximum performance and employee morale.
- e. Develops and manages a staff to facilitate tourism related affairs

5. Membership

The President is responsible for the retention and growth of the chamber membership including:

- a. Motivating and leading the members to support the chamber personally and financially.
- b. Seeking ways to determine and interpret the needs of the chamber members and that these needs are met.
- c. Assuring for the quality of the products and services provided to the members.

6. Community

The President is responsible for representing the organization throughout the community to include:

- a. Serving as an official spokesperson for the organization and business community.
- b. Influencing issues to enhance the economic prosperity of the community.
- c. Representing the chamber at the local, state, and federal levels by advancing the positions and objectives of the organization in achieving the stated vision and mission as approved by the board of directors.

REQUIRED KNOWLEDGE, SKILLS, AND ABILITIES

The President / CEO of the North Myrtle Beach Chamber of Commerce, Convention & Visitors Bureau, by virtue of this position, is held in high regard throughout the community. Knowledge, skills, and abilities, are expected to be exemplary in all respects with the following minimum standards:

- BA/BS degree from an accredited college or university (Commensurate business/ organizational experience may be considered).
- Minimum of Five years' experience as the President / CEO of a chamber of commerce, non-profit community-based organization, or trade association.
- CVB/DMO leadership experience is desirable.
- In-depth knowledge of the tourism industry, its distribution channels, and its customer base is critical.
- A thorough understanding of destination marketing and the business challenges.
- Up-to-date on technology and trends as it relates to the industry.
- Excellent communication skills, both oral and written.
- Excellent organization and people skills.
- Experience in leading multi-tasked, membership-based organization.
- Participation / graduation from the US Chamber's Institute for Organizational Management (IOM) and / or participation, certification by the American Chamber of Commerce Executives Association (ACCE) and achieving the CCE (Certified Chamber Executive) designation.
- Experienced with up-to-date office technology including the use of personal computers, laptops, fax and copy machines, and how to use equipment in the most efficient capacity.

IDEAL CHARACTERISTICS

- A passionate and an inspirational leader that can support and act within a team environment.
- A successful track record building alliances with a wide range of constituents.
- Active within the community.
- An individual with a high likeability factor who is charismatic, confident and humble.
- Energetic leader who is visible and viewed as the community ambassador.

IDEAL CHARACTERISTICS (CONTINUED)

- Dynamic
- Diplomatic
- Politically savvy
- Consensus builder
- Visionary
- Transparent
- Genuine
- Leadership

PRIORITIES FOR FIRST SIX MONTHS

- Immediately form strong and meaningful relationships with all stakeholder groups and evaluate their input and concerns. Constituents include but are not limited to staff, board, industry leaders, local business leaders, city, county and state elected officials, other partners and vendors.
- Assess current budget and explore opportunities for additional funding and cooperative marketing.
- Assess the operation of the organization including: staff, current programs, finances and deployment.

If this could be a great opportunity to extend your professional reach, please respond through the [SearchWide](#) website or email your resume to the following SearchWide Executive:



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