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"Greater Myrtle Beach Collaborative" Unveiled as Enterprise Identity for Myrtle Beach Area Chamber, Visit Myrtle Beach and Affiliated Organizations

Restructuring establishes unified approach to better serve region



Pictured: The Greater Myrtle Beach Collaborative was officially launched on April 16 during the Myrtle Beach Area Chamber of Commerce's Annual Meeting and Awards Dinner, held at the Marriott Myrtle Beach Resort & Spa at Grande Dunes.

MYRTLE BEACH, S.C.—The Greater Myrtle Beach Collaborative has officially launched as the new enterprise identity established to enhance the efforts of the Myrtle Beach Area Chamber of Commerce (MBACC) and Visit Myrtle Beach, along with Partnership Grand Strand, Collaborate2031, Leadership Grand Strand, Grand Strand Young Professionals and additional initiatives. Through "The Collaborative," these organizations will serve under a single platform dedicated to driving economic prosperity and improving quality of life throughout the greater Myrtle Beach area.

Business leaders, elected officials and community partners came together on April 16 during the organization's 2026 Annual Meeting at Marriott Myrtle Beach Resort & Spa at Grande Dunes to learn

more about The Collaborative and how it will streamline processes to more efficiently and effectively serve the community.

"Our organizations have evolved far beyond what a traditional chamber of commerce and convention and visitors bureau looks like," said Matt Pivarnik, CEO of the Greater Myrtle Beach Collaborative. "The Collaborative reflects the breadth and impact of what we do together, from advocating for businesses and marketing one of America's most visited destinations to driving long-term regional prosperity. This overarching identity gives our stakeholders and our community a clearer picture of who we are, what each organization does and how we're serving the greater Myrtle Beach area."

Greater Myrtle Beach Collaborative encompasses:

- **Myrtle Beach Area Chamber of Commerce**: business advocacy, membership services and community engagement
- **Visit Myrtle Beach:** tourism marketing, destination promotion, convention sales and sports tourism
- **Partnership Grand Strand:** economic vitality, talent and business recruitment
- **Collaborate2031:** the region's five-year strategic initiative for growth and quality of place
- **Leadership Grand Strand** & **Grand Strand Young Professionals**: leadership, professional development, workforce and talent attraction/retention programs under the Myrtle Beach Area Chamber

The introduction of The Collaborative will provide a connective framework that aligns the efforts of each individual organization toward shared goals. The mission of each organization under its helm will remain the same. For example, MBACC will continue to serve its members and advocate for business while Visit Myrtle Beach will continue to promote the region as a top tourism destination and provide visitor services to support the local economy.

Greater Myrtle Beach Collaborative values are:

1. **Passion & Love for Community (Almost Obsessive):** We have an extraordinary love for the Greater Myrtle Beach Region and a deep commitment to the people we serve and work alongside
2. **Collaboration (Shared Wins Over Credit):** We collaborate across our organizations and community to move the region forward, putting shared wins over individual recognition
3. **Vision (Future-Focused):** We look ahead and develop long-term strategies that position our region for continued success
4. **Integrity & Ethics (Non-Negotiable):** We do what is right, always, with honesty, transparency and accountability
5. **Excellence & Quality (In Everything We Do):** We strive for excellence, deliver high-quality outcomes and hold ourselves and each other to high standards

"This announcement is very exciting for our community," said Dr. Lori Heafner, Board Chair for The Collaborative and the Vice President for Academic Affairs for Horry-Georgetown Technical College. "Through this restructuring and new enterprise, the missions of the Chamber, Visit Myrtle Beach and affiliated organizations become clearer, shared processes become more streamlined and ultimately, our growing communities are better served. This is an exciting time for our entire region, and the Greater Myrtle Beach Collaborative will help lead the way for our future endeavors."

In the coming months, The Collaborative brand will begin appearing alongside existing brands in communications, at events and across digital platforms. A dedicated web presence has launched at GreaterMyrtleBeachCollaborative.com providing information about the organizational structure, mission, leadership and initiatives.

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Editor's Note: *Logos for the Greater Myrtle Beach Collaborative can be downloaded HERE. Contact Marlane White for images from the Annual Meeting.*

About the Greater Myrtle Beach Collaborative:
The Greater Myrtle Beach Collaborative is an enterprise organization driving economic prosperity for the greater Myrtle Beach region. Through its entities like the Myrtle Beach Area Chamber of Commerce, Visit Myrtle Beach, Partnership Grand Strand, and community and leadership initiatives, the Collaborative aligns business advocacy, tourism marketing, economic community development and regional leadership under one strategic platform. Learn more at GreaterMyrtleBeachCollaborative.com.