

| Tourism Expenditure Applications & Recommendations | 2016 | | 2017 | | 2018 | | Comment |
|---|------------------|------------------|------------------|--------------------------|----------------------|---------------|---------------------------------|
| | Council Approved | Council Approved | Request | Committee Recommendation | Staff Recommendation | | |
| Atlantic Stage | - | - | - | - | - | - | Committee Rec |
| Carolina Master Chorale | 20,000 | 20,000 | 30,000 | 25,000 | 25,000 | 25,000 | Committee Rec |
| Children's Museum of SC | 30,000 | 30,000 | 59,400 | 30,000 | 30,000 | 30,000 | Committee Rec |
| Coastal Youth Ballet | 5,000 | 2,500 | - | - | - | - | Committee Rec |
| F. G. B. - S. B. C. Art Museum | 100,000 | 100,000 | 120,000 | 75,000 | 75,000 | 75,000 | Committee Rec |
| FPC Concerts, Inc. | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | 15,000 | Committee Rec |
| Gold Key Jazz Society | - | - | - | - | - | - | Committee Rec |
| Long Bay Symphony | 50,000 | 50,000 | 75,000 | 50,000 | 50,000 | 50,000 | Committee Rec |
| Myrtle Beach Film Festival | 10,000 | 10,000 | 40,000 | 10,000 | 10,000 | 10,000 | Committee Rec |
| Palmetto Studios Arts Alliance | 25,000 | 25,000 | 50,000 | - | - | - | Committee Rec |
| South by South East (SxSE) | - | 5,000 | 20,000 | - | 2,500 | 2,500 | Other |
| Waccamaw Arts & Crafts Guild | 15,000 | 15,000 | 36,000 | 15,000 | 15,000 | 15,000 | Committee Rec |
| Arts Total | 270,000 | 272,500 | 445,400 | 220,000 | 222,500 | | |
| Arts % | 35.43% | 30.81% | 22.04% | 27.18% | 31.33% | | |
| Baseball at The Beach | 40,000 | 40,000 | 60,000 | 30,000 | 28,500 | 28,500 | Committee less 5% |
| Beach Ball Classic, Inc. | 50,000 | 50,000 | 60,000 | 50,000 | 47,500 | 47,500 | Committee less 5% |
| Beach United FC | - | - | 50,350 | 10,000 | 5,000 | 5,000 | Other |
| Claire Chapin Epps Family YMCA | 50,000 | 50,000 | 70,000 | 50,000 | 50,000 | 50,000 | Other |
| Coastal Futbol Alliance | 30,000 | 20,000 | 30,000 | 20,000 | 9,500 | 9,500 | Committee less 5% |
| Grand Strand Juniors | - | 5,000 | 55,000 | 10,000 | 9,500 | 9,500 | Committee less 5% |
| Mingo Bay Classic Baseball Tourna | 15,000 | 15,000 | 20,000 | 15,000 | 14,250 | 14,250 | Committee less 5% |
| Myrtle Beach Golf Holiday | 40,000 | 30,000 | 70,000 | 30,000 | 28,500 | 28,500 | Committee less 5% |
| Myrtle Beach Highland Games ² | - | 10,000 | - | - | - | - | N/A |
| Myrtle Beach Pelicans ¹ | 5,000 | 5,000 | 10,000 | 5,000 | 5,000 | 5,000 | Committee Rec |
| Myrtle Beach Track & Field | - | - | 15,000 | 2,500 | 2,500 | 2,500 | Committee Rec |
| Native Sons Salt Games | 10,000 | 10,000 | 30,000 | 10,000 | 10,000 | 10,000 | Committee Rec |
| North South Game Committee, Inc. | 20,000 | 15,000 | 25,000 | 15,000 | 10,000 | 10,000 | Other |
| Sports Total | 260,000 | 250,000 | 495,350 | 247,500 | 220,250 | | |
| Sports % | 34.12% | 28.26% | 24.51% | 30.57% | 31.01% | | |
| Carolina Country Music Festival | 75,000 | 75,000 | 150,000 | 75,000 | 75,000 | 75,000 | Based on ROI |
| Coastal Uncorked | 50,000 | 50,000 | 60,000 | 50,000 | 47,500 | 47,500 | Committee less 5% |
| Cross Roads | - | 30,000 | - | 30,000 | - | - | Covered in NH Budget |
| Five Points Business Association | - | 10,000 | 75,000 | - | - | - | MID |
| Kaaba Temple | 10,000 | - | 30,000 | 5,000 | 4,750 | 4,750 | Committee less 5% |
| Myrtle Beach Downtown Redevelop | - | 75,000 | 150,000 | 50,000 | 50,000 | 50,000 | Committee Rec |
| Myrtle Beach Jeep Jam | - | - | 50,000 | 10,000 | 10,000 | 10,000 | Committee Rec |
| Ocean Front Merchants Association | - | 30,000 | 150,000 | 75,000 | - | - | MID |
| Palmetto Event Production, Inc. | 20,000 | 10,000 | 20,000 | 10,000 | 9,500 | 9,500 | Committee Rec |
| Palmetto Partners | 20,000 | 20,000 | 30,000 | 20,000 | 19,000 | 19,000 | Committee less 5% |
| Pee Dee Street Rodders | - | - | 35,000 | 5,000 | 5,000 | 5,000 | Discuss Chaitable Contributions |
| Sons & Daughters of Italy | 7,000 | 7,000 | 25,000 | 7,000 | 6,650 | 6,650 | Committee less 5% |
| South Atlantic Shrine Association | 40,000 | 40,000 | 60,000 | - | 40,000 | 40,000 | Based on ROI |
| Event Total | 222,000 | 347,000 | 835,000 | 337,000 | 267,400 | | |
| Event % | 29.13% | 39.23% | 41.31% | 41.63% | 37.65% | | |
| Champion Autism Network | - | 5,000 | 25,550 | 5,000 | - | - | Move to Outside Agencies |
| Coast RTA | - | - | 219,780 | - | - | - | Move to Outside Agencies |
| Crown of the Carolinas | 10,000 | 10,000 | - | - | - | - | Committee Rec |
| Other Total | 10,000 | 15,000 | 245,330 | 5,000 | - | | |
| Other % | | | | | | | |
| Total Available | 762,000 | 884,500 | 2,021,080 | 809,500 | 710,150 | 99,350 | |