

**From:** Pat Goodwin [mailto:pgoodwin@myrtlebeachartmuseum.org]  
**Sent:** Monday, July 30, 2018 2:25 PM  
**To:** John Pedersen <JPedersen@cityofmyrtlebeach.com>  
**Subject:** Art Museum ATax request

July 31, 2018

Dear John,

The Art Museum is writing to request \$10,000 in Accommodations Tax support for the Museum's five-month strategic plan for marketing our vibrant, educational and fresh approach to the visual arts to the outlying, heavily-populated areas of Charleston and Florence, SC, as well as Wilmington, NC.

Our first advertising campaign will feature the Museum's exhibition ***Making Waves: A Drew Brophy Retrospective***, which has proven to be extremely popular with a new-to-the Museum demographic – the surf community, who we've found to be amazingly receptive of the Museum and its programming for all ages. We're confident that a marketing campaign featuring this exhibition in the above listed areas, which – excluding Florence – are home to sizeable surfing communities in places like Folly Beach and Wrightsville Beach, will be a great source of potentially new visitors to the Art Museum and to Myrtle Beach.

Our marketing plan includes a mix of print and digital ads in the form of billboards, newspaper and magazine ads and social media ads in Charleston, Florence and Wilmington. These ads will also run along the Grand Strand so as to attract visitors in our area who may not be aware of the Art Museum's goings-on. Once ***Making Waves*** closes in mid-September, we'll change our ad artwork. The new artwork will run through the end of the year, to feature a general ad about the Art Museum, with the hope of attracting the attention of an even larger audience, who may not have been initially lured by our ***Making Waves*** exhibition advertising. The goal is to target both an audience of all ages and all socio-economic backgrounds, as we stand firm that art should be public, inclusive and open to all. And we want everyone to know that the Art Museum of Myrtle Beach is here for them to enjoy.

Please let me know if you require any additional information. Thank you for considering.

 PATRICIA GOODWIN  
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MyrtleBeachArtMuseum.org  
GREAT ART,  
GREAT EXPERIENCES

