



## **Myrtle Beach Area Chamber of Commerce Statement on Crime Stats**

The Myrtle Beach Area Chamber of Commerce (MBACC) and Convention and Visitors Bureau (CVB) is aware of reports citing Myrtle Beach as having a high crime rate. While we take every concern about safety seriously, it's important to put these rankings in context and highlight the ongoing efforts that our community, local government and law enforcement are making to ensure the well-being of our residents and visitors.

Myrtle Beach is a vibrant, growing city that welcomes millions of visitors each year. Crime and traffic accident data is sometimes presented in such a way that Myrtle Beach ends up on a list. However, the facts are that Myrtle Beach is considerably safer than such reports might indicate. The information is inaccurate and misleading because such rankings are based on per-capita numbers (only the people who live here full-time), not on the total number of residents and visitors (effective population - includes transient population) that we welcome each year.

As one of the country's most popular beach destinations, the Grand Strand welcomes more than 17 million visitors to the region each year. Therefore, the City of Myrtle Beach's effective daily population is 10 times greater than its permanent population. This is especially the case during the peak season of summer.

If crime rankings were to use the city's effective population instead of the per-capita amount, Myrtle Beach would be listed among the safest cities.

Furthermore, the number of actual crimes has decreased significantly in the past 20 years, according to the most recent crime statistics.

Bottomline, Myrtle Beach is safe for both residents and visitors.

At the same time, we recognize that with any popular destination, there are challenges that arise, and we are actively addressing them through partnerships with municipalities, local law enforcement agencies and community organizations like Keep Myrtle Beach Beautiful to build a safer, more secure environment for everyone.

The chamber and CVB is also investing in public safety by continuing to provide an Accommodations Tax proviso giving money back to Horry County and the City of Myrtle Beach toward the recruitment, training, and retention of law enforcement officers and public safety personnel.

At the same time, our local police departments are making significant strides in crime prevention, implementing new technologies, increasing patrols, and strengthening partnerships with local

businesses and community groups. These efforts have led to a steady decline in crime rates, and we are committed to continuing this positive trend.

We remain committed to making Myrtle Beach a safe and welcoming place for all, and we will continue working closely with the community to address safety concerns and foster an environment of growth and security.

Please visit [www.keepingmyrtlebeachsafe.com/safetystats](http://www.keepingmyrtlebeachsafe.com/safetystats) for further information or reach out to the chamber's Director of Communications Marlane White at (843) 916-7295 or [Marlane.White@VisitMyrtleBeach.com](mailto:Marlane.White@VisitMyrtleBeach.com).

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