



Partnership Grand Strand Bulletin
FEBRUARY, 2025
Series 3, Issue 2

February is one of those times of the year that we pause to tell others how much we appreciate them.

This month, PGS wanted to let each and every one of the companies, people, organizations and sponsors that support our mission of improving the quality of life in the Grand Strand know...

We Appreciate You!



SAVE THE DATE

MARK YOUR CALENDARS and plan to attend these great events:

February 19, 5:00-7:00pm - The First BIG MIXER of the Year
March 27, 5:00-7:00pm - MINI MIXER

NEW - TEXT MESSAGING SERVICE

As you know, PGS spends a high percentage of our time listening to and learning from our investors and local independent business partners. Since our last newsletter, we have been trying to understand the best way to keep everyone informed surrounding our initiatives. Our Community Advisory Committee explained that email communications often get lost among the multiple emails they receive daily. They agreed that multiple methods of communication are needed.

We listened and responded. ***We identified a solution that would allow us to share news about our events and opportunities, without clogging up your emails.***

We are super excited to introduce **SMS Text Messaging** to the suite of PGS communication tools. (Please note that the newsletter will still continue monthly. The text messaging will be used primarily for event reminders.)



Here's what we have uncovered...

Text messaging:

- has a 98% open rate,
- response rates that are 3x higher than e-mail
- 90% of consumers respond

It's easy to register...
text the word "Join" and your email address to
(315) 903-3914

Sign up today, and never miss another PGS event that might benefit you and your business!

The BIG Deal Contest is back for 2025!

Now is the perfect time for **local businesses to have a chance to shine!**



Encourage customers to post selfies showcasing your business or service on social media. Make sure they use **#BIGDealContest** and tag **@partnershipgrandstrand** on Facebook and Instagram!

Businesses who are interested in participating can **[click here to register!](#)**

Each month, one lucky business will snag lunch on us AND a bonus round of social media shout-outs!

Let's get the community talking about our local businesses and see who becomes **the next BIG Deal!**

Let's Mix Things Up in 2025!

We're kicking off the year with something fresh and exciting: our brand-new **Mini Mixer series!**

These bite-sized networking events are designed to pack a punch and perfectly complement our signature **BIG Mixer events** throughout the year.

Success story alert:

At our very first Mini Mixer on January 14, one attendee scored a deal within hours of the event! That's the power of purposeful networking in action.



Up next?

The BIG Mixer is making its grand debut on **February 19, 5–7 PM**, at the **Robert H. Reed Recreation Center**.

Don't miss your chance to connect, collaborate, and make big moves.

👉 Ready to join the fun? [CLICK HERE to register!](#)

Talent Tips Workforce Forum Recap!

What an incredible day at our Talent Tips Workforce Forum! Local businesses, Horry County Schools, Coastal Carolina University, and Horry-Georgetown Technical College came together to gain valuable insights on attracting and retaining top talent.



A huge thank you to our expert speakers:

- Wylondria Jefferson – SC Department of Employment & Workforce
- Rebecca Battle-Bryant – Battle Consulting
- Amy Shields – Association of Chamber of Commerce Executives

From workforce trends to skills-based hiring and employee retention strategies, our attendees walked away with actionable solutions to strengthen their talent pipeline. Thank you to everyone who joined us—let's keep building a stronger workforce for Horry County!



Thank You to Our Amazing Employer Partners!

We're excited to share that employer registration for the **Myrtle Beach Community Hiring Event** last week was sold out! The enthusiasm from local businesses to connect with motivated, job-ready candidates from our community has been incredible.



Events like this highlight *the power of partnership*, bringing together businesses eager to make an impact and individuals seeking meaningful opportunities to build a brighter future.

For those who couldn't secure a spot this time, we truly value your interest and encourage you to stay connected for updates on future events and initiatives.

Your commitment to fostering a stronger, more inclusive workforce makes all the difference.

Management Training Series – Invest in Your Team's Future!

Looking to cultivate strong leaders within your organization?

Our Management Training Series is the perfect opportunity to equip your young professionals with the skills and confidence they need to excel in management roles and navigate today's workplace challenges.



Why Send Your Team?

- Enhance leadership and decision-making abilities
- Build a foundation for effective management
- Empower employees to tackle complex challenges with confidence

Give your employees the tools to thrive and strengthen your organization's future.

Stay tuned for launch details—this is an investment in growth you won't want to miss!

PGS PODCAST

Coming Up Next on *Thrivin' at the Beach*



Have you been tuning in?

You can find us on the [PGS YouTube page](#) wherever you get your podcasts to get a 'behind the scenes' peek at all the great things brewing in our community. A new episode airs every other Tuesday morning.

So take *Thrivin'* with you on your morning commute!

THIS MONTH'S GUESTS:

- January 28 - Dr. Michael Benson, Coastal Carolina University
- February 11- Bruce Bailey, Tidelands Health
- February 25 - Howard Waldie IV, City of Myrtle Beach

For more info on Thrivin' at the Beach, visit our [website](#).

Tune in... and keep thrivin'!

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