

**MYRTLE BEACH AREA CHAMBER OF COMMERCE - Horry County A-TAX REPORT  
1st Quarter 2019 Tourism Spending**

<b>Marketing Investment</b>	<b>Vendor Name</b>	<b>Vendor / Transaction Description</b>	<b>Total</b>
Digital	Flip To, Llc	advocacy platform for DMO	\$1,583
		Social Platform	\$1,805
	Visibility & Conversions, Llc	Feb digital campaign	\$58,998
		January digital campaign	\$62,100
		March digital campaign	\$123,054
<b>Digital Total</b>			<b>\$247,539</b>
Traditional	The Brandon Agency	Facebook ads Oct adv camping	\$200
		Lamar outdoor adv Jan campground	\$524
		Lamar Outdoor Adv Nov Dec Jan camping	\$2,118
		Lamar Outdoor Dec Adv campground	\$786
		March Lamar Ad. Campground	\$524
<b>Traditional Total</b>			<b>\$4,151</b>
<b>Grand Total</b>			<b>\$251,690</b>