

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

<b>Marketing Investment</b>	<b>Vendor Name</b>	<b>Vendor / Transaction Description</b>	<b>Total</b>
Air Service	Visibility & Conversions, Llc	March digital campaign	\$17,500
<b>Air Service Total</b>			<b>\$17,500</b>
Creative Development	Adobe Systems Inc	February internet analytics	\$225
		Jan internet analytics	\$225
		March internet analytics	\$225
	Cross Border Trans Fee	Video Production- spring	\$0
	Dnh Godaddy.Com	Domain Names	\$29
	Dropbox	ad design	\$20
		Software annual subscription	\$10
	Fs Techsmith	Photography	\$2
	John R Garber	Trademark Happiness in Waves	\$90
	Media Coast	web updates and maintenance	\$92
	Paypal Robbisch2	Photography	\$25
	Simpleview Llc	CRM Licensing	\$2,700
		Support Act-On Contacts	\$567
		Support, Act-On Contacts	\$567
Tulsa Connect	web server	\$83	
	Website server hosting	\$83	
Visual Destinations Llc	Feb web design services	\$890	
	January Web Design Services	\$890	
	March Web Design Services	\$890	
Voices Com	Video Production- spring	\$48	
<b>Creative Development Total</b>			<b>\$7,663</b>
Destination Publicity	Fahlgren Mortine	2019 Spring Campaign Mgmt	\$33
		Clipping and research services	\$2,829
		Feb Addtl Destination Pub.	\$18
		February Destination Publicity	\$1,326
		Highlight Reel	\$205
		January Destination Publicity	\$1,326
		March Addtl Destination Pub	\$42
		March Destination Publicity	\$1,326
		NYC Media In Maket Support	\$294
		Out of pocket expenses	\$214
		<b>Destination Publicity Total</b>	
Digital	Battle Strategies Llc	Facebook and Blog posting	\$551
	Employee Reimbursement	FB Live mileage	\$1
	Flip To, Llc	advocacy platform for DMO	\$503
	Taco Mundo	Facebook Live Video	\$5
<b>Digital Total</b>			<b>\$1,060</b>
General Consumer Promotion	Amex Gift Card	Trip package giveaway	\$5
	At&T Bill Payment	Special Marketing Cell	\$7
	Birdsall Voss & Associates	2019 Visitors Guide & Planner	\$1,355
	Capstone Event Group Llc	MB Marathon Sponsorship	\$1,500
	Cmt Chicago	Cubs Con Promo-transportation	\$6
	Coastal Carolina University	Athletic Sponsorship/Advertising	\$7,000
	Com-Connect Llc	Call Center & Live Chat March	\$2,718
		Feb Call Ctr/Chat	\$2,718
		Jan Call Ctr/Chat	\$2,718
		Mobile VC Promo Feb	\$214
		Mobile VC Promo March	\$510
		Jan Mobile VC	\$214
	Cross Border Trans Fee	Mobile Welcome Center Survey	\$2
	Ctm Media	Guides to AAA Offices	\$788
	Cumulus	Waves of Praise MB Contingency	\$1,000
	Emerald Loop Bar & Grill	Cubs Con Promo-food	\$2
	Employee Reimbursement	Mileage Sports Promos	\$3
	Expedia	Mid American Conf. Tournament	\$1
	Fedex	Cubs Con Promo-shipping	\$27

Hyatt Regency Chicago	Cubs Con Promo-food	\$1	
	Cubs Con Promo-hotel	\$47	
Img College, Llc	mktg, adv, sponsorship agree.	\$6,038	
Little River Welcome Center	Natl Tourism Week Promotion	\$20	
Mann Travels	Trip package giveaway	\$1,818	
Midland Paper	Digest Guide	\$19,392	
Mills Marketing Group	Consumer Tradeshow Rep	\$177	
Palmetto Ptnr S&T	Robotic Competition	\$2,000	
Pitney Bowes	to record postage @ 1/31/19	\$96	
	to record postage @ 2/28/19	\$99	
	to record postage @ 3/31/19	\$124	
Quicktapsurvey	Mobile Welcome Center Survey	\$160	
Riptydz	Trip package giveaway	\$100	
Sheraton Chicago Dining	Cubs Con Promo-food	\$2	
Starbucks B Clt	Cubs Con Promo-food	\$1	
State College Spikes	Spikes Baseball Sponsorship	\$8,500	
Times Printing Co. Inc.	2019 Case Bound Guide	\$12,482	
	2019 Digest Digital Vis. Guide	\$74	
	2019 Digest Vistor's Guide	\$15,845	
	2019 Visitor's map	\$4,637	
Ups	Bulk UPS Postage	\$341	
	Canada UPS Postage	\$22	
	Marketing UPS Postage	\$19	
	Sports Marketing UPS Postage	\$30	
Us Postal Service	exp monthly ppd pstg @ 1/31/19	\$3	
	exp monthly ppd pstg @ 2/28/19	\$1	
	exp monthly ppd pstg @ 3/31/19	\$1	
Wholefids Stv #10571	Cubs Con Promo-food	\$5	
Wildberry Cafe Iii	Cubs Con Promo-food	\$2	
Www.Shipnex.Com	Visitor Guide Ship to Germany	\$42	
Chili's	Cubs Con Promo-food	\$2	
Loco Gecko Capt Qtrs	Trip package giveaway	\$50	
Loco Gecko Crown Reef	Trip package giveaway	\$50	
Visitor Center	2 Visitor Centers Services	\$75,816	
<b>General Consumer Promotion Total</b>		<b>\$168,781</b>	
Groups	4Imprint	RCMA booth supplies	\$35
	7-Eleven	Site Visit mtgs	\$0
	Alabama Theatre	ABA Jan 2019	\$352
		Site Visit mtgs	\$16
	Amazon Marketplace	ABA	\$177
	American Air	ABA	\$41
		ABA	\$41
		ABA - luggage	\$5
		ABA - seat assign	\$5
		ABA luggage	\$5
		American Bus Assoc luggage	\$5
		Site Visit Sports	\$35
	American Bus Association	ABA registrations	\$309
		ABA sponsorship	\$950
		Sponsorship adv	\$550
	Amzn Mktp	ABA booth supplies	\$11
	Avis.Com	Site visit- specialty market	\$16
	Avista Resort	ABA Jan 2019	\$648
	Balloonopolis Llc	RCMA booth display	\$500
	Belk	ABA	\$11
		RCMA	\$5
	Birdsall Voss & Associates	2019 Visitors Guide & Planner	\$352
	Blue Waves	Travel South	\$52
	Brioche Doree	American Bus Assoc.food/bev.	\$1
	Brittain Resorts & Hotels	ABA Jan 2019	\$663
	Brookgreen Gardens	ABA Jan 2019	\$355
		group tour sponsorship	\$42

	Travel South 2019	\$191
	Travel South City Tour operators	\$220
	Travel South journalist tours	\$73
Candy Angelino	Travel South Volunteer parking	\$1
Carolina Limo/Bus	TVL SOUTH operator trans	\$258
Charles Janosick	Travel South Volunteer parking	\$2
Charlotte	American Bus Assoc.food/bev.	\$1
Continental Events & Sports Management Llc	NMB Divas Sponsorship	\$2,500
Cook Out Columbia.	SCSAE - Food	\$12
Costco Whse	Travel South Showcase volunteer supplies	\$14
	Travel South Journalist Gift Baskets	\$23
Creations From The Sand Llc	Travel South-Feb 2019	\$360
Croissants Bistro And Bak	Air Traffic Control Symposium	\$3
	SCSAE - Booth Cookies/Decorati	\$572
Crown Reef Resort	RCMA	\$141
Cvent, Inc	Profile pages	\$3,509
Cvs/Pharmacy	American Bus Assoc. food Bev.	\$2
DCR Music Inc	Travel South	\$216
	Travel South DR Koozies	\$62
DCR Productions	Travel South Darius Rucker	\$15,000
Delta Air	Connect Diversity Flight	\$57
	Site Visit mtgs	\$72
Destination Marketing International	Meetings/sprts impact calc.	\$935
Due North Consulting Inc	Sports Dest Mgmt banner ads	\$353
Elaine Michaud	Travel South Volunteer parking	\$2
Employee Reimbursement	SCSAE booth supplies	\$36
	Travel South	\$10
	Travel South Mileage	\$5
	Travel South tip at Rypidz	\$1
	Travel South Transportation tip	\$2
	Travel South-Tin Roof and HOB	\$2
	YMRC travel	\$7
	Travel South Gratuity for Sheraton	\$30
	Religious Conference Management Assoc.	\$23
Enterprise Rent-A-Car	Travel South Darius Rucker Trans	\$14
Envents	ABA booth disply	\$5,549
Facebook	Group Adv	\$144
	Group Adv- mtgs	\$132
Fastsigns	Travel South - Signage	\$14
Google Inc.	Feb group advertisement	\$569
	February group advertisement	\$463
	Jan group advertisement	\$464
	January group advertisement	\$559
Group Tour Media Inc	magazine ad	\$330
Grp Tvl Leader	MB Holiday Guides	\$838
	MB Student Guides	\$1,085
Heidis Comer	Travel South - food	\$21
	Travel South Journalist Meal	\$94
Helmsbriscoe Performance Group Inc	Profile Page	\$225
Hertz Rent-A-Car	Site Visit mtgs	\$4
HGTC Foundation	Travel South Journalist Prgm.	\$40
Hilton Garden Inn	Site Visit mtgs	\$17
Hollins Exposition Services	Religious Conference Management Assoc.	\$185
Hops Burger Bar	Religious Conference Management Assoc.	\$6
House Of Blues	Travel South event	\$7,304
If It'S Paper	SCSAE - Booth Decorations	\$42
	SCSAE - Giveaway Decorations	\$13
In Design The Sign Llc	SCSAE - Booth Sign	\$82
	Travel South signs	\$21
In Grey Ghost Bakery	ABA Booth giveaways	\$21
In Bloom Again	Travel South floral	\$8
Janie Lilly	Site Visit	\$30

Joes Bar & Grill	Site Visit- mtgs	\$19
Johnny D S Waffle House	Site Visit Sports	\$6
Kingston Plantation	RCMA	\$167
Kohls	ABA	\$16
Legacy Business Solutions	ABA 2019	\$680
Lindsay Shaffer Interpreting	Site Visit mtgs	\$44
Lowe's Foods	Travel South Journalist supplies	\$10
Margaritaville	Travel South	\$25
Marriott Louisville	ABA - hotel	\$120
	ABA lodging	\$113
Mb Art Museum	Travel South Journalist City Tours	\$20
Me Gusta Latin Kitchen &	American Bus Assoc.food bev.	\$7
Meeting Professional Int'L	WEC hosted buyer	\$1,200
MHD Services	Feb speciality marketin promo	\$367
	Jan speciality market promo	\$367
	March specialy market promo	\$367
	Site Visit mtgs	\$3
Mhrs Louisville Fb	ABA - food	\$1
	American Bus Assoc.food/bev.	\$4
Military Reunion Network	Advertising and listing	\$70
Mse Branded South Caroli	ABA - food	\$1
Multiview	NASC Adv	\$908
Myrtle Beach Communications	Travel South Showcase radios	\$17
Myrtle Beach Convention Center	Convention Center parking	\$1
	Parking for Travel South	\$1
	Travel South Parking	\$1
	Travel South- parking	\$1
Myrtle Beach Marriott	RCMA	\$83
Myrtle Beach Seaside Resorts	RCMA	\$123
Native Sons	Travel South logo items	\$512
Netronix Corporation	RCMA	\$73
New Wave Embroidery	Religious Conference Management Assoc.	\$1
Officemax/Depot	MIPIM - Bags for real estate c	\$2
One Stop Party Shop	MIPIM - Filler for bags for re	\$5
Original Benjamins	ABA Jan 2019	\$363
Outback	Site Visit mtgs	\$2
Palmetto Event Productions Inc	Travel South event	\$1,109
Panera Bread	American Bus Assoc.food bev.	\$2
Paris Sports Management	Jan and Feb expenses	\$115
	Jan expenses	\$58
	Jan sports marketing promo	\$1,539
	March Sports Marketing Promo	\$1,539
	Registrations and site visits	\$318
	Sports Marketing Promo Feb 19	\$1,539
Pf Changs #9205	Site Visit mtgs	\$2
Pilot	SCSAE - Food	\$4
Printing Port	VIP Group Discount Card	\$180
Proforma Executive Business Services	promo items-sunglasses	\$557
	VMB motorcoach pins	\$169
RCMA	RCMA registration	\$760
Ripley's Aquarium	Travel South Journalist Tour	\$4
Ripley's Mb Aq	Travel South City Tour	\$80
Riptydz	Travel South City Tour	\$77
Riptydz Oceanfront Grille	Site visit- specialty market	\$15
Rps Myrtle Beach	Air Traffic Control Symposium	\$0
	Site Visit Parking	\$2
Sam's Club	Travel South supplies	\$10
Sc Dept Of Prt	ITB booth registration	\$773
Scec	Site Visit	\$500
Scott Murphy	ABA Jan 19	\$127
Shell Oil	SCSAE - Food	\$3
Sheraton Gift Shop	Travel South - food	\$0

	Travel South- beverage	\$0	
Sheraton Hotel F/B	Religious Conference Management Assoc.	\$4	
Sheraton Hotels Greensbo	Religious Conference Management Assoc.	\$67	
Sheraton Mrtle Bch Conv	Travel South Media FAM rooms	\$283	
Smashburger Sdf	ABA - food	\$1	
Spinnaker Dme	Co-op Chicago event	\$625	
	Midwest Natl sales promo - Jan	\$220	
	Midwest Ntl sales promo Feb	\$220	
	Midwest Ntl Sales Promo March	\$220	
Sports Events Magazine	Full Page Display Ad	\$263	
Sports Fields, Inc DbA "Fields"	Mb research study	\$6,909	
Sree Hotels	ABA 2019	\$262	
Starbucks E Clt	ABA - food	\$1	
Starbucks Main Clt	ABA - food	\$0	
Surfwater Promotions	Travel South logo items	\$65	
T2H Advertising	MB Sports Center Web Jan-Mar website updates	\$12 \$135	
Team Travel Source	Team Travel Source site visit	\$99	
Tgi Fridays	ABA - food American Bus Assoc.food/bev.	\$2 \$2	
The Carolina Opry	ABA 2019	\$373	
The Chemist	Travel South	\$3	
The Home Depot	Travel South Journalist City T	\$17	
The Melting Pot	Travel South dinner	\$20	
Thomas Gymnastics Inc.	2019 Marketing Support	\$500	
Thoroughbreds Chophouse	Travel South Pre-FAM	\$284	
Times Printing Co. Inc.	MB Meeting & Group Planner	\$1,543	
Tin Roof	Travel South Journalist Meal	\$172	
Tinsley Family Con	ABA food and bev.	\$2	
Travel Insurance Policy	ABA flight	\$5	
Tripmedia Group, Inc.	Multi-media Package sports Multi-media Package	\$1,200 \$600	
Tst Bourbon Raw	ABA - food American Bus Assoc food/bev	\$5 \$5	
Tst The Claw House	Travel South Journalist FAM To	\$41	
Tst Wicked Tuna	Travel South Journalist City T	\$46	
Uber Trip	Religious Conference Management Assoc.	\$2	
Ultimate California Pizza	Travel South - Volunteer Meal	\$4	
Ultimate Gymnastics Academy	2019 Marketing Support	\$600	
Umg Commercial Svcs	TVL SOUTH	\$243	
Ups	Group Sales UPS Postage	\$21	
Us Postal Service	exp monthly ppd pstg @ 1/31/19 exp monthly ppd pstg @ 2/28/19 exp monthly ppd pstg @ 3/31/19	\$44 \$31 \$79	
Vidalia's Restaurant	Travel South Food and bev.	\$2	
Wendys #6238	Religious Conference Management Assoc.	\$0	
Wine & Design	Travel South City Tour	\$3	
Wine And Design South Myr	Travel South City Tour	\$161	
YMRC	Marketplace registration	\$90	
Young Plantations	American Bus Assoc. Pecans for booth	\$120	
Zoup! Louisville	American Bus Assoc. food Bev.	\$2	
Trvl Writers	Trvl Writers Towels; Trvl South	\$150	
East Coast Entertainment	TVL SOUTH	\$17,000	
Speedway	Travel South Van	\$2	
SCASAE	SCSAE - mileage to and from Co	\$176	
Simpson" In 4D	ABA 2019	\$356	
McDonald's	Site Visit mtgs	\$1	
Georgia Society Of Association Executives	GSAE - Registration	\$118	
<b>Groups Total</b>		<b>\$96,733</b>	
International Promotion	Coastal Carolina Assoc.Realtor	MIPIM meals expense	\$4
	Employee Reimbursement	MIPIM travel expenses	\$341
	Envoy Network Inc	January fulfillment	\$58

	Mann Travels	Trip package giveaway	\$81
	Travel Solutions By Design Corp	ACTA National 2019	\$64
		Big Bark Graphics Printing	\$79
		Canadian Adv Jan-Mar 2019	\$150
		Canadian rep Feb 2019	\$1,003
		Can-AmDays French Translation	\$95
		Candian Rep Jan 2019	\$1,003
		Discover America Canada 2019	\$27
		February Canadian Rep Mileage	\$48
		February Expenses	\$51
		ITB Berlin Expenses	\$250
		Jan 2019 mileage	\$24
		January expenses	\$57
		March 2019 Canadian Rep.	\$1,003
		MPI Toronto 2019	\$34
		Outdoor Adventure Show	\$182
		Promotional Items	\$92
		Site Canada 2019	\$45
		SKAL Int Toronoto 2019	\$63
		TMAC 2019	\$21
		Travel & Vacation Show Ottawa	\$151
	Travel South Usa	WTM London	\$9
	Travelbrands	2019 TravelBrands MP	\$480
	Travmedia Usa Llc	2019 US Exhibitor	\$403
<b>International Promotion Total</b>			<b>\$5,820</b>
Research	All The Rooms	Data Reports	\$414
	Arrivalist	Research site visitation	\$3,870
	Cross Border Trans Fee	Research	\$0
		Research tracking	\$0
	Hotjar	Research	\$16
		Research tracking	\$16
	MMGY Global Llc	Research Survey Services	\$9,450
	Patlive/Hostednumbers	Research tracking	\$105
	Right Analytics Llc	February research services	\$2,291
		January research services	\$2,291
		March research services	\$2,291
	SC Dept. Of Parks, Rec. & Tourism	VisaVue Study 2019	\$2,574
	Ubermedia	February research	\$1,026
		January research	\$1,026
<b>Research Total</b>			<b>\$25,372</b>
Traditional	Adams Outdoor Advertising	contract billboard 1/14-2/10	\$5,196
		contract billboard 2/11-3/10	\$5,196
		Contract billboard 3/11-4/7	\$5,196
		Vinyl Production	\$3,600
	Carolina Living.Com	Carolina Living.com Adv.	\$520
	HTC	Directory Adv Feb	\$31
		Directory Adv Jan	\$31
		Directory Adv March	\$31
	Madden Media	SC Official Vacation Guide	\$1,736
	The Brandon Agency	Accel Jan adv	\$471
		Adams Outdoor Adv Jan	\$2,912
		Jan fairway outdoor adv	\$612
		Lamar outdoor Jan adv	\$1,986
		March Accel Advertising	\$471
		March Adams Outdoor Adv.	\$2,912
		March Lamar Adv	\$1,986
		March Lamar Advertising	\$612
<b>Traditional Total</b>			<b>\$33,495</b>
<b>Grand Total</b>			<b>\$364,036</b>