

**MYRTLE BEACH AREA CHAMBER OF COMMERCE - 1% TDF 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	\$157,500
<b>Air Service Total</b>			<b>\$157,500</b>
Creative Development	Adobe Systems Inc	February internet analytics	\$2,026
		Jan internet analytics	\$2,026
		March internet analytics	\$2,026
	Cross Border Trans Fee	Video Production- spring	\$4
	Dnh Godaddy.Com	Domain Names	\$263
	Dropbox	ad design	\$178
		Software annual subscription	\$89
	Fs Techsmith	Photography	\$22
	John R Garber	Trademark Happiness in Waves	\$810
	Media Coast	web updates and maintenance	\$827
	Paypal Robbisch2	Photography	\$225
	Simpleview Llc	CRM Licensing	\$24,300
		Support Act-On Contacts	\$5,103
		Support, Act-On Contacts	\$5,103
	Tulsa Connect	web server	\$749
		Website server hosting	\$749
	Visual Destinations Llc	Feb web design services	\$8,010
		January Web Design Services	\$8,010
		March Web Design Services	\$8,010
	Voices Com	Video Production- spring	\$432
<b>Creative Development Total</b>			<b>\$68,963</b>
Destination Publicity	Fahlgren Mortine	2019 Spring Campaign Mgmt	\$380
		Clipping and research services	\$32,534
		Feb Addtl Destination Pub.	\$207
		February Destination Publicity	\$15,249
		Highlight Reel	\$2,358
		January Destination Publicity	\$15,249
		March Addtl Destination Pub	\$483
		March Destination Publicity	\$15,249
		NYC Media In Maket Support	\$3,381
		Out of pocket expenses	\$2,459
<b>Destination Publicity Total</b>			<b>\$87,548</b>
Digital	Battle Strategies Llc	Facebook and Blog posting	\$4,961
	Employee Reimbursement	FB Live mileage	\$6
	Flip To, Llc	advocacy platform for DMO	\$28,737
		Social Platform	\$24,869
	Taco Mundo	Facebook Live Video	\$54
	Visibility & Conversions, Llc	Feb digital campaign	\$804,815
		January digital campaign	\$847,130
		March digital campaign	\$1,096,519
<b>Digital Total</b>			<b>\$2,807,091</b>
General Consumer Promotion	Amex Gift Card	Trip package giveaway	\$45
	At&T Bill Payment	Special Marketing Cell	\$62
	Birdsall Voss & Associates	2019 Visitors Guide & Planner	\$12,197
	Capstone Event Group Llc	MB Marathon Sponsorship	\$13,500
	Cmt Chicago	Cubs Con Promo-transportation	\$52
	Coastal Carolina University	Athletic Sponsorship/Advertising	\$63,000
	Com-Connect Llc	Call Center & Live Chat March	\$24,464
		Feb Call Ctr/Chat	\$24,464
		Jan Call Ctr/Chat	\$24,464
		Mobile VC Promo Feb	\$1,922
		Mobile VC Promo March	\$4,593
		Jan Mobile VC	\$1,922
	Cross Border Trans Fee	Mobile Welcome Center Survey	\$14
	Ctm Media	Guides to AAA Offices	\$7,092
	Emerald Loop Bar & Grill	Cubs Con Promo-food	\$19
	Employee Reimbursement	Mileage Sports Promos	\$26
	Expedia	Mid American Conf. Tournament	\$5
	Fedex	Cubs Con Promo-shipping	\$239
	Hyatt Regency Chicago	Cubs Con Promo-food	\$6
		Cubs Con Promo-hotel	\$421
	Img College, Llc	mktg. adv, sponsorship agree.	\$54,338
	Little River Welcome Center	Natl Tourism Week Promotion	\$180
	Mann Travels	Trip package giveaway	\$9,850
	Midland Paper	Digest Guide	\$174,524
	Mills Marketing Group	Consumer Tradeshow Rep	\$1,590
	Palmetto Ptrn S&T	Robotic Competition	\$18,000
	Pitney Bowes	to record postage @ 1/31/19	\$866
		to record postage @ 2/28/19	\$890
		to record postage @ 3/31/19	\$1,117
	Quicktapsurvey	Mobile Welcome Center Survey	\$1,441
	Riptydz	Trip package giveaway	\$900

Sheraton Chicago Dining	Cubs Con Promo-food	\$14	
Starbucks B Cit	Cubs Con Promo-food	\$10	
State College Spikes	Spikes Baseball Sponsorship	\$76,500	
Times Printing Co. Inc.	2019 Case Bound Guide	\$112,335	
	2019 Digest Digital Vis. Guide	\$667	
	2019 Digest Vistor's Guide	\$142,605	
	2019 Visitor's map	\$41,732	
Ups	Bulk UPS Postage	\$3,067	
	Canada UPS Postage	\$197	
	Marketing UPS Postage	\$175	
	Sports Marketing UPS Postage	\$271	
Us Postal Service	exp monthly ppd pstg @ 1/31/19	\$25	
	exp monthly ppd pstg @ 2/28/19	\$5	
	exp monthly ppd pstg @ 3/31/19	\$7	
Wholefids Stv #10571	Cubs Con Promo-food	\$42	
Wildberry Cafe Iii	Cubs Con Promo-food	\$21	
Www.Shipnex.Com	Visitor Guide Ship to Germany	\$376	
Chili's	Cubs Con Promo-food	\$18	
Loco Gecko Capt Qtrs	Trip package giveaway	\$450	
Loco Gecko Crown Reef	Trip package giveaway	\$450	
<b>General Consumer Promotion Total</b>		<b>\$821,168</b>	
Groups	4Imprint	RCMA booth supplies	\$315
	7-Eleven	Site Visit mtgs	\$3
	Alabama Theatre	ABA Jan 2019	\$3,169
		Site Visit mtgs	\$145
	Amazon Marketplace	ABA	\$1,595
American Air	ABA		\$370
	ABA		\$370
	ABA - luggage		\$47
	ABA - seat assign		\$45
	ABA luggage		\$47
	American Bus Assoc luggage		\$47
	Site Visit Sports		\$319
American Bus Association	ABA registrations		\$2,781
	ABA sponsorship		\$8,550
	Sponsorship adv		\$4,950
Amzn Mktg	ABA booth supplies		\$100
Avis.Com	Site visit- specialty market		\$143
Avista Resort	ABA Jan 2019		\$5,828
Balloonopolis Llc	RCMA booth display		\$4,500
Belk	ABA		\$98
	RCMA		\$49
Birdsall Voss & Associates	2019 Visitors Guide & Planner		\$3,168
Blue Waves	Travel South		\$467
Brioche Doree	American Bus Assoc.food/bev.		\$5
Brittain Resorts & Hotels	ABA Jan 2019		\$5,969
Brookgreen Gardens	ABA Jan 2019		\$3,193
	group tour sponsorship		\$378
	Travel South 2019		\$1,715
	Travel South City Tour operators		\$1,980
	Travel South journalist tours		\$653
Candy Angelino	Travel South Volunteer parking		\$5
Carolina Limo/Bus	TVL SOUTH operator trans		\$2,318
Charles Janosick	Travel South Volunteer parking		\$14
Charlotte	American Bus Assoc.food/bev.		\$8
Continental Events & Sports Management Llc	NMB Divas Sponsorship		\$22,500
Costco Whse	Travel South Showcase volunteer supplies		\$126
	Travel South Journalist Gift Baskets		\$259
Creations From The Sand Llc	Travel South-Feb 2019		\$3,240
Croissants Bistro And Bak	Air Traffic Control Symposium		\$24
Crown Reef Resort	RCMA		\$1,266
Cvent, Inc	Profile pages		\$31,581
Cvs/Pharmacy	American Bus Assoc. food Bev.		\$14
DCR Music Inc	Travel South		\$1,940
	Travel South DR Koozies		\$554
DCR Productions	Travel South Darius Rucker		\$135,000
Delta Air	Connect Diversity Flight		\$517
	Site Visit mtgs		\$646
Destination Marketing International	Meetings/sprts impact calc.		\$8,415
Due North Consulting Inc	Sports Dest Mgmt banner ads		\$3,180
Elaine Michaud	Travel South Volunteer parking		\$14
Employee Reimbursement	Travel South		\$90
	Travel South Mileage		\$56
	Travel South tip at Rypitdz		\$5
	Travel South Transportation tip		\$18
	Travel South-Tin Roof and HOB		\$14
	YMRC travel		\$62
	Travel South Gratuity for Sheraton		\$270
	Religious Conference Management Assoc.		\$208

Enterprise Rent-A-Car	Travel South Darius Rucker Trans	\$126
Envents	ABA booth disply	\$49,941
Facebook	Group Adv	\$1,296
	Group Adv- mtgs	\$1,186
Fastsigns	Travel South - Signage	\$126
Google Inc.	Feb group advertisement	\$5,117
	February group advertisement	\$4,165
	Jan group advertisement	\$4,179
	January group advertisement	\$5,029
Group Tour Media Inc	magazine ad	\$2,970
Grp Tvl Leader	MB Holiday Guides	\$7,538
	MB Student Guides	\$9,765
Heidis Comer	Travel South - food	\$192
	Travel South Journalist Meal	\$1,078
Helmsbriscoe Performance Group Inc	Profile Page	\$2,025
Hertz Rent-A-Car	Site Visit mtgs	\$40
HGTC Foundation	Travel South Journalist Prgm.	\$460
Hilton Garden Inn	Site Visit mtgs	\$156
Hollins Exposition Services	Religious Conference Management Assoc.	\$1,662
Hops Burger Bar	Religious Conference Management Assoc.	\$57
House Of Blues	Travel South event	\$65,738
In Design The Sign Llc	Travel South signs	\$191
In Grey Ghost Bakery	ABA Booth giveaways	\$188
In Bloom Again	Travel South floral	\$76
Janie Lilly	Site Visit	\$274
Joes Bar & Grill	Site Visit- mtgs	\$172
Johnny D S Waffle House	Site Visit Sports	\$55
Kingston Plantation	RCMA	\$1,506
Kohls	ABA	\$145
Legacy Business Solutions	ABA 2019	\$6,123
Lindsay Shaffer Interpreting	Site Visit mtgs	\$393
Lowe's Foods	Travel South Journalist supplies	\$115
Margaritaville	Travel South	\$224
Marriott Louisville	ABA - hotel	\$1,076
	ABA lodging	\$1,015
Mb Art Museum	Travel South Journalist City Tours	\$230
Me Gusta Latin Kitchen &	American Bus Assoc.food bev.	\$59
Meeting Professional Int'L	WEC hosted buyer	\$10,800
MHD Services	Feb speciality marketin promo	\$3,303
	Jan speciality market promo	\$3,303
	March specialty market promo	\$3,303
	Site Visit mtgs	\$24
Mhrs Louisville Fb	ABA - food	\$5
	American Bus Assoc.food/bev.	\$34
Military Reunion Network	Advetising and lising	\$629
Mse Branded South Caroli	ABA - food	\$5
Multiview	NASC Adv	\$8,174
Myrtle Beach Communications	Travel South Showcase radios	\$150
Myrtle Beach Convention Center	Convention Center parking	\$5
	Parking for Travel South	\$5
	Travel South Parking	\$9
	Travel South- parking	\$5
Myrtle Beach Marriott	RCMA	\$751
Myrtle Beach Seaside Resorts	RCMA	\$1,110
Native Sons	Travel South logo items	\$4,604
Netronix Corporation	RCMA	\$653
New Wave Embroidery	Religious Conference Management Assoc.	\$7
Officemax/Depot	MIPIM - Bags for real estate conf	\$19
One Stop Party Shop	MIPIM - Filler for bags	\$47
Original Benjamins	ABA Jan 2019	\$3,268
Outback	Site Visit mtgs	\$18
Palmetto Event Productions Inc	Travel South event	\$9,980
Panera Bread	American Bus Assoc.food bev.	\$18
Paris Sports Management	Jan and Feb expenses	\$1,033
	Jan expenses	\$523
	Jan sports marketing promo	\$13,848
	March Sports Marketing Promo	\$13,848
	Registrations and site visits	\$2,859
	Sports Marketing Promo Feb 19	\$13,848
Pf Changs #9205	Site Visit mtgs	\$21
Printing Port	VIP Group Discount Card	\$1,619
Proforma Executive Business Services	promo items-sunglasses	\$5,015
	VMB motorcoach pins	\$1,525
RCMA	RCMA registration	\$6,836
Ripley's Aquarium	Travel South Journalist Tour	\$50
Ripley's Mb Aq	Travel South City Tour	\$720
Riptydz	Travel South City Tour	\$697
Riptydz Oceanfront Grille	Site visit- specialty market	\$132
Rps Myrtle Beach	Air Traffic Control Symposium	\$4

	Site Visit Parking	\$22	
Sam's Club	Travel South supplies	\$91	
Sc Dept Of Prt	ITB booth registration	\$6,959	
Scec	Site Visit	\$4,500	
Scott Murphy	ABA Jan 19	\$1,142	
Sheraton Gift Shop	Travel South - food	\$2	
	Travel South- beverage	\$4	
Sheraton Hotel F/B	Religious Conference Management Assoc.	\$33	
Sheraton Hotels Greensbo	Religious Conference Management Assoc.	\$601	
Sheraton Mrtle Bch Conv	Travel South Media FAM rooms	\$2,546	
Smashburger Sdf	ABA - food	\$10	
Spinnaker Dme	Co-op Chicago event	\$5,625	
	Midwest Natl sales promo - Jan	\$1,980	
	Midwest Ntl sales promo Feb	\$1,980	
	Midwest Ntl Sales Promo March	\$1,980	
Sports Events Magazine	Full Page Display Ad	\$2,364	
Sree Hotels	ABA 2019	\$2,358	
Starbucks E Clt	ABA - food	\$8	
Starbucks Main Clt	ABA - food	\$3	
Surfwater Promotions	Travel South logo items	\$585	
T2H Advertising	MB Sports Center Web Jan-Mar website updates	\$108 \$1,215	
Team Travel Source	Team Travel Source site visit	\$888	
Tgi Fridays	ABA - food	\$16	
	American Bus Assoc.food/bev.	\$14	
The Carolina Opry	ABA 2019	\$3,361	
The Chemist	Travel South	\$26	
The Home Depot	Travel South Journalist City T	\$199	
The Melting Pot	Travel South dinner	\$177	
Thomas Gymnastics Inc.	2019 Marketing Support	\$4,500	
Thoroughbreds Chophouse	Travel South Pre-FAM	\$2,556	
Times Printing Co. Inc.	MB Meeting & Group Planner	\$13,886	
Tin Roof	Travel South Journalist Meal	\$1,974	
Tinsley Family Con	ABA food and bev.	\$16	
Travel Insurance Policy	ABA flight	\$49	
Tripmedia Group, Inc.	Multi-media Package	\$10,800	
	sports Multi-media Package	\$5,400	
Tst Bourbon Raw	ABA - food	\$43	
	American Bus Assoc food/bev	\$44	
Tst The Claw House	Travel South Journalist FAM To	\$468	
Tst Wicked Tuna	Travel South Journalist City T	\$531	
Uber Trip	Religious Conference Management Assoc.	\$14	
Ultimate California Pizza	Travel South - Volunteer Meal	\$39	
Ultimate Gymastics Academy	2019 Marketing Support	\$5,400	
Umg Commercial Svcs	TVL SOUTH	\$2,187	
Ups	Group Sales UPS Postage	\$192	
Us Postal Service	exp monthly ppd pstg @ 1/31/19	\$395	
	exp monthly ppd pstg @ 2/28/19	\$276	
	exp monthly ppd pstg @ 3/31/19	\$709	
Vidalia's Restaurant	Travel South Food and bev.	\$19	
Wendys #6238	Religious Conference Management Assoc.	\$4	
Wine & Design	Travel South City Tour	\$27	
Wine And Design South Myr	Travel South City Tour	\$1,446	
YMRC	Marketplace registration	\$806	
Young Plantations	American Bus Assoc. Pecans for booth	\$1,077	
Zoup! Louisville	American Bus Assoc. food Bev.	\$18	
Trvl Writers	Trvl Writers Towels;Trvl South	\$1,350	
East Coast Entertainment	TVL SOUTH	\$153,000	
Speedway	Travel South Van	\$19	
Simpson" In 4D	ABA 2019	\$3,200	
McDonald's	Site Visit mtgs	\$6	
Georgia Society Of Association Executives	GSAE - Registration	\$1,061	
<b>Groups Total</b>		<b>\$801,142</b>	
International Promotion	Brand Usa	Co-op Marketing	\$250,000
	Coastal Carolina Assoc.Realtor	MIPIM meals expense	\$37
	Employee Reimbursement	MIPIM travel expenses	\$3,073
	Envoy Network Inc	January fulfillment	\$525
	Mann Travels	Trip package giveaway	\$733
	Travel Solutions By Design Corp	ACTA National 2019	\$574
		Big Bark Graphics Printing	\$712
		Canadian Adv Jan-Mar 2019	\$1,350
		Canadian rep Feb 2019	\$9,031
		Can-AmDays French Translation	\$1,093
		Candian Rep Jan 2019	\$9,031
		Discover America Canada 2019	\$239
		February Canadian Rep Mileage	\$435
		February Expenses	\$460
		ITB Berlin Expenses	\$2,250
		Jan 2019 mileage	\$218

		January expenses	\$510
		March 2019 Canadian Rep.	\$9,030
		MPI Toronto 2019	\$302
		Outdoor Adventure Show	\$1,641
		Promotional Items	\$825
		Site Canada 2019	\$401
		SKAL Int Toronoto 2019	\$564
		TMAC 2019	\$244
		Travel & Vacation Show Ottawa	\$1,362
	Travel South Usa	WTM London	\$84
	Travelbrands	2019 TravelBrands MP	\$4,320
	Travmedia Usa Llc	2019 US Exhibitor	\$4,637
<b>International Promotion Total</b>			<b>\$303,681</b>
Research	All The Rooms	Data Reports	\$1,886
	Arrivalist	Research site visitation	\$17,630
	Cross Border Trans Fee	Research	\$1
		Research tracking	\$1
	Hotjar	Research	\$73
		Research tracking	\$73
	MMGY Global Llc	Research Survey Services	\$43,050
	Patlive/Hostednumbers	Research tracking	\$639
	Right Analytics Llc	February research services	\$10,439
		January research services	\$10,439
		March research services	\$10,439
	SC Dept. Of Parks, Rec. & Tourism	VisaVue Study 2019	\$11,726
	Ubermedia	February research	\$4,674
		January research	\$4,674
<b>Research Total</b>			<b>\$115,742</b>
Traditional	Carolina Living.Com	Carolina Living.com Adv.	\$4,676
	HTC	Directory Adv Feb	\$275
		Directory Adv Jan	\$275
		Directory Adv March	\$275
	Madden Media	SC Official Vacation Guide	\$15,625
<b>Traditional Total</b>			<b>\$21,124</b>
<b>Grand Total</b>			<b>\$5,183,959</b>