



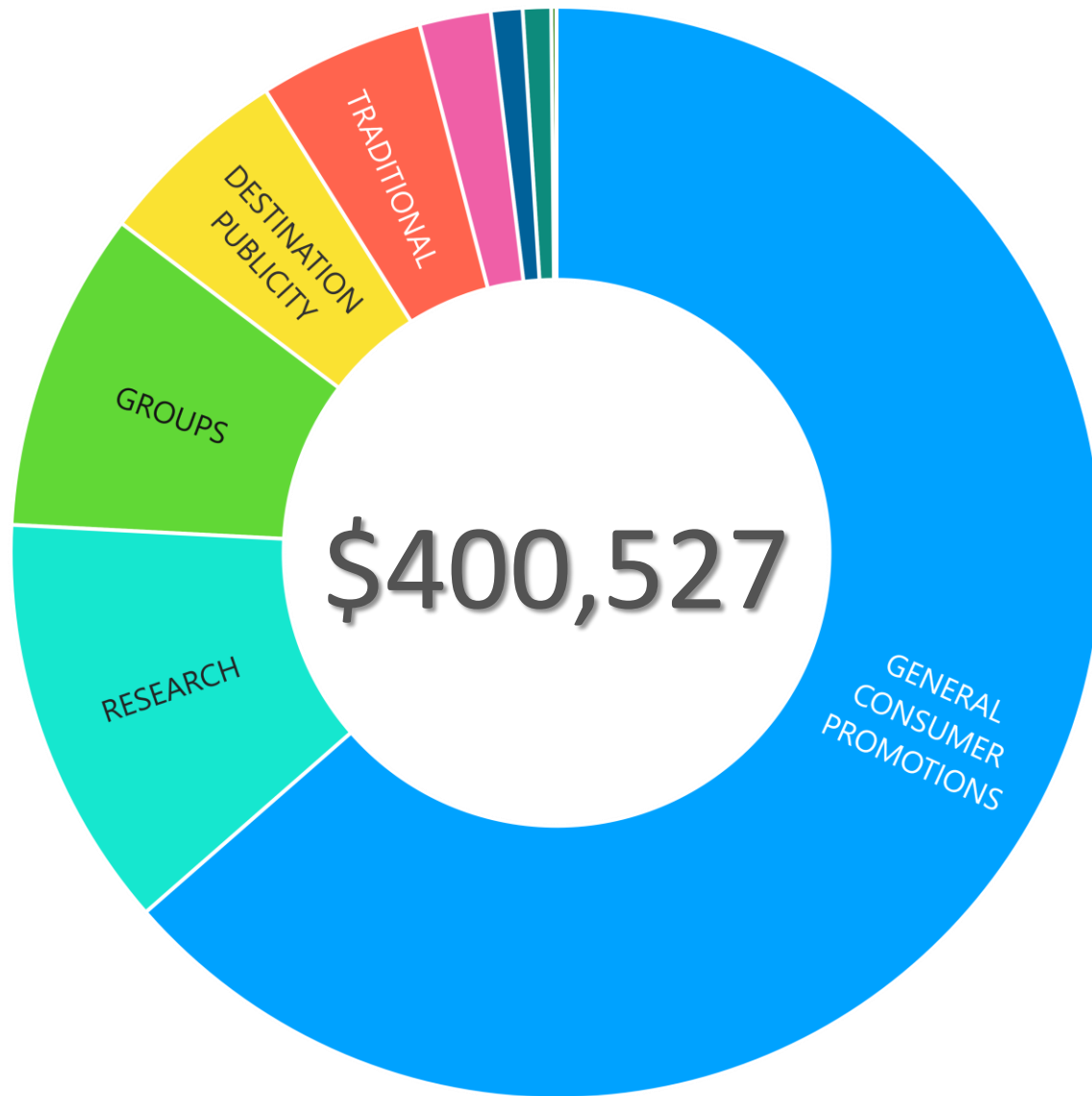
QUARTERLY UPDATE TO CITY COUNCIL

December 10, 2019

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3rd QUARTER 2019 ACCOUNTABILITY – A-TAX

MB A-TAX Q3 2019 INVESTMENT

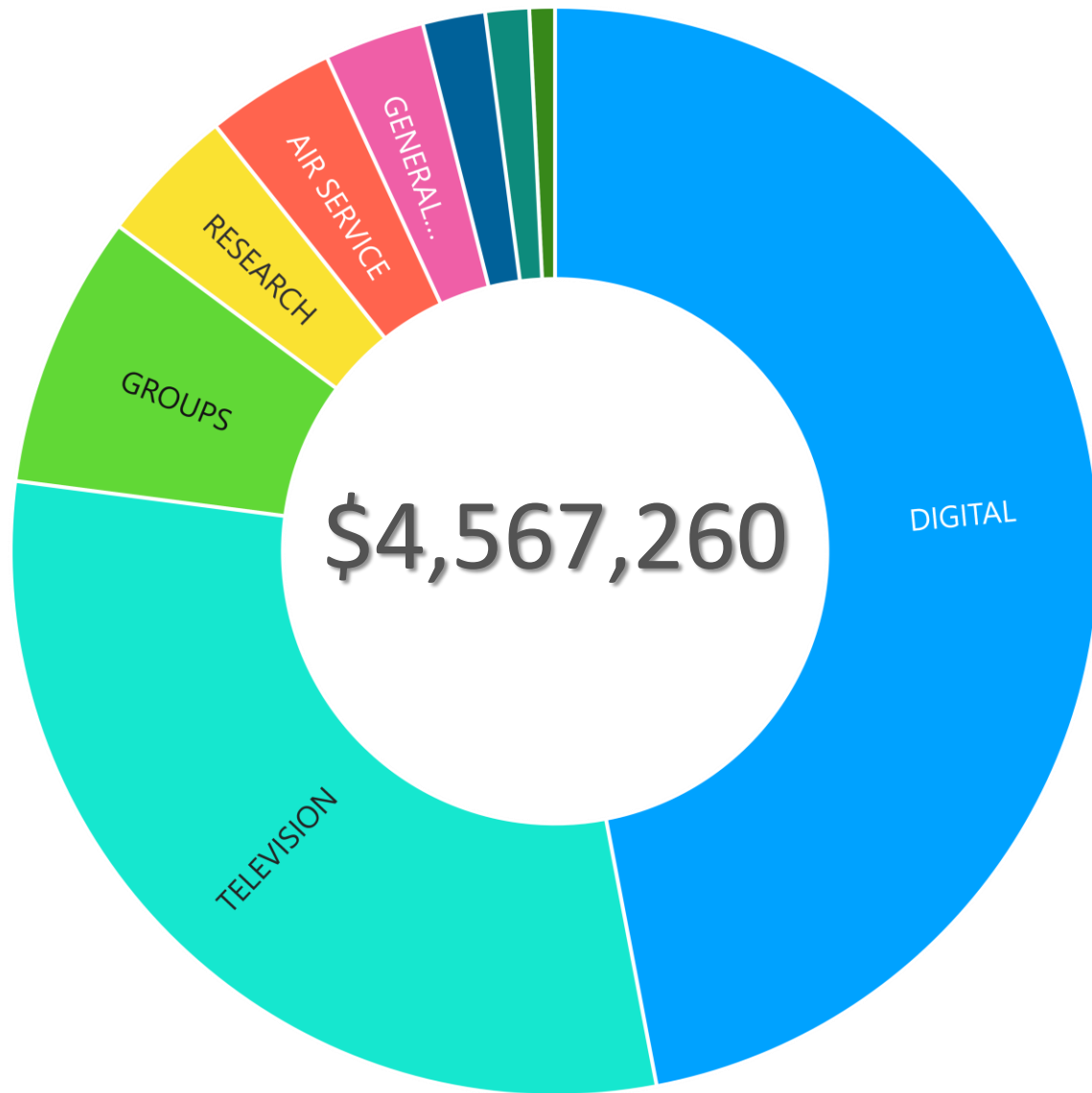


- GENERAL CONSUMER PROMOTIONS
- GROUPS
- TRADITIONAL
- INTERNATIONAL
- DIGITAL
- RESEARCH
- DESTINATION PUBLICITY
- CREATIVE DEVELOPMENT
- TELEVISION

MARKETING ACTIVITY	INVESTED	%
GENERAL CONSUMER PROMOTIONS	\$254,583	64%
RESEARCH	\$49,084	12%
GROUPS	\$38,045	9%
DESTINATION PUBLICITY	\$22,998	6%
TRADITIONAL	\$19,623	5%
CREATIVE DEVELOPMENT	\$8,456	2%
INTERNATIONAL	\$3,752	1%
TELEVISION	\$3,366	1%
DIGITAL	\$619	0%

3rd QUARTER 2019 ACCOUNTABILITY - TDF

1% TDF Q3 2019 INVESTMENT

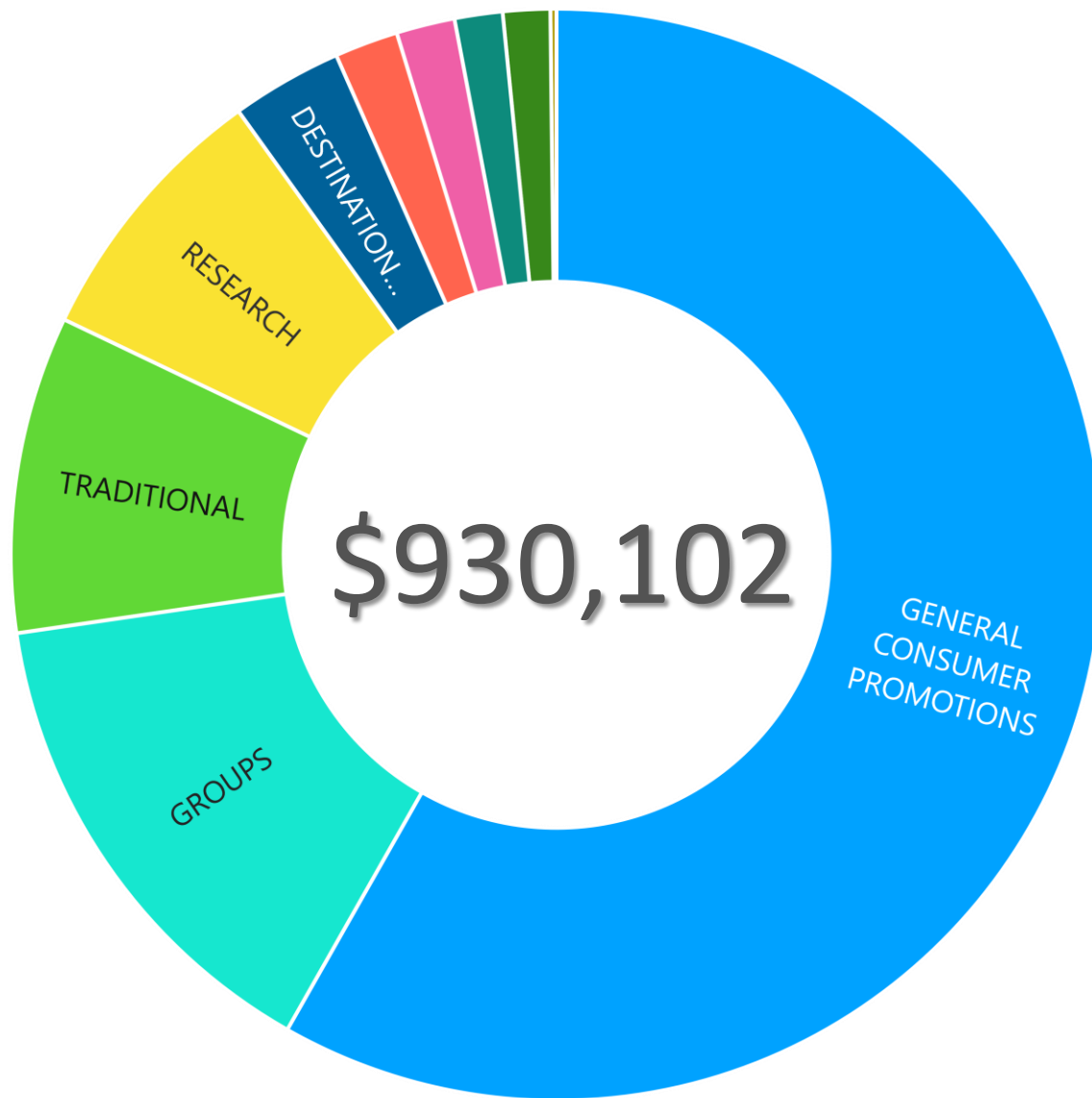


- DIGITAL
- GROUPS
- AIR SERVICE
- CREATIVE DEVELOPMENT
- INTERNATIONAL
- TELEVISION
- RESEARCH
- GENERAL CONSUMER PROMOTIONS
- DESTINATION PUBLICITY

MARKETING ACTIVITY	INVESTED	%
DIGITAL	\$2,145,617	47%
TELEVISION	\$1,371,848	30%
GROUPS	\$370,816	8%
RESEARCH	\$186,677	4%
AIR SERVICE	\$175,000	4%
GENERAL CONSUMER PROMOTIONS	\$135,751	3%
CREATIVE DEVELOPMENT	\$84,712	2%
DESTINATION PUBLICITY	\$59,289	1%
INTERNATIONAL	\$34,693	1%
TRADITIONAL	\$2,849	0%

1st + 2ND + 3rd QUARTERS ACCOUNTABILITY – A-TAX

MB A-TAX Q1 + Q2 + Q3 2019 INVESTMENT

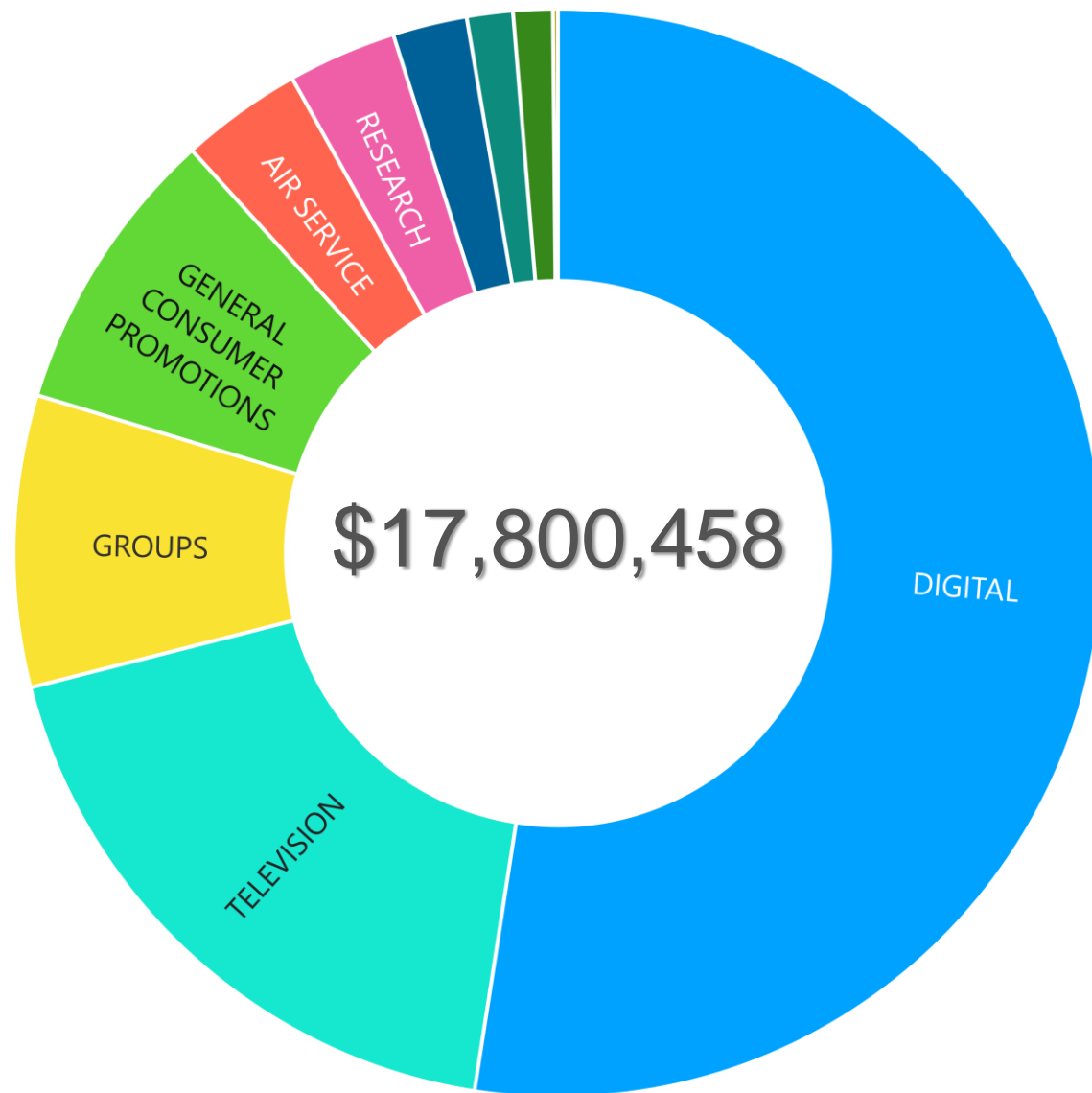


- GENERAL CONSUMER PROMOTIONS
- TRADITIONAL
- AIR SERVICE
- DESTINATION PUBLICITY
- INTERNATIONAL
- GROUPS
- RESEARCH
- CREATIVE DEVELOPMENT
- TELEVISION
- DIGITAL

MARKETING ACTIVITY	INVESTED	%
GENERAL CONSUMER PROMOTIONS	\$541,415	58%
GROUPS	\$134,778	14%
TRADITIONAL	\$87,325	9%
RESEARCH	\$74,456	8%
AIR SERVICE	\$17,500	2%
CREATIVE DEVELOPMENT	\$16,119	2%
DESTINATION PUBLICITY	\$30,611	3%
TELEVISION	\$13,219	1%
INTERNATIONAL	\$13,001	1%
DIGITAL	\$1,679	0%

1st + 2ND + 3rd QUARTERS ACCOUNTABILITY - TDF

1% TDF Q1 + Q2 + Q3 2019 INVESTMENT



- DIGITAL
- GENERAL CONSUMER PROMOTIONS
- AIR SERVICE
- INTERNATIONAL
- CREATIVE DEVELOPMENT
- TELEVISION
- GROUPS
- RESEARCH
- DESTINATION PUBLICITY
- TRADITIONAL

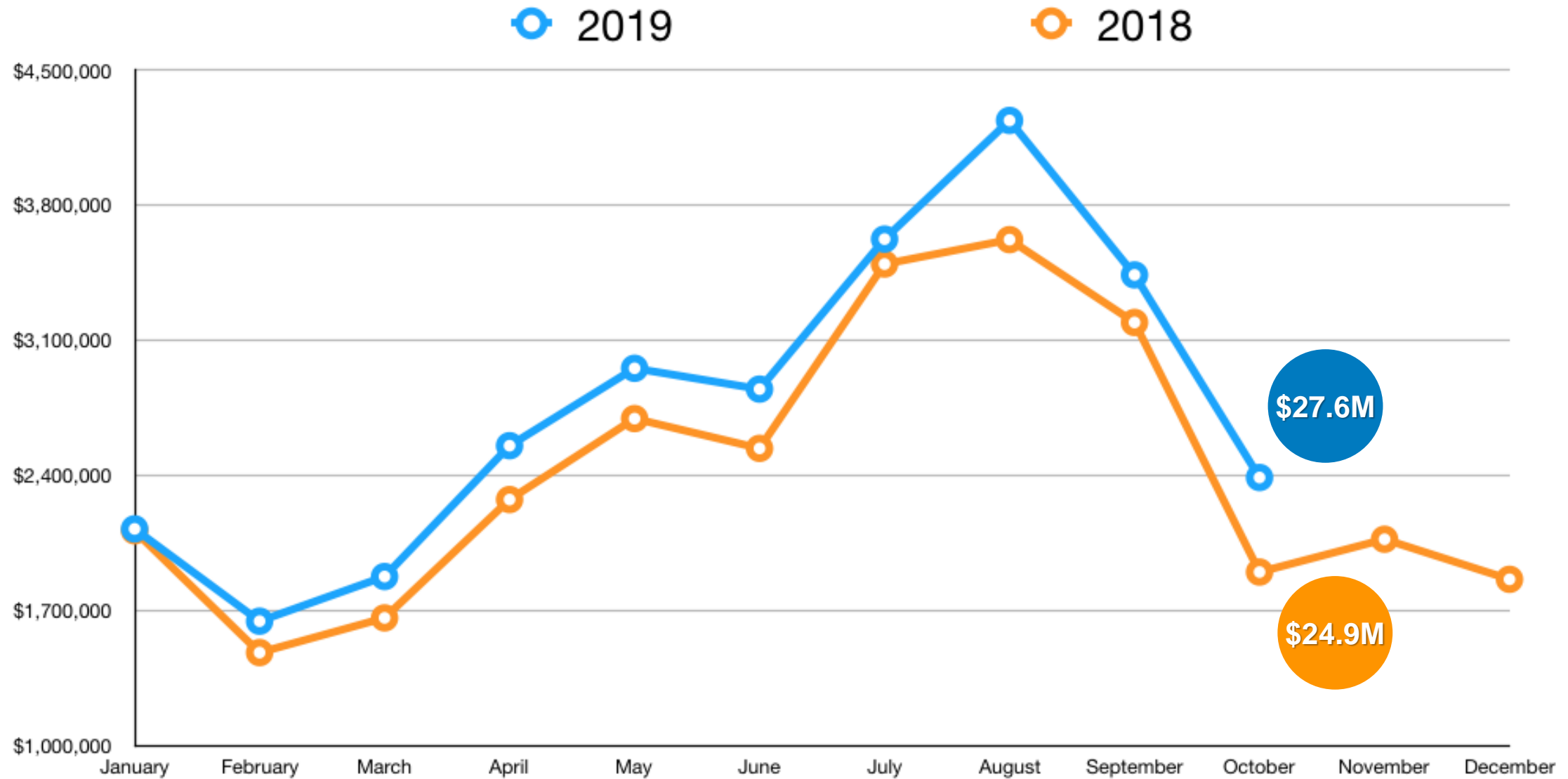
MARKETING ACTIVITY	INVESTED	%
DIGITAL	\$9,389,110	53%
TELEVISION	\$3,325,521	19%
GENERAL CONSUMER PROMOTIONS	\$1,534,214	9%
GROUPS	\$1,549,786	9%
AIR SERVICE	\$647,500	4%
RESEARCH	\$577,712	3%
INTERNATIONAL	\$395,277	2%
DESTINATION PUBLICITY	\$244,594	1%
CREATIVE DEVELOPMENT	\$210,196	1%
TRADITIONAL	\$26,547	0%

YTD 1% TDF COLLECTIONS

- \$27.6 million collected thru October 2019, up 10.42%

Monthly 1% Tourism Development Fee Collections - Year Over Year Comparison

October 2019





THANK YOU!

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