

**Myrtle Beach Area Chamber of Commerce -30% Surfside Beach A-Tax
January - March 2022 Tourism Investments**

Accountability Category	Vendor Name	Memo	SSB A-Tax Amount
Destination Publicity	A-1 BROADCAST, LLC	Media Tour Georgia	\$650.00
	ASHLEE MORROW CARSON	Blog Articles	\$3.80
	AMERICAN EXPRESS	Media Visits	\$12.00
	BOLO PROMOS & APPAREL LLC	VMB Hand Sanitizers	\$68.19
	FAHLGREN MORTINE	Jan Promotions	\$306.00
		February Promotions	\$306.00
		VMB Content Distribution	\$1,208.44
		March Monitoring	\$58.20
		March Promotions	\$306.00
	LANDS END BUS OUTFITTERS	VMB Promo Items	\$0.52
	MARRIOTT MYRTLE BEACH	Media Visit Lodging	\$23.76
	PERRONES RESTAURANT	Media Visit Meals	\$12.02
	POP POPS PIT BBQ	Media Visit Meals	\$1.23
	SPIRIT AIRLINES	NYC for PR event	\$2.85
TRAVMEDIA USA LLC	Int'l Media Marketplace	\$74.00	
ZOOM.US	Virtual Media Tours	\$0.65	
Destination Publicity Total			\$3,033.66
Digital	ALPHONSO INC	Jan Spring Ads	\$199.61
	BANDWANGO	Adv Platform Jan	\$6.65
		Adv Platform Feb	\$6.65
		Adv Platform March	\$6.65
	CONVERSANT LLC	Jan Winter Ads	\$3.18
	EXPEDIA	Feb Ads	\$298.11
	FACEBOOK	Jan Spring Ads	\$267.26
		Jan Winter Ads	\$9.52
		Feb Event Adv	\$43.45
		Spring Digital Ads	\$450.63
	FLIP.TO INC	DMO Marketing Platform	\$1,113.89
	GOOGLE ADS	Jan Winter Ads	\$741.85
		Spring Digital Ads	\$1,006.00
	IHEART MEDIA	Winter Ads	\$220.00
		Winter Ads	\$220.00
	LG	Feb CTV Video Ads	\$528.85
	MMGY GLOBAL LLC	Spring Digital Adv	\$1,511.75
	MICROSOFT ADVERTISING	Jan Winter Ads	\$131.86
		Spring Digital Ads	\$156.74
	PINTEREST ADS	Jan Spring Ads	\$126.62
		Jan Winter Ads	\$9.63
		Feb Events Adv	\$9.92
		Spring Digital Ads	\$260.27
	SAMSUNG	Jan Winter Ads	\$34.80
		Feb Spring Ads	\$397.00
	SOJERN INC	Winter Ads	\$1.79
		Jan Digital Ads	\$281.44
		Feb Digital Ads	\$602.48
	STITCHER MEDIA LLC	Dec Winter Ads	\$388.93
		Jan Spring Ads	\$54.14
		Feb Pod Cast Adv	\$124.03
SPROUT SOCIAL, INC	Social Media Promos	\$54.38	
TIK TOK INC	Winter Ads	\$47.30	
	Jan Spring Ads	\$51.10	
	Feb Digital Ads	\$254.10	
TRAVEL DESK	Jan CTV Winter Ads	\$43.87	
	Jan Winter Ads	\$7.16	

		Jan Winter Ads	\$9.60
		Jan Digital Ads	\$261.98
		Jan Spring Ads	\$122.07
		Feb CTV Ads	\$295.98
		Feb Video and Display Ads	\$639.18
	TRAVEL ZOO	Feat Dest Top 20 emails	\$165.00
		Feb Ads	\$84.32
	TRAVELSCAPE LLC	Jan Winter Ads	\$66.58
		Winter Ads	\$4.76
		Jan Ads	\$192.07
	TRIP ADVISOR	Winter Ads	\$1.32
		Jan Ads	\$25.59
		Feb Digital Ads	\$98.28
	TWITTER ONLINE ADS	Jan Spring Ads	\$70.02
		Winter Ads	\$15.59
		Spring Digital Ads	\$143.94
	YAHOO AD TECH LLC	Jan Winter Ads	\$33.93
		Jan Winter Ads	\$148.90
		Feb Ads	\$367.32
Digital Total			\$12,418.04
Group Sales	DESTINATIONS INTERNATIONAL	Group Impact Calculator	\$212.00
	DUE NORTH CONSULTING INC	Sports Digital Adv	\$320.00
		Sports Digital Editorial	\$80.00
	MMGY GLOBAL LLC	Group Tour Adv	\$100.00
		Meetings Adv	\$300.00
		Sports Dig Adv	\$200.00
	THRESHOLD 360 INC	Digital Videos	\$93.50
Group Sales Total			\$1,305.50
International Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	TMAC	\$6.36
		Trav Media Canada	\$31.66
	TST CROISSANT BISTRO	Canada Media Visit	\$0.43
International Promotion Total			\$38.45
Outdoor & Print	MEREDITH CORPORATION	April Southern Living FP	\$1,300.00
	MILES PARTNERSHIP	SCPRT Vacation Guide	\$347.22
Outdoor & Print Total			\$1,647.22
Research	BLUESHIFT LABS INC	Visitor Data Reports	\$174.93
	EXPERIENCE KISSIMMEE	Impact Calculator	\$50.00
	FLIP.TO INC	Destination Analytics	\$500.00
	KEY DATA	Data Dashboard	\$219.84
	LONGWOODS INTERNATIONAL USA INC	Tourism Impact Studies	\$450.00
	LUCKIE & COMPANY LLC	Jan Services	\$154.14
		Feb Services	\$154.14
	PATLIVE	Research Tracking	\$3.61
		Research Tracking	
	SOUTHEAST TOURISM SOCIETY	Adv & Research Programs	\$8.85
	ZARTICO INC	Q2 Monthly Data Reports	\$212.50
	ZARTICO INC	Q1 Monthly Data Reports	\$212.50
Research Total			\$2,140.51
Television	AMPERSAND	Feb Ads	\$297.75
	KDKA	Feb Ads	\$21.27
		March Spring Ads	\$72.42
	KTVI	Feb Ads	\$19.64
	WESH	Feb Ads	\$36.35
		March Spring Ads	\$165.96
	WEWS	Feb Ads	\$23.82
	WFOX-TV	Feb Ads	\$5.80
	WFTV, LLC	Feb Ads	\$23.49
	WHEC	Feb Ads	\$9.58

		March Spring Ads	\$28.75
	WJAX-TV	Feb Ads	\$5.98
	WJW	Feb Ads	\$28.52
	WJXT	Feb Ads	\$14.47
		March Spring Ads	\$39.48
	WJZY	Feb Spring Ads	\$24.71
	WKMG	Feb Ads	\$35.06
		March Spring Ads	\$113.60
	WPXI	Feb Ads	\$24.08
	WROC	Feb Ads	\$11.69
	WSET	Feb Ads	\$10.38
	WSLS	Feb Ads	\$9.26
		March Spring Ads	\$24.94
	WSOC	Feb Ads	\$30.32
	WTMJ	Feb Ads	\$15.85
	WTVF	Feb Ads	\$19.40
	WVIT	Feb Ads	\$18.58
Television Total			\$1,131.15
Total			\$21,714.53