

Myrtle Beach Area Chamber of Commerce -30% Surfside Beach A-Tax January - March 2023 Tourism Investments

Accountability Category	Paid To	Memo	SSB A-Tax Amount	
Destination Publicity	AMERICAN EXPRESS	Media Visit	\$68.00	
	BOLO PROMOS & APPAREL LLC	VMB Items	\$4.58	
	BURR & FORMAN LLP	We are the Beach SC Trademark	\$9.30	
	CHAMPION AUTISM NETWORK	Autism Social Influencer	\$5.80	
	FAHLGREN MORTINE	Content Dist & Tracking		\$1,559.12
		Jan Promotions		\$663.00
		Sensory Friendly Book		\$15.75
		Sensory Friendly Media		\$11.25
		Website Editing		\$12.00
		Feb Promotions		\$663.00
		Media Visit		\$19.77
		WE TV Promotions		\$105.00
		Mar Promotions		\$663.00
		Influencer Fam		\$19.49
	Media Fam		\$13.82	
JOHN R GARBER	Can AM Trademark		\$21.50	
LANDS END BUS OUTFITTERS	VMB Items		\$15.63	
PRSA	Dest Pub Promotions		\$5.04	
Destination Publicity Total			\$3,875.05	
Digital	BANDWANGO, INC.	Mrktg Platform	\$13.30	
		Mrktg Platform	\$6.65	
	CONDE NAST	Jan Ads	\$157.94	
	CONVERSANT, LLC	Feb Spring Ads	\$75.79	
	EXPEDIA	Jan Ads	\$105.85	
	FLIP TO, LLC	DMO Mrktg	\$1,106.88	
	MMGY GLOBAL LLC	Add'l Media Plan/Buy	\$740.24	
		Digital Ads	\$916.30	
		Spring Ads	\$1,084.60	
	MOBILEFUSE LLC	Feb Spring Ads	\$236.73	
	SOJERN INC	Feb Spring Ads	\$451.72	
	SXM Media	Feb Audio Spring Ads	\$221.92	
	TRAVEL DESK	Jan Ads	\$232.27	
		Feb Ads	\$274.46	
		Feb Spring Ads	\$524.97	
	TRIP ADVISOR	Dec Ads	\$22.91	
		Dec Dig Ads	\$70.04	
		Jan Ad	\$87.99	
		Feb Ads	\$79.38	
Feb Spring Ads		\$357.58		
USA TODAY	Digital Ads	\$1.41		
YAHOO AD TECH LLC	Jan Ads	\$97.06		
Digital Total			\$6,865.99	
Outdoor & Integrated Packages	AFAR, LLC	Feb Ads	\$5,197.47	
	SPORTS ILLUSTRATED	Digital Ads	\$181.10	

Outdoor & Integrated Packages Total			\$5,378.57
Research	ARRIVALIST	EV Charger Map	\$125.00
	C2ER-LMI	Cost of Living Calculator	\$3.50
	EXPERIENCE KISSIMMEE	Impact Calculator	\$50.00
	FLIP TO, LLC	Dest Analytics	\$600.00
	KEY DATA	Data Dashboard	\$227.64
	LUCKIE & COMPANY LLC	Jan Services	\$336.75
		Visitor Analytics	\$250.00
		Feb Services	\$336.75
	MMGY GLOBAL LLC	Brand Lift Study	\$107.50
		Brand Perception Study	\$112.50
	PATLIVE	Visitor Tracking	\$3.67
		Visitor Tracking	\$3.72
	SOUTHEAST TOURISM SOCIETY	Adv & Research Programs	\$10.25
U.S. TRAVEL ASSOCIATION	Tourism Industry Research	\$303.00	
ZARTICO INC	Monthly Data Reports	\$475.00	
Research Total			\$2,945.28
Social & Search Media	FACEBOOK	Jan Ads	\$90.77
		Jan Spring Ads	\$501.86
		Feb Ads	\$85.20
		Feb Spring Ads	\$491.99
	GOOGLE ADS	Jan Ads	\$761.94
		Feb Ads	\$458.18
	MICROSOFT ADS	Jan Ads	\$228.12
		Feb Ads	\$105.10
	MMGY GLOBAL LLC	Social Media Jan	\$198.00
		Social Media Feb	\$198.00
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground FB Adv	\$55.00
	PINTEREST ADS	Jan Ads	\$13.68
		Spring Jan Ads	\$257.00
		Feb Ads	\$17.46
		Feb Spring Ads	\$279.53
	REDDIT INC ADS	Jan Ads	\$1.50
		Winter Ads	\$37.86
	SPROUT SOCIAL	Social Media Promotions	\$54.38
	TIK TOK INC	Dec/Jan Ads	\$97.93
		Spring Feb Ads	\$444.17
YAHOO AD TECH LLC	Feb Ads	\$130.65	
Social & Search Media Total			\$4,508.32
Television	CROSS OVER MARKETING LLC	Stand Up to Cancer Promo	\$3,437.50
	NBC UNIVERSAL	Feb Spring Ads	\$560.62
	ROKU, INC	CTV Spring Adv	\$226.99
	SAMSUNG ELECTRONICS AMERICA	Feb Spring Ads	\$429.22
Television Total			\$4,654.33
Total			\$28,227.54