

Q2 2018

30% HC A-Tax	(Multiple Items)
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Sum of 30% HC A-Tax			
<b>Marketing Investment</b>	<b>Vendor Name</b>	<b>Vendor / Transaction Description</b>	<b>Total</b>
Digital	Flip To LLC	Social platform engagement	779
	The Brandon Agency	FB Ads- CampMyrtleBeach.com	4,950
	Visibility & Conversions, Llc	April Digital Campaign	19,704
<b>Digital Total</b>			<b>25,433</b>
General Consumer Promotion	Little River Welcome Center	Tourism Week Promotion	200
<b>General Consumer Promotion Total</b>			<b>200</b>
Television	Broadcast Buying Services, Inc.	April Advertising	588
		February advertising	223
		March advertising	1,778
	Corinthian Media, Inc.	April Advertising	2
		Fall Campaign	15
		February advertising	10,517
		January advertising	1
		March advertising	89
November advertising	16		
<b>Television Total</b>			<b>13,229</b>
Traditional	The Brandon Agency	Billboard advertising	1,412
		Campground billboard	1,571
<b>Traditional Total</b>			<b>2,982</b>
<b>Grand Total</b>			<b>41,845</b>

Q2 Horry County Marketing Investment by Category

