

**MYRTLE BEACH AREA CHAMBER OF COMMERCE - Horry County A-Tax Report
2nd Quarter 2019 Tourism Spending**

Marketing Investment	Vendor Name	Vendor / Transaction Description	Sum of 30% HC A-Tax	
Digital	Flip To	Social Advocacy Platform	7,501	
	The Brandon Agency	April Campground FB Ads	4,400	
		Feb FB Ads Campground	4,400	
		March FB Ads Campground	4,400	
	Visibility & Conversions, Llc	Campground Adv Digital	27,000	
		Cmty Promo	80,000	
Digital April Adv		30,431		
Digital Total			158,132	
General Consumer Promo	Conway Area Chamber Of Commerc	A tax funding for comm. events	15,000	
	Corinthian Media, Inc.	Radio advertising	19	
	Little River Chamber Of Commerce	A tax funding for comm. events	10,000	
	Loris Chamber Of Commerce	A tax funding community events	10,000	
	NMB Chamber Of Commerce	A Tax funding Local Com. Event	25,000	
	Town Of Aynor	Local Comm. Events/Hoe Down	10,000	
General Consumer Promo	Total		70,019	
Television	Broadcast Buying Services, Inc.	Easter/Spring April	290	
		Corinthian Media, Inc.	April Easter/Spring TV	13,602
			April Traffic Bill	29
			Easter/Spring April TV	141
			Easter/Spring Campaign	133
			Feb Radio adv.	19
			Feb TV advertising	15
			Feb TV Easter/Spring campaign	1,728
			Feb TV LAF Cmpaign	66
			January TV advertising	66
			March Easter/Spring TV	36,011
			March Radio adv.	19
			March Traffic Bill	15
			March TV LAF Campaign	66
			May Traffic Bill	7
			Spring campaign April	343
			Spring TV Laf Campaign	66
Television	Total		52,613	
Traditional	The Brandon Agency	April Lamar Campground Adv	1,229	
		Feb Lamar Campground Adv	1,229	
		June Campground Billboard	706	
		June Campground Lamar Adv	524	
		March Lamar Campground Adv	706	
		May Campground Billb Lamar	706	
		May Lamar Ad Campground	524	
Traditional	Total		5,624	
Grand Total			286,387	