

**MYRTLE BEACH AREA CHAMBER OF COMMERCE - MYRTLE BEACH A-TAX REPORT**  
**2nd Quarter 2019 Tourism Spending**

Marketing Investment	Vendor Name	Vendor / Transaction Description	Sum of 30% MB A-Tax
General Consumer Promo	American Airlines	MAC Tournament- flight	67
		MAC Tournament-transportation	158
	American Express	Disabled Veterans Promotion	50
		Divas Half Marathon	10
		Trip Giveaways	150
	At&T Bill Payment	Special Marketing Cell	7
		Special Mrktg Cell	3
	B&C Entertainment Golf	CCMF Giveaway	10
		Trip Giveaway	50
	Battle Strategies Llc	April Facebook and blog posts	338
	Bolo Promos & Apparel Llc	Logo Item Giveaways	1,755
		Table Cover	44
	Brioche Doree	MAC Tournament- meals	1
	Brookgreen Gardens	IMG-Learfield Trip Giveaway	10
		Trip Giveaway	50
	Bruegger'S Bagles	MAC Tournament- meals	1
	Butcher And The Brewer	MAC Tournament-Food	13
	Caribbean Resort	Coca-Cola CCMF Promo, accomoda	173
	Carolina Video Group	CVB Channel Hosting Jan-June	50
	Ccmf, Llc	2019 CCMF Marketing and Promo	15,000
	Cincinnati USA Regional Chamber	Sponsor Taste of Cincinnati	900
	Clt 2096A Today Show Term	MAC Tournament-Food	1
	Coastal Distribution	May Distribution	5,026
	Com-Connect	Apr Call Ctr/Chat	2,718
	Com-Connect Llc	April Mobile VC promo	780
		June call center & live chat	2,718
		May Call Center & Live Chat	2,718
		May Mobile VC Promo & Events	1,638
	Corinthian Media, Inc.	Radio advertising	25
	Cross Border Trans Fee	trans fee	0
	Data Publishing	Directory adv installment	31
	Easyjet	MIPM fee to check bag on plane	2
	Envoy Network Inc	March fulfillment	135
	Founders Grp Golf	Sun Belt Baseball Championship	5
		TripGiveaway	40
	Harry Buffalo E 4Th	MAC Tournament-Food	4
	Hodges	MAC Tournament-Food	9
	Hollywood Wax Museum	CCMF Trip Giveaway	10
	Hollywood Wax Museum	Sun Belt Baseball Championship	5
	Hotel Blue	DAV/CCMF Promotion	953
	Hyatt Regency Cleveland	MAC Tournament- hotel	40
		MAC Tournament-Accommodations	50
	Kaeser & Blair Inc.	VMB Sunglasses	816
	Le Pavillon Trariordan	Lunch at MIPIM	1
	Learfield Communications/Img College	MAC Marketing/Adv/Sponsorship	6,038
	Legends Concert	Trip Giveaway	11
	Lucky Dog Television Productions	1/2 of Beach Ball Classic Spon	5,750
	Mann Travels	Alex Conner pkg trip	90
		Allison Taylor trip pkg	52
		Carol Graves trip pkg	690
		Erin Baker trip pkg	69
Kearsten Brady trip pkg		220	
Kearsten Renee Brady trip pkg		12	
Kevin Brown trip pkg		70	
Mark Mitchell trip pkg		80	
Patricia Rojas-Ungar trip pkg		287	
Trip pkg for Holli Keller		93	
Trip pkg for Joan Barr		41	
Trip pkg Jessica Polson	92		
Trip pkg Zachary Henslee	92		
Mills Marketing Group	June brochue distribution	177	

Mills Mrktg Group	Consumer Tradeshow Rep - May	177	
Pitney Bowes	exp monthly ppd pstg @ 4/30/19	3	
	exp monthly ppd pstg @ 5/31/19	2	
	exp monthly ppd pstg @ 6/30/19	2	
Restau Le Suquetriordan	Dinner in Cannes MIPIM	15	
Ripley's Aquarium	Flip To Fan Battle Giveaway	5	
Ripleys Aquarium	Trip Giveaway	76	
Rockin Jump	CCMF Trip Giveaway	5	
	IMG-Learfield Trip Giveaway	5	
	Sun Belt Baseball Championship	5	
Rps Myrtle Beach	MAC Tournament- parking	4	
Sam's Club/Synchrony Bank	Sunbelt Baseball sponsorship	113	
	Tourism Week Food	7	
Sea Capt's House	Sun Belt Baseball Championship	5	
	Trip Giveaway	75	
Seafood House	Trip Giveaway	70	
Seafood House Calabash Buffet	CCMF Trip Giveaway	4	
	Sun Belt Baseball Championship	4	
Seafood World	CCMF Trip Giveaway	21	
	Flip.to Fan Battle Giveaway	12	
	Sun Belt Baseball Championship	4	
Simpsons In 4D	Trip Giveaway	75	
Sq Ac Cab	MAC Tournament- Taxi	4	
Sq Cathy's Gourmet	MAC Tournament- meals	1	
Sq Myrtle Beach Tariordan	MIPM taxi to MYR for trip to Cannes	3	
Starbucks Rotnda E Clt	MAC Tournament-Food	1	
Sumup Can Cabriordan	trans from Cannes to Nice airp	11	
Times Printing Co. Inc.	2019 Digest Guides Addtl Bill	1,615	
Touchstone Merchandise Group	logo chapstik promo	480	
Uber	MAC Tournament- Taxi	3	
	MAC Tournament-transportation	3	
UPS	Bulk UPS Postage	352	
	Marketing UPS Postage	96	
USPS	to record postage @ 4/30/19	128	
	to record postage @ 5/31/19	77	
	to record postage @ 6/30/19	81	
Visitor Center	2 Visitor Center Services	64,005	
Wonderworks	Trip Giveaway	75	
<b>General Consumer Promo Total</b>		<b>118,051</b>	
International Promo	Coastal Carolina Assoc.Realtor	MIPIM	500
	Delta Airlines	IPW Airfare	82
		April fulfillment	160
		February fulfillment	160
	Hilton Myrtle Beach Resort	May fulfillment	74
		Brand USA Netherland FAM hotel	158
	Travel Solutions By Design Corp	FAM Tour Germany	90
		April Canadian Representation	1,003
	Travelweek	June Candian Representation	1,003
		Video hosting advertisement	150
UPS	Canada UPS Postage	18	
	Canadian UPS Postage	27	
Www.Shipnex.Com	Visitor Guide Shipment to Germ	3	
<b>International Promo Total</b>		<b>3,428</b>	
Television	Broadcast Buying Services, Inc.	Easter/Spring April	386
	Corinthian Media, Inc.	April Radio Campaign Laf.	62
		April Traffic Bill	39
		Easter/Spring April TV	189
		Easter/Spring Cable bill	5,109
		Easter/Spring Campaign	177
		Easter/Spring TV	682
		Feb Radio adv.	25
		Feb TV advertising	20
		Feb TV Easter/Spring campaign	2,303
		Feb TV LAF Cmpaign	87
		January TV advertising	87

		March Radio adv.	25
		March Traffic Bill	20
		March TV LAF Campaign	87
		May Traffic Bill	10
		Spring campaign April	458
		Spring TV Laf Campaign	87
<b>Television</b>	<b>Total</b>		<b>9,853</b>
Traditional	Adams Outdoor Advertising	contract billboard 4/8-5/5	5,196
		contract billboard 5/6-6/2	3,832
		contract billboard 6/3-6/30	3,832
		contract billboards 5/6-6/2	1,364
	Carolina Living.Com	carolina living.com adv	225
	Data Publishing	Directory adv. installment	61
	The Brandon Agency	April Accel Advertising	471
		April Adams Outdoor Adv.	2,912
		April Lamar Advertising	612
		Feb Adams I95 Billboard Adv	2,912
		Feb Fairway I95 Billboard Adv	612
		Feb I95 Accel Billboard Adv.	471
		Feb Lamar I95 Billboard Adv	1,986
		June Accel Advertising	471
		June Adams Outdoor Adv	1,324
		June Lamar Advertising	1,280
		Lamar April advertising	1,986
		Lamar May Advertising	1,280
		May Accel Advertising	471
		May Adams Outdoor Adv.	2,912
<b>Traditional</b>	<b>Total</b>		<b>34,206</b>
<b>Grand Total</b>			<b>165,538</b>