

MYRTLE BEACH AREA CHAMBER OF COMMERCE - 1% TDF REPORT
2nd Quarter 2019 Tourism Spending

Marketing Investment	Vendor Name	Vendor / Transaction Description	Sum of 1% TDF
Air Service	Visibility & Conversions, Llc	Digital Adv	157,500
		May digital campaign	157,500
Air Service	Total		315,000
Creative Development	Adobe Systems Inc	Adobe analytics standard	588
		April internet analytics	2,026
		June analytics	2,026
		May internet analytics	1,438
	Dnh Godaddy.Com	Domain Names	108
		Domain VMBUSA	19
	Simpleview Llc	Support Act on Contacts	5,103
		support, act on contacts	5,103
		Support, Act On Contacts, SQL	13,740
	Soundcloud Inc	VMB Music	57
	Tulsa Connect	Web hosting	749
		Web hosting server	749
		Web Server Hosting	749
	Visual Destinations Llc	April Web Design Services	8,010
		June web design services	8,010
		May Web Design Services	8,010
	Web Networksolutions	Domain Names- MB Tourism	36
Creative Development	Total		56,521
Destination Publicity	American Express	WestJet Photographer	184
	Bch Colonys Winds Resort	PR Media Hosting	66
	Cross Border Trans Fee	media hosting durand	8
	Cvs/Pharmacy	Media Visit	798
	Cvs/Pharmacy	PR Media Hosting Giftcard - Na	143
	Delta Airlines	PR Media Hosting - Journalist	934
	Expresswatersports	PR Media Hosting	35
	Fahlgren Mortine	Addl June Dest Publicity	1,035
		Air service campaign	1,518
		Apr Additional Dest Publicity	656
		April Destination Publicity	15,249
		ATL Media in Market Support	2,139
		Clipping & Travel OOP Expenses	3,685
		DC Trip Media in Market Spprt	3,795
		June Destination Publicity	15,249
		May Add. Dest. Publicity	1,277
		May Desintation Publicity	15,249
		Out of Pocket FAM&Media visit	6,452
		Out of Pocket travel	2,419
		Out of Pocket/Clipping Service	3,515
		Social Media Mktg/ Out of Pock	2,622
		Spring Campagain Mgmt	1,932
		Summer Campaign mgmt	1,553
		Summer FAM Mkt Spprt	6,624
	FSli Office	Logo tote bags	3,570
	Hotel Blue	PR Media Hosting WestJet	255
	Island Vista	PR Media Hosting - R Pradinuk	655
	Kaesar & Blair Inc.	16 oz logo tumblers w/ lids	4,660
	Waikiki Village Motel	PR Media Hosting	410
	Westjet	media hosting durand	785
	Travel Writer	Vegan Guide to MB article	276
Destination Publicity	Total		97,747
Digital	Battle Strategies Llc	Facebook and Blog posting	2,531
		May Facebook and blog posts	1,451
	Flip To	Social Advocacy Platform	232,527
		Social Platform	25,671
		Social Platform DMO	29,664
	Flip To, Llc	Social Advocacy Platform	240,028
	Tst Bandito S	Social Media Video	91
	Visibility & Conversions, Llc	Digital April Adv	1,097,895

		June digital campaign	1,524,212
		May digital campaign	1,282,318
	Employee Reimbursement	Facebook Live mileage	14
Digital Total			4,436,402
General Consumer Promo	American Airlines	MAC Tournament- flight	606
		MAC Tournament-transportation	1,426
	American Express	Disabled Veterans Promotion	450
		Divas Half Marathon	90
		Trip Giveaways	1,350
	At&T Bill Payment	Special Marketing Cell	62
		Special Mrktg Cell	31
	B&C Entertainment Golf	CCMF Giveaway	90
		Trip Giveaway	450
	Battle Strategies Llc	April Facebook and blog posts	3,038
	Bolo Promos & Apparel Llc	Logo Item Giveaways	15,794
		Table Cover	392
	Brioche Doree	MAC Tournament- meals	11
	Brookgreen Gardens	IMG-Learfield Trip Giveaway	90
		Trip Giveaway	450
	Bruegger'S Bagles	MAC Tournament- meals	9
	Butcher And The Brewer	MAC Tournament-Food	114
	Caribbean Resort	Coca-Cola CCMF Promo, accomoda	1,554
	Carolina Video Group	CVB Channel Hosting Jan-June	450
	Ccmf, Llc	2019 CCMF Marketing and Promo	135,000
	Cincinnati USA Regional Chamber	Sponsor Taste of Cincinnati	8,100
	Clt 2096A Today Show Term	MAC Tournament-Food	5
	Coastal Distribution	May Distribution	45,238
	Com-Connect	Apr Call Ctr/Chat	24,464
	Com-Connect Llc	April Mobile VC promo	7,017
		June call center & live chat	24,464
		May Call Center & Live Chat	24,464
		May Mobile VC Promo & Events	14,739
	Corinthian Media, Inc.	Radio advertising	574
	Cross Border Trans Fee	trans fee	3
	Data Publishing	Directory adv installment	275
	Easyjet	MIPM fee to check bag on plane	16
	Envoy Network Inc	March fulfillment	1,219
	Founders Grp Golf	Sun Belt Baseball Championship	45
		TripGiveaway	360
	Golf Tourism Solutions	Hootie & Blowfish sponsorship	96,750
	Harry Buffalo E 4Th	MAC Tournament-Food	37
	Hodges	MAC Tournament-Food	79
	Hollywood Wax Museum	CCMF Trip Giveaway	86
	Hollywood Wax Museum	Sun Belt Baseball Championship	43
	Hotel Blue	DAV/CCMF Promotion	8,581
Hyatt Regency Cleveland	MAC Tournament- hotel	362	
	MAC Tournament-Accommodations	446	
Kaeser & Blair Inc.	VMB Sunglasses	7,341	
Le Pavillon Trariordan	Lunch at MIPIM	12	
Learfield Communications/Img College	MAC Marketing/Adv/Sponsorship	54,338	
Legends Concert	Trip Giveaway	99	
Lucky Dog Television Productions	1/2 of Beach Ball Classic Spon	51,750	
Mann Travels	Alex Conner pkg trip	810	
	Allison Taylor trip pkg	468	
	Erin Baker trip pkg	620	
	Kearsten Brady trip pkg	1,980	
	Kearsten Renee Brady trip pkg	104	
	Kevin Brown trip pkg	626	
	Mark Mitchell trip pkg	720	
	Patricia Rojas-Ungar trip pkg	2,584	
	Trip pkg for Holli Keller	839	
	Trip pkg for Joan Barr	367	
	Trip pkg Jessica Polson	824	
	Trip pkg Zachary Henslee	824	

Mills Marketing Group	June brochure distribution	1,590	
Mills Mrktg Group	Consumer Tradeshow Rep - May	1,590	
Pitney Bowes	exp monthly ppd pstg @ 4/30/19	27	
	exp monthly ppd pstg @ 5/31/19	21	
	exp monthly ppd pstg @ 6/30/19	16	
Restau Le Suquetriordan	Dinner in Cannes MIPIM	139	
Ripley's Aquarium	Flip To Fan Battle Giveaway	46	
Ripleys Aquarium	Trip Giveaway	681	
Rockin Jump	CCMF Trip Giveaway	45	
	IMG-Learfield Trip Giveaway	45	
	Sun Belt Baseball Championship	45	
Rps Myrtle Beach	MAC Tournament- parking	32	
Sam's Club/Synchrony Bank	Sunbelt Baseball sponsorship	1,016	
	Tourism Week Food	66	
Sea Capt's House	Sun Belt Baseball Championship	45	
	Trip Giveaway	675	
Seafood House	Trip Giveaway	630	
Seafood House Calabash Buffet	CCMF Trip Giveaway	36	
	Sun Belt Baseball Championship	36	
Seafood World	CCMF Trip Giveaway	185	
	Flip.to Fan Battle Giveaway	111	
	Sun Belt Baseball Championship	37	
Simpsons In 4D	Trip Giveaway	675	
Sq Ac Cab	MAC Tournament- Taxi	39	
Sq Cathy's Gourmet	MAC Tournament- meals	9	
Sq Myrtle Beach Tariordan	MIPM taxi to MYR for trip to Cannes	26	
Starbucks Rotnda E Clt	MAC Tournament-Food	13	
Sumup Can Cabriordan	trans from Cannes to Nice airp	102	
Times Printing Co. Inc.	2019 Digest Guides Addtl Bill	14,537	
Touchstone Merchandise Group	logo chapstik promo	4,316	
Uber	MAC Tournament- Taxi	23	
	MAC Tournament-transportation	29	
UPS	Bulk UPS Postage	3,168	
	Marketing UPS Postage	861	
USPS	to record postage @ 4/30/19	1,155	
	to record postage @ 5/31/19	694	
	to record postage @ 6/30/19	731	
Wonderworks	Trip Giveaway	675	
General Consumer Promo	Total	577,296	
Group Sales	Ambassador Online Booking	College Track Site Visit - Geo	184
	American Airlines	HelmsBriscoe ABC Airfare Houst	363
		HelmsBriscoe ABC Airline Bag F	27
		HelmsBriscoe ABC Airline Seat	34
		Karen King - Legacy Global Spo	231
		NASC bag fee	27
		NASC flight bag fee	27
		NASC Symposium Flight	548
	American Beekeeper Federation	2019 Conference mktg support	4,500
	Avista Resort	Travel South TIP	981
	Bay Shore Parking	National Symposium on Student	5
	Beach Rider Amusement	Admission for DerTouristik FAM	189
	Bp#8276941Circle K St 27	National Symposium on Student Site Visit - 2021 NSEA/SASEA J	21 14
	Bp#8337529Scotchman 3117	Site Visit - NatGLC - 2021 8th	30
	Broadway Grand Prix	Admission and afternoon snacks	455
	Brookgreen Gardens	DERTOUR FAM tour	166
		Site Visit	45
	BSC Softball Inc	Mktg spprt BSC championships	2,700
	Carolina One Volleyball	Mktg spt- Ult. Beach Classic	5,400
	Carolina Roadhouse	Lunch meeting with Lindsay Wat	79
	Champion Volleyball Club	Mktg sppt for Myrtle Madness	4,500
	Chick-Fil-A	Connect Diversity Food/Bev	6
		GSAE Breakfast	6
City Of Myrtle Beach	Mktg Sprt Spring Break Meets	6,750	

	NASC Symposium expenses	1,434
Coastal Network Cooperative	2018 CNC Holiday FantaSea	2,700
Connect	Connect Sports Spring FP AD	4,500
Conventionplanit.com	Profile Page and banner ads	2,426
Costco Whse	Basket Filler/decoration (site	87
Courtyard Knoxville Do	NASC breakfast	5
	NASC hotel	967
Crazysister Marina	National Symposium on Student	95
Croissants Bistro And Bak	Lunch meeting with Johnny Will	100
	Site Visit - 2021 NSEA/SASEA J	50
	Site Visit - NatGLC - 2021 8th	82
Cross Border Trans Fee	MPI WEC Sponsorship	10
Cvent	Profile Pages	31,581
Delta Airlines	Connect Diversity bag check	54
Design Frenzy	Tote bags	225
Design The Sign Llc	NASC signage and table throw	298
Dollar Tree, Inc.	Basket Filler/decoration (site	26
Due North Consulting	SportsDestinations.com Apr Adv	3,180
	SportsDestinations.com Mar Adv	3,180
Due North Media	SDM Adv	3,180
El Cerro At 29Th Ave	Site inspection lunch for Debb	38
Elkmont Exchange	NASC dinner	24
Embassy Suites Resort - Kingston Plantation	Brian Newman Flight Site Visit	664
Enterprise Rent-A-Car	National Symposium on Student	250
	Site Visit - 2021 NSEA/SASEA J	202
	Site Visit - NatGLC - 2021 8th	169
Envents Llc	Military golf Classic staffing	351
	NC Dental Society Registrat	1,751
	NC Optometric Society Reg.	860
	SC Dental Society Reg extra	9
Facebook	Groups Meetings adv	1,104
	Groups Mtgs	810
	Meetings ads	1,170
	Meetings Advertising	355
Google Inc.	April meetings campaign	3,824
	April Mtgs display search ads	5,686
	March group advertisement	10,669
	May meetings adv.	3,343
	May meetings campaign	5,188
Greg Norman Australian Gr	Site Visit - NatGLC - 2021 8th	99
Grouchos Of Greenville	GSAE Lunch	12
Group Tour Media Inc	April magazine advertising	2,970
Group Travel Leader	1/2 page advertisement	1,800
	Holiday Guide	7,538
	Student Guide	9,765
Hampton Inn Oceanfront	2019 Travel South - FAM accomm	4,111
Heidis Corner	National Symposium on Student	81
	Netherlands FAM	241
	Site inspection dinner for Deb	207
	Site Visit - NatGLC - 2021 8th	175
	Team Travel Source Site Visit	89
Helmsbriscoe	HelmsBriscoe Annual Conference	3,780
Helmsbriscoe Performance Group	Lead Gen Pages	2,025
Hilton Hotel Americas	HelmsBriscoe ABC- Hotel reserv	258
Hudson	HelmsBriscoe ABC Food/Beverage	3
J And J Exhibitors Servic	NASC Booth	164
	NASC booth and shipping costs	1,076
Kaeser & Blair Inc.	Golf towel	408
	Logo Golf tees giveaway	416
	Passport holder wallet organiz	1,007
	Stylus promo items	589
Kwik-E-Mart	Site Visit - 2021 NSEA/SASEA J	17
Lands End Bus Outfitters	Bob Harris - wearables for IPW	177
	Wearables for Kimberly Hartley	125

	Wearables for trade shows	138
Lindsay Shaffer Interpreting	Leah Gipe interpreting service	451
Marketplace 1897 Clt	HelmsBriscoe ABC Food/Beverage	17
Marriott Myrtle Beach	ESPN Events - Johnny Williams	114
Marriott Myrtle Beach	Accommodations for Debbie Meyge	85
Meeting Professionals Int'L	MPI WEC Sponsorship	13,500
MHD Services	Alpha Phi Alpha Site visit	378
	April specialty marketing prom	3,303
	June specialty marketing promo	3,397
	May specialty marketing promo	3,303
Michaels Stores	Baskets for Promo (site visit)	38
Multiview	NASC Adv	5,924
	NASC Web Adv	1,503
Myrtle Beach Parking	Team Travel Source Site Visit	9
Myrtles Chicken Beer	NASC Lunch with Jonathan Paris	32
Nat'L Assoc Sports Commissions	NASC Symposium Registration	2,597
	NASC Symposium Sponsorship	18,000
Northstar Travel Media	Integrated Sports Package	16,050
	Meetings Group Lead Gen Pkg	33,300
Oceana Resorts	NASC Kay Grant Expenses	1,331
Pappasito'S Cantina #7	HelmsBriscoe ABC Food/Beverage	27
Paris Sports Management	April sports tourism promo	13,848
	April/May out of pocket expens	1,852
	June Sports Promo	13,848
	March out of pocket sprt promo	1,369
	May sports Promo	13,848
	May/June out of pocket exp	2,509
Phi Beta Sigma	Ad in Event Program 2019	2,250
Phil Waldrep Ministries	Promotional fee for mktg expen	4,500
Pitney Bowes	exp monthly ppd pstg @ 4/30/19	178
	exp monthly ppd pstg @ 5/31/19	259
	exp monthly ppd pstg @ 6/30/19	257
Post Up Stand	Sports banners for tradeshows	1,560
Printing Port	Group Sales pocket folder	1,651
Proforma Executive Business Services	Promo items- golf balls	1,939
	promo items- magnetic clips	1,126
	promo items-manicure set	634
Ripley's Mb Aq	Admission and lunch for DerTou	324
Ripleys Aquarium	Site Visit	62
Riptydz Oceanfront Grille	Dinner for DerTouristik FAM to	569
	Site visit - Alpha Phi Alpha I	177
Rps Myrtle Beach	Connect Diversity Parking	43
	Site Visit - 2021 NSEA/SASEA J	3
Sam Adams	Connect Diversity Food/Bev	14
SC NSA	Mktg spt- NSA Winter Worlds	2,700
Sheraton Birmingham	Connect Diversity Hotel and ro	594
Sheraton Birmingham Dine	Connect Diversity Food/Bev	38
Sheraton Mrtle Bch Conv	2019 Travel South - Dawn Formo	97
	2019 Travel South - Hotel Aaro	505
	2019 Travel South - Hotel Dawn	505
	2019 Travel South - Hotel Lisa	505
	2019 Travel South - Hotel Sand	505
	Travel South Journ Breakfast b	301
Sleek Sports Bar	Connect Diversity Food/Bev	20
Southern Kitchen & Bar	Connect Diversity Food/Bev	37
Sp Socksmith Design	Tour Operator Gift - Carrs Hol	14
Spinnaker Dme	Apr Midwest Natl Sales Promo	1,980
	Midwest Ntl Sales Promo May	1,980
	Midwest Sales Promo - June	2,026
Sports Events Magazine	Banner Ad January Digital	465
Sportsevents Media Group	June Full Page Ad	2,331
Sq C3 Coffee Bar C	Site Visit - NatGLC - 2021 8th	9
Sq Zemed Cab 2340	HelmsBriscoe ABC Transportatio	52
Stamats Meetings Media Inc	Meetings Today Digital Adv May	8,550

	Meetings Today Print Ad June	4,050	
	Meetings Today print ad May	4,050	
Starbucks Tys	NASC breakfast	8	
Surf Water Promotions	2019 Travel South wearables	137	
T2H Advertising	MBSC website updates	239	
	MBSportsCntr website Apr-June	108	
The Original Pancake Hous	Connect Diversity Food/Bev	14	
Tin Roof	Team Travel Source Site Visit	126	
Top Golf	National Travel Basketball Ass	76	
Touchstone Merchandise	Hot/Cool packs - VMB Promotion	860	
	Order sample for promo item	18	
	Travel South Wristbands	549	
Touchstone Merchandise Group	bus card holder giveaway	1,575	
	Phone wallet giveaways	850	
Tst The Tomato Head - Ma	NASC lunch	10	
Tst Wicked Tuna	Lunch for DerTouristik FAM Tou	750	
	Netherlands FAM	482	
	Site Visit - NatGLC - 2021 8th	86	
U.S. Travel Association	Mtgs Mean Bus 2019 Coal Contri	9,000	
Uber	Connect Diversity Transportati	28	
Uber Trip	Connect Diversity Food/Bev	7	
	Connect Diversity Transportati	27	
	NASC transportation	71	
UPS	Group Sales UPS Postage	408	
USA Team Handball	Mktg support- USA Team Handbal	9,000	
Wal-Mart	Promo basket decoration (site	16	
	South Carolina Beach towel for	8	
Wonderworks	Site Visit	180	
Yee Haw Brewing	GSAE Dinner	17	
Employee Reimbursement	FAM Tour mileage for three FAM	113	
	Valet Parking for DerTouristik	54	
	GSAE tradeshow travel mileage	268	
	Mileage for Site visits	46	
Group Sales	Total	377,828	
International Promo	Coastal Carolina Assoc. Realtor	MIPIM	4,500
	Delta Airlines	IPW Airfare	742
	Envoy Network Inc	April fulfillment	1,437
		February fulfillment	1,439
		May fulfillment	665
	Hilton Myrtle Beach Resort	Brand USA Netherland FAM hotel	1,422
		FAM Tour Germany	807
	North American Journeys	2019 Basic Itinerary Program	1,755
		NAJ RTO Summit Regist. Hartley	1,616
	Residence Inn Myrtle B	Site Visit	1,520
	SCPRT	IPW Booth Furnishings	1,800
	Travel Solutions By Design	May Canadian Representation	9,030
	Travel Solutions By Design Corp	April Canadian Representation	9,030
		April OOP Expenses	636
		April travel expenses	513
		Canadaian Adv April-June	1,350
		June Candian Representation	9,030
		Let's Talk Travel Presentation	850
		March Candian Rep Mileage	365
		MARCH OOP Expenses	754
		MBACVB Meeting Expenses	388
		MBACVB Site visits	517
		RTO Summit East	487
		RTO Summit Expenses	1,097
		TMAC AGM Conference	979
		Translator for CANAM & New Dev	1,061
		Travel & Vacation Show Ottawa	1,331
	Travelweek	Video hosting advertisement	1,350
	UPS	Canada UPS Postage	160
		Canadian UPS Postage	243

	Www.Shipnex.Com	Visitor Guide Shipment to Germ	31	
International Promo	Total		56,903	
Research	Amer Express	Economic Impact Study Giveaway	164	
	Arrivalist Co.	Site Visitation	17,630	
	Chmura Economics & Analytics	2019 JobsEQ Software Renewal	4,610	
	Cross Border Trans Fee	Research	2	
	Destination Marketing International	Dest. Org. Membership dues	22,950	
	Hotjar	Research	219	
	MMGY Global Llc	Q2 2019 Research Services	40,590	
	Patlive/Hostednumbers	Research Tracking	914	
	Right Analytics Llc	April research services	10,439	
		June research services	10,439	
		May research services	10,439	
	Skift, Inc.	Industry Research Info	1,718	
	U.S. Travel Association	Research Membership	39,083	
	Ubermedia	April research	4,674	
		March research	5,130	
May research		4,674		
Verint Americas Inc	Consulting- Survey info	1,620		
Research Total			175,294	
Television	Broadcast Buying Services, Inc.	Easter/Spring April	8,981	
		Corinthian Media, Inc.	April Easter/Spring TV	691,665
			April Radio Campaign Laf.	556
			April Traffic Bill	911
			Easter/Spring April TV	4,385
			Easter/Spring Cable bill	45,978
			Easter/Spring Campaign	4,118
			Easter/Spring TV	6,139
			Feb Radio adv.	574
			Feb TV advertising	456
			Feb TV Easter/Spring campaign	53,556
			Feb TV LAF Cmpaign	2,032
			January TV advertising	2,032
			March Easter/Spring TV	1,116,330
			March Radio adv.	574
			March Traffic Bill	456
			March TV LAF Campaign	2,032
			May Traffic Bill	228
			Spring campaign April	10,637
		Spring TV Laf Campaign	2,032	
Television	Total		1,953,672	
Traditional	Carolina Living.Com	carolina living.com adv	2,025	
	Data Publishing	Directory adv. installment	549	
Traditional	Total		2,574	
Grand Total			8,049,238	