

## Myrtle Beach Area Chamber of Commerce -30% Horry County A-Tax April - June 2022 Tourism Investments

Accountability Category	Paid To	Memo	HC A-tax Amount
Creative Development	ASHLEE MORROW CARSON	Campground Blog Articles	\$150.00
		May Blog Articles	\$50.00
<b>Creative Development Total</b>			<b>\$200.00</b>
Digital	FACEBOOK	March Spring Ads	\$8,500.00
	GOOGLE ADS	April Spring Ads	\$8,700.00
	MMGY GLOBAL LLC	Campground Digital Ads	\$3,750.00
	MMGY GLOBAL LLC	Local Cmty Event Adv	\$6,000.00
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Social Media Postings	\$7,000.00
		Social Media Posts	\$4,600.00
	MICROSOFT ADV	June Horry County Museum	\$128.68
	TRAVEL DESK	Cmty Event Adv April	\$332.88
April Campground Adv		\$93.89	
<b>Digital Total</b>			<b>\$39,105.45</b>
General Consumer Promotion	CONWAY AREA CHAMBER OF COMMERCE	Mrktg Event Support	\$15,000.00
	LITTLE RIVER CHAMBER OF COMMERCE	Mrktg Event Support	\$10,000.00
	LORIS CHAMBER OF COMMERCE	Loris Bogoff Mrktg Support	\$10,000.00
	NMB CHAMBER OF COMMERCE	Mrktg Event support	\$25,000.00
	TOWN OF AYNOR	Harvest Hoedown Mrktg Support	\$10,000.00
<b>General Consumer Promotion Total</b>			<b>\$70,000.00</b>
Outdoor & Print	BRANDON AGENCY	Camping Billboard March	\$705.88
		Camping Billboard-April	\$705.88
		Camping Billboard May	\$1,411.76
		Camping Billboard June	\$727.06
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Billboard	\$2,775.00
<b>Outdoor &amp; Print Total</b>			<b>\$6,325.58</b>
Television	AMPERSAND	March Spring Ads	\$55,870.56
<b>Television Total</b>			<b>\$55,870.56</b>
<b>Grand Total</b>			<b>\$171,501.59</b>