

## Myrtle Beach Area Chamber of Commerce -HC A-Tax April - June 2023 Tourism Investments

Accountability Category	Paid To	Memo	HC A-Tax Amount
Air Service	PROJECT X MEDIA INC	OOM Airport Ads	\$39,244.28
<b>Air Service Total</b>			<b>\$39,244.28</b>
Digital	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Social Posts	\$718.66
	TRAVEL DESK	Campground Adv April	\$4,630.99
		Conway Event Mrktg	\$8,209.66
		Little River Event Mrktg	\$13,420.67
		NMB Event Mrktg	\$26,214.82
<b>Digital Total</b>			<b>\$53,194.80</b>
General Consumer Promotion			\$4,964.41
	WINSTON DESIGN GROUP	Gullah Event Promotion	\$2,001.88
<b>General Consumer Promotion Total</b>			<b>\$6,966.29</b>
Outdoor & Integrated Packages	BRANDON AGENCY	Campground Billboard	\$727.06
		Campground Billboards	\$1,454.12
	LAMAR TEXAS LIMITED PARTNERSHIP	Gullah Event Billboards	\$2,113.00
		Gullah Event Billboards	\$825.00
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Billboards	\$4,060.00
<b>Outdoor &amp; Integrated Packages Total</b>			<b>\$9,179.18</b>
Social & Search Media	FACEBOOK	Aynor Adv	\$105.23
		Campgrounds Adv	\$521.60
		Conway Adv	\$386.92
		Loris Adv	\$307.54
		NMB Adv	\$1,176.99
		Atl Beach ads	\$2,944.77
		Aynor ads	\$1,981.21
		Campground Adv	\$10,032.99
		Conway ads	\$7,476.39
		Little River ads	\$9,817.00
		Loris ads	\$5,881.32
		NMB ads	\$22,472.62
		Al Beach Ads	\$5,055.23
		Aynor Ads	\$1,913.57
		Campground ads	\$9,445.41
		Conway Ads	\$7,136.69
		LR ads	\$12,683.00
		Loris ads	\$5,807.99
		NMB ads	\$21,331.36
	GOOGLE ADS	Atl Beach ads	\$4,754.56
		Aynor ads	\$2,340.00
		Campgrounds April Ads	\$7,000.00
		Conway ads	\$5,921.92
		Little River ads	\$8,094.57
		Loris ads	\$7,169.43

		NMB ads	\$17,936.26
		AI Beach Ads	\$7,950.64
		Aynor Ads	\$1,825.71
		Campground ads	\$13,043.91
		Conway Ads	\$7,053.64
		LR ads	\$2,478.95
		Loris ads	\$6,049.38
		NMB ads	\$32,155.10
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Social Media	\$7,800.00
<b>Social &amp; Search Media Total</b>			<b>\$258,051.90</b>
Television	AMPERSAND	April Spring Ads	\$2,273.89
		May Summer Ads	\$11,861.17
	HULU, LLC	March Spring Ads	\$7,200.85
	MIQ DIGITAL USA INC	May Summer Ads	\$87.97
	NBC UNIVERSAL	March Spring Ads	\$7,298.86
		April Spring Ads	\$4,398.58
	SAMSUNG ELECTRONICS AMERICA	March Spring Ads	\$7,587.62
		April Springs Ads	\$5,997.17
	WUTV	Super Bowl Adv	\$6,133.79
	WXIX	Superbowl Adv	\$4,317.75
<b>Television Total</b>			<b>\$57,157.65</b>
<b>Total</b>			<b>\$423,794.10</b>