

# Myrtle Beach Area Chamber of Commerce - Horry County A-Tax Report

## 3rd Quarter 2019 Tourism Spending

Sum of 30% HC A-Tax			
Marketing Investment	Vendor Name	Vendor / Transaction Description	Total
Digital	Flip To	Social Advocacy Platform	\$ 17,502.03
		Social Platform	\$ 802.22
		Social Platform DMO	\$ 4,770.46
	Visibility & Conversions, Llc	Addl Fall Campaign	\$ 40,500.00
		August digital campaign	\$ 70,420.09
		July digital campaign	\$ 84,748.63
		September digital campaign	\$ 100,770.31
		<b>Digital Total</b>	
Television	Corinthian Media, Inc.	Aug WJZY Sponsorship TV	\$ 1,425.00
		August Traffic Bill	\$ 985.00
<b>Television Total</b>			<b>\$ 2,410.00</b>
Traditional	The Brandon Agency	Campground FB Adv Aug	\$ 4,285.66
		Campground FB Adv Sept	\$ 4,285.66
		Campground Lamar Billboard Aug	\$ 705.88
		Campground Lamar Billboard Sep	\$ 705.88
		Fall FB Creative Ads	\$ 600.00
		I95 Billboard Redesign	\$ 787.50
		July Campground Billboard	\$ 1,752.94
		July Lamar adv Campground	\$ 523.53
<b>Traditional Total</b>			<b>\$ 13,647.05</b>
<b>Grand Total</b>			<b>\$ 335,570.79</b>