

## Myrtle Beach Area Chamber of Commerce -30% Surfside Beach A-Tax July - September 2022 Tourism Investments

Accountability Category	Paid To	Memo	SSB A-Tax Amount	
Creative Development	GO DADDY	Visit Surfside Beach Domain	\$ 10.17	
	MEDIA COAST	VSSB Web Maintenance	\$ 93.75	
<b>Creative Development Total</b>			<b>\$ 103.92</b>	
Destination Publicity	ASHLEE MORROW CARSON	Aug Blog Articles	\$ 3.40	
	AMERICAN EXPRESS	Trip Giveaway	\$ 1.00	
	BOLO PROMOS & APPAREL LLC	VMB Beach Balls	\$ 13.93	
	DESIGN THE SIGN LLC	Art Trail Signage	\$ 11.75	
	DIGIMIND, INC	Social Media Tracking	\$ 214.00	
	FAHLGREN MORTINE	June Services		\$ 306.00
		ATL Media Mission		\$ 122.25
		Satellite Media Tour		\$ 46.50
		Sensory Friendly Influencers		\$ 12.75
		Sensory Friendly Media		\$ 6.75
		Sensory Friendly Promotions Book		\$ 27.00
		Sensory Friendly Research		\$ 4.50
		OOP Expenses		\$ 47.29
		ATL Media Mission		\$ 10.50
		July Services		\$ 306.00
		OOP -News Releases		\$ 140.70
		Sat. Media Tour		\$ 0.75
		Sensory Friendly Book		\$ 51.75
		Sensory Friendly Book OOP		\$ 71.84
		Sensory Friendly Influencer		\$ 14.25
		Sensory Friendly Media		\$ 18.00
		Aug Services		\$ 306.00
		Chef Swap Media		\$ 16.50
		Sensory Friendly Book		\$ 76.50
		Sensory Friendly Influencer		\$ 7.50
	Sensory Friendly Research		\$ 3.00	
	Sept Promos		\$ 306.00	
	Chef Swap Promo		\$ 93.75	
	Sensory Friendly Book		\$ 5.25	
	Sensory Friendly Media		\$ 15.75	
	Sensory Friendly Promo		\$ 21.75	
	HYATT REGENCY GRND CYPRESS	IPW Hotel		\$ 18.86
	JO CLARK	Social Media Posts/Blogs		\$ 2.70
JOHANNA D. JONES	Finding Our Flavor		\$ 75.00	
Julie Ellis	OOP Expenses		\$ 2.61	
MSE BRANDED SC	IPW Meal		\$ 0.80	
PROFORMA EXECUTIVE BUSINESS SERVICES	Arts & Gallery Trail		\$ 18.46	
	VMB Arts Trail Keychains		\$ 34.23	
STICKER MULE	Arts & Gallery Trail Stickers		\$ 5.69	
THE PRINTING PORT	Arts Trail Posters		\$ 10.36	
	Arts Trail Coloring Book		\$ 28.23	
	Arts Trail Maps		\$ 54.39	
TRAVMEDIA USA LLC	US & Int'l Media Dist.		\$ 100.80	

	UBER	IPW Taxi	\$ 2.38
	US TRAVEL ASSOCIATION	ESTO	\$ 2.50
	ZOOM	Virtual Digital Media Visits	\$ 0.65
		Virtual Media Tours	\$ 0.65
		Virtual Media Visits	\$ 0.65
<b>Destination Publicity Total</b>			<b>\$ 2,641.87</b>
Digital	ALPHONSO INC	June CTV Ads	\$ 283.19
		July CTV Ads	\$ 887.15
		Aug CTV Ads	\$ 754.66
	BANDWANGO, INC	Adv Platform	\$ 6.65
		Adv Platform	\$ 6.65
		Adv Platform	\$ 6.65
	CONVERSANT, LLC	June Summer Ads	\$ 106.34
		July Summer Ads	\$ 156.97
		Aug Summer Ads	\$ 149.19
	EMERGENT MEDIA LLC	July Aug Adv	\$ 243.58
	EXPEDIA	May Adv	\$ 338.02
	FACEBOOK	Aug Summer Ads	\$ 635.66
		June Digital Ads	\$ 331.59
		July Summer Ads	\$ 678.86
	FLIP.TO	DMO Marketing Platform	\$ 1,113.89
	GOOGLE ADS	June Digital Ads	\$ 1,243.08
		July Summer Ads	\$ 1,251.65
	MATADOR VENTURES INC	July Summer Ads	\$ 275.00
	MICROSOFT ADS	Aug Summer Ads	\$ 199.46
	MMGY GLOBAL LLC	Fall Digital Ads	\$ 1,202.59
	MOBILEFUSE LLC	June Summer Ads	\$ 30.01
		July Summer Ads	\$ 31.46
		Aug Summer Ads	\$ 25.42
	MICROSOFT ADS	June Digital Ads	\$ 213.40
		July Summer Ads	\$ 155.43
	PINTEREST ADS	Aug Summer Ads	\$ 207.30
		June Digital Ads	\$ 135.76
		July Summer Ads	\$ 270.19
	SAMSUNG ELECTRONICS AMERICA	June Summer Ads	\$ 56.40
		July Summer Ads	\$ 839.10
	SIGHTLY	July Video Ads	\$ 111.22
		Aug Summer Ads	\$ 163.78
	SOJERN INC	June Digital Ads	\$ 574.57
		July Digital Ads	\$ 568.38
		Aug Digital Ads	\$ 455.96
	TASTEMADE, INC	Aug Fall Ads	\$ 165.00
July Summer Ads		\$ 343.75	
THE SLATE GROUP LLC	Aug Podcast Adv	\$ 281.05	
TIK TOK INC	June Summer Ads	\$ 296.41	
	July Summer Ads	\$ 740.92	
	Aug Summer Ads	\$ 317.26	
TINYBEANS USA LTD.	June Summer Ads	\$ 41.86	
	July Summer Ads	\$ 234.92	

		Aug Summer Ads	\$ 273.22
	TRAVEL DESK	June Ads	\$ 587.61
		June CTV Summer Ads	\$ 297.19
		July Ads	\$ 1,306.37
		July CTV Summer Ads	\$ 270.50
		Aug Ads	\$ 660.82
		Aug CTV Summer Ads	\$ 130.70
	TRAVEL ZOO	May Ads	\$ 99.78
		May Sponsored Content	\$ 165.00
		June Ads	\$ 61.00
		July Ads	\$ 52.96
		Aug Eblast	\$ 341.83
	TRAVELSCAPE LLC	June Ads	\$ 434.07
	TRIP ADVISOR	June Ads	\$ 165.52
		July Ads	\$ 132.69
		July Ads	\$ 30.72
	TRIPLE LIFT INC	Summer Ads	\$ 550.00
	TWITTER	June Ads	\$ 110.62
		July Ads	\$ 168.26
		Aug Ads	\$ 82.81
	USA TODAY	Spring Adv	\$ 100.31
	YAHOO AD TECH LLC	June Ads	\$ 426.85
		July Ads	\$ 530.89
		Aug Ads	\$ 501.70
	ZETA GLOBAL CORP.	June Summer Ads	\$ 29.08
		July Summer Ads	\$ 126.60
		Aug Summer Ads	\$ 119.33
	TRUE X, INC	June Summer Ads	\$ 106.16
		July Summer Ads	\$ 109.66
		Aug Summer Ads	\$ 90.28
	<b>Digital Total</b>		<b>\$ 24,192.91</b>
Research	CHMURA ECONOMICS & ANALYTICS	Tourism Research	\$ 62.45
	DESTINATIONS INTERNATIONAL	DMAP	\$ 7.50
		Industry Research	\$ 345.00
	FLIP.TO	Destination Analytics	\$ 500.00
	KEY DATA	Data Dashboard	\$ 219.94
	LONGWOODS INTERNATIONAL USA INC	Adv/Tourism Reports	\$ 450.00
	LUCKIE & COMPANY LLC	June Services	\$ 325.00
		July Services	\$ 325.00
		Visitor Analytics	\$ 250.00
		Aug Services	\$ 325.00
		Visitor Data Platform	\$ 250.00
	MMGY GLOBAL LLC	Traveler Accessibility Study	\$ 25.00
	PATLIVE	Visitor Tracking	\$ 3.62
		Visitor Tracking	\$ 3.73
	SKAL INTERNATIONAL OF MB	Tourism Research	\$ 3.00
	U.S. TRAVEL ASSOCIATION	Tourism Industry Research	\$ 327.50
		Accessibility Travel	\$ 50.00
	VOLAIRE AVIATION, INC	Canada Air Service Study	\$ 150.00

	ZARTICO INC	Q4 Monthly Data Reports	\$ 212.50
<b>Research Total</b>			<b>\$ 3,835.24</b>
Television	AMPERSAND	April Summer Ads	\$ 2,107.72
		Feb-Apr Spring Ads	\$ 4,347.38
		May Summer TV	\$ 777.00
		July Summer TV	\$ 405.27
	RELISH, FEXY	Moveable Feast MB Episode	\$ 261.25
	SINCLAIR BROADCAST GROUP	Summer TV	\$ 0.11
	WJAX-TV	May Summer Ads	\$ 499.85
	WSET	March Spring Ads	\$ 386.99
		Summer Ads	\$ 112.28
		May Summer Ads	\$ 389.54
	WSMV	April Summer Ads	\$ 17.32
		May Summer Ads	\$ 59.33
<b>Television Total</b>			<b>\$ 9,364.04</b>
<b>Grand Total</b>			<b>\$ 40,137.98</b>