

## Myrtle Beach Area Chamber of Commerce -SSB A-Tax July - September 2023 Tourism Investments

Accountability Category	Paid To	Memo	SSB Atax Amount
Creative/Content Development	MEDIA COAST	SSB Website	\$112.50
<b>Creative/Content Development Total</b>			<b>\$112.50</b>
Destination Publicity	AMERICAN AIRLINES	DC Media Conference	\$3.98
		DC Media Conference	\$1.20
		TMM	\$0.60
		TMM	\$0.60
	AMERICAN EXPRESS	Media Visit	\$16.00
		Media Visit	\$20.00
	AMEXGIFTCARD.COM	Media Visit	\$0.20
	ANDERSON OCEAN CLUB & SP	CCMF Media Visit	\$7.15
	BONFIRE A SMOKIN TAQUE	Media Visit Okra Magazine	\$0.99
	BURR & FORMAN LLP	Beach is for Everybody TM	\$4.77
		Beach Easy TM	\$7.63
		Beach is For Everybody TM	\$12.99
	CAROLINA CHEESE AND PROV	Media Visit Okra Magazine	\$1.30
	CAROLINA COUNTRY MUSIC FEST	CCMF Media Visit	\$0.38
		CCMF Media Visit	\$4.44
	CHIVE BLOSSOM	Culinary Promo	\$2.42
		Media Visit	\$2.06
	COOL IDEAS MARKETING	VMB Items	\$6.07
	CROWN REEF	Traveling the Spectrum Promo	\$45.39
	CROWNE PLAZA NATIONAL	TMM	\$0.25
	CROWNE PLAZA WASHINGTON	TMM	\$9.63
	DIGIMIND, INC	Social Media Tracking	\$214.00
	FAHLGREN MORTINE	Jul Promos	\$663.00
		Media Visit	\$106.39
		Aug Promo	\$663.00
		Sep Promos	\$663.00
		Travel Writer Visit	\$26.71
	FAVORITE-CHEF	Culinary Promos	\$5.00
	FULLY PROMOTED	VMB Items	\$83.40
		VMB Items	\$51.18
		VMB Items	\$24.85
		Beer Trail Items	\$19.62
	GREAT AMER BAGEL	PRSA	\$0.39
HARVEY HOUSE	PRSA	\$2.01	
HILTON HOTELS-MONONA TER	PRSA	\$15.01	
ISLAND VISTA	Media Visit Okra Magazine	\$21.60	
KINGDOM DESIGNS, LLC	MMWM Items	\$0.78	
KINGSTON RESORT OWNER LLC	Media Visit	\$15.51	
LANDS END BUS OUTFITTERS	VBM Items	\$10.31	

	LOLEO JUICE BAR	Culinary Promo	\$0.60
	MILK & HONEY COFFEE CAFE	Culinary Promo	\$0.49
		Chef Swap 2	\$1.38
	MSE BRANDED SOUTH CAROLI	PRSA	\$0.67
	EMPLOYEE REIMBURSEMENT	Mileage	\$3.21
	NATIVE SONS	VMB Items	\$71.16
		VMB Items	\$26.00
		VMB Items	\$19.50
	RPS MYRTLE BEACH	PRSA	\$1.20
		TMM	\$1.20
	SHINE - MYRTLE BEACH	Culinary Promo	\$1.40
	SPRINGHILL INN & SUITE	Culinary Promo	\$14.39
	THE PARSONS TABLE	Culinary Promo	\$2.96
	THE TRESTLE CAFE & BAKERY	Media Visit Okra Magazine	\$1.27
	HOOK & BARREL	Country Living & Parade Visit	\$6.81
	UBER TRIP	PRSA	\$1.09
	UBER TRIP	PRSA	\$0.44
	WICKED TUNA	CCMF Media Visit	\$2.91
	WINNA'S KITCHEN	Media Visit Okra Magazine	\$1.17
<b>Destination Publicity Total</b>			<b>\$2,891.66</b>
Digital	ALPHONSO INC	Aug Ads	\$875.07
	ATLAS OBSCURA INC	Summer Ads	\$550.00
		Summer Ads	\$550.00
	BANDWANGO, INC.	Marketing Platform	\$6.65
		Marketing Platform	\$6.65
	BANDWANGO, INC.	Marketing Platform	\$6.65
	BUZZFEED MEDIA ENTERPRISES INC	Jun Ads	\$151.15
		Jul Ads	\$177.05
		Aug Ads	\$109.23
	CONDE NAST	Aug Ads	\$260.51
	CONVERSANT, LLC	Jun Ads	\$230.44
		Jul Ads	\$333.18
		Aug Ads	\$401.56
	EXPEDIA	Feb Ads	\$112.15
		Feb Ads	\$187.65
		Mar Ads	\$120.53
		Mar Ads	\$211.50
		Apr Ads	\$114.53
		Apr Ads	\$167.93
		Jun Ads	\$112.45
	FACEBOOK	Jun Ads	\$27.56
	FLIP TO INC	DMO Marketing	\$1,106.88
	GENIUS.COM	Aug Ads	\$14.22
	H CODE MEDIA INC	Jun Ads	\$36.85
		Summer Ads	\$51.41
		Aug Ads	\$186.74
	JUN GROUP PRODUCTIONS LLC	Jun Ads	\$23.64

	Jul Ads	\$22.83
MMGY GLOBAL LLC	Fall Media Plan	\$298.84
MOBILEFUSE LLC	Mar Ads	\$176.22
OGDEN PUBLICATIONS INC	Grit Magazine Sep Ads	\$118.25
	Grit Magazine Social Posts	\$2.75
REDDIT INC ADS	Aug Digital Ads	\$235.38
REVIVE MEDIA INC	Jun Ads	\$278.45
	Jul Ads	\$307.09
	Aug Ads	\$639.88
SIGHTLY ENTERPRISES, INC	Aug Ads	\$64.78
SOJERN INC	Jul Ads	\$24.56
	Aug Ads	\$78.97
	Aug Digital Ads	\$14.04
	Aug Digital Ads	\$35.11
	Aug Digital Ads	\$14.26
	Aug Digital Ads	\$28.17
	Aug Digital Ads	\$27.91
	Aug Digital Ads	\$51.18
	Aug Digital Ads	\$34.80
SPOTIFY USA INC	Jun Ads	\$34.03
	Jul Ads	\$213.34
	Aug Ads	\$165.13
STITCHER MEDIA LLC	Jun Ads	\$17.39
SXM	Podcast Ads	\$146.28
	Jul Ads	\$388.67
	Aug Ads	\$287.75
	Podcast Summer Ads	\$56.33
	Aug Ads	\$298.83
TASTEMADE, INC	Fall Ads	\$275.00
	Sep Ads	\$275.00
THE NEW YORK TIMES COMPANY	Jun Ads	\$413.60
	Aug Ads	\$191.31
TIK TOK INC	Jul Ads	\$33.21
	Jul Ads	\$268.67
	Aug Ads	\$33.15
	Aug Ads	\$224.85
TOUCHTUNES MUSIC COMPANY LLC	Fall Ads	\$6.05
	Aug Ads	\$187.51
TRAVEL DESK	Jun Ads	\$215.86
	Jul Ads	\$221.16
	Aug Ads	\$222.57
	Aug Ads	\$14.77
	Aug Ads	\$14.85
	Aug Ads	\$36.30
TRAVEL ZOO	Jun Ads	\$49.38
	Jul Ads	\$66.63
	Aug Ads	\$45.75
TRAVELSCAPE LLC	May Ads	\$3,294.98

	TRIP ADVISOR	Jun Ads	\$3,219.14
		Feb Ads	\$357.74
		Jul Ads	\$4,342.52
		Aug Ads	\$4,448.55
	VOX MEDIA LLC	Jun Ads	\$9,001.73
		Jul Ads	\$259.27
		Aug Ads	\$94.97
		Aug Ads	\$50.44
	YAHOO AD TECH LLC	May Ads	\$42.30
	ZETA GLOBAL CORP.	Jun Ads	\$68.14
		Jul Digital Ads	\$103.41
		Aug Ads	\$95.40
	eTARGET	Email Marketing	\$41.25
<b>Digital Total</b>			<b>\$38,408.86</b>
International Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	TMAC	\$25.47
<b>International Promotion Total</b>			<b>\$25.47</b>
Outdoor & Integrated Packages	AFAR, LLC	Jun Ads	\$1,100.00
	GARDEN AND GUN MAGAZINE, LLC	Jun Digital Ads	\$1,000.00
		Aug Ads	\$1,100.00
	MEREDITH CORPORATION	Southern Living Ads	\$236.59
		Southern Living Jun Ads	\$451.14
		Southern Living Jul Ads	\$459.57
		Magnolia Magazine Ads	\$1,950.00
		Southern Living Sep Ads	\$2,250.00
		Southern Living Digital Ads	\$69.49
	OGDEN PUBLICATIONS INC	Grit Magazine Summer Ads	\$430.00
	PROJECT X MEDIA INC	OOM Billboards	\$564.70
		OOM Billboards	\$737.40
		OOM Billboards	\$158.80
SOUTHBOUND PUBLISHING INC	Okra Magazine Ads	\$136.80	
THE STREET	Jun Ads	\$363.09	
<b>Outdoor &amp; Integrated Packages Total</b>			<b>\$11,007.58</b>
Research	C2ER-LMI	Cost of Living Calculator	\$3.50
	COSTCO WHSE	Next Factor Research	\$0.45
	DAGWOODS DELI	Next Factor Research	\$5.00
	FLIP TO INC	Destination Analytics	\$600.00
	HOMEWOOD SUITES	Next Factor Research	\$10.41
	KEY DATA	Data Dashboard	\$227.64
	LONGWOODS INTERNATIONAL USA INC	Tourism Visitor Research	\$147.50
	LUCKIE & COMPANY LLC	Jun Services	\$336.75
		Jul Services	\$336.75
		Visitor Analytics	\$250.00
		Aug Services	\$336.75
	MMGY GLOBAL LLC	Brand Perception Study	\$112.50
		Travel Data 2022	\$114.60
	NEXTFactor Enterprises Inc	Tourism Research Jul	\$210.28
Tourism Research		\$210.28	

		Tourism Research	\$210.28
	PATLIVE	Visitor Tracking	\$3.63
		Visitor Research	\$3.73
		Visitor Tracking	\$3.72
	U.S. TRAVEL ASSOCIATION	Accessibility Travel	\$50.00
	ZARTICO INC	Data Reports	\$475.00
<b>Research Total</b>			<b>\$3,648.77</b>
Social & Search Media	FACEBOOK	Jun Ads	\$93.81
		Jun Ads	\$491.46
		Jul Digital Ads	\$22.42
		Jul Digital Ads	\$82.45
		Jul Ads	\$532.65
		Visitor Guide Ads	\$52.04
		Aug Ads	\$97.65
		Aug Ads	\$501.53
		Aug Visitor Guide Ads	\$57.96
	GOOGLE ADS	Jun Ads	\$22,403.03
		Jul Digital Ads	\$34,005.07
		Aug Ads	\$1,084.07
	MICROSOFT ADS	Jun Ads	\$84.91
		Jul Digital Ads	\$99.09
		Aug Ads	\$84.91
	MMGY GLOBAL LLC	Social & Search Media Jul	\$5,598.00
		Social Media Influencer	\$17.72
		Social & Search Media Aug	\$5,598.00
		Social & Search Media Sep	\$5,598.00
	PINTEREST ADS	Jun Ads	\$18.42
		Jun Ads	\$220.83
		Jul Ads	\$565.29
		Aug Ads	\$19.40
		Aug Ads	\$555.36
	TIK TOK INC	Jun Ads	\$25.58
		Jun Ads	\$406.33
		Jul Ads	\$1,410.10
	WWW.SOCIALVENU.COM	Video Host Platform	\$1.65
		Social Video Platform	\$1.65
<b>Social &amp; Search Media Total</b>			<b>\$79,729.38</b>
Television	ALPHONSO INC	Jul Ads	\$714.23
	AMPERSAND	May Cable Ads	\$46.62
		Cable TV Ads Jul	\$1,239.26
		Cable TV Ads Jun	\$2,166.11
	CROSS OVER MARKETING, LLC	Stand Up To Cancer Promo	\$3,437.50
	GSTV DESTINATION MEDIA INC	Jun Ads	\$360.62
		Jul Ads	\$189.37
	HULU, LLC	Apr Ads	\$328.20
		May Ads	\$374.61

		Jun Ads	\$361.64
		Jul Ads	\$329.35
	MIQ DIGITAL USA INC	Jun Ads	\$515.30
		Jul Ads	\$431.49
		Aug Ads	\$353.89
	NBC UNIVERSAL	May Ads	\$316.80
		Jul Ads	\$351.51
		Jun Ads	\$357.92
	UNDISCOVERED PRODUCTIONS LLC	Undiscovered America Sponsorship	\$165.00
<b>Television Total</b>			<b>\$12,039.42</b>
<b>Grand Total</b>			<b>\$147,863.64</b>