

MYRTLE BEACH AREA CHAMBER OF COMMERCE - MB ATAX REPORT
4th Quarter 2018 Tourism Spending

Marketing Investment	Vendor Name	Vendor / Transaction Description	Total
Creative Development	Adobe Systems Inc	Dec internet analytics	225
		Nov internet analytics	225
	American Music Company Inc	Music Licensing	390
	Apl Itunes.Com	Ad Design	1
	Cross Border Trans Fee	Domain Names	0
		website	0
	Cyren Online Shop Askn	website	5
	Godaddy.Com	Domain Names	29
	Patlive/Hostednumbers	Research	68
		Research - tracking	48
		Research tracking	42
	Photoshelter, Inc.	1TB storage, Libris basic ann	700
	Salesforce.Com Inc	Oct super messaging overage	1,773
	Simpleview Llc	Act-On Platform Activation	450
		Support, Act-On Contacts	1,134
		Support, SQL Box, Hosting	1,527
Squarespace Inc.	CVB website CMS/hosting renewa	23	
Tulsa Connect	Dec web hosting	83	
	Nov Server Hosting	83	
	Oct Web Server	83	
Visual Destinations Llc	Dec web design services	890	
	Nov web design services	890	
Creative Development Total			8,671
Destination Publicity	Fahlgren Mortine	2018 Highlight Reel	246
		Clipping services	99
		Dec Addtl Destination Pub	99
		December Destination Publicity	1,326
		Fall Campaign Mgmt	48
		Fall campaign promotion	84
		Fall Fam trip	650
		Highlight Reel	9
		Nov Add Destination Pub	237
		Nov Fall campaign	36
		Oct Addl Destination Pub	252
		October Destination Publicity	1,326
		Out of pocket expenses	133
		Out of pocket expenses,clipping services	419
		Photography svcs, social media	926
	Mann Travels	trip package	143
Destination Publicity Total			6,033
Digital	Bandito's	Facebook Live	5
	Battle Strategies Llc	Nov Facebook and Blog posts	304
		Oct Facebook content, MB blog	338
	Blueberry Grill	Social Media	2
	Employee Reimbursement	FB Live	3
Digital Total			650
General Consumer Promotior	American Airlines	Basketball Hall of Fame Promot	39
		Chicago Cubs Promotion	49
	Amex Gift Cards	Trip Giveaway Gift Cards	1
	Aramark	MB Invite Promotion	726
	At&T Bill Payment	Special Marketing Cell	10
	Big Mike's Soul Food	Mb Invite Catering	129
	Bobbys Burger	Basketball Hall of Fame Promot	3
	Budget Rent-A-Car	Basketball Hall of Fame Promot	5
	Carolina Video Group	CVB Channel host July-Dec	50
	Cke Johnny D S Waffl 3301	MAC Promotion	5
	Com-Connect Llc	Dec Mobile VC, promo	509
		December Call Cntr, live chat	2,718
		Nov Mobile VC, promos	819
		Oct Mobile VC, promos	696
	Costco Whse #0338	MB Invite Promotion	44
	Croissants Bistro And Bakery	MB Invite Promotion	213
	Dave & Busters	MB Invite promo	704
	Design The Sign Llc	"MB Invitational" banner	87
	Doubletree Bradley Airpt	Basketball Hall of Fame Promot	4
Doubletree Hotel Bradley	Basketball Hall of Fame Promot	34	

Employee Reimbursement	MB Invite Mileage	12
Exxonmobil	Basketball Hall of Fame Promot	2
Hampton Inn Norwich	Basketball Hall of Fame Promot	38
Heidis Comer	MB Invite Promotion	85
	Purdue Radio Promotion	15
Hollywood Wax Museum	MB Invitational	15
Hudsonnews St1091	Basketball Hall of Fame Promot	1
Hungry Howies Pizza	Trip Giveaway Promotion	85
Inlet Affairs Banquet	MB Invite Promotion	260
Kaeser & Blair Inc.	Promo Items	430
Legends In Concert	Trip Giveaway Promotion	55
Mann Travels	Trip Giveaway Promotion	1,291
Myrtle Beach Sports Center	MB Invitational court rental	150
Pepsi Bottling Ventures Llc	MB Invite promo	67
Pitney Bowes	to record postage @ 11/30/18	39
	to record postage @ 12/31/18	13
Profoma Executive Business Services	MB Invite promo	289
Profoma Graphic Concepts	Mobile Welcome Ctr Promo Items	390
Ripleys M Beach Aq Orb	Photo Contest Promotion	9
Rockin Jump	MB Invitational	10
	Trip Giveaway Promotion	10
Ruby Tuesday #4675	Basketball Hall of Fame Promot	6
Sea Captain's House	Trip Giveaway Promotion	90
Seafood World	MB Invitational	49
	Trip Giveaway Promotion	25
Sports Promotions Mileage	Sports Promotions Mileage	2
Starbucks	Basketball Hall of Fame Promot	1
Starbucks C Clt	Basketball Hall of Fame Promot	3
Starbucks Store 22827	MB Invite Promotion	2
Tanger Outlets	MB Invitational	30
	Trip Giveaway Promotion	10
Touchstone Merchandise	MB Invite promo items	163
Uber	MB Invite Promotion	5
Ups	Bulk UPS Postage	92
	Marketing UPS Postage	62
	Sports Marketing UPS Postage	14
Us Postal Service	exp monthly ppd pstg @11/30/18	1
	exp monthly ppd pstg @12/31/18	2
Wm Supercenter	MB Invite Promotion	4
Asher Theatre	MB Invitational	12
	Trip Giveaway Promotion	70

General Consumer Promotion Total		10,751
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Group Sales	2Levy@Kicc 14203202	TEAMS conference	0
	42Nd Street Oyster Bar	AENC	65
	Ac Moore Str 155	FAM Tour	2
	Amazon Marketplace	AENC	7
	American Airlines	Amateur Athletic Union Conference	5
		Forty and Eight	3
		OMCA	43
		Spotlight on the Mid-Atlantic	4
		TEAMS conference	5
		Travel South Int'l Travel Exp	192
		United States Track and Field	39
	Atlmarket St2681	IMEX	3
	Bad Daddy's Burger Clt	USA Track/Field Annual Confere	5
	Barley House	Amateur Athletic Union Conference	3
	Beaudevin Main Clt	OMCA	2
	Bellagio - Buffet	IMEX	10
	Bluegrass Brewing Company	TEAMS conference	8
	Brioche Doree	Amateur Athletic Union Conference	1
	Brookwood Bbq M Clt	Travel South Int'l Travel Exp	2
	Caesars Windsor Lodging	OMCA	87
	Capital Grille 0138011	SC/NC Sales Mission and Client	253
	Carolina Limo/Bus Svcs	FAM Tour	63
	Carolinian Beach Resort	International Senior Softball	56
	Cat Cora Gourmet Market #	Connect Faith	2
	Chargerbacklostfound	OMCA	8
	Chick Fil A Main Clt	Spotlight on the Mid-Atlantic	1
		USA Track/Field Annual Confere	1
	Chick-Fil-A Space Mt230	Amateur Athletic Union Conference	1
	Chickie S & Pete S Term C	Spotlight on the Mid-Atlantic	2

Chin Chin	IMEX	9
City Of Myrtle Beach	Convention Center marketing	300,000
City Of Rock Hill	AAU breakfast sponsorship	10
Coffee Beanery/Purple	IMEX	1
Columbus Brothers	USA Track/Field Annual Confere	3
Costco Whse #0338	FantaSea Gifts - sponsorship	19
Cross Border Trans Fee	IMEX	9
	OMCA	3
Crown Reef Resort	Top Gun Sports marketing suppo	80
Cvs/Pharmacy	Travel writer with Sports Trav	41
Delta Airlines	Connect Faith	90
	IMEX	90
	Travel South Int'l Travel Exp	49
Doubletree Restmt	Connect Faith	20
Dover Downs Food & Bev	Spotlight on the Mid-Atlantic	4
Dover Downs Gaming Ent	Spotlight on the Mid-Atlantic	46
Ds Wings	SC/NC Sales Mission and Client	2
Due North Consulting Inc	Nov adv- SDM eNewsletter	176
	Nov/Dec adv- SDM Magazine	200
	Oct adv- SDM eNewsletter	176
	SDM Blitz ENewsletter Dec	68
	Sports advertising- Nov	68
Dxl # 9152	Travel South Int'l Travel Exp	9
Einstein's Bros Bagel	TEAMS conference	0
Embassy Suites	Connect Faith	108
Employee Reimbursement	Mileage	2
	OMCA	6
Envents	AENC	816
Facebook	Group Adv	90
	Group Advertising	92
	Group Advertising- meetings	90
	Group Sales Ads	90
	Group Sales Advertising	54
Fahlgren Mortine	Sports Media Visit	96
Free Spirit Vac	Spotlight on the Mid-Atlantic	55
Global Experience Spec	IMEX	206
Google Inc.	Dec mtg advertisement	884
	Nov mtg advertisement	479
Grand Lux Cafe Palazzo	IMEX	6
Grand Lux Cafe Venetian	IMEX	14
Grove Las Jersey Mike'	IMEX	2
Grubhubpfchang	Connect Faith	5
Hi Winecntrygiftbskt	Tour Operator promo item	14
Hilton Cleveland Downton	Amateur Athletic Union Conference	4
Hilton Columbs Dwtn Fb	USA Track/Field Annual Confere	4
Hilton Hotels Columbus	USA Track/Field Annual Confere	44
Hilton Internationals	Amateur Athletic Union Conference	25
Holiday Inn Express & Su	SC/NC Sales Mission and Client	17
Home2 Suites Charlotte	NC/SC Sales Mission - Rooms	54
	SC/NC Sales Mission and Client	54
Hotels.Com	NC/SC Blitz and Client Recepti	41
Howl At The Moon #62	TEAMS conference	11
Hudson News St418	Connect Faith	2
Hudson St1370	IMEX	2
Hudsonnews St1240	Spotlight on the Mid-Atlantic	1
Il Viaggio Slc	Connect Faith	1
Imex America Ltd	IMEX	850
Kathleen Van Geluwe	NC Sales Blitz- trvl expenses	68
Lyft	Travel South Int'l Travel Exp	1
Mabels	Amateur Athletic Union Conference	2
Marriott Raleigh Cc Fb	AENC	0
Marriott Raleigh Cty	AENC	15
Mcdonald'S F31322	SC/NC Sales Mission and Client	0
Meeting Professional Int'L	MPI- Dec print ads	500
Mgm Monorail	IMEX	1
MHD Services	Dec Specialty market promo	367
	Nov Specialty market promo	367
	YMRC trvl expenses	68
Milk And Honey Na	Travel South Int'l Travel Exp	4
Mse Branded South Caroli	IMEX	1
	OMCA	1

	Spotlight on the Mid-Atlantic	2
	TEAMS conference	1
	Travel South Int'l Travel Exp	1
National Christian Counselors Assoc.	NCCA Marketing Support	100
National Coney Island Dtw	OMCA	1
New Wave Embroidery	Embroider logo	2
North Carolina Usssa	Mktg support promotion	250
Northstar Travel Media	Meetings Advertising	1,000
	Oct email- digital program	325
	Oct E-newsletter web ads	350
	Oct youtube video	300
Oak Steakhouse Nas	Travel South Int'l Travel Exp	10
Office Depot #2149	Travel South Int'l Travel Exp	4
Officemax/Depot 6404	OMCA	0
Olsten	Group promotion w/e 10/21/18	79
	Group promotion w/e 10/28/18	81
	Group promotion w/e 11/11/18	81
	Group promotion w/e 11/18/18	81
	Group promotion w/e 11/25/18	61
	Group promotion w/e 11/4/18	81
	Group promotion w/e 12/2/18	81
	Group promotion w/e 12/9/18	81
Omni Hotels	TEAMS conference	87
Omni Louisville Market	TEAMS conference	1
Ontario Motor Coach Association	OMCA	92
Panache Ultra Lounge	OMCA	5
Paradies #9535 PHL	Spotlight on the Mid-Atlantic	0
Paris Sports Management	Dec sports tourism	500
	Nov/Dec sports tourism, promo	1,573
	Oct/Nov sports tour promo	104
	Oct/Nov sports tour. promo	1,373
Paypal Expresslimo	Spotlight on the Mid-Atlantic	50
Personalization Mail	AENC	4
Pf Changs #9205	Connect Faith	4
Pin And Proof	TEAMS conference	4
Play Top Gun Sports	Promo for sports events	2,075
Premier Travel Media	Sports Planning Guide ad	400
Proforma	TAP	57
Proforma Executive Business Services	AENC	193
	Promo Items	52
Queen City Gift & News	OMCA	1
Quiznos C12 Bna	Travel South Int'l Travel Exp	1
Ripleys M Beach Aq Orb	FAM Tour	13
Riptydz Oceanfront Grille	Sports Fields Inc. Site Visit	10
Rps Myrtle Beach	Amateur Athletic Union Conference	4
	Connect Faith	0
	IMEX	0
	Travel South Int'l Travel Exp	5
	USA Track/Field Annual Confere	4
Sales Blitz Mileage	Sales Blitz Mileage	35
Sands Expo & Conv Ctr	IMEX	6
Sc Nsa	Mktg support promotion	300
Sea Captains House	FAM Tour	11
SFA Q3 Expenditures	SFA Q3 Expenditures	7,424
SFA Q4 Expenditures	SFA Q4 Expenditures	2,408
Sheraton Myrtle Beach Convention Hotel	FAM Tour	16
Smashburger Sdf	TEAMS conference	1
Southern Association For College Student Affairs	2018 Marketing Support Funds	74
Spago Trattoria Caesars	OMCA	2
Spinnaker Dme	Midwest Natl sales promo- Dec	220
	Midwest Natl sales promo- Nov	220
Sports Events Magazine	August Digital Sports	431
	Banner Ad October	52
	banner website Ad Nov	52
	Dec Website banner ad	99
	September Digital Sports	222
	sprts alliance- adv	259
Sports Fields, Inc DbA "Fields"	50% for MB feasibility study	17,250
	MB Feasibility Study	1,208
Sq Music City Cab	Travel South Int'l Travel Exp	3
Stamats Meetings Media Inc	Meetings today print ad Dec	450

		Meetings Today- print ad Nov	200
		Meetings Today- print ad Oct	100
	Starbucks li	IMEX	2
	Strategic Database Research Inc	Dec Lead Generation Program	450
		Nov Lead Generation program	450
	Sway Restaurant	TEAMS conference	5
	T2H Advertising	Sports Center Oct-Dec web host	105
	The Acl (American Comhole League) Llc	ACL Marketing Support	500
	The Carolina Opry	Connect Faith	203
	The District Pourh	USA Track/Field Annual Confere	3
	The Keg Steakhouse (Ri	OMCA	5
	Three-Legged Mare	USA Track/Field Annual Confere	322
	Touchstone Merchandise	Hotel key tags promo item	834
	Travel Insurance	OMCA	3
	Travel Insurance Policy	Connect Faith	6
		IMEX	5
	Travel Solutions By Design Corp	Travel South Int'l Travel Exp	150
	Trvl South Usa	Travel South Int'l Travel Exp	1,166
	Uber	Amateur Athletic Union Conference	5
		Connect Faith	6
		IMEX	7
		TEAMS conference	2
		TEAMS Conference transportatio	1
		Travel South Int'l Travel Exp	4
		USA Track/Field Annual Confere	3
	Uber	USA Track/Field Annual Confere	2
	Ups	Group Sales UPS Postage	77
	Us Postal Service	exp monthly ppg pstg @11/30/18	2
		exp monthly ppg pstg @12/31/18	1
	Venetian/Palazzo Frt Des	IMEX	143
	Vip Chauffeured Services	OMCA	36
	Wee R Sweetz Broadway	USA Track/Field Annual Confere	19
	Wendys #646	Travel South Int'l Travel Exp	1
	Westin (Westin Hotels)	Travel South Int'l Travel Exp	196
	Whiskey Dry Llc	TEAMS conference	3
	Willys Airport	Connect Faith	1
	Wonderworks - Myrtle B	FAM Tour	12
	World Fastpitch Connection	Marketing Support	1,200
	AENC	transportation	21
	Amzn Mktp	AENC	10
Group Sales Total			354,239
International Promotion	Delta Airlines	IBTM	35
	Envoy Network Inc	December fulfillment	25
		Nov Fulfillment	57
		October fulfillment	98
	Travel Solutions By Design Corp	December Canadian promo	1,003
		December mileage	32
		Discover America Day Media	83
		Maritime Travel Conf Halifax	151
		November Canadian promo	1,003
		November Expenses	57
		November mileage	45
		Oct local exp	142
		October mileage	79
		September mileage	45
		Uniglobe Trvl Conference	86
		US Commerical Luncheon, ITTS	229
		WTM London	287
	Travel South Usa	WTM London	375
	Trvl Solutions By Design	December Expenses	151
	Ups	Canada UPS Postage	6
International Promotion Total			3,990
Research	Alltherooms Inc	HC Mrkt, Yoy data reports	414
	Cross Border Trans Fee	Research	0
	Hotjar	Research	48
	Smk Surveymonkey.Com	Annual Research Tool Subscript	69
		Research Tool Updgate to Team	97
	Ubermedia	Dec Research	1,026
Research Total			1,655
Television	Broadcast Buying Services, Inc.	Oct fall campaign tv ads	485
		Sept fall campaign tv ads	563

	Corinthian Media, Inc.	accrue Corinthian Media ads	400
		November tv ads	20
		Sept fall campaign tv ads	203
		September advertising	45
Television Total			1,716
Traditional	Adams Outdoor Advertising	Contract billboard 11/19-12/16	5,196
		contract billboard 12/17-1/13	1,364
	Htc	Dec Directory Adv	31
		Nov Directory Adv	31
	The Brandon Agency	Adams Outdoor adv Nov	2,912
		Adams Outdoor Dec adv	2,912
		Fairway Outdoor Dec adv	612
		Fairway Outdoor Nov adv	612
		Lamar Outdoor Dec adv	2,456
lamar Outdoor Nov adv		1,986	
	Unistar Outdoor Nov adv	471	
Traditional Total			18,581
Grand Total			406,285

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4th Quarter 2018 Tourism Spending

