

**Myrtle Beach Area Chamber of Commerce -30% Horry County A-Tax
4th Quarter 2020 Tourism Investments**

Account Description	Vendor Name	Vendor / Transaction Description	Sum of 30% HC A-Tax
AIR SERVICE	Visibility & Conversions	Nov Campaign	\$ 8,250.00
AIR SERVICE Total			\$ 8,250.00
DIGITAL	Bandwango	Adv Platform	\$ 270.00
	Flip To	Dest Mrktg Platform	\$ 7,354.88
	Visibility & Conversions	December campaigns	\$ 7,800.00
		Nov campaigns	\$ 14,700.00
		Oct/Fall campaigns	\$ 24,749.22
DIGITAL Total			\$ 54,874.10
OUTDOOR/PRINT	The Brandon Agency	Campground Billboard Nov	\$ 705.88
		Campgrnd Assoc board	\$ 705.88
		Campgrnd Bill Oct	\$ 705.88
		Campground billboard	\$ 705.88
		Camping billboard	\$ 705.88
		Camping board Nov	\$ 705.88
		New Campground Facebook Ads	\$ 262.50
		Oct FB Ads	\$ 5,625.00
OUTDOOR/PRINT Total			\$ 10,122.78
TELEVISION	Broadcast Buying Services, Inc.	Fall Cable Adv	\$ 92.63
		Fall Cable Campaign	\$ 537.94
		Fall Natl Cable	\$ 273.60
		Summer Cable Adv	\$ 566.44
	Corinthian Media, Inc.	Aug Fall Campaign	\$ 4,220.21
		Aug Traffic	\$ 14.70
		Fall Campaign Oct	\$ 8,922.92
		LAF Radio Adv	\$ 18.53
		LAF Radio Oct	\$ 18.53
		LAF Summer	\$ 65.55
		LAF Summer Radio	\$ 18.53
		LAF TV Oct	\$ 65.55
		Nov Fall Campaign	\$ 25.51
		Oct Traffic	\$ 7.35
		Sept Fall Campaign	\$ 16,816.31
		Sept Traffic	\$ 8.22
		Summer Campaign	\$ 36,715.92
		Summer LAF Adv	\$ 65.55
TELEVISION Total			\$ 68,453.99
Grand Total			\$ 141,700.87