

**Myrtle Beach Area Chamber of Commerce -1% TDF  
4th Quarter 2020 Tourism Investments**

Account Description	Vendor Name	Vendor / Transaction Description	Sum of 1% TDF
AIR SERVICE	I Heart Media	July Campaign	\$ 81,603.90
	Visibility & Conversions	December campaign	\$ 121,500.00
		Nov Campaign	\$ 255,750.00
		Oct / Fall campaign	\$ 180,000.63
<b>AIR SERVICE Total</b>			<b>\$ 638,854.53</b>
CO-OP MARKETING	Brand USA	BUSA Partnership	\$ 69,750.00
<b>CO-OP MARKETING Total</b>			<b>\$ 69,750.00</b>
CREATIVE DEVELOPMENT	Amazon Marketplace	Smartphone Video Microphone	\$ 61.17
	American Express	Holiday Video Shoot	\$ 45.00
	Battle Strategies	FB Live & Blogs Dec	\$ 1,282.50
		FB Live & Blogs Nov	\$ 472.50
		FB Live & Blogs Oct	\$ 860.63
		FB Live & Blogs Sept	\$ 776.25
	C2Er	Cost of Living Calculator	\$ 315.00
	Issuu	digital visitor guide software Dec	\$ 40.50
		digital visitor guide software Nov	\$ 40.50
		digital visitor guide software Oct	\$ 40.50
		digital visitor guide software Sept	\$ 40.50
	Photoshelter, Inc.	photo editor storage	\$ 6,749.10
	Simpleview	Act on Nov	\$ 3,753.00
		Act on Oct	\$ 3,753.00
		Act on, support Dec	\$ 11,853.00
		Oct SQL hosting, support	\$ 9,987.30
	Support Hours Nov	\$ 1,350.00	
Squarespace Inc.	web hosting MBCVB	\$ 211.90	
Tulsa Connect	web hosting Oct	\$ 184.50	
	Web hosting Sept	\$ 184.50	
	Web server Dec	\$ 184.50	
	website hosting Nov	\$ 184.50	
Visual Destinations Llc	web services Dec	\$ 8,010.00	
	web services Nov	\$ 8,010.00	
	web services Oct	\$ 8,010.00	
Web Networksolutions	Domains VMB.org,MBWelCtr.com	\$ 104.37	
<b>CREATIVE DEVELOPMENT Total</b>			<b>\$ 66,504.72</b>
DESTINATION PUBLICITY	American Express	Travel Writer	\$ 1,012.00
		Y Travel Blog Trip Giveaway	\$ 460.00
	Fahlgren Mortine	Addl Oct Promos	\$ 724.50
		Clip serv, media visit	\$ 6,578.88
		Dec clipping services	\$ 1,527.60
		dec holiday campaign	\$ 2,415.00
		Dec promotions	\$ 15,249.00
		Dec social campaign	\$ 5,520.00
		Fall Campaign	\$ 1,966.50
		Holiday Campaign	\$ 655.50
Nov promos	\$ 15,249.00		
Oct Oop Media visit	\$ 586.96		
	October Promos	\$ 15,249.00	
Long Bay Resort	Media Hosting	\$ 208.19	
<b>DESTINATION PUBLICITY Total</b>			<b>\$ 67,402.13</b>
DIGITAL	Bandwango	Adv Platform	\$ 8,370.00
	Flip To	Dest Mrktg Platform	\$ 228,001.13
	Visibility & Conversions	December campaigns	\$ 221,676.40
		Nov campaigns	\$ 432,915.00
	Oct/Fall campaigns	\$ 728,864.53	
<b>DIGITAL Total</b>			<b>\$ 1,619,827.06</b>
GENERAL CONSUMER PROMO	American Express	Trip Giveaway	\$ 450.00
	Angus Steakhouse & Seafood	Trip Giveaway	\$ 63.00
	AT&T Bill Payment	MWC Hotspot	\$ 124.80
	Carolina Steak And Seafood	Trip Giveaway	\$ 22.50
	Com-Connect Llc	Dec Call Center & Chat	\$ 24,463.80
		Nov Call Center & Chat	\$ 24,463.80
		Oct Call Center & Chat	\$ 24,463.80
	Crab Daddy's Seafood	Trip Giveaway	\$ 45.00
Crabby George's Seafood Buffet	Trip Giveaway	\$ 135.00	
ESPN Productions	MB Bowl Sponsorship	\$ 135,000.00	

Loco Gecko At Crown Reef	Trip Giveaway	\$ 45.00
Lucky Dog Television Productions	Beach Ball Classic	\$ 51,750.00
MMGY Global LLC	Branding Project	\$ 36,000.00
	Media Planning service	\$ 30,964.50
	Media Strat Planning	\$ 30,964.50
NASCAR Racing Experience	Trip Giveaway	\$ 1,125.00
Pitney Bowes	exp monthly ppd pstg @10/31/20	\$ 10.48
	exp monthly ppd pstg @11/30/20	\$ 19.46
	exp monthly ppd pstg @12/31/20	\$ 17.91
Ripley's Aquarium	Trip Giveaway	\$ 45.00
RipTydz	Trip Giveaway	\$ 45.00
Ups	Bulk UPS Postage	\$ 791.96
	Marketing UPS Postage	\$ 39.80
Usps	record postage @ 10/31/2020	\$ 306.04
	record postage @ 11/30/2020	\$ 115.70
	record postage @ 12/31/2020	\$ 234.14
Visitor Center Services	Visitor Center Services	\$ 18,959.34

<b>GENERAL CONSUMER PROMO</b>	<b>Total</b>	<b>\$ 380,665.53</b>
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GROUP SALES	7-Eleven 33059	Connect - Gas for Rental Car	\$ 4.27
	ACL LLC	Cornhole Marketing Support	\$ 13,500.00
	AENC	Stay Visible Package Adv	\$ 1,530.00
	Alabama Theatre	Group Tour FAM	\$ 78.98
	Amazon Mktp Us	Connect FAM supplies - Nov	\$ 10.79
		FAM Tour - Thermometer	\$ 22.46
		Supplies for Connect FAM - Nov	\$ 56.14
	Amazon.Com	Group Travel Leader FAM - supplies	\$ 60.26
	Atlanta Airport	Small Market Meetings - Dinner	\$ 20.56
	Atlanta Bread & Bar	Connect - Breakfast	\$ 2.43
		Connect - Staff Breakfast	\$ 2.43
		Connect -Food/Beverage	\$ 2.67
	Avista Resort	Group Tour FAM	\$ 1,193.33
	Barefoot Queen	Group Travel Leader FAM - Suns	\$ 386.04
	Bath & Body Works 4404	Group Travel Leader FAM - supp	\$ 31.40
	Bolo Promos & Apparel Llc	logo promo items	\$ 2,143.35
	Brookgreen Gardens	Connect FAM Tour - Nov	\$ 75.60
		Site Visit - NatGLC - 2021 8th	\$ 135.00
	BSL	Mktg sppt black softball	\$ 3,600.00
	Budget Rent-A-Car	Small Market Meetings - Rental	\$ 181.31
	Bummz Beach Cafe	Sports Express Site Visit Lunch	\$ 92.21
		Triple Crown Sports Site Visit	\$ 92.57
	Carolina Limo/Bus Svcs	Connect FAM - Transportation	\$ 2,205.00
		Connect FAM - Transportation	\$ 650.25
	Chicken And Beer	Connect - Lunch	\$ 15.33
		Connect - Staff Lunch	\$ 13.24
		Connect Marketp-Food/Beverage	\$ 19.57
		Meetings Today Live - Lunch	\$ 22.54
	Church Of God A Worldwide Association	Mktg support	\$ 4,500.00
	Cibo Gate 72	Connect Marketp-Food/Beverage	\$ 4.78
	Connect	Connect Div Reg	\$ 4,005.00
		FAM Tour	\$ 18,000.00
		mktplace booth	\$ 3,780.00
		Mktplae Assoc Reg	\$ 4,005.00
		Registration	\$ 4,005.00
	Croissants Bakery & Cafe	GLT FAM Food & Bev	\$ 255.90
	CVENT	cvent adv	\$ 22,263.24
	Cvs/Pharmacy #05524	Connect FAM supplies - Nov	\$ 11.17
	Delta Airlines	Connect - Staff Airfare	\$ 20.83
		Connect - Staff Luggage	\$ 54.00
		Connect Marketpl-Baggage Fee	\$ 54.00
		Connect Marketplace airfare	\$ 348.48
		Connect Marketplace Specialty	\$ 348.48
		Connect Marketplace-airfare	\$ 168.30
		Connect Marketplace-Airfare	\$ 396.18
Meetings Today Live - Airfare		\$ 357.48	
Revised booking for Connect		\$ 19.80	
Small Market Meetings Airfare		\$ 333.18	
Destination Marketing Ass	Groups Impact Calculator	\$ 8,820.00	
El Cerro Mex Bar & Grill-	Sports Express Site Visit Dinner	\$ 103.75	
Embassy Suites	Site Visit -coffee/water	\$ 15.67	
	Triple Crown Sports Site Visit	\$ 399.17	

Employee Reimbursement	FAM	\$ 109.26
	FAM and Site visits	\$ 376.73
	FAM OOP expenses	\$ 136.43
Enterprise Rent-A-Car	Connect - Rental Car	\$ 153.18
	Connect FAM Rental Car	\$ 466.64
	Meetings Today Live Rental Car	\$ 177.82
Enterprise Toll	Connect Specialty Toll	\$ 8.82
	Meetings Today Live Toll	\$ 13.50
Envents Llc	Military Grp Reg Spp	\$ 351.00
Fords Garage Orlando	Meetings Today Live - Lunch	\$ 17.24
Freedom Sports Association	marketing support	\$ 3,375.00
French Lick Fd	Small Market Meetings - Room	\$ 485.11
French Lick Gift	Small Market Meetings - Breakf	\$ 5.93
Global Experience Spec	Connect - Tradeshow Booth Elec	\$ 215.19
Group Tour Media Inc	Student Grp Tr Oct	\$ 4,500.00
Group Tour Media, Inc.	Nov/Dec FP Ad	\$ 3,510.00
	Oct banner ad	\$ 630.00
Group Travel Leader	FAM December	\$ 9,000.00
	Grp Trvl Ldr FAM Dec	\$ 9,000.00
Grumpy Monk 3	Sports Express Site Visit Lunch	\$ 88.18
Heidis Corner	Connect FAM Tour - 11/9-11/13/	\$ 409.25
	Site Visit Meal - NatGLC Plann	\$ 151.34
	Sports Express Site Visit Breakf	\$ 72.14
Hilton Hotels	Connect FAM - hotel room	\$ 79.63
Hilton MB Retail Shores M	Connect Fam Breakfast	\$ 5.81
	Connect FAM Tour - 11/9-11/13/	\$ 5.97
Hilton Myrtle Beach Resort	Connect FAM Mtgs	\$ 1,508.91
	Sports express site	\$ 935.01
Hub International Southeast	Connect Show Insurance	\$ 666.23
Island Vista	12 Days of Chrismtas Prize Pack	\$ 532.47
Leisure Time Unlimited	Group Travel Leader FAM: Transporation	\$ 3,063.71
Marriott Orlando	Connect - Room, Tax, Parking,	\$ 628.34
	Connect - Staff Lodging	\$ 543.73
	Connect - Starbucks Staff Brea	\$ 10.97
	Connect Marke-Accommodations -	\$ 543.73
	Connect Marketp-Food/Beverage	\$ 3.36
Marriott Siro	Connect - Dinner	\$ 38.71
	Connect - Staff Dinner	\$ 22.77
	Connect Marketp-Food/Beverage-	\$ 29.60
Meetings Today	Meetings Marketing Nov	\$ 4,612.50
	Meetings Today email campaign	\$ 9,000.00
MHD Services	Dec SpecialtyMkt	\$ 3,397.41
	Nov SpecialtyMkt	\$ 3,397.41
	Oct Specialty Mkt	\$ 3,397.41
	Site Visit specialty	\$ 54.34
Military Reunion Network	Reg. listing, adv	\$ 629.10
Morimoto Asia	Connect - Dinner	\$ 41.41
	Connect - Staff Dinner	\$ 28.76
	Connect Marketp-Food/Beverage	\$ 44.87
	Meetings Today Live - Lunch	\$ 35.06
Multiview	NASC Adv	\$ 6,559.88
Murphy7752	Connect FAM Gas for rental car	\$ 26.65
Murphy7753	Connect FAM gas for the rental	\$ 9.45
Northstar Travel Media	Meetings Adv Pkg Q3	\$ 32,175.00
	Q4 Meetings Adv	\$ 32,175.00
	Sports trvl adv pkg	\$ 18,000.00
Offense-Defense Sports	Mktg Sppt Offense Defense	\$ 4,500.00
Office Depot #1214	FAM Tour - Hand Sanitizer	\$ 28.17
Officemax/Depot 6818	FAM Tour- Face Mask only rece	\$ 38.86
Ohana Hawaiian Bar & Grill	Small Market Meetings - Lunch	\$ 35.62
Paris Sports Management	add'l Dec sports promos	\$ 450.00
	Nov Sports OOP	\$ 164.53
	Oct sports oop	\$ 121.62
	Sports Promo NOV	\$ 14,187.60
	Sports Promo Dec	\$ 14,187.60
	Sports Promo Oct	\$ 14,187.60
Paypal Group	Small Market Mtgs Registration	\$ 1,795.50
Pirates Voyage Ticketing	Group Travel Leader FAM Thomas	\$ 44.13
Pitney Bowes	exp monthly ppd pstg @10/31/20	\$ 15.77
	exp monthly ppd pstg @11/30/20	\$ 16.89

Premier Travel Media	Sports Planning Guide	\$ 3,145.50	
Ripley's Mb Aq	Connect FAM Ripleys admission	\$ 42.93	
	Group Travel Leader FAM Food	\$ 337.50	
Rps Myrtle Beach	Connect - Airport Parking	\$ 36.00	
	Connect FAM Parking for Pick u	\$ 3.60	
	Meetings Today Live Airport Pa	\$ 36.00	
	Small Market Meetings - Airpor	\$ 36.00	
Rustic Table	Triple Crown Sports Site Visit	\$ 90.22	
Skywheel Myrtle Beach	Group Travel Leader FAM - Skyw	\$ 22.50	
Speedway 06901	Meetings Today Live Gas for rental car	\$ 6.48	
Spinnaker Dme	Midwest Sales Promo Dec	\$ 1,980.00	
	Midwest Sales Promo Nov	\$ 1,980.00	
	Midwest Sales Promo Oct	\$ 1,980.00	
Sports Events & Tourism Assoc	Sports ETA Sponsorship	\$ 9,000.00	
Sports Facilities Management	MBSC Q4 reimbursements	\$ 4,277.03	
	SFA Q3 Mktg	\$ 3,391.38	
Sq Brookgreen Gardens	Group Travel Leader FAM	\$ 166.50	
	Group Travel Leader FAM	\$ 17.10	
	Group Travel Leader FAM Deposit	\$ 90.00	
Sq Sea Captain's House	Connect FAM Tour - 11/9-11/13/	\$ 69.60	
Stamats Communications	Meeting Today Oct Digital	\$ 1,462.50	
	Meetings Today August	\$ 7,312.50	
	Meetings Today Digital March	\$ 5,400.00	
	Meetings Today FP Ad	\$ 4,050.00	
	Meetings Today Full Page	\$ 4,050.00	
	Meetings Today Live Show	\$ 2,250.00	
	Meetings Today Sept Ad	\$ 4,050.00	
	Meetings Today Sept Adv	\$ 562.50	
	Meetings Today Sports Ad	\$ 1,800.00	
	Sept Meetings Today Email Camp	\$ 2,250.00	
Starbucks Store 47828	Triple Crown Sports Site Visit	\$ 7.51	
Stetson Convention Services	Connect-Booth Furnishings	\$ 1,524.49	
T2H Advertising	MBSC hosting Q4	\$ 108.00	
Target.Com	Connect FAM Tour - 11/9-11/13/	\$ 70.06	
The Express Conferences	site visits	\$ 2,539.13	
Thorntons #0020	Small Market Meetings - Gas	\$ 12.03	
Top Gun Sports Llc	Top Gun mktg Sprr	\$ 13,500.00	
Touchstone Merchandise	Military promo pins	\$ 2,220.23	
	Promo Items - Keychains	\$ 2,434.84	
Tst Azteca D Oro Restaur	Connect - Lunch	\$ 14.24	
	Connect - Staff Lunch	\$ 12.53	
	Connect Marketp-Food/Beverage	\$ 19.60	
Tst Wicked Tuna - 2Nd Av	Site Visit Lunch	\$ 79.11	
Tst Wicked Tuna - MI	Connect FAM Tour - 11/9-11/13/	\$ 757.13	
	Group Travel Leader FAM Food	\$ 1,159.12	
Uber Trip	Connect Mark-Uber to Airport	\$ 17.33	
Ups	Group Sales UPS Postage	\$ 339.59	
Venmo	Connect FAM - supplies	\$ 222.48	
Walgreens #17258	Group Travel Leader FAM	\$ 12.63	
Westin Swan	Meetings Today Live - hotel	\$ 237.94	
	Meetings Today Live- hotel	\$ 533.39	
<b>GROUP SALES Total</b>		<b>\$ 389,364.21</b>	
INTERNATIONAL PROMO	Brand USA	Mktplace&Travel week	\$ 3,600.00
	Envoy Network Inc	Dec dist & storage	\$ 116.97
		Nov dist & storage	\$ 109.96
		Oct dist & storage	\$ 197.67
		Sept dist & storage	\$ 169.38
	Travel Solutions By Design Corp	Canada Promo Dec	\$ 9,031.89
		Canada Promo Nov	\$ 9,031.06
		Canada Promo Oct	\$ 9,030.97
		OOP Exp Q4	\$ 1,585.31
		Outdoor Adv Canada	\$ 1,350.00
<b>INTERNATIONAL PROMO Total</b>			<b>\$ 34,223.21</b>
OUTDOOR/PRINT	Data Publishing	directory adv	\$ 274.50
		Directory Adv Nov	\$ 274.50
		Directory Adv Oct	\$ 274.50
<b>OUTDOOR/PRINT Total</b>			<b>\$ 823.50</b>
RESEARCH	Destination Marketing Assoc	Industry Research	\$ 10,664.10
	Equation Research	2019 Impact Study	\$ 18,163.00
	Key Data	Data Dashboard	\$ 8,200.00

	Luckie & Company Llc	Covid Response Repor	\$ 774.41
		Dec reporting	\$ 1,353.00
		December research	\$ 10,713.30
		Nov Research	\$ 10,713.30
		Oct Research	\$ 10,713.30
	MMGY Global LLC	Branding Focus Group	\$ 20,090.00
		Branding Project	\$ 2,250.00
		Traveler Study Report	\$ 2,050.00
	Patlive	Research tracking Dec	\$ 320.05
	Patlive/Hostednumbers	research tracking	\$ 981.46
	Smk Surveymonkey.Com	Research software annual subsc	\$ 804.42
	Tourism Economics LLC	Tourism Forecast Reports	\$ 2,460.00
	Ubermedia	December Reporting	\$ 6,929.00
		Nov reporting	\$ 6,929.00
		October reporting	\$ 6,929.00
	Us Travel Association	tourism reports	\$ 43,852.50
<b>RESEARCH</b>	<b>Total</b>		<b>\$ 164,889.84</b>
TELEVISION	Broadcast Buying Services, Inc.	Fall Cable Adv	\$ 2,871.38
		Fall Cable Campaign	\$ 16,676.06
		Fall Natl Cable	\$ 8,481.60
		Summer Cable Adv	\$ 17,559.56
	Corinthian Media, Inc.	Aug Fall Campaign	\$ 120,142.10
		Aug Traffic	\$ 455.64
		Fall Campaign Oct	\$ 250,013.96
		LAF Radio Adv	\$ 574.28
		LAF Radio Oct	\$ 574.28
		LAF Summer	\$ 2,032.05
		LAF Summer Radio	\$ 574.28
		LAF TV Oct	\$ 2,032.05
		Nov Fall Campaign	\$ 790.73
		Oct Traffic	\$ 227.82
		Sept Fall Campaign	\$ 506,879.38
		Sept Traffic	\$ 254.79
		Summer Campaign	\$ 1,047,074.66
		Summer LAF Adv	\$ 2,032.05
<b>TELEVISION</b>	<b>Total</b>		<b>\$ 1,979,246.67</b>
<b>Grand Total</b>			<b>\$ 5,411,551.40</b>