

**Myrtle Beach Area Chamber of Commerce -30% Horry County A-Tax
4th Quarter 2021 Tourism Investments**

Accountability Category	Vendor Name	Memo	HC A-Tax Amount
Air Service	TRAVEL DESK	Dec Digital Ads	\$1,293.36
		SWA Digital Ads	\$47.86
	TRAVELSCAPE LLC	Aug Digital Ads	\$857.73
		Sept Digital Ads	\$610.68
		Nov Digital Ads	\$492.77
Air Service Total			\$3,302.40
Destination Publicity	WARNER BROS	Ellen Promotion	\$10,500.00
Destination Publicity Total			\$10,500.00
Digital	BANDWANGO	Adv Platform Oct	\$17.50
		Adv Platform Nov	\$17.50
		Adv Platform Dec	\$42.29
	CONVERSANT LLC	Fall Sept Adv	\$918.88
		Fall Oct Ads	\$36,989.09
		Nov Fall Ads	\$784.95
		Dec Winter Ads	\$928.62
		Nov Winter Ads	\$791.00
	CAUSAL IQ	Nov Winter Ads	\$453.04
		Dec Winter Ads	\$822.74
	CROSS BORDER TRANS FEE	Aug Fall Ads	\$8.75
	FACEBOOK	Sept Fall Ads	\$2,109.83
		Oct Fall Ads	\$1,769.11
		Nov Winter Holiday Adv	\$1,199.05
		Dec Holiday/Winter Ads	\$2,514.21
		Dec Digital Ads	\$175.00
	GOOGLE ADS	Sept Adv	\$3,590.95
		Oct Fall Adv	\$2,658.98
		Nov Winter Holiday Adv	\$2,514.70
		Dec Dig Ads	\$175.00
		Dec Holiday/Winter Ads	\$3,636.09
	HEARST	Dec Dig Ads	\$648.01
	INK	Aug Fall Ads	\$875.04
	KATZ MEDIA GROUP	Aug Summer Ads	\$1,146.04
	MATADOR VENTURES INC	Oct Fall Ads	\$1,400.00
		Nov Ads	\$1,400.00
	MEREDITH CORPORATION	Nov Winter Ads	\$66.47
		Dec Winter Ads	\$5,183.54
	MMGY GLOBAL LLC	Fall Ads	\$3,688.30
		Holiday Ads	\$3,587.50
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Social Media Adv	\$6,700.00
		Campground Mrktg	\$6,200.00
	MICROSOFT ADVERTISING	Sept Adv	\$600.99
		Oct Fall Ads	\$384.49
		Nov Winter Holiday Adv	\$456.53
		Dec Holiday/Winter Ads	\$409.78
	NATIVO INC	Sept Fall Ads	\$35,450.51
	NINE GROUP	Dec Winter Ads	\$2,272.95
	PANDORA	Oct Fall Ads	\$1,439.13
		Nov Fall Ads	\$111.07
		Dec Winter Ads	\$2,819.57
	PINTEREST ADS	Sept Fall Adv	\$632.91
		Oct Fall Ads	\$499.75
		Nov Winter Holiday Adv	\$616.34
		Dec Holiday/Winter Ads	\$367.73
	SAMSUNG ELECTRONICS AMERICA	Aug Ads	\$1,281.82
		Sept Fall Ads	\$11.35
		Oct Fall Ads	\$3,488.64
		Nov Fall Ads	\$770.03
		Dec Winter Ads	\$7,758.50
	SOJERN INC	Aug Summer Ads	\$1,541.42
		Sept Fall Ads	\$2,189.73
		October Fall Adv	\$2,252.93
		Nov Winter Ads	\$894.51

		Dec Winter Ads	\$1,159.92
	SOPHOS MARKETING	Sept Fall Ads	\$875.00
	STITCHER MEDIA LLC	Sept Fall Adv	\$263.38
		Oct Fall Ads	\$1,218.00
		Oct Falls Ads	\$645.27
		Nov Ads	\$2,255.44
	THE SLATE GROUP LLC	Nov Podcast Adv	\$911.86
		Dec Podcast Adv	\$1,013.14
	TIK TOK INC	Sept Fall Ads	\$263.23
		Oct Fall Ads	\$71.47
		Nov Winter Adv	\$231.00
	TRAVEL DESK	Sept Fall Ads	\$3,253.71
		Oct Fall Ads	\$23,309.92
		Nov Fall Ads	\$0.75
		Nov WWAB Adv	\$177.73
		Nov Winter Adv	\$2,957.33
		Dec Winter Ads	\$6,327.39
	TRAVELSCAPE LLC	Fall Aug Ads	\$9.72
		Summer Aug Ads	\$1,236.10
		Sept Fall Ads	\$1,518.20
		Oct Fall Ads	\$2,491.13
		Nov Winter Ads	\$393.46
	TRAVELSPIKE LLC	Sept Summer Ads	\$116.72
		July Summer Ads	\$449.77
		Aug Summer Ads	\$247.31
	TRIP ADVISOR	Sept Fall Adv	\$462.94
		Oct Fall Ads	\$3,037.06
		Dec Winter Ads	\$459.64
	TRAVELZOO	July Dest Showcase	\$2,625.00
		July Advertising	\$178.50
	TWITTER ONLINE ADS	Sept Adv	\$710.05
		Oct Fall Ads	\$414.38
		Dec Dig Ads	\$20.89
		Nov Winter Holiday Adv	\$689.40
		Dec Holiday/Winter Ads	\$455.51
	VERIZON MEDIA INC	Sept Fall Ads	\$2,663.64
	VEVO LLC	Aug Summer Ads	\$339.22
	VOX MEDIA LLC	Oct Fall Ads	\$2,979.45
		Nov Adv	\$1,220.55
	WXII	July Summer Ads	\$299.64
		Aug Summer Ads	\$272.42
	YAHOO AD TECH LLC	Oct Fall Ads	\$4,334.88
		Nov Adv	\$197.29
		Dec Winter Ads	\$1,682.99
Digital Total			\$233,703.26
General Consumer Promotion	BRANDON AGENCY	Camping Billboards June-Aug	\$2,117.64
		Camping Billboards Sept	\$705.88
		MB Bowl Sponsorship	\$40,000.00
General Consumer Promotion Total			\$42,823.52
	ADDAPTIVE INTELLIGENCE, INC	Mtgs Digital Ads Oct	\$177.70
		Sports Digital Ads Oct	\$177.45
	CROSS OVER MARKETING LLC	Sports Sponsorships- Fall/Winter	\$34,107.03
	NORTHSTAR TRAVEL MEDIA	M&C Print Ad Oct	\$325.00
Group Sales Total			\$34,787.18
	BRANDON AGENCY	Campground Billboard Nov	\$705.88
		Campground billboard Dec	\$705.88
		Campground billboard Oct	\$705.88
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Billboard	\$705.88
		Campground Billboard Nov	\$705.88
		Campground Billboard Dec	\$705.88
Outdoor & Print Total			\$4,235.28
Television	AMPERSAND	Dec Winter Ads	\$162,496.89
		Oct Winter Ads	\$80,622.46
Television Total			\$243,119.35
Grand Total			\$572,470.99