

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

Accountability Category	Paid To	Memo	SSB A-Tax Amount
Air Service	TRAVELSCAPE LLC	Aug Digital Ads	\$514.64
		Sept Digital Ads	\$95.97
		Nov Digital Ads	\$77.44
Air Service Total			\$688.05
Co-Op Marketing	MMGY GLOBAL LLC	Brand USA Digital Adv	\$94.88
Co-Op Marketing Total			\$94.88
Co-Op Marketing	BATTLE STRATEGIES LLC	FB Video & Blogs Dec	\$36.56
Creative Development Total			\$36.56
Destination Publicity	AMERICAN EXPRESS	Travel writer visit	\$3.00
		Travel writer visit	\$8.00
	AMZN MKTP	Holiday promo video supplies	\$0.93
		Holiday promo video supplies	\$0.72
	ASHLEE MORROW CARSON	Blog Articles December	\$3.80
	BOLO PROMOS & APPAREL LLC	VMB Items	\$48.09
		VMB Backpacks	\$87.44
		VMB Bags	\$59.51
	BAY SHORE PARKING	Video Shoot	\$0.08
	DELANEY'S IRISH PUB	STS Media Event - meal	\$0.34
	FAHLGREN MORTINE	Oct Promotions	\$306.00
		Q3 Clipping Services	\$28.14
		Nov Promotions	\$306.00
		Dec Promotions	\$306.00
		Q4 Clipping & Monitoring	\$107.25
		Media Monitoring	\$15.41
	GOLDEN EGG PANCAKE HOUSE	Influencer Breakfast	\$1.36
	GROUP NINE MEDIA	Custom content website Adv	\$701.17
	HOOK AND BARREL	Media Visit	\$0.20
	INNOVASOL ENTERPRISE INC	Travel Writer	\$50.00
	EMPLOYEE REIMBURSEMENT	IPW lodging	\$5.23
		IPW meal	\$1.31
		IPW parking	\$0.96
		IPW meal	\$0.41
		OOP Reimbursement	\$9.27
	LANDS END BUS OUTFITTERS	VMB items	\$2.28
	LONG BAY RESORT	Media Visit	\$6.86
	MARRIOTT SPARTANBURG	STS Media Event- lodging	\$3.64
	NATIVE SONS	Visit Myrtle Beach Logo Items	\$2.33
		VMB T-Shirts	\$10.75
	ORIGINAL HAMMOCK SHOP	Hammock for Ellen Show Promo	\$4.18
	PROFORMA EXECUTIVE BUSINESS SERVICES	VMB Logo Bags	\$87.24
		VMB Cups	\$108.88
		VMB Frisbees	\$10.90
		VMB Notebooks	\$40.71
		VMB Pens	\$12.04
		VMB Tent	\$19.58
		VMB Tote Bags	\$75.86
	PARIS LV ROOM RESERVATIONS	IPW Hotel	\$3.97
	SURFWATER PROMOTIONS	VMB T-Shirts	\$44.61
VMB Jackets		\$11.84	
SMUGGLERS DEN	Restaurants videoshoot	\$0.54	
WLV ADV DEPOSIT	IPW Deposit	\$1.93	
ZOOM	VMB Webinars	\$0.65	
Destination Publicity Total			\$2,499.41
Digital	BANDWANGO	Adv Platform Oct	\$2.75
		Adv Platform Nov	\$2.75
		Adv Platform Dec	\$6.65

CONVERSANT LLC	Fall Sept Adv	\$144.40
	Fall Oct Ads	\$282.26
	Nov Fall Ads	\$123.35
	Dec Winter Ads	\$145.93
CAUSAL IQ	Nov Winter Ads	\$71.19
	Dec Winter Ads	\$129.29
CROSS BORDER TRANS FEE	Aug Fall Ads	\$1.38
EXPEDIA	Dec Winter Ads	\$66.58
FACEBOOK	Sept Fall Ads	\$331.55
	Oct Fall Ads	\$278.00
	Nov WWAB Digital Ads	\$178.85
	Nov Winter Holiday Adv	\$188.42
	Dec WWAB Ads	\$371.15
	Dec holiday/Winter Ads	\$395.09
FLIP.TO	Dec Digital Ads	\$27.50
	DMO Marketing Platform	\$1,333.85
GOOGLE ADS	Sept Adv	\$564.29
	Oct Fall Adv	\$417.84
	WWAB Digital Ads Nov	\$8.66
	Winter Holiday Adv Nov	\$395.17
	Dec Dig Ads	\$27.50
	Dec WWAB Ads	\$4.69
	Dec holiday/Winter Ads	\$571.39
HEARST	Dec Winter Ads	\$101.83
INK	Aug Fall Ads	\$137.51
KATZ MEDIA GROUP	Aug Summer Ads	\$180.09
MATADOR VENTURES INC	Oct Fall Ads	\$220.00
	Nov Ads	\$220.00
MEREDITH CORPORATION	Nov Winter Ads	\$10.44
	Dec Winter Ads	\$814.56
MMGY GLOBAL LLC	Fall Ads	\$579.59
	Holiday Ads	\$563.75
MICROSOFT ADVERTISING	Sept Adv	\$94.44
	Oct Fall Ads	\$60.42
	Nov Winter Holiday Adv	\$71.74
	Dec holiday/Winter Ads	\$64.39
NATIVO INC	Sept Fall Ads	\$275.00
NINE GROUP	Dec Winter Ads	\$357.18
PANDORA	Oct Fall Ads	\$226.15
	Nov Fall Ads	\$17.45
	Dec Winter Ads	\$443.07
PINTEREST ADS	Sept Fall Adv	\$99.46
	Oct Fall Ads	\$78.53
	Nov Winter Holiday Adv	\$96.85
	Dec holiday/Winter Ads	\$57.79
SAMSUNG ELECTRONICS AMERICA	Aug Ads	\$201.43
	Sept Fall Ads	\$1.78
	Oct Fall Ads	\$548.22
	Nov Fall Ads	\$121.00
	Dec Winter Ads	\$1,219.19
SOJERN INC	Aug Summer Ads	\$242.22
	Sept Fall Ads	\$344.10
	October Fall Adv	\$354.03
	Nov Winter Ads	\$140.57
	Dec Winter Ads	\$182.27
SOPHOS MARKETING	Sept Fall Ads	\$137.50
STITCHER MEDIA LLC	Sept Fall Adv	\$41.39
	Oct Fall Ads	\$191.40

		Oct Falls Ads	\$101.40
		Nov Ads	\$354.43
	THE SLATE GROUP LLC	Nov Podcast Adv	\$143.29
		Dec Podcast Adv	\$159.21
	TIK TOK INC	Sept Fall Ads	\$41.37
		Oct Fall Ads	\$11.23
		Nov Winter Adv	\$36.30
	TRAVEL DESK	Sept Fall Ads	\$511.30
		Oct Fall Ads	\$2,335.43
		Fall Nov Ads	\$0.12
		Nov WWAB Adv	\$27.93
		Nov Winter Adv	\$464.72
		Dec Winter Ads	\$994.31
		WWATB Digital Ads	\$514.91
	TRAVELSCAPE LLC	Fall Aug Ads	\$1.53
		Summer Aug Ads	\$194.24
		Sept Fall Ads	\$238.58
		Oct Fall Ads	\$391.46
		Nov Winter Ads	\$61.83
	TRAVELSPIKE LLC	Sept Summer Ads	\$18.34
		July Summer Ads	\$70.68
		Aug Summer Ads	\$38.86
	TRIP ADVISOR	Sept Fall Adv	\$72.75
		Oct Fall Ads	\$477.25
		Dec Winter Ads	\$72.23
	TME TIME INC ADVERTSNG	May-August Advertising	\$508.30
	TRAVEL ZOO	July Dest Showcase	\$412.50
		July Advertising	\$28.05
	TWITTER ONLINE ADS	Sept Adv	\$111.58
		Oct Fall Ads	\$65.12
		Dec Dig Ads	\$3.28
		Nov Winter Holiday Adv	\$108.34
		Dec holiday/Winter Ads	\$71.58
	VERIZON MEDIA INC	Sept Fall Ads	\$418.57
	VEVO LLC	Aug Summer Ads	\$53.31
	VOX MEDIA LLC	Oct Fall Ads	\$468.20
		Nov Adv	\$191.80
	WXII	July Summer Ads	\$47.09
		Aug Summer Ads	\$42.81
	YAHOO AD TECH LLC	Oct Fall Ads	\$681.19
		Nov Adv	\$31.00
		Dec Winter Ads	\$264.47
	Digital Total		\$25,531.01
Group Sales	ADDAPTIVE INTELLIGENCE, INC	Mtgs Digital Ads Oct	\$106.62
		Sports Digital Ads Oct	\$106.47
		Meetings Digital Adv	\$122.38
		Sports Digital Adv	\$414.96
	NORTHSTAR TRAVEL MEDIA	M&C Print Ad Oct	\$195.00
		VMB Bags	\$658.54
	Group Sales Total		\$1,603.97
Research		Research tracking Oct	\$7.59
	Research Total		\$7.59
Television	AMPERSAND	Dec Winter Ads	\$1,374.97
		Oct Winter Ads	\$682.19
	CHICAGO WGN-TV	May Ads	\$99.20
		June Summer Adv	\$34.16
	INDEPENDENCE TELEVISION COMPANY INC	May Summer Ads	\$16.79
	WFOX-TV	June Summer Adv	\$7.11
	WJAX-TV	June Summer Adv	\$12.32
	WRCB TV	May Summer Adv	\$60.26

	WSB-TV.COM	June Summer Adv	\$27.47
Television Total			\$2,314.47
Grand Total			\$32,775.94