

## Myrtle Beach Area Chamber of Commerce -HC A-Tax October - December 2023 Tourism Investments

Accountability Category	Paid To	Memo	HC Amount
Creative/Content Development	SHELBI ANKIEWICZ	Loris Blog	50.00
<b>Creative/Content Development Total</b>			<b>50.00</b>
Digital	ATLAS OBSCURA INC	Summer Ads	8,000.00
	BANDWANGO, INC	Marketing Platform	96.67
		Marketing Platform	193.34
	BIDTELLECT, INC.	Jul Ads	2,436.16
		Summer Ads	3,563.84
	BUZZFEED	Dec Ads	14,100.52
		Custom Post	6.83
		First We Feast Sponsor	20,376.44
	CLICKTRIPZ LLC	Nov Ads	909.36
		Dec Ads	690.05
	CONDE NAST	Bon Appetit Ads	1,360.28
		Bon Appetit Ads	850.50
	CONVERSANT, LLC	Sep Ads	1,223.11
		Oct Ads	2,672.64
		Nov Ads	1,591.01
		Nov Ads	104.25
	EPSILON	Dec Ads	1,504.74
	EXPEDIA	Aug Ads	1,667.59
		Sep Ads	1,586.12
		Oct Ads	1,625.76
		Nov Ads	1,685.42
		Nov Ads	2,266.14
		Dec Ads	1,522.88
		Dec Ads	2,269.48
	GENIUS.COM	Audio Ads Sep	20,890.63
		Oct Audio Ads	3,002.56
	INK	In Flight Ads	3,200.00
	JUN GROUP PRODUCTIONS LLC	Aug Ads	1,071.16
		Sep Ads	2,194.31
	MEREDITH	Food & Wine Ads	2,364.08
	MOBILEFUSE	Dec Ads	4,000.00
		Aug Ads	1,746.51
		Sep Ads	2,858.75
		Oct Ads	148.25
		Oct Ads	381.92
		Oct Ads	3,806.51
Fall Ads		2,193.49	
MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION		Campground Ads	11,500.00
PANDORA	Dec Ads	3,326.03	
PRICELINE.COM LLC	Aug Ads	95.73	

	Summer Ads	2,323.06
	Oct Ads	1,581.21
SIGHTLY ENTERPRISES, INC	Sep Ads	4,101.73
	Oct Ads	956.08
SOJERN INC	Sep Ads	1,278.58
	Sep Ads	44.80
	Sep Ads	90.26
	Sep Ads	63.93
	Sep Ads	94.10
	Sep Ads	310.02
	Sep Ads	156.15
	Sep Ads	104.45
	Oct Ads	4,118.67
	Oct Ads	623.56
	Nov Ads	4,599.49
	Nov Ads	96.82
	Dec Ads	3,907.51
SPOTIFY USA INC	Nov Ads	4,026.89
	Dec Audio Ads	2,373.10
SXM Media	Sep Audio Ads	4,514.42
	Oct Audio Ads	3,297.69
	Nov Ads	3,073.97
	Dec Ads	3,326.03
TOUCHTUNES MUSIC COMPANY LLC	Sep Ads	2,639.47
	Oct Ads	2,551.49
TRAVEL DESK	Campground Ads	437.82
	Conway Event Ads	860.63
	Little River Event Ads	1,107.81
	NMB Event Ads	3,109.55
	Sep Ads	518.91
	Sep Ads	3,149.45
	Sep Ads	49.53
	Sep Ads	48.34
	Sep Ads	136.93
	Campground Ads	1,674.57
	NMB Event Ads	2,603.75
	Conway Event Ads	3,174.74
	Little River Event Ads	4,398.60
	NMB Event Ads	5,621.57
	Oct Ads	3,274.07
	Oct Ads	674.61
	Campground Marketing	1,719.72
	Conway Event Marketing	3,372.01
	Little River Event Marketing	4,968.32

		NMB Event Marketing	9,880.05
		Nov Ads	3,634.46
		Nov Ads	147.28
		Nov Ads	1,025.80
		Campground Ads	1,167.90
		Conway Event Ads	2,592.63
		Dec Ads	3,378.28
		Dec Ads	1,374.19
		Little River Event Ads	4,525.25
		NMB Event Ads	8,480.65
	TRAVEL ZOO	Top 20 Email	2,400.00
		Sep Ads	1,147.76
		Sep Sponsored Content	4,400.00
		Oct Ads	452.24
		Nov Sponsored Content	3,200.00
		Nov Ads	519.60
		Dec Ads	280.40
	TRIP ADVISOR	Sep Ads	2,434.94
		Sep Ads	353.05
		Oct Ads	1,581.98
		Oct Ads	437.50
		Nov Ads	90.89
	VIDEOAMP INC	Nov Ads	1,505.73
	VOX MEDIA LLC	Sep Ads	7,582.68
		Oct Ads	775.90
	ZETA GLOBAL CORP.	Sep Ads	1,139.36
		Summer Ads	117.19
		Oct Ads	2,860.64
	eTARGET	Email Marketing	368.00
		Fall Ads Email	368.00
<b>Digital Total</b>			<b>294,459.82</b>
General Consumer Promotion	ESPN PRODUCTIONS	MB Bowl Sponsor	40,000.00
<b>General Consumer Promotion Total</b>			<b>40,000.00</b>
Outdoor & Integrated Packages	BRANDON AGENCY	Campground Billboard	727.06
		Campground Billboard	727.06
<b>Outdoor &amp; Integrated Packages Total</b>			<b>1,454.12</b>
Social & Search Media	FACEBOOK	Atlantic Beach Event Ads	70.83
		Aynor Event Ads	40.20
		Campground Ads	180.06
		Conway Event Ads	125.78
		Loris Event Ads	125.98
		NMB Event Ads	401.98
		Sep Ads	1,606.97

Sep Ads	410.22
Atlantic Beach Event Ads	1,395.66
Aynor Event Ads	821.27
Campground Ads	3,492.02
Chat Bot Ads	505.44
Conway Event Ads	2,589.77
Loris Event Ads	2,423.50
NMB Event Ads	7,829.60
Oct Ads	1,432.41
Oct Ads	6,056.58
Atlantic Beach Event Ads	2,533.45
Aynor Event Ads	1,538.40
Campground Ads	3,284.60
Campground Ads	3,042.16
Conway Event Ads	4,783.75
Dec Ads	1,434.23
Dec Ads	4,249.20
Dec Ads	1,267.84
Little River Event Ads	11,249.96
Loris Event Ads	4,647.37
NMB Event Ads	6,891.33
NMB Event Ads	7,377.07
Atlantic Beach Event Ads	1,507.75
Aynor Event Ads	906.98
Campground Ads	3,511.46
Conway Event Ads	1,894.55
Little River Event Ads	2,841.39
Loris Event Ads	2,721.66
NMB Event Ads	5,696.70
Sep Ads	10,255.18
Atlantic Beach Event Ads	1,505.99
Aynor Event Ads	911.43
Campground Ads	2,191.66
Conway Event Ads	1,897.01
Little River Event Ads	2,839.84
Loris Event Ads	2,717.91
NMB Event Ads	5,625.79
Oct Ads	12,255.75
Atlantic Beach Event Ads	2,572.89
Aynor Event Ads	1,515.69
Campground Ads	804.53

GOOGLE ADS

		Campground Ads	908.73
		Conway Event Ads	3,202.08
		Dec Ads	24,485.52
		Little River Event Ads	4,782.37
		Loris Event Ads	4,617.96
		NMB Event Ads	9,737.26
	MICROSOFT ADS	Sep Ads	1,235.02
		Oct Ads	823.50
		Dec Ads	1,029.68
		Dec Ads	1,232.47
	MMGY GLOBAL LLC	Social Media	32.22
		Social Media Oct	2,880.00
		Social Media Nov	2,880.00
		Social Media Dec	2,880.00
	OGDEN PUBLICATIONS INC	Grit Magazine Social Posts	40.00
	PINTEREST ADS	Sep Ads	225.29
		Sep Ads	133.94
		Oct Ads	291.22
		Oct Ads	3,016.44
		Dec Ads	349.12
		Dec Ads	2,674.07
		Dec Ads	277.15
	REDDIT INC ADS	Sep Ads	19,320.16
		Oct Ads	2,302.39
	TIK TOK INC	Sep Ads	467.56
		Sep Ads	331.84
		Oct Ads	483.51
		Oct Ads	6,460.60
		Nov Ads	467.84
		Dec Ads	441.51
		Dec Ads	9,699.30
<b>Social &amp; Search Media Total</b>			<b>253,690.54</b>
Television	ALPHONSO INC	Summer TV Ads	16,671.84
	AMPERSAND	Oct/Nov Cable Ads	19,240.22
	HULU	Holiday Sponsor	67,150.00
		Aug Ads	3,464.45
	NBC UNIVERSAL	Today Show Ads	35,550.00
		Aug Ads	3,882.92
		Aug Ads	13,166.67
		July Ads	13,166.67
		Summer Ads	13,166.67
	RAREFIED ATMOSPHERE INC	Sep Ads	1,469.40
		Oct Ads	1,469.40
	TRAVEL DESK	Samsung Fall Ads	4,278.45
		Samsung Fall Ads	7,571.55
		Winter CTV Ads	1,095.82

		Dec CTV Ads	3,565.18
	UNDISCOVERED PRODUCTIONS LLC	Undiscovered America Show	2,370.00
	VIDEOAMP INC	CTV Fall Ads	5,704.02
		CTV Fall Ads	6,145.98
		CTV Winter Ads	4,438.09
<b>Television Total</b>			<b>223,567.33</b>
<b>Grand Total</b>			<b>813,221.81</b>