

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

Accountability Category	Paid To	Memo	SSB Atax Amount
Creative/Content Development	MEDIA COAST	SSB Website Updates	112.50
<b>Creative/Content Development Total</b>			<b>112.50</b>
Destination Publicity	AMERICAN EXPRESS	Media Visit	13.00
		Media Visit	20.50
		Media Visit	0.22
	BENJAMIN'S BAKERY	Virtual Media Event	4.30
	BISTRO 217	Influencer	1.88
	BLACKLANE	Travelweek UK Media Event	2.94
	BROOKGREEN GARDENS	Virtual Media Event Box	3.60
	BURR & FORMAN LLP	Beach Easy TM	12.99
	CHEFUNIFORMS.COM	Virtual Media Event	5.87
	CHIVE BLOSSOM	Influencer	2.31
	COASTAL MARKETING GRAPHICS, INC.	VMB Chef Coats	2.62
	CURB NYC TAXI	Today Show Promo	1.81
	DELTA AIRLINES	Today Show Promo	7.96
	EATALY NY SALIDO	Today Show Promo	2.77
	EMPLOYEE REIMBURSEMENT	Mileage	3.72
		Mileage	3.38
		Media Visit	0.41
		Mileage	4.24
	FAHLGREN MORTINE	Oct Promos	663.00
		Live Music Influencers	255.95
		Nov Promos	663.00
		Social Media Marketing	400.00
		Today Show Promo	67.22
		Dec Promos	663.00
	FULLY PROMOTED	Couples In the Kitchen Media Visit	145.04
		Beer Trail	146.10
		Life's a Beach	11.40
		Beer Trail	189.18
	HAVANA CENTRAL TIMES S	Beer Trail	70.74
		Today Show Promo	3.28
	JBF PATRON PROGRAM	Culinary Promo	20.00
	LANDS END BUS OUTFITTERS	VMB Promo	7.30

		Travel Week	2.94
		VMB Media Promo	2.52
	MARINA INN AT GRANDE DUN	Media Visit	7.72
		Media Visit	2.57
	MARKUS SCHECK	World AM Travel Writer	5.72
	MARRIOTT MYTRLE BEACH	Influencer	5.24
	MICHAELS STORES	VMB Media Promo	0.22
	MMGY GLOBAL LLC	Site Visit	67.31
		Site Visit	137.97
	NATIVE SONS	You Belong at Beach	24.00
		Chef Swap	9.76
	PRSA	PRSA Promos	6.44
		Travel Week UK Media Event	1.80
	RUSTIC TABLE	Influencer Visit	1.59
	STICKER MULE	Beer Trail	6.76
	SUMUP *LONDON TAXI DRIVE	Travel Week UK Media Event	2.37
	THE PRINTING PORT	Beer Trail Brochures	33.79
	TRAVELABILITY FOUNDATION	Travel Access Ads	63.10
	TWO BROTHERS WOOD WORK	Virtual Media Event	7.15
		VMB Media Promo	44.80
	UBER TRIP	TravelWeek Media Reception	0.13
		UK Travel Week	0.25
	USPS PO	VMB Media Promo	0.34
	VIDDY AWARD	PR Promo	9.60
	VIDDY'S	VMB Videos	4.80
	VISA	Media Visit	39.00
		Media Visit	1.50
	VISIT MURRELLS IN	Influencer Visit	1.23
	WAL-MART	Virtual Culinary Event	0.26
		VMB Media Promo	3.79
<b>Destination Publicity Total</b>			<b>3,894.40</b>
Digital	ATLAS OBSCURA INC	Summer Ads	550.00
	BANDWANGO, INC	Marketing Platform	6.65
		Marketing Platform	13.30
	BIDTELLECT, INC.	Jul Ads	167.49
		Summer Ads	245.01
	BUZZFEED	Dec Ads	969.41

	Custom Post	0.47
	First We Feast Sponsor	1,391.23
CLICKTRIPZ LLC	Nov Ads	62.52
	Dec Ads	47.44
CONDE NAST	Bon Appetit Ads	93.52
	Bon Appetit Ads	58.47
CONVERSANT, LLC	Sep Ads	84.09
	Oct Ads	183.74
	Nov Ads	109.38
	Nov Ads	7.17
EPSILON	Dec Ads	103.45
EXPEDIA	Aug Ads	114.65
	Sep Ads	109.05
	Oct Ads	111.77
	Nov Ads	115.87
	Nov Ads	155.80
	Dec Ads	104.70
	Dec Ads	156.03
FLIP TO INC	DMO Marketing	1,106.88
GENIUS.COM	Audio Ads Sep	329.36
	Oct Audio Ads	206.43
INK	In Flight Ads	220.00
JUN GROUP PRODUCTIONS LLC	Aug Ads	73.64
	Sep Ads	150.86
MEREDITH	Food & Wine Ads	162.53
MOBILEFUSE	Dec Ads	275.00
	Aug Ads	120.07
	Sep Ads	196.54
	Oct Ads	10.19
	Oct Ads	26.26
	Oct Ads	261.70
	Fall Ads	150.80
PANDORA	Dec Ads	228.66
PRICELINE.COM LLC	Aug Ads	6.58
	Summer Ads	159.71
	Oct Ads	108.71
SIGHTLY ENTERPRISES, INC	Sep Ads	281.99
	Oct Ads	65.73
SOJERN INC	Sep Ads	87.90
	Sep Ads	3.08
	Sep Ads	6.21
	Sep Ads	4.40
	Sep Ads	6.47
	Sep Ads	21.31
	Sep Ads	10.74
	Sep Ads	7.18
	Oct Ads	283.16
	Oct Ads	42.87

	Nov Ads	316.22
	Nov Ads	6.66
	Dec Ads	268.64
SPOTIFY USA INC	Nov Ads	276.85
	Dec Audio Ads	163.15
SXM Media	Sep Audio Ads	310.37
	Oct Audio Ads	226.72
	Nov Ads	211.34
	Dec Ads	228.66
TOUCHTUNES MUSIC COMPANY LLC	Sep Ads	181.46
	Oct Ads	175.42
TRAVEL DESK	Sep Ads	35.67
	Sep Ads	216.52
	Sep Ads	3.41
	Sep Ads	3.32
	Sep Ads	9.41
	Oct Ads	225.09
	Oct Ads	46.38
	Nov Ads	249.87
	Nov Ads	10.13
	Nov Ads	70.52
	SSB Ads	27,700.07
	SSB Pier Ads	627.69
	Dec Ads	232.26
	Dec Ads	94.48
	SSB Event Ads	57,619.93
	SSB Pier Ads	9,372.31
TRAVEL ZOO	Top 20 Email	165.00
	Sep Ads	78.91
	Sep Sponsored Content	302.50
	Oct Ads	31.09
	Nov Sponsored Content	220.00
	Nov Ads	35.72
	Dec Ads	19.28
TRIP ADVISOR	Sep Ads	167.40
	Sep Ads	24.27
	Oct Ads	108.76
	Oct Ads	30.08
	Nov Ads	6.25
	Dec Ads	119.63
VIDEOAMP INC	Nov Ads	103.52
VOX MEDIA LLC	Sep Ads	401.68
	Oct Ads	53.34
ZETA GLOBAL CORP.	Sep Ads	78.33
	Summer Ads	8.06
	Oct Ads	196.67
eTARGET	Email Marketing	25.30

		Fall Ads Email	25.30
<b>Digital Total</b>			<b>110,659.81</b>
General Consumer Promotion	BANDWANGO, INC	Marketing Platform Prize Fulfillment	9.23
		Marketing Platform	0.42
<b>General Consumer Promotion Total</b>			<b>9.65</b>
Outdoor & Integrated Packages	MEREDITH CORPORATION	Food & Wine Magazine Ads	927.00
		Southern Living Dec Ads	1,300.00
		Food & Wine Winter Ads	808.98
	SOUTHBOUND PUBLISHING INC	Okra Magazine	466.60
		Okra Magazine Ads	263.40
<b>Outdoor &amp; Integrated Packages Total</b>			<b>3,765.98</b>
Research	COSTAR REALTY INFORMATION INC	Occupancy Reports	4.91
		Occupancy Reports	58.86
	FLIP TO INC	Analytics	600.00
	LONGWOODS INTERNATIONAL USA INC	ROI Visitor Study	475.00
		ROI Visitor Study	475.00
	LUCKIE & COMPANY LLC	Sep Services	336.75
		Ads Platform	
		Oct Services	336.75
		Visitor Analytics	250.00
		Nov Services	336.75
		Dec Services	336.75
	MMGY GLOBAL LLC	Disabled Travelers Research	100.00
		Visitor Profile Research	550.00
	NEXTFactor Enterprises Inc	Tourism Research	210.28
	PATLIVE	Visitor Tracking	3.67
		Visitor Tracking	3.76
		Visitor Tracking	7.46
	SC DEPT. OF PARKS, REC. & TOURISM	Visa Vue Data	232.00
	STR LLC	Occupancy Reports	120.99
	TOURISM ECONOMICS LLC	Tourism Forecast Update	80.00
TRAVEL DESK	CD Platform	360.00	
U.S. TRAVEL ASSOCIATION	Tourism Industry Research	310.50	
ZARTICO INC	Monthly Data Reports	475.00	
<b>Research Total</b>			<b>5,664.43</b>
Social & Search Media		Sep Ads	110.48
		Sep Ads	28.20

		Chat Bot Ads	34.75
		Oct Ads	98.48
		Oct Ads	416.39
		Dec Ads	98.60
		Dec Ads	292.14
		Dec Ads	87.16
		SSB Event Ads	71,098.50
		Sep Ads	705.04
		Oct Ads	842.58
		Dec Ads	1,683.38
	MICROSOFT ADS	Sep Ads	84.91
		Oct Ads	56.62
		Dec Ads	70.79
		Dec Ads	84.73
	MMGY GLOBAL LLC	Social Media	2.22
		Social Media Oct	198.00
		Social Media Nov	198.00
		Social Media Dec	198.00
	OGDEN PUBLICATIONS INC	Grit Magazine Social Posts	2.75
	PINTEREST ADS	Sep Ads	15.49
		Sep Ads	9.21
		Oct Ads	20.02
		Oct Ads	207.38
		Dec Ads	24.00
		Dec Ads	183.84
		Dec Ads	19.05
	REDDIT INC ADS	Sep Ads	1,328.26
		Oct Ads	158.29
	TIK TOK INC	Sep Ads	32.14
		Sep Ads	22.81
		Oct Ads	33.24
		Oct Ads	444.17
		Nov Ads	32.16
		Dec Ads	30.35
		Dec Ads	666.83
		Social Video Platform	6.00
<b>Social &amp; Search Media Total</b>			<b>79,624.96</b>
Television	ALPHONSO INC	Summer TV Ads	1,160.70
	AMPERSAND	Oct/Nov Cable Ads	1,339.51
	CROSS OVER MARKETING, LLC	Stand Up To Cancer Promo	3,437.50
	HULU	Holiday Sponsor	1,237.50
		Aug Ads	241.20
	NBC UNIVERSAL	Today Show Ads	2,475.00
		Aug Ads	270.33
		Aug Ads	916.67
		July Ads	916.67

		Summer Ads	916.67
	RAREFIED ATMOSPHERE INC	Sep Ads	102.30
		Oct Ads	102.30
	TRAVEL DESK	Samsung Fall Ads	297.87
		Samsung Fall Ads	527.13
		Winter CTV Ads	76.29
		Dec CTV Ads	248.21
	UNDISCOVERED PRODUCTIONS LLC	Undiscovered America Show	165.00
	VIDEOAMP INC	CTV Fall Ads	397.12
		CTV Fall Ads	427.88
		CTV Winter Ads	308.98
	<b>Television Total</b>		
<b>Grand Total</b>			<b>219,296.56</b>