

Myrtle Beach Area Chamber of Commerce -30% Horry County A-Tax 1st Quarter 2020 Tourism Investments

Account Description	Vendor Name	Vendor / Transaction Description	Sum of 30% HC A-Tax
AIR SERVICE	VISIBILITY & CONVERSIONS, LLC	digital campaign -Jan Adv	\$3,750.00
AIR SERVICE	Total		\$3,750.00
DIGITAL	FLIP.TO	Dest Mrktg Platform	\$7,354.88
	VISIBILITY & CONVERSIONS, LLC	digital campaign- Jan	\$42,783.10
		digital campaign-Feb	\$43,935.64
		digital campaign -March	\$71,988.93
DIGITAL	Total		\$166,062.55
GENERAL CONSUMER PROMO	MADDEN MEDIA	Discover SC Ad	\$347.22
GENERAL CONSUMER PROMO	Total		\$347.22
TELEVISION	CORINTHIAN MEDIA, INC.	Jan LAF Radio Spring	\$33.38
		Jan Spring Adv LAF	\$65.55
TELEVISION	Total		\$98.93
TRADITIONAL	THE BRANDON AGENCY	Campground Billboard Feb	\$1,229.41
		Campground Billboard Jan	\$1,229.41
		Campground Dig Adv Feb	\$4,285.75
		Campground Billboard Mar	\$523.53
		Campground Billboard Jn/Fb	\$705.88
		Campground Billboard Nov	\$705.88
TRADITIONAL	Total		\$8,679.86
Grand Total			\$178,938.56