

**Myrtle Beach Area Chamber of Commerce -30% Horry County A-Tax
January - March 2022 Tourism Investments**

Accountability Category	Vendor	Memo	HC A-Tax Amount
Digital	ALPHONSO INC	Jan Spring Ads	\$2,903.40
	BANDWANGO	Adv Platform Jan	\$42.29
		Adv Platform Feb	\$96.67
		Adv Platform March	\$96.67
	CONVERSANT LLC	Jan Winter Ads	\$46.22
	EXPEDIA	Feb Ads	\$4,336.09
	FACEBOOK	Jan Spring Ads	\$3,887.47
		Jan Winter Ads	\$138.45
		Feb Event Adv	\$632.00
		Spring Digital Ads	\$6,554.67
	GOOGLE ADS	Jan Winter Ads	\$10,790.54
		Spring Digital Ads	\$14,632.79
	IHEART MEDIA	Winter Ads	\$3,200.01
		Winter Ads	\$3,200.01
	LG	Feb CTV Video Ads	\$7,692.37
	MMGY GLOBAL LLC	Spring Digital Adv	\$21,989.04
	MICROSOFT ADVERTISING	Jan Winter Ads	\$1,918.03
		Spring Digital Ads	\$2,279.79
	MYRTLE BEACH CAMPGROUND OWNERS ASSOC	Campground Marketing	\$6,200.00
	PINTEREST ADS	Jan Spring Ads	\$1,841.76
		Jan Winter Ads	\$140.12
		Feb Events Adv	\$144.34
		Spring Digital Ads	\$3,785.81
	SAMSUNG	Jan Winter Ads	\$506.22
		Feb Spring Ads	\$5,774.49
	SOJERN INC	Winter Ads	\$26.01
		Jan Digital Ads	\$4,093.61
		Feb Digital Ads	\$51,484.44
	STITCHER MEDIA LLC	Dec Winter Ads	\$5,657.20
		Jan Spring Ads	\$787.52
		Feb Pod Cast Adv	\$1,804.00
	SPROUT SOCIAL, INC	Social Media Promos	\$791.05
	TIK TOK INC	Winter Ads	\$301.00
		Jan Spring Ads	\$743.27
		Feb Digital Ads	\$3,696.00
	TRAVEL DESK	Jan CTV Winter Ads	\$638.14
		Jan Winter Ads	\$104.18
		Jan Winter Ads	\$139.66
		Jan Digital Ads	\$22,387.69
		Jan Spring Ads	\$1,775.53
		Feb CTV Ads	\$4,305.21
		Feb Video and Display Ads	\$9,297.23
	TRAVEL ZOO	Feat Dest Top 20 emails	\$14,100.00
		Feb Ads	\$1,226.48
	TRAVELSCAPE LLC	Jan Winter Ads	\$968.48
		Winter Ads	\$69.27
		Jan Ads	\$16,413.49
	TRIP ADVISOR	Winter Ads	\$112.39
		Jan Ads	\$2,186.52
		Feb Digital Ads	\$8,398.55
	TWITTER ONLINE ADS	Jan Spring Ads	\$5,983.71
		Winter Ads	\$1,332.59
		Spring Digital Ads	\$12,299.94
YAHOO AD TECH LLC	Jan Winter Ads	\$2,899.09	
	Jan Winter Ads	\$12,724.44	
	Feb Ads	\$31,388.93	
Digital Total			\$320,964.87
Group Sales	DUE NORTH CONSULTING INC	Sports Digital Adv	\$2,400.00

		Sports Digital Editorial	\$600.00
	MMGY GLOBAL LLC	Group Tour Adv	\$750.00
		Meetings Adv	\$2,250.00
		Sports Dig Adv	\$1,500.00
	THRESHOLD 360 INC	Digital Videos	\$1,360.00
Group Sales Total			\$8,860.00
Outdoor & Print	BRANDON AGENCY	Campground Billboard Jan	\$705.88
		Campground Billboard Feb	\$705.88
	MEREDITH CORPORATION	April Southern Living FP	\$3,900.00
	MILES PARTNERSHIP	SCPRT Vacation Guide	\$1,041.66
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Billboard Mar/April	\$8,200.00
Campground Billboard April-June		\$5,000.00	
Outdoor & Print Total			\$19,553.42
Television	AMPERSAND	Feb Ads	\$25,443.75
	KDKA	Feb Ads	\$1,817.73
		March Spring Ads	\$6,188.25
	KTVI	Feb Ads	\$1,677.90
	WESH	Feb Ads	\$3,106.11
		March Spring Ads	\$14,182.25
	WEWS	Feb Ads	\$2,035.45
	WFOX-TV	Feb Ads	\$495.38
	WFTV, LLC	Feb Ads	\$2,007.49
	WHEC	Feb Ads	\$818.98
		March Spring Ads	\$2,456.93
	WJAX-TV	Feb Ads	\$511.36
	WJW	Feb Ads	\$2,436.95
	WJXT	Feb Ads	\$1,236.45
		March Spring Ads	\$3,373.78
	WJZY	Feb Spring Ads	\$2,111.36
	WKMG	Feb Ads	\$2,996.25
		March Spring Ads	\$9,707.85
	WPXI	Feb Ads	\$2,057.42
	WROC	Feb Ads	\$998.75
	WSET	Feb Ads	\$886.89
	WSLS	Feb Ads	\$791.01
		March Spring Ads	\$2,131.33
	WSOC	Feb Ads	\$2,591.01
	WTMJ	Feb Ads	\$1,354.31
	WTVF	Feb Ads	\$1,657.93
	WVIT	Feb Ads	\$1,588.01
Television Total			\$96,660.88
Total			\$446,039.17