

**Myrtle Beach Area Chamber of Commerce -30% Horry County A-Tax  
1st Quarter 2021 Tourism Investments**

Account Description	Vendor Name	Vendor / Transaction Description	Sum of 30% HC A-Tax
<b>DIGITAL</b>	<b>Bandwango LLC</b>	Advertising Platform Feb	\$ 15.00
	<b>Facebook</b>	Digital Campaign February	\$ 150.00
	<b>Flip To</b>	DMO Mrktg Platform	\$ 16,369.94
	<b>Google Ads</b>	Digital January campaign ads	\$ 125,039.95
	<b>Microsoft Advertising</b>	Digital Campaign February	\$ 18,595.11
	<b>MMGY GLOBAL LLC</b>	Spring Campaign	\$ 29,609.47
	<b>Pinterest Ads</b>	Digital Campaign February	\$ 43.35
	<b>Sophos Marketing</b>	Digital January campaign ads	\$ 22,500.00
	<b>The Brandon Agency</b>	Campground FB Ads Spring	\$ 5,625.00
	<b>Trip Advisor</b>	Digital Jan Campaign	\$ 24,062.50
	<b>Twitter Online Ads</b>	Digital Campaign February	\$ 2,496.25
	<b>Visibility &amp; Conversions</b>	Jan Digital Promos	\$ 42,732.31
<b>DIGITAL Total</b>			<b>\$ 287,238.88</b>
<b>GENERAL CONSUMER PROMO</b>	<b>The Brandon Agency</b>	Campground Assoc Billboard Jan	\$ 705.88
		Good SAM RV Guide	\$ 27,775.89
<b>GENERAL CONSUMER PROMO Total</b>			<b>\$ 28,481.77</b>
<b>OUTDOOR/PRINT</b>	<b>The Brandon Agency</b>	Campground Assoc Billboard Feb	\$ 705.88
		Campground Assoc billboard March	\$ 705.88
		Feb camping board	\$ 705.88
		Feb social ad campgrounds	\$ 5,625.00
		March Camping Board	\$ 705.88
<b>OUTDOOR/PRINT Total</b>			<b>\$ 8,448.52</b>
<b>Grand Total</b>			<b>\$ 324,169.17</b>