

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

Account Description	Vendor Name	Vendor / Transaction Description	Sum of 30% MB A-Tax		
CREATIVE DEVELOPMENT	B.W. Wilson Paper Co	VMB Passport books	\$ 16.09		
	Battle Strategies	FB Live & Blog Feb	\$ 82.50		
		FB Live Videos March	\$ 60.00		
	Bnicks.Com	New VMB brand fonts	\$ 1.50		
	Eig Hostgator.Com	Wordpress annual renewal	\$ 21.76		
	Issuu	Digital publication software	\$ 4.50		
	MMGY Global LLC	Branding Project	\$ 2,000.00		
		Design & Asset Dev	\$ 5,166.70		
		Design & Asset Dev 2	\$ 5,166.70		
		Design & Asset Dev 3	\$ 5,166.70		
		Media placements Feb	\$ 16,878.00		
		Media placements Jan	\$ 11,878.00		
		Media placements March	\$ 11,878.00		
		Reopen VMB Assets	\$ 4,000.00		
		Social media mgmt Jan	\$ 2,074.00		
		Social Media Mgmt Feb	\$ 2,074.00		
		Social media mgmt March	\$ 2,074.00		
		Simpleview	Act on & sprt March	\$ 433.50	
			Additional Licensing	\$ 567.00	
			Annual Licensing/Jan Act on	\$ 2,416.50	
			SQL and Q1 Hosting	\$ 959.70	
			Support Hours Jan	\$ 150.00	
			Support Act on Feb	\$ 433.50	
		Sprout Social, Inc	Social posting platform	\$ 988.81	
		Tulsa Connect	website hosting Feb	\$ 20.50	
			Website hosting Jan	\$ 20.50	
		Visual Destinations LLC	Jan website services	\$ 890.00	
			Feb website services	\$ 890.00	
			March website services	\$ 890.00	
		Web Networksolutions	CanAm Domain Names	\$ 8.00	
		Godaddy.Com	Domain names	\$ 40.54	
	CREATIVE DEVELOPMENT Total			\$ 77,251.00	
	DESTINATION PUBLICITY	American Express	Trip Giveaways	\$ 40.00	
		Crowdriff	Social Content Platform	\$ 1,120.00	
		Fahlgren Mortine	Ad monitoring	\$ 849.44	
			Article placement, track & monitor	\$ 2,014.80	
			Jan promotions	\$ 1,224.00	
			Feb Promotions	\$ 1,224.00	
			March promotions	\$ 1,224.00	
			Sea Captain's House	Media lunch with influencer	\$ 10.54
		DESTINATION PUBLICITY Total			\$ 7,706.78
		DIGITAL	Bandwango LLC	Advertising Platform Jan	\$ 50.00
			Advertising Platform Feb	\$ 18.75	
	Facebook		Digital Campaign February	\$ 187.50	
	Google Ads		Digital January campaign ads	\$ 20,057.44	
	Microsoft Advertising		Digital Campaign February	\$ 749.81	
	MMGY Global LLC		Spring Campaign	\$ 5,761.84	
Pinterest Ads	Digital Campaign February		\$ 54.19		
Visibility & Conversions	Jan Digital Promos		\$ 1,723.08		
DIGITAL Total			\$ 28,602.61		
GENERAL CONSUMER PROMO	AT&T Bill Payment	MWC Hotspot	\$ 6.94		
	Coastal Distribution	January Brochure Distribution	\$ 5,000.00		
		February Brochure Distribution	\$ 5,000.00		
		March Brochure Distribution	\$ 5,000.00		
	Com-Connect LLC	Call Center & Chat Jan	\$ 2,718.20		
		Call Center & Chat Feb	\$ 2,718.20		
		Call Center & Chat March	\$ 2,718.20		
	Crabby George's Seafood Buffet	Trip Giveaway	\$ 10.00		
	Pitney Bowes	exp monthly ppd pstg @ 1/31/21	\$ 5.51		
		exp monthly ppd pstg @ 2/28/21	\$ 3.11		
		exp monthly ppd pstg @ 3/31/21	\$ 12.14		
	Ripley's Aquarium	Trip Giveaway	\$ 1.72		
	Stickergiant.Com Inc	Visitor Guide Stickers	\$ 2,402.90		
	Tanger Outlets	Trip Giveaway	\$ 50.00		
	USPS	record postage @ 1/31/21	\$ 49.49		
		record postage @ 2/28/21	\$ 64.85		
		record postage @ 3/31/21	\$ 164.44		
	Visitor Center Services	Visitor Center Services	\$ 31,965.11		
	UPS	Bulk UPS Postage	\$ 128.64		

		Marketing UPS Postage	\$ 1.35
GENERAL CONSUMER PROMO	Total		\$ 58,020.80
GROUP SALES	Association Executives Of NC	AENC- Winter Virtual Conference	\$ 7.50
	Carolina Roadhouse	NSAF Track and Field Site Visit	\$ 18.43
	Convention Center Vendor	RCMA - Electric	\$ 8.70
	Cross Border Trans Fee	Sports Events Ad	\$ 2.59
	Cvent	Q1 Adv and Profile Package	\$ 1,420.88
	Hook And Barrel	Snack items for Site Visit SWA	\$ 1.31
	Kenilworth Media Inc	Sports Events Ad	\$ 259.00
	MHD Services	Specialty mkt Jan	\$ 400.00
		Specialty mkt Feb	\$ 400.00
		Specialty mkt March	\$ 400.00
	Miles Partnership	SCPRT Vacation Guide	\$ 1,736.10
	Military Reunion Network	Virtual tradeshow	\$ 90.00
	Paris Sports Management	OOP-Sports Diversity	\$ 515.13
		Sports Mktg Jan	\$ 1,550.00
		Sports Mktg Feb	\$ 1,550.00
		Sports Mktg March	\$ 1,550.00
		Sports OOP	\$ 19.11
		Sports OOP- Site Visits	\$ 84.82
	Pitney Bowes	exp monthly ppd pstg @ 1/31/21	\$ 1.23
		exp monthly ppd pstg @ 2/28/21	\$ 3.85
		exp monthly ppd pstg @ 3/31/21	\$ 3.19
	Raymond Casey	mktg spprt vietnam vet group	\$ 125.00
	Southeast Tourism Society	STS Southeast Tourism Society	\$ 34.90
	Stickergiant.Com	Postage Permit 19 Stickers	\$ 27.10
	T2H Advertising	MBSC web hosting	\$ 12.00
	Threshold 360, Inc.	Digital videos	\$ 2,400.00
	Triple Crown Sports Inc	Site Visit Reimburse	\$ 33.34
	Ultimate Gymnastics Academy	UGA Mktg Spprt	\$ 500.00
	Wal-Mart #5923	Items for SW Airlines FAM Tour	\$ 5.13
	Employee Reimbursement	FAM Mid-Atlantic Receptive Service	\$ 24.77
	UPS	Group Sales UPS Postage	\$ 21.65
	Carolina Ale House	Triple Crown Sports - Site Visit	\$ 9.34
GROUP SALES	Total		\$ 13,215.07
INTERNATIONAL PROMO	Envoy Network Inc	Feb brochure dist	\$ 12.22
		Jan brochure distrib	\$ 19.03
	Travel Solutions By Design Corp	Canada promo Jan	\$ 853.54
		Canada Promo Feb	\$ 853.58
		Canada Promo March	\$ 853.57
		Car wrap advertising	\$ 75.00
INTERNATIONAL PROMO	Total		\$ 2,666.94
OUTDOOR/PRINT	Adams Outdoor Advertising	I95 billboards Jan	\$ 1,450.00
		I95 billboards Feb	\$ 1,450.00
		I95 billboards March	\$ 1,450.00
		New vinyl	\$ 1,250.00
		New vinyls	\$ 2,000.00
		Replacement vinyls	\$ 2,500.00
	Data Publishing	Directory adv Jan & Feb	\$ 610.00
	The Brandon Agency	Adams I95 Jan	\$ 1,323.53
		Adams I95 Feb Board	\$ 1,323.53
		Adams I95 board Jan	\$ 1,323.53
		Jan Lamar I95 board	\$ 705.88
OUTDOOR/PRINT	Total		\$ 15,386.47
RESEARCH	Cross Border Trans Fee	Research - visitor survey ipad	\$ 2.88
	Entrada	Q1 Monthly Data Reports	\$ 4,500.00
	Key Data	Dashboard	\$ 2,700.00
	Luckie & Company LLC	Jan services	\$ 2,351.70
		Feb Services	\$ 2,351.70
		March Services	\$ 2,351.70
	MMGY Global LLC	Brand Lift Study 1	\$ 2,475.00
	Patlive/Hostednumbers	Tracking Jan	\$ 71.57
	Quicktapsurvey	visitor survey software	\$ 288.25
	SCPRT	Visa Data 2021 Reports	\$ 2,574.00
	Southeast Tourism Society	Adv & Research Programs	\$ 172.00
	Think! X Innovations Inc	Visitor Surveys	\$ 1,619.82
	Tourism Economics LLC	Visitor Economy Impact	\$ 2,160.00
	U.S. Travel Association	Research Membership	\$ 14,418.00
RESEARCH Total			\$ 38,036.62
Grand Total			\$ 240,886.29