

**Myrtle Beach Area Chamber of Commerce -1% TDF
1st Quarter 2021 Tourism Investments**

Account Description	Vendor Name	Vendor / Transaction Description	Sum of 1% TDF
CREATIVE DEVELOPMENT	B.W. Wilson Paper Co	VMB Passport books	\$ 144.78
	Battle Strategies	FB Live & Blog Feb	\$ 742.50
		FB Live Videos March	\$ 540.00
	Bnicks.Com	New VMB brand fonts	\$ 13.50
	Eig Hostgator.Com	Wordpress annual renewal	\$ 195.80
	Issuu	Digital publication software	\$ 40.50
	MMGY Global LLC	Branding Project	\$ 18,000.00
		Design & Asset Dev	\$ 46,500.30
		Design & Asset Dev 2	\$ 46,500.30
		Design & Asset Dev 3	\$ 46,500.30
		Media placements Feb	\$ 151,902.00
		Media placements Jan	\$ 106,902.00
		Media placements March	\$ 106,902.00
		Reopen VMB Assets	\$ 36,000.00
		Social media mgmt Jan	\$ 18,666.00
		Social Media Mgmt Feb	\$ 18,666.00
		Social media mgmt March	\$ 18,666.00
	Simpleview	Act on & sprt March	\$ 3,901.50
		Additional Licensing	\$ 5,103.00
		Annual Licensing/Jan Act on	\$ 21,748.50
		SQL and Q1 Hosting	\$ 8,637.30
		Suport Hours Jan	\$ 1,350.00
		Support Act on Feb	\$ 3,901.50
	Sprout Social, Inc	Social posting platform	\$ 8,899.27
	Tulsa Connect	Website hosting Jan	\$ 184.50
		website hosting Feb	\$ 184.50
	Visual Destinations LLC	Jan website services	\$ 8,010.00
		Feb website services	\$ 8,010.00
		March website services	\$ 8,010.00
	Web Networksolutions	CanAm Domain Names	\$ 71.98
	Godaddy.Com	Domain names	\$ 364.89
CREATIVE DEVELOPMENT Total			\$ 695,258.92
DESTINATION PUBLICITY	American Express	Trip Giveaways	\$ 460.00
	Crowdriff	Social Content Platform	\$ 12,880.00
	Fahlgren Mortine	Ad monitoring	\$ 9,768.56
		Article placement, track & monitor	\$ 23,170.20
		Jan promotions	\$ 14,076.00
		Feb Promotions	\$ 14,076.00
		March promotions	\$ 14,076.00
	Sea Captain's House	Media lunch with influencer	\$ 121.22
DESTINATION PUBLICITY Total			\$ 88,627.98
DIGITAL	Bandwango LLC	Advertising Platform Feb	\$ 465.00
		Advertising Platform Jan	\$ 450.00
	Dunhill Travel Deals	Digital January campaign ads	\$ 16,951.52
	Facebook	Digital Campaign February	\$ 4,650.00
	Flip To	DMO Mrktg Platform	\$ 225,541.28
	Google Ads	Digital January campaign ads	\$ 388,430.45
	Microsoft Advertising	Digital Campaign February	\$ 18,595.11
	MMGY Global LLC	Spring Campaign	\$ 102,147.41
	Pinterest Ads	Digital Campaign February	\$ 1,343.96
DIGITAL Total			\$ 758,574.73
GENERAL CONSUMER PROMO	AT&T Bill Payment	MWC Hotspot	\$ 62.40
	Coastal Distribution	January Brochure Distribution	\$ 45,000.00
		February Brochure Distribution	\$ 45,000.00
		March Brochure Distribution	\$ 45,000.00
	Com-Connect LLC	Call Center & Chat Jan	\$ 24,463.80
		Call Center & Chat Feb	\$ 24,463.80
		Call Center&Chat March	\$ 24,463.80
	Crabby George's Seafood Buffet	Trip Giveaway	\$ 90.00
	Pitney Bowes	exp monthly ppd pstg @ 1/31/21	\$ 49.59
		exp monthly ppd pstg @ 2/28/21	\$ 27.96
		exp monthly ppd pstg @ 3/31/21	\$ 109.24
	Ripley's Aquarium	Trip Giveaway	\$ 15.48
	Stickergiant.Com Inc	Visitor Guide Stickers	\$ 21,626.10
	Tanger Outlets	Trip Giveaway	\$ 450.00
	USPS	record postage @ 1/31/21	\$ 445.43
		record postage @ 2/28/21	\$ 583.63
		record postage @ 3/31/21	\$ 1,479.97
	UPS	Bulk UPS Postage	\$ 1,157.78
		Marketing UPS Postage	\$ 12.17
GENERAL CONSUMER PROMO Total			\$ 234,501.15
GOLF PROMOTION	Cbs Sports	Broadcast-TV CBS Sports	\$ 35,000.00
		CBS Sports	\$ 40,000.00

	Facebook	Social Media Marketing	\$ 11,052.17
		Social Media Marketing-Destination	\$ 38,379.90
	Godaddy.Com,Rev.Com	URL's & Misc Interactive	\$ 5,473.77
	Golf Magazine	Magazine Print/Online - Golf Magazine	\$ 32,500.00
	Google,Go Daddy	Internet Paid Search/Pay Per Click	\$ 35,797.40
	Great Southern Publishers	Magazine Print/Online - Georgetown Chamber Guide	\$ 2,175.00
	Kingfish Communications	Media PR Retainer	\$ 5,600.00
	Level Par Media	Magazine Print - Palmetto Golfer	\$ 960.00
	Mailchimp,Constant Contact	Email Newsletters	\$ 9,466.15
	Miles Partnership	Magazine Print - SCPRT	\$ 7,225.00
		Magazine Print/Online - SC Official Vacation Guide	\$ 4,926.00
	National Golf Foundation	Online-Email Coops	\$ 27,000.00
	Nielsen Media Research	Nielsen Media Research	\$ 8,230.00
	Pga Magazine	Magazine Print/Online - PGA Magazine	\$ 3,250.00
	Salesforce	Social Media	\$ 12.95
	Sirius Xm	Sirius XM	\$ 60,060.00
	Spectrum Reach	Broadcast TV adv	\$ 6,849.55
	Strand Media	Magazine Print/Online - Hammock Coast	\$ 2,290.75
	The Golf Shop	Radio	\$ 800.00
	Touchpoint Media	Magazine Print/Online - Virginia Golfer	\$ 3,900.00
	Usatoday/Golfweek	Magazine Print/Online - GolfWeek	\$ 20,000.00
	Various	World Amateur Handicap Championship advertising	\$ 8,699.31
	Wach Marketing/Spectrum	Broadcast-TV WACH Marketing/Spectrum	\$ 13,655.00
	Whereo Ware	Email Database Management	\$ 9,025.35
	Worshop Tv,Break Big Enter.	Website Videos	\$ 81,586.00
GOLF PROMOTION Total			\$ 473,914.30
GROUP SALES	Association Executives Of NC	AENC- Winter Virtual Conference	\$ 67.50
	Carolina Roadhouse	NSAF Track and Field Site Visit	\$ 165.92
	Convention Center Vendor	RCMA - Electric	\$ 78.30
	Cross Border Trans Fee	Sports Events Ad	\$ 23.31
	Cvent	Q1 Adv and Profile Package	\$ 12,787.93
	Hook And Barrel	Snack items for Site Visit SWA	\$ 11.77
	Kenilworth Media Inc	Sports Events Ad	\$ 2,331.00
	MHD Services	Specialty mkt Jan	\$ 3,600.00
		Specialty mkt Feb	\$ 3,600.00
		Specialty mkt March	\$ 3,600.00
	Miles Partnership	SCPRT Vacation Guide	\$ 15,624.90
	Military Reunion Network	Virtual tradeshow	\$ 810.00
	Paris Sports Management	OOP-Sports Diversity	\$ 4,636.17
		Sports Mktg Jan	\$ 13,950.00
		Sports Mktg Feb	\$ 13,950.00
		Sports Mktg March	\$ 13,950.00
		Sports OOP	\$ 171.96
		Sports OOP- Site Visits	\$ 763.40
	Pitney Bowes	exp monthly ppd pstg @ 1/31/21	\$ 11.09
		exp monthly ppd pstg @ 2/28/21	\$ 34.67
		exp monthly ppd pstg @ 3/31/21	\$ 28.76
	Raymond Casey	mktg spprt vietnam vet group	\$ 1,125.00
	Southeast Tourism Society	STS Southeast Tourism Society	\$ 314.10
	Stickergiant.Com	Postage Permit 19 Stickers	\$ 243.95
	T2H Advertising	MBSC web hosting	\$ 108.00
	Threshold 360, Inc.	Digital videos	\$ 21,600.00
	Triple Crown Sports Inc	Site Visit Reimburse	\$ 300.06
	Ultimate Gymastics Academy	UGA Mktg Spprt	\$ 4,500.00
	Wal-Mart #5923	Items for SW Airlines FAM Tour	\$ 46.15
	Employee Reimbursement	FAM Mid-Atlantic Receptive Service	\$ 222.87
	UPS	Group Sales UPS Postage	\$ 194.91
	Carolina Ale House	Triple Crown Sports - Site Visit	\$ 84.05
GROUP SALES Total			\$ 118,935.77
INTERNATIONAL PROMO	Envoy Network Inc	Feb brochure dist	\$ 109.96
		Jan brochure distrib	\$ 171.25
	Travel Solutions By Design Corp	Canada promo Jan	\$ 7,681.90
		Canada Promo Feb	\$ 7,682.20
		Canada Promo March	\$ 7,682.14
		Car wrap advertising	\$ 675.00
INTERNATIONAL PROMO Total			\$ 24,002.45
RESEARCH	Cross Border Trans Fee	Research - visitor survey ipad	\$ 13.13
	Entrada	Q1 Monthly Data Reports	\$ 20,500.00
	Key Data	Dashboard	\$ 12,300.00
	Luckie & Company LLC	Jan services	\$ 10,713.30
		Feb Services	\$ 10,713.30
		March Services	\$ 10,713.30
	MMGY Global LLC	Brand Lift Study 1	\$ 11,275.00
	Patlive/Hostednumbers	Tracking Jan	\$ 326.03
	Quicktapsurvey	visitor survey software	\$ 1,313.15
	SCPRT	Visa Data 2021 Reports	\$ 11,726.00
	Southeast Tourism Society	Adv & Research Programs	\$ 1,548.00
	Think! X Innovations Inc	Visitor Surveys	\$ 7,379.18

	Tourism Economics LLC	Visitor Economy Impact	\$ 9,840.00
	U.S. Travel Association	Research Membership	\$ 65,682.00
RESEARCH Total			\$ 174,042.39
Grand Total			\$ 2,567,857.69