

**Myrtle Beach Area Chamber of Commerce -30% Horry County A-Tax
January - March 2023 Tourism Investments**

Accountability Category	Paid To	Memo	HC A-Tax Amount
Digital	BANDWANGO, INC.	Mrktg Platform	193.34
		Mrktg Platform	96.67
	CONDE NAST	Jan Ads	2,297.37
	CONVERSANT, LLC	Feb Spring Ads	1,102.46
	EXPEDIA	Jan Ads	1,539.64
	MMGY GLOBAL LLC	Add'l Media Plan/Buy	10,767.15
		Spring Ads	15,776.00
	MOBILEFUSE LLC	Feb Spring Ads	3,443.33
	SOJERN INC	Feb Spring Ads	6,570.42
	SXM Media	Feb Audio Spring Ads	3,227.88
	TRAVEL DESK	Jan Ads	3,378.41
		Feb Ads	3,992.09
		Feb Spring Ads	7,635.90
	TRIP ADVISOR	Dec Dig Ads	1,018.76
		Jan Ad	1,279.81
		Feb Ads	1,154.62
		Feb Spring Ads	5,201.15
YAHOO AD TECH LLC	Jan Ads	1,411.76	
Digital Total			70,086.76
Outdoor & Integrated Packages	BRANDON AGENCY	Campground Billboard	727.06
		Campground Billboard	727.06
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Outdoor & Integrated Packages Total			2,181.18
Social & Search Media	FACEBOOK	Jan Ads	1,320.26
		Jan Spring Ads	7,299.76
		Feb Ads	1,239.32
		Feb Spring Ads	7,156.16
	GOOGLE ADS	Jan Ads	11,082.73
		Feb Ads	6,664.49
	MICROSOFT ADS	Jan Ads	3,318.05
		Feb Ads	1,528.77
	MMGY GLOBAL LLC	Social Media Feb	2,880.00
	PINTEREST ADS	Jan Ads	199.03
		Spring Jan Ads	3,738.18
		Feb Ads	253.95
		Feb Spring Ads	4,065.86
	REDDIT INC ADS	Jan Ads	21.76
		Winter Ads	550.76
	SPROUT SOCIAL	Social Media Promotions	791.05
TIK TOK INC	Dec/Jan Ads	1,424.42	
	Spring Feb Ads	6,460.66	
YAHOO AD TECH LLC	Feb Ads	1,900.31	
Social & Search Media Total			61,895.52
Television	NBC UNIVERSAL	Feb Spring Ads	8,052.56
	ROKU, INC	CTV Spring Adv	3,260.46
	SAMSUNG ELECTRONICS AMERICA	Feb Spring Ads	6,165.21
Television Total			17,478.23
		Total	151,641.69