

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

| Accountability Category | Paid To | Memo | MB A-Tax Amount |
|------------------------------|----------------------------------|------------------------|-------------------|
| Air Service | GOOGLE ADS | Jan Digital Ads | \$118.00 |
| | | Feb Ads | \$94.44 |
| | KAYAK SOFTWARE CORPORATION | Feb Digital Ads | \$7.38 |
| | MMGY GLOBAL LLC | Digital Ads | \$945.00 |
| | SOJERN INC | Feb Digital Ads | \$82.16 |
| | TRAVEL DESK | Avelo Jan Ads | \$46.79 |
| | | Jan Digital Ads | \$35.71 |
| | | Avelo Feb Ads | \$61.78 |
| | | Feb Digital Ads | \$125.35 |
| | | Feb Digital Ads | \$9.13 |
| Air Service Total | | | \$1,525.74 |
| Creative/Content Development | 963 FILM GROUP | On the Hook Shows | \$69.69 |
| | | Fishing Video Content | \$52.88 |
| | ASHLEE MORROW CARSON | Culinary Blogs | \$5.00 |
| | ASHLEY DANIELS | Event & Culinary Blogs | \$3.60 |
| | BLUE AVENUE MUSIC GROUP LLC | MB Beats Music Show | \$35.00 |
| | DYLAN FOSTER | On the Hook Show | \$30.00 |
| | | On the Hook Show | \$30.00 |
| | FOXTROT DIGITAL INC | Visitor Guide Design | \$131.40 |
| | FRAME.IO | Video Sharing Platform | \$10.46 |
| | | Video Sharing Platform | \$2.54 |
| | GODADDY.COM | Domain Names | \$0.60 |
| | | Web Hosting | \$2.00 |
| | | Domain Names | \$6.34 |
| | | Golf Tourney Domains | \$0.85 |
| | HOLDEN MEDIA & ENTERTAINMENT LLC | VMB Videography | \$20.00 |
| | | Social Videos | \$30.00 |
| | HOSTGATOR.COM | Website Hosting | \$3.26 |
| | JOHANNA D. JONES | Finding Our Flavor | \$30.00 |
| | | Finding Our Flavor | \$30.00 |
| | JULIE ELLIS | Life's a Beach Podcast | \$30.00 |
| | KATHRYN C. HEDGEPTH | MB History Blogs | \$6.30 |
| | MEDIA COAST | Web Hosting Updates | \$11.63 |
| | MILEAGE -EMPLOYEE REIMBURSEMENT | Travel | \$0.16 |
| | MMGY GLOBAL LLC | Group Video Shoot | \$1,334.57 |
| | | Asset Development Jan | \$797.30 |
| | | Media Plan & Buy Jan | \$1,660.00 |
| | | Asset Development Feb | \$797.30 |
| | | Fall Adv | \$18.00 |
| | | Media Plan & Buy Feb | \$1,660.00 |
| | | Asset Development Mar | \$797.30 |
| Media Buy & Plan Mar | | \$1,660.00 | |
| QR-CODE-GENERATOR.COM | Ad Design | \$7.44 | |
| RELIC AGENCY | Podcast/Video Shows | \$344.17 | |

| | | | |
|---|---------------------------|----------------------------------|--------------------|
| | | Podcast/Video Shows | \$344.17 |
| | | Podcast/Video Shows | \$344.17 |
| | SCOTT SMALLIN PHOTOGRAPHY | Photography | \$22.50 |
| | | Attractions Photography | \$22.50 |
| | SEMRUSH | Website SEO | \$13.07 |
| | SIMPLEVIEW | CRM | \$294.30 |
| | SURFSIGNS AND DESIGNS | MVC Adv | \$7.91 |
| | THE WORKSHOP LLC | Charlies Place Adv Series | \$750.00 |
| | | VMB TV Spots | \$2,500.00 |
| | | VMB TV Spots | \$2,000.00 |
| | TULSA CONNECT | Web Hosting | \$2.00 |
| | | Web Hosting | \$2.00 |
| | USERWAY | Website Accessibility | \$3.29 |
| | VISUAL DESTINATIONS LLC | Web Design Jan | \$89.00 |
| | | Web Design Feb | \$89.00 |
| | | Web Design Mar | \$89.00 |
| Creative/Content Development Total | | | \$16,190.70 |
| Destination Publicity | AMERICAN EXPRESS | Media Visit | \$102.00 |
| | BOLO PROMOS & APPAREL LLC | VMB Items | \$6.87 |
| | BURR & FORMAN LLP | We are the Beach SC Trademark | \$13.95 |
| | | Beach Easy Trademark | \$10.02 |
| | | Beach is for Everybody Trademark | \$8.11 |
| | | Winter Wonderland Trademark | \$715.50 |
| | CHAMPION AUTISM NETWORK | Autism Social Influencer | \$8.70 |
| | FAHLGREN MORTINE | Content Dist & Tracking | \$2,338.68 |
| | | Jan Promotions | \$994.50 |
| | | Sensory Friendly Book | \$23.63 |
| | | Sensory Friendly Media | \$16.88 |
| | | Website Editing | \$18.00 |
| | | Feb Promotions | \$994.50 |
| | | Media Visit | \$29.66 |
| | | WE TV Promotions | \$157.50 |
| | | Mar Promotions | \$994.50 |
| | | Influencer Fam | \$29.24 |
| | | Media Fam | \$20.73 |
| | JOHN R GARBER | Can AM Trademark | \$32.25 |
| | LANDS END BUS OUTFITTERS | VMB Items | \$23.44 |
| | PRSA | Dest Pub Promotions | \$7.56 |
| Destination Publicity Total | | | \$6,546.22 |
| Digital | BANDWANGO, INC. | Mrktg Platform | \$120.84 |
| | | Mrktg Platform | \$60.42 |
| | CONDE NAST | Jan Ads | \$1,435.86 |
| | CONVERSANT, LLC | Feb Spring Ads | \$689.04 |
| | EXPEDIA | Jan Ads | \$962.27 |
| | FLIP TO, LLC | DMO Mrktg | \$10,062.50 |
| | MMGY GLOBAL LLC | Add'l Media Plan/Buy | \$6,729.47 |
| | | Digital Ads | \$8,330.00 |

| | | | |
|----------------------------|---------------------------|--------------------------------|--------------------|
| | | Spring Ads | \$9,860.00 |
| | MOBILEFUSE LLC | Feb Spring Ads | \$2,152.08 |
| | SOJERN INC | Feb Spring Ads | \$4,106.51 |
| | SXM Media | Feb Audio Spring Ads | \$2,017.43 |
| | TRAVEL DESK | Jan Ads | \$2,111.51 |
| | | Feb Ads | \$2,495.05 |
| | | Feb Spring Ads | \$4,772.44 |
| | TRIP ADVISOR | Dec Ads | \$208.24 |
| | | Dec Dig Ads | \$636.73 |
| | | Jan Ad | \$799.88 |
| | | Feb Ads | \$721.64 |
| | | Feb Spring Ads | \$3,250.72 |
| | USA TODAY | Digital Ads | \$33.25 |
| | YAHOO AD TECH LLC | Jan Ads | \$882.35 |
| Digital Total | | | \$62,438.23 |
| General Consumer Promotion | AMEXGIFTCARD.COM | Trip Giveaways | \$0.10 |
| | ATT BILL PAYMENT | MWC Hotspot | \$0.35 |
| | B&C ENTERTAINMENT GOLF | Worlds Strongest Man Promo | \$0.20 |
| | BLUESHIFT LABS INC | Adv Platform | \$20.00 |
| | CAPSTONE EVENT GROUP LLC | MB Marathon | \$165.00 |
| | COASTAL DISTRIBUTION | Brochure Dist Jan | \$312.50 |
| | | Brochure Dist Feb | \$312.50 |
| | | Brochure Dist Mar | \$312.50 |
| | COM-CONNECT LLC | Call Ctr/Chat Jan | \$271.82 |
| | | Call Ctr/Chat Feb | \$271.82 |
| | | Call Ctr/Chat Mar | \$271.82 |
| | CROSS OVER MARKETING LLC | Sports Sponsorships | \$10,833.33 |
| | CTM MEDIA GROUP INC | AAA Visitor Guide Distribution | \$94.50 |
| | ICE Creative LED | Airport Adv | \$32.62 |
| | ISSUU | Digital Visitor Guide | \$5.23 |
| | MIDLAND PAPER COMPANY | 2023 Guide Paper | \$238.31 |
| | | 2023 Guide Paper | \$1,822.42 |
| | | 2023 VG Paper | \$246.65 |
| | MYRTLE BEACH PELICANS LP | Cubs Convention Promo | \$10.00 |
| | PITNEY BOWES | Postage | \$13.52 |
| | | Postage | \$0.30 |
| | RETAIL SPORTS MARKETING | MAC Promotion | \$18.55 |
| | | Passport to Fun | \$7.92 |
| | | SC Sporting Clays Classic | \$679.11 |
| | SHERIDAN RANDOM LAKE INC | Visitor Guides | \$1,242.07 |
| | | Visitor Maps | \$156.79 |
| | | Hard Cover Visitor Guides | \$1,312.32 |
| | STATE COLLEGE SPIKES | Baseball Sports Sponsorships | \$750.00 |
| | TANGER OUTLETS | Worlds Strongest Man Promo | \$0.50 |
| | TOTAL WINE AND MORE | MMWM Podcast | \$0.28 |
| | TRANS WORLD INTERNATIONAL | Worlds Strongest Man Event | \$1,125.00 |
| | TYSON SIGN COMPANY | Airport Adv | \$13.22 |
| | UPS | Postage | \$12.57 |

| | | | |
|---|----------------------------|-----------------------------|--------------------|
| | | Postage | \$1.55 |
| | | Postage | \$20.07 |
| | | Postage | \$1.25 |
| | USPS | Postage | \$38.32 |
| | | Postage | \$31.41 |
| | | Postage | \$27.00 |
| | VANILLAGIFT.COM | MB Bowl Game Promotion | \$1.04 |
| | VISITOR CENTER SERVICES | Visitor Center Services Jan | 15,385.40 |
| | | Visitor Center Services Feb | 19,724.00 |
| | | Visitor Center Services Mar | 20,951.30 |
| General Consumer Promotion Total | | | \$76,735.16 |
| Group Sales | 2076-CLT CNBC NEWS ATR | Sports Express | \$0.04 |
| | 2096-CLT TODAY TERMINA | IPEC | \$0.09 |
| | 21 MAIN | Gallagher Ins Site Visit | \$213.91 |
| | 49th PLACE PRODUCTIONS,INC | MB Elvis Fest Support | \$5.00 |
| | ABA Supplies | ABA Supplies | \$0.47 |
| | ALLEIA | RCMA | \$0.60 |
| | AMERICAN AIRLINES | IPEC | \$5.77 |
| | | Sports Express | \$6.79 |
| | | Heartland | \$4.09 |
| | | Connect Diversity | \$6.54 |
| | | Rendezvous South | \$4.55 |
| | | CMCA | \$3.86 |
| | | Connect Sports Spring | \$7.11 |
| | | Esports Conference | \$5.88 |
| | | Connect Diversity | \$5.49 |
| | | HelmsBriscoe ABC | \$4.41 |
| | AMERICAN BUS ASSOCIATION | ABA Registration | \$32.90 |
| | | ABA Sponsorship | \$55.00 |
| | AMZN MKTP | SCSAE Booth | \$120.77 |
| | | SCSAE Trade Show | \$83.15 |
| | ARGUS REISEN GMBH | German Adv | \$42.50 |
| | AUNTIE ANNIES | IPEC | \$0.14 |
| | BANDITOS | Ripken Site Visit | \$0.70 |
| | BEALLS OUTLET | Booth | \$2.95 |
| | BLACKHORSE PUB & BREWERY | Rendezvous South | \$0.23 |
| | BOLO PROMO AP | VMB Lanyards | \$15.26 |
| | BUC-EE'S | SCSAE | \$17.97 |
| | | SCSAE | \$27.91 |
| | BUTTER + WHISK - LEAV | Carolina MPI | \$6.19 |
| | CALHOUN'S | Rendezvous South | \$0.85 |
| | CARNIVAL CONQUEST SIGN/SA | Sports Express | \$1.55 |
| | CAROLINA LIMO/BUS SVCS | FAM Transportation | \$14.41 |
| | CHATTANOOGA CONVENTION | RCMA Electric | \$1.10 |
| | CHESTNUTHILL RESTAURANT A | Villa Rica Site Visit | \$1.30 |
| | CIRCLE K | SCSAE | \$43.05 |
| | | IBO Site Visit | \$0.40 |
| | CIRQUE DU SOLEIL | Fam Tour | \$39.30 |

| | | |
|---|-----------------------------|----------|
| COLUMBIA CONVENTION CENTER | SCSAE Booth Electric | \$70.00 |
| CONRAD FARMS GOURMET | SCSAE | \$27.89 |
| CROISSANTS BISTRO & BAKERY | Triple Crown Site | \$0.51 |
| | NCURA Site Visit | \$1.25 |
| CROOKED HAMMOCK MYRTLE | Carolina's MPI Sponsorship | \$26.41 |
| | IBO Site Visit | \$0.91 |
| CVENT, INC | Adv Platform | \$396.37 |
| COMPETE SPORTS DIVERSITY COUNCIL | Compete Diversity Reg | \$39.95 |
| DELTA AIRLINES | ABA | \$2.74 |
| | RCMA | \$12.16 |
| | ABA | \$1.58 |
| | Southeastern Tourism | \$6.56 |
| | Travel South Global | \$7.81 |
| | ABA | \$0.30 |
| | ABA | \$1.70 |
| | Connect Spring Marketplace | \$11.31 |
| | Global Meetings Day | \$4.33 |
| | IPW | \$6.75 |
| | IPW | \$7.75 |
| | Sales Mission Atlanta | \$4.33 |
| DESTINATIONS INTERNATIONAL | Group Impact Calculator | \$127.20 |
| DOUBLETREE HOTELS | ABA | \$0.10 |
| | ABA | \$21.92 |
| DOWNTOWN MARRIOTT | RCMA | \$9.16 |
| | RCMA | \$0.41 |
| DRIFT MYRTLE BEACH | Carolina's MPI Site Visit | \$0.72 |
| | Triple Crown Site | \$0.41 |
| DT FORT SHELBY MOTOR CITY | ABA | \$0.81 |
| DTW FORBES | ABA | \$0.09 |
| DUE NORTH CONSULTING INC | Digital Sports Adv | \$200.00 |
| EMBASSY SUITES | Charlotte Esports Event | \$3.46 |
| EMBASSY SUITES RESORT - KINGSTON PLANTATION | MPI Carolinas Reception | \$69.33 |
| ENCORE GROUP USA LLC | TEAMS Sponsorship Booth | \$139.18 |
| ENTERPRISE RENT-A-CAR | Gallagher Ins Site Visit | \$137.57 |
| | IBO NCURA SCSAE Site Visits | \$4.51 |
| ENVENTS LLC | ABA Booth | \$598.68 |
| EXPRESS CONFERENCES | Sports Express Sponsorship | \$99.95 |
| EXXONMOBIL | ABA | \$0.12 |
| FERN EXPOSITION NASHVILLE | RCMA Booth Supplies | \$16.69 |
| | RCMA Shipping | \$0.27 |
| FIVE GUYS GA | RCMA | \$0.12 |
| FOOTHILLS MILLING CO | Rendezvous South | \$1.75 |
| FORT LAUDERDALE AIRPORT | Sports Express | \$0.51 |
| GOOGLE ADS | Grp Tour Jan Ads | \$3.72 |
| | Mtgs Jan Ads | \$19.91 |
| | Sports Jan Ads | \$26.31 |
| | Grp Tour Feb Ads | \$0.10 |
| | Mtgs Feb Ads | \$5.01 |

| | | |
|--|----------------------------------|----------|
| | Sports Feb Ads | \$6.68 |
| GREEN BROTHERS JUICE | Esports Event | \$0.15 |
| GROUP TRAVEL LEADER | Banner Ads Jan/Feb | \$2.00 |
| GSAE | Trade Show Registration/Booth | \$14.19 |
| HELMSBRISCOE PERFORMANCE GROUP INC | Adv Platform | \$105.00 |
| HILTON HOTELS | Rendezvous South | \$0.47 |
| | Carolina MPI | \$0.07 |
| HOTEL | Sports Express | \$0.20 |
| HUDSON NEWS | ABA | \$0.07 |
| | IPEC | \$0.10 |
| HYPE NATION, LLC | High Tide Inv Mrktg Support | \$25.00 |
| JMIS COLLEGE | Penn Relays Sponsorship | \$75.00 |
| KIAWAH ISLAND GOLF RES | NorthStar | \$1.04 |
| KING STREET GRILLE - MYR | Triple Crown Site | \$0.49 |
| KINGSTON RESORT OWNER LLC | SE Festivals Mtg Site Visit | \$1.22 |
| | Triple Crown Site Visit | \$6.66 |
| KIRBYACOUSTICS | Carolina MPI Reception | \$5.15 |
| LIBERTY TAPROOM AT VISTA | SCSAE | \$44.18 |
| LYNN LEWIS FOUNDATION INC | Sports Div Fam | \$2.35 |
| MAJESTIC GRILLE | IPEC | \$0.26 |
| MARATHON PETRO | Rendezvous South | \$0.05 |
| MARGARITAVILLE LAKE RE | CMCA Trade Show | \$2.47 |
| MARRIOTT CHATTNOOGA | RCMA | \$0.20 |
| MCMAMARA AIRP MEZZA | ABA | \$0.16 |
| MEMPHIS GRIZZLIES CONC | IPEC | \$0.22 |
| MGM DET CENTRAL MARKET | ABA | \$0.33 |
| MHD SERVICES | Speciality Mrkt Promo Jan | \$45.85 |
| | Specialty Mrkt Promos Feb | \$45.85 |
| | Specialty Mrkt Promos Mar | \$45.85 |
| MILEAGE EMPLOYEE REIMBURSEMENT | AENC Tradeshow | \$2.38 |
| | Charlotte ESports, Sports Site | \$3.80 |
| | Site Visits | \$0.61 |
| MMGY GLOBAL LLC | Media Ads Grp Tour | \$50.00 |
| | Media Ads Meetings | \$200.00 |
| | Media Ads Sports | \$250.00 |
| MPI - CAROLINAS | Carolina's MPI Registration | \$1.50 |
| MSE BRANDED SOUTH CAROLI | ABA | \$0.20 |
| | Rendezvous South | \$0.14 |
| NATIVE SONS | SCSAE Items | \$20.00 |
| NC CHAPTER OF THE INTERNATIONAL ASSOCIATION OF ARSON INVESTIGATORS | 2022 Mtg Support | \$70.00 |
| NETRONIX CORP | RCMA Scanner for Booth | \$3.00 |
| NORACORA.COM | ABA VMB Items | \$0.28 |
| NORTHSTAR TRAVEL MEDIA | IPEC Registration | \$55.00 |
| NORTHWEST PA MOBILITY ALLIANCE | Mtg Support | \$30.00 |
| NYP-MYRTLE BEACH | Gallagher Ins Site Visit | \$199.37 |
| OHIO TRAVEL ASSOCIATION | Heartland Registration | \$14.25 |

| | | |
|-------------------------------------|---------------------------------|------------|
| OOP EXPENSE | CMCA | \$0.10 |
| | Carolinas MPI | \$1.14 |
| PALMETTO HOSPITALITY | Site Visit | \$5.00 |
| PARIS SPORTS MANAGEMENT | Compete Sports Diversity | \$11.08 |
| | Sports Site Visits | \$1.53 |
| | Sports Promos Jan | \$164.30 |
| | Compete Airfare/Reg | \$8.98 |
| | Connect, Sports ETA, Esports | \$34.88 |
| | Sports Promos Feb | \$164.30 |
| | ESports Promo | \$3.41 |
| | Penn Relay/Site Visit | \$11.39 |
| | Sports ETA | \$13.40 |
| | Sports Promos Mar | \$164.30 |
| PIRATE REPUBLIC ENTERPRISE | Sports Express | \$0.32 |
| PLANTHOUSE | SCSAE Booth Supplies | \$1,782.00 |
| PLAYON INC | Sports Adv Platform | \$49.95 |
| PZA E CLT | IPEC | \$0.13 |
| PITNEY BOWES | Postage | \$0.47 |
| | Postage | \$0.03 |
| RE *PAX EAST | Esports Conference | \$1.46 |
| RELIGIOUS CONFERENCE MANAGEMENT | RCMA Trade Show Booth | \$24.95 |
| RENDEZVOUS SOUTH | Rendezvous South Reg | \$40.00 |
| ROSS STORES | ABA Supplies | \$0.22 |
| RPS MYRTLE BEACH | RCMA | \$0.48 |
| | Sports Express | \$0.72 |
| SHAKE SHACK 1182 | ABA | \$0.34 |
| SHENANDOAH UNIVERSITY | Esports Event Marketing Support | \$337.01 |
| SPEEDWAY | Gallagher Ins Site Visit | \$11.17 |
| SPORTS DIVERSITY LEADERSHIP COUNCIL | Sports Diversity Leadership | \$54.95 |
| SPORTS EVENTS & TOURISM ASSOCIATION | Sports Tourism Sponsorship | \$141.95 |
| SPORTS FACILITIES MANAGEMENT LLC | Q1 reimbursements | \$35.45 |
| STARBUCKS | Charlotte Esports Event | \$0.09 |
| | Esports Event | \$0.10 |
| SUMMER HOUSE CLT | Sports Express | \$0.29 |
| SURFWATER PROMOTIONS | ABA VMB Items | \$0.76 |
| T2H ADVERTISING | MBSC Web Hosting Q1 | \$1.20 |
| THE CLAW HOUSE | Villa Rica Site Visit | \$0.73 |
| THE PEABODY MEMPHIS | IPEC | \$8.95 |
| | IPEC | \$0.05 |
| THOMAS GYMNASTICS INC. | Coastal Classic Mrktg Support | \$75.00 |
| THRESHOLD 360 INC | Digital DMO Video Platform | \$170.00 |
| | Digital DMO Video Platform | \$10.00 |
| TRAVEL SOUTH USA | IPW Welcome Reception | \$12.00 |
| | 2023 Travel South | \$7.95 |
| TST* CAROLINA ROADHOUSE - | Site Visit | \$0.64 |

| | | | |
|--------------------------------------|--|---------------------------------|--------------------|
| | | Sun Belt | \$0.85 |
| | U.S. TOURS | ABA US Tours Sponsorship | \$11.95 |
| | UBER TRIP | IPEC | \$0.77 |
| | | IPEC | \$0.25 |
| | | ABA | \$0.42 |
| | | ABA | \$0.08 |
| | ULTIMATE GYMASTICS ACADEMY LLC | ULT Beach Classic Support | \$50.00 |
| | UPS | Postage | \$0.89 |
| | | Postage | \$0.70 |
| | VENETIAN/PALAZZO ROOM RS | Connect Diversity | \$1.69 |
| | | Connect Sports | \$1.69 |
| | | Connect Spring Show | \$1.69 |
| | VENMO | VMB Items | \$50.40 |
| | VINYLSHOP.US | ABA Supplies | \$5.23 |
| | WATER ENVIRONMENT ASSOCIATION OF SC | Meeting Mrktg Support | \$2,500.00 |
| | WM SUPERCENTER | RCMA Booth Supplies | \$0.41 |
| Group Sales Total | | | \$10,212.83 |
| International Promotion | BRAND USA | Integrated Intl Campaign | \$847.00 |
| | EBAY | CANAM VMB Items | \$2.09 |
| | ENVOY NETWORK INC | Canadian Dist | \$4.61 |
| | | Canadian Dist Jan | \$6.99 |
| | GOOGLE ADS | Jan Digital Ads | \$54.27 |
| | | Feb Digital Ads | \$24.26 |
| | MEDIPAC INTERNATIONAL COMMUNICATIONS INC | CSA News Adv | \$93.18 |
| | MMGY GLOBAL LLC | Digital Adv | \$175.00 |
| | RIVER STREET SWEETS | Canadian Tour Operator | \$0.30 |
| | TRAVEL SOLUTIONS BY DESIGN CORP | ACTA Promo | \$3.86 |
| | | Calgary Outdoor Adv Show | \$14.51 |
| | | Canada Outdoor Adv Jan | \$2.50 |
| | | Canada Promotions Jan | \$85.34 |
| | | Discover America Promo | \$1.30 |
| | | Montreal Outdoor Adv Show | \$16.74 |
| | | Skal Toronto Promos | \$3.07 |
| | | Toronto Outdoor Adv Show | \$17.78 |
| | | Toronto Star Golf & Travel Show | \$22.13 |
| | | Travel & Vacation Show Ottawa | \$17.14 |
| | | Travel Media Canada | \$9.14 |
| Uniglobe Trvl Conf | | \$6.18 | |
| Canada Outdoor Adv | | \$2.50 | |
| Canada Promo Feb | \$85.33 | | |
| Canada Outdoor Adv | \$2.50 | | |
| Canada Promo Mar | \$85.33 | | |
| International Promotion Total | | | \$1,583.05 |
| Outdoor & Integrated Packages | ADAMS OUTDOOR ADVERTISING | I95 Boards | \$2,703.00 |
| | | I95 Boards | \$2,703.00 |
| | | I95 Billboards | \$2,703.00 |

| | | | |
|--|--|-------------------------------|-------------------|
| | AFAR, LLC | Feb Ads | \$305.73 |
| | SPORTS ILLUSTRATED | Digital Ads | \$543.29 |
| Outdoor & Integrated Packages Total | | | \$8,958.02 |
| Research | ARRIVALIST | EV Charger Map | \$250.00 |
| | C2ER-LMI | Cost of Living Calculator | \$7.00 |
| | EXPERIENCE KISSIMMEE | Impact Calculator | \$100.00 |
| | FLIP TO, LLC | Dest Analytics | \$1,200.00 |
| | KEY DATA | Data Dashboard | \$455.27 |
| | LUCKIE & COMPANY LLC | Jan Services | \$673.50 |
| | | Visitor Analytics | \$500.00 |
| | | Adv Platform | \$285.00 |
| | | Feb Services | \$673.50 |
| | MMGY GLOBAL LLC | Brand Lift Study | \$215.00 |
| | | Brand Perception Study | \$225.00 |
| | PATLIVE | Visitor Tracking | \$7.34 |
| | | Visitor Tracking | \$7.45 |
| | QUICKTAPSURVEY | Events Survey Tool | \$16.01 |
| | SOUTHEAST TOURISM SOCIETY | Adv & Research Programs | \$20.50 |
| | TOURISM ECONOMICS LLC | Tourism Forecast | \$80.00 |
| U.S. TRAVEL ASSOCIATION | Tourism Industry Research | \$606.00 | |
| ZARTICO INC | Monthly Data Reports | \$950.00 | |
| Research Total | | | \$6,271.57 |
| Social & Search Media | ASHLEE MORROW CARSON | Social Posting for MMWM Shows | \$6.15 |
| | BATTLE STRATEGIES LLC | FB Live Videos | \$8.63 |
| | CROWDRIFF INC | Social Content Platform | \$154.35 |
| | FACEBOOK | Jan Ads | \$825.16 |
| | | Jan Spring Ads | \$4,562.35 |
| | | Feb Ads | \$774.57 |
| | | Feb Spring Ads | \$4,472.60 |
| | GOOGLE ADS | Jan Ads | \$6,926.71 |
| | | Feb Ads | \$4,165.31 |
| | MICROSOFT ADS | Jan Ads | \$2,073.78 |
| | | Feb Ads | \$955.48 |
| | MMGY GLOBAL LLC | Social Media Jan | \$1,800.00 |
| | | Social Media Feb | \$1,800.00 |
| | | Social Media Mar | \$360.00 |
| | MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION | Campground FB Adv | \$500.00 |
| | PINTEREST ADS | Jan Ads | \$124.39 |
| | | Spring Jan Ads | \$2,336.36 |
| | | Feb Ads | \$158.72 |
| | | Feb Spring Ads | \$2,541.17 |
| | REDDIT INC ADS | Jan Ads | \$13.60 |
| | | Winter Ads | \$344.22 |
| SOCIALVENU.COM | Video Hosting Platform | \$3.00 | |
| | Video Hosting Platform | \$3.00 | |
| SPROUT SOCIAL | Social Media Promotions | \$494.40 | |
| TIFFANY DONITHAN | MB Karaoke Social Media | \$2.38 | |

| | | | |
|--|-----------------------------|--------------------------|---------------------|
| | TIK TOK INC | Dec/Jan Ads | \$890.26 |
| | | Spring Feb Ads | \$4,037.91 |
| | YAHOO AD TECH LLC | Feb Ads | \$1,187.69 |
| Social & Search Media Total | | | \$41,522.19 |
| Television | CROSS OVER MARKETING LLC | Stand Up to Cancer Promo | \$31,250.00 |
| | NBC UNIVERSAL | Feb Spring Ads | \$2,038.62 |
| | ROKU, INC | CTV Spring Adv | \$825.43 |
| | SAMSUNG ELECTRONICS AMERICA | Feb Spring Ads | \$1,560.81 |
| Television Total | | | \$35,674.86 |
| Total | | | \$267,658.57 |