

**Myrtle Beach Area Chamber of Commerce -30% Surfside Beach A-Tax
April - June 2022 Tourism Investments**

Accountability Category	Paid To	Memo	SSB A-TAX AMOUNT
Destination Publicity	AMERICAN AIRLINES	IPW Flight	\$7.68
	AMERICAN EXPRESS	Travel Writers	\$24.00
		Media Visit	\$9.00
		Media Visit	\$11.00
	ATLANTA MARRIOTT NORTH	Atl Media Mission	\$4.17
	BIG MIKES SOUL FOOD	Media Visit	\$0.50
		Media Visit	\$0.49
	CROWDRIFF INC	Social Content Platform	\$294.00
	CAFE DE PARIS LLC	Video Production	\$0.23
	COURTYARD NEW YORK	Hotel Media Visit	\$3.18
	ETV ENDOWMENT OF SOUTH CAROLINA, INC	Sc Documentary Sponsorship	\$500.00
	FAHLGREN MORTINE	April Promotions	\$306.00
		Oop Reimbursements	\$61.78
		Atl Media Mission	\$69.00
		Atl Media Mission Airfare	\$8.48
		Sensory Friendly Promo	\$33.00
		Satellite Media Tour	\$27.00
		Sensory Friendly Travel Writer	\$10.50
		Travel Writers Canada	\$40.18
		May Promotions	\$306.00
		GRANDE CAYMAN RESORT	Media Visit
	HOOK & BARREL-MB	Media Visit Dinner	\$3.73
	EMPLOYEE REIMBURSEMENT	Video/Media Visits	\$2.52
	KEVIN HANN	Canadian Travel Writer	\$4.20
	LANDS END BUS OUTFITTERS	VMB Promo Items	\$2.33
	LAUREN DANA ELLMAN	Media Visit	\$2.68
	LONGHORN STEAK C ATL	Media Mission Meal	\$0.73
	MARRIOTT ATLANTA DT	Atl Media Mission	\$10.53
	NORTH BEACH RESORT AND V	Lodging Travelzoo Influencers	\$25.44
	RPS MYRTLE BEACH	Media Mission Parking	\$0.96
	SOUTHEAST TOURISM SOCIETY	Promotion	\$3.00
	SOUTHWEST AIRLINES	Atl Flight Media Mission	\$3.80
	STARBUCKS	Media Mission	\$0.17
	SURFSIDE REALTY CO IN	Media Visit	\$17.86
	TUPELO HONEY	Media Visit	\$1.49
	US TRAVEL ASSOCIATION IPW	IPW Media Reg	\$23.00
	WARNER BROS	Ellen Promotion	\$400.00
	WAFFLE HOUSE	Media Mission Meal	\$0.28
	TRAVMEDIA.COM	Int'L Media Marketplace	\$2.29
	ZOOM	Virtual Media Tours	\$0.65
		Virtual Media Tours	\$0.65
		Virtual Media Tours	\$0.65
	Destination Publicity Total		
Digital	ALPHONSO INC	March Spring Ads	\$3,620.54
		April Spring Ads	\$3,532.00
	AUDIOBOOM.COM	Podcast Platform	\$0.54
	BANDWANGO, INC	Adv Platform	\$6.65
		Adv Platform	\$6.65
		Adv Platform	\$6.65
	BIDTELLECT, INC.	April Spring Ads	\$76.30
		May Spring Ads	\$88.70
	CAUSAL IQ	May Spring Ads	\$319.55
	CONVERSANT, LLC	April Spring Ads	\$93.24
		May Spring Ads	\$456.76
	CROSS BORDER TRANS FEE	Podcast Platform	\$0.01
	EMERGENT MEDIA LLC	May/June Summer Ads	\$243.58
	EXPEDIA	March Adv	\$2,480.22
	FACEBOOK	April Spring Ads	\$27.50
		March Spring Ads	\$598.06
		March/April Ads	\$63.21
		April Spring Ads	\$573.06
		June Summer Ads	\$351.20
	FLIP.TO INC	DMO Marketing Platform	\$1,113.89
	GOOGLE ADS	April Spring Ads	\$93.50
		April Spring Ads	\$1,084.53
March Spring Ads		\$1,179.38	

		June Summer Ads	\$1,303.92
	MATADOR VENTURES INC	May/June Summer Ads	\$275.00
	MEREDITH CORPORATION	March Parents Mag	\$231.92
		March Southern Living	\$211.52
		Parents Mag Spring Ads	\$455.58
		Southern Living Spring Ads	\$475.98
	MMGY GLOBAL LLC	Digital Summer Ads	\$6,263.60
	MOBILEFUSE LLC	May Summer Ads	\$9.50
	MICROSOFT ADV	March Spring Ads	\$174.14
		April Spring Ads	\$154.70
		June Summer Ads	\$177.55
	PANDORA MEDIA INC	March Spring Advertising	\$2,603.83
		April Spring Ads	\$2,539.70
		May Spring Ads	\$2.11
	PINTEREST ADS	March Spring Ads	\$328.88
		April Spring Ads	\$319.84
		June Summer Ads	\$104.54
	SAMSUNG ELECTRONICS AMERICA	March Spring Ads	\$4,735.24
		Jan Spring Ads	\$122.69
	SOJERN INC	March Ads	\$3,663.69
		April Ads	\$521.49
		May Ads	\$2,590.89
	STITCHER MEDIA LLC	March Spring Adv	\$96.66
		April Podcast Adv	\$124.16
	TASTEMADE, INC	May Summer Ads	\$343.75
	THE SLATE GROUP LLC	May Podcast Adv	\$130.08
	TIK TOK INC	Jan Spring Ads	\$51.10
		March Spring Ads	\$358.05
		April Spring Ads	\$346.25
	TRAVEL DESK	March Ads	\$3,778.88
		March Spring Ads	\$331.15
		April CTV Adv	\$191.30
		April Display, Video Adv	\$3,733.90
		May Ads	\$2.18
		May CTV Summer Ads	\$15.93
	TRAVEL ZOO	March Spring Ads	\$86.08
		Sponsored Content	\$412.50
		April Ads	\$123.39
		May Top 20 Eblast	\$165.00
	TRAVELSCAPE LLC	April Adv	\$431.55
	TRIP ADVISOR	March Advertising	\$110.17
		April Ads	\$188.46
		May Ads	\$109.96
	TWITTER	April Spring Ads	\$12.71
		March Spring Ads	\$197.96
		April Spring Ads	\$121.00
		June Summer Ads	\$65.35
	USA TODAY	April Spring Ads	\$368.44
		March Spring Ads	\$356.25
	YAHOO AD TECH LLC	March Ads	\$422.09
		April Digital Ads	\$441.22
	TRUEX, INC	May Summer Ads	\$106.40
	Digital Total		\$56,503.95
General Consumer Promotion	COM-CONNECT LLC	MWC March Promos	\$1,000.00
		Call Center/Chat April	\$1,000.00
		Call Center/Chat May	\$1,000.00
		Ny & Atl Travel Shows	\$1,000.00
		Call Center/ Chat June	\$1,000.00
	CROSS OVER MARKETING LLC	Summer/Fall Sports Sponsorship	\$5,000.00
	DARLINGTON RACEWAY OF SC LLC	Darlington Race Sponsorship	\$5,000.00
	General Consumer Promotion Total		\$15,000.00
Research	BLUESHIFT LABS INC	Visitor Data Reports	\$649.07
	FLIP.TO INC	Destination Analytics	\$500.00
	LUCKIE & COMPANY LLC	March Services	\$325.00
		April Services	\$325.00
		Visitor Data Platform	\$350.00
		Add'L Services	\$166.67
		May Services	\$325.00
		Visitor Data Platform	\$500.00

	PATLIVE	Research Tracking March	\$3.61
		Research Tracking	\$3.67
		Visitor Tracking	\$3.98
	SKIFT, INC	Skift Research	\$20.95
	TOURISM ECONOMICS LLC	Tourism Research	\$30.00
	ZARTICO INC	Q3 Monthly Data Reports	\$212.50
Research Total			\$3,415.45
Television	AMPERSAND	TV Advertising	\$31.16
		March Spring Ads	\$14,651.67
		April Spring Ads	\$108.24
	KDKA	April Summer Ads	\$21.74
		May Summer Ads	\$69.35
	KMOV	April Summer Ads	\$2.22
		Feb Spring Ads	\$13.09
		March Spring Ads	\$42.31
		May Summer Ads	\$82.05
	KTVI	April Spring Ads	\$68.72
		Summer Ads	\$22.30
		May Summer Ads	\$66.90
	WDJT-TV-LP	March Spring Ads	\$65.90
		April Summer Ads	\$17.63
		May Summer Ads	\$49.32
	WESH	April Summer Ads	\$41.02
		May Summer Ads	\$118.51
	WEWS	March Spring Ads	\$90.98
		April Summer Ads	\$26.95
		May Summer Ads	\$91.30
	WFOX-TV	March Spring Ads	\$21.41
		April Summer Ads	\$11.50
		May Summer Ads	\$27.35
	WFSB	March Spring Ads	\$54.00
		Feb Spring Ads	\$18.00
		Summer ads	\$19.35
		May Summer Ads	\$55.96
	WFTV, LLC	March Spring Ads	\$70.48
		April Summer Ads	\$42.36
		May Summer Ads	\$117.55
	WHEC	April Summer Ads	\$9.63
		May Summer TV	\$28.33
	WJAX-TV	March Spring Ads	\$23.09
		April Summer Ads	\$6.74
	WJW	March Spring Ads	\$86.25
		Summer ads	\$25.48
		May Summer Ads	\$74.33
	WJXT	April Summer Ads	\$8.18
		May Summer Ads	\$30.69
	WJZY	March Spring Ads	\$92.17
		Summer ads	\$28.35
		May Summer Ads	\$83.50
	WKMG	April Summer Ads	\$34.78
		May Summer Ads	\$125.06
	WPXI	March Spring Ads	\$69.61
		April Summer Ads	\$23.02
		May Summer Ads	\$56.73
	WROC	March Spring Ads	\$25.55
		April Summer Ads	\$9.75
		May Summer Ads	\$28.07
	WSLS	April Summer Ads	\$8.06
		May Summer Ads	\$24.08
	WSMV	Feb Spring Ads	\$18.21
		March Spring Ads	\$54.04
	WSOC	March TV Ads	\$86.67
		April Summer Ads	\$32.26
		May Summer Ads	\$81.30
	WSTM	March Spring Ads	\$33.33
	WSYT TV 68/ WNYS	Feb Spring Ads	\$5.20
		March Spring Ads	\$19.33
		April Summer Ads	\$4.49
		May Summer Ads	\$21.65
	WTMJ	March Spring Ads	\$49.02
		April Summer Ads	\$16.46

		May Summer Ads	\$50.49
	WTVF	March Spring Ads	\$55.87
		April Summer Ads	\$20.22
		May Summer Ads	\$63.00
	WTVH	March Spring Ads	\$7.57
	WVIT	March Spring Ads	\$52.94
		Summer Ads	\$18.89
		May Summer Ads	\$49.72
Television Total			\$17,761.43
Grand Total			\$94,917.92