

Myrtle Beach Area Chamber of Commerce -SSB A-Tax April - June 2023 Tourism Investments

Accountability Category	Paid To	Memo	SS A-Tax Amount
Destination Publicity	AMERICAN EXPRESS	Media Visit	\$20.00
		Media Visit	\$9.00
		Media Visit	\$66.00
	AMEXGIFTCARD.COM-BOL	Media Visit	\$0.40
	ANDERSON OCEAN CLUB & SP	Media Visit CCMF	\$97.06
	BOLO PROMOS & APPAREL LLC	VMB Sunglasses/Koozies	\$155.05
		Brewtrail Promo	\$17.85
		VMB Pens	\$35.20
		VMB Stickers	\$19.90
	BURR & FORMAN LLP	Beach is For Everyone	\$2.00
		Beach Easy Trademark	\$9.00
		Winter Wonderland	\$2.00
		MB Classic	\$62.00
		Traveling the Spectrum	\$31.00
	CAROLINA LIMO/BUS SVCS	Charlie's Place	\$3.00
	CHAMPION AUTISM NETWORK	Social Influencer	\$2.00
	COASTAL ENGRAVERS INC	Brew Trail Promo	\$4.36
	COASTAL MARKETING GRAPHICS, INC.	Brew Trail Promo	\$7.96
	CROISSANTS BISTRO & BAKERY	Media Visit Garden & Gun	\$0.37
	CROWN REEF	Media Visit	\$318.02
	DELTA AIR BAGGAGE FEE	IPW Conf Travel	\$1.20
	DELTA AIRLINES	IPW	\$25.13
		PRSA Conf	\$10.61
		TravelWeek	\$27.54
	ELLIOTT BEACH RENTALS	Media/Social Media Visit	\$80.00
	FAHLGREN MORTINE	Apr Promotions	\$663.00
		Media Visit	\$1.73
		Sensory Friendly Book	\$8.50
		May Promotions	\$663.00
		Media Visit Social Influencer	\$207.87
		Jun Promotions	\$663.00
		Media Visit	\$11.59
	FULLY PROMOTED MYRTLE BEACH	Brew Trail Promo Items	\$113.94
		Brew Trail Promo Items	\$130.48
	GRAND HYATT SAN ANT F&B	IPW Conf	\$0.49
		IPW Conf	\$0.28
	HARVEST CAFE - BROOK	Media Visit	\$1.41
	HILTON MB CAFE AMALFI	Media Visit Daily Mom	\$1.07
	HOTELSCOM	Brand USA Travel Week	\$41.19
	JOHN R GARBER	Can Am Trademark	\$18.00
	LANDS END BUS OUTFITTERS	VMB Items	\$8.74
	PINEAPPLE PUBLIC RELATIONS	Travel Media Show	\$23.00
PIRATES VOYAGE SC TICKETI	Media Visit Daily Mom	\$3.05	
PRSA	PRSA Conf	\$19.90	
	PRSA Conf	\$19.90	

	RPS MYRTLE BEACH	IPW Conf	\$1.44
	SC PARK SERVICE	Media Visit River & Wilder	\$0.80
	SEA VIEW INN	Garden & Gun Travel Writer	\$5.94
	STICKER MULE	Brew Trail Stickers	\$4.27
	THE HANGOUT MYRTLE BEACH	Fatheringautism1 Site	\$2.17
		Media Visit River & Wilder	\$3.52
	THE PRINTING PORT	Brew Trail Promo	\$34.88
	THE RK CULINARY GROUP LLC	IPW Conf	\$0.49
	TUPELO HONEY MYRTLE B	Media Visit	\$1.40
	UNITED AIRLINES	German Media Visit	\$34.27
	UNITED AIRLINES	German Media Visit	\$1.46
	UNITED AIRLINES	German Media Visit	\$1.04
	US TRAVEL ASSOCIATION	IPW Registrations	\$52.80
		IPW Registration	\$27.80
	WICKED TUNA - MURREL	Media Visit Molly O'Brien	\$2.56
	WONDERWORKS MB	Media Visit Kristin DePaula	\$1.61
Destination Publicity Total			\$3,783.24
Digital	BANDWANGO, INC.	Mrktg Platform	\$6.65
		Mrktg Platform	\$6.65
		Mrktg Platform	\$6.65
	BUZZFEED MEDIA ENTERPRISES INC	May Summer Ads	\$112.10
	CONDE NAST	Feb Winter Ads	\$309.28
	CONVERSANT, LLC	Mar Spring Ads	\$232.41
		Apr Spring Ads	\$319.59
		Feb Spring Ads	\$197.21
		May Summer Ads	\$134.81
	FACEBOOK	Mar Ads	\$85.89
		Mar Spring Ads	\$523.26
	FLIP TO INC	DMO Mrktg	\$1,106.88
	JUN GROUP PRODUCTIONS LLC	May Summer Ads	\$4.02
	MMGY GLOBAL LLC	Summer Digital Ads	\$1,181.41
	MOBILEFUSE LLC	Mar Spring Ads	\$335.98
		Apr Ads	\$235.13
		Apr Spring Ads	\$461.07
	REVIVE MEDIA INC	May Summer Ads	\$149.59
	SOJERN INC	Mar Spring Ads	\$500.81
		Apr Display Ads	\$17.34
		Apr Display Ads	\$34.38
		Apr Display Ads	\$17.34
		Apr Display Ads	\$17.34
		Apr Display Ads	\$17.34
		Apr Display Ads	\$17.34
		Apr Display Ads	\$17.34
		Apr Display Ads	\$38.50
		Apr Spring Ads	\$422.47
		Apr Display Ads	\$38.50
	STITCHER MEDIA LLC	Feb Podcast Ads	\$143.66
		Mar Podcast Ads	\$115.50

		Podcast Ads	\$444.84
	SXM Media	Mar Audio Ads	\$343.14
		Apr Spring Ads	\$264.33
	THE NEW YORK TIMES COMPANY	May Summer Ads	\$85.51
	TIK TOK INC	Mar Ads	\$33.25
		Mar Springs Ads	\$452.74
	TRAVEL DESK	Mar Spring Ads	\$771.82
		Mar ads	\$245.40
		Apr Ads	\$213.81
		Apr Ads	\$49.57
		Apr Ads	\$18.17
		Apr Ads	\$49.38
		Apr Ads	\$49.62
		Apr Spring Ads	\$564.07
		May Ads	\$0.53
		May Ads	\$0.72
		May Ads	\$232.57
		May Spring Ads	\$9.14
		May Ads	\$0.48
	TRAVEL ZOO	VMB Drive Deals Page	\$8.01
		Top 20 Eblast	\$165.00
		Mar Spring Ads	\$86.05
		Sponsored Content	\$330.00
		Apr Spring Ads	\$172.39
		May Summer Ads	\$94.28
	TRIP ADVISOR	Mar Ads	\$87.90
		Mar Spring Ads	\$401.38
		Apr Ads	\$84.92
		Apr Ads	\$15.43
		Apr Ads	\$15.53
		Apr Ads	\$15.43
		Apr Spring Ads	\$328.39
		May Ads	\$17.47
		May Ads	\$17.57
		May Ads	\$87.69
		May Ads	\$17.57
	YAHOO AD TECH LLC	Mar Ads	\$148.68
		Apr Ads	\$143.32
	eTARGET	Apr Email Ads	\$13.75
		Apr Email Ads	\$13.75
		Apr Email Ads	\$13.75
		May Eblast	\$13.75
		May Eblast	\$55.00
		Apr Email Ads	\$27.50
Digital Total			\$13,010.04
Outdoor & Integrated Packages	AFAR, LLC	Mar Digital Ads	\$131.47
		Spring Issue Ad	\$1,000.00
		Apr Spring Ads	\$116.01

		May Spring Ads	\$541.05
	GARDEN AND GUN MAGAZINE, LLC	May Online Ads	\$55.00
		Jun/Jul Ads	\$500.00
	MEREDITH CORPORATION	Food & Wine Digital Ads	\$597.11
		Southern Living Digital Ads	\$486.64
		Southern Living Print Ad	\$1,300.00
		Mar S Living Ads	\$972.82
		Mar Food/Wine Ads	\$947.61
		Apr South Living Ads	\$740.54
		Apr Food & Wine Ads	\$1,055.28
		S. Living Summer Print Ad	\$618.75
	SPORTS ILLUSTRATED	Mar Ads	\$194.88
		Apr Dig Ads	\$160.04
	THE STREET	May Spring Ads	\$379.53
Outdoor & Integrated Packages Total			\$9,796.73
Research	CAROLINA LIMO/BUS SVCS	Next Factor	\$7.34
	CHMURA ECONOMICS & ANALYTICS	Tourism Research	\$67.44
	DESTINATIONS INTERNATIONAL	Industry Research	\$459.40
	FLIP TO INC	Dest Analytics	\$600.00
	HOMEWOOD SUITES	NextFactor	
	LONGWOODS INTERNATIONAL USA INC	Tourism Visitor Research	\$295.00
		Tourism Visitor Research	\$100.00
	LUCKIE & COMPANY LLC	Mar Services	\$336.75
		Advertising Platform	
		Apr Services	\$336.75
		Visitor Analytics	\$250.00
		May Services	\$336.75
	NORTHSTAR TRAVEL MEDIA	Mtgs Visitor Study	\$190.00
	PATLIVE	Research Tracking	\$3.69
		Visitor Tracking	\$3.68
		Visitor Tracking	\$3.71
Research Total			\$2,990.51
Social & Search Media	FACEBOOK	Apr Dig Ads	\$94.84
		Apr Spring Ads	\$544.09
		Apr Dig Ads	\$13.75
		Campground Ads	
		Apr Dig Ads	\$6.12
		Apr Dig Ads	\$6.93
		Apr Dig Ads	\$6.88
		May Digital Ads	\$16.30
		May Digital Ads	\$31.09
		May Digital Ads	\$15.49
		May Digital Ads	\$15.54
		May Digital Ads	\$91.54
		May Summer Ads	\$73.37
	GOOGLE ADS	Mar Ads	\$1,512.59
		Apr Ads	\$952.35
		May Digital Ads	\$1,084.29

	JO CLARK	Social Media Posts	\$0.74
	MICROSOFT ADS	March Ads	\$179.91
		Apr Ads	\$212.47
		May Digital Ads	\$168.02
		Social Media Mgmt May	\$198.00
		Social Media Mgmt Jun	\$198.00
	PINTEREST ADS	Mar Ads	\$18.87
		Mar Spring Ads	\$307.64
		Apr Ads	\$18.60
		Apr Spring Ads	\$239.96
		Apr VMB Quiz Ads	\$48.07
		May Digital Ads	\$22.65
		May Summer Ads	\$13.48
	SOCIALVENU.COM	Video Platform Subscription	\$6.00
	TIK TOK INC	Apr Ads	\$32.17
		Apr Spring Ads	\$423.98
		May Ads	\$33.25
Social & Search Media Total			\$6,586.98
Television	AMPERSAND	Cable Feb Spring Ads	\$990.12
		Apr Spring Cable Ads	\$1,447.54
		Apr Spring Ads	\$158.31
		May Summer Ads	\$825.78
	CROSS OVER MARKETING, LLC	Stand Up To Cancer Promo	\$3,437.50
	HULU, LLC	Feb Spring Ads	\$545.48
		Mar Spring Ads	\$501.32
		PBS Steppin Out Show	\$412.50
	MIQ DIGITAL USA INC	May Summer Ads	\$6.12
	NBC UNIVERSAL	Mar Spring Ads	\$508.15
		Apr Spring Ads	\$306.23
	ROKU, INC	Mar Spring Ads	\$205.81
		Apr Spring Ads	\$537.24
	SAMSUNG ELECTRONICS AMERICA	Mar Spring Ads	\$528.25
		Apr Springs Ads	\$417.52
	WUTV	Super Bowl Ads	\$738.18
	WXIX	Super Bowl Ads	\$300.60
Television Total			\$11,866.65
Total			\$48,034.15