

Myrtle Beach Area Chamber of Commerce -30% Horry County A-Tax July - September 2022 Tourism Investments

Accountability Category	Paid To	Memo	HC A-Tax Amount
Digital	CONVERSANT, LLC	July Summer Ads	\$ 15,682.93
	FACEBOOK	Camping Digital Ads	\$ 10,750.00
	FACEBOOK	Cmty Digital Ads	\$ 24,000.00
	GOOGLE ADS	Aug Summer Ads	\$ 183,944.80
	GOOGLE ADS	HC digital ads	\$ 5,345.67
	GOOGLE ADS	Camping Digital Ads	\$ 8,041.94
	GOOGLE ADS	HC Museum Digital Ads	\$ 9,037.66
	GOOGLE ADS	Communitas Ads	\$ 7,892.77
	GOOGLE ADS	Campgrounds Adv	\$ 3,554.13
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Social Media Posts	\$ 7,400.00
	MICROSOFT ADS	Communitas Ads	\$ 1,535.09
	TRAVEL DESK	Aug Ads	\$ 66,022.34
		Campground Adv	\$ 9,906.11
		Cmty Event Adv	\$ 12,603.30
		Cmty Event Adv	\$ 11,063.82
	TRAVEL ZOO	sponsored content	\$ 75,000.00
	TRIP ADVISOR	July Ads	\$ 13,257.40
	USA TODAY	July Summer Ads	\$ 96,575.44
YAHOO AD TECH LLC	Aug Digital Ads	\$ 50,124.28	
Digital Total			\$ 611,737.68
Outdoor & Print	BRANDON AGENCY	Campground Billboard	\$ 727.06
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	BRANDON AGENCY	Camping Billboard Sept.	\$ 727.06
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Billboard	\$ 3,960.00
		Good Sam Directory	\$ 31,424.34
Outdoor & Print Total			\$ 37,565.52
Grand Total			\$ 649,303.20