

## Myrtle Beach Area Chamber of Commerce -HC A-Tax July - September 2023 Tourism Investments

Accountability Category	Paid To	Memo	HC Atax Amount
Digital	ATLAS OBSCURA INC	Summer Ads	\$8,000.00
		Summer Ads	\$8,000.00
	BANDWANGO, INC.	Marketing Platform	\$96.67
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	BANDWANGO, INC.	Marketing Platform	\$96.67
	BUZZFEED MEDIA ENTERPRISES INC	Jul Ads	\$2,575.26
		Aug Ads	\$1,588.74
	CONDE NAST	Aug Ads	\$3,789.21
	CONVERSANT, LLC	Jul Ads	\$4,846.30
		Aug Ads	\$5,840.88
	GENIUS.COM	Aug Ads	\$206.80
	H CODE MEDIA INC	Summer Ads	\$747.84
		Aug Ads	\$2,716.22
	JUN GROUP PRODUCTIONS LLC	Jul Ads	\$332.14
		Fall Media Plan	\$4,346.80
	OGDEN PUBLICATIONS INC	Grit Magazine Sep Ads	\$1,720.00
		Grit Magazine Social Posts	\$40.00
	REDDIT INC ADS	Aug Digital Ads	\$3,423.65
	REVIVE MEDIA INC	Jul Ads	\$4,466.69
		Aug Ads	\$9,307.29
	SIGHTLY ENTERPRISES, INC	Aug Ads	\$942.19
	SOJERN INC	Jul Ads	\$357.26
		Aug Ads	\$1,148.70
		Aug Digital Ads	\$204.15
		Aug Digital Ads	\$510.68
		Aug Digital Ads	\$207.38
		Aug Digital Ads	\$409.74
		Aug Digital Ads	\$405.90
		Aug Digital Ads	\$744.47
		Aug Digital Ads	\$506.13
	SPOTIFY USA INC	Jul Ads	\$3,103.11
		Aug Ads	\$2,401.92
	SXM	Podcast Ads	\$2,127.75
		Jul Ads	\$5,653.45
		Aug Ads	\$4,185.46
		Podcast Summer Ads	\$819.28
		Aug Ads	\$4,346.55
	TASTEMADE, INC	Fall Ads	\$4,000.00
		Sep Ads	\$4,000.00
	THE NEW YORK TIMES COMPANY	Aug Ads	\$2,782.70
TIK TOK INC	Jul Ads	\$483.04	
	Jul Ads	\$3,907.99	
	Aug Ads	\$482.25	
	Aug Ads	\$3,270.60	

	TOUCHTUNES MUSIC COMPANY LLC	Fall Ads	\$87.98
		Aug Ads	\$2,727.45
	TRAVEL DESK	Campground Ads	\$5,369.01
		Conway Ads	\$11,790.34
		Little River Ads	\$16,579.33
		NMB Ads	\$28,820.77
		Jul Ads	\$3,216.91
		Aug Ads	\$3,237.32
		Aug Ads	\$214.82
		Aug Ads	\$216.01
		Aug Ads	\$527.95
		Local Event Ads	\$304.43
	TRAVEL ZOO	Jul Ads	\$969.20
		Aug Ads	\$665.52
	TRIP ADVISOR	Jul Ads	\$2,234.09
		Aug Ads	\$2,288.64
	VOX MEDIA LLC	Jul Ads	\$3,771.22
		Aug Ads	\$1,381.44
		Aug Ads	\$733.67
	ZETA GLOBAL CORP.	Jul Digital Ads	\$1,504.15
Aug Ads		\$1,387.60	
eTARGET	Email Marketing	\$600.00	
<b>Digital Total</b>			<b>\$197,866.38</b>
General Consumer Promotion	CONWAY AREA CHAMBER OF COMMERCE	Local Event Marketing Support	\$50,000.00
		LITTLE RIVER CHAMBER OF COMMERCE	Local Event Marketing Support
	LORIS CHAMBER OF COMMERCE	Local Event Marketing Support	\$30,000.00
	NMB CHAMBER OF COMMERCE	Local Event Marketing Support	\$150,000.00
	TOWN OF AYNOR	Local Event Marketing Support	\$10,000.00
<b>General Consumer Promotion Total</b>			<b>\$315,000.00</b>
Outdoor & Integrated Packages	BRANDON AGENCY	Camping Billboards	\$2,630.10
		Camping Billboard	\$727.06
		Camping Billboards	\$1,454.12
	MEREDITH CORPORATION	Southern Living Digital Ads	\$1,010.82
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Billboard	\$4,158.00
		Good Sam Directory	\$32,622.00
<b>Outdoor &amp; Integrated Packages Total</b>			<b>\$42,602.10</b>
Social & Search Media	FACEBOOK	Jul Digital Ads	\$326.09
		Jul Digital Ads	\$1,199.27
		Jul Ads	\$7,747.59
		Visitor Guide Ads	\$756.93
		Aug Ads	\$1,420.40
		Aug Ads	\$7,295.05
		Aug Visitor Guide Ads	\$843.07
		GOOGLE ADS	June Campground Ads

		Local Event Marketing Support	\$1,014.56
		Jul Digital Ads	\$17,494.57
		Atlantic Beach Event Ads	\$1,357.67
		Aug Ads	\$15,768.28
		Aynor Event Ads	\$809.37
		Campground Ads	\$2,500.00
		Conway Event Ads	\$1,661.81
		Little River Event Ads	\$2,550.32
		Loris Event Ads	\$2,405.59
		NMB Event Ads	\$5,097.02
	MICROSOFT ADS	Jul Digital Ads	\$1,441.25
		Aug Ads	\$1,235.07
	MMGY GLOBAL LLC	Social & Search Media Jul	\$2,880.00
		Social & Search Media Aug	\$2,880.00
		Social & Search Media Sep	\$2,880.00
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Ads	\$3,740.00
	PINTEREST ADS	Jul Ads	\$8,222.44
		Aug Ads	\$282.20
		Aug Ads	\$8,077.97
	WWW.SOCIALVENU.COM	Video Host Platform	\$24.00
		Social Video Platform	\$24.00
<b>Social &amp; Search Media Total</b>			<b>\$102,041.14</b>
Television	ALPHONSO INC	Jul Ads	\$10,259.01
	AMPERSAND	Cable TV Ads Jul	\$17,800.26
	GSTV DESTINATION MEDIA INC	Jul Ads	\$2,720.08
	HULU, LLC	Jul Ads	\$4,730.69
	MIQ DIGITAL USA INC	Jul Ads	\$6,197.73
		Aug Ads	\$5,083.17
	NBC UNIVERSAL	Jul Ads	\$5,048.99
	UNDISCOVERED PRODUCTIONS LLC	Undiscovered America Sponsorship	\$2,370.00
<b>Television Total</b>			<b>\$54,209.93</b>
<b>Grand Total</b>			<b>\$711,719.55</b>