## Myrtle Beach Area Chamber of Commerce -SSB A-Tax July - September 2023 Tourism Investments Paid To Memo SSR Atax

Accountability Category	Paid To	Memo	SSB Atax Amount
Creative/Content Development	MEDIA COAST	SSB Website	\$112.50
Creative/Content Development Total		<u>'</u>	\$112.50
Destination Publicity	AMERICAN AIRLINES	DC Media Conference	\$3.98
		DC Media Conference	\$1.20
		TMM	\$0.60
		TMM	\$0.60
	AMERICAN EXPRESS	Media Visit	\$16.00
		Media Visit	\$20.00
	AMEXGIFTCARD.COM	Media Visit	\$0.20
	ANDERSON OCEAN CLUB & SP	CCMF Media Visit	\$7.15
	BONFIRE A SMOKIN TAQUE	Media Visit Okra	\$0.99
		Magazine	
	BURR & FORMAN LLP	Beach is for Everybody TM	\$4.77
		Beach Easy TM	\$7.63
		Beach is For Everybody TM	\$12.99
	CAROLINA CHEESE AND PROV	Media Visit Okra Magazine	\$1.30
	CAROLINA COUNTRY MUSIC FEST	CCMF Media Visit	\$0.38
		CCMF Media Visit	\$4.44
	CHIVE BLOSSOM	Culinary Promo	\$2.42
		Media Visit	\$2.06
	COOL IDEAS MARKETING	VMB Items	\$6.07
	CROWN REEF	Traveling the Spectrum Promo	\$45.39
	CROWNE PLAZA NATIONAL	TMM	\$0.25
	CROWNE PLAZA WASHINGTON	TMM	\$9.63
	DIGIMIND, INC	Social Media Tracking	\$214.00
	FAHLGREN MORTINE	Jul Promos	\$663.00
		Media Visit	\$106.39
		Aug Promo	\$663.00
		Sep Promos	\$663.00
		Travel Writer Visit	\$26.71
	FAVORITE-CHEF	Culinary Promos	\$5.00
	FULLY PROMOTED	VMB Items	\$83.40
		VMB Items	\$51.18
		VMB Items	\$24.85
		Beer Trail Items	\$19.62
	GREAT AMER BAGEL	PRSA	\$0.39
	HARVEY HOUSE	PRSA	\$2.01
	HILTON HOTELS-MONONA TER	PRSA	\$15.01
	ISLAND VISTA	Media Visit Okra Magazine	\$21.60
	KINGDOM DESIGNS, LLC	MMWM Items	\$0.78
	KINGSTON RESORT OWNER LLC	Media Visit	\$15.51
	LANDS END BUS OUTFITTERS	VBM Items	\$10.31

MILK & HONEY COFFEE CAFE Culinary Promo Chef Swap 2 5.1.38  MSE BRANDED SOUTH CAROLI EMPLOYER REINBURSEMENT MIREAGE S321  NATIVE SONS VMB Items S71.16 VMB Items S72.60 VMB Items S72.60 VMB Items S73.12  RPS MYRTLE BEACH PRSA S1.20 FMM SPRINGHILL INN & SUITE Culinary Promo S1.40 SPRINGHILL INN & SUITE Culinary Promo S1.43 THE PARSONS TABLE THE PARSONS TABLE UBER TRIP PRSA S1.20 WINNA'S KITCHEN WINNA'S KITCHEN MIRBagazine UBER TRIP PRSA S1.00 WINNA'S KITCHEN Media Visit Okra Minyagazine MOKE BARREL COUNTRY LIVING & Parade Visit UBER TRIP PRSA S1.00 WINNA'S KITCHEN Media Visit Okra Minyagazine MEDIA VISIT  DESTINATION Publicity Total  DESTINATION AUG CMF Media Visit S2.91 WINNA'S KITCHEN Media Visit Okra Marketing Platform S6.65 BANDWANGO, INC. MARKETINA BANDWANGO, IN		LOLEO JUICE BAR	Culinary Promo	\$0.60
MISS BRANDED SOUTH CAROU   PRSA   50.67				
MSE BRANDED SOUTH CAROLI				
EMPLOYEE REIMBURSEMENT   Mileage   \$3.21		MSF BRANDED SOUTH CAROLL	·	
NATIVE SONS				
VMB Items			-	
NAB Items   \$19,50		TWITTE SOILS		
RPS MYRTLE BEACH				<u> </u>
SHINE - MYRTLE BEACH   Culinary Promo   S1.40		RPS MYRTIF RFACH		
SHINE - MYRTLE BEACH   Culinary Promo   \$1.40				<u> </u>
SPRINGHILL INN & SUITE   Culinary Promo   \$14.39     THE PARSONS TABLE   Culinary Promo   \$2.96     THE TRESTLE CAFE & BAKERY   Media Visit Okra   Magazine     HOOK & BARREL   Country Living & Parade   Visit     UBER TRIP   PRSA   \$1.09     UBER TRIP   PRSA   \$0.44     WICKED TUNA   CCMF Media Visit   \$2.91     WINNA'S KITCHEN   Media Visit Okra   Magazine     Destination Publicity Total   24.89   6.65     ATLAS OBSCURA INC   Summer Ads   \$550.00     BANDWANGO, INC.   Marketing Platform   \$6.65     BANDWANGO, INC.   Marketing Platform   \$6.65     Mar		SHINE - MYRTLE BEACH		
THE PARSONS TABLE			·	
THE TRESTLE CAFE & BAKERY			·	
HOOK & BARREL			Media Visit Okra	\$1.27
UBER TRIP		HOOK & BARREL	Country Living & Parade	\$6.81
WICKED TUNA   CCMF Media Visit   \$2.91		UBER TRIP	PRSA	\$1.09
WINNA'S KITCHEN   Media Visit Okra   Magazine   S2,891.66		UBER TRIP	PRSA	\$0.44
Destination Publicity Total           \$2,891.66           Digital         ALPHONSO INC         Aug Ads         \$2,891.66           BANDWANGO, INC.         Marketing Platform         \$6.65           Aug Ads         \$151.15           Jul Ads         \$177.05           Aug Ads         \$109.23           CONDE NAST         Aug Ads         \$260.51           CONVERSANT, ILC         Jun Ads         \$333.18           Aug Ads         \$401.56           EXPEDIA         Feb Ads         \$112.15           Feb Ads         \$112.15           Feb Ads         \$112.15           Feb Ads         \$112.05           Mar Ads         \$120.53           Mar Ads         \$211.50           Apr Ads         \$114.53           Apr Ads         \$11.06           Apr Ads         \$11.06           FACEBOOK		WICKED TUNA	CCMF Media Visit	\$2.91
ALPHONSO INC		WINNA'S KITCHEN		\$1.17
ATLAS OBSCURA INC Summer Ads \$550.00 Summer Ads \$550.00 Summer Ads \$550.00 BANDWANGO, INC. Marketing Platform \$6.65 Marke	Destination Publicity Total			\$2,891.66
Summer Ads   \$550.00	Digital	ALPHONSO INC	Aug Ads	\$875.07
BANDWANGO, INC.    Marketing Platform   \$6.65		ATLAS OBSCURA INC	Summer Ads	\$550.00
Marketing Platform   \$6.65			Summer Ads	\$550.00
BANDWANGO, INC.  BUZZFEED MEDIA ENTERPRISES INC  BUZZFEED MEDIA ENTERPRISES INC  BUZZFEED MEDIA ENTERPRISES INC  Jun Ads  \$151.15  Jul Ads  \$177.05  Aug Ads  \$109.23  CONDE NAST  Aug Ads  \$260.51  CONVERSANT, LLC  Jun Ads  \$230.44  Jul Ads  \$333.18  Aug Ads  \$401.56  EXPEDIA  Feb Ads  \$112.15  Feb Ads  \$112.15  Feb Ads  \$120.53  Mar Ads  \$211.50  Apr Ads  \$114.53  Apr Ads  \$114.53  Apr Ads  \$112.45  FACEBOOK  Jun Ads  \$27.56  FLIP TO INC  DMO Marketing  \$1,106.88  GENIUS.COM  Aug Ads  \$14.22  H CODE MEDIA INC  Jun Ads  \$36.85  Summer Ads  \$51.41  Aug Ads  \$186.74		BANDWANGO, INC.	Marketing Platform	\$6.65
BUZZFEED MEDIA ENTERPRISES INC    Jun Ads   \$151.15     Jul Ads   \$177.05     Aug Ads   \$109.23     CONDE NAST   Aug Ads   \$260.51     CONVERSANT, LLC   Jun Ads   \$230.44     Jul Ads   \$333.18     Aug Ads   \$401.56     EXPEDIA   Feb Ads   \$112.15     Feb Ads   \$112.15     Feb Ads   \$120.53     Mar Ads   \$211.50     Apr Ads   \$114.53     Apr Ads   \$114.53     Apr Ads   \$112.45     FACEBOOK   Jun Ads   \$27.56     FLIP TO INC   DMO Marketing   \$1,106.88     GENIUS.COM   Aug Ads   \$14.22     H CODE MEDIA INC   Jun Ads   \$36.85     Summer Ads   \$51.41     Aug Ads   \$186.74     Aug Ads   \$186.			Marketing Platform	\$6.65
Jul Ads		BANDWANGO, INC.	Marketing Platform	\$6.65
Aug Ads   \$109.23		BUZZFEED MEDIA ENTERPRISES INC	Jun Ads	\$151.15
CONDE NAST         Aug Ads         \$260.51           CONVERSANT, LLC         Jun Ads         \$230.44           Jul Ads         \$333.18           Aug Ads         \$401.56           EXPEDIA         Feb Ads         \$112.15           Feb Ads         \$120.53           Mar Ads         \$120.53           Mar Ads         \$112.50           Apr Ads         \$114.53           Apr Ads         \$167.93           Jun Ads         \$112.45           FACEBOOK         Jun Ads         \$27.56           FUP TO INC         DMO Marketing         \$1,106.88           GENIUS.COM         Aug Ads         \$14.22           H CODE MEDIA INC         Jun Ads         \$36.85           Summer Ads         \$51.41           Aug Ads         \$186.74			Jul Ads	\$177.05
CONVERSANT, LLC  Jul Ads  Jul Ads  Aug Ads  S401.56  EXPEDIA  Feb Ads  Feb Ads  S112.15  Feb Ads  Mar Ads  S211.50  Apr Ads  Apr Ads  Jun Ads  S112.45  FACEBOOK  FLIP TO INC  DMO Marketing  GENIUS.COM  Aug Ads  S14.22  H CODE MEDIA INC  Jun Ads  S333.18  Aug Ads  S401.56  Feb Ads  S112.15  Apr Ads  S112.45  Apr Ads  S112.45			Aug Ads	\$109.23
Dul Ads		CONDE NAST	Aug Ads	\$260.51
EXPEDIA  EXPEDIA  Feb Ads Feb Ads \$112.15 Feb Ads \$187.65  Mar Ads \$120.53  Mar Ads \$211.50  Apr Ads \$114.53  Apr Ads \$112.45  FACEBOOK Jun Ads \$27.56  FLIP TO INC DMO Marketing FLIP TO INC DMO Marketing \$1,106.88  GENIUS.COM Aug Ads \$14.22  H CODE MEDIA INC Jun Ads \$36.85  Summer Ads \$51.41 Aug Ads \$186.74		CONVERSANT, LLC	Jun Ads	\$230.44
EXPEDIA  Feb Ads  Feb Ads  \$112.15  Feb Ads  \$187.65  Mar Ads  \$120.53  Mar Ads  \$211.50  Apr Ads  \$114.53  Apr Ads  \$167.93  Jun Ads  \$112.45  FACEBOOK  Jun Ads  \$27.56  FLIP TO INC  DMO Marketing  \$1,106.88  GENIUS.COM  Aug Ads  \$14.22  H CODE MEDIA INC  Jun Ads  \$36.85  Summer Ads  \$51.41  Aug Ads  \$186.74			Jul Ads	\$333.18
Feb Ads \$187.65  Mar Ads \$120.53  Mar Ads \$211.50  Apr Ads \$114.53  Apr Ads \$167.93  Jun Ads \$112.45  FACEBOOK Jun Ads \$27.56  FLIP TO INC DMO Marketing \$1,106.88  GENIUS.COM Aug Ads \$14.22  H CODE MEDIA INC Jun Ads \$36.85  Summer Ads \$36.85  Summer Ads \$186.74			Aug Ads	\$401.56
Mar Ads \$120.53  Mar Ads \$211.50  Apr Ads \$114.53  Apr Ads \$167.93  Jun Ads \$112.45  FACEBOOK Jun Ads \$27.56  FLIP TO INC DMO Marketing \$1,106.88  GENIUS.COM Aug Ads \$14.22  H CODE MEDIA INC Jun Ads \$36.85  Summer Ads \$51.41  Aug Ads \$186.74		EXPEDIA	Feb Ads	\$112.15
Mar Ads			Feb Ads	\$187.65
Apr Ads \$114.53  Apr Ads \$167.93  Jun Ads \$112.45  FACEBOOK Jun Ads \$27.56  FLIP TO INC DMO Marketing \$1,106.88  GENIUS.COM Aug Ads \$14.22  H CODE MEDIA INC Jun Ads \$36.85  Summer Ads \$51.41  Aug Ads \$186.74			Mar Ads	\$120.53
Apr Ads \$167.93  Jun Ads \$112.45  FACEBOOK Jun Ads \$27.56  FLIP TO INC DMO Marketing \$1,106.88  GENIUS.COM Aug Ads \$14.22  H CODE MEDIA INC Jun Ads \$36.85  Summer Ads \$51.41  Aug Ads \$186.74			Mar Ads	\$211.50
Jun Ads			Apr Ads	\$114.53
FACEBOOK         Jun Ads         \$27.56           FLIP TO INC         DMO Marketing         \$1,106.88           GENIUS.COM         Aug Ads         \$14.22           H CODE MEDIA INC         Jun Ads         \$36.85           Summer Ads         \$51.41           Aug Ads         \$186.74			Apr Ads	\$167.93
FLIP TO INC         DMO Marketing         \$1,106.88           GENIUS.COM         Aug Ads         \$14.22           H CODE MEDIA INC         Jun Ads         \$36.85           Summer Ads         \$51.41           Aug Ads         \$186.74			Jun Ads	\$112.45
GENIUS.COM         Aug Ads         \$14.22           H CODE MEDIA INC         Jun Ads         \$36.85           Summer Ads         \$51.41           Aug Ads         \$186.74		FACEBOOK	Jun Ads	\$27.56
H CODE MEDIA INC  Jun Ads \$36.85  Summer Ads \$51.41  Aug Ads \$186.74		FLIP TO INC	DMO Marketing	\$1,106.88
Summer Ads         \$51.41           Aug Ads         \$186.74		GENIUS.COM	Aug Ads	\$14.22
Aug Ads \$186.74		H CODE MEDIA INC	Jun Ads	\$36.85
			Summer Ads	\$51.41
JUN GROUP PRODUCTIONS LLC Jun Ads \$23.64			Aug Ads	\$186.74
		JUN GROUP PRODUCTIONS LLC	Jun Ads	\$23.64

	Jul Ads	\$22.83
MMGY GLOBAL LLC	Fall Media Plan	\$298.84
MOBILEFUSE LLC	Mar Ads	\$176.22
OGDEN PUBLICATIONS INC	Grit Magazine Sep Ads	\$118.25
	Grit Magazine Social	\$2.75
	Posts	
REDDIT INC ADS	Aug Digital Ads	\$235.38
REVIVE MEDIA INC	Jun Ads	\$278.45
	Jul Ads	\$307.09
	Aug Ads	\$639.88
SIGHTLY ENTERPRISES, INC	Aug Ads	\$64.78
SOJERN INC	Jul Ads	\$24.56
	Aug Ads	\$78.97
	Aug Digital Ads	\$14.04
	Aug Digital Ads	\$35.11
	Aug Digital Ads	\$14.26
	Aug Digital Ads	\$28.17
	Aug Digital Ads	\$27.91
	Aug Digital Ads	\$51.18
	Aug Digital Ads	\$34.80
SPOTIFY USA INC	Jun Ads	\$34.03
	Jul Ads	\$213.34
	Aug Ads	\$165.13
STITCHER MEDIA LLC	Jun Ads	\$17.39
SXM	Podcast Ads	\$146.28
	Jul Ads	\$388.67
	Aug Ads	\$287.75
	Podcast Summer Ads	\$56.33
	Aug Ads	\$298.83
TASTEMADE, INC	Fall Ads	\$275.00
	Sep Ads	\$275.00
THE NEW YORK TIMES COMPANY	Jun Ads	\$413.60
	Aug Ads	\$191.31
TIK TOK INC	Jul Ads	\$33.21
	Jul Ads	\$268.67
	Aug Ads	\$33.15
	Aug Ads	\$224.85
TOUCHTUNES MUSIC COMPANY LLC	Fall Ads	\$6.05
	rali Aus	
	Aug Ads	\$187.51
TRAVEL DESK		
TRAVEL DESK	Aug Ads	\$187.51
TRAVEL DESK	Aug Ads Jun Ads	\$187.51 \$215.86
TRAVEL DESK	Aug Ads Jun Ads Jul Ads Aug Ads	\$187.51 \$215.86 \$221.16
TRAVEL DESK	Aug Ads Jun Ads Jul Ads Aug Ads Aug Ads	\$187.51 \$215.86 \$221.16 \$222.57 \$14.77
TRAVEL DESK	Aug Ads Jun Ads Jul Ads Aug Ads Aug Ads Aug Ads Aug Ads	\$187.51 \$215.86 \$221.16 \$222.57 \$14.77 \$14.85
	Aug Ads Jun Ads Jul Ads Aug Ads Aug Ads	\$187.51 \$215.86 \$221.16 \$222.57 \$14.77 \$14.85 \$36.30
TRAVEL DESK	Aug Ads Jun Ads Jul Ads Aug Ads Aug Ads Aug Ads Aug Ads Jun Ads Jun Ads	\$187.51 \$215.86 \$221.16 \$222.57 \$14.77 \$14.85 \$36.30 \$49.38
	Aug Ads Jun Ads Jul Ads Aug Ads Aug Ads Aug Ads Aug Ads Aug Ads Aug Ads	\$187.51 \$215.86 \$221.16 \$222.57 \$14.77 \$14.85 \$36.30

	TRIP ADVISOR	Jun Ads	\$3,219.14
		Feb Ads	\$357.74
		Jul Ads	\$4,342.52
		Aug Ads	\$4,448.55
	VOX MEDIA LLC	Jun Ads	\$9,001.73
		Jul Ads	\$259.27
		Aug Ads	\$94.97
		Aug Ads	\$50.44
	YAHOO AD TECH LLC	May Ads	\$42.30
	ZETA GLOBAL CORP.	Jun Ads	\$68.14
	ZETA GLOBAL CONT.	Jul Digital Ads	\$103.41
		Aug Ads	\$95.40
	eTARGET	Email Marketing	\$41.25
Digital Total	ETANGET	Email Marketing	\$38,408.86
	TRAVEL SOLUTIONS BY DESIGN CORP	TNAAC	\$25.47
International Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	TMAC	•
International Promotion Total	ASAB U.C.	L . Ad-	\$25.47
Outdoor & Integrated Packages	AFAR, LLC	Jun Ads	\$1,100.00
	GARDEN AND GUN MAGAZINE, LLC	Jun Digital Ads	\$1,000.00
		Aug Ads	\$1,100.00
	MEREDITH CORPORATION	Southern Living Ads	\$236.59
		Southern Living Jun Ads	\$451.14
		Southern Living Jul Ads	\$459.57
		Magnolia Magazine Ads	\$1,950.00
		Southern Living Sep Ads	\$2,250.00
		Southern Living Digital Ads	\$69.49
	OGDEN PUBLICATIONS INC	Grit Magazine Summer Ads	\$430.00
	PROJECT X MEDIA INC	OOM Billboards	\$564.70
		OOM Billboards	\$737.40
		OOM Billboards	\$158.80
	SOUTHBOUND PUBLISHING INC	Okra Magazine Ads	\$136.80
	THE STREET	Jun Ads	\$363.09
Outdoor & Integrated Packages Total			\$11,007.58
Research	C2ER-LMI	Cost of Living Calculator	\$3.50
	COSTCO WHSE	Next Factor Research	\$0.45
	DAGWOODS DELI	Next Factor Research	\$5.00
	FLIP TO INC	Destination Analytics	\$600.00
	HOMEWOOD SUITES	Next Factor Research	\$10.41
	KEY DATA	Data Dashboard	\$227.64
	LONGWOODS INTERNATIONAL USA	Tourism Visitor Research	\$147.50
	LUCKIE & COMPANY LLC	Jun Services	\$336.75
	200112 0 0011171111 220	Jul Services	\$336.75
		Visitor Analytics	\$250.00
		Aug Services	\$336.75
	MMGY GLOBAL LLC	Brand Perception Study	\$112.50
		Travel Data 2022	\$114.60
	NEXTFactor Enterprises Inc	Tourism Research Jul	\$210.28
		Tourism Research	\$210.28
		TOUTISHT NESCALUI	7210.28

		Tourism Research	\$210.28
	PATLIVE	Visitor Tracking	\$3.63
		Visitor Research	\$3.73
		Visitor Tracking	\$3.72
	U.S. TRAVEL ASSOCIATION	Accessibility Travel	\$50.00
	ZARTICO INC	Data Reports	\$475.00
Research Total			\$3,648.77
Social & Search Media	FACEBOOK	Jun Ads	\$93.81
		Jun Ads	\$491.46
		Jul Digital Ads	\$22.42
		Jul Digital Ads	\$82.45
		Jul Ads	\$532.65
		Visitor Guide Ads	\$52.04
		Aug Ads	\$97.65
		Aug Ads	\$501.53
		Aug Visitor Guide Ads	\$57.96
	GOOGLE ADS	Jun Ads	\$22,403.03
		Jul Digital Ads	\$34,005.07
		Aug Ads	\$1,084.07
	MICROSOFT ADS	Jun Ads	\$84.91
		Jul Digital Ads	\$99.09
		Aug Ads	\$84.91
	MMGY GLOBAL LLC	Social & Search Media	\$5,598.00
		Jul	<i>+-,</i>
		Social Media Influencer	\$17.72
		Social & Search Media Aug	\$5,598.00
		Social & Search Media Sep	\$5,598.00
	PINTEREST ADS	Jun Ads	\$18.42
		Jun Ads	\$220.83
		Jul Ads	\$565.29
		Aug Ads	\$19.40
		Aug Ads	\$555.36
	TIK TOK INC	Jun Ads	\$25.58
		Jun Ads	\$406.33
		Jul Ads	\$1,410.10
	WWW.SOCIALVENU.COM	Video Host Platform	\$1.65
		Social Video Platform	\$1.65
Social & Search Media Total			\$79,729.38
Television	ALPHONSO INC	Jul Ads	\$714.23
	AMPERSAND	May Cable Ads	\$46.62
		Cable TV Ads Jul	\$1,239.26
		Cable TV Ads Jun	\$2,166.11
	CROSS OVER MARKETING, LLC	Stand Up To Cancer Promo	\$3,437.50
	GSTV DESTINATION MEDIA INC	Jun Ads	\$360.62
		Jul Ads	\$189.37
	HULU, LLC	Apr Ads	\$328.20
		May Ads	\$374.61

Grand Total			\$147,863.64
Television Total			\$12,039.42
		Sponsorship	
	UNDISCOVERED PRODUCTIONS LLC	Undiscovered America	\$165.00
		Jun Ads	\$357.92
		Jul Ads	\$351.51
	NBC UNIVERSAL	May Ads	\$316.80
		Aug Ads	\$353.89
		Jul Ads	\$431.49
	MIQ DIGITAL USA INC	Jun Ads	\$515.30
		Jul Ads	\$329.35
		Jun Ads	\$361.64