

**Myrtle Beach Area Chamber of Commerce -30% Horry County Report
4th Quarter 2019 Tourism Spending**

Sum of 30% HC A-Tax			
Marketing Description	Vendor Name	Vendor / Transaction Description	Total
DIGITAL	FLIP TO	Social Platform	\$ 802.22
		Social Platform DMO	\$ 927.00
	VISIBILITY & CONVERSIONS, LLC	Dec Add'l Campaign	\$ 57.75
		December digital campaign	\$ 5,180.28
		November digital campaign	\$ 6,615.01
		October Digital Campaign	\$ 13,042.02
DIGITAL	Total		\$ 26,624.28
GENERAL CONSUMER PROMO	DELTA AIRLINES	Cocktail Artist Mix Off Flight	\$ 15.90
	STAMATS COMMUNICATIONS	November Meetings Today	\$ 90.00
GENERAL CONSUMER PROMO	Total		\$ 105.90
TELEVISION	CORINTHIAN MEDIA INC	Dec Adv LAF	\$ 65.55
		Dec LAF Radio	\$ 31.86
		Fall Campaign Johnstown	\$ 95.00
		Fall Campaign Nov	\$ 95.00
		Nov Traffic	\$ 36.75
	CORINTHIAN MEDIA INC.	Fall Radio LAF Nov	\$ 39.71
		LAF Fall Nov	\$ 65.55
	CORINTHIAN MEDIA, INC.	August Traffic Bill	\$ 452.13
		August Traffic Spots	\$ 36.75
		August TV Fall Campaign	\$ 64,552.43
		LAF July TV Fall Adv	\$ 65.55
		LAF Radio August Adv	\$ 18.53
		LAF Radio July Fall Adv	\$ 18.53
		LAF TV August Fall Adv	\$ 65.55
		Oct Fall Campaign w/ credit	\$ 64,314.56
		October LAF Fall Radio	\$ 53.04
		October LAF Fall TV	\$ 46.17
		October Traffic Bill	\$ 36.75
		Sept LAF Fall Radio	\$ 46.39
		Sept LAF Fall TV	\$ 82.65
		Sept Traffic Bill	\$ 36.75
		September Fall Campaign TV	\$ 108,136.25
	September WJZY Sponsor TV	\$ 42.75	
TELEVISION	Total		\$ 238,434.20
TRADITIONAL	THE BRANDON AGENCY	Campground FB Adv October	\$ 4,285.68
		Campground Lamar Billboard Aug	\$ 785.88
		Campground Lamar Billboard Oct	\$ 1,411.76
		Dec Lamar Campground Adv	\$ 523.53
		Good Sam Directory Ad	\$ 1,537.50
		Nov Campground Lamar Adv	\$ 523.53
		Oct Campground Lamar Adv	\$ 523.53
		October Good Sam Directory Adv	\$ 28,886.78
		Sept Campground Lamar Adv	\$ 523.53
	VISIBILITY & CONVERSIONS, LLC	October Campground Digital Campaign	\$ 25,000.00
TRADITIONAL	Total		\$ 64,001.72
Grand Total			\$ 329,166.10