

**Myrtle Beach Area Chamber of Commerce -30% Myrtle Beach A-Tax
4th Quarter 2020 Tourism Investments**

Account Description	Vendor Name	Vendor / Transaction Description	Sum of 30% MB A-Tax	
AIR SERVICE	I Heart Media	July Campaign	\$ 9,067.10	
	Visibility & Conversions	December campaign	\$ 15,000.00	
		Nov Campaign	\$ 10,312.50	
		Oct / Fall campaign	\$ 20,000.07	
AIR SERVICE Total		\$ 54,379.67		
CO-OP MARKETING	Brand USA	BUSA Partnership	\$ 5,250.00	
CO-OP MARKETING Total		\$ 5,250.00		
CREATIVE DEVELOPMENT	Amazon Marketplace	Smartphone Video Microphone	\$ 6.80	
	American Express	Holiday Video Shoot	\$ 5.00	
	Battle Strategies	FB Live & Blogs Dec	\$ 142.50	
		FB Live & Blogs Nov	\$ 52.50	
		FB Live & Blogs Oct	\$ 95.62	
		FB Live & Blogs Sept	\$ 86.25	
	C2Er	Cost of Living Calculator	\$ 35.00	
		Issuu	digital visitor guide software Dec	\$ 4.50
			digital visitor guide software Nov	\$ 4.50
			digital visitor guide software Oct	\$ 4.50
	digital visitor guide software Sept		\$ 4.50	
	Photoshelter, Inc.	photo editor storage	\$ 749.90	
	Simpleview	Act on Nov	\$ 417.00	
		Act on Oct	\$ 417.00	
		Act on, support Dec	\$ 1,317.00	
		Oct SQL hosting, support	\$ 1,109.70	
	Squarespace Inc.	Support Hours Nov	\$ 150.00	
		web hosting MBCVB	\$ 23.54	
	Tulsa Connect	web hosting Oct	\$ 20.50	
		Web hosting Sept	\$ 20.50	
Web server Dec		\$ 20.50		
website hosting Nov		\$ 20.50		
Visual Destinations Llc	web services Dec	\$ 890.00		
	web services Nov	\$ 890.00		
	web services Oct	\$ 890.00		
Web Networksolutions	Domains VMB.org,MBWelCtr.com	\$ 11.60		
CREATIVE DEVELOPMENT Total		\$ 7,389.41		
DESTINATION PUBLICITY	American Express	Travel Writer	\$ 88.00	
		Y Travel Blog Trip Giveaway	\$ 40.00	
	Fahlgren Mortine	Addl Oct Promos	\$ 63.00	
		Clip serv, media visit	\$ 572.08	
		Dec clipping services	\$ 132.84	
		dec holiday campaign	\$ 210.00	
		Dec promotions	\$ 1,326.00	
		Dec social campaign	\$ 480.00	
		Fall Campaign	\$ 171.00	
		Holiday Campaign	\$ 57.00	
		Nov promos	\$ 1,326.00	
Oct Oop Media visit	\$ 51.04			
October Promos	\$ 1,326.00			
Long Bay Resort	Media Hosting	\$ 18.10		
DESTINATION PUBLICITY Total		\$ 5,861.06		
DIGITAL	Bandwango	Adv Platform	\$ 337.50	
	Flip To	Dest Mrktg Platform	\$ 9,806.49	
	Visibility & Conversions	December campaigns	\$ 9,750.00	
		Nov campaigns	\$ 18,375.00	
Oct/Fall campaigns		\$ 30,936.53		
DIGITAL Total		\$ 69,205.52		
GENERAL CONSUMER PROMO	American Express	Trip Giveaway	\$ 50.00	
	Angus Steakhouse & Seafood	Trip Giveaway	\$ 7.00	
	AT&T Bill Payment	MWC Hotspot	\$ 13.88	
	Carolina Steak And Seafood	Trip Giveaway	\$ 2.50	
	Com-Connect Llc	Dec Call Center & Chat	\$ 2,718.20	
		Nov Call Center & Chat	\$ 2,718.20	
		Oct Call Center & Chat	\$ 2,718.20	
	Crab Daddy's Seafood	Trip Giveaway	\$ 5.00	
	Crabby George's Seafood Buffet	Trip Giveaway	\$ 15.00	
	ESPN Productions	MB Bowl Sponsorship	\$ 15,000.00	
	Loco Gecko At Crown Reef	Trip Giveaway	\$ 5.00	
	Lucky Dog Television Productions	Beach Ball Classic	\$ 5,750.00	
	MMGY Global LLC	Branding Project	\$ 4,000.00	
		Media Planning service	\$ 3,440.50	
		Media Strat Planning	\$ 3,440.50	
	NASCAR Racing Experience	Trip Giveaway	\$ 125.00	
	Pitney Bowes	exp monthly ppd pstg @10/31/20	\$ 1.16	
exp monthly ppd pstg @11/30/20		\$ 2.16		

	exp monthly ppd pstg @12/31/20	\$ 1.99
Ripley's Aquarium	Trip Giveaway	\$ 5.00
RipTydz	Trip Giveaway	\$ 5.00
Ups	Bulk UPS Postage	\$ 87.99
	Marketing UPS Postage	\$ 4.43
Usps	record postage @ 10/31/2020	\$ 34.00
	record postage @ 11/30/2020	\$ 12.86
	record postage @ 12/31/2020	\$ 26.02
Visitor Center Services	Visitor Center Services	\$ 19,099.89

GENERAL CONSUMER PROMO Total \$ 59,289.48

GROUP SALES	7-Eleven 33059	Connect - Gas for Rental Car	\$ 0.47
	ACL LLC	Cornhole Marketing Support	\$ 1,500.00
	AENC	Stay Visible Package Adv	\$ 170.00
	Alabama Theatre	Group Tour FAM	\$ 8.77
	Amazon Mktp Us	Connect FAM supplies - Nov	\$ 1.20
		FAM Tour - Thermometer	\$ 2.50
		Supplies for Connect FAM - Nov	\$ 6.24
	Amazon.Com	Group Travel Leader FAM - supplies	\$ 6.69
	Atlanta Airport	Small Market Meetings - Dinner	\$ 2.28
	Atlanta Bread & Bar	Connect - Breakfast	\$ 0.27
		Connect - Staff Breakfast	\$ 0.27
		Connect -Food/Beverage	\$ 0.30
	Avista Resort	Group Tour FAM	\$ 132.59
	Barefoot Queen	Group Travel Leader FAM - Suns	\$ 42.89
	Bath & Body Works 4404	Group Travel Leader FAM - supp	\$ 3.48
	Bolo Promos & Apparel Llc	logo promo items	\$ 238.15
	Brookgreen Gardens	Connect FAM Tour - Nov	\$ 8.40
		Site Visit - NatGLC - 2021 8th	\$ 15.00
	BSL	Mktg sppt black softball	\$ 400.00
	Budget Rent-A-Car	Small Market Meetings - Rental	\$ 20.14
	Bummz Beach Cafe	Sports Express Site Visit Lunch	\$ 10.24
		Triple Crown Sports Site Visit	\$ 10.28
	Carolina Limo/Bus Svcs	Connect FAM - Transportation	\$ 245.00
		Connect FAM - Transportation	\$ 72.25
	Chicken And Beer	Connect - Lunch	\$ 1.70
		Connect - Staff Lunch	\$ 1.47
		Connect Marketp-Food/Beverage	\$ 2.17
		Meetings Today Live - Lunch	\$ 2.50
	Church Of God A Worldwide Associatio	Mktg support	\$ 500.00
	Cibo Gate 72	Connect Marketp-Food/Beverage	\$ 0.53
	City Of Myrtle Beach	City Sports Mktg Spp	\$ 10,000.00
	Connect	Connect Div Reg	\$ 445.00
		FAM Tour	\$ 2,000.00
		mktplace booth	\$ 420.00
		Mktplae Assoc Reg	\$ 445.00
		Registration	\$ 445.00
	Croissants Bakery & Cafe	GLT FAM Food & Bev	\$ 28.43
	CVENT	cvent adv	\$ 2,473.69
	Cvs/Pharmacy #05524	Connect FAM supplies - Nov	\$ 1.24
	Delta Airlines	Connect - Staff Airfare	\$ 2.31
		Connect - Staff Luggage	\$ 6.00
		Connect Marketpl-Baggage Fee	\$ 6.00
		Connect Marketplace airfare	\$ 38.72
		Connect Marketplace Specialty	\$ 38.72
		Connect Marketplace-airfare	\$ 18.70
		Connect Marketplace-Airfare	\$ 44.02
		Meetings Today Live - Airfare	\$ 39.72
		Revised booking for Connect	\$ 2.20
		Small Market Meetings Airfare	\$ 37.02
	Destination Marketing Ass	Groups Impact Calculator	\$ 980.00
	El Cerro Mex Bar & Grill-	Sports Express Site Visit Dinner	\$ 11.53
	Embassy Suites	Site Visit -coffee /water	\$ 1.74
		Triple Crown Sports Site Visit	\$ 44.35
	Employee Reimbursement	FAM	\$ 12.14
		FAM and Site visits	\$ 41.86
		FAM OOP expenses	\$ 15.16
	Enterprise Rent-A-Car	Connect - Rental Car	\$ 17.02
		Connect FAM Rental Car	\$ 51.85
		Meetings Today Live Rental Car	\$ 19.76
	Enterprise Toll	Connect Specialty Toll	\$ 0.98
		Meetings Today Live Toll	\$ 1.50
	Envents Llc	Military Grp Reg Spp	\$ 39.00
	Fords Garage Orlando	Meetings Today Live - Lunch	\$ 1.91
	Freedom Sports Association	marketing support	\$ 375.00
	French Lick Fd	Small Market Meetings - Room	\$ 53.90
	French Lick Gift	Small Market Meetings - Breakf	\$ 0.66
	Global Experience Spec	Connect - Tradeshow Booth Elec	\$ 23.91
	Group Tour Media Inc	Student Grp Tr Oct	\$ 500.00

Group Tour Media, Inc.	Nov/Dec FP Ad	\$ 390.00
	Oct banner ad	\$ 70.00
Group Travel Leader	FAM December	\$ 1,000.00
	Grp Trvl Ldr FAM Dec	\$ 1,000.00
Grumpy Monk 3	Sports Express Site Visit Lunch	\$ 9.80
Heidis Corner	Connect FAM Tour - 11/9-11/13/	\$ 45.47
	Site Visit Meal - NatGLC Plann	\$ 16.82
	Sports Express Site Visit Breakf	\$ 8.02
Hilton Hotels	Connect FAM - hotel room	\$ 8.85
Hilton MB Retail Shores M	Connect Fam Breakfast	\$ 0.64
	Connect FAM Tour - 11/9-11/13/	\$ 0.66
Hilton Myrtle Beach Resort	Connect FAM Mtgs	\$ 167.66
	Sports express site	\$ 103.89
Hub International Southeast	Connect Show Insurance	\$ 74.02
Island Vista	12 Days of Chrismtas Prize Pack	\$ 59.16
Leisure Time Unlimited	Group Travel Leader FAM: Transporation	\$ 340.41
Marriott Orlando	Connect - Room, Tax, Parking,	\$ 69.82
	Connect - Staff Lodging	\$ 60.41
	Connect - Starbucks Staff Brea	\$ 1.22
	Connect Marke-Accommodations -	\$ 60.41
	Connect Marketp-Food/Beverage	\$ 0.37
Marriott Siro	Connect - Dinner	\$ 4.30
	Connect - Staff Dinner	\$ 2.53
	Connect Marketp-Food/Beverage-	\$ 3.29
Meetings Today	Meetings Marketing Nov	\$ 512.50
	Meetings Today email campaign	\$ 1,000.00
MHD Services	Dec SpecialtyMkt	\$ 377.49
	Nov SpecialtyMkt	\$ 377.49
	Oct Specialty Mkt	\$ 377.49
	Site Visit specialty	\$ 6.04
Military Reunion Network	Reg, listing, adv	\$ 69.90
Morimoto Asia	Connect - Dinner	\$ 4.60
	Connect - Staff Dinner	\$ 3.20
	Connect Marketp-Food/Beverage	\$ 4.98
	Meetings Today Live - Lunch	\$ 3.89
Multiview	NASC Adv	\$ 728.87
Murphy7752	Connect FAM Gas for rental car	\$ 2.96
Murphy7753	Connect FAM gas for the rental	\$ 1.05
Northstar Travel Media	Meetings Adv Pkg Q3	\$ 3,575.00
	Q4 Meetings Adv	\$ 3,575.00
	Sports trvl adv pkg	\$ 2,000.00
Offense-Defense Sports	Mktg Sppt Offense Defense	\$ 500.00
Office Depot #1214	FAM Tour - Hand Sanitizer	\$ 3.13
Officemax/Depot 6818	FAM Tour- Face Mask only rece	\$ 4.32
Ohana Hawaiian Bar & Grill	Small Market Meetings - Lunch	\$ 3.96
Paris Sports Management	add'l Dec sports promos	\$ 50.00
	Nov Sports OOP	\$ 18.28
	Oct sports oop	\$ 13.51
	Sports Promo NOV	\$ 1,576.40
	Sports Promo Dec	\$ 1,576.40
	Sports Promo Oct	\$ 1,576.40
Paypal Group	Small Market Mtgs Registration	\$ 199.50
Pirates Voyage Ticketing	Group Travel Leader FAM Thomas	\$ 4.90
Pitney Bowes	exp monthly ppd pstg @10/31/20	\$ 1.75
	exp monthly ppd pstg @11/30/20	\$ 1.88
Premier Travel Media	Sports Planning Guide	\$ 349.50
Ripley's Mb Aq	Connect FAM Ripleys admission	\$ 4.77
	Group Travel Leader FAM Food	\$ 37.50
Rps Myrtle Beach	Connect - Airport Parking	\$ 4.00
	Connect FAM Parking for Pick u	\$ 0.40
	Meetings Today Live Airport Pa	\$ 4.00
	Small Market Meetings - Airpor	\$ 4.00
Rustic Table	Triple Crown Sports Site Visit	\$ 10.02
Skywheel Myrtle Beach	Group Travel Leader FAM - Skyw	\$ 2.50
Speedway 06901	Meetings Today Live Gas for rental car	\$ 0.72
Spinnaker Dme	Midwest Sales Promo Dec	\$ 220.00
	Midwest Sales Promo Nov	\$ 220.00
	Midwest Sales Promo Oct	\$ 220.00
Sports Events & Tourism Assoc	Sports ETA Sponsorship	\$ 1,000.00
Sports Facilities Management	MBSC Q4 reimbursements	\$ 475.22
	SFA Q3 Mktg	\$ 376.82
Sq Brookgreen Gardens	Group Travel Leader FAM	\$ 18.50
	Group Travel Leader FAM	\$ 1.90
	Group Travel Leader FAM Deposit	\$ 10.00
Sq Sea Captain's House	Connect FAM Tour - 11/9-11/13/	\$ 7.73
Stamats Communications	Meeting Today Oct Digital	\$ 162.50
	Meetings Today August	\$ 812.50
	Meetings Today Digital March	\$ 600.00

		Meetings Today FP Ad	\$ 450.00
		Meetings Today Full Page	\$ 450.00
		Meetings Today Live Show	\$ 250.00
		Meetings Today Sept Ad	\$ 450.00
		Meetings Today Sept Adv	\$ 62.50
		Meetings Today Sports Ad	\$ 200.00
		Sept Meetings Today Email Camp	\$ 250.00
	Starbucks Store 47828	Triple Crown Sports Site Visit	\$ 0.83
	Stetson Convention Services	Connect-Booth Furnishings	\$ 169.38
	T2H Advertising	MBSC hosting Q4	\$ 12.00
		MBSC website	\$ 33.75
	Target.Com	Connect FAM Tour - 11/9-11/13/	\$ 7.78
	The Express Conferences	site visits	\$ 282.12
	Thorntons #0020	Small Market Meetings - Gas	\$ 1.34
	Top Gun Sports Llc	Top Gun mktg Sprr	\$ 1,500.00
	Touchstone Merchandise	Military promo pins	\$ 246.69
		Promo Items - Keychains	\$ 270.54
	Tst Azteca D Oro Restaur	Connect - Lunch	\$ 1.58
		Connect - Staff Lunch	\$ 1.39
		Connect Marketp-Food/Beverage	\$ 2.18
	Tst Wicked Tuna - 2Nd Av	Site Visit Lunch	\$ 8.79
	Tst Wicked Tuna - MI	Connect FAM Tour - 11/9-11/13/	\$ 84.13
		Group Travel Leader FAM Food	\$ 128.79
	Uber Trip	Connect Mark-Uber to Airport	\$ 1.93
	Ups	Group Sales UPS Postage	\$ 37.72
	Venmo	Connect FAM - supplies	\$ 24.72
	Walgreens #17258	Group Travel Leader FAM	\$ 1.40
	Westin Swan	Meetings Today Live - hotel	\$ 26.44
		Meetings Today Live- hotel	\$ 59.27
GROUP SALES	Total		\$ 53,296.31
INTERNATIONAL PROMO	Brand USA	Mktplace&Travel week	\$ 400.00
	Envoy Network Inc	Dec dist & storage	\$ 13.00
		Nov dist & storage	\$ 12.22
		Oct dist & storage	\$ 21.96
		Sept dist & storage	\$ 18.82
	Travel Solutions By Design Corp	Canada Promo Dec	\$ 1,003.54
		Canada Promo Nov	\$ 1,003.45
		Canada Promo Oct	\$ 1,003.44
		OOP Exp Q4	\$ 176.15
		Outdoor Adv Canada	\$ 150.00
INTERNATIONAL PROMO	Total		\$ 3,802.58
OUTDOOR/PRINT	Adams Outdoor Advertising	I95 billboards Oct	\$ 1,450.00
		I95 billboards Sept	\$ 1,450.00
		I95 boards Nov	\$ 1,450.00
		I95 Dec boards	\$ 1,450.00
	Data Publishing	directory adv	\$ 30.50
		Directory Adv Nov	\$ 30.50
		Directory Adv Oct	\$ 30.50
	The Brandon Agency	Adams I95 Dec	\$ 1,323.53
		Adams I95 Nov	\$ 1,323.53
		Adams I95 Oct	\$ 1,323.53
OUTDOOR/PRINT	Total		\$ 9,862.09
RESEARCH	Coastal Carolina University	Center Resort Tourism	\$ 15,000.00
	Destination Marketing Assoc	Industry Research	\$ 2,340.90
	Equation Research	2019 Impact Study	\$ 3,987.00
	Key Data	Data Dashboard	\$ 1,800.00
	Luckie & Company Llc	Covid Response Repor	\$ 169.99
		Dec reporting	\$ 297.00
		December research	\$ 2,351.70
		Nov Research	\$ 2,351.70
		Oct Research	\$ 2,351.70
	MMGY Global LLC	Branding Focus Group	\$ 4,410.00
		Branding Project	\$ 250.00
		Traveler Study Report	\$ 450.00
	Patlive	Research tracking Dec	\$ 70.25
	Patlive/Hostednumbers	research tracking	\$ 169.26
	Smk Surveymonkey.Com	Research software annual subsc	\$ 176.58
	Tourism Economics LLC	Tourism Forecast Reports	\$ 540.00
	Ubermedia	December Reporting	\$ 1,521.00
		Nov reporting	\$ 1,521.00
		October reporting	\$ 1,521.00
	Us Travel Association	tourism reports	\$ 4,872.50
RESEARCH	Total		\$ 46,151.58
TELEVISION	Broadcast Buying Services, Inc.	Fall Cable Adv	\$ 123.49
		Fall Cable Campaign	\$ 717.25
		Fall Natl Cable	\$ 364.80
		Summer Cable Adv	\$ 755.25
	Corinthian Media, Inc.	Aug Fall Campaign	\$ 5,626.95

		Aug Traffic	\$	19.60
		Fall Campaign Oct	\$	11,897.23
		LAF Radio Adv	\$	24.69
		LAF Radio Oct	\$	24.69
		LAF Summer	\$	87.40
		LAF Summer Radio	\$	24.69
		LAF TV Oct	\$	87.40
		Nov Fall Campaign	\$	34.01
		Oct Traffic	\$	9.80
		Sept Fall Campaign	\$	22,421.74
		Sept Traffic	\$	10.96
		Summer Campaign	\$	43,704.56
		Summer LAF Adv	\$	87.40
TELEVISION	Total		\$	86,021.91
Grand Total			\$	400,509.61