

**Myrtle Beach Area Chamber of Commerce -30% Horry County A-Tax  
Oct - Dec 2022 Tourism Investments**

Accountability Category	Paid To	Memo	HC Atax Amount
Digital	ALPHONSO INC	Sep Fall CTV Ads	\$3,276.45
		Oct Fall CTV Ads	\$2,923.94
		Nov Ads	\$5,103.44
		Nov/Dec Ads	\$5,886.56
	AMAZON ADVERTISING, LLC	Nov Ads	\$3,325.18
		Dec Ads	\$7,665.06
	AWARITY	Chef Swap Ads	\$2,637.60
	BANDWANGO, INC	Oct Ads Platform	\$53.12
		Nov Ads Platform	\$53.12
	CAUSAL IQ	Sep Fall Ads	\$962.24
		Oct Fall Ads	\$1,220.86
	CONDE NAST	Sep Native Article Ads	\$934.31
		Oct Native Article Ads	\$5,659.55
		Dec Native Article Ads	\$4,651.66
	CONVERSANT, LLC	Nov Winter Ads	\$727.84
		Dec Winter Ads	\$1,470.16
	EXPEDIA	Aug Ads	\$3,049.00
		Sep Ads	\$2,211.84
		Oct, Nov, Dec Ads	\$5,229.51
	FACEBOOK	Local Community Oct Ads	\$4,674.45
		Oct Camping Ads	\$2,370.03
		Campground Ads Oct	\$2,637.23
		Oct Local Community Ads	\$5,288.23
		Nov Local Community Ads	\$7,530.06
	GOOGLE ADS	Local Community Oct Ads	\$2,788.67
		Campground Ads Oct	\$4,000.00
		Campground Ads Nov	\$4,700.00
		Campground Ads	\$5,599.02
		Dec Ads	\$5,231.24
		Nov Ads	\$5,166.05
	HEARST MAGAZINE	Oct, Nov, Dec Ads	\$893.61
	IHEART MEDIA	Holiday/Winter Ads	\$822.68
	MEREDITH CORPORATION	Sep Food & Wine Magazine Ads	\$700.28
		Oct Food & Wine Magazine Ads	\$618.52
	MICROSOFT ADS	Dec Ads	\$845.94
		Sep Fall Ads	\$1,159.72
		Fall Ads Oct	\$772.21
		Nov Ads	\$658.52
	MMGY GLOBAL LLC	Winter Promo	\$5,057.05
	MOBILEUSE LLC	Sep Summer Ads	\$285.74
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Social Ads	\$6,900.00
		Dec Campground Ads	\$6,700.00
	OGURY INC	Sep Fall Ads	\$729.06
		Oct Fall Ads	\$589.73
	PANDORA MEDIA INC	Nov Ads	\$2,477.76
		Nov/Dec Ads	\$2,701.27
	PINTEREST ADS	Sep Fall Ads	\$20.28
		Oct Fall Ads	\$4,340.31
		Dec Ads	\$780.46
		Nov Ads	\$829.14
	PRECISE TV	Nov Ads	\$1,379.45
		Oct, Nov, Dec Ads	\$1,170.23
REDDIT INC ADS	Dec Ads	\$4,075.93	
SAMSUNG ELECTRONICS AMERICA	Sep Fall Ads	\$2,273.47	
	Aug Summer Ads	\$7,939.37	
	Oct Fall Ads	\$3,924.89	
	Nov Ads	\$289.15	
SLIGHTLY	Chef Swap Video Ads	\$2,228.92	
	Chef Swap Nov Ads	\$408.68	

	SOJERN INC	Sep Ads	\$3,740.28	
		Oct Ads	\$3,648.01	
		Oct Ads	\$1,158.27	
		Sep Ads	\$25.79	
		Sep Ads	\$13.11	
		Nov Ads	\$254.75	
		Nov Ads	\$2,840.70	
		Dec Ads	\$2,326.35	
	SPORTS ILLUSTRATED	Nov Winter Ads	\$1,432.59	
		Dec Winter Ads	\$2,386.43	
	TABOOLA	Nov Ads	\$946.51	
		Dec Ads	\$811.41	
	TASTEMADE, INC	Oct Fall Ads	\$439.60	
	THE SLATE GROUP LLC	Jul Podcast Ads	\$2,869.49	
		Sep Podcast Ads	\$1,783.90	
		Oct Podcast Ads	\$338.49	
		Nov Podcast Ads	\$4,217.63	
		Dec Podcast Ads	\$961.43	
	TIK TOK INC	Sep Summer Ads	\$31.01	
		Oct Fall Ads	\$2,857.40	
		Oct Winter Ads	\$6.00	
		Nov Winter Ads	\$1,986.73	
		Dec Winter Ads	\$1,948.27	
	TINYBEANS USA LTD.	Nov/Dec Winter Ads	\$2,198.00	
	TRAVEL DESK	Community Event Ads	\$5,070.60	
		Sep Ads	\$3,032.38	
		Sep CTV Ads	\$624.48	
		Oct Ads	\$5,138.69	
		Oct CTV Ads	\$2,892.32	
		Community Event Ads	\$4,353.68	
		Nov Ads	\$2,371.47	
		Nov Winter Ads	\$713.24	
		Dec Ads	\$3,640.18	
		Dec Winter Ads	\$1,484.76	
	TRAVEL ZOO	Aug Ads	\$478.24	
		Top 20 Email Sep	\$1,318.80	
		Sponsored Content Aug	\$2,637.60	
		Sep Ads	\$411.42	
		Oct Ads	\$278.66	
		Top 20 Email Nov	\$1,318.80	
		Nov Ads	\$203.71	
		Dec Ads	\$340.34	
	TRIP ADVISOR	Aug Ads	\$1,006.53	
		Sept Ads	\$733.06	
		Oct Ads	\$601.00	
		Nov Ads	\$495.20	
		Dec Ads	\$599.11	
		Dec Ads	\$183.08	
	TWITTER	Sep Fall Ads	\$30.79	
		Oct Fall Ads	\$2,312.42	
		Nov Ads	\$276.91	
	USA TODAY	Aug Summer Ads	\$1,476.97	
	YAHOO AD TECH LLC	Sep Ads	\$1,876.65	
		Oct Ads	\$2,789.77	
		Nov Ads	\$1,163.43	
		Dec Winter Ads	\$2,280.71	
	eTARGET	Email Marketing Oct	\$439.60	
	<b>Digital Total</b>		<b>\$260,395.57</b>	
	General Consumer Promotion	CONWAY AREA CHAMBER OF COMMERCE	Event Marketing	\$50,000.00
		ESPN PRODUCTIONS	MB Bowl Sponsorship	\$40,000.00
		LITTLE RIVER CHAMBER OF COMMERCE	Event Marketing	\$75,000.00
		LORIS CHAMBER OF COMMERCE	Loris Bogg Off Marketing	\$30,000.00
		NMB CHAMBER OF COMMERCE	Event Marketing	\$150,000.00

	TOWN OF AYNOR	Harvest Hoedown Festival Marketing	\$10,000.00
	TRAVEL DESK	Local Community Promo	\$5,075.82
<b>General Consumer Promotion Total</b>			<b>\$360,075.82</b>
Outdoor & Print	BRANDON AGENCY	Campground Billboard	\$727.06
		Nov Camping Board	\$727.06
		Dec Camping Board	\$727.06
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Billboard	\$3,900.00
<b>Outdoor &amp; Print Total</b>			<b>\$6,081.18</b>
Television	AMPERSAND	Aug Summer Ads	\$6,083.06
		Chef Swap Ads	\$5,267.02
		Nov Fall Ads	\$8,917.98
		Jul Aug Ads	\$998.36
		Chef Swap Ads	\$109.14
		Oct, Nov, Dec Ads	\$8,622.03
		Nov Fall Ads	\$1,591.79
		Chef Swap Ads	\$462.88
		Dec Cable Ads	\$299.22
<b>Television Total</b>			<b>\$32,351.48</b>
<b>Grand Total</b>			<b>\$658,904.04</b>