

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

Accountability Category	Paid To	Memo	SSB Atax Amount
Creative Development	MEDIA COAST	SSB Website	\$56.25
Creative Development Total			\$56.25
Destination Publicity	AMERICAN EXPRESS	Media Visit	\$10.00
	ASHLEE MORROW CARSON	Sep Culinary Blog Articles	\$11.50
		Oct Culinary Blog Artides	\$15.30
		Nov Blog & Social Posts	\$10.80
		Dec Culinary Blogs	\$12.30
	ASHLEY DANIELS	Nov/Dec Blogs	\$5.20
	BOLO PROMOS & APPAREL LLC	MBI Sunglasses Cases	\$16.08
		VMB Myrtle Moms Earbud Cases	\$33.35
		VMB Sunglasses Cases	\$30.74
	CROISSANTS BISTRO &	Chef Swap Promo	\$6.62
	EMPLOYEE REIMBURSEMENT	Chili Cookoff FB Promo	\$0.50
	FACEBOOK	Chef Swap Promo	\$30.84
	FAHLGREN MORTINE	Sensory Friendly Book	\$25.50
		Oct Promos	\$306.00
		Chef Swap	\$42.75
		Sensory Friendly Book	\$5.25
		Sensory Friendly Media	\$9.75
		Chef Swap	\$10.50
		Nov Promos	\$306.00
		PR Newswire	\$33.00
		Sensory Friendly Book	\$46.42
		Sensory Friendly Media	\$15.75
		Dec Promos	\$306.00
		OOP Publicity	\$45.65
		Sensory Friendly Advisory Panel	\$3.00
		Sensory Friendly Book	\$29.25
	Sensory Friendly Media	\$32.25	
	FEDEX OFFICE	Chef Swap Promo	\$1.36
	FRAME FACTORY INC	Chef Swap Promo	\$9.16
	KATHRYN C. HEDGEPATH	History Blogs Nov	\$3.60
		History Blogs Dec	\$7.20
	LANDS END BUS OUTFITTERS	VMB Items	\$6.92
	EMPLOYEE REIMBURSEMENT	PR Programs	\$2.95
	NATIVE SONS	Chef Swap Promo	\$91.56
	PROFORMA EXECUTIVE BUSINESS SERVICES	VMB Bags	\$122.63
	REBECCA EUZABETH JEFFREYS	Autism Blog Articles	\$4.20
		Autism Blog Articles	\$2.80
	SPRINGHILL INN & SUITE	Video Shoot	\$7.53
	TIFFANY DONITHAN	MB Karaoke Social Media	\$8.00
	WAL-MART	Chef Swap	\$0.21
	WWW.SOCIALVENU.COM	Social Video Platform	\$4.00
	Zoom.us	Virtual Media Tours	\$0.65
		Virtual Media Tours	\$0.65
		Virtual Media Tours	\$1.30
Destination Publicity Total			\$1,675.02
Digital	ALPHONSO INC	Sep Fall CTV Ads	\$409.93
		Oct Fall CTV Ads	\$365.83
		Nov Ads	\$638.51
		Nov/Dec Ads	\$736.49
	AMAZON ADVERTISING, LLC	Nov Ads	\$416.03
		Dec Ads	\$959.00
	AWARITY	Chef Swap Ads	\$330.00
	BANDWANGO, INC	Oct Ads Platform	\$6.65
		Nov Ads Platform	\$6.65
	CAUSAL IQ	Sep Fall Ads	\$120.39
		Oct Fall Ads	\$152.75

CONDE NAST	Sep Native Article Ads	\$116.89
	Oct Native Article Ads	\$708.09
	Dec Native Article Ads	\$581.99
CONVERSANT, LLC	Nov Winter Ads	\$91.06
	Dec Winter Ads	\$183.94
EXPEDIA	Aug Ads	\$381.47
	Sep Ads	\$276.73
	Oct, Nov, Dec Ads	\$654.28
	Oct Fall Ads	\$62.45
	Chef Swap Nov Ads	\$296.11
	Fall Ads Oct	\$1,130.72
	Post Storm Ads	\$104.05
	Chef Swap Ads	\$41.91
	Dec Ads	\$418.35
	Nov Ads	\$445.94
	WWATB Ads	\$475.75
FLIP.TO INC	DMO Marketing Platform	\$1,113.89
	Oct Fall Ads	\$704.43
	Nov Fall Ads	\$737.35
	Campground Ads	\$0.79
	Dec Ads	\$654.50
	Nov Ads	\$646.34
HEARST MAGAZINE	Oct, Nov, Dec Ads	\$111.80
IHEART MEDIA	Holiday/Winter Ads	\$102.93
MEREDITH CORPORATION	Sep Food & Wine Magazine Ads	\$87.61
	Oct Food & Wine Magazine Ads	\$77.39
MICROSOFT ADS	Dec Ads	\$105.84
	Sep Fall Ads	\$145.10
	Fall Ads Oct	\$96.61
	Nov Ads	\$82.39
MMGY GLOBAL LLC	Winter Promo	\$632.71
	Winter Wonderland Ads	\$55.00
MOBILEFUSE LLC	Sep Summer Ads	\$35.75
OGURY INC	Sep Fall Ads	\$91.22
	Oct Fall Ads	\$73.78
PANDORA MEDIA INC	Nov Ads	\$310.00
	Nov/Dec Ads	\$337.97
PINTEREST ADS	Sep Fall Ads	\$2.54
	Dec Ads	\$97.65
	Nov Ads	\$103.74
PRECISE TV	Nov Ads	\$172.59
	Oct, Nov, Dec Ads	\$146.41
REDDIT INC ADS	Dec Ads	\$509.96
SAMSUNG ELECTRONICS AMERICA	Sep Fall Ads	\$284.44
	Aug Summer Ads	\$993.32
	Oct Fall Ads	\$491.06
	Nov Ads	\$36.18
SIGHTLY	Chef Swap Video Ads	\$278.87
	Chef Swap Nov Ads	\$51.13
SOJERN INC	Sep Ads	\$467.96
	Oct Ads	\$408.42
	Oct Ads	\$96.96
	Sep Ads	\$3.23
	Sep Ads	\$1.65
	Nov Ads	\$31.87
	Nov Ads	\$355.41
	Dec Ads	\$291.06
SPORTS ILLUSTRATED	Nov Winter Ads	\$179.24
	Dec Winter Ads	\$298.58
TABOOLA	Nov Ads	\$118.42
	Dec Ads	\$101.52

	TASTEMADE, INC	Oct Fall Ads	\$55.00
	THE SLATE GROUP LLC	Jul Podcast Ads	\$359.01
		Sep Podcast Ads	\$223.19
		Oct Podcast Ads	\$42.35
		Nov Podcast Ads	\$527.68
		Dec Podcast Ads	\$120.29
	TIK TOK INC	Sep Summer Ads	\$3.88
		Oct Fall Ads	\$357.50
		Oct Winter Ads	\$0.75
		Summer Ads	\$16.53
		Nov Winter Ads	\$248.57
		Summer Ads	\$11.00
		Summer Ads	\$99.00
		Dec Winter Ads	\$243.75
	TINYBEANS USA LTD.	Nov/Dec Winter Ads	\$275.00
	TRAVEL DESK	Sep Ads	\$379.39
		Sep CTV Ads	\$78.13
		Oct Ads	\$642.92
		Oct CTV Ads	\$361.87
		Meetings Ads Nov	\$30.24
		Nov Ads	\$296.70
		Nov Winter Ads	\$89.24
		WWATB Ads	\$70.16
		Dec Ads	\$455.44
		Dec Winter Ads	\$185.76
	TRAVEL ZOO	Aug Ads	\$59.83
		Sponsored Content Aug	\$68.75
		Top 20 Email Sep	\$165.00
		Sponsored Content Aug	\$330.00
		Sep Ads	\$51.47
		Oct Ads	\$34.86
		Top 20 Email Nov	\$165.00
		Nov Ads	\$25.49
		Dec Ads	\$42.58
	TRIP ADVISOR	Aug Ads	\$125.93
		Sept Ads	\$91.72
		Oct Ads	\$75.19
		Nov Ads	\$61.96
		Dec Ads	\$74.96
		Dec Ads	\$22.91
	TWITTER	Sep Fall Ads	\$3.85
		Oct Fall Ads	\$289.32
		Nov Ads	\$34.65
	USA TODAY	Aug Summer Ads	\$184.79
		June Summer Ads	\$107.63
	YAHOO AD TECH LLC	Sep Ads	\$234.79
		Oct Ads	\$349.04
		Nov Ads	\$145.56
		Dec Winter Ads	\$285.35
	eTARGET	Email Marketing Oct	\$55.00
Digital Total			\$30,096.55
Outdoor & Print	HEARST MAGAZINE	Dec Mens Health Ads	\$925.00
	MEREDITH CORPORATION	Oct Food & Wine Ads	\$900.00
Outdoor & Print Total			\$1,825.00
Research	DESTINATIONS INTERNATIONAL	Industry Research	\$100.00
	FLIP.TO INC	Destination Analytics	\$500.00
	LONGWOODS INTERNATIONAL USA INC	Ads Tourism Reporting	\$450.00
		ROI Visitor Study	\$450.00
	LUCKIE & COMPANY LLC	Sep Services	\$325.00
		Oct Services	\$325.00
Visitor Analytics		\$250.00	

		Visitor Analytics	\$250.00
		Visitor Analytics	\$325.00
		Nov Services	\$325.00
		Dec Services	\$325.00
		Visitor Analytics	\$325.00
	MMGY GLOBAL LLC	Travel Data 2021	\$114.60
		Brand Lift Study	\$107.50
		American Traveler Study	\$100.00
	PATLIVE	Visitor Tracking	\$3.65
		Visitor Tracking	\$3.83
		Visitor Tracking	\$3.64
		Visitor Tracking	\$3.64
	SC DEPT. OF PARKS, REC. & TOURISM	VisaVue Data	\$232.00
	STR LLC	OCC Reports & School Breaks	\$202.52
	SURVEY MONKEY	Research Surveys	\$9.81
Research Total			\$4,731.19
Television	AMPERSAND	Jun Summer TV	\$196.35
		Aug Summer Ads	\$761.77
		Chef Swap Ads	\$659.58
		Nov Fall Ads	\$1,116.78
		Jul Aug Ads	\$125.02
		Chef Swap Ads	\$13.67
		Fall TV Ads	\$9.63
		Oct, Nov, Dec Ads	\$1,079.72
		Summer Ads	\$120.39
		Nov Fall Ads	\$199.15
		Chef Swap Ads	\$57.97
		Dec Cable Ads	\$2.11
		Dec Cable Ads	\$37.47
	LINEAR TELEVISION	Spring TV Ads	\$55.12
	NETWORK TV	Summer Ads	\$45.18
	RELISH, FEXY	Moveable Feast MB Episode	\$261.25
Television Total			\$4,741.16
Grand Total			\$43,125.17