Myrtle Beach Area Chamber of Commerce - HC A-Tax
April - June 2026 Tourism Investments

Accountability Category	Paid To	Memo	HC A-Tax Amount
Air Service	FACEBOOK	Mar Ads	$ 375.48
		Apr Ads	$ 193.16
		May Ads	$ 206.26
		May Ads	$ 25.73
	GOOGLE LLC	Mar Ads	$ 795.19
		Apr Ads	$ 735.17
		May Ads	$ 857.18
	KAYAK SOFTWARE CORPORATION	Mar Ads	$ 144.36
		Apr Ads	$ 753.88
	MMGY GLOBAL LLC	Ads	$ 832.00
		Ads	$ 832.00
	NEXXEN	Mar Ads	$ 391.86
		Apr Ads	$ 387.38
	SOJERN INC	Feb Ads	$ 71.99
		Mar Ads	$ 744.63
	TRAVEL DESK	Jan Ads	$ 918.78
		Feb ads	$ 945.84
		Mar Ads	$ 874.97
		Apr Ads	$ 826.05
	TRAVELSCAPE LLC	Feb Ads	$ 100.47
		Mar Ads	$ 605.58
		Apr Ads	$ 560.76
Air Service Total			**$ 12,178.72**
Digital	MMGY GLOBAL LLC	Q1 Atlantic Beach	$ 200.00
		Q1 Aynor	$ 100.00
		Q1 Campgrounds Ads	$ 500.00
		Q1 Conway	$ 500.00
		Q1 Little River	$ 750.00
		Q1 Loris	$ 300.00
		Q1 NMB	$ 1,500.00
		Spring Ads	$ 3,951.73
		Media	$ 1,502.84
		Q2 Atlantic Beach	$ 200.00
		Q2 Aynor	$ 100.00
		Q2 Campgrounds	$ 500.00
		Q2 Conway	$ 500.00
		Q2 Little River	$ 750.00
		Q2 Loris	$ 300.00
		Q2 NMB	$ 1,500.00
		Data Use License	$ 674.99
	MOBILEFUSE LLC	Mar Ads	$ 236.11
		Apr Ads	$ 363.89
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Digital Ads	$ 23,000.00

	PANDORA MEDIA	Apr Podcast Ad	$ 81.66
	SOJERN INC	Mar Ads	$ 42.57
		Feb Samsung Ads	$ 2,495.30
		Mar Campgrounds	$ 401.32
		Mar Conway	$ 778.79
		Mar Little River	$ 1,100.20
		Mar Loris	$ 379.32
		Mar CCTV Ads	$ 5,559.80
		Mar Digital Ads	$ 346.78
		Mar NMB	$ 1,137.26
		Apr Ads	$ 3,505.76
		Apr Campground	$ 1,247.06
		Apr Conway	$ 1,662.81
		Apr Little River	$ 2,287.04
		Apr Loris	$ 895.00
		Apr NMB	$ 3,998.69
	TRAVEL ZOO	Mar Ads	$ 2,309.73
		Apr Ads	$ 836.62
	TRAVELSCAPE LLC	Feb Ads	$ 1,791.41
		Feb Ads	$ 1,344.48
		Mar Ads	$ 1,448.49
	TRIP ADVISOR	Mar Ads	$ 1,091.94
		Apr Ads	$ 3,548.97
	eTARGET	Email Ad	$ 300.00
		Email Ad	$ 328.07
		Email Ad	$ 150.00
		Email Ad	$ 300.00
Digital Total			**$ 76,798.63**
Outdoor & Integrated Packages	BRANDON AGENCY	Camping Billboards	$ 727.06
		Camping Billboards	$ 727.06
		Camping Billboards	$ 727.06
	MYRTLE BEACH CAMPGROUND OWNERS ASSOCIATION	Campground Billboard I95	$ 7,700.00
Outdoor & Integrated Packages Total			**$ 9,881.18**
Social & Search Media	FACEBOOK	Mar Atlantic Beach Ads	$ 738.88
		Mar Aynor Ads	$ 503.39
		Mar Campground Ads	$ 1,824.68
		Mar Conway Ads	$ 1,462.05
		Mar Little River Ads	$ 2,731.03
		Mar Loris Ads	$ 824.59
		Mar NMB Ads	$ 4,435.00
		Mar Ads	$ 9,110.96
		Apr Atlantic Beach Ads	$ 706.64
		Apr Aynor Ads	$ 471.68
		Apr Campground Ads	$ 1,749.69
		Apr Conway Ads	$ 1,419.81
		Apr Little River Ads	$ 2,631.29
		Apr Loris Ads	$ 783.98
		Apr NMB Ads	$ 4,290.50

		Apr Ads	$ 5,407.31
		May Atlantic Beach Ads	$ 688.07
		May Aynor Ads	$ 454.41
		May Campground Ads	$ 1,702.15
		May Conway Ads	$ 1,370.72
		May Little River Ads	$ 2,556.80
		May Loris Ads	$ 763.42
		May NMB Ads	$ 4,147.84
		May Ads	$ 6,259.38
	GOOGLE LLC	Mar Atlantic Beach	$ 1,182.94
		Mar Aynor	$ 486.18
		Mar Little River	$ 1,884.33
		Mar Loris	$ 1,180.62
		Mar Ads	$ 15,940.74
		Mar Camping Ads	$ 2,124.95
		Mar NMB	$ 4,316.79
		Apr Ads	$ 15,411.74
		Apr Campgound Ads	$ 2,127.83
		Apr Atlantic Beach	$ 1,166.89
		Apr Aynor	$ 463.13
		Apr Little River	$ 1,884.77
		Apr Loris	$ 1,236.79
		Apr NMB	$ 4,221.78
		May Atlantic Beach	$ 1,150.86
		May Aynor	$ 413.95
		May Little River	$ 1,857.49
		May Loris	$ 1,171.94
		May Ads	$ 17,610.58
		May Camping Ads	$ 2,127.95
		May NMB	$ 4,286.45
		Traveling Spectrum	$ 67.11
	META PLATFORMS INC	May Atlantic Beach	$ 96.44
		May Aynor	$ 64.05
		May Conway	$ 196.27
		May Little River	$ 356.96
		May Loris	$ 106.31
		May Ads	$ 131.45
		May Campground	$ 240.69
		May NMB	$ 589.52
	MICROSOFT ADS	Mar Ads	$ 1,200.74
		April Ads	$ 1,051.34
		May Ads	$ 1,200.63
	MMGY GLOBAL LLC	Mar Social Media	$ 2,592.00
		Apr Social & Search	$ 1,944.00
		May Social & Search	$ 1,944.00
	TIK TOK INC	Winter Ads	$ 2,821.88
		Jan Ads	$ 634.71
		Feb Ads	$ 547.77

		Mar Ads	$ 139.40
		May Ads	$ 631.74
Social & Search Media Total			**$ 155,839.98**
Television	ALPHONSO INC	Feb Ads	$ 92.25
		Apr CTV Ads	$ 1,720.50
	MILITARY MAKEOVER, LLC	Military Makeover	$ 780.00
	NBC UNIVERSAL	Apr Ads	$ 7,524.20
		Mar Ads	$ 5,767.95
	PIXABILITY INC	Feb YouTube Ads	$ 1,444.11
		Mar YouTube Ads	$ 2,455.89
	PRECISE TV	Feb YouTube Ads	$ 1,345.26
		Mar YouTube Ads	$ 2,554.74
		Apr YouTube Ads	$ 5,134.54
	TRAVEL DESK	Feb CTV Ads	$ 5,891.20
		Mar Amazon Ads	$ 3,074.11
		Mar Samsung Ads	$ 2,935.52
		Apr Amazon Ads	$ 3,811.94
		Apr Samsung Ads	$ 853.04
Television Total			**$ 45,385.25**
Grand Total			**$ 300,083.76**