

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q2 2016 MB A-TAX REPORT

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>MB A-TAX ALLOCATION</u>
Television Advertising	CORINTHIAN MEDIA, INC.	1,153.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	175.20
Group Promo Items	PROFORMA GRAPHIC CONCEPTS	341.98
General Consumer Promotion	MANN TRAVELS	68.58
Email Marketing	EXACT TARGET	984.22
Billboards- co-op	THE BRANDON AGENCY	128.23
Inquiry Fulfillment	COM-CONNECT LLC	2,562.00
General Consumer Promotion	MANN TRAVELS	67.74
General Consumer Promotion	MANN TRAVELS	52.74
General Consumer Promotion	WESTJET	500.00
General Consumer Promotion	MANN TRAVELS	118.53
Research	D.K. SHIFFLET & ASSOC. LTD.	1,782.00
Video Production	BATTLE STRATEGIES LLC	581.00
Website	VISUAL DESTINATIONS LLC	751.04
Billboards- co-op	THE BRANDON AGENCY	128.23
Groups- Meetings	MAM FAM	81.88
General Consumer Promotion	MANN TRAVELS	88.62
Inquiry Fulfillment	SPRINGER PRESS LLC	691.03
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	1,000.00
Group Promo Items	PROFORMA GRAPHIC CONCEPTS	118.98
Video Production	CAROLINA VIDEO GROUP	535.00
International Promo- China	SYNTRANS CHINESE COMMUNICATION CONSULTING	406.20
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	3.09
International Promo- Can	MEDIA VISIT	5.77
General Consumer Promotion	MANN TRAVELS	56.35
Group Adv - internet	NORTHSTAR TRAVEL MEDIA	150.00
Group Adv- print	CONNECT SPORTS	500.00
Online Promo	ADOBE SYSTEMS INC	223.07
Online Promo	ADOBE SYSTEMS INC	223.07
Online Promo	ADOBE SYSTEMS INC	223.07
International Promo- Can	OUTDOOR ADVERTISING	150.00
Website	T2H ADVERTISING	105.00
Sports Tourism	MINI MARATHON	1,137.50
Group Adv- print	GROUP TOUR MEDIA INC	378.70
Group Adv- print	SPORTS TRAVEL	335.50
Group Adv- print	SPORTS EVENTS MAGAZINE	249.52
Group Adv- print	ONTARIO MOTOR COACH ASSOCIATION	154.07
Group Adv - internet	GOOGLE INC.	128.00

Group Adv - internet	GOOGLE INC.	485.00
Internet Advertising	SEARCH MARKETING	12,666.76
Internet Advertising	DISPLAY ADVERTISING	11,655.05
Internet Advertising	VIDEO ADVERTISING	2,786.73
Internet Advertising	EMAIL MARKETING	1,093.50
Internet Advertising	SOCIAL MEDIA MARKEITNG	4,871.82
Internet Advertising	MOBILE MARKETING	950.40
Internet Advertising	OTHER	125.00
Campground Advertising	VISIBILITY & CONVERSIONS, LLC	14,302.77
Public Funding Sources	TRAVEL SOUTH	30.14
Public Funding Sources	TRAVEL ALLIANCE PARTNERSHIP	1.00
Public Funding Sources	FAM TOUR	2.80
Television Advertising	CORINTHIAN MEDIA, INC.	12,365.35
Public Relations	FAHLGREN MORTINE	5,270.53
Public Relations	FAHLGREN MORTINE	746.25
GEneral Consumer Promotion	MANN TRAVELS	56.28
GEneral Consumer Promotion	MANN TRAVELS	35.92
Public Funding Sources	MDA CONSULTING	927.00
SMERF Promo	MHD SERVICES	312.00
Sister City Promo	FAHLGREN MORTINE	750.00
Groups- Meetings	MAM FAM	0.46
Groups- Meetings	MAM FAM	0.50
Groups- Meetings	MAM FAM	1.04
Groups- Meetings	MAM FAM	38.40
Group Tour Promotion	GREENWOOD TRAVEL & CRUISE EXPO	13.75
SPorts Tourism	MULTIVIEW INC	140.25
Video Production	BATTLE STRATEGIES LLC	330.00
Website	MEDIA COAST	976.70
SPorts Tourism	MDA CONSULTING	449.54
sports Tourism	MDA CONSULTING	710.56
Inquiry Fulfillment	ENVOY NETWORK INC	92.69
Billboards- co-op	THE BRANDON AGENCY	128.23
GEneral Consumer Promotion	DIRECTORY ADVERTISING	30.50
GEneral Consumer Promotion	MANN TRAVELS	55.50
GEneral Consumer Promotion	MANN TRAVELS	55.50
Website	SIMPLEVIEW LLC	150.00
Groups- Meetings	MEETINGS AND CONVENTIONS	472.50
Website	SIMPLEVIEW LLC	959.70
Public Relations	FAHLGREN MORTINE	267.00
Public Relations	FAHLGREN MORTINE	1,326.00
Public Relations	FAHLGREN MORTINE	27.00
Website	SIMPLEVIEW LLC	100.00
General Consumer Promotion	MANN TRAVELS	95.50
Sports Tourism	SPORTS FACILITY ADVISORIES	23,867.72
General Consumer Promotion	MIPM	113.78

General Consumer Promotion	ABC PILOT	19.63
Sports Marketing	BASKETBALL TOURNAMENT PROMOTIONS	223.47
General Consumer Promotion	MIPM	8,500.00
Groups- Meetings	AKA FRATERNITY	6.22
Sister City Promo	SISTER CITY PROMO	509.68
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	34.37
Inquiry Fulfillment	UPS	4.29
Inquiry Fulfillment	UPS	17.22
Inquiry Fulfillment	UPS	21.24
Inquiry Fulfillment	UPS	161.51
Inquiry Fulfillment	UPS	14.31
Inquiry Fulfillment	UPS	14.31
Inquiry Fulfillment	PITNEY BOWES	30.19
Inquiry Fulfillment	PITNEY BOWES	6.82
Inquiry Fulfillment	US POSTAL SERVICE	201.15
Groups- Meetings	MAM FAM	60.82
Groups- Meetings	MAM FAM	38.82
Groups- Meetings	MAM FAM	42.82
Groups- Meetings	MAM FAM	54.32
Groups- Meetings	MAM FAM	47.82
Groups- Meetings	MAM FAM	2.63
Groups- Meetings	MAM FAM	6.38
Groups- Meetings	MAM FAM	60.92
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	4.10
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	5.14
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	75.55
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	1.79
Groups- Meetings	SPINNAKER DME	31.35
Groups- Meetings	SPINNAKER DME	18.35
Groups- Meetings	MAM FAM	48.12
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	2.25
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	0.99
Groups- Meetings	SPINNAKER DME	5.19
Groups- Meetings	SPINNAKER DME	0.43
Groups- Meetings	SPINNAKER DME	12.54
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	1,050.00
Groups- Meetings	MAM FAM	2.19
Groups- Meetings	SITE VISIT	11.71
Groups- Meetings	SITE VISIT	4.40

Groups- Meetings	SITE VISIT	2.70
Groups- Meetings	SPINNAKER DME	6.93
Groups- Meetings	INCENTIVE TRAVE, MEETINGS AND EVENTS EXPO	27.89
Groups- Meetings	INCENTIVE TRAVE, MEETINGS AND EVENTS EXPO	27.89
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	3.45
Public Relations	DC PRESS TRIP	77.46
Public Relations	DC PRESS TRIP	2.00
Public Relations	DC PRESS TRIP	2.00
Groups- Meetings	SPINNAKER DME	1.57
Public Relations	DC PRESS TRIP	5.18
International Promo- Can	TRIP GIVEAWAYS	6.70
Groups- Meetings	SITE VISIT	1.00
International Promo- Can	TRIP GIVEAWAYS	7.70
Public Relations	DC PRESS TRIP	1.99
Public Relations	DC PRESS TRIP	111.40
International Promo- Can	TRIP GIVEAWAYS	10.74
Sports Marketing	MAC & OVC BASKETBALL CHAMPIONSHIPS	4.96
Sports Marketing	MAC & OVC BASKETBALL CHAMPIONSHIPS	3.10
Sports Marketing	BASKETBALL TOURNAMENT PROMOTIONS	4.32
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	0.84
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	0.81
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	0.95
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	171.91
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	21.64
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	0.68
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	7.01
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	5.02
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	64.82
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	0.98
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	72.29
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	3.97
Sports Marketing	BASKETBALL TOURNAMENT PROMOTIONS	15.14
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	1.57
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	6.47
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	6.09
Sports Marketing	BASKETBALL TOURNAMENT PROMOTIONS	10.80
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	1.09
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	74.32
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	0.46
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	0.57
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	1.20
Public Relations	MEDIA VISIT	2.40
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	1.24

Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	2.09
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	0.95
Public Relations	MEDIA VISIT	2.76
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	15.05
Group Tour Promotion	TRAVEL SOUTH	20.12
Group Tour Promotion	TRAVEL SOUTH	7.10
Group Tour Promotion	TRAVEL SOUTH	83.14
Group Tour Promotion	TRAVEL SOUTH	8.82
Group Tour Promotion	HOLIDAY FANTASEA	207.11
Group Tour Promotion	TRAVEL SOUTH	3.38
Group Tour Promotion	TRAVEL SOUTH	17.93
Group Tour Promotion	TRAVEL SOUTH	18.62
Group Tour Promotion	TRAVEL SOUTH	3.86
Group Tour Promotion	ONTARIO MOTOR COACH ASSOCIATION	500.00
Groups- Meetings	GROUP PROMO ITEMS	43.60
Group Tour Promotion	TRAVEL SOUTH	43.60
Group Tour Promotion	TRAVEL ALLIANCE PARTNERSHIP	32.17
Group Tour Promotion	TRAVEL SOUTH	152.85
Group Tour Promotion	TRAVEL SOUTH	3.45
Group Adv - internet	BING	262.50
Internet	PATLIVE	41.65
Internet Promotion	RAFFLECOPTER.COM	6.00
Web hosting	TULSA CONNECT	82.70
Groups- Meetings	MAM FAM	48.82
Groups- Meetings	MAM FAM	56.82
Groups- Meetings	MAM FAM	37.82
Groups- Meetings	MAM FAM	29.62
Groups- Meetings	MAM FAM	43.12
Groups- Meetings	AKA FRATERNITY	41.40
Groups- Meetings	MAM FAM	25.87
Groups- Meetings	AKA FRATERNITY	29.93
Group Tour Promotion	GROUP PROMO ITEMS	7.93
Groups- Meetings	INTERNATIONAL TOURISM BOURSE	20.88
Groups- Meetings	MAM FAM	307.91
Groups- Meetings	AKA FRATERNITY	0.23
Groups- Meetings	AKA FRATERNITY	1.78
Groups- Meetings	MAM FAM	32.72
Public Relations	DC PRESS TRIP	77.46
Public Relations	DC PRESS TRIP	0.96
Public Relations	DC PRESS TRIP	2.00
Public Relations	DC PRESS TRIP	2.00
Public Relations	MEDIA VISIT	2.00
Public Relations	DC PRESS TRIP	2.52
Public Relations	DC PRESS TRIP	8.03
Public Relations	DC PRESS TRIP	1.00

Public Relations	MEDIA VISIT	131.33
Public Relations	MEDIA VISIT	2.40
Public Relations	MEDIA VISIT	234.19
Public Relations	DC PRESS TRIP	0.56
Public Relations	DC PRESS TRIP	5.48
Public Relations	MEDIA VISIT	8.78
Public Relations	DC PRESS TRIP	1.24
Public Relations	MEDIA VISIT	2.44
Public Relations	MEDIA VISIT	3.08
Public Relations	MEDIA VISIT	3.27
Public Relations	DC PRESS TRIP	1.75
Public Relations	DC PRESS TRIP	3.73
Public Relations	DC PRESS TRIP	1.11
Public Relations	DC PRESS TRIP	34.43
Public Relations	MEDIA VISIT	3.46
Public Relations	MEDIA VISIT	2.57
Public Relations	PR STRATEGY MEETING	9.15
Public Relations	PR STRATEGY MEETING	4.07
Public Relations	MEDIA VISIT	8.48
Public Relations	DC PRESS TRIP	3.78
Public Relations	MEDIA VISIT	136.23
Public Relations	MEDIA VISIT	15.04
Public Relations	MEDIA VISIT	4.68
Public Relations	DC PRESS TRIP	2.52
Public Relations	DC PRESS TRIP	1.68
Public Relations	DC PRESS TRIP	2.26
Public Relations	DC PRESS TRIP	0.84
Public Relations	DC PRESS TRIP	4.55
Public Relations	DC PRESS TRIP	5.71
Public Relations	MEDIA VISIT	9.25
Public Relations	DC PRESS TRIP	153.48
Public Relations	MEDIA VISIT	73.43
Public Relations	DC PRESS TRIP	1.09
Inquiry Fulfillment	COM-CONNECT	2,562.00
Email Marketing	EXACT TARGET	984.22
Television Advertising	BROADCAST BUYING SERVICES, INC.	700.80
Television Advertising	CORINTHIAN MEDIA, INC.	42.00
Group Adv- print	TEACH AND TRAVEL	402.07
General Consumer Promotion	MANN TRAVELS	65.09
General Consumer Promotion	MANN TRAVELS	58.27
General Consumer Promotion	MANN TRAVELS	67.08
General Consumer Promotion	MANN TRAVELS	58.27
Groups- Meetings	INTERNATIONAL POW WOW	200.00
Public Relations	ATLANTA PRESS TRIP	4.59
Sports Marketing	DARLINGTON RACEWAY	3,750.00

Sports Tourism	FAMILY GOLF WEEK	720.00
Sports Tourism	FAMILY GOLF WEEK	833.00
Sports Tourism	FAMILY GOLF WEEK	674.87
Video Production	BATTLE STRATEGIES LLC	45.00
REgional Advertising	TOURISM WEEK PROMOTION	3.44
Public Relations	MEDIA VISIT	16.76
General Consumer Promotion	MANN TRAVELS	135.40
SMERF Promo	ENVENTS LLC	39.00
Website	VISUAL DESTINATIONS LLC	751.04
Research	SC DEPT. OF PARKS, REC. & TOURISM	495.00
Public Relations	TOURISM WEEK PROMOTION	8.00
Internet Advertising	SEARCH MARKETING	17,743.20
Internet Advertising	DISPLAY ADVERTISING	17,692.53
Internet Advertising	VIDEO ADVERTISING	3,337.60
Internet Advertising	EMAIL MARKETING	1,679.60
Internet Advertising	SOCIAL MEDIA MARKEITNG	9,432.48
Internet Advertising	MOBILE MARKETING	1,423.40
Internet Advertising	OTHER	166.67
SMERF Promo	SITE VISIT	31.86
SMERF Promo	SITE VISIT	86.25
General Consumer Promotion	TRIP GIVEAWAYS	50.28
GEneral Consumer Promotion	MANN TRAVELS	87.80
Sports Tourism	FAMILY GOLF WEEK	120.00
Research	COASTAL CAROLINA UNIVERSITY	1,540.00
Sports Marketing	COASTAL CAROLINA UNIVERSITY	3,850.00
Public Relations	TOURISM WEEK PROMOTION	103.75
General Consumer Promotion	MANN TRAVELS	56.45
Group Promo Items	GROUP PROMO ITEMS	352.23
Groups- Meetings	ENVENTS LLC	110.50
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	36.69
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	3.84
Group Adv- print	SELECT TRAVELER	200.00
Group Adv- print	GROUP TRAVEL LEADER	300.00
Sports Tourism	MINI MARATHON PROMOTION	812.50
Internet Promotion	WEB CAM	360.00
Event Promotion	CAROLINA COUNTRY MUSIC FESTIVAL PROMOTION	108.00
Group Adv - internet	GOOGLE INC.	1,585.61
Group Adv - internet	GOOGLE INC.	274.09
Group Adv- print	MEETING PROFESSIONAL INT'L	710.00
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	164.28
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	275.90
Video Production	MOTHERSHIP IMAGING, LLC	800.00
Television Advertising	CORINTHIAN MEDIA, INC.	46,135.93
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	1,000.00

General Consumer Promotion	MANN TRAVELS	58.30
Sports Tourism	MDA CONSULTING	74.06
Sports Tourism	MDA CONSULTING	686.41
Sports Tourism	FAMILY GOLF WEEK	300.00
Public Relations	MEDIA VISIT	2.68
Public Relations	ATLANTA PRESS TRIP	1.28
Event Promotion	MILLER DIRECT	75,000.00
Event Promotion	MILLER DIRECT	50,000.00
Group Adv- print	SPORTS TRAVEL	335.50
Group Adv- print	CAROLINA FIRE RESCUE EMS JOURNAL	75.00
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMO	15,000.00
Internet Advertising	WMBFNEWS.COM	63.25
Public Relations	ATLANTA PRESS TRIP	160.00
Groups- Meetings	MEETINGMAX	100.00
Groups- Meetings	ENVENTS LLC	189.00
Sports Tourism	MDA CONSULTING	927.00
SMERF Promo	MHD SERVICES	312.00
General Consumer Promotion	MANN TRAVELS	139.06
General Consumer Promotion	MANN TRAVELS	55.50
General Consumer Promotion	MANN TRAVELS	81.79
General Consumer Promotion	MANN TRAVELS	137.00
General Consumer Promotion	MANN TRAVELS	148.04
Group Tour Promotion	MEDIA VISIT	7.50
Public Relations	MEDIA VISIT	6.80
Video Production	VISUAL DESTINATIONS LLC	40.00
Group Adv- print	SUCCESSFUL MEETINGS	520.00
Video Production	BATTLE STRATEGIES LLC	330.00
Video Production	BATTLE STRATEGIES LLC	220.00
Website	SIMPLEVIEW LLC	150.00
Video Production	CAROLINA VIDEO GROUP	3,825.00
Public Relations	FAHLGREN MORTINE	1,326.00
Public Relations	FAHLGREN MORTINE	11,068.40
Public Relations	FAHLGREN MORTINE	525.25
Public Relations	FAHLGREN MORTINE	240.00
Public Relations	FAHLGREN MORTINE	637.50
Public Relations	FAHLGREN MORTINE	96.00
Public Relations	FAHLGREN MORTINE	105.00
Public Relations	FAHLGREN MORTINE	2,812.50
General Consumer Promotion	MANN TRAVELS	140.23
General Consumer Promotion	MANN TRAVELS	153.14
Public Relations	MEDIA VISIT	39.82
Print Advertising	DIRECTORY ADVERTISING	30.50
General Consumer Promotion	MANN TRAVELS	149.86
General Consumer Promotion	MANN TRAVELS	139.46
General Consumer Promotion	MANN TRAVELS	134.03

General Consumer Promotion	MANN TRAVELS	98.17
General Consumer Promotion	MANN TRAVELS	63.30
General Consumer Promotion	MANN TRAVELS	134.04
General Consumer Promotion	MANN TRAVELS	144.10
Inquiry Fulfillment- Int'l	ENVOY NETWORK INC	148.59
Groups- Meetings- midwestregion	SPINNAKER DME	220.00
Groups- Meetings- midwestregion	SPINNAKER DME	220.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	215.20
Television Advertising	CORINTHIAN MEDIA, INC.	27.00
Inquiry Fulfillment	COM-CONNECT LLC	2,562.00
Sports Tourism	FAMILY GOLF WEEK	360.00
Sports Tourism	MYRTLE BEACH SPORTS CENTER	6,000.00
Sports Tourism	FAMILY GOLF WEEK	90.00
Public Relations	ABC PILOT	16.27
Public Relations	MEDIA VISIT	32.48
General Consumer Promotion	TRIP GIVEAWAYS	0.89
General Consumer Promotion	TRIP GIVEAWAYS	36.00
Groups- Meetings	GLOBAL MEETINGS EVENT	530.79
Inquiry Fulfillment- Can	UPS	66.59
Inquiry Fulfillment	UPS	2.15
Inquiry Fulfillment	UPS	2.77
Inquiry Fulfillment - Groups	UPS	33.71
Inquiry Fulfillment	UPS	152.05
Inquiry Fulfillment- Int'l	UPS	9.41
Inquiry Fulfillment- Can	UPS	0.98
Inquiry Fulfillment- Can	UPS	13.80
Public Relations	PR PROMO ITEMS	0.58
Groups- Meetings	MAM FAM	19.79
Groups- Meetings	MAM FAM	3.74
Groups- Meetings	MEETINGS AND INCENTIVES	70.72
Groups- Meetings	MAM FAM	7.45
Public Relations	ABC PILOT	25.92
Groups- Meetings	MAM FAM	95.25
Groups- Meetings	MAM FAM	34.19
Groups- Meetings	MAM FAM	13.50
Groups- Meetings	MAM FAM	3.80
Groups- Meetings	MAM FAM	40.88
Groups- Meetings	MAM FAM	1.31
Groups- Meetings	MAM FAM	10.58
Groups- Meetings	MAM FAM	5.97
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL	15.00
	WORLD EDUCATION CONFERENCE	
Groups- Meetings	MAM FAM	6.48
Groups- Meetings	MAM FAM	1.88
Public Relations	ABC PILOT	1.51

Groups- Meetings	MAM FAM	5.00
Groups- Meetings	SITE VISIT	1.50
Groups- Meetings	MEETINGS AND INCENTIVES	4.42
Groups- Meetings	MAM FAM	323.08
Groups- Meetings	INCENTIVE TRAVE, MEETINGS AND EVENTS EXPO	27.89
Groups- Meetings	MAM FAM	5.59
Video Production	BRAND USA	11.35
Groups- Meetings	INTERNATIONAL ASSOCIATION OF GOLF TRAVEL PROFESSIONALS	4.17
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	3.77
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	2.98
Groups- Meetings	MEDIA VISIT	13.66
Groups- Meetings	MAM FAM	0.45
Video Production	BRAND USA	14.96
Public Relations	MEDIA VISIT	6.46
Public Relations	DC PRESS TRIP	40.96
Public Relations	MEDIA VISIT	3.20
Public Relations	MEDIA VISIT	2.40
Public Relations	ATLANTA PRESS TRIP	214.29
Public Relations	ATLANTA PRESS TRIP	3.20
Public Relations	ATLANTA PRESS TRIP	3.49
Public Relations	ATLANTA PRESS TRIP	14.40
Public Relations	ATLANTA PRESS TRIP	1.05
Public Relations	ATLANTA PRESS TRIP	0.80
Public Relations	ATLANTA PRESS TRIP	42.73
Public Relations	PR PROMOTION	239.98
Public Relations	DC PRESS TRIP	1.68
Public Relations	MEDIA VISIT	2.00
Public Relations	ATLANTA PRESS TRIP	71.79
Public Relations	ATLANTA PRESS TRIP	0.82
Public Relations	ATLANTA PRESS TRIP	3.32
Public Relations	ATLANTA PRESS TRIP	15.54
Sports Tourism	BASKETBALL TOURNAMENT PROMOTIONS	142.10
Public Relations	ATLANTA PRESS TRIP	4.61
Public Relations	ATLANTA PRESS TRIP	7.60
Public Relations	MEDIA VISIT	16.48
Public Relations	ATLANTA PRESS TRIP	4.66
Public Relations	TRAVEL ALLIANCE PARTNERSHIP	80.92
Group Promo Items	GROUP PROMO ITEMS	238.94
Group Tour Promotion	GROUP PROMO ITEMS	3.96
Group Tour Promotion	TRAVEL ALLIANCE PARTNERSHIP	7.69
Group Tour Promotion	GROUP PROMO ITEMS	47.09
Group Tour Promotion	SITE VISIT	96.19
Group Tour Promotion	TRAVEL SOUTH	293.95
Public Relations	PR PROMOTION	32.00

Group Tour Promotion	TRAVEL ALLIANCE PARTNERSHIP	36.05
Group Tour Promotion	GROUP SALES BLITZ	3.27
Group Tour Promotion	BOOMERS IN GROUPS	129.50
Research	EXPERIAN	936.04
Internet	PATLIVE	36.97
Internet Promotion	RAFFLECOPTER.COM	6.00
Web Hosting	TULSA CONNECT	82.70
Public Relations	ATLANTA PRESS TRIP	0.70
Public Relations	ATLANTA PRESS TRIP	16.73
Public Relations	MEDIA VISIT	40.50
Public Relations	ATLANTA PRESS TRIP	1.23
Public Relations	MEDIA VISIT	1.02
Public Relations	ATLANTA PRESS TRIP	0.24
Public Relations	MEDIA VISIT	17.07
Public Relations	ATLANTA PRESS TRIP	0.66
Public Relations	MEDIA VISIT	8.92
Public Relations	ATLANTA PRESS TRIP	0.76
Public Relations	ATLANTA PRESS TRIP	0.34
Public Relations	ATLANTA PRESS TRIP	4.18
Public Relations	ATLANTA PRESS TRIP	2.16
Public Relations	ATLANTA PRESS TRIP	0.48
Public Relations	MEDIA VISIT	1.87
Public Relations	MEDIA VISIT	1.47
Public Relations	ATLANTA PRESS TRIP	39.85
Public Relations	MEDIA VISIT	165.89
Public Relations	ATLANTA PRESS TRIP	38.26
Public Relations	ATLANTA PRESS TRIP	0.51
Public Relations	ATLANTA PRESS TRIP	2.47
Public Relations	ATLANTA PRESS TRIP	1.95
Public Relations	ATLANTA PRESS TRIP	2.00
Public Relations	PR STRATEGY MEETING	2.07
Public Relations	MEDIA VISIT	5.17
Public Relations	MEDIA VISIT	0.95
Public Relations	ATLANTA PRESS TRIP	0.64
Public Relations	ATLANTA PRESS TRIP	0.40
Public Relations	TOURISM WEEK PROMOTION	0.18
Public Relations	MEDIA VISIT	113.05
Public Relations	PR STRATEGY MEETING	4.08
Public Relations	MEDIA VISIT	128.49
Public Relations	ATLANTA PRESS TRIP	3.91
Public Relations	TOURISM WEEK PROMOTION	0.93
Public Relations	TOURISM WEEK PROMOTION	0.54
Public Relations	MEDIA VISIT	9.37
Public Relations	MEDIA VISIT	113.39
Public Relations	ATLANTA PRESS TRIP	0.38

Public Relations	ATLANTA PRESS TRIP	2.24
Public Relations	MEDIA VISIT	4.20
Public Relations	ATLANTA PRESS TRIP	101.98
Public Relations	MEDIA VISIT	214.53
Public Relations	MEDIA VISIT	40.66
Public Relations	MEDIA VISIT	4.80
Public Relations	ATLANTA PRESS TRIP	0.39
Public Relations	ATLANTA PRESS TRIP	25.08
Public Relations	ATLANTA PRESS TRIP	8.96
Public Relations	MEDIA VISIT	9.97
Public Relations	MEDIA VISIT	13.20
Public Relations	MEDIA VISIT	2.04
Public Relations	MEDIA VISIT	32.48
Public Relations	MEDIA VISIT	69.51
Public Relations	MEDIA VISIT	39.75
Public Relations	MEDIA VISIT	8.80
Public Relations	MEDIA VISIT	18.96
Groups- Meetings	CONNECT	295.00
Groups- Meetings	MAM FAM	29.64
Public Relations	PR STRATEGY MEETING	0.32
General Consumer Promotion	TRIP GIVEAWAYS	250.00
Inquiry Fulfillment	PITNEY BOWES	0.05
Inquiry Fulfillment	PITNEY BOWES	13.14
Inquiry Fulfillment	PITNEY BOWES	3.62
Inquiry Fulfillment	US POSTAL SERVICE	197.64
Email Marketing	EXACT TARGET	984.22
Groups- Meetings	INTERNATIONAL TOURISM BOURSE	541.30
Groups- Meetings	INTERNATIONAL POW WOW	146.00
General Consumer Promotion	MANN TRAVELS	142.36
General Consumer Promotion	MANN TRAVELS	142.36
Billboards- co-op	THE BRANDON AGENCY	128.23
General Consumer Promotion	MANN TRAVELS	143.74
General Consumer Promotion	MANN TRAVELS	99.93
General Consumer Promotion	MANN TRAVELS	55.94
General Consumer Promotion	MANN TRAVELS	82.98
General Consumer Promotion	TRIP GIVEAWAYS	76.90
General Consumer Promotion	MANN TRAVELS	130.54
Group Adv - internet	MEETING PROFESSIONAL INT'L	236.25
Group Adv- print	GROUP TOUR MEDIA INC	533.60
Group Adv - internet	GOOGLE INC.	494.97
Group Adv - internet	GOOGLE INC.	80.82
Website	MEDIA COAST	313.12
Website	VISUAL DESTINATIONS LLC	751.04
Event Promotion	VISUAL DESTINATIONS LLC	50.00
Internet Advertising	SEARCH MARKETING	19,456.68

Internet Advertising	DISPLAY ADVERTISING	15,675.66
Internet Advertising	VIDEO ADVERTISING	2,496.90
Internet Advertising	EMAIL MARKETING	1,396.65
Internet Advertising	SOCIAL MEDIA MARKEITNG	7,149.90
Internet Advertising	MOBILE MARKETING	1,254.00
Internet Advertising	OTHER	125.00
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	263.26
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	58.38
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	39.08
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	78.47
General Consumer Promotion	MANN TRAVELS	62.30
General Consumer Promotion	MANN TRAVELS	88.90
SMERF Promo	MHD SERVICES	312.00
General Consumer Promotion	MANN TRAVELS	77.30
Public Relations	FAHLGREN MORTINE	37.50
Public Relations	FAHLGREN MORTINE	153.00
Public Relations	FAHLGREN MORTINE	189.00
Public Relations	FAHLGREN MORTINE	1,326.00
Public Relations	FAHLGREN MORTINE	1,033.59
Public Relations	FAHLGREN MORTINE	26.00
Website	SIMPLEVIEW LLC	150.00
General Consumer Promotion	MANN TRAVELS	162.47
Sports Tourism	MDA CONSULTING	16.68
SPorts Tourism	MDA CONSULTING	372.00
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	1,000.00
Sports Tourism	MDA CONSULTING	927.00
Television Advertising	CORINTHIAN MEDIA, INC.	8,407.83
Video Production	VIDEO PRODUCTION	20.00
Sports Marketing	SUN BELT CONFERENCE INC	4,500.00
Research	SC DEPT. OF PARKS, REC. & TOURISM	1,980.00
General Consumer Promotion	MANN TRAVELS	100.12
General Consumer Promotion	MANN TRAVELS	140.66
General Consumer Promotion	MANN TRAVELS	132.55
General Consumer Promotion	MANN TRAVELS	140.98
General Consumer Promotion	MANN TRAVELS	74.50
General Consumer Promotion	MANN TRAVELS	150.91
Inquiry Fulfillment- Int'l	ENVOY NETWORK INC	139.08
Print Advertising	DIRECTORY ADVERTISING	30.50
General Consumer Promotion	TRIP GIVEAWAYS	375.00
General Consumer Promotion	TRIP GIVEAWAYS	5.00
General Consumer Promotion	TRIP GIVEAWAYS	18.25
Event Promotion	FAMILY GOLF WEEK	480.00
International Promo- UK	LONDON TOURISM PUBLICATIONS INC	673.20
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMO	640.00
Public Relations	MEDIA VISIT	0.80

Website	SIMPLEVIEW LLC	600.00
Public Relations	KINGFISH COMMUNICATIONS	64.00
Group Adv- print	CONNECT	200.00
Group Adv- print	ONTARIO MOTOR COACH ASSOCIATION	178.96
Group Adv - internet	MEETING NEWS	270.00
Group Adv- print	MEETINGS TODAY	440.00
General Consumer Promotion	MANN TRAVELS	150.34
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	450.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	450.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	450.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	450.00
Sports Tourism	MYRTLE BEACH SPORTS CENTER	15,000.00
Billboards- co-op	THE BRANDON AGENCY	1,282.35
Inquiry Fulfillment	PITNEY BOWES	0.09
Inquiry Fulfillment	PITNEY BOWES	27.75
Inquiry Fulfillment	PITNEY BOWES	5.07
Inquiry Fulfillment	US POSTAL SERVICE	180.56
Group Tour Promotion	SITE VISIT	0.96
Sports Marketing	ESPN	379.49
Sports Marketing	ESPN	10.00
Sports Marketing	ESPN	113.04
Inquiry Fulfillment	UPS	0.85
Inquiry Fulfillment	UPS	86.51
Inquiry Fulfillment - Groups	UPS	39.80
Inquiry Fulfillment	UPS	108.93
Inquiry Fulfillment- Can	UPS	16.86
Inquiry Fulfillment- Can	UPS	12.26
Groups- Meetings	MEETINGS AND INCENTIVES	5.12
Groups- Meetings	GROUP PROMO ITEMS	7.66
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	32.12
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	12.72
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	2.71
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	13.42
Groups- Meetings	MEETINGS AND INCENTIVES	1.99
Groups- Meetings	MEETINGS AND INCENTIVES	1.60
Groups- Meetings	EASTERN REGIONAL INTERSTATE CHILD SUPPORT ASSOCIATION	440.85
Groups- Meetings	INCENTIVE TRAVE, MEETINGS AND EVENTS EXPO	1,050.60
Groups- Meetings	MEETINGS AND INCENTIVES	4.95
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	0.64
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	8.50

Groups- Meetings	MEETINGS AND INCENTIVES	0.77
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	11.51
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	1.40
Groups- Meetings	MEETINGS AND INCENTIVES	2.98
Groups- Meetings	MEETINGS AND INCENTIVES	61.20
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	1.11
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	0.88
Groups- Meetings	MEETINGS AND INCENTIVES	5.88
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	25.52
Groups- Meetings	INTERNATIONAL POW WOW	61.82
Public Relations	MEDIA VISIT	4.91
Group Tour Promotion	TRAVEL SOUTH	73.22
Sports Marketing	FRISCO ROUGH RIDERS PROMO	45.82
Video Production	VIDEO SHOOT	51.53
Sports Marketing	CHICAGO PROMOTION	63.62
Public Relations	MEDIA VISIT	4.97
Video Production	VIDEO SHOOT	30.45
Video Production	VIDEO SHOOT	18.68
Video Production	VIDEO SHOOT	1.39
Video Production	VIDEO SHOOT	5.20
Video Production	VIDEO SHOOT	24.52
Video Production	VIDEO SHOOT	255.94
Public Relations	MEDIA VISIT	46.00
Public Relations	MEDIA VISIT	8.80
Public Relations	PR PROMO ITEMS	20.48
Public Relations	MEDIA VISIT	18.95
Video Production	VIDEO SHOOT	6.90
Video Production	VIDEO SHOOT	18.41
Video Production	VIDEO SHOOT	13.87
Public Relations	MEDIA VISIT	12.00
Video Production	PR PROMO ITEMS	430.80
Video Production	VIDEO SHOOT	57.92
Video Production	VIDEO SHOOT	2.92
Video Production	VIDEO SHOOT	3.39
Video Production	VIDEO SHOOT	40.96
Video Production	VIDEO SHOOT	63.39
Public Relations	PR PROMO ITEMS	28.80
Public Relations	PR PROMO ITEMS	77.73
Video Production	VIDEO SHOOT	1.42
Video Production	VIDEO SHOOT	17.48
Video Production	VIDEO SHOOT	51.71

Public Relations	MEDIA VISIT	10.40
Public Relations	MEDIA VISIT	4.64
Video Production	VIDEO SHOOT	51.22
Group Tour Promotion	BOOMERS IN GROUPS	49.82
Group Tour Promotion	MEDIA VISIT	1.82
Groups- Meetings	SC ASSOCIATION OF EXECUTIVES	38.48
Group Tour Promotion	MEDIA VISIT	7.36
Group Tour Promotion	MEDIA VISIT	5.11
Group Tour Promotion	TRAVEL ALLIANCE PARTNERSHIP	4.85
Group Tour Promotion	COASTAL NETWORK COOPERTIVE FAM	2.07
Group Tour Promotion	MEDIA VISIT	0.31
Group Tour Promotion	COASTAL NETWORK COOPERTIVE FAM	78.07
Group Tour Promotion	COASTAL NETWORK COOPERTIVE FAM	1.12
Video Production	VIDEO SHOOT	100.94
Video Production	VIDEO SHOOT	9.95
Video Production	VIDEO SHOOT	2.16
Video Production	VIDEO SHOOT	1.04
Website	GODADDY.COM	38.35
Video Production	VIDEO SHOOT	17.33
Video Production	VIDEO SHOOT	179.26
Video Production	VIDEO SHOOT	3.09
Internet	PATLIVE	40.18
Video Production	VIDEO SHOOT	19.51
Internet Promotion	RAFFLECOPTER.COM	6.00
Video Production	VIDEO SHOOT	1.04
Research	SKIFT	287.10
Web Hosting	TULSA CONNECT	82.70
Public Relations	TRIP GIVEAWAYS	121.43
Public Relations	MEDIA VISIT	44.96
Public Relations	MEDIA VISIT	3.68
Public Relations	MEDIA VISIT	20.80
Public Relations	MEDIA VISIT	6.00
Public Relations	MEDIA VISIT	50.59
Public Relations	MEDIA VISIT	5.73
Public Relations	MEDIA VISIT	73.24
Public Relations	PR STRATEGY MEETING	7.91
Public Relations	MEDIA VISIT	1.20
Public Relations	THE WEATHER CHANNEL PROMO	1.05
Public Relations	PR STRATEGY MEETING	0.45
Public Relations	MEDIA VISIT	21.94
Public Relations	MEDIA VISIT	10.26
Public Relations	THE WEATHER CHANNEL PROMO	0.46
Public Relations	MEDIA VISIT	270.29
Local Promotion	TOURISM WEEK PROMOTION	378.56
Public Relations	MEDIA VISIT	17.74

Public Relations	MEDIA VISIT	93.17
Public Relations	MEDIA VISIT	119.07
Public Relations	MEDIA VISIT	6.36
Public Relations	MEDIA VISIT	6.22
Public Relations	TRIP GIVEAWAYS	59.07
Public Relations	THE WEATHER CHANNEL PROMO	36.75
Public Relations	PR STRATEGY MEETING	1.54
Public Relations	MEDIA VISIT	22.00
Public Relations	MEDIA VISIT	14.80
Public Relations	MEDIA VISIT	4.09
Public Relations	MEDIA VISIT	211.26
Public Relations	MEDIA VISIT	7.91
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	31.64
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	119.80
Groups- Meetings	DESTINATION SE	36.21
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	86.31
Groups- Meetings	DESTINATION SE	0.82
Groups- Meetings	SITE VISIT	14.26
Groups- Meetings	INTERNATIONAL TOURISM BOURSE	1.62
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	1.62
Groups- Meetings	OMEGA PSI PHI	500.00
Groups- Meetings	SC ASSOCIATION OF EXECUTIVES	112.16
Groups- Meetings	INTERNATIONAL TOURISM BOURSE	9.69
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	7.56
Groups- Meetings	DESTINATION SE	1.52
Online	GOOGLE/GO DADDY	3,287.29
TV	BRANDON AGENCY- CINCI	127.08
Public Relations	KINGFISH COMMUNICATIONS	2,388.23
Public Relations	KINGFISH COMMUNICATIONS	456.76
Interactive - website	FUEL INTERACTIVE/BRANDON	1,066.25
Interactive - email	BRANDON AGENCY	229.60
Interactive - website	BRANDON AGENCY	450.00
Interactive - video	BRANDON AGENCY	301.51
Interactive -email	BRANDON AGENCY	808.04
Interactive - search ads	BRANDON AGENCY	2,400.00
Interactive -research	BRANDON AGENCY	1,822.75
Interactive	BRANDON AGENCY	420.00
Interactive -domains	BRANDON AGENCY	457.37
Interactive - social ads	BRANDON AGENCY	868.55
Canadian Event held in MB	BAREFOOT GOLF VACATIONS- GTA TOURNAM	2,386.80
Radio	TL GOLF SERVICES- PHILLY	590.00
Print/Online Elements	WORLD AM	3,544.88
Golf Fest Trade Shows	TRADESHOWS	3,240.53
Distribution Costs	INQUIRY FULFILLMENT	154.69

Several marketing investments are made through media buyers such as Miller Direct, Visit Media, Corinthian Media, Visibility & Conversions, and The Brandon Agency. These entities purchase media for MBACVB in various channels and with numerous providers. For example, internet advertising facilitated through Visibility & Conversions utilizes 4,000-plus web sites.