

Myrtle Beach Area Chamber of Commerce -Q2 2017 1% TDF REPORT

<u>Marketing Investment</u>	<u>Description</u>	<u>TDF Allocaiton</u>
Outdoor Adv- Canada	OUTDOOR ADVERTISING	1,350.00
Groups- Meetings	CVENT SHOW	4,500.00
Internet Promotion - Social	BATTLE STRATEGIES LLC	1,586.25
Website	VISUAL DESTINATIONS LLC	6,962.16
Video Production	VISUAL DESTINATIONS LLC	360.00
General Consumer	MANN TRAVELS	3,434.82
Event Marketing	FAMILY GOLF WEEK	5,922.00
Event Marketing	FAMILY GOLF WEEK	1,890.00
Research	RIGHT ANALYTICS LLC	9,840.00
International Promotion- China	SYNTRANS	3,655.80
International Promotion- China	SYNTRANS	1,034.77
Internet Advertising	SEARCH MARKETING	543,234.09
Internet Advertising	DISPLAY ADVERTISING	483,167.97
Internet Advertising	VIDEO ADVERTISING	126,012.14
Internet Advertising	EMAIL MARKETING	55,136.47
Internet Advertising	SOCIAL MEDIA MARKEITNG	274,723.77
Internet Advertising	MOBILE MARKETING	57,827.35
Internet Advertising	OTHER	5,220.61
Email Marketing	SALESFORCE.COM	11,016.00
Groups- Meetings	HELMSBRISCOE PERFORMANCE GRP	675.00
Groups- Meetings	KNOWLAND	675.00
Research	DESTINATION MARKETING ASSOCIATION	638.94
General Consumer	COM-CONNECT	23,751.00
International Promotion- China	ACTIVE AMERICA CHINA	1,165.50
Destination Publicity	TORONTO PRESS TRIP	1,317.67
Canadian Promotion	TORONTO SALES MISSION	2,430.18
Groups-Meetings Midwest	SPINNAKER DME	1,980.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	4,070.40
Regional Promotion	TOURISM WEEK PROMOTION	180.00
Sports Marketing	A10 CHAMPIONSHIP PROMOTION	16.61
Groups- Internet Ads	GOOGLE INC.	18,954.03
Groups- Internet Ads	GOOGLE INC.	2,578.34
Online Promotions	ADOBE SYSTEMS INC	2,007.67
Online Promotions	ADOBE SYSTEMS INC	2,007.67
Sports Tourism	T2H ADVERTISING	94.50
Sports Tourism	DUE NORTH CONSULTING INC	1,800.00
Groups- Internet Ads	ONTARIO MOTORCOACH ASSOCIATION	2,120.51
Groups- Internet Ads	ASSOCIATION FORUM OF CHICAGO	1,897.20
Groups- Internet Ads	ASSOCIATION EXECUTIVES OF NC	883.50
Groups- Internet Ads	POTOMAC MEETING PROFESSIONAL INTERNATIONAL	1,883.25
Research	EQUATION RESEARCH, LLC	18,163.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
SMERF Promotion	MHD SERVICES	2,920.50
Group Tour	NATIONAL CUSTOM INSIGNIA, INC.	8,602.20
Sports Marketing	CHICAGO CUBS	81,000.00
Event Marketing	BENTHIC ECOLOGY MEETING	2,250.00
General Consumer	TRIP GIVEAWAY	1,572.48
General Consumer	MANN TRAVELS	1,356.32

General Consumer	MANN TRAVELS	1,369.48
General Consumer	MANN TRAVELS	104.54
Public Funding Sources	KAESER & BLAIR INC.	2,182.49
General Consumer	MANN TRAVELS	959.18
General Consumer	MANN TRAVELS	1,186.67
Sports Marketing	MILLER DIRECT	90,000.00
Event Marketing	PRINTING PORT	165.24
Groups- Meetings	MAM FAM TOUR	4,311.41
Sports Tourism	MDA CONSULTING	8,593.29
Tourism Promotion	BATTLE STRATEGIES LLC	276.00
Destination Publicity	EDELMAN	57.92
Groups- Meetings	MAM FAM TOUR	716.69
General Consumer	MANN TRAVELS	560.70
General Consumer	MANN TRAVELS	1,098.31
General Consumer	MANN TRAVELS	1,078.04
Groups- Meetings	MAM FAM TOUR	46.66
Groups- Meetings	MAM FAM TOUR	139.97
Groups- Meetings	MAM FAM TOUR	223.56
Group Sales Print	NORTHSTAR TRAVEL MEDIA	9,450.00
Event Marketing	RODALE INC	7,312.50
Website	SIMPLEVIEW LLC	8,637.30
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
Print Ad	DIRECTORY ADVERTISING	274.50
Television Advertising	CORINTHIAN MEDIA, INC.	341,861.85
Event Marketing	FAMILY GOLF WEEK	1,890.00
General Consumer	MANN TRAVELS	959.17
Group Tour	CNC SALES BLITZ	95.51
General Consumer	MANN TRAVELS	1,111.25
Website	SIMPLEVIEW LLC	1,350.00
Inquiry Fulfillment	MARTIN PRINTING CO., INC.	5,928.23
Sports Marketing	A10 CHAMPIONSHIP PROMOTION	2,185.90
Sports Marketing	A10 CHAMPIONSHIP PROMOTION	3,959.16
Television Advertising	CORINTHIAN MEDIA, INC.	558.00
Groups- Meetings	MAM FAM TOUR	1,511.03
General Consumer	COM-CONNECT LLC	5,273.10
General Consumer	MANN TRAVELS	1,307.57
General Consumer	TRIP GIVEAWAY	2,250.00
Billboard - co-op	BRANDON AGENCY	1,154.12
Inquiry Fulfillment-groups	PITNEY BOWES	307.97
Inquiry Fulfillment	PITNEY BOWES	32.85
Inquiry Fulfillment	US POSTAL SERVICE	1,472.51
Sports Tourism	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	89.95
International Promotion	MIPIIM	37.37
International Promotion	MIPIIM	86.40
Sports Marketing	A10 CHAMPIONSHIP PROMOTION	867.24
Sports Marketing	A10 CHAMPIONSHIP PROMOTION	3,075.84
General Consumer	TRIP GIVEAWAY	299.63
Canadian Promotion	TORONTO SALES MISSION	154.83
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	81.08
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	65.44
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	15.98
Destination Publicity	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	189.52
Groups- Meetings	MAM FAM TOUR	136.93
Groups- Meetings	MAM FAM TOUR	105.53
Groups- Meetings	MEETING PROFESSIONAL INTERNATIONAL	76.50

Groups- Meetings	INCENTIVE TRAVEL, MEETINGS & EVENTS	264.27
Groups- Meetings	MAM FAM TOUR	183.95
Groups- Meetings	MEETING PROFESSIONAL INTERNATIONAL	98.91
Groups- Meetings	MEETING PROFESSIONAL INTERNATIONAL	8.88
Groups- Internet Ads	CONVENTIONPLANIT.COM	4,417.50
Groups- Meetings	CCMF FAM TOUR	79.35
Inquiry Fullfilment	UPS	1,027.38
Inquiry Fulfillment-groups	UPS	166.97
Inquiry Fulfillment	UPS	1,397.80
Inquiry Fullfilment- Canada	UPS	4.83
Inquiry Fullfilment- Canada	UPS	9.67
Inquiry Fullfilment	UPS	202.99
Sports Marketing	CHICAGO CUBS PROMOTION	5,065.88
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	95.92
Sports Marketing	MID-AMERICAN CONFERENCE BASKETBALL PROMOTION	3.15
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	20.86
Sports Marketing	OHIO VALLEY CCONFERENCE BASKETBALL PROMOTION	632.63
Sports Marketing	OHIO VALLEY CCONFERENCE BASKETBALL PROMOTION	7.79
Sports Marketing	MID-AMERICAN CONFERENCE BASKETBALL PROMOTION	648.03
Sports Marketing	MID-AMERICAN CONFERENCE BASKETBALL PROMOTION	23.33
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	8.24
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	3.21
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	11.70
Sports Marketing	OHIO VALLEY CCONFERENCE BASKETBALL PROMOTION	6.26
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	26.51
Sports Marketing	OHIO VALLEY CCONFERENCE BASKETBALL PROMOTION	4.38
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	43.58
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	8.10
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	513.12
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	5.46
Sports Marketing	OHIO VALLEY CCONFERENCE BASKETBALL PROMOTION	11.69
Sports Marketing	BASKETBALL PROMOTIONS	511.89
Sports Marketing	OHIO VALLEY CCONFERENCE BASKETBALL PROMOTION	29.94
Sports Marketing	OHIO VALLEY CCONFERENCE BASKETBALL PROMOTION	32.40
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	7.10
Sports Marketing	OHIO VALLEY CCONFERENCE BASKETBALL PROMOTION	5.74
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	9.68
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	179.41
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	45.72
Sports Marketing	OHIO VALLEY CCONFERENCE BASKETBALL PROMOTION	18.22
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	14.31
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	67.50
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	54.88
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	42.87
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	39.63
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	5.67
Sports Marketing	SUN BELT CONFERENCE BASKETBALL PROMOTION	66.96
Destination Publicity	TORONTO PRESS TRIP	792.06
Group Tour	TRAVEL SOUTH	10.67
Group Tour	HEARTLAND TRAVEL SHOW	4.79
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	794.52
Group Tour	HEARTLAND TRAVEL SHOW	22.50
Group Tour	TRAVEL SOUTH	54.00
Group Tour	HEARTLAND TRAVEL SHOW	22.50
Group Tour	TRAVEL SOUTH	54.00

Group Tour	TRAVEL SOUTH	53.55
Group Tour	HEARTLAND TRAVEL SHOW	68.51
Group Tour	TRAVEL SOUTH	24.85
Group Tour	HEARTLAND TRAVEL SHOW	55.89
Group Tour	HEARTLAND TRAVEL SHOW	31.74
Group Tour	HEARTLAND TRAVEL SHOW	3.08
Group Tour	HEARTLAND TRAVEL SHOW	7.51
Group Tour	HEARTLAND TRAVEL SHOW	16.31
Group Tour	TRAVEL SOUTH	584.62
Group Tour	TRAVEL SOUTH	85.86
Group Tour	TRAVEL SOUTH	10.95
Group Tour	HEARTLAND TRAVEL SHOW	12.72
Group Tour	HEARTLAND TRAVEL SHOW	1.10
Group Tour	HEARTLAND TRAVEL SHOW	436.07
Group Tour	TRAVEL SOUTH	23.63
Group Tour	HEARTLAND TRAVEL SHOW	108.00
Group Tour	HEARTLAND TRAVEL SHOW	20.17
Group Tour	TRAVEL SOUTH	22.38
Group Tour	TRAVEL SOUTH	20.25
Domain Names	GODADDY.COM	898.11
Ad Design	ITUNES.COM	2.69
Domain Names	NETSOL	1,653.73
Internet	PATLIVE	367.45
Internet Promotion	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
Sports Marketing	CHICAGO CUBS PROMOTION	121.10
Groups- Meetings	MAM FAM TOUR	695.34
Groups- Meetings	MAM FAM TOUR	62.62
Groups- Meetings	CONNECT DIVERSITY SHOW	16.06
Canadian Promotion	TORONTO SALES MISSION	216.60
Groups- Meetings	CONNECT DIVERSITY SHOW	45.00
Groups- Meetings	MAM FAM TOUR	13.50
Groups- Meetings	MAM FAM TOUR	669.24
Groups- Meetings	MAM FAM TOUR	414.54
Groups- Meetings	MAM FAM TOUR	1,197.54
Groups- Meetings	MAM FAM TOUR	563.04
Groups- Meetings	MAM FAM TOUR	500.04
Groups- Meetings	MAM FAM TOUR	653.04
Groups- Meetings	MAM FAM TOUR	285.84
Groups-Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	208.79
Groups- Meetings	CONNECT DIVERSITY SHOW	3.11
Canadian Promotion	TORONTO SALES MISSION	81.63
Groups- Meetings	CONNECT DIVERSITY SHOW	4.95
Groups- Meetings	CONNECT DIVERSITY SHOW	3.90
Groups- Meetings	SITE VISIT	71.77
Groups- Meetings	CONNECT DIVERSITY SHOW	76.08
Groups- Meetings	MAM FAM TOUR	345.56
Groups- Meetings	MAM FAM TOUR	457.20
Groups- Meetings	CONNECT DIVERSITY SHOW	35.93
Groups- Meetings	CONNECT DIVERSITY SHOW	11.49
Canadian Promotion	TORONTO SALES MISSION	775.84
Research	RIGHT ANALYTICS LLC	481.67
General Consumer	TRIP GIVEAWAY	8.06
Email Marketing	SALESFORCE.COM	11,016.00
Groups- Meetings	HELMSBRISCOE PERFORMANCE GRP	675.00

Groups- Meetings	KNOWLAND	675.00
Research	DESTINATION MARKETING ASSOC	638.94
General Consumer	COM-CONNECT	23,751.00
Sports Tourism	MDA CONSULTING	5,290.32
General Consumer	MANN TRAVELS	616.39
General Consumer	MANN TRAVELS	616.39
General Consumer	MANN TRAVELS	5,884.98
Website	VISUAL DESTINATIONS LLC	6,962.16
Sports Marketing	STATE COLLEGE SPIKES	91,260.00
Sports Marketing	SUN BELT CONFERENCE INC	31,500.00
Sports Tourism	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	18,000.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Event Marketing	FAMILY GOLF WEEK	3,853.90
Groups- Meetings	COASTAL NETWORK COOPERATIVE FAM	108.00
Groups- Meetings	INCENTIVE TRAVEL, MEETINGS & EVENTS	19,474.25
Group Tour	GROUP PROMOTIONAL ITEMS	259.20
Groups-Meetings	INTERNATIONAL POW WOW	1,800.00
Sports Tourism	MEETINGMAX	1,350.00
Website	BATTLE STRATEGIES LLC	180.00
Groups- Meetings	CCMF FAM TOUR	446.74
Group Tour	ONTARIO MOTOR COACH ASSOCIATION	4,950.00
Group Tour- Canada	FAM TOUR	225.00
Group Tour- Canada	FAM TOUR	225.00
Group Tour- Canada	FAM TOUR	225.00
Group Tour- Canada	FAM TOUR	225.00
Group Tour- Canada	FAM TOUR	225.00
Group Tour- Canada	FAM TOUR	225.00
Group Tour- Canada	FAM TOUR	225.00
Group Tour- Canada	FAM TOUR	225.00
General Consumer	MANN TRAVELS	917.26
Inquiry Fullfilment	ENVOY NETWORK INC	859.04
SMERF Promotion	MHD SERVICES	2,920.50
Sports Marketing	FREDERICK KEYS BASEBALL	3,600.00
General Consumer	MANN TRAVELS	1,216.46
General Consumer	MANN TRAVELS	560.70
Internet Advertising	SEARCH MARKETING	475,455.01
Internet Advertising	DISPLAY ADVERTISING	405,630.42
Internet Advertising	VIDEO ADVERTISING	245,625.69
Internet Advertising	EMAIL MARKETING	54,312.05
Internet Advertising	SOCIAL MEDIA MARKEITNG	342,998.51
Internet Advertising	OTHER	3,299.21
Campground Advertising	VISIBILITY & CONVERSIONS, LLC	8,886.86
General Consumer	MANN TRAVELS	1,210.27
General Consumer	MANN TRAVELS	1,049.80
General Consumer	MANN TRAVELS	1,049.89
General Consumer	MANN TRAVELS	558.99
Destination Publicity	TORONTO SALES MISSION	92.86
International Promotion	MIPIM	1,650.26
Research	RIGHT ANALYTICS LLC	38.54
Research	RIGHT ANALYTICS LLC	9,840.00
Research	D.K. SHIFFLET & ASSOC. LTD.	8,446.00
Video Production	MOTHERSHIP IMAGING, LLC	9,000.00
Destination Publicity	FAHLGREN MORTINE	15,249.00
Destination Publicity	FAHLGREN MORTINE	4,140.00
Destination Publicity	FAHLGREN MORTINE	4,812.58

Destination Publicity	FAHLGREN MORTINE	1,690.50
Destination Publicity	FAHLGREN MORTINE	9,200.00
Sports Marketing	CHICAGO CUBS PROMOTION	1,218.51
Sports Marketing	CHICAGO CUBS PROMOTION	5,175.00
Sports Marketing	CHICAGO CUBS PROMOTION	5,175.00
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	2,862.00
Internet Promotion - Social	BATTLE STRATEGIES LLC	1,113.75
Groups- Internet Ads	GOOGLE INC.	17,921.91
Groups- Internet Ads	GOOGLE INC.	2,554.27
Sports Tourism	DUE NORTH CONSULTING INC	612.00
Sports Tourism	DUE NORTH CONSULTING INC	1,584.00
Online Promotions	ADOBE SYSTEMS INC	1,437.99
Television Advertising	CORINTHIAN MEDIA, INC.	418.50
Television Advertising	BROADCAST BUYING SERVICES, INC.	3,245.70
Television Advertising	BROADCAST BUYING SERVICES, INC.	15,021.36
General Consumer	MANN TRAVELS	1,148.67
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
International Promotion- China	NORTH AMERICAN JOURNEY SUMMIT EAST	1,165.50
Destination Publicity	TRAVEL SOLUTIONS BY DESIGN CORP	8,082.10
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
Television Advertising	CORINTHIAN MEDIA, INC.	69.75
Television Advertising	CORINTHIAN MEDIA, INC.	1,023.00
Television Advertising	CORINTHIAN MEDIA, INC.	418.50
Television Advertising	CORINTHIAN MEDIA, INC.	22,808.25
Groups-Meetings Midwest	SPINNAKER DME	1,980.00
Event Marketing	FAMILY GOLF WEEK	3,780.00
Event Marketing	FAMILY GOLF WEEK	1,890.00
General Consumer	MANN TRAVELS	987.21
Sports Tourism	MDA CONSULTING	8,593.29
Billboard - co-op	THE BRANDON AGENCY	1,154.12
Television Advertising	CORINTHIAN MEDIA, INC.	1,039,226.81
Print Ad	DIRECTORY ADVERTISING	274.50
International Promotion- China	INTERNATIONAL TOURISM BOURSE	4,455.00
General Consumer	MANN TRAVELS	1,221.21
Destination Publicity	TORONTO PRESS TRIP	139.89
Sports Marketing	KAESER & BLAIR INC.	136.85
Destination Publicity	TORONTO PRESS TRIP	155.69
Group Tour	HEARTLAND TRAVEL SHOW	32.26
Group Tour	HEARTLAND TRAVEL SHOW	18.00
General Consumer	MANN TRAVELS	1,260.77
General Consumer	MANN TRAVELS	1,377.09
Destination Publicity	FAHLGREN MORTINE	15,249.00
Destination Publicity	FAHLGREN MORTINE	2,932.50
Destination Publicity	FAHLGREN MORTINE	3,525.91
Destination Publicity	FAHLGREN MORTINE	3,243.00
Destination Publicity	FAHLGREN MORTINE	379.50
Destination Publicity	FAHLGREN MORTINE	1,794.00
Destination Publicity	FAHLGREN MORTINE	9,200.00
Sports Marketing	CHICAGO CUBS PROMOTION	1,368.00
Groups- Meetings	CCMF FAM TOUR	665.36
Sports Marketing	CHICAGO CUBS PROMOTION	85.49
Event Marketing	RODALE INC	7,312.50
Research	SC DEPT. OF PARKS, REC. & TOURISM	11,726.00
Print Ad	SOUTHEAST TOURISM SOCIETY	450.00
Website	SIMPLEVIEW LLC	1,350.00

Internet - Web Cam	WEB CAM	3,420.00
Group Sales Print	GROUP TRAVEL LEADER	2,700.00
Groups- Meetings	CONNECT DIVERSITY SHOW	29.70
Groups- Meetings	TORONTO SALES MISSION	13.50
Groups- Meetings	CCMF FAM TOUR	386.52
Destination Publicity	TRAVEL SOLUTIONS BY DESIGN CORP	729.50
Destination Publicity	TRAVEL SOLUTIONS BY DESIGN CORP	2,883.07
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	1,272.15
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	154.10
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	131.52
International Promotion- China	TRAVEL SOLUTIONS BY DESIGN CORP	946.29
International Promotion- China	TRAVEL SOLUTIONS BY DESIGN CORP	3,396.40
International Promotion- China	TRAVEL SOLUTIONS BY DESIGN CORP	2,930.97
International Promotion- China	TRAVEL SOLUTIONS BY DESIGN CORP	237.27
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	2,820.39
General Consumer	MANN TRAVELS	802.97
General Consumer	MANN TRAVELS	802.97
General Consumer	MANN TRAVELS	1,369.17
General Consumer	MANN TRAVELS	560.70
General Consumer	MANN TRAVELS	1,165.39
Inquiry Fullfilment	ENVOY NETWORK INC	778.73
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	385.38
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	305.59
International Promotion- China	TRAVEL SOLUTIONS BY DESIGN CORP	270.00
International Promotion- China	TRAVEL SOLUTIONS BY DESIGN CORP	677.59
Groups- Meetings	TRAVEL SOLUTIONS BY DESIGN CORP	814.99
Sports Tourism	MDA CONSULTING	935.27
Sports Tourism	MDA CONSULTING	831.25
Sports Tourism	DSA SPORTS LLC	1,110.12
General Consumer	TRIP GIVEAWAY	2,250.00
Sports Marketing	CHICAGO CUBS PROMOTION	450.00
General Consumer	DAV/CCMF PARTNERSHIP	450.00
Destination Publicity	LIVE W/KELLY PROMOTION	3,174.00
Sports Tourism	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	8.61
Sports Tourism	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	35.64
Sports Tourism	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	45.00
Sports Tourism	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	48.36
Sports Tourism	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	17.08
Groups- Meetings	CCMF FAM TOUR	9.00
Destination Publicity	TRAVEL WRITER	235.47
Group Tour	CNC SALES BLITZ	7.20
Groups-Meetings Midwest	SPINNAKER DME	1,980.00
Video Production	NATIVE SONS	13.50
Groups- Internet Ads	STUDENT YOUTH TOUR ASSOCIATION	1,012.50
Video Production	CAROLINA TALENT	11,664.00
Website	MEDIA COAST	1,406.25
Destination Publicity	KAESER & BLAIR INC.	2,354.98
General Consumer	KAESER & BLAIR INC.	2,303.78
Sports Marketing	CHICAGO CUBS PROMOTION	75.18
Group Tour	STUDENT FAM TRIP	238.50
Groups- Meetings	MAM FAM TOUR	4.50
Group Tour	STUDENT FAM TRIP	467.94
Destination Publicity	FRENCH FAM TOUR	11.04
Destination Publicity	FRENCH FAM TOUR	122.77

Destination Publicity	FRENCH FAM TOUR	18.40
General Consumer	TRIP GIVEAWAY	107.82
Groups- Meetings	HELMSBRISCOE SHOW	22.50
Groups- Meetings	HELMSBRISCOE SHOW	22.50
Groups- Meetings	HELMSBRISCOE SHOW	15.57
Groups- Meetings	HELMSBRISCOE SHOW	53.10
Groups- Meetings	MAM FAM TOUR	134.60
Groups- Meetings	MEETINGS AND INCENTIVES	200.26
Groups- Meetings	HELMSBRISCOE SHOW	761.66
Groups- Meetings	HELMSBRISCOE SHOW	13.82
Groups- Meetings	HELMSBRISCOE SHOW	43.20
Groups- Meetings	HELMSBRISCOE SHOW	4.97
Groups- Meetings	HELMSBRISCOE SHOW	14.64
Groups- Meetings	HELMSBRISCOE SHOW	21.77
Groups- Meetings	MAM FAM TOUR	278.64
Groups- Meetings	HELMSBRISCOE SHOW	4.50
Groups- Meetings	HELMSBRISCOE SHOW	55.69
Groups- Meetings	HELMSBRISCOE SHOW	6.98
General Consumer	TRIP GIVEAWAY	8.06
Groups-Meetings	INTERNATIONAL POW WOW	439.65
Groups- Meetings	SITE VISIT	69.23
Groups- Meetings	MAM FAM TOUR	57.94
Groups- Meetings	MAM FAM TOUR	340.19
Groups- Meetings	GERMAN TOUR FAM	72.36
Inquiry Fulfillment	UPS	74.53
Inquiry Fulfillment-groups	UPS	17.03
Inquiry Fulfillment	UPS	167.31
Inquiry Fulfillment	UPS	265.95
Inquiry Fulfillment-groups	UPS	361.31
Inquiry Fulfillment	UPS	716.74
Inquiry Fulfillment- Canada	UPS	60.55
Inquiry Fulfillment- Canada	UPS	154.66
Destination Publicity	TORONTO PRESS TRIP	132.78
Sports Marketing	CHICAGO CUBS PROMOTION	1,625.47
Destination Publicity	LIVE W/KELLY PROMOTION	96.60
Sports Marketing	CHICAGO CUBS PROMOTION	1,115.82
Sports Marketing	KENTUCKY MOTORSPEDWAY PROMOTION	506.88
Sports Marketing	CHICAGO CUBS PROMOTION	97.20
Sports Marketing	CHICAGO CUBS PROMOTION	19.44
General Consumer	CCMF PROMO	6,199.20
Destination Publicity	LIVE W/KELLY PROMOTION	138.00
Destination Publicity	LIVE W/KELLY PROMOTION	299.29
Group Tour	CNC SALES BLITZ	105.52
Group Tour	CNC SALES BLITZ	22.50
Group Tour	CNC SALES BLITZ	110.79
Group Tour	CNC SALES BLITZ	3.25
Group Tour	CNC SALES BLITZ	12.06
Group Tour	CNC SALES BLITZ	20.72
Group Tour	CNC SALES BLITZ	90.81
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	508.82
Group Tour	CNC SALES BLITZ	11.88
Group Tour	CNC SALES BLITZ	109.67
Group Tour	CNC SALES BLITZ	699.21
Group Tour	CNC SALES BLITZ	1,233.09
Group Tour	CNC SALES BLITZ	34.87

Group Tour	CNC SALES BLITZ	32.07
Group Tour	CNC SALES BLITZ	22.52
Group Tour	CNC SALES BLITZ	20.66
Group Tour	CNC SALES BLITZ	19.13
Group Tour	CNC SALES BLITZ	19.22
Group Tour	CNC SALES BLITZ	6.85
Group Tour	CNC SALES BLITZ	25.53
Group Tour	CNC SALES BLITZ	7.08
Group Tour	CNC SALES BLITZ	30.77
Group Tour	CNC SALES BLITZ	7.80
Group Tour	CNC SALES BLITZ	19.73
Group Tour	CNC SALES BLITZ	51.56
Group Tour	CNC SALES BLITZ	699.08
Group Tour	CNC SALES BLITZ	39.23
Group Tour	CNC SALES BLITZ	19.61
Group Tour	CNC SALES BLITZ	20.57
Group Tour	CNC SALES BLITZ	2.86
Group Tour	CNC SALES BLITZ	6.08
Destination Publicity	TRAVEL WRITER	27.60
Domain Names	GODADDY.COM	144.22
Ad Design	ITUNES.COM	2.69
Destination Publicity	TRAVEL WRITER	398.76
Destination Publicity	TRAVEL WRITER	27.45
Internet	PATLIVE	348.63
Internet Promotion	RAFFLECOPTER.COM	53.99
Internet	SOUNDCLOUD	56.70
Web Hosting	TULSA CONNECT	744.30
General Consumer	CHICAGO CUBS PROMOTION	20.09
Groups-Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	376.21
Groups- Meetings	CONNECT DIVERSITY SHOW	9.23
Groups- Meetings	MAM FAM TOUR	2,502.00
Groups- Meetings	CONNECT DIVERSITY SHOW	28.72
Groups- Meetings	MAM FAM TOUR	44.99
Groups-Meetings	INTERNATIONAL POW WOW	1,080.00
Groups- Meetings	CONNECT DIVERSITY SHOW	5.02
Groups- Meetings	CONNECT DIVERSITY SHOW	576.04
Groups- Meetings	MAM FAM TOUR	7.54
Groups- Meetings	MAM FAM TOUR	16.20
Groups- Meetings	CONNECT DIVERSITY SHOW	23.21
Groups- Meetings	MAM FAM TOUR	7.77
Groups- Meetings	CONNECT DIVERSITY SHOW	22.32
Inquiry Fulfillment-groups	PITNEY BOWES	251.49
Inquiry Fulfillment	PITNEY BOWES	32.65
Inquiry Fulfillment	US POSTAL SERVICE	1,579.71
Email Marketing	SALESFORCE.COM	11,016.00
Groups- Meetings	HELMSBRISCOE PERFORMANCE GRP	675.00
Groups- Meetings	KNOWLAND	675.00
Research	DESTINATION MARKETING ASSOC	638.94
Group Tour- Canada	FAM TOUR	225.00
General Consumer	COM-CONNECT LLC	6,540.10
General Consumer	COM-CONNECT LLC	23,751.00
General Consumer	MANN TRAVELS	1,370.34
Research	RIGHT ANALYTICS LLC	9,840.00
Event Marketing	FAMILY GOLF WEEK	6,750.00
Website	VISUAL DESTINATIONS LLC	6,962.16

Sports Tourism	MHD SERVICES	2,920.50
General Consumer	MANN TRAVELS	511.79
Sports Marketing	DARLINGTON RACEWAY	20,250.00
Video Production	BATTLE STRATEGIES LLC	1,350.72
General Consumer	MANN TRAVELS	519.91
Groups- Meetings	SITE VISIT	364.32
General Consumer	MANN TRAVELS	566.48
Internet Advertising	SEARCH MARKETING	622,648.57
Internet Advertising	DISPLAY ADVERTISING	435,269.76
Internet Advertising	VIDEO ADVERTISING	226,550.40
Internet Advertising	EMAIL MARKETING	64,718.40
Internet Advertising	SOCIAL MEDIA MARKEITNG	382,828.80
Internet Advertising	OTHER	3,999.99
Campground Advertising	VISIBILITY & CONVERSIONS, LLC	36,459.00
Groups-Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	9,114.30
General Consumer	MANN TRAVELS	566.48
General Consumer	MANN TRAVELS	1,328.45
Sports Marketing	CHICAGO CUBS PROMOTION	8,650.80
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	2,285.19
Video Production	VIDEO SHOOT	183.07
Destination Publicity	MEDIA VISIT	50.55
Destination Publicity	MEDIA VISIT	4.60
Video Production	VISUAL DESTINATIONS LLC	1,057.50
Television Advertising	BROADCAST BUYING SERVICES, INC.	3,348.00
Group Sales Print	GROUP TOUR MEDIA INC	1,350.00
Groups- Internet Ads	NORTHSTAR TRAVEL MEDIA	22,500.00
Groups- Internet Ads	NORTHSTAR TRAVEL MEDIA	11,250.00
Sports Tourism	NORTHSTAR TRAVEL MEDIA	1,327.50
Online Promotions	ADOBE SYSTEMS INC	2,026.26
Groups- Internet Ads	GOOGLE INC.	13,589.62
Groups- Internet Ads	GOOGLE INC.	1,975.71
Sports Marketing	CHICAGO CUBS PROMOTION	9,000.00
Sports Tourism	DUE NORTH CONSULTING INC	1,800.00
Sports Marketing	CHICAGO CUBS PROMOTION	1,506.51
Groups- Internet Ads	SPORTS TRAVEL	1,080.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	9,964.95
Television Advertising	CORINTHIAN MEDIA, INC.	54,705.88
Television Advertising	CORINTHIAN MEDIA, INC.	545,021.96
Groups- Meetings	CCMF FAM TOUR	243.00
Group Tour	PROFORMA GRAPHIC CONCEPTS	1,626.91
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
Groups- Meetings	CCMF FAM TOUR	1,405.60
Sports Tourism	MDA CONSULTING	8,593.29
General Consumer	MANN TRAVELS	1,078.10
General Consumer	MANN TRAVELS	1,377.09
General Consumer	MANN TRAVELS	1,247.22
General Consumer	MANN TRAVELS	1,349.93
General Consumer	MANN TRAVELS	523.30
General Consumer	MANN TRAVELS	667.31
General Consumer	MANN TRAVELS	996.19
General Consumer	MANN TRAVELS	502.27
General Consumer	MANN TRAVELS	443.03
General Consumer	MANN TRAVELS	1,176.21
Inquiry Fullfilment	ENVOY NETWORK INC	386.65
Website	SIMPLEVIEW LLC	1,350.00

Sports Tourism	DUE NORTH CONSULTING INC	612.00
Research	CHMURA ECONOMICS & ANALYTICS	4,345.34
Sports Tourism	NORTHSTAR TRAVEL MEDIA	2,488.50
Television Advertising	CORINTHIAN MEDIA, INC.	209.25
Television Advertising	CORINTHIAN MEDIA, INC.	837.00
Research	THE COAST RTA	6,150.00
General Consumer	MANN TRAVELS	612.09
Groups- Meetings	CCMF FAM TOUR	649.98
Groups- Meetings	CCMF FAM TOUR	258.75
Group Tour	PROFORMA GRAPHIC CONCEPTS	461.90
Destination Publicity	FAHLGREN MORTINE	15,249.00
Destination Publicity	FAHLGREN MORTINE	9,200.00
Destination Publicity	FAHLGREN MORTINE	4,036.50
Destination Publicity	FAHLGREN MORTINE	1,850.49
Destination Publicity	FAHLGREN MORTINE	1,173.00
Video Production	VISUAL DESTINATIONS LLC	360.00
Sports Marketing	CHICAGO CUBS PROMOTION	1,845.00
Video Production	MOTHERSHIP IMAGING, LLC	20,880.13
Research	SWEETSPOT INTELLIGENCE INC	1,640.00
Print Ad	DIRECTORY ADVERTISING	274.50
Sports Marketing	KENTUCKY MOTORSPEDWAY PROMOTION	7,425.00
Research	PRINTING PORT	893.80
Video Production	SCOTT SCHULT	90.00
Print Ad	CAROLINA LIVING.COM	5,985.00
Internet Advertising	CAROLINA LIVING.COM	3,325.50
Internet Promotion - Social	BATTLE STRATEGIES LLC	1,485.00
Groups- Internet Ads	SELECT TRAVELER	900.00
Groups- Internet Ads	GROUP TRAVEL LEADER	900.00
Groups- Internet Ads	TEACH AND TRAVEL	2,030.40
Sports Marketing	KENTUCKY MOTORSPEDWAY PROMOTION	54.00
Video Production	NATIVE SONS	13.50
Sports Marketing	KENTUCKY MOTORSPEDWAY PROMOTION	7,425.00
International Promotion	MIPIM	2,362.45
Event Marketing	LUCKY DOG TELEVISION PRODUCTIONS	3,600.00
General Consumer	MILLER DIRECT	360.00
Event Marketing	CCMF PROMO	360.00
General Consumer	TRIP GIVEAWAY	45.00
General Consumer	TRIP GIVEAWAY	1,223.30
Sports Marketing	CHICAGO CUBS PROMOTION	556.12
Video Production	VIDEO SHOOT	393.44
Destination Publicity	TRAVEL WRITER	235.47
Video Production	VIDEO SHOOT	874.68
Destination Publicity	TRAVEL WRITER	136.45
Sports Marketing	CHICAGO CUBS PROMOTION	1,786.05
Video Production	VIDEO SHOOT	280.02
Sports Marketing	CHICAGO CUBS PROMOTION	93.52
Video Production	VIDEO SHOOT	38.09
Groups- Meetings	CCMF FAM TOUR	700.75
Groups- Meetings	CCMF FAM TOUR	28.13
Group Tour	TRAVEL SOUTH	198.68
Group Tour	TRAVEL SOUTH	22.50
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	21.29
Groups- Meetings	CCMF FAM TOUR	47.38
Event Marketing	NATIONAL MEMORIAL DAY PARADE	180.59
Research	MANDALA RESEARCH	1,448.30

Groups- Meetings	MEETINGS AND INCENTIVES	23.40
Groups- Meetings	MEETINGS AND INCENTIVES	22.50
Groups- Meetings	MEETINGS AND INCENTIVES	22.50
Groups- Meetings	MEETINGS AND INCENTIVES	17.40
Groups- Meetings	MEETINGS AND INCENTIVES	496.61
Groups- Meetings	MEETINGS AND INCENTIVES	36.75
Groups- Meetings	MEETINGS AND INCENTIVES	9.22
Groups- Meetings	MEETINGS AND INCENTIVES	45.57
Groups- Meetings	CCMF FAM TOUR	211.23
Destination Publicity	TRIP GIVEAWAY	2,498.67
General Consumer	TRIP GIVEAWAY	8.06
Inquiry Fullfilment	CHICAGO CUBS PROMOTION	18.30
Inquiry Fullfilment	UPS	404.56
Inquiry Fulfillment-groups	UPS	364.78
Inquiry Fulfillment	UPS	1,171.53
Inquiry Fullfilment	UPS	130.49
Sports Marketing	CHICAGO CUBS PROMOTION	29.00
Inquiry Fullfilment	PITNEY BOWES	0.83
Inquiry Fullfilment	PITNEY BOWES	0.41
Inquiry Fulfillment-groups	PITNEY BOWES	476.67
Inquiry Fulfillment	PITNEY BOWES	45.57
Inquiry Fulfillment	US POSTAL SERVICE	1,587.58
Destination Publicity	LIVE W/KELLY PROMOTION	82.80
Destination Publicity	TRAVEL WRITER	631.04
Destination Publicity	TRAVEL WRITER	143.47
Destination Publicity	LIVE W/KELLY PROMOTION	2,417.70
Destination Publicity	PR FAM TRIP	209.93
Destination Publicity	TRAVEL WRITER	27.46
Groups- Meetings	CCMF FAM TOUR	338.76
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	1,656.55
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	88.20
Groups- Meetings	CCMF FAM TOUR	166.30
Groups- Meetings	CCMF FAM TOUR	22.02
Sports Marketing	CHICAGO CUBS PROMOTION	77.13
Sports Marketing	CHICAGO CUBS PROMOTION	35.65
Sports Marketing	CHICAGO CUBS PROMOTION	178.21
Destination Publicity	LIVE W/KELLY PROMOTION	241.78
Sports Marketing	CHICAGO CUBS PROMOTION	77.74
Sports Marketing	CHICAGO CUBS PROMOTION	37.35
Destination Publicity	TORONTO PRESS TRIP	131.14
Sports Marketing	CHICAGO CUBS PROMOTION	5,374.63
Sports Marketing	CHICAGO CUBS PROMOTION	202.50
Sports Marketing	CHICAGO CUBS PROMOTION	22.50
Sports Marketing	CHICAGO CUBS PROMOTION	1,245.52
Sports Marketing	CHICAGO CUBS PROMOTION	27.56
Sports Marketing	CHICAGO CUBS PROMOTION	459.65
Video Production	VIDEO SHOOT	20.93
Sports Marketing	CHICAGO CUBS PROMOTION	31.50
Video Production	VIDEO SHOOT	68.74
Sports Marketing	A10 CONFERENCE BASKETBALL CHAMPIONSHIP PROMOTION	11.03
Sports Marketing	CHICAGO CUBS PROMOTION	61.20
Sports Marketing	CHICAGO CUBS PROMOTION	23.10
Sports Marketing	CHICAGO CUBS PROMOTION	892.44
Sports Marketing	CHICAGO CUBS PROMOTION	489.78
Video Production	VIDEO SHOOT	213.85

Video Production	VIDEO SHOOT	4,185.00
Destination Publicity	LIVE W/KELLY PROMOTION	226.60
Video Production	VIDEO SHOOT	176.10
Sports Marketing	CHICAGO CUBS PROMOTION	146.08
Destination Publicity	LIVE W/KELLY PROMOTION	173.41
Sports Marketing	CHICAGO CUBS PROMOTION	56.70
Sports Marketing	CHICAGO CUBS PROMOTION	12.84
Sports Marketing	CHICAGO CUBS PROMOTION	91.13
Sports Marketing	CHICAGO CUBS PROMOTION	42.96
Sports Marketing	CHICAGO CUBS PROMOTION	76.96
Sports Marketing	CHICAGO CUBS PROMOTION	75.23
Sports Marketing	CHICAGO CUBS PROMOTION	5.57
Video Production	VIDEO SHOOT	11.04
Sports Marketing	CHICAGO CUBS PROMOTION	42.97
Sports Marketing	CHICAGO CUBS PROMOTION	11.49
Video Production	VIDEO SHOOT	268.80
Video Production	VIDEO SHOOT	1,745.26
Destination Publicity	LIVE W/KELLY PROMOTION	272.69
Video Production	VIDEO SHOOT	418.46
Sports Marketing	CHICAGO CUBS PROMOTION	10.48
Sports Marketing	CHICAGO CUBS PROMOTION	32.30
Sports Marketing	CHICAGO CUBS PROMOTION	32.90
Sports Marketing	CHICAGO CUBS PROMOTION	10.04
Sports Marketing	CHICAGO CUBS PROMOTION	11.45
Sports Marketing	CHICAGO CUBS PROMOTION	43.31
Sports Marketing	CHICAGO CUBS PROMOTION	27.25
Sports Marketing	CHICAGO CUBS PROMOTION	53.94
Sports Marketing	CHICAGO CUBS PROMOTION	116.91
Sports Marketing	CHICAGO CUBS PROMOTION	43.03
Destination Publicity	LIVE W/KELLY PROMOTION	168.36
Video Production	VIDEO SHOOT	867.02
Video Production	VIDEO SHOOT	232.77
Video Production	VIDEO SHOOT	6,308.06
Video Production	VIDEO SHOOT	117.68
Video Production	VIDEO SHOOT	29.34
Video Production	VIDEO SHOOT	971.99
Video Production	VIDEO SHOOT	391.66
Video Production	VIDEO SHOOT	963.08
Domain Names	GODADDY.COM	91.19
Ad Design	ITUNES.COM	2.69
Video Production	VIDEO SHOOT	29.42
Video Production	VIDEO SHOOT	55.60
Destination Publicity	TRAVEL WRITER	1,219.48
Video Production	VIDEO SHOOT	120.29
Video Production	VIDEO SHOOT	1,315.94
Internet	PATLIVE	341.45
Internet Promotion	RAFFLECOPTER.COM	53.99
Research	SKIFT, INC.	1,471.90
Web Hosting	TULSA CONNECT	744.30
Internet	WEBSITE	45.00
Canadian Promotion	TORONTO SALES MISSION	40.91
Canadian Promotion	TORONTO SALES MISSION	57.78
Canadian Promotion	TORONTO SALES MISSION	35.51
Canadian Promotion	TORONTO SALES MISSION	13.69
Canadian Promotion	TORONTO SALES MISSION	67.32

Canadian Promotion	TORONTO SALES MISSION	15.81
Canadian Promotion	TORONTO SALES MISSION	16.38
Canadian Promotion	TORONTO SALES MISSION	10.42
Canadian Promotion	TORONTO SALES MISSION	5.27
Canadian Promotion	TORONTO SALES MISSION	3.73
Groups-Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	101.94
Canadian Promotion	TORONTO SALES MISSION	2.74
Canadian Promotion	TORONTO SALES MISSION	49.64
Canadian Promotion	TORONTO SALES MISSION	67.35
Sports Marketing	CHICAGO CUBS PROMOTION	284.59
Groups- Meetings	SITE VISIT	129.72
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		8,294,273.03
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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.