

**Myrtle Beach Area Chamber of Commerce- Q1 2018 MB Atax Report**

<b>Marketing Investment</b>	<b>Description</b>	<b>Allocation</b>
Website	SIMPLEVIEW LLC	\$2,650.00
Internet Promotion	ADOBE SYSTEMS INC	\$225.14
Research	RIGHT ANALYTICS LLC	\$2,224.80
Website	VISUAL DESTINATIONS LLC	\$890.00
Internet Adv- Search	VISIBILITY & CONVERSIONS, LLC	\$13,539.38
Internet Adv- display	VISIBILITY & CONVERSIONS, LLC	\$12,688.69
Internet Adv- Video	VISIBILITY & CONVERSIONS, LLC	\$3,424.88
Internet Adv- Email	VISIBILITY & CONVERSIONS, LLC	\$1,023.94
Internet Adv- Social media	VISIBILITY & CONVERSIONS, LLC	\$5,323.13
Internet Adv- other	VISIBILITY & CONVERSIONS, LLC	\$156.25
Internet Adv - Groups	SPORTS EVENTS MAGAZINE	\$304.47
Internet Adv - Groups	SPORTS EVENTS MAGAZINE	\$47.45
Internet Adv - Groups	SPORTS EVENTS MAGAZINE	\$47.45
Internet Adv - Groups	SPORTS EVENTS MAGAZINE	\$86.45
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$28.96
Group Tour	GROUP TRAVEL LEADER	\$4,530.00
Group Tour	AMERICAN BUS ASSOCIATION	\$125.00
Group Tour	AMERICAN BUS ASSOCIATION	\$125.00
SMERF Promotion	MHD SERVICES	\$348.33
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$1,003.60
Group Tour	ROBIN HOOD TOURS	\$50.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$27.00
Destination Publicity- Int'l	TRAVMEDIA USA LLC	\$156.00
Group Advertising	SPORTS EVENTS MAGAZINE	\$249.52
Sports Tourism	T2H ADVERTISING	\$105.00
Outdoor Advertising- Canada	OUTDOOR ADVERTISING	\$150.00
Group Advertising	GROUP TRAVEL LEADER	\$300.00
Group Advertising	GROUP TRAVEL LEADER	\$22.50
International Promo- china	SYNTRANS	\$406.20
Event Marketing	PRINTING PORT	\$556.50
General Consumer Promotion	MANN TRAVELS	\$53.47
General Consumer Promotion	MANN TRAVELS	\$65.94
Group - Meetings	KNOWLAND GROUP LLC	\$78.75
Event Marketing	CAROLINA AFRICAN AMERICAN HERITAGE FOUNDATION	\$1,000.00
General Consumer Promotion	MANN TRAVELS	\$55.10
General Consumer Promotion	MANN TRAVELS	\$88.77
Group Tour	AMERICAN BUS ASSOCIATION	\$27.25
Group Tour	AMERICAN BUS ASSOCIATION	\$95.00
Group Tour	AMERICAN BUS ASSOCIATION	\$65.00
Group Tour	AMERICAN BUS ASSOCIATION	\$65.00
General Consumer Promotion	MANN TRAVELS	\$66.01
General Consumer Promotion	MANN TRAVELS	\$66.80
General Consumer Promotion	MANN TRAVELS	\$58.92
General Consumer Promotion	MANN TRAVELS	\$65.08
General Consumer Promotion	MANN TRAVELS	\$51.17

General Consumer Promotion	MANN TRAVELS	\$52.00
General Consumer Promotion	MANN TRAVELS	\$62.00
General Consumer Promotion	MANN TRAVELS	\$62.96
General Consumer Promotion	MANN TRAVELS	\$49.91
General Consumer Promotion	MANN TRAVELS	\$155.31
General Consumer Promotion	MANN TRAVELS	\$54.73
General Consumer Promotion	MANN TRAVELS	\$48.04
General Consumer Promotion	MANN TRAVELS	\$60.33
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$1,482.80
Internet Advertising	FLIP TO, LLC	\$584.15
Group Tour	AMERICAN BUS ASSOCIATION	\$30.00
Print Advertising	DIRECTORY ADVERTISING	\$30.50
General Consumer Promotion	MANN TRAVELS	\$147.27
General Consumer Promotion	MANN TRAVELS	\$54.80
Group - Meetings	HOLIDAY SHOWCASE	\$3.33
Group - Meetings	HOLIDAY SHOWCASE	\$5.80
Group - Meetings	CHICAGO SALES MISSION	\$12.25
Group - Meetings	SITE VISIT	\$27.77
Research	U.S. TRAVEL ASSOCIATION	\$8,365.50
Group - Meetings	MEETING PROFESSIONALS INTERNATIONAL	\$4.00
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$39.90
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$38.47
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$4,562.54
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$58.57
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$6,390.33
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$59.19
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$20,850.39
Group - Meetings	SITE VISIT	\$45.10
Research	SOUTHEAST TOURISM SOCIETY	\$81.00
General Consumer Promotion	MANN TRAVELS	\$53.58
General Consumer Promotion	MANN TRAVELS	\$52.00
Video Production - Social	BATTLE STRATEGIES LLC	\$123.75
Internet Advertising	FLIP TO, LLC	\$8,100.00
Group Advertising	NORTHSTAR TRAVEL MEDIA	\$130.00
General Consumer Promotion	MANN TRAVELS	\$62.30
General Consumer Promotion	MANN TRAVELS	\$52.00
General Consumer Promotion	MANN TRAVELS	\$66.61
General Consumer Promotion	MANN TRAVELS	\$106.51
Group - Meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	\$3,988.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$9.00
Research	SWEETSPOT INTELLIGENCE INC	\$46.44
Website	SIMPLEVIEW LLC	\$959.70
Website	SIMPLEVIEW LLC	\$150.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$122.00
Research	VERINT AMERICAS INC	\$1,759.45
Research	RIGHT ANALYTICS LLC	\$2,224.80
Website	VISUAL DESTINATIONS LLC	\$890.00
Mobile Visitor Center	COM-CONNECT LLC	\$450.00
General Consumer Promotion	COM-CONNECT LLC	\$2,639.00

Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$399.50
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$175.00
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$47.41
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$37.60
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$40.00
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$5.80
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$18.40
Sports Tourism	NATIONAL SOFTBALL ASSOC HALL OF FAME PROMO	\$1,000.00
Group Tour	AMERICAN BUS ASSOCIATION	\$317.00
Group Tour	AMERICAN BUS ASSOCIATION	\$550.00
Group Tour	AMERICAN BUS ASSOCIATION	\$422.37
Group Tour	AMERICAN BUS ASSOCIATION	\$238.50
Group Tour	AMERICAN BUS ASSOCIATION	\$2,648.50
Group Tour	AMERICAN BUS ASSOCIATION	\$3.07
Group Tour	AMERICAN BUS ASSOCIATION	\$663.10
Group Tour	AMERICAN BUS ASSOCIATION	\$391.50
Group Tour	AMERICAN BUS ASSOCIATION	\$57.55
Group Tour	AMERICAN BUS ASSOCIATION	\$29.72
Group Tour	AMERICAN BUS ASSOCIATION	\$50.20
Group Tour	AMERICAN BUS ASSOCIATION	\$3.23
Group Tour	AMERICAN BUS ASSOCIATION	\$1.80
Group Tour	AMERICAN BUS ASSOCIATION	\$9.93
Group Tour	AMERICAN BUS ASSOCIATION	\$2.40
Group Tour	AMERICAN BUS ASSOCIATION	\$17.08
Group Tour	AMERICAN BUS ASSOCIATION	\$45.78
Group Tour	AMERICAN BUS ASSOCIATION	\$238.50
Group Tour	AMERICAN BUS ASSOCIATION	\$3.27
Group Tour	AMERICAN BUS ASSOCIATION	\$15.69
Group Tour	AMERICAN BUS ASSOCIATION	\$18.15
Group Tour	AMERICAN BUS ASSOCIATION	\$422.37
Group Tour	AMERICAN BUS ASSOCIATION	\$0.68
Email Marketing	SALESFORCE.COM	\$1,235.33
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$75.00
Research	DESTINATIONS INTERNATIONAL	\$77.91
Research	SWEETSPOT INTELLIGENCE	\$247.50
Inquiry Fulfillment	PITNEY BOWES	\$10.92
Inquiry Fulfillment	PITNEY BOWES	\$83.96
Inquiry Fulfillment	US POSTAL SERVICE	\$157.18
General Consumer Promotion	TRIP GIVEAWAY	\$750.00
Inquiry Fulfillment- Canada	CTM MEDIA GROUP	\$750.00
Event Promotion	PALMETTO PARTNERS SCIENCE/TECH	\$2,000.00
Inquiry Fulfillment	AAA GREAT VACATIONS TRVL EXPO	\$67.12

Group Advertising	NATIONAL ASSOCIATION OF SPORTS COMMISSIONS	\$250.00
Group - Meetings	SPINNAKER DME	\$220.00
General Consumer Promotion	COM-CONNECT LLC	\$2,639.00
General Consumer Promotion	CUBS CONVENTION PROMOTION	\$27.66
General Consumer Promotion	CUBS CONVENTION PROMOTION	\$22.71
Group Tour	COASTAL NETWORK COOPERATIVE	\$270.00
Group Advertising	CVENT	\$444.63
Group Advertising	CVENT	\$115.00
Group Advertising	CVENT	\$1,233.56
Group Advertising	CVENT	\$152.21
Group Tour	AMERICAN BUS ASSOCIATION	\$995.00
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$416.67
General Consumer Promotion	MANN TRAVELS	\$79.23
General Consumer Promotion	MANN TRAVELS	\$78.21
Research	SWEETSPOT INTELLIGENCE INC	\$360.00
Group Advertising	GOOGLE INC.	\$1,261.76
Internet Promotion	ADOBE SYSTEMS INC	\$225.14
Group Advertising	GOOGLE INC.	\$446.75
Group Tour	AMERICAN BUS ASSOCIATION	\$154.50
Group Tour	AMERICAN BUS ASSOCIATION	\$120.00
Group Tour	AMERICAN BUS ASSOCIATION	\$274.50
Group Tour	AMERICAN BUS ASSOCIATION	\$274.50
Group Tour	AMERICAN BUS ASSOCIATION	\$254.50
Group Tour	AMERICAN BUS ASSOCIATION	\$234.50
Group Tour	AMERICAN BUS ASSOCIATION	\$258.76
SMERF Promotion	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$200.59
Group Tour	AMERICAN BUS ASSOCIATION	\$11.50
SMERF Promotion	MHD SERVICES	\$348.33
Group - Meetings	STRATEGIC DATABASE RESEARCH INC	\$450.00
Group - Meetings	PROFORMA EXECUTIVE BUSINESS SERVICES	\$946.24
Group Promotional Items	PROFORMA EXECUTIVE BUSINESS SERVICES	\$33.25
General Consumer Promotion	PTA SC CONGRESS LAKEWOOD ELEM	\$1,000.00
General Consumer Promotion	ULTIMATE GYMNASTICS ACADEMY	\$850.00
General Consumer Promotion	THE SC INDEPENDENT SCHOOL ASSOCIATION	\$2,500.00
Destination Publicity	TRAVEL SOLUTIONS BY DESIGN CORP	\$27.62
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$63.99
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$39.15
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$27.62
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$317.77

International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$33.09
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$39.03
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$189.67
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$65.18
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$276.22
Group Tour	AMERICAN BUS ASSOCIATION	\$154.50
Group Tour	COASTAL NETWORK COOPERATIVE	\$40.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$48.87
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$44.50
Group - Meetings	ENVOY NETWORK INC	\$115.41
Group Tour	AMERICAN BUS ASSOCIATION	\$532.35
Group Tour	AMERICAN BUS ASSOCIATION	\$753.50
Group Tour	AMERICAN BUS ASSOCIATION	\$239.50
General Consumer Promotion	MANN TRAVELS	\$61.11
General Consumer Promotion	MANN TRAVELS	\$62.16
General Consumer Promotion	MANN TRAVELS	\$67.88
Print Advertising	MADDEN MEDIA	\$1,736.12
Internet Advertising	MADDEN MEDIA	\$75.00
Research	UBERMEDIA	\$1,080.00
Group Advertising	SPORTS EVENTS MAGAZINE	\$57.50
Sports Tourism	T2H ADVERTISING	\$535.00
Group Tour	AMERICAN BUS ASSOCIATION	\$239.50
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$1,003.59
Internet Adv- Search	VISIBILITY & CONVERSIONS, LLC	\$9,136.72
Internet Adv- display	VISIBILITY & CONVERSIONS, LLC	\$8,574.80
Internet Adv- Video	VISIBILITY & CONVERSIONS, LLC	\$3,078.15
Internet Adv- Email	VISIBILITY & CONVERSIONS, LLC	\$957.70
Internet Adv- Social media	VISIBILITY & CONVERSIONS, LLC	\$6,966.75
Internet Adv- other	VISIBILITY & CONVERSIONS, LLC	\$125.00
Air Service Advertising	VISIBILITY & CONVERSIONS, LLC	\$17,500.00
Sports Tourism	PARIS SPORTS MANAGEMENT	\$1,448.36
General Consumer Promotion	MANN TRAVELS	\$94.16
General Consumer Promotion	MANN TRAVELS	\$136.73
General Consumer Promotion	MANN TRAVELS	\$61.87
General Consumer Promotion	MANN TRAVELS	\$67.35
Sports Marketing	SUN BELT CONFERENCE INC	\$3,500.00
General Consumer Promotion	MANN TRAVELS	\$50.41
Research	CORINTHIAN MEDIA, INC.	\$11,548.42
Sports Marketing	STATE COLLEGE SPIKES	\$10,341.50
Group - Meetings	SDR SPRING FAM	\$431.76
General Consumer Promotion	MANN TRAVELS	\$49.97
Group Tour	AMERICAN BUS ASSOCIATION	\$294.63
International Promotion	MIPIM	\$500.00
Group Tour	AMERICAN BUS ASSOCIATION	\$104.72

Website	SIMPLEVIEW LLC	\$150.00
Group Advertising	SPORTS EVENTS MAGAZINE	\$262.65
Sports Marketing	MILLER DIRECT	\$13,000.00
Regional Advertising	MILLER DIRECT	\$52,500.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$18.00
Print Advertising	DIRECTORY ADVERTISING	\$30.50
General Consumer Promotion	MANN TRAVELS	\$109.30
Research	RETAIL STRATEGIES	\$30,000.00
Inquiry Fulfillment	TIMES PRINTING CO. INC.	\$1,152.44
General Consumer Promotion	MANN TRAVELS	\$131.81
General Consumer Promotion	TRIP GIVEAWAY	\$0.89
Ad Design	DROPBOX	\$9.90
Group Advertising	FACEBOOK	\$90.00
Website Domains	GODADDY.COM	\$21.30
Inquiry Fulfillment	PITNEY BOWES	\$34.86
Inquiry Fulfillment	PITNEY BOWES	\$1.27
Inquiry Fulfillment	US POSTAL SERVICE	\$179.28
Sports Marketing	CUBS CONVENTION PROMOTION	\$2.30
Sports Marketing	CUBS CONVENTION PROMOTION	\$4.00
Sports Marketing	CUBS CONVENTION PROMOTION	\$0.83
Sports Marketing	CUBS CONVENTION PROMOTION	\$1.62
Sports Marketing	CUBS CONVENTION PROMOTION	\$1.27
Sports Marketing	CUBS CONVENTION PROMOTION	\$2.70
Sports Marketing	CUBS CONVENTION PROMOTION	\$3.61
Sports Marketing	CUBS CONVENTION PROMOTION	\$2.48
Sports Marketing	CUBS CONVENTION PROMOTION	\$7.20
Sports Marketing	CUBS CONVENTION PROMOTION	\$1.19
Sports Marketing	CUBS CONVENTION PROMOTION	\$5.76
Sports Marketing	CUBS CONVENTION PROMOTION	\$2.02
Sports Marketing	CUBS CONVENTION PROMOTION	\$3.04
Sports Marketing	CUBS CONVENTION PROMOTION	\$2.13
Destination Publicity	MEDIA HOSTING	\$8.31
Inquiry Fulfillment	UPS	\$3.46
Inquiry Fulfillment	UPS	\$4.41
Inquiry Fulfillment	UPS	\$3.81
Inquiry Fulfillment	UPS	\$0.25
Inquiry Fulfillment	UPS	\$15.46
Inquiry Fulfillment	UPS	\$115.69
Inquiry Fulfillment	UPS	\$1.53
Inquiry Fulfillment	UPS	\$2.04
Inquiry Fulfillment	UPS	\$4.85
Inquiry Fulfillment	UPS	\$99.91
Inquiry Fulfillment	UPS	\$1.89
Inquiry Fulfillment	UPS	\$7.42
Inquiry Fulfillment	UPS	\$43.23
Inquiry Fulfillment	UPS	\$1.00
Inquiry Fulfillment	UPS	\$12.22
Inquiry Fulfillment- Canada	UPS	\$6.83
Inquiry Fulfillment	UPS	\$11.93
Inquiry Fulfillment	US POSTAL SERVICE	\$0.20
Inquiry Fulfillment	US POSTAL SERVICE	\$0.61
Inquiry Fulfillment- International	SHIPNEX.COM	\$37.16

International Promotion	NORTH AMERICAN JOURNEYS SUMMIT ORLANDO	\$195.00
International Promotion	NORTH AMERICAN JOURNEYS SUMMIT WEST	\$139.50
Group Tour	AMERICAN BUS ASSOCIATION	\$2.28
Group Tour	AMERICAN BUS ASSOCIATION	\$9.39
Group Tour	AMERICAN BUS ASSOCIATION	\$0.67
Group Tour	AMERICAN BUS ASSOCIATION	\$0.67
Group Tour	AMERICAN BUS ASSOCIATION	\$0.62
Group Tour	AMERICAN BUS ASSOCIATION	\$91.74
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$4.47
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$43.50
Group - Meetings	CONNECT DIVERSITY SHOW	\$345.00
Group - Meetings	CONNECT DIVERSITY SHOW	\$79.30
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$519.50
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$39.81
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$3.00
Group Tour	AMERICAN BUS ASSOCIATION	\$2,200.00
Group Tour	AMERICAN BUS ASSOCIATION	\$30.00
Group Tour	AMERICAN BUS ASSOCIATION	\$18.09
Group Tour	ONTARIO MOTOR COACH ASSOCIATION	\$0.09
Group Tour	AMERICAN BUS ASSOCIATION	\$1,391.80
Group Tour	AMERICAN BUS ASSOCIATION	\$0.17
Group Tour	AMERICAN BUS ASSOCIATION	\$28.12
Group Tour	AMERICAN BUS ASSOCIATION	\$63.28
Group Tour	AMERICAN BUS ASSOCIATION	\$32.88
Group Tour	AMERICAN BUS ASSOCIATION	\$56.73
Group Tour	AMERICAN BUS ASSOCIATION	\$30.62
Group Tour	AMERICAN BUS ASSOCIATION	\$1.30
Group Tour	AMERICAN BUS ASSOCIATION	\$43.40
Group - Meetings	MEETING PROFESSIONALS INTERNATIONAL	\$5.68
Group Tour	AMERICAN BUS ASSOCIATION	\$0.51
Group Tour	AMERICAN BUS ASSOCIATION	\$6.97
Group Tour	ONTARIO MOTOR COACH ASSOCIATION	\$8.69
Group Tour	PFG PROFORMA	\$130.57
Group Tour	AMERICAN BUS ASSOCIATION	\$5.10
Group Tour	AMERICAN BUS ASSOCIATION	\$7.69
Group Tour	AMERICAN BUS ASSOCIATION	\$2.50
Group Tour	AMERICAN BUS ASSOCIATION	\$0.75
Sports Marketing	OHIO VALLEY CONFERENCE BASKETBALL PROMOTION	\$3.47
Destination Publicity	MEDIA HOSTING	\$13.41
Destination Publicity	MEDIA HOSTING	\$10.16
Destination Publicity	MEDIA HOSTING	\$2.40

Group - Meetings	SITE VISIT	\$13.22
Destination Publicity	MEDIA HOSTING	\$0.92
Destination Publicity	MEDIA HOSTING	\$11.43
Research	THE COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH	\$120.60
Ad Design	APPLE ITUNES	\$0.30
Video Production	VOICES.COM	\$9.24
Internet Promotion	CYREN	\$0.50
Internet Promotion	CYREN	\$5.00
Research	GOOGLE SURVEYS	\$216.00
Internet Promotion	PATLIVE	\$42.93
Internet Promotion	TULSACONNECT	\$83.20
Video Production	VOICES.COM	\$168.00
Website Domains	NETWORK SOLUTIONS	\$32.00
Website Domains	NETWORK SOLUTIONS	\$3.00
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$1.74
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$6.62
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$1.90
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$1.90
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$15.40
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$80.00
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$1.33
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$0.74
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$23.31
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$10.99
Group - Meetings	GROUP PROMOTION ITEMS	\$10.99
Email Marketing	SALESFORCE.COM	\$1,235.33
Research	DESTINATIONS INTERNATIONAL	\$77.92
Research	SWEETSPOT INTELLIGENCE	\$247.50
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$75.00
Group - Meetings	KNOWLAND	\$78.75
Group - Meetings	SPINNAKER DME	\$220.00
Internet Advertising	FLIP TO LLC	\$584.15
Group Advertising	CVENT	\$444.63
Group Advertising	CVENT	\$115.00
Group Advertising	CVENT	\$1,233.56
Group Advertising	CVENT	\$152.21
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$416.67
Group Tour	HEARTLAND SHOWCASE	\$138.00



SMERF Promotion	YOUR MILITARY REUNION CONNECTION	\$119.00
Group Tour	HEARTLAND SHOWCASE	\$41.11
Group Tour	HEARTLAND SHOWCASE	\$55.00
General Consumer Promotion	COM-CONNECT LLC	\$2,639.00
Mobile Visitor Center	COM-CONNECT LLC	\$450.00
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$222.79
Group Tour	AMERICAN BUS ASSOCIATION	\$257.59
Group - Meetings	STRATEGIC DATABASE RESEARCH INC	\$450.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$50.20
Group - Meetings	SPINNAKER DME	\$220.00
Sports Tourism	MHD SERVICES	\$348.33
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$1,003.51
Website	VISUAL DESTINATIONS LLC	\$890.00
International Promotion- Canada	MY PASSION MEDIA INC- CANADIAN TRAVELER MAGAZINE	\$250.00
Research	RIGHT ANALYTICS LLC	\$2,229.12
Internet Promotion	ADOBE SYSTEMS INC	\$225.14
Group Tour	SUSAN LECLAIR	\$25.00
Event Marketing	PALMETTO PARTNERS FOR SCIENCE AND TECHNOLOGY	\$200.00
Group Tour	TRAVEL SOUTH	\$50.00
International Promotion	INTERNATIONAL TOURISM BOURSE	\$651.00
Group Tour	TRAVEL SOUTH	\$311.92
Group Tour	TRAVEL SOUTH	\$139.50
Group Tour	TRAVEL SOUTH	\$48.63
Group Tour	TRAVEL SOUTH	\$5.00
Group Tour	TRAVEL SOUTH	\$47.36
Group Tour	TRAVEL SOUTH	\$3.70
Group Tour	TEACH THEM DILIGENTLY	\$20.17
Group Tour	TRAVEL SOUTH	\$42.36
International Promotion	INTERNATIONAL TOURISM BOURSE	\$632.44
Group Tour	TRAVEL SOUTH	\$62.46
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$2.96
Group Tour	AMERICAN BUS ASSOCIATION	\$58.29
Group - Meetings	CHICAGO MRKTG/SALES INITIATIVE	\$685.00
International Promo- china	BRAND USA CHINA SALES MISSION	\$760.00
Group Tour	TRAVEL SOUTH	\$250.00
International Promo- china	ACTIVE AMERICA CHINA	\$19.09
International Promo- china	ACTIVE AMERICA CHINA	\$139.50
Group - Meetings	SDR SPRING FAM	\$1.43
Group - Meetings	SDR SPRING FAM	\$1.43
Group - Meetings	SDR SPRING FAM	\$1.43
Group - Meetings	SDR SPRING FAM	\$1.43
Group - Meetings	SDR SPRING FAM	\$57.10
Group - Meetings	SDR SPRING FAM	\$57.10
Group - Meetings	SDR SPRING FAM	\$57.10
Group - Meetings	SDR SPRING FAM	\$57.10

Group - Meetings	SDR SPRING FAM	\$14.05
Group Tour	TEACH THEM DILIGENTLY	\$2.98
Group Tour	TEACH THEM DILIGENTLY	\$45.90
Group Tour	TRAVEL SOUTH	\$398.68
Group Tour	TRAVEL SOUTH	\$3.07
Group Tour	TRAVEL SOUTH	\$28.07
Group Tour	TRAVEL SOUTH	\$112.22
Email Marketing	SALESFORCE.COM	\$1,235.33
Research	DESTINATIONS INTERNATIONAL	\$77.92
Research	SWEETSPOT INTELLIGENCE	\$247.50
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$75.00
Group - Meetings	KNOWLAND	\$78.75
Internet Advertising	FLIP TO LLC	\$584.15
Group Advertising	CVENT	\$444.63
Group Advertising	CVENT	\$115.00
Group Advertising	CVENT	\$1,233.56
Group Advertising	CVENT	\$152.21
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$416.67
International Promo- china	ACTIVE AMERICA CHINA SHOW	\$37.26
International Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$143.73
General Consumer Promotion	MANN TRAVELS	\$62.30
General Consumer Promotion	MANN TRAVELS	\$64.80
General Consumer Promotion	MANN TRAVELS	\$66.80
Television Advertising	BRAND USA	\$8,000.00
Internet Advertising	BRAND USA	\$6,750.00
Destination Publicity	NATIVE SONS	\$18.66
Video Production	BATTLE STRATEGIES LLC	\$93.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$1,030.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$9.00
International Promotion- Canada	TORONTO SALES MISSION	\$250.00
General Consumer Promotion	MANN TRAVELS	\$58.17
General Consumer Promotion	MANN TRAVELS	\$54.33
General Consumer Promotion	MANN TRAVELS	\$61.06
General Consumer Promotion	MANN TRAVELS	\$51.60
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$261.52
Destination Publicity	TRAVEL SOLUTIONS BY DESIGN CORP	\$7.71
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$105.66
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$76.08
International Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$51.24
Television Advertising	CORINTHIAN MEDIA, INC.	\$1,249.68
General Consumer Promotion	MANN TRAVELS	\$69.23
General Consumer Promotion	MANN TRAVELS	\$64.80
General Consumer Promotion	MANN TRAVELS	\$64.64
Sports Tourism	NATIVE SONS	\$7.41

Group Tour	HEARTLAND SHOWCASE	\$8.89
Group - Meetings	SDR SPRING FAM	\$11.44
Group Tour	AMERICAN BUS ASSOCIATION	\$419.00
Group Tour	AMERICAN BUS ASSOCIATION	\$274.50
General Consumer Promotion	MANN TRAVELS	\$65.40
General Consumer Promotion	MANN TRAVELS	\$58.64
General Consumer Promotion	MANN TRAVELS	\$244.68
Website	SIMPLEVIEW LLC	\$150.00
Research	UBERMEDIA	\$1,080.00
Group Advertising	GOOGLE INC.	\$877.93
Group Advertising	GOOGLE INC.	\$72.78
Sports Marketing	MILLER DIRECT	\$6,500.00
General Consumer Promotion	MILLER DIRECT	\$13,000.00
Research	EF HUCKS CONSULTING	\$2,000.00
General Consumer Promotion	MANN TRAVELS	\$86.33
General Consumer Promotion	MANN TRAVELS	\$160.86
International Promotion- Canada	TORONTO SALES MISSION	\$21.02
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$350.35
Air Service Advertising	VISIBILITY & CONVERSIONS, LLC	\$17,500.00
Internet Adv- Search	VISIBILITY & CONVERSIONS, LLC	\$12,459.96
Internet Adv- display	VISIBILITY & CONVERSIONS, LLC	\$9,429.26
Internet Adv- Video	VISIBILITY & CONVERSIONS, LLC	\$5,966.17
Internet Adv- Email	VISIBILITY & CONVERSIONS, LLC	\$1,490.02
Internet Adv- Social media	VISIBILITY & CONVERSIONS, LLC	\$11,458.14
Internet Adv- other	VISIBILITY & CONVERSIONS, LLC	\$191.11
International Promotion- Canada	CHICAGO SALES MISSION	\$10.80
Mobile Visitor Center	NATIVE SONS	\$65.45
Mobile Visitor Center	NATIVE SONS	\$6.80
Group Tour	TRAVEL SOUTH	\$107.00
Destination Publicity	FAHLGREN MORTINE	\$1,326.00
Destination Publicity	FAHLGREN MORTINE	\$1,326.00
Destination Publicity	FAHLGREN MORTINE	\$300.00
Destination Publicity	FAHLGREN MORTINE	\$3,592.19
Air Service Advertising	FAHLGREN MORTINE	\$162.00
Destination Publicity	FAHLGREN MORTINE	\$33.00
Destination Publicity	FAHLGREN MORTINE	\$390.00
Destination Publicity	FAHLGREN MORTINE	\$24.00
Group Tour	TEACH THEM DILIGENTLY	\$30.76
Group Tour	TRAVEL SOUTH	\$2.30
Group Tour	AMERICAN BUS ASSOCIATION	\$234.50
Destination Publicity	FAHLGREN MORTINE	\$1,326.00
Destination Publicity	FAHLGREN MORTINE	\$9.00
Destination Publicity	FAHLGREN MORTINE	\$195.00
Destination Publicity	FAHLGREN MORTINE	\$12.00
Destination Publicity	FAHLGREN MORTINE	\$1,833.98
Destination Publicity	FAHLGREN MORTINE	\$510.00
Air Service Advertising	FAHLGREN MORTINE	\$114.00
Print Advertising	DIRECTORY ADVERTISING	\$30.50
Sports Tourism	PARIS SPORTS MANAGEMENT	\$1,360.90
Group Tour	TRAVEL SOUTH	\$81.92
Sports Tourism	T2H ADVERTISING	\$337.50

Website	SIMPLEVIEW LLC	\$3,000.00
Inquiry Fulfillment	ENVOY NETWORK INC	\$89.92
General Consumer Promotion	MANN TRAVELS	\$185.81
General Consumer Promotion	MANN TRAVELS	\$63.43
General Consumer Promotion	MANN TRAVELS	\$37.18
International Promo- china	SYNTRANS	\$385.06
Mobile Visitor Center	COM-CONNECT	\$1,151.46
Sports Marketing	MID-AMERICAN CONFERENCE BASKETBALL TOURNAMENT PROMOTION	\$50.30
Sports Marketing	OHIO VALLEY CONFERENCE BASKETBALL PROMOTION	\$43.00
Mobile Visitor Center	MID-AMERICAN CONFERENCE BASKETBALL TOURNAMENT PROMOTION	\$83.18
Sports Marketing	MID-AMERICAN CONFERENCE BASKETBALL TOURNAMENT PROMOTION	\$44.50
Sports Marketing	OHIO VALLEY CONFERENCE BASKETBALL PROMOTION	\$1.34
Sports Marketing	OHIO VALLEY CONFERENCE BASKETBALL PROMOTION	\$2.85
Destination Publicity	MEDIA HOSTING	\$32.40
Ad Design	DROPBOX	\$9.90
Inquiry Fulfillment	UPS	\$2.36
Inquiry Fulfillment	UPS	\$3.10
Inquiry Fulfillment	UPS	\$54.20
Inquiry Fulfillment	UPS	\$4.34
Inquiry Fulfillment	UPS	\$16.12
Inquiry Fulfillment	UPS	\$76.32
Inquiry Fulfillment	UPS	\$14.37
Inquiry Fulfillment	UPS	\$5.40
Inquiry Fulfillment	UPS	\$3.63
Inquiry Fulfillment	UPS	\$43.20
Inquiry Fulfillment- Canada	UPS	\$13.17
Inquiry Fulfillment- Canada	UPS	\$11.82
Event Marketing	PALMETTO PARTNERS FOR SCIENCE AND TECHNOLOGY	\$26.31
Group Tour	TEACH THEM DILIGENTLY	\$3.26
Group Tour	TEACH THEM DILIGENTLY	\$11.40
Group Tour	AMERICAN BUS ASSOCIATION	\$2.87
Group - Meetings	SDR SPRING FAM	\$50.00
Group - Meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	\$367.88
Group Tour	AMERICAN BUS ASSOCIATION	\$107.38
Group - Meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	\$5.42
Group Tour	AMERICAN BUS ASSOCIATION	\$5.60
Group Tour	AMERICAN BUS ASSOCIATION	\$1.04
Group - Meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	\$12.87
Group Tour	TEACH THEM DILIGENTLY	\$4.66

Group Tour	AMERICAN BUS ASSOCIATION	\$1.40
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$2.50
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$2.50
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$1.64
Group - Meetings	CONNECT DIVERSITY SHOW	\$2.71
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$1.15
Group - Meetings	CONNECT DIVERSITY SHOW	\$0.57
Group - Meetings	CONNECT DIVERSITY SHOW	\$1.19
Group - Meetings	CONNECT DIVERSITY SHOW	\$4.54
Group - Meetings	CONNECT DIVERSITY SHOW	\$25.00
Group - Meetings	CONNECT DIVERSITY SHOW	\$2.50
Group - Meetings	CONNECT DIVERSITY SHOW	\$98.38
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$4.73
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$6.24
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$0.61
Group - Meetings	CONNECT DIVERSITY SHOW	\$0.32
Group - Meetings	CONNECT DIVERSITY SHOW	\$4.50
Group - Meetings	CONNECT DIVERSITY SHOW	\$10.50
Group - Meetings	CONNECT DIVERSITY SHOW	\$7.75
Group - Meetings	CONNECT DIVERSITY SHOW	\$4.30
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$2.03
Group - Meetings	CONNECT DIVERSITY SHOW	\$5.70
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$1.64
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$0.10
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$0.10
Group - Meetings	DESTINATION SHOWCASE WASHINGTON DC	\$0.77
International Promotion	MIPIM	\$1.15
International Promotion	MIPIM	\$115.27
Group Tour	TRAVEL SOUTH	\$2.78
Group Tour	HEARTLAND SHOWCASE	\$6.00
Group Tour	HEARTLAND SHOWCASE	\$6.00
Group Tour	HEARTLAND SHOWCASE	\$5.12
Group Tour	HEARTLAND SHOWCASE	\$1.40
Group Tour	HEARTLAND SHOWCASE	\$1.15
Group Tour	AMERICAN BUS ASSOCIATION	\$15.57
Group Tour	HEARTLAND SHOWCASE	\$2.07
Group Tour	AMERICAN BUS ASSOCIATION	\$35.98
Group Tour	AMERICAN BUS ASSOCIATION	\$100.00
Group Tour	HEARTLAND SHOWCASE	\$0.44
Group Tour	HEARTLAND SHOWCASE	\$69.75

Group Tour	HEARTLAND SHOWCASE	\$11.10
Group Tour	HEARTLAND SHOWCASE	\$1.50
Group Tour	TRAVEL SOUTH	\$2.48
Group Tour	HEARTLAND SHOWCASE	\$0.94
Group Tour	TRAVEL SOUTH	\$17.78
Group Tour	FAM TOUR	\$13.95
Group Tour	HEARTLAND SHOWCASE	\$1.29
Group Tour	HEARTLAND SHOWCASE	\$0.73
Group Tour	HEARTLAND SHOWCASE	\$1.76
Group Tour	HEARTLAND SHOWCASE	\$0.73
Sports Marketing	MID-AMERICAN CONFERENCE BASKETBALL TOURNAMENT PROMOTION	\$3.47
Sports Tourism	SITE VISIT	\$8.15
Ad Design	APPLE ITUNES	\$0.30
Video Production	VOICES.COM	\$1.26
Research	HOTJAR	\$0.16
Website Domains	GODADDY.COM	\$164.09
Research	HOTJAR	\$16.02
Internet Promotion	PATLIVE	\$45.39
Internet Promotion	TULSACONNECT	\$83.20
Video Production	VOICES.COM	\$126.00
Website Domains	NETWORK SOLUTIONS	\$269.93
Group Tour	FAM TOUR	\$10.05
Sports Tourism	SC SPORTS ALLIANCE	\$800.00
Sports Tourism	SC SPORTS ALLIANCE	\$4.43
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$2.50
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$2.50
International Promotion- Canada	CHICAGO SALES MISSION	\$13.30
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$3.51
Group - Meetings	GROUP PROMOTION ITEMS	\$76.30
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$9.68
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$76.27
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$1.00
Group Tour	TRAVEL SOUTH	\$230.55
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$0.99
Group - Meetings	SITE VISITS	\$265.27
Group - Meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$4.80
Group - Meetings	SITE VISIT	\$0.50
Group - Meetings	SITE VISIT	\$2.40
Group - Meetings	SITE VISIT	\$16.69
Group - Meetings	HELMSBRISCOE PERFORMANCE GROUP	\$93.00

Group - Meetings	RELIGIOUS CONFERENCE	\$10.83
	MANAGEMENT ASSOCIATION	
Group - Meetings	SITE VISIT	\$1.29
Group - Meetings	SITE VISIT	\$17.99
Group Advertising	FACEBOOK	\$90.00
Group Advertising	FACEBOOK	\$64.62
Website Domains	GODADDY.COM	\$0.54
Ad Design	DROPBOX	\$9.90
Inquiry Fulfillment	PITNEY BOWES	\$44.85
Inquiry Fulfillment	PITNEY BOWES	\$2.58
Inquiry Fulfillment	US POSTAL SERVICE	\$118.15
General Consumer Promotion	TRIP GIVEAWAY	\$250.00
Website	THE BRANDON AGENCY	\$25,062
Email Marketing	THE BRANDON AGENCY	\$17,216.60
Website Research	THE BRANDON AGENCY	\$720
Website domain names	THE BRANDON AGENCY	\$749.67
Social Media Marketing	THE BRANDON AGENCY/HOOTSUITE	\$22,906.39
General Consumer Promotions	THE BRANDON AGENCY	\$6,571.50
Magazine Print	USA TODAY	\$9,000
Marketing Research	NEILSON MEDIA	\$149.70
Magazine Print	LAKEVIEW PRODUCTIONS	\$88,101.45
Golf Promotion Canada	CANADIAN GOLF TOURS	\$2,178.20
Social Media	PAIGE SPIRANIC	\$15,725.14
Golf Tournament Promotion	WORLD AMATEUR HANDICAP CHAMPIO	\$821.25
Trip Fulfillment	BAREFOOT DYE/LITCHFIELD	\$1,078.51
Golf Tournament Promotion	CHANTICLEER ATHLETIC FOUNDATION	\$6,000
Television Advertising	TL GOLF SERVICES/GOLF TALK LIVE	\$3,660
		<hr/>
		<b>\$685,688.59</b>

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.