

MB TOURISM DEVELOPMENT FEE

2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Magazine Advertising - Leisure Market	AARP Pubs	\$ 13,078.42
Magazine Advertising - Leisure Market	AARP Pubs	\$ 32,312.43
Magazine Advertising - Leisure Market	AARP Pubs	\$ 11,461.33
Magazine Advertising - Leisure Market	AARP Pubs	\$ 23,211.83
Group Sales	ABA	\$ 25.40
Group Sales	ABA	\$ 102.32
Group Sales	ABA	\$ 77.96
Group Sales	ABA	\$ 7.65
Group Sales	ABA	\$ 2,502.33
Group Sales	ABA	\$ 85.63
Group Sales	ABA	\$ 1,367.17
Group Sales	ABA	\$ 1.94
Group Sales	ABA	\$ 17,907.18
Group Sales	ABA	\$ 2,479.03
Digital Promotion - Events	SUN NEWS	\$ 4,000.00
Television - Online Advertising	SUN NEWS	\$ 5,000.00
Group Sales Promotional Supplies	ABA Promo Items	\$ 4,245.51
Group Sales Promotional Supplies	ABA Promo Items	\$ 2,562.94
Group Sales	ABA, M&C Interact Sponsorships	\$ 31,892.21
Magazine Advertising - Leisure Market	Ad-Ink	\$ 23,155.58
Digital Advertising	Adready	\$ 202.96
Digital Advertising	Adready	\$ 1,094.30
Digital Advertising	Adready, Microsoft Ad Center, Google	\$ 133,995.78
Digital Advertising	Adready, Microsoft Ad Center, Google, Homeaway	\$ 62,959.99
Digital Advertising	Adready, Microsoft Ad Center, Google, Homeaway, Cruisecritic, Beach House	\$ 162,958.23
Digital Advertising	Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media	\$ 124,210.18
Digital Advertising	Adready, Microsoft AdCenter, Google, Travel Zoo, Burst Media, Travel Ad Network	\$ 284,891.62
Magazine Advertising - Groups & Meetings	AENC	\$ 808.84
Group Sales	AENC	\$ 38.20
Group Sales	AENC	\$ 360.42
Group Sales	AENC	\$ 243.63
Group Sales	Affordable Midwest	\$ 472.06
Magazine Advertising - Groups & Meetings	ASAE	\$ 4,087.78
Atlanta Braves Sponsorship	ATLANTA BRAVES	\$ 75,000.00
Group Sales	Atlanta Hawk Event Sponsorship	\$ 6,000.00
Group Sales	Atlanta Hawk Event Sponsorship	\$ 5,732.30
Magazine Advertising - Groups & Meetings	Atlanta Metro Publishing	\$ 6,950.00
Digital Marketing	AVIDCAST INC	\$ 573.01
Group Sales	Bank Travel	\$ 354.72
Group Sales	Bank Travel	\$ 95.11
Group Sales	Bank Travel	\$ 56.53
Group Sales	Bank Travel	\$ 701.31
German Tour Promotion	Berliner Sparkasse	\$ 3,379.71
Groups & Meetings Internet	Bodle Communications	\$ 1,995.00
Consumer Fulfillment	BROWN PRINTING COMPANY	\$ 16,172.27
Consumer Fulfillment	BROWN PRINTING COMPANY	\$ 204,543.97
Clippings shipped	BURRELLE'S LUCE MEDIA ANALYSIS	\$ 559.12
Clippings, media report	BURRELLE'S LUCE MEDIA ANALYSIS	\$ 397.03
Marketing & Promotions - Canada Leisure, Golf	Canada Trade Show/Toronto Golf Show	\$ 8,493.36
Marketing & Promotions - Canada Leisure, Golf	Ontario - Toronto - Montreal - Niagara Promotion	\$ 30,780.42
Marketing & Promotions - Canada Leisure, Golf	Canadian Consumer Promotion	\$ 7,308.75
Marketing & Promotions - Canada Leisure, Golf	Ultimate Golf Vacations	\$ 2,000.00
Marketing & Promotions - Canada Leisure, Golf	Lakeview Productions	\$ 37,043.81
Destination Publicity	Canadian Media Fam	\$ 516.49
Group Sales	Candaian Christian Tours FAM	\$ 103.99
Digital Advertising	CAROLINA MAIL HOUSE	\$ 2,777.33
Radio Advertising	CHRIS ROBINSON ASSOCIATES INC	\$ 4,726.33
Digital Ad Production	CLEANPIX CORPORATION	\$ 243.63
Digital Ad Production	CLEANPIX CORPORATION	\$ 243.63
Digital Ad Production	CLEANPIX CORPORATION	\$ 243.63
CNC Sales Blitz	CNC Sales Blitz	\$ 345.98
Economic Research	COASTAL CAROLINA UNIVERSITY	\$ 7,500.00
Magazine Advertising - Groups & Meetings	Collinson & Co.	\$ 2,277.41
Magazine Advertising - Groups & Meetings	Collinson & Co.	\$ 3,654.38

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Magazine Advertising - Groups & Meetings	Collinson & Co.	\$ 3,654.38
Magazine Advertising - Groups & Meetings	Collinson & Co.	\$ 3,654.38
Groups & Meetings Internet	Collinson & Co.	\$ 4,872.50
Digital Advertising	COLLINSON & COMPANY, INC.	\$ 19,490.00
Group Sales	Connect Marketplace	\$ 261.35
Group Sales - Meeting markets	Connect Marketplace & Rejuvenate Sponsorships	\$ 29,235.00
International Digital Marketing	CONTAC SERVICES, INC.	\$ 326.55
Shipping - Group Sales	CONTAC SERVICES, INC.	\$ 2,116.68
Shipping - Group Sales	CONTAC SERVICES, INC.	\$ 7,691.49
Shipping - Group Sales	CONTAC SERVICES, INC.	\$ 1,867.82
Sports Tourism Sales & Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$ 14,617.50
Sports Tourism Sales & Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$ 9,745.00
Sports Tourism Sales & Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$ 1,516.13
Magazine Advertising - Groups & Meetings	Convention South Magazine	\$ 3,305.02
Magazine Advertising - Groups & Meetings	Convention South Magazine	\$ 3,305.02
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 487.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 195,778.86
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 229.49
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 487.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 5,563.91
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 8,904.10
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 16,219.58
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 432.03
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 11,163.38
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 428,449.37
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 2,238.09
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 487.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 13,348.56
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 2,114.67
Eco-tourism/Fishing Television Advertising	CORINTHIAN MEDIA, INC.	\$ 81,687.46
Group Sales	CSA	\$ 156.93
Group Sales	CSA	\$ 531.39
Marketing - Nascar Race	DARLINGTON RACEWAY	\$ 11,792.40
Group Sales	Destination Washington	\$ 882.70
Group Sales	Destination Washington	\$ 846.40
Group Sales	Destination Washington	\$ 72.74
Group Sales	Destination Washington	\$ 175.06
Group Sales	Destination Washington	\$ 1,200.32
Holiday Event Footage Shot	DV3	\$ 13,088.00
TV Spot Productoin	DV3 PRODUCTIONS, LLC	\$ 4,843.27
Domestic Shipping - Marketing Materials	EASYPERMIT POSTAGE	\$ 57.73
Domestic Shipping - Marketing Materials	EASYPERMIT POSTAGE	\$ 25.76
Domestic Shipping - Marketing Materials	EASYPERMIT POSTAGE	\$ 16.55
Domestic Shipping - Marketing Materials	EASYPERMIT POSTAGE	\$ 4.69
Shipping - Consumer Marketing	EASYPERMIT POSTAGE	\$ 241.47
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$ 15,551.21
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$ 35,409.03
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$ 42,522.36
ITB Promotion	EDELTRAUD SOMMER TOURISMUS MARKETING	\$ 14,821.41
Digital Marketing	Exact Target	\$ 6,923.01
Digital Marketing	Exact Target	\$ 6,923.01
Digital Marketing	Exact Target	\$ 6,923.01
Sports Tourism Sales & Marketing	EXECUTIVE HELICOPTERS INC.	\$ 1,430.00
Digital Advertising	FAMILY TRAVEL FORUM, INC	\$ 18,610.00
International Shipping & Freight	FedEx	\$ 1,647.10
International Shipping & Freight	FedEx	\$ 12,289.73
International Shipping & Freight	FedEx	\$ 7,207.29
Domestic Shipping - Marketing Materials	FedEx	\$ 72.38
Domestic Shipping - Marketing Materials	FedEx	\$ 56.38
Domestic Shipping - Marketing Materials	FedEx	\$ 80.65
Shipping - Consumer Marketing	FedEx	\$ 141.61
Shipping - Consumer Marketing	FedEx	\$ 810.42
Shipping - Group Sales	FedEx	\$ 226.10
Shipping - Group Sales	FedEx	\$ 195.42
Shipping - Group Sales	FedEx	\$ 463.96

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MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Shipping - Group Sales	FedEx	\$ 270.86
Shipping - Group Sales	FedEx	\$ 2,329.06
Shipping - Group Sales	FedEx	\$ 4,020.81
Shipping - Consumer Fulfillment	FedEx	\$ 1,180.07
Group Sales Promotional Supplies	Flip Flop USB Drives - Marketing Promos	\$ 3,018.03
International Shipping & Freight	Freight Services	\$ 136.99
Campground Marketing	FUEL INTERACTIVE, LLC	\$ 146.18
Campground Marketing	FUEL INTERACTIVE, LLC	\$ 146.18
Consumer Fulfillment Processing	FUEL INTERACTIVE, LLC	\$ 8,682.87
Consumer Fulfillment Processing	FUEL INTERACTIVE, LLC	\$ 9,068.77
Group Sales	GA MPI	\$ 80.71
Group Sales	GA MPI	\$ 370.08
Group Sales	GA MPI	\$ 489.38
Group Sales	GA MPI	\$ 469.19
Group Sales	GA/Carolinas Market	\$ 770.49
Group Sales	GA/Carolinas Market	\$ 146.18
Group Sales	GA/Carolinas Market	\$ 95.36
Group Sales	GA/Carolinas Market	\$ 442.26
General Marketing creative, photogrpahy retainer	General Marketing - Golf Creative	\$ 9,432.00
Group Sales	German Sales Mission	\$ 6,270.77
ABA Promo at Gaylord National	GET CARRIED AWAY	\$ 292.35
Television Advertising	Google	\$ 6,366.31
Television Advertising	Google	\$ 25,000.23
Television Advertising	Google	\$ 9,496.52
Digital Advertising	Google, Adready	\$ 78,262.60
Magazine Advertising - Groups & Meetings	Group Tour Media	\$ 3,877.89
Magazine Advertising - Groups & Meetings	Group Tour Media	\$ 3,877.89
Magazine Advertising - Groups & Meetings	Group Tour Media	\$ 3,877.89
Magazine Advertising - Groups & Meetings	Group Tour Media	\$ 1,071.95
Groups & Meetings Internet	Group Tour Media	\$ 1,071.95
Magazine Advertising - Groups & Meetings	Group Travel Leader	\$ 3,273.10
Magazine Advertising - Groups & Meetings	Group Travel Leader	\$ 2,298.60
Magazine Advertising - Groups & Meetings	Group Travel Leader	\$ 3,271.88
Magazine Advertising - Groups & Meetings	Group Travel Leader	\$ 2,298.60
Groups & Meetings Internet	Group Travel Leader	\$ 2,436.25
Group Sales	GWSAE	\$ 194.90
Magazine Advertising - Leisure Market	H&A Media Group	\$ 10,106.54
Magazine Advertising - Leisure Market	H&A Media Group	\$ 9,745.00
February editorials	HOLLEY AUFDEMORTE	\$ 417.09
Magazine Advertising - Leisure Market	Hour Media	\$ 7,796.00
Consumer Fulfillment Processing	HTC	\$ 276.96
Consumer Fulfillment Processing	HTC	\$ 4,180.87
Consumer Fulfillment Processing	HTC	\$ 6,712.33
Group Sales	IAEM	\$ 107.50
Group Sales	IAEM	\$ 830.73
Digital Advertising	IEXPLORE INC	\$ 2,923.50
Magazine Advertising - Groups & Meetings	IMG Communications	\$ 2,402.14
Magazine Advertising - Groups & Meetings	IMG Communications	\$ 2,402.14
Media Publicity Supplies	IMPRINT MARKETING CONCEPTS	\$ 372.66
Spring postcards	INLET PRINTING CO	\$ 1,043.84
Digital Advertising - Golf	Website / Creative development	\$ 12,337.50
Digital Advertising - Golf	E-saver Production	\$ 2,337.00
Digital Advertising - Golf	Website / Creative development	\$ 3,750.00
Digital Advertising - Golf	Email promotion	\$ 6,807.00
Digital Advertising - Golf	SEO	\$ 5,812.50
Digital Advertising - Golf	SEO, Omniture	\$ 4,456.50
Digital Advertising - Golf	Digital media production	\$ 3,355.50
Digital Advertising - Golf	Website / Creative development	\$ 445.00
Sports Tourism Sales & Marketing	K1 INTERNATIONAL , LLC	\$ 4,872.50
Tourism Promotional Items	KAESER & BLAIR INC.	\$ 396.75
Media Publicity Supplies	KAESER & BLAIR INC.	\$ 348.28
Welcome Bags for Media	KAESER & BLAIR INC.	\$ 2,235.45
Digital Advertising	KAYAK SOFTWARE CORPORATION	\$ 255.09
Digital Advertising	KAYAK SOFTWARE CORPORATION	\$ 492.61
Digital Advertising	KAYAK SOFTWARE CORPORATION	\$ 506.74

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MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 19,000.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 19,000.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 19,000.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 5,064.08
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 19,000.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 7,452.47
Magazine Advertising - Golf	Links Magazine	\$ 19,125.00
Magazine Advertising - Golf	Production Costs / print creative, photography	\$ 18,699.50
Magazine Advertising - Golf	Attache	\$ 5,000.00
Magazine Advertising - Golf	Golf Digest	\$ 101,518.50
Magazine Advertising - Golf	Golf Magazine	\$ 103,593.71
Update Marketing Video footage	Marketing Footage Update	\$ 510.11
Magazine Advertising - Groups & Meetings	McNeill Group	\$ 2,387.53
Magazine Advertising - Groups & Meetings	McNeill Group	\$ 2,387.53
Canadian Consumer Promotion	Media & Travel Agent Reception Toronto	\$ 1,701.52
Updates to Marketing Website	MEDIA COAST	\$ 2,549.54
Publicity & Promotion Services	Media Publicity Supplies	\$ 3,035.09
Supplies	Media Publicity Supplies	\$ 182.80
Magazine Advertising - Groups & Meetings	Meetings Media	\$ 4,232.74
Magazine Advertising - Groups & Meetings	Meetings Media	\$ 4,232.74
Magazine Advertising - Groups & Meetings	Meetings Media	\$ 5,018.68
Groups & Meetings Internet	Meetings Media	\$ 649.67
SMERF Sales	MHD SERVICES	\$ 2,192.63
SMERF Sales	MHD SERVICES	\$ 2,192.63
SMERF Sales	MHD SERVICES	\$ 2,192.63
Group Sales - Meeting markets	Mid America MPI Sponsorship	\$ 3,167.13
Group Sales - Meeting markets	Mid America MPI Sponsorship	\$ 312.62
Group Sales - Meeting markets	Mid America MPI Sponsorship	\$ 1,412.38
Group Sales	MPI	\$ 58.47
Group Sales	MPI	\$ 58.47
Group Sales - Meeting markets	MPI Sponsorship	\$ 571.75
Staplers - Group Sales events	MYRTLE BEACH SCREEN PRINTING	\$ 2,370.50
Publicity and Promotions	National - Golf PR	\$ 5,053.50
Publicity and Promotions	National - Golf PR/C Rymer	\$ 6,250.00
Magazine Advertising - Groups & Meetings	Naylor	\$ 2,921.57
Groups & Meetings Internet	Naylor	\$ 2,300.63
Groups & Meetings Internet	Naylor	\$ 1,840.51
Magazine Advertising - Groups & Meetings	Network Media Partners	\$ 3,020.95
Groups & Meetings Internet	Network Media Partners	\$ 4,385.25
Magazine Advertising - Groups & Meetings	Nielsen Business Media	\$ 6,334.25
Magazine Advertising - Groups & Meetings	Nielsen Business Media	\$ 2,923.50
Other Group Tour Promotion	Nielsen Business Media	\$ 43,852.50
Magazine Advertising - Groups & Meetings	Northstar Travel	\$ 8,161.44
Magazine Advertising - Groups & Meetings	Northstar Travel	\$ 3,898.00
Magazine Advertising - Groups & Meetings	Northstar Travel	\$ 4,872.50
Television Advertising	OHIO NEWS NETWORK	\$ 818.58
Television Advertising	OHIO NEWS NETWORK	\$ 974.50
Television Advertising	OHIO NEWS NETWORK	\$ 146.18
Television Advertising	OHIO NEWS NETWORK	\$ 526.23
Television Advertising	OHIO NEWS NETWORK	\$ 657.79
Television Advertising	OHIO NEWS NETWORK	\$ 194.90
Television Advertising	OHIO NEWS NETWORK	\$ 194.90
Digital Advertising	OHIO NEWS NETWORK	\$ 146.18
Group Sales	OMCA	\$ 193.93
Digital Marketing	OMNITURE INC.	\$ 1,310.70
Digital Marketing	OMNITURE INC.	\$ 1,310.70
Digital Marketing	OMNITURE INC.	\$ 1,310.70
Digital Marketing - Golf Promotion	Google, Golf Channel, Fluency Media	\$ 131,398.20
Digital Marketing - Golf Promotion	GolfChannel.com	\$ 27,500.00
Digital Marketing - Golf Promotion	Social Media - golf focus	\$ 2,083.33
Digital Marketing - Golf Promotion	ESPN Chicago	\$ 1,737.38
Travel Media Fulfillment - Consumer, Group	PACE COMMUNICATIONS	\$ 117,000.00
Group Sales Promotional Supplies	Passport wallets	\$ 1,907.47
Magazine Advertising - Groups & Meetings	PCMA Services	\$ 6,912.37
Magazine Advertising - Groups & Meetings	Penton Media	\$ 3,951.11

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MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Magazine Advertising - Groups & Meetings	Penton Media	\$ 3,843.43
Group Sales	POW WOW	\$ 487.25
Group Sales	POW WOW	\$ 246.68
Group Sales	POW WOW	\$ 1,169.40
Group Sales	POW WOW	\$ 490.06
Magazine Advertising - Groups & Meetings	Premier Tourism Marketing	\$ 3,130.09
Digital Advertising	Prime Visibility, WRAL, Google, Yahoo, Travel Ad Network'	\$ 24,288.37
Print Advertising - Canadian	Canadian Market Co-Op Mail Drop	\$ 15,000.00
ITB Promotion	Proscott Golf Reisen Promotion	\$ 1,461.75
Radio Advertising	ESPN Radio, Sports Radio programs	\$ 23,529.50
Radio Advertising	Clear Channel Radio	\$ 6,325.00
Radio Advertising	WRAZ Radio	\$ 3,300.00
Radio Advertising	WFAN New York	\$ 10,000.00
Radio Advertising	WIAD Washington DC	\$ 1,150.00
Radio Advertising	WSCR Chicago	\$ 12,012.50
Radio Advertising	ESPN Radio 1000 Chicago	\$ 4,987.50
Television Advertising	RAYCOM SPORTS, INC	\$ 25,000.00
Group Sales	RCMA	\$ 250.42
Group Sales	RCMA	\$ 2,088.25
Group Sales	RCMA	\$ 88.61
Group Sales	RCMA	\$ 6.04
Group Sales	RCMA	\$ 805.73
Group Sales	RCMA	\$ 504.08
Canadian Fam Tour	Reimburse Kimberly Hartley	\$ 36.53
Group Sales	Rejuvenate	\$ 1,213.72
Group Sales	Rejuvenate	\$ 261.36
Meeting/Group Planner Fulfillment	RR DONNELLY	\$ 15,398.88
Consumer Media Distribution Services	SAFE-T-CONCIERGE SERVICES, LLC	\$ 341.08
Regional Tourism Promotion	SCATR	\$ 98.38
Magazine Advertising - Groups & Meetings	Schneider Publishing	\$ 3,946.73
Sports Tourism Marketing	Schneider Publishing	\$ 2,972.23
Sports Tourism Marketing	Schneider Publishing	\$ 2,972.23
Sports Tourism Marketing	Schneider Publishing	\$ 2,972.23
Digital Advertising	SEDO.com	\$ 1,242.49
Groups & Meetings Internet	Seen Magazine	\$ 341.08
Groups & Meetings Internet	Seen Magazine	\$ 341.08
Groups & Meetings Internet	Seen Magazine	\$ 341.08
Magazine Advertising - Groups & Meetings	Serendipity Publishing	\$ 4,002.67
SGMP NATCAP	SGMP NATCAP	\$ 1,353.64
Digital Advertising	SHERMANS TRAVEL MEDIA	\$ 10,963.13
Group Sales Promotional Supplies	Shriners Badges, Canada Travel Trade Show bags	\$ 3,415.39
Air Service research	Sixel Consulting Presentations	\$ 4,904.66
Publicity & Promotion	Southern Living FAM	\$ 25.06
Consumer Golf Shows	Sponsorships and Tradeshows	\$ 37,476.50
Sports Tourism Sales & Marketing	SportsEvent South	\$ 2,559.52
TL Golf Services - Golf Talk Live Radio	Spring Golf Campaign	\$ 2,475.00
Spring Promotions - Golf giveaways	Spring Promotions	\$ 6,327.00
Banner ad devt/prod	SPRINGBOARD ADVERTISING DESIGN	\$ 584.70
Banner ad creative devt/prod	SPRINGBOARD ADVERTISING DESIGN	\$ 1,169.40
Group Sales Promotional Materials	STAGES VIDEO	\$ 345.22
Group Sales Promotional Materials	STAGES VIDEO	\$ 535.98
Marketing - Baseball Promo	STATE COLLEGE SPIKES	\$ 21,375.00
Marketing - Baseball Promo	STATE COLLEGE SPIKES	\$ 2,650.00
Atlanta Sales Promotion	STRATEGIC DATABASE RESEARCH	\$ 3,000.00
Group Sales	TAP	\$ 121.03
Group Sales	TAP	\$ 3,600.28
Digital Advertising	THE CHARLOTTE OBSERVER	\$ 340.00
Digital Advertising	THE CHARLOTTE OBSERVER	\$ 170.00
Digital Advertising	THOMAS TOWNSEND & KENT	\$ 7,308.75
Travel Media Fulfillment - Consumer	TIMES PRINTING CO. INC.	\$ 126,226.42
Travel Media Fulfillment - Consumer	TIMES PRINTING CO. INC.	\$ 330,150.51
Travel Media Fulfillment - Consumer	TIMES PRINTING CO. INC.	\$ 56,260.82
Travel Media Fulfillment - Consumer	TIMES PRINTING CO. INC.	\$ 164,321.98
Freight for Travel Media Fulfillment	TIMES PRINTING CO. INC.	\$ 7,680.80
Group Sales	Tina Harran Site visit ELKS USA	\$ 43.06

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MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Toronto Media/Tour Operator Event	Toronto Media/Tour Operator Event	\$ 13,616.19
Toronto Tour Operator Reception	Toronto Travel Reception	\$ 4,224.82
Canada Trade Show/Toronto Golf Show	TRAVEL INFORMATION NETWORK INC	\$ 1,764.60
Toronto Media Event	TRAVEL MEDIA FAM to CANADA	\$ 6,211.43
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 4,872.50
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 4,872.50
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 4,872.50
Group Sales - Meeting markets	Travel South Sponsorship	\$ 974.50
SC Media Event in DC	TRAVEL SOUTH USA	\$ 487.25
Publicity & Promotion	Travel Writer Adhley Cook, AAA Home & Away Media	\$ 55.08
Digital Advertising	TRIP INFO.COM	\$ 11,803.63
Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$ 391.65
Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$ 472.63
Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$ 191.29
Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$ 472.63
Digital Marketing	TULSA CONNECT INTERNET SERVICES	\$ 472.63
Television Advertising - Golf	Golf Channel	\$ 47,500.00
Television Advertising - Golf	Bounce Agency	\$ 27,375.00
Television Advertising - Golf	Comcast	\$ 46,987.50
Television Advertising - Golf	WCCB	\$ 14,682.50
Television Advertising - Golf	WTVR	\$ 14,705.50
Television Advertising - Golf	WRAZ	\$ 14,706.00
Television Advertising - Golf	Comcast	\$ 12,912.50
Television Advertising - Golf	Comcast	\$ 30,167.50
Television Advertising - Golf	Comcast	\$ 5,000.00
Television Advertising - Golf	Comcast	\$ 8,900.00
Group Sales	UK & German Rep. Familiarization Tour	\$ 94.97
International Shipping & Freight	US Postal Service	\$ 133.90
International Shipping & Freight	US Postal Service	\$ 102.36
Shipping - Market Research	US Postal Service	\$ 1.52
Shipping - Market Research	US Postal Service	\$ 19.73
Shipping - Consumer Marketing	US Postal Service	\$ 11.50
Shipping - Consumer Marketing	US Postal Service	\$ 718.75
Shipping - Consumer Marketing	US Postal Service	\$ 733.16
Shipping - Consumer Marketing	US Postal Service	\$ 920.40
Shipping - Consumer Fulfillment	US Postal Service	\$ 269.76
Shipping - Consumer Fulfillment	US Postal Service	\$ 247.85
Shipping - Consumer Fulfillment	US Postal Service	\$ 42.77
Shipping - Consumer Fulfillment	US Postal Service	\$ 65.78
Shipping - Consumer Fulfillment	US Postal Service	\$ 232.85
Sports Tourism Sales & Marketing	USA TRIATHLON	\$ 9,745.00
Group Sales Promotional Supplies	USA Triathlon Site Planning Committee	\$ 389.80
Sports Tourism Sales & Marketing	USATF	\$ 37.52
Sports Tourism Sales & Marketing	USATF	\$ 3,608.88
Sports Tourism Sales & Marketing	USATF	\$ 367.23
Sports Tourism Sales & Marketing	USATF	\$ 256.79
Consumer marketing footage	Video Shoot / DV3	\$ 11,358.72
Digital Advertising	VIDEOLOBETROTTER INC	\$ 1,461.75
Digital Advertising	Visibility & Conversions - Paid search, online promotion	\$ 50,418.00
Digital Advertising	Visibility & Conversions - Paid search, online promotion	\$ 49,604.00
Digital Advertising	Visibility & Conversions - Paid search, online promotion	\$ 49,132.34
Digital Advertising	WAGA - FOX 5	\$ 8,283.25
Digital Advertising	Paid Space Peomotion, paid search advertising	\$ 23,193.10
Group Sales Promotional Supplies	Welcome Bags freight charge	\$ 161.16
Digital Advertising	WFXT-TV	\$ 3,727.46
Digital Advertising	WINSTON-SALEM JOURNAL	\$ 3,118.40
Digital Advertising	WINSTON-SALEM JOURNAL	\$ 2,241.35
Digital Advertising	WRAL, Travel Ad Network, Raycom Media	\$ 9,000.00
Group Sales	World Travel Market	\$ 1.52
Group Sales	World Travel Market	\$ 4,665.32
Group Sales	World Travel Market	\$ 3,048.24
Group Sales	World Travel Market	\$ 253.17
Group Sales	World Travel Market	\$ 2,736.12
Group Sales	World Travel Market	\$ 487.25
Group Sales	World Travel Market	\$ 1,368.14

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MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Group Sales	World Travel Market	\$ 8,409.48
Group Sales	World Travel Market	\$ 2,018.03
Digital Advertising	WXII-TV	\$ 2,436.25
Digital Advertising	WXII-TV	\$ 2,923.50
Digital Advertising	Yahoo, Gordon's Guide, Raycom Media	\$ 49,699.50
Television Advertising - Golf	The Golf Connection (ESPN)	\$ 7,500.00
Digital Advertising	AAA CAROLINAS	\$ 2,500.00
Digital Advertising	AARP	\$ 8,569.48
Billboard - Domestic Advertising	ADAMS OUTDOOR ADVERTISING	\$ 3,412.50
Billboard - Domestic Advertising	ADAMS OUTDOOR ADVERTISING	\$ 3,412.50
Billboard - Domestic Advertising	ADAMS OUTDOOR ADVERTISING	\$ 3,412.50
Billboard - Domestic Advertising	ADAMS OUTDOOR ADVERTISING	\$ 1,170.00
Billboard - Domestic Advertising	ADAMS OUTDOOR ADVERTISING	\$ 1,170.00
Billboard - Domestic Advertising	ADAMS OUTDOOR ADVERTISING	\$ 1,170.00
Group Sales	Affordable Meetings, MPI	\$ 1,321.19
Group Sales	Affordable Meetings, MPI	\$ 209.44
Group Sales	Affordable Meetings, MPI	\$ 86.78
Ad Creation software/tools	Apple Web Store	\$ 1,038.76
Group Sales	ASAE	\$ 6,575.32
Group Sales	ASAE	\$ 2,242.50
Magazine Advertising - Group/Meetings	ASSOCIATION EXECUTIVES OF NORTH CAROLINA	\$ 809.25
Consumer Promotion - Atlanta Market	Atlanta Braves	\$ 1,087.91
Video creation for TV commercials	B&H Photo - Video Shoot	\$ 1,287.31
Video creation for TV commercials	B&H Photo - Video Shoot	\$ 171.78
Group Sales	Bank Travel Management	\$ 1,360.13
Group Sales	Bank Travel Management	\$ 1,101.75
Magazine Advertising - Leisure/Spring	BRANDON AGENCY	\$ 142,193.61
Video creation for TV commercials	BRICK EDITORIAL	\$ 8,250.00
Video creation for TV commercials	BRICK EDITORIAL	\$ 450.00
Spring Destination TV Campaign	BROADCAST BUYING SERVICES, INC.	\$ 3,705.00
Clippings, media report	BURRELLE'S LUCE MEDIA ANALYSIS	\$ 961.74
Clippings, media report	BURRELLE'S LUCE MEDIA ANALYSIS	\$ 344.82
Canadian Consumer Promotion	Canada Beach Bash, Montreal Reception, CAA Training	\$ 1,778.94
Canadian Consumer Promotion	Canadian Fam Trip	\$ 8,861.76
Canadian Consumer Promotion	Montreal reception, Toronto Nat'l Women's show	\$ 5,018.92
Canadian Consumer Promotion	Canadian Family Magazine Fam Trip	\$ 5,009.31
Canadian Consumer Promotion	Canadian Family Magazine Fam Trip	\$ 4,499.29
Canadian Consumer Promotion	Canadian Family Magazine Fam Trip	\$ 3,918.69
Canadian Consumer Promotion	Canadian Family Magazine Fam Trip	\$ 1,072.02
Canadian Consumer Promotion	Canadian Family Magazine Fam Trip	\$ 154.10
Canadian Consumer Promotion	Canadian Family Magazine Fam Trip	\$ 13.65
Destination Publicity & Promotion	Canadian Family Magazine Fam Trip	\$ 122.89
General Promotion - Canada	Canadian Rep	\$ 383.95
Magazine Advertising - Group/Meetings	CAROLINA FIRE RESCUE EMS JOURNAL	\$ 633.75
Spring Destination Radio Campaign	CHRIS ROBINSON ASSOCIATES INC	\$ 4,728.75
Travel Writer Expenses	CHRIS ROBINSON ASSOCIATES INC	\$ 343.15
Spring Destination Radio Campaign	CLEAR CHANNEL BROADCASTING INC.	\$ 2,049.50
Spring Destination Radio Campaign	CLEAR CHANNEL BROADCASTING INC.	\$ 1,750.00
Spring Destination Radio Campaign	CLEAR CHANNEL BROADCASTING INC.	\$ 1,700.50
Spring Destination Radio Campaign	CLEAR CHANNEL BROADCASTING INC.	\$ 1,627.00
Spring Destination Radio Campaign	CLEAR CHANNEL BROADCASTING INC.	\$ 1,279.00
Spring Destination Radio Campaign	CLEAR CHANNEL BROADCASTING INC.	\$ 1,235.50
Spring Destination Radio Campaign	CLEAR CHANNEL BROADCASTING INC.	\$ 841.00
Spring Destination Radio Campaign	CLEAR CHANNEL BROADCASTING INC.	\$ 770.00
Banner Ad - WDCG	CLEAR CHANNEL BROADCASTING INC.	\$ 375.00
Spring Regional Market-Pittsburgh	Clear Channel Radio	\$ 23,377.50
Digital Advertising - Spring Promotion	CMA MEDIA PROMOTIONS	\$ 175.00
Group Sales	Coalition - BMP	\$ 1,826.81
International marketing	Coastal SC USA	\$ 10,000.00
Magazine Advertising - Group/Meetings	COLLINSON & COMPANY	\$ 3,656.25
Ad network banner campaign	COLLINSON & COMPANY	\$ 19,500.00
Spring Regional Market-Chicago	Comcast Sportsnet-Chicago	\$ 17,745.00
Spring Regional Market-Washington, DC	Comcast Sportsnet-Wash DC	\$ 23,400.00
Consumer Fulfillment Processing	CONTAC SERVICES, INC.	\$ 1,732.51
Consumer Fulfillment Processing	CONTAC SERVICES, INC.	\$ 1,618.31

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Consumer Fulfillment Processing	CONTAC SERVICES, INC.	\$ 1,195.85
Bulk Shipping - Consumer Fulfillment Processing	CONTAC SERVICES, INC.	\$ 1,093.58
Sports Tourism Promotion	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$ 3,000.00
Magazine Advertising - Group/Meetings	CONVENTION SOUTH MAGAZINE	\$ 3,306.71
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 554,374.07
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 496,377.29
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 246,043.01
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 87,236.84
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 59,824.43
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 58,863.84
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 18,484.25
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 16,000.97
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 11,647.59
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 7,784.89
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 6,488.63
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 3,683.55
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 2,894.78
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 2,752.91
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 1,528.31
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 1,463.48
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 1,407.90
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 1,250.44
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 1,250.44
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 1,222.65
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 1,111.50
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 975.00
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 975.00
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 487.50
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 416.81
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 314.93
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 225.23
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 127.24
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 92.63
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 75.56
Spring Destination TV Campaign	CORINTHIAN MEDIA, INC.	\$ 42.41
General Marketing - creative	Creative, Photography, etc	\$ 8,750.00
Spring Destination Radio Campaign	CUMULUS WILMINGTON	\$ 848.25
Spring Destination Radio Campaign	CUMULUS WILMINGTON	\$ 458.25
Spring Destination Radio Campaign	CUMULUS WILMINGTON	\$ 126.75
Spring Destination Radio Campaign	CUMULUS WILMINGTON	\$ 29.25
Magazine Advertising - Group/Meetings	CUSTOM PUBLISHING	\$ 7,800.00
Magazine Advertising - Group/Meetings	CUSTOM PUBLISHING	\$ 7,800.00
Market Research	DATA PUBLISHING, INC.	\$ 2,895.75
Print Advertising - Golf	DESTINATION GOLF LTD	\$ 975.00
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$ 40,889.56
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$ 37,698.18
Shipping - Consumer Fulfillment	EASYPERMIT POSTAGE	\$ 29,568.63
Shipping - Group Sales	EASYPERMIT POSTAGE	\$ 9.99
Shipping - Group Sales	EASYPERMIT POSTAGE	\$ 6.90
Shipping - Group Sales	EASYPERMIT POSTAGE	\$ 2.30
Radio Advertising - Golf	ESPN Chicago	\$ 762.62
Radio Advertising - Golf	ESPN Dallas	\$ 3,000.00
Radio Advertising - Golf	ESPN Radio	\$ 12,500.00
Radio Advertising - Golf	ESPN Radio 1000 Chicago	\$ 3,750.00
Digital Marketing Services	Exact Target	\$ 6,926.57
Digital Marketing Services	Exact Target	\$ 6,926.57
May/June email blast, ads	FAMILY TRAVEL FORUM, INC	\$ 8,872.50
Bulk Shipping - Consumer Fulfillment Processing	FedEx	\$ 13,962.04
Bulk Shipping - Consumer Fulfillment Processing	FedEx	\$ 7,965.09
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$ 5,418.19
Bulk Shipping - Consumer Fulfillment Processing	FedEx	\$ 3,531.66
Bulk Shipping - Consumer Fulfillment Processing	FedEx	\$ 2,847.87
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$ 2,353.63
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$ 2,044.32
Shipping - Group Sales	FedEx	\$ 521.24

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Shipping - Consumer Fulfillment	FedEx	\$ 483.80
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$ 457.82
Shipping - International Consumer Fulfillment	FedEx	\$ 433.59
Shipping - Consumer Fulfillment	FedEx	\$ 416.70
Shipping - Consumer Fulfillment	FedEx	\$ 384.92
Shipping - Advertising	FedEx	\$ 313.78
Shipping - Group Sales	FedEx	\$ 222.56
Shipping - Group Sales	FedEx	\$ 166.17
Shipping - Advertising	FedEx	\$ 131.73
Shipping - Advertising	FedEx	\$ 52.67
Shipping - Group Sales	FedEx	\$ 47.19
Shipping - Group Sales	FedEx	\$ 21.36
Shipping - Group Sales	FedEx	\$ 15.77
Consumer Fulfillment Processing	FedEx	\$ 8.47
Shipping - Research	FedEx	\$ 3.72
Shipping - Advertising	FedEx	\$ 3.64
Shipping - Advertising	FedEx	\$ 3.52
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$ 76.30
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$ 76.30
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$ 76.30
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$ 76.30
Bulk Fulfillment - Consumer, Group Collateral Materials	FedEx	\$ 76.30
Shipping - International Consumer Fulfillment	FedEx	\$ 109.79
Shipping - International Consumer Fulfillment	FedEx	\$ 86.98
Shipping - International Consumer Fulfillment	FedEx	\$ 59.80
Shipping - International Consumer Fulfillment	FedEx	\$ 50.55
Shipping - International Consumer Fulfillment	FedEx	\$ 22.04
Sports Tourism Promotion	Fredrick Roth GS Tours FAM	\$ 172.58
Atlanta Promotion	FSN SOUTH	\$ 6,800.00
Consumer Fulfillment Inquiry Processing	FUEL INTERACTIVE	\$ 10,861.70
Consumer Fulfillment Inquiry Processing	FUEL INTERACTIVE	\$ 10,465.40
Consumer Fulfillment Inquiry Processing	FUEL INTERACTIVE	\$ 9,994.11
Campground Promotion	FUEL INTERACTIVE	\$ 146.25
International Promotion	German Tour Operators	\$ 386.56
Digital Promotion	GERST MARKETING, LLC	\$ 50.00
Television Advertising - Golf	Golf Channel	\$ 145,000.00
Sponsorship	Golf Chicago-Ketel One Chicago Golf Challenge	\$ 22,500.00
Golf Promotion	GOLFER'S GUIDE MARKETING SOLUTIONS	\$ 21,400.00
National Online Promotion	Golftrips advertising - Citycom	\$ 500.00
Golf Promotion - Spring Season	Golfweek.com	\$ 2,500.00
Google TV Ads	Google	\$ 37,889.86
Google TV Ads	Google	\$ 26,799.24
Google TV Ads	Google	\$ 4,453.14
Consumer Promotion	GREENBERG SPORTS-AllStar game, Spikes promotion	\$ 12,500.00
Group Sales Promotional Items	Group Sales Promo	\$ 44.64
Magazine Advertising - Group/Meetings	GROUP TOUR MEDIA INC	\$ 3,879.88
Magazine Advertising - Group/Meetings	GROUP TOUR MEDIA INC	\$ 3,879.88
Magazine Advertising - Group/Meetings	GROUP TOUR MEDIA INC	\$ 1,072.50
Group Sales	GSAE	\$ 1,178.68
Group Sales	GSAE	\$ 341.25
Group Sales	GSAE	\$ 329.58
Group Sales	GSAE	\$ 126.92
Group Sales	GWSAE	\$ 1,416.87
Group Sales	GWSAE	\$ 752.99
Group Sales	GWSAE	\$ 121.08
Womans Day Online Ads	HACHETTE FILIPACCHI MEDIA U.S., INC.	\$ 24,375.00
Web Digital Ad Analysis	HITWISE	\$ 26,812.50
Digital Copy creation	HOLLEY AUFDEMORTE	\$ 199.88
Consumer Fulfillment Inquiry Processing	HTC	\$ 12,412.80
Consumer Fulfillment Inquiry Processing	HTC	\$ 6,749.78
Consumer Fulfillment Inquiry Processing	HTC	\$ 6,737.03
Magazine Advertising - Leisure/Spring	HUSON EUROPEAN MEDIA	\$ 15,112.50
Digital Promotion - Leisure	IEXPLORE INC	\$ 4,773.19
Magazine Advertising - Group/Meetings	IMG COMMUNICATIONS INC	\$ 2,403.38
Magazine Advertising - Group/Meetings	IMG COMMUNICATIONS INC	\$ 2,403.38

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Market Research	INLET PRINTING CO	\$ 1,730.16
Internet Advertising / Promotion-golf	New Web projects	\$ 12,031.00
Internet Advertising / Promotion-golf	Digital media productions	\$ 12,030.50
Internet Advertising / Promotion-golf	Digital media production	\$ 9,882.00
Internet Advertising / Promotion-golf	Online Media Production	\$ 8,222.50
Internet Advertising / Promotion-golf	SEO	\$ 6,512.50
Internet Advertising / Promotion-golf	Website marketing	\$ 6,439.00
Internet Advertising / Promotion-golf	Omniture / marketing analysis	\$ 4,931.50
Internet Advertising / Promotion-golf	Web marketing	\$ 4,275.00
Internet Advertising / Promotion-golf	Web marketing account mgmt	\$ 2,859.50
Internet Advertising / Promotion-golf	Google, others - paid search, online promotino	\$ 174,000.00
Internet Advertising / Promotion-golf	Paid search, online promotional sponsorships	\$ 32,308.00
Travel Writer Promotion	KAESER & BLAIR INC.	\$ 1,560.06
Group Sales Promotional Items	KAESER & BLAIR INC.	\$ 712.43
Group Sales Promotional Items	KAESER & BLAIR INC.	\$ 386.28
Kayak/Side Step Online Ads	KAYAK SOFTWARE CORPORATION	\$ 1,051.25
Kayak/Side Step Online Ads	KAYAK SOFTWARE CORPORATION	\$ 518.70
Spring Promotion - Texas	KESN Dallas	\$ 10,734.75
Canadian Promotion	Kim Hartley FAM Trip	\$ 48.75
Print Media, Trade Show Sponsorship	Lakeview Productions	\$ 13,300.91
TV Promotion	LIFE IN THE CAROLINAS	\$ 2,500.00
Consumer Promotion - Digital, OutOfHome	LIVE NATION MARKETING, INC.	\$ 125,000.00
Consumer Promotion - Digital, OutOfHome	LIVE NATION MARKETING, INC.	\$ 100,000.00
Destination Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 19,000.00
Destination Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 18,525.00
Destination Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 8,138.11
Destination Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 5,169.47
Photography	M BOOTH & ASSOCIATES, INC.	\$ 243.75
Print Media	Magazine - print	\$ 1,036.43
Print Advertising - Golf	Magazine - Spirit Skylights	\$ 3,705.00
Print Advertising - Golf	Magazine Print/Online - Golf Magazine	\$ 171,219.33
Online, Print Advertising - Golf	Magazine Print/Online - Golf Digest	\$ 90,597.35
Publicity and Promotions	Market Development - Chicago	\$ 11,700.00
Market Research - golf	Market Research	\$ 4,972.50
CBS Early Show production	MARSHALL STATON	\$ 316.88
Summer Internet Marketing - Group	MC NEILL GROUP, INC.	\$ 511.88
Spring Regional Market-Atlanta	McNulty Enterprises-Atlanta	\$ 9,750.00
Internet Digital Ad creation	Media Coast	\$ 1,084.69
Magazine Advertising - Group/Meetings	MEETINGS MEDIA	\$ 4,234.91
Magazine Advertising - Group/Meetings	MEETINGS MEDIA	\$ 4,234.91
Spring Internet Marketing - Group	MEETINGS MEDIA	\$ 650.00
Summer Internet Marketing - Group	MEETINGS MEDIA	\$ 649.99
SMERF Sales & Marketing	MHD SERVICES	\$ 2,193.75
SMERF Sales & Marketing	MHD SERVICES	\$ 2,193.75
SMERF Sales & Marketing	MHD SERVICES	\$ 2,193.75
Digital Advertising	Microsoft Adcenter, TravelZoo, Google, WRAL, Adready, Yahoo	\$ 373,030.13
Digital Advertising	Microsoft Adcenter, TravelZoo, Google, WRAL, Adready, Yahoo	\$ 372,263.12
Digital Advertising	Microsoft Adcenter, TravelZoo, Google, WRAL, Adready, Yahoo	\$ 240,320.63
Group Sales	MPI	\$ 3,120.00
Group Sales	MPI	\$ 1,733.61
Group Sales	MPI	\$ 1,631.04
Group Sales Promotion	MPI	\$ 89.12
Group Sales Promotional Items	MPI	\$ 87.74
Magazine Advertising - Group/Meetings	MPI PUBLICATIONS	\$ 6,056.70
Magazine Advertising - Group/Meetings	MPI PUBLICATIONS	\$ 6,056.70
Magazine Advertising - Group/Meetings	MPI PUBLICATIONS	\$ 5,679.38
Spring Internet Marketing - Group	MPI PUBLICATIONS	\$ 2,486.25
Spring Internet Marketing - Group	MPI PUBLICATIONS	\$ 2,486.25
Summer Internet Marketing - Group	MPI PUBLICATIONS	\$ 1,706.25
Consumer Promotional Items (Atlanta Promotion)	MYRTLE BEACH SCREEN PRINTING	\$ 12,471.03
Sports Tourism Promotion	NASC, MB Mini Marathon	\$ 480.33
Myrtle Beach TV Special Advertising	NBC 3	\$ 3,442.73
Myrtle Beach TV Special Advertising	NBC 3	\$ 3,407.63
Myrtle Beach TV Special Advertising	NBC 3	\$ 3,394.95
Myrtle Beach TV Special Advertising	NBC 3	\$ 3,382.28

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Magazine Advertising - Group/Meetings	NETWORK MEDIA PARTNERS	\$ 3,022.50
Canadian Promotion	NEW WAVE EMBROIDERY	\$ 122.75
International Promotion	NEW WAVE EMBROIDERY	\$ 51.55
Ad Design	NOIZ, INC	\$ 995.48
Summer Internet Marketing - Group	NORTHSTAR TRAVEL MEDIA LLC	\$ 8,775.00
Spring Internet Marketing - Group	NORTHSTAR TRAVEL MEDIA LLC	\$ 6,337.50
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 5,850.00
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 5,850.00
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 2,925.00
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 2,925.00
Magazine Advertising - Group/Meetings	NORTHSTAR TRAVEL MEDIA LLC	\$ 2,925.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 1,090.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 750.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 660.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 550.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 550.00
Spring Destination TV Campaign	OHIO NEWS NETWORK	\$ 550.00
Digital Marketing Services	OMNITURE INC.	\$ 1,311.38
Digital Marketing Services	OMNITURE INC.	\$ 1,311.38
Orbitz Digital Promotion	ORBITZ WORLDWIDE	\$ 4,640.98
March Away Advertising	ORBITZ WORLDWIDE	\$ 3,806.13
Video creation for TV commercials	OSPREY PRODUCTION	\$ 7,495.31
Spring Internet Marketing - Group	P.C.M.A. SERVICES, INC.	\$ 1,462.50
Magazine Advertising - Group/Meetings	PENTON MEDIA INC.	\$ 3,953.14
Spring Internet Marketing - Group	PENTON MEDIA INC.	\$ 1,808.74
Spring Internet Marketing - Group	PENTON MEDIA INC.	\$ 961.89
Canadian Consumer Promotion	Plattsburg, Montreal Receptions	\$ 13,811.46
International Promotion	Pow Wow	\$ 1,316.66
International Promotion	Pow Wow	\$ 957.74
International Promotion	Pow Wow	\$ 162.52
Magazine Advertising - Group/Meetings	PREMIER TOURISM MARKETING, INC.	\$ 4,265.63
Magazine Advertising - Group/Meetings	PREMIER TOURISM MARKETING, INC.	\$ 3,132.68
Destination Publicity & Promotion	press trips	\$ 1,084.33
Television Advertising - Spring promotion	RAYCOM MEDIA INC	\$ 44,750.00
Magazine Advertising - Group/Meetings	RESPONSE CUSTOM PUBLISHING	\$ 3,607.50
Destination Publicity & Promotion	ROBERT BEUTH	\$ 117.00
Video creation for TV commercials	ROBERT GALLOWAY MEDIA, LLC	\$ 1,945.13
Video creation for TV commercials	ROBERT GALLOWAY MEDIA, LLC	\$ 1,262.63
Destination Publicity & Promotion	Robin Stevenson FAM	\$ 231.93
Sports Tourism Promotion	Ryan Vail FAM	\$ 13.52
Consumer Media Distribution Service	SAFE-T-CONCIERGE SERVICES, LLC	\$ 682.50
Billboard - Canada Promotion	Schawk Canada	\$ 362.43
Magazine Advertising - Group/Meetings	SCHNEIDER PUBLISHING CO. INC.	\$ 3,948.75
Magazine Advertising - Group/Meetings	SCHNEIDER PUBLISHING CO. INC.	\$ 3,948.75
Magazine Advertising - Group/Meetings	SCHNEIDER PUBLISHING CO. INC.	\$ 3,948.75
Magazine Advertising - Group Sales	SCHNEIDER PUBLISHING CO. INC.	\$ 2,973.75
Sports Tourism - Magazine Advertising	SCHNEIDER PUBLISHING CO. INC.	\$ 2,973.75
Magazine Advertising - Group/Meetings	SEEN MAGAZINE	\$ 3,778.13
Magazine Advertising - Group/Meetings	SERENDIPITY PUBLISHING	\$ 4,004.94
Sherman's Travel Online	SHERMANS TRAVEL MEDIA	\$ 31,187.33
May banners, bulletins	SHERMANS TRAVEL MEDIA	\$ 12,457.04
Sherman's Travel Online	SHERMANS TRAVEL MEDIA	\$ 9,750.00
Sherman's Travel Online	SHERMANS TRAVEL MEDIA	\$ 3,058.39
Sports Tourism Promotion	SMITH & CO., INC.	\$ 2,145.00
Digital Promotion - Golf	Social Media	\$ 6,249.99
Dustin Justin Foundation	Promotional Sponsorship	\$ 5,000.00
Consumer Golf Shows	Sponsorship and Tradeshow	\$ 22,520.50
FDNY Promotion	Sponsorship annual FDNY Tournament	\$ 1,690.50
Sports Tourism Promotion	Sports Ads - Image Collection	\$ 350.00
Magazine Advertising - Group Sales	SPORTSEVENTS SOUTH	\$ 1,313.25
Sports Tourism - Magazine Advertising	SPORTSEVENTS SOUTH	\$ 1,313.25
Sports Tourism - Magazine Advertising	SPORTSEVENTS SOUTH	\$ 1,313.25
Advertising & Promotion - Spring Golf	Publicity & Promotions / golf	\$ 8,880.00
Advertising & Promotion - Spring Golf	Golf Talk Live	\$ 2,475.00

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Advertising & Promotion - Spring Golf	Radio Advertising - golf	\$ 4,192.50
Spring Destination Campaign	Sunrise Broadcasting	\$ 356.85
Spring Destination Campaign	Sunrise Broadcasting	\$ 335.40
Spring Destination Campaign	Sunrise Broadcasting	\$ 117.00
Spring Destination Campaign	Sunrise Broadcasting	\$ 117.00
Spring Destination Campaign	Sunrise Broadcasting	\$ 78.00
Spring Destination Campaign	Sunrise Broadcasting	\$ 78.00
NPMA Event	SUNWAY CHARTERS & TOURS	\$ 3,900.00
Group Sales	SYTA	\$ 731.25
Group Sales Promotional Items	TAP	\$ 918.94
Group Sales	TAP	\$ 465.22
Group Sales	TAP	\$ 21.45
Fodors Eblast	THE BOUNCE AGENCY	\$ 879.75
Magazine Advertising	THE BRANDON AGENCY	\$ 6,246.00
Magazine Advertising	THE BRANDON AGENCY	\$ 5,625.00
Magazine Advertising	THE BRANDON AGENCY	\$ 5,625.00
Magazine Advertising	THE BRANDON AGENCY	\$ 5,309.10
Magazine Advertising	THE BRANDON AGENCY	\$ 5,309.10
Magazine Advertising	THE BRANDON AGENCY	\$ 4,781.25
Magazine Advertising	THE BRANDON AGENCY	\$ 4,781.25
Magazine Advertising	THE BRANDON AGENCY	\$ 4,758.30
Magazine Advertising	THE BRANDON AGENCY	\$ 4,180.50
Magazine Advertising	THE BRANDON AGENCY	\$ 3,970.58
Magazine Advertising	THE BRANDON AGENCY	\$ 3,595.50
Magazine Advertising	THE BRANDON AGENCY	\$ 3,595.50
Magazine Advertising	THE BRANDON AGENCY	\$ 3,553.43
Magazine Advertising	THE BRANDON AGENCY	\$ 1,800.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,800.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,800.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,395.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,350.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,012.50
Magazine Advertising	THE BRANDON AGENCY	\$ 1,012.50
Magazine Advertising	THE BRANDON AGENCY	\$ 900.00
Magazine Advertising	THE BRANDON AGENCY	\$ 900.00
Magazine Advertising	THE BRANDON AGENCY	\$ 860.63
Magazine Advertising	THE BRANDON AGENCY	\$ 761.18
Magazine Advertising	THE BRANDON AGENCY	\$ 742.50
Magazine Advertising	THE BRANDON AGENCY	\$ 742.50
Magazine Advertising	THE BRANDON AGENCY	\$ 742.50
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 675.00
Magazine Advertising	THE BRANDON AGENCY	\$ 631.13
Magazine Advertising	THE BRANDON AGENCY	\$ 616.50
Magazine Advertising	THE BRANDON AGENCY	\$ 573.75
Magazine Advertising	THE BRANDON AGENCY	\$ 450.00
Magazine Advertising	THE BRANDON AGENCY	\$ 450.00
Magazine Advertising	THE BRANDON AGENCY	\$ 450.00
Magazine Advertising	THE BRANDON AGENCY	\$ 450.00
Magazine Advertising	THE BRANDON AGENCY	\$ 445.50
Magazine Advertising	THE BRANDON AGENCY	\$ 378.68
Newspaper Advertising	THE CHARLOTTE OBSERVER	\$ 10,470.00
Newspaper Advertising	THE CHARLOTTE OBSERVER	\$ 5,170.00
Newspaper Advertising	THE CHARLOTTE OBSERVER	\$ 170.00
Magazine Advertising - Group/Meetings	THE GROUP TRAVEL LEADER, INC.	\$ 3,273.56
Magazine Advertising - Group/Meetings	THE GROUP TRAVEL LEADER, INC.	\$ 2,299.78
Internet advertising	THE VETERAN'S VIEW	\$ 287.63
Consumer Tourism Fulfillment	TIMES PRINTING CO. INC.	\$ 10,890.74
Travel South Promotion	Trade Show Expenses - TS	\$ 1,294.55
International marketing	TRAVEL & TOURISM MARKETING / WTM	\$ 4,000.00
International marketing	TRAVEL & TOURISM MARKETING / WTM	\$ 544.33

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 5,000.00
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 5,000.00
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 2,959.40
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 1,425.36
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 712.07
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 648.25
Canadian Consumer Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 259.48
Spring Destination Radio Campaign	Triad Family Network	\$ 1,462.50
MB Spring Ads	TRIP ADVISOR LLC	\$ 34,062.57
MB Spring Advertising	TRIP ADVISOR LLC	\$ 32,919.94
MB Summer Digital Advertising	TRIP ADVISOR LLC	\$ 27,329.29
Destination Publicity - Golf focus	Golf Trip Promotional giveaways	\$ 41,712.80
Sports Tourism Promotion	TRIPLE CROWN SPORTS INC	\$ 17,000.00
Sports Tourism Promotion	Triple Crown, NASC	\$ 459.58
Spring Destination Radio Campaign	TTCB	\$ 1,477.13
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	\$ 773.03
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	\$ 739.68
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	\$ 573.84
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	\$ 566.38
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	\$ 472.88
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	\$ 472.88
Digital Marketing Services	TULSA CONNECT INTERNET SERVICES	\$ 472.88
Sports Tourism Promotion	USA Handball	\$ 130.09
Sports Tourism Promotion	USA Judo	\$ 5,701.26
Sports Tourism Promotion	USA Judo	\$ 1,081.64
Sports Tourism Promotion	USA Judo	\$ 2.93
Sports Tourism Promotion	USA Judo, USA Team Handball	\$ 1,229.48
Sports Tourism Promotion	USA Judo/Lyndsey FAM	\$ 144.79
Sports Tourism Promotion	USA Triathlon FAM	\$ 103.15
Travel Writer Expenses	U-SAVE AUTO RENTAL	\$ 112.35
Spring Internet Marketing - Leisure	Visibility & Conversions - Online Media Purchasing	\$ 78,652.28
Spring Internet Marketing - Leisure	VIS - CONV	\$ 78,652.28
Summer Internet Marketing - Leisure	VIS - CONV	\$ 78,652.28
Group Sales Promotion	VSAE	\$ 541.13
Group Sales Promotion	VSAE	\$ 92.63
Online Digital Campaign	WAGA - FOX 5	\$ 4,558.13
Destination Publicity & Promotion	Washington DC Media visit	\$ 367.72
Destination Publicity & Promotion	Washington DC Media visit	\$ 184.58
Spring Destination Radio Campaign	WAY	\$ 1,250.00
Spring Destination Radio Campaign	WCLN	\$ 750.00
Spring Regional Market-NY	WFAN New York	\$ 32,350.00
Chicago Air Service Promotion	WFLD	\$ 2,337.50
Radio Advertising - May Promotion	WFXC	\$ 2,160.00
Online Ads	WHBQ	\$ 1,168.75
Spring Regional Market-Charlotte	WIAD Charlotte	\$ 1,725.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 6,825.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 6,825.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 5,850.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 5,850.00
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 2,437.50
Newspaper Advertising - online	WINSTON-SALEM JOURNAL	\$ 2,437.50
Spring Regional Market-DC	WJFK DC	\$ 22,741.88
Media Hosting	WKBW	\$ 221.10
Spring Destination Radio Campaign	WKIX	\$ 731.25
Spring Destination Radio Campaign	WKIX	\$ 731.25
Spring Destination Radio Campaign	WKVC	\$ 1,790.10
Spring Destination Radio Campaign	WKVK	\$ 1,989.00
Spring Destination Radio Campaign	WMHK	\$ 975.00
Spring Destination Radio Campaign	WNKS	\$ 487.50
Spring Destination Radio Campaign	WNKS	\$ 243.75
Spring Destination Radio Campaign	WNKS	\$ 4,114.50
International Promotion	World Travel Mart	\$ 2,001.58
International Promotion	World Travel Mart	\$ 22.07
Spring Destination Radio Campaign	WPEG	\$ 2,925.00
Spring Destination Radio Campaign	WRAL	\$ 1,716.00

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Spring Destination Radio Campaign	WRAL	\$ 3,432.00
Spring Destination Radio Campaign	WRNS	\$ 2,193.75
Spring Destination Radio Campaign	WRNS	\$ 789.75
Spring Destination Radio Campaign	WRTP	\$ 1,521.00
Myrtle Beach TV Special Advertising	WSTM	\$ 11,188.13
Myrtle Beach TV Special Advertising	WSTM	\$ 11,188.13
Myrtle Beach TV Special Advertising	WSTM	\$ 11,188.13
Myrtle Beach TV Special Advertising	WSTM	\$ 11,188.13
Myrtle Beach TV Special Advertising	WSTM	\$ 1,950.00
Myrtle Beach TV Special Advertising	WSTM	\$ 1,950.00
Myrtle Beach TV Special Advertising	WSTM	\$ 1,950.00
Myrtle Beach TV Special Advertising	WSTM	\$ 1,950.00
Myrtle Beach TV Special Advertising	WSTQ	\$ 2,866.50
Myrtle Beach TV Special Advertising	WSTQ	\$ 2,866.50
Myrtle Beach TV Special Advertising	WSTQ	\$ 2,866.50
Myrtle Beach TV Special Advertising	WSTQ	\$ 2,866.50
Spring Destination Radio Campaign	WTCB	\$ 2,437.50
Spring Destination Radio Campaign	WTCB	\$ 784.88
Myrtle Beach TV Special Advertising	WTVH	\$ 5,864.63
Myrtle Beach TV Special Advertising	WTVH	\$ 4,957.88
Myrtle Beach TV Special Advertising	WTVH	\$ 4,957.88
Spring Destination TV Campaign	WTVH	\$ 4,051.13
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 468,329.09
Spring Destination Radio Campaign	WUKS	\$ 1,579.50
Spring Destination Radio Campaign	WWLV	\$ 1,408.88
Spring Destination Radio Campaign	WWLV	\$ 994.50
Spring Destination Radio Campaign	WWQQ	\$ 1,872.00
Web digital campaign	WXII	\$ 3,900.00
Spring Golf Campaign	Wynn Media	\$ 5,362.50
Digital Promotion	Yahoo	\$ 14,625.00
Online Ads	Yahoo	\$ 14,625.00
Creative Development	Yousendit.com	\$ 107.24
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 588,650.69
Internet Advertising / Digital Promotion	Yahoo, Google, AdReady	\$ 216,488.74
Internet Advertising / Digital Promotion	Yahoo, Google, AdReady	\$ 199,803.28
Internet Advertising / Digital Promotion	Yahoo, Google, AdReady	\$ 166,214.18
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 109,899.82
Digital / Event Advertising	LIVE NATION MARKETING, INC.	\$ 100,000.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 95,000.00
Magazine Print & Online Elements	Magazine Print/Online - Golf Magazine	\$ 62,782.21
TV Advertising - Golf	Golf Channel	\$ 59,130.05
Internet Advertising / Digital Promotion	TRIP ADVISOR LLC	\$ 46,000.00
Internet Advertising / Digital Promotion	Google	\$ 45,825.00
National - Golf Advertising	Internet Display Ads	\$ 42,235.75
Internet Advertising / Digital Promotion	Visibility & Conversions - Online Media Purchasing	\$ 39,326.63
Internet Advertising / Digital Promotion	Visibility & Conversions - Online Media Purchasing	\$ 39,326.63
Internet Advertising / Digital Promotion	Visibility & Conversions - Online Media Purchasing	\$ 39,326.63
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 35,788.57
International Marketing	COASTAL SC, USA	\$ 35,000.00
Consumer Media Distribution	EASYPERMIT POSTAGE	\$ 33,530.21
Consumer Media Distribution	EASYPERMIT POSTAGE	\$ 29,917.71
Golf Consumer Promotion	Know Your Score - promotional Sponsorship	\$ 29,825.00
Internet Advertising / Digital Promotion	Visibility & Conversions - Online Media Purchasing	\$ 29,494.73
National - Golf Advertising	Internet Paid Search advertising	\$ 27,555.83
Golf Trip Promotions	Promotions	\$ 27,406.28
Magazine Advertising - Leisure	AARP Publications	\$ 23,223.74
Magazine Advertising - Leisure	AARP Publications	\$ 23,223.74
Internet Advertising / Digital Promotion	SHERMANS TRAVEL MEDIA	\$ 20,903.24
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 20,475.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 20,475.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 20,475.00
Internet Advertising / Digital Promotion	Travel Ad Network	\$ 20,250.00
Online Media production	Interactive- National Fall Golf campaign	\$ 19,791.00
Internet Advertising / Digital Promotion	TRIP ADVISOR LLC	\$ 19,781.99
Internet Advertising / Digital Promotion	Homeaway.com	\$ 19,500.00

MB TOURISM DEVELOPMENT FEE

2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Internet Advertising / Digital Promotion	Yahoo	\$ 19,500.00
Magazine Print & Online Elements	Magazine Print/Online - Golf Digest	\$ 18,824.23
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 18,525.00
Consumer Media Distribution	EASYPERMIT POSTAGE	\$ 18,155.26
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 17,542.33
Internet Advertising / Digital Promotion	Travelscream	\$ 17,079.08
Internet Advertising / Digital Promotion	WINSTON-SALEM JOURNAL	\$ 15,161.25
Internet Advertising / Digital Promotion	WINSTON-SALEM JOURNAL	\$ 15,161.25
Magazine Print & Online Elements	Magazine Print/Online - Met Golfer	\$ 14,706.00
Radio	Clear Channel Radio	\$ 13,061.50
Print Production	Print-Magazine	\$ 12,636.98
Internet Advertising / Digital Promotion	AARP DIGITAL	\$ 12,634.64
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 11,876.69
E-saver production	Fuel Interactive	\$ 11,668.00
Destination Publicity - Golf	National Fall Golf Campaign	\$ 10,217.03
Television Advertising	FSN SOUTH	\$ 9,945.00
Internet Advertising / Digital Promotion	SHERMANS TRAVEL MEDIA	\$ 9,750.00
Group Sales & Marketing - Sports Tourism	USA TRIATHLON	\$ 9,750.00
USATF Championship Event	USATF Promotional Support	\$ 9,750.00
Radio Advertising	CORINTHIAN MEDIA, INC.	\$ 9,589.30
Internet Advertising / Digital Promotion	THE BOUNCE AGENCY	\$ 9,456.25
Group Sales & Promotion	Affordable Meetings	\$ 9,335.63
Group Sales & Promotion	Affordable Meetings	\$ 9,277.32
Internet Advertising / Digital Promotion	MEDIAWHIZ HOLDINGS	\$ 9,190.83
Internet Advertising / Digital Promotion	FAMILY TRAVEL FORUM, INC	\$ 8,872.50
Call Tracking	FUEL INTERACTIVE	\$ 8,861.44
Group Sales - ASAE	ASAE	\$ 8,404.12
Magazine Advertising - Group/Meeting	Northstar Travel Media	\$ 8,375.00
General Marketing	Creative, Photography, etc.	\$ 8,287.50
Group Sales & Marketing - Sports Tourism	TEAMS, USATF	\$ 8,060.91
Internet Advertising / Digital Promotion	Travel Ad Network	\$ 7,933.50
Magazine Advertising - Group/Meeting	Northstar Travel Media	\$ 7,900.00
Radio-Dallas	KESN Dallas	\$ 7,863.38
Internet Advertising / Digital Promotion	TRIP ADVISOR LLC	\$ 7,781.05
Magazine Advertising - Group/Meeting	PCMA Services	\$ 7,649.36
Video/Film Production	OSPREY PRODUCTION	\$ 7,518.44
Group Sales & Marketing - Sports Tourism	USATF, NASC, AAU	\$ 7,452.57
Magazine Advertising - Group/Meeting	Northstar Travel Media	\$ 7,100.00
Digital Promotion	Exact Target	\$ 6,926.57
Digital Promotion	Exact Target	\$ 6,926.57
Digital Promotion	Exact Target	\$ 6,926.57
Television Advertising	BROADCAST BUYING SERVICES, INC.	\$ 6,854.25
Call Tracking	FUEL INTERACTIVE	\$ 6,815.78
Canadian Consumer Promotion	Ontario Promotion	\$ 6,682.67
Call Tracking	FUEL INTERACTIVE	\$ 6,681.47
TV Production	Fall Regional Markets	\$ 6,619.28
Television Advertising	BROADCAST BUYING SERVICES, INC.	\$ 6,530.06
Internet Advertising / Digital Promotion	ORBITZ WORLDWIDE	\$ 6,514.48
Radio Promotion	Red Zebra Broadcasting	\$ 6,390.00
Magazine Advertising - Group/Meeting	MPI Publications	\$ 6,056.70
Group Sales & Marketing - ABA	ABA	\$ 5,977.58
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$ 5,883.69
Fulfillment Processing	HTC	\$ 5,883.64
TV Ad Production	DV3 PRODUCTIONS	\$ 5,869.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 5,818.75
Magazine Advertising - Group/Meeting	MPI Publications	\$ 5,679.38
Internet Advertising / Digital Promotion	AdReady	\$ 5,453.57
Tourism Market Research	INLET PRINTING CO	\$ 5,295.90
Omniure tracking	Interactive- National Fall Golf campaign	\$ 5,294.00
Radio-Philadelphia	WPEN Philadelphia	\$ 5,262.50
Internet Advertising / Digital Promotion	THE CHARLOTTE OBSERVER	\$ 5,170.00
Internet Advertising / Digital Promotion	THE CHARLOTTE OBSERVER	\$ 5,170.00
Internet Advertising / Digital Promotion	THE CHARLOTTE OBSERVER	\$ 5,170.00
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 5,148.66
Internet Advertising / Digital Promotion	WXII-TV	\$ 5,118.75

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Internet Advertising / Digital Promotion	WXII-TV	\$ 5,118.75
Internet Advertising / Digital Promotion	Travelscream	\$ 5,021.74
Internet Advertising / Digital Promotion	WXII-TV	\$ 5,021.25
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 5,000.00
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 5,000.00
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 5,000.00
Internet Advertising / Digital Promotion	AAA CAROLINAS	\$ 4,875.00
Internet Advertising / Digital Promotion	SHERMANS TRAVEL MEDIA	\$ 4,667.33
Internet Advertising / Digital Promotion	Interactive- National Fall Golf campaign	\$ 4,586.50
Internet Advertising / Digital Promotion	ORBITZ WORLDWIDE	\$ 4,512.05
Video Hosting	Interactive- National Fall Golf campaign	\$ 4,412.00
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$ 4,401.84
Digital promotion	Interactive- National Fall Golf campaign	\$ 4,392.50
Magazine Advertising - Group/Meeting	Meetings Media	\$ 4,234.91
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 4,189.50
National - Golf Advertising	Social Media marketing	\$ 4,166.66
Television Advertising	FSN SOUTH	\$ 4,143.75
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$ 4,115.83
Magazine Advertising - Group/Meeting	ASAE	\$ 4,089.88
Magazine Advertising - Group/Meeting	Group Tour Media	\$ 3,938.13
Internet Advertising	Interactive- National Fall Golf campaign - enhanced SEO	\$ 3,937.50
Internet Advertising / Digital Promotion	Microsoft AdCenter	\$ 3,907.61
Publicity & Promotion Services	BRANDON ADVERTISING	\$ 3,900.00
Tourism Market Research	D.K. SHIFFLET & ASSOC. LTD.	\$ 3,890.25
Tourism Market Research	D.K. SHIFFLET & ASSOC. LTD.	\$ 3,890.25
Magazine Advertising - Group/Meeting	Penton Media	\$ 3,845.40
Magazine Advertising - Group/Meeting	Serendipity Publishing	\$ 3,803.96
Magazine Advertising - Group/Meeting	Collinson & Co.	\$ 3,750.00
Magazine Advertising - Group/Meeting	Collinson & Co.	\$ 3,750.00
Magazine Advertising - Group/Meeting	Collinson & Co.	\$ 3,750.00
Magazine Advertising - Group/Meeting	Collinson & Co.	\$ 3,750.00
Magazine Advertising - Group/Meeting	Collinson & Co.	\$ 3,750.00
Magazine Advertising - Group/Meeting	Response Custom Publishing	\$ 3,607.50
Magazine Advertising - Group/Meeting	Response Custom Publishing	\$ 3,607.50
Magazine Advertising - Group/Meeting	Seen Magazine	\$ 3,549.00
Radio-Chicago	WSCR Chicago	\$ 3,512.50
Magazine Advertising - Group/Meeting	Convention South Magazine	\$ 3,306.71
Internet Advertising / Digital Promotion	Northstar Travel Media	\$ 3,250.00
Internet Advertising / Digital Promotion	Northstar Travel Media	\$ 3,250.00
Group Sales - Transportation	SUNWAY CHARTERS & TOURS	\$ 3,217.50
Consumer Media Distribution (bulk)	UPS	\$ 3,167.91
Consumer Media Distribution (bulk)	UPS	\$ 3,154.64
Magazine Advertising - Group/Meeting	Network Media Partners	\$ 3,022.50
Digital Promotion	COASTAL CAROLINA UNIVERSITY	\$ 3,000.00
Digital Promotion	COASTAL CAROLINA UNIVERSITY	\$ 3,000.00
Magazine Advertising - Group/Meeting	Schneider Publishing	\$ 2,973.75
International Marketing	EXPO MEDIA INC	\$ 2,970.87
Internet Advertising / Digital Promotion	IEXPLORE INC	\$ 2,953.04
Video/Film Production	Amazon Marketplace	\$ 2,809.90
Magazine Advertising - Group/Meeting	Schneider Publishing	\$ 2,788.50
Magazine Advertising - Group/Meeting	Schneider Publishing	\$ 2,788.50
Magazine Advertising - Group/Meeting	Naylor	\$ 2,749.01
Internet Advertising / Digital Promotion	TRIP ADVISOR LLC	\$ 2,697.52
Group Sales & Marketing - CM Show	Connect Marketplace Sponsorship	\$ 2,671.32
Magazine Advertising - Group/Meeting	Custom Publishing	\$ 2,656.88
Magazine Advertising - Group/Meeting	McNeill Group	\$ 2,632.50
Publicity & Promotion Services	M BOOTH & ASSOCIATES, INC.	\$ 2,570.74
New Web Projects	Interactive- National Fall Golf campaign	\$ 2,569.00
Magazine Advertising - Group/Meeting	Serendipity Publishing	\$ 2,535.98
Regional Radio production	Regional Radio promotion	\$ 2,519.00
Internet Advertising / Digital Promotion	MPI Publications	\$ 2,486.25
Group Sales - RCMA	RCMA	\$ 2,481.38
Magazine Advertising - Group/Meeting	IMG Communications	\$ 2,403.38
Group Sales - ABA	ABA	\$ 2,398.50
Print Advertising	THE BRANDON AGENCY	\$ 2,322.50

MB TOURISM DEVELOPMENT FEE

2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Fulfillment Processing	HTC	\$ 2,214.96
Canadian Consumer Promotion	Ontario Promotion	\$ 2,208.09
Group Sales & Marketing - SMERF Promotion	MHD SERVICES	\$ 2,193.75
Group Sales & Marketing - SMERF Promotion	MHD SERVICES	\$ 2,193.75
Group Sales & Marketing - SMERF Promotion	MHD SERVICES	\$ 2,193.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 2,187.85
Group Sales & Marketing - Promo Items	COLOUR SOLUTIONS	\$ 2,169.03
Travel Media Analysis	M BOOTH & ASSOCIATES, INC.	\$ 2,146.35
Travel Media Analysis	M BOOTH & ASSOCIATES, INC.	\$ 2,072.25
Group Sales - MPI Shows	Meeting Planners International	\$ 2,038.25
Golf Show	Summertime Communications	\$ 2,000.00
International Marketing	MPI Publications	\$ 1,930.64
Magazine Advertising - Group/Meeting	The Group Travel Leader	\$ 1,900.00
Digital Promotion - NBC Promotion	Biggest Loser	\$ 1,844.28
International Marketing	TRAVEL INFORMATION NETWORK INC	\$ 1,741.27
Print Advertising	THE BRANDON AGENCY	\$ 1,600.00
International Marketing	COASTAL SC, USA	\$ 1,549.03
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,452.36
Internet Advertising / Digital Promotion	Group Tour Media	\$ 1,432.74
Group Sales - Connect Marketplace	Connect Marketplace	\$ 1,371.21
Group Sales - MPI Shows	Meeting Planners International	\$ 1,356.61
Magazine Advertising - Group/Meeting	SportsEvent Magazine	\$ 1,313.25
Magazine Advertising - Group/Meeting	SportsEvent Magazine	\$ 1,313.25
Digital Promotion	OMNITURE INC.	\$ 1,311.38
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,303.40
Print Advertising	THE BRANDON AGENCY	\$ 1,200.63
Print Advertising	THE BRANDON AGENCY	\$ 1,200.63
Canadian Consumer Promotion	CAA Travel Show, Montreal Travel Agent Open House	\$ 1,154.30
Consumer Media Distribution	Pitney Bowes	\$ 1,128.52
Toronto/Vancouver show sponsor	CARLSON WAGONLIT TRAVEL	\$ 1,072.65
Magazine Advertising - Group/Meeting	Group Tour Media	\$ 1,072.50
Digital Promotion	TULSA CONN SERVICE	\$ 1,069.19
International Freight - Marketing Materials	Pitney Bowes	\$ 1,068.85
Group Sales & Marketing - Promo Items	Canadian Market Sales Calls	\$ 1,067.64
Internet Advertising / Digital Promotion	Northstar Travel Media	\$ 975.00
Internet Advertising / Digital Promotion	Northstar Travel Media	\$ 975.00
Consumer Media Distribution (bulk)	UPS	\$ 971.69
Travel Media Analysis	M BOOTH & ASSOCIATES, INC.	\$ 968.76
Digital Promotion	TULSA CONN SERVICE	\$ 957.30
Digital Promotion	TULSA CONN SERVICE	\$ 927.03
Group Sales - IAEM	IAEM	\$ 906.75
Group Sales & Promotion	Rejuvenate	\$ 894.31
Group Sales - OMCA	OMCA	\$ 875.50
Tourism Market Research	INLET PRINTING CO	\$ 848.07
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$ 841.89
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 837.90
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 823.94
Digital Promotion - Creative Dev	MEDIA COAST	\$ 823.88
Consumer Media Distribution	Pitney Bowes	\$ 814.76
Fulfillment Processing	HTC	\$ 808.02
Online account management	Interactive- National Fall Golf campaign	\$ 781.50
Group Sales & Marketing - Sports Tourism	USATF	\$ 767.23
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Group Sales - Connect Marketplace	Connect Marketplace	\$ 736.74
Group Sales - TAP Promotion	TAP	\$ 701.96
Discover America Promotion	ADDISON TRAVEL MARKETING	\$ 676.87
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 670.32
Print Advertising	THE BRANDON AGENCY	\$ 665.13
Group Sales - GSAE	GSAE	\$ 658.68
Television Advertising	OHIO NEWS NETWORK	\$ 645.00
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 621.86
Publicity & Promotion - Media Site Visit	June media press trip	\$ 611.30
Consumer Media Distribution	Pitney Bowes	\$ 596.03

MB TOURISM DEVELOPMENT FEE

2010 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Group Sales - GO Show	GO Show	\$ 589.88
Group Sales - ASAE	ASAE	\$ 583.64
Television Advertising	OHIO NEWS NETWORK	\$ 565.00
Print Advertising	THE BRANDON AGENCY	\$ 562.50
Domestic Freight - Group Mktg	Pitney Bowes	\$ 553.51
International Freight - Marketing Materials	Pitney Bowes	\$ 515.90
Internet Advertising / Digital Promotion	McNeill Group	\$ 511.88
Print Advertising	THE BRANDON AGENCY	\$ 500.00
Print Advertising	THE BRANDON AGENCY	\$ 500.00
Print Advertising	THE BRANDON AGENCY	\$ 500.00
Print Advertising	THE BRANDON AGENCY	\$ 500.00
Print Advertising	THE BRANDON AGENCY	\$ 500.00
Radio Advertising	TL Golf Services-Golf Talk Live Radio Show	\$ 500.00
Print Advertising	THE BRANDON AGENCY	\$ 497.50
Print Advertising	THE BRANDON AGENCY	\$ 497.50
Print Advertising	THE BRANDON AGENCY	\$ 497.50
Internet Advertising / Digital Promotion	Group Tour Media	\$ 487.50
General Consumer Promotion	ENSEMBLE TRAVEL	\$ 485.91
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 483.74
Digital Promotion	TULSA CONN SERVICE	\$ 472.88
Digital Promotion	TULSA CONN SERVICE	\$ 472.88
Digital Promotion	TULSA CONN SERVICE	\$ 472.88
Canadian Consumer Promotion	Toronto, Montreal Promotion	\$ 458.19
Group Sales - SYTA Promotion	SYTA	\$ 454.55
Consumer Media Distribution	Pitney Bowes	\$ 453.64
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$ 439.03
Domestic Freight - Group Mktg	Pitney Bowes	\$ 430.83
Domestic Freight - Consumer Mktg Matls	UPS	\$ 419.11
Video/Film Production	OSPREY PRODUCTION	\$ 414.38
International Freight - Marketing Materials	CONTAC SERVICES, INC.	\$ 400.21
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 391.45
Internet Advertising / Digital Promotion	Seen Magazine	\$ 341.25
Internet Advertising / Digital Promotion	Seen Magazine	\$ 341.25
Internet Advertising / Digital Promotion	Seen Magazine	\$ 341.25
Group Sales - Transportation	SUNWAY CHARTERS & TOURS	\$ 341.25
Domestic Freight - Group Mktg	Pitney Bowes	\$ 340.64
Video/Film Production	Ramjet.com	\$ 325.63
Group Sales - Connect Marketplace	Connect Marketplace	\$ 317.51
Group Sales - Connect Marketplace	Connect Marketplace	\$ 317.51
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 312.08
Ad Design	NOIZ	\$ 292.50
Group Sales & Marketing - Sports Tourism	State College Spikes Baseball Game Promotion	\$ 277.76
Group Sales - SYTA Promotion	SYTA	\$ 268.98
Group Sales - Connect Marketplace	Connect Marketplace	\$ 266.76
Group Sales & Promotion	Affordable Meetings	\$ 266.75
Group Sales - ASAE	ASAE	\$ 263.53
International Freight - Marketing Materials	UPS	\$ 258.35
International Freight - Marketing Materials	Pitney Bowes	\$ 255.33
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Publicity & Promotion - Photography	M BOOTH & ASSOCIATES, INC.	\$ 243.75
Publicity & Promotion - Photography	M BOOTH & ASSOCIATES, INC.	\$ 243.75
Consumer Media Distribution	UPS	\$ 225.62
Group Sales & Marketing - Sports Tourism	Sportslink Registration	\$ 225.00
Group Sales - OMCA	OMCA	\$ 217.30
Print Advertising	THE BRANDON AGENCY	\$ 212.50
Domestic Freight - Group Mktg	Pitney Bowes	\$ 204.64
Group Sales & Promotion	Affordable Meetings	\$ 200.81
Television Advertising	OHIO NEWS NETWORK	\$ 200.00
Consumer Media Distribution	UPS	\$ 173.75

MB TOURISM DEVELOPMENT FEE

2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Group Sales & Marketing - Sports Tourism	USATF	\$ 171.94
Digital Promotion - Group/Meeting	STAGES VIDEO	\$ 162.50
International Marketing	World Travel Mart	\$ 159.80
Group Sales & Marketing - Site Visits	IIANC Site Visit	\$ 153.14
Creative Dev - Ad Production	JOHN FERGUSON	\$ 150.00
Television Advertising	OHIO NEWS NETWORK	\$ 150.00
Group Sales & Marketing - NPMA	NPMA	\$ 143.21
Group Sales - IAEM	IAEM	\$ 132.31
Group Sales - RCMA	RCMA	\$ 132.31
Consumer Media Distribution	FedEx, UPS	\$ 131.31
Domestic Freight - Group Mktg	UPS	\$ 130.57
Group Sales - GWSAE	GWSAE	\$ 130.07
Tourism Market Research	INLET PRINTING CO	\$ 121.15
Video/Film Production	Photo shoot	\$ 120.29
Domestic Freight - Consumer Mktg Matls	UPS	\$ 117.50
Group Sales & Marketing - Promo Items	FastSigns	\$ 115.29
Group Sales - Connect Marketplace	Misc Expenses - Connect Marketplace	\$ 112.96
Group Sales & Promotion	Affordable Meetings	\$ 111.15
Video/Film Production	Film Shoot expenditures	\$ 99.17
Group Sales - MPI Shows	Meeting Planners International	\$ 97.90
Group Sales - ABA Promo	ABA	\$ 90.29
Group Sales & Marketing - Site Visits	Demp Bradford FAM	\$ 84.34
Publicity & Promotion - Media Site Visit	June media press trip	\$ 80.73
International Freight - Marketing Materials	Pitney Bowes	\$ 79.91
Publicity & Promotion	Travel Writer	\$ 79.60
Publicity & Promotion	Media Site Visit	\$ 78.79
Publicity & Promotion	Travel Writer	\$ 76.46
Domestic Freight - Consumer Mktg Matls	Pitney Bowes	\$ 67.03
Group Sales & Marketing - Promo Items	TEAMS	\$ 61.26
International Freight - Marketing Materials	FedEx	\$ 59.87
Group Sales - Connect Marketplace	Connect Marketplace	\$ 42.90
Canadian Marketing & Sales	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 41.83
Canadian Consumer Promotion	Ontario Promotion	\$ 34.14
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 29.89
Domestic Freight - Group Mktg	UPS	\$ 29.42
Group Sales & Marketing - Site Visits	GTTF FAM	\$ 26.45
Ad Design	Fonts.com	\$ 25.34
Group Sales - SYTA Promotion	SYTA	\$ 23.34
Tourism Market Research	INLET PRINTING CO	\$ 20.19
Domestic Freight - Consumer Mktg Matls	UPS	\$ 20.16
Consumer Media Distribution	Pitney Bowes	\$ 18.54
Domestic Freight - Group Mktg	UPS	\$ 17.73
Tourism Market Research	INLET PRINTING CO	\$ 16.16
Domestic Freight - Consumer Mktg Matls	Pitney Bowes	\$ 9.98
Group Sales - MPI Shows	Meeting Planners International	\$ 9.18
Publicity and Promotions	Biggest Loser event	\$ 5.99
Consumer Media Distribution	Pitney Bowes	\$ 5.89
Domestic Freight - Consumer Mktg Matls	Pitney Bowes	\$ 4.95
Domestic Freight - Consumer Mktg Matls	Pitney Bowes	\$ 3.67
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 114,193.40
Internet Advertising - Leisure Travel	PPC - National/International Search Engines	\$ 107,503.31
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 101,922.54
Internet Advertising - Leisure Travel	PPC - National/International Search Engines	\$ 50,101.30
Internet Advertising - Leisure Travel	Google	\$ 50,000.00
Magazine Advertising - Golf	Golf Digest	\$ 40,514.23
Digital Marketing - Web Design, Support	TULSA CONNECT, AVID CAST, ADOBE SYS	\$ 38,744.95
Magazine Advertising - Golf	Golf Magazine	\$ 38,298.95
Publicity & Promotions - Destination	Media FAM, Media Solicitation	\$ 35,903.33
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 33,325.55
Publicity & Promotions - Destination	M BOOTH & ASSOCIATES, INC.	\$ 31,500.00
Internet Advertising - Leisure Travel	VISIBILITY & CONVERSIONS	\$ 30,251.00
Internet Advertising - Leisure Travel	VISIBILITY & CONVERSIONS	\$ 30,251.00
Digital Promotion - Golf	Google, GoDaddy, Microsoft, GolfChannel.com	\$ 25,698.65
Television Advertising - Golf	Comcast Sportsnet-Chicago	\$ 24,850.00
Broadcast Advertising - Golf	WEPN	\$ 24,832.50

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Market Research	Zeitgeist Consulting - Group Research	\$ 24,000.00
Broadcast Advertising - Golf	ISP Golf Promotion	\$ 23,500.00
Internet Advertising - Leisure Travel	PPC - National/International Search Engines	\$ 20,467.23
Canadian Promotion	Travel Solutions - Canadian Representation	\$ 20,000.00
Internet Advertising - Leisure Travel	Yahoo	\$ 19,500.00
Consumer Fulfillment Processing/Tracking	FUEL INTERACTIVE, LLC	\$ 18,049.50
Magazine Advertising - Canadian Promotion	ACT Communications	\$ 18,015.58
Magazine Advertising - Golf	GolfWeek	\$ 16,666.00
Creative Video Development	DV3 PRODUCTIONS, LLC	\$ 16,520.00
Creative Development - Internet	MEDIA COAST	\$ 16,421.44
Group Sales - ABA Sponsorships	ABA	\$ 15,436.40
Magazine Advertising - Leisure	Huson European Media	\$ 15,112.50
Broadcast Advertising - Golf	Lakeview Productions	\$ 15,042.02
Market Research	Equation Research - Visitor Research	\$ 15,000.00
Consumer Media Distribution	USPS	\$ 14,939.82
Creative Video Development	CAROLINA FILM GROUP	\$ 14,175.00
Television Advertising - Golf	Comcast Sportsnet-Wash DC	\$ 13,962.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 12,671.10
Consumer Media Distribution	USPS	\$ 12,658.13
Canadian Promotion	Travel Solutions - Travel, Out-of-Pocket Sales Expenses	\$ 12,644.30
Digital Promotion - Golf	Entercom Boston	\$ 12,500.00
Broadcast Advertising - Golf	Red Zebra Broadcasting	\$ 11,893.00
Television Advertising - Golf	Clear Channel Broadcasting	\$ 11,611.50
Market Research	SCPRT - International Purchases Analysis	\$ 11,550.00
Digital Promotion - Golf	ESPN.com	\$ 10,957.21
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 10,609.54
Internet Advertising - Leisure Travel	PPC - National/International Search Engines	\$ 10,495.00
Broadcast Advertising - Golf	WSCR	\$ 10,475.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 10,263.16
Creative Development - Internet	MMG WORLDWIDE	\$ 10,224.49
Internet Advertising - Leisure Travel	Media Whiz Holdings	\$ 9,750.00
Marketing Web Promotion	MEDIA COAST	\$ 9,506.25
Group Sales & Marketing	IAEM	\$ 9,226.60
Broadcast Advertising - Golf	WPEN	\$ 9,212.50
Market Research	REDSHIFT RESEARCH - European Research	\$ 9,150.00
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$ 8,375.00
Market Research	Equation Research - Fall Visitor Profile	\$ 8,250.00
Market Research	REDSHIFT RESEARCH - European Research	\$ 7,950.00
Consumer Media Distribution	USPS	\$ 7,402.65
Magazine Advertising - Leisure	Discover America	\$ 7,312.50
Consumer Media Distribution	USPS	\$ 7,094.43
Internet Advertising - Leisure Travel	WINSTON-SALEM JOURNAL	\$ 6,922.50
Direct Mail	Golf Related Mail Promotion	\$ 6,782.40
Group Sales Promotion - SMERF	MHD Services, Supplies	\$ 6,751.28
Sports Tourism - Sales & Marketing	TRIPLE CROWN SPORTS INC	\$ 6,657.55
Consumer Media Distribution - International	International Shipping	\$ 6,389.13
Magazine Advertising - Groups & Meetings	MPI Publications	\$ 6,212.00
Magazine Advertising - Groups & Meetings	MPI Publications	\$ 6,212.00
Magazine Advertising - Groups & Meetings	MPI Publications	\$ 6,212.00
Sports Tourism - Sales & Marketing	NASC, TEAMS Sports Promotional Shows	\$ 6,134.81
Out-of-State Advertising via CCU Sports	COASTAL CAROLINA UNIVERSITY	\$ 6,000.00
Sports Tourism - Sales & Marketing	USSSA, USATF	\$ 5,868.74
Sports Tourism - Sales & Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC	\$ 5,850.00
Shipping - Group Sales/International	Contac Services Inc	\$ 5,654.08
Magazine Advertising - Groups & Meetings	Meetings Media	\$ 5,600.00
Internet Advertising - Leisure Travel	THE CHARLOTTE OBSERVER	\$ 5,170.00
Internet Advertising - Leisure Travel	THE CHARLOTTE OBSERVER	\$ 5,170.00
Internet Advertising - Leisure Travel	THE CHARLOTTE OBSERVER	\$ 5,170.00
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$ 5,000.00
Magazine Advertising - Leisure	The Bounce Agency	\$ 4,802.61
Market Research	Equation Research - Indy Visitor Profile	\$ 4,800.00
Market Research	Equation Research - Nashville Visitor Profile	\$ 4,800.00
Internet Advertising - Leisure Travel	AdReady	\$ 4,661.31
Broadcast Advertising - Golf	WCMC	\$ 4,365.00
Internet Advertising - Leisure Travel	WXII	\$ 4,192.50

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Broadcast Advertising - Golf	KESN	\$ 4,032.50
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 4,000.00
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$ 4,000.00
Destination Publicity	THE BRANDON AGENCY	\$ 3,980.52
Destination Publicity	THE BRANDON AGENCY	\$ 3,978.85
Magazine Advertising - Groups & Meetings	Group Tour Media	\$ 3,938.13
Magazine Advertising - Groups & Meetings	Group Tour Media	\$ 3,879.88
Magazine Advertising - Groups & Meetings	Serendipity Publishing	\$ 3,803.96
Magazine Advertising - Groups & Meetings	Collinson & Company	\$ 3,750.00
Magazine Advertising - Groups & Meetings	Collinson & Company	\$ 3,750.00
Magazine Advertising - Groups & Meetings	Collinson & Company	\$ 3,750.00
Magazine Advertising - Groups & Meetings	Response Custom Publishing	\$ 3,700.00
Bulk Fulfillment	UPS	\$ 3,596.79
Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$ 3,553.00
Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$ 3,553.00
Magazine Advertising - Groups & Meetings	Seen Magazine	\$ 3,549.00
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$ 3,500.00
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$ 3,500.00
Creative Video Development	Film Production / Local Shots	\$ 3,315.73
Magazine Advertising - Groups & Meetings	Convention South Magazine	\$ 3,306.71
Publicity & Promotions - Destination	CONWAY GLASS CENTER	\$ 3,145.44
Publicity & Promotions - Destination	Media Monitoring - M Booth	\$ 3,131.37
Magazine Advertising - Groups & Meetings	Northstar Travel Media	\$ 3,100.00
Creative Video Development	STAGES VIDEO	\$ 3,065.62
Internet Advertising - Leisure Travel	TRIP ADVISOR LLC	\$ 3,034.79
Magazine Advertising - Groups & Meetings	Meetings Media	\$ 3,000.00
Magazine Advertising - Groups & Meetings	Meetings Media	\$ 3,000.00
Magazine Advertising	THE BRANDON AGENCY	\$ 2,996.25
Magazine Advertising	THE BRANDON AGENCY	\$ 2,996.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 2,917.93
Magazine Advertising - Groups & Meetings	Schneider Publishing Co	\$ 2,860.00
Magazine Advertising - Groups & Meetings	Schneider Publishing Co	\$ 2,860.00
Group Sales & Marketing	Chicago Society of Planners	\$ 2,842.42
Group Sales & Marketing	KAESER & BLAIR Inc (Connect Marketplace)	\$ 2,760.56
Creative Video Development	STAGES VIDEO	\$ 2,725.00
Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$ 2,677.50
Magazine Advertising - Groups & Meetings	Custom Publishing	\$ 2,656.88
Magazine Advertising - Groups & Meetings	Naylor (Canada)	\$ 2,639.50
Magazine Advertising - Groups & Meetings	SportsEvents Magazine	\$ 2,560.84
Internet Advertising - Group & Meetings	MPI Publications	\$ 2,550.00
Canadian Promotion	ACADEMY TRANSLATION BUREAU INC	\$ 2,505.75
Magazine Advertising - Groups & Meetings	ACT Communications	\$ 2,486.25
Group Sales & Marketing	NTA	\$ 2,477.56
Magazine Advertising - Golf	Golfers Guide	\$ 2,462.88
Magazine Advertising - Groups & Meetings	IMG Communications Inc	\$ 2,403.38
Magazine Advertising - Groups & Meetings	IMG Communications Inc	\$ 2,403.38
Magazine Advertising	THE BRANDON AGENCY	\$ 2,400.00
Magazine Advertising	THE BRANDON AGENCY	\$ 2,400.00
Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$ 2,358.75
Magazine Advertising - Groups & Meetings	The Group Travel Leader	\$ 2,358.75
Group Sales & Marketing	Rejuvenate	\$ 2,270.77
Internet Advertising - Leisure Travel	WXII - Holiday Promotion	\$ 2,242.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 2,223.00
Market Research	COASTAL CAROLINA UNIVERSITY	\$ 2,000.00
Group Sales & Marketing	GWSAE	\$ 1,950.00
Internet Advertising - Leisure Travel	WXII	\$ 1,950.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,875.00
Broadcast Advertising - Golf	WDNS	\$ 1,810.00
Television Advertising - Golf	Comcast Sportsnet-Baltimore	\$ 1,775.00
Internet Advertising - Leisure Travel	Microsoft Adcenter	\$ 1,700.65
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 1,700.00
Television Advertising	WBNS-TV INC	\$ 1,600.00
Internet Advertising - Leisure Travel	TRIP ADVISOR LLC	\$ 1,580.18
Consumer Media Distribution	USPS	\$ 1,565.37
Magazine Advertising - Groups & Meetings	Meetings Media	\$ 1,500.00

MB TOURISM DEVELOPMENT FEE
2010 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Group Sales & Marketing	Affordable Meetings	\$ 1,478.27
Group Sales & Marketing	OMCA	\$ 1,459.81
Shipping - Group Sales	USPS	\$ 1,450.97
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,319.91
Magazine Advertising - Golf	Golfing Magazine	\$ 1,250.00
Creative Video Development	STAGES VIDEO	\$ 1,222.16
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,218.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,194.59
Group Sales & Marketing	AENC	\$ 1,163.68
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Magazine Advertising	THE BRANDON AGENCY	\$ 1,125.00
Group Sales & Marketing	VSAE	\$ 1,104.24
Internet Advertising - Group & Meetings	Group Tour Media	\$ 1,072.50
Canadian Promotion	Canadian Promotion - travel segments	\$ 1,010.56
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 1,000.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 975.00
Group Sales & Marketing	Travel South	\$ 975.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 972.56
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 972.56
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 944.78
Magazine Advertising	THE BRANDON AGENCY	\$ 937.50
Magazine Advertising	THE BRANDON AGENCY	\$ 937.50
Magazine Advertising	THE BRANDON AGENCY	\$ 937.50
Magazine Advertising	THE BRANDON AGENCY	\$ 937.50
Group Sales & Marketing	SYTA	\$ 915.52
Magazine Advertising	THE BRANDON AGENCY	\$ 796.88
Group Sales Promotion - International	Pow Wow Expenses	\$ 775.00
Creative Video Development	Photography - M Booth	\$ 750.00
Publicity & Promotions - Destination	PHYLLIS MYERS	\$ 731.25
Internet Advertising - Group & Meetings	Meetings Media	\$ 730.50
Television Advertising	OHIO NEWS NETWORK	\$ 700.00
Television Advertising	OHIO NEWS NETWORK	\$ 675.00
Shipping - Group Sales	FedEx	\$ 655.09
Television Advertising	OHIO NEWS NETWORK	\$ 640.00
Internet Advertising - Group & Meetings	The Group Travel Leader	\$ 633.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 629.85
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 611.33
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 605.77
Canadian Promotion - Golf	Canadian Magazine/Internet	\$ 598.75
Internet Advertising - Group & Meetings	The Group Travel Leader	\$ 585.00
Group Sales & Marketing	SCSAE	\$ 584.98
Market Research	INLET PRINTING CO	\$ 569.42
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 564.04
Television Advertising	OHIO NEWS NETWORK	\$ 540.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 518.70
Internet Advertising - Group & Meetings	McNeill Group	\$ 511.88
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 500.00
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 500.00
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 500.00
Internet Advertising - Group & Meetings	Northstar Travel Media	\$ 500.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 487.50
Internet Advertising - Group & Meetings	Group Tour Media	\$ 487.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 444.60
Internet Advertising - Group & Meetings	Meetings Media	\$ 400.00
Internet Advertising - Group & Meetings	Meetings Media	\$ 400.00
Creative Development	Holly Aufdemorte	\$ 390.00
Group Sales & Marketing	Bank Travel Mgmt	\$ 375.80
Magazine Advertising	THE BRANDON AGENCY	\$ 375.00
Television Advertising	OHIO NEWS NETWORK	\$ 320.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 208.41
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 183.30
Internet Advertising - Leisure Travel	THE CHARLOTTE OBSERVER	\$ 170.00

MB TOURISM DEVELOPMENT FEE
 2010 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Television Advertising	OHIO NEWS NETWORK	\$ 150.00
Television Advertising	OHIO NEWS NETWORK	\$ 150.00
Internet Advertising - Leisure Travel	OHIO NEWS NETWORK	\$ 150.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 115.78
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 76.05
	TOTAL TDF ALLOCATION	\$ 16,118,603.12