

Myrtle Beach Area Chamber dba Myrtle Beach Area CVB

Financial Accountability Public Reporting

April 2 2011 through June 30 2011

	\$	
Public Revenues		
State ATax - MB	\$114,497.88	
State ATax - SSB	\$18,786.34	
State ATax - HC	\$55,103.05	
Local ATax - MB	\$0.00	
Local ATax - HC	\$0.00	
State of SC - DSMG	\$0.00	
State of SC - Reg Tourism	\$9,028.96	
TDF - MB	\$2,717,839.50	
Total Public Revenues	\$2,915,255.73	
Marketing Investment:		
Television Advertising	\$1,592,594.62	
Print Advertising	\$56,882.84	
Radio Advertising	\$7,295.00	
Digital Advertising	\$2,428,689.26	
Out-of-Home Advertising	\$19,696.46	
Partner Advertising	\$30,131.73	
Campground Advertising	\$0.00	
Regional Advertising	\$30,132.66	
Publicity & Promotion	\$67,385.46	
Consumer Media Distribution	\$640,829.80	
Creative Development	\$120,301.48	
Group Sales & Marketing	\$79,657.25	
Sports Marketing	\$96,238.91	
Golf Promotion	\$1,700,869.00	
Market Research	\$95,620.26	
Govt Designated Promotion	\$0.00	
General Consumer Promotion	\$113,306.06	
	\$0.00	
Total Marketing Investment	\$7,079,630.79	
NHRA Publicity & Promotion	\$ 2,003.77	4-Wide Nationals
NHRA Publicity & Promotion	\$ 655.75	4-Wide Nationals
NHRA Publicity & Promotion	\$ 25.00	4-Wide Nationals
Digital Marketing	\$ 5,000.00	AAA CAROLINAS
Group Sales & Promotion	\$ 7,134.00	ABA
Billboards	\$ 4,840.00	Adams Outdoor
Billboards	\$ 8,134.11	Adams Outdoor, Brandon Advertising
Billboards	\$ 6,722.35	Adams Outdoor, Brandon Advertising
Online Promotion	\$ 1,466.05	ADOBE SYSTMES INC
Online Promotion	\$ 1,466.05	ADOBE SYSTMES INC
Online Promotion	\$ 1,466.05	ADOBE SYSTMES INC
Online Promotion	\$ 1,092.12	ADOBE SYSTMES INC
Online Promotion	\$ 425.62	ADOBE SYSTMES INC
Online Promotion	\$ 18,345.47	AdReady
Online Promotion	\$ 16,964.95	AdReady
Online Promotion	\$ 9,678.82	AdReady
Group Sales Promotion	\$ 1,470.00	AENC
Group Sales Promotion	\$ 8,305.06	Affordable Meetings Mid America
Group Sales Promotion	\$ 3,720.00	Affordable Meetings Mid America
Group Sales Promotion	\$ 2,514.10	Affordable Meetings Mid America
Group Sales Promotion	\$ 155.00	Affordable Meetings Mid America
Group Sales Promotion	\$ 543.80	AIBTM

Media Familiarization	\$ 376.91	ANDREANN GEISE
USATF Ad Development	\$ 200.00	ANDREW COOK
Publicity & Promotions	\$ 1,500.00	AP/WIDE WORLD PHOTOS
Video Production	\$ 4,497.12	Apple Web Store, Office Depot
Video Production	\$ 84.94	Apple Web Store, Office Depot
Publicity & Promotion - Media Familiarization	\$ 159.38	APRYL CHAPMAN THOMAS
Publicity & Promotions	\$ 750.00	BEAUTIFUL PLACES ALLIANCE
Group Tour Promotion	\$ 1,295.00	BIG Conference
Carolina Explorer / Holiday Guide Tour Promotion	\$ 8,000.00	CARDEN JENNINGS PUBLISHING
Publicity & Promotions	\$ 3,331.35	Chicago/Boston/Altanta/Ottawa Media Visits, NYC SCPRM Media Event
Economic Data - Licensing, software utilization fee	\$ 4,995.00	CHMURA ECONOMICS & ANALYTICS
Spring Golf Campaign	\$ 16,575.00	CLEAR CHANNEL BROADCASTING
Regional Tourism Promotion	\$ 3,536.00	CLEAR CHANNEL BROADCASTING
Regional Tourism Promotion	\$ 5,000.00	CLEAR CHANNEL BROADCASTING
Spring Golf Campaign	\$ 12,500.00	Clublink Program
M.A.M. Familiarization	\$ 248.81	CMG PROMOS INC.
Group Tour Promotion	\$ 416.92	CNC - NC Sales Blitz
Television Advertising	\$ 12,000.00	COASTAL CAROLINA UNIVERSITY
International Marketing - Golf	\$ 15,000.00	Coastal SC USA
Advertising & Promotion	\$ 5,000.00	COASTAL UNCORKED, INC.
Advertising & Promotion	\$ 5,000.00	COASTAL UNCORKED, INC.
Group Sales & Promotion	\$ 1,750.00	Collaborate
Group Sales Promotion	\$ 1,576.29	Collaborate
Group Sales Promotion	\$ 1,259.00	Collaborate
Group Sales Promotion	\$ 568.30	Collaborate
Spring Golf Campaign	\$ 33,320.10	Comcast
Group Sales Promotion	\$ 297.40	Connect Marketplace
Sponsorship and Trade Show Booth Expo	\$ 63,553.69	Consumer Golf Shows
Shipping Costs - Consumer Marketing	\$ 2,684.22	CONTAC SERVICES, INC.
Shipping Costs - Consumer Marketing	\$ 1,764.39	CONTAC SERVICES, INC.
Sports Tourism Promotion	\$ 7,700.00	CONTINENTAL EVENTS & SPORTS MANAGEMENT, LLC
Sports Tourism Promotion	\$ 6,000.00	CONTINENTAL EVENTS & SPORTS MANAGEMENT, LLC
Television Advertising	\$ 745,048.02	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 662,389.62	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 83,937.26	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 80,031.97	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 4,623.50	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 8,640.25	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 1,367.50	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 1,338.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 984.50	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 500.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 268.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 36.00	CORINTHIAN MEDIA, INC.
Regional Tourism Promotion	\$ 37,623.51	CORINTHIAN MEDIA, INC.
Spring Golf Campaign	\$ 5,000.00	Creative Production, video development/hosting
Consumer Travel Trend / Reports	\$ 8,300.00	D.K. SHIFFLET & ASSOC
Consumer Promotion - NASCAR	\$ 66.84	Darlington Race
Consumer Promotion	\$ 280.00	DATA PUBLISHING, INC.
NHRA Publicity & Promotion	\$ 280.00	DATA PUBLISHING, INC.
NHRA Publicity & Promotion	\$ 280.00	DATA PUBLISHING, INC.
Publicity & Promotions	\$ 896.11	DC Media Event, June Press Trip
Site Visit	\$ 465.80	DEBBIE COWEN
Spring Golf Campaign	\$ 31,157.48	Digital promotion
Spring Golf Campaign	\$ 28,003.50	Digital promotion
Consumer Travel Research	\$ 500.00	Drive Market Research Results
Sponsorship Costs of Annual Collegiate Tournament	\$ 10,000.00	Dustin Johnson Foundation
Video Production	\$ 20,000.00	DV3 PRODUCTIONS, LLC
Spring TV Spot Production	\$ 11,900.00	DV3 PRODUCTIONS, LLC
TV Spot Production	\$ 4,970.00	DV3 PRODUCTIONS, LLC
Summer TV Spot Production	\$ 4,970.00	DV3 PRODUCTIONS, LLC
Summer TV Spot Production	\$ 4,970.00	DV3 PRODUCTIONS, LLC
TV Spot Production	\$ 3,280.00	DV3 PRODUCTIONS, LLC
Radio Advertising	\$ 1,020.00	EKVC
NHRA Publicity & Promotion	\$ 1,693.44	ELLIOTT REALTY

Video Production	\$ 2,864.50	ENCORE VIDEO PRODUCTION
International Promotion Video	\$ 600.00	ENCORE VIDEO PRODUCTION
Consumer Travel Research	\$ 8,250.00	EQUATION RESEARCH
Consumer Travel Research	\$ 8,250.00	EQUATION RESEARCH
Consumer Travel Research / 2010 conversion study	\$ 22,125.00	EQUATION RESEARCH
Group Sales & Promotion	\$ 498.93	ERIC WAGNER
Spring Golf Campaign	\$ 371,391.00	ESPN Mike & Mike
Spring Golf Campaign	\$ 15,345.00	ESPN, Sports radio promotion
Online Promotion	\$ 15,973.37	Exact Target, Tulsa Connect, PatLive
Online Promotion	\$ 9,001.63	Exact Target, Tulsa Connect, PatLive
Online Promotion	\$ 8,888.16	Exact Target, Tulsa Connect, PatLive
Video Production	\$ 22.00	Expenses for Video Shoot (local)
Canadian Marketing	\$ 1,608.71	Food & Wine Show
Media Familiarization	\$ 206.35	GARY CRALLE
Regional Tourism Promotion	\$ 1,383.42	GEORGETOWN COUNTY CHAMBER OF COMMERCE
Regional Tourism Promotion	\$ 528.19	GEORGETOWN COUNTY CHAMBER OF COMMERCE
Spring Golf Campaign	\$ 3,383.00	Golf Channel
Spring Golf Campaign	\$ 256,997.79	Golf Magazine
Golf Advertising	\$ 51,700.00	GOLFER'S GUIDE MARKETING SOLUTIONS
Spring Golf Campaign	\$ 1,500.00	Golfer's Lifestyle Magazine
Spring Golf Campaign	\$ 2,500.00	Golfing Magazine
M.A.M. Familiarization	\$ 1,950.00	GRAY LINE OF MYRTLE BEACH
Meeting / Group Promotion	\$ 550.00	GSAE
Spring Golf Campaign	\$ 775.00	GTA Amateur Program/Magazine
Group Sales Promotion	\$ 6,233.86	GWSAE
Group Sales Promotion	\$ 5,740.00	GWSAE
Group Sales Promotion	\$ 746.80	GWSAE
Group Sales Promotion	\$ 26.16	GWSAE
Group Sales Promotion	\$ 99.68	GWSAE
Group Sales Promotion	\$ (35.00)	GWSAE
Regional Tourism Promotion	\$ 1,500.00	HIS RADIO WRTP
Digital Marketing	\$ 500.00	HOLLEY AUFDEMORTE
Digital Marketing	\$ 191.00	HOLLEY AUFDEMORTE
Spring Golf Campaign	\$ 3,950.00	Horizon Travel Magazine
Printing for Consumer Research	\$ 2,195.26	INLET PRINTING CO.
International Promotion	\$ 1,760.04	ITB
ITB Show Expense	\$ 147.38	ITB
International Promotion	\$ 167.92	ITB Berlin
Consumer Promotion - NASCAR	\$ 81.81	JAN NAISH
Consumer Promotion - NASCAR	\$ 131.30	JOHANNA HODGE
Consumer Fulfillment Distribution	\$ 27,200.00	JORDAN INVESTMENT CORP
Consumer Fulfillment Distribution	\$ 40,000.00	JORDAN INVESTMENT CORP
Consumer Fulfillment Distribution	\$ 38,400.00	JORDAN INVESTMENT CORP
Media Familiarization	\$ 26.28	June press trip
Consumer Promotion - NASCAR	\$ 98.98	KORI HIPPE
ITB Familiarization	\$ 2,190.00	LANCASTER TOURS CHARLESTON
NHRA Publicity & Promotion	\$ 3,776.21	LEVY RESTAURANTS AT
NHRA Publicity & Promotion	\$ 2,927.17	LEVY RESTAURANTS AT
NHRA Publicity & Promotion	\$ 1,445.84	LIQUID ANVIL INC.
NHRA Publicity & Promotion	\$ 1,635.00	LIQUID SHADE INC.
Publicity & Promotion - Media Familiarization	\$ 50.00	Lucinda Hughes
Publicity & Promotion - Media Familiarization	\$ 170.00	Lucinda Hughes, Lou and Maxyne Henry
Publicity & Promotions	\$ 3,913.87	M BOOTH & ASSOCIATES, INC
Publicity & Promotions	\$ 1,290.95	M BOOTH & ASSOCIATES, INC
Publicity & Promotions	\$ 250.00	M BOOTH & ASSOCIATES, INC
Publicity & Promotions	\$ 21,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 21,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 5,212.77	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 3,365.46	M BOOTH & ASSOCIATES, INC.
Group Sales Promotion	\$ 143.67	M.A.M. Familiarization Expenses
Group Sales Promotion	\$ 171.00	M.A.M. Familiarization Expenses
M.A.M. Familiarization	\$ 89.26	MAM FAM
M.A.M. Familiarization	\$ 86.13	MAM FAM
M.A.M. Familiarization	\$ 139.64	MAM FAM Tours

M.A.M. Familiarization	\$ 135.08	MAM FAM Tours
M.A.M. Familiarization	\$ 2,036.31	MAM FAM Tours
M.A.M. Familiarization	\$ 2,833.80	MAM FAM Tours
M.A.M. Familiarization	\$ 1,693.52	MAM FAM Tours
M.A.M. Familiarization	\$ 3,146.20	MAM FAM Tours
M.A.M. Familiarization	\$ 419.14	MAM FAM Tours
SMERF Promotion	\$ 929.30	MANPOWER
Summer/Fall Research	\$ 10,000.00	Market Research-National Golf Foundation
Marketing Development	\$ 61,500.00	Marketing Retainer - Agency Support / Brandon
Trip Giveaways from 2011 Promotions	\$ 20,875.00	MB Golf Trip Fulfillment from Spring Promotions
Mobile site updates, licensing	\$ 2,650.00	MEDIA COAST
Media Familiarization	\$ 96.96	Media Familiarization Expenses
Publicity & Promotions	\$ 6.50	Media Group Dinner
Publicity & Promotions	\$ 3,568.88	Media Group Dinner, Atlanta Media Visit, Mort Hochstein Media
SMERF Promotion	\$ 2,250.00	MHD SERVICES
SMERF Promotion	\$ 2,250.00	MHD SERVICES
SMERF Promotion	\$ 2,250.00	MHD SERVICES
Meeting / Group Promotion	\$ 340.52	MIC
Regional Promotion - Direct Mail	\$ 288,325.00	MILLER DIRECT
Regional Promotion - Direct Mail	\$ 196,255.00	MILLER DIRECT
Spring Golf Campaign	\$ 39,000.00	Miller Direct
Spring Golf Campaign	\$ 20,000.00	Miller Direct
Social Media Marketing	\$ 4,250.00	MMG WORLDWIDE
Mobile Marketing	\$ 300.00	MMG WORLDWIDE
Sponsorship of event/TV Broadcasts	\$ 70,000.00	Monday After the Masters
Canadian Marketing	\$ 957.89	Montreal Women's Show
Canadian Marketing	\$ 954.00	Montreal Women's Show
Canadian Marketing	\$ 2,956.39	Montreal Women's Show, Forever Young Lifestyle Show, TPI
Canadian Marketing	\$ 1,969.14	Montreal Women's Show, Montreal Tour Operators Dinner
Media Familiarization	\$ 150.00	Mort Hochenstein
Publicity & Promotion - Media Familiarization	\$ 100.00	Mort Hochstein
Publicity & Promotion - Media Familiarization	\$ 273.80	MORTON HOCHSTEIN
Groups & Meetings Magazine	\$ 18,536.54	MPI, Group Tour Media
Group Sales Promotion	\$ 479.87	MPI-MAC
Group Sales Promotion	\$ 3,328.80	MPI-WEC
Group Sales Promotion	\$ 150.00	MYRTLE BEACH CONVENTION CENTER
NHRA Publicity & Promotion	\$ 378.00	MYRTLE BEACH SCREEN
Sports Tourism Promotion	\$ 613.59	NASC Meeting, USATF Expenses
Sports Tourism Promotion	\$ 332.92	NASC Meeting, USATF Expenses
Sports Tourism Promotion	\$ 29.00	NASC Meeting, USATF Expenses
Sports Tourism Promotion	\$ 1,258.40	NASC, USATF, Mini Marathon
UK Tour Operator Marketing	\$ 1,000.00	NEWMARKET PROMOTIONS
Group & Meetings Internet	\$ 4,791.67	Northstar Travel Publ
Group & Meetings Internet	\$ 2,100.00	Northstar Travel Publ
Group & Meetings Internet	\$ 14,000.00	Northstar Travel, Stamats Mtgs, Buses LLC
Group Tour Promotion	\$ 1,150.00	NTA
Television Advertising	\$ 1,500.00	OHIO NEWS NETWORK
Television Advertising	\$ 1,000.00	OHIO NEWS NETWORK
Television Advertising	\$ 880.00	OHIO NEWS NETWORK
Television Advertising	\$ 800.00	OHIO NEWS NETWORK
Television Advertising	\$ 250.00	OHIO NEWS NETWORK
Online Promotion	\$ 250.00	OHIO NEWS NETWORK
Online Advertising	\$ 250.00	OHIO NEWS NETWORK
Group Sales Promotion	\$ 1,074.60	OMCA
Spring Golf Campaign	\$ 13,425.00	Omniture
Media Familiarization	\$ 788.77	Ottawa Media Visit, Journalist Giftcard - Gary Cralle
Spring Golf Campaign	\$ 279,123.62	Paid Search, Paid Online Placement, Online Promotion
Spring Golf Campaign	\$ 147,076.50	Paid space placement, production
Spring Golf Campaign	\$ 1,375.00	Palmetto Golfer/SC Golf Association
Group Tour Promotion	\$ 153.66	Pirates Voyage / Site Visit
Shipping Costs - Consumer Marketing	\$ 589.30	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 553.40	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 368.35	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 339.72	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 282.66	Pitney Bowes

Shipping Costs - Consumer Marketing	\$ 261.93	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 194.81	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 187.16	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 138.32	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 61.49	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 34.22	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 33.24	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 7.19	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 4.99	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 2.85	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 1.68	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 0.88	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 3.53	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 21.60	Pitney Bowes
Shipping Costs - Consumer Marketing	\$ 7.48	Pitney Bowes
Regional Tourism Research	\$ 13,000.00	PLUFF MUD PUBLIC AFFAIRS
Regional Tourism Research	\$ 13,000.00	PLUFF MUD PUBLIC AFFAIRS
International Promotion	\$ 1,816.98	Pow Wow
International Promotion	\$ 1,423.37	Pow Wow
International Promotion	\$ 716.80	Pow Wow
International Promotion	\$ 490.80	Pow Wow
Spring Golf Campaign	\$ 737.50	Print Production
Spring Golf Campaign	\$ 15,000.00	Publicity & Promotions
MB UK teledrpth interviews	\$ 6,750.00	REDSHIFT RESEARCH
Booth Expenses for AIBTM	\$ 6,800.00	REED EXHIBITIONS
Group Sales Promotion	\$ 2,400.00	Rejuvenate
Regional Tourism Promotion	\$ 700.00	SAFE-T-CONCIERGE SERVICE
Regional Tourism Promotion	\$ 350.00	SAFE-T-CONCIERGE SERVICE
Group Tour Promotion	\$ 6.80	Sales Blitz
Regional Tourism Promotion	\$ 208.09	SCATR
Regional Tourism Promotion	\$ 157.56	SCATR
Regional Tourism Promotion	\$ 5.40	SCATR
Group Sales Promotion	\$ 550.80	SEABOARD SIGNS & ENGRAVING
Group Sales Promotion	\$ 129.60	SEABOARD SIGNS & ENGRAVING
Spring Golf Campaign	\$ 5,250.00	SEO - golf
Groups & Meetings Magazine	\$ 10,833.68	Serendipity Publ, NTA Services, Schneider Publ
Group Sales & Promotion	\$ 2,572.94	SEUS Canada
Group Sales & Promotion	\$ 579.88	SEUS Canada
Group Sales & Promotion	\$ 309.74	Smart Mart
Group Sales & Promotion	\$ 339.40	Smart Mart
Group Sales & Promotion	\$ 691.50	Smart Mart
Group Sales & Promotion	\$ 122.00	Smart Mart
Spring Golf Campaign	\$ 9,932.00	Social Media Marketing
Spring Golf Campaign	\$ 825.00	Social Media Marketing
Paid Spokesperson for National/Regional Appearance	\$ 70,000.00	Spokesperson-Dustin Johnson
TV Spot Production	\$ 169.95	Spring TV spot voiceover
Group Sales Creative Development Ads	\$ 1,600.00	SPRINGBOARD ADVERTISING DESIGN
Regional Tourism Promotion	\$ 75.00	STAR 102.5 FM-WIOZ
Regional Tourism Promotion	\$ 925.00	STAR 102.5 FM-WIOZ
Publicity & Promotions	\$ 542.07	Surfside Beach TV Promotion (out-of-pocket expenses)
Group Sales Promotion	\$ 745.00	SYTA
Group Sales Promotion	\$ 1,095.00	TAP
Group Sales Promotion	\$ 416.18	TAP
Group Sales Promotion	\$ 361.80	TAP
Group Sales & Promotion	\$ 2,000.00	TAP
Print Advertising	\$ 6,670.00	THE BRANDON AGENCY
Print Advertising	\$ 5,669.50	THE BRANDON AGENCY
Print Advertising	\$ 5,588.75	THE BRANDON AGENCY
Print Advertising	\$ 5,135.00	THE BRANDON AGENCY
Print Advertising	\$ 4,207.50	THE BRANDON AGENCY
Print Advertising	\$ 4,207.50	THE BRANDON AGENCY
Print Advertising	\$ 3,150.00	THE BRANDON AGENCY
Print Advertising	\$ 956.25	THE BRANDON AGENCY
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY

Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,125.00	THE BRANDON AGENCY
Print Advertising	\$ 1,050.00	THE BRANDON AGENCY
Print Advertising	\$ 825.00	THE BRANDON AGENCY
Print Advertising	\$ 825.00	THE BRANDON AGENCY
Print Advertising	\$ 800.00	THE BRANDON AGENCY
Print Advertising	\$ 795.00	THE BRANDON AGENCY
Print Advertising	\$ 795.00	THE BRANDON AGENCY
Print Advertising	\$ 795.00	THE BRANDON AGENCY
Print Advertising	\$ 795.00	THE BRANDON AGENCY
Print Advertising	\$ 795.00	THE BRANDON AGENCY
Print Advertising	\$ 701.25	THE BRANDON AGENCY
Print Advertising	\$ 701.25	THE BRANDON AGENCY
Print Advertising	\$ 550.00	THE BRANDON AGENCY
Print Advertising	\$ 550.00	THE BRANDON AGENCY
Print Advertising	\$ 500.00	THE BRANDON AGENCY
Print Advertising	\$ 500.00	THE BRANDON AGENCY
Online Promotion	\$ 5,000.00	THE CHARLOTTE OBSERVER
Online Promotion	\$ 4,550.00	THE CHARLOTTE OBSERVER
Online Promotion	\$ 4,550.00	THE CHARLOTTE OBSERVER
Digital Marketing	\$ 3,750.00	THOMAS TOWNSEND & KENT
Promotional Expenses - Consumer marketing	\$ 166.61	THREE MARKETIERS LLC
M.A.M. Familiarization	\$ 1,031.91	THREE MARKETIERS LLC
M.A.M. Familiarization	\$ 73.00	Tourmappers FAM
Online Promotion	\$ 33,135.68	Travel Ad Network
Online Promotion	\$ 15,116.09	Travel Ad Network
Online Promotion	\$ 41,329.00	TRAVEL SCREAM
Canadian Travel Representation	\$ 5,000.00	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 5,000.00	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 5,000.00	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 3,903.73	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 3,203.22	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 1,583.72	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 1,166.09	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 703.98	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 668.78	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 411.15	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 293.75	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 186.23	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 138.82	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 45.00	TRAVEL SOLUTIONS BY DESIGN
Canadian Travel Representation	\$ 39.61	TRAVEL SOLUTIONS BY DESIGN
Business Travel marketing	\$ 1,203.26	Travelsavers 2011 Business Bootcamps
Online Promotion	\$ 33,165.00	TRAVELSCREAM
Online Promotion	\$ 12,743.50	TRAVELSCREAM
Online Promotion	\$ 22,996.00	TRAVELSCREAM
May internet advertising	\$ 7,749.88	TRIP ADVISOR LLC
Online Promotion	\$ 7,496.65	TRIP ADVISOR LLC
Spring Golf Campaign	\$ 12,878.85	TV Production
Spring Golf Campaign	\$ 15,000.00	Ultimate Travel Group
Shipping Costs - Consumer Marketing	\$ 1,868.06	UPS
Shipping Costs - Consumer Marketing	\$ 1,571.96	UPS
Shipping Costs - Consumer Marketing	\$ 1,268.30	UPS
Shipping Costs - Consumer Marketing	\$ 542.86	UPS
Shipping Costs - Consumer Marketing	\$ 530.37	UPS
Shipping Costs - Consumer Marketing	\$ 437.78	UPS
Shipping Costs - Consumer Marketing	\$ 330.40	UPS
Shipping Costs - Consumer Marketing	\$ 309.75	UPS
Shipping Costs - Consumer Marketing	\$ 281.65	UPS
Shipping Costs - Consumer Marketing	\$ 185.50	UPS
Shipping Costs - Consumer Marketing	\$ 146.44	UPS
Shipping Costs - Consumer Marketing	\$ 96.16	UPS

Shipping Costs - Consumer Marketing	\$ 70.87	UPS
Shipping Costs - Consumer Marketing	\$ 66.49	UPS
Shipping Costs - Consumer Marketing	\$ 64.74	UPS
Shipping Costs - Consumer Marketing	\$ 62.25	UPS
Shipping Costs - Consumer Marketing	\$ 8.23	UPS
Shipping Costs - Consumer Marketing	\$ 3,750.37	US Postal Service
Shipping Costs - Consumer Marketing	\$ 2,235.25	US Postal Service
Shipping Costs - Consumer Marketing	\$ 1,853.94	US Postal Service
Shipping Costs - Consumer Marketing	\$ 4.50	US Postal Service
Shipping Costs - Consumer Marketing	\$ 2.38	US Postal Service
Shipping Costs - Consumer Marketing	\$ 2.36	US Postal Service
Sports Tourism Promotion	\$ 20,000.00	USA TRIATHLON
Groups & Meetings Magazine	\$ 27,512.62	Various Group Publications
Expenses for Video Shoot (Local)	\$ 479.60	Video Shoot
Expenses for Video Shoot (Local)	\$ 78.06	Video Shoot
Expenses for Video Shoot (Local)	\$ 551.61	Video Shoot
Expenses for Video Shoot (Local)	\$ 109.08	Video Shoot
Expenses for Video Shoot (Local)	\$ 1,082.70	Video Shoot
Expenses for Video Shoot (Local)	\$ 5,837.06	Video Shoot
Online Marketing - SEO, Paid Placement, Targeted	\$ 442,000.00	VISIBILITY & CONVERSIONS
Online Marketing - SEO, Paid Placement, Targeted	\$ 409,333.00	VISIBILITY & CONVERSIONS
Online Marketing - SEO, Paid Placement, Targeted	\$ 409,333.00	VISIBILITY & CONVERSIONS
Online Promotion	\$ 265,000.00	VISIBILITY & CONVERSIONS
Online Promotion	\$ 229,000.00	VISIBILITY & CONVERSIONS
Online Marketing - SEO, Paid Placement, Targeted	\$ 204,667.00	VISIBILITY & CONVERSIONS
Online Marketing - SEO, Paid Placement, Targeted	\$ 55,000.00	VISIBILITY & CONVERSIONS
Online Promotion	\$ 40,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Rental Market	\$ 30,000.00	VISIBILITY & CONVERSIONS
Online Promotion - Rental Market	\$ 30,000.00	VISIBILITY & CONVERSIONS
Online Promotion	\$ 21,750.48	VISIBILITY & CONVERSIONS
Online Promotion	\$ 7,733.03	VISIBILITY & CONVERSIONS
Group Sales Promotion	\$ 580.00	VSAE
Online Advertising	\$ 750.00	WBNS-TV INC
Online Promotion	\$ 750.00	WBNS-TV INC.
Online Promotion	\$ 750.00	WBNS-TV INC.
Spring Golf Campaign	\$ 12,123.00	Website / Support marketing
Spring Golf Campaign	\$ 9,887.50	Website / Support marketing
Spring Golf Campaign	\$ 3,803.25	Website / Support marketing
Online Video Promotion	\$ 3,500.00	WILLIAM R MANNIX
Spring Golf Campaign	\$ 9,650.00	WJFK
Spring Golf Campaign	\$ 2,455.00	WJFK
Regional Tourism Promotion	\$ 3,970.00	WKQC-FM
Radio Advertising	\$ 1,190.00	WKVC
Radio Advertising	\$ 408.00	WKVC
Radio Advertising	\$ 1,500.00	WTCB
Regional Tourism Promotion	\$ 1,206.00	WTCB-FM
Radio Advertising	\$ 680.00	WWLV
Radio Advertising	\$ 476.00	WWLV
Spring Deals Online Promotion	\$ 4,000.00	WXII
Online Promotion	\$ 4,000.00	WXII
Spring Deals Promotion	\$ 4,000.00	WXII
Online Advertising	\$ 3,500.00	WXII
Radio Advertising	\$ 510.00	WZRI
Radio Advertising	\$ 510.00	WZRI
Creative Development	\$ 109.99	YouSendIt
TOTAL	\$ 7,079,630.79	