

MB Tourism Development Fee

Q1 2015 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Online Promo	ADOBE SYSTEMS INC	2,007.67
Sports Tourism	BIG SOUTH MARKETING	100,000.00
Sports Tourism	SPORTS DESTINATION MAGAZINE	10,800.00
Research-focus groups	FOCUS GROUPS -CLEVELAND	14,268.00
Research	GRIFFIN & ASSOCIATES	4,500.00
Research-focus groups	FOCUS GROUPS -CLEVELAND	20,623.00
Publicity and Promotions	PR PROMO ITEMS	428.13
International promo-CA	CANADIAN PROMOTION	1,350.00
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	1,223.21
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	648.68
General Consumer Promotion	CUBS CONVENTION	1,282.50
Group Tour Promo	TRAVEL ALLIANCE PARTNERS, LLC	1,800.00
General Consumer Promotion	MANN TRAVELS	416.63
Groups- Meetings	MAM FAM	11,250.00
General Consumer Promotion	MANN TRAVELS	1,125.00
Research- survey postcards	INLET PRINTING CO	522.40
Consumer Fulfillment	POSTMASTER	118.80
Consumer Fulfillment	TIMES PRINTING CO. INC.	127,080.45
Internet Adv	THE DISPATCH PRINTING COMPANY	609.00
Television Adv	BROADCAST BUYING SERVICES, INC.	19,400.00
Website	VISUAL DESTINATIONS LLC	6,562.49
Internet Advertising	SEARCH MARKETING	345,250.65
Internet Advertising	DISPLAY ADVERTISING	444,321.75
Internet Advertising	VIDEO ADVERTISING	74,118.00
Internet Advertising	EMAIL MARKETING	43,111.50
Internet Advertising	SOCIAL MEDIA MARKEITNG	50,739.15
Internet Advertising	MOBILE MARKETING	41,941.35
Internet Advertising	OTHER DIGITAL MARKETING	6,967.72
Sports Tourism	MDA CONSULTING	8,100.00
General Consumer Promotion	MANN TRAVELS	557.30
General Consumer Promotion	MANN TRAVELS	508.32
General Consumer Promotion	CONTAC SERVICES, INC.	313.05
Print Adv - groups	MPI PUBLICATION, NORTHSTAT TRAVEL MEDIA, SPORTS EVENTS MAGAZINE, STAMATS MEETINGS MEDIA	15,555.27
General Consumer Promotion	MANN TRAVELS	427.07
Website	MEDIA COAST	607.50
Publicity and Promotions	NYC PRESS TRIP	64.35
Television Adv	CORINTHIAN MEDIA, INC.	42,352.93
Video Production	VISUAL DESTINATIONS LLC	1,710.00
General Consumer Promotion	CUBS CONVENTION	1,524.46
General Consumer Promotion	CUBS CONVENTION	231.72
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	4,500.00
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	4,600.00
Publicity and Promotions	FAHLGREN MORTINE	27,420.59
Publicity and Promotions	FAHLGREN MORTINE	13,641.73
General Consumer Promotion	CUBS CONVENTION	3,085.12
General Consumer Promotion	MANN TRAVELS	715.00
General Consumer Promotion	MANN TRAVELS	517.05
General Consumer Promotion	MANN TRAVELS	542.48
International Promo	BRAND USA	200,000.00

MB Tourism Development Fee

Q1 2015 Expenditures

International Promo	SISTER CITY	11.05
Groups- Meetings	MEETINGMAX	22.50
Inquiry Fulfullment	INTERNATIONAL SHIPPING	950.27
Inquiry Fulfullment	PITNEY BOWES	9.94
Inquiry Fulfullment-Groups	PITNEY BOWES	159.71
Inquiry Fulfullment	PITNEY BOWES	75.31
Print Adv	DIRECTORY PUBLISHING	261.00
General Consumer Promotion	COM-CONNECT LLC	22,387.50
Email Marketing	EXACT TARGET	9,015.91
General Consumer Promotion	VACATION PROMOTION GIVEAWAYS	2,483.06
Inquiry Fulfullment	US POSTAL SERVICE	2,227.05
Group Tour Promo	AMERICAN BUS ASSOCIATION	2,340.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	28.17
Group Tour Promo	AMERICAN BUS ASSOCIATION	2,421.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	45.54
Group Tour Promo	FAITH TRAVEL ASSOCIATION	225.00
Group Tour Promo	NATIONAL TOUR ASSOCIATION	1,075.50
Group Tour Promo	AMERICAN BUS ASSOCIATION	2,250.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	401.58
Group Tour Promo	AMERICAN BUS ASSOCIATION	4,950.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	401.58
Group Tour Promo	RELIGIOUS CONFERENCE	3,595.50
	MANGAGEMENT ASSOC EMERGE	
Group Tour Promo	AMERICAN BUS ASSOCIATION	180.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	108.00
Group Tour Promo	RELIGIOUS CONFERENCE	492.48
	MANGAGEMENT ASSOC EMERGE	
Group Tour Promo	RELIGIOUS CONFERENCE	1,606.50
	MANGAGEMENT ASSOC EMERGE	
Group Tour Promo	AMERICAN BUS ASSOCIATION	1,274.94
Group Tour Promo	AMERICAN BUS ASSOCIATION	301.23
Groups- Meetings	PROFESSIONAL CONVENTION	228.78
	MANAGEMENT ASSOC	
Groups- Meetings	PROFESSIONAL CONVENTION	15.75
	MANAGEMENT ASSOC	
Groups- Meetings	PROFESSIONAL CONVENTION	1,489.50
	MANAGEMENT ASSOC	
Group Tour Promo	AMERICAN BUS ASSOCIATION	942.95
Group Tour Promo	AMERICAN BUS ASSOCIATION	32.06
Group Tour Promo	AMERICAN BUS ASSOCIATION	75.10
Groups- Meetings	DELTA SIGMA THETA SITE VISIT	248.58
Groups- Meetings	DELTA SIGMA THETA SITE VISIT	622.98
Groups- Meetings	DIVERSITY MARKETPLACE	593.73
Group Tour Promo	RELIGIOUS CONFERENCE	360.00
	MANGAGEMENT ASSOC EMERGE	
Group Tour Promo	AMERICAN BUS ASSOCIATION	22.50
Group Tour Promo	AMERICAN BUS ASSOCIATION	380.43
Event Promotion	CAROLINA AFRICAN-AMERICAN	1,485.80
	HERITAGE FOUNDATION, SKIRT	
	MAGAZINE	
Sports Tourism	BIG SOUTH MARKETING	11,270.17
Inquiry Fulfullment	TIMES PRINTING CO. INC.	532,153.34
Inquiry Fulfullment- groups	MEETING PLANNERS GUIDES	2,160.00
Internet Adv	NATIONAL ASSOC OF SPORTS	1,530.00
	COMMISSION	

MB Tourism Development Fee

Q1 2015 Expenditures

Inquiry Fulfillment	CTM MEDIA GROUP	6,218.10
SMERF Promo	MHD SERVICES	2,700.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	197.28
Group Tour Promo	AMERICAN BUS ASSOCIATION	44.40
Group Tour Promo	AMERICAN BUS ASSOCIATION	63.00
International Promo	INTERNATIONAL TOURISM BOURSE	6,300.00
General Consumer Promotion	COM-CONNECT LLC	22,387.50
International Promo	BRAND USA	200,000.00
International Promo	BRAND USA	100,000.00
Television Adv	CORINTHIAN MEDIA, INC.	382.80
Print Adv	SC VACATION GUIDE	17,361.25
Internet Adv	SC VACATION GUIDE	750.00
Online Promo	ADOBE SYSTEMS INC	2,007.67
Website	VISUAL DESTINATIONS LLC	6,562.49
Research- tourism	DESTINATION MARKETING	5,330.00
Website	SIMPLEVIEW LLC	5,802.30
Website	SIMPLEVIEW LLC	1,350.00
Internet Advertising	SEARCH MARKETING	216,959.80
Internet Advertising	DISPLAY ADVERTISING	259,511.26
Internet Advertising	VIDEO ADVERTISING	68,603.76
Internet Advertising	EMAIL MARKETING	20,740.68
Internet Advertising	SOCIAL MEDIA MARKEITNG	43,252.62
Internet Advertising	MOBILE MARKETING	33,518.88
Internet Advertising	OTHER DIGITAL MARKETING	2,058.95
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	4,500.00
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	4,600.00
Video Production	STAGES VIDEO	777.60
Research-focus groups	FOCUS GROUPS -CLEVELAND	20,182.87
Research-focus groups	FOCUS GROUPS -CLEVELAND	8,545.22
SMERF Promo	MHD SERVICES	2,700.00
Groups- Meetings	MEETINGMAX	900.00
Group Tour Promo	GROUP SALES PROMO ITEMS	725.04
Group Tour Promo	AMERICAN BUS ASSOCIATION	28.84
Group Tour Promo	SELECT TRAVELER CONFERENCE	585.81
Sports Tourism	BIG SOUTH MARKETING	141.44
General Consumer Promotion	FATHER SON GOLF TOURN MARKETING	1,944.00
General Consumer Promotion	FATHER SON GOLF TOURN MARKETING	6,480.00
Sports Tourism	BIG SOUTH MARKETING	245,000.00
Sports Tourism	BIG SOUTH MARKETING	
Sports Tourism	BIG SOUTH MARKETING	21,578.40
Sports Tourism	BIG SOUTH MARKETING	8,925.88
Sports Tourism	MDA CONSULTING	8,100.00
Television Adv	CORINTHIAN MEDIA, INC.	24,250.00
Inquiry Fulfillment	TIMES PRINTING CO. INC.	1,061.75
Inquiry Fulfillment	TIMES PRINTING CO. INC.	5,378.64
Sports Tourism	MDA CONSULTING	62.00
Sports Tourism	MDA CONSULTING	243.62
General Consumer Promotion	CONTAC SERVICES, INC.	2,874.83
Internet Adv	THE DISPATCH PRINTING COMPANY	609.00
Print Adv- groups	SPORTS TRAVEL, MEETINGS AND CONVENTIONS, SUCCESSFUL MEETINGS	12,199.50
Internet Adv- groups	MEETINGS AND CONVENTIONS	2,175.00

MB Tourism Development Fee

Q1 2015 Expenditures

General Consumer Promotion	MANN TRAVELS	608.40
General Consumer Promotion	MANN TRAVELS	693.99
General Consumer Promotion	MANN TRAVELS	546.71
General Consumer Promotion	MANN TRAVELS	500.80
General Consumer Promotion	MANN TRAVELS	738.16
General Consumer Promotion	MANN TRAVELS	645.96
General Consumer Promotion	MANN TRAVELS	224.59
General Consumer Promotion	MANN TRAVELS	767.06
Inquiry Fulfillment- group	TIMES PRINTING CO. INC.	723.49
Inquiry Fulfillment- group	TIMES PRINTING CO. INC.	16,350.90
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	566.94
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	153.39
Group Tour Promo	NATIONAL TOUR ASSOCIATION	182.86
Group Tour Promo	SELECT TRAVELER CONFERENCE	17.10
Group Tour Promo	AMERICAN BUS ASSOCIATION	55.91
Inquiry Fulfillment	PITNEY BOWES	0.81
Inquiry Fulfillment- Groups	PITNEY BOWES	85.06
Inquiry Fulfillment	PITNEY BOWES	37.48
Print Adv	DIRECTORY PUBLISHING	261.00
Email Marketing	EXACT TARGET	9,015.91
Sports Tourism	BIG SOUTH MARKETING	1,350.00
Inquiry Fulfillment	US POSTAL SERVICE	3,520.58
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	186.96
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	953.05
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	6,552.68
Group Tour Promo	SELECT TRAVELER CONFERENCE	1,615.50
SMERF Promo	YOUR MILITARY REUNION CONNECTION	625.50
Group Tour Promo	AMERICAN BUS ASSOCIATION	14,810.74
Group Tour Promo	AMERICAN BUS ASSOCIATION	17,100.00
Groups- Meetings	WIPL	1,485.80
Publicity and Promotions	PR PROMO ITEMS	60.52
Research- market research	THE RESILIENCY INSTITUTE	323.58
Inquiry Fulfillment	UPS	46.72
Inquiry Fulfillment- group	UPS	13.84
Inquiry Fulfillment- group	UPS	267.63
Inquiry Fulfillment-	UPS	3,176.83
Inquiry Fulfillment- inter'l	UPS	32.96
Inquiry Fulfillment- inter'l	UPS	167.07
Groups- Meetings	MAMFAM	172.77
Sports Tourism	BIG SOUTH MARKETING	2,309.47
Group Tour Promo	TRAVEL ALLIANCE PARTNERS, LLC	1,084.50
Video Production	VIDEO PRODUCTION	495.00
Inquiry Fulfillment	US POSTAL SERVICE	22.05
Group Tour Promo	AMERICAN BUS ASSOCIATION	43.84
Group Tour Promo	AMERICAN BUS ASSOCIATION	7.69
Group Tour Promo	AMERICAN BUS ASSOCIATION	38.34
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	26.97
Group Tour Promo	AMERICAN BUS ASSOCIATION	232.44
Group Tour Promo	AMERICAN BUS ASSOCIATION	11.84
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	43.39
Group Tour Promo	AMERICAN BUS ASSOCIATION	15.26
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	4.26
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	174.61
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	8.93

MB Tourism Development Fee

Q1 2015 Expenditures

Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	11.93
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	78.01
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	376.35
Group Tour Promo	AMERICAN BUS ASSOCIATION	16.20
Group Tour Promo	AMERICAN BUS ASSOCIATION	38.03
Group Tour Promo	AMERICAN BUS ASSOCIATION	10.07
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	5.63
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	222.14
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	26.10
International Promo	INTERNATIONAL TOURISM BOURSE	1,375.83
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	195.35
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	13.49
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	35.48
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	21.63
Groups- Meetings	RELIGIOUS CONFERENCE	207.00
Groups- Meetings	MANGAGEMENT ASSOC EMERGE RELIGIOUS CONFERENCE	12.25
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	46.49
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	13.37
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	11.39
Groups- Meetings	SITE VISIT	117.27
Groups- Meetings	SITE VISIT	43.65
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	11.57
Groups- Meetings	RELIGIOUS CONFERENCE MANGAGEMENT ASSOC EMERGE	22.50
Groups- Meetings	SITE VISIT	588.78
Groups- Meetings	SITE VISIT	588.78
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	14.01
Groups- Meetings	RELIGIOUS CONFERENCE MANGAGEMENT ASSOC EMERGE	272.35
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	88.49
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	6.44
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	793.18
Groups- Meetings	FAM TOUR	2,422.58
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	4.74
Groups- Meetings	RELIGIOUS CONFERENCE MANGAGEMENT ASSOC EMERGE	4.94
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	50.36
Groups- Meetings	RELIGIOUS CONFERENCE MANGAGEMENT ASSOC EMERGE	18.00
Groups- Meetings	PROFESSIONAL CONVENTION MANAGEMENT ASSOC	40.50

MB Tourism Development Fee

Q1 2015 Expenditures

Groups- Meetings	RELIGIOUS CONFERENCE	40.50
Groups- Meetings	MANGAGEMENT ASSOC EMERGE	
Groups- Meetings	PROFESSIONAL CONVENTION	9.94
Groups- Meetings	MANAGEMENT ASSOC	
Groups- Meetings	RELIGIOUS CONFERENCE	657.99
Groups- Meetings	MANGAGEMENT ASSOC EMERGE	
Groups- Meetings	PROFESSIONAL CONVENTION	250.89
Groups- Meetings	MANAGEMENT ASSOC	
Groups- Meetings	PROFESSIONAL CONVENTION	25.20
Groups- Meetings	MANAGEMENT ASSOC	
Groups- Meetings	PROFESSIONAL CONVENTION	99.75
Groups- Meetings	MANAGEMENT ASSOC	
Groups- Meetings	PROFESSIONAL CONVENTION	11.93
Groups- Meetings	MANAGEMENT ASSOC	
Groups- Meetings	PROFESSIONAL CONVENTION	49.46
Groups- Meetings	MANAGEMENT ASSOC	
Group Tour Promo	AMERICAN BUS ASSOCIATION	88.38
Group Tour Promo	AMERICAN BUS ASSOCIATION	490.13
Group Tour Promo	AMERICAN BUS ASSOCIATION	8.42
Group Tour Promo	AMERICAN BUS ASSOCIATION	709.13
Group Tour Promo	AMERICAN BUS ASSOCIATION	48.22
Group Tour Promo	AMERICAN BUS ASSOCIATION	43.74
Group Tour Promo	AMERICAN BUS ASSOCIATION	61.47
Group Tour Promo	AMERICAN BUS ASSOCIATION	4.58
General Consumer Promotion	CUBS CONVENTION	45.41
General Consumer Promotion	CUBS CONVENTION	14.18
Sports Tourism	BIG SOUTH MARKETING	6.46
Sports Tourism	BIG SOUTH MARKETING	10.29
Sports Tourism	BIG SOUTH MARKETING	7.13
Sports Tourism	BIG SOUTH MARKETING	5.45
General Consumer Promotion	CUBS CONVENTION	7.25
General Consumer Promotion	CUBS CONVENTION	1,083.96
General Consumer Promotion	CUBS CONVENTION	19.07
Sports Tourism	BIG SOUTH MARKETING	6.68
General Consumer Promotion	CUBS CONVENTION	67.50
General Consumer Promotion	CUBS CONVENTION	21.04
General Consumer Promotion	CUBS CONVENTION	124.58
Sports Tourism	BIG SOUTH MARKETING	88.91
Sports Tourism	BIG SOUTH MARKETING	286.25
General Consumer Promotion	CUBS CONVENTION	3.88
General Consumer Promotion	CUBS CONVENTION	662.87
General Consumer Promotion	CUBS CONVENTION	185.37
Sports Tourism	BIG SOUTH MARKETING	3.97
General Consumer Promotion	CUBS CONVENTION	9.94
Sports Tourism	BIG SOUTH MARKETING	162.99
General Consumer Promotion	CUBS CONVENTION	12.10
General Consumer Promotion	CUBS CONVENTION	41.75
General Consumer Promotion	CUBS CONVENTION	40.50
Sports Tourism	BIG SOUTH MARKETING	178.33
General Consumer Promotion	CUBS CONVENTION	33.42
Group Tour Promo	AMERICAN BUS ASSOCIATION	36.34
Group Tour Promo	FAM TOUR	32.18
Group Tour Promo	NATIONAL TOUR ASSOCIATION	64.14
Group Tour Promo	NATIONAL TOUR ASSOCIATION	12.65
Group Tour Promo	NATIONAL TOUR ASSOCIATION	36.60

MB Tourism Development Fee

Q1 2015 Expenditures

Group Tour Promo	NATIONAL TOUR ASSOCIATION	46.13
Group Tour Promo	AMERICAN BUS ASSOCIATION	1,309.73
Group Tour Promo	AMERICAN BUS ASSOCIATION	1,069.12
Group Tour Promo	NATIONAL TOUR ASSOCIATION	42.30
Group Tour Promo	AMERICAN BUS ASSOCIATION	149.45
Group Tour Promo	NATIONAL TOUR ASSOCIATION	37.61
Group Tour Promo	AMERICAN BUS ASSOCIATION	12.42
Group Tour Promo	NATIONAL TOUR ASSOCIATION	804.84
Group Tour Promo	AMERICAN BUS ASSOCIATION	11,683.20
Group Tour Promo	AMERICAN BUS ASSOCIATION	55.73
Group Tour Promo	AMERICAN BUS ASSOCIATION	2.91
Group Tour Promo	NATIONAL TOUR ASSOCIATION	66.14
Group Tour Promo	AMERICAN BUS ASSOCIATION	16.39
Group Tour Promo	NATIONAL TOUR ASSOCIATION	30.67
Group Tour Promo	NATIONAL TOUR ASSOCIATION	5.27
Group Tour Promo	NATIONAL TOUR ASSOCIATION	15.39
Group Tour Promo	AMERICAN BUS ASSOCIATION	50.78
Group Tour Promo	GROUP PROMO ITEM	969.30
Group Tour Promo	AMERICAN BUS ASSOCIATION	24.89
Group Tour Promo	NATIONAL TOUR ASSOCIATION	9.15
Group Tour Promo	AMERICAN BUS ASSOCIATION	5.29
Group Tour Promo	TRAVEL SOUTH	900.00
Group Tour Promo	TRAVEL SOUTH	296.28
Group Tour Promo	AMERICAN BUS ASSOCIATION	54.00
Group Tour Promo	NATIONAL TOUR ASSOCIATION	54.00
Group Tour Promo	NATIONAL TOUR ASSOCIATION	54.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	54.00
research- tracking	EXPERIAN	4,677.26
Video Production	VIDEO PRODUCTION	3.59
Internet	PATLIVE	324.34
Internet promo	RAFFLECOPTER.COM	53.99
Web Hosting	CYREN	40.50
Publicity and Promotions	PRESS RELEASES	461.03
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	4.74
Publicity and Promotions	PR UPDATE	32.36
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	8.52
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	320.52
Publicity and Promotions	NYC PRESS TRIP	1,488.91
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	94.98
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	2.65
Publicity and Promotions	PR PROMO	22.37
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	29.52
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	1.57
Publicity and Promotions	NYC PRESS TRIP	355.45
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	589.33
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	20.50

MB Tourism Development Fee

Q1 2015 Expenditures

Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	20.50
Research-focus groups	FOCUS GROUPS- CLEVELAND AND INDI	16.75
Groups- Meetings	SITE VISIT	278.48
Groups- Meetings	DIVERSITY SUMMIT	50.89
Groups- Meetings	DIVERSITY SUMMIT	47.81
Groups- Meetings	DIVERSITY SUMMIT	2,655.00
Groups- Meetings	DESTINATIONS SHOWCASE -DC	5,011.20
Groups- Meetings	DIVERSITY SUMMIT	7.73
Groups- Meetings	MAM FAM	57.22
Groups- Meetings	DIVERSITY SUMMIT	1,122.48
Groups- Meetings	DIVERSITY SUMMIT	6.30
Groups- Meetings	DIVERSITY SUMMIT	14.87
Groups- Meetings	AMERICAS INCENTIVES, BUSINESS TRAVEL & MEETINGS EXPO	8,181.00
Groups- Meetings	SOCIETY OF GOVT MEETING PLANNERS	2,272.50
Groups- Meetings	DIVERSITY SUMMIT	7.70
Groups- Meetings	SITE VISIT	69.86
Groups- Meetings	DESTINATIONS SHOWCASE -DC	363.78
Group Tour Promo	NATIONAL TOUR ASSOCIATION	196.09
Research- tracking	KEYWORD SPY	73.76
Ad Design	DROPBOX	89.10
Web Hosting	GODADDY.COM	64.69
Internet Adv- groups	GOOGLE	2,392.50
Ad Design	HIGHTAIL	89.99
Web Hosting	TULSA CONNECT	744.30
Publicity and Promotions	PRESS RELEASES	13,883.72
Groups- Meetings	DESTINATIONS SHOWCASE -DC	398.78
General Consumer Promotion	MAC TOURNAMENT SPONSOR	6,302.00
Website	VISUAL DESTINATIONS LLC	6,022.49
Video Production	CAROLINA VIDEO GROUP	1,350.00
Research- market research	DESTINATION MARKETING	38,158.65
Internet Advertising	SEARCH MARKETING	511,827.12
Internet Advertising	DISPLAY ADVERTISING	472,452.05
Internet Advertising	VIDEO ADVERTISING	115,483.44
Internet Advertising	EMAIL MARKETING	30,298.02
Internet Advertising	SOCIAL MEDIA MARKEITNG	127,532.18
Internet Advertising	MOBILE MARKETING	44,883.42
Internet Advertising	OTHER DIGITAL MARKETING	7,275.73
Inquiry Fulfullment- group	TIMES PRINTING CO. INC.	179.15
Inquiry Fulfullment- group	TIMES PRINTING CO. INC.	7.31
General Consumer Promotion	COM-CONNECT LLC	22,387.50
Groups- Meetings	SITE VISIT	207.00
Sports Tourism	BIG SOUTH MARKETING	11,749.91
General Consumer Promotion	MAC TOURNAMENT SPONSOR	552.00
Email Marketing	EXACT TARGET	9,015.91
Groups- Meetings	DIVERSITY SUMMIT	147.18
Inquiry Fulfullment- inter'l	CONTAC SERVICES, INC.	1,603.02
General Consumer Promotion	MANN TRAVELS	796.86
General Consumer Promotion	MANN TRAVELS	612.59
Website	SIMPLEVIEW LLC	1,350.00
Publicity and Promotions	FAHLGREN MORTINE	27,420.59
Online Promo	ADOBE SYSTEMS INC	2,007.67

MB Tourism Development Fee

Q1 2015 Expenditures

Sports Tourism	BIG SOUTH MARKETING	1,800.00
Video Production	VISUAL DESTINATIONS LLC	3,730.47
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	4,500.00
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	4,600.00
Group Tour Promo	TRAVEL SOUTH	168.98
Group Tour Promo	TRAVEL SOUTH	1,192.50
Groups- Meetings	DESTINATIONS DC	3,150.00
Groups- Meetings	DESTINATIONS DC	360.00
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	7,860.94
General Consumer Promotion	MANN TRAVELS	583.09
General Consumer Promotion	MANN TRAVELS	613.33
Publicity and Promotions	PR PROMO ITEMS	1,317.15
Sports Tourism	MDA CONSULTING	1,035.43
Inquiry Fulfillment- inter'l	ENVOY NETWORK INC	896.73
Group Sales - Int'l Can	TRAVEL SOLUTIONS BY DESIGN CORP	517.84
Website	SIMPLEVIEW LLC	36,121.50
Sports Tourism	T2H ADVERTISING	94.50
Research- survey postcards	INLET PRINTING CO	1,224.38
Publicity and Promotions	FAHLGREN MORTINE	7,773.18
Publicity and Promotions	FAHLGREN MORTINE	6,900.00
Publicity and Promotions	FAHLGREN MORTINE	1,288.00
Publicity and Promotions	FAHLGREN MORTINE	27,420.59
General Consumer Promotion	MAC TOURNAMENT SPONSOR	46.92
Sports Tourism	BIG SOUTH MARKETING	582.56
Sports Tourism	BIG SOUTH MARKETING	1,754.56
Sports Tourism	BIG SOUTH MARKETING	801.00
Inquiry Fulfillment- inter'l	CONTAC SERVICES, INC.	980.80
SMERF Promo	MHD SERVICES	2,700.00
Sports Tourism	MDA CONSULTING	8,100.00
Internet Adv- groups	MEETING NEWS, SUCCESSFUL MEETINGS	6,030.00
Print Adv- groups	GROUP TOUR MEDIA	3,903.03
International Promo	BEST OF SOUTH BROCHURE	720.00
Sports Tourism	CONDER FLAG COMPANY	874.80
General Consumer Promotion	MAC TOURNAMENT SPONSOR, A-10 TOURNAMNET SPONSOR	61.84
General Consumer Promotion	MANN TRAVELS	547.57
General Consumer Promotion	MANN TRAVELS	1,049.91
General Consumer Promotion	MANN TRAVELS	620.98
Print Adv	DIRECTORY PUBLISHING	261.00
Research- market research	EQUATION RESEARCH, LLC	18,163.00
Research- market research	EQUATION RESEARCH, LLC	6,765.00
General Consumer Promotion	MANN TRAVELS	595.59
Website	SIMPLEVIEW LLC	1,350.00
Sports Tourism	SPORTS EVENTS MAGAZINE	1,503.00
Television Adv	CORINTHIAN MEDIA, INC.	16,369.05
Television Adv	CORINTHIAN MEDIA, INC.	391.50
Television Adv	CORINTHIAN MEDIA, INC.	15,649.56
Group Tour Promo	TRAVEL SOUTH	21.60
Group Tour Promo	AMERICAN BUS ASSOCIATION	3.60
Sports Tourism	BIG SOUTH MARKETING	273.45
General Consumer Promotion	MANN TRAVELS	422.89
General Consumer Promotion	MANN TRAVELS	762.88
General Consumer Promotion	MANN TRAVELS	503.42
General Consumer Promotion	MANN TRAVELS	955.15

MB Tourism Development Fee

Q1 2015 Expenditures

General Consumer Promotion	MANN TRAVELS	503.21
General Consumer Promotion	MANN TRAVELS	686.90
General Consumer Promotion	MANN TRAVELS	486.40
Sports Tourism	BIG SOUTH MARKETING	2,821.96
Sports Tourism	BIG SOUTH MARKETING	462.67
Sports Tourism	BIG SOUTH MARKETING	3,067.20
Sports Tourism	BIG SOUTH MARKETING	6,750.00
Sports Tourism	BIG SOUTH MARKETING	13,531.98
Inquiry Fulfillment	PITNEY BOWES	0.43
Inquiry Fulfillment	PITNEY BOWES	15.98
Inquiry Fulfillment	PITNEY BOWES	6.47
Inquiry Fulfillment- group	PITNEY BOWES	193.77
Inquiry Fulfillment	PITNEY BOWES	72.06
Inquiry Fulfillment	US POSTAL SERVICE	2,884.11
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	19.44
Groups- Meetings	MEETINGS AND CONVENTIONS/PGA	18,000.00
Groups- Meetings	HOLIDAY SHOWCASE	3,060.00
Groups- Meetings	COLLABORATE	3,105.00
Groups- Meetings	RELIGIOUS CONFERENCE	203.09
Groups- Int'l	MANGAGEMENT ASSOC EMERGE INCENTIVE TRAVEL, MEETINGS & EVENTS	4,542.30
Groups- Meetings	SITE VISIT	69.03
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	652.68
Sports Tourism	BIG SOUTH MARKETING	6.80
Sports Tourism	BIG SOUTH MARKETING	9.50
Sports Tourism	BIG SOUTH MARKETING	130.91
Sports Tourism	BIG SOUTH MARKETING	1,615.78
Sports Tourism	BIG SOUTH MARKETING	6.55
Sports Tourism	BIG SOUTH MARKETING	4.13
Sports Tourism	BIG SOUTH MARKETING	28.12
Sports Tourism	BIG SOUTH MARKETING	40.77
Sports Tourism	BIG SOUTH MARKETING	5,259.51
Group Tour Promo	SELECT TRAVELER	2.30
Group Tour Promo	SELECT TRAVELER	4.41
Group Tour Promo	SELECT TRAVELER	34.19
Group Tour Promo	BOOMERS IN GROUPS CONFERENCE	1,165.50
Group Tour Promo	SELECT TRAVELER	19.70
Group Tour Promo	SELECT TRAVELER	762.67
Group Tour Promo	ONTARIO MOTORCOACH ASSOCIATION	8.66
Group Tour Promo	SELECT TRAVELER	75.72
Group Tour Promo	SELECT TRAVELER	5.76
Group Tour Promo	TRAVEL SOUTH	167.14
Internet Adv- groups	GOOGLE	14,550.00
Ad Design	AD DESIGN	3.59
Internet	PATLIVE	314.35
Internet Promo	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
Sports Tourism	BIG SOUTH MARKETING	4.53
Sports Tourism	BIG SOUTH MARKETING	1.52
Sports Tourism	BIG SOUTH MARKETING	731.38
Sports Tourism	BIG SOUTH MARKETING	26.95
Publicity and Promotions	NYC PRESS TRIP	19.89
Publicity and Promotions	NYC PRESS TRIP	13.51

MB Tourism Development Fee

Q1 2015 Expenditures

Publicity and Promotions	NYC PRESS TRIP	94.63
Publicity and Promotions	NYC PRESS TRIP	40.97
Publicity and Promotions	NYC PRESS TRIP	57.29
Publicity and Promotions	NYC PRESS TRIP	151.13
Publicity and Promotions	NYC PRESS TRIP	74.06
Publicity and Promotions	NYC PRESS TRIP	2.15
Publicity and Promotions	NYC PRESS TRIP	8.29
Publicity and Promotions	NYC PRESS TRIP	8.79
Publicity and Promotions	NYC PRESS TRIP	17.19
Publicity and Promotions	MEDIA VISIT	61.97
Publicity and Promotions	NYC PRESS TRIP	2.97
Publicity and Promotions	NYC PRESS TRIP	39.36
Publicity and Promotions	NYC PRESS TRIP	226.49
Publicity and Promotions	MEDIA VISIT	97.47
Publicity and Promotions	NYC PRESS TRIP	73.41
Publicity and Promotions	NYC PRESS TRIP	41.54
Publicity and Promotions	NYC PRESS TRIP	40.58
Publicity and Promotions	ALLEGIANT PRESS TRIP	2.23
Publicity and Promotions	NYC PRESS TRIP	165.58
Publicity and Promotions	NYC PRESS TRIP	21.68
Publicity and Promotions	NYC PRESS TRIP	16.47
Publicity and Promotions	NYC PRESS TRIP	7.24
Publicity and Promotions	NYC PRESS TRIP	11.82
Publicity and Promotions	NYC PRESS TRIP	11.09
Publicity and Promotions	NYC PRESS TRIP	7.82
Publicity and Promotions	NYC PRESS TRIP	10.49
Publicity and Promotions	NYC PRESS TRIP	22.77
Publicity and Promotions	NYC PRESS TRIP	11.68
Publicity and Promotions	NYC PRESS TRIP	6.67
Publicity and Promotions	NYC PRESS TRIP	20.69
Publicity and Promotions	NYC PRESS TRIP	8.97
Publicity and Promotions	NYC PRESS TRIP	9.93
Publicity and Promotions	NYC PRESS TRIP	6.07
Publicity and Promotions	NYC PRESS TRIP	19.46
Publicity and Promotions	NYC PRESS TRIP	52.53
Publicity and Promotions	NYC PRESS TRIP	15.02
Publicity and Promotions	NYC PRESS TRIP	44.16
Publicity and Promotions	NYC PRESS TRIP	49.68
Publicity and Promotions	NYC PRESS TRIP	53.69
Publicity and Promotions	NYC PRESS TRIP	50.60
Publicity and Promotions	NYC PRESS TRIP	11.72
Publicity and Promotions	NYC PRESS TRIP	83.90
Publicity and Promotions	PR UPDATE	22.46
Publicity and Promotions	NYC PRESS TRIP	73.60
Publicity and Promotions	PR UPDATE	8.41
Groups- Meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	1,845.00
Groups- Meetings	CONNECT MARKETPLACE	3,105.00
Groups- Meetings	REJUEVENATE	3,105.00
Group Tour Promo	AMERICAN BUS ASSOCIATION	1,080.00
Groups- Meetings	SMALL MARKET MEETINGS SHOW	1,791.00
Groups- Meetings	AMERICAS INCENTIVES, BUSINESS TRAVEL & MEETINGS EXPO	132.75
Groups- Meetings	SMALL MARKET MEETINGS SHOW	505.98
Group Tour Promo	COASTAL NETWORK COOPERATIVE	16.20

MB Tourism Development Fee

Q1 2015 Expenditures

research- tracking	KEYWORD SPY	73.76
Internet Adv- groups	GOOGLE	870.00
Groups- Meetings	RELIGIOUS CONFERENCE	156.96
	MANGAGEMENT ASSOC EMERGE	
International Promo	PR PROMO ITEMS	885.98
Inquiry Fulfullment	UPS	31.08
Inquiry Fulfullment	UPS	484.49
Inquiry Fulfullment	UPS	1,439.07
Inquiry Fulfullment- inter'l	UPS	55.69
Inquiry Fulfullment- inter'l	UPS	89.96
Inquiry Fulfullment- group	UPS	1,279.53
General Consumer Promotion	VACATION PROMOTION GIVEAWAYS	3,600.00
Online	GOOGLE,GO DADDY	8,000.00
Online	GOLF CHANNEL	1,075.62
Public Relations	KINGFISH COMMUNICATIONS	10,736.20
Public Relations	LANDMARK MEDIA	14,278.00
Public Relations	MEDIA VISITS	1,687.99
Interactive	FUEL INTERACTIVE	10,537.40
Interactive	FUEL INTERACTIVE	2,816.19
Interactive	FUEL INTERACTIVE	5,000.00
Interactive	FUEL INTERACTIVE	18,806.72
Interactive	STRIKEIRON	55,800.00
Interactive	FUEL INTERACTIVE	7,900.00
Interactive	FUEL INTERACTIVE	23,957.74
Interactive	FUEL INTERACTIVE	3,511.79
Interactive	FUEL INTERACTIVE	125.10
Interactive	FUEL INTERACTIVE	18,092.50
Magazine Print	BRANDON AGENCY	38.98
Event Marketing	FUEL INTERACTIVE/BRANDON/MISC	3,086.96
Research	PNT MARKETING/NEILSEN MEDIA	5,410.00
Regional Emails	BRANDON AGENCY	3,720.00
Print/Online Elements	WORLD AM ADV	12,510.00
Promotions	AWARDS PLUS	462.24
Promotions	TRIP GIVEAWAY	156.00
Destination Research	NATIONAL GOLF FOUNDATION	4,500.00
General Marketing Retainer	BRANDON AGENCY	24,000.00
Trade Shows	GOLF TRADESHOWS	811.57
TV/Radio	BRANDON AGENCY	80,000.00
TV/Radio	BRANDON AGENCY	97,410.00
Radio	TL GOLF SERVICES	5,900.00
Consumer Golf Shows	GOLF TRADESHOWS	4,669.00
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Several marketing investments are made through media buyers such as Miller Direct, Visit Media, Corinthian Media, Visibility & Conversions, and The Brandon Agency. These entities purchase media for MBACVB in various channels and with numerous providers. For example, internet advertising facilitated through Visibility & Conversions utilizes 4,000-plus web sites.