

MB Tourism Development Fee  
Q3 2015 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
General Consumer Promotion	COM-CONNECT LLC	24,875.00
Internet Advertising	SEARCH MARKETING	525,325.79
Internet Advertising	DISPLAY ADVERTISING	367,621.01
Internet Advertising	VIDEO ADVERTISING	150,432.12
Internet Advertising	EMAIL MARKETING	27,746.53
Internet Advertising	SOCIAL MEDIA MARKEITNG	145,035.01
Internet Advertising	MOBILE MARKETING	42,710.23
Internet Advertising	OTHER	4,378.74
Email Marketing	EXACT TARGET	9,015.91
Video Production	BATTLE STRATEGIES LLC	4,250.00
Group Sales Meetings	MANPOWER	987.96
Inquiry Fulfillment	ENVOY NETWORK INC	826.63
Website	VISUAL DESTINATIONS LLC	6,022.49
Sports Marketing	SPIKES PROMO	750.38
International Tourism- China	SYNTRANS CHINESE COMMUNICATION CONSULTING	100.00
International Tourism- Canada	MY PASSION MEDIA INC	2,940.00
Website	SIMPLEVIEW LLC	5,802.30
Website	SIMPLEVIEW LLC	1,350.00
Public Relations	FAHLGREN MORTINE	10,653.77
General Consumer Promotion	TEAM SANDTASTIC	2,095.40
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	30.69
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	42.32
Sports Tourism	MDA CONSULTING	3,821.56
Inquiry Fulfillment	PITNEY BOWES	101.03
Inquiry Fulfillment	PITNEY BOWES	243.97
Co-op- billboards	THE BRANDON AGENCY	2,564.70
Inquiry Fulfillment	UPS	26.04
Inquiry Fulfillment	UPS	93.89
Inquiry Fulfillment- Canada	UPS	295.12
Public Relations	MEDIA VISIT	852.61
Public Relations	MEDIA VISIT	50.55
Public Relations	MEDIA VISIT	188.55
Groups Meetings	COLLABORATE	18.63
Groups Meetings	INTERNATIONAL POW WOW	1,491.86
Groups Meetings	COLLABORATE	47.32
Groups Meetings	COLLABORATE	89.47
Groups Meetings	INTERNATIONAL POW WOW	9.62
Groups Meetings	INTERNATIONAL POW WOW	22.33
Groups Meetings	COLLABORATE	7.34
Groups Meetings	SITE VISIT	420.20
Groups Meetings	COLLABORATE	17.71
Groups Meetings	SITE VISIT	198.69
Groups Meetings	SITE VISIT	7.31

Groups Meetings	COLLABORATE	36.45
Groups Meetings	COLLABORATE	68.32
Groups Meetings	COLLABORATE	29.10
Groups Meetings	INCENTIVE TRAVEL, MEETINGS AND	785.20
Groups Meetings	MEETINGS PROFESSIONAL	796.20
	INTERNATIONAL	
Groups Meetings	COLLABORATE	40.31
Groups Meetings	GROUP PROMO ITEMS	2,040.00
Groups Meetings	INTERNATIONAL POW WOW	3.50
Groups Meetings	INTERNATIONAL POW WOW	15.82
Groups Meetings	INTERNATIONAL POW WOW	1,300.56
Groups Meetings	INTERNATIONAL POW WOW	56.00
Groups Meetings	INTERNATIONAL POW WOW	60.00
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	25.92
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	24.54
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	3.23
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	26.36
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	95.03
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	8.64
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	715.57
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	25.00
Group Tour	ONTARIO MOTORCOACH	379.08
	ASSOCIATION	
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	60.00
Ad Design	ITUNES	3.59
Internet	PATLIVE	312.96
Internet Promotion	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
Public Relations	MEDIA VISIT	42.48
General Consumer Promotion	KENTUCKY MOTORSPEDWAY	467.74
	PROMO	
General Consumer Promotion	RADIO PROMO	30.37
General Consumer Promotion	MB PELICANS PROMO	575.99
Public Relations	ATLANTA, BALTIMORE PRESS TRIP	293.82
Public Relations	MEDIA VISIT	89.96
Public Relations	MEDIA VISIT	79.12
Public Relations	CANADA PRESS TRIP	59.60
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION	182.85
	EXECUTIVES	
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION	899.00
	EXECUTIVES	
Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND	2.50
	MEETINGS EXPO	
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION	374.20
	EXECUTIVES	
Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND	1,373.56
	MEETINGS EXPO	
Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND	41.01
	MEETINGS EXPO	
Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND	14.84
	MEETINGS EXPO	
Groups Meetings	SHRINERS	1,063.56

Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	9.90
Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	57.83
Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	50.00
Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	7.32
Inquiry Fulfillment	US POSTAL SERVICE	1,348.58
Email Marketing	EXACT TARGET	9,015.91
General Consumer Promotion	MANN TRAVELS	3,402.44
General Consumer Promotion	COM-CONNECT LLC	24,875.00
General Consumer Promotion	MANN TRAVELS	838.89
International Tourism- China	SYNTRANS CHINESE COMMUNICATION CONSULTING	150.00
Television	BROADCAST BUYING SERVICES, INC.	8,304.90
Television	CORINTHIAN MEDIA, INC.	627.75
Television	CORINTHIAN MEDIA, INC.	12,908.40
Co-op- billboards	THE BRANDON AGENCY	1,282.35
General Consumer Promotion	MANN TRAVELS	1,042.56
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	2,500.00
General Consumer Promotion	MANN TRAVELS	676.00
Website	VISUAL DESTINATIONS LLC	5,858.95
Public Relations	MEDIA VISIT	9.20
Video Production	BATTLE STRATEGIES LLC	5,032.80
Video Production	VISUAL DESTINATIONS LLC	495.00
Research- Survey Postcards	INLET PRINTING CO	347.11
Sports Tourism	TEAMS SPONSORSHIP	10,000.00
Group Adv- internet	GOOGLE INC.	2,415.21
Group Adv- internet	GOOGLE INC.	14,868.52
Video Production	STAGES VIDEO	145.80
General Consumer Promotion	KENTUCKY MOTORSPEDWAY PROMO	2,484.00
Public Relations	CULINARY TOURISM PROGRAM	18.40
Group Tour	TRAVEL SOUTH	11.24
Group Tour	TRAVEL SOUTH	41.55
SMERF Promotion	MHD SERVICES	3,000.00
Internet Advertising	SEARCH MARKETING	367,322.47
Internet Advertising	DISPLAY ADVERTISING	298,198.12
Internet Advertising	VIDEO ADVERTISING	92,087.87
Internet Advertising	EMAIL MARKETING	20,469.95
Internet Advertising	SOCIAL MEDIA MARKEITNG	55,314.11
Internet Advertising	MOBILE MARKETING	35,338.91
Internet Advertising	OTHER	4,623.65
International Tourism- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	308.92
General Consumer Promotion	MANN TRAVELS	1,265.00
General Consumer Promotion	MANN TRAVELS	673.05
General Consumer Promotion	MANN TRAVELS	550.00
General Consumer Promotion	MANN TRAVELS	559.28
General Consumer Promotion	MANN TRAVELS	481.72

General Consumer Promotion	MANN TRAVELS	1,465.00
General Consumer Promotion	MANN TRAVELS	813.36
General Consumer Promotion	MANN TRAVELS	560.00
General Consumer Promotion	MANN TRAVELS	528.28
Ad Design	B.W. WILSON PAPER COMPANY, INC	58.80
Groups Meetings	SITE VISIT	8.00
Co-op- billboards	THE BRANDON AGENCY	1,282.35
Public Relations	FAHLGREN MORTINE	27,420.59
Public Relations	FAHLGREN MORTINE	10,452.05
Public Relations	PR PROMO ITEMS	1,727.38
Public Relations	PROMO ITEMS	605.75
General Consumer Promotion	KENTUCKY MOTOR SPEEDWAY PROMO	378.93
International Tourism- UK	SALES MISSION- UK	1,000.00
International Tourism- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	2,400.00
International Tourism- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	431.32
International Tourism- China	SITE VISIT	850.00
International Tourism- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	10,000.00
Group Adv- internet	CONVENTION SOUTH, MEETING AND CONVENTIONS, MEETING PROFESSIONAL INTL	5,140.00
General Consumer Promotion	VACATION PROMOTION GIVEAWAYS	1,250.00
Research- Survey Postcards	INLET PRINTING CO	841.01
Public Relations	MEDIA VISIT	83.72
Inquiry Fulfillment	PITNEY BOWES	11.56
Inquiry Fulfillment	PITNEY BOWES	197.86
Inquiry Fulfillment	PITNEY BOWES	61.47
Co-op- billboards	THE BRANDON AGENCY	1,988.23
Inquiry Fulfillment	US POSTAL SERVICE	1,472.42
General Consumer Promotion	DARLINGTON RACE PROMOTION	592.33
Inquiry Fulfillment	USPS	38.50
Inquiry Fulfillment	UPS	37.82
Inquiry Fulfillment	UPS	228.34
Inquiry Fulfillment	UPS	95.99
Inquiry Fulfillment	UPS	1,477.26
Inquiry Fulfillment- Canada	UPS	204.68
Inquiry Fulfillment	UPS	168.57
Public Relations	MEDIA VISIT	423.10
Public Relations	MEDIA VISIT	41.40
Public Relations	MEDIA VISIT	130.49
Public Relations	MEDIA VISIT	27.80
Public Relations	MEDIA VISIT	96.55
Groups Meetings	CONNECT MARKETPLACE	2,000.00
Public Relations	TORONTO SALES/PR MISSION	3,858.62
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	12.85
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	30.14

Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	13.36
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	8,500.00
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	2.49
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	301.61
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	922.20
Groups Meetings	WORLD TRAVEL MARKETPLACE	846.50
Groups Meetings	INCENTIVE TRAVEL, MEETINGS AND	290.08
Groups Meetings	CONNECT MARKETPLACE	510.95
Groups Meetings	SITE VISIT	20.06
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	11.29
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	26.95
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	15.29
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	18.76
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	129.51
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	9.17
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	377.30
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	10.35
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	13.10
Sports Marketing	SPIKES PROMOTION	27.00
Group Tour	FAM TOUR	37.55
Research Tracking	EXPERIAN	4,677.26
Internet	PATLIVE	322.33
Internet Promotion	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
General Consumer Promotion	KENTUCKY MOTORSPEDWAY PROMO	541.12
Public Relations	60 MORE DAYS CAMPIAGN	26.04
Public Relations	THE WEATHER CHANNEL PROMO	7,482.72
General Consumer Promotion	KENTUCKY MOTORSPEDWAY PROMO	4,189.05
General Consumer Promotion	KENTUCKY MOTORSPEDWAY PROMO	33.81
General Consumer Promotion	KENTUCKY MOTORSPEDWAY PROMO	33.13
General Consumer Promotion	KENTUCKY MOTORSPEDWAY PROMO	66.12
General Consumer Promotion	KENTUCKY MOTORSPEDWAY PROMO	38.12

General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	61.45
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	57.04
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	21.95
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	94.13
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	104.16
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	13.51
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	5.78
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	25.38
Groups Meetings	EXPO ATLANTA	430.20
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	5,279.89
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	425.00
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	2,393.60
Television	CORINTHIAN MEDIA, INC.	68.80
Television	BROADCAST BUYING SERVICES, INC.	2,864.40
Television	CORINTHIAN MEDIA, INC.	418.50
Video Production	AFFILIATED PRODUCTION SERVICES	8,294.63
Public Relations	PR PROMO ITEMS	690.00
Website	MEDIA COAST	776.25
Website	VISUAL DESTINATIONS LLC	6,562.49
Public Relations	PR PROMO ITEMS	2,317.25
General Consumer Promotion	COM-CONNECT LLC	24,875.00
Groups Meetings	EXPO ATLANTA	1,000.00
Sports Tourism	FAMILY GOLF WEEK	(12,985.50)
General Consumer Promotion	MANN TRAVELS	465.28
International Tourism- China	SYNTRANS CHINESE COMMUNICATION CONSULTING	325.00
Sports Tourism	FAMILY GOLF WEEK	5,164.00
Public Relations	CULINARY TOURISM PROGRAM	19.69
Public Relations	PR PROMO ITEMS	674.54
Video Production	BATTLE STRATEGIES LLC	300.00
Print Adv	DIRECTORY ADVERTISING	305.00
Sports Tourism	MDA CONSULTING	3,181.26
Co-op- billboards	THE BRANDON AGENCY	1,988.23
Video Production	VIDEO SHOOT	6.99
General Consumer Promotion	DARLINGTON RACE PROMOTION	28.85
Group Adv- mag	GROUP TOUR, GROUP TRAVEL, TEACH AND TRAVEL, MEETING FOCUS	9,457.81
Ad Design	ITUNES	3.59
General Consumer Promotion	KENTUCKY MOTORSPEEDWAY PROMO	14,720.00

Public Relations	FAHLGREN MORTINE	27,420.59
Website	SIMPLEVIEW LLC	1,350.00
International Tourism- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	10,000.00
Website	VISUAL DESTINATIONS LLC	585.00
Group Tour	FAM TOUR	382.95
Group Tour	FAM TOUR	43.00
Group Tour	FAM TOUR	2.00
Groups- International Canada	TORONTO SALES/PR MISSION	1,000.00
Groups- International Canada	TORONTO SALES/PR MISSION	500.00
Groups- International Canada	TORONTO SALES/PR MISSION	750.00
Groups- International Canada	TORONTO SALES/PR MISSION	500.00
SMERF Promotion	MHD SERVICES	3,000.00
Sports Tourism	MDA CONSULTING	9,000.00
Inquiry Fulfillment- Intl	ENVOY NETWORK INC	1,259.35
Groups Promo	PR PROMO ITEMS	1,500.00
Groups Meetings	INCENTIVE TRAVEL, MEETINGS AND	79.00
General Consumer Promotion	KENTUCKY MOTORSPEDWAY	497.49
	PROMO	
General Consumer Promotion	MANN TRAVELS	516.82
General Consumer Promotion	MANN TRAVELS	533.42
General Consumer Promotion	MANN TRAVELS	687.01
General Consumer Promotion	DARLINGTON RACE PROMOTION	483.36
Inquiry Fulfillment	UPS	9.87
Inquiry Fulfillment	UPS	250.17
Inquiry Fulfillment	UPS	939.91
Inquiry Fulfillment- Intl	UPS	79.52
Photography	PHOTOGRAPHY	16.15
Inquiry Fulfillment	PITNEY BOWES	92.69
Inquiry Fulfillment	PITNEY BOWES	0.97
Inquiry Fulfillment	PITNEY BOWES	226.67
Inquiry Fulfillment	PITNEY BOWES	46.08
Public Relations	MEDIA VISIT	99.53
Public Relations	MEDIA VISIT	561.10
Public Relations	MEDIA VISIT	5.75
Public Relations	MEDIA VISIT	14.70
Public Relations	MEDIA VISIT	280.55
Groups- International Canada	TORONTO SALES/PR MISSION	389.23
Groups Meetings	WORLD TRAVEL MARKETPLACE	2,075.00
Groups Meetings	M&C INTERACT	41.40
Groups Meetings	TORONTO SALES/PR MISSION	855.98
Groups Meetings	M&C INTERACT	11.86
Groups Meetings	MEETINGS PROFESSIONAL	16.20
	INTERNATIONAL	
Groups Meetings	MEETINGS PROFESSIONAL	113.00
	INTERNATIONAL	
Ad Design	PHOTOGRAPHY	54.32
Groups Meetings	MEETINGS PROFESSIONAL	6.81
	INTERNATIONAL	
Groups Meetings	MEETINGS PROFESSIONAL	48.15
	INTERNATIONAL	

Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	110.01
Groups Meetings	M&C INTERACT	42.00
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	46.00
Groups Meetings	CONNECT MARKETPLACE	2.49
Groups Meetings	M&C INTERACT	10.25
Groups Meetings	M&C INTERACT	233.20
Groups Meetings	DESTINATION MARKETING ASSOCIATION INTERNATIONAL CONV	9,000.00
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	36.36
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	29.89
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	655.86
Groups Meetings	CONNECT MARKETPLACE	20.19
Groups Meetings	TORONTO SALES/PR MISSION	56.42
Groups Meetings	CONNECT MARKETPLACE	80.36
Groups Meetings	M&C INTERACT	12.00
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	28.79
Groups Meetings	M&C INTERACT	106.84
Groups Meetings	SITE VISIT	80.26
Groups Meetings	M&C INTERACT	22.24
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	170.30
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	224.15
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	31.62
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	59.76
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	384.29
Groups Meetings	M&C INTERACT	15.13
Groups Meetings	M&C INTERACT	71.09
Groups Meetings	M&C INTERACT	36.90
Groups Meetings	M&C INTERACT	66.67
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	19.95
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	1,654.04
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	18.25
Groups Meetings	M&C INTERACT	11.00
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	50.90
Groups Meetings	M&C INTERACT	33.00
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	12.90



Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	9.35
Groups- International UK	UK SALES MISSION	237.53
Groups Meetings	TRAVEL SOUTH INTERNATIONAL	140.41
Groups- International UK	UK SALES MISSION	725.51
Inquiry Fulfillment- Intl	SHIPNEX.COM	164.00
Sports Marketing	BELK COLLEGE KICKOFF PROMO	712.24
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	25.00
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	7.14
Group Tour	SALES BLITZ- GA AND FL	2,688.04
Group Tour	SALES BLITZ- GA AND FL	6.83
Group Tour	FAM TOUR	67.35
Group Tour	SALES BLITZ- GA AND FL	2.75
Group Tour	FAM TOUR	82.30
Group Tour	SALES BLITZ- GA AND FL	842.24
Group Tour	SALES BLITZ- GA AND FL	2.00
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	1,053.04
Group Tour	SALES BLITZ- GA AND FL	58.83
Group Tour	SALES BLITZ- GA AND FL	44.67
Group Tour	SALES BLITZ- GA AND FL	11.95
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	26.80
Group Tour	SALES BLITZ- GA AND FL	22.30
Group Tour	SALES BLITZ- GA AND FL	4.31
Group Tour	SALES BLITZ- GA AND FL	21.26
Group Tour	SALES BLITZ- GA AND FL	642.04
Group Tour	SALES BLITZ- GA AND FL	37.75
Group Tour	SALES BLITZ- GA AND FL	34.00
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	8.76
Group Tour	SALES BLITZ- GA AND FL	90.60
Group Tour	SALES BLITZ- GA AND FL	2,254.35
Group Tour	SALES BLITZ- GA AND FL	889.76
Group Tour	SALES BLITZ- GA AND FL	13.60
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	25.00
Group Tour	SALES BLITZ- GA AND FL	10.59
Groups Meetings	TORONTO SALES/PR MISSION	429.90
Web Hosting	GODADDY	1,290.76
Internet	PATLIVE	345.50
Internet Promotion	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
Groups Meetings	EXPO ATLANTA	5.60
Groups Meetings	SITE VISIT	430.31
Groups Meetings	CONNECT MARKETPLACE	30.00
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	10.69
Groups Meetings	CONNECT MARKETPLACE	4.80
Groups Meetings	CONNECT MARKETPLACE	53.98

Groups Meetings	CONNECT MARKETPLACE	18.08
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	863.59
Groups Meetings	SHRINERS	5.29
Groups Meetings	EXPO ATLANTA	45.00
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	28.45
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	8.00
Groups Meetings	CONNECT MARKETPLACE	27.28
Groups Meetings	CONNECT MARKETPLACE	7.26
Groups Meetings	CONNECT MARKETPLACE	40.71
Groups Meetings	SUNWAY CHARTERS & TOURS	2,700.00
Groups Meetings	CONNECT MARKETPLACE	25.00
Groups Meetings	CONNECT MARKETPLACE	25.00
Research Tourism	MANDALA RESEARCH	77.90
Research Visitor	NSIGHT	6,500.00
Public Relations	CULINARY TOURISM PROGRAM	73.78
Public Relations	KENTUCKY MOTORSPEDWAY PROMO	90.62
Public Relations	TORONTO SALES/PR MISSION	19.85
Public Relations	TORONTO SALES/PR MISSION	27.54
Public Relations	KENTUCKY MOTORSPEDWAY PROMO	71.76
Public Relations	KENTUCKY MOTORSPEDWAY PROMO	108.20
Public Relations	CULINARY TOURISM PROGRAM	1.84
Public Relations	60 MORE DAYS CAMPIAGN	39.94
Public Relations	KENTUCKY MOTORSPEDWAY PROMO	11.21
Public Relations	TORONTO SALES/PR MISSION	31.16
Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	237.00
Groups Meetings	SITE VISIT	1,266.14
SMERF Promotion	MHD SERVICES	3,000.00
Sports Marketing	SPIKES PROMOTION	50.00
Sports Marketing	SPIKES PROMOTION	1,039.70
Group Adv- mag	MEETINGS PROFESSIONAL INTERNATIONAL, ONTARIO MOTORCOACH, SPORTS EVENTS, AMERICAN BUS ASSOCIATION, SELECT TRAVELER, TRAVEL SOLUTIONS BY DESIGN CORP	10,730.25
Groups- International Canada		10,000.00
Inquiry Fulfillment	PITNEY BOWES	0.92
Inquiry Fulfillment	PITNEY BOWES	32.39
Inquiry Fulfillment	UPS	396.29
Groups Meetings	INTERNATIONAL ASSOC GOLF TOUR OPERATORS	2,089.00
Groups Meetings	SITE VISIT	144.24
Groups Meetings	SITE VISIT	54.73
Groups Meetings	M&C INTERACT	545.10

Sports Marketing	SPIKES PROMOTION	577.70
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	21.37
Public Relations	CULINARY TOURISM PROGRAM	22.24
Public Relations	JOHN BOY AND BILLY PROMO	82.65
Public Relations	CAROLINA COUNTRY MUSIC FEST	2.48
Public Relations	CAROLINA COUNTRY MUSIC FEST	27.48
Research- Survey Postcards	INLET PRINTING CO	7,047.60
Sports Tourism	MDA CONSULTING	9,000.00
Groups- International Canada	TRAVEL SOLUTIONS BY DESIGN CORP	6,512.48
General Consumer Promotion	MANN TRAVELS	652.10
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	25.00
Inquiry Fulfillment- Intl	ENVOY NETWORK INC	502.10
Inquiry Fulfillment	PITNEY BOWES	6.73
Public Relations	PR PROMO	3.68
Groups Meetings	CONNECT MARKETPLACE	717.00
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	62.40
Groups Meetings	TRAVEL SOUTH INTERNATIONAL	2,390.00
Sports Marketing	SPIKES PROMOTION	123.69
Sports Marketing	SPIKES PROMOTION	10.54
Group Tour	SALES BLITZ- GA AND FL	1,782.08
Public Relations	THE WEATHER CHANNEL PROMO	4.60
Public Relations	KENTUCKY MOTORSPEDWAY PROMO	359.61
Public Relations	KENTUCKY MOTORSPEDWAY PROMO	310.04
Public Relations	60 MORE DAYS CAMPIAGN	7,447.03
Public Relations	PR PROMO ITEMS	285.12
General Consumer Promotion	MANN TRAVELS	566.32
Video Production	BATTLE STRATEGIES LLC	4,959.00
Video Production	SALT DIGITAL	3,564.00
Sports Tourism	CONNECT SPORTS MARKETPLACE	10,000.00
Public Relations	FAHLGREN MORTINE	19,887.52
Internet Advertising	SEARCH MARKETING	86,869.25
Internet Advertising	DISPLAY ADVERTISING	62,170.11
Internet Advertising	VIDEO ADVERTISING	60,422.00
Internet Advertising	EMAIL MARKETING	3,693.93
Internet Advertising	SOCIAL MEDIA MARKEITNG	10,175.09
Internet Advertising	MOBILE MARKETING	8,468.06
Internet Advertising	OTHER	1,671.79
Co-op- billboards	THE BRANDON AGENCY	1,282.35
General Consumer Promotion	VACATION PROMOTION GIVEAWAYS	4,500.00
Inquiry Fulfillment	UPS	69.19
Groups Meetings	CONNECT MARKETPLACE	24.62
Groups Meetings	TORONTO SALES/PR MISSION	5.19
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	3.00
Groups Meetings	CONNECT MARKETPLACE	39.02
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	26.95

Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	53.11
Groups Meetings	M&C INTERACT	132.65
Groups Meetings	M&C INTERACT	7.75
Groups Meetings	UK SALES MISSION	3,345.00
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	34.36
Group Tour	SALES BLITZ- GA AND FL	23.88
Group Tour	SALES BLITZ- GA AND FL	19.50
Group Tour	SALES BLITZ- GA AND FL	5.19
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	3.50
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	2.65
Groups Meetings	EXPO ATLANTA	75.00
Groups Meetings	CONNECT MARKETPLACE	1,014.59
Public Relations	60 MORE DAYS CAMPIAGN	70.79
Public Relations	KENTUCKY MOTORSPEDWAY PROMO	10.95
Public Relations	KENTUCKY MOTORSPEDWAY PROMO	30.19
Public Relations	CULINARY TOURISM PROGRAM	57.87
Groups- International Canada	KIMBERLY HARTLEY	1,500.00
Online Promotion	ADOBE SYSTEMS INC	2,007.67
General Consumer Promotion	MANN TRAVELS	729.19
Adv- print	DIRECTORY ADVERTISING	305.00
Sports Tourism	MDA CONSULTING	9,000.00
Inquiry Fulfillment	UPS	1,297.95
Groups Meetings	INTERNATIONAL POW WOW	42.21
Groups Meetings	COLLABORATE MARKETPLACE	847.86
Groups Meetings	COLLABORATE MARKETPLACE	934.57
Groups Meetings	COLLABORATE MARKETPLACE	10.58
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	4.18
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	11.63
Group Tour	BOOMERS IN GROUPS CONFERENCE	530.20
Public Relations	JOHN BOY AND BILLY PROMO	11.21
Public Relations	PR PROMO ITEMS	441.60
Public Relations	MEDIA VISIT	134.69
Groups Meetings	INCENTIVES, BUSINESS TRAVEL AND MEETINGS EXPO	15.20
Print Adv	DIRECTORY ADVERTISING	305.00
General Consumer Promotion	MANN TRAVELS	689.26
General Consumer Promotion	MANN TRAVELS	587.48
General Consumer Promotion	MANN TRAVELS	625.76
Groups- International Canada	TRAVEL SOLUTIONS BY DESIGN CORP	470.29
Sports Tourism	MDA CONSULTING	5,519.33
Group Adv- mag	SPORTS TRAVEL, SPORTS EVENTS	8,345.36
Website	SIMPLEVIEW LLC	1,350.00
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	60.40

Groups Meetings	INCENTIVE TRAVEL, MEETINGS AND	880.20
Groups Meetings	WORLD TRAVEL MARKETPLACE	317.70
Groups Meetings	MEETINGS PROFESSIONAL INTERNATIONAL	9,880.00
Sports Marketing	SPIKES PROMOTION	13.45
Public Relations	KENTUCKY MOTOR SPEEDWAY PROMO	10.22
Public Relations	THE WEATHER CHANNEL PROMO	589.99
Public Relations	KENTUCKY MOTOR SPEEDWAY PROMO	34.05
Television	CORINTHIAN MEDIA, INC.	3,468.90
Group Adv- internet	GOOGLE INC.	16,357.35
Group Adv- internet	GOOGLE INC.	2,827.11
Groups Meetings	SOUTH ATLANTIC SHRINE ASSOCIATION	665.14
General Consumer Promotion	MANN TRAVELS	1,128.73
General Consumer Promotion	MANN TRAVELS	535.72
Sports Marketing	DARLINGTON RACE PROMOTION	322.00
Sports Tourism	MDA CONSULTING	126.85
Sports Marketing	BELK COLLEGE KICKOFF PROMO	49.56
Groups Meetings	MEETINGS AND CONVENTIONS, SUCCESSFUL MEETINGS	4,836.00
Groups Meetings	TORONTO SALES/PR MISSION	839.40
Inquiry Fulfillment	UPS	213.81
Inquiry Fulfillment	US POSTAL SERVICE	1,139.16
Public Relations	MEDIA VISIT	1.90
Groups Meetings	CONNECT MARKETPLACE	8.64
Groups Meetings	M&C INTERACT	55.32
Groups Meetings	CONNECT MARKETPLACE	53.08
Groups Meetings	TORONTO SALES/PR MISSION	699.05
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	6.85
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	6.38
Groups Meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	50.00
Groups Meetings	CONNECT MARKETPLACE	4.98
Groups Meetings	SITE VISIT	173.09
Groups Meetings	CONNECT MARKETPLACE	20.89
Groups Meetings	CONNECT MARKETPLACE	13.48
Public Relations	TORONTO SALES/PR MISSION	22.84
Public Relations	MEDIA VISIT	299.00
Online	GOOGLE, GO DADDY	4,880.29
Golf-TV	BRANDON AGENCY- BALTIMORE	116.47
Golf-TV	BRANDON AGENCY- COLUMBUS	3,951.99
Golf-TV	BRANDON AGENCY- CHICAGO	7,357.77
Golf-TV	BRANDON AGENCY- PHILLY	8,120.86
Golf-TV	BRANDON AGENCY- NY	9,197.21
Golf-TV	BRANDON AGENCY- NEW ENGLAND	7,590.71
Golf-TV	BRANDON AGENCY- DC	7,039.68
Golf-TV	BRANDON AGENCY- CINICNATI	2,731.05
Golf-TV	BRANDON AGENCY- CLEVELAND	1,513.32

Golf-TV	BRANDON AGENCY- TORONTO	10,544.56
Golf-TV	BRANDON AGENCY- CANADA	5,197.50
Golf-Interactive -email	BRANDON AGENCY	2,147.96
Golf-Interactive - Video	BRANDON AGENCY	4,725.00
Golf-Interactive	BRANDON AGENCY	27,031.06
Golf-Interactive - Web Hosting	BRANDON AGENCY	1,915.84
Golf-Interactive - Social Media	BRANDON AGENCY	1,449.04
Magazine Print & Online Elements	GOLF DIGEST- VIA BRANDON AGENCY	750.00
Magazine Print & Online Elements	GOLF MAGAZINE-VIA BRANDON	15,120.00
Print - Magazine	BRANDON AGENCY	10,683.23
Print - Newspaper	BRANDON AGENCY	8,904.54
Golf -Radio	BRANDON AGENCY- TORONTO	6,907.95
Golf -Radio	BRANDON AGENCY- BALTIMORE	20,047.51
Golf -Radio	BRANDON AGENCY-CHICAGO	4,289.36
Golf -Radio	BRANDON AGENCY- COLUMBUS	8,418.06
Golf -Radio	BRANDON AGENCY- CINICNNATI	1,718.96
Golf -Radio	CAPSTAR RADIO- ESPN	19,448.10
Golf -Radio	TL GOLF SERVICES	5,819.48
Brand Research	SPORTS & LEISURE RESEARCH GROUP	27,851.17
Event Administration	EVENT ADMINISTRATION	249.48
TV/Radio	BRANDON AGENCY- ESPN PROMO	172,022.00
Print/Online Elements	WORLD AM PROMO	17,259.86
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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.**