

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q2 2016 1% TDF REPORT

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Television Advertising	CORINTHIAN MEDIA, INC.	26,807.25
Television Advertising	BROADCAST BUYING SERVICES, INC.	4,073.40
Group Promo Items	PROFORMA GRAPHIC CONCEPTS	3,077.79
General Consumer Promotion	MANN TRAVELS	617.22
Email Marketing	EXACT TARGET	8,857.95
Billboards- co-op	THE BRANDON AGENCY	1,154.12
Inquiry Fulfillment	COM-CONNECT LLC	23,058.00
General Consumer Promotion	MANN TRAVELS	609.62
General Consumer Promotion	MANN TRAVELS	474.68
General Consumer Promotion	WESTJET	4,500.00
General Consumer Promotion	MANN TRAVELS	1,066.77
Research	D.K. SHIFFLET & ASSOC. LTD.	8,118.00
Video Production	BATTLE STRATEGIES LLC	5,229.00
Website	VISUAL DESTINATIONS LLC	6,759.38
Billboards- co-op	THE BRANDON AGENCY	1,154.12
Groups- Meetings	MAM FAM	736.96
General Consumer Promotion	MANN TRAVELS	797.56
Inquiry Fulfillment- Golf	SPRINGER PRESS LLC	6,219.24
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
Group Promo Items	PROFORMA GRAPHIC CONCEPTS	1,070.79
International Promo- China	SYNTRANS CHINESE COMMUNICATION CONSULTING	3,655.80
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	27.84
International Promo- Can	MEDIA VISIT	66.38
General Consumer Promotion	MANN TRAVELS	507.15
Group Adv - internet	NORTHSTAR TRAVEL MEDIA	3,720.00
International Promo	BRAND USA	186,000.00
Group Adv- print	CONNECT SPORTS	4,500.00
Online Promo	ADOBE SYSTEMS INC	2,007.67
Online Promo	ADOBE SYSTEMS INC	2,007.67
Online Promo	ADOBE SYSTEMS INC	2,007.67
International Promo- Can	OUTDOOR ADVERTISING	1,350.00
Sports Tourism	MINI MARATHON PROMOTION	6,825.00
Group Adv- print	GROUP TOUR MEDIA INC	3,408.30
Group Adv- print	SPORTS TRAVEL	3,019.50
Group Adv- print	SPORTS EVENTS MAGAZINE	2,245.66
Group Adv- print	ONTARIO MOTOR COACH ASSOCIATION	1,386.66
Group Adv - internet	GOOGLE INC.	3,174.30
Group Adv - internet	GOOGLE INC.	12,028.02
Internet Advertising	SEARCH MARKETING	388,174.75

Internet Advertising	DISPLAY ADVERTISING	365,914.40
Internet Advertising	VIDEO ADVERTISING	83,928.58
Internet Advertising	EMAIL MARKETING	34,263.00
Internet Advertising	SOCIAL MEDIA MARKEITNG	152,650.36
Internet Advertising	MOBILE MARKETING	29,779.20
Internet Advertising	OTHER	3,916.66
Public Funding Sources	TRAVEL SOUTH	271.28
Public Funding Sources	TRAVEL ALLIANCE PARTNERSHIP	9.00
Public Funding Sources	FAM TOUR	25.20
Television Advertising	CORINTHIAN MEDIA, INC.	383,325.76
Public Relations	FAHLGREN MORTINE	47,434.73
Public Relations	FAHLGREN MORTINE	6,716.25
GEneral Consumer Promotion	MANN TRAVELS	506.57
GEneral Consumer Promotion	MANN TRAVELS	323.29
Public Funding Sources	MDA CONSULTING	8,343.00
SMERF Promo	MHD SERVICES	2,808.00
Groups- Meetings	MAM FAM	4.19
Groups- Meetings	MAM FAM	4.50
Groups- Meetings	MAM FAM	11.96
Groups- Meetings	MAM FAM	345.64
Group Tour Promotion	GREENWOOD TRAVEL & CRUISE EXPO	123.75
SPorts Tourism	MULTIVIEW INC	3,478.20
Video Production	BATTLE STRATEGIES LLC	2,970.00
sports Tourism	MDA CONSULTING	3,105.95
Inquiry Fulfillment	ENVOY NETWORK INC	834.26
Billboards- co-op	THE BRANDON AGENCY	1,154.12
GEneral Consumer Promotion	DIRECTORY ADVERTISING	274.50
GEneral Consumer Promotion	MANN TRAVELS	499.50
GEneral Consumer Promotion	MANN TRAVELS	499.50
Website	SIMPLEVIEW LLC	1,350.00
Groups- Meetings	MEETINGS AND CONVENTIONS	6,510.00
Website	SIMPLEVIEW LLC	8,637.30
Public Relations	FAHLGREN MORTINE	3,070.50
Public Relations	FAHLGREN MORTINE	15,249.00
Public Relations	FAHLGREN MORTINE	310.50
Website	SIMPLEVIEW LLC	900.00
General Consumer Promotion	MANN TRAVELS	859.50
General Consumer Promotion	MIPM	1,024.01
General Consumer Promotion	ABC PILOT	176.65
Sports Marketing	BASKETBALL TOURNAMENT PROMOTIONS	2,011.25
Groups- Meetings	AKA FRATERNITY	55.94
Research	DESTINATION MARKETING ASSOCIATION INTERNATIONAL	156.57
Inquiry Fulfillment	UPS	38.67
Inquiry Fulfillment	UPS	154.92

Inquiry Fulfillment	UPS	191.17
Inquiry Fulfillment	UPS	1,453.54
Inquiry Fulfillment	UPS	128.77
Inquiry Fulfillment	UPS	128.77
Inquiry Fulfillment	PITNEY BOWES	271.75
Inquiry Fulfillment	PITNEY BOWES	61.30
Inquiry Fulfillment	US POSTAL SERVICE	1,810.31
Groups- Meetings	MAM FAM	547.38
Groups- Meetings	MAM FAM	349.38
Groups- Meetings	MAM FAM	385.38
Groups- Meetings	MAM FAM	488.88
Groups- Meetings	MAM FAM	430.38
Groups- Meetings	MAM FAM	23.71
Groups- Meetings	MAM FAM	57.41
Groups- Meetings	MAM FAM	548.30
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	36.91
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	46.24
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	680.00
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	16.14
Groups- Meetings	SPINNAKER DME	282.18
Groups- Meetings	SPINNAKER DME	165.20
Groups- Meetings	MAM FAM	433.08
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	20.24
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	8.91
Groups- Meetings	SPINNAKER DME	46.72
Groups- Meetings	SPINNAKER DME	3.89
Groups- Meetings	SPINNAKER DME	112.90
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	9,450.00
Groups- Meetings	MAM FAM	19.71
Groups- Meetings	SITE VISIT	105.41
Groups- Meetings	SITE VISIT	39.60
Groups- Meetings	SITE VISIT	24.30
Groups- Meetings	SPINNAKER DME	62.37
Groups- Meetings	INCENTIVE TRAVEL, MEETINGS AND EVENTS EXPO	250.99
Groups- Meetings	INCENTIVE TRAVEL, MEETINGS AND EVENTS EXPO	250.99
Groups- Meetings	INDEPENDENT PLANNER EDUCATIONAL CONFERENCE	31.05
Public Relations	DC PRESS TRIP	890.74
Public Relations	DC PRESS TRIP	23.00

Public Relations	DC PRESS TRIP	23.00
Groups- Meetings	SPINNAKER DME	14.18
Public Relations	DC PRESS TRIP	59.62
International Promo- Can	TRIP GIVEAWAYS	60.30
Groups- Meetings	SITE VISIT	9.00
International Promo- Can	TRIP GIVEAWAYS	69.30
Public Relations	DC PRESS TRIP	22.91
Public Relations	DC PRESS TRIP	1,281.07
International Promo- Can	TRIP GIVEAWAYS	96.71
Sports Marketing	MAC & OVC BASKETBALL CHAMPIONSHIPS	44.68
Sports Marketing	MAC & OVC BASKETBALL CHAMPIONSHIPS	27.91
Sports Marketing	BASKETBALL TOURNAMENT PROMOTIONS	38.87
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	7.52
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	7.32
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	8.58
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	1,547.27
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	194.79
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	6.16
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	63.14
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	45.18
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	583.43
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	8.80
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	650.54
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	35.70
Sports Marketing	BASKETBALL TOURNAMENT PROMOTIONS	136.23
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	14.09
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	58.28
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	54.90
Sports Marketing	BASKETBALL TOURNAMENT PROMOTIONS	97.20
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	9.78
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	668.86
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	4.11
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	5.16
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	10.79
Public Relations	MEDIA VISIT	27.61
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	11.15
Sports Marketing	MAC BASKETBALL CHAMPIONSHIPS	18.81
Sports Marketing	OVC BASKETBALL CHAMPIONSHIPS	8.56
Public Relations	MEDIA VISIT	31.74
Sports Marketing	A-10 BASKETBALL CHAMPIONSHIPS	135.49
Group Tour Promotion	TRAVEL SOUTH	181.13
Group Tour Promotion	TRAVEL SOUTH	63.90
Group Tour Promotion	TRAVEL SOUTH	748.23
Group Tour Promotion	TRAVEL SOUTH	79.34
Group Tour Promotion	HOLIDAY FANTASEA	1,864.01

Group Tour Promotion	TRAVEL SOUTH	30.43
Group Tour Promotion	TRAVEL SOUTH	161.34
Group Tour Promotion	TRAVEL SOUTH	167.60
Group Tour Promotion	TRAVEL SOUTH	34.77
Group Tour Promotion	ONTARIO MOTOR COACH ASSOCIATION	4,500.00
Groups- Meetings	GROUP PROMO ITEMS	392.37
Group Tour Promotion	TRAVEL SOUTH	392.37
Group Tour Promotion	TRAVEL ALLIANCE PARTNERSHIP	289.53
Group Tour Promotion	TRAVEL SOUTH	1,375.70
Group Tour Promotion	TRAVEL SOUTH	31.03
Group Adv - internet	BING	6,510.00
Internet	PATLIVE	374.85
Internet Promotion	RAFFLECOPTER.COM	53.99
Web hosting	TULSA CONNECT	744.30
Groups- Meetings	MAM FAM	439.38
Groups- Meetings	MAM FAM	511.38
Groups- Meetings	MAM FAM	340.38
Groups- Meetings	MAM FAM	266.58
Groups- Meetings	MAM FAM	388.08
Groups- Meetings	AKA FRATERNITY	372.60
Groups- Meetings	MAM FAM	232.88
Groups- Meetings	AKA FRATERNITY	269.35
Group Tour Promotion	GROUP PROMO ITEMS	71.41
Groups- Meetings	INTERNATIONAL TOURISM BOURSE	187.92
Groups- Meetings	MAM FAM	2,771.22
Groups- Meetings	AKA FRATERNITY	2.04
Groups- Meetings	AKA FRATERNITY	16.03
Groups- Meetings	MAM FAM	294.48
Public Relations	DC PRESS TRIP	890.74
Public Relations	DC PRESS TRIP	11.02
Public Relations	DC PRESS TRIP	23.00
Public Relations	DC PRESS TRIP	23.00
Public Relations	MEDIA VISIT	23.02
Public Relations	DC PRESS TRIP	29.02
Public Relations	DC PRESS TRIP	92.32
Public Relations	DC PRESS TRIP	11.50
Public Relations	MEDIA VISIT	1,510.32
Public Relations	MEDIA VISIT	27.60
Public Relations	MEDIA VISIT	2,693.15
Public Relations	DC PRESS TRIP	6.44
Public Relations	DC PRESS TRIP	63.01
Public Relations	MEDIA VISIT	100.97
Public Relations	DC PRESS TRIP	14.20
Public Relations	MEDIA VISIT	28.00
Public Relations	MEDIA VISIT	35.48

Public Relations	MEDIA VISIT	37.58
Public Relations	DC PRESS TRIP	20.10
Public Relations	DC PRESS TRIP	42.84
Public Relations	DC PRESS TRIP	12.79
Public Relations	DC PRESS TRIP	395.93
Public Relations	MEDIA VISIT	39.90
Public Relations	MEDIA VISIT	29.55
Public Relations	PR STRATEGY MEETING	105.25
Public Relations	PR STRATEGY MEETING	46.77
Public Relations	MEDIA VISIT	97.47
Public Relations	DC PRESS TRIP	43.45
Public Relations	MEDIA VISIT	1,566.65
Public Relations	MEDIA VISIT	172.94
Public Relations	MEDIA VISIT	53.88
Public Relations	DC PRESS TRIP	28.99
Public Relations	DC PRESS TRIP	19.32
Public Relations	DC PRESS TRIP	25.94
Public Relations	DC PRESS TRIP	9.71
Public Relations	DC PRESS TRIP	52.35
Public Relations	DC PRESS TRIP	65.69
Public Relations	MEDIA VISIT	106.33
Public Relations	DC PRESS TRIP	1,765.05
Public Relations	MEDIA VISIT	844.42
Public Relations	DC PRESS TRIP	12.54
Inquiry Fulfillment	COM-CONNECT	23,058.00
Email Marketing	EXACT TARGET	8,857.95
Television Advertising	BROADCAST BUYING SERVICES, INC.	16,293.60
Television Advertising	CORINTHIAN MEDIA, INC.	976.50
Group Adv- print	TEACH AND TRAVEL	3,618.63
General Consumer Promotion	MANN TRAVELS	585.79
General Consumer Promotion	MANN TRAVELS	524.45
General Consumer Promotion	MANN TRAVELS	603.74
General Consumer Promotion	MANN TRAVELS	524.45
Groups- Meetings	INTERNATIONAL POW WOW	1,800.00
Public Relations	ATLANTA PRESS TRIP	52.84
Sports Marketing	DARLINGTON RACE	33,750.00
Sports Tourism	FAMILY GOLF WEEK	6,480.00
Sports Tourism	FAMILY GOLF WEEK	7,497.00
Sports Tourism	FAMILY GOLF WEEK	6,073.83
Video Production	BATTLE STRATEGIES LLC	405.00
REgional Advertising	TOURISM WEEK PROMOTION	39.56
Public Relations	MEDIA VISIT	192.74
General Consumer Promotion	MANN TRAVELS	1,218.60
SMERF Promo	ENVENTS LLC	351.00
Website	VISUAL DESTINATIONS LLC	6,759.38

Research	SC DEPT. OF PARKS, REC. & TOURISM	2,255.00
Public Relations	TOURISM WEEK PROMOTION	92.00
Internet Advertising	SEARCH MARKETING	449,202.20
Internet Advertising	DISPLAY ADVERTISING	430,417.85
Internet Advertising	VIDEO ADVERTISING	82,605.60
Internet Advertising	EMAIL MARKETING	41,570.10
Internet Advertising	SOCIAL MEDIA MARKEITNG	233,442.00
Internet Advertising	MOBILE MARKETING	35,229.15
Internet Advertising	OTHER	4,125.00
SMERF Promo	SITE VISIT	286.74
SMERF Promo	SITE VISIT	776.25
General Consumer Promotion	TRIP GIVEAWAYS	452.53
GEneral Consumer Promotion	MANN TRAVELS	790.18
Sports Tourism	FAMILY GOLF WEEK	1,080.00
Research	COASTAL CAROLINA UNIVERSITY	17,710.00
Sports Marketing	COASTAL CAROLINA UNIVERSITY	34,650.00
Public Relations	TOURISM WEEK PROMOTION	933.75
General Consumer Promotion	MANN TRAVELS	508.03
Group Promo Items	GROUP PROMO ITEMS	3,170.07
Groups- Meetings	ENVENTS LLC	994.50
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	330.19
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	34.58
Group Adv- print	SELECT TRAVELER	1,800.00
Group Adv- print	GROUP TRAVEL LEADER	2,700.00
Sports Tourism	MINI MARATHON PROMOTION	7,312.50
Internet Promotion	WEB CAM	3,240.00
Event Promotion	CAROLINA COUNTRY MUSIC FESTIVAL PROMOTION	972.00
Group Adv - internet	GOOGLE INC.	14,270.47
Group Adv - internet	GOOGLE INC.	2,466.86
Group Adv- print	MEETING PROFESSIONAL INT'L	6,390.00
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	1,478.56
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	2,483.07
Video Production	MOTHERSHIP IMAGING, LLC	7,200.00
Television Advertising	CORINTHIAN MEDIA, INC.	1,072,660.40
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
General Consumer Promotion	MANN TRAVELS	524.70
Sports Tourism	MDA CONSULTING	5,313.74
Sports Tourism	FAMILY GOLF WEEK	2,700.00
Public Relations	MEDIA VISIT	30.82
Public Relations	ATLANTA PRESS TRIP	14.74
Group Adv- print	SPORTS TRAVEL	3,019.50
Group Adv- print	CAROLINA FIRE RESCUE EMS JOURNAL	675.00
Sports Marketing	KENTUCKY MOTORSPEDWAY PROMO	135,000.00
Internet Advertising	WMBFNEWS.COM	871.54

Public Relations	ATLANTA PRESS TRIP	1,840.00
Groups- Meetings	MEETINGMAX	900.00
Groups- Meetings	ENVENTS LLC	1,536.00
Sports Tourism	MDA CONSULTING	8,343.00
SMERF Promo	MHD SERVICES	2,808.00
General Consumer Promotion	MANN TRAVELS	1,251.56
General Consumer Promotion	MANN TRAVELS	499.50
General Consumer Promotion	MANN TRAVELS	736.15
General Consumer Promotion	MANN TRAVELS	1,233.00
General Consumer Promotion	MANN TRAVELS	1,332.36
Group Tour Promotion	MEDIA VISIT	67.50
Public Relations	MEDIA VISIT	78.20
Video Production	VISUAL DESTINATIONS LLC	360.00
Group Adv- print	SUCCESSFUL MEETINGS	4,680.00
Video Production	BATTLE STRATEGIES LLC	2,970.00
Video Production	BATTLE STRATEGIES LLC	1,980.00
Website	SIMPLEVIEW LLC	1,350.00
Public Relations	FAHLGREN MORTINE	15,249.00
Public Relations	FAHLGREN MORTINE	6,040.41
Public Relations	FAHLGREN MORTINE	2,760.00
Public Relations	FAHLGREN MORTINE	1,104.00
Public Relations	FAHLGREN MORTINE	1,207.50
General Consumer Promotion	MANN TRAVELS	1,262.09
General Consumer Promotion	MANN TRAVELS	1,378.22
Public Relations	MEDIA VISIT	457.99
Print Advertising	DIRECTORY ADVERTISING	274.50
General Consumer Promotion	MANN TRAVELS	1,348.76
General Consumer Promotion	MANN TRAVELS	1,255.16
General Consumer Promotion	MANN TRAVELS	1,206.30
General Consumer Promotion	MANN TRAVELS	883.54
General Consumer Promotion	MANN TRAVELS	569.70
General Consumer Promotion	MANN TRAVELS	1,206.33
General Consumer Promotion	MANN TRAVELS	1,296.90
Inquiry Fulfillment- Int'l	ENVOY NETWORK INC	1,337.33
Groups- Meetings- midwestregion	SPINNAKER DME	1,980.00
Groups- Meetings- midwestregion	SPINNAKER DME	1,980.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	5,003.40
Television Advertising	CORINTHIAN MEDIA, INC.	627.75
Inquiry Fulfillment	COM-CONNECT LLC	23,058.00
Sports Tourism	FAMILY GOLF WEEK	3,240.00
Sports Tourism	FAMILY GOLF WEEK	810.00
Public Relations	ABC PILOT	146.39
Public Relations	MEDIA VISIT	373.47
General Consumer Promotion	TRIP GIVEAWAYS	8.06
General Consumer Promotion	TRIP GIVEAWAYS	324.00

Groups- Meetings	GLOBAL MEETINGS EVENT	4,777.15
Inquiry Fulfillment- Can	UPS	599.30
Inquiry Fulfillment	UPS	19.38
Inquiry Fulfillment	UPS	24.97
Inquiry Fulfillment - Groups	UPS	303.39
Inquiry Fulfillment	UPS	1,368.40
Inquiry Fulfillment- Int'l	UPS	84.73
Inquiry Fulfillment- Can	UPS	8.81
Inquiry Fulfillment- Can	UPS	124.17
Public Relations	PR PROMO ITEMS	6.62
Groups- Meetings	MAM FAM	178.16
Groups- Meetings	MAM FAM	33.70
Groups- Meetings	MEETINGS AND INCENTIVES	636.48
Groups- Meetings	MAM FAM	9.24
Public Relations	ABC PILOT	233.24
Groups- Meetings	MAM FAM	857.23
Groups- Meetings	MAM FAM	307.73
Groups- Meetings	MAM FAM	121.50
Groups- Meetings	MAM FAM	34.20
Groups- Meetings	MAM FAM	367.91
Groups- Meetings	MAM FAM	11.82
Groups- Meetings	MAM FAM	95.26
Groups- Meetings	MAM FAM	53.72
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	135.00
Groups- Meetings	MAM FAM	58.32
Groups- Meetings	MAM FAM	16.88
Public Relations	ABC PILOT	13.59
Groups- Meetings	MAM FAM	45.00
Groups- Meetings	SITE VISIT	13.52
Groups- Meetings	MEETINGS AND INCENTIVES	39.78
Groups- Meetings	MAM FAM	2,907.72
Groups- Meetings	INCENTIVE TRAVEL, MEETINGS AND EVENTS EXPO	250.99
Groups- Meetings	MAM FAM	50.35
Video Production	BRAND USA	102.19
Groups- Meetings	INTERNATIONAL ASSOCIATION OF GOLF TRAVEL PROFESSIONALS	37.51
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	33.90
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	26.85
Groups- Meetings	MEDIA VISIT	157.11
Groups- Meetings	MAM FAM	4.05
Video Production	BRAND USA	134.63
Public Relations	MEDIA VISIT	74.26
Public Relations	DC PRESS TRIP	471.04
Public Relations	MEDIA VISIT	36.74

Public Relations	MEDIA VISIT	27.60
Public Relations	ATLANTA PRESS TRIP	2,464.31
Public Relations	ATLANTA PRESS TRIP	36.80
Public Relations	ATLANTA PRESS TRIP	40.17
Public Relations	ATLANTA PRESS TRIP	165.60
Public Relations	ATLANTA PRESS TRIP	12.09
Public Relations	ATLANTA PRESS TRIP	9.20
Public Relations	ATLANTA PRESS TRIP	491.43
Public Relations	PR PROMOTION	2,759.82
Public Relations	DC PRESS TRIP	19.32
Public Relations	MEDIA VISIT	23.01
Public Relations	ATLANTA PRESS TRIP	825.57
Public Relations	ATLANTA PRESS TRIP	9.44
Public Relations	ATLANTA PRESS TRIP	38.18
Public Relations	ATLANTA PRESS TRIP	178.64
Sports Tourism	BASKETBALL TOURNAMENT PROMOTIONS	1,278.90
Public Relations	ATLANTA PRESS TRIP	52.99
Public Relations	ATLANTA PRESS TRIP	87.41
Public Relations	MEDIA VISIT	189.47
Public Relations	ATLANTA PRESS TRIP	53.54
Public Relations	TRAVEL ALLIANCE PARTNERSHIP	728.28
Group Promo Items	GROUP PROMO ITEMS	2,150.51
Group Tour Promotion	GROUP PROMO ITEMS	35.63
Group Tour Promotion	TRAVEL ALLIANCE PARTNERSHIP	69.26
Group Tour Promotion	GROUP PROMO ITEMS	423.79
Group Tour Promotion	SITE VISIT	865.74
Group Tour Promotion	TRAVEL SOUTH	2,645.59
Public Relations	PR PROMOTION	368.00
Group Tour Promotion	TRAVEL ALLIANCE PARTNERSHIP	324.50
Group Tour Promotion	GROUP SALES BLITZ	29.47
Group Tour Promotion	BOOMERS IN GROUPS	1,165.50
Research	EXPERIAN	4,264.16
Internet	PATLIVE	332.70
Internet Promotion	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
Public Relations	ATLANTA PRESS TRIP	8.05
Public Relations	ATLANTA PRESS TRIP	192.37
Public Relations	MEDIA VISIT	465.70
Public Relations	ATLANTA PRESS TRIP	14.12
Public Relations	MEDIA VISIT	11.69
Public Relations	ATLANTA PRESS TRIP	2.76
Public Relations	MEDIA VISIT	196.29
Public Relations	ATLANTA PRESS TRIP	7.55
Public Relations	MEDIA VISIT	102.63
Public Relations	ATLANTA PRESS TRIP	8.74

Public Relations	ATLANTA PRESS TRIP	3.87
Public Relations	ATLANTA PRESS TRIP	48.10
Public Relations	ATLANTA PRESS TRIP	24.84
Public Relations	ATLANTA PRESS TRIP	5.46
Public Relations	MEDIA VISIT	21.48
Public Relations	MEDIA VISIT	16.88
Public Relations	ATLANTA PRESS TRIP	458.25
Public Relations	MEDIA VISIT	1,907.71
Public Relations	ATLANTA PRESS TRIP	440.05
Public Relations	ATLANTA PRESS TRIP	5.84
Public Relations	ATLANTA PRESS TRIP	28.46
Public Relations	ATLANTA PRESS TRIP	22.42
Public Relations	ATLANTA PRESS TRIP	22.95
Public Relations	PR STRATEGY MEETING	23.80
Public Relations	MEDIA VISIT	59.52
Public Relations	MEDIA VISIT	10.90
Public Relations	ATLANTA PRESS TRIP	7.36
Public Relations	ATLANTA PRESS TRIP	4.60
Public Relations	TOURISM WEEK PROMOTION	2.04
Public Relations	MEDIA VISIT	1,300.14
Public Relations	PR STRATEGY MEETING	46.92
Public Relations	MEDIA VISIT	1,477.67
Public Relations	ATLANTA PRESS TRIP	44.97
Public Relations	TOURISM WEEK PROMOTION	10.67
Public Relations	TOURISM WEEK PROMOTION	6.25
Public Relations	MEDIA VISIT	107.75
Public Relations	MEDIA VISIT	1,303.99
Public Relations	ATLANTA PRESS TRIP	4.43
Public Relations	ATLANTA PRESS TRIP	25.76
Public Relations	MEDIA VISIT	48.31
Public Relations	ATLANTA PRESS TRIP	1,172.77
Public Relations	MEDIA VISIT	2,467.09
Public Relations	MEDIA VISIT	467.61
Public Relations	MEDIA VISIT	55.15
Public Relations	ATLANTA PRESS TRIP	4.43
Public Relations	ATLANTA PRESS TRIP	288.37
Public Relations	ATLANTA PRESS TRIP	103.00
Public Relations	MEDIA VISIT	114.70
Public Relations	MEDIA VISIT	151.84
Public Relations	MEDIA VISIT	23.51
Public Relations	MEDIA VISIT	373.47
Public Relations	MEDIA VISIT	799.41
Public Relations	MEDIA VISIT	457.10
Public Relations	MEDIA VISIT	101.21
Public Relations	MEDIA VISIT	218.04

Groups- Meetings	CONNECT	2,655.00
Groups- Meetings	MAM FAM	266.73
Public Relations	PR STRATEGY MEETING	3.68
General Consumer Promotion	TRIP GIVEAWAYS	2,250.00
Inquiry Fulfillment	PITNEY BOWES	0.42
Inquiry Fulfillment	PITNEY BOWES	118.29
Inquiry Fulfillment	PITNEY BOWES	32.61
Inquiry Fulfillment	US POSTAL SERVICE	1,778.74
Email Marketing	EXACT TARGET	8,857.95
Groups- Meetings	INTERNATIONAL TOURISM BOURSE	4,871.70
Groups- Meetings	INTERNATIONAL POW WOW	1,314.00
General Consumer Promotion	MANN TRAVELS	1,281.21
General Consumer Promotion	MANN TRAVELS	1,281.21
Billboards- co-op	THE BRANDON AGENCY	1,154.12
General Consumer Promotion	MANN TRAVELS	1,293.63
General Consumer Promotion	MANN TRAVELS	899.33
General Consumer Promotion	MANN TRAVELS	503.46
General Consumer Promotion	MANN TRAVELS	746.83
General Consumer Promotion	TRIP GIVEAWAYS	884.30
General Consumer Promotion	MANN TRAVELS	1,174.90
Group Adv - internet	MEETING PROFESSIONAL INT'L	3,255.00
Group Adv- print	GROUP TOUR MEDIA INC	4,802.40
Group Adv - internet	GOOGLE INC.	12,275.21
Group Adv - internet	GOOGLE INC.	2,004.27
Website	MEDIA COAST	2,818.13
Website	VISUAL DESTINATIONS LLC	6,759.38
Event Promotion	VISUAL DESTINATIONS LLC	450.00
Internet Advertising	SEARCH MARKETING	552,929.40
Internet Advertising	DISPLAY ADVERTISING	515,468.90
Internet Advertising	VIDEO ADVERTISING	81,565.40
Internet Advertising	EMAIL MARKETING	45,623.90
Internet Advertising	SOCIAL MEDIA MARKEITNG	233,563.40
Internet Advertising	MOBILE MARKETING	40,964.00
Internet Advertising	OTHER	4,083.32
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	2,369.53
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	671.33
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	351.74
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	706.23
General Consumer Promotion	MANN TRAVELS	560.70
General Consumer Promotion	MANN TRAVELS	800.10
SMERF Promo	MHD SERVICES	2,808.00
General Consumer Promotion	MANN TRAVELS	695.70
Public Relations	FAHLGREN MORTINE	337.50
Public Relations	FAHLGREN MORTINE	1,759.50
Public Relations	FAHLGREN MORTINE	2,173.50

Public Relations	FAHLGREN MORTINE	15,249.00
Public Relations	FAHLGREN MORTINE	9,302.27
Public Relations	FAHLGREN MORTINE	299.00
Website	SIMPLEVIEW LLC	1,350.00
General Consumer Promotion	MANN TRAVELS	1,462.22
SPorts Tourism	MDA CONSULTING	676.80
International Promo- Can	TRAVEL SOLUTIONS BY DESIGN CORP	9,000.00
Sports Tourism	MDA CONSULTING	8,343.00
Television Advertising	CORINTHIAN MEDIA, INC.	260,642.80
Video Production	VIDEO PRODUCTION	180.00
Sports Marketing	SUN BELT CONFERENCE INC	40,500.00
Research	SC DEPT. OF PARKS, REC. & TOURISM	9,020.00
General Consumer Promotion	MANN TRAVELS	901.12
General Consumer Promotion	MANN TRAVELS	1,265.92
General Consumer Promotion	MANN TRAVELS	1,192.91
General Consumer Promotion	MANN TRAVELS	1,268.80
General Consumer Promotion	MANN TRAVELS	670.50
General Consumer Promotion	MANN TRAVELS	1,358.22
Inquiry Fulfillment- Int'l	ENVOY NETWORK INC	1,251.75
Print Advertising	DIRECTORY ADVERTISING	274.50
General Consumer Promotion	TRIP GIVEAWAYS	3,375.00
General Consumer Promotion	TRIP GIVEAWAYS	45.00
General Consumer Promotion	TRIP GIVEAWAYS	164.23
Event Promotion	FAMILY GOLF WEEK	4,320.00
International Promo- UK	LONDON TOURISM PUBLICATIONS INC	3,066.80
Sports Marketing	KENTUCKY MOTOR SPEEDWAY PROMO	7,360.00
Public Relations	MEDIA VISIT	9.20
Website	SIMPLEVIEW LLC	5,400.00
Public Relations	KINGFISH COMMUNICATIONS	736.00
Group Adv- print	CONNECT	1,800.00
Group Adv- print	ONTARIO MOTOR COACH ASSOCIATION	1,610.67
Group Adv - internet	MEETING NEWS	3,720.00
Group Adv- print	MEETINGS TODAY	3,960.00
General Consumer Promotion	MANN TRAVELS	1,353.06
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	4,050.00
Inquiry Fulfillment	PITNEY BOWES	0.84
Inquiry Fulfillment	PITNEY BOWES	249.74
Inquiry Fulfillment	PITNEY BOWES	45.66
Inquiry Fulfillment	US POSTAL SERVICE	1,625.08
Group Tour Promotion	SITE VISIT	11.04
Sports Marketing	ESPN	3,415.46
Sports Marketing	ESPN	90.00

Sports Marketing	ESPN	1,017.32
Inquiry Fulfillment	UPS	7.62
Inquiry Fulfillment	UPS	778.57
Inquiry Fulfillment - Groups	UPS	358.21
Inquiry Fulfillment	UPS	980.39
Inquiry Fulfillment- Can	UPS	151.77
Inquiry Fulfillment- Can	UPS	110.38
Groups- Meetings	MEETINGS AND INCENTIVES	46.09
Groups- Meetings	GROUP PROMO ITEMS	68.95
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	289.08
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	114.46
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	24.44
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	120.77
Groups- Meetings	MEETINGS AND INCENTIVES	17.88
Groups- Meetings	MEETINGS AND INCENTIVES	14.40
Groups- Meetings	EASTERN REGIONAL INTERSTATE CHILD SUPPORT ASSOCIATION	3,967.62
Groups- Meetings	INCENTIVE TRAVEL, MEETINGS AND EVENTS EXPO	9,455.40
Groups- Meetings	MEETINGS AND INCENTIVES	44.53
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	5.76
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	76.50
Groups- Meetings	MEETINGS AND INCENTIVES	6.94
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	103.62
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	12.60
Groups- Meetings	MEETINGS AND INCENTIVES	26.85
Groups- Meetings	MEETINGS AND INCENTIVES	550.80
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	9.98
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	7.88
Groups- Meetings	MEETINGS AND INCENTIVES	52.92
Groups- Meetings	MEETING PROFESSIONALS INTERNATIONAL WORLD EDUCATION CONFERENCE	229.65
Groups- Meetings	INTERNATIONAL POW WOW	556.38
Public Relations	MEDIA VISIT	56.49
Group Tour Promotion	TRAVEL SOUTH	658.98
Sports Marketing	FRISCO ROUGH RIDERS PROMO	412.38
Video Production	VIDEO SHOOT	463.71
Sports Marketing	CHICAGO PROMOTION	572.58
Public Relations	MEDIA VISIT	57.13

Video Production	VIDEO SHOOT	274.06
Video Production	VIDEO SHOOT	168.11
Video Production	VIDEO SHOOT	12.52
Video Production	VIDEO SHOOT	46.90
Video Production	VIDEO SHOOT	220.69
Video Production	VIDEO SHOOT	2,303.45
Public Relations	MEDIA VISIT	529.00
Public Relations	MEDIA VISIT	101.22
Public Relations	PR PROMO ITEMS	235.52
Public Relations	MEDIA VISIT	217.95
Video Production	VIDEO SHOOT	62.14
Video Production	VIDEO SHOOT	165.66
Video Production	VIDEO SHOOT	124.84
Public Relations	MEDIA VISIT	138.00
Video Production	PR PROMO ITEMS	4,954.25
Video Production	VIDEO SHOOT	521.31
Video Production	VIDEO SHOOT	26.28
Video Production	VIDEO SHOOT	30.47
Video Production	VIDEO SHOOT	368.68
Video Production	VIDEO SHOOT	570.54
Public Relations	PR PROMO ITEMS	331.16
Public Relations	PR PROMO ITEMS	893.90
Video Production	VIDEO SHOOT	12.82
Video Production	VIDEO SHOOT	157.37
Video Production	VIDEO SHOOT	465.42
Public Relations	MEDIA VISIT	119.66
Public Relations	MEDIA VISIT	53.36
Video Production	VIDEO SHOOT	460.98
Group Tour Promotion	BOOMERS IN GROUPS	448.38
Group Tour Promotion	MEDIA VISIT	20.93
Group Tour Promotion	MEDIA VISIT	84.58
Group Tour Promotion	MEDIA VISIT	58.79
Group Tour Promotion	TRAVEL ALLIANCE PARTNERSHIP	43.69
Group Tour Promotion	COASTAL NETWORK COOPERTIVE FAM	18.64
Group Tour Promotion	MEDIA VISIT	3.56
Group Tour Promotion	COASTAL NETWORK COOPERTIVE FAM	702.60
Group Tour Promotion	COASTAL NETWORK COOPERTIVE FAM	10.12
Video Production	VIDEO SHOOT	908.47
Video Production	VIDEO SHOOT	89.57
Video Production	VIDEO SHOOT	19.43
Video Production	VIDEO SHOOT	9.34
Website	GODADDY.COM	345.17
Video Production	VIDEO SHOOT	155.98
Video Production	VIDEO SHOOT	1,613.33
Video Production	VIDEO SHOOT	27.80

Internet	PATLIVE	361.67
Video Production	VIDEO SHOOT	175.63
Internet Promotion	RAFFLECOPTER.COM	53.99
Video Production	VIDEO SHOOT	9.32
Research	SKIFT	1,307.90
Web Hosting	TULSA CONNECT	744.30
Public Relations	TRIP GIVEAWAYS	1,396.42
Public Relations	MEDIA VISIT	516.94
Public Relations	MEDIA VISIT	42.32
Public Relations	MEDIA VISIT	239.18
Public Relations	MEDIA VISIT	69.01
Public Relations	MEDIA VISIT	581.81
Public Relations	MEDIA VISIT	65.93
Public Relations	MEDIA VISIT	842.26
Public Relations	PR STRATEGY MEETING	90.98
Public Relations	MEDIA VISIT	13.80
Public Relations	THE WEATHER CHANNEL PROMO	12.11
Public Relations	PR STRATEGY MEETING	5.15
Public Relations	MEDIA VISIT	252.36
Public Relations	MEDIA VISIT	118.04
Public Relations	THE WEATHER CHANNEL PROMO	5.27
Public Relations	MEDIA VISIT	3,108.36
Public Relations	MEDIA VISIT	204.02
Public Relations	MEDIA VISIT	1,071.43
Public Relations	MEDIA VISIT	1,369.32
Public Relations	MEDIA VISIT	73.15
Public Relations	MEDIA VISIT	71.53
Public Relations	TRIP GIVEAWAYS	679.29
Public Relations	THE WEATHER CHANNEL PROMO	422.67
Public Relations	PR STRATEGY MEETING	17.65
Public Relations	MEDIA VISIT	253.00
Public Relations	MEDIA VISIT	170.22
Public Relations	MEDIA VISIT	47.03
Public Relations	MEDIA VISIT	2,429.39
Public Relations	MEDIA VISIT	90.95
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	284.77
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	1,078.20
Groups- Meetings	DESTINATION SE	325.87
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	776.84
Groups- Meetings	DESTINATION SE	7.37
Groups- Meetings	SITE VISIT	128.38
Groups- Meetings	INTERNATIONAL TOURISM BOURSE	14.58
Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	14.58
Groups- Meetings	OMEGA PSI PHI	4,500.00
Groups- Meetings	INTERNATIONAL TOURISM BOURSE	87.25

Groups- Meetings	ASSOCIATION EXECUTIVES OF NC	68.00
Groups- Meetings	DESTINATION SE	13.64
Online	GOOGLE/GO DADDY	29,585.63
TV	GOLF CHANNEL	25,000.00
TV	BRANDON AGENCY- CINCI	1,143.68
Public Relations	KINGFISH COMMUNICATIONS	21,494.07
Public Relations	KINGFISH COMMUNICATIONS	4,110.88
Interactive - website	FUEL INTERACTIVE/BRANDON	9,596.25
Interactive - email	BRANDON AGENCY	2,066.43
Interactive - website	BRANDON AGENCY	4,050.00
Interactive - video	BRANDON AGENCY	2,713.61
Interactive -email	BRANDON AGENCY	7,272.32
Interactive -email	BRANDON AGENCY/WORLD GOLF TOUR	94,520.00
Interactive - search ads	BRANDON AGENCY	21,600.00
Interactive -research	BRANDON AGENCY	16,404.75
Interactive	BRANDON AGENCY	30,372.00
Interactive -domains	BRANDON AGENCY	4,116.30
Interactive - social ads	BRANDON AGENCY	7,816.94
Canadian Event held in MB	BAREFOOT GOLF VACATIONS- GTA TOURNAM	21,481.20
TV/Radio	BRANDON AGENCY- ESPN	53,884.80
Radio	TL GOLF SERVICES- PHILLY	5,310.00
Print/Online Elements	WORLD AM	31,903.92
Golf Fest Trade Shows	TRADESHOWS	29,164.75
Distribution Costs	INQUIRY FULFILLMENT	1,392.17

7,339,558.64

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.