

**MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q4 2016 MB A-TAX REPORT**

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>MB A-TAX ALLOCATION</u>
TV advertising	CORINTHIAN MEDIA, INC.	672.60
TV advertising	CORINTHIAN MEDIA, INC.	9.00
TV advertising	CORINTHIAN MEDIA, INC.	81.00
Group Sales midwest	SPINNAKER DME	220.00
Groups- meetings	CONNECT	200.00
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	2.60
Group Tour promo	ELLISON FAM TOUR	2.00
Billboards - co-op	THE BRANDON AGENCY	1,282.35
Sports Tourism	SOUTH CAROLINA SPORTS ALLIANCE- AAU CONFERENCE	68.75
Sports Tourism	TRAVEL, EVENTS AND MANAGMENT IN SPORTS	200.00
Website	VISUAL DESTINATIONS LLC	751.04
Sports Tourism	MDA CONSULTING	1,820.25
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	1,000.00
General Consumer Promotion	COM-CONNECT LLC	2,562.00
General Consumer Promotion	MANN TRAVELS	154.10
International promotion	SYNTRANS CHINESE COMMUNICATION CONSULTING	406.40
International promotion	SYNTRANS CHINESE COMMUNICATION CONSULTING	103.64
Groups- meetings	GROUP SALES PROMO ITEMS	21.45
Destination Publicity	PR PROMO ITEMS	3.96
Print ads- groups	MEETING PROFESSIONAL INT'L	710.00
Internet ads - groups	MEETING PROFESSIONAL INT'L	187.50
Internet ads - groups	MEETING PROFESSIONAL INT'L	150.00
Website	ADOBE SYSTEMS INC	223.07
Canadian Promotion	CANADIAN PROMOTION	150.00
Video Production	STAGES VIDEO	10.80
Website	T2H ADVERTISING	105.00
Billboard Advertising	ADAMS OUTDOOR ADVERTISING	3,832.00
Billboard Advertising	ADAMS OUTDOOR ADVERTISING	1,364.00
Print ads- groups	GROUP TRAVEL LEADER	300.00
Print ads- groups	SPORTS TRAVEL MAGAZINE	335.50
SMERF Promotion	CONNECT FAITH	850.00
Photography	PR PHOTOGRAPHY	35.00
Photography	PR PHOTOGRAPHY	32.53
Photography	PR PHOTOGRAPHY	50.00
Groups- meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	0.85
Groups- meetings	FORTY & EIGHT SITE VISIT	11.42
Groups- meetings	CONNECT DC	3.20
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	24.98
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	67.42
Sports Tourism	MHD SERVICES	312.00
Groups- meetings	FORTY & EIGHT SITE VISIT	86.30
Groups- meetings	FORTY & EIGHT SITE VISIT	38.62
Groups- meetings	FORTY & EIGHT SITE VISIT	35.92
General Consumer Promotion	MANN TRAVELS	64.16
General Consumer Promotion	MANN TRAVELS	58.62

General Consumer Promotion	MANN TRAVELS	117.02
Destination Publicity	FAHLGREN MORTINE	1,326.00
Destination Publicity	FAHLGREN MORTINE	291.28
Destination Publicity	FAHLGREN MORTINE	9.00
Destination Publicity	FAHLGREN MORTINE	663.00
Destination Publicity	FAHLGREN MORTINE	123.00
Destination Publicity	FAHLGREN MORTINE	21.00
Destination Publicity	FAHLGREN MORTINE	51.00
Destination Publicity	FAHLGREN MORTINE	60.00
Billboard Advertising	THE BRANDON AGENCY	470.59
Billboard Advertising	THE BRANDON AGENCY	3,442.35
Billboard Advertising	THE BRANDON AGENCY	978.82
Billboard Advertising	THE BRANDON AGENCY	2,911.76
Print ads- groups	SPORTS EVENTS MAGAZINE	249.52
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	24.63
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	54.57
General Consumer Promotion	MANN TRAVELS	84.11
Internet Advertising	CVENT, INC	3,896.00
TV advertising	CORINTHIAN MEDIA, INC.	8,918.45
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	76.02
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	14.47
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	187.21
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	312.40
Event Promotion	MILLER DIRECT	400.00
Inquiry Promotion	ENVOY NETWORK INC	137.79
Group Tour promo	SITE VISIT	1.00
Sports Tourism	SOUTH CAROLINA SPORTS ALLIANCE	104.50
General Consumer Promotion	MANN TRAVELS	148.87
General Consumer Promotion	MANN TRAVELS	148.87
Print ads- groups	DIRECTORY ADVERTISING	30.50
Sports Tourism	SPORTS FACILITIES ADVISORY	13,607.62
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	53.11
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	52.45
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	113.80
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	87.82
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	243.83
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	493.14
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	139.92
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	250.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	49.14
Sports Tourism	MDA CONSULTING	927.00
General Consumer Promotion	MANN TRAVELS	472.00
General Consumer Promotion	MANN TRAVELS	148.87
General Consumer Promotion	MANN TRAVELS	132.69
Billboards - co-op	THE BRANDON AGENCY	185.88
Website	SIMPLEVIEW LLC	959.70
Website	SIMPLEVIEW LLC	150.00
Video Production	BATTLE STRATEGIES LLC	143.00
Video Production	VISUAL DESTINATIONS LLC	137.50
Destination Publicity	FAHLGREN MORTINE	1,326.00
Destination Publicity	FAHLGREN MORTINE	1,419.34
Destination Publicity	FAHLGREN MORTINE	189.00

Destination Publicity	FAHLGREN MORTINE	57.00
Destination Publicity	FAHLGREN MORTINE	1,326.00
Destination Publicity	FAHLGREN MORTINE	1,327.72
Destination Publicity	FAHLGREN MORTINE	483.00
Destination Publicity	FAHLGREN MORTINE	204.00
Destination Publicity	FAHLGREN MORTINE	1,326.00
Destination Publicity	FAHLGREN MORTINE	583.50
Destination Publicity	FAHLGREN MORTINE	81.00
Destination Publicity	FAHLGREN MORTINE	144.00
Destination Publicity	FAHLGREN MORTINE	315.00
Destination Publicity	FAHLGREN MORTINE	192.00
Destination Publicity	FAHLGREN MORTINE	291.00
Inquiry Promotion	PITNEY BOWES	31.04
Inquiry Promotion	PITNEY BOWES	2.34
Inquiry Promotion	US POSTAL SERVICE	99.95
General Consumer Promotion	VACATION PROMOTION	42.50
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	2.95
Destination Publicity	SPIRIT FAM TOUR	19.69
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	2.32
Sports Marketing	DARLINGTON RACEWAY PROMO	2.28
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	164.22
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	1.38
Sports Marketing	DARLINGTON RACEWAY PROMO	2.83
Sports Marketing	DARLINGTON RACEWAY PROMO	9.64
Sports Marketing	DARLINGTON RACEWAY PROMO	1.20
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	3.84
Groups- meetings	HOLIDAY SHOWCASE	70.62
Groups- meetings	SITE VISIT	70.66
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	108.50
Groups- meetings	CONNECT DC	2.41
Groups- meetings	SITE VISIT	23.84
Groups- meetings	SITE VISIT	10.16
Groups- meetings	SITE VISIT	1.34
Groups- meetings	SITE VISIT	11.70
Groups- meetings	SITE VISIT	1.01
Groups- meetings	CONNECT DC	111.47
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	250.62
Groups- meetings	RELIGIOUS CONFERNCE MANAGEMENT ASSOCIATION- EMERGE	224.50
Groups- meetings	CONNECT DC	4.80
Groups- meetings	SITE VISIT	1.00
Groups- meetings	SITE VISIT	0.70
Groups- meetings	SITE VISIT	1.80
Groups- meetings	SITE VISIT	2.70
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	10.27
Groups- meetings	SITE VISIT	1.47
Groups- meetings	SITE VISIT	3.36
Groups- meetings	SITE VISIT	11.90
Groups- meetings	CONNECT DC	6.00
General Consumer Promotion	VACATION PROMOTION	0.89

General Consumer Promotion	VACATION PROMOTION	11.59
General Consumer Promotion	VACATION PROMOTION	8.06
Groups- meetings	FORTY & EIGHT SITE VISIT	10.90
Groups- meetings	FORTY & EIGHT SITE VISIT	10.90
Groups- meetings	FORTY & EIGHT SITE VISIT	49.42
Groups- meetings	FORTY & EIGHT SITE VISIT	58.22
Groups- meetings	FORTY & EIGHT SITE VISIT	0.32
Groups- meetings	FORTY & EIGHT SITE VISIT	4.86
Groups- meetings	FORTY & EIGHT SITE VISIT	2.10
Groups- meetings	FORTY & EIGHT SITE VISIT	9.06
Groups- meetings	FORTY & EIGHT SITE VISIT	1.59
Groups- meetings	FORTY & EIGHT SITE VISIT	1.24
Groups- meetings	FORTY & EIGHT SITE VISIT	18.80
Groups- meetings	TRAVEL SOUTH INTERNATIONAL	717.00
Groups- meetings	TORONTO SALES MISSION	1.52
Groups- meetings	TORONTO SALES MISSION	60.22
Groups- meetings	TORONTO SALES MISSION	28.54
Inquiry Fulfillment	UPS	40.83
Inquiry Fulfillment	UPS	52.20
Inquiry Fulfillment	UPS	52.81
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	48.30
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	9.37
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	0.46
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	1.71
Sports Marketing	PAWSOX PROMO	0.60
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	13.68
Destination Publicity	ALLEGIANT FAM TOUR	9.57
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	2.08
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	73.76
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	0.90
Sports Marketing	PAWSOX PROMO	3.60
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	2.88
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	1.12
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	8.00
Sports Marketing	KENTUCKY MOTORSPEEDWAY PROMOTION	2.92
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	1.08
Group Tour promo	ELLISON FAM TOUR	2.10
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	40.49
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	58.21
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	0.42
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	2.01
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	4.21
Group Tour promo	ELLISON FAM TOUR	21.00
Group Tour promo	ELLISON FAM TOUR	4.81
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	3.23
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	0.97
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	4.29
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	44.06
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	1.18
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	2.07
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	1.48
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	30.90

Group Tour promo	ELLISON FAM TOUR	2.40
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	4.81
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	2.88
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	60.20
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	66.68
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	2.67
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	1.53
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	0.34
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	2.45
Group Tour promo	ELLISON FAM TOUR	4.00
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	54.03
Group Tour promo	ELLISON FAM TOUR	0.71
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	1.64
Sports Marketing	KENTUCKY MOTORSPEDWAY PROMOTION	18.43
Ad Design	AD DESIGN	0.70
Destination Publicity	TRAVEL WRITER	52.24
Domain Names	NETSOL	15.59
Internet Promotion	PATLIVE	39.88
Website	RAFFLECOPTER.COM	6.00
Destination Publicity	PR PROMO	24.35
Web hosting	TULSA CONNECT	82.70
Groups- meetings	CONNECT DC	2.50
Groups- meetings	SMALL MARKET MEETINGS	44.38
Groups- meetings	SHRINERS ASSOCIATION	5.06
Groups- meetings	CONNECT MARKETPLACE	114.45
Groups- meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	667.53
Groups- meetings	DESTINATION SOUTHEAST	750.00
Groups- meetings	SITE VISIT	6.89
Groups- meetings	CONNECT DC	4.71
Groups- meetings	CONNECT FAITH	60.83
Groups- meetings	TOP GUN WINTER WORLD SERIES SPONSORSHIP	500.00
Sports Tourism	MYRTLE BEACH SPORTS CENTER	5,000.00
Group Sales midwest	SPINNAKER DME	220.00
General Consumer Promotion	COM-CONNECT LLC	2,562.00
General Consumer Promotion	MANN TRAVELS	292.27
Sports Marketing	OHIO VALLEY TOURNAMENT	20.00
Email Marketing	SALESFORCE.COM	1,224.00
Groups- meetings	HELMSBRISCO PERFORMANCE GRP	75.00
Internet Advertising	SEARCH MARKETING	4,035.25
Internet Advertising	DISPLAY ADVERTISING	3,543.10
Internet Advertising	VIDEO ADVERTISING	1,084.56
Internet Advertising	EMAIL MARKETING	496.42
Internet Advertising	SOCIAL MEDIA MARKEITNG	1,234.16
Internet Advertising	MOBILE MARKETING	694.11
Internet Advertising	OTHER DIGITAL PROMOTION	114.94
TV advertising	BROADCAST BUYING SERVICES, INC.	746.00
TV advertising	CORINTHIAN MEDIA, INC.	9.00
Internet ads - groups	GOOGLE INC.	889.85
Internet ads - groups	GOOGLE INC.	111.09
Print ads- groups	GROUP TRAVEL LEADER	500.00
Website	VISUAL DESTINATIONS LLC	751.04
Online Promo	ADOBE SYSTEMS INC	223.07

Destination Publicity	VISIBILITY & CONVERSIONS, LLC	720.00
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	547.61
Print ads- groups	MEETINGS AND CONVENTIONS MAGAZINE	520.00
Print ads- groups	ABA DESTINATIONS MAGAZINE	308.50
Print ads- groups	TEACH AND TRAVEL	49.50
Groups- meetings	STRATEGIC DATABASE RESEARCH INC	450.00
General Consumer Promotion	MANN TRAVELS	54.81
General Consumer Promotion	MANN TRAVELS	127.40
Group Tour promo	GROUP TRAVEL LEADER	1,000.00
Groups- meetings	CVENT, INC	790.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	1,000.00
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	2,500.00
General Consumer Promotion	MANN TRAVELS	146.99
Sports Tourism	MHD SERVICES	312.00
Print ads- groups	ROAD EXPLORER- OMCA	177.97
Print ads- groups	SPORTS EVENTS MAGAZINE	249.52
Sports Marketing	CUBS CONVENTION	336.00
TV advertising	CORINTHIAN MEDIA, INC.	37,678.17
General Consumer Promotion	MANN TRAVELS	290.49
General Consumer Promotion	MANN TRAVELS	43.72
Inquiry Promotion	ENVOY NETWORK INC	75.70
Sports Tourism	SITE VISIT	5.90
Sports Tourism	MDA CONSULTING	927.00
Video Production	CAROLINA VIDEO GROUP	450.00
Video Production	BATTLE STRATEGIES LLC	100.00
Billboard Advertising	ADAMS OUTDOOR ADVERTISING	1,364.00
Billboard Advertising	ADAMS OUTDOOR ADVERTISING	1,364.00
Print ads- groups	SPORTS TRAVEL	335.50
Internet ads - groups	SPORTS TRAVEL	41.06
Internet ads - groups	SUCCESSFUL MEETINGS	150.00
Website	SIMPLEVIEW LLC	150.00
Website	T2H ADVERTISING	33.75
Print ads- groups	SPORTS BUSINESS JOURNAL	3,737.00
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	3.35
Group Tour promo	BOOMERS IN GROUPS	2.29
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	2.77
Print ads	DIRECTORY ADVERTISING	30.50
Groups- meetings	CONNECT DC	4.33
Groups- meetings	AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES	11.11
Groups- meetings	CONNECT FAITH	4.25
Groups- meetings	SMALL MARKET MEETINGS	4.14
Sports Tourism	MYRTLE BEACH MARATHON LLC	2,500.00
Sports Marketing	PROMOTIONAL ITEMS	230.13
Sports Tourism	MDA CONSULTING	228.74
Sports Tourism	MDA CONSULTING	5,452.49
General Consumer Promotion	MANN TRAVELS	150.65
General Consumer Promotion	MANN TRAVELS	146.05
General Consumer Promotion	MANN TRAVELS	112.43
Billboard Advertising	THE BRANDON AGENCY	3,442.35
Billboard Advertising	THE BRANDON AGENCY	978.82
Billboard Advertising	THE BRANDON AGENCY	2,911.76

Campground Advertising	THE BRANDON AGENCY	523.53
Billboard Advertising	THE BRANDON AGENCY	941.18
Billboard Advertising	ADAMS OUTDOOR ADVERTISING	3,832.00
Billboard Advertising	ADAMS OUTDOOR ADVERTISING	1,364.00
Print ads- groups	SUCCESSFUL MEETINGS	520.00
Print ads- groups	CONVENTIONSOUTH	300.00
Internet ads - groups	CONVENTIONSOUTH	71.08
Sports Marketing	PROMOTIONAL ITEMS	75.12
Destination Publicity	FAHLGREN MORTINE	1,326.00
Destination Publicity	FAHLGREN MORTINE	2,328.39
Destination Publicity	FAHLGREN MORTINE	84.00
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	796.60
Inquiry Fulfillment	PITNEY BOWES	9.47
Inquiry Fulfillment	PITNEY BOWES	3.09
Inquiry Fulfillment	US POSTAL SERVICE	45.50
General Consumer Promotion	PROMOTIONAL ITEMS	55.15
Sports Tourism	SITE VISIT	9.17
Groups- meetings	FORTY & EIGHT SITE VISIT	0.85
Group Tour promo	HOLIDAY FANTASEA	10.43
Destination Publicity	ALLEGIANT FAM TOUR	65.98
General Consumer Promotion	VACATION PROMOTION	28.00
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	28.80
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	3.50
Groups- meetings	HOLIDAY SHOWCASE	145.00
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	6.49
Groups- meetings	SITE VISIT	4.74
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	3.60
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	2.10
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	1.75
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	8.85
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	15.58
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	1.04
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	7.25
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	8.05
Groups- meetings	MEETING PLANNERS INTERNATIONAL	18.08
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	1.00
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	10.30
Groups- meetings	MEETING PLANNERS INTERNATIONAL	10.00

Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	6.00
Groups- meetings	SITE VISIT	1.20
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	3.35
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	109.80
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	17.00
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	129.09
Destination Publicity	ALLEGIANT FAM TOUR	15.74
Destination Publicity	ALLEGIANT FAM TOUR	236.06
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	4.91
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	11.18
Groups- meetings	COASTAL CAROLINAS ASSOCIATION OF REALTORS	87.69
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	0.45
Destination Publicity	ALLEGIANT FAM TOUR	172.64
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	147.61
Groups- meetings	WORLDWIDE EXHIBITION FOR INCENTIVE TRAVEL,MEETINGS,& EVENTS	3.11
Inquiry Fulfillment	FEDEX	12.21
Inquiry Fulfillment	UPS	5.02
Inquiry Fulfillment	UPS	2.75
Inquiry Fulfillment	UPS	60.68
Inquiry Fulfillment	UPS	51.09
Inquiry Promotion	UPS	17.88
Inquiry Promotion	UPS	7.66
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	34.77
Destination Publicity	TRAVEL WRITER	0.24
Sports Marketing	KENTUCKY MOTOR SPEEDWAY PROMOTION	53.46
Event Promotion	EVENT PRESS CONFERENCE	52.22
Group Tour promo	BOOMERS IN GROUPS	2.50
Group Tour promo	BOOMERS IN GROUPS	2.50
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	31.61
Group Tour promo	BOOMERS IN GROUPS	2.55
Group Tour promo	BOOMERS IN GROUPS	32.74
Group Tour promo	BOOMERS IN GROUPS	1.92
Group Tour promo	BOOMERS IN GROUPS	2.49
Group Tour promo	HOLIDAY FANTASEA	25.00
Group Tour promo	HOLIDAY FANTASEA	25.00
Group Tour promo	BOOMERS IN GROUPS	2.04
Group Tour promo	BOOMERS IN GROUPS	4.73
Website	GODADDY.COM	0.50
Ad Design	AD DESIGN	0.30
Website	PATLIVE	40.64
Website	RAFFLECOPTER.COM	6.00



Website	TULSA CONNECT	82.70
Group Tour promo	SHRINERS ASSOCIATION	7.00
Groups- meetings	SMALL MARKET MEETINGS	0.58
Groups- meetings	SITE VISIT	65.36
Groups- meetings	SITE VISIT	9.39
Group Tour promo	SHRINERS ASSOCIATION	1.08
Groups- meetings	SMALL MARKET MEETINGS	1.46
Groups- meetings	SMALL MARKET MEETINGS	96.69
Groups- meetings	SITE VISIT	12.37
Groups- meetings	CONNECT FAITH	3.48
Groups- meetings	SMALL MARKET MEETINGS	0.53
Group Tour promo	SHRINERS ASSOCIATION	10.70
General Consumer Promotion	MANN TRAVELS	65.21
General Consumer Promotion	MANN TRAVELS	153.01
Groups- meetings	STRATEGIC DATABASE RESEARCH INC	450.00
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN CORP	1,000.00
General Consumer Promotion	COM-CONNECT LLC	2,562.00
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	22.59
Internet Advertising	ARTHUR ELLIOTT MARKETING GROUP INC	5,000.00
Research	DESTINATION MARKETING ASSOCIATION INT'L	280.44
Billboard Advertising	ADAMS OUTDOOR ADVERTISING	3,832.00
Internet ads - groups	GOOGLE INC.	108.86
Internet ads - groups	GOOGLE INC.	464.10
Website	VISUAL DESTINATIONS LLC	751.04
Website	ADOBE SYSTEMS INC	223.07
TV advertising	CORINTHIAN MEDIA, INC.	9.00
TV advertising	BROADCAST BUYING SERVICES, INC.	801.24
Internet Advertising	SEARCH MARKETING	4,693.75
Internet Advertising	DISPLAY ADVERTISING	4,335.47
Internet Advertising	VIDEO ADVERTISING	1,084.61
Internet Advertising	EMAIL MARKETING	587.91
Internet Advertising	SOCIAL MEDIA MARKEITNG	1,340.46
Internet Advertising	MOBILE MARKETING	729.62
Internet Advertising	OTHER DIGITAL PROMOTION	171.18
Group Sales midwest	SPINNAKER DME	220.00
Groups- meetings	HELMSBRISCO PERFORMANCE GRP	75.00
Email Marketing	SALESFORCE.COM INC	1,224.00
International promotion	SYNTRANS CHINESE COMMUNICATION CONSULTING	79.61
Regional Promotion	MILLER DIRECT	4,000.00
Regional Promotion	MILLER DIRECT	150.00
Sports Tourism	LEGACY GLOBAL SPORTS FOOTBALL & BASKETBALL PROMO	500.00
Group Tour promo	AMERICAN BUS ASSOCIATION	2,200.00
Billboards - co-op	THE BRANDON AGENCY	1,282.35
Groups- meetings	SITE VISIT	35.91
TV advertising	CORINTHIAN MEDIA, INC.	7.00
TV advertising	CORINTHIAN MEDIA, INC.	11.12
TV advertising	CORINTHIAN MEDIA, INC.	60.00
Research	COUNCIL FOR COMMUNITY AND ECONOMIC MEETINGS TODAY	117.00
Print ads- groups	MEETINGS TODAY	440.00
Billboard Advertising	THE BRANDON AGENCY	3,442.35
Billboard Advertising	THE BRANDON AGENCY	978.82

Billboard Advertising	THE BRANDON AGENCY	2,911.76
Billboard Advertising	THE BRANDON AGENCY	470.59
Research	EQUATION RESEARCH, LLC	3,987.00
Research	QUALTRICS LLC	1,620.00
Internet ads - groups	SPORTS TRAVEL	120.00
Sports Marketing	LEARFIELD SPORTS LLC	26,500.00
Sports Marketing	LEARFIELD SPORTS LLC	19,200.00
Groups- meetings	CITY OF MYRTLE BEACH	300,000.00
Sports Tourism	MHD SERVICES	312.00
Sports Marketing	SPORTS TV PROMOTION	129.19
Internet Advertising	ARTHUR ELLIOTT MARKETING GROUP INC	5,000.00
Internet Advertising	ARTHUR ELLIOTT MARKETING GROUP INC	10,000.00
Print ads- groups	SPORTS PLANNING GUIDE	399.50
TV advertising	CORINTHIAN MEDIA, INC.	36,770.97
Internet Advertising	VISIBILITY & CONVERSIONS, LLC	6,206.25
General Consumer Promotion	MANN TRAVELS	46.41
General Consumer Promotion	MANN TRAVELS	236.48
Sports Tourism	MDA CONSULTING	927.00
Sports Tourism	MDA CONSULTING	1,869.61
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	1.40
Website	SIMPLEVIEW LLC	150.00
Video Production	CAROLINA VIDEO GROUP	57.50
Video Production	CAROLINA VIDEO GROUP	35.00
Print ads	DIRECTORY ADVERTISING	30.50
Inquiry Fulfillment	AD DESIGN	2.78
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	17.25
Groups- meetings	MEETING PROFESSIONAL INT'L	14.55
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	56.52
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	12.81
Groups- meetings	HOLIDAY SHOWCASE	9.00
Groups- meetings	HOLIDAY SHOWCASE	26.87
Groups- meetings	MEETING PROFESSIONAL INT'L	5.45
Groups- meetings	HOLIDAY SHOWCASE	8.74
Groups- meetings	SITE VISIT	5.86
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	18.00
Groups- meetings	MEETING PROFESSIONAL INT'L	1.80
Groups- meetings	MEETING PLANNERS INTERNATIONAL	3.19
Groups- meetings	MEETING PLANNERS INTERNATIONAL	1.44
Groups- meetings	MEETING PLANNERS INTERNATIONAL	2.46
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	21.43
Groups- meetings	HOLIDAY SHOWCASE	24.82
Groups- meetings	SITE VISIT	5.60
General Consumer Promotion	PROMO ITEMS	45.41
Inquiry Fulfillment	UPS	20.48
Inquiry Fulfillment	UPS	19.60
Inquiry Fulfillment	UPS	33.77
Inquiry Promotion	UPS	10.73
Inquiry Promotion	UPS	0.51
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME	3.15
	PROMO	
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	3.11

Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	43.47
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	140.97
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	43.87
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	30.98
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	8.90
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	2.07
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	4.05
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	86.57
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	0.93
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	1.21
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	0.41
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	1.84
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	6.00
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	21.00
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	1.28
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	1.28
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	13.00
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	75.09
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	0.67
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	0.77
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	0.80
Group Tour promo	ONTARIO MOTOR COACH ASSOCIATION	15.60
Group Tour promo	HOLIDAY FANTASEA	90.00
Website	GODADDY.COM	0.50
Website	PATLIVE	39.93
Website	RAFFLECOPTER.COM	6.00
Website	TULSA CONNECT	82.70
Groups- meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	27.55
Groups- meetings	CONNECT DC	46.50
Groups- meetings	CONNECT FAITH	115.05
Groups- meetings	CONNECT FAITH	1.25
Groups- meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	106.00
Groups- meetings	CONNECT FAITH	0.79
Inquiry Fulfillment	PITNEY BOWES	0.31
Inquiry Fulfillment	PITNEY BOWES	9.86
Inquiry Fulfillment	PITNEY BOWES	3.09
Inquiry Fulfillment	US POSTAL SERVICE	37.64
General Consumer Promotion	VACATION PROMOTION	50.00
Groups- meetings	SITE VISIT	1.26
Groups- meetings	HOLIDAY SHOWCASE	2.00
General Consumer Promotion	MANN TRAVELS	304.70
General Consumer Promotion	MANN TRAVELS	259.36
General Consumer Promotion	MANN TRAVELS	135.79

Groups- meetings	STRATEGIC DATABASE RESEARCH INC	450.00
Website	MEDIA COAST	46.87
Billboards - co-op	THE BRANDON AGENCY	128.23
General Consumer Promotion	MANN TRAVELS	202.44
General Consumer Promotion	MANN TRAVELS	93.08
Regional Promotion	MILLER DIRECT	5,450.00
Canadian Promotion	MILLER DIRECT	1,060.00
Research	COASTAL CAROLINA UNIVERSITY	3,186.00
Research	DSA SPORTS LLC	30,000.00
Destination Publicity	FAHLGREN MORTINE	403.20
Destination Publicity	FAHLGREN MORTINE	126.00
Internet ads - groups	GOOGLE INC.	449.45
Internet ads - groups	GOOGLE INC.	99.63
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	720.00
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	252.57
Internet ads - groups	NORTHSTAR TRAVEL MEDIA	375.00
Internet ads - groups	CONVENTIONSOUTH	189.55
Sports Tourism	GRAND STRAND JUNIORS VOLLEYBALL CLUB	2,500.00
Internet ads - groups	PIONEER PUBLISHING	75.00
Print ads- groups	MEETING PROFESSIONAL INT'L	710.00
Internet ads - groups	STAMATS MEETINGS MEDIA INC	95.63
Destination Publicity	FAHLGREN MORTINE	179.65
Destination Publicity	FAHLGREN MORTINE	866.00
Destination Publicity	FAHLGREN MORTINE	192.00
Destination Publicity	FAHLGREN MORTINE	21.00
Destination Publicity	FAHLGREN MORTINE	24.00
Destination Publicity	FAHLGREN MORTINE	12.00
Internet ads - groups	SPORTS TRAVEL	270.00
TV advertising	CORINTHIAN MEDIA, INC.	3.00
Print ads- groups	SPORTS EVENTS MAGAZINE	249.52
Sports Tourism	SPORTS FACILITIES ADVISORY	8,186.71
General Consumer Promotion	VACATION PROMOTION	8.00
General Consumer Promotion	VACATION PROMOTION	23.80
General Consumer Promotion	VACATION PROMOTION	35.19
General Consumer Promotion	VACATION PROMOTION	68.33
General Consumer Promotion	VACATION PROMOTION	11.82
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	100.56
Groups- meetings	SITE VISIT	16.23
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	11.90
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	0.64
Groups- meetings	HOLIDAY SHOWCASE	3.00
Groups- meetings	HOLIDAY SHOWCASE	1.02
Groups- meetings	HOLIDAY SHOWCASE	64.77
Groups- meetings	SITE VISIT	5.88
Groups- meetings	HOLIDAY SHOWCASE	1.06
Groups- meetings	HOLIDAY SHOWCASE	1.64
Groups- meetings	HOLIDAY SHOWCASE	39.74
Groups- meetings	HOLIDAY SHOWCASE	0.50
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	0.80
Groups- meetings	SITE VISIT	10.15
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	1.61
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	0.41

Groups- meetings	ASSOCIATION EXECUTIVES OF NC	3.75
Groups- meetings	HOLIDAY SHOWCASE	1.46
Groups- meetings	HOLIDAY SHOWCASE	12.72
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	22.05
Groups- meetings	HOLIDAY SHOWCASE	3.60
Groups- meetings	SITE VISIT	8.21
Groups- meetings	HOLIDAY SHOWCASE	3.00
Groups- meetings	SITE VISIT	15.75
Group Tour promo	SITE VISIT	55.00
Group Tour promo	GROUP SALES PROMO ITEMS	60.00
Groups- meetings	FAM TOUR	34.27
General Consumer Promotion	PROMOTIONAL ITEMS	9.57
General Consumer Promotion	PROMOTIONAL ITEMS	5.26
Inquiry Fulfillment	UPS	18.48
Inquiry Fulfillment	UPS	16.48
Inquiry Fulfillment	UPS	12.40
Inquiry Fulfillment	UPS	37.99
Inquiry Promotion	UPS	7.15
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	3.01
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	183.40
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	1.12
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	1.18
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	26.82
Sports Marketing	CUBS CONVENTION	17.74
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	0.72
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	2.19
Sports Marketing	CUBS CONVENTION	69.96
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	2.09
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	21.51
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	2.40
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	1.20
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	1.50
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	2.17
Sports Marketing	ACC/BIG 10 BASKETBALL PROMO	1.10
Sports Marketing	SPORTS TV PROMOTION	0.68
Group Tour promo	AMERICAN BUS ASSOCIATION	2,109.62
Groups- meetings	FAM TOUR	2.30
Group Tour promo	COASTAL NETWORK COOPERTIVE SALES BLITZ	9.94
Groups- meetings	FAM TOUR	1.60
Groups- meetings	FAM TOUR	22.27
Website	GODADDY	0.50

Ad Design	AD DESIGN	0.60
Destination Publicity	Destination Publicity	73.31
Website	PATLIVE	38.91
Website	RAFFLECOPTER.COM	6.00
Website	TULSA CONNECT	82.70
Research	WATERSHED PUBLISHING	17.82
Groups- meetings	CONNECT DC	2.50
Groups- meetings	CONNECT DC	2.50
Groups- meetings	CONNECT DC	1.17
Groups- meetings	CONNECT DC	4.05
Groups- meetings	CONNECT DC	1.01
Groups- meetings	CONNECT DC	60.84
Groups- meetings	CONNECT DC	0.82
Groups- meetings	CONNECT DC	1.63
Groups- meetings	CONNECT DC	0.70
Groups- meetings	CONNECT DC	0.91
Groups- meetings	CONNECT DC	1.08
Groups- meetings	CONNECT DC	1.84
Sports Marketing	NAISMITH MEMORIAL BASKETBALL HALL OF FAME PROMO	27.80
Destination Publicity	ALLEGIANT FAM TOUR	260.58
International promotion	CHINA SALES MISSION	42.09
International promotion	CHINA SALES MISSION	66.96
Canadian Promotion	CANADIAN PROMOTION	64.36
Canadian Promotion	CANADIAN PROMOTION	51.96
International promotion	CHINA SALES MISSION	40.98
International promotion	CHINA SALES MISSION	42.09
Destination Publicity	Destination Publicity	4,240.00
Groups- meetings	GROUP SALES PROMO ITEMS	116.58
Inquiry Promotion	ENVOY NETWORK	137.66
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	77.46
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	68.14
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	92.50
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	44.34
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	34.38
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	10.58
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	156.09
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	86.47
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	113.37
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	29.44
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	861.88
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	255.02
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	53.65
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	63.91
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	10.90
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	34.43
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	43.59
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	33.25
Destination Publicity	VISIBILITY & CONVERSIONS, LLC	1,116.73
Sports Marketing	CCU	6,650.00
Email Marketing	SALESFORCE.COM INC	1,224.00

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.