

Myrtle Beach Area Chamber of Commerce -Q3 17 1% TDF REPORT

<u>MARKETING INVESTMENT</u>	<u>DETAILS</u>	<u>TDF ALLOCATION</u>
Research	RIGHT ANALYTICS LLC	\$9,840.00
General Consumer Promotion	COM-CONNECT LLC	\$23,751.00
Trip Giveaways Promotion	MANN TRAVELS	\$1,231.29
Trip Giveaways Promotion	MANN TRAVELS	\$1,232.96
Trip Giveaways Promotion	MANN TRAVELS	\$1,307.57
Trip Giveaways Promotion	MANN TRAVELS	\$1,361.57
Research	LONDON TOURISM PUBLICATIONS INC	\$889.70
SMERF Promotion	MHD SERVICES	\$2,920.50
Group- meetings- midwest	SPINNAKER DME	\$1,980.00
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$4,050.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$71.45
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$533.13
Email Marketing	SALESFORCE.COM	\$11,016.00
Group- meetings	HELMSBRISCOE PERFORMANCE GRP	\$675.00
Group- meetings	KNOWLAND	\$675.00
Research	DESTINATIONS INTERNATIONAL	\$638.94
Outdoor Advertising- Canada	OUT OF HOME ADVERTISING	\$1,350.00
Inquiry Fulfillment	UPS	\$73.22
Destination Publicity- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$1,822.70
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$820.37
Digital Advertising	VIDEO ADVERTISING	\$150,842.07
Digital Advertising	EMAIL MARKETING	\$50,325.69
Digital Advertising	SOCIAL MEDIA MARKEITNG	\$436,978.84
Digital Advertising	OTHER	\$4,775.21
Trip Giveaways Promotion	MANN TRAVELS	\$1,238.22
Website	VISUAL DESTINATIONS LLC	\$6,962.16
Television Advertising	CORINTHIAN MEDIA, INC.	\$139.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$232.50
International Promotion- China	SYNTRANS	\$111.65
Group- meetings	INTERNATIONAL ASSOCIATION OF EXHIBITIONS AND EVENTS	\$1,350.00
Trip Giveaways Promotion	MANN TRAVELS	\$692.63
Trip Giveaways Promotion	MANN TRAVELS	\$557.81
Print Advertising- groups	ADVANCE TOUR & TRAVEL LLC	\$450.00
Sports Tourism	MDA CONSULTING	\$8,593.29
Internet Promotions	ADOBE SYSTEMS INC	\$2,026.26
Print Advertising- groups	SPORTS TRAVEL MAGAZINE	\$3,037.50
Digital Advertising- groups	NORTHSTAR TRAVEL MEDIA	\$11,250.00
Print Advertising- groups	GROUP TRAVEL LEADER	\$2,700.00
Digital Advertising- groups	GROUP TRAVEL LEADER	\$202.50
Digital Advertising- groups	SPORTS TRAVEL MAGAZINE	\$1,170.00
Video Production	VIDEO SHOOT	\$49.50
Digital Advertising- groups	NAYLOR, LLC- MPI CHICAGO	\$3,217.50
Video Production	BATTLE STRATEGIES LLC	\$1,248.75
Sports Tourism	SPORTS DESTINATION MANAGEMENT	\$1,584.00
Website	SIMPLEVIEW LLC	\$8,637.30
Print Advertising	DIRECTORY ADVERTISING	\$274.50
General Consumer Promotion	OHIO STATE FAIR PROMOTION	\$7,425.00
Digital Advertising- groups	GOOGLE INC.	\$4,052.92

Digital Advertising- groups	GOOGLE INC.	\$1,213.04
Website	SIMPLEVIEW LLC	\$1,350.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$209.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$465.00
Sports Tourism	MDA CONSULTING	\$1,789.15
Sports Tourism	MDA CONSULTING	\$3,004.97
Inquiry Fulfillment	ENVOY NETWORK INC	\$398.06
Video Production	VIDEO SHOOT	\$55.89
Group Tour	FANTASEA GROUP PROMOTION	\$109.23
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$22.50
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$22.50
Group- meetings	SITE VISIT	\$14.78
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$11.81
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$11.16
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$4.53
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$26.10
Group- meetings	SITE VISIT	\$188.36
Group Tour	TRAVEL SOUTH	\$7.86
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$10.73
Group- meetings	SITE VISIT	\$121.89
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$17.30
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$7.51
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$14.79
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$618.03
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$25.20
Group Tour	FANTASEA GROUP PROMOTION	\$659.17
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$6.83
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$6.63
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$17.16
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$9.44
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$23.99
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$161.81
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$12.29
Group- meetings	SITE VISIT	\$37.50
Trip Giveaways Promotion	TRIP GIVEAWAY	\$1,215.00
Group- meetings	GROUP TRAVEL FAM TOUR	\$751.05
Group- meetings	GROUP TRAVEL FAM TOUR	\$34.34
Group- meetings	GROUP TRAVEL FAM TOUR	\$98.10
Group- meetings	GROUP TRAVEL FAM TOUR	\$3.73
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$12.43
Group- meetings	SITE VISIT	\$39.86
Group- meetings	INTERNATIONAL POW WOW	\$22.50
Group- meetings	INTERNATIONAL POW WOW	\$22.50
Group- meetings	GROUP TRAVEL FAM TOUR	\$24.82
Group- meetings	GROUP TRAVEL FAM TOUR	\$225.00
Group- meetings	INTERNATIONAL POW WOW	\$9.99
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$64.21
Group- meetings	INTERNATIONAL POW WOW	\$608.85
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$26.84
Group- meetings	INTERNATIONAL POW WOW	\$37.95
Group- meetings	INTERNATIONAL POW WOW	\$18.65
Inquiry Fulfillment	UPS	\$28.77

Inquiry Fulfillment	UPS	\$124.73
Inquiry Fulfillment	UPS	\$871.52
Inquiry Fulfillment	UPS	\$71.15
Inquiry Fulfillment	UPS	\$101.49
Inquiry Fulfillment	UPS	\$81.88
Video Production	VIDEO SHOOT	\$189.00
General Consumer Promotion	CAROLINA COUNTRY MUSIC FESTIVAL	\$434.70
Group- meetings	GROUP TRAVEL FAM TOUR	\$5.24
Group- meetings	GROUP TRAVEL FAM TOUR	\$63.77
Group- meetings	GROUP TRAVEL FAM TOUR	\$98.17
Group- meetings	GROUP TRAVEL FAM TOUR	\$123.45
Group- meetings	GROUP TRAVEL FAM TOUR	\$8.61
Group- meetings	GROUP TRAVEL FAM TOUR	\$23.51
Group- meetings	GROUP TRAVEL FAM TOUR	\$7.20
Group- meetings	GROUP TRAVEL FAM TOUR	\$60.41
Group- meetings	GROUP TRAVEL FAM TOUR	\$7.20
Group Tour	HEARTLAND TRAVEL SHOWCASE	\$7.16
Digital Advertising- groups	FACEBOOK INC.	\$22.68
Digital Advertising- groups	FACEBOOK INC.	\$7.20
Digital Advertising- groups	FACEBOOK INC.	\$22.64
Digital Advertising- groups	FACEBOOK INC.	\$45.39
Digital Advertising- groups	FACEBOOK INC.	\$22.55
Digital Advertising- groups	FACEBOOK INC.	\$22.63
Digital Advertising- groups	FACEBOOK INC.	\$22.60
Digital Advertising- groups	FACEBOOK INC.	\$31.67
Digital Advertising- groups	FACEBOOK INC.	\$23.26
Digital Advertising- groups	FACEBOOK INC.	\$67.55
Domain Names	GODADDY.COM	\$4.90
Research	GOOGLE SURVEY	\$492.00
Ad Design	ITUNES.COM	\$2.69
Internet Promotions	PATLIVE	\$342.00
Internet Promotions	RAFFLECOPTER.COM	\$53.99
Internet Promotions	TULSA CONNECT	\$744.30
General Consumer Promotion	KENTUCKY SPEEDWAY PROMOTION	\$29.00
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$22.50
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$112.50
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$15.09
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$37.26
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$9.05
Group- meetings	GROUP TRAVEL FAM TOUR	\$225.61
Group- meetings	GROUP TRAVEL FAM TOUR	\$760.14
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$18.58
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$764.74
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$6.55
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$31.13
Group- meetings	GROUP TRAVEL FAM TOUR	\$9.00
Group- meetings	GROUP TRAVEL FAM TOUR	\$26.76
Group- meetings	SC SOCIETY OF ASSOCIATION	\$190.80
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$0.90
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$14.15
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$6.85
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$17.25

Destination Publicity	MEDIA VISIT	\$1,117.80
Destination Publicity	MEDIA VISIT	\$97.47
Destination Publicity	MEDIA VISIT	\$856.00
Destination Publicity	MEDIA VISIT	\$97.47
Destination Publicity	MEDIA VISIT	\$464.55
Destination Publicity	MEDIA VISIT	\$158.20
Group- meetings	MPI CAROLINAS	\$76.50
Inquiry Fulfillment	PITNEY BOWES	\$15.80
Inquiry Fulfillment	PITNEY BOWES	\$239.78
Inquiry Fulfillment	PITNEY BOWES	\$8.96
Inquiry Fulfillment	US POSTAL SERVICE	\$1,004.56
Group- meetings	GROUP TRAVEL FAM TOUR	\$49.55
Group- meetings	GROUP TRAVEL FAM TOUR	\$83.34
Group- meetings	GROUP TRAVEL FAM TOUR	\$262.44
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$270.00
Group- meetings	GROUP TRAVEL FAM TOUR	\$30.01
Group- meetings	SITE VISIT	\$2.70
Group- meetings	SITE VISIT	\$2.70
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$99.36
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$53.10
Group- meetings	GROUP TRAVEL FAM TOUR	\$24.22
Trip Giveaways Promotion	MANN TRAVELS	\$640.16
General Consumer Promotion	COM-CONNECT LLC	\$23,751.00
Sports Tourism	TRIPLE CROWN SPORTS INC	\$126.00
Group- meetings- midwest	SPINNAKER DME	\$1,980.00
Group- meetings	SITE VISIT	\$524.61
Trip Giveaways Promotion	MANN TRAVELS	\$524.48
Print Advertising- groups	SMART MEETINGS	\$2,700.00
Print Advertising- groups	GROUP TOUR MEDIA INC	\$3,519.00
International Promotion- Canada	DREAMSCAPES MAGAZINE	\$5,355.00
Group- meetings	TORONTO SALES MISSION	\$328.64
Digital Advertising	SOCIAL MEDIA MARKEITNG	\$338,709.95
Digital Advertising	OTHER	\$3,789.28
Television Advertising	BROADCAST BUYING SERVICES, INC.	\$7,942.20
Research	SWEETSPOT INTELLIGENCE INC	\$2,460.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$9,000.00
SMERF Promotion	MHD SERVICES	\$2,920.50
Internet Promotions	ADOBE SYSTEMS INC	\$588.27
Destination Publicity	FAHLGREN MORTINE	\$4,174.50
Destination Publicity	FAHLGREN MORTINE	\$1,138.50
Destination Publicity	FAHLGREN MORTINE	\$7,338.76
Trip Giveaways Promotion	MANN TRAVELS	\$522.94
Inquiry Fulfillment	ENVOY NETWORK INC	\$257.11
Group Tour	TRAVEL SOUTH	\$17.10
Group- meetings	HELMSBRISCOE PERFORMANCE GROUP	\$675.00
Group- meetings	KNOWLAND	\$675.00
Group- meetings	RELIGIOUS CONFERENCE MANAGEMENT	\$375.30
Inquiry Fulfillment	UPS	\$17.24
Inquiry Fulfillment	UPS	\$0.99
Inquiry Fulfillment	UPS	\$141.19
Inquiry Fulfillment	US POSTAL SERVICE	\$196.08
Inquiry Fulfillment	UPS	\$132.00

Inquiry Fulfillment	UPS	\$916.84
General Consumer Promotion	KENTUCKY SPEEDWAY PROMOTION	\$31.20
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$55.80
Group- meetings	GROUP TRAVEL FAM TOUR	\$154.09
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$3.60
Group Tour	SPOTLIGHT ON SOUTHEAST	\$5.89
Group- meetings	SITE VISIT	\$541.39
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$10.61
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$9.44
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$25.19
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$579.43
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$14.71
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$61.36
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$37.80
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$61.96
Group- meetings	CONNECT MARKETPLACE	\$48.59
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$21.60
Group- meetings	SITE VISIT	\$30.09
Group- meetings	SITE VISIT	\$352.57
Group- meetings	CONNECT MARKETPLACE	\$49.04
Group- meetings	SITE VISIT	\$113.32
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$62.77
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND	\$80.32
Group- meetings	GROUP TRAVEL FAM TOUR	\$17.46
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$4.50
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$160.50
Research	DESTINATIONS INTERNATIONAL	\$638.94
Sports Tourism	MDA CONSULTING	\$8,593.29
Video Production	BATTLE STRATEGIES LLC	\$1,316.25
Research	COUNCIL FOR COMMUNITY AND	\$287.00
Digital Advertising- groups	CONVENTIONSOUTH	\$387.00
Trip Giveaways Promotion	MANN TRAVELS	\$1,471.25
Digital Advertising- groups	NAYLOR, LLC- MPI POTOMAC	\$1,588.50
Digital Advertising- groups	NORTHSTAR TRAVEL MEDIA	\$11,250.00
Sports Tourism	SPORTS EVENTS MAGAZINE	\$2,331.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$209.25
Video Production	VIDEO SHOOT	\$11.81
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$674.47
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$739.75
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$460.95
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$328.87
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$303.52
Ad Design	BANNERSNACK	\$194.40
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$37.64
Group- meetings	CONNECT MARKETPLACE	\$478.17
Trip Giveaways Promotion	TRIP GIVEAWAY	\$4,725.00
Inquiry Fulfillment	PITNEY BOWES	\$0.41
Inquiry Fulfillment	PITNEY BOWES	\$256.26
Inquiry Fulfillment	PITNEY BOWES	\$30.79
Inquiry Fulfillment	US POSTAL SERVICE	\$759.28
Ad Design	ITUNES.COM	\$2.69
Domain Names	GODADDY.COM/MONIKER	\$15.69

Internet Promotions	PATLIVE	\$324.61
Internet Promotions	TULSA CONNECT/RAFFLECOPTER	\$798.29
Digital Advertising- groups	FACEBOOK INC.	\$583.01
Research	GOOGLE SURVEY	\$6,658.40
Digital Advertising	SEARCH MARKETING	\$133,542.64
Digital Advertising	DISPLAY ADVERTISING	\$105,083.17
Digital Advertising	OTHER	\$3,052.66
Website	VISUAL DESTINATIONS LLC	\$6,962.16
Trip Giveaways Promotion	MANN TRAVELS	\$957.19
Group- meetings	SITE VISIT	\$518.04
Group- meetings- midwest	SPINNAKER DME	\$1,980.00
SMERF Promotion	MHD SERVICES	\$3,060.00
Trip Giveaways Promotion	MANN TRAVELS	\$638.10
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$49.73
Destination Publicity	DESIGN THE SIGN LLC- FALL PROMOTION	\$902.47
Inquiry Fulfillment- Can	UPS	\$191.30
Inquiry Fulfillment	UPS	\$14.15
Inquiry Fulfillment	UPS	\$29.42
Inquiry Fulfillment	US POSTAL SERVICE	\$159.35
Inquiry Fulfillment	UPS	\$402.45
Inquiry Fulfillment	UPS	\$1,054.81
Trip Giveaways Promotion	TRIP GIVEAWAY	\$201.97
Trip Giveaways Promotion	TRIP GIVEAWAY	\$158.70
General Consumer Promotion	KENTUCKY SPEEDWAY PROMOTION	\$31.20
Group Tour	ONTARIO MOTORCOACH ASSOCIATION	\$490.50
Group- meetings	SOUTH ATLANTIC SHRINERS	\$101.70
Group- meetings	SMALL MARKET MEETINGS	\$393.84
Group- meetings	SMALL MARKET MEETINGS	\$393.84
Group- meetings	SMALL MARKET MEETINGS	\$9.25
Group- meetings	SITE VISIT	\$500.04
Group- meetings	SITE VISIT	\$500.04
Group- meetings	SITE VISIT	\$42.44
Group- meetings	SITE VISIT	\$45.45
Group- meetings	SITE VISIT	\$118.21
Group- meetings	SITE VISIT	\$95.40
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	\$89.44
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	\$22.50
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	\$40.67
Group- meetings	FAM TOUR	\$20.94
Group- meetings	CONNECT MARKETPLACE	\$45.00
Group- meetings	CONNECT MARKETPLACE	\$8.19
Group- meetings	CONNECT MARKETPLACE	\$37.26
Group- meetings	CONNECT MARKETPLACE	\$38.88
Group- meetings	CONNECT MARKETPLACE	\$24.08
Group- meetings	CONNECT MARKETPLACE	\$651.80
Group- meetings	CONNECT MARKETPLACE	\$133.97
Group- meetings	MPI CAROLINAS	\$16.20
Group- meetings	MPI CAROLINAS	\$5.75
Group- meetings	MPI CAROLINAS	\$36.28
Group- meetings	MPI CAROLINAS	\$180.41
Group- meetings	MPI CAROLINAS	\$221.12
Group- meetings	SITE VISIT	\$11.92

Group- meetings	SITE VISIT	\$307.13
Group- meetings	SITE VISIT	\$18.90
Group- meetings	SITE VISIT	\$277.61
Research	COASTAL CAROLINA UNIVERSITY	\$185.28
Group- meetings	SITE VISIT	\$675.00
Sports Marketing	CLEMSON PROMOTION	\$418.91
Sports Marketing	CLEMSON PROMOTION	\$900.00
Sports Marketing	CLEMSON PROMOTION	\$508.72
Inquiry Fulfillment	ENVOY NETWORK INC	\$713.38
Ad Design-groups	B.W. WILSON PAPER COMPANY, INC	\$81.68
Ad Design	B.W. WILSON PAPER COMPANY, INC	\$68.23
AD Design-groups	B.W. WILSON PAPER COMPANY, INC	\$7.02
Internet Promotions	ADOBE SYSTEMS INC	\$2,026.26
Sports Marketing	CLEMSON PROMOTION	\$318.27
Internet Promotions	FLIP TO, LLC	\$33,480.00
Group- meetings	SITE VISIT	\$437.94
Sports Marketing	A 10 PROMOTION	\$186.00
Sports Marketing	CLEMSON PROMOTION	\$8,505.00
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$6,305.06
Email Marketing	SALESFORCE.COM	\$11,117.98
Group- meetings	HELMSBRISCOE PERFORMANCE GROUP	\$675.00
Group- meetings	KNOWLAND	\$675.00
Research	DESTINATIONS INTERNATIONAL	\$638.94
General Consumer Promotion	COM-CONNECT	\$23,751.00
Group- meetings	SMALL MARKET MEETINGS	\$2,205.54
Television Advertising	CORINTHIAN MEDIA, INC.	\$97,163.15
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$343.44
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$288.00
Group- meetings	STRATEGIC DATABASE RESEARCH INC	\$2.70
Group- meetings	SITE VISIT	\$132.35
Group- meetings	CONNECT MARKETPLACE	\$912.39
Group- meetings	CONNECT MARKETPLACE	\$1,755.00
Sports Marketing	CLEMSON PROMOTION	\$756.00
Sports Marketing	CLEMSON PROMOTION	\$36,000.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$9,000.00
Sports Tourism	MDA CONSULTING	\$8,593.29
Trip Giveaways Promotion	MANN TRAVELS	\$526.91
Sports Tourism	MDA CONSULTING	\$230.89
General Consumer Promotion	DARLINGTON SPEEDWAY PROMOTION	\$128.30
Trip Giveaways Promotion	MANN TRAVELS	\$973.91
Trip Giveaways Promotion	MANN TRAVELS	\$560.70
Trip Giveaways Promotion	MANN TRAVELS	\$1,048.09
Digital Advertising- groups	MEETING PROFESSIONAL INT'L	\$1,800.00
Digital Advertising- groups	MEETING PROFESSIONAL INT'L	\$3,600.00
Digital Advertising- groups	MEETING PROFESSIONAL INT'L	\$1,800.00
Digital Advertising- groups	GOOGLE INC.	\$1,199.20
Digital Advertising- groups	GOOGLE INC.	\$3,924.02
Trip Giveaways Promotion	MANN TRAVELS	\$560.70
Sports Marketing	IRON PIGS BASEBALL PROMOTION	\$230.16
Sports Marketing	SPIKES BASEBALL PROMOTION	\$1,189.87
General Consumer Promotion	KAESER & BLAIR INC. PROMOTIONAL	\$2,571.24
Destination Publicity	ADFERO	\$7,995.00

Trip Giveaways Promotion	MANN TRAVELS	\$1,302.37
Trip Giveaways Promotion	MANN TRAVELS	\$985.21
Trip Giveaways Promotion	MANN TRAVELS	\$980.69
Destination Publicity	FAHLGREN MORTINE	\$15,249.00
Destination Publicity	FAHLGREN MORTINE	\$724.50
Destination Publicity	FAHLGREN MORTINE	\$4,416.00
Destination Publicity	FAHLGREN MORTINE	\$552.00
Destination Publicity	FAHLGREN MORTINE	\$4,450.50
Destination Publicity	FAHLGREN MORTINE	\$4,596.15
Website	SIMPLEVIEW LLC	\$1,350.00
Destination Publicity	NATIVE SONS	\$709.76
Video Production	VIDEO SHOOT	\$45.00
Digital Advertising- groups	CONVENTIONPLANIT.COM, INC.	\$6,300.00
Trip Giveaways Promotion	MANN TRAVELS	\$539.02
Trip Giveaways Promotion	MANN TRAVELS	\$1,059.97
Print Advertising	DIRECTORY ADVERTISING	\$274.50
Ad Design	ITUNES.COM	\$2.69
Video Production	VIDEO SHOOT	\$450.00
Domain Names	GODADDY.COM	\$4.90
Internet Promotions	PAT LIVE/RAFFLECOPTER	\$387.76
Internet Promotions	TULSA CONNECT	\$744.30
Digital Advertising- groups	FACEBOOK INC.	\$440.32
Research	GOOGLE SURVEY	\$6,068.00
Destination Publicity	MEDIA VISIT	\$464.55
Destination Publicity	MEDIA VISIT	\$103.50
Destination Publicity	MEDIA VISIT	\$38.85
Inquiry Fulfillment	PITNEY BOWES	\$134.85
Inquiry Fulfillment	PITNEY BOWES	\$12.43
Inquiry Fulfillment	US POSTAL SERVICE	\$458.06
Search Marketing	GOOGLE,GO DADDY	9,872.82
TV	GOLF CHANNEL	89,653.69
Interactive	BRANDON AGENCY	2,928.51
Email Marketing	BRANDON AGENCY	963.96
Website Video Marketing	BRANDON AGENCY	37,879.01
Email Marketing	BRANDON AGENCY	11,843.30
Search Marketing	BRANDON AGENCY	2,800.00
Website	BRANDON AGENCY	2,990.00
Domain Names	BRANDON AGENCY	12,106.76
Social media	BRANDON AGENCY	30,819.06
Interactive	BRANDON AGENCY	11,502.00
Radio- regional	BRANDON AGENCY	19,026.40
Radio	GOLF TALK LIVE RADIO	4,720.00
Radio	IHEARTMEDIA	40,000.00
General Marketing	NATIONAL GOLF FOUNDATION PROMOTION	10,400.00
Event Marketing	EVENT MARKETING	11,519.26
Event Marketing	TOPGOLF	3,306.73
Print/Online Elements	WORLD AMATEUR PROMOTION	11,069.76
Airline Service Marketing	AIRPLANNERS, LLC	40,000.00
Event Sponsorship	MONDAY AFTER THE MASTERS	1,600.00
Distribution Costs	POSTAGE	399.78
Inquiry Fulfillment	GOLF TRIP GIVEAWAYS	4,598.95

\$2,225,090.40

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, Digital Advertising facilitated through Visibility & Conversions utilizes 4,000-plus web sites.