

Myrtle Beach Area Chamber of Commerce

Myrtle Beach A-Tax Allocation

4/1/2015 through 6/30/2015

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>MB A-TAX ALLOCATION</u>
General Consumer Promo	COM-CONNECT LLC	2,487.50
Email Marketing	EXACT TARGET	1,001.77
Groups- meetings	EXPO NC	105.00
Sports Tourism	MDA CONSULTING	185.00
Sports Marketing	T2H ADVERTISING	124.37
Sports Tourism	MDA CONSULTING	404.74
Sports Marketing	BIG SOUTH CONFERENCE INC	750.00
General Consumer Promo	MANN TRAVELS	117.03
General Consumer Promo	MANN TRAVELS	108.08
General Consumer Promo	MANN TRAVELS	53.02
Public Relations	SOUTHEAST TOURISM SOCIETY	4.00
Public Relations	SOUTHEAST TOURISM SOCIETY	4.00
Groups- meetings	MEETINGMAX	100.00
Co-op- billboards	THE BRANDON AGENCY	126.23
Online Promo	ADOBE SYSTEMS INC	223.07
Sports Marketing	TEAM SANDTASTIC	74.22
Website	VISUAL DESTINATIONS LLC	669.17
Groups Promo	JACK THOMPSON STUDIOS	64.80
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	500.00
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	400.00
Internet Advertising	SEARCH MARKETING	21,377.44
Internet Advertising	DISPLAY ADVERTISING	20,705.15
Internet Advertising	VIDEO ADVERTISING	4,219.96
Internet Advertising	EMAIL MARKETING	1,715.03
Internet Advertising	SOCIAL MEDIA MARKEITNG	6,267.87
Internet Advertising	MOBILE MARKETING	2,185.63
Internet Advertising	OTHER	228.29
General Consumer Promo	BASEBALL PROMOTIONS	7,640.00
Event Promotion	CAROLINA COUNTRY MUSIC FESTIVAL	5,000.00
Groups- meetings	ALLIED HEALTH GROUP	33.60
General Consumer Promo	MANN TRAVELS	45.41
General Consumer Promo	MANN TRAVELS	67.97
Co-op- billboards	THE BRANDON AGENCY	126.23
TV Adv	CORINTHIAN MEDIA, INC.	3,388.45
Video Production	AFFILIATED PRODUCTION SERVICES	905.00
International- Can	CANADIAN PROMO	150.00
Website	VISUAL DESTINATIONS LLC	73.00
Sports Tourism	RUNNERS WORLD	812.50
Public Relations	ICE CREATIVE/TRADE SHOW EXPRESS	129.17
Sports Tourism	MDA CONSULTING	369.60
Sports Tourism	MDA CONSULTING	7.95
General Consumer Promo	MANN TRAVELS	68.61
Sports Marketing	MAC TOURNAMENT PROMOTION	685.00
Sports Marketing	MAC TOURNAMENT PROMOTION	60.00
Sports Marketing	MAC TOURNAMENT PROMOTION	5.10
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	730.62
Group Tour	TRAVEL SOUTH	5.28
Group Tour	FAM TRIP	0.70
SMERF Promo	MHD SERVICES	300.00
General Consumer Promo	MANN TRAVELS	227.45

General Consumer Promo	MANN TRAVELS	92.49
General Consumer Promo	MANN TRAVELS	55.00
General Consumer Promo	MANN TRAVELS	55.00
General Consumer Promo	MANN TRAVELS	54.03
General Consumer Promo	MANN TRAVELS	56.73
Sports Tourism	MDA CONSULTING	900.00
Sports Marketing	CHOCKLETT PRESS-GOLF BROCHURE	736.47
Inquiry Fullfillment	TIMES PRINTING CO. INC.	251.87
Sports Tourism	MYRTLE BEACH SPORTS CENTER	44,500.00
General Consumer Promo	MANN TRAVELS	64.47
General Consumer Promo	MANN TRAVELS	51.65
General Consumer Promo	MANN TRAVELS	62.78
General Consumer Promo	MANN TRAVELS	70.11
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	65.47
Video Production	AFFILIATED PRODUCTION SERVICES	9,213.00
Inquiry Fullfillment- Intl	ENVOY NETWORK INC	188.42
Public Relations	PRESS TRIP- BALT/ATL	2.80
Groups- Internet Adv	MEETINGS AND CONVENTIONS	175.00
Groups- Mag adv	MEETINGS AND CONVENTIONS, SPORTS TRAVEL, GROUP TRAVEL, OMCA	2,321.46
Sports Tourism	SPORTS FACILITY ADVISORY	30,737.64
Research - tourism	RESEARCH SURVEYS	0.36
Research - tourism	MROZ MARKETING	130.00
Video Production	AFFILIATED PRODUCTION SERVICES	1,013.20
Video Production	CHARLESTON PRODUCTION VANS INC	498.00
Sports Tourism	T2H ADVERTISING	105.00
TV Adv	BROADCAST BUYING SERVICES, INC.	686.70
TV Adv	CORINTHIAN MEDIA, INC.	47.25
Online Promo	ADOBE SYSTEMS INC	43.11
Website	SIMPLEVIEW LLC	644.70
Website	SIMPLEVIEW LLC	150.00
Event Promotion	STAGES VIDEO	179.20
Sports Tourism	JOE CARR PHOTOGRAPHY INC	250.00
Sports Tourism	JOE CARR PHOTOGRAPHY INC	150.00
Public Relations	FAHLGREN MORTINE	2,384.40
Public Relations	FAHLGREN MORTINE	1,262.32
Public Relations	FAHLGREN MORTINE	69.00
Inquiry Fullfillment	COLLINSON MEDIA & EVENTS	5,000.00
Sports Marketing	MAC TOURNAMENT PROMOTION	46.81
Sports Marketing	MAC TOURNAMENT PROMOTION	12.00
Sports Marketing	MAC TOURNAMENT PROMOTION	34.64
Public Relations	MEDIA VISIT	20.87
Public Relations	MEDIA VISIT	4.00
Public Relations	MEDIA VISIT	4.00
Public Relations	PR PROMO ITEM	14.26
Web Hosting	GODADDY.COM	79.55
Ad Design	ITUNES.COM	0.40
Web Hosting	NETSOL DOMAIN-SALES	219.51
Internet Promo	PATLIVE ACCOUNT	34.47
Internet Promo	RAFFLECOPTER.COM	6.00
Web Hosting	TULSA CONNECT	82.70
Public Relations	LITTLE DEBBIE PROMO	11.71
Public Relations	PR PROMO ITEM	167.76
General Consumer Promo	KENTUCKY MOTORSPEEDWAY PROMO	83.46
Public Relations	LITTLE DEBBIE PROMO	30.72
Public Relations	LITTLE DEBBIE PROMO	7.34
Public Relations	PR PROMO	2.20
Sports Marketing	MAC TOURNAMENT PROMOTION	-

Public Relations	MEDIA VISIT	4.00
Sports Marketing	MAC TOURNAMENT PROMOTION	-
Sports Marketing	MAC TOURNAMENT PROMOTION	-
Sports Marketing	MAC TOURNAMENT PROMOTION	-
Sports Marketing	MAC TOURNAMENT PROMOTION	-
Public Relations	PR PROMO ITEM	2.59
Public Relations	MEDIA VISIT	5.07
Public Relations	MEDIA VISIT	4.12
Public Relations	PR PROMO ITEM	25.54
Sports Marketing	MAC TOURNAMENT PROMOTION	-
Public Relations	MEDIA VISIT	4.40
Email Marketing	EXACT TARGET	1,001.77
International Promo	SISTER CITY PROMO	50.00
International Promo	SISTER CITY PROMO	50.00
International Promo	SISTER CITY PROMO	47.31
Video Production	BATTLE STRATEGIES LLC	1,900.00
Video Production	CAROLINA VIDEO GROUP	3,600.00
Groups Promo	STAGES VIDEO	27.00
Research - tourism	D.K. SHIFFLET & ASSOC. LTD.	1,731.60
Market Research	DAWSON PUBLIC AFFAIRS	990.00
TV adv	CORINTHIAN MEDIA, INC.	228.62
Internet Advertising	SEARCH MARKETING	23,588.14
Internet Advertising	DISPLAY ADVERTISING	26,100.03
Internet Advertising	VIDEO ADVERTISING	5,240.89
Internet Advertising	EMAIL MARKETING	1,959.94
Internet Advertising	SOCIAL MEDIA MARKEITNG	7,430.20
Internet Advertising	MOBILE MARKETING	2,448.69
Internet Advertising	OTHER	296.90
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	400.00
Sports Tourism	MDA CONSULTING	321.37
Internet Promo	WEB CAM	360.00
Website	VISUAL DESTINATIONS LLC	669.17
Public Relations	FAHLGREN MORTINE	2,384.40
Public Relations	FAHLGREN MORTINE	1,397.00
Video Production	STW TALENT AGENCY INC	1,007.62
Video Production	CAROLINA TALENT	813.75
Online Promo	ADOBE SYSTEMS INC	483.91
Groups Promo	STAGES VIDEO	45.36
Online Promo	ADOBE SYSTEMS INC	223.07
Video Production	EXPRESS WATERSPORTS	97.00
TV adv	EXTREME REACH	13.30
TV adv	CORINTHIAN MEDIA, INC.	78,714.22
TV adv	CORINTHIAN MEDIA, INC.	670.60
TV adv	CORINTHIAN MEDIA, INC.	47.25
TV adv	BROADCAST BUYING SERVICES, INC.	431.20
Video Production	ABP MAKEUP LLC	277.50
Video Production	VIDEO SHOOT	285.00
Video Production	BATTLE STRATEGIES LLC	205.00
Public Relations	MEDIA VISIT	55.05
Billboards	THE BRANDON AGENCY	6,705.89
International Promo	SISTER CITY PROMO	119.72
International Promo	SISTER CITY PROMO	113.89
International Promo	SISTER CITY PROMO	94.16
International Promo	SISTER CITY PROMO	1,571.50
Local promotion	LAW ENFORCEMENT APPRECIATION	2,328.10
Public Relations	MEDIA VISIT	93.35
Public Relations	PR PROMO	2.80
Public Relations	PR PROMO	0.48

Public Relations	MEDIA VISIT	105.58
Public Relations	PR PROMO ITEM	113.04
Video Production	VIDEO SHOOT	17.51
Video Production	VIDEO SHOOT	43.18
Video Production	VIDEO SHOOT	8.20
Video Production	VIDEO SHOOT	57.75
Video Production	VIDEO SHOOT	114.31
Video Production	VIDEO SHOOT	41.66
Video Production	VIDEO SHOOT	33.26
Video Production	VIDEO SHOOT	515.80
Video Production	VIDEO SHOOT	14.58
Video Production	VIDEO SHOOT	65.88
Video Production	VIDEO SHOOT	751.57
Research Tracking	EXPERIAN	519.70
Groups- Internet Adv	GOOGLE	3,500.00
Ad Design	ITUNES.COM	0.40
Internet Promo	PATLIVE ACCOUNT	35.39
Internet Promo	RAFFLECOPTER.COM	6.00
Web Hosting	TULSA CONNECT	82.70
Public Relations	ATL/BALTIMORE PRESS TRIP	0.37
Public Relations	PR PROMO	14.08
Public Relations	PR PROMO	2.95
Public Relations	ATL/BALTIMORE PRESS TRIP	0.40
Public Relations	ATL/BALTIMORE PRESS TRIP	0.11
Public Relations	CANADA PRESS TRIP	153.03
Public Relations	ATL/BALTIMORE PRESS TRIP	50.31
Public Relations	ATL/BALTIMORE PRESS TRIP	0.48
General Consumer Promo	KENTUCKY MOTORSPEEDWAY PROMO	1.82
Public Relations	ATL/BALTIMORE PRESS TRIP	1.19
Public Relations	ATL/BALTIMORE PRESS TRIP	5.65
Public Relations	ATL/BALTIMORE PRESS TRIP	2.25
Public Relations	ATL/BALTIMORE PRESS TRIP	9.02
Public Relations	ATL/BALTIMORE PRESS TRIP	0.25
Public Relations	ATL/BALTIMORE PRESS TRIP	22.87
Public Relations	ATL/BALTIMORE PRESS TRIP	43.77
Public Relations	PR PROMO ITEM	55.14
Public Relations	ATL/BALTIMORE PRESS TRIP	0.26
Public Relations	ATL/BALTIMORE PRESS TRIP	0.53
Public Relations	ATL/BALTIMORE PRESS TRIP	56.78
Public Relations	ATL/BALTIMORE PRESS TRIP	2.00
Public Relations	ATL/BALTIMORE PRESS TRIP	12.80
Public Relations	ATL/BALTIMORE PRESS TRIP	48.06
Research	EQUATION RESEARCH, LLC	1,485.00
Local Promotion	LAW ENFORCEMENT APPRECIATION	497.26
General Consumer Promo	COM-CONNECT LLC	792.00
Video Production	VIDEO SHOOT	128.82
Website	SIMPLEVIEW LLC	150.00
Internet Advertising	SEARCH MARKETING	28,269.50
Internet Advertising	DISPLAY ADVERTISING	19,145.11
Internet Advertising	VIDEO ADVERTISING	4,865.86
Internet Advertising	EMAIL MARKETING	1,705.00
Internet Advertising	SOCIAL MEDIA MARKEITNG	8,677.71
Internet Advertising	MOBILE MARKETING	2,406.10
Internet Advertising	OTHER	199.18
Online Promo	ADOBE SYSTEMS INC	223.07
Video Production	VIDEO SHOOT	1,209.84
Website	VISUAL DESTINATIONS LLC	669.17
Email Marketing	EXACT TARGET	1,001.77

Campground Adv	THE BRANDON AGENCY	858.00
Research- survey cards	INLET PRINTING CO	217.97
Sports Marketing	SEABOARD SIGNS & ENGRAVING, INC	239.68
Sports Marketing	COASTAL CAROLINA UNIVERSITY	2,000.00
Video Production	VIDEO SHOOT	4.24
Local Promotion	LAW ENFORCEMENT APPRECIATION	143.10
Sports Tourism	T2H ADVERTISING	625.00
Video Production	BATTLE STRATEGIES LLC	420.00
Research	CHMURA ECONOMICS & ANALYTICS	899.10
Public Relations	SOUTH CAROLINA PRESS ASSOCIATION	3,000.00
Online Promo	ADOBE SYSTEMS INC	462.67
TV adv	CORINTHIAN MEDIA, INC.	30,523.04
Groups- Internet Adv	MEETING NEWS, MEETINGS AND CONVENTIONS, MEETINGS PROFESSIONAL INTERNATIONAL,	735.00
Groups- Mag adv	SPORTS EVENTS, TEACHA ND TRAVEL, GROUP TOUR, CONVENTION SOUTH, SELECT TRAVELER	2,724.35
Sports Tourism	MDA CONSULTING	146.74
Sports Tourism	MDA CONSULTING	34.00
General Consumer Promo	KENTUCKY MOTORSPEEDWAY PROMO	1,280.00
TV adv	BROADCAST BUYING SERVICES, INC.	135.80
TV adv	CORINTHIAN MEDIA, INC.	1,853.60
TV adv	CORINTHIAN MEDIA, INC.	47.25
Website	SIMPLEVIEW LLC	150.00
Public Relations	FAHLGREN MORTINE	2,384.40
Public Relations	FAHLGREN MORTINE	697.30
Public Relations	FAHLGREN MORTINE	1,440.00
Campground Adv	THE BRANDON AGENCY	858.00
Campground Adv	THE BRANDON AGENCY	5,000.34
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	470.15
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	61.11
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	461.75
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	12.06
Public Relations	PR PROMO	2.23
Public Relations	PR PROMO	38.01
Billboards	THE BRANDON AGENCY	4,841.75
Video Production	VIDEO SHOOT	50.99
International Promo	SISTER CITY PROMO	128.85
International Promo	SISTER CITY PROMO	23.05
International Promo	SISTER CITY PROMO	5,000.76
International Promo	SISTER CITY PROMO	3,120.03
International Promo	SISTER CITY PROMO	503.49
International Promo	SISTER CITY PROMO	3,505.00
International Promo	SISTER CITY PROMO	55.64
International Promo	SISTER CITY PROMO	80.50
International Promo	SISTER CITY PROMO	18.25
International Promo	SISTER CITY PROMO	539.22
Local Promotion	LAW ENFORCEMENT APPRECIATION	4,048.62
Local Promotion	LAW ENFORCEMENT APPRECIATION	166.17
Local Promotion	LAW ENFORCEMENT APPRECIATION	76.45
Video Production	VIDEO SHOOT	19.44
Public Relations	MEDIA VISIT	20.48
Video Production	VIDEO SHOOT	21.47
Video Production	VIDEO SHOOT	1.00
Video Production	VIDEO SHOOT	6.74
Public Relations	MEDIA VISIT	42.80
Sports Tourism	MDA CONSULTING	144.00

International Promo	SISTER CITY PROMO	100.40
International Promo	SISTER CITY PROMO	20.71
Public Relations	CULINARY TOURISM	0.82
Video Production	VIDEO SHOOT	1.74
Video Production	VIDEO SHOOT	17.28
Video Production	VIDEO SHOOT	5.70
Video Production	VIDEO SHOOT	15.69
Video Production	VIDEO SHOOT	7.53
Video Production	VIDEO SHOOT	4.00
Video Production	VIDEO SHOOT	202.80
Video Production	VIDEO SHOOT	42.19
Video Production	VIDEO SHOOT	1,215.60
Video Production	VIDEO SHOOT	10.41
Video Production	VIDEO SHOOT	2.60
Video Production	VIDEO SHOOT	1.00
Video Production	VIDEO SHOOT	1.08
Video Production	VIDEO SHOOT	5.33
Video Production	VIDEO SHOOT	105.78
Video Production	VIDEO SHOOT	44.13
Video Production	VIDEO SHOOT	2.89
Video Production	VIDEO SHOOT	86.39
Video Production	VIDEO SHOOT	5.00
Video Production	VIDEO SHOOT	7.43
Video Production	VIDEO SHOOT	13.53
Video Production	VIDEO SHOOT	11.58
Web hosting	GODADDY.COM	10.34
Video Production	VIDEO SHOOT	11.78
Ad design	ITUNES.COM	0.40
Video Production	VIDEO SHOOT	7.77
Video Production	VIDEO SHOOT	4.99
Video Production	VIDEO SHOOT	18.30
internet Promo	PATLIVE ACCOUNT	35.50
Video Production	VIDEO SHOOT	5.97
internet Promo	RAFFLECOPTER.COM	6.00
Video Production	VIDEO SHOOT	70.87
Web hosting	TULSA CONNECT	82.70
Video Production	VIDEO SHOOT	14.08
Video Production	VIDEO SHOOT	9.99
Public Relations	CANADA PRESS TRIP	4.98
Public Relations	CANADA PRESS TRIP	10.66
Public Relations	CANADA PRESS TRIP	9.12
Public Relations	CANADA PRESS TRIP	9.98
Public Relations	CANADA PRESS TRIP	6.23
Public Relations	CANADA PRESS TRIP	333.03
Public Relations	CANADA PRESS TRIP	3.52
Public Relations	PR PROMO	3.20
Public Relations	CANADA PRESS TRIP	0.28
Public Relations	CANADA PRESS TRIP	1.41
Public Relations	CANADA PRESS TRIP	75.71
Public Relations	CANADA PRESS TRIP	1.94
Public Relations	CANADA PRESS TRIP	1.43
Public Relations	CANADA PRESS TRIP	3.60
Public Relations	CANADA PRESS TRIP	4.69
Public Relations	CANADA PRESS TRIP	27.42
Public Relations	CANADA PRESS TRIP	3.60
Public Relations	CANADA PRESS TRIP	6.62
Public Relations	CANADA PRESS TRIP	1.35
Groups- meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	57.33

Groups- meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	164.85
Video Production	VIDEO SHOOT	2.70
Video Production	VIDEO SHOOT	6.69
Video Production	VIDEO SHOOT	8.74
Video Production	VIDEO SHOOT	6.48
Video Production	VIDEO SHOOT	0.75
Video Production	VIDEO SHOOT	0.76
Video Production	VIDEO SHOOT	1.96
Video Production	VIDEO SHOOT	19.75
Video Production	VIDEO SHOOT	22.46
Online	GOOGLE/GO DADDY	999.10
TV	GOLF CHANNEL	5,071.45
Video Production	BRANDON AGENCY	286.46
TV- Balt	BRANDON AGENCY	1,385.50
TV- Columbus	BRANDON AGENCY	288.15
TV- Chic	BRANDON AGENCY	827.90
TV- NY	BRANDON AGENCY	2,528.24
TV -Cinci	BRANDON AGENCY	252.45
TV- Clev	BRANDON AGENCY	331.16
Public Relations	LANDMARK MEDIA	6,729.87
Public Relations	LANDMARK MEDIA	2,906.28
Website	FUEL INTERACTIVE/BRANDON	1,990.75
Email Marketing	BRANDON AGENCY	457.87
Web Videos	BRANDON AGENCY	750.00
Interactive	BRANDON AGENCY/WORLD GOLF TOUR	194.82
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