

Myrtle Beach Area Chamber of Commerce

Myrtle Beach A-Tax Allocation

7/1/2015 through 9/30/2015

| <u>MARKETING INVESTMENT</u> | <u>DESCRIPTION</u> | <u>MB A-TAX ALLOCATION</u> |
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| Television | CORINTHIAN MEDIA, INC. | 4,250.26 |
| Internet Advertising | SEARCH MARKETING | 22,594.66 |
| Internet Advertising | DISPLAY ADVERTISING | 15,811.66 |
| Internet Advertising | VIDEO ADVERTISING | 6,470.20 |
| Internet Advertising | EMAIL MARKETING | 1,193.40 |
| Internet Advertising | SOCIAL MEDIA MARKEITNG | 6,238.06 |
| Internet Advertising | MOBILE MARKETING | 1,837.00 |
| Internet Advertising | OTHER | 188.33 |
| Email Marketing | EXACT TARGET | 1,001.77 |
| Research Tourism | U.S. TRAVEL ASSOCIATION | 33,000.00 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 49.93 |
| Website | VISUAL DESTINATIONS LLC | 669.17 |
| Television | CORINTHIAN MEDIA, INC. | 6,230.41 |
| Sports Tourism | MDA CONSULTING | 469.37 |
| International Tourism- Canada | MY PASSION MEDIA INC | 490.00 |
| Website | SIMPLEVIEW LLC | 644.70 |
| Website | SIMPLEVIEW LLC | 150.00 |
| Sports Tourism | T2H ADVERTISING | 850.00 |
| Public Relations | FAHLGREN MORTINE | 2,384.40 |
| Public Relations | FAHLGREN MORTINE | 926.41 |
| General Consumer Promotion | TEAM SANDTASTIC | 182.21 |
| General Consumer Promotion | KENTUCKY MOTORSPEDWAY PROMO | 2.67 |
| General Consumer Promotion | KENTUCKY MOTORSPEDWAY PROMO | 3.68 |
| Sports Tourism | MDA CONSULTING | 704.18 |
| Public Relations | MEDIA VISIT | 74.14 |
| Public Relations | MEDIA VISIT | 4.40 |
| Public Relations | MEDIA VISIT | 16.40 |
| Sports Tourism | SITE VISIT | 27.65 |
| Group Tour | AMERICAN BUS ASSOCIATION | 122.72 |
| Ad Design | ITUNES | 0.40 |
| Internet | PATLIVE | 34.77 |

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| Internet Promotion | RAFFLECOPTER.COM | 6.00 |
| Web Hosting | TULSA CONNECT | 82.70 |
| Public Relations | MEDIA VISIT | 3.69 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 40.67 |
| General Consumer Promotion | RADIO PROMO | 2.64 |
| General Consumer Promotion | MB PELICANS PROMO | 50.09 |
| Public Relations | ATLANTA, BALTIMORE PRESS TRIP | 25.55 |
| Public Relations | MEDIA VISIT | 7.82 |
| Public Relations | MEDIA VISIT | 6.88 |
| Public Relations | CANADA PRESS TRIP | 5.18 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 9.44 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 12.09 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 567.58 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 71.58 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 28.29 |
| Email Marketing | EXACT TARGET | 1,001.77 |
| Sports Tourism | CITY OF MYRTLE BEACH CULTURAL & LEISURE SVC. DEPT. | 10,000.00 |
| Television | BROADCAST BUYING SERVICES, INC. | 357.20 |
| Television | CORINTHIAN MEDIA, INC. | 27.00 |
| Television | CORINTHIAN MEDIA, INC. | 1,561.48 |
| Television | CORINTHIAN MEDIA, INC. | 555.20 |
| Website | VISUAL DESTINATIONS LLC | 650.99 |
| Public Relations | MEDIA VISIT | 0.80 |
| Video Production | BATTLE STRATEGIES LLC | 559.20 |
| Video Production | VISUAL DESTINATIONS LLC | 55.00 |
| Research- Survey Postcards | INLET PRINTING CO | 76.20 |
| Group Adv- internet | GOOGLE INC. | 103.88 |
| Group Adv- internet | GOOGLE INC. | 639.51 |
| Video Production | STAGES VIDEO | 16.20 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 216.00 |
| Public Relations | CULINARY TOURISM PROGRAM | 1.60 |
| Photography | JOE CARR PHOTOGRAPHY INC | 300.00 |
| Internet Advertising | SEARCH MARKETING | 19,036.89 |
| Internet Advertising | DISPLAY ADVERTISING | 15,454.44 |
| Internet Advertising | VIDEO ADVERTISING | 4,772.56 |
| Internet Advertising | EMAIL MARKETING | 1,060.88 |
| Internet Advertising | SOCIAL MEDIA MARKEITNG | 2,866.71 |

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| Internet Advertising | MOBILE MARKETING | 1,831.48 |
| Internet Advertising | OTHER | 239.63 |
| Television | CORINTHIAN MEDIA, INC. | 453,444.31 |
| Sports Tourism | SPORTS FACILITY ADVISORIES | 16,197.52 |
| International Tourism- Canada | TRAVEL SOLUTIONS BY DESIGN CORP | 26.86 |
| Public Relations | FAHLGREN MORTINE | 2,384.40 |
| Public Relations | FAHLGREN MORTINE | 908.87 |
| Public Relations | PR PROMO ITEMS | 150.21 |
| Public Relations | PROMO ITEMS | 67.31 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 32.95 |
| Group Adv- internet | SPORTS EVENTS MAGAZINE | 1,670.00 |
| Group Adv- mag | STREET & SMITH'S SPORTS GROUP | 3,737.00 |
| Research- Survey Postcards | INLET PRINTING CO | 184.61 |
| Public Relations | MEDIA VISIT | 7.28 |
| Public Relations | MEDIA VISIT | 36.80 |
| Public Relations | MEDIA VISIT | 3.60 |
| Public Relations | MEDIA VISIT | 11.35 |
| Public Relations | MEDIA VISIT | 2.42 |
| Public Relations | MEDIA VISIT | 8.40 |
| Group Tour | AMERICAN BUS ASSOCIATION | 3.99 |
| Reseach Tracking | EXPERIAN | 519.70 |
| Internet | PATLIVE | 35.81 |
| Internet Promotion | RAFFLECOPTER.COM | 6.00 |
| Web Hosting | TULSA CONNECT | 82.70 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 47.05 |
| Public Relations | 60 MORE DAYS CAMPIAGN | 2.26 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 2.94 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 2.88 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 5.75 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 3.32 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 5.34 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 4.96 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 1.91 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 8.19 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 9.06 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 1.17 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 0.50 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 2.21 |

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| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 208.14 |
| Television | CORINTHIAN MEDIA, INC. | 2.96 |
| Television | BROADCAST BUYING SERVICES, INC. | 123.20 |
| Television | CORINTHIAN MEDIA, INC. | 18.00 |
| Video Production | AFFILIATED PRODUCTION SERVICES | 921.62 |
| Public Relations | PR PROMO ITEMS | 60.00 |
| Photography | JOE CARR PHOTOGRAPHY INC | 250.00 |
| Website | MEDIA COAST | 86.25 |
| Website | VISUAL DESTINATIONS LLC | 729.17 |
| Website | T2H ADVERTISING | 443.75 |
| Public Relations | PR PROMO ITEMS | 201.50 |
| Public Relations | CULINARY TOURISM PROGRAM | 1.71 |
| Public Relations | PR PROMO ITEMS | 58.66 |
| Sports Tourism | BIG SHOTS SPONSORSHIP | 20,000.00 |
| Sports Tourism | MDA CONSULTING | 34.00 |
| Video Production | VIDEO SHOOT | 0.78 |
| General Consumer Promotion | DARLINGTON RACE PROMOTION | 2.51 |
| Group Adv- mag | GROUP TOUR, GROUP TRAVEL, TEACH AND TRAVEL, MEETING FOCUS | 1,758.14 |
| Television | CORINTHIAN MEDIA, INC. | 8,553.94 |
| Ad Design | ITUNES | 0.40 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 1,280.00 |
| Public Relations | FAHLGREN MORTINE | 2,384.40 |
| Website | SIMPLEVIEW LLC | 150.00 |
| Website | VISUAL DESTINATIONS LLC | 65.00 |
| General Consumer Promotion | KENTUCKY MOTORSPEEDWAY PROMO | 43.26 |
| Public Relations | MEDIA VISIT | 8.65 |
| Public Relations | MEDIA VISIT | 48.80 |
| Public Relations | MEDIA VISIT | 0.50 |
| Public Relations | MEDIA VISIT | 1.28 |
| Public Relations | MEDIA VISIT | 24.40 |
| Web Hosting | GODADDY | 143.42 |
| Internet | PATLIVE | 38.39 |
| Internet Promotion | RAFFLECOPTER.COM | 6.00 |
| Web Hosting | TULSA CONNECT | 82.70 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 2,000.00 |
| Research Tourism | MANDALA RESEARCH | 17.10 |
| Public Relations | CULINARY TOURISM PROGRAM | 6.42 |

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| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 7.88 |
| Public Relations | TORONTO SALES/PR MISSION | 1.73 |
| Public Relations | TORONTO SALES/PR MISSION | 2.40 |
| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 6.24 |
| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 9.41 |
| Public Relations | CULINARY TOURISM PROGRAM | 0.16 |
| Public Relations | 60 MORE DAYS CAMPIAGN | 3.47 |
| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 0.97 |
| Public Relations | TORONTO SALES/PR MISSION | 2.71 |
| Research Tourism | COASTAL CAROLINA UNIVERSITY | 17,500.00 |
| Group Adv- mag | MEETINGS PROFESSIONAL INTERNATIONAL, ONTARIO MOTORCOACH, SPORTS EVENTS, AMERICAN BUS ASSOCIATION, SELECT TRAVELER, | 1,955.04 |
| Sports Tourism | T2H ADVERTISING | 105.00 |
| Public Relations | THE WEATHER CHANNEL PROMO | 165.00 |
| Public Relations | CULINARY TOURISM PROGRAM | 1.93 |
| Public Relations | JOHN BOY AND BILLY PROMO | 7.19 |
| Public Relations | CAROLINA COUNTRY MUSIC FEST | 0.22 |
| Public Relations | CAROLINA COUNTRY MUSIC FEST | 2.39 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 13.60 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 7.83 |
| Research- Survey Postcards | INLET PRINTING CO | 1,547.04 |
| Sports Tourism | MDA CONSULTING | 302.28 |
| Public Relations | PR PROMO | 0.32 |
| Public Relations | THE WEATHER CHANNEL PROMO | 0.40 |
| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 31.27 |
| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 26.96 |
| Public Relations | 60 MORE DAYS CAMPIAGN | 647.57 |
| Public Relations | PR PROMO ITEMS | 24.79 |
| Video Production | BATTLE STRATEGIES LLC | 551.00 |
| Video Production | SALT DIGITAL | 396.00 |
| Sports Tourism | SPORTS FACILITY ADVISORIES | 4,225.89 |
| Public Relations | FAHLGREN MORTINE | 1,729.35 |
| Internet Advertising | SEARCH MARKETING | 6,859.89 |
| Internet Advertising | DISPLAY ADVERTISING | 4,909.44 |
| Internet Advertising | VIDEO ADVERTISING | 4,771.40 |
| Internet Advertising | EMAIL MARKETING | 291.70 |

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| Internet Advertising | SOCIAL MEDIA MARKEITNG | 803.50 |
| Internet Advertising | MOBILE MARKETING | 668.70 |
| Internet Advertising | OTHER | 132.02 |
| Public Relations | 60 MORE DAYS CAMPIAGN | 6.16 |
| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 0.95 |
| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 2.63 |
| Public Relations | CULINARY TOURISM PROGRAM | 5.03 |
| Online Promotion | ADOBE SYSTEMS INC | 223.07 |
| Public Relations | JOHN BOY AND BILLY PROMO | 0.98 |
| Public Relations | PR PROMO ITEMS | 38.40 |
| Public Relations | MEDIA VISIT | 11.71 |
| Groups Meetings | SC SOCIETY OF ASSOCIATION EXECUTIVES | 9.68 |
| Sports Tourism | MDA CONSULTING | 51.86 |
| Website | SIMPLEVIEW LLC | 150.00 |
| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 0.89 |
| Public Relations | THE WEATHER CHANNEL PROMO | 51.30 |
| Public Relations | KENTUCKY MOTORSPEEDWAY PROMO | 2.96 |
| Television | CORINTHIAN MEDIA, INC. | 149.20 |
| Group Adv- internet | GOOGLE INC. | 703.54 |
| Group Adv- internet | GOOGLE INC. | 121.59 |
| video Production | CAROLINA VIDEO GROUP | 625.00 |
| Groups Meetings | MEETINGS AND CONVENTIONS, SUCCESSFUL MEETINGS | 208.00 |
| Public Relations | MEDIA VISIT | 0.17 |
| Public Relations | TORONTO SALES/PR MISSION | 1.99 |
| Public Relations | MEDIA VISIT | 26.00 |
| Online | GOOGLE,GO DADDY | 284.04 |
| TV | BRANDON AGENCY | 6.78 |
| TV | BRANDON AGENCY | 230.01 |
| TV | BRANDON AGENCY | 428.23 |
| TV | BRANDON AGENCY | 472.64 |
| TV | BRANDON AGENCY | 535.29 |
| TV | BRANDON AGENCY | 441.79 |
| TV | BRANDON AGENCY | 409.72 |
| TV | BRANDON AGENCY | 158.95 |
| TV | BRANDON AGENCY | 88.08 |
| TV | BRANDON AGENCY | 613.70 |
| TV | BRANDON AGENCY | 302.50 |

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| Interactive | BRANDON AGENCY | 125.01 |
| Interactive | BRANDON AGENCY | 275.00 |
| Interactive | BRANDON AGENCY | 1,573.24 |
| Interactive | BRANDON AGENCY | 111.50 |
| Interactive | BRANDON AGENCY | 84.34 |
| Magazine Print & Online Elements | BRANDON AGENCY | 43.65 |
| Magazine Print & Online Elements | GOLF MAGAZINE-VIA BRANDON | 880.00 |
| Print - Magazine | BRANDON AGENCY | 621.78 |
| Print - Newspaper | BRANDON AGENCY | 518.25 |
| Radio | BRANDON AGENCY | 402.05 |
| Radio | BRANDON AGENCY | 1,166.79 |
| Radio | BRANDON AGENCY | 249.65 |
| Radio | BRANDON AGENCY | 489.94 |
| Radio | BRANDON AGENCY | 100.05 |
| Radio | CAPSTAR RADIO | 1,131.90 |
| Radio | TL GOLF SERVICES | 338.70 |
| Brand Research | SPORTS & LEISURE RESEARCH GROUP | 1,620.97 |
| Event Administration | EVENT ADMINISTRATION | 14.52 |
| TV/Radio | BRANDON AGENCY | 10,276.41 |
| Print/Online Elements | VARIOUS | 1,004.54 |
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