

Myrtle Beach Area Chamber of Commerce

Myrtle Beach A-Tax Allocation

10/1/2015 through 12/31/2015

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>MB A-TAX ALLOCATION</u>
Website	VISUAL DESTINATIONS LLC	729.17
Internet	ADOBE SYSTEMS INC	223.07
Public Relations	TORONTO PRESS TRIP	15.84
Public Relations	TORONTO PRESS TRIP	3.86
Public Relations	TORONTO PRESS TRIP	9.88
Public Relations	TORONTO PRESS TRIP	1.68
Internet Adv- Groups	GOOGLE INC.	668.89
Public Relations	STAGES VIDEO	155.52
Television Advertising	CORINTHIAN MEDIA, INC.	18.00
Television Advertising	CORINTHIAN MEDIA, INC.	997.60
Television Advertising	CORINTHIAN MEDIA, INC.	15.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	413.56
Internet Adv- Groups	MEETINGS AND CONVENTIONS	160.00
Print Adv- groups	MPI PUBLICATIONS, MEETINGS & CONVENTIONS, ABA, SPORTS TRAVEL	3,745.00
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	1,437.79
Sports Tourism	SPORTS EVENTS MAGAZINE	2,495.18
Sports Tourism	PREMIER TRAVEL MEDIA	3,995.00
Research	SC DEPT. OF PARKS, REC. & TOURISM	2,079.00
Research	EQUATION RESEARCH, LLC	1,485.00
Sports Marketing	KENTUCKY RACEWAY LLC	27.52
TV Production	VISUAL DESTINATIONS LLC	15.00
Website	SIMPLEVIEW LLC	299.70
Public Relations	MEDIA VISIT	5.04
Website	T2H ADVERTISING	105.00
Sports Tourism	SPORTS FACILITY ADVISORIES	26,768.56
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	3.13
Video Production	CAROLINA VIDEO GROUP	3,120.00
Sports Tourism	MDA CONSULTING	310.05
Website	SIMPLEVIEW LLC	7,026.80
Website	SIMPLEVIEW LLC	150.00
Video Production	BATTLE STRATEGIES LLC	360.00
Public Relations	FAHLGREN MORTINE	2,384.40
Public Relations	FAHLGREN MORTINE	962.07
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	88.02
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	1.12
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	3.18
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	2.02
Sports Marketing	SPORTS MARKETING PROMO ITEMS	320.00
Public Relations	MEDIA VISIT	6.88
Public Relations	MEDIA VISIT	101.59
Public Relations	MEDIA VISIT	4.80
Public Relations	TORONTO PRESS TRIP	50.65
Public Relations	TORONTO PRESS TRIP	4.55
Public Relations	TORONTO PRESS TRIP	23.98
Public Relations	TORONTO PRESS TRIP	61.44
Public Relations	TORONTO PRESS TRIP	0.56
Public Relations	TORONTO PRESS TRIP	0.14
Public Relations	TORONTO PRESS TRIP	1.09
Public Relations	TORONTO PRESS TRIP	7.42

Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	333.72
Public Relations	TORONTO PRESS TRIP	2.88
Public Relations	TORONTO PRESS TRIP	282.42
Public Relations	TORONTO PRESS TRIP	14.80
Public Relations	TORONTO PRESS TRIP	0.28
Public Relations	TORONTO PRESS TRIP	2.65
Internet	PATLIVE	42.14
Website Promo	RAFFLECOPTER.COM	6.00
Web hosting	TULSA CONNECT	82.70
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	40.67
Public Relations	CULINARY TOURISM	2.65
Public Relations	TORONTO PRESS TRIP	2.96
Public Relations	TORONTO PRESS TRIP	0.36
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	17.89
Sports Marketing	DARLINGTON PROMOTION	0.96
Public Relations	STEVE HARVEY PROMO	10.88
Public Relations	CULINARY TOURISM	2.37
Public Relations	MEDIA VISIT	11.76
Public Relations	TORONTO PRESS TRIP	1.36
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	2.64
Public Relations	TORONTO PRESS TRIP	0.33
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	73.09
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	2.11
Public Relations	TORONTO PRESS TRIP	24.27
Public Relations	TORONTO PRESS TRIP	5.60
Public Relations	TORONTO PRESS TRIP	81.48
Public Relations	MEDIA VISIT	0.34
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	1.58
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	0.62
Sports Marketing	DARLINGTON PROMOTION	0.74
Sports Marketing	DARLINGTON PROMOTION	0.27
Sports Marketing	DARLINGTON PROMOTION	0.44
Public Relations	TORONTO PRESS TRIP	1.01
Public Relations	TORONTO PRESS TRIP	5.75
Public Relations	TORONTO PRESS TRIP	6.00
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	0.38
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	13.53
Public Relations	TORONTO PRESS TRIP	0.74
Public Relations	TORONTO PRESS TRIP	0.76
Public Relations	TORONTO PRESS TRIP	21.43
Public Relations	TORONTO PRESS TRIP	2.00
Public Relations	TORONTO PRESS TRIP	2.20
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	5.40
Public Relations	TORONTO PRESS TRIP	1.59
Research	SMITH TRAVEL RESEARCH	1,935.90
Television Advertising	CORINTHIAN MEDIA, INC.	18.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	828.00
Video Production	BATTLE STRATEGIES LLC	32.00
Video Production	CAROLINA VIDEO GROUP	45.00
Research- Focus Groups	20/20 FACILITIES, LLC	1,351.17
Internet Adv- Groups	GOOGLE INC.	577.96
Sports Tourism	JOE CARR PHOTOGRAPHY INC	351.00
Sports Tourism	T2H ADVERTISING	168.75
Sports Tourism	MULTIVIEW INC	4,250.00
Website	SIMPLEVIEW LLC	479.85
Research	LONDON TOURISM PUBLICATIONS INC	195.30
Research	EQUATION RESEARCH, LLC	1,278.00
Sports Marketing	COASTAL CAROLINA UNIVERSITY	10,000.00

Video Production	VISUAL DESTINATIONS LLC	30.00
Public Relations	FAHLGREN MORTINE	2,384.40
Public Relations	FAHLGREN MORTINE	1,205.63
International Promo	SISTER CITY PROMO	765.39
Public Relations	PUBLIC RELATIONS PROMO	5.04
Public Relations	MEDIA VISIT	86.47
Public Relations	MEDIA VISIT	1.47
Public Relations	TORONTO PRESS TRIP	7.63
Public Relations	MEDIA VISIT	4.80
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	43.66
Public Relations	MEDIA VISIT	1.73
Public Relations	MEDIA VISIT	6.13
Public Relations	PR PROMO	2.84
International Promo	MEDIA VISIT	1.78
International Promo	MEDIA VISIT	264.50
International Promo	MEDIA VISIT	1.78
Public Relations	PR PROMO	50.00
Public Relations	PR PROMO	1.86
Public Relations	PR PROMO	2.95
Public Relations	PR PROMO	37.76
Public Relations	PR PROMO	6.46
Public Relations	TORONTO PRESS TRIP	29.37
Regional Promotion	SCATR	
Public Relations	PR PROMO	67.09
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	9.41
International Promo	MEDIA VISIT	5.46
International Promo	MEDIA VISIT	12.88
Public Relations	PR PROMO	14.00
Research	FOCUS GROUPS	2.52
International Promo	MEDIA VISIT	28.78
Public Relations	PR PROMO	6.26
Groups- Meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	100.00
Video Production	VIDEO PRODUCTION	4.99
Research	EXPERIAN	935.45
Internet Adv- Groups	BING	350.00
Web hosting	TULSA CONNECT	82.70
Television Advertising	CORINTHIAN MEDIA, INC.	28.00
Sports Tourism	MDA CONSULTING	77.00
Public Relations	NEW WAVE EMBROIDERY	0.65
Internet Adv- Groups	GOOGLE INC.	156.39
Local Promotion	SOUTH CAROLINA HALL OF FAME	36,224.60
Public Funding Sources	DEPARTMENT OF NATURAL RESOURCES	600.91
Sports Tourism	SPORTS EVENTS MAGAZINE	2,495.18
Internet Adv- Groups	GOOGLE INC.	119.97
Public Relations	FAHLGREN MORTINE	83.78
Public Relations	FAHLGREN MORTINE	742.00
Video Production- groups	STAGES VIDEO	199.80
Television Advertising	BROADCAST BUYING SERVICES, INC.	80.00
Groups- Meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	4.57
International Promo- UK	VISUAL DESTINATIONS LLC	20.00
Groups- Meetings	STRATEGIC DATABASE RESEARCH INC	450.00
Public Relations	PUBLIC RELATIONS PROMO	93.58
Public Relations	PUBLIC RELATIONS PROMO	16.95
Public Relations	PUBLIC RELATIONS PROMO	20.70
Public Relations	PUBLIC RELATIONS PROMO	5.18
Ad Design	AD DESIGN	0.30
Internet	PATLIVE	36.68
Internet Promo	RAFFLECOPTER.COM	6.00

Web hosting	TULSA	82.70
Public Relations	MEDIA VISIT	4.72
Public Relations	TOURISM PRESENTATIONS	11.64
Public Relations	TOURISM PRESENTATIONS	22.78
Public Relations	TOURISM PRESENTATIONS	1.72
Public Relations	TODAY SHOW PROMO	6.91
Public Relations	TOURISM PRESENTATIONS	0.40
Public Relations	MEDIA VISIT	6.51
Public Relations	TOURISM PRESENTATIONS	0.24
Public Relations	PR AGENCY PRESENTATIONS	1.40
Groups- Meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	110.00
International Promo- CAN	MEDIA VISIT	38.46
Internet Adv- Groups	GOOGLE INC.	151.83
Internet Adv- Groups	GOOGLE INC.	792.86
Website	SIMPLEVIEW LLC	150.00
Sports Tourism	SPORTS FACILITY ADVISORIES	20,536.74
Public Funding Sources	CHINA PROMOTION	6.16
Public Funding Sources	PROMOTIONAL ITEM	3.02
Public Relations	PR PROMOTIONAL ITEM	22.18
Public Relations	PR PROMOTIONAL ITEM	73.89
Public Relations	PUBLIC RELATIONS PROMO	8.00
Public Relations	PUBLIC RELATIONS PROMO	3.45
Ad Design	AD DESIGN	0.30
Internet	PATLIVE	36.89
Web hosting	TULSA	82.70
Public Relations	MEDIA VISIT	5.76
Public Relations	MEDIA VISIT	2.08
Public Relations	MEDIA VISIT	36.60
Public Funding Sources	ADOBE SYSTEMS INC	446.14
Website	SIMPLEVIEW LLC	150.00
Television Advertising	BRAND USA	12,000.00
Sports Tourism	MDA CONSULTING	703.67
Internet	ADOBE SYSTEMS INC	223.07
Internet	ADOBE SYSTEMS INC	223.07
Public Relations	TORONTO PRESS TRIP	115.03
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	48.02
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	190.00
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	2.54
International Promo- CAN	TORONTO PRESS TRIP	0.59
Public Relations	TORONTO PRESS TRIP	34.23
International Promo- CAN	TORONTO PRESS TRIP	0.19
International Promo- CAN	TORONTO PRESS TRIP	46.05
Sports Marketing	DARLINGTON PROMOTION	4.29
Focus Groups- Charlotte	ZEITGEIST CONSULTING	2,916.58
Research	EQUATION RESEARCH, LLC	1,485.00
Website	SIMPLEVIEW LLC	60.00
Sports Tourism	BIG SOUTH 5K PROMO	1.64
Public Relations	PR PROMO	3.54
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	5.48
Internet	PATLIVE	42.20
Internet Promo	RAFFLECOPTER.COM	6.00
Video Production	VIDEO PRODUCTION	20.40
International Promo- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	104.11
Website	VISUAL DESTINATIONS LLC	729.17
Email Marketing	EXACT TARGET INC	984.22
Public Relations	PR PROMO ITEMS	84.82
Public Relations	TOURISM PRESENTATIONS	6.40
Groups- Meetings	SC SOCIETY OF ASSOCIATION EXECUTIVES	6.79

Public Relations	NEW WAVE EMBROIDERY	1.62
Internet Promo	RAFFLECOPTER.COM	6.00
Research	EQUATION RESEARCH, LLC	2,916.00
International Promo- CAN	TRAVEL SOLUTIONS BY DESIGN CORP	368.67
Public Relations	PR PROMO ITEMS	112.93
Sports Marketing	KENTUCKY SPEEDWAY PROMOTION	2.24
Public Relations	TORONTO PRESS TRIP	2.37
Public Relations	TORONTO PRESS TRIP	6.01
Public Relations	STEVE HARVEY PROMO	510.19
Public Relations	KENTUCKY SPEEDWAY PROMOTION	0.28
Public Relations	STEVE HARVEY PROMO	22.86
Public Relations	KENTUCKY SPEEDWAY PROMOTION	3.07
Public Relations	STEVE HARVEY PROMO	32.00
Public Relations	TORONTO PRESS TRIP	15.48
Email Marketing	EXACT TARGET INC	984.22
Website	VISUAL DESTINATIONS LLC	729.17
Internet Adv- Groups	GOOGLE INC.	108.95
Video Production	STAGES VIDEO	48.60
Website	SIMPLEVIEW LLC	150.00
Public Relations	MEDIA VISIT	36.80
Research- Focus Groups	FOCUS GROUPS	45.74
Public Funding Sources	TORONTO PRESS TRIP	3.55
International Promo	MEDIA VISIT	23.26
International Promo	MEDIA VISIT	19.22
Ad Design	AD DESIGN	0.29
Website- domains	NETSOL DOMAIN-SALES	210.84
Television Advertising	BROADCAST BUYING SERVICES, INC.	1,653.32
Website	DESTINATION TRAVEL NETWORK	127.50
Video Production	BATTLE STRATEGIES LLC	152.50
Group Sales	STRATEGIC DATABASE RESEARCH INC	450.00
Print Adv- groups	MEETINGS TODAY MAGAZINE	616.00
Research	VERINT AMERICAS INC	1,581.10
Sports Tourism	MDA CONSULTING	52.00
Public Relations	TOURISM PRESENTATIONS	2.47
Public Relations	TOURISM PRESENTATIONS	2.42
Public Relations	PR PROMO ITEMS	0.80
Public Relations	PR PROMO ITEMS	82.94
Internet	INTERNET PROMO	5.00
Public Relations	MEDIA VISIT	40.96
Online	GOOGLE,GO DADDY	633.58
TV	GOLF CHANNEL	2,682.17
TV	BRANDON AGENCY-BALTIMORE	387.65
TV	BRANDON AGENCY-COLUMBUS	609.03
TV	BRANDON AGENCY-CHICAGO	1,638.38
TV	BRANDON AGENCY-PHILLY	1,671.36
TV	BRANDON AGENCY-NY	2,365.55
TV	BRANDON AGENCY-NEW ENGLAND	975.38
TV	BRANDON AGENCY-DC	814.81
TV	BRANDON AGENCY-CINCINNATI	498.78
TV	BRANDON AGENCY-CLEVELAND	1,027.82
TV	BRANDON AGENCY- CANADA	2,230.00
TV	BRANDON AGENCY	120.00
Public Relations	LANDMARK MEDIA	816.62
Interactive -web videos	FUEL INTERACTIVE	1,250.00
Interactive - email	FUEL INTERACTIVE	2,159.49
Interactive	FUEL INTERACTIVE	296.63
Interactive - social media	FUEL INTERACTIVE	168.37
Radio Production	BRANDON AGENCY	421.25

Radio	BRANDON AGENCY FOR BALTIMORE RADIO	109.48
Radio	BRANDON AGENCY FOR CINCINNATI RADIO	770.10
Events	INTERNATIONAL SPONSORSHIP/ADV	1,591.58
Distribution Costs	INQUIRY FULLFILLMENT	973.29
Promotions	TRIP GIVEAWAYS	632.00
Airline Mktg Support, Golf Fest Trade Sho	TRADE SHOWS	156.70
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		<u>210,482.41</u>