

MB TOURISM DEVELOPMENT FEE

2011 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
NHRA Publicity & Promotion	4-Wide Nationals	\$ 2,003.77
Online Promotion - Rental Market	VISIBILITY & CONVERSIONS	\$ 27,000.00
Groups & Meetings Magazine	Various Group Publications	\$ 26,136.99
Online Promotion	TRAVELSCREAM	\$ 22,996.00
Online Promotion	VISIBILITY & CONVERSIONS	\$ 21,750.48
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 21,000.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 21,000.00
Video Production	DV3 PRODUCTIONS, LLC	\$ 20,000.00
Online Promotion	AdReady	\$ 17,886.83
Groups & Meetings Magazine	MPI, Group Tour Media	\$ 17,609.71
Online Promotion	AdReady	\$ 16,964.95
Spring Golf Campaign	Comcast	\$ 16,660.05
Spring Golf Campaign	Digital promotion	\$ 15,578.74
Online Promotion	Exact Target, Tulsa Connect, PatLive	\$ 15,174.70
Online Promotion	Travel Ad Network	\$ 15,116.09
International Marketing - Golf	Coastal SC USA	\$ 15,000.00
Spring Golf Campaign	Digital promotion	\$ 14,001.75
Group & Meetings Internet	Northstar Travel, Stamats Mtgs, Buses LLC	\$ 13,300.00
Online Promotion	TRAVELSCREAM	\$ 12,743.50
Spring TV Spot Production	DV3 PRODUCTIONS, LLC	\$ 11,900.00
Groups & Meetings Magazine	Serendipity Publ, NTA Services, Schneider Publ	\$ 10,833.68
Consumer Promotion - Golf	MB Golf Trip Fulfillment from Spring Promotions	\$ 10,437.50
Online Promotion	AdReady	\$ 9,678.82
Regional Tourism Research	PLUFF MUD PUBLIC AFFAIRS	\$ 9,100.00
Spring Golf Campaign	ESPN, Sports radio promotion	\$ 7,672.50
Spring Golf Campaign	Publicity & Promotions	\$ 7,500.00
Spring Golf Campaign	Ultimate Travel Group	\$ 7,500.00
Regional Tourism Research	PLUFF MUD PUBLIC AFFAIRS	\$ 9,100.00
Online Promotion	Exact Target, Tulsa Connect, PatLive	\$ 8,551.55
Online Promotion	Exact Target, Tulsa Connect, PatLive	\$ 8,443.75
Group Sales Promotion	Affordable Meetings Mid America	\$ 8,305.06
Spring Golf Campaign	CLEAR CHANNEL BROADCASTING	\$ 8,287.50
Consumer Travel Trend / Reports	D.K. SHIFFLET & ASSOC	\$ 7,885.00
Online Promotion	VISIBILITY & CONVERSIONS	\$ 7,733.03
Internet Advertising	TRIP ADVISOR LLC	\$ 7,362.39
Sports Tourism Promotion	CONTINENTAL EVENTS & SPORTS MANAGEMENT, LLC	\$ 7,315.00
Group Sales & Promotion	ABA	\$ 7,134.00
International Market Research	REDSHIFT RESEARCH	\$ 6,750.00
Spring Golf Campaign	Omniture	\$ 6,712.50
Booth Expenses for AIBTM	REED EXHIBITIONS	\$ 6,460.00
Spring Golf Campaign	TV Production	\$ 6,439.43
Spring Golf Campaign	Clublink Program	\$ 6,250.00
Group Sales Promotion	GWSAE	\$ 6,233.86
Spring Golf Campaign	Website / Support marketing	\$ 6,061.50
Group Sales Promotion	GWSAE	\$ 5,740.00
Sports Tourism Promotion	CONTINENTAL EVENTS & SPORTS MANAGEMENT, LLC	\$ 5,700.00
Online Promotion	TRIP ADVISOR LLC	\$ 5,622.49
Carolina Explorer / Holiday Guide Tour Prod	CARDEN JENNINGS PUBLISHING	\$ 5,600.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 5,212.77
Promotional Sponsorship	Dustin Johnson Foundation	\$ 5,000.00
Online Promotion	THE CHARLOTTE OBSERVER	\$ 5,000.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 5,000.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 5,000.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 5,000.00
TV Spot Production	DV3 PRODUCTIONS, LLC	\$ 4,970.00
Summer TV Spot Production	DV3 PRODUCTIONS, LLC	\$ 4,970.00

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Summer TV Spot Production	DV3 PRODUCTIONS, LLC	\$ 4,970.00
Spring Golf Campaign	Social Media Marketing	\$ 4,966.00
Spring Golf Campaign	Website / Support marketing	\$ 4,943.75
Spring Golf Campaign	WJFK	\$ 4,825.00
Group & Meetings Internet	Northstar Travel Publ	\$ 4,552.09
Online Promotion	THE CHARLOTTE OBSERVER	\$ 4,550.00
Online Promotion	THE CHARLOTTE OBSERVER	\$ 4,550.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 4,392.33
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 4,320.13
Video Production	Apple Web Store, Office Depot	\$ 4,272.26
Social Media Marketing	MMG WORLDWIDE	\$ 4,250.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 3,903.73
Spring Deals Online Promotion	WXII	\$ 3,800.00
Online Promotion	WXII	\$ 3,800.00
Spring Deals Promotion	WXII	\$ 3,800.00
Regional Tourism Promotion	WKQC-FM	\$ 3,771.50
Group Sales Promotion	Affordable Meetings Mid America	\$ 3,720.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC	\$ 3,718.18
Shipping Costs - Consumer Marketing	US Postal Service	\$ 3,562.85
Digital Marketing	THOMAS TOWNSEND & KENT	\$ 3,562.50
Digital Marketing	AAA CAROLINAS	\$ 3,500.00
Online Video Promotion	WILLIAM R MANNIX	\$ 3,500.00
Publicity & Promotions	Media Group Dinner, Atlanta Media Visit, Mort Hochstein Media	\$ 3,390.44
Print Advertising	THE BRANDON AGENCY	\$ 3,335.00
Online Advertising	WXII	\$ 3,325.00
TV Spot Production	DV3 PRODUCTIONS, LLC	\$ 3,280.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 3,197.19
Publicity & Promotions	Chicago/Boston/Altanta/Ottawa Media Visits, NYC SCPRT Media Event	\$ 3,164.78
Group Sales Promotion	MPI-WEC	\$ 3,162.36
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 3,043.06
Video Production	ENCORE VIDEO PRODUCTION	\$ 2,864.50
Print Advertising	THE BRANDON AGENCY	\$ 2,834.75
Canadian Marketing	Montreal Women's Show, Forever Young Lifestyle Show, TPI	\$ 2,808.57
Print Advertising	THE BRANDON AGENCY	\$ 2,794.38
Spring Golf Campaign	SEO - golf	\$ 2,625.00
Group Sales & Promotion	SEUS Canada	\$ 2,572.94
Print Advertising	THE BRANDON AGENCY	\$ 2,567.50
Shipping Costs - Consumer Marketing	CONTAC SERVICES, INC.	\$ 2,550.01
Mobile site updates, licensing	MEDIA COAST	\$ 2,517.50
Group Sales Promotion	Affordable Meetings Mid America	\$ 2,514.10
Spring Golf Campaign	Creative Production, video development/hosting	\$ 2,500.00
Group Sales Promotion	Rejuvenate	\$ 2,280.00
SMERF Promotion	MHD SERVICES	\$ 2,250.00
SMERF Promotion	MHD SERVICES	\$ 2,137.50
SMERF Promotion	MHD SERVICES	\$ 2,137.50
Shipping Costs - Consumer Marketing	US Postal Service	\$ 2,123.49
Print Advertising	THE BRANDON AGENCY	\$ 2,103.75
Print Advertising	THE BRANDON AGENCY	\$ 2,103.75
Printing for Consumer Research	INLET PRINTING CO.	\$ 2,085.50
Group & Meetings Internet	Northstar Travel Publ	\$ 1,995.00
Spring Golf Campaign	Horizon Travel Magazine	\$ 1,975.00
Spring Golf Campaign	Website / Support marketing	\$ 1,901.63
Group Sales & Promotion	TAP	\$ 1,900.00
Canadian Marketing	Montreal Women's Show, Montreal Tour Operators Dinner	\$ 1,870.68
International Promotion	Pow Wow	\$ 1,816.98
Shipping Costs - Consumer Marketing	UPS	\$ 1,774.66

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Shipping Costs - Consumer Marketing	US Postal Service	\$ 1,761.24
International Promotion	ITB	\$ 1,760.04
Group Sales & Promotion	Collaborate	\$ 1,750.00
Spring Golf Campaign	Golf Channel	\$ 1,691.50
Shipping Costs - Consumer Marketing	CONTAC SERVICES, INC.	\$ 1,676.17
Group Sales Promotion	Collaborate	\$ 1,576.29
Print Advertising	THE BRANDON AGENCY	\$ 1,575.00
Canadian Marketing	Food & Wine Show	\$ 1,528.27
Group Sales Creative Development Ads	SPRINGBOARD ADVERTISING DESIGN	\$ 1,520.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 1,504.53
Television Advertising	OHIO NEWS NETWORK	\$ 1,500.00
Shipping Costs - Consumer Marketing	UPS	\$ 1,493.36
Group Sales Promotion	AENC	\$ 1,470.00
Publicity & Promotions	AP/WIDE WORLD PHOTOS	\$ 1,425.00
Regional Tourism Promotion	HIS RADIO WRTP	\$ 1,425.00
International Promotion	Pow Wow	\$ 1,423.37
Online Promotion	ADOBE SYSTMES INC	\$ 1,392.75
Online Promotion	ADOBE SYSTMES INC	\$ 1,392.75
Online Promotion	ADOBE SYSTMES INC	\$ 1,392.75
NHRA Publicity & Promotion	LIQUID ANVIL INC.	\$ 1,373.55
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,299.13
Group Sales Promotion	Collaborate	\$ 1,259.00
Spring Golf Campaign	Golfing Magazine	\$ 1,250.00
Spring Golf Campaign	WJFK	\$ 1,227.50
Publicity & Promotions	M BOOTH & ASSOCIATES, INC	\$ 1,226.40
Shipping Costs - Consumer Marketing	UPS	\$ 1,204.89
Sports Tourism Promotion	NASC, USATF, Mini Marathon	\$ 1,195.48
Group Tour Promotion	NTA	\$ 1,150.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 1,107.79
Group Sales Promotion	OMCA	\$ 1,074.60
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,070.40
Group Sales Promotion	TAP	\$ 1,040.25
Online Promotion	ADOBE SYSTMES INC	\$ 1,037.51
UK Tour Operator Marketing	NEWMARKET PROMOTIONS	\$ 1,000.00
Television Advertising	OHIO NEWS NETWORK	\$ 1,000.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 984.50
Canadian Marketing	Montreal Women's Show	\$ 957.89
Print Advertising	THE BRANDON AGENCY	\$ 956.25
Canadian Marketing	Montreal Women's Show	\$ 954.00
Television Advertising	OHIO NEWS NETWORK	\$ 880.00
Television Advertising	OHIO NEWS NETWORK	\$ 800.00
Spring Golf Campaign	Golfer's Lifestyle Magazine	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Group Sales Promotion	GWSAE	\$ 709.46
Group Sales Promotion	SYTA	\$ 707.75
International Promotion	Pow Wow	\$ 680.96
Publicity & Promotions	DC Media Event, June Press Trip	\$ 672.08
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 668.78
Regional Tourism Promotion	SAFE-T-CONCIERGE SERVICE	\$ 665.00
NHRA Publicity & Promotion	4-Wide Nationals	\$ 655.75

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<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Radio Advertising	WWLV	\$ 646.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 635.34
International Promotion Video	ENCORE VIDEO PRODUCTION	\$ 600.00
Sports Tourism Promotion	NASC Meeting, USATF Expenses	\$ 582.91
Group Sales Promotion	VSAE	\$ 580.00
Group Sales Promotion	Collaborate	\$ 568.30
Print Advertising	THE BRANDON AGENCY	\$ 562.50
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 559.84
Group Sales & Promotion	SEUS Canada	\$ 550.89
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 525.73
Print Advertising	THE BRANDON AGENCY	\$ 525.00
Group Sales Promotion	SEABOARD SIGNS & ENGRAVING	\$ 523.26
Meeting / Group Promotion	GSAE	\$ 522.50
Group Sales Promotion	AIBTM	\$ 516.61
Shipping Costs - Consumer Marketing	UPS	\$ 515.72
Shipping Costs - Consumer Marketing	UPS	\$ 503.85
Radio Advertising	WZRI	\$ 484.50
Radio Advertising	WZRI	\$ 484.50
Group Sales Promotion	MPI-MAC	\$ 479.87
Digital Marketing	HOLLEY AUFDEMORTE	\$ 475.00
International Promotion	Pow Wow	\$ 466.26
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 455.79
Site Visit	DEBBIE COWEN	\$ 442.51
Shipping Costs - Consumer Marketing	UPS	\$ 415.89
Spring Golf Campaign	Social Media Marketing	\$ 412.50
Print Advertising	THE BRANDON AGENCY	\$ 412.50
Print Advertising	THE BRANDON AGENCY	\$ 412.50
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 411.15
Online Promotion	ADOBE SYSTMES INC	\$ 404.34
Print Advertising	THE BRANDON AGENCY	\$ 400.00
Print Advertising	THE BRANDON AGENCY	\$ 397.50
Print Advertising	THE BRANDON AGENCY	\$ 397.50
Print Advertising	THE BRANDON AGENCY	\$ 397.50
Print Advertising	THE BRANDON AGENCY	\$ 397.50
Group Sales Promotion	TAP	\$ 395.37
Spring Golf Campaign	GTA Amateur Program/Magazine	\$ 387.50
Spring Golf Campaign	Print Production	\$ 368.75
NHRA Publicity & Promotion	MYRTLE BEACH SCREEN	\$ 359.10
Media Familiarization	ANDREANN GEISE	\$ 358.06
Print Advertising	THE BRANDON AGENCY	\$ 350.63
Print Advertising	THE BRANDON AGENCY	\$ 350.63
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 349.93
Group Sales Promotion	TAP	\$ 343.71
Regional Tourism Promotion	SAFE-T-CONCIERGE SERVICE	\$ 332.50
Meeting / Group Promotion	MIC	\$ 323.49
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 322.73
Sports Tourism Promotion	NASC Meeting, USATF Expenses	\$ 316.27
Shipping Costs - Consumer Marketing	UPS	\$ 313.88
Mobile Marketing	MMG WORLDWIDE	\$ 300.00
Group Sales Promotion	Connect Marketplace	\$ 297.40
Shipping Costs - Consumer Marketing	UPS	\$ 294.26
Group Sales & Promotion	Smart Mart	\$ 294.25
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 293.75
Print Advertising	THE BRANDON AGENCY	\$ 275.00
Print Advertising	THE BRANDON AGENCY	\$ 275.00
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 268.53

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MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 268.00
Shipping Costs - Consumer Marketing	UPS	\$ 267.57
Consumer Promotion	DATA PUBLISHING, INC.	\$ 266.00
NHRA Publicity & Promotion	DATA PUBLISHING, INC.	\$ 266.00
NHRA Publicity & Promotion	DATA PUBLISHING, INC.	\$ 266.00
Publicity & Promotion - Media Familiarization	MORTON HOCHSTEIN	\$ 260.11
Television Advertising	OHIO NEWS NETWORK	\$ 250.00
Online Promotion	OHIO NEWS NETWORK	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 248.83
Publicity & Promotions	M BOOTH & ASSOCIATES, INC	\$ 237.50
Online Advertising	OHIO NEWS NETWORK	\$ 237.50
Media Familiarization	GARY CRALLE	\$ 196.03
USATF Ad Development	ANDREW COOK	\$ 190.00
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 185.07
Digital Marketing	HOLLEY AUFDEMORTE	\$ 181.45
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 177.80
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 176.92
Shipping Costs - Consumer Marketing	UPS	\$ 176.23
International Promotion	ITB Berlin	\$ 159.52
Group Sales Promotion	Affordable Meetings Mid America	\$ 155.00
Publicity & Promotion - Media Familiarization	APRYL CHAPMAN THOMAS	\$ 151.41
Media Familiarization	Mort Hochenstein	\$ 142.50
ITB Show Expense	ITB	\$ 140.01
Shipping Costs - Consumer Marketing	UPS	\$ 139.12
M.A.M. Familiarization	MAM FAM Tours	\$ 132.66
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 131.88
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 131.40
M.A.M. Familiarization	MAM FAM Tours	\$ 128.33
Group Sales Promotion	SEABOARD SIGNS & ENGRAVING	\$ 123.12
Creative Development	YouSendIt	\$ 104.49
Publicity & Promotion - Media Familiarization	Mort Hochstein	\$ 95.00
Shipping Costs - Consumer Marketing	UPS	\$ 91.35
Publicity Promotions	MAM FAM	\$ 84.80
Video Production	Apple Web Store, Office Depot	\$ 80.69
Regional Tourism Promotion	STAR 102.5 FM-WIOZ	\$ 71.25
Shipping Costs - Consumer Marketing	UPS	\$ 67.33
Shipping Costs - Consumer Marketing	UPS	\$ 63.17
Shipping Costs - Consumer Marketing	UPS	\$ 61.50
Shipping Costs - Consumer Marketing	UPS	\$ 59.14
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 58.42
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 42.75
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN	\$ 37.63
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 34.20
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 32.51
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 31.58
Sports Tourism Promotion	NASC Meeting, USATF Expenses	\$ 27.55
Group Sales Promotion	GWSAE	\$ 26.16
NHRA Publicity & Promotion	4-Wide Nationals	\$ 25.00
Shipping Costs - Consumer Marketing	UPS	\$ 7.82
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 6.83
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 4.74
Shipping Costs - Consumer Marketing	US Postal Service	\$ 4.28
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 2.71
Shipping Costs - Consumer Marketing	US Postal Service	\$ 2.26

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MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Shipping Costs - Consumer Marketing	US Postal Service	\$ 2.24
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 1.60
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 0.84
Publicity & Promotions	2012 PR Strategic Analysis / Fahlgren Mortine	\$ 2,569.39
Group Sales & Promotion	AENC Travel Expenses	\$ 209.00
Group Promotion	AENC Travel Expenses	\$ 102.63
Group Sales & Promotion	Affordable Meetings	\$ 2,043.68
Group Sales & Promotion	Affordable Meetings - promotional expenses	\$ 99.34
International Marketing	ALL STAR SCREEN PRINTING	\$ 761.81
General Advertising - Golf	Brandon Agency	\$ 28,750.00
Publicity & Promotions-Golf	Brandon Agency	\$ 10,621.28
Creative Production - Golf	Brandon Agency	\$ 2,334.53
Creative Production	Broadcast assets / Film production	\$ 8,411.71
Creative Production	Broadcast assets / Film production	\$ 8,360.81
International Marketing	Canadian FAM	\$ 6,790.02
International Marketing	Canadian FAM	\$ 584.36
International Marketing	Canadian FAM / Media Exposure	\$ 7,920.68
Broadcast Ads - radio	Clear Channel Broadcasting	\$ 16,935.00
Group Sales & Promotion	Coalition - BMP	\$ 2,412.68
Group Sales & Promotion	Coalition - BMP	\$ 99.75
General Consumer Promotion	COASTAL CAROLINA UNIVERSITY	\$ 3,000.00
Television Advertising-Golf	Comcast	\$ 14,950.00
Inquiry Fulfillment	CONTAC SERVICES, INC.	\$ 2,342.50
Inquiry Fulfillment	CONTAC SERVICES, INC.	\$ 2,279.72
Inquiry Fulfillment	CONTAC SERVICES, INC.	\$ 2,074.32
Inquiry Fulfillment	CONTAC SERVICES, INC.	\$ 1,009.52
Inquiry Fulfillment	CONTAC SERVICES, INC.	\$ 937.25
International Marketing	Contac Svc - Toronto Promotion planning	\$ 202.65
Magazine Ads - Golf	Co-Op Ads / National coverage	\$ 4,250.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 262,240.40
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 123,764.22
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 58,451.49
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 42,625.55
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 39,601.82
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 16,844.10
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 16,450.20
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 3,805.96
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 3,558.17
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 787.80
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 487.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 407.55
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 333.45
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 275.93
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 243.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 243.75
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 52.65
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 41.29
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 17.55
TV Charge adjustment (Canada)	CORINTHIAN MEDIA, INC.	\$ 12.16
Publicity & Promotions-Golf	Dustin Johnson / MB Golf promotion	\$ 35,000.00
Consumer Targeted Promotion	DATA PUBLISHING, INC.	\$ 266.00
Consumer Targeted Promotion	DATA PUBLISHING, INC.	\$ 266.00
Consumer Targeted Promotion	DATA PUBLISHING, INC.	\$ 266.00
Sports Marketing	DIAMOND GRAPHICS AND TRADE SHOW EXPRESS	\$ 304.67
Sports Marketing	DIAMOND GRAPHICS AND TRADE SHOW EXPRESS	\$ 172.63
Internet Advertising - Golf	Digital Promotion/various websites, online sponsorships	\$ 13,923.81

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Internet Advertising - Golf	Digital Promotion/various websites, online sponsorships	\$ 11,830.02
Radio Advertising	Dispatch Broadcast Co.	\$ 2,125.00
Group Promotion	Education Summit Centerpiece	\$ 37.27
International Marketing	Reimburse promotional expenses	\$ 223.07
Video Production - group mktg	ENCORE VIDEO PRODUCTIONS, INC	\$ 5,714.25
Video Production - group mktg	ENCORE VIDEO PRODUCTIONS, INC	\$ 578.42
Internet Advertising - Golf	Enhanced SEO	\$ 1,968.75
Sports Marketing	ENVIRONMENTAL SYSTEMS TESTING SERVICES	\$ 465.50
Sports Marketing	ENVIRONMENTAL SYSTEMS TESTING SERVICES	\$ 175.75
Research - Air Service	EQUATION RESEARCH, LLC	\$ 34,000.00
Ottawa Media Visit Expenses	ERIC MASSON	\$ 298.78
Publicity & Promotions	FAHLGREN MORTINE	\$ 24,480.00
General Consumer Promotion	FDNY Promotion	\$ 2,691.29
Internet Advertising - Golf	Fuel Interactive	\$ 1,518.75
Consumer Fulfillment Distribution	Fulfillment - International postage	\$ 475.31
Consumer Fulfillment Distribution	Fulfillment - International postage	\$ 218.58
International Marketing	German FAM / Go West	\$ 3,102.50
International Marketing	German FAM / Go West	\$ 253.97
Group Promotion - Go West	German FAM / Go West - Clark Sullivan	\$ 600.00
Magazine Ads - Golf	Golf Magazine / Fall	\$ 22,500.00
Magazine Ads - Golf	GolfWeek / Fall	\$ 17,000.00
Television Advertising	Google TV	\$ 39,000.00
Sports Tourism Promotion	GRAND STRAND JUNIORS	\$ 300.00
Consumer Media Distribution	Group Fulfillment shipping	\$ 1,034.50
Consumer Media Distribution	Group Fulfillment shipping	\$ 364.24
Group Sales & Promotion	Group Promotional Items	\$ 3,577.38
Group Sales & Promotion	Group Promotional Items	\$ 436.11
Group Sales & Promotion	Group Promotional Items	\$ 10.83
Group Sales & Promotion	Group Sales Blitz	\$ 1,732.64
Group Sales & Promotion	Group Sales Blitz	\$ 656.07
Group Sales & Promotion	Group Sales Blitz / promotional collateral, MPI	\$ 12,792.84
Group Sales & Promotion	Group Sales Promotion / trade show promo	\$ 1,017.17
Group Sales & Promotion	Group Sales Promotion / trade show promo	\$ 633.61
Creative Production	Group Sales video development	\$ 570.00
Creative Production	Group Sales video development	\$ 452.72
Creative Production	Group Sales video development	\$ 430.54
Creative Production	Group Sales video development	\$ 112.34
Group Sales & Promotion	Group Tour - FAM	\$ 440.56
Group Sales & Promotion	Group Tour - FAM	\$ 327.66
Group Sales & Promotion	Group Tour promo	\$ 594.96
Group Sales & Promotion	Group tour promotional support	\$ 20.90
Groups & Meetings Magazine	Grp/Mtg National Pubs	\$ 37,656.20
Groups & Meetings Magazine	Grp/Mtg National Pubs	\$ 25,290.84
Groups & Meetings Magazine	Grp/Mtg National Pubs	\$ 4,656.05
Group Sales & Promotion	GSAE	\$ 296.78
Group Promotion	GSAE	\$ 26.79
Radio Advertising	HIS RADIO NETWORK	\$ 2,519.77
Creative Production	HOLLEY AUFDEMONTE	\$ 370.50
General Consumer Promotion	HSMAI	\$ 370.50
Group Sales & Promotion	IAEM	\$ 494.95
General Consumer Promotion	IMG COLLEGE, LLC	\$ 19,233.33
General Consumer Promotion	IMG COLLEGE, LLC	\$ 19,233.33
General Consumer Promotion	IMG COLLEGE, LLC	\$ 10,833.34
General Consumer Promotion	IMG COLLEGE, LLC	\$ 10,833.33
General Consumer Promotion	IMG COLLEGE, LLC	\$ 10,833.33
Market Research	INLET PRINTING CO - survey cards	\$ 7,212.26

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<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Market Research	INLET PRINTING CO - survey cards	\$ 592.03
Market Research	INLET PRINTING CO - survey cards	\$ 19.93
Market Research	INLET PRINTING CO - survey cards	\$ 19.67
Market Research	INLET PRINTING CO - survey cards	\$ 5.99
Internet Advertising - Golf	Interactive promotion	\$ 2,065.67
Internet Advertising - Golf	Paid Search	\$ 2,558.73
International Marketing	JEFFREY HARGETT / German FAM Activities	\$ 100.00
General Consumer Promotion	Jim Byers media visit	\$ 253.14
International Marketing	LANCASTER TOURS CHARLESTON	\$ 4,854.50
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 20,000.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 20,000.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 20,000.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 2,664.79
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 1,571.56
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 1,401.56
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 1,375.30
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 878.87
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 536.46
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 499.52
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 250.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 125.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 125.00
Group Sales & Promotion	M/C FAM Tours	\$ 13.59
Group Promotion	MANPOWER	\$ 1,383.16
Group Promotion	MANPOWER	\$ 461.06
Market Research	Market survey incentives	\$ 2,156.07
Internet Advertising - Golf	MB Golf Trip Fulfillment from Spring Promotions	\$ 3,900.10
Publicity & Promotions	Media Assets - shipping	\$ 77.86
Publicity & Promotions	Media Assets - shipping	\$ 37.31
Publicity & Promotions	Media Assets - shipping	\$ 23.06
Internet Promotion	MEDIA COAST	\$ 2,099.50
Internet Promotion	MEDIA COAST	\$ 1,080.63
Promotion and Publicity	Media Newsroom Online Distribution	\$ 75.05
SMERF Promotion	MHD SERVICES	\$ 2,244.38
SMERF Promotion	MHD SERVICES	\$ 2,244.38
SMERF Promotion	MHD SERVICES	\$ 2,244.38
Holiday Promotion	MILLER DIRECT	\$ 139,891.50
General Consumer Promotion	MINUTEMAN PRESS	\$ 389.87
Internet Promotion	MMG WORLDWIDE	\$ 4,250.00
Internet Promotion	MMG WORLDWIDE	\$ 4,250.00
Internet Promotion	MMG WORLDWIDE	\$ 4,250.00
Internet Promotion	MMG WORLDWIDE	\$ 4,250.00
Sports Tourism Promotion	NASC / USOC	\$ 55.00
Consumer General Promotion	National / Canadian Consumer Golf Shows	\$ 5,987.83
Group Promotion	NATIONAL CUSTOM INSIGNIA, INC.	\$ 14,891.25
Publicity & Promotions-Golf	Nicolas & Lence	\$ 750.00
Group Sales & Promotion	NTA	\$ 399.80
Television Advertising	OHIO NEWS NETWORK	\$ 5,560.00
Group Sales & Promotion	OMCA	\$ 176.27
Group Sales & Promotion	OMCA - promotional expenses	\$ 38.55
Internet Advertising - Golf	Omniture	\$ 3,075.00
Groups & Meetings Internet	Online Advertising - Grp/Mtg Pubs.	\$ 3,895.00
Groups & Meetings Internet	Online Advertising - Grp/Mtg Pubs.	\$ 3,214.17
Groups & Meetings Internet	Online Advertising - Grp/Mtg Pubs.	\$ 1,614.99
Groups & Meetings Internet	Online Advertising - Grp/Mtg Pubs.	\$ 1,235.00
Groups & Meetings Internet	Online Advertising - Grp/Mtg Pubs.	\$ 589.00

MB TOURISM DEVELOPMENT FEE

2011 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Internet Advertising	Paid Search - Group/Meeting searches	\$ 15,000.00
Internet Advertising	Paid Search - Travel, Myrtle Beach unsat. Placements	\$ 130,000.00
Internet Advertising	Paid Search - Travel, Myrtle Beach unsat. Placements	\$ 70,000.00
Internet Advertising	Paid Search - Travel, Myrtle Beach unsat. Placements	\$ 15,000.00
Internet Advertising	Paid Search - Travel, Myrtle Beach unsat. Placements	\$ 10,000.00
Internet Advertising	Paid Search - Travel, Myrtle Beach unsat. Placements	\$ 4,930.70
Internet Advertising	Paid Search - Travel, Myrtle Beach unsat. Placements	\$ 4,695.76
Internet Advertising - Golf	Paid space advertising	\$ 6,127.75
Consumer Show Promotion	PAMELIA D BARR	\$ 76.00
Group Promotion	PETER E. DARJOA JR.	\$ 185.25
Consumer Fulfillment Distribution	Pitney Bowes	\$ 567.66
Consumer Fulfillment	Pitney Bowes	\$ 542.87
Consumer Fulfillment Distribution	Pitney Bowes	\$ 488.34
Consumer Fulfillment	Pitney Bowes	\$ 412.96
Consumer Fulfillment	Pitney Bowes	\$ 53.11
Postage - Fulfillment	Pitney Bowes	\$ 36.77
Postage - Fulfillment	Pitney Bowes	\$ 31.41
Postage - Fulfillment	Pitney Bowes	\$ 12.54
Postage - Fulfillment	Pitney Bowes	\$ 6.94
Consumer Fulfillment	Pitney Bowes	\$ 6.78
Postage - Fulfillment	Pitney Bowes	\$ 3.91
Consumer Fulfillment	Pitney Bowes	\$ 3.39
Consumer Fulfillment	Pitney Bowes	\$ 2.09
Market Research - holiday travel	PLUFF MUD PUBLIC AFFAIRS, LLC	\$ 11,050.00
Consumer Fulfillment Distribution	Postage - Inquiry Fulfillment	\$ 8.36
Group Sales & Promotion	Promotional collateral - group promotion	\$ 2,730.30
Group Sales & Promotion	Promotional collateral - group promotion	\$ 1,518.10
International Marketing	Promotional Expenses - Canadian Air Service	\$ 1,264.49
International Marketing	Promotional Expenses - Canadian Air Service	\$ 47.50
Group Promotion	Promotional Expenses - Sports Events	\$ 9.98
General Consumer Promotion	Reimburse promotional expenses	\$ 51.59
General Consumer Promotion	Reimburse promotional expenses	\$ 2.85
Promotion and Publicity	SCVNGR - Mobile Application upgrade	\$ 4,560.00
Consumer Fulfillment Distribution	Shipping - bulk fulfillment	\$ 700.72
Consumer Fulfillment Distribution	Shipping - bulk fulfillment	\$ 517.57
Sports Tourism	SIGNWORKS	\$ 163.50
Group Sales & Promotion	SMART meetings promotion	\$ 552.10
General Consumer Promotion	SMART Meetings sponsorship	\$ 141.66
Internet Advertising - Golf	Social Media promotion	\$ 27,723.50
Group Sales & Promotion	T.E.A.M.S. promotion	\$ 4,097.10
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 750.00
Print Advertising	THE BRANDON AGENCY	\$ 507.88
Print Advertising	THE BRANDON AGENCY	\$ 500.00
Print Advertising	THE BRANDON AGENCY	\$ 422.88
Print Advertising	THE BRANDON AGENCY	\$ 412.50
Print Advertising	THE BRANDON AGENCY	\$ 350.63
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Print Advertising	THE BRANDON AGENCY	\$ 250.00
Market Research	TIA Destination Travel trends	\$ 7,925.00
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 5,000.00
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 5,000.00

MB TOURISM DEVELOPMENT FEE

2011 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 4,750.00
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 3,907.73
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 3,564.85
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 2,092.41
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 1,175.97
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 1,126.02
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 873.25
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 831.84
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 469.72
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 445.00
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 302.62
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 258.41
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 249.15
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 89.80
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 89.22
International Marketing	TRAVEL SOLUTIONS BY DESIGN	\$ 88.75
Internet Advertising	TRAVELSCREAM	\$ 22,319.00
Internet Advertising	TRAVELSCREAM	\$ 17,954.00
Internet Advertising	TRAVELSCREAM	\$ 16,621.50
Internet Advertising	TRIP ADVISOR LLC	\$ 4,266.12
Internet Advertising	TRIP ADVISOR LLC	\$ 2,586.64
Creative Production	VIDEOGLOBETROTTER INC	\$ 1,425.00
Internet Advertising	Visibility & Conversions-Paid Search, Online Promotion	\$ 189,542.03
Group Sales & Promotion	VSAE	\$ 592.87
Group Sales & Promotion	VSAE	\$ 99.75
Internet Advertising - Golf	Web-based promotion	\$ 500.00
Internet Advertising - Golf	Yahoo Sports	\$ 12,497.39
Group Sales & Promotion	Sales Blitzes	\$ 10,800.86
Magazine Advertising	AAA Go Magazines	\$ 3,232.13
Group Tour Promotion	ABA	\$ 19,307.83
Group Tour Promotion	ABA	\$ 16,672.50
Group Tour Promotion	ABA	\$ 5,892.57
Group Tour Promotion	ABA	\$ 4,875.00
Group Tour Promotion	ABA	\$ 2,148.99
Group Promotion & Sales	ABA	\$ 1,507.60
Group Promotion & Sales	ABA	\$ 1,364.23
Group Promotion & Sales	ABA	\$ 385.71
Group Tour Promotion	ABA	\$ 292.50
Group Tour Promotion	ABA	\$ 292.50
Group Tour Promotion	ABA	\$ 292.50
Group Tour Promotion	ABA	\$ 292.50
Group Promotion & Sales	ABA	\$ 122.83
Group Promotion & Sales	ABA	\$ 71.81
Group Tour Promotion	ABA	\$ 59.85
Group Promotion & Sales	ABA	\$ 25.71
Group Tour Promotion	ABA	\$ 0.97
Group Tour Promotion	ABA, Collaborate, Connect	\$ 30,259.41
VMB Server Access / Licensing	ADOBE SYSTEMS INC	\$ 1,311.38
VMB Server Access / Licensing	ADOBE SYSTEMS INC	\$ 1,311.38
Online Promotion - Paid Space Destination	AdReady	\$ 4,528.81
Group Promotion & Sales	Affordable Meetings	\$ 7,015.13
Software for digital video production	Apple Web Store	\$ 45.28
Group Promotion & Sales	ASAE	\$ 6,045.00
Group Promotion & Sales	ASAE	\$ 2,437.50
Group Promotion & Sales	Bank Travel	\$ 891.67
Group Promotion & Sales	Bank Travel	\$ 21.45

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2011 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Spring Regional Market-Pittsburgh	Comcast	\$ 6,067.50
Spring Regional Market-Toronto	ESPN, Sports radio	\$ 9,375.00
Spring Golf Campaign	Toronto Star	\$ 12,682.04
Publicity & Promotions	Broadcast Media Monitoring	\$ 3,510.00
Groups & Meetings Magazine	Buses LLC, Meetings Media, Northstar Media	\$ 4,425.00
Canadian Film / Production	Canadian Video Production	\$ 165.70
International Promotion	COASTAL SC, USA	\$ 7,195.11
Groups & Meetings Magazine	Collinson & Co, Northstar, Group Tour Media, Stam Media	\$ 17,994.48
Sponsorship and Trade Show Booths	Consumer Golf Shows	\$ 23,656.38
Leisure Travel Research	Consumer Incentives	\$ 2,318.01
International Shipping	CONTAC SERVICES, INC.	\$ 4,579.46
International Shipping	CONTAC SERVICES, INC.	\$ 1,633.81
International Shipping	CONTAC SERVICES, INC.	\$ 699.01
CAA & Travel Agent Promotion	CONTAC SERVICES, INC.	\$ 364.93
Promotion - Mini Marathon	CONTINENTAL EVENTS & SPORTS MANAGEMENT	\$ 9,750.00
Mini Marathon Marketing	CONTINENTAL EVENTS & SPORTS MANAGEMENT	\$ 7,500.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 254,970.98
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 36,344.68
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 35,800.68
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 3,116.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 672.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 457.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 264.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 185.25
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 185.25
Promotion - NASCAR	DARLINGTON RACEWAY	\$ 9,827.00
Group FAM (M.A.M. Event)	DAVID BIAS	\$ 390.00
Marketing Research / Trends	DESTINATION MARKETING ASSN INTL	\$ 5,456.00
Group Promotion & Sales	Destination Washington	\$ 3,954.16
Group Promotion & Sales	Destination Washington	\$ 2,341.36
Group Promotion & Sales	Destination Washington	\$ 1,067.25
Group Promotion & Sales	Destination Washington	\$ 70.78
Group Promotion & Sales	Destinations Showcase - Washington	\$ 3,370.00
Canadian Promotion	DISCOVER AMERICA CANADA	\$ 268.13
Spring TV Spot	DV3 PRODUCTIONS, LLC	\$ 4,845.75
Domestic Shipping - Marketing	EASY PERMIT POSTAGE	\$ 3,775.14
Domestic Shipping - Marketing	EASY PERMIT POSTAGE	\$ 3,255.99
Domestic Shipping - Marketing	EASYPERMIT POSTAGE	\$ 1.15
Spring Golf Campaign	Email Newsletters	\$ 5,108.25
Spring Golf Campaign	Enhanced SEO	\$ 1,312.50
Spring Golf Campaign	E-Saver Production	\$ 3,106.00
Spring Golf Campaign & Monday After the	ESPN Mike & Mike	\$ 77,137.50
Digital Promotion	Exact Target, Tulsa Connect, PatLive	\$ 8,314.78
Digital Promotion	Exact Target, Tulsa Connect, PatLive	\$ 8,038.37
Summer Holiday Show	EXPO MEDIA INC.	\$ 2,540.32
Ad Design	Fonts.com	\$ 28.28
Ad Design	Fonts.com, Mobileme Apple, Ifunia Corp	\$ 187.06
Canadian Magazine	Forever Young	\$ 2,681.25
Domestic Shipping - Marketing	FUEL INTERACTIVE, LLC	\$ 4,230.02
Eco-Tourism Promotion	FUEL INTERACTIVE, LLC	\$ 146.25
Groups & Meetings Magazine	Group Travel Leader, ASAE, Group Tour Media	\$ 8,979.36
Spring Regional Golf Campaign	GTA Amateur Tour	\$ 7,750.00
Digital Promotion - mobile	HOLLEY AUFDEMORTE	\$ 354.90
Digital Promotion - mobile	HOLLEY AUFDEMORTE	\$ 235.95
Fulfillment Processing	HTC	\$ 77.65
Fulfillment Processing	HTC	\$ 13.58

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2011 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Fulfillment Processing	HTC	\$ 3.08
Research Postcard	INLET PRINTING CO	\$ 1,215.57
Spring Golf Campaign	Internet Paid Search - Google	\$ 23,516.05
Group Promotion & Sales	ITB	\$ 732.32
Group Promotion & Sales	ITB	\$ 256.58
Canadian Promotion	KEN GIBSON COMPANY	\$ 330.53
Group Tour Promotion	Lakeshore FAM	\$ 102.38
Group Tour Promotion	Lakeshore FAM	\$ 31.83
Travel South Promotion	LIQUID ANVIL INC.	\$ 2,076.52
Group FAM (M.A.M. Event)	LIZ WALTERS	\$ 170.36
Publicity & Promotions	M BOOTH & ASSOCIATES, INC	\$ 20,475.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC	\$ 20,475.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC	\$ 2,427.27
Publicity & Promotions	M BOOTH & ASSOCIATES, INC	\$ 1,261.11
Publicity & Promotions	M BOOTH & ASSOCIATES, INC	\$ 243.75
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 43,294.69
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 20,475.00
Publicity & Promotions	M BOOTH & ASSOCIATES, INC.	\$ 7,834.27
Spring Golf Campaign	Magazine Print - Golf Digest	\$ 19,574.44
Spring Golf Campaign	Magazine Print - Golf Magazine	\$ 62,500.00
Group Tour Promotion	MAM FAM	\$ 514.80
Consumer Fulfillment Lead Processing	Inquiry Fulfillment Processing - golf inquiries	\$ 56,103.06
Publicity & Promotions	Media Visit - New York City, Canada	\$ 286.37
Spring Golf Campaign	Merit Travel Group/Ultimate Golf Vacations	\$ 2,000.00
Group Sales Promotion	MHD SERVICES	\$ 2,193.75
Group Sales Promotion	MHD SERVICES	\$ 2,193.75
Group Sales Promotion	MHD SERVICES	\$ 2,193.75
Group Promotion & Sales	MIC	\$ 589.68
Group Promotion & Sales	MIC	\$ 102.98
Canadian Promotion - Direct Mail	MILLER DIRECT	\$ 201,110.00
Consumer Travel Promotion - Air Service	MILLER DIRECT	\$ 136,255.00
Consumer Travel Promotion	MILLER DIRECT	\$ 102,361.00
Social Media Monitoring	MMG WORLDWIDE	\$ 7,800.00
Social Media Monitoring	MMG WORLDWIDE	\$ 4,143.75
Social Media Promotion	MMG WORLDWIDE	\$ 2,193.75
Social Media Promotion	MMG WORLDWIDE	\$ 2,193.75
Social Media Monitoring	MMG WORLDWIDE	\$ 487.50
Digital Promotion - mobile	MMG WORLDWIDE	\$ 292.50
Digital Promotion - mobile	MMG WORLDWIDE	\$ 292.50
Digital Promotion - mobile	MMG WORLDWIDE	\$ 292.50
Canadian Promotion	Montreal Womens Show	\$ 1,511.98
Canadian Promotion	Montreal Womens Show, Outdoor Adventure Show	\$ 2,512.51
Group Promotion & Sales	MPI	\$ 433.68
Group Promotion & Sales	NA Journeys	\$ 765.62
Group Promotion & Sales	NA Journeys	\$ 291.98
Group Promotion & Sales	NA Journeys	\$ 156.39
Group Promotion & Sales	NA Journeys	\$ 93.10
Group Promotion & Sales	NA Journeys	\$ 77.16
Sports Tourism Promotion	NASC	\$ 114.94
NASC / Triathlon Promotion	NASC, Triathlon	\$ 123.75
Television, Online Advertising	NATIONAL HOT ROD ASSOCIATION, ESPN	\$ 268,125.00
Charlotte Speedway Press Event	NEW WAVE EMBROIDERY	\$ 69.08
Spring Golf Campaign	New Web Projects	\$ 600.00
Publicity & Promotions	New York City Media Event	\$ 122.51
Publicity & Promotions	New York City Media Event, Canada Media Event	\$ 6,603.89
Publicity & Promotions	New York City Media Event, Toronto Media Event	\$ 5,882.03

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2011 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Publicity & Promotions	New York City Media Visit	\$ 59.48
Groups & Meetings Magazine	Northstar Travel Media, MPI Publications	\$ 8,896.88
Television Advertising	OHIO NEWS NETWORK	\$ 1,440.00
Television Advertising	OHIO NEWS NETWORK	\$ 20.00
Spring Golf Campaign	Omniture Tracking	\$ 3,762.50
Firefighter Challenge Promotion	ON TARGET COMMUNICATIONS	\$ 9,750.00
Spring Golf Campaign	Online Media Production & Space Costs	\$ 14,895.55
Canadian Promotion	OTTAWA Travel & Vacation Show	\$ 1,914.37
Domestic Shipping - Marketing	Pitney Bowes	\$ 2,417.21
Domestic Shipping - Marketing	Pitney Bowes	\$ 1,469.26
Domestic Shipping - Marketing	Pitney Bowes	\$ 1,250.36
Domestic Shipping - Marketing	Pitney Bowes	\$ 679.67
Domestic Shipping - Marketing	Pitney Bowes	\$ 559.55
Domestic Shipping - Marketing	Pitney Bowes	\$ 471.46
Domestic Shipping - Marketing	Pitney Bowes	\$ 421.06
Domestic Shipping - Marketing	Pitney Bowes	\$ 356.29
Domestic Shipping - Marketing	Pitney Bowes	\$ 137.80
Domestic Shipping - Marketing	Pitney Bowes	\$ 66.04
Domestic Shipping - Marketing	Pitney Bowes	\$ 59.42
International Shipping	Pitney Bowes	\$ 41.02
Domestic Shipping - Marketing	Pitney Bowes	\$ 37.81
International Shipping	Pitney Bowes	\$ 36.05
Domestic Shipping - Marketing	Pitney Bowes	\$ 19.64
Domestic Shipping - Marketing	Pitney Bowes	\$ 14.82
International Shipping	Pitney Bowes	\$ 3.20
Domestic Shipping - Marketing	Pitney Bowes	\$ 2.18
Domestic Shipping - Marketing	Pitney Bowes	\$ 1.19
Domestic Shipping - Marketing	Pitney Bowes	\$ 0.43
Domestic Shipping - Marketing	Pitney Bowes	\$ 0.43
Registration expenses	Pow Wow	\$ 755.63
Group Promotion & Sales	PRINTING PORT	\$ 45.17
Media Visits - Toronto, Chicago, NYC, Boston	Publicity & Promotions	\$ 3,453.11
Group Promotion & Sales	RCMA	\$ 7,004.57
Group Promotion & Sales	RCMA	\$ 3,680.24
Group Promotion & Sales	RCMA	\$ 2,166.97
Group Promotion & Sales	RCMA	\$ 1,218.75
Group Promotion & Sales	RCMA	\$ 274.14
Group Promotion & Sales	RCMA	\$ 173.36
Group Promotion & Sales	RCMA	\$ 113.69
Shipping - Group/Meeting Planner	RR DONNELLY	\$ 15,410.90
Group / Meetings Promotion	SGMP/NATCAP	\$ 649.85
Group / Meetings Promotion	SGMP/NATCAP	\$ 597.23
Group / Meetings Promotion	SGMP/NATCAP	\$ 117.12
Spring Golf Campaign	Web Promotional Support	\$ 470.00
Magazine Advertising	Small World Publications	\$ 7,312.50
Group Sales Promotion	Smart Meeting	\$ 8,970.00
January Canadian Rep	SOLUTIONS BY DESIGN	\$ 4,875.00
Groups & Meetings Magazine	Sports Event Mag, Northstar, Stamats, Schneider Publ	\$ 23,373.16
MAM FAM Creative Develop	SPRINGBOARD ADVERTISING	\$ 1,170.00
Group/Meeting Film / Production	STAGES VIDEO	\$ 325.00
Sports Tourism Film / Production	STAGES VIDEO	\$ 54.50
Spikes Baseball Promotion - Central PA	STATE COLLEGE SPIKES	\$ 1,420.00
Promotion - State College Area / Baseball	STATE COLLEGE SPIKES	\$ 21,428.57
Consumer Literature / Fulfillment	Strand Media Group	\$ 14,896.00
Group Meeting Planner	STRAND MEDIA GROUP	\$ 7,041.45
Group Promotion & Sales	SYTA	\$ 219.77

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2011 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Travelocity/Facebook/S.L	THE BOUNCE AGENCY	\$ 40,608.75
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 8,965.13
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 6,203.19
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 6,203.19
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 3,412.50
Camping Advertising	THE BRANDON AGENCY	\$ 3,381.30
Camping Promotion - Online	THE BRANDON AGENCY	\$ 2,437.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,657.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,462.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,462.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,462.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,462.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,462.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,462.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,462.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,233.38
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,233.38
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,233.38
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,211.35
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,211.35
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,211.35
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,170.00
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,165.13
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 1,165.13
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 794.63
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 704.44
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 536.25
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 487.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 487.50
Advertising - Meetings / Group	THE BRANDON AGENCY	\$ 455.81
Online Advertising	THE CHARLOTTE OBSERVER	\$ 5,000.00
Online Advertising	THE CHARLOTTE OBSERVER	\$ 5,000.00
Digital Promotion	THOMAS TOWNSEND & KENT	\$ 3,656.25
Printing - Fulfillment	TIMES PRINTING CO. INC.	\$ 266,062.83
Printing - Fulfillment	TIMES PRINTING CO. INC.	\$ 126,616.48
Printing - Fulfillment	TIMES PRINTING CO. INC.	\$ 105,221.62
Printing - Fulfillment	TIMES PRINTING CO. INC.	\$ 45,515.37
Printing - Fulfillment	TIMES PRINTING CO. INC.	\$ 4,825.10
Printing - Fulfillment	TIMES PRINTING CO. INC.	\$ 4,055.80
Printing - Fulfillment	TIMES PRINTING CO. INC.	\$ 1,998.50
Printing - Fulfillment	TIMES PRINTING CO. INC.	\$ 1,998.50
Broadcast Advertising - Golf focus	TL Golf Services	\$ 9,950.00
Broadcast Advertising - Golf focus	TL Golf Services	\$ 2,725.00
Online Promotion - Paid Space Destination	Travel Ad Network	\$ 4,875.00
Online Promotion	TRAVEL INFORMATION NETWORK	\$ 1,462.50
Publicity & Promotions	Travel Media Canada Conference	\$ 855.62
Canadian Promotion	TRAVEL SOLUTIONS BY DESIGN	\$ 5,000.00
Group Promotion & Sales	Travel South	\$ 2,166.31
Group Promotion & Sales	Travel South	\$ 1,401.06
Group Sales Promotion	Travel South	\$ 213.21
Group Promotion & Sales	Travel South	\$ 193.05
Group Promotion & Sales	Travel South	\$ 34.13
January Advertising	TRAVEL TRIBE, LLC	\$ 15,000.00
Online Advertising	Travelscream.com, National Post	\$ 22,188.46
Radio Advertising	TRIAD FAMILY NETWORK, INC.	\$ 1,462.50
Online Advertising	TRIP ADVISOR LLC	\$ 64,846.36

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<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Online Advertising	TRIP ADVISOR LLC	\$ 6,821.14
Online Promotion - Paid Space Destination	Trip Info.com	\$ 9,447.75
Consumer Travel Research	U.S. TRAVEL ASSOCIATION	\$ 12,600.00
Domestic Shipping - Marketing	UPS	\$ 2,186.92
Domestic Shipping - Marketing	UPS	\$ 2,085.11
International Shipping	UPS	\$ 1,023.74
International Shipping	UPS	\$ 728.31
Domestic Shipping - Marketing	UPS	\$ 459.39
Domestic Shipping - Marketing	UPS	\$ 427.25
Domestic Shipping - Marketing	UPS	\$ 320.72
Domestic Shipping - Marketing	UPS	\$ 108.69
Domestic Shipping - Marketing	UPS	\$ 33.36
Domestic Shipping - Marketing	UPS	\$ 2.39
Domestic Shipping - Marketing	US Postal Service	\$ 424.99
Sports Tourism Promotion	USATF, NASC	\$ 860.94
Groups & Meetings Magazine	Various Group Publications	\$ 52,109.54
Promotional Videos	VIDEO GLOBE TROTTER INC.	\$ 1,462.50
Spring Golf Campaign	Video Hosting	\$ 2,500.00
Online Promotion - Paid Space Destination	VISIBILITY & CONVERSIONS	\$ 301,950.00
Online Promotion - Search Engine, SEO, Pa	VISIBILITY & CONVERSIONS	\$ 244,832.18
Online Promotion - Search Engine, SEO, Pa	VISIBILITY & CONVERSIONS	\$ 245,599.68
Online Promotion - Search Engine, SEO, Pa	VISIBILITY & CONVERSIONS	\$ 251,995.51
Online Promotion - Search Engines	VISIBILITY & CONVERSIONS	\$ 227,950.00
Online Promotion - Search Engines	VISIBILITY & CONVERSIONS	\$ 177,025.00
Online Promotion - Paid Space Destination	VISIBILITY & CONVERSIONS	\$ 39,200.00
Online Promotion - Search Engines	VISIBILITY & CONVERSIONS	\$ 34,650.00
Online Promotion - Paid Space Destination	VISIBILITY & CONVERSIONS	\$ 28,500.00
Online Promotion - Paid Space Destination	VISIBILITY & CONVERSIONS	\$ 28,710.00
Online Promotion - Search Engines	VISIBILITY & CONVERSIONS	\$ 19,350.00
Online Promotion - Search Engines	VISIBILITY & CONVERSIONS	\$ 9,000.00
Online Promotion - Search Engines	VISIBILITY & CONVERSIONS	\$ 9,800.00
Online Promotion - Paid Space Destination	VISIBILITY & CONVERSIONS	\$ 9,630.91
Online Promotion - Paid Space Destination	VISIBILITY & CONVERSIONS	\$ 8,469.23
Online Promotion - Paid Space Destination	VISIBILITY & CONVERSIONS	\$ 7,066.52
Online Advertising	WBTV	\$ 2,425.00
Winter Deals Promotion	WXII	\$ 5,000.00
Online Advertising	WXII	\$ 4,875.00
Valentines Package 2/6	WXII	\$ 3,412.50
Creative Development - Photography	803 LABS INC	\$ 144.00
Digital Advertising	AAA CAROLINAS	\$ 4,800.00
Website Development - French Translation	ACADEMY TRANSLATION BUREAU INC	\$ 288.00
Canadian Traveller Promo	ACT COMMUNICATIONS INC	\$ 2,160.00
Canadian Traveller Promo	ACT COMMUNICATIONS INC	\$ 2,160.00
Website Development / Upgrade	ADOBE SYSTEMS INC	\$ 1,407.41
Website Development / Upgrade	ADOBE SYSTEMS INC	\$ 1,407.41
Website Development / Upgrade	ADOBE SYSTEMS INC	\$ 1,407.41
Digital Advertising	AdReady	\$ 17,988.49
Digital Advertising	AdReady	\$ 14,118.29
Digital Advertising	AdReady	\$ 6,018.35
Group Sales & Promotion	Affordable Meetings	\$ 1,338.67
Group Sales & Promotion	AIBTM	\$ 2,409.99
Group Sales & Promotion	AIBTM	\$ 78.82
Group Sales Promotion	AIBTM, Smart Mart	\$ 6,590.52
Marketing Research - Airport Visitors	Airport Kiosk	\$ 85.18
Creative Development - Software	Amazon	\$ 25.33
Creative Development - Software	Amazon, Apple Web Store, Newegg.com	\$ 701.22

MB TOURISM DEVELOPMENT FEE

2011 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Group Sales & Promotion	ASAE	\$ 1,664.58
Group Sales & Promotion	ASAE	\$ 719.09
Group Sales & Promotion	ASAE	\$ 158.02
Group Sales Promotion	ASAE, Smart Mart	\$ 10,433.12
Group Sales & Promotion	BIG Conference	\$ 336.29
Group Sales & Promotion - Fam Trip	Birds of Prey Site Visit	\$ 2.71
Publicity & Promotions	Brandon Agency	\$ 31,000.00
NCC Media	Brandon Agency	\$ 21,252.50
NCC Media	Brandon Agency	\$ 19,642.23
TV Ad Production-golf	Brandon Agency	\$ 19,129.51
Comcast Sportsnet-Wash DC	Brandon Agency	\$ 18,073.13
Consumer Fulfillment Distribution - Golf	Brandon Agency	\$ 17,450.97
Destination Promotion - Travel Collateral	Brandon Agency	\$ 17,278.80
Media PR Retainer	Brandon Agency	\$ 11,365.52
Print Promotion - Camping	Brandon Agency	\$ 9,458.44
Vacation Ad Banner / Co-Op Promo	Brandon Agency	\$ 6,312.00
TripAdvisor / Co-Op Promo	Brandon Agency	\$ 5,442.72
Print Production	Brandon Agency	\$ 4,282.00
Online Promotion - Camping	Brandon Agency	\$ 3,840.00
Travel Industry / Co-Op Promo	Brandon Agency	\$ 1,147.20
Travel Industry / Co-Op Promo	Brandon Agency	\$ 1,147.20
Travel Industry Guide / Co-Op Promo	Brandon Agency	\$ 1,147.20
Carolina Bride / Co-Op Promo	Brandon Agency	\$ 1,128.00
Regional TV/Radio Production	Brandon Agency	\$ 1,125.00
Guest Quest / Co-Op Promo	Brandon Agency	\$ 750.00
Carolina Bride / Co-Op Promo	Brandon Agency	\$ 705.60
Carolina Bride / Co-Op Promo	Brandon Agency	\$ 705.60
NHRA National Promotion	CHARLOTTE MOTOR SPEEDWAY	\$ 8,000.00
Radio Advertising	Clear Channel Radio	\$ 17,115.00
Tourism Research / Occupancy Study	COASTAL CAROLINA UNIVERSITY	\$ 15,000.00
Regional Tourism Marketing	COASTAL CAROLINA UNIVERSITY	\$ 3,000.00
International Marketing	Coastal SC, USA	\$ 35,000.00
Essentially America Insertion - Internation	Coastal SC, USA	\$ 5,000.00
Golf Promotion	Coastline Sports	\$ 750.00
Groups & Meetings Magazine	Collinson & Co., Group Travel Leader, MPI Publications, Schneider Publishing, N	\$ 24,120.33
Group Sales & Promotion	Connect Marketplace	\$ 1,576.61
Group Sales & Promotion	Connect Marketplace	\$ 1,205.76
Group Sales & Promotion	Connect Marketplace	\$ 47.96
Shipping Costs - Consumer Marketing	Contac Services	\$ 1,372.78
Television Advertising - Summer Push	Corinthian Media	\$ 851,023.08
Television Advertising - Summer Push	Corinthian Media	\$ 650,630.66
Television Advertising - Summer Push	Corinthian Media	\$ 598,451.57
Television Advertising - Fall Campaign	Corinthian Media	\$ 115,924.82
Television Advertising - NE U.S., Canada	Corinthian Media	\$ 35,849.81
Television Advertising - NE U.S., Canada	Corinthian Media	\$ 28,911.97
Television Advertising - Fall Campaign	Corinthian Media	\$ 8,772.53
Television Advertising - Summer Push	Corinthian Media	\$ 3,516.48
Television Advertising - Regional Summer	Corinthian Media	\$ 2,704.08
Television Advertising - Regional Summer	Corinthian Media	\$ 1,855.92
Television Advertising - Fall Campaign	Corinthian Media	\$ 1,659.89
Television Advertising - Summer Push	Corinthian Media	\$ 1,462.50
Television Advertising - Summer Push	Corinthian Media	\$ 1,173.12
Television Advertising - Summer Push	Corinthian Media	\$ 1,026.00
Television Advertising - Summer Push	Corinthian Media	\$ 960.00
Television Advertising - Summer Push	Corinthian Media	\$ 720.00
Television Advertising - Summer Push	Corinthian Media	\$ 480.00

MB TOURISM DEVELOPMENT FEE

2011 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Television Advertising - Summer Push	Corinthian Media	\$ 34.56
Television Advertising - Summer Push	Corinthian Media	\$ 34.56
Television Advertising - NE U.S., Canada	Corinthian Media	\$ 17.28
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 731,015.04
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 638,079.92
Internet Advertising	VISIBILITY & CONVERSIONS - SEO, Paid Placement, Targeted Searches	\$ 421,005.00
Internet Advertising	VISIBILITY & CONVERSIONS - SEO, Paid Placement, Targeted Searches	\$ 401,862.67
Internet Advertising	VISIBILITY & CONVERSIONS - SEO, Paid Placement, Targeted Searches	\$ 390,913.02
Spring Golf Campaign	ESPN Mike & Mike	\$ 259,973.70
Online Promotion	VISIBILITY & CONVERSIONS	\$ 255,725.00
Online Promotion	VISIBILITY & CONVERSIONS	\$ 222,130.00
Regional Promotion - Direct Mail	MILLER DIRECT	\$ 201,827.50
Online Marketing - SEO, Paid Placement, T	VISIBILITY & CONVERSIONS	\$ 200,880.66
Spring Golf Campaign	Paid Search, Paid Online Placement, Online Promotion	\$ 167,474.17
Spring Golf Campaign	Golf Magazine	\$ 167,048.56
Regional Promotion - Direct Mail	MILLER DIRECT	\$ 137,378.50
Spring Golf Campaign	Paid space placement, production	\$ 88,245.90
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 79,320.71
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 73,843.90
Online Marketing - SEO, Paid Placement, T	VISIBILITY & CONVERSIONS	\$ 52,844.00
Sponsorship of event/TV Broadcasts	Monday After the Masters	\$ 49,000.00
Online Promotion	TRAVEL SCREAM	\$ 39,262.55
Online Promotion	VISIBILITY & CONVERSIONS	\$ 38,200.00
Publicity and Promotion	Golf Promotion - Dustin Johnson	\$ 35,000.00
Online Promotion	TRAVELSCREAM	\$ 33,165.00
Online Promotion	Travel Ad Network	\$ 33,135.68
Sponsorship and Trade Show Booth Expo	Consumer Golf Shows	\$ 31,776.85
Marketing Development	Marketing Retainer - Agency Support / Brandon	\$ 30,750.00
Online Promotion - Rental Market	VISIBILITY & CONVERSIONS	\$ 28,571.45
Spring TV Campaign	Corinthian Media	\$ 178,072.88
Print Advertising - Regional Tourism	DATA PUBLISHING, INC.	\$ 268.80
Print Advertising - Regional Tourism	DATA PUBLISHING, INC.	\$ 268.80
Print Advertising - Regional Tourism	DATA PUBLISHING, INC.	\$ 268.80
DC Promotional Event	DC Media Blitz, Kickoff for new air service	\$ 156,000.00
Research	DMAI	\$ 6,500.00
Publicity & Promotion - Media Expenses	Discover America Day media marketplace	\$ 669.29
Video/TV Production	DV3 PRODUCTIONS	\$ 19,358.40
Video / TV Production	DV3 PRODUCTIONS	\$ 4,771.20
Video/TV Production	DV3 PRODUCTIONS	\$ 4,771.20
Video Production - Group Markets	ENCORE VIDEO PRODUCTIONS, INC	\$ 300.84
Digital Promotion / Web Development	Exact Target, Tulsa Connect, PatLive	\$ 15,935.08
Digital Promotion / Web Development	Exact Target, Tulsa Connect, PatLive	\$ 8,728.50
Print Advertising - Targeted Audience	Fire Rescue EMS Journal	\$ 520.00
Digital Promotion - golf	Fuel Interactive	\$ 11,625.00
Digital Promotion - golf	Fuel Interactive	\$ 8,851.22
Digital Promotion - golf	Fuel Interactive	\$ 7,033.18
Digital Promotion - golf	Fuel Interactive	\$ 3,075.00
Digital Promotion - golf	Fuel Interactive	\$ 2,000.00
Digital Promotion - golf	Fuel Interactive	\$ 1,968.75
Digital Promotion - golf	Fuel Interactive	\$ 1,790.63
Digital Promotion - golf	Fuel Interactive	\$ 1,575.25
Digital Promotion - golf	Fuel Interactive	\$ 270.00
Group Sales & Promotion - International	German Tour Operator FAM	\$ 154.00
Digital Promotion	Golf Channel	\$ 199,050.00
Magazine Print/Online - Golf Magazine	Golf Magazine	\$ 58,974.93
Magazine Print/Online - Golfers Guide	Golfers Guide	\$ 2,500.00

MB TOURISM DEVELOPMENT FEE

2011 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Digital Advertising	Google	\$ 385,125.00
Digital Advertising	Google	\$ 260,550.00
Digital Advertising	Google	\$ 162,592.50
Digital Advertising	Google	\$ 9,000.00
Digital Promotion - SEO, PPC marketing	Google, Go Daddy	\$ 2,526.69
Digital Promotion - Copy Development	HOLLEY AUFDEMORTE	\$ 762.24
Digital Advertising	HomeAway.com	\$ 37,380.00
Digital Advertising	HomeAway.com	\$ 28,800.00
Consumer Print Marketing	Hour Media	\$ 3,120.00
Group Sales & Promotion	IAEE	\$ 138.70
Group Sales & Promotion	IIANC FAM	\$ 43.23
Sports Tourism Marketing	INLET PRINTING CO	\$ 6,986.81
Marketing Research - Survey Cards	INLET PRINTING CO	\$ 960.28
Marketing Research - Survey Cards	INLET PRINTING CO	\$ 27.83
Creative Development - Radio Ads	JOHN FERGUSON	\$ 250.00
Group Promotion	KAESER & BLAIR INC.	\$ 4,485.96
Group Sales & Promotion	KAESER & BLAIR INC.	\$ 1,064.71
Publicity & Promotion - Media Expenses	KAESER & BLAIR INC.	\$ 807.13
Creative Development - Software	Ad Fonts	\$ 87.36
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 21,000.00
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 21,000.00
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 21,000.00
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 21,000.00
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 12,000.00
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 9,170.01
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 9,090.44
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 5,667.90
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 5,533.93
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 3,393.09
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 1,499.60
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 722.25
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 240.75
Group Sales Promotion	M&C Interact	\$ 209.00
Group Sales Promotion	M&C Interact	\$ 27.99
Golf Promotion	Making The Turn Sponsorship	\$ 1,412.50
Website Development	MEDIA COAST	\$ 4,461.60
Publicity & Promotions	Media Hosting	\$ 164.69
Publicity & Promotions	Media Hosting	\$ 96.00
Publicity & Promotions	Media Hosting	\$ 69.24
Publicity & Promotion services	Media newsroom online distribution	\$ 75.84
SMERF Promotion	MHD SERVICES	\$ 2,250.00
SMERF Promotion	MHD SERVICES	\$ 2,250.00
SMERF Promotion	MHD SERVICES	\$ 2,250.00
Fall Tourism Promotion - Direct Mail	Miller Direct	\$ 116,095.00
Small Lodging Property promotion	Miller Direct	\$ 87,300.00
Sports Tourism Marketing	Mini Marathon promotional support	\$ 44.16
Social Media promotion	MMG WORLDWIDE	\$ 41,177.54
Social Media promotion	MMG WORLDWIDE	\$ 4,250.00
Social Media promotion	MMG WORLDWIDE	\$ 4,250.00
Social Media promotion	MMG WORLDWIDE	\$ 4,250.00
Social Media promotion	MMG WORLDWIDE	\$ 4,250.00
Social Media promotion	MMG WORLDWIDE	\$ 4,250.00
Social Media promotion	MMG WORLDWIDE	\$ 4,250.00
Social Media promotion	MMG WORLDWIDE	\$ 4,250.00
Mobile Website Promotion	MMG WORLDWIDE	\$ 720.00
Mobile Website Promotion	MMG WORLDWIDE	\$ 288.00
Mobile Website Promotion	MMG WORLDWIDE	\$ 288.00

MB TOURISM DEVELOPMENT FEE

2011 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Mobile Website Promotion	MMG WORLDWIDE	\$ 288.00
Digital Advertising - Group & Meeting	MPI Publications, Stamats Meetings Media, Buses	\$ 4,824.00
Group Sales & Promotion	MPI-WEC	\$ 537.36
Group Sales & Promotion	MPI-WEC	\$ 124.92
Sports Tourism Marketing	NASC, USOC Sportslink	\$ 521.86
Group Sales & Promotion	National Association of Subrogation Professionals FAM	\$ 384.85
Print Advertising - Regional Audience	NATIONAL BARBECUE NEWS	\$ 850.00
Broadcast Media - Golf	NCC Media Spots	\$ 5,916.00
Group Sales & Promotion	NCCW Site Visit	\$ 5.76
Group Promotion	NEW WAVE EMBROIDERY	\$ 18.32
Publicity & Promotion	NHRA / Mark Mason / Sandtastics	\$ 10,501.00
Digital Advertising - Group & Meeting	Northstar Travel Media	\$ 3,040.32
Groups & Meetings Magazine	Northstar Travel Media, Group Tour Media, Stamats Meetings Media, NTA Serv	\$ 44,630.22
Digital Advertising - Group & Meeting	Northstar Travel Media, Serendipity Publishing, ASAE	\$ 7,344.00
Group Sales Promotion	OMCA	\$ 4,650.68
Group Sales & Promotion	OMCA	\$ 616.46
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 799.62
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 713.27
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 395.87
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 313.61
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 276.93
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 137.70
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 59.44
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 40.20
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 29.45
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 17.13
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 11.98
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 10.73
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 9.81
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 9.22
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 2.90
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 2.28
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 1.50
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 1.23
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 0.84
Shipping Costs - Consumer Marketing	Pitney Bowes	\$ 0.61
International Marketing	Pow Wow 2011	\$ 139.20
International Marketing	Pow Wow 2011	\$ 86.41
Creative Development - QR Code	PRINTING PORT	\$ 644.77
Group Promotion	Promomedia Group	\$ 2,403.95
Group Sales & Promotion	Rejuvenate	\$ 628.00
Group Sales & Promotion	Road Show Minneapolis	\$ 603.96
Groups and Meetings Magazine	Schneider Publishing, ASAE, Naylor (Canada), Collinson & Co., MPI Publications,	\$ 37,827.25
International Promotion - Group Market	SEUS Canada	\$ 2,346.69
International Promotion - Group Market	SEUS Canada	\$ 100.89
International Promotion - Group Market	SEUS Canada	\$ 14,092.35
Group Sales Promotion	Smart Mart	\$ 5,280.00
Group Sales Promotion	Smart Mart	\$ 650.64
Group Sales Promotion	Smart Mart	\$ 619.97
Group Sales Promotion	Smart Mart	\$ 189.72
Sports Tourism Marketing	SPORTS Conference, USA Triathlon	\$ 1,343.84
Radio Advertising	Sports Radio 790 The Zone	\$ 18,000.00
Consumer Politic Marketing / Targeted M	STARBOARD COMMUNICATIONS INC	\$ 24,935.66
Group Sales & Promotion	SYTA	\$ 2,210.92
Group Sales & Promotion	SYTA	\$ 70.40
Group Sales & Promotion	TAP	\$ 866.94

MB TOURISM DEVELOPMENT FEE

2011 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
Group Sales & Promotion	TAP	\$ 89.88
Group Sales & Promotion	TAP	\$ 12.48
Sports Tourism Marketing	TEAMS Conference	\$ 483.84
Raycom Media	Television Broadcast / production	\$ 44,500.00
Digital Advertising - Summer Push	THE CHARLOTTE OBSERVER	\$ 4,550.00
Radio Advertising	The Fan 590	\$ 6,115.75
Digital Advertising	THOMAS TOWNSEND & KENT	\$ 4,800.00
Shipping Costs - Consumer Marketing	TIMES PRINTING CO. INC.	\$ 7,745.42
Canadian Promotion	Toronto Sales Mission	\$ 8,769.54
Group Sales & Promotion	TPI FAM	\$ 16.56
Digital Advertising	Travel Ad Network	\$ 23,614.88
Digital Advertising	Travel Ad Network	\$ 14,235.56
Canadian Promotion	Travel Solutions By Design	\$ 5,000.00
Canadian Promotion	Travel Solutions By Design	\$ 5,000.00
Canadian Promotion	Travel Solutions By Design	\$ 5,000.00
Canadian Promotion	Travel Solutions By Design	\$ 1,417.18
Canadian Promotion	Travel Solutions By Design	\$ 1,162.28
Canadian Promotion	Travel Solutions By Design	\$ 572.35
Canadian Promotion	Travel Solutions By Design	\$ 415.10
Canadian Promotion	Travel Solutions By Design	\$ 414.81
Canadian Promotion	Travel Solutions By Design	\$ 351.94
Canadian Promotion	Travel Solutions By Design	\$ 347.54
Canadian Promotion	Travel Solutions By Design	\$ 301.31
Canadian Promotion	Travel Solutions By Design	\$ 139.06
Canadian Promotion	Travel Solutions By Design	\$ 135.83
Canadian Promotion	Travel Solutions By Design	\$ 131.53
Canadian Promotion	Travel Solutions By Design	\$ 51.80
Canadian Promotion	Travel Solutions By Design	\$ 38.40
Group Sales Promotion	Travel South 2011	\$ 48.00
Group Sales Promotion	Travel South 2011	\$ 38.11
International Promotion - European Sales	TRAVEL SOUTH USA	\$ 14,700.00
Digital Advertising - Summer Push	Travelscream.com	\$ 36,211.00
Digital Advertising	Travelscream.com	\$ 26,509.00
Digital Advertising	Travelscream.com	\$ 23,892.03
Digital Advertising	TRIP ADVISOR LLC	\$ 7,198.94
Digital Advertising	TRIP ADVISOR LLC	\$ 5,418.12
Digital Advertising	TRIP ADVISOR LLC	\$ 4,478.57
Sports Tourism Marketing	TRIPLE CROWN SPORTS INC	\$ 13,132.00
Digital Promotion / Web Development	Tulsa Connect, PatLive	\$ 1,776.64
Publicity & Promotion	TV Segment - Ottawa	\$ 36.18
Research, Destination Promotion	U.S. TRAVEL ASSOCIATION	\$ 6,250.00
Shipping Costs - Consumer Marketing	UPS	\$ 1,526.17
Shipping Costs - Consumer Marketing	UPS	\$ 1,278.24
Shipping Costs - Consumer Marketing	UPS	\$ 903.96
Shipping Costs - Consumer Marketing	UPS	\$ 486.42
Shipping Costs - Consumer Marketing	UPS	\$ 451.99
Shipping Costs - Consumer Marketing	UPS	\$ 146.70
Shipping Costs - Consumer Marketing	UPS	\$ 139.07
Shipping Costs - Consumer Marketing	UPS	\$ 130.84
Shipping Costs - Consumer Marketing	UPS	\$ 105.69
Shipping Costs - Consumer Marketing	UPS	\$ 33.50
Shipping Costs - Consumer Marketing	UPS	\$ 29.89
Shipping Costs - Consumer Marketing	UPS	\$ 24.72
Shipping Costs - Consumer Marketing	UPS	\$ 7.21
Shipping Costs - Consumer Marketing	UPS, Contac Services	\$ 1,799.25
Shipping Costs - Consumer Marketing	US Postal Service	\$ 2,190.34

MB TOURISM DEVELOPMENT FEE

2011 Expenditures

MARKETING INVESTMENT	DESCRIPTION	TDF ALLOCATION
Shipping Costs - Consumer Marketing	US Postal Service	\$ 1,847.73
Shipping Costs - Consumer Marketing	US Postal Service	\$ 498.73
Shipping Costs - Consumer Marketing	US Postal Service	\$ 16.90
Shipping Costs - Consumer Marketing	US Postal Service	\$ 12.57
Shipping Costs - Consumer Marketing	US Postal Service	\$ 11.42
Shipping Costs - Consumer Marketing	US Postal Service	\$ 3.43
Sports Tourism Marketing	USOC Sportslink	\$ 432.00
Spring Golf Promotion / Consumer Marketing	Various Golf Promotions	\$ 9,604.99
International Marketing - Fam Promotion	VASCO FAM	\$ 1,784.64
Video / TV Production costs	Video (TV, Online) Production for future ad production	\$ 4,254.06
Video / TV Production costs	Video Shoot	\$ 3,138.15
Digital Advertising	VISIBILITY & CONVERSIONS - paid search, paid space	\$ 204,667.00
Creative Development	VO - Canadian Ads	\$ 113.30
Creative Development	VO - Canadian Ads	\$ 226.60
Group Sales & Promotion	VSAE	\$ 627.80
Radio Advertising	WCHS	\$ 4,000.00
Radio Advertising	WJFK	\$ 2,825.00
Regional Promotion - Broadcast / Digital	WKQC-FM	\$ 480.00
Digital Advertising - Summer Push	WXII	\$ 5,760.00
Digital Advertising	WXII	\$ 3,840.00
Digital Advertising	Yahoo	\$ 38,400.00
Digital Advertising	Yahoo	\$ 19,200.00
Digital Advertising	Yahoo	\$ 19,200.00
	TOTAL	\$ 17,701,498.32