

Myrtle Beach Area Chamber dba Myrtle Beach Area CVB

Financial Accountability Public Reporting
January 1 2010 through March 31 2010

\$

Public Revenues:

State Atax - MB	\$264,925.07
State Atax - SSB	22,797.60
State Atax - HC	138,889.06
Local Atax - HC	10,820.64
State of SC - Reg Tourism	14,067.37
TDF - MB	\$3,967,741.88
Total Public Revenues	\$4,419,241.62

Marketing Investment:

Television Advertising	\$524,241.61
Print Advertising	\$608,953.64
Radio Advertising	\$4,350.00
Digital Advertising	\$1,288,582.39
Out-of-Home Advertising	\$43,258.88
Partner Advertising	\$83,607.22
Campground Advertising	\$88,935.02
Regional Advertising	\$1,596.31
Publicity & Promotion	\$108,694.13
Consumer Media Distribution	\$1,890,393.33
Creative Development	\$64,093.37
Group Sales & Marketing	\$167,652.19
Sports Marketing	\$92,734.46
Golf Promotion	\$1,773,398.45
Market Research	\$48,863.40
Government Contingencies	\$0.00
General Consumer Promotion	\$350,620.70
Total Marketing Investment	\$7,139,975.10

Details of Marketing Investment:

Adjustments	(230,840.90)
Television Advertising	500.00 CORINTHIAN MEDIA, INC.
Television Advertising	196,150.30 CORINTHIAN MEDIA, INC.
Television Advertising	235.50 CORINTHIAN MEDIA, INC.
Television Advertising	500.00 CORINTHIAN MEDIA, INC.
Television Advertising	5,709.50 CORINTHIAN MEDIA, INC.
Television Advertising	9,137.10 CORINTHIAN MEDIA, INC.
Television Advertising	16,644.00 CORINTHIAN MEDIA, INC.
Television Advertising	443.34 CORINTHIAN MEDIA, INC.
Television Advertising	25,000.00 RAYCOM SPORTS, INC
Television Advertising	6,366.31 GOOGLE
Television Advertising	840.00 OHIO NEWS NETWORK
Television Advertising	11,455.50 CORINTHIAN MEDIA, INC.
Television Advertising	428,474.70 CORINTHIAN MEDIA, INC.
Television Advertising	2,296.65 CORINTHIAN MEDIA, INC.
Television Advertising	1,000.00 OHIO NEWS NETWORK
Television Advertising	150.00 OHIO NEWS NETWORK
Television Advertising	500.00 CORINTHIAN MEDIA, INC.
Television Advertising	540.00 OHIO NEWS NETWORK
Television Advertising	675.00 OHIO NEWS NETWORK
Television Advertising	200.00 OHIO NEWS NETWORK
Television Advertising	200.00 OHIO NEWS NETWORK
Television Advertising	13,697.86 CORINTHIAN MEDIA, INC.
Television Advertising	2,170.00 CORINTHIAN MEDIA, INC.
Television Advertising	25,000.23 Google
Television Advertising	9,496.52 Google
Magazine Advertising - Leisure Market	13,420.65 AARP Pubs
Magazine Advertising - Leisure Market	33,157.96 AARP Pubs
Magazine Advertising - Leisure Market	11,761.24 AARP Pubs
Magazine Advertising - Leisure Market	10,371.00 H&A Media Group
Magazine Advertising - Leisure Market	23,761.50 Ad-Ink
Magazine Advertising - Leisure Market	23,819.22 AARP Pubs
Magazine Advertising - Leisure Market	10,000.00 H&A Media Group
Magazine Advertising - Leisure Market	8,000.00 Hour Media
Newspaper Advertising - Leisure Market	1,496.46 The State
Newspaper Advertising - Leisure Market	491.78 The Star
Magazine Advertising - Groups & Meetings	2,450.00 McNeill Group
Magazine Advertising - Groups & Meetings	3,391.50 Convention South Magazine
Magazine Advertising - Groups & Meetings	830.00 AENC
Magazine Advertising - Groups & Meetings	8,375.00 Northstar Travel
Magazine Advertising - Groups & Meetings	2,337.00 Collinson & Co.
Magazine Advertising - Groups & Meetings	3,358.75 Group Travel Leader
Magazine Advertising - Groups & Meetings	3,979.36 Group Tour Media
Magazine Advertising - Groups & Meetings	3,979.36 Group Tour Media
Magazine Advertising - Groups & Meetings	4,000.00 Northstar Travel
Magazine Advertising - Groups & Meetings	6,950.00 Atlanta Metro Publishing
Magazine Advertising - Groups & Meetings	3,750.00 Collinson & Co.
Magazine Advertising - Groups & Meetings	4,343.50 Meetings Media
Magazine Advertising - Groups & Meetings	4,343.50 Meetings Media
Magazine Advertising - Groups & Meetings	6,500.00 Nielsen Business Media
Magazine Advertising - Groups & Meetings	4,194.75 ASAE

Magazine Advertising - Groups & Meetings	2,358.75	Group Travel Leader
Magazine Advertising - Groups & Meetings	3,212.00	Premier Tourism Marketing
Magazine Advertising - Groups & Meetings	2,465.00	IMG Communications
Magazine Advertising - Groups & Meetings	4,054.50	Penton Media
Magazine Advertising - Groups & Meetings	3,944.00	Penton Media
Magazine Advertising - Groups & Meetings	3,391.50	Convention South Magazine
Magazine Advertising - Groups & Meetings	2,998.02	Naylor
Magazine Advertising - Groups & Meetings	7,093.25	PCMA Services
Magazine Advertising - Groups & Meetings	3,750.00	Collinson & Co.
Magazine Advertising - Groups & Meetings	5,000.00	Northstar Travel
Magazine Advertising - Groups & Meetings	3,100.00	Network Media Partners
Magazine Advertising - Groups & Meetings	3,979.36	Group Tour Media
Magazine Advertising - Groups & Meetings	1,100.00	Group Tour Media
Magazine Advertising - Groups & Meetings	5,150.00	Meetings Media
Magazine Advertising - Groups & Meetings	4,050.00	Schneider Publishing
Magazine Advertising - Groups & Meetings	2,465.00	IMG Communications
Magazine Advertising - Groups & Meetings	4,107.41	Serendipity Publishing
Magazine Advertising - Groups & Meetings	2,450.00	McNeill Group
Magazine Advertising - Groups & Meetings	3,357.50	Group Travel Leader
Magazine Advertising - Groups & Meetings	3,750.00	Collinson & Co.
Magazine Advertising - Groups & Meetings	3,000.00	Nielsen Business Media
Magazine Advertising - Groups & Meetings	2,358.75	Group Travel Leader
Radio Advertising	700.00	CITADEL BROADCASTING COMPANY
Radio Advertising	720.00	SUNRISE BROADCASTING, LLC
Radio Advertising	820.00	QANTUM OF FLORENCE
Radio Advertising	4,850.00	CHRIS ROBINSON ASSOCIATES INC
Digital Advertising	150.00	OHIO NEWS NETWORK
Digital Advertising	18,610.00	FAMILY TRAVEL FORUM, INC
Digital Advertising	50,418.00	VIS - CONV
Digital Advertising	261.76	KAYAK SOFTWARE CORPORATION
Digital Advertising	167,222.40	Adready, Microsoft Ad Center, Google, Homeaway, Cruisecritic, Beach House
Digital Advertising	1,500.00	VIDEOGLOBETROTTER INC
Digital Advertising	12,112.50	TRIP INFO.COM
Digital Advertising	208.27	Adready
Digital Advertising	127,460.42	Adready, Microsoft Ad Center, Google, Travel Zoo, Burst Media, Performance Media
Digital Advertising	40,480.61	Prime Visibility, WRAL, Google, Yahoo, Travel Ad Network'
Digital Advertising	50,418.00	VIS - CONV
Digital Advertising	2,500.00	WXII-TV
Digital Advertising	2,850.00	CAROLINA MAIL HOUSE
Digital Advertising	340.00	THE CHARLOTTE OBSERVER
Digital Advertising	20,000.00	COLLINSON & COMPANY, INC.
Digital Advertising	505.50	KAYAK SOFTWARE CORPORATION
Digital Advertising	11,250.00	SHERMANS TRAVEL MEDIA
Digital Advertising	137,502.08	Adready, Microsoft Ad Center, Google
Digital Advertising	3,000.00	IEXPLORE INC
Digital Advertising	50,418.00	VIS - CONV
Digital Advertising	1,122.93	Adready
Digital Advertising	64,607.48	Adready, Microsoft Ad Center, Google, Homeaway
Digital Advertising	78,262.60	Google, Adready
Digital Advertising	9,000.00	WRAL, Travel Ad Network, Raycom Media
Digital Advertising	1,275.00	SEDO.com
Digital Advertising	5,100.00	MYRTLE BEACH AREA INTERNET MARKETING COOPERATIVE, LLC
Digital Advertising	3,825.00	WFXT-TV
Digital Advertising	7,500.00	THOMAS TOWNSEND & KENT
Digital Advertising	3,200.00	WINSTON-SALEM JOURNAL
Digital Advertising	3,000.00	WXII-TV
Digital Advertising	2,300.00	WINSTON-SALEM JOURNAL
Digital Advertising	520.00	KAYAK SOFTWARE CORPORATION
Digital Advertising	170.00	THE CHARLOTTE OBSERVER
Digital Advertising	8,500.00	WAGA - FOX 5
Digital Advertising	23,800.00	WEB ADVERTISING
Digital Advertising	51,000.00	Yahoo, Gordon's Guide, Raycom Media
Digital Advertising	285,609.50	Adready, Microsoft AdCenter, Google, Travel Zoo, Burst Media, Travel Ad Network
Groups & Meetings Internet	5,000.00	Collinson & Co.
Groups & Meetings Internet	350.00	Seen Magazine
Groups & Meetings Internet	350.00	Seen Magazine
Groups & Meetings Internet	350.00	Seen Magazine
Groups & Meetings Internet	1,100.00	Group Tour Media
Groups & Meetings Internet	4,500.00	Network Media Partners
Groups & Meetings Internet	1,995.00	Bodle Communications
Groups & Meetings Internet	460.00	The Star
Groups & Meetings Internet	2,360.83	Naylor
Groups & Meetings Internet	1,888.67	Naylor
Groups & Meetings Internet	666.67	Meetings Media
Groups & Meetings Internet	2,500.00	Group Travel Leader
Billboard Advertising	3,500.00	Adams Outdoor Adv.
Billboard Advertising	1,200.00	Adams Outdoor Adv.
Billboard Advertising	941.18	BRANDON AGENCY
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Billboard Advertising	941.18	BRANDON AGENCY
Billboard Advertising	941.18	BRANDON AGENCY
Billboard Advertising	941.18	BRANDON AGENCY
Billboard Advertising	1,200.00	Adams Outdoor Adv.
Billboard Advertising	3,500.00	Adams Outdoor Adv.
Billboard Advertising	941.18	BRANDON AGENCY
Billboard Advertising	941.18	BRANDON AGENCY
Billboard Advertising	3,500.00	Adams Outdoor Adv.
Billboard Advertising	1,200.00	Adams Outdoor Adv.
German Tour Promotion	3,468.15	Berliner Sparkasse
Canadian Consumer Promotion	5,000.00	TRAVEL SOLUTIONS BY DESIGN CORP

Toronto Media/Tour Operator Event	13,972.49	Toronto Media/Tour Operator Event
Canada Trade Show/Toronto Golf Show	8,715.61	Canada Trade Show/Toronto Golf Show
ITB Promotion	15,209.25	EDELTRAUD SOMMER TOURISMUS MARKETING
Canada Trade Show/Toronto Golf Show	1,810.77	TRAVEL INFORMATION NETWORK INC
International Digital Marketing	335.10	CONTAC SERVICES, INC.
Tourism Promotional Items	407.13	KAESER & BLAIR INC.
Canadian Consumer Promotion	5,000.00	TRAVEL SOLUTIONS BY DESIGN CORP
Canadian Consumer Promotion	1,195.00	CHOCOLATE ACCENTS, INC.
ITB Promotion	1,500.00	Proscott Golf Reisen Promotion
Canadian Consumer Promotion	5,000.00	TRAVEL SOLUTIONS BY DESIGN CORP
Ontario - Toronto - Montreal - Niagara Promotion	31,585.86	Canadian FAM Tour
Campground Marketing	150.00	FUEL INTERACTIVE, LLC
Campground Marketing	33.26	THE BRANDON AGENCY
Campground Marketing	9,342.00	THE BRANDON AGENCY
Campground Marketing	4,154.71	THE BRANDON AGENCY
Campground Marketing	3,529.41	THE BRANDON AGENCY
Campground Marketing	9,565.24	THE BRANDON AGENCY
Campground Marketing	747.00	THE BRANDON AGENCY
Campground Marketing	296.63	THE BRANDON AGENCY
Campground Marketing	150.00	FUEL INTERACTIVE, LLC
Campground Marketing	1,350.00	THE BRANDON AGENCY
Campground Marketing	958.00	THE BRANDON AGENCY
Campground Marketing	881.00	THE BRANDON AGENCY
Campground Marketing	1,338.75	THE BRANDON AGENCY
Campground Marketing	3,447.63	MYRTLE BEACH TRAVEL PARK
Campground Marketing	868.06	PIRATELAND FAMILY CAMPGROUND
Campground Marketing	170.55	MAURICE VANDESTEENE
Campground Marketing	3,423.74	MYRTLE BEACH KOA KAMPGROUND
Campground Marketing	1,304.79	THE BRANDON AGENCY
Campground Marketing	808.41	THE BRANDON AGENCY
Campground Marketing	590.00	THE BRANDON AGENCY
Campground Marketing	37,868.82	THE BRANDON AGENCY
Campground Marketing	6,900.00	THE BRANDON AGENCY
Campground Marketing	538.39	THE BRANDON AGENCY
Campground Marketing	22.42	THE BRANDON AGENCY
Campground Marketing	377.10	THE BRANDON AGENCY
Campground Marketing	119.11	THE BRANDON AGENCY
Regional Tourism Promotion	1,495.36	GEORGETOWN CO. CHAMBER OF COM
Regional Tourism Promotion	100.95	SCATR
Publicity & Promotion Services	19,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion Services	21,125.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion Services	3,114.51	Media Publicity Supplies
Toronto Tour Operator Reception	4,335.37	Toronto Reception
Media Publicity Supplies	382.41	IMPRINT MARKETING CONCEPTS
Media Publicity Supplies	357.39	KAESER & BLAIR INC.
Publicity & Promotion Services	19,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion Services	5,196.59	M BOOTH & ASSOCIATES, INC.
SC Media Event in DC	500.00	TRAVEL SOUTH USA
Toronto Media Event	6,211.43	TRAVEL MEDIA FAM to CANADA
Publicity & Promotion Services	19,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion Services	7,647.48	M BOOTH & ASSOCIATES, INC.
Welcome Bags for Media	2,293.95	KAESER & BLAIR INC.
Destination Publicity	530.00	Canadian Media Fam
Travel Media Fulfillment - Consumer, Group	195,000.00	PACE COMMUNICATIONS
Travel Media Fulfillment - Consumer	157,783.03	TIMES PRINTING CO. INC.
Travel Media Fulfillment - Consumer	412,688.14	TIMES PRINTING CO. INC.
Travel Media Fulfillment - Consumer	70,326.03	TIMES PRINTING CO. INC.
Travel Media Fulfillment - Consumer	205,402.48	TIMES PRINTING CO. INC.
Freight for Travel Media Fulfillment	9,601.00	TIMES PRINTING CO. INC.
International Shipping & Freight	140.57	Freight Services
International Shipping & Freight	1,690.20	FedEx
International Shipping & Freight	12,611.32	FedEx
International Shipping & Freight	137.40	US Postal Service
International Shipping & Freight	7,395.88	FedEx
International Shipping & Freight	105.04	US Postal Service
Domestic Shipping - Marketing Materials	59.24	EASYPERMIT POSTAGE
Domestic Shipping - Marketing Materials	26.43	EASYPERMIT POSTAGE
Domestic Shipping - Marketing Materials	16.98	EASYPERMIT POSTAGE
Domestic Shipping - Marketing Materials	4.81	EASYPERMIT POSTAGE
Domestic Shipping - Marketing Materials	74.27	FedEx
Domestic Shipping - Marketing Materials	57.86	FedEx
Domestic Shipping - Marketing Materials	82.76	FedEx
Consumer Fulfillment Processing	284.21	HTC
Consumer Fulfillment Processing	8,910.08	FUEL INTERACTIVE, LLC
Consumer Fulfillment Processing	4,290.27	HTC
Consumer Fulfillment Processing	9,306.08	FUEL INTERACTIVE, LLC
Consumer Fulfillment Processing	6,887.97	HTC
Canadian Consumer Promotion	299,860.00	MILLER DIRECT
Marketing Materials	16,335.00	MILLER DIRECT
Domestic Marketing Materials	132,800.00	MILLER DIRECT
Shipping - Market Research	1.56	US Postal Service
Shipping - Market Research	20.25	US Postal Service
Shipping - Consumer Marketing	11.80	US Postal Service
Shipping - Consumer Marketing	145.32	FedEx
Shipping - Consumer Marketing	737.56	US Postal Service
Shipping - Consumer Marketing	752.34	US Postal Service
Shipping - Consumer Marketing	247.79	EASYPERMIT POSTAGE
Shipping - Consumer Marketing	944.48	US Postal Service
Shipping - Consumer Marketing	831.63	FedEx
Shipping - Group Sales	232.02	FedEx
Shipping - Group Sales	200.53	FedEx

Shipping - Group Sales	476.10 FedEx
Shipping - Group Sales	277.95 FedEx
Shipping - Group Sales	2,172.07 CONTAC SERVICES, INC.
Shipping - Group Sales	7,892.76 CONTAC SERVICES, INC.
Shipping - Group Sales	2,390.00 FedEx
Shipping - Group Sales	1,916.70 CONTAC SERVICES, INC.
Shipping - Group Sales	4,126.02 FedEx
Meeting/Group Planner Fulfillment	15,801.83 RR DONNELLY
Consumer Fulfillment	(2,500.00) BROWN PRINTING COMPANY
Consumer Fulfillment	26,953.78 BROWN PRINTING COMPANY
to reclass printing @ 1/31/10	292,205.67 BROWN PRINTING COMPANY
Consumer Media Distribution Services	15,300.00 JORDAN INVESTMENT CORPORATION
Shipping - Consumer Fulfillment	15,958.14 EASYPERMIT POSTAGE
Consumer Media Distribution Services	20,689.00 JORDAN INVESTMENT CORPORATION
Shipping - Consumer Fulfillment	276.82 US Postal Service
Shipping - Consumer Fulfillment	254.34 US Postal Service
Shipping - Consumer Fulfillment	1,196.44 MILLER DIRECT
Shipping - Consumer Fulfillment	2,514.88 MILLER DIRECT
Shipping - Consumer Fulfillment	559.56 MILLER DIRECT
Shipping - Consumer Fulfillment	3,474.96 MILLER DIRECT
Consumer Media Distribution Services	350.00 SAFE-T-CONCIERGE SERVICES, LLC
Consumer Fulfillment	2,550.00 MILLER DIRECT
Shipping - Consumer Fulfillment	1,335.60 MILLER DIRECT
Shipping - Consumer Fulfillment	36,335.59 EASYPERMIT POSTAGE
Shipping - Consumer Fulfillment	980.00 MILLER DIRECT
Consumer Media Distribution Services	45,900.00 JORDAN INVESTMENT CORPORATION
Shipping - Consumer Fulfillment	1,709.60 MILLER DIRECT
Shipping - Consumer Fulfillment	43.89 US Postal Service
Shipping - Consumer Fulfillment	67.50 US Postal Service
Shipping - Consumer Fulfillment	1,210.95 FedEx
Shipping - Consumer Fulfillment	43,635.05 EASYPERMIT POSTAGE
Shipping - Consumer Fulfillment	980.00 MILLER DIRECT
Shipping - Consumer Fulfillment	2,370.28 MILLER DIRECT
Shipping - Consumer Fulfillment	490.00 MILLER DIRECT
Shipping - Consumer Fulfillment	769.58 MILLER DIRECT
Shipping - Consumer Fulfillment	2,294.12 MILLER DIRECT
Shipping - Consumer Fulfillment	238.94 US Postal Service
Shipping - Consumer Fulfillment	40.55 FedEx
Shipping - Consumer Fulfillment	901.27 FedEx
Shipping - Consumer Fulfillment	3,696.14 FedEx
Shipping - Consumer Fulfillment	3,472.07 FedEx
TV Spot Productoin	4,970.00 DV3 PRODUCTIONS, LLC
Update Marketing Video footage	523.46 Marketing Footage Update
Consumer marketing footage	11,655.95 Video Shoot / DV3
Holiday Event Footage Shot	13,088.00 DV3
Supplies	187.58 Media Publicity Supplies
February editorials	428.00 HOLLEY AUFDEMORTE
Digital Marketing	401.90 TULSA CONNECT INTERNET SERVICES
Digital Marketing	485.00 TULSA CONNECT INTERNET SERVICES
Digital Marketing	196.30 TULSA CONNECT INTERNET SERVICES
Digital Marketing	7,104.17 Exact Target
Digital Marketing	485.00 TULSA CONNECT INTERNET SERVICES
Digital Marketing	1,345.00 OMNITURE INC.
Digital Marketing	485.00 TULSA CONNECT INTERNET SERVICES
Digital Marketing	7,104.17 Exact Target
Digital Marketing	1,345.00 OMNITURE INC.
Digital Marketing	588.00 AVIDCAST INC
Digital Marketing	1,345.00 OMNITURE INC.
Digital Marketing	7,104.17 Exact Target
Group Sales Promotional Materials	354.25 STAGES VIDEO
Group Sales Promotional Materials	550.00 STAGES VIDEO
Digital Ad Production	250.00 CLEANPIX CORPORATION
Digital Ad Production	250.00 CLEANPIX CORPORATION
Digital Ad Production	250.00 CLEANPIX CORPORATION
Clippings, media report	407.42 BURRELLE'S LUCE MEDIA ANALYSIS
Clippings shipped	573.75 BURRELLE'S LUCE
Updates to Marketing Website	2,616.25 MEDIA COAST
Group Sales	905.80 Destination Washington
Group Sales	868.55 Destination Washington
Group Sales	74.64 Destination Washington
Group Sales	179.64 Destination Washington
Group Sales	1,231.73 Destination Washington
Group Sales	268.19 Connect Marketplace
Group Sales	110.31 IAEM
Group Sales	852.47 IAEM
Group Sales	484.41 Affordable Midwest
Group Sales	39.20 AENC
Group Sales	369.85 AENC
Group Sales	250.00 AENC
Group Sales	256.97 RCMA
Group Sales	2,142.89 RCMA
Group Sales	90.93 RCMA
Group Sales	6.20 RCMA
Group Sales	826.81 RCMA
Group Sales	517.27 RCMA
Group Sales	2,100.00 SCSAE
Group Sales	2,900.43 SCSAE
Group Sales	200.00 GWSAE
Group Sales	60.00 MPI
Group Sales	60.00 MPI
Group Sales	364.00 Bank Travel

Group Sales	97.60 Bank Travel
Group Sales	58.01 Bank Travel
Group Sales	719.66 Bank Travel
Group Sales	790.65 GA/Carolinas Market
Group Sales	150.00 GA/Carolinas Market
Group Sales	97.86 GA/Carolinas Market
Group Sales	453.83 GA/Carolinas Market
Group Sales	82.82 Ga MPI
Group Sales	379.76 Ga MPI
Group Sales	502.19 Ga MPI
Group Sales	481.47 Ga MPI
Group Sales	600.00 UMA
Group Sales	1,519.95 UMA
Group Sales	(45.00) UMA
Group Sales	59.00 UMA
Group Sales	1,113.84 UMA
Group Sales	1,245.48 Rejuvenate
Group Sales	268.20 Rejuvenate
Group Sales	161.04 CSA
Group Sales	545.29 CSA
Group Sales	124.20 TAP
Group Sales	3,694.49 TAP
Group Sales	199.00 OMCA
Group Sales	26.06 ABA
Group Sales	105.00 ABA
Group Sales	80.00 ABA
Group Sales	7.85 ABA
Group Sales	2,567.81 ABA
Group Sales	87.87 ABA
Group Sales	1,402.94 ABA
Group Sales	6,270.77 German Sales Mission
Group Sales	1.56 WTM
Group Sales	4,787.40 WTM
Group Sales	3,128.00 WTM
Group Sales	259.79 WTM
Group Sales	2,807.72 WTM
Group Sales	500.00 WTM
Group Sales	1,403.94 WTM
Group Sales	8,629.53 WTM
Group Sales	2,070.84 WTM
NC/VA Sales Blitz	475.00 COASTAL NETWORK COOPERATIVE
SGMP NATCAP	1,389.06 SGMP NATCAP
CNC Sales Blitz	355.03 CNC Sales Blitz
Group Sales	44.19 Tina Harran Site visit ELKS USA
Group Sales	41.35 Summerville CVB FAM
Group Sales	97.45 UK & German Rep. FAM
Group Sales	106.71 Candaian Christian Tours FAM
Group Sales	94.74 Jeff Snoke - Affluent travel VIP Limo
Group Sales Promotional Supplies	400.00 USA Triathlon Site Planning Committee
Group Sales Promotional Supplies	4,356.60 ABA Promo Items
Group Sales Promotional Supplies	165.38 Welcome Bags freight charge
Group Sales Promotional Supplies	1,957.38 Passport wallets
Group Sales Promotional Supplies	3,097.00 Flip Flop USB Drives - Marketing Promos
Group Sales Promotional Supplies	3,504.76 Shriners Badges, Canada Travel Trade Show bags
SMERF Sales	2,250.00 MHD SERVICES
ABA Reimbursement	38.07 CHERYL HOLLOWACZ
Group Sales	1.99 ABA
Group Sales Promotional Supplies	2,630.00 ABA Promo Items
ABA Promo at Gaylord National	300.00 GET CARRIED AWAY
SMERF Sales	2,250.00 MHD SERVICES
Other Group Tour Promotion	45,000.00 Nielsen Business Media
Group Sales	18,375.76 ABA
Group Sales	6,000.00 Atlanta Hawk Event Sponsorship
Group Sales	2,543.90 ABA
Banner ad devt/prod	600.00 SPRINGBOARD ADVERTISING DESIGN
Banner ad creative devt/prod	1,200.00 SPRINGBOARD ADVERTISING DESIGN
SMERF Sales	2,250.00 MHD SERVICES
Atlanta Sales Promotion	3,000.00 STRATEGIC DATABASE RESEARCH
Group Sales	5,732.30 Atlanta Hawk Event Sponsorship
Group Sales	32,726.74 ABA, M&C Interact Sponsorships
Group Sales	500.00 POW WOW
Group Sales	253.13 POW WOW
Group Sales	1,200.00 POW WOW
Group Sales	502.88 POW WOW
Marketing - AA Bowl	5,000.00 OFFENSE-DEFENSE SPORTS
Marketing - Nascar Race	19,654.00 DARLINGTON RACEWAY
Marketing - Baseball Promo	28,500.00 STATE COLLEGE SPIKES
Marketing - Baseball Promo	5,300.00 STATE COLLEGE SPIKES
Sports Tourism Marketing	3,050.00 Schneider Publishing
Sports Tourism Sales & Marketing	38.50 USATF
Sports Tourism Sales & Marketing	3,703.31 USATF
Sports Tourism Sales & Marketing	376.84 USATF
Sports Tourism Sales & Marketing	10,000.00 USA TRIATHLON
Sports Tourism Sales & Marketing	5,000.00 K1 INTERNATIONAL , LLC
Sports Tourism Sales & Marketing	263.51 USATF Expenditures
Sports Tourism Sales & Marketing	15,000.00 CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC
Sports Tourism Sales & Marketing	10,000.00 CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC
Sports Tourism Marketing	3,050.00 Schneider Publishing
Sports Tourism Sales & Marketing	1,430.00 EXECUTIVE HELICOPTERS INC.
Sports Tourism Sales & Marketing	2,626.50 SportsEvent South
Sports Tourism Marketing	3,050.00 Schneider Publishing
Sports Tourism Sales & Marketing	1,555.80 CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC

Economic Research	7,500.00	COASTAL CAROLINA UNIVERSITY
Conversion Study, giveaways	8,109.25	EQUATION RESEARCH
January Market Analysis	8,250.00	EQUATION RESEARCH
Conversion Study	17,700.00	EQUATION RESEARCH
Spring postcards	1,071.15	INLET PRINTING CO
Air Service research	5,033.00	Sixel Consulting Presentations
Conversion Study topline reprt	1,200.00	EQUATION RESEARCH, LLC
Eco-tourism/Fishing Television Advertising	83,825.00	CORINTHIAN MEDIA, INC.
Canadian Marketing - Air Service	50,000.00	NEW FRONTIERS
Canadian Consumer Promotion	7,500.00	Canadian FAM Tour
Canadian Consumer Promotion	1,746.04	Media & Travel Agent Reception Toronto
Banner/Email/Promo - consumer/leisure mkt	75,000.00	Air Service Marketing - Atlanta Flights
Banner/Email/Promo - consumer/leisure mkt	75,000.00	Air Service Marketing - Chicago Flights
Atlanta Braves Sponsorship	75,000.00	ATLANTA BRAVES
Group Sales - Meeting markets	3,250.00	Mid America MPI Sponsorship
Group Sales - Meeting markets	1,000.00	Travel South Sponsorship
Group Sales - Meeting markets	320.80	Mid America MPI Sponsorship
Group Sales - Meeting markets	30,000.00	Connect Marketplace & Rejuvenate Sponsorships
Staplers - Group Sales events	2,432.53	MYRTLE BEACH SCREEN PRINTING
Group Sales - Meeting markets	1,449.34	Mid America MPI Sponsorship
Group Sales - Meeting markets	\$ 586.71	MPI Sponsorship
Canadian Fam Tour	\$ 37.49	Reimburse Kimberly Hartley
Publicity & Promotion	\$ 56.52	Travel Writer Adhley Cook, AAA Home & Away Media
Publicity & Promotion	\$ 25.72	Southern Living FAM
RCMA Highlights	\$ 1,265.00	THE BRANDON AGENCY
Grp Tvl Directory	\$ 1,565.00	THE BRANDON AGENCY
RCMA Highlights	\$ 1,265.00	THE BRANDON AGENCY
Guest Quest	\$ 500.00	THE BRANDON AGENCY
RCMA Highlights	\$ 1,265.00	THE BRANDON AGENCY
Guest Quest	\$ 3,000.00	THE BRANDON AGENCY
RCMA Highlights	\$ 1,265.00	THE BRANDON AGENCY
Group Travel Leader	\$ 1,170.00	THE BRANDON AGENCY
Guest Quest	\$ 500.00	THE BRANDON AGENCY
Great Escape	\$ 750.00	THE BRANDON AGENCY
Guest Quest	\$ 1,000.00	THE BRANDON AGENCY
Going on Faith	\$ 495.00	THE BRANDON AGENCY
Internet Paid Search (1 Vendor)	\$ 218,997.00	Online - Golf
Internet Display Ads/Email Mktg (1 Vendor-GolfChannel.com)	\$ 55,000.00	Online - Golf
Social Marketing (1 Vendor)	\$ 4,166.66	Online - Golf
Golf Channel	\$ 95,000.00	TV - Golf
Bounce	\$ 54,750.00	TV - Golf
Brandon Agency-Comcast Boston	\$ 93,975.00	TV - Golf
Brandon Agency-WCCB Charlotte	\$ 29,365.00	TV - Golf
Brandon Agency-WTVR Richmond	\$ 29,411.00	TV - Golf
Brandon Agency-WRAZ Raleigh	\$ 29,412.00	TV - Golf
Brandon Agency-Atlanta	\$ 25,825.00	TV - Golf
Brandon Agency-Philadelphia	\$ 60,335.00	TV - Golf
Comcast Sportsnet-Wash DC	\$ 10,000.00	TV - Golf
Comcast Sportsnet-Chicago	\$ 17,800.00	TV - Golf
Media PR	\$ 10,107.00	National - Spring Golf
Magazine Print - Golf Digest	\$ 203,037.00	Magazine Print & Online Elements - Golf
Magazine Print - Golf Magazine	\$ 207,187.42	Magazine Print & Online Elements - Golf
Magazine Print - Attache Magazine	\$ 10,000.00	Magazine Print - Golf
Magazine Print - Links Magazine	\$ 38,250.00	Magazine Print - Golf
Print Production	\$ 37,399.00	Magazine Print - Golf
Lakeview Productions	\$ 74,087.61	Canadian Magazine/Internet - Golf
Brandon Agency-The Fan 680, 1230, & 1340 Radio	\$ 47,059.00	Radio - Golf
Clear Channel Radio	\$ 12,650.00	Radio - Golf
Canadian Market Co-Op (Mail Distribution through Miller Direct)	\$ 29,000.00	Print Magazine & Media Event - Golf
WRAZ Radio Raleigh	\$ 6,600.00	Radio - Golf
WFAN New York	\$ 20,000.00	Radio- Golf
WIAD Washington DC	\$ 2,300.00	Radio- Golf
WSCR Chicago	\$ 24,025.00	Radio-Chicago (Golf)
ESPN Radio 1000 Chicago	\$ 9,975.00	Radio-Chicago (Golf)
ESPN Chicago	\$ 3,474.76	Online - Golf
Site Redesign/Maintenance	\$ 24,675.00	Interactive - spring golf campaign
E-saver Production	\$ 4,674.00	Interactive - spring golf campaign
Video Hosting	\$ 7,500.00	Interactive - spring golf campaign
Email Newsletters	\$ 13,614.00	Interactive - spring golf campaign
Enhanced SEO	\$ 11,625.00	Interactive - spring golf campaign
Omniure Tracking	\$ 8,913.00	Interactive - spring golf campaign
Online Media Production	\$ 6,711.00	Interactive - spring golf campaign
URL's	\$ 890.00	Interactive - spring golf campaign
Online Manangement	\$ 3,673.00	Interactive - spring golf campaign
Airline Advertising - Golf market	\$ 100,000.00	Airline Service Coop
Ultimate Golf Vacations	\$ 4,000.00	Canadian Golf Promotion
Spring Promotions - Golf giveaways	\$ 12,654.00	Spring Promotions
TL Golf Services - Golf Talk Live Radio	\$ 4,950.00	Spring Golf Campaign
Charlie Rhymer - spokesperson	\$ 12,500.00	National/Regional Appearances
General Marketing creative, photogrpahy retainer	\$ 18,864.00	General Marketing - Golf Creative
FDNY Promotion	\$ 4,014.00	Annual FDNY Tournament sponsorship
Consumer Golf Shows	\$ 74,953.00	Sponsorships and Tradeshows
	\$ 7,139,975.10	

¹ Internet Vendors - Golf

Google
GolfChannel.com
Fluency Media
Television - Golf
The Golf Channel
Bounce Agency

Brandon Agency (for Comcast)
Brandon Agency (for WCCB)
Brandon Agency (for WTVR)
Brandon Agency (for WRAZ)
Comcast Sportsnet

Magazines - Golf

Golf Magazine
Golf Digest
Attache
Links

Radio - Golf

Brandon Agency (for The Fan)
Clear Channel Radio
WRAZ Fox Raleigh
WSCR-AM
WFAN-New York
ESPN Radio 1000 Chicago
ESPN Chicago