

Myrtle Beach Area Chamber dba Myrtle Beach Area CVB		
Financial Accountability Public Reporting		
July 1 2010 through Sept. 30 2010		
	\$	
Public Revenues		
State ATax - MB	\$593,261.63	
State ATax - SSB	\$31,271.35	
State ATax - HC	\$256,117.30	
Local ATax - HC	\$12,852.83	
State of SC - DSMG	\$2,853,511.50	
State of SC - Reg Tourism	\$18,635.81	
TDF - MB	\$4,883,067.50	
Total Public Revenues	\$8,648,717.92	
Marketing Investment:		
Television Advertising	\$1,262,764.89	
Print Advertising	\$177,933.80	
Radio Advertising	\$9,285.00	
Digital Advertising	\$1,164,899.60	
Out-of-Home Advertising	\$24,430.90	
Partner Advertising	\$187,666.67	
Campground Advertising	\$0.00	
Regional Advertising	\$4,324.56	
Publicity & Promotion	\$103,491.34	
Consumer Media Distribution	\$311,671.40	
Creative Development	\$53,974.62	
Group Sales & Marketing	\$69,661.85	
Sports Marketing	\$36,605.94	
Golf Promotion	\$928,306.00	
Market Research	\$25,951.05	
Govt Designated Promotion	\$20,000.00	
General Consumer Promotion	\$298,729.90	
	\$0.00	
Total Marketing Investment	\$4,679,697.52	
Details of Marketing Investment:		
Digital Promotion - Events	\$4,000.00	SUN NEWS
Television Advertising	\$565.00	OHIO NEWS NETWORK
Television Advertising	\$4,250.00	FSN SOUTH
Television Advertising	\$10,200.00	FSN SOUTH
Television Advertising	\$200.00	OHIO NEWS NETWORK
Television Advertising	\$592,179.53	CORINTHIAN MEDIA, INC.
Television Advertising	\$110,510.46	CORINTHIAN MEDIA, INC.
Television Advertising	\$4,275.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$1,330.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$36,518.95	CORINTHIAN MEDIA, INC.
Television Advertising	\$7,030.00	BROADCAST BUYING SERVICES, INC.
Television Advertising	\$30.50	CORINTHIAN MEDIA, INC.
Television Advertising	\$684.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$2,232.50	CORINTHIAN MEDIA, INC.
Television Advertising	\$645.00	OHIO NEWS NETWORK
Television Advertising	\$840.75	CORINTHIAN MEDIA, INC.
Television Advertising	\$855.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$1,482.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$5,937.50	CORINTHIAN MEDIA, INC.
Television Advertising	\$150.00	OHIO NEWS NETWORK
Television Advertising	\$6,697.50	BROADCAST BUYING SERVICES, INC.
Television Advertising	\$476,151.20	CORINTHIAN MEDIA, INC.
Magazine Advertising - Leisure	\$23,819.22	AARP Publications
Magazine Advertising - Leisure	\$23,819.22	AARP Publications
Magazine Advertising - Group/Meeting	\$3,050.00	Schneider Publishing
Magazine Advertising - Group/Meeting	\$2,626.50	SportsEvent Magazine
Magazine Advertising - Group/Meeting	\$4,194.75	ASAE
Magazine Advertising - Group/Meeting	\$2,819.50	Naylor
Magazine Advertising - Group/Meeting	\$3,750.00	Collinson & Co.
Magazine Advertising - Group/Meeting	\$8,375.00	Northstar Travel Media
Magazine Advertising - Group/Meeting	\$3,100.00	Network Media Partners
Magazine Advertising - Group/Meeting	\$7,845.50	PCMA Services
Magazine Advertising - Group/Meeting	\$3,944.00	Penton Media
Magazine Advertising - Group/Meeting	\$2,725.00	Custom Publishing
Magazine Advertising - Group/Meeting	\$3,391.50	Convention South Magazine

Magazine Advertising - Group/Meeting	\$2,601.00	Serendipity Publishing	
Magazine Advertising - Group/Meeting	\$3,750.00	Collinson & Co.	
Magazine Advertising - Group/Meeting	\$3,700.00	Response Custom Publishing	
Magazine Advertising - Group/Meeting	\$7,900.00	Northstar Travel Media	
Magazine Advertising - Group/Meeting	\$4,343.50	Meetings Media	
Magazine Advertising - Group/Meeting	\$2,860.00	Schneider Publishing	
Magazine Advertising - Group/Meeting	\$1,900.00	The Group Travel Leader	
Magazine Advertising - Group/Meeting	\$3,750.00	Collinson & Co.	
Magazine Advertising - Group/Meeting	\$5,825.00	MPI Publications	
Magazine Advertising - Group/Meeting	\$3,750.00	Collinson & Co.	
Magazine Advertising - Group/Meeting	\$3,750.00	Collinson & Co.	
Magazine Advertising - Group/Meeting	\$6,212.00	MPI Publications	
Magazine Advertising - Group/Meeting	\$3,640.00	Seen Magazine	
Magazine Advertising - Group/Meeting	\$7,100.00	Northstar Travel Media	
Magazine Advertising - Group/Meeting	\$2,626.50	SportsEvent Magazine	
Magazine Advertising - Group/Meeting	\$2,860.00	Schneider Publishing	
Magazine Advertising - Group/Meeting	\$4,039.11	Group Tour Media	
Magazine Advertising - Group/Meeting	\$3,901.50	Serendipity Publishing	
Magazine Advertising - Group/Meeting	\$2,700.00	McNeill Group	
Magazine Advertising - Group/Meeting	\$3,700.00	Response Custom Publishing	
Magazine Advertising - Group/Meeting	\$2,465.00	IMG Communications	
Magazine Advertising - Group/Meeting	\$1,100.00	Group Tour Media	
Radio Advertising	\$9,785.00	CORINTHIAN MEDIA, INC.	
Internet Advertising / Digital Promotion	\$4,627.74	ORBITZ WORLDWIDE	
Internet Advertising / Digital Promotion	\$40,335.00	VIS CONVERSION	
Internet Advertising / Digital Promotion	\$5,170.00	THE CHARLOTTE OBSERVER	
Internet Advertising / Digital Promotion	\$9,100.00	FAMILY TRAVEL FORUM, INC	
Internet Advertising / Digital Promotion	\$12,958.61	AARP DIGITAL	
Internet Advertising / Digital Promotion	\$5,250.00	WXII-TV	
Internet Advertising / Digital Promotion	\$20,289.22	TRIP ADVISOR LLC	
Internet Advertising / Digital Promotion	\$21,439.22	SHERMANS TRAVEL MEDIA	
Internet Advertising / Digital Promotion	\$6,681.52	ORBITZ WORLDWIDE	
Internet Advertising / Digital Promotion	\$3,028.76	IEXPLORE INC	
Internet Advertising / Digital Promotion	\$15,550.00	WINSTON-SALEM JOURNAL	
Internet Advertising / Digital Promotion	\$10,000.00	SHERMANS TRAVEL MEDIA	
Internet Advertising / Digital Promotion	\$5,150.50	Travelscream	
Internet Advertising / Digital Promotion	\$206,977.72	Yahoo, Google, AdReady	
Internet Advertising / Digital Promotion	\$170,476.08	Yahoo, Google, AdReady	
Internet Advertising / Digital Promotion	\$46,000.00	TRIP ADVISOR LLC	
Internet Advertising / Digital Promotion	\$40,335.00	VIS CONVERSION	
Internet Advertising / Digital Promotion	\$5,150.00	WXII-TV	
Internet Advertising / Digital Promotion	\$15,550.00	WINSTON-SALEM JOURNAL	
Internet Advertising / Digital Promotion	\$5,170.00	THE CHARLOTTE OBSERVER	
Internet Advertising / Digital Promotion	\$9,426.49	MEDIAWHIZ HOLDINGS, LLC	
Internet Advertising / Digital Promotion	\$4,787.00	SHERMANS TRAVEL MEDIA	
Internet Advertising / Digital Promotion	\$5,000.00	AAA CAROLINAS	
Internet Advertising / Digital Promotion	\$219,885.89	Yahoo, Google, AdReady	
Internet Advertising / Digital Promotion	\$17,517.00	Travelscream	
Internet Advertising / Digital Promotion	\$40,335.00	VIS CONVERSION	
Internet Advertising / Digital Promotion	\$2,766.69	TRIP ADVISOR LLC	
Internet Advertising / Digital Promotion	\$18,912.50	THE BOUNCE AGENCY	
Internet Advertising / Digital Promotion	\$7,980.56	TRIP ADVISOR LLC	
Internet Advertising / Digital Promotion	\$5,170.00	THE CHARLOTTE OBSERVER	
Internet Advertising / Digital Promotion	\$5,250.00	WXII-TV	
Internet Advertising / Digital Promotion	\$30,251.00	VIS CONVERSION	
Internet Advertising / Digital Promotion	\$4,007.81	Microsoft AdCenter	
Internet Advertising / Digital Promotion	\$5,593.41	AdReady	
Internet Advertising / Digital Promotion	\$27,000.00	Travel Ad Network	
Internet Advertising / Digital Promotion	\$47,000.00	Google	
Internet Advertising / Digital Promotion	\$20,000.00	Yahoo	
Internet Advertising / Digital Promotion	\$20,000.00	Homeaway.com	
Internet Advertising / Digital Promotion	\$10,578.00	Travel Ad Network, 2CO.com*Maximizer	
Internet Advertising / Digital Promotion	\$350.00	Seen Magazine	
Internet Advertising / Digital Promotion	\$350.00	Seen Magazine	
Internet Advertising / Digital Promotion	\$350.00	Seen Magazine	
Internet Advertising / Digital Promotion	\$525.00	McNeill Group	
Internet Advertising / Digital Promotion	\$975.00	Northstar Travel Media	
Internet Advertising / Digital Promotion	\$975.00	Northstar Travel Media	
Internet Advertising / Digital Promotion	\$3,250.00	Northstar Travel Media	
Internet Advertising / Digital Promotion	\$3,250.00	Northstar Travel Media	
Internet Advertising / Digital Promotion	\$2,550.00	MPI Publications	
Internet Advertising / Digital Promotion	\$500.00	Group Tour Media	
Internet Advertising / Digital Promotion	\$1,469.48	Group Tour Media	
Billboard Advertising	\$1,200.00	Adams Outdoor	
Billboard Advertising	\$3,500.00	Adams Outdoor	

Billboard Advertising	\$3,500.00	Adams Outdoor	
Billboard Advertising	\$1,200.00	Adams Outdoor	
Billboard Advertising	\$3,500.00	Adams Outdoor	
Billboard Advertising	\$1,200.00	Adams Outdoor	
Billboard Advertising	\$3,500.00	Adams Outdoor	
Billboard Advertising	\$1,200.00	Adams Outdoor	
Canadian Marketing & Sales	\$5,000.00	TRAVEL SOLUTIONS BY DESIGN CORP	
OASIS Regional Tradeshow	\$498.37	ENSEMBLE TRAVEL	
Canadian Marketing & Sales	\$496.14	TRAVEL SOLUTIONS BY DESIGN CORP	
Canadian Marketing & Sales	\$637.81	TRAVEL SOLUTIONS BY DESIGN CORP	
Canadian Marketing & Sales	\$401.49	TRAVEL SOLUTIONS BY DESIGN CORP	
Canadian Marketing & Sales	\$42.90	TRAVEL SOLUTIONS BY DESIGN CORP	
Canadian Marketing & Sales	\$320.08	TRAVEL SOLUTIONS BY DESIGN CORP	
Canadian Consumer Promotion	\$2,264.71	Ontario Promotion	
International Marketing	\$1,980.14	MPI	
Canadian Consumer Promotion	\$1,183.90	CAA Travel Show, Montreal Travel Agent Open House	
Toronto/Vancouver show sponsor	\$1,100.15	CARLSON WAGONLIT TRAVEL	
International Marketing	\$3,047.05	EXPO MEDIA INC	
International Marketing	\$1,785.92	TRAVEL INFORMATION NETWORK INC	
Canadian Consumer Promotion	\$469.94	Toronto, Montreal Promotion	
Canadian Marketing & Sales	\$5,000.00	TRAVEL SOLUTIONS BY DESIGN CORP	
Canadian Marketing & Sales	\$5,000.00	TRAVEL SOLUTIONS BY DESIGN CORP	
International Marketing	\$1,549.03	COASTAL SC, USA	
Canadian Consumer Promotion	\$35.02	Ontario Promotion	
Canadian Consumer Promotion	\$6,854.02	Ontario Promotion	
Advertising - Canada	\$150,000.00	Air Planners Marketing	
Regional Tourism Promotion	\$1,211.33	GEORGETOWN CO. CHAMBER OF COM	
Regional Tourism Promotion	\$3,000.00	SCATR	
Regional Tourism Promotion	\$113.23	SCATR	
Publicity & Promotion Services	\$19,000.00	M BOOTH & ASSOCIATES, INC.	
Publicity & Promotion Services	\$5,280.68	M BOOTH & ASSOCIATES, INC.	
Discover America Promotion	\$676.87	ADDISON TRAVEL MARKETING	
Publicity & Promotion Services	\$12,181.22	M BOOTH & ASSOCIATES, INC.	
Publicity & Promotion - Media Site Visit	\$82.80	June media press trip	
Publicity & Promotion Services	\$21,000.00	M BOOTH & ASSOCIATES, INC.	
Publicity & Promotion - Media Site Visit	\$626.97	June media press trip	
Publicity & Promotion Services	\$21,000.00	M BOOTH & ASSOCIATES, INC.	
Publicity & Promotion Services	\$2,636.66	M BOOTH & ASSOCIATES, INC.	
NBC / Biggest Loser Event	\$6.14	Supplies	
Publicity & Promotion Services	\$21,000.00	M BOOTH & ASSOCIATES, INC.	
International Freight - Marketing Materials	\$6,034.55	CONTAC SERVICES, INC.	
International Freight - Marketing Materials	\$61.40	FedEx	
International Freight - Marketing Materials	\$1,096.26	Pitney Bowes	
International Freight - Marketing Materials	\$4,221.36	CONTAC SERVICES, INC.	
International Freight - Marketing Materials	\$261.88	Pitney Bowes	
International Freight - Marketing Materials	\$529.13	Pitney Bowes	
International Freight - Marketing Materials	\$4,514.71	CONTAC SERVICES, INC.	
International Freight - Marketing Materials	\$81.96	Pitney Bowes	
Domestic Freight - Consumer Mktg Matls	\$68.75	Pitney Bowes	
Domestic Freight - Consumer Mktg Matls	\$5.08	Pitney Bowes	
Domestic Freight - Consumer Mktg Matls	\$3.76	Pitney Bowes	
Domestic Freight - Consumer Mktg Matls	\$10.24	Pitney Bowes	
Domestic Freight - Consumer Mktg Matls	\$429.86	UPS	
Domestic Freight - Consumer Mktg Matls	\$20.68	UPS	
Domestic Freight - Consumer Mktg Matls	\$120.51	UPS	
Call Tracking	\$9,088.66	FUEL INTERACTIVE	
Fulfillment Processing	\$6,034.50	HTC	
Call Tracking	\$6,990.54	FUEL INTERACTIVE	
Fulfillment Processing	\$2,271.75	HTC	
Call Tracking	\$6,852.79	FUEL INTERACTIVE	
Fulfillment Processing	\$828.74	HTC	
Domestic Freight - Group Mktg	\$3.54	EASYPERMIT POSTAGE	
Domestic Freight - Group Mktg	\$441.88	Pitney Bowes	
Domestic Freight - Group Mktg	\$8.15	EASYPERMIT POSTAGE	
Domestic Freight - Group Mktg	\$209.89	Pitney Bowes	
Domestic Freight - Group Mktg	\$349.37	Pitney Bowes	
Domestic Freight - Group Mktg	\$106.09	EASYPERMIT POSTAGE	
Domestic Freight - Group Mktg	\$567.70	Pitney Bowes	
Domestic Freight - Group Mktg	\$30.17	UPS	
Domestic Freight - Group Mktg	\$18.18	UPS	
Domestic Freight - Group Mktg	\$133.92	UPS	
International Freight - Marketing Materials	\$410.47	CONTAC SERVICES, INC.	
International Freight - Marketing Materials	\$264.97	UPS	
International Freight - Marketing Materials	\$450.29	CONTAC SERVICES, INC.	
International Freight - Marketing Materials	\$863.48	CONTAC SERVICES, INC.	

Consumer Media Distribution	\$42,500.00	JORDAN INVESTMENT CORPORATION
Consumer Media Distribution	\$2,646.16	MILLER DIRECT
Consumer Media Distribution	\$2,190.12	MILLER DIRECT
Consumer Media Distribution	\$1,059.10	MILLER DIRECT
Consumer Media Distribution	\$830.76	MILLER DIRECT
Consumer Media Distribution	\$39,447.31	EASYPERMIT POSTAGE
Consumer Media Distribution	\$42,959.00	JORDAN INVESTMENT CORPORATION
Consumer Media Distribution	\$1,157.46	Pitney Bowes
Consumer Media Distribution	\$134.68	FedEx, UPS
Consumer Media Distribution	\$2,398.52	MILLER DIRECT
Consumer Media Distribution	\$1,018.44	MILLER DIRECT
Consumer Media Distribution	\$35,197.30	EASYPERMIT POSTAGE
Consumer Media Distribution	\$1,364.12	MILLER DIRECT
Consumer Media Distribution	\$998.12	MILLER DIRECT
Consumer Media Distribution	\$19.02	Pitney Bowes
Consumer Media Distribution	\$465.27	Pitney Bowes
Consumer Media Distribution	\$231.40	UPS
Consumer Media Distribution	\$611.31	Pitney Bowes
Consumer Media Distribution	\$25,500.00	JORDAN INVESTMENT CORPORATION
Consumer Media Distribution	\$21,359.13	EASYPERMIT POSTAGE
Consumer Media Distribution	\$1,321.60	MILLER DIRECT
Consumer Media Distribution	\$25,661.50	JORDAN INVESTMENT CORPORATION
Consumer Media Distribution	\$835.65	Pitney Bowes
Consumer Media Distribution	\$178.20	UPS
Consumer Media Distribution	\$6.04	Pitney Bowes
Consumer Media Distribution (bulk)	\$3,249.14	UPS
Consumer Media Distribution (bulk)	\$3,235.53	UPS
Consumer Media Distribution (bulk)	\$996.61	UPS
Ad Design	\$300.00	NOIZ, INC
TV Ad Production	\$6,020.00	DV3 PRODUCTIONS, LLC
Ad Design	\$25.99	Fonts.com
Digital Promotion - Creative Dev	\$845.00	MEDIA COAST
Digital Promotion	\$1,345.00	OMNITURE INC.
Digital Promotion	\$485.00	TULSA CONN SERVICE
Digital Promotion	\$981.85	TULSA CONN SERVICE
Digital Promotion	\$7,104.17	Exact Target
Digital Promotion	\$485.00	TULSA CONN SERVICE
Digital Promotion	\$1,096.60	TULSA CONN SERVICE
Digital Promotion	\$485.00	TULSA CONN SERVICE
Digital Promotion	\$950.80	TULSA CONN SERVICE
Digital Promotion	\$7,104.17	Exact Target
Digital Promotion	\$7,104.17	Exact Target
Digital Promotion - Group/Meeting	\$325.00	STAGES VIDEO
Digital Promotion - NBC Promotion	\$1,844.28	Biggest Loser
Publicity & Promotion - Photography	\$250.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotion - Photography	\$250.00	M BOOTH & ASSOCIATES, INC.
Travel Media Analysis	\$2,125.38	M BOOTH & ASSOCIATES, INC.
Travel Media Analysis	\$993.60	M BOOTH & ASSOCIATES, INC.
Travel Media Analysis	\$2,201.38	M BOOTH & ASSOCIATES, INC.
Video/Film Production	\$75.00	CAROLINA VIDEO GROUP
Video/Film Production	\$425.00	OSPREY PRODUCTION
Video/Film Production	\$7,711.22	OSPREY PRODUCTION
Video/Film Production	\$101.71	Film Shoot expenditures
Video/Film Production	\$123.37	Photo shoot
Video/Film Production	\$333.98	Ramjet.com
Video/Film Production	\$2,881.95	Amazon Marketplace
Group Sales - GSAE	\$63.04	MYRTLE BEACH CONVENTION CENTER
Group Sales - GSAE	\$196.01	MYRTLE BEACH CONVENTION CENTER
Group Sales - GSAE	\$675.57	GSAE
Group Sales - Connect Marketplace	\$325.65	Connect Marketplace
Group Sales - Connect Marketplace	\$325.65	Connect Marketplace
Group Sales - Connect Marketplace	\$115.86	Misc Expenses - Connect Marketplace
Group Sales - Connect Marketplace	\$273.60	Connect Marketplace
Group Sales - Connect Marketplace	\$44.00	Connect Marketplace
Group Sales - Connect Marketplace	\$220.00	MYRTLE BEACH CONVENTION CENTER
Group Sales - Connect Marketplace	\$1,406.37	Connect Marketplace
Group Sales - Connect Marketplace	\$755.63	Connect Marketplace
Group Sales - IAEM	\$930.00	IAEM
Group Sales - IAEM	\$135.70	IAEM
Group Sales - ASAE	\$598.60	ASAE
Group Sales - ASAE	\$270.29	ASAE
Group Sales - ASAE	\$8,619.61	ASAE
Group Sales - Affordable Mtg Show	\$9,575.00	Affordable Mtgs.
Group Sales - Affordable Mtg Show	\$273.59	Affordable Mtgs.
Group Sales - Affordable Mtg Show	\$114.00	Affordable Mtgs.

Group Sales - Affordable Mtg Show	\$9,515.20	Affordable Mtgs.	
Group Sales - Affordable Mtg Show	\$205.96	Affordable Mtgs.	
Group Sales - RCMA	\$2,545.00	RCMA	
Group Sales - RCMA	\$135.70	RCMA	
Group Sales - GWSAE	\$133.40	GWSAE	
Group Sales - MPI Shows	\$1,391.39	Meeting Planners International	
Group Sales - MPI Shows	\$100.41	Meeting Planners International	
Group Sales - MPI Shows	\$2,090.51	Meeting Planners International	
Group Sales - MPI Shows	\$9.42	Meeting Planners International	
Group Sales - SYTA Promotion	\$466.20	SYTA	
Group Sales - SYTA Promotion	\$23.94	SYTA	
Group Sales - SYTA Promotion	\$275.88	SYTA	
Group Sales - Rejuvenate	\$894.31	Rejuvenate	
Group Sales - TAP Promotion	\$719.96	TAP	
Group Sales - OMCA	\$875.50	OMCA	
Group Sales - OMCA	\$217.30	OMCA	
Group Sales - ABA	\$2,460.00	ABA	
International Marketing	\$1,000.60	Sister Cities	
International Marketing	\$163.50	Sister Cities	
International Marketing	\$785.65	Sister Cities	
International Marketing	\$163.90	World Travel Mart	
Group Sales - GO Show	\$605.00	GO Show	
Group Marketing - Registration Assistance	\$44.12	MANPOWER	
Group Sales & Marketing - Site Visits	\$655.43	SC Track & Field, 3V3 World Tour FAM	
Group Sales & Marketing - Site Visits	\$157.07	IIANC Site Visit	
Group Sales & Marketing - Site Visits	\$86.50	Demp Bradford FAM	
Group Sales & Marketing - Site Visits	\$27.13	GTTF FAM	
Group Sales & Marketing - Promo Items	\$2,224.65	COLOUR SOLUTIONS	
Group Sales & Marketing - Promo Items	\$62.83	TEAMS	
Group Sales & Marketing - Promo Items	\$38.25	Shoreline Travel Operator Gift	
Group Sales & Marketing - Promo Items	\$118.25	FastSigns	
Group Sales & Marketing - Promo Items	\$1,095.02	Canadian Market Sales Calls	
Group Sales & Marketing - SMERF Promotion	\$2,250.00	MHD SERVICES	
Group Sales & Marketing - SMERF Promotion	\$2,250.00	MHD SERVICES	
Group Sales & Marketing - SMERF Promotion	\$2,250.00	MHD SERVICES	
International Marketing	\$35,000.00	COASTAL SC, USA	
Print Advertising - Regional Golf Promotion	\$7,500.00	SOUTHERN DUNES PUBLISHING	
International Marketing	\$109.98	Sister Cities	
Group Sales & Marketing - Sports Tourism	\$176.35	USATF	
Group Sales & Marketing - Sports Tourism	\$8,267.60	TEAMS, USATF	
Group Sales & Marketing - Sports Tourism	\$60.94	THE HR OFFICE	
Group Sales & Marketing - Sports Tourism	\$10,000.00	USA TRIATHLON	
Group Sales & Marketing - Sports Tourism	\$450.00	Sportslink Registration	
Group Sales & Marketing - Sports Tourism	\$1,090.56	Elvis Inc.	
Group Sales & Marketing - Sports Tourism	\$555.52	State College Spikes Baseball Game Promotion	
Group Sales & Marketing - Sports Tourism	\$7,643.66	USATF, NASC, AAU	
Group Sales & Marketing - Sports Tourism	\$786.90	USATF	
Tourism Market Research	\$9,650.00	EQUATION RESEARCH, LLC	
Tourism Market Research	\$5,431.69	INLET PRINTING CO	
Tourism Market Research	\$3,990.00	D.K. SHIFFLET & ASSOC. LTD.	
Tourism Market Research	\$1,858.00	Survey Gift Cards	
Tourism Market Research	\$20.71	INLET PRINTING CO	
Tourism Market Research	\$16.57	INLET PRINTING CO	
Tourism Market Research	\$3,990.00	D.K. SHIFFLET & ASSOC. LTD.	
Tourism Market Research	\$869.82	INLET PRINTING CO	
Tourism Market Research	\$124.26	INLET PRINTING CO	
Reimburse for Sports Tourism Promotion	\$10,000.00	CITY OF MYRTLE BEACH - LEISURE SVC. DEPT.	
USATF Championship Event	\$10,000.00	USATF Promotional Support	
Creative Dev - Ad Production	\$150.00	JOHN FERGUSON	
Digital Promotion	\$3,000.00	COASTAL CAROLINA UNIVERSITY	
Digital Promotion	\$3,000.00	COASTAL CAROLINA UNIVERSITY	
Tourism Promotional Signage	\$3,059.41	CONDER FLAG COMPANY	
Digital / Event Advertising	\$100,000.00	LIVE NATION MARKETING, INC.	
Publicity & Promotion Services	\$4,000.00	BRANDON ADVERTISING	
Television Advertising	\$95,000.00	CORINTHIAN MEDIA, INC.	
Television Advertising	\$17,900.34	CORINTHIAN MEDIA, INC.	
Group Sales & Marketing - CM Show	\$2,739.82	Connect Marketplace Sponsorship	
Group Sales & Marketing - ABA	\$6,130.85	ABA	
Group Sales & Marketing - NPMA	\$146.88	NPMA	
Group Sales - Transportation	\$3,300.00	SUNWAY CHARTERS & TOURS	
Group Sales - ABA Promo	\$3,240.00	M.O.M.S. KITCHENS & BATHROOMS	
Group Sales - Transportation	\$350.00	SUNWAY CHARTERS & TOURS	
Group Sales - ABA Promo	\$1,000.00	THE FANTASTIC SHAKERS	
Group Sales - ABA Promo	\$92.60	ABA	
Publicity & Promotion	\$80.81	Media Site Visit	

Publicity & Promotion	\$32.65	Mbooth golf outing	
Publicity & Promotion	\$78.42	Travel Writer	
Publicity & Promotion	\$81.64	Travel Writer	
Co-Op Ad: Meetings South	\$2,401.25	THE BRANDON AGENCY	
Co-Op Ad: Leisure Group Travel	\$1,330.25	THE BRANDON AGENCY	
Co-Op Ad: Meetings South	\$2,401.25	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$500.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$500.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$1,500.00	THE BRANDON AGENCY	
Co-Op Ad: Richmond Times	\$1,125.00	THE BRANDON AGENCY	
Co-Op Ad: America Best Vaca	\$4,645.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$500.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$1,000.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$1,000.00	THE BRANDON AGENCY	
Co-Op Ad: Bridal Guide	\$3,200.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$500.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$500.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$1,000.00	THE BRANDON AGENCY	
Co-Op Ad: Courier Mag	\$995.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$500.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$425.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$1,500.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$1,000.00	THE BRANDON AGENCY	
Co-Op Ad: Courier Mag	\$995.00	THE BRANDON AGENCY	
Co-Op Ad: Courier Mag	\$995.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$1,500.00	THE BRANDON AGENCY	
Co-Op Ad: Guest Quest	\$500.00	THE BRANDON AGENCY	
National - Golf Advertising	\$55,111.66	Internet Paid Search (2 Vendors)	
National - Golf Advertising	\$84,471.50	Internet Display Ads/Email Mktg (1 Vendor-GolfChannel.com)	
National - Golf Advertising	\$8,333.32	Social Marketing (1 Vendor)	
TV Advertising - Golf	\$84,472	Golf Channel	
TV Production	\$6,789	Fall Regional Markets	
Media PR	\$10,479	National Fall Golf Campaign	
New Market Media/Press Awareness	\$16,000	Destination Publicity - Golf	
E-saver production	\$23,336	Interactive- National Fall Golf campaign	
New Web Projects	\$5,138	Interactive- National Fall Golf campaign	
Video Hosting	\$8,824	Interactive- National Fall Golf campaign	
Email Newsletters	\$8,785	Interactive- National Fall Golf campaign	
Enhanced SEO	\$7,875	Interactive- National Fall Golf campaign	
Omniure tracking	\$10,588	Interactive- National Fall Golf campaign	
Online Media production	\$39,582	Interactive- National Fall Golf campaign	
URL's & Interactives	\$9,173	Interactive- National Fall Golf campaign	
Online account management	\$1,563	Interactive- National Fall Golf campaign	
Magazine Print & Online Elements	\$37,648	Magazine Print/Online - Golf Digest	
Magazine Print & Online Elements	\$125,564	Magazine Print/Online - Golf Magazine	
Magazine Print & Online Elements	\$29,412	Magazine Print/Online - Met Golfer	
Print Production	\$12,961	Print-Magazine	
Research	\$98,550	Market Research-National Golf Foundation/Longitudes	
Radio	\$26,123	Clear Channel Radio	
Radio	\$1,000	TL Golf Services-Golf Talk Live Radio Show	
Radio-Chicago	\$7,025	WSCR Chicago	
Sponsorship-PGA Tour Champ Event	\$5,000	PGA Tour Superstore	
Radio-Dallas	\$8,065	KESN Dallas	
Radio-DC	\$12,780	Red Zebra Broadcasting-ESPN 980	
Radio-Philadelphia	\$10,525	WPEN Philadelphia	
Regional Radio production	\$5,038	Regional Radio	
Golf Show	\$4,000	Summertime Communications	
Airline Market Support	\$2,128	Allegiant Air	
Event Sponsorship	\$64,711	Monday After the Masters	
Golf Trip Promotions	\$28,109	Promotions	
General Marketing	\$8,500	Creative, Photography, etc.	
Know Your Score Event	\$59,650	Sponsorship	
Co-Op Ad: Guest Quest	\$1,000.00	THE BRANDON AGENCY	