

Myrtle Beach Area Chamber dba Myrtle Beach Area CVB
Financial Accountability Public Reporting
October 1 2010 through December 31 2010

Public Revenues

State ATax - MB	\$	940,604.05
State ATax - SSB	\$	76,892.25
State ATax - HC	\$	562,683.71
Local ATax - HC	\$	15,300.22
State of SC - DSMG	\$	-
State of SC - Reg Tourism	\$	84,522.00
TDF - MB	\$	7,000,274.89
Total Public Revenues	\$	8,680,277.12

Marketing Investment:

Television Advertising	\$	312,641.35
Print Advertising	\$	175,207.74
Radio Advertising	\$	-
Digital Advertising	\$	388,012.74
Out-of-Home Advertising	\$	19,276.46
Partner Advertising	\$	287,918.33
Campground Advertising	\$	38,812.00
Regional Advertising	\$	14,522.67
Publicity & Promotion	\$	105,367.90
Consumer Media Distribution	\$	291,013.07
Creative Development	\$	127,975.06
Group Sales & Marketing	\$	33,282.31
Sports Marketing	\$	57,078.59
Golf Promotion	\$	960,939.15
Market Research	\$	193,455.26
Govt Designated Promotion	\$	-
General Consumer Promotion	\$	314,742.32
	\$	-
Total Marketing Investment	\$	3,320,244.95

Details of Marketing Investment:

Digital Promotion - Golf	\$	51,397.29	Google, GoDaddy, Microsoft, GolfChannel.com
Television Advertising - Golf	\$	27,925.00	Comcast Sportsnet-Wash DC
Television Advertising - Golf	\$	3,550.00	Comcast Sportsnet-Baltimore
Television Advertising - Golf	\$	49,700.00	Comcast Sportsnet-Chicago
Television Advertising - Golf	\$	10,866.00	Brandon Agency
Public Relations - Golf	\$	27,755.00	Brandon Agency
Interactive - Golf	\$	124,785.63	Fuel Interactive
Magazine Advertising - Golf	\$	89,124.00	Golf Digest
Magazine Advertising - Golf	\$	76,597.89	Golf Magazine
Magazine Advertising - Golf	\$	4,925.75	Golfers Guide
Magazine Advertising - Golf	\$	33,332.00	GolfWeek
Magazine Advertising - Golf	\$	5,882.00	Golf Tips
Magazine Advertising - Golf	\$	7,556.00	Brandon Agency
TV/Radio Production - Golf	\$	1,108.00	Brandon Agency
Event Sponsorship - Golf	\$	8,475.00	GTA Amateur Tournament
Television Advertising - Golf	\$	26,723.00	Clear Channel Broadcasting
Digital Promotion - Golf	\$	21,914.42	ESPN Internet Ventures
Digital Promotion - Golf	\$	25,000.00	Entercom Boston
Broadcast Advertising - Golf	\$	8,065.00	KESN
Broadcast Advertising - Golf	\$	16,990.00	Red Zebra Broadcasting
Broadcast Advertising - Golf	\$	18,425.00	WPEN
Broadcast Advertising - Golf	\$	20,950.00	WSCR
Broadcast Advertising - Golf	\$	35,475.00	WEPN

Broadcast Advertising - Golf	\$	47,000.00	ISP Golf Promotion
Broadcast Advertising - Golf	\$	8,730.00	WCMC
Broadcast Advertising - Golf	\$	3,620.00	WDNS
Broadcast Advertising - Golf	\$	36,882.00	Lakeview Productions
Canadian Promotion - Golf	\$	1,197.50	Canadian Magazine/Internet
Market Research-National Golf Foundation/Longi	\$	27,540.00	Market Research-National Golf Foundation/Longitudes
Direct Mail	\$	14,440.00	Golf Related Mail Promotion
Magazine Advertising - Golf	\$	18,376.67	American Airlines
Tour Operators - Golf	\$	7,286.00	Coastal SC USA
Spring Promotions - Golf	\$	38,046.00	Promotional Golf Packages
Spokesperson - Golf	\$	12,762.00	Charlie Hayden Inc.
Marketing Retainer - Golf	\$	36,500.00	Brandon Agency
FDNY Promotion - Golf	\$	4,292.00	FDNY
Pak Mail -Golf	\$	7,745.00	DSL/Brandon Agency
Television Advertising	\$	532.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	2,280.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	1,353.75	CORINTHIAN MEDIA, INC.
Television Advertising	\$	2,992.75	CORINTHIAN MEDIA, INC.
Television Advertising	\$	1,250.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	78.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	969.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	997.50	CORINTHIAN MEDIA, INC.
Television Advertising	\$	1,225.22	CORINTHIAN MEDIA, INC.
Television Advertising	\$	627.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	118.75	CORINTHIAN MEDIA, INC.
Television Advertising	\$	188.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	213.75	CORINTHIAN MEDIA, INC.
Television Advertising	\$	34,180.05	CORINTHIAN MEDIA, INC.
Television Advertising	\$	621.30	CORINTHIAN MEDIA, INC.
Television Advertising	\$	104,535.94	CORINTHIAN MEDIA, INC.
Television Advertising	\$	500.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	540.00	OHIO NEWS NETWORK
Television Advertising	\$	320.00	OHIO NEWS NETWORK
Television Advertising	\$	700.00	OHIO NEWS NETWORK
Television Advertising	\$	12,996.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	150.00	OHIO NEWS NETWORK
Television Advertising	\$	646.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	456.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	150.00	OHIO NEWS NETWORK
Television Advertising	\$	675.00	OHIO NEWS NETWORK
Television Advertising	\$	117,121.44	CORINTHIAN MEDIA, INC.
Television Advertising	\$	10,881.58	CORINTHIAN MEDIA, INC.
Television Advertising	\$	578.50	CORINTHIAN MEDIA, INC.
Television Advertising	\$	997.50	CORINTHIAN MEDIA, INC.
Television Advertising	\$	1,000.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$	1,600.00	WBNS-TV INC
Television Advertising	\$	640.00	OHIO NEWS NETWORK
Television Advertising	\$	10,526.32	CORINTHIAN MEDIA, INC.
Magazine Advertising - Leisure	\$	15,500.00	Huson European Media
Magazine Advertising - Leisure	\$	4,925.75	The Bounce Agency
Magazine Advertising - Leisure	\$	7,500.00	Discover America
Magazine Advertising - Canadian Promotion	\$	18,477.52	ACT Communications Inc
Magazine Advertising - Groups & Meetings	\$	3,391.50	Convention South Magazine
Magazine Advertising - Groups & Meetings	\$	2,358.75	The Group Travel Leader
Magazine Advertising - Groups & Meetings	\$	5,000.00	Northstar Travel Media LLC
Magazine Advertising - Groups & Meetings	\$	2,550.00	ACT Communications
Magazine Advertising - Groups & Meetings	\$	2,639.50	Naylor (Canada)
Magazine Advertising - Groups & Meetings	\$	3,500.00	Northstar Travel Media LLC
Magazine Advertising - Groups & Meetings	\$	3,100.00	Northstar Travel Media LLC
Magazine Advertising - Groups & Meetings	\$	2,860.00	Schneider Publishing Co
Magazine Advertising - Groups & Meetings	\$	3,553.00	The Group Travel Leader
Magazine Advertising - Groups & Meetings	\$	3,000.00	Meetings Media
Magazine Advertising - Groups & Meetings	\$	5,600.00	Meetings Media

Magazine Advertising - Groups & Meetings	\$	2,465.00	IMG Communications Inc
Magazine Advertising - Groups & Meetings	\$	6,212.00	MPI Publications
Magazine Advertising - Groups & Meetings	\$	3,979.36	Group Tour Media Inc
Magazine Advertising - Groups & Meetings	\$	2,465.00	IMG Communications Inc
Magazine Advertising - Groups & Meetings	\$	2,358.75	The Group Travel Leader
Magazine Advertising - Groups & Meetings	\$	3,000.00	Meetings Media
Magazine Advertising - Groups & Meetings	\$	3,553.00	The Group Travel Leader
Magazine Advertising - Groups & Meetings	\$	2,677.50	The Group Travel Leader
Magazine Advertising - Groups & Meetings	\$	2,725.00	Custom Publishing
Magazine Advertising - Groups & Meetings	\$	3,901.50	Serendipity Publishing
Magazine Advertising - Groups & Meetings	\$	6,212.00	MPI Publications
Magazine Advertising - Groups & Meetings	\$	3,750.00	Collinson & Company
Magazine Advertising - Groups & Meetings	\$	3,750.00	Collinson & Company
Magazine Advertising - Groups & Meetings	\$	8,375.00	Northstar Travel Media LLC
Magazine Advertising - Groups & Meetings	\$	2,860.00	Schneider Publishing Co
Magazine Advertising - Groups & Meetings	\$	4,039.11	Group Tour Media Inc
Magazine Advertising - Groups & Meetings	\$	6,212.00	MPI Publications
Magazine Advertising - Groups & Meetings	\$	3,640.00	Seen Magazine
Magazine Advertising - Groups & Meetings	\$	4,000.00	Northstar Travel Media LLC
Magazine Advertising - Groups & Meetings	\$	1,500.00	Meetings Media
Magazine Advertising - Groups & Meetings	\$	3,700.00	Response Custom Publishing
Magazine Advertising - Groups & Meetings	\$	3,500.00	Northstar Travel Media LLC
Magazine Advertising - Groups & Meetings	\$	3,750.00	Collinson & Company
Magazine Advertising - Groups & Meetings	\$	2,626.50	SportsEvents Magazine
Internet Advertising - Leisure Travel	\$	170.00	THE CHARLOTTE OBSERVER
Internet Advertising - Leisure Travel	\$	3,112.61	TRIP ADVISOR LLC
Internet Advertising - Leisure Travel	\$	10,495.00	PPC - National/International Search Engines
Internet Advertising - Leisure Travel	\$	10,000.00	Media Whiz Holdings
Internet Advertising - Leisure Travel	\$	20,000.00	Yahoo
Internet Advertising - Leisure Travel	\$	50,000.00	Google
Internet Advertising - Leisure Travel	\$	1,744.26	Microsoft Adcenter
Internet Advertising - Leisure Travel	\$	4,780.83	AdReady
Internet Advertising - Leisure Travel	\$	30,251.00	VISIBILITY & CONVERSIONS, LLC
Internet Advertising - Leisure Travel	\$	5,170.00	THE CHARLOTTE OBSERVER
Internet Advertising - Leisure Travel	\$	1,620.70	TRIP ADVISOR LLC
Internet Advertising - Leisure Travel	\$	2,000.00	WXII
Internet Advertising - Leisure Travel	\$	150.00	OHIO NEWS NETWORK
Internet Advertising - Leisure Travel	\$	107,503.31	PPC - National/International Search Engines
Internet Advertising - Leisure Travel	\$	30,251.00	VISIBILITY & CONVERSIONS, LLC
Internet Advertising - Leisure Travel	\$	7,100.00	WINSTON-SALEM JOURNAL
Internet Advertising - Leisure Travel	\$	2,300.00	WXII - Holiday Promotion
Internet Advertising - Leisure Travel	\$	5,170.00	THE CHARLOTTE OBSERVER
Internet Advertising - Leisure Travel	\$	50,101.30	PPC - National/International Search Engines
Internet Advertising - Leisure Travel	\$	4,300.00	WXII
Internet Advertising - Leisure Travel	\$	5,170.00	THE CHARLOTTE OBSERVER
Internet Advertising - Leisure Travel	\$	20,467.23	PPC - National/International Search Engines
Internet Advertising - Group & Meetings	\$	600.00	The Group Travel Leader
Internet Advertising - Group & Meetings	\$	2,550.00	MPI Publications
Internet Advertising - Group & Meetings	\$	500.00	Group Tour Media
Internet Advertising - Group & Meetings	\$	500.00	Northstar Travel Media
Internet Advertising - Group & Meetings	\$	650.00	The Group Travel Leader
Internet Advertising - Group & Meetings	\$	500.00	Northstar Travel Media
Internet Advertising - Group & Meetings	\$	4,000.00	Northstar Travel Media
Internet Advertising - Group & Meetings	\$	1,700.00	Northstar Travel Media
Internet Advertising - Group & Meetings	\$	525.00	McNeill Group
Internet Advertising - Group & Meetings	\$	1,100.00	Group Tour Media
Internet Advertising - Group & Meetings	\$	500.00	Northstar Travel Media
Internet Advertising - Group & Meetings	\$	500.00	Northstar Travel Media
Internet Advertising - Group & Meetings	\$	1,000.00	Northstar Travel Media
Internet Advertising - Group & Meetings	\$	400.00	Meetings Media
Internet Advertising - Group & Meetings	\$	400.00	Meetings Media
Internet Advertising - Group & Meetings	\$	730.50	Meetings Media
Billboard Advertising	\$	3,500.00	Adams Outdoor Advertising

Billboard Advertising	\$	1,200.00	Adams Outdoor Advertising
Billboard Advertising	\$	1,200.00	Adams Outdoor Advertising
Billboard Advertising	\$	3,500.00	Adams Outdoor Advertising
Billboard Advertising	\$	1,482.35	Brandon Agency
Billboard Advertising	\$	1,482.35	Brandon Agency
Billboard Advertising	\$	494.12	Brandon Agency
Billboard Advertising	\$	1,411.76	Brandon Agency
Billboard Advertising	\$	3,500.00	Adams Outdoor Advertising
Billboard Advertising	\$	305.88	Brandon Agency
Billboard Advertising	\$	1,200.00	Adams Outdoor Advertising
Canadian Promotion	\$	20,000.00	Travel Solutions - Canadian Representation
Canadian Promotion	\$	12,968.51	Travel Solutions - Travel, Out-of-Pocket Sales Expenses
Canadian Promotion	\$	1,036.47	Canadian FAM Tour Expenses
Canadian Promotion	\$	2,570.00	ACADEMY TRANSLATION BUREAU INC
Air Service Marketing	\$	250,000.00	AIRPLANNERS
Campground marketing	\$	38,812.00	THE BRANDON AGENCY
Regional Tourism Promotion	\$	3,887.18	GEORGETOWN CO. CHAMBER OF COM
Marketing Web Promotion	\$	9,750.00	MEDIA COAST
Publicity & Promotions - Destination	\$	63,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions - Destination	\$	39,892.59	Media FAM, Media Solicitation
Publicity & Promotions - Destination	\$	750.00	PHYLLIS MYERS
Publicity & Promotions - Destination	\$	93.50	MYRTLE BEACH SCREEN PRINTING
Consumer Media Distribution - International	\$	6,389.13	International Shipping
Consumer Fulfillment Processing/Tracking	\$	18,512.31	FUEL INTERACTIVE, LLC
Direct Mail Advertising	\$	136,900.00	MILLER DIRECT
Co-Op Advertising - Magazine Advertising	\$	3,200.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	3,200.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,500.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	3,995.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	3,995.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	2,500.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,250.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,500.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,250.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,062.50	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,250.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,500.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,250.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,500.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	500.00	THE BRANDON AGENCY
Co-Op Advertising - Magazine Advertising	\$	1,500.00	THE BRANDON AGENCY
Group Sales - ABA Sponsorships	\$	15,832.21	ABA
Destination Publicity	\$	4,082.58	THE BRANDON AGENCY
Destination Publicity	\$	4,080.87	THE BRANDON AGENCY
Event Advertising	\$	300,000.00	Coastal Uncorked Promotion
Creative Video Development	\$	2,725.00	STAGES VIDEO
Television - Online Advertising	\$	5,000.00	SUN NEWS
Out-of-State Advertising via CCU Sports	\$	6,000.00	COASTAL CAROLINA UNIVERSITY
Publicity & Promotions - Destination	\$	3,931.80	CONWAY GLASS CENTER
Market Research	\$	11,550.00	SCPRT - International Purchases Analysis
Market Research	\$	17,885.00	Chmura Research - Tourism Analysis
Market Research	\$	7,950.00	REDSHIFT RESEARCH - European Research
Market Research	\$	584.02	INLET PRINTING CO
Market Research	\$	38,161.20	Equation Research - Visitor Profile
Market Research	\$	4,800.00	Equation Research - Indy Visitor Profile
Market Research	\$	8,250.00	Equation Research - Fall Visitor Profile
Market Research	\$	4,800.00	Equation Research - Nashville Visitor Profile
Market Research	\$	9,150.00	REDSHIFT RESEARCH - European Research
Market Research	\$	2,000.00	COASTAL CAROLINA UNIVERSITY
Market Research	\$	24,000.00	Zeitgeist Consulting - Group Research
Market Research	\$	15,000.00	Equation Research - Visitor Research
Sports Tourism - Sales & Marketing	\$	6,292.11	NASC, TEAMS Sports Promotional Shows
Sports Tourism - Sales & Marketing	\$	6,828.26	TRIPLE CROWN SPORTS INC

Sports Tourism - Sales & Marketing	\$	6,000.00	CONTINENTAL EVENTS & SPORTS MANAGEMENT LLC
Sports Tourism - Sales & Marketing	\$	6,019.22	USSSA, USATF
Broadcast Promotion - Regional TV, Web	\$	26,825.00	Lucky Dog Production
Broadcast Promotion - Regional TV, Web	\$	5,000.00	Pigskin Preview
Group Sales Promotion - SMERF	\$	6,924.39	MHD Services, Supplies
Group Sales Promotion - International	\$	775.00	Pow Wow Expenses
Group Sales & Marketing	\$	2,477.56	NTA
Group Sales & Marketing	\$	1,000.00	Travel South
Group Sales & Marketing	\$	2,831.34	KAESER & BLAIR Inc (Connect Marketplace)
Group Sales & Marketing	\$	9,463.18	IAEM
Group Sales & Marketing	\$	1,478.27	Affordable Meetings
Group Sales & Marketing	\$	1,193.52	AENC
Group Sales & Marketing	\$	599.98	SCSAE
Group Sales & Marketing	\$	2,000.00	GWSAE
Group Sales & Marketing	\$	375.80	Bank Travel Mgmt
Group Sales & Marketing	\$	938.99	SYTA
Group Sales & Marketing	\$	2,328.99	Rejuvenate
Group Sales & Marketing	\$	2,842.42	Chicago Society of Planners
Group Sales & Marketing	\$	1,459.81	OMCA
Group Sales & Marketing	\$	23.20	Trade Shows
Group Sales & Marketing	\$	1,132.55	VSAE
Group Sales & Marketing	\$	2,789.91	Registration Assistance
Creative Video Development	\$	3,065.62	STAGES VIDEO
Creative Video Development	\$	20,250.00	CAROLINA FILM GROUP
Creative Video Development	\$	6,631.46	Film Production / Local Shots
Creative Video Development	\$	16,520.00	DV3 PRODUCTIONS, LLC
Publicity & Promotions - Destination	\$	3,211.66	Media Monitoring - M Booth
Creative Video Development	\$	750.00	Photography - M Booth
Creative Video Development	\$	1,253.50	STAGES VIDEO
Digital Marketing - Web Design, Support	\$	39,738.41	TULSA CONNECT, AVID CAST, ADOBE SYS
Creative Development	\$	400.00	Holly Aufdemorte
Creative Development - Internet	\$	16,842.50	MEDIA COAST
Creative Development - Internet	\$	10,224.49	MMG WORLDWIDE
Creative Development	\$	8,997.27	Premeir Productions
Shipping - Group Sales	\$	1,488.17	Easyp permit Postage, USPS
Shipping - Group Sales	\$	671.89	FedEx
Shipping - Group Sales/International	\$	5,799.06	Contac Services Inc, FedEx
Consumer Media Distribution	\$	513.96	Miller Direct
Consumer Media Distribution	\$	1,252.04	MILLER DIRECT
Consumer Media Distribution	\$	12,982.70	EASYPERMIT POSTAGE
Consumer Media Distribution	\$	25,500.00	JORDAN INVESTMENT CORPORATION
Consumer Media Distribution	\$	797.36	MILLER DIRECT
Consumer Media Distribution	\$	1,389.00	MILLER DIRECT
Consumer Media Distribution	\$	1,605.51	USPS
Consumer Media Distribution	\$	15,322.89	EASYPERMIT POSTAGE
Consumer Media Distribution	\$	980.00	MILLER DIRECT
Consumer Media Distribution	\$	27,926.75	JORDAN INVESTMENT CORPORATION
Consumer Media Distribution	\$	1,619.08	MILLER DIRECT
Consumer Media Distribution	\$	7,592.46	EASYPERMIT POSTAGE
Consumer Media Distribution	\$	7,276.34	EASYPERMIT POSTAGE
Consumer Media Distribution	\$	980.00	MILLER DIRECT
Bulk Fulfillment	\$	3,689.02	UPS