

Myrtle Beach Area Chamber dba Myrtle Beach Area CVB
Financial Accountability Public Reporting
Oct 1 2011 through Dec 31 2011

	\$	
Public Revenues		
State ATax - MB	\$989,486.76	
State ATax - SSB	\$75,826.86	
State ATax - HC	\$607,324.65	
Local Atax - MB	\$0.00	
State of SC - DSMG	\$4,119,115.00	
State of SC - SCATR	\$2,595.50	
State of SC - Reg Tourism	\$36,025.06	
TDF - MB	\$6,281,023.54	
Total Public Revenues	\$12,111,397.37	
Marketing Investment:		
Television Advertising	\$623,435.88	
Print Advertising	\$71,161.16	
Radio Advertising	\$0.00	
Digital Advertising	\$533,373.26	
Out-of-Home Advertising	\$20,425.88	
Partner Advertising	\$120,388.09	
Campground Advertising	\$0.00	
Regional Advertising	\$4,108.95	
Publicity & Promotion	\$139,974.71	
Consumer Media Distribution	\$323,114.27	
Creative Development	\$38,444.87	
Group Sales & Marketing	\$673,900.96	
Sports Marketing	\$105,729.23	
Golf Promotion	\$609,159.48	
Market Research	\$85,257.58	
Govt Designated Promotion	\$15,000.00	
General Consumer Promotion	\$76,535.24	
	\$0.00	
Total Marketing Investment	\$3,440,009.56	
	\$0.00	
Details of Marketing Investment :		
Publicity & Promotions	\$ 2,704.62	2012 PR Strategic Analysis
Internet Advertising	\$ 1,466.05	ADOBE SYSTEMS
Internet Advertising	\$ 1,466.05	ADOBE SYSTEMS
Internet Advertising	\$ 1,466.05	ADOBE SYSTEMS
Internet Advertising	\$ 2,883.60	ADOBE SYSTEMS
Group Sales & Promotion	\$ 220.00	AENC Travel Expenses
Group Promotion	\$ 108.03	AENC Travel Expenses
Group Sales & Promotion	\$ 2,151.24	Affordable Meetings
Group Sales & Promotion	\$ 104.57	Affordable Meetings - promotional expenses
Canadian promotion	\$ 80,000.00	AIRPLANNERS LLC
International Marketing	\$ 801.90	ALL STAR SCREEN PRINTING
Sports Tourism Promotion	\$ 400.00	ANDREW COOK
Billboard Advertising	\$ 1,240.00	Adams Outdoor, Brandon Advertising

Billboard Advertising	\$ 1,952.94	Adams Outdoor, Brandon Advertising
Billboard Advertising	\$ 8,440.00	Adams Outdoor, Brandon Advertising
Billboard Advertising	\$ 8,792.94	Adams Outdoor, Brandon Advertising
General Advertising - Golf	\$ 57,500.00	Brandon Agency
Publicity & Promotions-Golf	\$ 21,242.55	Brandon Agency
Creative Production - Golf	\$ 2,746.50	Brandon Agency
Creative Production	\$ 8,854.43	Broadcast assets / Film production
Creative Production	\$ 8,800.85	Broadcast assets / Film production
International Marketing	\$ 7,147.39	Canadian FAM
International Marketing	\$ 615.12	Canadian FAM
International Marketing	\$ 8,337.56	Canadian FAM / Media Exposure
TV Production	\$ 5,000.00	CAROLINA VIDEO GROUP
TV Production	\$ 7,500.00	CAROLINA VIDEO GROUP
Broadcast Ads - radio	\$ 33,870.00	Clear Channel Broadcasting
Group Sales & Promotion	\$ 2,412.68	Coalition - BMP
Group Sales & Promotion	\$ 105.00	Coalition - BMP
General Consumer Promotion	\$ 3,000.00	COASTAL CAROLINA UNIVERSITY
Television Advertising-Golf	\$ 29,900.00	Comcast
Sports Marketing	\$ 6,000.00	Cont Events Sports Mgmt
Inquiry Fulfillment	\$ 2,465.79	CONTAC SERVICES, INC.
Inquiry Fulfillment	\$ 2,399.71	CONTAC SERVICES, INC.
Inquiry Fulfillment	\$ 2,183.49	CONTAC SERVICES, INC.
Inquiry Fulfillment	\$ 1,062.65	CONTAC SERVICES, INC.
Inquiry Fulfillment	\$ 986.58	CONTAC SERVICES, INC.
International Marketing	\$ 213.32	Contac Svc - Toronto Promotion planning
Group Sales & Promotion	\$ 600,000.00	Convention Marketing
Magazine Ads - Golf	\$ 8,500.00	Co-Op Ads / National coverage
Television Advertising	\$ 268,964.51	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 126,937.66	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 59,950.25	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 43,718.51	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 40,617.25	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 17,276.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 16,872.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 3,903.55	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 3,649.41	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 808.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 500.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 418.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 342.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 283.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 250.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 250.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 54.00	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 42.35	CORINTHIAN MEDIA, INC.
Television Advertising	\$ 18.00	CORINTHIAN MEDIA, INC.
TV Charge adjustment (Canada)	\$ 24.31	CORINTHIAN MEDIA, INC.
Regional Tourism Promotion	\$ 29,200.00	CPS Restaurant Promotion
Publicity & Promotions-Golf	\$ 70,000.00	D. Johnson / MB Golf promotion
Consumer Targeted Promotion	\$ 280.00	DATA PUBLISHING, INC.
Consumer Targeted Promotion	\$ 280.00	DATA PUBLISHING, INC.
Consumer Targeted Promotion	\$ 280.00	DATA PUBLISHING, INC.
Sports Marketing	\$ 320.70	DIAMOND GRAPHICS AND TRADE SHOW EXPRESS
Sports Marketing	\$ 181.72	DIAMOND GRAPHICS AND TRADE SHOW EXPRESS

Internet Advertising - Golf	\$ 27,847.61	Digital Promotion/various websites, online sponsorships
Internet Advertising - Golf	\$ 23,660.03	Digital Promotion/various websites, online sponsorships
Radio Advertising	\$ 2,500.00	Dispatch Broadcast Co.
Group Promotion	\$ 39.23	Education Summit Centerpiece
International Marketing	\$ 234.81	Reimburse promotional expenses
Video Production - group mktg	\$ 5,714.25	ENCORE VIDEO PRODUCTIONS, INC
Video Production - group mktg	\$ 578.42	ENCORE VIDEO PRODUCTIONS, INC
Internet Advertising - Golf	\$ 3,937.50	Enhanced SEO
Sports Marketing	\$ 490.00	ENVIRONMENTAL SYSTEMS TESTING SERVICES
Sports Marketing	\$ 185.00	ENVIRONMENTAL SYSTEMS TESTING SERVICES
Research - Air Service	\$ 34,000.00	EQUATION RESEARCH, LLC
Research - travel trends	\$ 8,250.00	EQUATION RESEARCH, LLC
Ottawa Media Visit Expenses	\$ 314.51	ERIC MASSON
Publicity & Promotions	\$ 24,480.00	FAHLGREN MORTINE
General Consumer Promotion	\$ 2,691.29	FDNY Promotion
Internet Advertising - Golf	\$ 3,037.50	Fuel Interactive
Consumer Fulfillment Distribution	\$ 500.33	Fulfillment - International postage
Consumer Fulfillment Distribution	\$ 230.08	Fulfillment - International postage
Group Sales & Promotion	\$ 800.20	GA / Carolinas Marketplace
Regional Tourism Promotion	\$ 4,038.41	GEORGETOWN CO. CHAMBER OF COM
International Marketing	\$ 3,102.50	German FAM / Go West
International Marketing	\$ 253.97	German FAM / Go West
Group Promotion - Go West	\$ 600.00	German FAM / Go West - Clark Sullivan
International Marketing	\$ 100.00	German FAM Promotional Activities - Stephania Holt
Magazine Ads - Golf	\$ 45,000.00	Golf Magazine / Fall
Magazine Ads - Golf	\$ 34,000.00	GolfWeek / Fall
Television Advertising	\$ 40,000.00	Google TV
Sports Tourism Promotion	\$ 300.00	GRAND STRAND JUNIORS
Consumer Media Distribution	\$ 1,088.95	Group Fulfillment shipping
Consumer Media Distribution	\$ 383.41	Group Fulfillment shipping
Group Sales & Promotion	\$ 3,765.66	Group Promotional Items
Group Sales & Promotion	\$ 459.06	Group Promotional Items
Group Sales & Promotion	\$ 11.40	Group Promotional Items
Group Sales & Promotion	\$ 1,823.83	Group Sales Blitz
Group Sales & Promotion	\$ 690.60	Group Sales Blitz
Group Sales & Promotion	\$ 13,466.15	Group Sales Blitz / promotional collateral, MPI
Group Sales & Promotion	\$ 1,070.71	Group Sales Promotion / trade show promo
Group Sales & Promotion	\$ 666.96	Group Sales Promotion / trade show promo
Creative Production	\$ 600.00	Group Sales video development
Creative Production	\$ 476.55	Group Sales video development
Creative Production	\$ 453.20	Group Sales video development
Creative Production	\$ 118.25	Group Sales video development
Group Sales & Promotion	\$ 463.75	Group Tour - FAM
Group Sales & Promotion	\$ 344.90	Group Tour - FAM
Group Sales & Promotion	\$ 626.27	Group Tour promo
Group Sales & Promotion	\$ 22.00	Group tour promotional support
Groups & Meetings Magazine	\$ 39,638.11	Grp/Mtg National Pubs
Groups & Meetings Magazine	\$ 26,621.94	Grp/Mtg National Pubs
Groups & Meetings Magazine	\$ 4,901.11	Grp/Mtg National Pubs
Group Sales & Promotion	\$ 312.40	GSAE
Group Promotion	\$ 28.20	GSAE
Radio Advertising	\$ 2,799.74	HIS RADIO NETWORK
Creative Production	\$ 390.00	HOLLEY AUFDEMORTE
General Consumer Promotion	\$ 390.00	HSMAI

Group Sales & Promotion	\$ 521.00	IAEM
General Consumer Promotion	\$ 19,233.33	IMG COLLEGE, LLC
General Consumer Promotion	\$ 19,233.33	IMG COLLEGE, LLC
General Consumer Promotion	\$ 10,833.34	IMG COLLEGE, LLC
General Consumer Promotion	\$ 10,833.33	IMG COLLEGE, LLC
General Consumer Promotion	\$ 10,833.33	IMG COLLEGE, LLC
Research Postcard Shells 11/7/2011	\$ 7,591.85	INLET PRINTING CO
Holiday Postcards 11/7/2011	\$ 623.19	INLET PRINTING CO
Research Postcard Imprints 12/12/2011	\$ 20.98	INLET PRINTING CO
Research postcard imprints 10/19/2011	\$ 20.71	INLET PRINTING CO
Research postcard imprints 12/1/2011	\$ 6.30	INLET PRINTING CO
Internet Advertising - Golf	\$ 4,131.34	Interactive promotion
Internet Advertising - Golf	\$ 5,117.45	Internet Paid Search (2 Vendors)
International Marketing	\$ 100.00	JEFFREY HARGETT / German FAM Activities
General Consumer Promotion	\$ 266.46	Jim Byers media visit
Consumer Fulfillment Distribution	\$ 25,320.00	JORDAN INVESTMENT CORPORATION
Consumer Fulfillment Distribution	\$ 30,000.00	JORDAN INVESTMENT CORPORATION
International Marketing	\$ 5,110.00	LANCASTER TOURS CHARLESTON
Internet Advertising	\$ 18,000.00	LUCKY DOG TELEVISION PRODUCTIONS
Publicity & Promotions	\$ 31,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 31,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 31,000.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 5,329.58	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 3,143.12	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 2,803.12	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 2,750.60	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 1,757.73	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 1,072.91	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 999.03	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 500.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 250.00	M BOOTH & ASSOCIATES, INC.
Publicity & Promotions	\$ 250.00	M BOOTH & ASSOCIATES, INC.
Group Promotion	\$ 528.65	M.O.M.S. KITCHENS & BATHROOMS
Group Sales & Promotion	\$ 14.31	M/C FAM Tours
Publicity & Promotions-Golf	\$ 10,000.00	MAM TV Sponsorship
Group Promotion	\$ 1,455.96	MANPOWER
Group Promotion	\$ 485.33	MANPOWER
Market Research	\$ 2,269.55	Market survey incentives
Internet Advertising - Golf	\$ 7,800.19	MB Golf Trip Fulfillment from Spring Promotions
Publicity & Promotions	\$ 81.96	Media Assets - shipping
Publicity & Promotions	\$ 39.27	Media Assets - shipping
Publicity & Promotions	\$ 24.27	Media Assets - shipping
Internet Promotion	\$ 2,210.00	MEDIA COAST
Internet Promotion	\$ 1,137.50	MEDIA COAST
Promotion and Publicity	\$ 79.00	Media Newsroom Online Distribution
SMERF Promotion	\$ 2,362.50	MHD SERVICES
SMERF Promotion	\$ 2,362.50	MHD SERVICES
SMERF Promotion	\$ 2,362.50	MHD SERVICES
Holiday Promotion	\$ 199,845.00	MILLER DIRECT
Direct Mail Advertising	\$ 52,400.00	MILLER DIRECT
General Consumer Promotion	\$ 410.39	MINUTEMAN PRESS
Internet Promotion	\$ 4,450.00	MMG WORLDWIDE
Internet Promotion	\$ 4,250.00	MMG WORLDWIDE
Internet Promotion	\$ 4,250.00	MMG WORLDWIDE

Internet Promotion	\$ 4,250.00	MMG WORLDWIDE
Sports Tourism Promotion	\$ 55.00	NASC / USOC
Consumer General Promotion	\$ 7,044.50	National / Canadian Consumer Golf Shows
Group Promotion	\$ 14,891.25	NATIONAL CUSTOM INSIGNIA, INC.
Publicity & Promotions-Golf	\$ 1,500.00	Nicolas & Lence
Group Sales & Promotion	\$ 399.80	NTA
Television Advertising	\$ 5,560.00	OHIO NEWS NETWORK
Group Sales & Promotion	\$ 176.27	OMCA
Group Sales & Promotion	\$ 40.58	OMCA - promotional expenses
Internet Advertising - Golf	\$ 6,150.00	Omniture
Groups & Meetings Internet	\$ 4,100.00	Online Advertising - Grp/Mtg Pubs.
Groups & Meetings Internet	\$ 3,383.34	Online Advertising - Grp/Mtg Pubs.
Groups & Meetings Internet	\$ 1,699.99	Online Advertising - Grp/Mtg Pubs.
Groups & Meetings Internet	\$ 1,300.00	Online Advertising - Grp/Mtg Pubs.
Groups & Meetings Internet	\$ 620.00	Online Advertising - Grp/Mtg Pubs.
Internet Advertising - Golf	\$ 897.75	Online Promotion
Internet Advertising	\$ 15,000.00	Paid Search - Group/Meeting searches
Internet Advertising	\$ 130,000.00	Paid Search - Travel, Myrtle Beach unsat. Placements
Internet Advertising	\$ 70,000.00	Paid Search - Travel, Myrtle Beach unsat. Placements
Internet Advertising	\$ 15,000.00	Paid Search - Travel, Myrtle Beach unsat. Placements
Internet Advertising	\$ 10,000.00	Paid Search - Travel, Myrtle Beach unsat. Placements
Internet Advertising	\$ 4,930.70	Paid Search - Travel, Myrtle Beach unsat. Placements
Internet Advertising	\$ 4,695.76	Paid Search - Travel, Myrtle Beach unsat. Placements
Internet Advertising - Golf	\$ 12,255.50	Paid space advertising
Consumer Show Promotion	\$ 80.00	PAMELIA D BARR
Group Promotion	\$ 195.00	PETER E. DARJOA JR.
Consumer Fulfillment Distribution	\$ 597.54	Pitney Bowes
Consumer Fulfillment	\$ 571.44	Pitney Bowes
Consumer Fulfillment Distribution	\$ 514.04	Pitney Bowes
Consumer Fulfillment	\$ 434.69	Pitney Bowes
Consumer Fulfillment	\$ 55.90	Pitney Bowes
Postage - Fulfillment	\$ 38.71	Pitney Bowes
Postage - Fulfillment	\$ 33.06	Pitney Bowes
Postage - Fulfillment	\$ 13.20	Pitney Bowes
Postage - Fulfillment	\$ 7.31	Pitney Bowes
Consumer Fulfillment	\$ 7.14	Pitney Bowes
Postage - Fulfillment	\$ 4.12	Pitney Bowes
Consumer Fulfillment	\$ 3.57	Pitney Bowes
Consumer Fulfillment	\$ 2.20	Pitney Bowes
Market Research - holiday travel	\$ 13,000.00	PLUFF MUD PUBLIC AFFAIRS, LLC
Air Service Marketing	\$ 100,000.00	Porter Airlines / Canadian marketing
Consumer Fulfillment Distribution	\$ 8.80	Postage - Inquiry Fulfillment
Group Sales & Promotion	\$ 2,874.00	Promotional collateral - group promotion
Group Sales & Promotion	\$ 1,598.00	Promotional collateral - group promotion
International Marketing	\$ 1,331.04	Promotional Expenses - Canadian Air Service
International Marketing	\$ 50.00	Promotional Expenses - Canadian Air Service
Group Promotion	\$ 10.50	Promotional Expenses - Sports Events
General Consumer Promotion	\$ 54.30	Reimburse promotional expenses
General Consumer Promotion	\$ 3.00	Reimburse promotional expenses
Regional Tourism Promotion	\$ 70.54	SC ASSOC. OF TOURISM REGIONS
Market Research - International	\$ 11,550.00	SC DEPT. OF PARKS, REC. & TOURISM
Group Sales & Promotion	\$ 216.91	SCSAE
Promotion and Publicity	\$ 4,800.00	SCVNGR - Mobile Application upgrade
Consumer Fulfillment Distribution	\$ 737.60	Shipping - bulk fulfillment

Consumer Fulfillment Distribution	\$ 544.81	Shipping - bulk fulfillment
Triathlon Signs 10/17/2011	\$ 327.00	SIGNWORKS
Group Sales & Promotion	\$ 581.16	SMART meetings promotion
General Consumer Promotion	\$ 149.12	SMART Meetings sponsorship
Internet Advertising - Golf	\$ 55,447.00	Social Media promotion
Publicity & Promotions-Golf	\$ 3,888.00	Sponsorship - Intl Pairs
Group Sales & Promotion	\$ 4,312.74	T.E.A.M.S. promotion
Sports Tourism Promotion	\$ 34.88	TEAMS promotional items
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,500.00	THE BRANDON AGENCY
Print Advertising	\$ 1,015.75	THE BRANDON AGENCY
Print Advertising	\$ 1,000.00	THE BRANDON AGENCY
Print Advertising	\$ 845.75	THE BRANDON AGENCY
Print Advertising	\$ 825.00	THE BRANDON AGENCY
Print Advertising	\$ 701.25	THE BRANDON AGENCY
Print Advertising	\$ 500.00	THE BRANDON AGENCY
Print Advertising	\$ 500.00	THE BRANDON AGENCY
Print Advertising	\$ 500.00	THE BRANDON AGENCY
Print Advertising	\$ 500.00	THE BRANDON AGENCY
Market Research	\$ 7,925.00	TIA Destination Travel trends
Consumer Promotion	\$ 5,200.00	Travel Promotion Gift Cards
International Marketing	\$ 5,000.00	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 5,000.00	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 5,000.00	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 3,907.73	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 3,564.85	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 2,092.41	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 1,175.97	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 1,126.02	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 873.25	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 831.84	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 469.72	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 445.00	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 302.62	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 258.41	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 262.26	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 89.80	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 89.22	TRAVEL SOLUTIONS BY DESIGN
International Marketing	\$ 88.75	TRAVEL SOLUTIONS BY DESIGN
Internet Advertising	\$ 22,319.00	TRAVELSCREAM
Internet Advertising	\$ 17,954.00	TRAVELSCREAM
Internet Advertising	\$ 16,621.50	TRAVELSCREAM
Internet Advertising	\$ 4,490.65	TRIP ADVISOR LLC
Internet Advertising	\$ 2,722.78	TRIP ADVISOR LLC
Sports Tourism Promotion	\$ 1,400.00	ULTRAMAX EVENTS
Sports Tourism Promotion	\$ 3,427.94	USA Triathlon
Sports Tourism Promotion	\$ 317.60	USA Triathlon
Creative Production	\$ 1,500.00	VIDEOGLOBETROTTER INC
Internet Advertising	\$ 189,542.03	Visibility & Conversions-Paid Search, Online Promotion
Group Sales & Promotion	\$ 624.07	VSAE
Group Sales & Promotion	\$ 105.00	VSAE
Internet Advertising - Golf	\$ 1,000.00	Web-based promotion

Internet Advertising - Golf	\$ 24,994.77	Yahoo Sports
Group Sales & Promotion	\$ 11,369.33	Sales Blitzes
TOTAL	\$ 3,440,009.56	