

**MB Tourism Development Fee
Q2 2015 Expenditures**

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
General Consumer Promo	COM-CONNECT LLC	22,387.50
Email Marketing	EXACT TARGET	9,015.91
Groups- meetings	EXPO NC	945.00
Sports Tourism	MDA CONSULTING	1,665.00
Sports Marketing	T2H ADVERTISING	1,119.38
Sports Marketing	BIG SOUTH CONFERENCE INC	6,750.00
General Consumer Promo	MANN TRAVELS	1,053.27
General Consumer Promo	MANN TRAVELS	972.72
General Consumer Promo	MANN TRAVELS	477.17
Public Relations	SOUTHEAST TOURISM SOCIETY	46.00
Public Relations	SOUTHEAST TOURISM SOCIETY	46.00
Groups- meetings	MEETINGMAX	900.00
Co-op- billboards	THE BRANDON AGENCY	1,136.12
Online Promo	ADOBE SYSTEMS INC	2,007.67
Sports Marketing	TEAM SANDTASTIC	853.48
Website	VISUAL DESTINATIONS LLC	6,022.49
Groups Promo	JACK THOMPSON STUDIOS	583.20
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	4,500.00
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	4,600.00
Internet Advertising	SEARCH MARKETING	406,171.27
Internet Advertising	DISPLAY ADVERTISING	393,397.91
Internet Advertising	VIDEO ADVERTISING	80,179.29
Internet Advertising	EMAIL MARKETING	32,585.59
Internet Advertising	SOCIAL MEDIA MARKEITNG	119,089.59
Internet Advertising	MOBILE MARKETING	41,526.99
Internet Advertising	OTHER	4,337.48
General Consumer Promo	BASEBALL PROMOTIONS	68,760.00
Event Promotion	CAROLINA COUNTRY MUSIC FESTIVAL	45,000.00
Groups- meetings	ALLIED HEALTH GROUP	302.40
General Consumer Promo	MANN TRAVELS	408.66
General Consumer Promo	MANN TRAVELS	611.73
Co-op- billboards	THE BRANDON AGENCY	1,136.12
TV Adv	CORINTHIAN MEDIA, INC.	22,676.55
Video Production	AFFILIATED PRODUCTION SERVICES	8,145.00
International- Can	CANADIAN PROMO	1,350.00
Website	VISUAL DESTINATIONS LLC	657.00
Sports Tourism	RUNNERS WORLD	7,312.50
Public Relations	ICE CREATIVE/TRADE SHOW EXPRESS	1,485.46
Sports Tourism	MDA CONSULTING	1,394.91
Sports Tourism	MDA CONSULTING	71.55
General Consumer Promo	MANN TRAVELS	617.53
Sports Marketing	MAC TOURNAMENT PROMOTION	6,165.00
Sports Marketing	MAC TOURNAMENT PROMOTION	540.00
Sports Marketing	MAC TOURNAMENT PROMOTION	45.90
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	6,575.59
Group Tour	TRAVEL SOUTH	47.53
Group Tour	FAM TRIP	6.30
SMERF Promo	MHD SERVICES	2,700.00
General Consumer Promo	MANN TRAVELS	2,047.05
General Consumer Promo	MANN TRAVELS	832.41
General Consumer Promo	MANN TRAVELS	495.00

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General Consumer Promo	MANN TRAVELS	495.00
General Consumer Promo	MANN TRAVELS	486.29
General Consumer Promo	MANN TRAVELS	510.53
Sports Tourism	MDA CONSULTING	8,100.00
Sports Marketing	CHOCKLETT PRESS- GOLF BROCHURE	6,628.27
Inquiry Fulfillment	TIMES PRINTING CO. INC.	2,266.86
General Consumer Promo	MANN TRAVELS	580.25
General Consumer Promo	MANN TRAVELS	464.87
General Consumer Promo	MANN TRAVELS	565.00
General Consumer Promo	MANN TRAVELS	631.01
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	589.24
Video Production	AFFILIATED PRODUCTION SERVICES	82,917.00
Inquiry Fulfillment- Intl	ENVOY NETWORK INC	1,695.74
Public Relations	PRESS TRIP- BALT/ATL	32.20
Billboards	ADAMS OUTDOOR, THE BRANDON AGENCY	37,110.60
Groups- Internet Adv	MEETINGS AND CONVENTIONS	2,325.00
	MEETINGS AND CONVENTIONS, SPORTS TRAVEL, GROUP	
Groups- Mag adv	TRAVEL, OMCA	12,187.65
Print Adv	DIRECTORY ADVERTISING	290.00
Groups- meetings	DESTINATION SHOWCASE- DC	119.13
Video Production	VIDEO SHOOT	1,500.00
General Consumer Promo	MANN TRAVELS	1,264.22
General Consumer Promo	MANN TRAVELS	550.00
General Consumer Promo	MANN TRAVELS	798.17
Research - tourism	RESEARCH SURVEYS	1.64
General Consumer Promo	MANN TRAVELS	672.08
General Consumer Promo	MANN TRAVELS	1,227.94
Video Production	AFFILIATED PRODUCTION SERVICES	9,118.80
Video Production	CHARLESTON PRODUCTION VANS INC	4,482.00
TV Adv	BROADCAST BUYING SERVICES, INC.	9,123.30
TV Adv	CORINTHIAN MEDIA, INC.	627.75
Online Promo	ADOBE SYSTEMS INC	387.97
Website	SIMPLEVIEW LLC	5,802.30
Website	SIMPLEVIEW LLC	1,350.00
Event Promotion	STAGES VIDEO	1,612.80
Public Relations	FAHLGREN MORTINE	27,420.59
Public Relations	FAHLGREN MORTINE	14,516.66
Public Relations	FAHLGREN MORTINE	793.50
Inquiry Fulfillment	PITNEY BOWES	0.48
Inquiry Fulfillment	PITNEY BOWES	47.35
Inquiry Fulfillment	PITNEY BOWES	195.25
Inquiry Fulfillment	PITNEY BOWES	41.23
Inquiry Fulfillment	US POSTAL SERVICE	2,991.37
Group Sales- International	INTERNATIONAL TOURISM BOURSE	0.28
Group Sales- International	INTERNATIONAL TOURISM BOURSE	5.18
Group Sales- International	INTERNATIONAL TOURISM BOURSE	9.00
Sports Marketing	MAC TOURNAMENT PROMOTION	538.35
Sports Marketing	MAC TOURNAMENT PROMOTION	138.00
Group Tour	TRAVEL SOUTH	32.29
Sports Marketing	MAC TOURNAMENT PROMOTION	398.39
Sports Tourism	BIG SOUTH MARKETING	508.95
Inquiry Fulfillment	UPS	64.30
Inquiry Fulfillment- groups	UPS	126.18

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Inquiry Fulfillment	UPS	1,405.16
Inquiry Fulfillment- groups	UPS	105.52
Inquiry Fulfillment- groups	UPS	102.00
Inquiry Fulfillment- Intl	UPS	357.43
Inquiry Fulfillment- Intl	UPS	38.08
Inquiry Fulfillment- groups	UPS	636.33
Public Relations	MEDIA VISIT	240.03
Public Relations	MEDIA VISIT	46.00
Public Relations	MEDIA VISIT	46.00
Group Sales- International	INTERNATIONAL TOURISM BOURSE	21.38
Group Sales- International	INTERNATIONAL TOURISM BOURSE	78.54
Groups- meetings	FAM TRIP	183.63
Group Sales- International	INTERNATIONAL TOURISM BOURSE	36.28
Group Sales- International	INTERNATIONAL TOURISM BOURSE	67.81
Group Sales- International	INTERNATIONAL TOURISM BOURSE	93.23
Group Sales- International	INTERNATIONAL TOURISM BOURSE	7.64
Group Sales- International	INTERNATIONAL TOURISM BOURSE	22.26
Groups- meetings	FAM TRIP	116.16
Group Sales- International	INTERNATIONAL TOURISM BOURSE	184.71
Group Sales- International	INTERNATIONAL TOURISM BOURSE	1,531.45
Group Sales- International	INTERNATIONAL TOURISM BOURSE	16.67
Group Sales- International	INTERNATIONAL TOURISM BOURSE	26.18
Group Sales- International	INTERNATIONAL TOURISM BOURSE	70.48
Group Sales- International	INTERNATIONAL TOURISM BOURSE	6.41
Group Sales- International	INTERNATIONAL TOURISM BOURSE	100.00
Groups- meetings	SITE VISIT	645.20
Groups- meetings	SITE VISIT	8.08
Groups- meetings	SITE VISIT	3.00
Groups- meetings	SITE VISIT	25.56
Groups- meetings	COLLABORATE MARKETPLACE	507.20
Groups- meetings	MAM FAM	3,709.40
Groups- meetings	SITE VISIT	623.00
Groups- meetings	MAM FAM	830.00
Group Sales- International	INCENTIVE TRAVEL, MEETINGS AND EVENTS EXPO	256.48
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	54.95
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	54.95
Groups- meetings	MEETING PLANNERS INTERNATIONAL	54.95
Groups- meetings	SITE VISIT	129.94
Groups Promo	GROUP SALES PROMO ITEM	5,737.83
Groups Promo	GROUP SALES PROMO ITEM	985.07
Public Relations	PR PROMO ITEM	163.94
Group Sales- International	INTERNATIONAL POW WOW	507.20
Sports Marketing	A-10 CHAMPIONSHIP PROMOTION	24.12
Sports Marketing	MAC TOURNAMENT PROMOTION	11.59
Sports Marketing	A-10 CHAMPIONSHIP PROMOTION	18.26
Sports Tourism	BIG SOUTH MARKETING	790.08
Sports Marketing	MAC TOURNAMENT PROMOTION	116.50
Sports Tourism	BIG SOUTH MARKETING	71.12
Sports Tourism	BIG SOUTH MARKETING	352.61
Sports Marketing	MAC TOURNAMENT PROMOTION	21.28
Sports Marketing	A-10 CHAMPIONSHIP PROMOTION	39.39
Sports Tourism	BIG SOUTH MARKETING	249.28
Sports Marketing	A-10 CHAMPIONSHIP PROMOTION	240.61

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Sports Marketing	A-10 CHAMPIONSHIP PROMOTION	35.00
Sports Marketing	A-10 CHAMPIONSHIP PROMOTION	37.88
Sports Marketing	MAC TOURNAMENT PROMOTION	11.10
Sports Marketing	MAC TOURNAMENT PROMOTION	5.58
Sports Tourism	BIG SOUTH MARKETING	434.29
Sports Marketing	MAC TOURNAMENT PROMOTION	1,340.70
Sports Tourism	BIG SOUTH MARKETING	54.79
Sports Marketing	MAC TOURNAMENT PROMOTION	91.68
Sports Tourism	BIG SOUTH MARKETING	518.40
Group Tour	TRAVEL SOUTH	60.00
Group Tour	TRAVEL SOUTH	27.00
Group Tour	TRAVEL SOUTH	46.68
Group Tour	TRAVEL SOUTH	1,250.00
Group Tour	TRAVEL SOUTH	16.12
Group Tour	FAM TRIP	508.44
Group Tour	TRAVEL SOUTH	4.40
Group Tour	ONTARIO MOTOR COACH ASSOCIATION	1,009.40
Group Tour	TRAVEL SOUTH	16.26
Group Tour	TRAVEL SOUTH	1,404.28
Group Tour	GROUP SALES PROMO ITEM	660.60
Group Tour	TRAVEL SOUTH	607.53
Group Tour	STUDENT YOUTH TRAVEL ASSOCIATION	970.00
Group Tour	TRAVEL SOUTH	13.98
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	265.00
Group Tour	TRAVEL SOUTH	12.10
Group Tour	TRAVEL SOUTH	11.40
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	572.20
Group Tour	TRAVEL SOUTH	60.00
Web Hosting	GODADDY.COM	715.92
Ad Design	ITUNES.COM	3.59
Web Hosting	NETSOL DOMAIN-SALES	1,975.63
Internet Promo	PATLIVE ACCOUNT	310.23
Internet Promo	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
Sports Tourism	BIG SOUTH MARKETING	100.00
Sports Tourism	BIG SOUTH MARKETING	1,709.69
Sports Tourism	BIG SOUTH MARKETING	46.50
Sports Marketing	MAC TOURNAMENT PROMOTION	1,378.58
Public Relations	LITTLE DEBBIE PROMO	134.67
Sports Marketing	MAC TOURNAMENT PROMOTION	77.64
Sports Marketing	MAC TOURNAMENT PROMOTION	323.74
Sports Marketing	MAC TOURNAMENT PROMOTION	4,085.64
Sports Marketing	MAC TOURNAMENT PROMOTION	3.00
Sports Marketing	MAC TOURNAMENT PROMOTION	700.70
Sports Marketing	MAC TOURNAMENT PROMOTION	26.85
Sports Marketing	MAC TOURNAMENT PROMOTION	600.04
Sports Marketing	MAC TOURNAMENT PROMOTION	829.98
Public Relations	PR PROMO ITEM	1,929.24
Sports Marketing	MAC TOURNAMENT PROMOTION	3.00
Sports Marketing	MAC TOURNAMENT PROMOTION	2.69
Sports Marketing	MAC TOURNAMENT PROMOTION	3.23
Sports Marketing	MAC TOURNAMENT PROMOTION	223.84
Sports Marketing	MAC TOURNAMENT PROMOTION	61.72

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General Consumer Promo	KENTUCKY MOTORSPEEDWAY PROMO	959.78
Sports Marketing	MAC TOURNAMENT PROMOTION	11.73
Public Relations	LITTLE DEBBIE PROMO	353.26
Sports Marketing	MAC TOURNAMENT PROMOTION	4.49
Public Relations	LITTLE DEBBIE PROMO	84.42
Public Relations	PR PROMO	25.25
Sports Marketing	MAC TOURNAMENT PROMOTION	36.00
Public Relations	MEDIA VISIT	46.00
Sports Marketing	MAC TOURNAMENT PROMOTION	9.00
Sports Marketing	MAC TOURNAMENT PROMOTION	152.56
Sports Marketing	MAC TOURNAMENT PROMOTION	65.00
Public Relations	PR PROMO ITEM	29.80
Public Relations	MEDIA VISIT	58.25
Public Relations	MEDIA VISIT	47.36
Public Relations	PR PROMO ITEM	293.66
Sports Marketing	MAC TOURNAMENT PROMOTION	42.68
Public Relations	MEDIA VISIT	50.55
Sports Marketing	MAC TOURNAMENT PROMOTION	22.50
Groups- meetings	DESTINATION SHOWCASE- DC	2,524.50
Groups- meetings	DESTINATION SHOWCASE- DC	38.93
Groups- meetings	SITE VISIT	138.85
Groups- meetings	MAM FAM	785.20
Groups- meetings	MAM FAM	705.70
Groups- meetings	DESTINATION SHOWCASE- DC	3.90
Groups- meetings	DESTINATION SHOWCASE- DC	8.97
Groups- meetings	DESTINATION SHOWCASE- DC	9.70
Groups- meetings	DESTINATION SHOWCASE- DC	45.16
Groups- meetings	SITE VISIT	121.50
Groups- meetings	MAM FAM	405.41
Groups- meetings	MAM FAM	122.18
Groups- meetings	DESTINATION SHOWCASE- DC	6.63
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	583.20
Groups- meetings	DESTINATION SHOWCASE- DC	50.00
Groups- meetings	MAM FAM	733.20
Groups- meetings	MAM FAM	859.20
Groups- meetings	DESTINATION SHOWCASE- DC	204.06
Email Marketing	EXACT TARGET	9,015.91
Inquiry Fulfillment	COM-CONNECT LLC	24,875.00
Groups- meetings	MAM FAM	394.88
General Consumer Promo	MANN TRAVELS	587.48
Groups Promo	STAGES VIDEO	243.00
General Consumer Promo	MANN TRAVELS	660.32
General Consumer Promo	MANN TRAVELS	546.46
General Consumer Promo	MANN TRAVELS	549.16
Research - tourism	D.K. SHIFFLET & ASSOC. LTD.	7,888.40
General Consumer Promo	MANN TRAVELS	2,033.80
General Consumer Promo	MANN TRAVELS	553.16
Inquiry Fulfillment- Intl	ENVOY NETWORK INC	1,310.00
Sports Tourism	FAMILY GOLF WEEK	339.00
Sports Tourism	FAMILY GOLF WEEK	1,200.00
Sports Tourism	FAMILY GOLF WEEK	645.00
Sports Tourism	FAMILY GOLF WEEK	570.00
Market Research	DAWSON PUBLIC AFFAIRS	4,510.00

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General Consumer Promo	MANN TRAVELS	516.90
General Consumer Promo	MANN TRAVELS	562.40
General Consumer Promo	MANN TRAVELS	1,252.04
Sports Tourism	FAMILY GOLF WEEK	2,150.00
Sports Tourism	FAMILY GOLF WEEK	4,000.00
Sports Tourism	FAMILY GOLF WEEK	1,900.00
Sports Tourism	FAMILY GOLF WEEK	1,130.00
General Consumer Promo	MANN TRAVELS	512.12
TV adv	CORINTHIAN MEDIA, INC.	3,037.40
Internet Advertising	SEARCH MARKETING	448,174.67
Internet Advertising	DISPLAY ADVERTISING	495,900.54
Internet Advertising	VIDEO ADVERTISING	99,576.87
Internet Advertising	EMAIL MARKETING	37,238.93
Internet Advertising	SOCIAL MEDIA MARKEITNG	141,173.84
Internet Advertising	MOBILE MARKETING	46,525.18
Internet Advertising	OTHER	5,641.05
Groups- meetings	NC DENTAL SOCIETY	237.50
Group Sales- International	INTERNATIONAL POW WOW	1,605.00
Sports Marketing	CUBS CONVENTION	900.00
Sports Tourism	FAMILY GOLF WEEK	9,155.00
Sports Tourism	FAMILY GOLF WEEK	2,746.50
Sports Tourism	FAMILY GOLF WEEK	300.00
Sports Tourism	FAMILY GOLF WEEK	1,000.00
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	5,000.00
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	4,600.00
SMERF Promo	MHD SERVICES	3,000.00
Internet Promo	WEB CAM	3,240.00
Website	VISUAL DESTINATIONS LLC	6,022.49
Public Relations	FAHLGREN MORTINE	27,420.59
Public Relations	FAHLGREN MORTINE	16,065.44
Video Production	STW TALENT AGENCY INC	9,068.54
Video Production	CAROLINA TALENT	7,323.75
Online Promo	ADOBE SYSTEMS INC	4,355.19
Sports Tourism	RUNNERS WORLD	8,125.00
Groups Promo	STAGES VIDEO	521.64
Online Promo	ADOBE SYSTEMS INC	2,007.67
Video Production	EXPRESS WATERSPORTS	873.00
TV adv	EXTREME REACH	176.70
Sports Tourism	MDA CONSULTING	3,925.85
Sports Tourism	MDA CONSULTING	550.00
General Consumer Promo	MANN TRAVELS	689.32
General Consumer Promo	MANN TRAVELS	530.88
Sports Tourism	MDA CONSULTING	9,000.00
Billboards	ADAMS OUTDOOR, THE BRANDON AGENCY	20,631.18
	SPORTS TRAVEL, GROUP TRAVEL, MEETINGS	
	PROFESSIONAL INTERNATIONAL, SUCCESSFUL	
Groups- Mag adv	MEETINGS	18,755.00
	SUCCESSFUL MEETINGS, MEETINGS PROFESSIONAL	
Groups- Internet Adv	INTERNATIONAL	4,200.00
TV adv	CORINTHIAN MEDIA, INC.	1,045,774.64
Print Adv	DIRECTORY ADVERTISING	305.00
TV adv	CORINTHIAN MEDIA, INC.	8,909.40
TV adv	CORINTHIAN MEDIA, INC.	627.75

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TV adv	BROADCAST BUYING SERVICES, INC.	5,728.80
Video Production	ABP MAKEUP LLC	2,497.50
Local Promotion	STAGES VIDEO	-
Video Production	VIDEO SHOOT	2,565.00
Video Production	BATTLE STRATEGIES LLC	1,845.00
Groups- meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	30.00
Groups- meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	20.00
Co-op- billboards	THE BRANDON AGENCY	1,262.35
Inquiry Fullfillment	TIMES PRINTING CO. INC.	9,960.32
Public Relations	MEDIA VISIT	633.03
International Promo- China	SYNTRANS CHINESE COMMUNICATION CONSULTING	100.00
Sports Marketing	SPIKES BASEBALL PROMO	1,672.01
Inquiry Fullfillment	PITNEY BOWES	0.69
Inquiry Fullfillment	PITNEY BOWES	6.18
Inquiry Fullfillment	PITNEY BOWES	145.45
Inquiry Fullfillment	PITNEY BOWES	29.68
Inquiry Fullfillment	US POSTAL SERVICE	2,455.52
Co-op- billboards	THE BRANDON AGENCY	1,282.35
Video Production	VIDEO SHOOT	2,550.00
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	170.32
International Promo	SISTER CITY PROMO	10.00
Public Relations	WEST JET FAM	480.00
Groups- meetings	FAM TOUR	117.79
Inquiry Fullfillment	UPS	64.17
Inquiry Fullfillment	UPS	45.28
Inquiry Fullfillment- groups	UPS	588.61
Inquiry Fullfillment	UPS	1,393.14
Inquiry Fullfillment- Intl	UPS	352.24
Inquiry Fullfillment- groups	UPS	136.06
Public Relations	MEDIA VISIT	1,073.50
Public Relations	PR PROMO	32.26
Public Relations	PR PROMO	5.52
Public Relations	MEDIA VISIT	1,214.22
Groups- meetings	FAM TOUR	29.00
Groups- meetings	MAM FAM	230.00
Groups- meetings	FAM TOUR	187.00
Groups- meetings	FAM TOUR	1,978.02
Groups- meetings	FAM TOUR	772.56
Public Relations	WEST JET FAM	453.13
Public Relations	WEST JET FAM	1,700.00
Groups Promo	GROUP SALES PROMO ITEM	2,115.91
Public Relations	PR PROMO ITEM	1,299.96
Groups Promo	GROUP SALES PROMO ITEM	454.75
Public Relations	WEST JET FAM	347.26
Public Relations	WEST JET FAM	129.25
Public Relations	WEST JET FAM	44.38
Groups- meetings	MAM FAM	20.00
Public Relations	WEST JET FAM	323.10
Public Relations	WEST JET FAM	18.23
Public Relations	WEST JET FAM	389.44
Video Production	VIDEO SHOOT	157.60
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	14.70
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	61.90

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Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	17.39
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	97.67
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	4.96
Video Production	VIDEO SHOOT	388.65
Video Production	VIDEO SHOOT	73.85
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	21.00
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	10.00
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	7.19
Video Production	VIDEO SHOOT	519.75
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	12.31
Video Production	VIDEO SHOOT	1,028.82
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	203.56
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	471.20
Groups Promo	FAM TOUR	22.75
Groups Promo	FAM TOUR	52.40
Group Tour	ONTARIO MOTOR COACH ASSOCIATION	5,000.00
Group Tour	SELECT TRAVELER CONFERENCE	395.00
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	156.52
Group Tour	FAM TOUR	50.01
Group Tour	FAM TOUR	333.20
Video Production	VIDEO SHOOT	374.95
Video Production	VIDEO SHOOT	299.38
Video Production	VIDEO SHOOT	4,642.20
Video Production	VIDEO SHOOT	131.20
Video Production	VIDEO SHOOT	592.89
Video Production	VIDEO SHOOT	6,764.13
Research Tracking	EXPERIAN	4,677.26
Groups- Internet Adv	GOOGLE	46,500.00
Ad Design	ITUNES.COM	3.59
Internet Promo	PATLIVE ACCOUNT	318.52
Internet Promo	RAFFLECOPTER.COM	53.99
Web Hosting	TULSA CONNECT	744.30
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	42.89
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	13.81
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	360.00
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	43.60
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	554.86
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	10.77
Groups- meetings	MAM FAM	821.02
Groups- meetings	MAM FAM	2,995.13
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	23.16
Groups- meetings	MAM FAM	4.04
Groups- meetings	MAM FAM	19.00
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	1,128.00
Groups- meetings	MAM FAM	574.46
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	11.52
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	50.00
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	43.00
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	16.36
Groups- meetings	ASSOCIATON EXECUTIVES OF NC	16.37
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	16.36
Groups- meetings	EXPO NC	186.00
Groups- meetings	MAM FAM	30.00

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Groups- meetings	EXPO NC	7.45
Groups- meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	16.75
Groups- meetings	EXPO NC	9.32
Groups- meetings	EXPO NC	6.32
Groups- meetings	EXPO NC	28.85
Groups- meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	13.95
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	370.00
Groups- meetings	EXPO NC	194.93
Groups- meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	11.31
Groups- meetings	SITE VISIT	9.13
Groups- meetings	MAM FAM	38.32
Groups- meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	859.76
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	150.00
Groups- meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	5,000.00
Groups- meetings	MAM FAM	123.00
Groups- meetings	MAM FAM	37.00
Groups- meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	11.45
Groups- meetings	EXPO NC	26.69
Groups- meetings	EXPO NC	19.22
Groups- meetings	MAM FAM	2.00
Groups- meetings	INDEPENDENT PLANNERS EDUCATIONAL CONFERENCE	19.19
Groups- meetings	MAM FAM	40.61
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	10.69
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	10.69
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	10.69
Groups- meetings	MAM FAM	3.98
Groups- meetings	MAM FAM	2,561.23
Public Relations	ATL/BALTIMORE PRESS TRIP	4.20
Public Relations	PR PROMO	161.92
Public Relations	PR PROMO	33.88
Public Relations	ATL/BALTIMORE PRESS TRIP	4.60
Public Relations	ATL/BALTIMORE PRESS TRIP	1.32
Public Relations	CANADA PRESS TRIP	1,759.86
Public Relations	ATL/BALTIMORE PRESS TRIP	578.51
Sports Marketing	MAC TOURNAMENT PROMOTION	574.02
Public Relations	ATL/BALTIMORE PRESS TRIP	5.52
General Consumer Promo	KENTUCKY MOTOR SPEEDWAY PROMO	20.94
Public Relations	ATL/BALTIMORE PRESS TRIP	13.66
Public Relations	ATL/BALTIMORE PRESS TRIP	65.00
Public Relations	ATL/BALTIMORE PRESS TRIP	25.90
Public Relations	ATL/BALTIMORE PRESS TRIP	103.75
Public Relations	ATL/BALTIMORE PRESS TRIP	2.90
Public Relations	ATL/BALTIMORE PRESS TRIP	263.00
Public Relations	ATL/BALTIMORE PRESS TRIP	503.30
Public Relations	PR PROMO ITEM	634.11
Public Relations	ATL/BALTIMORE PRESS TRIP	2.95
Public Relations	ATL/BALTIMORE PRESS TRIP	6.06
Public Relations	ATL/BALTIMORE PRESS TRIP	652.92
Public Relations	ATL/BALTIMORE PRESS TRIP	23.00
Public Relations	ATL/BALTIMORE PRESS TRIP	147.20
Public Relations	ATL/BALTIMORE PRESS TRIP	552.69
General Consumer Promo	MANN TRAVELS	684.64
General Consumer Promo	MANN TRAVELS	620.35

**MB Tourism Development Fee
Q2 2015 Expenditures**

General Consumer Promo	MANN TRAVELS	764.57
General Consumer Promo	MANN TRAVELS	715.00
General Consumer Promo	MANN TRAVELS	550.42
General Consumer Promo	MANN TRAVELS	725.08
General Consumer Promo	MANN TRAVELS	1,663.92
Inquiry Fullfillment	TIMES PRINTING CO. INC.	5,964.97
Groups- meetings	NC DENTAL SOCIETY	456.00
Research	EQUATION RESEARCH, LLC	6,765.00
Sports Tourism	FAMILY GOLF WEEK	2,025.00
General Consumer Promo	COM-CONNECT LLC	24,875.00
Video Production	VIDEO SHOOT	1,159.38
Website	SIMPLEVIEW LLC	1,350.00
Internet Advertising	SEARCH MARKETING	537,120.46
Internet Advertising	DISPLAY ADVERTISING	363,757.01
Internet Advertising	VIDEO ADVERTISING	92,451.30
Internet Advertising	EMAIL MARKETING	32,395.07
Internet Advertising	SOCIAL MEDIA MARKEITNG	164,876.47
Internet Advertising	MOBILE MARKETING	45,715.97
Internet Advertising	OTHER	3,784.50
Campground Adv	VISIBILITY & CONVERSIONS, LLC	36,305.00
Online Promo	ADOBE SYSTEMS INC	2,007.67
General Consumer Promo	KENTUCKY MOTORSPEDWAY PROMO	150,000.00
Video Production	VIDEO SHOOT	10,888.56
Website	VISUAL DESTINATIONS LLC	6,022.49
Email Marketing	EXACT TARGET	9,015.91
Campground Adv	THE BRANDON AGENCY	10,755.97
Groups- meetings	INCENTIVES, BUSINESS TRAVEL, AND MEETINGS EXPO	1,157.50
Sports Tourism	NATIONAL ASSOCIATION OF SPORTS COMMISSION	1,700.00
Sports Tourism	BIG SOUTH MARKETING SUPPORT	162.99
General Consumer Promo	DARLINGTON RACEWAY	22,500.00
Research- survey cards	INLET PRINTING CO	992.98
Sports Tourism	FAMILY GOLF WEEK	3,600.00
Sports Tourism	FAMILY GOLF WEEK	1,200.00
Sports Tourism	FAMILY GOLF WEEK	6,000.00
Sports Tourism	FAMILY GOLF WEEK	1,800.00
Sports Tourism	FAMILY GOLF WEEK	6,750.00
Groups- meetings	RETIRED MILITARY GROUP	1,200.00
Video Production	VIDEO SHOOT	38.16
General Consumer Promo	KENTUCKY MOTORSPEDWAY PROMO	150,000.00
Video Production	BATTLE STRATEGIES LLC	3,780.00
Co-op- billboards	THE BRANDON AGENCY	1,282.35
Inquiry Fullfillment- Intl	ENVOY NETWORK INC	286.49
General Consumer Promo	MANN TRAVELS	547.38
General Consumer Promo	MANN TRAVELS	676.00
Research	CHMURA ECONOMICS & ANALYTICS	4,095.90
Sports Marketing	MYRTLE BEACH PELICANS LP	12,500.00
Sports Tourism	MDA CONSULTING	9,000.00
Groups- meetings	COLLABORATE MARKETPLACE	587.65
Groups- meetings	MEETING AND CONVENTIONS/PGA CONFERENCE	15.00
Groups- meetings	MEETING AND CONVENTIONS/PGA CONFERENCE	22.00
Groups- meetings	FAM TOUR	18.00
Groups- meetings	AMERICAN BUS ASSOCIATION	5.00
Groups- meetings	INTERNATIONAL TOURISM BOURSE	169.31

**MB Tourism Development Fee
Q2 2015 Expenditures**

Groups- meetings	MEETING AND CONVENTIONS/PGA CONFERENCE	10.00
Online Promo	ADOBE SYSTEMS INC	4,164.05
TV adv	CORINTHIAN MEDIA, INC.	405,520.37
Print Adv	DIRECTORY ADVERTISING	305.00
Billboards	ADAMS OUTDOOR, THE BRANDON AGENCY	13,466.47
Groups- Internet Adv	MEETING NEWS, MEETINGS AND CONVENTIONS, MEETINGS PROFESSIONAL INTERNATIONAL, SPORTS EVENTS, TEACHA ND TRAVEL, GROUP TOUR,	9,765.00
Groups- Mag adv	CONVENTION SOUTH, SELECT TRAVELER	14,302.82
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	15.00
Groups- meetings	MEETING PLANNERS INTERNATIONAL	20.00
Groups- meetings	COLLABORATE MARKETPLACE	25.00
Sports Tourism	MDA CONSULTING	2,053.89
General Consumer Promo	MANN TRAVELS	1,050.00
General Consumer Promo	MANN TRAVELS	549.72
General Consumer Promo	MANN TRAVELS	639.18
General Consumer Promo	MANN TRAVELS	659.96
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	10,000.00
Sports Tourism	MHD SERVICES	3,000.00
General Consumer Promo	KENTUCKY MOTOR SPEEDWAY PROMO	14,720.00
TV adv	BROADCAST BUYING SERVICES, INC.	1,804.20
TV adv	CORINTHIAN MEDIA, INC.	24,626.40
TV adv	CORINTHIAN MEDIA, INC.	627.75
Website	SIMPLEVIEW LLC	1,350.00
Public Relations	FAHLGREN MORTINE	27,420.59
Public Relations	FAHLGREN MORTINE	8,018.96
Public Relations	FAHLGREN MORTINE	16,560.00
Billboards	THE BRANDON AGENCY	1,200.00
Sports Tourism	SPORTS EVENTS MAGAZINE	2,495.18
International Promo- China	WORLD JOURNAL	7,651.20
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	1,924.40
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	702.83
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	121.41
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	395.72
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	138.74
Group Sales- Intl- Can	TRAVEL SOLUTIONS BY DESIGN CORP	365.59
Public Relations	PR PROMO	25.66
General Consumer Promo	MANN TRAVELS	675.30
Public Relations	PR PROMO	437.13
Inquiry Fullfillment	PITNEY BOWES	0.49
Inquiry Fullfillment	PITNEY BOWES	44.02
Inquiry Fullfillment	PITNEY BOWES	171.96
Inquiry Fullfillment	PITNEY BOWES	18.98
Inquiry Fullfillment	US POSTAL SERVICE	1,795.11
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	204.00
Video Production	VIDEO SHOOT	458.89
General Consumer Promo	TOURISM WEEK	298.51
Inquiry Fullfillment	UPS	21.19
Inquiry Fullfillment	UPS	91.76
Inquiry Fullfillment	UPS	133.99
Inquiry Fullfillment- groups	UPS	2,099.65
Inquiry Fullfillment	UPS	95.20
Video Production	VIDEO SHOOT	174.95

**MB Tourism Development Fee
Q2 2015 Expenditures**

Public Relations	MEDIA VISIT	235.47
Video Production	VIDEO SHOOT	193.25
Video Production	VIDEO SHOOT	9.00
Video Production	VIDEO SHOOT	60.71
Public Relations	MEDIA VISIT	492.10
Group Sales- International	INTERNATIONAL POW WOW	7.57
Groups- meetings	SITE VISIT	120.22
Group Sales- International	INTERNATIONAL POW WOW	57.47
Group Sales- International	INTERNATIONAL POW WOW	3.23
Group Sales- International	INTERNATIONAL POW WOW	275.68
Groups- meetings	SMART MEETINGS	31.41
Group Sales- International	INTERNATIONAL POW WOW	20.00
Group Sales- International	INTERNATIONAL POW WOW	610.20
Group Tour	GROUP SALES PROMO ITEM	137.00
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	17.52
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	17.53
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	17.52
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	935.00
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	157.56
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	379.93
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	144.24
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	518.60
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	82.27
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	29.84
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	4.30
Groups- meetings	ASSOCIATION EXECUTIVES OF NC	4.30
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	4.30
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	24.21
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	41.30
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	7.66
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	8.18
Groups- meetings	MEETING PROFESSIONALS INTERNATIONAL	28.10
Groups- meetings	SITE VISIT	519.70
Groups- meetings	GA SOCIETY OF ASSOCIATION EXECUTIVES	150.44
Groups- meetings	INTERNATIONAL POW WOW	29.90
Groups- meetings	INTERNATIONAL POW WOW	13.04
Groups- meetings	GROUP SALES PROMO ITEM	49.63
Groups- meetings	GROUP SALES PROMO ITEM	12.45
Groups- meetings	INTERNATIONAL POW WOW	78.26
Groups- meetings	GROUP SALES PROMO ITEM	1,101.60
International Promo	SISTER CITY PROMO	145.70
Groups- meetings	INTERNATIONAL POW WOW	60.00
Public Relations	CULINARY TOURISM	9.44
Video Production	VIDEO SHOOT	15.62
Video Production	VIDEO SHOOT	155.51
Video Production	VIDEO SHOOT	51.35
Video Production	VIDEO SHOOT	141.28
Video Production	VIDEO SHOOT	67.73
Sports Marketing	FRISCO ROUGH RIDERS BASEBALL PROMO	21.39
Video Production	VIDEO SHOOT	36.00
Video Production	VIDEO SHOOT	1,825.22
Video Production	VIDEO SHOOT	379.68
Video Production	VIDEO SHOOT	10,940.43

**MB Tourism Development Fee
Q2 2015 Expenditures**

Video Production	VIDEO SHOOT	93.67
Video Production	VIDEO SHOOT	23.38
Video Production	VIDEO SHOOT	9.02
Video Production	VIDEO SHOOT	9.71
Video Production	VIDEO SHOOT	47.98
Video Production	VIDEO SHOOT	952.04
Video Production	VIDEO SHOOT	397.18
Video Production	VIDEO SHOOT	25.97
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	954.00
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	219.00
Group Tour	GROUP SALES PROMO ITEM	954.65
Group Tour	GROUP SALES PROMO ITEM	973.99
Public Relations	PR PROMO ITEM	155.95
Video Production	VIDEO SHOOT	777.51
Video Production	VIDEO SHOOT	45.01
Video Production	VIDEO SHOOT	66.90
Video Production	VIDEO SHOOT	121.82
Video Production	VIDEO SHOOT	104.21
Web hosting	GODADDY.COM	93.05
Video Production	VIDEO SHOOT	106.02
Ad design	ITUNES.COM	3.59
Video Production	VIDEO SHOOT	69.96
Video Production	VIDEO SHOOT	44.95
Video Production	VIDEO SHOOT	164.75
Internet Promo	PATLIVE ACCOUNT	319.52
Video Production	VIDEO SHOOT	53.71
Internet Promo	RAFFLECOPTER.COM	53.99
Video Production	VIDEO SHOOT	637.83
Web hosting	TULSA CONNECT	744.30
Video Production	VIDEO SHOOT	126.70
Video Production	VIDEO SHOOT	89.93
Public Relations	CANADA PRESS TRIP	57.30
Public Relations	CANADA PRESS TRIP	122.59
Public Relations	CANADA PRESS TRIP	105.00
Public Relations	CANADA PRESS TRIP	114.74
Public Relations	CANADA PRESS TRIP	71.65
Public Relations	CANADA PRESS TRIP	3,829.72
Public Relations	CANADA PRESS TRIP	40.52
Public Relations	PR PROMO	36.80
Public Relations	CANADA PRESS TRIP	3.25
Public Relations	CANADA PRESS TRIP	16.22
Public Relations	CANADA PRESS TRIP	870.69
Public Relations	CANADA PRESS TRIP	22.30
Public Relations	CANADA PRESS TRIP	16.45
Public Relations	CANADA PRESS TRIP	41.40
Public Relations	CANADA PRESS TRIP	53.96
Public Relations	CANADA PRESS TRIP	315.30
Public Relations	CANADA PRESS TRIP	41.40
Public Relations	CANADA PRESS TRIP	76.14
Public Relations	CANADA PRESS TRIP	15.53
Groups- meetings	CONNECT MARKETPLACE	385.70
Group Sales- International	INCENTIVES, BUSINESS TRAVEL, AND MEETINGS EXPO	20.09
Group Sales- International	INCENTIVES, BUSINESS TRAVEL, AND MEETINGS EXPO	69.11

**MB Tourism Development Fee
Q2 2015 Expenditures**

Group Sales- International	INCENTIVES, BUSINESS TRAVEL, AND MEETINGS EXPO	76.85
Groups- meetings	MAM FAM	84.00
Groups- meetings	SOCIETY OF GOVERNMENT MEETING PLANNERS	221.40
Group Sales- International	INCENTIVE TRAVEL, MEETINGS AND EVENTS EXPO	490.20
Groups- meetings	CONNECT MARKETPLACE	22.00
Video Production	VIDEO SHOOT	24.29
Video Production	VIDEO SHOOT	60.21
Video Production	VIDEO SHOOT	78.71
Video Production	VIDEO SHOOT	58.31
Video Production	VIDEO SHOOT	6.79
Video Production	VIDEO SHOOT	6.82
Video Production	VIDEO SHOOT	17.63
Video Production	VIDEO SHOOT	177.79
Video Production	VIDEO SHOOT	202.12
Video Production	VIDEO SHOOT	100.00
Video Production	VIDEO SHOOT	2,500.00
Online	GOOGLE/GO DADDY	8,991.89
TV	GOLF CHANNEL	45,643.09
Video Production	BRANDON AGENCY	2,578.17
TV- Balt	BRANDON AGENCY	12,469.50
TV- Columbus	BRANDON AGENCY	2,593.35
TV- Chic	BRANDON AGENCY	7,451.10
TV- NY	BRANDON AGENCY	22,754.16
TV -Cinci	BRANDON AGENCY	2,272.05
TV- Clev	BRANDON AGENCY	2,980.44
Public Relations	LANDMARK MEDIA	60,568.80
Public Relations	LANDMARK MEDIA	26,156.48
Website	FUEL INTERACTIVE/BRANDON	17,916.75
Email Marketing	BRANDON AGENCY	4,120.81
Web Videos	BRANDON AGENCY	6,750.00
Email Marketing	BRANDON AGENCY	34,630.82
Interactive	BRANDON AGENCY/WORLD GOLF TOUR	71,445.70
Magazine Print & Online Elements	BRANDON AGENCY	16,875.00
Magazine Print & Online Elements	BRANDON AGENCY- GOLF MAGAZINE	78,801.90
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Several marketing investments are made through media buyers such as Miller Direct, Visit Media, Corinthian Media, Visibility & Conversions, and The Brandon Agency. These entities purchase media for MBACVB in various channels and with numerous providers. For example, internet advertising facilitated through Visibility & Conversions utilizes 4,000-plus web sites.