

MYRTLE BEACH AREA CHAMBER OF COMMERCE - Q3 2017 MB A-TAX REPORT

<u>MARKETING INVESTMENT</u>	<u>DETAILS</u>	<u>MB A-TAX ALLOCATION</u>
Research	RIGHT ANALYTICS LLC	\$2,160.00
General Consumer Promotion	COM-CONNECT LLC	\$2,639.00
Trip Giveaways Promotion	MANN TRAVELS	\$136.81
Trip Giveaways Promotion	MANN TRAVELS	\$137.00
Trip Giveaways Promotion	MANN TRAVELS	\$145.29
Trip Giveaways Promotion	MANN TRAVELS	\$151.29
Research	LONDON TOURISM PUBLICATIONS INC	\$195.30
SMERF Promotion	MHD SERVICES	\$324.50
Group- meetings- midwest	SPINNAKER DME	\$220.00
Group- meetings	STRATEGIC DATABASE RESEARCH	\$450.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$7.94
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$59.24
Email Marketing	SALESFORCE.COM	\$1,224.00
Group- meetings	HELMSBRISCOE PERFORMANCE GRP	\$75.00
Group- meetings	KNOWLAND	\$75.00
Research	DESTINATIONS INTERNATIONAL	\$140.26
Outdoor Advertising- Canada	OUT OF HOME ADVERTISING	\$150.00
Inquiry Fulfillment	UPS	\$8.13
Destination Publicity- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$158.49
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$91.15
Digital Advertising	SEARCH MARKETING	\$11,028.83
Digital Advertising	DISPLAY ADVERTISING	\$11,029.20
Digital Advertising	OTHER	\$125.48
Trip Giveaways Promotion	MANN TRAVELS	\$137.58
Website	VISUAL DESTINATIONS LLC	\$773.57
Television Advertising	CORINTHIAN MEDIA, INC.	\$6.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$10.00
International Promotion- China	SYNTRANS	\$12.40
Group- meetings	INTERNATIONAL ASSOCIATION OF EXHIBITIONS AND EVENTS	\$150.00
Trip Giveaways Promotion	MANN TRAVELS	\$76.96
Trip Giveaways Promotion	MANN TRAVELS	\$61.98
Print Advertising- groups	ADVANCE TOUR & TRAVEL LLC	\$50.00
Sports Tourism	MDA CONSULTING	\$954.81
Internet Promotions	ADOBE SYSTEMS INC	\$225.14
Print Advertising- groups	SPORTS TRAVEL MAGAZINE	\$337.50
Digital Advertising- groups	NORTHSTAR TRAVEL MEDIA	\$1,250.00
Sports Tourism	T2H ADVERTISING	\$105.00
Print Advertising- groups	GROUP TRAVEL LEADER	\$300.00
Digital Advertising- groups	GROUP TRAVEL LEADER	\$22.50
Digital Advertising- groups	SPORTS TRAVEL MAGAZINE	\$130.00
Video Production	VIDEO SHOOT	\$5.50
Digital Advertising- groups	NAYLOR, LLC- MPI CHICAGO	\$357.50
Video Production	BATTLE STRATEGIES LLC	\$138.75
Sports Tourism	SPORTS DESTINATION MANAGEMENT	\$176.00
Website	SIMPLEVIEW LLC	\$959.70
Television Advertising	CORINTHIAN MEDIA, INC.	\$5,422.96
Print Advertising	DIRECTORY ADVERTISING	\$30.50
Research	COASTAL CAROLINA UNIVERSITY	\$18,000.00

General Consumer Promotion	OHIO STATE FAIR PROMOTION	\$825.00
Sports Tourism	MDA CONSULTING	\$134.61
Digital Advertising- groups	GOOGLE INC.	\$450.32
Digital Advertising- groups	GOOGLE INC.	\$134.78
Website	SIMPLEVIEW LLC	\$150.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$9.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$20.00
Sports Tourism	MDA CONSULTING	\$198.79
Sports Tourism	MDA CONSULTING	\$333.88
Inquiry Fulfillment	ENVOY NETWORK INC	\$44.23
Video Production	VIDEO SHOOT	\$6.21
Event Marketing	CCMF GOLF PROMOTION	\$388.00
Group Tour	FANTASEA GROUP PROMOTION	\$12.14
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$2.50
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$2.50
Group- meetings	SITE VISIT	\$1.64
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$1.31
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$1.24
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$0.50
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$2.90
Group- meetings	SITE VISIT	\$20.93
Group Tour	TRAVEL SOUTH	\$0.87
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$1.19
Group- meetings	SITE VISIT	\$13.54
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$1.92
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$0.83
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$1.64
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$68.67
Group- meetings	STRATEGIC DATABASE RESEARCH	\$2.80
Group Tour	FANTASEA GROUP PROMOTION	\$73.24
Group- meetings	STRATEGIC DATABASE RESEARCH	\$0.76
Group- meetings	STRATEGIC DATABASE RESEARCH	\$0.74
Group- meetings	STRATEGIC DATABASE RESEARCH	\$1.91
Group- meetings	STRATEGIC DATABASE RESEARCH	\$1.05
Group- meetings	STRATEGIC DATABASE RESEARCH	\$2.67
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$17.98
Group Tour	TRAVEL ALLIANCE PARTNERSHIP	\$1.37
Group- meetings	SITE VISIT	\$4.17
Trip Giveaways Promotion	TRIP GIVEAWAY	\$135.00
Group- meetings	GROUP TRAVEL FAM TOUR	\$83.45
Group- meetings	GROUP TRAVEL FAM TOUR	\$3.81
Group- meetings	GROUP TRAVEL FAM TOUR	\$10.90
Group- meetings	GROUP TRAVEL FAM TOUR	\$0.41
Group- meetings	STRATEGIC DATABASE RESEARCH	\$1.38
Group- meetings	SITE VISIT	\$4.43
Group- meetings	INTERNATIONAL POW WOW	\$2.50
Group- meetings	INTERNATIONAL POW WOW	\$2.50
Group- meetings	GROUP TRAVEL FAM TOUR	\$2.76
Group- meetings	GROUP TRAVEL FAM TOUR	\$25.00
Group- meetings	INTERNATIONAL POW WOW	\$1.11
Group- meetings	STRATEGIC DATABASE RESEARCH	\$7.13
Group- meetings	INTERNATIONAL POW WOW	\$67.65

Group- meetings	STRATEGIC DATABASE RESEARCH	\$2.98
Group- meetings	INTERNATIONAL POW WOW	\$4.22
Group- meetings	INTERNATIONAL POW WOW	\$2.07
Inquiry Fulfillment	UPS	\$3.19
Inquiry Fulfillment	UPS	\$13.86
Inquiry Fulfillment	UPS	\$96.82
Inquiry Fulfillment	UPS	\$7.90
Inquiry Fulfillment	UPS	\$11.28
Inquiry Fulfillment	UPS	\$9.10
Video Production	VIDEO SHOOT	\$21.00
General Consumer Promotion	CAROLINA COUNTRY MUSIC FESTIVAL	\$48.30
Group- meetings	GROUP TRAVEL FAM TOUR	\$0.58
Group- meetings	GROUP TRAVEL FAM TOUR	\$7.08
Group- meetings	GROUP TRAVEL FAM TOUR	\$10.91
Group- meetings	GROUP TRAVEL FAM TOUR	\$13.71
Group- meetings	GROUP TRAVEL FAM TOUR	\$0.96
Group- meetings	GROUP TRAVEL FAM TOUR	\$2.61
Group- meetings	GROUP TRAVEL FAM TOUR	\$0.80
Group- meetings	GROUP TRAVEL FAM TOUR	\$6.71
Group- meetings	GROUP TRAVEL FAM TOUR	\$0.80
Group Tour	HEARTLAND TRAVEL SHOWCASE	\$0.80
Digital Advertising- groups	FACEBOOK INC.	\$2.52
Digital Advertising- groups	FACEBOOK INC.	\$0.80
Digital Advertising- groups	FACEBOOK INC.	\$2.51
Digital Advertising- groups	FACEBOOK INC.	\$5.04
Digital Advertising- groups	FACEBOOK INC.	\$2.51
Digital Advertising- groups	FACEBOOK INC.	\$2.51
Digital Advertising- groups	FACEBOOK INC.	\$2.51
Digital Advertising- groups	FACEBOOK INC.	\$3.52
Digital Advertising- groups	FACEBOOK INC.	\$2.58
Digital Advertising- groups	FACEBOOK INC.	\$7.51
Domain Names	GODADDY.COM	\$0.54
Research	GOOGLE SURVEY	\$108.00
Ad Design	ITUNES.COM	\$0.30
Internet Promotions	PATLIVE	\$38.00
Internet Promotions	RAFFLECOPTER.COM	\$6.00
Internet Promotions	TULSA CONNECT	\$82.70
General Consumer Promotion	KENTUCKY SPEEDWAY PROMOTION	\$3.22
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$2.50
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$12.50
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$1.68
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$4.14
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$1.01
Group- meetings	GROUP TRAVEL FAM TOUR	\$25.07
Group- meetings	SC SOCIETY OF ASSOCIATION	\$39.98
Group- meetings	GROUP TRAVEL FAM TOUR	\$84.46
Group- meetings	SC SOCIETY OF ASSOCIATION	\$370.36

Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$2.06
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$84.97
Group- meetings	STRATEGIC DATABASE RESEARCH	\$0.73
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$3.46
Group- meetings	SC SOCIETY OF ASSOCIATION	\$26.44
Group- meetings	SC SOCIETY OF ASSOCIATION	\$8.28
Group- meetings	GROUP TRAVEL FAM TOUR	\$1.00
Group- meetings	GROUP TRAVEL FAM TOUR	\$2.97
Group- meetings	SC SOCIETY OF ASSOCIATION	\$21.20
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$0.10
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$1.57
Group- meetings	STRATEGIC DATABASE RESEARCH	\$0.76
Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$1.92
Destination Publicity	MEDIA VISIT	\$97.20
Destination Publicity	MEDIA VISIT	\$8.48
Destination Publicity	MEDIA VISIT	\$74.44
Destination Publicity	MEDIA VISIT	\$8.48
Destination Publicity	MEDIA VISIT	\$40.40
Destination Publicity	MEDIA VISIT	\$13.76
Group- meetings	MPI CAROLINAS	\$8.50
Sports Tourism	SPORTS FACILITY ADVISORIES	\$18,122.52
Inquiry Fulfillment	PITNEY BOWES	\$1.75
Inquiry Fulfillment	PITNEY BOWES	\$26.64
Inquiry Fulfillment	PITNEY BOWES	\$1.00
Inquiry Fulfillment	US POSTAL SERVICE	\$111.62
Group- meetings	GROUP TRAVEL FAM TOUR	\$5.50
Group- meetings	GROUP TRAVEL FAM TOUR	\$9.26
Group- meetings	GROUP TRAVEL FAM TOUR	\$29.16
Group- meetings	STRATEGIC DATABASE RESEARCH	\$30.00
Group- meetings	GROUP TRAVEL FAM TOUR	\$3.33
Group- meetings	SITE VISIT	\$0.30
Group- meetings	SITE VISIT	\$0.30
Group- meetings	STRATEGIC DATABASE RESEARCH	\$11.04
Group- meetings	STRATEGIC DATABASE RESEARCH	\$5.90
Group- meetings	GROUP TRAVEL FAM TOUR	\$2.69
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$1,000.00
Research	RIGHT ANALYTICS LLC	\$2,160.00
Video Production	VISUAL DESTINATIONS LLC	\$167.50
Research	SWEETSPOT INTELLIGENCE INC	\$247.50
Website	VISUAL DESTINATIONS LLC	\$773.57
Internet Promotions	ADOBE SYSTEMS INC	\$225.14
Video Production	STAGES VIDEO	\$10.90
Group- meetings	STRATEGIC DATABASE RESEARCH	\$450.00
Digital Advertising- groups	GOOGLE INC.	\$460.68
Digital Advertising- groups	GOOGLE INC.	\$134.66
Event Marketing	FAMILY GOLF WEEK	\$540.00

Sports Tourism	TRIPLE CROWN SPORTS INC	\$14.00
Event Promotion	SOUTH CAROLINA HALL OF FAME	\$10,000.00
Event Marketing	SGAUS FOUNDATION	\$2,000.00
Group- meetings	TORONTO SALES MISSION	\$36.51
Sports Tourism	CITY OF MYRTLE BEACH CULTURAL & LEISURE SVC. DEPT.	\$10,000.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	\$341.60
Video Production	CAROLINA VIDEO GROUP	\$875.00
Research	SWEETSPOT INTELLIGENCE INC	\$540.00
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$1,000.00
SMERF Promotion	MHD SERVICES	\$324.50
Internet Promotions	ADOBE SYSTEMS INC	\$65.36
Destination Publicity	FAHLGREN MORTINE	\$1,326.00
Destination Publicity	FAHLGREN MORTINE	\$363.00
Destination Publicity	FAHLGREN MORTINE	\$99.00
Destination Publicity	FAHLGREN MORTINE	\$638.15
Trip Giveaways Promotion	MANN TRAVELS	\$58.10
Inquiry Fulfillment	ENVOY NETWORK INC	\$28.57
Group Tour	TRAVEL SOUTH	\$1.90
Email Marketing	SALESFORCE.COM	\$1,224.00
Group- meetings	HELMSBRISCOE PERFORMANCE	\$75.00
Group- meetings	KNOWLAND	\$75.00
Group- meetings	RELIGIOUS CONFERENCE MANAGEMENT ASSOCIATION	\$41.70
Inquiry Fulfillment	UPS	\$1.91
Inquiry Fulfillment	UPS	\$0.11
Inquiry Fulfillment	UPS	\$15.69
Inquiry Fulfillment	US POSTAL SERVICE	\$21.78
Inquiry Fulfillment	UPS	\$14.67
Inquiry Fulfillment	UPS	\$101.87
General Consumer Promotion	KENTUCKY SPEEDWAY PROMOTION	\$3.47
Group- meetings	STRATEGIC DATABASE RESEARCH	\$6.20
Group- meetings	GROUP TRAVEL FAM TOUR	\$17.12
Group- meetings	STRATEGIC DATABASE RESEARCH	\$0.40
Group Tour	SPOTLIGHT ON SOUTHEAST	\$0.65
Group- meetings	SITE VISIT	\$60.15
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$0.92
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$0.82
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$2.19
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$50.38
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$1.28
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$5.34
Group- meetings	STRATEGIC DATABASE RESEARCH	\$4.20
Group- meetings	STRATEGIC DATABASE RESEARCH	\$6.88
Group- meetings	CONNECT MARKETPLACE	\$5.40
Group- meetings	STRATEGIC DATABASE RESEARCH	\$2.40
Group- meetings	SITE VISIT	\$3.34
Group- meetings	SITE VISIT	\$39.17
Group- meetings	CONNECT MARKETPLACE	\$5.45
Group- meetings	SITE VISIT	\$12.59
Group- meetings	STRATEGIC DATABASE RESEARCH	\$6.97

Group- meetings	INCENTIVE, BUSINESS TRAVEL AND MEETINGS EXPO	\$8.92
Group- meetings	SC SOCIETY OF ASSOCIATION	\$14.63
Group- meetings	GROUP TRAVEL FAM TOUR	\$1.94
Group- meetings	STRATEGIC DATABASE RESEARCH	\$0.50
Group- meetings	STRATEGIC DATABASE RESEARCH	\$17.83
Research	DESTINATIONS INTERNATIONAL	\$140.26
Sports Tourism	MDA CONSULTING	\$954.81
Video Production	BATTLE STRATEGIES LLC	\$146.25
Research	COUNCIL FOR COMMUNITY AND ECONOMIC RESEARCH	\$63.00
Digital Advertising- groups	CONVENTIONSOUTH	\$43.00
Trip Giveaways Promotion	MANN TRAVELS	\$163.47
Digital Advertising- groups	NAYLOR, LLC- MPI POTOMAC	\$176.50
Sports Tourism	SPORTS EVENTS MAGAZINE	\$259.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$9.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$1,459.00
Destination Publicity	FAHLGREN MORTINE	\$506.03
Destination Publicity	FAHLGREN MORTINE	\$165.00
Destination Publicity	FAHLGREN MORTINE	\$1,326.00
Destination Publicity	FAHLGREN MORTINE	\$144.00
Destination Publicity	FAHLGREN MORTINE	\$354.00
Sports Tourism	MDA CONSULTING	\$19.44
Sports Tourism	MDA CONSULTING	\$1,749.04
Website	SIMPLEVIEW LLC	\$150.00
Website	SIMPLEVIEW LLC	\$3,593.30
Website	SIMPLEVIEW LLC	\$2,650.00
Destination Publicity	TRIP GIVEAWAY	\$2.24
Print Advertising	DIRECTORY ADVERTISING	\$30.50
Video Production	VIDEO SHOOT	\$1.24
Video Production	VIDEO SHOOT	\$1.31
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$74.94
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$82.19
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$51.22
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$36.54
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$33.72
Event Marketing	MB MARATHON PROMOTION	\$2,500.00
Ad Design	BANNERSNACK	\$21.60
International Promotion- Canada	TRAVEL SOLUTIONS BY DESIGN CORP	\$4.18
Group- meetings	CONNECT MARKETPLACE	\$53.13
Trip Giveaways Promotion	TRIP GIVEAWAY	\$525.00
Inquiry Fulfillment	PITNEY BOWES	\$0.05
Inquiry Fulfillment	PITNEY BOWES	\$28.47
Inquiry Fulfillment	PITNEY BOWES	\$3.42
Inquiry Fulfillment	US POSTAL SERVICE	\$84.36
Ad Design	ITUNES.COM	\$0.30
Domain Names	GODADDY.COM/MONIKER	\$1.74
Internet Promotions	PATLIVE	\$36.07
Internet Promotions	TULSA CONNECT/RAFFLECOPTER	\$88.70
Digital Advertising- groups	FACEBOOK INC.	\$64.78
Research	GOOGLE SURVEY	\$1,461.60
Website	VISUAL DESTINATIONS LLC	\$773.57

Trip Giveaways Promotion	MANN TRAVELS	\$106.35
Group- meetings	SITE VISIT	\$57.56
Group- meetings- midwest	SPINNAKER DME	\$220.00
SMERF Promotion	MHD SERVICES	\$340.00
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$4.32
Outdoor Advertising	NORTHSTAR TRAVEL MEDIA	\$1,300.00
Outdoor Advertising	NORTHSTAR TRAVEL MEDIA	\$1,250.00
Research	RIGHT ANALYTICS LLC	\$2,160.00
Television Advertising	BROADCAST BUYING SERVICES, INC.	\$118.28
Television Advertising	CORINTHIAN MEDIA, INC.	\$3.00
Sports Tourism	DUE NORTH CONSULTING INC	\$68.00
Digital Advertising- groups	MEETING PROFESSIONAL INT'L	\$200.00
Print Advertising- groups	GROUP TOUR MEDIA INC	\$150.00
Destination Publicity	KENTUCKY RACEWAY LLC	\$487.93
Digital Advertising- groups	SERENDIPITY MEDIA, LLC- STUDENT YOUTH TRAVEL ASSOCIATION	\$238.00
Destination Publicity	DESIGN THE SIGN LLC- FALL	\$78.48
Inquiry Fulfillment- Can	UPS	\$21.25
Inquiry Fulfillment	UPS	\$1.57
Inquiry Fulfillment	UPS	\$3.27
Inquiry Fulfillment	US POSTAL SERVICE	\$17.70
Inquiry Fulfillment	UPS	\$44.72
Inquiry Fulfillment	UPS	\$117.20
Trip Giveaways Promotion	TRIP GIVEAWAY	\$22.44
Trip Giveaways Promotion	TRIP GIVEAWAY	\$17.63
General Consumer Promotion	KENTUCKY SPEEDWAY PROMOTION	\$3.47
Group Tour	ONTARIO MOTORCOACH ASSOCIATION TRADESHOW	\$54.50
Group- meetings	SOUTH ATLANTIC SHRINERS	\$11.30
Group- meetings	SMALL MARKET MEETINGS	\$43.76
Group- meetings	SMALL MARKET MEETINGS	\$43.76
Group- meetings	SMALL MARKET MEETINGS	\$1.03
Group- meetings	SITE VISIT	\$55.56
Group- meetings	SITE VISIT	\$55.56
Group- meetings	SITE VISIT	\$4.72
Group- meetings	SITE VISIT	\$5.05
Group- meetings	SITE VISIT	\$13.13
Group- meetings	SITE VISIT	\$10.60
Group Tour	STUDENT YOUTH TRAVEL	\$9.94
Group Tour	STUDENT YOUTH TRAVEL	\$2.50
Group Tour	STUDENT YOUTH TRAVEL	\$4.52
Group- meetings	FAM TOUR	\$2.33
Group- meetings	CONNECT MARKETPLACE	\$5.00
Group- meetings	CONNECT MARKETPLACE	\$0.91
Group- meetings	CONNECT MARKETPLACE	\$4.14
Group- meetings	CONNECT MARKETPLACE	\$4.32
Group- meetings	CONNECT MARKETPLACE	\$2.68
Group- meetings	CONNECT MARKETPLACE	\$72.42
Group- meetings	CONNECT MARKETPLACE	\$14.88
Group- meetings	MPI CAROLINAS	\$1.80
Group- meetings	MPI CAROLINAS	\$0.64
Group- meetings	MPI CAROLINAS	\$4.03

Group- meetings	MPI CAROLINAS	\$20.04
Group- meetings	MPI CAROLINAS	\$24.57
Group- meetings	SITE VISIT	\$1.32
Group- meetings	SITE VISIT	\$34.13
Group- meetings	SITE VISIT	\$2.10
Group- meetings	SITE VISIT	\$30.84
Research	COASTAL CAROLINA UNIVERSITY	\$20.59
Group- meetings	SITE VISIT	\$75.00
Sports Marketing	CLEMSON PROMOTION	\$46.54
Sports Marketing	CLEMSON PROMOTION	\$100.00
Sports Marketing	CLEMSON PROMOTION	\$56.52
Inquiry Fulfillment	ENVOY NETWORK INC	\$79.26
Ad Design-groups	B.W. WILSON PAPER COMPANY, INC	\$9.07
Ad Design	B.W. WILSON PAPER COMPANY, INC	\$7.58
AD Design-groups	B.W. WILSON PAPER COMPANY, INC	\$0.78
Research	UBERMEDIA	\$600.00
Research	UBERMEDIA	\$900.00
Research	UBERMEDIA	\$450.00
Research	UBERMEDIA	\$1,080.00
Research	UBERMEDIA	\$1,080.00
Sports Tourism	T2H ADVERTISING	\$135.00
Internet Promotions	ADOBE SYSTEMS INC	\$225.14
Sports Marketing	CLEMSON PROMOTION	\$35.36
Internet Promotions	FLIP TO, LLC	\$1,350.00
Group- meetings	SITE VISIT	\$48.66
Sports Marketing	CLEMSON PROMOTION	\$945.00
Destination Publicity	KENTUCKY SPEEDWAY PROMOTION	\$548.27
Email Marketing	SALESFORCE.COM	\$1,235.33
Group- meetings	HELMSBRISCOE PERFORMANCE	\$75.00
Group- meetings	KNOWLAND	\$75.00
Research	DESTINATIONS INTERNATIONAL	\$140.26
General Consumer Promotion	COM-CONNECT	\$2,639.00
Group- meetings	SMALL MARKET MEETINGS	\$245.06
Group- meetings	STRATEGIC DATABASE RESEARCH	\$38.16
Group- meetings	STRATEGIC DATABASE RESEARCH	\$32.00
Group- meetings	STRATEGIC DATABASE RESEARCH	\$0.30
Group- meetings	SITE VISIT	\$14.70
Trip Giveaways Promotion	MANN TRAVELS	\$58.55
Sports Tourism	MDA CONSULTING	\$388.01
Sports Tourism	MDA CONSULTING	\$25.65
General Consumer Promotion	DARLINGTON SPEEDWAY PROMOTION	\$14.26
Trip Giveaways Promotion	MANN TRAVELS	\$108.21
Trip Giveaways Promotion	MANN TRAVELS	\$62.30
Trip Giveaways Promotion	MANN TRAVELS	\$116.45
Digital Advertising- groups	MEETING PROFESSIONAL INT'L	\$200.00
Digital Advertising- groups	MEETING PROFESSIONAL INT'L	\$400.00
Digital Advertising- groups	MEETING PROFESSIONAL INT'L	\$200.00
Digital Advertising- groups	GOOGLE INC.	\$133.24
Digital Advertising- groups	GOOGLE INC.	\$436.00
Trip Giveaways Promotion	MANN TRAVELS	\$62.30
Sports Marketing	IRON PIGS BASEBALL PROMOTION	\$25.57
Sports Marketing	SPIKES BASEBALL PROMOTION	\$132.20

General Consumer Promotion	KAESER & BLAIR INC. PROMOTIONAL	\$285.69
Destination Publicity	ADFERO	\$1,755.00
Trip Giveaways Promotion	MANN TRAVELS	\$144.71
Trip Giveaways Promotion	MANN TRAVELS	\$109.47
Trip Giveaways Promotion	MANN TRAVELS	\$108.97
Destination Publicity	FAHLGREN MORTINE	\$1,326.00
Destination Publicity	FAHLGREN MORTINE	\$63.00
Destination Publicity	FAHLGREN MORTINE	\$384.00
Destination Publicity	FAHLGREN MORTINE	\$48.00
Destination Publicity	FAHLGREN MORTINE	\$387.00
Destination Publicity	FAHLGREN MORTINE	\$399.67
Website	SIMPLEVIEW LLC	\$150.00
Destination Publicity	NATIVE SONS	\$78.86
Video Production	VIDEO SHOOT	\$5.00
Digital Advertising- groups	CONVENTIONPLANIT.COM, INC.	\$700.00
Trip Giveaways Promotion	MANN TRAVELS	\$59.89
Trip Giveaways Promotion	MANN TRAVELS	\$117.77
TV Advertising	THE ETV ENDOWMENT OF SC	\$2,000.00
Print Advertising	DIRECTORY ADVERTISING	\$30.50
Ad Design	ITUNES.COM	\$0.30
Video Production	VIDEO SHOOT	\$50.00
Domain Names	GODADDY.COM	\$0.54
Internet Promotions	PAT LIVE/RAFFLECOPTER	\$43.08
Internet Promotions	TULSA CONNECT	\$82.70
Digital Advertising- groups	FACEBOOK INC.	\$48.92
Research	GOOGLE SURVEY	\$1,332.00
Destination Publicity	MEDIA VISIT	\$40.40
Destination Publicity	MEDIA VISIT	\$9.00
Destination Publicity	MEDIA VISIT	\$3.38
Inquiry Fulfillment	PITNEY BOWES	\$14.98
Inquiry Fulfillment	PITNEY BOWES	\$1.37
Inquiry Fulfillment	US POSTAL SERVICE	\$50.90
Group Tour	SPOTLIGHT ON THE SOUTHEAST	\$2,335.68
Search Marketing	GOOGLE,GO DADDY	\$2,468.21
TV	GOLF CHANNEL	22,413.42
Interactive	BRANDON AGENCY	732.13
Email Marketing	BRANDON AGENCY	240.99
Website Video Marketing	BRANDON AGENCY	9,469.75
Email Marketing	BRANDON AGENCY	2,960.83
Search Marketing	BRANDON AGENCY	700.00
Website	BRANDON AGENCY	747.50
Domain Names	BRANDON AGENCY	3,026.69
Social media	BRANDON AGENCY	7,704.77
Interactive	BRANDON AGENCY	2,875.50
Radio- regional	BRANDON AGENCY	4,756.60
Radio	GOLF TALK LIVE RADIO	1,180.00
Radio	IHEARTMEDIA	10,000.00
General Marketing	NATIONAL GOLF FOUNDATION PROMOT	2,600.00
Event Marketing	EVENT MARKETING	2,879.81
Event Marketing	TOPGOLF	826.68
Print/Online Elements	WORLD AMATEUR PROMOTION	2,767.44
Airline Service Marketing	AIRPLANNERS, LLC	10,000.00

Event Sponsorship	MONDAY AFTER THE MASTERS	400.00
Distribution Costs	POSTAGE	99.95
Inquiry Fullfilment	GOLF TRIP GIVEAWAYS	1,149.74
		<hr/>
		<u>\$263,710.83</u>

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, Digital Advertising facilitated through Visibility & Conversions utilizes 4,000-plus web sites.