## 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	\$	-
Digitial 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
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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 Calf	¢	47 000 00	ISD Colf Dramation
Broadcast Advertising - Golf	\$ \$		ISP Golf Promotion
Broadcast Advertising - Golf Broadcast Advertising - Golf	ъ \$	8,730.00 3,620.00	
Broadcast Advertising - Golf	ъ \$	,	Lakeview Productions
Canadian Promotion - Golf	ф \$	,	Canadian Magazine/Internet
Market Research-National Golf Foundation/Longi			Market Research-National Golf Foundation/Longitudes
Direct Mail	э \$		Golf Related Mail Promotion
Magazine Advertising - Golf	ф \$		American Airlines
Tour Operators - Golf	φ \$	,	Coastal SC USA
Spring Promotions - Golf	\$		Promotional Golf Packages
Spokesperson - Golf	\$		Charlie Hayden Inc.
Marketing Retainer - Golf	\$		Brandon Agency
FDNY Promotion - Golf	\$	4,292.00	
Pak Mail -Golf	\$		DSL/Brandon Agency
Television Advertising	\$	,	CORINTHIAN MEDIA, INC.
Television Advertising	\$		CORINTHIAN MEDIA, INC.
Television Advertising	\$		CORINTHIAN MEDIA, INC.
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Television Advertising	\$		OHIO NEWS NETWORK
Television Advertising	\$		OHIO NEWS NETWORK
Television Advertising	\$		OHIO NEWS NETWORK
Television Advertising	\$		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	\$		CORINTHIAN MEDIA, INC.
Magazine Advertising - Leisure	\$	15,500.00	Huson European Media
Magazine Advertising - Leisure	\$		The Bounce Agency
Magazine Advertising - Leisure	\$	,	Discover America
Magazine Advertising - Canadian Promotion	\$	,	ACT Communications Inc
Magazine Advertising - Groups & Meetings	\$		Convention South Magazine
Magazine Advertising - Groups & Meetings	\$		The Group Travel Leader
Magazine Advertising - Groups & Meetings	\$		Northstar Travel Media LLC
Magazine Advertising - Groups & Meetings	\$		ACT Communications
Magazine Advertising - Groups & Meetings	\$		Naylor (Canada)
Magazine Advertising - Groups & Meetings	\$	,	Northstar Travel Media LLC
Magazine Advertising - Groups & Meetings	\$		Northstar Travel Media LLC
Magazine Advertising - Groups & Meetings	\$		Schneider Publishing Co
Magazine Advertising - Groups & Meetings	\$		The Group Travel Leader
Magazine Advertising - Groups & Meetings	\$		Meetings Media
Magazine Advertising - Groups & Meetings	\$	5,600.00	Meetings Media

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2,465.00	IMG Communications Inc
6,212.00	MPI Publications
3,979.36	Group Tour Media Inc
,	IMG Communications Inc
	The Group Travel Leader
	Meetings Media
3,553.00	The Group Travel Leader
	The Group Travel Leader
	Custom Publishing
	Serendipity Publishing
,	MPI Publications
	Collinson & Company
	Collinson & Company
	Northstar Travel Media LLC Schneider Publishing Co
	Group Tour Media Inc
	MPI Publications
	Seen Magazine
	Northstar Travel Media LLC
	Meetings Media
	Response Custom Publishing
3,500.00	Northstar Travel Media LLC
3,750.00	Collinson & Company
2,626.50	SportsEvents Magazine
170.00	THE CHARLOTTE OBSERVER
3,112.61	
	PPC - National/International Search Engines
	Media Whiz Holdings
20,000.00	
50,000.00	
	Microsoft Adcenter
	AdReady VISIBILITY & CONVERSIONS, LLC
5,170.00	THE CHARLOTTE OBSERVER
5,170.00 1,620.70	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC
5,170.00 1,620.70 2,000.00	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII
5,170.00 1,620.70 2,000.00 150.00	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII OHIO NEWS NETWORK
5,170.00 1,620.70 2,000.00 150.00 107,503.31	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII OHIO NEWS NETWORK PPC - National/International Search Engines
5,170.00 1,620.70 2,000.00 150.00 107,503.31 30,251.00	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII OHIO NEWS NETWORK PPC - National/International Search Engines VISIBILITY & CONVERSIONS, LLC
5,170.00 1,620.70 2,000.00 150.00 107,503.31 30,251.00 7,100.00	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII OHIO NEWS NETWORK PPC - National/International Search Engines
5,170.00 1,620.70 2,000.00 150.00 107,503.31 30,251.00 7,100.00 2,300.00	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII OHIO NEWS NETWORK PPC - National/International Search Engines VISIBILITY & CONVERSIONS, LLC WINSTON-SALEM JOURNAL
5,170.00 1,620.70 2,000.00 150.00 107,503.31 30,251.00 7,100.00 2,300.00 5,170.00	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII OHIO NEWS NETWORK PPC - National/International Search Engines VISIBILITY & CONVERSIONS, LLC WINSTON-SALEM JOURNAL WXII - Holiday Promotion
5,170.00 1,620.70 2,000.00 150.00 107,503.31 30,251.00 7,100.00 2,300.00 5,170.00	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII OHIO NEWS NETWORK PPC - National/International Search Engines VISIBILITY & CONVERSIONS, LLC WINSTON-SALEM JOURNAL WXII - Holiday Promotion THE CHARLOTTE OBSERVER PPC - National/International Search Engines
5,170.00 1,620.70 2,000.00 150.00 107,503.31 30,251.00 7,100.00 5,170.00 50,101.30 4,300.00 5,170.00	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII OHIO NEWS NETWORK PPC - National/International Search Engines VISIBILITY & CONVERSIONS, LLC WINSTON-SALEM JOURNAL WXII - Holiday Promotion THE CHARLOTTE OBSERVER PPC - National/International Search Engines WXII THE CHARLOTTE OBSERVER
5,170.00 1,620.70 2,000.00 150.00 7,503.31 30,251.00 7,100.00 2,300.00 5,170.00 50,101.30 4,300.00 5,170.00 20,467.23	THE CHARLOTTE OBSERVER TRIP ADVISOR LLC WXII OHIO NEWS NETWORK PPC - National/International Search Engines VISIBILITY & CONVERSIONS, LLC WINSTON-SALEM JOURNAL WXII - Holiday Promotion THE CHARLOTTE OBSERVER PPC - National/International Search Engines WXII THE CHARLOTTE OBSERVER PPC - National/International Search Engines
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Billooard Advertising         \$             1.200.00         Adams Outdoor Advertising           Billooard Advertising         \$             1.200.00         Adams Outdoor Advertising           Billooard Advertising         \$             1.482.35         Brandon Agency           Billooard Advertising         \$             1.482.35         Brandon Agency           Billooard Advertising         \$             1.481.35         Brandon Agency           Billooard Advertising         \$             1.411.76         Brandon Agency           Billooard Advertising         \$             1.200.00         Advertising           Canadian Promotion         \$             1.208.47         Canadian Representation           Canadian Promotion         \$             1.208.47         Canadian FAM Tour Expenses           Canadian Promotion         \$             2.2000.00         Truer Solutions - Travel, Outor4-Pocket Sales Expenses           Canadian Promotion         \$             2.2000.00         Advertising         Ballocal Advertising           Anservice Marketing         \$             2.200.00         Advertising         Ballocal Advertising           Canadian Promotion         \$             3.200.00         Advertising         Ballocal Advertising           Canadian Promotion         \$             3.200.00         Market PLANLERAU INC         Ballocal Advertising					
Billoodr Advertising         \$             3.500.00         Adams Outdoor Advertising         Billoodr Advertising         \$             1.482.35         Brandon Agency           Billoodr Advertising         \$             4.941.25         Brandon Agency         Billoodr Advertising         \$             4.941.25         Brandon Agency           Billoodr Advertising         \$             3.950.00         Adams Outdoor Advertising         Billoodr Advertising         \$             3.950.00         Adams Outdoor Advertising           Billoodr Advertising         \$             1.209.00         Adams Outdoor Advertising         Canadian Promotion         \$             1.208.617         Travel Solutions - Travel, Out-of-Pocket Sales Expenses           Canadian Promotion         \$             1.208.617         Travel Solutions - Travel, Out-of-Pocket Sales Expenses           Canadian Promotion         \$             2.50.000.00         AIPLANNERS         Canadian Promotion         \$             3.887.18         GEORGETOWN ICO. CHAMBER OF COM           Publicity & Promotion - Destination         \$             3.887.18         GEORGETOWN ICO. CHAMBER OF COM         Billoodr Advertising           Publicity & Promotion - Destination         \$             3.89.13         International Shipping         Consumer Fulfiliment Processing Tracking         \$             3.200.00         HER PLANDEN AGENCY           Co-Op Advertising - Magazine Advertising         \$             3.200.00<		5		,	5
Billboard Advertising         \$             1.482.35 Brandon Agency               Billboard Advertising             \$             1.447.35 Brandon Agency               Billboard Advertising             \$             1.447.16 Brandon Agency               Billboard Advertising             \$             3.500.00 Adams Outdoor Advertising               Billboard Advertising             \$             3.500.00 Adams Outdoor Advertising               Billboard Advertising             \$             1.208.00 Travel Solutions - Canadian Representation               Canadian Promotion             \$             2.000.00 AltPLANMORERS               Canadian Promotion             \$             2.070.00 ALODENY TRANSLATION BUREAU INC               Aris Service Marketing             \$             2.570.00 ALODENY TRANSLATION BUREAU INC               Aris Service Marketing             \$             3.8812.00 THE BRANDON AGENCY               Pagional Tourism Promotion             \$             3.8812.00 THE BRANDON AGENCY               Publicity & Promotions - Destination             \$             3.8812.00 THE BRANDON AGENCY               Publicity & Promotions - Destination             \$             3.892.59 Media FAM Media Solucitation               Publicity & Promotions - Destination             \$             3.882.50 MMTLE BRANDON AGENCY               Consumer Media Destribuion - Internationall		6			
Bilboard Advertising         \$         1.482.35         Bandon Agency           Bilboard Advertising         \$         1.411.76         Bandon Agency           Bilboard Advertising         \$         3.306.80         Brandon Agency           Bilboard Advertising         \$         3.300.00         Adams Outdoor Advertising           Canadian Promotion         \$         2.0000.00         Travel Solutions - Travel, Out-of-Pocket Sales Expenses           Canadian Promotion         \$         2.0000.00         Altres Notice Marketing           Canadian Promotion         \$         2.500.00         Altres Notice Marketing         \$           Camaground marketing         \$         3.887.18         GEORGETOWN CO. CHAMBER OF COM           Air Service Marketing         \$         3.887.18         GEORGETOWN CO. CHAMBER OF COM           Marketing Web Promotions         \$         3.887.18         GEORGETOWN CO. CHAMBER OF COM           Publicity & Promotions - Destination         \$         3.887.18         GEORGETOWN CO. CHAMBER OF COM           Publicity & Promotions - Destination         \$         3.887.18         GEORGETOWN CO. CHAMBER OF COM           Publicity & Promotions - Destination         \$         3.887.18         GEORGETOWN CO. CHAMBER OF COM           Consy advertising - Magazine Advertising         <					•
Bilboard Advertising         \$         494.12 Brandon Agency           Bilboard Advertising         \$         3,500.00         Adams Outdoor Advertising           Bilboard Advertising         \$         3,500.00         Adams Outdoor Advertising           Bilboard Advertising         \$         1,200.00         Tavel Solutions - Canadian Representation           Canadian Promotion         \$         1,2968.51         Travel Solutions - Canadian Representation           Canadian Promotion         \$         2,570.00         AcADEMY TRANSLATION BUREAU INC           Air Service Marketing         \$         2,570.00         AcADEMY TRANSLATION BUREAU INC           Air Service Marketing         \$         3,8812.00         THE BRANDON AGENCY           Regional Tourise Promotions - Destination         \$         9,750.00         MEDIA COAST           Publicity & Promotions - Destination         \$         9,882.59         Media Solicitation           Publicity & Promotions - Destination         \$         9,830.00         MILTI WITE BRANDON AGENCY           Consumer Heidli Distribution - International         \$         9,830.00         MILTI WITE BRANDON AGENCY           Consumer Advertising - Magazine Advertising         \$         2,800.00         MILTI WITE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising		6			
Bilboard Advertising         \$         1.411.76         Brandon Agency           Bilboard Advertising         \$         3306.88         Brandon Agency           Bilboard Advertising         \$         3306.88         Brandon Agency           Canadian Promotion         \$         20.000.0         Adams Outdoor Advertising           Canadian Promotion         \$         20.001.00         Travel Solutions. Travel, Out-of-Pocket Sales Expenses           Canadian Promotion         \$         2.50.00         AARPLANNERS           Canadian Promotion         \$         2.50.00         ARPLANNERS           Campground marketing         \$         2.50.00         ARPLANNERS           Camptonitons - Destination         \$         3.987.18         GEORGETOWN CO. CHAMBER OF COM           Publicity & Promotions - Destination         \$         3.93.81.3         International Shipping           Publicity & Promotions - Destination         \$         3.93.81.3         International Shipping           Consumer Fulliment Processing/Tracking         \$         1.851.31         International Shipping           Consumer Fulliment Processing/Tracking         \$         3.93.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         3.90.00         THE BRANDON AGENCY					
Bilboard Advertising         \$             3,500.00         Adams Outdoor Advertising           Bilboard Advertising         \$             1,200.00         Adams Outdoor Advertising           Canadian Promotion         \$             20,000.00         Travel Solutions - Canadian Representation           Canadian Promotion         \$             1,2685.51         Travel Solutions - Canadian Representation           Canadian Promotion         \$             220,000.00         AADEWY TRANSLATION BUREAU INC           Air Service Marketing         \$             220,000.00         AIRPEANNERS           Canadian Promotion         \$             220,000.00         AIRPEANNERS           Canadian Promotion         \$             23,887.18         GEORGETOWN CO. CHAMEER OF COM           Regional Tourism Promotions         \$             3,887.18         GEORGETOWN CO. CHAMEER OF COM           Marketing Web Promotions - Destination         \$             750.00         MEDIA COAST           Publicity & Promotions - Destination         \$             750.00         PHYLLIS MYERS           Publicity & Promotions - Destination         \$             136,300.00         MILER ANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             3,200.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             3,395.00         THE BRANDON AGENCY           <					
Billboard Advertising         \$         338.88         Brandon Agency           Canadian Promotion         \$         20.000.0         Adams Outdoor Advertising           Canadian Promotion         \$         20.000.00         Travel Solutions. Travel, Out-of-Pocket Sales Expenses           Canadian Promotion         \$         1.038.47         Canadian FAM Tour Expenses           Canadian Promotion         \$         2.50.00         ALRPLANNERS           Camporum marketing         \$         3.887.18         GEORGETOWN FXOLON BUREAU INC           Aris Sonice Marketing         \$         3.887.18         GEORGETOWN FCO. CHAMBER OF COM           Publicity & Promotions - Destination         \$         3.932.58         Media FAM, Media Solicitation           Publicity & Promotions - Destination         \$         3.932.51         Media Solicitation           Publicity & Promotions - Destination         \$         3.932.51         Media Solicitation           Publicity & Promotions - Destination         \$         3.932.51         Media Solicitation           Consumer Fulfilment Processing/Tracking         \$         3.930.00         MILE EACA/SCREEN PRINTING           Co-Op Advertising - Magazine Advertising         \$         3.000.00         MILE FAM, Media Solicitation           Co-De Advertising - Magazine Advertising					
Billboard Advertising         \$             1.200.00         Adams Outdoor Advertising           Canadian Promotion         \$             1.298.81         Travel Solutions - Travel, Out-Obcket Sales Expenses           Canadian Promotion         \$             1.298.00         0.298.81         Travel Solutions - Travel, Out-Obcket Sales Expenses           Canadian Promotion         \$             1.201.00         ACADEMY TRANSLATION BUREAU INC           Air Service Marketing         \$             2.570.00         ACADEMY TRANSLATION BUREAU INC           Marketing Web Promotion         \$             3.887.18         GEORGETOWN CC. CHAMBER OF COM           Marketing Web Promotions         \$             3.897.18         GEORGETOWN CC. CHAMBER OF COM           Publicity & Promotions - Destination         \$             750.00         MEDIA COAST           Publicity & Promotions - Destination         \$             750.00         PHULE BEACH SCREEN PRINTING           Consumer Media Distribution - International         \$             6.389.13         International Shipping           Consumer Media Distribution - International         \$             6.380.00         MELIA ECATEN PRINTING           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 - M					•
Canadian Promotion         \$         20,000.00         Travel Solutions - Canadian Prepresentation           Canadian Promotion         \$         1,936.47         Canadian FAM Tour Expenses           Canadian Promotion         \$         2,570.00         ACADEMY TRANSLATION BUREAU INC           Air Service Marketing         \$         2,570.00         ACADEMY TRANSLATION BUREAU INC           Regional Tourism Promotion         \$         3,811.00         Checket Tourism Promotion           Validity & Promotions - Destination         \$         9,750.00         MEDIA COAST           Publicity & Promotions - Destination         \$         9,805.00         MEDIA COAST           Publicity & Promotions - Destination         \$         9,805.00         MELLE NERS           Publicity & Promotions - Destination         \$         9,350.00         MELLE NERS           Publicity & Promotions - Destination         \$         9,350.00         MELLE NERS           Consumer Fulfillment Processing/Tracking         \$         1,851.21         FUEL INTERACTIVE, LLC           Core op Advertising - Magazine Advertising         \$         3,200.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         3,285.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising <td< td=""><td></td><td></td><td></td><td></td><td></td></td<>					
Canadian Promotion         \$         12,968.51         Travel Solutions - Travel, Out-OPAcket Sales Expenses           Canadian Promotion         \$         2.570.00         ACADEMY TRANSLATION BUREAU INC           Air Service Marketing         \$         2.570.00         AIRPANNERS           Camaground marketing         \$         3.887.18         GEORGETOWN CC. CHAMBER OF COM           Marketing Web Promotion         \$         3.887.18         GEORGETOWN CC. CHAMBER OF COM           Marketing Web Promotions         \$         3.887.18         GEORGETOWN CC. CHAMBER OF COM           Publicity & Promotions - Destination         \$         750.00         PHOL CASS         Solicitation           Publicity & Promotions - Destination         \$         750.00         PHUL BEACH SCREEN PRINTING           Consumer Media Distribution - International         \$         6.381.31         International Shipping           Consumer Media Distribution - International         \$         6.381.31         International Shipping           Consumer Media Distribution - International         \$         6.381.31         International Shipping           Co-Op Advertising - Magazine Advertising         \$         3.200.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         3.200.00         THE BRANDON AGENCY     <		6			
Canadian Promotion         \$             1.036.47         Canadian FAM Tour Expenses           Canadian Fromotion         \$             2570.00         ACADEMY TRANSLATION BUREAU INC           Air Service Marketing         \$             2560.000.00         AIRPLANNERS           Campground marketing         \$             3.887.18         GEORGETOWN CO. CHAMBER OF COM           Marketing Web Promotion         \$             3.887.18         GEORGETOWN CO. CHAMBER OF COM           Publicity & Promotions - Destination         \$             3.982.59         Media FAM, Media Solicitation           Publicity & Promotions - Destination         \$             3.939.59         Media FAM, Media Solicitation           Publicity & Promotions - Destination         \$             3.930.00         MIRCLE BEACH SCREEN PRINTING           Consumer Fublilitive Avertising         \$             1.86.00.00         MILLE DURECT           Consumer Fublilitive Avertising         \$             3.200.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             3.200.00         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         \$             3.995.00         T					
Canadian Promotion         \$         2.570.00         ACADEMY TRANSLATION BUREAU INC           Air Service Marketing         \$         250.000.00         MRPLANNERS           Campground marketing         \$         3.887.18         GEORGETOWN CO. CHAMBER OF COM           Marketing Web Promotion         \$         3.9750.00         MEDIA COAST           Publicity & Promotions - Destination         \$         63.000.00         MBOOTH & ASSOCIATES, INC.           Publicity & Promotions - Destination         \$         750.00         PHYLLIS MYERE         SCACHERN PRINTING           Consumer Fulfilment Processing/Tracking         \$         136.900.00         MILLER DIFECT         Co-Op Advertising - Magazine Advertising         \$         32.000         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         3.996.00         THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising         \$         3.996.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         3.996.00         THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising         \$         3.996.00         THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising         \$         1.500.00         THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising         \$         1.500.00         THE BR				,	· · · · ·
Air Service Marketing       \$       250,000.00       AIRPLANNERS         Camgoround marketing       \$       38,812.00       THE BRANDON AGENCY         Regional Tourism Promotion       \$       9,750.00       MEDIA COAST         Publicity & Promotions - Destination       \$       9,825.90       Media FAM, Media Solicitation         Publicity & Promotions - Destination       \$       93,825.91       Media Schüctation         Publicity & Promotions - Destination       \$       93,850       MYRTLE BEACH SCREER         Publicity & Promotions - Destination       \$       93,350       MYRTLE BEACH SCREER PRINTING         Consumer Fudfilment Processing/Tracking       \$       136,900.00       MILLER DIRECT         Co-Op Advertising - Magazine Advertising       \$       3,200.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       3,395.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       3,395.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       1,250.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       1,250.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       1,250.00       THE BRANDON AGENCY					
Campground marketing       \$       38,812.00       THE BRANDON AGENCY         Regional Tourism Promotion       \$       3,8718       GEORGETOWN CO. CHAMBER OF COM         Marketing Web Promotion       Destination       \$       63,000.00       MBOOTH & ASSOCIATES, INC.         Publicity & Promotions - Destination       \$       63,000.00       MBOOTH & ASSOCIATES, INC.         Publicity & Promotions - Destination       \$       93.50       MYRTLE BEACH SCREEN PRINTING         Consumer Media Distribution - International       6,389.13       International Shipping         Consumer Media Distribution - International       \$       6,389.13       International Shipping         Consumer Media Distribution - International       \$       6,389.13       International Shipping         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       \$       3,986.00       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       \$ <td></td> <td></td> <td></td> <td>,</td> <td></td>				,	
Regional Tourism Promotion       \$       3,887.18       GEORGETOWN CO. CHAMBER OF COM         Warketing Web Promotions - Destination       \$       9,750.00       MEDIA COAST         Publicity & Promotions - Destination       \$       39,882.59       Media FAM, Media Solicitation         Publicity Promotions - Destination       \$       39,882.59       Media Solicitation         Publicity Promotions - Destination       \$       39,382.59       Media Solicitation         Consumer Fulfilment Processing/Tracking       \$       18,512.31       FUEL INTERACTIVE, LLC         Direct Mail Adventising - Magazine Advertising       \$       3,200.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       3,200.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       3,395.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       1,250.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       1,250.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       1,250.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       1,250.00       THE BRANDON AGENCY         Co-Op Advertising - Magazine Advertising       \$       <				,	
Marketing         Web Promotions         \$         9.750.00         MEDIA COAST           Publicity & Promotions - Destination         \$         63.000.00         M BOOTH & ASSOCIATES, INC.           Publicity & Promotions - Destination         \$         39.882.59         Media FAM, Media Solicitation           Publicity & Promotions - Destination         \$         93.50         MYRTLE BEACH SCREEN PRINTING           Consumer Media Distribution - International         \$         6.389.13         International Shipping           Consumer Media Distribution - International         \$         8.851.23         International Shipping           Con-Op Advertising - Magazine Advertising         \$         3.200.00         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         \$         1.500.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         1.250.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         1.250.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         1.250.00 <td< td=""><td></td><td></td><td></td><td>,</td><td></td></td<>				,	
Publicity & Promotions - Destination         \$         63,000,00         M EGOTH & ASSOCIATES, INC.           Publicity & Promotions - Destination         \$         39,892.59         Media Solicitation           Publicity & Promotions - Destination         \$         93.50         MYRTLE BEACH SCREEN PRINTING           Consumer Kelia Distribution - International         \$         93.50         MYRTLE BEACH SCREEN PRINTING           Consumer Kelia Distribution - International         \$         63.80.41         International Sinpping           Co-Op Advertising - Magazine Advertising         \$         18.512.31         FUEL INTERACTIVE, LLC           Direct Mail Advertising         \$         3.200.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         3.200.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         3.995.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         1.250.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         1.250.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         1.250.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$         1.250.00         THE BRANDON AGE				,	
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Consumer Fulfillment Processing/Tracking       \$ <ul> <li>18,512.31</li> <li>FUEL INTERACTIVE, LLC</li> </ul> Direct Mail Advertising         \$             32,00.00         THE BRANDON AGENCY           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         \$             3,995.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             2,50.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             1,50.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             1,50.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             1,50.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             1,50.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             1,50.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             1,50.00         THE BRANDON AGENCY           Co-Op Advertising - Magazine Advertising         \$             1,50.00         THE BRANDON AGENCY           Co-O		3			
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