

**MB TOURISM DEVELOPMENT FEE**

Q1 2012 Expenditures

<b><u>MARKETING INVESTMENT</u></b>	<b><u>DESCRIPTION</u></b>	<b><u>TDF ALLOCATION</u></b>
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 225.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,865.70
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 15.91
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 16.20
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 1,260.00
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 5,499.00
Television Advertising	OHIO NEWS NETWORK	\$ 13,027.50
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 33,916.43
Television Advertising	CORINTHIAN MEDIA, INC.	\$ 225.00
Television Advertising	MIJO TORONTO	\$ 121.10
Television Advertising	GOOGLE TV	\$ 22,500.00
Groups & Meetings Magazine	GROUP TOUR MEDIA, SPORTS EVENTS MAGAZINE	\$ 4,855.91
Groups & Meetings Magazine	COLLINSON & COMPANY, GROUP TOUR MEDIA, NORTHSTAR TRAVEL MEDIA	\$ 14,352.53
Radio Advertising	RADIOHIO INC.- DALLAS PROMO	\$ 637.50
Radio Advertising	RADIOHIO INC.- DALLAS PROMO	\$ 4,309.50
Tourism Research	HITWISE	\$ 24,750.00
Internet Advertising	PAID SEARCH MARKETING *	\$ 263,925.00
Internet Advertising	DISPLAY ADVERTISING *	\$ 186,300.00
Internet Advertising	ONLINE VIDEO ADVERTISING *	\$ 38,812.50
Internet Advertising	EMAIL MARKETING *	\$ 38,812.50
Internet Advertising	SOCIAL MEDIA MARKETING *	\$ 41,400.00
Internet Advertising	MOBILE MARKETING *	\$ 36,225.00
Internet Advertising	CAROLINA LIVING.COM	\$ 9,445.50
Internet Advertising	PAID SEARCH MARKETING *	\$ 271,378.58
Internet Advertising	DISPLAY ADVERTISING *	\$ 241,685.78
Internet Advertising	ONLINE VIDEO ADVERTISING *	\$ 33,060.38
Internet Advertising	EMAIL MARKETING *	\$ 29,751.30
Internet Advertising	SOCIAL MEDIA MARKETING *	\$ 47,589.53
Internet Advertising	MOBILE MARKETING *	\$ 36,054.90
Internet Advertising	PAID SEARCH MARKETING *	\$ 297,706.37
Internet Advertising	DISPLAY ADVERTISING *	\$ 255,833.94
Internet Advertising	ONLINE VIDEO ADVERTISING *	\$ 39,224.07
Internet Advertising	EMAIL MARKETING *	\$ 37,355.26
Internet Advertising	SOCIAL MEDIA MARKETING *	\$ 53,473.70
Internet Advertising	MOBILE MARKETING *	\$ 35,638.88
Groups & Meetings Internet	NORTHSTAR TRAVEL MEDIA	\$ 1,935.00
Groups & Meetings Internet	NORTHSTAR TRAVEL MEDIA	\$ 1,125.00
Groups & Meetings Internet	GROUP TOUR MEDIA, MPI PUBLICATIONS, NAYLOR (CANADA), NORTHSTAR TRAVEL MEDIA, SPORTS	\$ 16,961.40
Television Advertising	GOOGLE TV	\$ 45,000.00
Out-of-Home Advertising	ADAMS OUTDOOR ADVERTISING, BRANDON AGENCY	\$ 5,112.35
Out-of-Home Advertising	ADAMS OUTDOOR ADVERTISING, BRANDON AGENCY	\$ 5,112.35
Out-of-Home Advertising	ADAMS OUTDOOR ADVERTISING, BRANDON AGENCY	\$ 5,082.35
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 1,750.00
International Tradeshow	ZOOMERSHOW	\$ 619.54
International Promotion	COASTAL SC, USA	\$ 10,500.00
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 131.59
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 1,750.00
Canadian Tradeshow	OUTDOOR ADVENTURE SHOW , TRAVEL & VACATION SHOW, MONTREAL WOMEN'S SHOW, CANADIAN CAA FAM	\$ 2,658.93
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 32.15
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 308.44
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 7.35
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 174.70
International Promotion	ACT COMMUNICATIONS INC	\$ 1,977.50
International Promotion	ACT COMMUNICATIONS INC	\$ 1,047.54
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 168.59
International Promotion	NATIONAL WOMEN'S SHOW	\$ 206.55
Canadian Promotion	CAA NIAGARA VACATION PLANNER	\$ 397.45

**MB TOURISM DEVELOPMENT FEE**

Q1 2012 Expenditures

<b>MARKETING INVESTMENT</b>	<b>DESCRIPTION</b>	<b>TDF ALLOCATION</b>
Publicity & Promotion	AP/WIDE WORLD PHOTOS	\$ 750.00
Publicity & Promotion	FAHLGREN MORTINE	\$ 648.84
Publicity & Promotion	FAHLGREN MORTINE	\$ 12,240.00
Publicity & Promotion	NYC MEDIA VISIT, MEDIA NEWSROOM ONLINE DISTRIBUTION	\$ 803.95
Publicity & Promotion	M BOOTH & ASSOCIATES, INC.	\$ 729.72
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 362.14
Publicity & Promotion	FAHLGREN MORTINE	\$ 3,836.90
Publicity & Promotion	FAHLGREN MORTINE	\$ 14,477.50
Canadian Travel Representation	TRAVEL SOLUTIONS BY DESIGN CORP	\$ 219.50
Publicity & Promotion	CANADA TRADESHOWS, SPORTS EVENTS GIVEAWAYS	\$ 578.80
Publicity & Promotion	DC/NYC MEDIA VISITS, TRAVEL BLOGGER PROMOTION	\$ 2,040.54
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 1.69
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 2.07
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 0.60
Shipping Costs - Consumer Marketing	US POSTMASTER	\$ 35.00
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 7.53
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 2.26
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 0.47
Shipping Costs - Consumer Marketing	UPS	\$ 17.23
Shipping Costs - Consumer Marketing	UPS	\$ 25.35
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 2.11
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 2.01
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 6.04
Shipping Costs - Consumer Marketing	US POSTAL SERVICE	\$ 68.75
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 436.39
Shipping Costs - Consumer Marketing	US POSTAL SERVICE	\$ 0.85
Shipping Costs - Consumer Marketing	US POSTAL SERVICE	\$ 37.86
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 110.88
Shipping Costs - Consumer Marketing	US POSTAL SERVICE	\$ 0.42
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 8.31
Shipping Costs - Consumer Marketing	UPS	\$ 258.20
Shipping Costs - Consumer Marketing	UPS	\$ 129.52
Shipping Costs - Consumer Marketing	CTM MEDIA GROUP INC	\$ 2,228.10
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 17.12
Shipping Costs - Consumer Marketing	US POSTAL SERVICE	\$ 915.83
Consumer Media Distribution	MILLS MARKETING GROUP	\$ 3,196.00
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 0.46
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 16.28
Shipping Costs - Consumer Marketing	US POSTAL SERVICE	\$ 1,267.59
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 0.81
Shipping Costs - Consumer Marketing	PITNEY BOWES	\$ 14.33
Shipping Costs - Consumer Marketing	US POSTAL SERVICE	\$ 2,536.01
Shipping Costs - Consumer Marketing	UPS	\$ 930.21
Shipping Costs - Consumer Marketing	UPS	\$ 762.52
Consumer Media Distribution	STRAND MEDIA GROUP	\$ 5,700.00
Consumer Media Distribution	MOORE WALLACE DBA RR DONNELLEY	\$ 14,244.81
International Promotion	CONTAC SERVICES, INC.	\$ 1,411.98
International Promotion	UPS	\$ 198.58
International Promotion	CONTAC SERVICES, INC.	\$ 939.03
International Promotion	PITNEY BOWES	\$ 0.68
International Promotion	UPS	\$ 494.22
Consumer Media Distribution	STRAND MEDIA GROUP	\$ 23,520.00
Holiday Video Production	FAHLGREN MORTINE	\$ 7,372.31
Video Production	KNOWLERA MEDIA, LLC	\$ 3,510.00
Winter TV Spot Production	DV3 PRODUCTIONS, LLC	\$ 5,553.00
Video Production	VIDEO SHOOT VOICEOVERS	\$ 287.37
Creative Development	VIDEO SHOOT	\$ 520.51
Digital Promotion - mobile	MEDIA COAST	\$ 3,890.25
Creative Development	APPLE WEB STORE	\$ 122.58
Creative Development	DROP BOX	\$ 89.10
Online Promotion	ADOBE SYSTEMS INC	\$ 1,319.45
Online Promotion	EXACT TARGET	\$ 6,370.51

**MB TOURISM DEVELOPMENT FEE**

Q1 2012 Expenditures

<b>MARKETING INVESTMENT</b>	<b>DESCRIPTION</b>	<b>TDF ALLOCATION</b>
Online Promotion	ADOBE SYSTEMS INC	\$ 1,319.45
Online Promotion	DROP BOX, TULSA CONNECT, PATLIVE, EXACT TARGET	\$ 7,736.28
Online Promotion	TULSA CONNECT, PATLIVE, EXACT TARGET	\$ 7,883.04
Publicity & Promotion	FAHLGREN MORTINE	\$ 125.00
Publicity & Promotion	JANUARY/FEBRUARY MEDIA MONITORING	\$ 300.00
Publicity & Promotion	FAHLGREN MORTINE	\$ 446.50
Research	BROADCAST MEDIA MONITORING	\$ 270.00
Group Sales & Marketing	POW WOW	\$ 310.02
Group Tour Promotion	POW WOW	\$ 221.62
Group Tour Promotion	TRAVEL SOUTH	\$ 52.50
Group Tour Promotion	TRAVEL SOUTH	\$ 15.75
Group Tour Promotion	TRAVEL SOUTH	\$ 442.75
Group Tour Promotion	DESTINATIONS WASHINGTON	\$ 1,120.00
Group Tour Promotion	DESTINATIONS WASHINGTON	\$ 1,892.92
Group Tour Promotion	DESTINATIONS WASHINGTON	\$ 44.13
Group Tour Promotion	DESTINATIONS WASHINGTON	\$ 965.01
Group Tour Promotion	DESTINATIONS CHICAGO	\$ 30.09
Group Tour Promotion	AFFORDABLE MEETINGS	\$ 2,310.00
Group Tour Promotion	RCMA	\$ 728.07
Group Tour Promotion	RCMA	\$ 1,414.00
Group Tour Promotion	RCMA	\$ 5,088.06
Group Tour Promotion	RCMA	\$ 16.84
Group Tour Promotion	RCMA	\$ 415.79
Group Tour Promotion	RCMA	\$ 2,281.82
Group Tour Promotion	SCSAE	\$ 35.70
Group Tour Promotion	TRADE SHOW GIVEAWAY	\$ 45.50
Group Tour Promotion	SCSAE	\$ 1,246.00
Group Tour Promotion	SCSAE	\$ 1,764.27
Group Tour Promotion	MPI-CC	\$ 42.00
Group Tour Promotion	MPI-CC	\$ 75.65
Group Tour Promotion	BANK TRAVEL	\$ 10.15
Group Tour Promotion	BANK TRAVEL	\$ 164.05
Group Tour Promotion	BANK TRAVEL	\$ 488.25
Group Tour Promotion	BANK TRAVEL	\$ 252.33
Group Tour Promotion	SYTA	\$ 90.36
Group Tour Promotion	GAMPI-MEC	\$ 152.81
Group Tour Promotion	GAMPI-MEC	\$ 31.48
Group Tour Promotion	GA-MPI	\$ 187.48
Group Tour Promotion	SMART MART	\$ 4,900.00
Group Tour Promotion	SMART MART	\$ 30.09
Group Tour Promotion	IMEX AMERICA LTD	\$ 994.00
Group Tour Promotion	TAP	\$ 111.02
Group Tour Promotion	TAP	\$ 12.36
Group Tour Promotion	ABA	\$ 114.73
Group Tour Promotion	ABA	\$ 161.81
Group Tour Promotion	ABA	\$ 569.19
Group Tour Promotion	ABA	\$ 1,023.18
Group Tour Promotion	ABA	\$ 34.47
Group Tour Promotion	ABA	\$ 10.42
Group Tour Promotion	ABA	\$ 200.83
Group Tour Promotion	ABA	\$ 505.86
Group Tour Promotion	ABA	\$ 564.79
International Promotion	EDELTRAUD SOMMER TOURISMUS MARKETING	\$ 910.00
International Promotion	COASTAL SC, USA	\$ 2,625.00
International Promotion	ITB	\$ 11.63
International Promotion	ITB	\$ 311.40
Group Tour Promotion	BIG CONFERENCE	\$ 453.25
Group Tour Promotion	PITTSBURGH SALES BLITZ	\$ 110.60
Group Tour Promotion	SACYBO FAM, NATIONAL FUNERAL DIRECTOR'S FAM	\$ 345.51
International Promotion	BRITISH WRITER FAM	\$ 12.05
International Promotion	HARRODS PROMO	\$ 11.54
International Promotion	JOURNALIST GIVEAWAYS	\$ 297.36
SMERF Promotion	MHD SERVICES	\$ 826.88

**MB TOURISM DEVELOPMENT FEE**

Q1 2012 Expenditures

<b>MARKETING INVESTMENT</b>	<b>DESCRIPTION</b>	<b>TDF ALLOCATION</b>
International Promotion	COASTAL SC, USA	\$ 7,000.00
SMERF Promotion	MHD SERVICES	\$ 826.88
SMERF Promotion	MHD SERVICES	\$ 826.88
Market Research	U.S. TRAVEL ASSOCIATION	\$ 13,500.00
Market Research	INLET PRINTING COMPANY-SURVEY CARDS	\$ 577.85
Market Research	INLET PRINTING COMPANY-SURVEY CARDS	\$ 13.22
Market Research	INLET PRINTING COMPANY-SURVEY CARDS	\$ 11.33
Market Research	INLET PRINTING COMPANY-SURVEY CARDS	\$ 1,231.25
Market Research	EQUATION RESEARCH / MARKET UPDATE	\$ 7,425.00
Group Tour Promotion	TRADE SHOW GIVEAWAY	\$ 318.48
Group Tour Promotion	ABA	\$ 262.50
Group Tour Promotion	DENURE SPONSORSHIP	\$ 398.71
Group Tour Promotion	TRAVEL SOUTH SPONSORSHIP	\$ 818.62
Group Tour Promotion	ABA SPONSORSHIP	\$ 1,881.44
Group Tour Promotion	ABA SPONSORSHIP	\$ 1,925.00
Group Tour Promotion	ABA SPONSORSHIP	\$ 6,592.95
Group Tour Promotion	ABA SPONSORSHIP	\$ 6,720.63
Group Tour Promotion	TRAVEL ALLIANCE PARTNERS, LLC	\$ 700.00
Group Tour Promotion	ABA SPONSORSHIP	\$ 61.13
Group Tour Promotion	ABA SPONSORSHIP	\$ 4,593.24
Group Tour Promotion	THE CAROLINA OPRY	\$ 1,636.69
Group Tour Promotion	TRAVEL SOUTH	\$ 350.00
General Consumer Promotion	MEDIA COAST	\$ 969.50
Market Research	FALLON RESEARCH & COMMUNICATIONS, INC.	\$ 27,000.00
General Consumer Promotion	SC NATURE-BASED TOURISM ASSN.	\$ 17.50
Print Advertising- Regional	DATA PUBLISHING, INC.	\$ 98.00
General Consumer Promotion	CELEBRITY PLACEMENT SERVICES	\$ 1,089.55
Print Advertising- Regional	DATA PUBLISHING, INC.	\$ 420.00
Publicity & Promotion	MEDIA GIFTCARDS FOR "KINGSTON THIS WEEK" AND MOON TRAVEL GUIDEBOOKS	\$ 50.00
Print Adv. - Co-op	THE BRANDON AGENCY	\$ 1,125.00
Print Adv. - Co-op	THE BRANDON AGENCY	\$ 1,125.00
Internet Paid Search	INTERNET PAID SEARCH	\$ 6,233.12
Internet Display Ads/Email Mktg	GOLF CHANNEL	\$ 70,833.32
Publicity and Promotions-Golf	BUFFALO COMMUNICATIONS	\$ 21,675.00
Publicity and Promotions-Golf	NICHOLAS & LENCE	\$ 425.00
Internet promotion-golf	FUEL INTERACTIVE	\$ 4,619.96
Internet promotion-golf	FUEL INTERACTIVE	\$ 2,581.13
Internet promotion-golf	FUEL INTERACTIVE	\$ 6,279.38
Website Video -golf	FUEL INTERACTIVE	\$ 5,100.00
Internet promotion-golf	FUEL INTERACTIVE	\$ 9,685.25
Internet -Enhanced SEO golf	FUEL INTERACTIVE	\$ 8,575.65
Internet promotion-golf	FUEL INTERACTIVE	\$ 5,227.50
Internet promotion-golf	FUEL INTERACTIVE	\$ 57,212.08
Internet promotion-golf	FUEL INTERACTIVE	\$ 8,430.30
Account Management	FUEL INTERACTIVE	\$ 3,400.00
Magazine Print/Online - Golf Magazine	GOLF MAGAZINE	\$ 72,250.00
Magazine Print - Golf Week Magazine	GOLF WEEK MAGAZINE	\$ 4,250.00
Magazine Print - Links Magazine	LINKS MAGAZINE	\$ 7,225.00
Sports Tourism Promotion	EVENT ADVERTISING - GOLF	\$ 3,172.06
Sports Tourism Promotion	HURRICANE JUNIOR GOLF TOUR/PRO AM	\$ 9,164.60
Sports Tourism Promotion	BAREFOOT DYE LITCHFIELD RESORT	\$ 1,840.49
Direct Mail	BRANDT KESSLER	\$ 22,100.00
Sports Tourism Promotion	MONDAY AFTER THE MASTERS, MROZ MARKETING	\$ 2,237.12
General Marketing	BRANDON AGENCY	\$ 3,825.00
Radio - golf	ESPN MIKE & MIKE	\$ 19,833.34
Radio - golf	ESPN	\$ 205,731.88
Radio - golf	TL GOLF SERVICES	\$ 4,632.50
Vacation Planner-golf	BRANDON AGENCY	\$ 62,367.85
Partner Marketing	US TRAVEL	\$ 820.25
Partner Marketing	SIXEL CONSULTING	\$ 701.25
Consumer Golf Shows	VARIOUS	\$ 52,539.92

**MB TOURISM DEVELOPMENT FEE**

Q1 2012 Expenditures

<u>MARKETING INVESTMENT</u>	<u>DESCRIPTION</u>	<u>TDF ALLOCATION</u>
	<b>TOTAL</b>	<b>\$ 3,176,279.13</b>
* Internet Advertising Campaign Facilitated Through Visibility Conversions Utilizing 4,000-plus Web Sites.		