

Attached to SCPRT's September 21, 2018 letter to the Oversight Subcommittee. This is a report of all SCPRT expenditures with BFG Marketing from FY 13 through FY 19. It is broken down by service or program category for each year.

FY 13

<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 661,645.16
BFG COMMUNICATIONS	BFG Program Funds 12-13	-\$ 512,844.87
TOTAL		-\$ 1,174,490.03

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FY 14		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Parks Media Schedule	-\$ 239,000.00
BFG COMMUNICATIONS	Promote Meetings And Reunions	-\$ 20,304.91
BFG COMMUNICATIONS	Collateral Printing Small Format	-\$ 70,261.55
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 1,431,000.00
BFG COMMUNICATIONS	Brand Mgt	-\$ 8,110.00
BFG COMMUNICATIONS	RESEARCH THROUGH BFG	-\$ 213,343.12
BFG COMMUNICATIONS	Creative & Production	-\$ 1,074,841.61
BFG COMMUNICATIONS	BFG SPECIAL EVENTS	-\$ 20,000.00
BFG COMMUNICATIONS	Media Schedule	-\$ 3,070,284.30
BFG COMMUNICATIONS	Media Schedule	-\$ 76,400.00
BFG COMMUNICATIONS	Media Sch Rev	-\$ 479,042.00
BFG COMMUNICATIONS	Media Schedule	-\$ 196,800.00
BFG COMMUNICATIONS	Pr Programming	-\$ 116,456.73
BFG COMMUNICATIONS	Not assigned	-\$ 82,563.95
BFG COMMUNICATIONS	Not assigned	-\$ 330,191.79
BFG COMMUNICATIONS	German Media Placement	-\$ 70,000.00
BFG COMMUNICATIONS	UK/Ireland Media Placement	-\$ 70,000.00
BFG COMMUNICATIONS	Canada - Print Media Placement	-\$ 130,000.00
BFG COMMUNICATIONS	Brand USA Partnership	-\$ 85,700.00
BFG COMMUNICATIONS	DIGITAL ASSET MGT	-\$ 250,000.00
BFG COMMUNICATIONS	Web Develop New Site	-\$ 499,075.00
BFG COMMUNICATIONS	INT'L/COASTAL PARTNERSHIP	-\$ 200,000.00
TOTAL		-\$ 8,733,374.96

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FY 15		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 1,431,000.00
BFG COMMUNICATIONS	Creative & Production	-\$ 766,920.01
BFG COMMUNICATIONS	Film Office PR and Marketing	-\$ 137,628.29
BFG COMMUNICATIONS	Brand Mgt	-\$ 170,763.40
BFG COMMUNICATIONS	FAMILY CIRCLE CUP	-\$ 50,000.00
BFG COMMUNICATIONS	Media Schedule	-\$ 3,545,067.11
BFG COMMUNICATIONS	Media Sch Rev	-\$ 438,807.00
BFG COMMUNICATIONS	Parks Media Schedule	-\$ 280,000.00
BFG COMMUNICATIONS	Hickory Knob	-\$ 3,297.33
BFG COMMUNICATIONS	Hickory Knob Ed & Event	-\$ 3,925.38
BFG COMMUNICATIONS	Promote Meetings And Reunions	-\$ 2,590.75
BFG COMMUNICATIONS	Atalaya Festival Promotions	-\$ 9,996.50
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 220,000.00
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 73,083.04
BFG COMMUNICATIONS	FAMILY CIRCLE CUP	-\$ 200,000.00
BFG COMMUNICATIONS	Seo And Sem	-\$ 249,417.28
BFG COMMUNICATIONS	Pr Programming	-\$ 104,490.98
BFG COMMUNICATIONS	Web Develop New Site	-\$ 112,225.51
BFG COMMUNICATIONS	Travel South International Representation	-\$ 45,000.00
BFG COMMUNICATIONS	Travel South Co Op Programs	-\$ 30,000.00
BFG COMMUNICATIONS	German Media Placement	-\$ 70,000.00
BFG COMMUNICATIONS	UK/Ireland Media Placement	-\$ 70,000.00
BFG COMMUNICATIONS	Canada - Print Media Placement	-\$ 156,000.00
BFG COMMUNICATIONS	BUSA - Inspiration guide	-\$ 24,000.00
BFG COMMUNICATIONS	German Product Devel	-\$ 30,400.00
BFG COMMUNICATIONS	Brazil	-\$ 13,750.00
BFG COMMUNICATIONS	UK/Ireland Package Travel	-\$ 15,200.00
BFG COMMUNICATIONS	Canada	-\$ 11,850.00
BFG COMMUNICATIONS	Travel South Co Op Programs	-\$ 57,500.00
BFG COMMUNICATIONS	Brand USA Partnership	-\$ 128,800.00
BFG COMMUNICATIONS	Welcome Center technology	-\$ 156,305.00
BFG COMMUNICATIONS	Contingency	-\$ 209,350.94
BFG COMMUNICATIONS	Web Develop New Site	-\$ 40,000.00
TOTAL		-\$ 8,857,368.52

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FY 16		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 1,431,000.00
BFG COMMUNICATIONS	Creative & Production	-\$ 820,789.37
BFG COMMUNICATIONS	Heritage Golf	-\$ 17,536.86
BFG COMMUNICATIONS	Media Schedule	-\$ 3,649,905.86
BFG COMMUNICATIONS	Travel South Co Op Programs	-\$ 165,166.00
BFG COMMUNICATIONS	Media Sch Rev	-\$ 632,900.00
BFG COMMUNICATIONS	Media Schedule	-\$ 18,000.00
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 88,517.15
BFG COMMUNICATIONS	Web Develop New Site	-\$ 521,616.53
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 220,000.00
BFG COMMUNICATIONS	Pr Programming	-\$ 213,823.92
BFG COMMUNICATIONS	Parks Media Schedule	-\$ 428,414.00
BFG COMMUNICATIONS	Parks Creative & Production	-\$ 109,225.42
BFG COMMUNICATIONS	Pricing Sheet	-\$ 41,853.66
BFG COMMUNICATIONS	Atalaya Festival Promotions	-\$ 4,817.03
BFG COMMUNICATIONS	Media Schedule - Golf	-\$ 390,327.04
BFG COMMUNICATIONS	Strategic Marketing Partnerships	-\$ 268,198.75
BFG COMMUNICATIONS	Brand Mgt	-\$ 51,300.00
BFG COMMUNICATIONS	Travel South International Representatio	-\$ 65,000.00
BFG COMMUNICATIONS	UK/Ireland Direct Sales	-\$ 19,900.00
BFG COMMUNICATIONS	Joint Market Direct Sales	-\$ 50,000.00
BFG COMMUNICATIONS	Travel South Sales Mission	-\$ 9,500.00
BFG COMMUNICATIONS	Brazil WTM	-\$ 3,750.00
BFG COMMUNICATIONS	Travel Trade Fam - Heritage	-\$ 5,000.00
BFG COMMUNICATIONS	Travel South Membership	-\$ 50,000.00
BFG COMMUNICATIONS	German Media Placement	-\$ 93,378.00
BFG COMMUNICATIONS	UK/Ireland Media Placement	-\$ 61,694.00
BFG COMMUNICATIONS	Canada - Print Media Placement	-\$ 127,000.00
BFG COMMUNICATIONS	International collateral	-\$ 32,450.00
BFG COMMUNICATIONS	German Product Devel	-\$ 33,600.00
BFG COMMUNICATIONS	Brazil	-\$ 14,450.00
BFG COMMUNICATIONS	UK/Ireland Package Travel	-\$ 36,910.00
BFG COMMUNICATIONS	France	-\$ 19,100.00
BFG COMMUNICATIONS	Canada	-\$ 27,600.00
BFG COMMUNICATIONS	Brand USA Partnership	-\$ 218,018.00
BFG COMMUNICATIONS	Film Office PR and Marketing	-\$ 25,949.00
BFG COMMUNICATIONS	Media Schedule	-\$ 270,839.50
BFG COMMUNICATIONS	Data Management Contract	-\$ 102,600.00
BFG COMMUNICATIONS	Strategic Marketing Partnerships	-\$ 45,000.00
BFG COMMUNICATIONS	Data Management Contract	-\$ 9,533.19
BFG COMMUNICATIONS	Data Management Contract	-\$ 127,550.00
TOTAL		-\$ 10,522,213.28

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FY 17		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG COMMUNICATIONS	Agency Monthly Retainer	-\$ 477,000.00
BFG COMMUNICATIONS	Media Schedule	-\$ 133,273.96
BFG COMMUNICATIONS	Web Develop New Site	-\$ 19,800.00
BFG COMMUNICATIONS	Social Networking & Web Support	-\$ 54,999.99
BFG MARKETING LLC	Agency Monthly Retainer	-\$ 954,000.00
BFG MARKETING LLC	Creative & Production	-\$ 429,368.98
BFG MARKETING LLC	Media Schedule - Golf	-\$ 397,570.84
BFG MARKETING LLC	Brand Mgt	-\$ 216,669.31
BFG MARKETING LLC	Strategic Marketing Partnerships	-\$ 122,547.79
BFG MARKETING LLC	Media Schedule	-\$ 3,813,950.68
BFG MARKETING LLC	Media Sch Rev	-\$ 553,293.57
BFG MARKETING LLC	Web Develop New Site	-\$ 306,554.63
BFG MARKETING LLC	International Representation	-\$ 4,999.81
BFG MARKETING LLC	Travel South International Representatio	-\$ 85,000.00
BFG MARKETING LLC	UK/Ireland Direct Sales	-\$ 18,650.00
BFG MARKETING LLC	Joint Market Direct Sales	-\$ 60,000.00
BFG MARKETING LLC	Receptive Mission	-\$ 2,500.00
BFG MARKETING LLC	International Mission	-\$ 5,000.00
BFG MARKETING LLC	Travel South Sales Mission	-\$ 5,000.00
BFG MARKETING LLC	Travel South Membership	-\$ 105,000.00
BFG MARKETING LLC	German Media Placement	-\$ 93,378.00
BFG MARKETING LLC	UK/Ireland Media Placement	-\$ 61,694.00
BFG MARKETING LLC	BUSA - Inspiration guide	-\$ 27,350.00
BFG MARKETING LLC	UK/Ireland Direct Sales	-\$ 22,013.99
BFG MARKETING LLC	German Product Devel	-\$ 41,000.00
BFG MARKETING LLC	Brazil	-\$ 18,240.00
BFG MARKETING LLC	UK/Ireland Package Travel	-\$ 50,280.00
BFG MARKETING LLC	France	-\$ 22,920.00
BFG MARKETING LLC	Brand USA Partnership	-\$ 225,138.00
BFG MARKETING LLC	Parks Media Schedule	-\$ 344,816.58
BFG MARKETING LLC	Ctl On Going Marketing	-\$ 16,000.00
BFG MARKETING LLC	Parks Creative & Production	-\$ 39,656.75
BFG MARKETING LLC	Pricing Sheet	-\$ 10,000.00
BFG MARKETING LLC	Atalaya Festival Promotions	-\$ 5,000.00
BFG MARKETING LLC	Social Networking & Web Support	-\$ 242,037.48
BFG MARKETING LLC	Pr Programming	-\$ 96,188.24
BFG MARKETING LLC	Data Management Contract	-\$ 14,440.00
BFG MARKETING LLC	Lace House Programming	-\$ 63,811.41
BFG MARKETING LLC	Data Management Contract	-\$ 74,996.26
BFG MARKETING LLC	Film Office PR and Marketing	-\$ 32,026.60
TOTAL		-\$ 9,266,166.87

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FY 18		
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>
BFG MARKETING LLC	Parks Media Schedule	-\$ 308,932.13
BFG MARKETING LLC	Ctl On Going Marketing	-\$ 15,612.10
BFG MARKETING LLC	Parks Creative & Production	-\$ 66,643.28
BFG MARKETING LLC	Atalaya Festival Promotions	-\$ 5,000.00
BFG MARKETING LLC	Agency Monthly Retainer	-\$ 1,431,000.00
BFG MARKETING LLC	Media Schedule	-\$ 4,167,719.25
BFG MARKETING LLC	Media Sch Rev	-\$ 20,921.65
BFG MARKETING LLC	Media Sch Rev	-\$ 422,874.00
BFG MARKETING LLC	Media Schedule - Golf	-\$ 399,103.76
BFG MARKETING LLC	Creative & Production	-\$ 433,891.57
BFG MARKETING LLC	Brand Mgt	-\$ 6,871.26
BFG MARKETING LLC	Heritage Golf	-\$ 51,339.68
BFG MARKETING LLC	Strategic Marketing Partnerships	-\$ 476,660.39
BFG MARKETING LLC	Pr Programming	-\$ 302,250.73
BFG MARKETING LLC	Social Networking & Web Support	-\$ 300,099.11
BFG MARKETING LLC	Web Develop New Site	-\$ 306,280.67
BFG MARKETING LLC	Data Management Contract	-\$ 93,100.66
BFG MARKETING LLC	Film Office PR and Marketing	-\$ 35,763.30
BFG MARKETING LLC	Travel South Showcase	-\$ 111,000.00
BFG MARKETING LLC	International Representation	-\$ 5,000.00
BFG MARKETING LLC	Travel South International Representatio	-\$ 72,550.00
BFG MARKETING LLC	UK/Ireland Direct Sales	-\$ 18,650.00
BFG MARKETING LLC	Joint Market Direct Sales	-\$ 25,000.00
BFG MARKETING LLC	Travel South Sales Mission	-\$ 5,000.00
BFG MARKETING LLC	Travel South Membership	-\$ 114,000.00
BFG MARKETING LLC	Brand Mgt	-\$ 3,857.00
BFG MARKETING LLC	German Media Placement	-\$ 113,547.00
BFG MARKETING LLC	UK/Ireland Media Placement	-\$ 254,596.00
BFG MARKETING LLC	BUSA - Inspiration guide	-\$ 25,500.00
BFG MARKETING LLC	Brand USA Partnership	-\$ 139,500.00
BFG MARKETING LLC	Lace House Programming	-\$ 97,695.33
BFG MARKETING LLC	CTL Venue Marketing	-\$ 152.48
BFG MARKETING LLC	CTL Event Venue Marketing	-\$ 56,569.38
TOTAL		-\$ 9,886,680.73

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FY 19 (YTD)			
<u>Vendor Name</u>	<u>Order Description</u>	<u>Invoiced Amount</u>	<u>Remaining Balance</u>
BFG MARKETING LLC	Agency Monthly Retainer	-\$ 357,750.00	\$ 1,073,250.00
BFG MARKETING LLC	Creative & Production	-\$ 44,794.95	\$ 422,905.05
BFG MARKETING LLC	Media Schedule	-\$ 95,723.73	\$ 3,510,675.27
BFG MARKETING LLC	Media Sch Rev		\$ 1,000,000.00
BFG MARKETING LLC	Web Develop New Site	-\$ 18,721.20	\$ 381,278.80
BFG MARKETING LLC	Media Schedule - Golf		\$ 500,000.00
BFG MARKETING LLC	Data Management Contract	-\$ 17,279.00	\$ 182,721.00
BFG MARKETING LLC	Strategic Marketing Partnerships	-\$ 15,750.00	\$ 484,250.00
BFG MARKETING LLC	Film Office PR and Marketing	-\$ 2,575.00	\$ 97,425.00
BFG MARKETING LLC	Pr Programming	-\$ 50,726.04	\$ 409,273.96
BFG MARKETING LLC	Social Networking & Web Support	-\$ 4,832.77	\$ 135,167.23
BFG MARKETING LLC	Parks Media Schedule	-\$ 4,840.14	\$ 295,159.86
BFG MARKETING LLC	Ctl On Going Marketing		\$ 16,000.00
BFG MARKETING LLC	Parks Creative & Production	-\$ 1,983.89	\$ 68,016.11
BFG MARKETING LLC	Pricing Sheet		\$ 10,000.00
BFG MARKETING LLC	Atalaya Festival Promotions		\$ 6,500.00
BFG MARKETING LLC	CTL Event Venue Marketing	-\$ 8,989.95	\$ 71,010.05
BFG MARKETING LLC	Social Networking & Web Support	-\$ 36,666.00	\$ 183,334.00
BFG MARKETING LLC	Lace House Programming	-\$ 3,345.00	\$ 116,655.00
BFG MARKETING LLC	Travel South Showcase		\$ 165,000.00
BFG MARKETING LLC	International Representation		\$ 11,000.00
BFG MARKETING LLC	Travel South International Representatio		\$ 55,000.00
BFG MARKETING LLC	UK/Ireland Direct Sales		\$ 20,000.00
BFG MARKETING LLC	Joint Market Direct Sales		\$ 25,000.00
BFG MARKETING LLC	Travel South Sales Mission		\$ 25,000.00
BFG MARKETING LLC	Travel South Membership		\$ 155,000.00
BFG MARKETING LLC	German Media Placement		\$ 160,130.00
BFG MARKETING LLC	UK/Ireland Media Placement		\$ 154,350.00
BFG MARKETING LLC	France media		\$ 53,750.00
BFG MARKETING LLC	China media		\$ 77,083.00
BFG MARKETING LLC	BUSA - Inspiration guide		\$ 27,900.00
BFG MARKETING LLC	Canada		\$ 21,450.00
BFG MARKETING LLC	Brand USA Partnership		\$ 56,275.00
TOTAL (YTD)		-\$ 663,977.67	\$ 9,970,559.33