



HIGH POINT MARKET AUTHORITY

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highpointmarket.org

August 28, 2017

Kristine Leggett
Katherine Tamer
Fiscal Research Division
Kristine.Leggett@ncleg.net
Katherine.Tamer@ncleg.net

Dear Ms. Leggett and Ms. Tamer,

Please find the fiscal year 2017-2018 annual report for High Point Market Authority attached. I have attached High Point Market's FY 2016--2017 audit as our FY 2017-2018 audit is still in progress with an estimated completion date of 10/15/18. I will forward a copy for your files when received.

Thank you for the past and present support of High Point Market Authority. The funds received are crucial to our budget and enables us to continue to grow, strengthen and promote High Point Market, the State of North Carolina's largest economic impactor. This report certifies that State financial assistance received or, held was used for the purposes for which it is awarded.

For your reference, please find my contact information below. I will be your contact going forward for future correspondence. Please do not hesitate to call if you have questions or concerns.

Sincerely,

Tammy C. Nagem
Chief Operating Officer
High Point Market Authority
336 888-3222
tammy@highpointmarket.org

High Point International Home Furnishings Market Authority (d/b/a High Point Market Authority)

FY 2017-2018 High Point Market activities, objectives, and accomplishments; itemized expenditures and funding sources.

Citation of Law or Resolution: Session Law 2017-57
Section number: Section 15A.2

Receiving entities:

The Joint Oversight Committee on ANER
Chairs of the Senate Appropriations Committee on AGNER
NC Department of Commerce Fiscal Management Division

Fiscal Research Division
Chairs of the House Appropriations on AGNER

Submitting entity: High Point Market Authority



Founded in 1909 in High Point, NC, the High Point Market was formed to provide the region's furniture makers and retailers with a convenient venue to conduct business. Today, the home furnishings industry is far different from the small, regionalized sector of the economy it was over 100 years ago – and High Point Market has grown right along with it, becoming the largest, most well-known, and most important furnishings industry trade show in the world. With 11.5 million square feet of showroom space, the market has a \$5.39 billion annual impact on the state of North Carolina. Here are some leading facts about the High Point Market.

ECONOMIC IMPACT OF THE HIGH POINT MARKET

The funding that we receive from the state of North Carolina is an investment that yields an incredible return for the state itself, as evidenced by the recent findings of the Duke University Study conducted in October 2013:

- It is North Carolina's biggest economic event and represents 1.3% of the total gross state product (GSP) with an annual impact of over \$5.39 billion, which includes \$197.9 million to the state from tax revenues alone and, out of this figure, \$25.5 million in tax revenue to Guilford County/City of High Point.
- \$2 million investment (funding from DOT and DOC) generates an ROI of more than \$40 million in state tax dollars, through sales tax from hotels, restaurants, goods and services used by our 160,000 visitors each year.
- The High Point Market also utilizes the support of the local city and county governments, as well as showroom tax from the approximately 2,000 exhibitors. The City of High Point has contributed \$1 million consistently for the past five years, and Market exhibitors have contributed \$1.5 million each year through a self-taxing stream.
- More than 11,000 jobs are created before/during the High Point Market every year – including construction, design, planning, and logistics in the 30-county area (22 in NC, 8 in VA) impacted.
- Additionally, 26,000 manufacturing jobs are created stemming from furniture sales generated at each Market in the 30-county area in positions such as upholstered and non-upholstered wood household furniture, showcase/partition/shelving and mattress production.
- More than 69,000 jobs exist locally due to the home furnishings cluster, including manufacturers, corporate offices, distribution centers, design centers, sales offices, fabric and material suppliers, showrooms, and more.

HIGH POINT MARKET BY THE NUMBERS

- Market brings approximately 150,000 people from over 100 countries to High Point every year, all of whom contribute to the local economy through hotels, car rentals, restaurants, retail stores, taxis, home rentals, caterers, musicians, and more.
- This single event has the largest concentration of international visitors of any event in the state in a one-week period.
- The Market district includes 180 buildings and over 11.5 million square feet of showroom space.
- There are approximately 2,000 exhibitors, showcasing tens of thousands of products every April and October.
- The High Point Market has been a stable force in North Carolina for 109 years and is truly the world's home for home furnishings.

THE MARKET AUTHORITY'S ROLE

The High Point Market Authority is the official sponsor and organizer of High Point Market and represents all Market constituents. The Market Authority oversees:

- Transportation – Including over 330,000 rides annually for participating guests, using over 70 vehicles and providing service to 5 cities, 4 counties, and 3 airports (GSO, RDU, CLT). Half of all Market guests who fly arrive in Raleigh or Charlotte. Transportation has gone from the Market's number one complaint to one of its biggest assets.
- Registration – The Market Authority handles registration for all Market attendees, including buyers, exhibitors, press and industry members from over 100 countries, as well as students from universities across the East Coast. Market averages 75,000 to 80,000 registrants each April and October.
- Website – The Market Authority runs the official Market website, www.highpointmarket.org, which provides online registration, accommodation reservations, exhibitor listings, event calendar, social media tools, and more. The website is continually being updated and improved, and includes microsites for exhibitors and the press. Traffic on the site has continued to grow; during peak months, the website will receive hundreds of thousands of unique pageviews.
- Marketing – The Market Authority promotes the Market to the world through advertising, direct mail, email, press releases, social media, telemarketing, and video. Marketing materials are translated into 10 languages. During Market, the Market Authority also runs the media center, MediaLink, which is visited by an average of 500 members of the press from print, broadcast and online sources, as well as the International Buyers Center, a business center for our international visitors. We also have partnered with the North Carolina Department of Tourism to develop programs that promote North Carolina as a tourism destination to business travelers who wish to extend their stay before and after Market.
- Onsite Services – High Point Market Authority provides info booths throughout the downtown High Point area to assist Market attendees with any questions and to distribute marketing materials such as printed guides and maps. Over 18,000 Market attendees were helped with this program this year.
- Staff – Twelve year-round staff members, plus 200+ part-time, temporary workers during Market. Market facilities include information booths, center stage area, seminars, food & beverage, International Buyers Center and MediaLink. These are all leased structures. No State funds are used for Market Authority staff or payroll.

FISCAL YEAR 2017-2018 PROGRAMS AND ACCOMPLISHMENTS

All of North Carolina Department of Commerce Funding is used to promote and market the High Point Market. The following is a summary of the marketing program activities, objectives, and accomplishments of the High Point Market in FY 2017-2018.

MARKETING GOALS AND OBJECTIVES

- Solidify the High Point Market brand. The High Point Market brand is well-known internationally. In fact, our marketing outreach has strengthened the brand to such an extent that the top 98 out of 100 keyword searches for the market include the words "High Point."
- Increase attendance. The primary goal of the High Point Market Authority is to attract more buyers. To achieve that:

High Point Market Authority continues to adapt its communication strategy and update the channels and outlets used. Early 2018 brought a website refresh to update the website's look and also make it mobile-friendly. Our email communications continue to be refined with targeted messages. We are present and active on all the leading social media channels, interacting with our community and reaching new contacts, as well as developing channel-specific content to be the most effective. The MyMarket app continues to be a useful tool for those planning ahead or needing to access info quickly on the go.

We have implemented a new matrix-style rating system to track attendance behaviors of individual buyers, which we are using to target messaging and outreach. Since this system allows us to monitor consistency and frequency of attendance, we are able to know which profiles are attending consistently, which profiles need the extra encouragement, and which profiles are in danger of becoming disengaged. This also allows us to set specific goals in terms of improving the ratings of the profiles in our database.

Tours led by well-known industry experts and partners have proven to be a popular and effective tool for new buyer recruitment and buyer retention. Therefore, we have continued to seek opportunities for this type of programming, implementing several different types of new buyer tours, promoting at-Market tours sponsored by building owners or industry partners and supporting buyer tours developed by industry associations.

Our current target population includes prospects who have come to Market in the past but have not returned for several Market cycles as well as the small-medium size retailer whose presence has been diminished due to the current economic climate. Our targeting includes geo-specific prospects that are able to drive to Market while also continuing to target retailers and designers from the West Coast, the North East, South Central and Southwest states. Internationally we are targeting designers and buyers in China, South and Latin America, Russia and Canada.

Expanded partnerships with other industry associations have given us better marketing lists and updated information about our key buyers, as well as new retailers and designers entering the Market.

**NCDOC REPORT SUMMARY
FY 2017-2018**

<u>DATE</u>	<u>INVOICE #</u>	<u>VENDOR</u>	<u>CHECK NUMBER</u>	<u>AMOUNT</u>	<u>REPORT Q</u>
Quarter 1					
7/1/2017 - 9/30/2017					
7/3/17	12051	Skookum	9546	\$ 75,000.00	1
7/1/17	188994	Cision	9534	\$ 16,600.00	1
8/10/17	304336	Studio M	9615	\$ 3,500.00	1
8/10/17	304337	Studio M	9615	\$ 2,000.00	1
	718Esteem-DBC-				
8/1/17	0113 rev 1	Esteem Media	9574	\$ 5,250.00	1
7/31/17	86768	Emisare	9631	\$ 35,508.00	1
7/31/17	86770	Emisare	9631	\$ 13,810.50	1
7/31/17	86771	Emisare	9631	\$ 11,541.38	1
7/31/17	86778	Emisare	9631	\$ 1,375.00	1
7/31/17	86779	Emisare	9631	\$ 8,835.00	1
7/31/17	86780	Emisare	9631	\$ 5,714.78	1
7/31/17	86782	Emisare	9631	\$ 4,920.08	1
7/31/17	86783	Emisare	9631	\$ 2,350.00	1
7/31/17	86787	Emisare	9631	\$ 9,750.00	1
7/31/17	86790	Emisare	9631	\$ 1,835.63	1
7/31/17	86791	Emisare	9631	\$ 14,899.97	1
7/31/17	86792	Emisare	9631	\$ 1,574.12	1
7/31/17	86793	Emisare	9631	\$ 952.50	1
7/31/17	86795	Emisare	9631	\$ 1,875.00	1
7/31/17	86774	Emisare	9631	\$ 430.50	1
7/31/17	86775	Emisare	9631	\$ 750.00	1
7/31/17	86776	Emisare	9631	\$ 875.00	1
7/31/17	86777	Emisare	9631	\$ 823.75	1
7/31/17	86781	Emisare	9631	\$ 583.25	1
7/31/17	86784	Emisare	9631	\$ 625.00	1
7/31/17	86785	Emisare	9631	\$ 650.00	1
7/31/17	86788	Emisare	9631	\$ 718.98	1
7/31/17	86789	Emisare	9631	\$ 774.15	1
7/31/17	86794	Emisare	9631	\$ 597.12	1
8/28/17	86796	Emisare	9632	\$ 13,069.90	1
8/28/17	86797	Emisare	9632	\$ 8,106.80	1
8/28/17	86798	Emisare	9632	\$ 9,902.00	1
8/28/17	86799	Emisare	9632	\$ 2,293.00	1
9/12/17	86807	Emisare	9740	\$ 2,120.17	1
9/22/17	86810	Emisare	9740	\$ 4,245.00	1
9/22/17	86811	Emisare	9740	\$ 19,850.00	1
9/22/17	86812	Emisare	9740	\$ 3,375.00	1
9/22/17	86813	Emisare	9740	\$ 16,316.22	1
9/22/17	86814	Emisare	9740	\$ 8,822.25	1
9/22/17	86815	Emisare	9740	\$ 2,375.00	1
9/22/17	86816	Emisare	9740	\$ 1,362.50	1

<u>DATE</u>	<u>INVOICE #</u>	<u>VENDOR</u>	<u>CHECK NUMBER</u>	<u>AMOUNT</u>	<u>REPORT Q</u>
9/22/17	86817	Emisare	9740	\$ 462.50	1
9/22/17	86819	Emisare	9740	\$ 1,125.00	1
9/22/17	86822	Emisare	9740	\$ 1,395.00	1
9/22/17	86823	Emisare	9740	\$ 5,507.50	1
9/22/17	86824	Emisare	9740	\$ 2,350.00	1
9/22/17	86825	Emisare	9740	\$ 1,302.50	1
9/22/17	86826	Emisare	9740	\$ 1,740.00	1
9/22/17	86829	Emisare	9740	\$ 1,187.50	1
9/22/17	86830	Emisare	9740	\$ 5,875.00	1
9/22/17	86831	Emisare	9740	\$ 4,312.50	1
9/22/17	86832	Emisare	9740	\$ 9,709.50	1
9/22/17	86834	Emisare	9740	\$ 2,036.36	1
9/22/17	86836	Emisare	9740	\$ 42,819.36	1
9/22/17	86838	Emisare	9740	\$ 2,975.00	1
9/22/17	86839	Emisare	9740	\$ 3,155.25	1
9/22/17	86840	Emisare	9740	\$ 2,375.00	1
9/22/17	86841	Emisare	9740	\$ 947.75	1
9/22/17	86842	Emisare	9740	\$ 4,249.94	1
9/24/17	86818	Emisare	9740	\$ 750.00	1
9/22/17	86820	Emisare	9740	\$ 650.50	1
9/22/17	86821	Emisare	9740	\$ 109.50	1
9/22/17	86827	Emisare	9740	\$ 802.50	1
9/22/17	86828	Emisare	9740	\$ 637.50	1
9/22/17	86833	Emisare	9740	\$ 885.34	1
9/22/17	86835	Emisare	9740	\$ 437.92	1
9/22/17	86837	Emisare	9740	\$ 245.75	1
8/21/17	ARA2121939	AIA Solutions	9598	\$ 2,505.00	1
9/28/17	ARA2139724	AIA Solutions	9728	\$ 2,847.00	1
9/27/17	ARA2141056	AIA Solutions	9728	\$ 949.00	1
9/29/17	ARA2144145	AIA Solutions	9728	\$ 1,310.00	1
9/13/17	01334	Elements Studios	9654	\$ 5,123.00	1
9/13/17	01337	Elements Studios	9654	\$ 3,237.00	1
9/13/17	01338	Elements Studios	9654	\$ 3,221.00	1
9/1/17	1105	Brand Communications	6929	\$ 3,675.00	1
8/1/17	1093	Brand Communications	9577	\$ 3,675.00	1
Total First Quarter				\$ 440,544.22	1
Quarter 2					
October 1, 2017 - December 31, 2017					
10/31/17	86885	Emisare	9911	\$ 4,672.50	2
10/31/17	86886	Emisare	9911	\$ 24,637.50	2
10/31/17	86887	Emisare	9911	\$ 4,462.50	2
10/31/17	86888	Emisare	9911	\$ 15,980.50	2
10/31/17	86889	Emisare	9911	\$ 2,000.00	2
10/31/17	86890	Emisare	9911	\$ 9,903.75	2
10/31/17	86900	Emisare	9911	\$ 887.50	2
10/31/17	86901	Emisare	9911	\$ 2,350.00	2
10/31/17	86903	Emisare	9911	\$ 1,293.75	2

<u>DATE</u>	<u>INVOICE #</u>	<u>VENDOR</u>	<u>CHECK NUMBER</u>	<u>AMOUNT</u>	<u>REPORT Q</u>
10/31/17	86904	Emisare	9911	\$ 482.50	2
10/31/17	86905	Emisare	9911	\$ 1,875.00	2
10/31/17	86906	Emisare	9911	\$ 375.00	2
10/31/17	86907	Emisare	9911	\$ 3,587.50	2
10/31/17	86908	Emisare	9911	\$ 1,066.57	2
10/31/17	86909	Emisare	9911	\$ 121.00	2
10/31/17	86910	Emisare	9911	\$ 1,662.25	2
10/31/17	86911	Emisare	9911	\$ 217.00	2
10/31/17	86912	Emisare	9911	\$ 7,309.87	2
10/31/17	86914	Emisare	9911	\$ 1,362.50	2
10/31/17	86915	Emisare	9911	\$ 642.00	2
10/31/17	86916	Emisare	9911	\$ 1,787.50	2
10/31/17	86917	Emisare	9911	\$ 10,325.00	2
10/31/17	86918	Emisare	9911	\$ 410.00	2
10/31/17	86919	Emisare	9911	\$ 1,262.50	2
10/31/17	86920	Emisare	9911	\$ 670.38	2
10/31/17	86921	Emisare	9911	\$ 456.25	2
11/30/17	86924	Emisare	9965	\$ 1,645.17	2
11/30/17	86925	Emisare	9965	\$ 4,887.50	2
11/30/17	86926	Emisare	9965	\$ 16,213.50	2
11/30/17	86927	Emisare	9965	\$ 4,377.50	2
11/30/17	86928	Emisare	9965	\$ 8,710.00	2
11/30/17	86929	Emisare	9965	\$ 6,677.00	2
11/30/17	86930	Emisare	9965	\$ 802.50	2
11/30/17	86931	Emisare	9965	\$ 750.00	2
11/30/17	86932	Emisare	9965	\$ 1,362.50	2
11/30/17	86933	Emisare	9965	\$ 1,375.00	2
11/30/17	86934	Emisare	9965	\$ 770.00	2
11/30/17	86935	Emisare	9965	\$ 1,450.00	2
11/30/17	86936	Emisare	9965	\$ 6,925.00	2
11/30/17	86937	Emisare	9965	\$ 5,093.80	2
11/30/17	86938	Emisare	9965	\$ 4,967.34	2
11/30/17	86939	Emisare	9965	\$ 2,350.00	2
11/30/17	86940	Emisare	9965	\$ 1,975.00	2
11/30/17	86941	Emisare	9965	\$ 4,345.00	2
11/30/17	86942	Emisare	9965	\$ 1,637.00	2
11/30/17	86943	Emisare	9965	\$ 1,852.50	2
11/30/17	86944	Emisare	9965	\$ 1,633.75	2
11/30/17	86945	Emisare	9965	\$ 9,837.50	2
11/30/17	86946	Emisare	9965	\$ 132.09	2
11/30/17	86947	Emisare	9965	\$ 348.06	2
11/30/17	86948	Emisare	9965	\$ 5,970.44	2
11/30/17	86949	Emisare	9965	\$ 2,296.25	2
11/30/17	86950	Emisare	9965	\$ 625.00	2
11/30/17	86951	Emisare	9965	\$ 390.00	2
11/30/17	86952	Emisare	9965	\$ 2,890.00	2
11/30/17	86953	Emisare	9965	\$ 580.00	2

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11/30/17	86954	Emisare	9965	\$ 8,827.90	2
11/30/17	86955	Emisare	9965	\$ 442.15	2
12/31/17	86957	Emisare	10009	\$ 4,750.00	2
12/31/17	86958	Emisare	10009	\$ 32,767.00	2
12/31/17	86959	Emisare	10009	\$ 4,387.50	2
12/31/17	86960	Emisare	10009	\$ 12,754.30	2
11/22/17	01390	Elements Studio	9933	\$ 3,237.00	2
10/3/17	ARA2144397	AIA Solutions	9790	\$ 3,318.50	2
10/1/17	Fall Blog Tour	Esteem Media	9813	\$ 22,500.00	2
12/1/17	Spring Blog Tour	Esteem Media	9947	\$ 22,500.00	2
11/16/17	2523	WITHIT	9931	\$ 4,000.00	2
10/10/17	86846	Emisare	9811	\$ 4,380.00	2
10/10/17	86847	Emisare	9811	\$ 3,827.50	2
10/10/17	86848	Emisare	9811	\$ 3,875.00	2
10/10/17	86849	Emisare	9811	\$ 13,646.30	2
10/10/17	86850	Emisare	9811	\$ 8,906.25	2
10/10/17	86851	Emisare	9811	\$ 2,368.75	2
10/10/17	86852	Emisare	9811	\$ 1,525.00	2
10/10/17	86855	Emisare	9981	\$ 2,312.50	2
10/10/17	86857	Emisare	9981	\$ 1,125.00	2
10/10/17	86858	Emisare	9981	\$ 1,275.00	2
10/10/17	86859	Emisare	9811	\$ 4,875.00	2
10/10/17	86861	Emisare	9811	\$ 1,458.50	2
10/10/17	86862	Emisare	9811	\$ 1,212.50	2
10/10/17	86863	Emisare	9981	\$ 2,350.00	2
10/10/17	86864	Emisare	9811	\$ 3,302.50	2
10/10/17	86866	Emisare	9811	\$ 1,125.00	2
10/10/17	86868	Emisare	9811	\$ 4,012.50	2
10/10/17	86869	Emisare	9811	\$ 9,712.50	2
10/10/17	86871	Emisare	9811	\$ 4,372.07	2
10/10/17	86872	Emisare	9811	\$ 1,110.50	2
10/10/17	86873	Emisare	9811	\$ 14,800.00	2
10/10/17	86874	Emisare	9811	\$ 1,132.50	2
10/10/17	86875	Emisare	9811	\$ 1,414.56	2
10/10/17	86876	Emisare	9811	\$ 19,973.67	2
10/10/17	86879	Emisare	9811	\$ 2,015.51	2
10/10/17	86854	Emisare	9811	\$ 750.00	2
Total Second Quarter				\$ 439,013.18	
TOTAL FIRST AND SECOND QUARTERS				\$ 879,557.40	
Third Quarter					
January 1, 2018 - March 30, 2018					
1/1/18	1141	Brand Communications	9987	\$ 3,675.00	3
1/8/18	304690	Studio M	10002	\$ 3,500.00	3
1/9/18	01422	Elements Studio, LLC	9990	\$ 1,157.17	3
1/15/18	PA-37797	Salem One	10020	\$ 7,500.00	3
1/22/18	144	ASFD	10261	\$ 2,000.00	3
1/31/18	87004	Emisare	10066	\$ 4,825.00	3
1/31/18	87005	Emisare	10066	\$ 27,262.50	3
1/31/18	87006	Emisare	10066	\$ 4,262.50	3
1/31/18	87007	Emisare	10066	\$ 17,879.87	3
1/31/18	87008	Emisare	10066	\$ 8,788.75	3
1/31/18	87009	Emisare	10066	\$ 802.50	3

<u>DATE</u>	<u>INVOICE #</u>	<u>VENDOR</u>	<u>CHECK NUMBER</u>	<u>AMOUNT</u>	<u>REPORT Q</u>
1/31/18	87010	Emisare	10066	\$ 750.00	3
1/31/18	87011	Emisare	10066	\$ 812.50	3
1/31/18	87012	Emisare	10066	\$ 750.00	3
1/31/18	87014	Emisare	10066	\$ 1,450.00	3
1/31/18	87018	Emisare	10066	\$ 2,350.00	3
1/31/18	87019	Emisare	10066	\$ 3,227.50	3
1/31/18	87020	Emisare	10066	\$ 735.00	3
1/31/18	87021	Emisare	10066	\$ 300.00	3
1/31/18	87022	Emisare	10066	\$ 1,617.50	3
1/31/18	87024	Emisare	10066	\$ 1,480.00	3
1/31/18	87025	Emisare	10066	\$ 10,450.83	3
1/31/18	87026	Emisare	10066	\$ 1,339.99	3
1/31/18	87027	Emisare	10066	\$ 359.79	3
1/31/18	87028	Emisare	10066	\$ 4,367.45	3
1/31/18	87029	Emisare	10066	\$ 1,830.76	3
1/31/18	87030	Emisare	10066	\$ 728.57	3
2/1/18	1150	Brand Communications	10034	\$ 3,675.00	3
2/20/18	01445	Elements Studio, LLC	10065	\$ 5,801.86	3
2/26/18	1247	Photoboxx	10060	\$ 5,000.00	3
2/28/18	87042	Emisare	10122	\$ 2,230.17	3
2/28/18	87043	Emisare	10122	\$ 4,837.50	3
2/28/18	87044	Emisare	10122	\$ 9,412.50	3
2/28/18	87045	Emisare	10122	\$ 3,962.50	3
2/28/18	87046	Emisare	10122	\$ 11,640.13	3
2/28/18	87047	Emisare	10122	\$ 9,412.50	3
2/28/18	87048	Emisare	10122	\$ 802.50	3
2/28/18	87049	Emisare	10122	\$ 750.00	3
2/28/18	87050	Emisare	10122	\$ 812.50	3
2/28/18	87051	Emisare	10122	\$ 1,207.50	3
2/28/18	87052	Emisare	10122	\$ 1,450.00	3
2/28/18	87053	Emisare	10122	\$ 4,192.50	3
2/28/18	87054	Emisare	10122	\$ 2,350.00	3
2/28/18	87055	Emisare	10122	\$ 690.00	3
2/28/18	87056	Emisare	10122	\$ 675.00	3
2/28/18	87057	Emisare	10122	\$ 850.00	3
2/28/18	87058	Emisare	10122	\$ 1,475.00	3
2/28/18	87059	Emisare	10122	\$ 2,315.00	3
2/28/18	87060	Emisare	10122	\$ 565.00	3
2/28/18	87061	Emisare	10122	\$ 1,917.93	3
2/28/18	87062	Emisare	10122	\$ 309.58	3
2/28/18	87063	Emisare	10122	\$ 41,496.00	3
2/28/18	87064	Emisare	10122	\$ 6,626.97	3
2/28/18	87065	Emisare	10122	\$ 17,955.35	3
2/28/18	87066	Emisare	10122	\$ 591.13	3
2/28/18	87067	Emisare	10122	\$ 1,106.57	3
2/28/18	87068	Emisare	10122	\$ 7,816.00	3
2/28/18	87069	Emisare	10122	\$ 3,402.66	3
2/28/01	34074	Showcare	10102	\$ 3,070.50	3

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2/28/18	34072	Showcare	10102	\$ 3,255.50	3
2/28/18	34078	Showcare	10102	\$ 1,392.50	3
2/28/18	34073	Showcare	10102	\$ 3,890.25	3
2/28/18	34075	Showcare	10102	\$ 2,516.75	3
2/28/18	34076	Showcare	10102	\$ 1,340.00	3
2/28/18	34077	Showcare	10102	\$ 1,326.25	3
3/1/18	1158	Brand Communications	10082	\$ 3,675.00	3
3/16/18	65167	Salem One	10140	\$ 4,205.32	3
3/18/18	64472	Salem One	10076	\$ 5,033.05	3
3/20/18	1928	Esteem Media	10113	\$ 5,250.00	3
3/21/18	ARA2220393	AIA Solutions	10112	\$ 179.33	3
3/27/18	ARA2224579	AIA Solutions	10111	\$ 636.57	3
3/27/18	ARA2225305	AIA Solutions	10154	\$ 5,048.61	3
3/27/18	ARA2228753	AIA Solutions	10154	\$ 692.12	3
3/28/18	ARA2226858	AIA Solutions	10153	\$ 2,451.37	3
3/28/18	ARA2227215	AIA Solutions	10153	\$ 1,276.42	3
3/30/18	ARA2227921	AIA Solutions	10152	\$ 1,084.67	3
3/30/18	87078	Emisare	10272	\$ 4,767.50	3
3/30/18	87079	Emisare	10272	\$ 3,877.50	3
3/30/18	87081	Emisare	10272	\$ 4,625.00	3
3/30/18	87082	Emisare	10272	\$ 23,866.29	3
3/30/18	87083	Emisare	10272	\$ 9,875.00	3
3/30/18	87084	Emisare	10272	\$ 802.50	3
3/30/18	87085	Emisare	10272	\$ 750.00	3
3/30/18	87086	Emisare	10272	\$ 812.50	3
3/30/18	87087	Emisare	10272	\$ 1,375.00	3
3/30/18	87088	Emisare	10272	\$ 547.50	3
3/30/18	87089	Emisare	10272	\$ 1,450.00	3
3/30/18	87090	Emisare	10272	\$ 7,750.00	3
3/30/18	87091	Emisare	10272	\$ 1,047.50	3
3/30/18	87092	Emisare	10272	\$ 800.00	3
3/30/18	87093	Emisare	10272	\$ 2,350.00	3
3/30/18	87094	Emisare	10272	\$ 23.57	3
3/30/18	87095	Emisare	10272	\$ 3,752.50	3
3/30/18	87096	Emisare	10272	\$ 675.00	3
3/30/18	87097	Emisare	10272	\$ 625.00	3
3/30/18	87098	Emisare	10272	\$ 1,475.00	3
3/30/18	87100	Emisare	10272	\$ 565.00	3
3/30/18	87101	Emisare	10272	\$ 1,597.50	3
3/30/18	87102	Emisare	10272	\$ 1,508.88	3
3/30/18	87103	Emisare	10272	\$ 961.07	3
3/30/18	87104	Emisare	10272	\$ 667.19	3
3/30/18	87105	Emisare	10272	\$ 871.30	3
3/30/18	87106	Emisare	10272	\$ 1,152.90	3
3/30/18	87107	Emisare	10272	\$ 1,485.00	3
3/30/18	87108	Emisare	10272	\$ 2,029.26	3
3/30/18	87109	Emisare	10272	\$ 4,295.53	3

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3/30/18	87110	Emisare	10272	\$ 12,623.19	3
3/30/18	87111	Emisare	10273	\$ 596.89	3
3/30/18	87112	Emisare	10272	\$ 899.75	3
3/30/18	87113	Emisare	10272	\$ 2,044.90	3
3/30/18	87114	Emisare	10272	\$ 2,432.66	3
3/30/18	87115	Emisare	10272	\$ 1,158.77	3
3/30/18	87116	Emisare	10272	\$ 7,509.57	3
3/30/18	87080	Emisare	10273	\$ 21,307.50	3
3/30/18	87099	Emisare	10273	\$ 2,318.25	3
3/30/18	64741	Salem One	10100	\$ 2,841.26	3
3/31/18	34103	Showcare	10298	\$ 7,185.14	3
3/31/18	34102	Showcare	10298	\$ 25,428.42	3
3/6/18	8309	Ignite Social Media	10087	\$ 3,500.00	3
2/8/18	8237	Ignite Social Media	10042	\$ 3,500.00	3
2/26/18	2018022601	Indoors	Wire	\$ 14,890.00	3
Total Third Quarter				\$ 510,474.03	
Fourth Quarter					
April 1, 2018 - June 30, 2018					
4/2/18	1170	Brand Communications	10194	3,675.00	4
4/27/18	1036	ASID	10262	25,000.00	4
4/30/18	87131	Emisare	10344	\$ 8,462.50	4
4/30/18	87132	Emisare	10344	\$ 4,625.00	4
4/30/18	87133	Emisare	10344	\$ 23,643.85	4
4/30/18	87134	Emisare	10344	\$ 9,875.00	4
4/30/18	87135	Emisare	10344	\$ 802.50	4
4/30/18	87136	Emisare	10344	\$ 750.00	4
4/30/18	87137	Emisare	10344	\$ 812.50	4
4/30/18	87138	Emisare	10344	\$ 1,325.00	4
4/30/18	87139	Emisare	10344	\$ 1,450.00	4
4/30/18	87141	Emisare	10344	\$ 200.00	4
4/30/18	87142	Emisare	10344	\$ 2,350.00	4
4/30/18	87143	Emisare	10344	\$ 3,750.00	4
4/30/18	87146	Emisare	10344	\$ 625.00	4
4/30/18	87147	Emisare	10344	\$ 1,575.00	4
4/30/18	87149	Emisare	10344	\$ 750.00	4
4/30/18	87151	Emisare	10344	\$ 2,002.90	4
4/30/18	87148	Emisare	10346	\$ 2,340.50	4
4/30/18	87150	Emisare	10344	\$ 200.16	4
4/30/18	87152	Emisare	10346	\$ 8,807.28	4
4/30/18	34120	Showcare	10330	\$ 25,875.00	4
4/30/18	65473	Salem One	10177	\$ 2,282.74	
5/1/18	1181	Brand Communications	10313	\$ 3,675.00	4
5/10/18	65739	Salem One	10246	\$ 791.10	4
5/31/18	87208	Emisare	10396	\$ 3,303.90	4
5/31/18	87128	Emisare	10346	\$ 1,760.17	4
5/31/18	87163	Emisare	10378	\$ 4,512.50	4
5/31/18	87165	Emisare	10378	\$ 3,582.50	4
5/31/18	87167	Emisare	10378	\$ 4,462.50	4

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5/31/18	87169	Emisare	10378	\$ 7,064.30	4
5/31/18	87171	Emisare	10378	\$ 8,225.00	4
5/31/18	87173	Emisare	10378	\$ 802.50	4
5/31/08	87175	Emisare	10395	\$ 750.00	4
5/31/18	87177	Emisare	10395	\$ 812.50	4
5/31/18	87179	Emisare	10395	\$ 1,450.00	4
5/31/18	87181	Emisare	10395	\$ 2,350.00	4
5/31/18	87183	Emisare	10395	\$ 3,666.75	4
5/31/08	87184	Emisare	10395	\$ 1,995.00	4
5/31/18	87186	Emisare	10395	\$ 750.00	4
5/31/18	87189	Emisare	10395	\$ 269.14	4
5/31/18	87203	Emisare	10396	\$ 2,475.00	4
5/31/18	87206	Emisare	10396	\$ 2,487.50	4
5/31/18	87208	Emisare	10396	\$ 3,303.90	4
5/31/18	87210	Emisare	10396	\$ 5,768.75	4
5/31/18	87214	Emisare	10396	\$ 812.50	4
6/1/18	1190	Brand Communications	10338	\$ 3,675.00	4
6/25/18	87164	Emisare	10378	\$ 3,125.00	4
6/25/18	87166	Emisare	10378	\$ 3,582.50	4
6/25/18	87168	Emisare	10378	\$ 2,975.50	4
6/25/18	87170	Emisare	10378	\$ 5,039.70	4
6/25/18	87172	Emisare	10378	\$ 4,175.00	4
6/25/18	87174	Emisare	10378	\$ 802.50	4
6/25/18	87176	Emisare	10378	\$ 750.00	4
6/25/18	87178	Emisare	10378	\$ 812.50	4
6/25/18	87180	Emisare	10378	\$ 1,450.00	4
6/25/18	87182	Emisare	10378	\$ 2,350.00	4
6/25/18	87185	Emisare	10378	\$ 1,995.00	4
6/25/18	87187	Emisare	10378	\$ 750.00	4
6/25/18	87188	Emisare	10378	\$ 1,902.53	4
6/30/18	87204	Emisare	10396	\$ 3,900.00	4
6/30/18	87205	Emisare	10396	\$ 6,095.00	4
6/30/18	87207	Emisare	10396	\$ 3,127.50	4
6/30/18	87209	Emisare	10396	\$ 5,736.24	4
6/30/18	87211	Emisare	10396	\$ 7,375.00	4
6/30/18	87212	Emisare	10396	\$ 802.50	4
6/30/18	87213	Emisare	10396	\$ 845.00	4
6/30/18	87215	Emisare	10396	\$ 812.50	4
6/30/18	87216	Emisare	10396	\$ 750.00	4
6/30/18	87217	Emisare	10396	\$ 910.00	4
6/30/18	87218	Emisare	10396	\$ 1,450.00	4
6/5/18	8628	Ignite Social Media	10367	\$ 3,500.00	4
5/8/18	8502	Ignite Social Media	10323	\$ 3,500.00	4
4/5/18	8397	Ignite Social Media	10218	\$ 3,500.00	4
5/8/18	INV2781	Janrain	10278	\$ 19,508.56	4
6/22/18	01548	Elements Studio, LLC	10376	\$ 1,475.82	4
6/26/18	01536	Elements Studio, LLC	10377	\$ 1,466.21	4

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5/23/18	01519	Elements Studio, LLC	10343	\$ 1,565.18	4
4/13/18	01474	Elements Studio, LLC	10207	\$ 2,932.43	4
4/13/18	01478	Elements Studio, LLC	10207	\$ 1,146.50	4
4/13/18	01475	Elements Studio, LLC	10207	\$ 1,475.82	4
4/13/18	01477	Elements Studio, LLC	10207	\$ 1,379.75	4
4/13/18	01476	Elements Studio, LLC	10207	\$ 1,361.06	4
4/11/18	12719	Skookum	10250	\$ 2,000.00	4
6/18/18	305068	Studio M	10372	\$ 3,500.00	4
4/2/18	2018-004	Esteem Media	10164	\$ 22,500.00	4
4/2/18	2018-003	Esteem Media	10163	\$ 4,000.00	4
5/14/18	2018-1008	Esteem Media	10319	\$ 22,500.00	4
5/10/18	0000099	Photoboxx	10309	\$ 3,500.00	4
Total 4th Quarter Expenditures				\$ 362,250.74	
Total 3rd and 4th Quarter Expenditures				\$ 872,724.77	
TOTAL FISCAL YEAR EXPENDITURES				\$ 1,752,282.17	
TOTAL GRANT EXPENDITURES				\$ 1,755,472.00	