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ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Moscow Chamber of Commerce	Grant Number: 09-11-06
Date Submitted: October 13, 2010	Report #: ☐ 1 ☐ 3 ☐ 2 ☐ Final
Date Posted for Review: 10/19/10 RN	

Awarded Grant: $ 20,680	Match Requirement: $ 2,585.00
Amount Expended YTD: $ 12,671.13	Match Documented YTD: $ 5,675.72

Element 1: Print Media Advertising

Amount Awarded: $6,500 (Amended -$500 = $6,000)	Amount Expended YTD: $2,900.17	Match Documented YTD: $0

Progress of Element since grant award or last report:
-NCITA Discover Guide Advert (Printed and Distributed Feb/March 2010)
-Design and approval and placement of Madden Media Spring Insert Advert

Anticipated completion date(s):
Element competed

Actions needed to complete this element:
Moved Idaho Travel Guide Ad payment to next year grant to be on same grant cycle – Element Completed

☐ No activity during this report period due to seasonal nature of marketing activity.

Element 2: Visitors Guide Brochure

Amount Awarded: $ 2,500.00 (+1,587.00 amended = $4,087.00)	Amount Expended YTD: $4,087.85	Match Documented YTD: $5,675.

Progress of Element since grant award or last report:
-30k copies of the Moscow-Pullman Visitors Guide complied, printed and in distribution (Jan 2010)
Moscow and Pullman, WA receive 15k Guides each
-30k copies of Pedaling the Palouse (bicycling guide) revised, printed and in distribution (Feb 2010)
Moscow and Pullman, WA divided the brochures – 1/3 Moscow, 2/3 Pullman

Anticipated completion date(s):
Element completed

Actions needed to complete this element:
Element completed

☐ No activity during this report period due to seasonal nature of marketing activity.

Element 3: Tourism Materials/Production Equipment

Amount Awarded: $ 1,200.00 (+1,313.00 amended = $2,513.00)	Amount Expended YTD: $1,631.18	Match Documented YTD: $0

Progress of Element since grant award or last report:
-Purchase of Hewlett Packard computer and projector screen

Anticipated completion date(s):
Element Completed

Actions needed to complete this element:
Element completed, $1,030.17 remaining in Element 3

☐ No activity during this report period due to seasonal nature of marketing activity.

Element 4: Website Maintenance

Amount Awarded: $ 1,300.00	Amount Expended YTD: $0	Match Documented YTD: $0

Progress of Element since grant award or last report:
No funds have been requested for this element

Website Statistics:	April	May	June
Hits	280,114	243,392	232,949
Visits	14,339	12,862	10,957
Page Views	45,417	37,968	37,231
Time Spent	6m34s	7m16s	10m2s

Anticipated completion date(s):
Element completed

Actions needed to complete this element:
-Tourism staff is working with regional tourism (Palouse Marketing) committee on ideas for website additions (catering and convention information, more detailed lodging information, pre-planned sight-seeing itineraries, etc.)
-Decision to postpone and move forward within next year's grant

☐ No activity during this report period due to seasonal nature of marketing activity.

Element 5: Internet Media Advertising

Amount Awarded: $ 2,000 (+$600 amended = $2,600)	Amount Expended YTD: $2,600.00	Match Documented YTD: $0

Progress of Element since grant award or last report: The Chamber of Commerce hosts a "Visitors Center" icon on the University of Idaho Vandal Athletics website (www.govandals.com) that links to the Moscow Chamber website (32,769 visits annually).
Anticipated completion date(s): Element Completed
Actions needed to complete this element: Element completed, $0.00 remaining in Element 5

☐ No activity during this report period due to seasonal nature of marketing activity.

Element 6: Convention Center and Dining Guide

Amount Awarded: $ 1,800.00 (Amended+$500 = $2,300)	Amount Expended YTD: $2,224.09	Match Documented YTD: $0

Progress of Element since grant award or last report: -Commissioned cover art by local illustrator ($300) -Commissioned design, organization and layout for Moscow Dining Guide, for printing and web to electronic art for printer ($512.50) -500 copies of the Moscow Dining Guide complied, printed and in distribution (October 2010) ($1,411.59)
Anticipated completion date(s): Element complete
Actions needed to complete this element: $75.91 left in Element 6

☐ No activity during this report period due to seasonal nature of marketing activity.

~~Element 7: Tourism Video~~

Amount Awarded: $ 3,500.00	Amount Expended YTD: $3,500.00 appropriated to other elements	Match Documented YTD:$0

Progress of Element since grant award or last report:
Anticipated completion date(s):
Actions needed to complete this element:

☐ No activity during this report period due to seasonal nature of marketing activity.