

**ITC GRANT NARRATIVE PROGRESS REPORT**

Grantee: Boise Convention & Visitors Bureau	Grant Number: 14-III-02
Date Submitted: 12/16/2014 (RFF 1-4)	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 687,000.00	Cash Match Requirement: \$ 82,375.00	Total Cash Match Committed: \$82,375.00
Amount Expended YTD: \$ 66,031.12	Cash Match Documented YTD: \$3,983.00	

Element 1: Audit

Amount Awarded: \$ 3,000.00	Amount Expended YTD: \$ 0	Cash Match Documented YTD: \$ 0	Total Cash Match Committed: \$ 0
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Progress of Element since grant award or last report:

Anticipated completion date(s): 12/31/2015

Actions needed to complete this element: Completion of grant.

Measurements(s) of Results

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

Element 2: Admin

Amount Awarded: \$ 25,000.00	Amount Expended YTD: \$ 25,000.00	Cash Match Documented YTD: \$ 0	Total Cash Match Committed: \$ 0
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Progress of Element since grant award or last report: completed

Anticipated completion date(s): Completed

Actions needed to complete this element:

Measurements(s) of Results

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

Element 3: Tourism Marketing

Amount Awarded: \$ 659,000.00	Amount Expended YTD: \$ 41,031.12	Cash Match Documented YTD: \$ 3,983.00	Total Cash Match Committed: \$ 82,375.00
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Progress of Element since grant award or last report: In Progress

Attended: Rejuvenate, WTM London

Registered for Springtime 2015, APM 2015, SGMP 2015 NEC, ASAE Annual Meeting & Expo

Site Visits: Reiko Yamamoto

Rizen for Oct-Nov, Social Media and Public Relations management Oct-Nov

Advertising: 2015 Listing in SportsEvents Directory and Website listing

Fall/Winter Map & Directory

Anticipated completion date(s): 12/31/2015

Actions needed to complete this element: Staff will continue to attend annual marketplaces; site visits will continue; bids will be conducted as requested. Completion of advertising campaign schedule set in coordination with our advertising agency – Rizencreative. Ongoing Website development, updates, twitter and newsletter production. Completion of Public & Media Relations schedule set in coordination with Fahlgren Mortine.

Measurements(s) of Results:

All Advertising is used to position Boise as a desirable site for meetings, sports events and leisure travel. Advertising with Collinson Media generates leads which are entered into our data base and pursued for future bookings. Our website continues to be the primary reference for information for both groups and individual travelers. Ironman has grown from 700 participants to 1200 over the past five years generating over 3,000 room nights and up to 1 million in new spending in the region. Two national televised commercials as part of Famous Idaho Potato Bowl sponsorship.

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