

**ITC GRANT NARRATIVE PROGRESS REPORT**

Grantee: Boise Convention & Visitors Bureau	Grant Number: 14-III-02
Date Submitted: 4/15/2015 (RFF 5-16)	Report #: <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input 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: \$ 217,663.74	Cash Match Documented YTD: \$36,628.83	

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: \$ 192,663.74	Cash Match Documented YTD: \$ 36,628.83	Total Cash Match Committed: \$ 82,375.00
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Progress of Element since grant award or last report: In Progress

Attended: Plan Your Meetings

Registered for: HelmsBriscoe Annual Conference, ASAE Springtime, ASAE Annual Meeting, NASC, Collaborate Marketplace, POW WOW, HSMAI MEET National, NEC, ICORT

Site Visits: Honest Cooking, Snowshoe Magazine, Laura Powell Travel Writer, Safety Council, Lifeway Christian Resources, American Society of Mammologists, US Ecology

Rizen for Dec-Feb, Social Media and Public Relations Management Dec-Feb

Advertising: Houston Chronicle eBlast, Touring and Tasting, San Diego eBlast, Idaho Travel Guide

Sponsorships: Bam Jam, Treefort, Orienteering, Jaialdi, Famous Idaho Potato Bowl, ASA 14UA Western National Tournament, Basque Soccer Friendly

McCall FAM, Fahlgren Media Press Visit

Cvent Marketing Agreement, HelmsBriscoe Partner Agreement

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 and averages around 12,000 unique visits a month. Two national televised commercials as part of Famous Idaho Potato Bowl sponsorship reached 1.5 million viewers. Facebook has 18,354 likes, top cities outside of Idaho were Seattle, Salt Lake, Las Vegas, Portland, Spokane, and Vancouver. Instagram has increased from 1,600 to 2,230 followers and there are now 3,835 followers on Twitter, up from 3,558 in December. See attached detailed results for sales and public relations.

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

### Boise Convention and Visitors Bureau: Clip Report YTD

Publication/Outlet	Media Name	Article	URL	Run Date	Circulation/UVM	Notes
USAToday.com	Larry Bleiberg	Best Travel Worthy State Capital	<a href="http://www.10best.com/aw">http://www.10best.com/aw</a>	January 1, 2015	15,160,121	
CNN.com	CNN Staff	15 Quirky U.S. Spots to Visit in 2015	<a href="http://www.cnn.com/2015/">http://www.cnn.com/2015/</a>	January 5, 2015	62,011,560	List includes Jaialdi 2015
International Business Times	Cristina Silva	Where to Travel in 2015: Top Countries, Cities for Travel Across the World	<a href="http://www.ibtimes.com/w">http://www.ibtimes.com/w</a>	January 5, 2015	1,708,904	
MensJournal.com	N/A	10 Best Brunch Spots in America	<a href="http://www.mensjournal.co">http://www.mensjournal.co</a>	January 16, 2015	4,981,457	List includes Fork
The Daily Meal	Colman Andrews	Serious (and Sometimes Successful) Wines from Idaho	<a href="http://www.thedailymeal.co">http://www.thedailymeal.co</a>	January 26, 2015	613,489	Related to 2014 NYC media mission
Yahoo! Travel	Michele Hermann	When Love Bites: Offbeat Places to Go Around Valentine's Day	<a href="https://www.yahoo.com/tr">https://www.yahoo.com/tr</a>	February 10, 2015	264,582	
Business Insider	N/A	The Best Restaurant in Every State	<a href="http://www.businessinsider">http://www.businessinsider</a>	February 11, 2015	6,876,742	List includes State & Lemp
425 Business	Haley Shapley	Itinerary: Boise	<a href="http://www.snowshoemag">http://www.snowshoemag</a>	February 23, 2015	TBD	
BuzzFeed	Jessica Misener	23 French Fries You Need to Eat Before You Die	<a href="http://www.oregonlive.com">http://www.oregonlive.com</a>	February 23, 2015	40,440,663	List includes french fries from Boise French Fry Co.
Honest Cooking	Annelise McAuliffe	State and Lemp - Relaxed Fine Dining in Boise	<a href="http://honestcooking.com/s">http://honestcooking.com/s</a>	February 25, 2015	380,293	Hosted in market
RunnersWorld.com	N/A	10 Can't Miss Running Adventures	<a href="http://www.runnersworld.co">http://www.runnersworld.co</a>	March 1, 2015	4,760,052	List includes running in Boise foothills
Snowshoe Magazine	Katie Hearsum	Top Après Snowshoe Spots in Boise, Idaho	<a href="http://www.snowshoemag">http://www.snowshoemag</a>	March 9, 2015	85,544	Hosted in market
Honest Cooking	Annelise McAuliffe	Devouring Basque Culture and Cuisine in Boise	<a href="http://honestcooking.com/d">http://honestcooking.com/d</a>	March 11, 2015	380,293	Hosted in market
The Oregonian	David Greenwald	How Treefort Became America's Biggest Portland Music Festival - and the West's Best SXSW Alternative	<a href="http://www.oregonlive.com">http://www.oregonlive.com</a>	March 17, 2015	142,882	
Publication/Outlet	Media Name	Article	URL	Run Date	Circulation/UVM	Notes

The Oregonian	David Greenwald	26 Things We Learned at the 2015 Treefort Music Fest	<a href="http://www.oregonlive.com">http://www.oregonlive.com</a>	March 30, 2015	142,882	
Association News	Ann Shepphird	Idaho, Montana and Wyoming	Print	March issue	80,000	
Alaska Airlines Magazine	Michele Dill	Boise	Print	April issue	79,820	
<b>Total</b>					<b>138,109,284</b>	

**CONVENTION/TOURISM/SPORTING EVENTS ACTIVITIES REPORT**  
**January thru March, 2015**

• BIDS (PENDING)	DATE	ROOM NIGHTS
Philanthropy NW	5/2015	20
Orienteering USA	6/2015	125
Ducks Unltd	6/2015	120
Imperial Gem Court Natl. Conv.	7/2015	250
Nyssa High School	8/2015	40
Crones Council	9/2015	127
IMN Solutions	9/2015	248
US Bank	9/2015	35
Fortune Builders	9/2015	40
ID Assn. for Education in Young Children	9/2015	60
Gov't Task Force on Children at Risk	10/2015	50
<b>Head Start</b>	<b>2/2016</b>	<b>200</b>
Christian Motorcyclists Assn.	3/2016	248
NAIA – 2016 – Indoor Track & Field	3/2016	2400
<b>Soc. Of Outdoor Recreation</b>	<b>4/2016</b>	<b>300</b>
<b>Bonneville Power/NWEEA</b>	<b>5/2016</b>	<b>750</b>
<b>Adjutants General Assn.</b>	<b>6/2016</b>	<b>1000</b>
Utility Economic Development Assn	6/2016	225
<b>IRIS – Research Institute for Seismology</b>	<b>6/2016</b>	<b>650</b>
<b>Catholic Alumni Clubs Intl.</b>	<b>7/2016</b>	<b>525</b>
<b>Amer. Immunization Registry Assn.</b>	<b>7/2016</b>	<b>680</b>
USS Maddox Assn.	9/2016	115
American Volkssport Assn.	9/2016	110
<b>Philadelphia Church of God</b>	<b>10/2016</b>	<b>1715</b>
<b>Intl. Soc. For Exploring Teaching &amp; Learning</b>	<b>10/2016</b>	<b>325</b>
Natl. Shiba Club of America	10/2016	170
NAIA – Indoor Track & Field	3/2017	2400
<b>Natl. Conf. for Catechetical Leadership</b>	<b>5/2017</b>	<b>1675</b>
<b>Sweet Adelines – 2017</b>	<b>5/2017</b>	<b>752</b>
<b>ID Conf. on Recreation &amp; Tourism – 2017</b>	<b>5/2017</b>	<b>215</b>
<b>Amer. Assn. of Mammalogists</b>	<b>6/2017</b>	<b>1260</b>
Clan MacLaren Soc.	7/2017	120
<b>Pac. NW Economic Region</b>	<b>7/2017</b>	<b>995</b>
<b>Urban Superintendents Assn. of America</b>	<b>7/2017</b>	<b>495</b>
<b>Amer. Society of Ichthyologists &amp; Herpetologists</b>	<b>7/2017</b>	<b>1645</b>
Natl. Audubon Society	7/2017	1265
USS Okanogan APA 220	9/2017	120
<b>ID Speech Language Hearing Assn.</b>	<b>10/2017</b>	<b>1100</b>
<b>Natl. Football Bowl Assn</b>	<b>4/2018</b>	<b>564</b>
<b>Sweet Adelines</b>	<b>4/2018</b>	<b>752</b>
<b>Natl. Conf. for Catechetical Leadership</b>	<b>5/2018</b>	<b>1675</b>
<b>American Holistic Nurses</b>	<b>6/2018</b>	<b>1180</b>
<b>N. Amer. Assn. Central Cancer Registries</b>	<b>6/2018</b>	<b>1555</b>
Groups in <b>bold</b> could meet at Boise Centre		

• BOOKINGS	DATE	ROOM NIGHTS
Conference for Food Protection-Board mtg	4/2015	45
The Moments We Stand	5/2015	20
US Ecology	9/2015	200
<b>ID Housing &amp; Finance Assn.</b>	<b>10/2015</b>	<b>250</b>
<b>Assn. of ID Cities</b>	<b>6/2015</b>	<b>800</b>
<b>ID Affordable Housing Mgmt Assn.</b>	<b>6/2015</b>	<b>750</b>
TOPS Intl	6/2015	115
Jaialdi Basque Festival Tour group #1	7/2015	44
Jaialdi Basque Tour Group - #2	7/2015	18
Jaialdi Basque Tour Group - #3	7/2015	456
Amer. Music Therapy Assn.	3/2016	205
Mt. Plains Adult Ed. Assn	4/2016	620
River Mgmt Society	5/2016	451
Brotherhood of Locomotive Engineering & Train.	6/2016	128
68 <sup>th</sup> Assault Helicopter Co	8/2016	160
Pi Kappa Delta	3/2017	1500
NCAA – Basketball	3/2018	2500
Groups in <b>bold</b> will meet at Boise Centre		

• HOTEL LEAD RFP's	37	(includes 20 lead rfp's sent to Boise Centre)
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NEW FILES	36
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• SITE VISITS	DATE	ROOM NIGHTS
Natl. Utility Training & Safety Council	9/2015	600
US Ecology	9/2015	200
<b>Bonneville Power/NEEA</b>	<b>5/2016</b>	<b>750</b>
Annelise McAuliffe – Honest Cooking-travel writer		
Katie Hearsom – Snowshoe Magazine (also a freelance writer)		
Groups in <b>bold</b> would meet at Boise Centre		
*Booked		

• FAM TRIPS	September 13-16, 2015
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• BIDS NOT BOOKED	DATE	ROOM NIGHTS/DECISION
Youth Dynamics	4/2015	90 – Other city
INEEL	5/2015	260 – Salt Lake City
Wives Behind the Badge	7/2015	322 – Mtg Cancelled
FitLife Club	7/2015	400 - Bend
<b>Alcoholics Anonymous</b>	<b>1/2016</b>	<b>295 - Portland</b>

**Bids Not Booked, cont.**

<b>Natl. Wildfire Suppression Assn.</b>	<b>2/2016</b>	<b>300 - Reno</b>
Natl. Assn. Resource Conserv. & Develop	3/2016	500 – Reno (low rm rate, no attrition)
Phi Delta Chi Professional Pharmacy Fraternity	3/2016	120 - Pocatello
Soc. For Industrial & Applied Math	5/2016	519 – Albuquerque
<b>Natl. Congress of American Indians</b>	<b>6/2016</b>	<b>1030 – Spokane</b>
<b>Natl. Congress of American Indians</b>	<b>6/2017</b>	<b>1030 – UnCasville, CT</b>
<b>Council of State Gov'ts</b>	<b>7/2016</b>	<b>1235 – C'dAlene</b>
<b>Natl. Assn. Small Business Intl. Trade</b>	<b>4/2017</b>	<b>665 - Spokane</b>
<b>W. Social Science Assn.</b>	<b>4/ 2018</b>	<b>850 – San Antonio</b>

Groups in bold were pending for Boise Centre

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| <ul style="list-style-type: none"> <li><b>TRADE SHOWS – represents shows attended by BCVB and shows attended by Boise Centre</b></li> </ul> |
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	<b>BCVB</b>	<b>Boise Centre</b>
<b>Diversity Conference</b>		<b>6</b>
<b>RMCA</b>		<b>6</b>
<b>Affordable Meetings Mid-West</b>		<b>1</b>
<b>MIC</b>		<b>22</b>
<b>Plan Your Meetings</b>	<b>4</b>	

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| <ul style="list-style-type: none"> <li><b>TRADE SHOW CONTACTS</b></li> <li><b>BCVB</b> 4</li> <li><b>BOISE CENTRE</b> 39</li> </ul> |
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| <ul style="list-style-type: none"> <li><b>INFO PACKETS MAILED FROM VISITOR REQUESTS RECEIVED (VIA WEB, TOLL FREE AND MAIL) -1,018</b></li> <li></li> <li><b>GROUPS SERVICED WITH PROMOTION OR WELCOME MATERIALS -18</b></li> </ul> |
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