

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Bear Lake Convention and Visitors Bureau	Grant Number:
Date Submitted: 1/15/2015	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: \$ 37,868	Cash Match Requirement: \$ 4,734	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$12,158.78	Cash Match Documented YTD: \$	

Element 1: Audit			
Amount Awarded: \$ 0	Amount Expended YTD: \$0	Cash Match Documented YTD: \$0	Excess Cash Match Committed: \$0

Copy for additional elements

Element 2: Admin/Fulfillment

Amount Awarded: \$ 3,443	Amount Expended YTD: \$2,582.25	Cash Match Documented YTD: \$0	Excess Cash Match Committed: \$0
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<p>Progress of Element since grant award or last report:</p> <p>Postage and phone charges paid, mailed fulfillment requests. We hope to start receiving visitor leads from the state again soon. Our visitor requests are down because we haven't been receiving them since the middle of November.</p>
<p>Anticipated completion date(s):</p> <p>September 2015</p>
<p>Actions needed to complete this element:</p> <p>Ongoing</p>
<p>Measurements(s) of Results</p> <p>This quarter we received 1,243 leads through visitor sites such as Go Idaho/Utah, Idaho Leads program, Utah.com, and TrueWest magazine. 217 visitor packets were mailed. Each of those requests received an email with more information about the Bear Lake area and a link to our website. Additional information was mailed out if requested.</p>

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

Copy for additional elements

Element 3: Tourism Marketing

Amount Awarded: \$ 34,425	Amount Expended YTD: \$9,576.53	Cash Match Documented YTD: \$0	Excess Cash Match Committed: \$4,734
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Progress of Element since grant award or last report:

We have a good start on advertising for this grant cycle. In our ads, we really pushed fall and winter activities. We also highlighted events taking place at the Oregon/California Trail Center.

For Print advertising:

Bear Lake CVB: SnoWest banner ad, signed contract for Idaho State Travel Guide ad, Salt Lake City Outdoor Guide, Jackson Hole map

Co-op's with PCTC: SnoWest's Western Guide to Snowmobiling magazine

Co-op's with Oregon Trail Center: True West Magazine

Website advertising:

Signed a year contract with Go-Utah/Go-Idaho

Brochure advertising:

Signed year contract with Certified Folder Display to distribute our brochure to 206 sites in the Salt Lake City market

Travel Shows: We attended SnoWest's snowmobile show in South Jordan, Utah. This show is focused on such a targeted demographic that we might not get as much foot traffic as at other shows but all the leads we do get are quality leads. We handed out around 150 maps for the Bear Lake/ Soda Springs area. We also gave away a winter package that was a good draw to our booth.

Anticipated completion date(s):

September 2015

Actions needed to complete this element:

Ongoing

Measurements(s) of Results

Bear Lake has been known as a summer, family destination. In our advertising, we are working hard to promote fall and winter activities not only to families but individuals and couples. Through our efforts, our lodging tax did see an increase this fall.

Lodging Sales Tax for Bear Lake County:

	Aug	Sept	Oct	Nov	TOTALS
2013	342,866	453,120	381,589	90,049	1,267,624
2014	326,167	479,599	635,230	146,660	1,587,656

We direct all of our advertising efforts to our website. Here we can track what cities are responding to our ads, what pages they visit, and how they found our site. Salt Lake City, South Jordan, and Boise are in our 10 lists of people from those cities visiting our site. This coincides with our marketing for this quarter. Seidaho.org is in the top five for referral traffic, showing that our co-oping strategies with Pioneer Country Travel Council has also been successful. (Please see attached)

My Dashboard

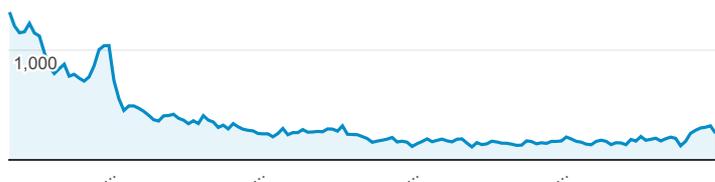
Aug 11, 2014 - Dec 31, 2014

All Sessions
100.00%

Visits

Sessions

2,000



Pageviews and Unique Pageviews by Page

Page	Pageviews	Unique Pageviews
/	16,368	13,213
/lodging-camp/all-lodging	9,371	6,038
/lodging-camp/camping-rv-parks	7,964	5,646
/recreation/cave-exploration	5,175	4,238
/events	3,584	2,946
/recreation/bike-trails	2,609	2,060
/map/bear-lake-map	2,395	2,150
/lodging-camp/vacation-rentals	2,363	1,599
/local-info/dining	2,114	1,654
/events/raspberry-days	1,957	1,585

Visits by Keyword

Keyword	Sessions
(not provided)	32,326
bear lake utah	1,029
bear lake	581
bear lake idaho	259
minnetonka cave	186
bear lake camping	82
bear lake lodging	53
minnetonka cave idaho	53
bear lake ut	52
bear lake utah lodging	52

Visits by City

City	Sessions
Salt Lake City	6,212
Denver	1,975
Logan	1,919
South Jordan	1,827
Draper	1,326
Boise	1,033
Ogden	921
Layton	816
Richmond	799
Bountiful	757

Visits and Pages / Visit by Source

Source	Sessions	Pages / Session
saltlakecity.about.com	191	2.00
bearlakerecreation.com	183	2.16
utah.com	143	2.27
seidaho.org	136	1.87
semalt.semalt.com	133	1.01
forum.topic4019379.darodar.com	126	1.78
bearlakelodging.com	122	2.11
bearlakechamber.com	104	2.24
bearlake.org	103	1.53
facebook.com	81	2.28

Visits by Browser

Browser	Sessions
Safari	17,407
Chrome	16,473
Internet Explorer	7,683
Firefox	4,031
Android Browser	2,537
Amazon Silk	399

