

ITC GRANT NARRATIVE PROGRESS REPORT FORM

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Grantee: Cascade Chamber of Commerce	Grant Number:
Date Submitted: 7/10/2915	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 38,000	Cash Match Requirement: \$ 4,750	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$27,055.84	Cash Match Documented YTD: \$2,881.19	

Copy for additional elements

Amount Awarded: \$ 3,800	Amount Expended YTD: \$2850	Cash Match Documented YTD: \$	Excess Cash Match Committed: \$
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Element 2: 75% of fulfillment requested on RFF#1

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

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

Revised 8-Aug-2013

Amount	Amount	Cash Match	Excess Cash
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Awarded: \$ 34,200	Expended YTD: \$24,184	Documented YTD: \$24,184	Match Committed: \$2,881.19
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Element 3: Tourism Marketing

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Progress of Element since grant award or last report:

- Seasonal advertising has been placed in the Washington & Idaho Snowmobile newsletters, the Idaho Statesman, & Heartland of Idaho promoting recreational activities and featuring all special events.
- Trail maps have been updated and two new pieces produced.
- Facebook for Lake Cascade Recreation Area has been constantly updated and has grown to over 770 followers. We have also added a You Tube feature where the CBS Sports ad is featured
- Peppershock was hired to prepare and 30 second ad to be shown on CBS Sports broadcast of the Payette River Games on July 11. Additionally that company was contracted to come to the area and shoot video for that project. The result was over 4 hours of video footage to be used for additional Cascade area projects.
- Enhancements have been made to the website calendar to make it more visitor friendly.

Anticipated completion date(s):
12/31/2015 – Cascade CocC anticipates asking to extend the 2014 grant to the end of December to complete all of their marketing programs.

Actions needed to complete this element:
Plans are underway to work with Peppershock to produce a short video using the footage shot for the ad noted above. The video will be placed on the website, the facebook page and on YOU Tube. The long range plan will be to add a winter video later in the year which will require additional video.

Measurements(s) of Results
Growth in the followers on Facebook is positive.
Review with local businesses regarding increase demand from visitors is reported to be at an all time high. Special events have seen increase in attendance
Local lodging and campground properties report waiting lists for accommodations throughout the summer season.

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