

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Hailey Chamber of Commerce	Grant Number: 14-VII-01
Date Submitted: 7/16/15	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final
Date Posted for Review:	

Awarded Grant: \$ 27,800	Cash Match Requirement: \$ 3,475	Total Excess Match Committed (Above required amount) 9,810.32
Amount Expended: 9,595.59	Cash Match Documented: 13,285.32	
YTD: \$	YTD: \$	

Copy for additional elements

Element 1: Hailey Family Carnival
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Amount Awarded: 1,007	Amount Expended: 1,007	Cash Match Documented: 125.87	Excess Cash Match Committed: 1,608
\$	\$	\$	\$

<p>Progress of Element since grant award or last report:</p> <p>Through regional advertising and an improved carnival this was a great success! This event happened the first week of June, no other carnivals were happening during this time and we had attendees from inside and outside the Wood River Valley. Including Carey, Shoshone, Jerome and Twin Falls.</p>
<p>Anticipated completion date(s):</p> <p>6/8/15</p>
<p>Actions needed to complete this element:</p> <p>Completed</p>
<p>Measurements(s) of Results</p> <p>Number of attendees at carnival in 2014 was 455 and 3,000 in 2015 and increase of 650%. Total community support: Cash donations \$4,000 In Kind \$2,434 Total Budget \$6,434 This was a big hit in the valley!</p>

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

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YTD: \$	YTD: \$	

Copy for additional elements

Element 1: Madden Media 18 Summers Campaign
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Amount Awarded: 4025.65	Amount Expended: 1525.65	Cash Match Documented: 503	Excess Cash Match Committed: 1,022
YTD: \$	YTD: \$	YTD: \$	YTD: \$

<p>Progress of Element since grant award or last report:</p> <p>We have received 3,815 requests for information for Hailey as a destination. We actually ran out of brochures and had to order more. This has been a great campaign for Hailey, we have never received this number of inquiries.</p> <p>Anticipated completion date(s): 8/30/15</p> <p>Actions needed to complete this element: Continue to send information to requesters.</p> <p>Measurements(s) of Results Increase in volume of requests received in excess of 300% already a complete success!</p>

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YTD: \$	YTD: \$	

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Element 1: Wild West Skateboard Competition
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Amount Awarded: 460.00 \$	Amount Expended: 460.00 YTD: \$	Cash Match Documented: 3,300 YTD: \$	Excess Cash Match Committed: 1,372 \$
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<p>Progress of Element since grant award or last report:</p> <p><small>By target marketing to skateboarders through radio and Facebook it increased awareness and the number of competitors and spectators. Competitors came from Wood River Valley towns and Jerome, Gooding, Twin Falls, Boise, Idaho Falls, Pocatello and Drigtgs. Out of state competitors came from Jackson Hole, WY, SLC, UT, Park City, UT, Etna, WY and Bend OR.</small></p>
<p>Anticipated completion date(s):</p> <p>6/22/15</p>
<p>Actions needed to complete this element:</p> <p>Completed</p>
<p>Measurements(s) of Results</p> <p>Number of competitors in 2014 was 48 and 70 in 2015 and increase of 45%. Spectators in 2014 totaled 200, this year there were 350 a 57% increase. This was a total success in bringing tourism to Hailey. Total community support: Cash donations \$7,000, In Kind \$9,890 Total Budget \$16,890</p>

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