

## ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Idaho B&B Association	Grant Number: 14-M-01
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: \$ 26,785	Cash Match Requirement: \$ 3,348	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$ 0	Cash Match Documented YTD: \$ 0	

Copy for additional elements

Element 2: Admin Fullfillment
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Amount Awarded: \$ 2,678	Amount Expended YTD: \$ 0	Cash Match Documented YTD: \$ 0	Excess Cash Match Committed: \$ 0
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<p>Progress of Element since grant award:</p> <ul style="list-style-type: none"> <li>Partnerships were sought for the three travel shows we planned to attend: North Idaho B&amp;B Association agreed to share 50% of the expenses for Calgary and Seattle.</li> <li>Unable to attend/set up booth for the Utah show as booth workers had a family emergency</li> <li>Successful membership drive culminated in many renewals and the addition of new members that brought our total to 69.</li> <li>Research and preparation of 2 newsletters, one sent in August &amp; 1 sent in December.</li> <li>Estimates requested for printing of new brochures for all state small lodging, and bike trail maps</li> <li>Graphic design input for new wine, brews and distilleries map</li> <li>Research with Certified Rack to determine markets for brochures and bike trail maps &amp; maps</li> <li>Research and preparation of wine/brew/distillery map</li> <li>Graphic design input for new map</li> <li>Sponsorships sought for advertising on both maps</li> <li>Assistance with changes to IBBA website through BnBwebsites</li> <li>Assistance with contracting for blog posts on IBBA website that feature events throughout each region rotated on a 2 post a month basis</li> <li>Follow up with printing estimates for maps</li> <li>Ad approval submissions to the state for IBBA brochure</li> </ul>
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Anticipated completion date(s): 09/30/15
Actions needed to complete this element: <ul style="list-style-type: none"> <li>• Attendance at Grant Summit &amp; ICORT</li> <li>• Remaining RFF submissions</li> </ul>
Measurements(s) of Results

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

Revised 8-Aug-2013

Copy for additional elements

Element III : Tourism Marketing
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Amount Awarded: \$ 24,107	Amount Expended YTD: \$ 0	Cash Match Documented YTD: \$ 0	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report: <ul style="list-style-type: none"> <li>• Brochures completed and delivered to representatives to take shows in Feb. &amp; March</li> <li>• Payments made for booths for Seattle Bike Show and Calgary Outdoor Adventure Show</li> </ul>
Anticipated completion date(s): All shows will be completed by the end of March Maps distributed at shows will be printed by mid February
Actions needed to complete this element: Completion & printing of both maps & attendance at both shows
Measurements(s) of Results

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

Revised 8-Aug-2013

Copy for additional elements

Element IV : Collateral Materials

Amount Awarded: \$ 24,107	Amount Expended YTD: \$ 0	Cash Match Documented YTD: \$	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report:

- Creation and printing of a wine, brewery & distillery map that features these types of businesses throughout the state
- Re-printing of IBBA brochure featuring all 7 regions, the activities and features that make each region unique and the small lodging found in each region
- Re-printing of bike map with bike trails, scenic by-ways, state and national parks and the small lodging throughout the state
- Partnership with Association Alliance which has provided another link for all lodging to procure bookings and create additional SEO/SEM for their business as well as providing them access to an additional website
- Research with Certified Folder & Rack for placement of brochures and maps

Anticipated completion date(s): 9/30/15

Actions needed to complete this element:

Printing of maps and distribution of maps and brochures

Measurements(s) of Results:

- Bicycle maps sparked an exciting result in membership increases and sponsorship of ads from them as well as several bicycle shops.
- Brewery, winery, distillery map creation also caused the same reaction by businesses and small lodging non-members who joined IBBA

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

Revised 8-Aug-2013

Copy for additional elements

Element V: Training

Amount Awarded:	Amount Expended	Cash Match Documented	Excess Cash Match
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\$ 24,107	YTD: \$ 0	YTD: \$0	Committed: \$
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Progress of Element since grant award or last report:
Anticipated completion date(s): End of May
Actions needed to complete this element: Attendance at January Grant Summit & ICORT in May
Measurements(s) of Results

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