

ITC GRANT NARRATIVE PROGRESS REPORT

Grantee: Idaho B&B Association	Grant Number: 14-M-01
Date Submitted: April 14, 2015	Report #: <input checked="" type="checkbox"/> 2 <input type="checkbox"/> 4 <input type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> Final
Date Posted for Review:	

Awarded Grant: \$ 26,785	Cash Match Requirement: \$ 3,348	Total Excess Cash Match Committed (above required amount) \$ Not at this time
Amount Expended YTD: \$ 22,899	Cash Match Documented YTD: \$ 3,018	

Copy for additional elements

Element 2: Admin/Fullfillment

Amount Awarded: \$ 26,785	Amount Expended YTD: \$ 22,899	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
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Progress of Element since grant award or last report:

- Meetings with IBBA President to review & select events happening throughout the state that represent each region equally to submit to Jamie Lynn Morgan for blog posts scheduled twice a month on the IBBA website
- Preparation of Winter Newsletter for membership through Constant Contact
- Overseeing the production of 20,000 IBBA Brochures & 20,000 Maps (Bicycle, Scenic By-ways, National Parks) the creation & distribution of 20,000 winery, brewery and distillery maps for the state showing all the small lodging locations throughout the 7 regions.
- Coordination with Certified Rack & Folder for mailing of brochures & maps to distribution points
- Procurement of 1 co-op partner for Calgary Outdoor Adv. Show (Due to our success, our previous multi region partners decided to do the show on their own giving ID a nice aisle of vendors including the state.)
- Procurement of 1 co-op partner for the Seattle Bike show
- Meetings/Communication with IBBA Board of Directors to review progress on each element of the Grant
- Meetings with IBBA Board to research & develop Grant Elements for next Grant cycle
- Compilation/Bookkeeping and payment of expenses for 2 shows to volunteers
- Preparation of script for presentation at ICORT for ITC
- Preparation of travel reimbursement forms for show volunteers
- Completion of invoices and collection for map ad sales
- Attendance at Summit in Boise in January

Anticipated completion date(s):
Done

Actions needed to complete this element:
Done

Measurements(s) of Results

Copy for additional elements

Element III: Tourism Marketing

Amount Awarded:	Amount Expended YTD:	Cash Match Documented YTD:	Total Cash Match Committed:
\$ 26,785	\$ 22,899?	\$ 3,018.39	\$ 3,348

Progress of Element since grant award or last report:

1. Design, production and distribution (through Certified Folder Display & 2 shows) of 20,000 maps of the state broken down by region with wineries, breweries, distilleries and the small lodging in each region: "Taste Idaho One Gem At A Time!"

We chose this project based in part, on the Longwood Report of 2013, presented at the ICORT conference in 2014 in Sun Valley. The report asked who was the National Idaho Traveler? One of the conclusions showed that of the total overnight spending of 1.4 billion, 25%, or 351 million, was spent on Food & Beverage, comprising 28% of the travelers budget. For choice of Accommodations, B&B's in Idaho ranked 6th for lodging in the report, and were chosen an average of 9% of the time, while the National average is only 4%. The report also noted that activities & experiences for overnight trips in Idaho ranked Winery Tours and Tasting as well as Brewery Tours. Idaho is on the radar for travelers wanting to taste wine and beer. We chose to raise awareness for our wine, beer and distillery businesses, while at the same time promoting overnight stays at our small lodging. A first-of-its-kind national survey on the popular food and wine market shows that 27 million travelers, or 17% of American leisure travelers, engaged in culinary or wine-related activities while traveling within the past three years, according to the Travel Industry Association (TIA), in partnership with Gourmet and the International Culinary Tourism Association. It announced that 60% of U.S. leisure travelers are interested in food and wine travel in the near future.

The 2013 ID Dept. of Labor Report of Idaho's Tourism Industry shows in Table #2 that the largest group of tourism businesses is food service and drinking places @30%, while #2 is traveler accommodations @ 19%. It appears that Beer and Wine tourism is the fastest growing activity Nationally. What better thing to do than to take these top 2 things and put them on a map.

The following excerpt is from the ID Wine Commission site:

"With 11 wineries in 2002, Idaho is now home to over 54 (on our count, and growing), with 1,600+ acres of grapes planted. In order to see the impact Idaho wine industry is having, the Idaho Wine Commission worked with Boise State University to create an economic impact story. The results were startling. It was concluded that the Idaho wine industry had a \$73 million dollar impact in 2008 and created nearly 625 jobs. This growth led to an increase in visibility, more tourism, an enhanced reputation, and has created tremendous opportunity for expansion. Idaho wines have been discovered across the country ranking 22nd in the nation. The Idaho wine industry is just in its infancy and is expected to see remarkable growth in the next 15 years." - See more at: <http://m.idahowines.org/eguide.php?sec=835#sthash.QGtZcsd1.dpuf>

Because breweries are surging in national popularity, we also wanted to tout that industry as well as Idaho's distilleries. Not surprisingly, 48 breweries and counting, are spread throughout the state, and 9 Distilleries currently exist.

Of course, if your going to drink, be sure to book lodging in the area too. Take a look at the list of 70 small lodging options listed on the map.

We think it is important to note that the incredibly talented Graphic Designer here in Coeur d'Alene was able to complete the design work for this new map at a cost of \$875 and the printing of 20,000 was \$3,389. The expense is in the distribution.

The size of the maps and the brochure when folded, allow them to be placed in a rack card space of 4" X 9". The information contained on the brochure is readable and user friendly in the 8 panel format. The maps utilize the space beautifully and each contain 8 different types of icons making the 5 panel accordion folded piece easy to read and decipher as you travel, even on a bike.

2. The Bike map "Bicycle Idaho One Gem At A Time," features our small lodging combined with 25 Bicycle trails, 26 Scenic Drives, & State & National Parks, was reprinted (20,000) as well as our Brochure, "Discover

Idaho Bed and Breakfasts One Gem At A Time" (20,000) and all 3 pieces of collateral material are distributed through:

- Certified Rack to 225 sites in the Portland Super Cities area; 55 sites in Seattle and the Eastside Tourist System; 208 sites in the Salt Lake City Super Cities area; 108 sites on the Yellowstone route and 95 sites on the Glacier Route. We hope to include CA in our next Grant Cycle
- On a side note, Trip Advisor ranked the Boise River Green Belt Bike Trail as the #1 activity to experience in Idaho. Of course it is listed on our Bike Map.
- All 3 pieces of collateral will be individually mailed to all members, the state and ICORT
- Match was created by selling ads to B&B's, wineries, breweries, distilleries, bike shops, & bicycling vacation companies
- The membership brochure devotes an entire panel to each region outlining the activities each one is noted for and highlighting a photo chosen by each region that best exemplifies an activity with people in the scene making it easy for a guest to place themselves in the photo.

3. Seattle Bike Show, Calgary Outdoor Adventure Show

- Booth Display and Staffing at Calgary Outdoor Adventure Show March 21, 22. We have done this show for 4 years now and it continues to be well attended and worthwhile. At ICORT last year a keynote was delivered about "The Canadian Traveler, Who Do We Want to Target?" Her report pointed out that Canadian travelers have a large product interest in Sampling Local flavors, in fact 74% of Canadian travelers want to engage in that. She also shared that 65% like exploring nature with city amenities nearby 82% travel to see beautiful scenery. The Bike map and Brochure are a perfect fit for this target.
- Booth Display and Staffing at Seattle Bike Expo February 28, March 1 (2 people staffing booths at all times)

4. Changes and Upgrades to the IBBA website through BnB Websites that included monthly SEO and SEM as well as a mobile site and a user friendly website with the option for a future guest to make a room reservation on the site. (we hope you will take a look: info@idahobba.com)

- Setup and support of business-class (branded) email accounts:
- Setup of Google Analytics
- Monthly Google Analytics reports
- Custom Google Maps installed
- Setup, verification and access to Google Places (Google My Business) listing
- Keyword research and implementation included in these areas of the website:
 - Title and Description meta tags
 - Alternative text
 - H1, H2, H3
 - Body copy
- Setup and access to branded Blogger and Twitter accounts
- Setup and access to branded Facebook Page
- Website is submitted to Google, Bing, and DMOZ for indexing (the DMOZ index is used by over 150 other smaller search engines)
- Website engine maintains crawl-ability for search engine spiders
- Mobile website engine maintains compliance with Google Mobile-friendly requirements
- Cloud-based hosting space for both the Desktop and Mobile websites
- Admin access to the CMS for both the Desktop and Mobile websites. Includes access to:
 - Create unlimited additional web pages
 - Customize SEO implementation for each element
 - Install widgets, forms, and streaming video players
 - Website content module backups
- 1 hour per month of assistance from our Support Team
- Website Creative Services through Jamie Lynn Morgan (Brand Advocate, Influence Marketer, and Online Marketing Consultant) resulting in 2 blog posts per month starting in May, through September, that represent different regions of the state featuring a tourism activity for that area (check out the blog posts on the website, we think they are outstanding and hope you agree...info@idahobba.com)

- Partnership with Association Alliance through BnB websites that allows us to feature lodging calendar availability with the added feature of direct booking on line, as well as a web presence for those small lodging entities that do not have a website. These additional features really tipped the scale in our decision to leave our old website provider and make the move to BnB websites
- Newsletters are now archived properly on the IBBA site...(many of you have looked at our newsletters in the past and we really appreciate your readership.) Our newsletter service is through Constant Contact and we are honored to have received special recognition from them for the fact that our readership is between 50- 60%, well over the 17% readership statistic associated with most newsletters.

Keeping people in the state longer, and motivating them to travel from region to region to explore all that each region has to offer has been our focus on all 3 pieces of collateral material.

Anticipated completion date(s):

Submission of RFF's for show related expenses. May 15.

Actions needed to complete this element:

Attendance at ICORT

Measurements(s) of Results

- Membership reports that booking inquiries are being made through the Website per Google analytics This is the best result we could possibly ask for from a website that now offers a direct booking possibility. IBBA has a truly outstanding website representing the entire state. Putting more heads in beds throughout the state is our goal.
- Attendance at the Calgary show was up over last year. We encouraged several of the regional groups affiliated with the grant to join us with their own booths for Calgary 2015 Show and they agreed. This is such a great show to market ID adventure! This show was held in conjunction with a golf show, providing us with yet another opportunity to showcase another Outdoor activity in ID.
- Seriously dedicated outdoor lifestyle enthusiasts attended the Calgary Show. They are looking to book adventure and lodging of some type.
- We had an abundance of material from our partners here in the Northern Region
- In my final narrative I will have the statistics to analyze for both shows.
- The Seattle Bike show was not well attended or well directed. The new show location was not as successful as the Cascade Bike Show in recent years. I doubt we will attend next year.
- Certified Rack will keep us apprised of inventory distribution which began April 1 and will be completed at the end of June. Several of the IBBA advertisers had specific Calls To Action, and it will be interesting to track those results