

**ITC GRANT NARRATIVE PROGRESS REPORT**

Grantee: Idaho B&B Association	Grant Number: 14-M-01
Date Submitted: July 15, 2015	Report #: 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)  \$ 4449.00
Amount Expended YTD: \$ 26,785	Cash Match Documented YTD: \$ 7,797	

Copy for additional elements

Element 2: Admin/Fulfillment
------------------------------

Amount Awarded: \$ 26,785	Amount Expended YTD: \$ 26,785	Cash Match Documented YTD: \$	Total Cash Match Committed: \$
---------------------------	--------------------------------	-------------------------------	--------------------------------

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 Spring Newsletter for membership through Constant Contact
- Overseeing the distribution of 20,000 brochures for the state showing all the small lodging locations throughout the 7 regions.
- Coordination with Certified Rack & Folder for mailing of brochures to distribution points
- Completion of Calgary Outdoor Adv. Show; Seattle Bike Show; & ICORT Travel Reimbursement forms
- 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
- Presentation at ICORT to the ITC for Grant Funds for next year
- Attendance at ICORT in Boise
- Direct mailing of brochures & maps to members, non-members and advertisers
- Overseeing printing of 5,000 additional bike maps
- Boxing maps and brochures for delivery to all NITA member visitor centers and chambers this week

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: \$ 26,785	Amount Expended YTD: \$ 26,785	Cash Match Documented YTD: \$ 7,797	Total Cash Match Committed: \$ 3,348
------------------------------	-----------------------------------	--	---

Progress of Element since grant award or last report:

1. Distribution (through Certified Folder Display during the months of April, May and June & 2 shows in March) 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!" The actual distribution of all of our collateral material through Certified went out to 225 Super City sites in Portland; 55 sites in Seattle and the Eastside; 208 sites in the Salt Lake City Area; 108 sites along the Yellowstone Route; and 95 sites along the Glacier Route. Our goal was to surround Idaho with information about what to see and do here.

We chose the beverage 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 you're going to drink, booking lodging is a given. Take a look at the list of 70 small lodging options listed on each map and in the brochures.

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 were 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 were individually mailed to all members, non-members, advertisers and given out at 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.
- 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.

### 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](mailto: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
- Unlimited 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.
- ICORT attendance & presentation to the ITC in Boise by myself and our Executive Coordinator, Tina Hough.

Anticipated completion date(s):

Submission of final RFF-July 15

Actions needed to complete this element: Done

#### 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. [www.idahobba.com](http://www.idahobba.com)
- 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 to distribute
- 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.
- Once again, the North Idaho B&B Association provided funds for 50% of show costs and one of our board members was able to procure a room trade arrangement for the Seattle show so there was no actual lodging expense for either show as the show representatives that were sent stayed with family in Calgary
- Certified Rack has kept us apprised of inventory distribution which began April 1 and was 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 at the end of the summer season
- Our membership dues provided the excess of match in the amount of \$4,449. You might say we had skin in the game to a very large extent this year because of our goal of distribution of the brochures and 2 maps through Certified and also additional distribution through the individual mailings
- We recently shipped a box of these same collateral materials to the Idaho Gateway Visitor Center and the members of NITA all requested that we provide them with the materials at the chamber and visitor centers in the Northern region. Those will all be delivered this coming week.
- The state really likes our bike and beverage maps as they have requested those files to include in the State Travel Guide in exchange for an ad for IBBA (a work in progress)

\*As a side note, something that would be really helpful in terms of encompassing all the visitor centers & Chambers in the state, is to allow the multi-region groups to provide their collateral materials to them without the caveat of membership for the privilege. Truly, if the goal is to keep visitors in the state longer, then sending them throughout the state with maps directing them to each regions activities etc. should be a common concern for all. Is this something the ITC could approve for us?