

## ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Idaho Outfitters & Guides Association	Grant Number: 14-M-02
Date Submitted: 7-15-15	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: \$ 73,632	Cash Match Requirement: \$ 9,204	Total Excess Match Committed (Above required amount)  \$4,000
Amount Expended YTD: \$58,538.02	Cash Match Documented YTD: \$6,290.00	

<p>Progress since grant award or last report:</p> <p>The final bulk shipment of the 2015 IGOA Directory was completed through the IOGA office including the following distribution:</p> <ul style="list-style-type: none"> <li>• Chambers of Commerce—725 (4%)</li> <li>• State and federal agencies—200 (1%)</li> <li>• Visitor Centers—625 (3%)             <ul style="list-style-type: none"> <li>○ Subtotal—1,550 (8% of 20,000 printed)</li> </ul> </li> </ul> <p>IOGA had several ads that ran during this time period including Northwest Travel Magazine, the Idaho Statesman Northwest Getaways and the Idaho Fish and Game Big Game Regulations.</p> <p>Hosting, maintenance and updates including database continued in cooperation with IOGA subcontractor Rizen Creative. Rizen Creative also continued work on the Raft Idaho and Hunt Idaho brands during this time.</p> <p>During this time, IOGA continued producing the FYI Bulletin. The bulletin was sent out four times – April 1, April 3, May 5, and June 2.</p> <p>IOGA was represented by staff members John May and Janey Bruesch at ICORT in early May.</p>
Anticipated completion date(s): September 30, 2015
Actions needed to complete: Completion of all portions of grant including continued work on Raft Idaho, Hunt Idaho and other branding, and continued production of FYI Bulletin.
Measurements(s) of Results

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

Revised 13-Feb-2015