

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Lemhi County Economic Development Association	Grant Number: 14-VII-02
Date Submitted: July 10, 2015	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: \$ 25,000.00	Cash Match Requirement: \$ 3,125.00	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$ 17,942.17	Cash Match Documented YTD: \$	

Copy for additional elements

Element 3:

Amount Awarded: \$ 25,000	Amount Expended YTD: \$ 17,942.17	Cash Match Documented YTD: \$2,500.00	Excess Cash Match Committed: \$
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<p>Progress of Element since grant award or last report:</p> <p>To date the following projects under element three are completed:</p> <ol style="list-style-type: none"> 1. The new Visit Salmon Valley website is complete with continuing SEO 2. Winter/spring newsletter complete 3. Spring Facebook campaign in complete 4. River to Ridge Print Ad summer/fall complete 5. Map card creation complete 6. Attended ITC grant summit 7. Attended ICORT
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<p>Anticipated completion date(s):</p> <p>To date the following projects under element 3 are in process.</p> <ol style="list-style-type: none"> 1. Map card printing – currently at the printer 2. Summer Newsletter – Week of 7 July 2015 3. Fall Newsletter – October 1, 2015 4. YouTube video content creation September 2015
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<p>Actions needed to complete this element:</p> <ol style="list-style-type: none"> 1. Map card – printing
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2. Summer newsletter – release
3. Fall newsletter, create & release
4. Youtube video content – continue videography through steelhead season

Measurements(s) of Results
See attached reports.

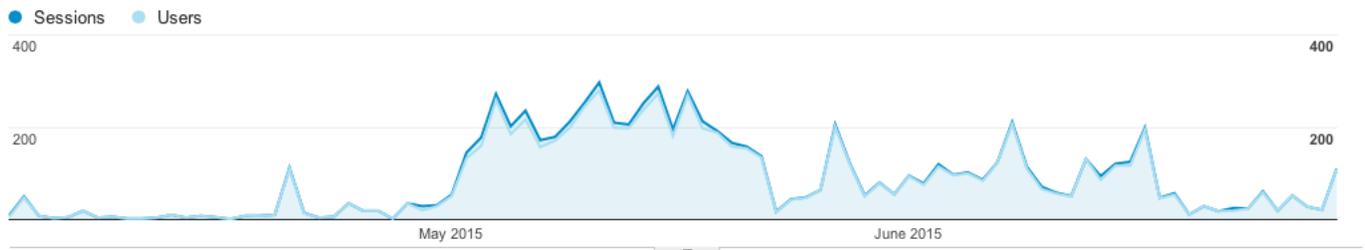
No activity during this report period due to seasonal nature of marketing activity.

Revised 8-Aug-2013



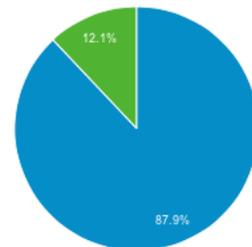
- Index, Aquisition Overview, Devices used** **1**
- Keyword Searches** **2**
- Visitor Location, Referral Source, Top Referrers** **3**
- Viewer Interests, Age Groups** **4**
- Device view: desktop, tablet, mobile** **5**
- FaceBook Posts** **6**
- FaceBook: Likes Net, Like Total, fanbase** **7**
- Constant Contact: Spring 2015 Newsletter** **8**

Aquisition Overview



Sessions 8,033	Users 7,078	Pageviews 12,293
Pages / Session 1.53	Avg. Session Duration 00:00:45	Bounce Rate 81.69%
% New Sessions 87.94%		

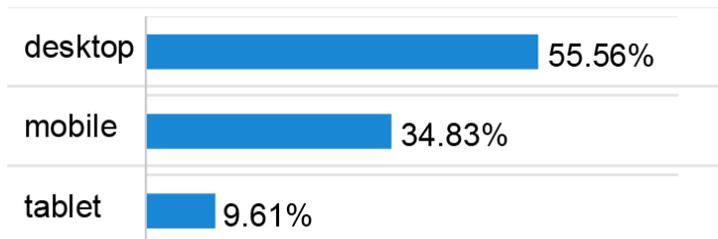
■ New Visitor ■ Returning Visitor



Sessions by Browser

Browser	Sessions
Chrome	5,001
Safari (in-app)	901
Android Browser	448
Opera	373
YaBrowser	297
Firefox	263

Devices Used for Viewing



Keyword searches, average position in results*

salmon valley idaho,2.2
 canyons with rivers,2.2
 middle fork salmon,2.2
 salmon chamber of commerce,4
 salmon hot springs,4
 salmon select sale 2015,4
 springd,4.2
 svcc banner,4.2
 salmon river scenic byway,5
 what to do in salmon idaho,5.2
 century ii campgrounds salmon,5.8
 idaho fish and game regulations,5.8
 salmon idaho hunting,6.2
 idaho ghost town,6.6
 wildlife salmon,6.6
 fishing in salmon idaho,6.8
 idaho ghost towns,6.8
 idaho mining towns,6.8
 must do in idaho,6.8
 salmon idaho chamber of commerce,6.8
 town of salmon,7
 ghost town in idaho,7.4
 goldbug hot springs directions,7.4
 map salmon idaho,7.4
 salmon idaho population,7.4
 bear country inn salmon idaho,7.6
 leslie shumate,7.8
 bed and breakfast salmon idaho,8.2
 idaho fish and game hunting regulations,8.2
 sacajawea hotel salmon idaho,8.4
 motels salmon idaho,9.4
 salmon valley,9.6
 things to do in salmon idaho,9.6
 ghost towns near reno,9.8
 scenic byways idaho,10
 sharkey hot springs,10
 east idaho credit union salmon idaho,11
 salmon id hotels,11
 salmon idaho fishing,13
 ghost towns idaho,14
 real time fishing reports idaho,15
 idaho canyons,15
 reasons to visit idaho,15
 salmon river country inn,15
 map of salmon idaho,16
 bear country inn salmon id,17
 salmon id lodging,17
 salmon idaho map,17
 gilmore idaho,18
 ghost towns in idaho,19
 salmon idaho bed and breakfast,23
 salmon idaho news,23
 carmen id,25
 blair olsen jefferson county sheriff,27
 canyons,31
 id,33
 idaho visitors guide,34
 broadband internet salmon id,35
 salmon idaho,35
 motels in salmon idaho,36
 salmon idaho motels,38
 springb,42
 salmon id,45
 salmon idaho hotels,60
 salmon river mountains,62
 cabins on current river,64
 moose hunting guide,66
 10000 feet in miles,70
 continental divide,77
 salmon,78
 heald country house retreats,160
 relocation,310

**Average position: The average top position of your site on the search results page for that query.*

Visitor Location: Region, How many sessions, How many new users

California,545,450	Minnesota,23,22	Wisconsin,7,6
Utah,438,193	Florida,21,21	Kansas,6,6
Montana,168,133	Ohio,19,19	Kentucky,6,6
Idaho,159,861	Missouri,18,17	North Dakota,6,6
Texas,144,114	Michigan,16,15	New Jersey,6,6
Colorado,141,122	North Carolina,16,14	Hawaii,5,4
Virginia,97,94	Georgia,15,13	Indiana,5,5
Nevada,70,59	Pennsylvania,10,10	Maryland,5,5
New York,64,63	Tennessee,9,9	Alabama,4,3
Washington,55,49	District of Columbia,8,8	Louisiana,4,4
Arizona,50,42	Iowa,8,8	Arkansas,3,3
Wyoming,48,43	Massachusetts,8,8	New Mexico,3,3
South Carolina,40,32	Alaska,7,7	Connecticut,2,2
Illinois,38,30	Nebraska,7,6	New Hampshire,2,2
Oregon,30,28	Oklahoma,7,6	South Dakota,2,2

Referral Source

1.	(direct) / (none)	2,404	29.93%
2.	m.facebook.com / referral	2,097	26.10%
3.	4webmasters.org / referral	1,042	12.97%
4.	trafficmonetize.org / referral	823	10.25%
5.	l.facebook.com / referral	322	4.01%
6.	lm.facebook.com / referral	208	2.59%
7.	webmonetizer.net / referral	154	1.92%
8.	google / organic	144	1.79%
9.	facebook.com / referral	135	1.68%
10.	free-share-buttons.com / referral	86	1.07%

Top Landing Pages

1.	/business-directory/?frm-page-720=4	5.00	0.06%
2.	/contact-us/	3.50	0.09%
3.	/must-do-outdoors/trails-hot-springs/	2.75	0.13%
4.	/must-do-outdoors/	2.33	0.17%
5.	/business-directory/	2.20	0.13%
6.	/historic-adventures/	2.00	0.05%
7.	/reasons-to-visit-2/	2.00	0.02%
8.	/site-map/	2.00	0.02%
9.	/wilderness-wildlife/	2.00	0.07%
10.	/fish-on/	1.79	0.30%
11.	/	1.54	98.86%
12.	/business-directory/?bizdircat=Outdoor Adventure	1.25	0.06%
13.	/business-directory/?entry=2727	1.00	0.01%
14.	/historic-adventures/ghost-towns/	1.00	0.01%

Where does this data come from?

Demographics and Interests data comes from the third-party DoubleClick cookie (for web traffic) and from anonymous identifiers for mobile apps (i.e., Advertising ID for Android and IDFA for iOS).

Viewer Interest Data

Affinity Category (reach)		30.34% of total sessions	In-Market Segment		22.42% of total sessions
6.27%	Movie Lovers		4.58%	Dating Services	
6.21%	TV Lovers		3.98%	Employment	
4.19%	News Junkies & Avid Readers/Entertainment & Celebrity News Junkies		3.84%	Real Estate/Residential Properties/Residential Properties (For Sale)	
4.03%	News Junkies & Avid Readers		3.37%	Home & Garden/Home Furnishings	
3.70%	Travel Buffs		3.34%	Home & Garden/Home Improvement	
3.52%	Music Lovers		3.33%	Real Estate/Residential Properties	
3.51%	Outdoor Enthusiasts		3.00%	Home & Garden/Home & Garden Services	
3.50%	Home Decor Enthusiasts		2.89%	Real Estate/Residential Properties/Residential Properties (For Sale)/Houses (For Sale)/Preowned Houses (For Sale)	
3.18%	Pet Lovers		2.75%	Autos & Vehicles/Motor Vehicles/Motor Vehicles (Used)	
3.16%	Cooking Enthusiasts		2.70%	Home & Garden/Home & Garden Services/Landscape Design	

Other Category		29.91% of total sessions
4.35%	Arts & Entertainment/Celebrities & Entertainment News	
3.83%	Arts & Entertainment/TV & Video/Online Video	
3.64%	Pets & Animals/Pets/Dogs	
3.49%	Arts & Entertainment/Humor	
2.92%	Arts & Entertainment/Fun & Trivia/Fun Tests & Silly Surveys	
2.88%	News/Politics	
2.42%	News/Weather	
2.15%	Food & Drink/Cooking & Recipes	
1.93%	Arts & Entertainment/Music & Audio/Country Music	
1.66%	Pets & Animals/Wildlife	

What do these mean?

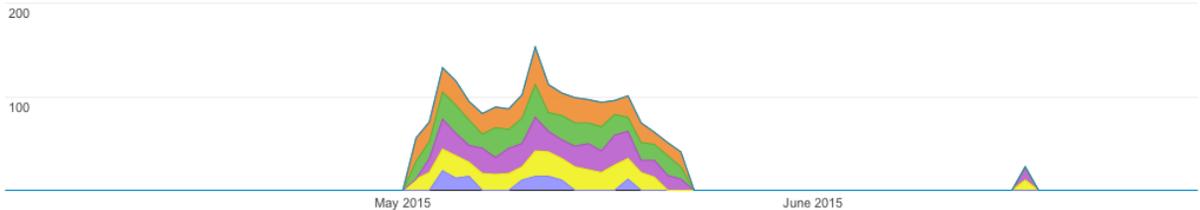
Affinity Categories: identifies users in terms of lifestyle; for example, Technophiles, Sports Fans, and Cooking Enthusiasts. These categories are defined to be similar to TV audiences.

In-Market Segments: identifies users in terms of their product-purchase interests.

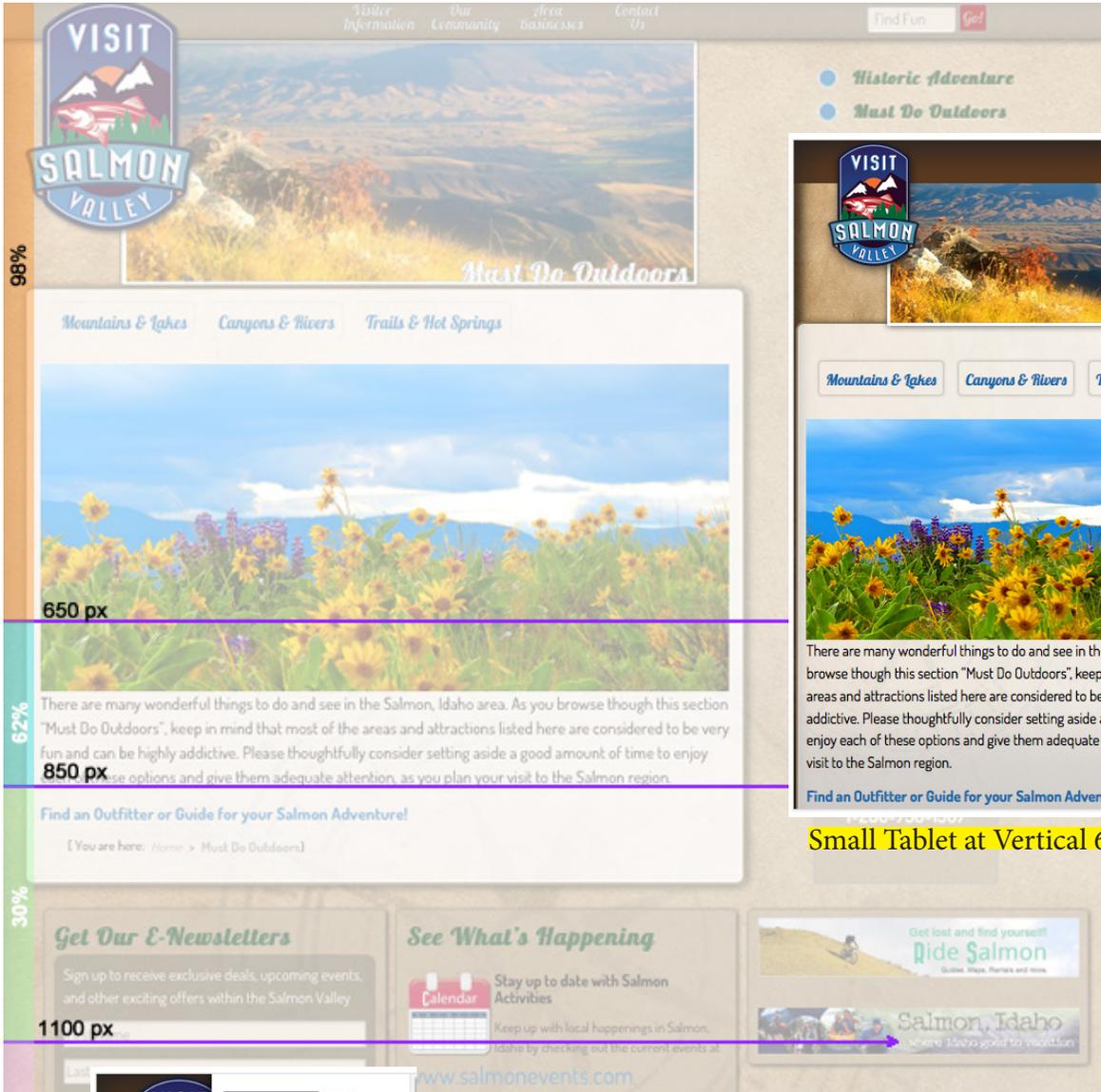
Other Categories: provides the most specific, focused view of your users. For example, while Affinity Categories includes the category Foodies, Other Categories includes the category Recipes/Cuisines/East Asian.

Age Groups (incomplete data collection)

● Sessions ● 35-44 ● 45-54 ● 55-64 ● 65+ ● 25-34



Page Fold Viewing for common desktop ratios



98%

650 px

62%

850 px

30%

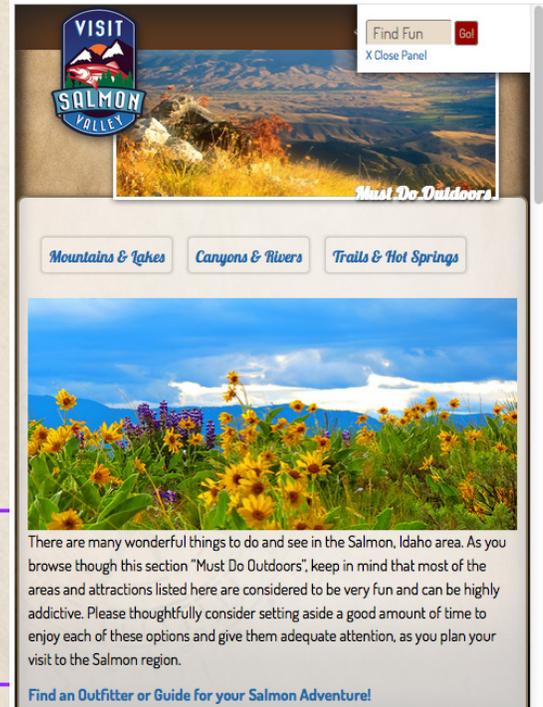
1100 px



1280

5%

Mobile at Vertical 320x480



Small Tablet at Vertical 600x800

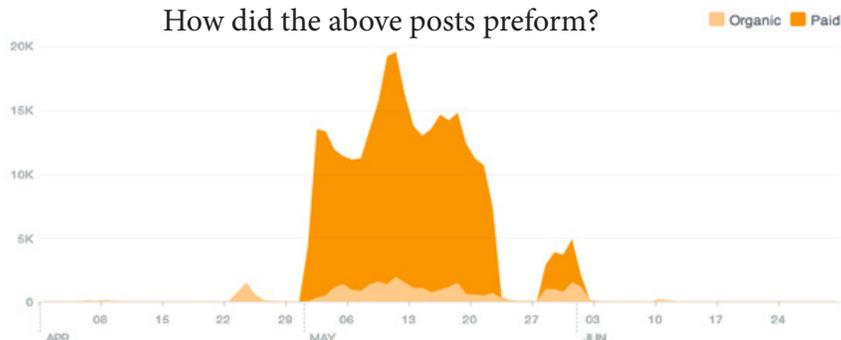


Small Tablet at Horizontal 600x800

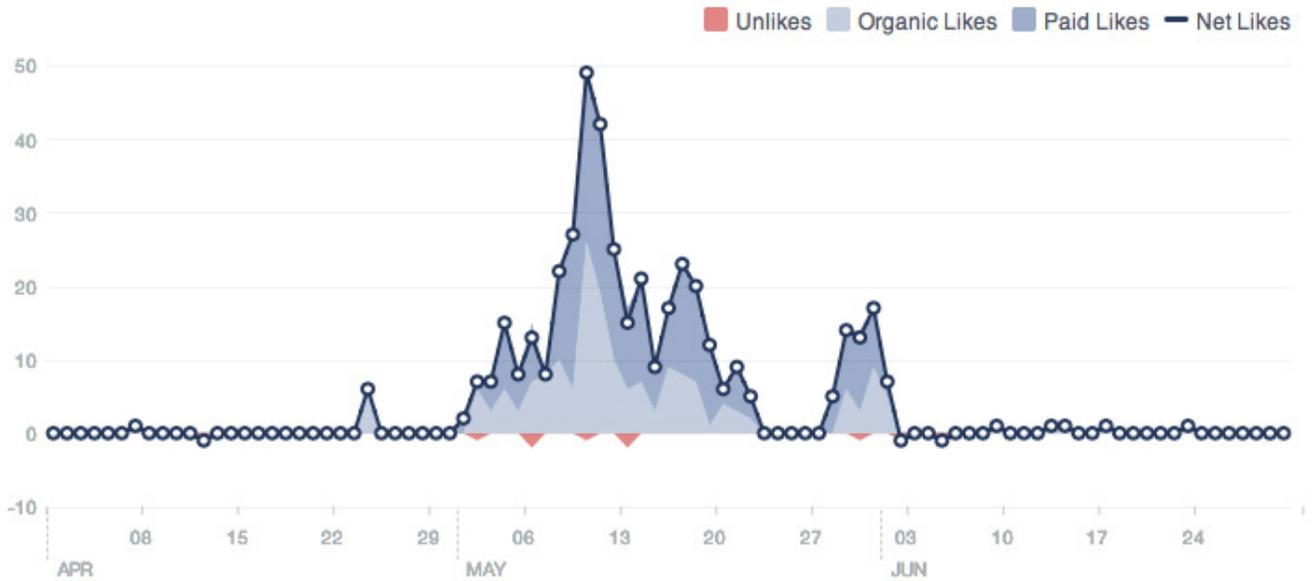
Facebook Posts

Published ▾	Post	Reach	Engagement
06/10/2015 1:12 pm	 Visit Salmon Valley shared Salmon River Days Inc.'s photo.	224	31 6
05/28/2015 11:44 am	 Chinook Salmon Seasons Set On Upper Salmon And South Fork. The numbers look great this year,	15.4K	913 334
05/26/2015 11:17 am	 The Farmer's Market begins at 9 a.m. and lasts until 1 p.m. on June 6th! Town square Park by the	67	0 0
05/23/2015 7:43 am	 The 2015 Salmon, Idaho Riverfest was a blast! Thank you to all who gave of their time, talent, and	186	15 13
05/13/2015 7:56 am	 There's a new website in Salmon. http://www.visitsalmonvalley.com/	451	13 23
05/11/2015 1:28 pm	 Bikers! Check it out! 12 Hours of Disco May 16th. ridesalmon.com	223	5 1
05/09/2015 12:00 pm	 These are still frames saved from HD Video	29	0 0
05/06/2015 10:58 am	 The Salmon, Idaho Riverfest is coming this weekend! May 8 & 9th!	342	4 6
05/06/2015 10:26 am	 12 Hours of Disco is coming to the Salmon, Idaho area on May 16th!	294	1 2
04/23/2015 4:07 pm	 The new website is complete. Check it out. http://visitsalmonvalley.com/	1.1K	107 39
04/08/2015 8:15 am	 Yes, Central Idaho and the Salmon River are in this unique look at Idaho.	164	14 3
04/06/2015 9:38 am	 Just another great reason to visit Salmon, Idaho.	106	3 7

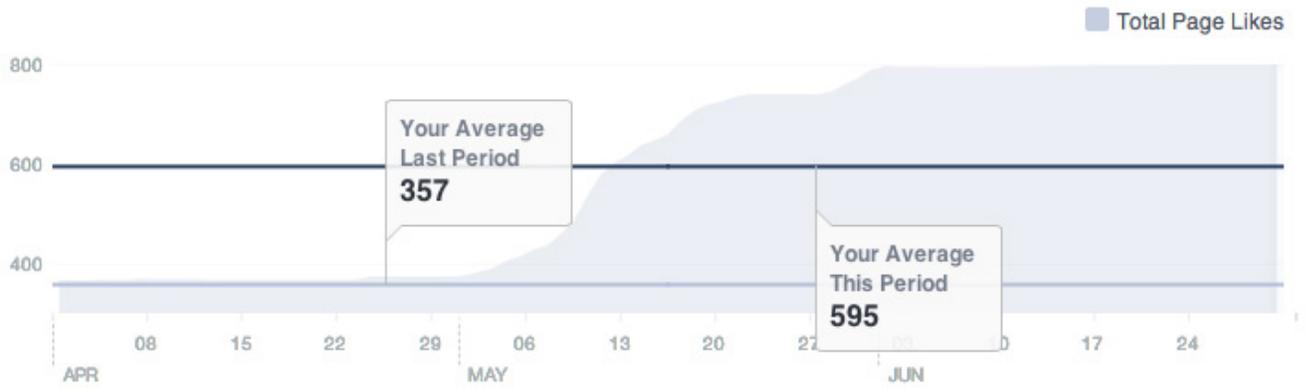
How did the above posts perform?



Facebook Likes (overall: Like/Unlike, Organic, Paid)



Facebook Likes (total as of July 9, 2015)



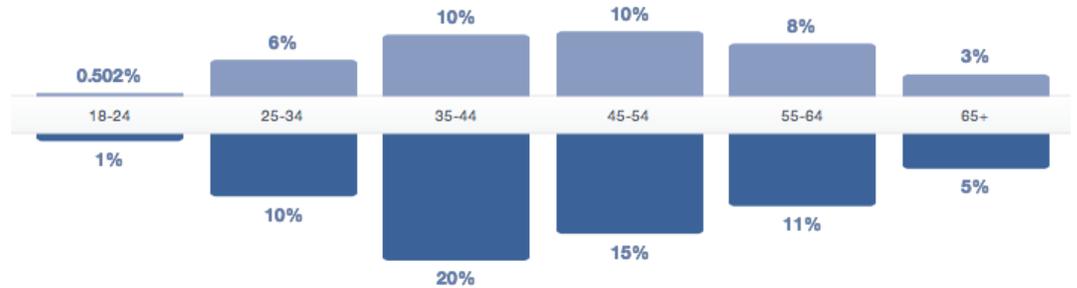
Facebook Fans - Age & Gender

Women

37% Your Fans

Men

62% Your Fans



Constant Contact Email Campaign: "Spring 2015"

Email Run History

Sending Type	Sent	Run Date	Status
Original Send	287	3/11/2015	Successfully Sent

Email Stats

Sent	Bounces	Spam Reports	Opt-outs	Opens	Clicks	Forwards
287	18.8% (54)	0	0	39.1% (91)	33.0% (30)	0

Click-through Stats

Email Link	Unique Click-throughs	Click-through Distribution
http://fishandgame.idaho.gov/public/about/offices/?getPage=170	6	12.5%
http://fishandgame.idaho.gov/public/fish/guides/anglerGuide.pdf	4	8.3%
http://ridesalmon.com/	0	0.0%
http://visitsalmonvalley.com/	10	20.8%
http://www.fs.usda.gov/activity/scnf/recreation/hiking/?recid=76008&actid=50	3	6.2%
http://www.lemhicomtymuseum.org/	1	2.1%
http://www.lostrail.com/	1	2.1%
http://www.ridesalmon.com/#!12-hrs-of-disco-2-015/c14rv	1	2.1%
http://www.visitidaho.org/	0	0.0%
http://www.visitsalmonvalley.com/	10	20.8%
http://www.visitsalmonvalley.com/dining.html	1	2.1%
http://www.visitsalmonvalley.com/lodging.html	2	4.2%
http://www.visitsalmonvalley.com/lodginganddining.html	4	8.3%
http://www.visitsalmonvalley.com/OutdoorAdventures.html	1	2.1%
https://www.google.com/maps/dir//45.01059,-113.612044/@45.0141681,-113.6100326,12711m/data=!3m1!1e3!4m2!4m1!3e0	4	8.3%
Total Click-throughs	48	100%