Grantee: McCall Area Chamber of Commerce	Grant Number: 14-III-04
Date Submitted: April 15, 2015	Report #: ☒ 2 ☐ 4 ☐ 1 ☐ 3 ☐ Final
Date Posted for Review:	

Awarded Grant: $ 145,000	Cash Match Requirement: $ 18,125	Total Excess Match Committed (Above required amount)
Amount Expended YTD: $38,668.28	Cash Match Documented YTD: $4,398.99	

Copy for additional elements

Element 1: Audit

Amount Awarded: $ 3,000	Amount Expended YTD: $0	Cash Match Documented YTD: $0	Excess Cash Match Committed: $0

Progress of Element since grant award or last report: *No progress at this time*
Anticipated completion date(s):
Actions needed to complete this element:
Measurements(s) of Results

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

Element 2: Admin

Amount Awarded: $ 14,500	Amount Expended YTD: $10,875	Cash Match Documented YTD: $0	Excess Cash Match Committed: $

Progress of Element since grant award or last report:
Requested 75% of admin funds with first RFF for grant manager, Larraine Hawes. She continues to monitor the grant, document invoices and is finalizing our 2nd RFF.

Anticipated completion date(s):
N/A

Actions needed to complete this element:
Submit RFF's

Measurements(s) of Results
N/A

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

Element 3: Tourism Marketing

Amount Awarded: $ 127,500	Amount Expended YTD: $27,793.28	Cash Match Documented YTD: $4,398.99	Excess Cash Match Committed: $

Progress of Element since grant award or last report:
We are planning and creating elements to kick off our current grant marketing plan. While we have not yet submitted the first RFF for this grant cycle, here is a snapshot of what we have been working on:

- *Creation and execution of Winter Carnival advertising in Idaho Statesman, KTVB digital, and Pandora radio*
- *Placed a full page co-op advertisement in NW Travel Magazine between the McCall Area Chamber, Brundage Mountain, and Hotel McCall showcasing the McCall area as a winter destination.*
- *Executed the winter FAM Tour held on January 27 – 29, 2015. We hosted 5 journalists and have started to see some media coverage from the event in Snowshoe Magazine and Forbes Travel Guide. As the event was focused on winter recreation, we hope to see additional articles result at the start of the next winter season in October-November 2015.*
- *Working with Tom Scott Communication Shop to develop and execute our winter advertising campaign focused in the Boise and Tri-Cities markets. The campaign included television, Pandora radio, print advertising, and digital. Results have been promising for the Pandora radio ads and digital ads, specifically, and have guided us to allocate a larger portion of our next grant cycle budget to these media types.*

- *Working with Red Sky Communications to develop a formal press kit and press pages for our new website, mccallchamber.org. We are also continuing to develop media relationships and pitch seasonal stories.*

Anticipated completion date(s):
October 31, 2015

Actions needed to complete this element:
Our focus is now turning from the winter advertising campaign to the summer advertising campaign. We are currently adjusting our media buy schedule and plan to align with the summer season (which is anticipated to start a few weeks earlier this year due to the warmer weather).

Measurements(s) of Results
While 2015 monthly lodging statistics for January and February are not yet available, we are pleased to see that Valley County has had a solid increase in overnight stays again in 2014, increasing 14.8% from 2014.

Our digital advertising has also translated well on our website analytics with both KTVB.com and Idaho Statesman.com being in the top 5 referral sites to mccallchamber.org. During the first quarter of 2015, we have seen an increase of 172.88% in referral traffic from KTVB.com as compared to 2014 (and an annual increase of 1,143.37% from 2013 to 2014). Finally, the decision to shift more of our budget toward digital was influenced by the fact that 63% of our website hits in the first quarter of 2015 have been from a mobile or tablet device (as compared to just 39.5% in 2014). In addition, we placed some specific Winter Carnival ads that performed well above our expectation. In January and February of 2015 we ran a weather sponsorship billboard on KTVB.com that earned us an average click through rate of .445%.

For the Winter Carnival, we made the decision to move our traditional radio advertising to Pandora. We focused on Southwest Idaho and the Tri-Cities areas with both audio and display ads in the application. Our data looks promising, averaging click through rates of .41% and exceeding our impression goal in each market.

Since launching our new website in October 2014, we have seen website traffic increasing unique users by 5.94% (October 2014 – March 2015) and bringing in just under 500,000 pageviews annually. We have also seen a marked change in the content our visitors are viewing with our Area Events Calendar, Accommodations, Dining, and McCall Winter Carnival pages being the top viewed pages on the site since the launch.

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