Grantee: McCall Area Chamber of Commerce	Grant Number: 14-III-04
Date Submitted: July 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: $51,567.03	Cash Match Documented YTD: $7,281.40	

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 RF. No additional progress to report at this time.

Anticipated completion date(s):
N/A

Actions needed to complete this element:
Submit first RFF

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: $40,692.03	Cash Match Documented YTD: $7,281.40	Excess Cash Match Committed: $

Progress of Element since grant award or last report:
This past quarter has been fully focused on implementing our summer advertising campaign in the Southwest Idaho and Tri-Cities areas. Ad placements include:

- *:30 television spots (2) placed in Southwest Idaho Market (KTVB, KIVI, KBCI, KTRV) and Tri-Cities area (KNDO, KNDU, KEPR)*
- *Digital Advertising with the Tri-City Herald, KTBV.com, and IdahoStatesman.com*
- *Print Advertising in NW Travel Magazine, Boise Weekly*

In addition, many of our event-specific advertising has occurred this quarter including:

- *Taste of McCall: Print ads in the Idaho Statesman, digital advertising at IdahoStatesman.com*
- *SummerFest: Print ads in Boise Weekly, Idaho Free County Press, Lewiston Tribune, Spokesman Review, Twin Falls Times, Idaho Statesman, Adams County Record, Opera Idaho, and Idaho Shakespeare Festival program as well as the development, printing and distribution of event posters and tri-fold brochures*
- *Huckleberry Festival: Digital advertising at KTVB.com and IdahoStatesman.com, print ads in the Idaho Statesman and Snake River Stampede program*

We have also been working in increase our social media presence by growing our Facebook fan base, starting an Instagram account and initiating a summer photo contest to promote user engagement. As part of our photo contest, we were able to work with our creative team to rework our television advertising spots to create 3 video vignettes focused on recreation, dining, and scenery in the McCall Area. These were posted to our YouTube account and have been used to promote the contest on Facebook, Twitter, and Instagram. We also hope to use these for future public relations as an additional resource for media use.

Work on the website consists primarily of maintaining and updating content (specifically the event calendar and seasonal itineraries).

Anticipated completion date(s):
October 31, 2015

Actions needed to complete this element:
After we end our summer advertising campaign, the focus will turn to finishing up this grant cycle. Some of the biggest to-do items will fall under accounting (we are finalizing an RFF for the FAM Tour as well as and RFF for the outstanding marketing initiatives not yet submitted for reimbursement). All of our major initiatives for this grant cycle are complete including:

- *Winter Carnival advertising campaign*
- *Winter advertising campaign*
- *FAM Tour (January 2015)*
- *Social Media and Website maintenance (ongoing, but minimal)*
- *Summer advertising campaign (wrapping up August 2015)*
- *Special event advertising (SummerFest, Taste of McCall, and Huckleberry Festival) – mostly complete, just submitting a few last-minute ads to run as these events get closer*

If funds are available after all of these items are complete, we may look at using any remaining money to do a fall advertising campaign that would focus on September / October. This would look similar to our winter and summer campaigns, but focus more on digital advertising to stretch our dollars and increase our return on investment.

Measurements(s) of Results

While 2015 monthly lodging statistics show a 1.71% increase from January -April, we expect this percentage to increase due to the massive Winter Carnival attendance and summer season. Looking at an annual increase, we are pleased to see that Valley County has had a solid increase in overnight stays again in 2014, increasing 14.8% from 2013.

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. From January – July of 2015 as compared to 2014, we have seen an increase of 94.12% in referral traffic from KTVB.com and an increase of 47.37% from IdahoStatesman.com.

Since launching our new website in October 2014, we have 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. Our website users are typically between the ages of 35 – 54 with 42% being female and 58% being male.

Finally, we conducted an economic impact study on the Winter Carnival. This study was independent of the grant, however, the findings are relevant to our overall success at promoting the area. Being conservative in our estimates, the Winter Carnival impacted Valley County by bringing $12,280,996 to the area. This is based on an estimate that 25,000 people attended (a low number). Increasing the number of attendees to 40,000 changes the economic impact to $33,843,704. We believe that the actual number is likely between these two extremes. Variables included to create these figures are as follows:

- *Average lodging nights: 1.5*
- *Average days per visit: 2*
- *Average lodging cost per night: $60*
- *Average daily expenditure on food/drink: $40*
- *Average expenditure on personal consumption (non food): $15*
- *Average number of miles driven round trip: 200*

This model can also be used to calculate the impact of any event in the area depending on the estimates of these parameters and event attendance.

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