

## ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: NCITA	Grant Number: 14-II-01
Date Submitted: July 15, 2015	Report #: <input checked="" type="checkbox"/> 3 <input type="checkbox"/>
Date Posted for Review:	<input type="checkbox"/> <input type="checkbox"/> Final

Awarded Grant: \$ 37,000.00	Cash Match Requirement: \$ 4,625.00	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$ 33,487.48	Cash Match Documented YTD: \$ 4,681.75	

Element 1 : Audit
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Amount Awarded: \$ N/A	Amount Expended YTD:	Cash Match Documented YTD:	Excess Cash Match Committed:
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Progress of Element since grant award or last report:  N/A
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/Fulfillment
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Amount Awarded: \$ 3,364.00	Amount Expended YTD: \$ 2,917.22	Cash Match Documented YTD: \$ 0.00	Excess Cash Match Committed: \$ 0.00
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Progress of Element since grant award or last report:

Rachel Williams was retained as the NCITA Administrative Assistant. This ITC grant pays part of her contract for her administrative duties as well as her fulfillment duties. The grant amount expended on her contract to date is \$750.00. Lorraine J. Frazier was retained as NCITA Grants and Accounting Manager. This ITC grant pays part of her contract. The grant amount expended on her contract to date is \$1,644.15. Fulfillment expenses, including postage, an 800 #, and a cell phone, totals \$ 523.07 to date.. The total of actual expenditures for this grant to date is \$2,917.22.

Anticipated completion date(s): End of this grant cycle 9/30/15.

Actions needed to complete this element:

Measurements(s) of Results

Requests for leads significantly dropped off when our subscription with Go Travel Sites was not renewed as the NCITA Board felt that the leads were not useful. In April there was only 1 lead and it originated from the website from Arizona. One year ago there had been 6 website leads and 1 phone lead. In May there were a total of 4 leads, 2 from the website and 2 by phone. There was 1 lead from Nebraska (phone), 1 lead from South Dakota (phone), and 2 from Idaho (website). One year ago there had been 7 website and 0 phone leads. In June there were a total of 5 leads, all from the website. There was one lead for each of the following 3 states: California, New Jersey, and Washington. Two leads came from Canada. One year ago there had been 5 website and 2 phone leads.

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

Revised 8-Aug-2013

Element 3 :Marketing

Amount Awarded: \$ 33,636.00	Amount Expended YTD: \$ 30,570.26	Cash Match Documented YTD: \$ 4,681.75	Excess Cash Match Committed: \$15,188.66
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Progress of Element since grant award or last report:

This year's grant is focusing on 4 main activities: print and online advertising, online content and social media management, distribution, and website redesign and reinvigoration.

Print and online advertising (contractor: Northwest Medai):

- NCITA participated in the ITC Spring Co-op through Madden Media with a "Your Face is Going to Freeze" ad. This campaign launched May 3 in Utah (Logan, Ogden, Salt Lake City), Washington (Seattle, Spokane, Tacoma/Olympia, Vancouver), Sacramento, CA and Portland, OR. Targeted distribution was estimated to be 1,699,500 readers. The 4-month multimedia campaign (May-Aug) includes emails, Facebook ads, and info on [vacationfun.com](http://vacationfun.com). Ads represent the overall campaign theme for the year based on

"Mother [Nature] Knows Best" integrating sayings like "your face is going to freeze like that" and other "mom sayings".

- NW Travel ad, which was a co-op with the State and Visit Lewis Clark Valley, ran Mar/Apr and May/Jun. Ads focused on Art/Culture, History, Outdoor Recreation. An ad in their Summer Guide edition was also included.
- Trip Advisor banner ads were launched in April/May/June online utilizing the overall "mom sayings" campaign theme.
- A 7-week campaign spread from April through June launched in the Pacific NW Inlander (Spokane publication). Ads again utilized the overall campaign theme.
- Creation of a marketing plan for 2015-2016. Through knowledge of the area, research and findings, focusing on target markets and areas of interest, the marketing plan is to focus media placement and efforts on the following areas: website/e-newsletter, social media, travel app, print and online advertising. A proposed budget recommends 48% of the budget be allocated to "online and digital marketing and creating and promoting a presence" while the remaining 52% is aimed at "creating awareness and inspiring a desire to visit our region with the goal of driving visitors to the website for more information".
- A new NCITA logo was created.

Online content and social media management (contractor: Stephanie Deyo dba WebInk Designing and Printing, LLC)

- Webink monitors and reports on Google Analytics at least monthly.
- She continues to research and send out ongoing relevant posts on social media platforms including Facebook, Twitter, and Pinterest.
- Facebook: researched and created and/or shared over 59, 62, and 68 posts in April, May, and June respectively.
- Facebook: added over 26, 5, and 7 events in April, May, and June, respectively.
- Twitter: Sent out 35, 61, and 68 unique tweets in April, May, and June respectively. Several interesting area tweets were re-tweeted each month.
- Twitter: The twitter site was updated with the new NCITA logo and new marketing banners.
- Pinterest: Over 307 pins and 12 boards have now been created for Pinterest.
- WebInk oversees all direct email marketing. She is constantly seeking Event Content to be updated.
- Constant Contact is used as the means for distributing email marketing information. There were 4726, 4729, and 5475 contacts made in April, May, and June respectively.
- Stephanie attended and networked at the ICORT Conference in Boise May 5, 6, and 7.
- A May/June/July *Fun Report* was emailed on 5/20/15. Following up on the advertising theme of "mom sayings", this report exhorted "Be Ready For Life's Curves; Mother [Nature] Knows Best; Bike, hike, and explore; There's an adventure around every curve." Activities reported included: Weippe Idaho Camas Festival; 2015 Monster Energy Freestyle World Tour; Orofino Idaho "The Maniac" the Best Dam Race in Idaho; Riggins Idaho Big Water Blowout River Festival; Lewiston Idaho Sound Downtown Events; The Clearwater River Casino's Australia's Thunder From Down Under; White Bird Idaho Rodeo; Lewiston Idaho Brew Fest; Dahmen Barn Summer Concert Series Events; LC Valley Bluegrass Festival; Kamiah Idaho CVRA Rodeo; Clint Black at the Clearwater River Casino; and Grangeville Border Days.
- A June/July *Fun Report* was emailed out on 6/3/15. The recurring campaign theme for this report was "Go Play Outside; Mother [Nature] Knows Best; Be a kid again; Laugh, play and

explore in North Central Idaho". Activities reported included: Riggins Idaho Big Water Blowout River Festival; Lewiston Idaho Sound Downtown Events; Australia's Thunder From Down Under; Idaho Free Fishing Day; Rock the Valley Music Fest; White Bird Idaho Rodeo; Lewiston Idaho Brew Fest; Dahmen Barn Summer Concert Series Events; LC Valley Bluegrass Festival; Kamiah Idaho CVRA Rodeo, Clint Black at the Clearwater River Casino; Grangeville Border Days; Lewiston Idaho 4<sup>th</sup> of July Events; SuperCross; Riggins Idaho Hot Summer Nights; Rockin' on the River 2015; Pierce 1860 Days; plus listings of 4<sup>th</sup> of July events in Orofino, Elk River, Lewiston, Moscow, Craigmont/Winchester, and Grangeville.

- Weblink manages the NCITA website. A new website is being redesigned by Northwest Media. Right now Stephanie's role of updating the website is on hold until the new website is launched.

Distribution (contractor: Sharon Damon):

- The new visitor guides, formerly the *Discover Guide* now the *Visit North Central Idaho Travel Guide*, was printed and 92.75 cases were delivered soon after the end of March.
- A total of 79.75 cases have been distributed through the end of June, leaving 13 cases yet in storage.
- Sharon monitors, restocks, and responds to requests on a continual basis.
- NCITA brochure racks are currently located at Roosters Restaurant in Lewiston, LCSC Center for Arts & History, Nez Perce Historical Park, Dworshak Fish Hatchery, Winchester Lake State Park, Lapwai City Hall, Hells Gate State Park, and the Visit Lewis Clark Valley office where Sharon works.
- The Guides have also been distributed around Lewiston to hotels and car rental agencies which have been extremely happy to have them to give to visitors.
- Guides have been mailed to the Wallace Inn, Elk River Lodge, Prichard Art Gallery, Historical Museum at St. Gertrude's, Bear Den RV Resort, and the Lolo Pass Visitor Center.

Match – documented:

The new 2015 issue of the *Visit North Central Idaho Travel Guide* was printed and delivered on April 6, 2015. NCITA has reported all its match plus excess for this grant award from the self-funded production and printing of the guide.

Website redesign (contractor: Northwest Media):

- Development of the NCITA new website has progressed to almost completion. Progress to date may be viewed at <http://client.northwest.media/~visitnci15/>.
- 1&1 Internet, Inc. hosts the NCITA website.

Anticipated completion date(s): End of grant cycle – September 30, 2015.

Actions needed to complete this element:

Re-design of the website will be completed. Northwest Media is working on a few tweaks on the website and have a ton of photos to add. The advertising campaign has been completed for this grant. All marketing activities are a work in process. Strategies are continually being explored for improving the NCITA website and social media responses. Calendar of Events updates, suggested itineraries, and integration of region-wide specials and packages are the social strategy focus. Online and social media activities will continue throughout the life of this grant cycle. With delivery of the new 2015 *Visit North*

Central Idaho Travel Guide distribution will be a continued activity as long as there are Guides available. The new Guide will also be uploaded to the NCITA website.

Measurements(s) of Results:

Google Analytics - Website: comparing data now to 12 months ago

	Unique Visits	Page Views	Acquisition (how they got to our page):		
			Referral	Organic Search	Social / Email
Apr'15	494	1648	201	155	15
Apr'14	909	2505	181	176	48
May'15	692	2346	230	211	32
May'14	586	2391	183	234	55
Jun'15	559	2114	188	212	21
Jun'14	596	2270	198	203	71

*Most Popular Website Pages (ranked by popularity):*

	April	May	June
Home Page	1	1	1
Things to do	2	2	2
Event Calendar	5	7	6
Places To Go	3	3	3
Places To Go Palouse Region	6	8	7
Travel Resources			
Eat and Stay	4	4	5
Eat and Stay/Cabins & Vacation Rentals	7		
Eat and Stay/Hotels & Motels		5	
Eat and Stay/RV Parks & Campgrounds		6	4

Facebook: There were 44 new likes in the three months of April, May, and June bringing NCITA to 1,172 total "likes". In April 4,999 people viewed that month's posts, 4,199 people viewed the May posts, and 5,142 viewed the June posts. There were 64 shares in April, 63 in May, and 79 in June. From current subscribers there were 182 "likes" of the April posts, 162 "likes" of the May posts, and 192 "likes" of the June posts..

Twitter: There were 42 new followers during these 3 months bringing the total to 1,007 followers. A year ago there were 851 followers.

Pinterest: There are 65 followers as of the end of June 2015 compared to 22 a year ago. There were 43 re-pins in April, 39 in May, and 44 in June.

Fun Report: Over 686 people opened the 5/20/15 Fun Report and over 710 people opened the 6/3/15 report.

Trip Advisor: The banner ads running on Trip Advisor for the 3 months of April, May, and June produced the following statistics: 160,556 ad server impressions; 266 ad server clicks; .17% ad server CTR.

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