

ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Nampa Chamber of Commerce	Grant Number: 14-III-05
Date Submitted: July 15, 2015	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4 <input type="checkbox"/> 1 <input checked="" type="checkbox"/> 3 <input type="checkbox"/> Final
Date Posted for Review:	

Awarded Grant: \$ 53,139	Cash Match Requirement: \$ 6,250	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$9,822.69	Cash Match Documented YTD: \$1,230.69	

Copy for additional elements

Element 3: Marketing

Amount Awarded: \$53,139	Amount Expended YTD: \$9,822.69	Cash Match Documented YTD: \$1,230.69	Excess Cash Match Committed: \$0
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<p>Progress of Element since grant award or last report:</p> <p>Tourism Marketing has been the focus for this grant. Please note that due to an extension of our prior grant, use of the 2014 grant funds did not take place until April with the first request for reimbursement taking place in May, 2015. This is the first report with activity for the 2014 grant year.</p> <p>Design took place for ads to be placed. Design work was done by Peppershock Media for ads placed in the Madden Spring Campaign and Northwest Travel Magazine. An additional ad was placed, in partnership with Caldwell Chamber and Meridian Chamber, with South Shore Media and placed in the Travel West Magazine.</p> <p>Additional marketing grant funds will be applied to the Great Western Reigning Horse Association and other horse shows to be held at the Ford Idaho Center.</p> <p>With the change in General Managers at the Ford Idaho Center and now the recent management company award going to a new management company for the Ford Idaho Center, it's uncertain if the Ford Idaho Center will fully use the funds requested for this grant cycle. The new management company begins Oct. 1st, 2015.</p> <p>The Fiber Train Wool Festival did not utilize grant funds as requested. These funds (\$1,585) will be returned to the ITC.</p>
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Sports Destination Management Ad, Alaska Airlines Ad and the Idaho Travel Guide ad placements are still anticipated and will take place in the coming 30 days.

Anticipated completion date(s):

The additional marketing for events at the Ford Idaho Center will take place throughout the remainder of the summer, recognizing we have an August deadline for this grant cycle.

Actions needed to complete this element:

Debbie Kling is communicating with the Ford Idaho Center Horse Park, Great Western Reigning Horse Association and Nampa partners regarding their advertising efforts and use of funds.

Measurements(s) of Results

The marketing/advertising use of funds were applied to the 100th yr. Snake River Stampede Rodeo promotion. We have received calls from out of town guests, inquiring about the rodeo and traveling to attend. With the magazine advertising, it is difficult to fully measure the results. Nampa's initial goals are to raise the awareness that we are a destination.

The Madden Media Campaign resulted in 701 Leads; 1,415 website click-thru; 3,582 program leads and 3,133 email opt ins.

The June Arabian Horse Show was an 8 day show with an average of 10-11 day stay. All 44 RV sites were full. There were approximately 362 horses, which average 2.5 people per horse. A conservative number of 725 people would equal 3,600 rooms nights with this one show.

The Great Western Reining Horse Spring Show brought in 350 horses for five days, equaling 1,750 room nights. The Fall show will bring in 400 horses.

The Nampa Tourism Council is currently working to implement tracking and tools to better measure the impact of advertising. We are currently in our horse park and travel season, with the rodeo taking place this week and several horse shows taking place in recent weeks. I will obtain a report from our hotels to confirm increases in room nights.

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