

## ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Orofino Chamber of Commerce	Grant Number: 14-11-05
Date Submitted: 7/9/2015	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: \$ 16,000	Cash Match Requirement: \$ 1,600	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$5396.76	Cash Match Documented YTD: \$1,600	

Copy for additional elements

Element 3A: Public Relations, Advertising & Collateral Materials

Progress of Element since grant award or last report:

**Orofino Map:**

We created & designed a new Orofino Tourism Map. It will be printed by 7/15/2015 and we will start distributing it to all the Lodging Establishments and Tourism Heavy locations around Orofino. We will also keep copies at the Chamber Office to distribute to travelers.

**Orofino Tourist Kiosk Information Update:**

We created, designed and printed 12 posters that are now featured at the entrance to Orofino. These posters highlight everything there is to do in Orofino and push tourists towards our lodging establishments.

Anticipated completion date(s):

**Orofino Map:** 07/15/2015

**Orofino Kiosk Update:** Completed.

Actions needed to complete this element:

**Orofino Map:** Printing & Delivery.

Measurements(s) of Results

**Orofino Map:** We will track disbursement of Maps to and from local retailers and tourist information hotspots.

Element 3b: Website & Social Media

Progress of Element since grant award or last report:

**ONLINE CONTENT MANAGEMENT & Public Relations:**

Contracted with WebInk in Orofino for "Online Content Management"; She is currently updating the following sources:

- [www.orofino.com](http://www.orofino.com)
- <https://www.facebook.com/OrofinoChamberOfCommerce>
- [https://twitter.com/orofino\\_chamber](https://twitter.com/orofino_chamber)
- <https://www.pinterest.com/orofinoidaho/>
- <https://plus.google.com/b/115431652173356383993/115431652173356383993/posts>
- You Tube Channel
- We also created and distributed a "Orofino Adventure Awaits" email through the Icontact software and distributed it to over 200 contacts.

**Complete Website Design was completed 05-2015.**

**Mobile App RFP was created and disbursed in 06-2015. It is described as:**

*"The Orofino Chamber Of Commerce is seeking to engage a Mobile Application Development Agency to develop a professionally formatted "hybrid/native app" that will highlight Orofino Idaho as a tourist destination; and possibly eventually be expanded to cover the North Central Idaho region."*

- We expanded this regionally and have confirmation of participation from Lewiston; Moscow; Grangeville; Kamiah; Riggins and several other smaller communities.

Anticipated completion date(s):

**ONLINE CONTENT MANAGEMENT & Public Relations: Ongoing**

**Mobile App RFP: July 31<sup>st</sup> 2015.**

Actions needed to complete this element:

**Website Design was completed 05-2015.**

Measurements(s) of Results

**Online Content Management & Public Relations:** We receive a monthly report from our Online Content Contractor. Please see attached.

**Mobile RFP:** We plan on tracking our Mobile App through clicks and google analytics/other analytics software.



*Modern & Inventive  
Web, Print & Graphic Design & Online Content  
Management*

*Stephanie Deyo*

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*Physical: 699 Michigan Ave.*

# Online Content Manager Report

JUNE 2015

Once again; thank you for allowing me to help you.... I love being back in touch with all of you; and I love working with Ashely! ☺

I have continued this month to build our online presence through posting to all of our social media channels and expanding our spheres of influence into Pinterest and Google Plus.

Please any feedback on posts or content is MUCH APRECIATED. If you see something I am missing... or see something I should not be posting... let me know; it is the only way I can “get better” at what I am doing. ☺

So here goes... I try to remember everything that I do throughout the month.... But sometimes I miss things so take the below with “a grain of salt”; just know that I am doing my best to promote the Orofino Chamber and Commerce and its businesses; with a special emphasis on bringing in tourism and \$\$ dollars to our economy (because that is what the grant requires... and who does not like out of town \$\$? ☺)

Please let me know if you would like a different report format; or don't understand something please shoot me an email at [webinkdesigning@gmail.com](mailto:webinkdesigning@gmail.com) Again; Thank you for the opportunity to add a special marketing benefit to your membership!!!

## 1 WEBSITE WORK (WWW.OROFINO.COM)

- I updated/corrected several Membership Listings.
  - I added “Ice Queen”
- I updated the Minutes Section of the website with the 2015 Meeting Minutes... I will continue to update these as Ashley sends me the final copy of the minutes.
- I worked on updating the Orofino Chamber of Commerce “Yearly Event Calendar” and the Monthly Format Calendar with all of the Orofino Chamber and Community Events.
  - Ashely will ask members to submit events for inclusion on the calendar. I will cross promote these events on all other social media channels.

- Please note that only MEMBERS will be allowed to have events on the calendar... Including non-profit events.
- I promoted the 2015 4<sup>th</sup> of July Event
  - This included creating banner ads and graphics for the website; and all social media mediums (which of course all require different sizes and formats...☺).
  - This also included writing the articles and disbursing online and to local press outlets.
- I am promoting the 2015 “President’s Cup Golf Scramble”
  - This included creating banner ads and graphics for the website; and all social media mediums (which of course all require different sizes and formats...☺).
- I am working on getting the word out for 2015 RFP for Mobile Application Development
  - This included creating banner ads and graphics for the website; and all social media mediums (which of course all require different sizes and formats...☺).
  - I also created the RFP and distributed it.
  
- **WEBSITE GOOGLE ANALYTICS**
  - **GOOGLE ANALYTICS:**
    - 2076 Unique Visits/Sessions
      - These are the total period # of unique visits that were made to the site within the past month.
    - 4825 Pageviews
      - These are the total number of actual pages that were viewed on our website
    - Acquisition (Meaning how they got to our page)
      - 399 Referral Page Views:
        - Top referral pages were:
          - [Freesocialbuttons.com](#)
          - [Wikipedia.org](#)
          - [www.visitnorthcentralidaho.org](http://www.visitnorthcentralidaho.org)
      - 749 Direct Views – meaning they typed in [www.orofino.com](#)
      - 901 Organic Search Views – meaning they used a search engine
      - 27 Social/Email Page Views – these came directly from one of our other social media pages
    - Most Popular Pages (In Order of popularity):
      - Business Directory
      - “See what’s Happening in Orofino”
      - Monthly Calendar of Events
      - Real Estate
      - Yearly Calendar of Events
      - “4<sup>th</sup> of July BBQ in the park article”

## 2 FACEBOOK — [HTTPS://WWW.FACEBOOK.COM/OROFINOCAMBEROFCOMMERCE](https://www.facebook.com/orofinochamberofcommerce)

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- Researched and Created and/or Shared over 50 POSTS
- Promoted upcoming community events and chamber member events.
- We now have a total of 663 Likes (17 new this month)
- 9679 people saw our posts this month (up from 4722 last month)
- 95 people shared our posts this month
- 279 "likes" on our posts from current subscribers
  - The largest amount of likes came from posts about “The Maniac”

### 3 TWITTER - [HTTPS://TWITTER.COM/OROFINO\\_CHAMBER](https://twitter.com/orofino_chamber)

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- Sent out over 50 unique tweets and re-tweeted several interesting area tweets.
- We now have 289 followers!
- Also Cross Promoted several member events

### 4 PINTEREST - [HTTPS://WWW.PINTEREST.COM/OROFINOIDAHO/](https://www.pinterest.com/orofinoidaho/)

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- We now have:
  - 4 Boards
  - 30 Pins
  - It is looking good! 😊

### 5 GOOGLE PLUS - [HTTPS://PLUS.GOOGLE.COM/B/115431652173356383993/115431652173356383993/POSTS](https://plus.google.com/b/115431652173356383993/115431652173356383993/posts)

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- This page is very important and works in conjunction with our website. It basically tells Google we are a viable business and keeps us in the top rankings with their search engine. It is a “Facebook” like format.
- I have been posting to the page quite frequently. I am still waiting for google to send me the verification to claim the page (they do it through snail mail)... once they do that I will have lots more data for you on how many people are looking at this page and what type of feedback we are getting.

### 6 OROFINO IDAHO YOUTUBE CHANNEL

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- I created the appropriate type of YouTube Channel for our business
- I updated it with our current Tourism Video's
- I uploaded the 2015 Dam Run Pictures & Promoted them.

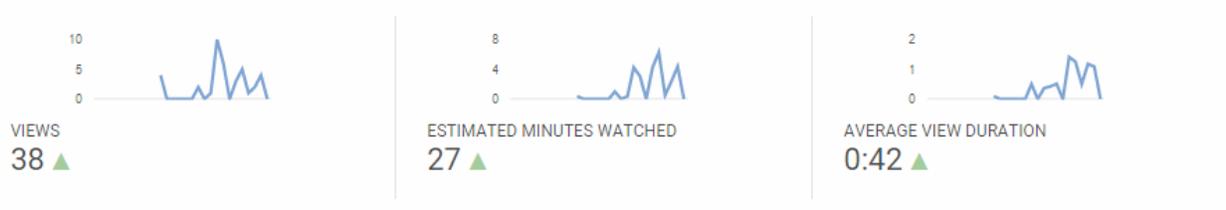
➤ YOUTUBE Channel Stats:



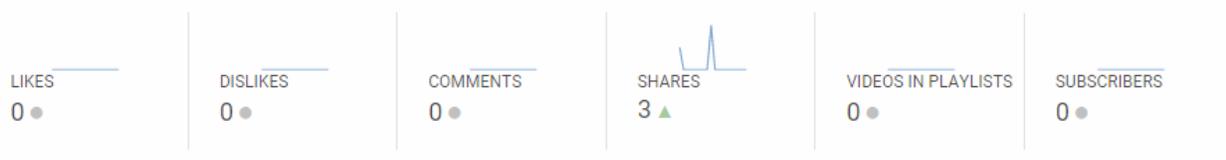
**Orofino Chamber of Commerce**  
 Created: May 13, 2015 • Videos: 6 • Lifetime views: 38  
 CHANNEL

Last 28 days (May 3, 2015 – May 30, 2015)

Performance



Engagement



Top 10 Videos

[Browse all content](#)

Video	Views ?	Estimated minutes watched ?	Likes ?
<a href="#">Orofino Idaho; Imagine Yourself Here!</a>	22 (58%)	10 (36%)	0
<a href="#">3 Minutes in Orofino Idaho!</a>	6 (16%)	13 (50%)	0
<a href="#">Orofino Idaho in the Winter!</a>	6 (16%)	2 (9.0%)	0
<a href="#">Orofino Summer</a>	4 (11%)	1 (5.1%)	0

## 7 OROFINO ADVENTURE AWAITS REPORT

- I published the first “Orofino Adventure Guide” on May 21<sup>st</sup>.
- You can see a copy of it here: <http://www.icontact-archive.com/4BdmjsXzjyeEcW0Aags2dqokEwz2vc9F?w=2>
  - I sent it to over 180 contacts (everyone in the database) and about 32% opened it.
- I also cross published this on all social media.

## 8 EMAIL

- I worked with Ashely throughout the month to make sure that our membership events and info was being shared online.

Once again; thank you for the opportunity to make Orofino Shine!!!

~ Stephanie Deyo; Webink Designing



*Modern & Inventive  
Web, Print & Graphic Design & Online Content  
Management*

*Stephanie Deyo*

*Ph & Fx: 1-208-476-9060*

*webinkdesigning@gmail.com*

*Mailing: 2237 Dent Bridge Road*

*Physical: 699 Michigan Ave.*

# Online Content Manager Report

MAY 2015

Once again; thank you for allowing me to help you.... I love being back in touch with all of you; and I love working with Ashely! ☺

I have continued this month to build our online presence through posting to all of our social media channels and expanding our spheres of influence into Pinterest and Google Plus.

Please any feedback on posts or content is MUCH APRECIATED. If you see something I am missing... or see something I should not be posting... let me know; it is the only way I can “get better” at what I am doing. ☺

So here goes... I try to remember everything that I do throughout the month.... But sometimes I miss things so take the below with “a grain of salt”; just know that I am doing my best to promote the Orofino Chamber and Commerce and its businesses; with a special emphasis on bringing in tourism and \$\$ dollars to our economy (because that is what the grant requires... and who does not like out of town \$\$? ☺)

Please let me know if you would like a different report format; or don't understand something please shoot me an email at [webinkdesigning@gmail.com](mailto:webinkdesigning@gmail.com) Again; Thank you for the opportunity to add a special marketing benefit to your membership!!!

## 1 WEBSITE WORK (WWW.OROFINO.COM)

- The website is still in the process of being created/revamped. We have had hacking problems in the past... but for now we are safe a secure.
  - If you see something missing or incorrect please email me; I can't catch everything so all feedback is appreciated!
  - SEND ME CONTENT... EVERYONE! ☺
- I updated/corrected several Membership Listings.
- I worked on updating the Orofino Chamber of Commerce “Yearly Event Calendar” and the Monthly Format Calendar with all of the Orofino Chamber and Community Events.

- Ashely will ask members to submit events for inclusion on the calendar. I will cross promote these events on all other social media channels.
  - Please note that only MEMBERS will be allowed to have events on the calendar... Including non-profit events.
- I promoted the 2015 LoggerXross Event
  - This included creating banner ads and graphics for the website; and all social media mediums (which of course all require different sizes and formats...☺).
- I promoted the 2015 “The Maniac”
  - This included creating banner ads and graphics for the website; and all social media mediums (which of course all require different sizes and formats...☺).
- Now that things have slowed down I plan to work with Ashley to create “Day Trip Itineraries” for inclusion on the website and social media channels. These day trips will also be the subject of our Orofino.com blog.
  - I will also work with Ashley to get “guest bloggers” for people who have done something interesting that the public might want to copy... examples are fishing trips; hiking trips; family outings; geocaching... anything that people might want to copy!
- **WEBSITE GOOGLE ANALYTICS**
  - **GOOGLE ANALYTICS:**
    - 1,117 Unique Visits/Sessions
      - These are the total period # of unique visits that were made to the site within the past month.
    - 2,346 Pageviews
      - These are the total number of actual pages that were viewed on our website
    - Acquisition (Meaning how they got to our page)
      - 141 Referral Page Views:
        - Top referral pages were:
          - Runningtheusa.com
          - Free-social-buttons.com
          - Event-tracking.com
          - Cbtvalley.com
          - Search.yahoo.com
          - Wikipedia.org
          - [www.visitnorthcentralidaho.org](http://www.visitnorthcentralidaho.org)
          - visitidaho.gov
      - 432 Direct Views – meaning they typed in www.orphino.com
      - 520 Organic Search Views – meaning they used a search engine
      - 24 Social/Email Page Views – these came directly from one of our other social media pages
    - Most Popular Pages (In Order of popularity):
      - Home Page
      - Business Directory
      - Monthly Calendar of Events
      - Real Estate
      - Yearly Calendar of Events
      - Relocating to Orofino

## 2 FACEBOOK — <HTTPS://WWW.FACEBOOK.COM/OROFINOCAMBEROFCOMMERCE>

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- Researched and Created and/or Shared over 51 POSTS
- Added 4 Community Events... These will be promoted throughout the year.
- We now have a total of 646 Likes (9 new this month)
- 4722 people saw our posts this month
- 53 people shared our posts this month
- 192 "likes" on our posts from current subscribers
  - The largest amount of likes came from posts about "The Maniac"

## 3 TWITTER - [HTTPS://TWITTER.COM/OROFINO\\_CHAMBER](HTTPS://TWITTER.COM/OROFINO_CHAMBER)

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- Sent out 51 unique tweets and re-tweeted several interesting area tweets.
- We now have 284 followers!
- Also Cross Promoted several member events

## 4 PINTEREST - <HTTPS://WWW.PINTEREST.COM/OROFINOIDAHO/>

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- The page has been set up... I am working to fill it with content; I am looking for any and all unique Orofino pictures... PLEASE SEND ME YOUR FAVORITES so I can put up some neat pictures and attract some people to our page!

## 5 GOOGLE PLUS - <HTTPS://PLUS.GOOGLE.COM/B/115431652173356383993/115431652173356383993/POSTS>

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- This page is very important and works in conjunction with our website. It basically tells Google we are a viable business and keeps us in the top rankings with their search engine. It is a "Facebook" like format.
- I have been posting to the page quite frequently. I am still waiting for google to send me the verification to claim the page (they do it through snail mail)... once they do that I will have lots more data for you on how many people are looking at this page and what type of feedback we are getting.

## 6 OROFINO IDAHO YOUTUBE CHANNEL

---

- I created the appropriate type of YouTube Channel for our business
- I updated it with our current Tourism Video's
- I will be uploading the 2015 Dam Race Pictures through this media

➤ YOUTUBE Channel Stats:



**Orofino Chamber of Commerce** 

Created: May 13, 2015 • Videos: 6 • Lifetime views: 38

P.O. Box 2346  
Orofino, ID 83544  
(208) 426-6305  
www.orofino.com

CHANNEL

Last 28 days (May 3, 2015 – May 30, 2015)

Performance



Engagement

LIKES 0 ●

DISLIKES 0 ●

COMMENTS 0 ●

SHARES 3 ▲

VIDEOS IN PLAYLISTS 0 ●

SUBSCRIBERS 0 ●

Top 10 Videos

[Browse all content](#)

Video	Views 	Estimated minutes watched 	Likes 
<a href="#">Orofino Idaho; Imagine Yourself Here!</a>	22 (58%)	10 (36%)	0
<a href="#">3 Minutes in Orofino Idaho!</a>	6 (16%)	13 (50%)	0
<a href="#">Orofino Idaho in the Winter!</a>	6 (16%)	2 (9.0%)	0
<a href="#">Orofino Summer</a>	4 (11%)	1 (5.1%)	0

## 7 OROFINO ADVENTURE AWAITS REPORT

- I published the first “Orofino Adventure Guide” on May 21<sup>st</sup>.
- You can see a copy of it here: <http://www.icontact-archive.com/4BdmjsXzjyeEcW0Aags2dqokEwz2vc9F?w=2>
  - I sent it to over 180 contacts (everyone in the database) and about 32% opened it.

- I also cross published this on all social media.

## 8 EMAIL

---

- I worked with Ashely throughout the month to make sure that our membership events and info was being shared online.

Once again; thank you for the opportunity to make Orofino Shine!!!

~ Stephanie Deyo; Webink Designing



*Modern & Inventive  
Web, Print & Graphic Design & Online Content  
Management*

*Stephanie Deyo*

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# Online Content Manager Report

APRIL 2015

First of all I am so excited to be working with you!!! Ashley has been amazing and I really think you have found a winner in her! ☺ I spent quite a bit of time this month getting things re-organized and seeing where the Orofino Chamber and it's businesses are in the "online world"... We look OK... but our presence has largely been missing. I worked to get all of our accounts straightened out and all the passwords found (I am still working on a few)... but we are getting there! ☺

Please any feedback on posts or content is MUCH APRECIATED. If you see something I am missing... or see something I should not be posting... let me know; it is the only way I can "get better" at what I am doing. ☺

So here goes... I try to remember everything that I do throughout the month.... But sometimes I miss things so take the below with "a grain of salt"; just know that I am doing my best to promote the Orofino Chamber and Commerce and it's businesses; with a special emphasis on bringing in tourism and \$\$ dollars to our economy (because that is what the grant requires... and who does not like out of town \$\$? ☺)

Next month you will get a much better format... I am just starting to collect data so it was not available for this month... but If you would like a different format; or don't understand something please shoot me an email at [webinkdesigning@gmail.com](mailto:webinkdesigning@gmail.com) Again; Thank you for the opportunity to add a special marketing benefit to your membership!!!

## 1 WEBSITE WORK (WWW.OROFINO.COM)

- The website is still in the process of being created/revamped. I have had some issues with hacking... but I believe I have that under control with the purchase of "Sucuri" and its services for the 2015 year.
  - Please send any content suggestions to me! I largely created this on my own without any help because we didn't have a director.
  - Ashley has been great with getting me things... but we are human (weird!) and we might miss something... so please SEND ME CONTENT... EVERYONE! ☺

- I updated several Membership Listings and worked with Ashely to determine the process moving forward for updating the directories will be that members will email the details to Ashley and they she will forward them to me for updating (members will no longer be asked to up-date their own pages... they will just forward the info to Ashley and she will forward approved content on to me).
  - Ashely will be announcing this change at the next membership meeting
- I worked on updating the Orofino Chamber of Commerce “Yearly Event Calendar” and the Monthly Format Calendar with all of the Orofino Chamber and Community Events.
  - Ashely will ask members to submit events for inclusion on the calendar. I will cross promote these events on all other social media channels.
  - Please note that only MEMBERS will be allowed to have events on the calendar.... Including non-profit events.
- I promoted the Orofino Chamber Of Commerce Auction.
- I promoted the Orofino Community Clean-Up Day Event.
- I plan to work with Ashley to create “Day Trip Itineraries” for inclusion on the website and social media channels. These day trips will also be the subject of our Orofino.com blog.
  - I will also work with Ashely to get “guest bloggers” for people who have done something interesting that the public might want to copy... examples are fishing trips; hiking trips; family outings; geocaching... anything that people might want to copy!
- **WEBSITE GOOGLE ANALYTICS** (this section will tell you about how much traffic we have on the site; there are MANY more details you can look at in the actual Google Analytics Report... let me know if you would like something different.... I can get it for you!):
  - I just set this up on the website this month so we don't have any info.... You will see lots of good info in this section next month.

## 2 FACEBOOK — <HTTPS://WWW.FACEBOOK.COM/OROFINOCAMBEROFCHAMERCE>

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- Researched and Created and/or Shared over 58 POSTS
- Added 8 Community Events... These will be promoted throughout the year.
- We now have a total of 637 Likes (5 new this month)
- 5399 people saw our posts this month
- 64 people shared our posts this month
- 195 "likes" on our posts from current subscribers

## 3 TWITTER - [HTTPS://TWITTER.COM/OROFINO\\_CHAMBER](HTTPS://TWITTER.COM/OROFINO_CHAMBER)

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- Sent out 45 unique tweets and re-tweeted several interesting area tweets.
- We now have 284 followers!
- Also Cross Promoted several member events

## 4 PINTEREST

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- I will be setting up a Pinterest Board with “all things Orofino”... see the details next month. ☺

## 5 GOOGLE PLUS - <HTTPS://PLUS.GOOGLE.COM/B/115431652173356383993/115431652173356383993/POSTS>

---

- This page is very important and works in conjunction with our website. It basically tells Google we are a viable business and keeps us in the top rankings with their search engine. It is a “facebook” like format.

- We have had a past Google Page... but it was connect to a person instead of a "Business" so I went ahead and created a new page and will be populating it in early May.

## 6 OROFINO ADVENTURE AWAITS REPORT

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- I gathered info from Ashley and will be setting up an "Adventure Schedule" Marketing Promotion that will help promote our area events.
- This will be published in late May... we will see what the response is and that will help us guage how often we should shoot these out.... Look for a report next month.

## 7 EMAIL

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- I worked with Ashely throughout the month to make sure that our membership events and info was being shared online.

Once again; thank you for the opportunity to make Orofino Shine!!!

Thank you all for being such amazing people!!!

~ Stephanie Deyo; Webink Designing