

## ITC GRANT NARRATIVE PROGRESS REPORT FORM

Grantee: Pioneer Country Travel Council	Grant Number: 14-V-1
Date Submitted: 1/22/2015	Report #: <input type="checkbox"/> 2 <input type="checkbox"/> 4
Date Posted for Review:	<input checked="" type="checkbox"/> 1 <input type="checkbox"/> 3 <input type="checkbox"/> Final

Awarded Grant: \$ 90,000.00	Cash Match Requirement: \$ 11,250.00	Total Excess Match Committed (Above required amount)
Amount Expended YTD: \$ 90,000.00	Cash Match Documented YTD: \$ 1,407.81	

**Element 1: AUDIT – N/A**

**Element 2: ADMIN/FULFILLMENT**

Amount Awarded: \$ 9,000.00	Amount Expended YTD: \$ 6,750.00	Cash Match Documented YTD: \$ N/A	Excess Cash Match Committed: \$ N/A
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Progress of Element since grant award or last report: Requesting balance of 25% in Final RFF

Anticipated completion date(s): End of Grant

Actions needed to complete this element: Finish Grant

Measurements(s) of Results: With the fulfillment we are able to pay for postage, phone line, long distance line and office supplies as needed to administer the grant.

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

**Element 3: Marketing**

Amount Awarded: \$ 45,000.00	Amount Expended YTD: \$ 21,479.30	Cash Match Documented YTD: \$1,407.81	Excess Cash Match Committed: \$
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Progress of Element since grant award or last report: So far this grant cycle we have been busy advertising through print, online and radio ads. SnoWest online, Facebook ad campaigns, Deseret News and SLC Tribune, SnoWest western guide, Zions Bank Magazine and Outpost Traveler Mag. In Canada. We contracted with Go Travel Sites online Go-Idaho.com destination lead program which is a great tool for leads and promotion of our region. We had inquired in the lead program through the state 3 times and could not get help with that program but feel that the Go-Idaho lead program as well as some others we do give us great results. We are continuing to pay for social media and website management. We are gearing up for our trade show and have registered for the Morris Murdock Travel show in Sandy, UT and the Great Rockies Sports show in Bozeman, MT. This is a new show and we will report later on how it went. We have contracted with Certified Folder for

our annual brochure distribution in SLC, Yellowstone route, Boise, Sun Valley/Twin Falls areas. We registered and sent a representative to American Bus Association.

Anticipated completion date(s): End of Grant

Actions needed to complete this element: Follow through with PCTC's work plan

Measurements(s) of Results: Southeast Idaho has seen an increase in visitors this year by the attendance in our visitors' centers and lodging facilities and towns in general. All our communities within our region have something special and different to offer all types of people. We continue to work together to leverage our dollars and bring people to our region by co-ops and other partner opportunities. We have gotten a bigger presence on social media and notice our website direct hits are dropping; we are not sure what is affecting this change with the website. Could it be people are using more social media outlets vs. the websites or is it Google and all the changes they keep making? Our webmaster is keeping an eye on this and we hope we can give more stats regarding that next report. American Bus Conference went well and the tour companies are starting to get familiar with us and our representative. It takes a couple years to start to see impact from the tours but we have already started to see these tours stop in our region. We will continue to work with them as needed throughout the year.



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